

**APPENDIX D7**  
**INVITATION LETTER TO SFA DIRECTORS,**  
**FREQUENTLY ASKED QUESTIONS (FAQs)**  
**AND**  
**WEB SURVEY INFORMATION SHEET**

XX/XX/2014

Dear [FIRST NAME] [LAST NAME]:

2M Research Services and its partner, Mathematica Policy Research, are conducting a national survey for the U.S. Department of Agriculture, Food and Nutrition Service (FNS), as part of a study called the Special Nutrition Program Operations Study (SN-OPS). This is the final year of the three-year study. The SN-OPS is being conducted to understand and address the current policy issues related to Special Nutrition Program (SNP) operations.

The goal of this study is to improve the implementation of the Child Nutrition Program by examining:

- Data on the Child Nutrition (CN) program characteristics to help FNS respond to questions about the SNPs in schools;
- Data related to program administration for designing and revising program regulations, managing resources, and reporting requirements; and
- Data related to program operations to help FNS develop and provide training and technical assistance for SFAs and State Agencies responsible for administering the CN program.

The survey is designed to be completed by the SFA Director or designated members of your staff in about 90 minutes. This is a web survey that you will complete online. A hardcopy of the survey is included with this letter for planning purposes. We encourage you to circulate the survey among appropriate staff, if necessary, to obtain all responses. We have also included frequently asked questions and a web survey information sheet to assist you. Participation is voluntary and the information you provide will be kept private to the extent allowed by law.

To access the survey, please log on to <http://www.YYYYY.com>. You will be asked for your *Login Identification* and *Password*, which are indicated below.

Login Identification: [Username]  
Password: [Password]

We thank you in advance for your important contribution to this research. For assistance with the survey, you may use our toll-free help line and our email help desk. The help desk number is 1-866-465-7738, while the email help desk is [SFASurveyHelp@2mresearchservices.com](mailto:SFASurveyHelp@2mresearchservices.com). If you have questions or concerns about this study, please contact Jim Murdoch, the project director, by email at [jmurdoch@2mresearchservices.com](mailto:jmurdoch@2mresearchservices.com) or by telephone at: 817-856-0863. You may also call Allison Magness, the FNS Project Officer, at 703-305-2098.

Sincerely,

Jim Murdoch, Project Director

Enclosed: SN-OPS SFA Director Survey, Frequently Asked Questions, and Web Survey Information Sheet

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 0584-0562. It will take you, on average, 3 minutes to read this letter and login to the web survey.

## Special Nutrition Program Operations Study (SN-OPS)

### Frequently Asked Questions

**Q** Why is FNS conducting the survey?

**A** This survey is being conducted to provide nationally representative information about Child Nutrition programs and programs available in public school districts. The goal of the SN-OPS is to understand the policy and operational issues surrounding the Child Nutrition Programs. Specifically, survey topics include the preparation of program budget, development and implementation of program policy and regulations, and identification of areas for provision of technical assistance and training.

**Q** Who is invited to participate in SN-OPS?

**A** This is a survey of 56 State Child Nutrition Program Directors and 1,875 School Food Authority Directors.

**Q** Why is participation by your School Food Authority (SFA) important?

**A** Your SFA's participation, while voluntary, is important because it is vital to the development of national estimates. We need your input because your SFA is one of a small sample of SFAs selected for the study. Your cooperation is critical to make the results of this survey comprehensive, accurate, and timely.

**Q** How long is the data collection period?

**A** Because of the time sensitive nature of data that are being collected, we expect to receive all completed surveys within 8 weeks of initial mailing.

**Q** How does FNS protect the privacy of the information that you provide?

**A** Your answers may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose unless otherwise compelled by law. The federal Office of Management and Budget (OMB) has approved the survey (OMB No. [OMB Number: 0584-0562](#). Expiration Date: X/XX/XXXX).

**Q** Who should I contact if I have questions about the study or the survey?

**A** If you have any questions about this survey, please contact the Help Desk at 1-866-465-7738 or email the help desk at [SFASurveyHelp@2mresearchservices.com](mailto:SFASurveyHelp@2mresearchservices.com). You may also call Allison Magness, the FNS Project Officer, at 703-305-2098.



## Web Survey Information Sheet Getting Started with Your SFA Director Survey

Step 1: Go to the web browser on any computer with Internet access and enter the web site address below in the address bar to access the evaluation's data collection site. Do not enter the address into a search engine.

Survey address:	<a href="https://www.YYYY.org">https://www.YYYY.org</a>
Login Identification:	Username
Password:	Password

Step 2: Click on the survey link to reach the login page.

Step 3: Look at the letter you received with this instruction sheet to find your user login and password. Enter this information into the corresponding boxes and click the login button to access your account, where you will see the Introduction page of your district survey. **All staff responding to the survey will need to use the same user login and password.**

Step 4: **The first time** you log into the survey you will be directed to the Menu page, which lists each survey section.

Step 5: Prior to responding to the web survey, we recommend that you review the hardcopy of the survey to get a general sense of the survey content and to help identify which individuals are in the best position to complete survey sections. You can also access a PDF copy of the survey by clicking the link labeled "PDF Version of the Survey" in the survey header (which appears on every page after you log in).

We also recommend that you review the frequently asked questions document before responding to the survey, which includes tips for navigating through the web survey. You can access this document by clicking the link labeled "Frequently Asked Questions" in the survey header.

Step 6: Once you have completed all sections of the SFA Director Survey, click on the "Submit Survey" button (on the Menu page).

If you ever lose your user login and/or password information, please contact the study team at [SFASurveyHelp@2mresearchservices.com](mailto:SFASurveyHelp@2mresearchservices.com) or call toll-free at 1-866-465-7738 and provide your district's name, city, and state, and we will provide the information for you again.