

Attachment C: Introductory Letter, Invitation, and Follow-Up Email

[Date]

[Address of recipient]

Dear [name of recipient]: We are writing to inform you about an important survey of principals of rural schools implementing the “transformation model” through federal School Improvement Grants (SIGs). This brief, 20-minute survey collects information about principals’ reports of the level of implementation of transformation activities, the challenges to implementation, and support received from technical assistance providers.

Who is conducting the survey? The Regional Educational Laboratory (REL) Northwest and its partner, Policy Studies Associates (PSA), are conducting this survey. REL Northwest is one of 10 national laboratories administered by the Institute of Education Sciences to promote the use of data and research to improve academic outcomes for students.

Why is this study important? This study will assist policymakers, rural schools, and their partners as they work to improve schools in the future and attempt to implement elements of the transformation model.

When will the survey arrive? Next week, principals of Cohort 1 SIG schools using the transformation model will receive an email invitation to complete the online survey.

How will the survey data be stored and reported? Only REL Northwest and PSA staff will have access to the raw data. The report summarizing the survey findings will not contain any information at the individual, district, school, or student levels. Furthermore, REL Northwest and PSA will comply with all applicable federal and state laws and regulations protecting the privacy of study participants.

What if the principal is new to the school or very busy? If a principal does not know about his or her school’s previous SIG implementation, the survey will prompt that principal to designate a proxy, such as a staff member who was employed during the SIG funding period and served in one of the following roles:

- A school-level administrator, such as an assistant principal, who participated in the school’s SIG
- A teacher who was responsible for assisting with the school’s SIG
- A district administrator responsible for SIG

If the principal is too busy to complete the survey, the principal may send that response and a designee via email.

What are the benefits to the school and district? The greatest benefit to the school and district is informing school improvement policies and practices that may

continue to impact them in the future. In addition, schools participating in the survey (as well as their districts) will receive a link to the published study and be invited to webinars to discuss the survey results.

Who can I contact if I have questions? At REL Northwest, please contact Caitlin Scott, Senior Evaluation Advisor, at 503-275-9585 or email Caitlin.Scott@educationnorthwest.org. At PSA, please contact Leslie Anderson, Managing Director at PSA, at 202-939-5327 or email landerson@policystudies.com.

Thank you so much for your time.

Sincerely,

Caitlin Scott
Senior Evaluation Advisor
REL Northwest
101 SW Main St., Suite 500
Portland, OR 97204

Leslie Anderson
Managing Director
Policy Studies Associates
1718 Connecticut Ave NW
Washington, DC 20009

Per the policies and procedures required by the Education Sciences Reform Act of 2002, Title I, Part E, Section 183, responses to this data collection will be used only for statistical purposes. The reports prepared for this study will summarize findings across the sample and will not associate responses with a specific district or individual. We will not provide information that identifies you or your district to anyone outside the study team, except as required by law. Any willful disclosure of such information for nonstatistical purposes, without the informed consent of the respondent, is a class E felony. The survey is proprietary and approval by the federal Office of Management and Budget (OMB) does not imply endorsement by the Department of Education.

Dear [name of recipient]:

You recently received a letter describing an important national study of rural schools implementing the transformation model through federal School Improvement Grants (SIGs). We are now writing to request your participation in this study.

Your survey responses are essential to help policymakers and practitioners understand the implementation of the transformation model in rural areas across the nation.

To access your survey click here: [survey link]

Please do not forward this link to anyone else. This link is unique to you.

Please respond by [insert date]

If you are unfamiliar with SIG at your school, the survey will prompt you to designate a proxy, such as a staff member who was employed during the SIG funding period and served in one of the following roles:

- A school-level administrator, such as an assistant principal, who participated in the school's SIG
- A teacher who was responsible for assisting with the school's SIG
- A district administrator responsible for SIG

You will not need to complete the rest of the survey.

If you are familiar with SIG at your school but would still like to designate a proxy, please respond to this email and provide the name, job title, phone number, and email address of your designated proxy.

MORE INFORMATION ABOUT THE SURVEY WAS CONTAINED IN THE ORIGINAL LETTER REQUESTING YOUR PARTICIPATION. TO ACCESS A COPY OF THIS LETTER, PLEASE GO HERE: [link to be inserted]

REMINDER 1

Dear [name of recipient]:

We are writing to remind you about your invitation to participate in an important national study of rural schools implementing the transformation model through federal School Improvement Grants (SIGs). We hope that you will take part in this study.

Your survey responses are essential to help policymakers and practitioners understand the implementation of the transformation model in rural areas across the nation.

To access your survey click here: [survey link]

Please do not forward this link to anyone else. This link is unique to you.

Please respond by [insert date]

MORE INFORMATION ABOUT THE SURVEY WAS CONTAINED IN THE ORIGINAL LETTER REQUESTING YOUR PARTICIPATION. TO ACCESS A COPY OF THIS LETTER, PLEASE GO HERE: [link to be inserted]

REMINDER 2

Dear [name of recipient]:

We have not heard from you yet. Please remember you are invited to participate in an important national study of rural schools implementing the transformation model through federal School Improvement Grants (SIGs). We hope that you will take part in this study.

Your survey responses are essential to help policymakers and practitioners understand the implementation of the transformation model in rural areas across the nation.

To access your survey click here: [survey link]

Please do not forward this link to anyone else. This link is unique to you.

Please respond by [insert date]

If you are unfamiliar with SIG at your school, the survey will prompt you to designate a proxy, such as a staff member who was employed during the SIG funding period and served in one of the following roles:

- A school-level administrator, such as an assistant principal, who participated in the school's SIG
- A teacher who was responsible for assisting with the school's SIG
- A district administrator responsible for SIG

You will not need to complete the rest of the survey.

If you are familiar with SIG at your school, but would still like to designate a proxy, please respond to this email and provide the name, job title, phone number, and email address of your designated proxy.

MORE INFORMATION ABOUT THE SURVEY WAS CONTAINED IN THE ORIGINAL LETTER REQUESTING YOUR PARTICIPATION. TO ACCESS A COPY OF THIS LETTER, PLEASE GO HERE: [link to be inserted]

REMINDER 3

Dear [name of recipient]:

Don't miss this opportunity. You are invited to participate in an important national study of rural schools implementing the transformation model through federal School Improvement Grants (SIGs). We hope that you will take part in this study.

As an incentive to complete the survey, we would like to offer you a \$20 Amazon gift card.

Your survey responses are essential to help policymakers and practitioners understand the implementation of the transformation model in rural areas across the nation.

To access your survey click here: [survey link]

Please do not forward this link to anyone else. This link is unique to you.

Please respond by [insert date]

MORE INFORMATION ABOUT THE SURVEY WAS CONTAINED IN THE ORIGINAL LETTER REQUESTING YOUR PARTICIPATION. TO ACCESS A COPY OF THIS LETTER, PLEASE GO HERE: [link to be inserted]

If you are unfamiliar with SIG at your school, the survey will prompt you to designate a proxy, such as a staff member who was employed during the SIG funding period and served in one of the following roles:

- A school-level administrator, such as an assistant principal, who participated in the school's SIG
- A teacher who was responsible for assisting with the school's SIG
- A district administrator responsible for SIG

You will not need to complete the rest of the survey.

If you are familiar with SIG at your school, but would still like to designate a proxy, please respond to this email and provide the name, job title, phone number, and email address of your designated proxy.

REMINDER 4

Dear [name of recipient]:

We really need to hear from all principals of rural SIG schools in an important national study of rural schools implementing the transformation model through federal School Improvement Grants (SIGs). We hope that you will take part in this

study. Please don't miss your opportunity to participate and receive a \$20 Amazon gift card.

Your survey responses are essential to help policymakers and practitioners understand the implementation of the transformation model in rural areas across the nation.

To access your survey click here: [survey link]

Please do not forward this link to anyone else. This link is unique to you.

Alternatively, please complete the attached word document and reply by email or send via fax: [insert fax number].

We can also send you a paper copy survey via mail. Please email us for this copy.

Please respond by [insert date]

If you are unfamiliar with SIG at your school, the survey will prompt you to designate a proxy, such as a staff member who was employed during the SIG funding period and served in one of the following roles:

- A school-level administrator, such as an assistant principal, who participated in the school's SIG
- A teacher who was responsible for assisting with the school's SIG
- A district administrator responsible for SIG

You will not need to complete the rest of the survey.

If you are familiar with SIG at your school, but would still like to designate a proxy, please respond to this email and provide the name, job title, phone number, and email address of your designated proxy.

MORE INFORMATION ABOUT THE SURVEY WAS CONTAINED IN THE ORIGINAL LETTER REQUESTING YOUR PARTICIPATION. TO ACCESS A COPY OF THIS LETTER, PLEASE GO HERE: [link to be inserted]

REMINDER 5

Dear [name of recipient]:

We are concerned that your voice will not be heard in an important national study of rural schools implementing the transformation model through federal School Improvement Grants (SIGs). We hope that you will take part in this study.

As an incentive to complete the survey, we would like to offer you a \$20 Amazon gift card.

Your survey responses are essential to help policymakers and practitioners understand the implementation of the transformation model in rural areas across the nation.

To access your survey click here: [survey link]

Please do not forward this link to anyone else. This link is unique to you.

Alternatively, please complete the attached word document and reply by email or send via fax: [insert fax number].

We can also send you a paper copy survey via mail. Please email us for this copy.

Please respond by [insert date]

If you are unfamiliar with SIG at your school, the survey will prompt you to designate a proxy, such as a staff member who was employed during the SIG funding period and served in one of the following roles:

- A school-level administrator, such as an assistant principal, who participated in the school's SIG
- A teacher who was responsible for assisting with the school's SIG
- A district administrator responsible for SIG

You will not need to complete the rest of the survey.

If you are familiar with SIG at your school, but would still like to designate a proxy, please respond to this email and provide the name, job title, phone number, and email address of your designated proxy.

MORE INFORMATION ABOUT THE SURVEY WAS CONTAINED IN THE ORIGINAL LETTER REQUESTING YOUR PARTICIPATION. TO ACCESS A COPY OF THIS LETTER, PLEASE GO HERE: [link to be inserted]