**Attachment I**

**Respondent Recruitment Procedures and Materials**

**Description of Cognitive Interview Participant Recruitment Process**

**Identification of Participants**

Shugoll maintains a consumer database of individuals in the Washington, DC area who have at one time expressed interest or participated in Shugoll’s research activities. Shugoll uses a variety of recruiting methods in order to enhance its consumer database. These methods include traditional telephone recruiting using a consumer database, client lists, and cold calling; networking and referrals; e-blasting from the database and online screening; and a variety of social media outlets that include Facebook, Twitter, and LinkedIn. Shugoll Research has been actively developing its database of over 100,000 people in the Washington, DC area since the mid-1970’s. The database was developed originally through cold-calling and recruiting from mall-intercept location and has continued to grow both through cold-calling from directory listings as well as through referrals, word of mouth, and social media. The database contains demographic information such as age, gender, and employment/education so that the contact information can be sorted based on the needs of each individual study performed by Shugoll. For these cognitive interviews, the database will be sorted first by level of education, and then by other demographic characteristics (for example, age and gender) to balance the targeted respondent group.

To supplement the database, Shugoll may also reach out to professors and administrators at institutions in the Washington, DC area with whom they have developed relationships. Referrals, advertisements in student newspapers and online forums, and social media postings may also be used to recruit student respondents.

Additionally, other advertisements will be targeted toward individuals qualified for this particular study, describing briefly the purpose of the cognitive interviews and the opportunity for respondents to contribute to the development of an education survey. The advertisements will identify the requirement that participants be current or recent graduate students, as well as the time commitment of the interview, and the incentive amount for participation. Two social media sample advertisements are presented below:

**Sample Twitter Post:**

#DC graduate students. We are looking for participants for a study on graduate student financial aid. Find out more here (appropriate link).

**Sample Facebook Post:**

Shugoll Research is looking for graduate students for a postsecondary education study.

**Who:** We are looking for graduate students currently or recently enrolled in a graduate program   
**When:** Appointment times are available morning, afternoon and evening  
**Where:** All research will be conducted in Shugoll’s research facilities in Bethesda, MD.

Qualified participants will receive $40 to thank them for their time and participation.

If you are interested in participating, please contact **xxx at 301-215-7248 ext. xxx**.

Please feel free to share this opportunity with anyone who may be interested. For more on participating in research, our privacy policy or to register for future research opportunities please visit [dcfocusgroups.com](http://www.dcfocusgroups.com/).

**Recruitment:**

Students identified from Shugoll’s database as potential respondents will be contacted by Shugoll staff members, and invited to go through the screening process. Others who respond to social media and online advertisements will be invited to contact Shugoll themselves to complete the screening process. Eligible participants will be those determined to be current or recent graduate students in the desired degree programs with an appropriate level of demographic diversity.

The cognitive interview participants will be selected to reflect the following characteristics:

Graduate Students seeking any of the following:

* Master’s degree
* Professional Doctoral Degree (i.e., JD, MD)
* Research Doctoral Degree (i.e., PhD)

Participants within each group will be selected to provide a range of graduate student types across the following demographic characteristics:

* Age;
* Gender;
* Race; and
* Degree program

For each degree type, approximately 20 students will be recruited to ensure the desired number of participants (approximately 10 per type), for a total of 30 graduate student respondents.

Sample Recruitment Advertisement

IF YOU  ...

Were in graduate school at any time between July 1, 2013 and June 30, 2014, even if you are no longer enrolled…

YOU MAY BE ELIGIBLE TO...

Answer a few questions about your experiences related to graduate school and RECEIVE $40 for your time!

Email usor Call: 1-8XX-XXX-XXXX

Your responses will be used to refine survey questions.

On average, these sessions take about 90 minutes.

**Attachment II**

**Consent to Participate in Research**

**Title of Research**: **National Postsecondary Student Aid Study – Cognitive Interviews**

## Introduction and Purpose

You, along with other students, are being asked to participate in in-depth interviews being conducted by RTI International and Shugoll Research for the National Center for Education Statistics (NCES), part of the U.S. Department of Education. The purpose of the interviews is to obtain your feedback on some of the questions that will be used in the National Postsecondary Student Aid Study.

## Procedures

You are one of approximately 30 graduate students who will take part in this research.

The interviews will be audio and video recorded to make sure we don’t miss anything that you say and to help us write a report summarizing the results of the interviews. Upon completion of the written report, the recordings will be destroyed. Your name will never be used in the report that we write.

## Study Duration

Your participation in an interview will take about 1½ hours.

## Possible Risks or Discomforts

We do not anticipate that any of the discussion topics will make you uncomfortable or upset. However you may refuse to answer any question or take a break at any time.

## Benefits

## Your Benefits You will recive $40 to thank you for your participation in this study.

**Benefits for Other People**  These interviews will help us develop and improve the questionnaires used in this study so that they are clear and can be easily understood and answered.

## Confidentiality

Shugoll Research and RTI International are conducting this research for the National Center for Education Statistics (NCES) of the U.S. Department of Education. This study is authorized by law under the Education Sciences Reform Act (20 U.S.C., § 9543). Your participation is voluntary. Your responses are protected from disclosure by federal statute (20 U.S.C., § 9573). All responses that relate to or describe identifiable characteristics of individuals 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 (20 U.S.C., § 9573).

## Future Contacts

We will not contact you in the future as part of this study.

## Your Rights

Your decision to take part in this research study is completely voluntary. You can refuse any part of the study and you can stop participating at any time.

**Your Questions**

If you have any questions about the study, you may call Merrill Shugoll at Shugoll Research (301-656-0310) or Jennifer Wine at RTI International (919-541-6870). If you have any questions about your rights as a study participant, you may call RTI’s Office of Research Protection at 1-866-214-2043 (a toll-free number).

**YOU WILL BE GIVEN A COPY OF THIS CONSENT FORM TO KEEP.**

Your signature below indicates that you have read the information provided above, have received answers to your questions, and have freely decided to participate in this research. By agreeing to participate in this research, you are not giving up any of your legal rights.

