

**Attachment 1a**

**NHES 2016 PFI & ECPP Cognitive Interviews Communication Materials**

Table of Contents

*Email text for personal and professional contacts and advertisements* ..... 2

*Text for advertisements on social media and/or Craig's List* ..... 2

*Informed Consent Form for Parents* ..... 3

## Email text for personal and professional contacts and advertisements

Dear [contact]:

The American Institutes for Research and Nichols Research are assisting the National Center for Education Statistics, of the U.S. Department of Education, who are conducting a study to learn more about children's schooling. We are specifically looking for parents of children in kindergarten to 12<sup>th</sup> grade, or ages 5 to 17, to participate in a one-time, voluntary, research interview about one of these topics.

Eligible participants will take part in a 60-minute interview and will receive \$40 as a thank you for their participation.

If you or someone you know is interested in participating, please contact [contact info].

Thank you for your time and help with this important study.

Sincerely,  
Recruitment Contact Info

## Text for advertisements on social media and/or Craig's List

### Are you a parent with any children in kindergarten through 12<sup>th</sup> grade?

*You may be eligible to earn \$40 by participating in a research interview about your child's schooling.*

#### **About the interviews:**

American Institutes for Research (AIR) is conducting this study for the National Center for Education Statistics (NCES) of the U.S. Department of Education. The research interviews will be conducted in January 2015 and will be held at a central location convenient to major highways or public transportation. The interview will last approximately 60 minutes, during which time a researcher will ask you to respond to questions, including your interpretation of the meaning of the questions asked of you. Questions will be about your child's school experiences, depending on their age. Your participation and responses are voluntary.

#### **Eligibility to Participate:**

Parents of children in kindergarten through 12<sup>th</sup> grade are being sought. Please call AIR between 9 a.m. and 5 p.m. weekdays to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3-5 minutes to complete.

#### **Contact:**

Contact person  
American Institutes for Research  
XXX-XXX-XXX  
name@air.org



INFORMED CONSENT - PARENT

The American Institutes for Research (AIR) is assisting with data collection for a study being conducted by the National Center for Education Statistics (NCES), part of the U.S. Department of Education. We are interviewing parents of children in kindergarten through 12<sup>th</sup> grade to gather information that will improve the Parent and Family Involvement <and EARLY CHILDHOOD PROGRAM PARTICIPATION> survey. For this study, an AIR staff member will meet with parents individually for 60 minutes at <LOCATION>. Participants will be given \$40 to thank them for their time and participation.

Parents will be asked to think aloud while they read questions from the survey. Additionally, the interviewer will ask targeted questions to gain a better understanding of the survey questions. Participant responses will be audio-recorded and the information collected during this study will be for research purposes only. Your participation is voluntary, you can skip any question you do not want to answer, and you may request to stop at any time during the session. We do not anticipate that any of the questions will make you uncomfortable or upset. However, you may refuse to answer any question or take a break at any time. There are no direct benefits to you for participating in this study, but we hope that these interviews will help us develop and improve questions for a national survey about students' schooling and <AND YOUNG CHILDREN'S CARE AND EDUCATION>.

Before you are eligible to participate, the attached consent form is required.

If you have questions at any time and would like to contact the principal investigator for this research, please contact Susan Cole at AIR at 650-843-8187.

Thank you,

<CONTACT NAME>  
American Institutes for Research  
<CONTACT INFORMATION>

Parent/Guardian Name (Please Print): \_\_\_\_\_

I have read the attached consent form for the National Household Education Survey study and all of my questions at this time have been answered. I understand that my session will be audio-recorded.

This cognitive interview has been approved by the Office of Management and Budget (OMB# 1850-0803). The information you give us will be combined with the responses of others in a summary report that does not identify you as an individual. Your answers may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. § 9573).

Your participation is voluntary. 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.

I agree to participate in this study.

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Date