

National Center for Education Statistics

Attachment I

Recruitment Materials

Identification of Participants

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 the Employment and Earnings survey. The advertisements will identify the requirement that participants be recent graduates (up to 4 years following completion of the credential) of eligible gainful employment programs, as well as the time commitment of the interview and the incentive amount for participation. Sample advertisements are presented below.

Sample Facebook Post

RTI International, a non-profit research firm, is looking for recent graduates of vocational and technical certificate, diploma, and associate's degree programs to help test a new survey on employment and earnings after college.

Who: Those who earned a vocational or technical associate's degree, certificate, or diploma after January 2011.

When: Appointment times are available morning, afternoon and evening.

Where: Interviews will be conducted at RTI's office in [RTP/DC/Chicago].

The interview session will take approximately 40 minutes, and eligible participants will receive \$40 to thank them for their time and participation.

If you are interested in participating, please contact XXX at XXX.

Please feel free to share this opportunity with anyone who may be interested.

Sample Craigslist Ad

Title:

EARNED AN ASSOCIATE'S DEGREE OR CERTIFICATE AFTER JANUARY 2011? RECEIVE \$40 FOR A SURVEY

Ad text:

IF YOU...

Earned a vocational or technical associate's degree, certificate, or diploma after January 2011...

WE NEED YOU TO...

Answer a few questions about your employment and earnings since completing your program.

You may be eligible to help us pretest a survey and RECEIVE \$40 for your time!

To find out if you're ELIGIBLE:

Email us: XXX@rti.org

Call us: XXX

Our appointment schedule is flexible, with weekend and evening sessions.

The private interview will be conducted at our [RTP/DC/Chicago] office and will take approximately 40 minutes. The purpose of the interview is to help test and refine survey questions.

RTI International is conducting this survey for the National Center for Education Statistics part of the U.S. Department of Education.

[RTI is a non-profit research firm located in Research Triangle Park near Cornwallis Road and Davis Drive, with easy access to and from I-40.]

[RTI's DC office is located on 13th Street, N.W., with easy access to Metro Center.]

[RTI's Chicago office is located on West Monroe St., with easy access to and from I-290 and I-94.]