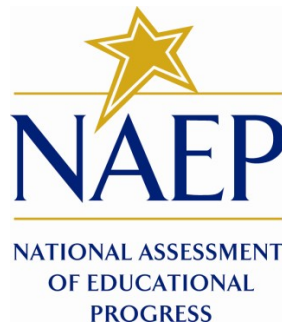


NATIONAL CENTER FOR EDUCATION STATISTICS  
NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS

*Appendices*

***Key Concepts for Assessment Literacy  
Focus Group Studies***

OMB# 1880-0542



September 30, 2014

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**Appendix A: Phone Script and Screening Questionnaire for Parent/Guardian Focus Group**

**CALL FROM DATABASE OR AT RANDOM**

**RECRUIT 10 PER GROUP FOR 8-9 TO SHOW**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a focus group on behalf of the U.S. Department of Education's National Center of Education Statistics and would like to include your views. This research is about educational testing in schools. My questions will only take a few minutes. May I speak with (name)?

Yes (Proceed to protocol script below)

No (Thank you, have a good day/evening.)

1. First, do you, or does any member of your household or immediate family, work for or is retired from:

- A market research company \_\_\_\_\_
- A direct mail company or direct marketing company \_\_\_\_\_
- An advertising agency or public relations firm \_\_\_\_\_
- The media (TV/radio/newspapers/magazines) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Please tell me your occupation and the name of the company or organization you work for (if retired get former occupation and company worked for).

\_\_\_\_\_  
\_\_\_\_\_

**[TERMINATE IF TEACHER, TEACHER'S ASSISTANT, SCHOOL GUIDANCE COUNSELOR, PRINCIPAL, OR OTHER SCHOOL ADMINISTRATOR]**

3. Does any member of your household or immediate family currently work in or is retired from any of the following positions in a K-12 school: teacher, teacher's assistant, school guidance counselor, principal, or other school administrator?

[TERMINATE] Yes \_\_\_\_\_  
No \_\_\_\_\_

4. Are you the parent of a child who attends a public school in any grade 3 through 12 in Maryland?

Yes \_\_\_\_\_  
[TERMINATE] No \_\_\_\_\_

5. Does this child live in your household?

Yes \_\_\_\_\_  
[TERMINATE] No \_\_\_\_\_

6. Which of the following categories best describes your total annual household income? [MIX]

- Under \$20,000 \_\_\_\_\_
- \$20,000 - \$39,999 \_\_\_\_\_
- \$40,000 - \$59,999 \_\_\_\_\_
- \$60,000 - \$79,999 \_\_\_\_\_
- \$80,000 - \$100,000 \_\_\_\_\_
- Over \$100,000 \_\_\_\_\_

7. Please tell me your age. [Record age]

8. What is your current marital status? Are you ..... ?

Married or living with a partner \_\_\_\_\_

Single \_\_\_\_\_

Divorced \_\_\_\_\_

Widowed \_\_\_\_\_

9. What is the highest level of education you have completed? [GOOD MIX]

Less than high school graduate \_\_\_\_\_

High school graduate \_\_\_\_\_

Some college \_\_\_\_\_

College graduate \_\_\_\_\_

Post graduate studies or degree \_\_\_\_\_

10. So that we can be sure that all backgrounds are represented in our study, please tell me your ethnic or race background. Are you ... ?

[RECRUIT 2-3 MINORITIES]

**Ethnicity**

Hispanic or Latino \_\_\_\_\_

Not Hispanic or Latino \_\_\_\_\_

**Race**

American-Indian or Alaska Native \_\_\_\_\_

Asian \_\_\_\_\_

Black or African American \_\_\_\_\_

Native Hawaiian-Indian or Other Pacific Islander \_\_\_\_\_

White \_\_\_\_\_

Other \_\_\_\_\_

11. [Record gender] [MIX]

Male \_\_\_\_\_

Female \_\_\_\_\_

(INTERVIEWER: Determine recruitment needs in advance. Record all responses. End screener at whatever point the parent or legal guardian gives a response that confirms that their group has already been sampled adequately. End screener script: Based on the requirements of this study, we are not able to include you in the interviews at this time.)

12. Have you ever attended a focus group discussion or individual interview? By that we mean an informal, round-table discussion, conducted by a professional moderator in which you were asked your opinions regarding a product, a service, or advertising?

>> ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

A. How many of these groups have you attended?

\_\_\_\_\_ [MAX. 5 EVER]

- B. What was/were the topics discussed?  
 \_\_\_\_\_ [IF EDUCATIONAL TESTING, TERMINATE]
- C. How long ago was the last one of these groups you attended?  
 \_\_\_\_\_ [MUST BE AT LEAST 6 MONTHS AGO]

[INVITE TO GROUP]

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a focus group regarding educational testing in schools. The focus group will be video recorded, but all information is reported in combined form so individuals will not be identified. Participation is voluntary and your answers may be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 [(ESRA 2002) 20 U.S.C., § 9573].

The discussion will last about two hours and will be both fun and informative. The discussion will be held at <LOCATION> on <DATE> at <TIME>. Prior to the start of the focus groups, all participants will be asked to read and sign a consent form. No one will attempt to sell you anything and no one will call you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a \$75 VISA gift card after the session is completed. This is an important research effort and we hope that you will be part of it. We can only invite about 10 people to take part.

Can we schedule your attendance?

[If no:] Thank you for your time. Have a wonderful <DAY/EVENING>

[If yes, read ..... ]

If you need glasses for reading or for using the computer, please be sure to have them available for this session.

ID Number \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

(EVE) \_\_\_\_\_

(CELL) \_\_\_\_\_

(EMAIL) \_\_\_\_\_

Interviewer: \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_

**Appendix B: Phone Script and Screening Questionnaire for Student Focus Group**

**CALL FROM DATABASE OR AT RANDOM**

**RECRUIT 10 PER GROUP FOR 8-9 TO SHOW**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a focus group on behalf of the U.S. Department of Education's National Center of Education Statistics.

We are looking to conduct focus groups with seventh through twelfth grade students to find out their views about educational testing in the schools.

The focus groups will last about 90 minutes and will be both fun and informative. The discussion will be held at <LOCATION> on <DATE> at <TIME>. The focus group will be video recorded, but all information is reported in combined form so individuals will not be identified. Participation is voluntary and your answers may be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 [(ESRA 2002) 20 U.S.C., § 9573].

These focus groups will help to support a communication initiative that seeks to promote greater understanding of assessments and the role of the National Assessment of Educational Progress (NAEP) in assessment. Participant comments will help the National Center of Education Statistics educate audiences about assessment literacy.

Your child will receive a \$25 VISA gift card at the end of the focus group session for participating. In addition, if transportation to the site is involved, you will receive a \$25 VISA gift card to thank you for your time and effort if you bring your child to and from the focus group site.

Are you willing to have your child participate in this focus group?

If no: Thank you for your time. Have a wonderful <DAY/EVENING>.

If yes: Great, thank you very much. To ensure that we have a broad mix of students, we have a few questions to ask you about your child. It should only take a couple of moments of your time.

**GRADE**

- Grade 7
- Grade 8
- Grade 9
- Grade 10
- Grade 11
- Grade 12

**GENDER**

- Male
- Female

**RACE/ETHNICITY**

Ethnicity:  Hispanic or Latino

Not Hispanic or Latino

Race (one or more of the categories below):

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or other Pacific Islander

White or Caucasian

(INTERVIEWER: Determine recruitment needs in advance. Record all responses. End screener at whatever point the parent or legal guardian gives a response that confirms that their group has already been sampled adequately. End screener script: Based on the requirements of this study, we are not able to include your child in the interviews at this time.)

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a focus group regarding educational testing in schools. The discussion will last about an hour and a half and will be both fun and informative for your child. Their participation is voluntary and their answers may be used only for research purposes and will not be disclosed, or used, in identifiable form for any other purpose except as required by law [Education Sciences Reform Act of 2002 (20 U.S.C. §9573)].

Prior to the start of the focus groups, all parents of participants will be asked to read and sign the consent form and send it back to [Focus Group Facility Mailing Address].

Student participants will receive a \$25 VISA gift card for their participation in the study. If you transport your child to and from the focus group facility, as a thank you for your time and effort you will receive a \$25 VISA gift card.

We can only invite about 10 people to take part. Can we schedule your child’s attendance?

[If no:] Thank you for your time. Have a wonderful <DAY/EVENING>

[If yes, read .....]

[STAFF NAME] will follow-up with you and send a [letter/email] indicating the time and date of the focus group and send you a consent form to fill out if he/she will be participating.

Do you have any questions at this time? If you do have any questions, please call <PHONE NUMBER>.

INTERVIEWER: RECORD NAME, CONTACT INFORMATION, DATE/TIME

Parent Name \_\_\_\_\_

Child Name \_\_\_\_\_

Parent Phone/Email \_\_\_\_\_

Parent Mailing Address \_\_\_\_\_

Date \_\_\_\_\_

Time \_\_\_\_\_

**Appendix C: Phone Script and Screening Questionnaire for Education Policymaker (Assistant school superintendents & School board members) Focus Group**

**CALL FROM DATABASE OR AT RANDOM**

**RECRUIT 10 PER GROUP FOR 8-9 TO SHOW**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a focus group on behalf of the U.S. Department of Education's National Center of Education Statistics and would like to include your views. This research is about educational testing in the schools. My questions will only take a few minutes. May I speak with (name)?

Yes (Proceed to protocol script below)

No (Thank you, have a good day/evening.)

1. First, do you, or does any member of your household or immediate family, work for or is retired from:

- A market research company \_\_\_\_\_
- A direct mail company or direct marketing company \_\_\_\_\_
- An advertising agency or public relations firm \_\_\_\_\_
- The media (TV/radio/newspapers/magazines) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Please tell me your occupation and the name of the school district you work for (if retired get former occupation and company worked for).

\_\_\_\_\_

\_\_\_\_\_

**[TERMINATE IF TEACHER, TEACHER'S ASSISTANT, SCHOOL GUIDANCE COUNSELOR, OR PRINCIPAL]**

3. Does any member of your household or immediate family currently work in or is retired from any of the following positions in a K-12 school: teacher, teacher's assistant, school guidance counselor, principal, or other school administrator?

[TERMINATE] Yes \_\_\_\_\_  
No \_\_\_\_\_

4. Are you currently working with a public school, a charter school, or at a private school?

Yes \_\_\_\_\_  
[TERMINATE] No \_\_\_\_\_

5. How long have you been involved in education?

- [ ] 3 years or less ----- |
- [ ] 4-6 years ----- |
- [ ] 7-10 years ----- |
- [ ] 10 years or more ----- |

6. So that we can be sure that all backgrounds are represented in our study, please tell me your ethnic or race background. Are you ... ?

**[RECRUIT 2-3 MINORITIES]**



**Ethnicity**

Hispanic or Latino \_\_\_\_\_  
Not Hispanic or Latino \_\_\_\_\_

**Race**

American-Indian or Alaska Native \_\_\_\_\_  
Asian \_\_\_\_\_  
Black or African American \_\_\_\_\_  
Native Hawaiian-Indian or Other Pacific Islander \_\_\_\_\_  
White \_\_\_\_\_  
Other \_\_\_\_\_

6. [Record gender] [MIX]

Male \_\_\_\_\_  
Female \_\_\_\_\_

7. Have you ever attended a focus group discussion or individual interview? By that we mean an informal, round-table discussion, conducted by a professional moderator in which you were asked your opinions regarding a product, a service, or advertising?

>> ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

(INTERVIEWER: Determine recruitment needs in advance. Record all responses. End screener at whatever point the education policymaker gives a response that confirms that their group has already been sampled adequately. End screener script: Based on the requirements of this study, we are not able to include you in the interviews at this time.)

A. How many of these groups have you attended?

\_\_\_\_\_ [MAX. 5 EVER]

B. What was/were the topics discussed?

\_\_\_\_\_ [IF EDUCATIONAL TESTING, TERMINATE]

C. How long ago was the last one of these groups you attended?

\_\_\_\_\_ [MUST BE AT LEAST 6 MONTHS AGO]

[INVITE TO GROUP]

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a focus group regarding educational testing in schools. The focus group will be audio recorded, but all information is reported in combined form so individuals will not be identified. Participation is voluntary and your responses will be used only for research purposes and will not be disclosed or used for any other purpose except as required by the Education Sciences Reform Act of 2002 [(ESRA 2002) 20 U.S.C., § 9573].

The discussion will last about an hour and a half and will be both fun and informative. Prior to the start of the focus groups, all participants will be asked to read and sign a consent form. No one will attempt to sell you anything and no one will call you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a \$40 VISA gift card after the session is completed. This is an important research effort and we hope that you will be part of it. We can only invite about 10 people to take part. Can we schedule your attendance?

[If no:] Thank you for your time. Have a wonderful <DAY/EVENING>

[If yes, read .....]

If you need glasses for reading or for using the computer, please be sure to have them available for this session. We will follow up within the next two or three weeks with details about how to go online to participate in this session.

ID Number \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

(EVE) \_\_\_\_\_

(CELL) \_\_\_\_\_

(EMAIL) \_\_\_\_\_

Interviewer: \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_



- Yes
- No

6. What is your race? (You may select one or more.) → RECRUIT A MIX

- White
- Black or African American
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander

7. RECORD GENDER. DO NOT ASK → RECRUIT A MIX

- Female
- Male

(INTERVIEWER: Determine recruitment needs in advance. Record all responses. End screener at whatever point the teacher gives a response that confirms that their group has already been sampled adequately. End screener script: Based on the requirements of this study, we are not able to include you in the interviews at this time.)

8. Do you or anyone in your family work (READ LIST):

- In market research -----| THANK
- In advertising or public relations | AND
- In journalism or the news media -----|TERMINATE

9. In the past 6 months, have you participated in a market research group discussion?

- Yes -- THANK AND TERMINATE
- No -- CONTINUE

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a focus group regarding educational testing in schools. The discussion will last approximately 90 minutes and will be held via WebEx on <DATE> at <TIME>. The focus group will be audio recorded, but all information is reported in combined form so individuals will not be identified. Participation is voluntary and your answers may be used only for research purposes and will not be disclosed or used, in identifiable form, except as required by the Education Sciences Reform Act of 2002 [(ESRA 2002) 20 U.S.C., § 9573].

The discussion will last about an hour and a half and will be both fun and informative. Prior to the start of the focus groups, all participants will be asked to read and sign a consent form. Your opinions are very important to us and to thank you for your time, we will give you \$40 VISA gift card as a token of our appreciation. No one will attempt to sell you anything and no one will call you as a result of your participation. This is an important research effort and we hope that you will be part of it. We can only invite about 10 people to take part. Can we schedule your attendance?

[If yes, read .....]

If you need glasses for reading or for using the computer, please be sure to have them available for this session. We will follow up within the next two or three weeks with details about how to go online to participate in this session.

RESPONDENT NAME: \_\_\_\_\_

TELEPHONE/EMAIL: \_\_\_\_\_

**Appendix E: Email/Letter Interview Confirmation for Parents/Legal Guardians of Student Participants**

Dear <NAME>,

Thank you for agreeing to allow your child to participate in a focus group to give us feedback on a communication initiative that seeks to promote greater understanding of assessments and the role of the National Assessment of Educational Progress (NAEP) in assessment. Participant comments will help the National Center of Education Statistics educate audiences about assessment literacy.

The focus group will be video recorded, but all information is reported in a combined form so individuals will not be identified. Your child's participation is voluntary and their responses will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by law [Education Sciences Reform Act of 2002, 20 U.S.C §9573].

Your child has been selected to attend a session at <START TO END TIME> on <DATE> located at <LOCATION>. To thank your child for <his/her> time, <he/she> will receive a \$25 VISA gift card as soon as he/she has finished the session. In addition, if transportation to and from the site is involved, you will receive a \$25 VISA gift card to thank you for the time in bringing your child to and from the focus group site.

<LOCATION>

<DIRECTIONS>

Please confirm that this time slot still works for your child by <DATE>. We are attaching a consent form that must be signed and returned for your child to participate. Please fill it out and send it back to us, or have your child bring it with them to the focus group site.

We look forward to meeting with your child and getting your child's feedback. If you have any questions or if your child is unable to attend this session, please contact me using the information below.

Sincerely,

<COMPANY REPRESENTATIVE>

Baltimore Research Group

<CONTACT INFORMATION>

**Appendix F: Sample Invitation to WebEx Focus Group for Education Policymakers**

Dear <NAME>,

Thank you for expressing interest in participating in the Key Concepts for Assessment Literacy Focus Group Study, which is being conducted on behalf of the National Center for Education Statistics (NCES) within the Department of Education.

As a participant, you will:

- sign a consent form
- participate in a 90-minute virtual focus group to discuss and provide your opinions on educational testing in schools
- receive \$40 with an option to donate the incentive to a charity of your choice, to thank you for your time.

I have provided a copy of the Adult Informed Consent form (ATTACHED TO EMAIL). Please fill it out and scan or mail it back to me [FAX NUMBER AND MAILING ADDRESS PROVIDED] by [DATE]. Participation in the focus group is contingent upon your signature.

Please email me by <DATE> to let me know of your continued interest and ability to participate in the study.

You will need a computer, high-speed internet connection, and telephone to join the WebEx. Please see below for login instructions.

Again, thank you for your interest.

Thank you,

Alan Newman Research Task Lead

**Topic: 2014 Key Concepts for Assessment Literacy Focus Group Study**

Host: Alan Newman Research Group

Date: <insert date>

Time: <insert time>, Eastern Daylight Time (New York, GMT-04:00)

Session number: <insert session number>

Session password: <insert password>

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**BEFORE JOINING THE WEBEX: RECOMMENDED FOR FIRST TIME WEBEX USERS**

If this is the first time you are using WebEx on your computer, please follow the instructions below. We recommend you download and install this software at least 4 hours before the WebEx is scheduled to start. It will take only a few minutes to download and install the software. If you do not have administrator rights on your computer, you may need to ask your IT person to install this software for you.

1. Go to <https://naepnet.webex.com>
2. Under **More Services**, click **Training Center**.
3. At the bottom left, click **Support**, then **Downloads**.
4. Next to WebEx Training Manager, download the appropriate Installer for your operating system.
5. Click **run**. If you get a security warning, click on it to resume the download.
6. Once download is complete, follow the instructions to install WebEx Training Manager.
7. After installing WebEx Training Manager, go to the next section of this email when you are ready to join

the WebEx.

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## JOINING THE WEBEX

1. 10 minutes before the session is scheduled to start, click on the session link below. (We recommend using Internet Explorer 6, 7, or 8, Firefox 3.6, or MAC OS X (Intel MACs only).  
<https://naepnet.webex.com/naepnet/ <insert link information>>
2. Enter your name and the state in which you reside, e.g. **John Doe (NC)**.
3. Click **Join Now**. You may get a pop-up message/bar to run ActiveX control or Install WebEx training manager. Click to run/install it. After you see the **Session in Progress** window, you should see the WebEx session page.
4. In the **Audio Conference** window that pops up, select the **Use Phone: I will call in** option. Dial 866-469-3239. Enter the session/access code and your attendee id number that appears on that window.

If you see your name in the Participants Panel with a phone next to it, then you have successfully joined the WebEx session.

---

## DURING THE WEBEX SESSION

- Please mute your phone after you join the WebEx. You can mute your phone by using the mute feature on your phone or by clicking on your name in the **Participants Panel** and clicking **Mute**.
- If you have a question, please click the raise hand icon.
- If you would like to ask a question privately, please use the chat window to speak to the host and presenter.

**IMPORTANT NOTICE:** This WebEx service includes a feature that allows audio and any documents and other materials viewed during the session to be recorded. By joining this session, you automatically consent to such recordings. If you do not consent to the recording, discuss your concerns with the meeting host prior to the start of the recording or do not join the session. If you have any questions, please call the NSSC support desk at the number below. If you are having problems logging in after the session has started, call WebEx tech support: 866-229-3239.



**Appendix G: Sample Invitation to WebEx Focus Group for Teachers**

Dear <NAME>,

Thank you for expressing interest in participating in the Key Concepts for Assessment Literacy Focus Group Study, which is being conducted on behalf of the National Center for Education Statistics (NCES) within the Department of Education.

As a participant, you will:

- sign a consent form
- participate in a 90-minute virtual focus group to discuss and provide your opinions on educational testing in schools
- receive a \$40 VISA gift card, to thank you for your time.

I have provided a copy of the Adult Informed Consent form (attached to email). Please fill it out and scan or mail it back to me [fax number and mailing address provided] by [date]. Participation in the focus group is contingent upon your signature.

Please email me by <INSERT DATE> to let me know of your continued interest and ability to participate in the study.

You will need a computer, high-speed internet connection, and telephone to join the WebEx. Please see below for login instructions.

Again, thank you for your interest.

Thank you,

Alan Newman Research Task Lead

**Topic: 2014 Key Concepts for Assessment Literacy Focus Group Study**

Host: Alan Newman Research Group

Date: <insert date>

Time: <insert time>, Eastern Daylight Time (New York, GMT-04:00)

Session number: <insert session number>

Session password: <insert password>

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**BEFORE JOINING THE WEBEX: RECOMMENDED FOR FIRST TIME WEBEX USERS**

If this is the first time you are using WebEx on your computer, please follow the instructions below. We recommend you download and install this software at least 4 hours before the WebEx is scheduled to start. It will take only a few minutes to download and install the software. If you do not have administrator rights on your computer, you may need to ask your IT person to install this software for you.

8. Go to <https://naepnet.webex.com>
9. Under **More Services**, click **Training Center**.
10. At the bottom left, click **Support**, then **Downloads**.
11. Next to WebEx Training Manager, download the appropriate Installer for your operating system.
12. Click **run**. If you get a security warning, click on it to resume the download.
13. Once download is complete, follow the instructions to install WebEx Training Manager.

14. After installing WebEx Training Manager, go to the next section of this email when you are ready to join the WebEx.

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## JOINING THE WEBEX

5. 10 minutes before the session is scheduled to start, click on the session link below. (We recommend using Internet Explorer 6, 7, or 8, Firefox 3.6, or MAC OS X (Intel MACs only).

<https://naepnet.webex.com/naepnet/ <insert link information>>

6. Enter your name and the state in which you reside, e.g. **John Doe (NC)**.
7. Click **Join Now**. You may get a pop-up message/bar to run ActiveX control or Install WebEx training manager. Click to run/install it. After you see the **Session in Progress** window, you should see the WebEx session page.
8. In the **Audio Conference** window that pops up, select the **Use Phone: I will call in** option. Dial 866-469-3239. Enter the session/access code and your attendee id number that appears on that window.

If you see your name in the Participants Panel with a phone next to it, then you have successfully joined the WebEx session.

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## DURING THE WEBEX SESSION

- Please mute your phone after you join the WebEx. You can mute your phone by using the mute feature on your phone or by clicking on your name in the **Participants Panel** and clicking **Mute**.
- If you have a question, please click the raise hand icon.
- If you would like to ask a question privately, please use the chat window to speak to the host and presenter.

**IMPORTANT NOTICE:** This WebEx service includes a feature that allows audio and any documents and other materials viewed during the session to be recorded. By joining this session, you automatically consent to such recordings. If you do not consent to the recording, discuss your concerns with the meeting host prior to the start of the recording or do not join the session. If you have any questions, please call the NSSC support desk at the number below. If you are having problems logging in after the session has started, call WebEx tech support: 866-229-3239.

**Appendix H: Adult Informed Consent Form for Parents/Guardian Focus Groups**

**Informed Consent – Adult**

**Study Title:** Key Concepts for Assessment Literacy Focus Group Studies

**WHAT IS THE STUDY ABOUT?**

The National Assessment of Educational Progress (NAEP) is the largest nationally representative assessment of what America's students know and can do in various subject areas.

This study is being conducted by Hager Sharp on behalf of the National Center for Education Statistics (NCES), part of the U.S. Department of Education. The focus groups will be used to obtain feedback from state and district school administrators, parents, and students to help inform efforts to educate audiences about assessment literacy. The results of this research will be used to develop communication materials to encourage assessment literacy and engagement.

**WHAT IS INVOLVED IN THE STUDY?**

Participation in this study is voluntary. If you agree to participate in this study, you will participate in a focus group with other parents/guardians of children representing grades 7 through 12. Each focus group discussion will have the same data collection structure. The focus group will be led by moderator, <NAME>.

The focus group is in-person and will be video recorded in order to accurately capture what is said. You may choose how much or how little you want to speak during the group. You may also choose to leave the focus group at any time.

The focus group process will take approximately 120 minutes.

If you participate in the study, you will receive a \$75 VISA gift card, to thank you for your time.

**CONFIDENTIALITY**

All the information you provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 (ESRA 2002) 20 U.S.C., § 9573.

Video-recordings of the focus groups will be transcribed and kept in a password-protected file; any printed copies will be kept in a secured and locked office. Only project staff will serve as note takers and observers, and will be able to view the recording or read the transcription.

**QUESTIONS AND SUBMISSION OF THIS FORM**

If you have any questions about this study, please contact Task Lead, [STAFF NAME], ([Phone Number] or [STAFF EMAIL]). Upon signing the form, please return it to [Project Lead Name] at [Project Lead mailing address].

**Adult Informed Consent**

I have read the consent form and all of my questions about the study have been answered. I have been provided with a copy of the Adult Informed Consent document. I understand that the focus group will be recorded. I agree to participate in this study.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **Appendix I: Adult Informed Consent Form for Education Policymaker Focus Groups**

### **Informed Consent – Adult**

**Study Title:** Key Concepts for Assessment Literacy Focus Group Studies

#### **WHAT IS THE STUDY ABOUT?**

The National Assessment of Educational Progress (NAEP) is the largest nationally representative assessment of what America's students know and can do in various subject areas.

This study is being conducted by Hager Sharp on behalf of the National Center for Education Statistics (NCES), part of the U.S. Department of Education. The focus groups will be used to obtain feedback from state and district school administrators, parents, and students to help inform efforts to educate audiences about assessment literacy. The results of this research will be used to develop communication materials to encourage assessment literacy and engagement.

#### **WHAT IS INVOLVED IN THE STUDY?**

Participation in this study is voluntary. If you agree to participate in this study, you will participate in a focus group with other educational administrators within K-12 public schools. Each focus group discussion will have the same data collection structure. The focus group will be led by moderator, <NAME>.

The focus group is web-based and will be audio recorded in order to accurately capture what is said. You may choose how much or how little you want to speak during the group. You may also choose to leave the focus group at any time.

The focus group process will take approximately 90 minutes.

If you participate in the study, to thank you for your time, you will receive \$40 VISA gift card with an option to donate the amount to a charity of your choice.

#### **CONFIDENTIALITY**

All the information you provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 (ESRA 2002) 20 U.S.C., § 9573.

All participating educators will be asked to use their first name, but not their last name or affiliation, during the focus group discussion. Reports of study findings will not include any identifying information.

Audio-recordings of the focus groups will be transcribed and kept in a password-protected file; any printed copies will be kept in a secured and locked office. Only project staff will serve as note takers and observers, and will be able to listen to the recording or read the transcription.

#### **QUESTIONS AND SUBMISSION OF THIS FORM**

If you have any questions about this study, please contact Task Lead, [STAFF NAME], ([Phone Number] or [STAFF EMAIL]). Upon signing the form, please return it to [Project Lead Name] at [Project Lead mailing address].

### **Adult Informed Consent**

I have read the consent form and all of my questions about the study have been answered. I have been provided with a copy of the Adult Informed Consent document. I understand that the focus group will be recorded. I agree to participate in this study.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix J: Adult Informed Consent Form for Teacher Focus Groups**

**Informed Consent – Adult**

**Study Title:** Key Concepts for Assessment Literacy Focus Group Studies

**WHAT IS THE STUDY ABOUT?**

The National Assessment of Educational Progress (NAEP) is the largest nationally representative assessment of what America's students know and can do in various subject areas.

This study is being conducted by Hager Sharp on behalf of the National Center for Education Statistics (NCES), part of the U.S. Department of Education .The focus groups will be used to obtain feedback from state and district school administrators, parents, and students to help inform efforts to educate audiences about assessment literacy. The results of this research will be used to develop communication materials to encourage assessment literacy and engagement.

**WHAT IS INVOLVED IN THE STUDY?**

Participation in this study is voluntary. If you agree to participate in this study, you will participate in a focus group with other teachers within K-12 public schools. Each focus group discussion will have the same data collection structure. The focus group will be led by moderator, <NAME>.

The focus group is web-based and will be audio recorded in order to accurately capture what is said. You may choose how much or how little you want to speak during the group. You may also choose to leave the focus group at any time.

The focus group process will take approximately 90 minutes.

If you participate in the study, you will receive a \$40 VISA gift card, to thank you for your time.

**CONFIDENTIALITY**

All the information you provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 (ESRA 2002) 20 U.S.C., § 9573.

All participating educators will be asked to use their first name, but not their last name or affiliation, during the focus group discussion. Reports of study findings will not include any identifying information.

Audio-recordings of the focus groups will be transcribed and kept in a password-protected file; any printed copies will be kept in a secured and locked office. Only project staff will serve as note takers and observers, and will be able to listen to the recording or read the transcription.

**QUESTIONS AND SUBMISSION OF THIS FORM**

If you have any questions about this study, please contact Task Lead, [STAFF NAME], ([Phone Number] or [STAFF EMAIL]). Upon signing the form, please return it to [Project Lead Name] at [Project Lead mailing address].

**Adult Informed Consent**

I have read the consent form and all of my questions about the study have been answered. I have been provided with a copy of the Adult Informed Consent document. I understand that the focus group will be recorded. I agree to participate in this study.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix K: Consent Form for Student Participants (Age 18 or Older)**

**Informed Consent – Adult**

**Study Title:** Key Concepts for Assessment Literacy Focus Group Studies

**WHAT IS THE STUDY ABOUT?**

The National Assessment of Educational Progress (NAEP) is the largest nationally representative assessment of what America's students know and can do in various subject areas.

This study is being conducted by Hager Sharp on behalf of the National Center for Education Statistics (NCES), part of the U.S. Department of Education .The focus groups will be used to obtain feedback from state and district school administrators, parents, and students to help inform efforts to educate audiences about assessment literacy. The results of this research will be used to develop communication materials to encourage assessment literacy and engagement.

**WHAT IS INVOLVED IN THE STUDY?**

Participation in this study is voluntary. If you agree to participate in this study, you will participate in a focus group with other students. Each focus group discussion will have the same data collection structure. The focus group will be led by moderator, <NAME>.

The focus group is in-person and will be video recorded in order to accurately capture what is said. You may choose how much or how little you want to speak during the group. You may also choose to leave the focus group at any time.

The focus group process will take approximately 90 minutes.

If you participate in the study, you will receive a \$25 VISA gift card, to thank you for your time.

**CONFIDENTIALITY**

All the information you provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 (ESRA 2002) 20 U.S.C., § 9573.

All participating students will be asked not to use any names during the focus group discussion. Reports of study findings will not include any identifying information.

Video-recordings of the focus groups will be transcribed and kept in a password-protected file; any printed copies will be kept in a secured and locked office. Only project staff will serve as note takers and observers, and will be able to view the recording or read the transcription.

**QUESTIONS AND SUBMISSION OF THIS FORM**

If you have any questions about this study, please contact Task Lead, [STAFF NAME], ([Phone Number] or [STAFF EMAIL]). Upon signing the form, please return it to [Project Lead Name] at [Project Lead mailing address].

**Adult Informed Consent**

I have read the consent form and all of my questions about the study have been answered. I have been provided with a copy of the Adult Informed Consent document. I understand that the focus group will be recorded. I agree to participate in this study.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix L: Consent Form for Parents of Student Participants (Under Age 18)**

**Informed Consent – Parent/Guardian**

**PROJECT TITLE:** Key Concepts for Assessment Literacy Focus Group Studies

**WHAT IS THE STUDY ABOUT?**

The National Assessment of Educational Progress (NAEP) is the largest nationally representative assessment of what America's students know and can do in various subject areas.

This study is being conducted by Hager Sharp on behalf of the National Center for Education Statistics (NCES), part of the U.S. Department of Education. The focus groups will be used to obtain feedback from state and district school administrators, parents, and students to help inform efforts to educate audiences about assessment literacy. The results of this research will be used to develop communication materials to encourage assessment literacy and engagement.

**WHAT IS INVOLVED IN THE STUDY?**

Each focus group discussion will have the same data collection structure. A moderator will use a semi-structured approach to ask (and obtain answers) to each of the primary focus group questions in the allotted time while also fostering a lively and productive discussion. After the session, the notes and video recording will be summarized to report illustrative statements that will be used to produce an internal report for NCES.

The focus group process will take approximately 90 minutes.

Your child can stop participating at any time.

**BENEFITS/INCENTIVES FOR TAKING PART IN THE STUDY**

Students will be thanked for their time and participation with a \$25 VISA gift card. The parent/guardian who brings the student to and from the focus group facility will also receive a \$25 VISA gift card. Your child's participation will help us learn information that may benefit others in the future.

**CONFIDENTIALITY**

All the information you and your child provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by the Education Sciences Reform Act of 2002 (ESRA 2002) 20 U.S.C., § 9573.

All participating students will be asked not to use any names during the focus group discussion. Reports of study findings will not include any identifying information.

Video-recordings of the focus groups will be transcribed and kept in a password-protected file; any printed copies will be kept in a secured and locked office. Only project staff will serve as note takers and observers, and will be able to view the recording or read the transcription.

**YOUR RIGHTS AS A RESEARCH PARTICIPANT**

Participation in this study is voluntary. Your child has the right not to participate at all or to leave the study at any time.

If you agree with having your child participate in this study, please sign the consent form attached and send back to the principal/teacher or return the form when you bring your child to the focus group session. Without your written consent, your child will not be able to participate in this research study.

**CONTACT FOR QUESTIONS OR PROBLEMS**

If you have questions about the study, please contact Task Lead, [STAFF NAME], at 1-866-277-4772 or [STAFF EMAIL].

## Permission for a Child to Participate in Research

As parent or legal guardian, I authorize \_\_\_\_\_ (child's name) to participate in the research study described in this form.

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Child's Date of Birth

---

Parent or Legal Guardian's Signature

Date

---

Phone Number /E-mail

---

Parent Mailing Address

---



## **Appendix M: Contact Information for Contractors**

### Hager Sharp

Christina Nicols, MPH, MS, MS  
Senior Vice President and Director, Strategic Planning and Research  
Hager Sharp  
1030 15<sup>th</sup> Street, NW, Suite 600E  
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Cell: 240.205.2949

### Baltimore Research

Heather Collins  
Director  
Baltimore Research  
8320 Bellona Ave, Towson, MD 21204  
Phone: 410.583.9991

### Alan Newman Research

Dan Hough  
President  
Alan Newman Research  
1025 Boulders Parkway, Suite 401  
Richmond, VA 23225  
Phone: 804.272.6100 ext. 225