

Attachment D
MIST Correspondence



NATIONAL SCIENCE FOUNDATION
4201 WILSON BOULEVARD
ARLINGTON, VIRGINIA 22230

[Date]

Dear [name of business owner entered here when available; otherwise use Small Business Owner]:

You are part of a vital but often unrecognized part of the economy – the small business community – and the National Science Foundation (NSF) wants to hear from you.

NSF, an independent federal agency, surveys all types of businesses in the U.S. to measure the extent of innovation and research and development (R&D) activities in our nation. At NSF, we are tasked with examining U.S. competitiveness in science, engineering, technology, and R&D. This survey focuses on the smallest businesses in the U.S. Your answers will help policymakers address issues such as how small businesses are affected by the rapid changes in our economy and what the smallest businesses are doing to be competitive.

NSF is seeking participation from a wide range of companies with differing characteristics. Your company was randomly chosen to participate. Your participation is voluntary and your answers will be kept confidential.

Please take a few minutes to complete and return the brief one-page questionnaire in the postage paid envelope. This will take just a few minutes of your time, and will allow us to determine whether your company is eligible to participate in the full survey. Also, by providing your email address, we can send you a message with a link for the full survey on the web.

Westat is conducting the survey for NSF, and is available to help you with any questions or difficulties in completing the survey. You can email their help desk MISTsurvey@westat.com or call them toll free at 1-xxx-xxx-xxxx.

Thank you for your participation in this important survey.

Sincerely,

John R. Gawalt
Division Director
National Center for Science and Engineering Statics
National Science Foundation



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Dear [name of business owner entered here]:

Thank you for completing the one page questionnaire we sent you earlier for NSF's Microbusiness Innovation Science and Technology (MIST) survey. Based on your responses, your company is eligible to participate in the full survey.

As we indicated in our initial letter to you, small businesses are a critical part of the U.S. economy but we know too little about them. This survey can help the country to start getting the information it needs to create an environment in which small businesses can succeed. We want to invite you to participate in this important study by completing the online survey.

Your participation is entirely voluntary and your answers will be kept confidential. The web survey will take about 20 minutes to complete.

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Dear [name of business owner entered here when available; otherwise use Small Business Owner]:

About two weeks ago we sent you a letter from the National Science Foundation, with a brochure and one-page questionnaire explaining the Microbusiness Innovation Science and Technology Survey (MIST), and requesting your participation in the study.

We are now inviting you to complete the full questionnaire. You may ignore the one-page questionnaire sent earlier. Those questions are included in this questionnaire.

NSF is seeking participation from a wide range of companies with differing characteristics. Your company was randomly chosen to participate and the full survey will take approximately 20 minutes to complete. By participating in the study, you will be giving information that is vital to policymakers in addressing the issues that affect all small businesses today.

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On behalf of the National Science Foundation and Westat, we thank you for completing the Microbusiness Innovation Science and Technology Survey (MIST).

We are hopeful that the information from MIST will better our understanding of innovation and research and development activities among our nation's small businesses. Your participation is extremely helpful and we very much appreciate your time and response.

Please feel free to call or email us if you have comments about the survey. You can reach us at MISTsurvey@westat.com or toll free at 1-888-xxx-xxxx.

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