

# MEMORANDUM

UNITED STATES DEPARTMENT OF EDUCATION  
Institute of Education Sciences  
National Center for Education Statistics

DATE: August 20, 2014

TO: Shelly Martinez, OMB

FROM: Dana Kelly, NCES  
Patrick Gonzales, NCES

THROUGH: Kashka Kubzdela, NCES

RE: PISA 2015 Main Study Recruitment Material Change Request (OMB 1850-0755 v.15)

Based on feedback and experiences from the PISA 2015 field trial, NCES is submitting this memorandum to detail proposed changes to the recruitment materials to be used for the PISA 2015 main study. The PISA 2015 Field Test and Recruitment for Field Test and Main Study were originally approved in August 2013 (1850-0755 v.14). The PISA 2015 field test was conducted in April-May 2014. Changes to the PISA 2015 main study recruitment materials do not have corresponding changes to respondent burden and there is no associated change in cost to the federal government. The final PISA 2015 data collection materials will be provided in a separate submittal to OMB in January 2015. NCES is only requesting the approval of updated recruitment materials for the main study at this time.

Below we summarize changes to the approved field test recruitment materials, which are consistent with our discussion with OMB during the June 25, 2014, briefing.

The revised text of the main study recruitment materials is included in Appendix A (letters, brochure, and FAQs). Revisions to the materials include the following:

- o Global edits have been made across the recruitment materials to update references to the main study and remove references to the field test. The timing of activities detailed in the materials has also been adjusted to reflect the main study schedule.
- o The PISA Study Brochure and Timeline of Activities have been combined into a single document. The brochure language is now more explicit about PISA being a computer-based assessment and will use different imagery (e.g., no pictures of pencil and paper). The timeline portion has been slightly reorganized to be more concise.
- o The Student FAQ has been updated to broaden the information covered and make it relevant to the main study. It emphasizes the unique opportunity students have to contribute to international education studies and describes PISA's benefits and what is involved for students who participate.

- o A new Teacher FAQ has been developed. It is targeted to teachers sampled for the teacher questionnaire and explains the purpose and use of the questionnaire, benefits of completing it, and what the teachers have to do to complete it. This document has been added in anticipation of implementing the PISA teacher questionnaire in 2015.
  
- o A new State-level FAQ has also been developed. This document is intended for state education officials and includes information similar to the School FAQ. The State-level FAQ includes information about expected sample size in states, how results are reported, and the procedures and laws that PISA follows.

As a result of these revisions, NCES seeks OMB approval of the following updated recruitment materials for the PISA 2015 main study:

- State letter
- District letter
- School letter
- A tri-fold brochure
- State Frequently Asked Questions (FAQ)
- School FAQ
- Teacher FAQ
- Student FAQ
- Teacher invitation email