

Wave 1 Principal Recruitment Script– SPRING 2015

Subject: Invitation to take \$25 survey to provide feedback on the NM TEACH teacher evaluation process (and receive \$25)

title first_name_ppal last_name_ppal
School_name
full_district_name

Dear title last_name_ppal,

The Regional Education Lab Southwest (REL Southwest) is studying principals' feedback to teachers in an effort to improve the teacher evaluation process. **Will you please be part of the study?**

Participation involves three things:

1. Complete a 30-minute online survey now using the link below (and receive \$25).
2. Receive a short guide about providing effective feedback to teachers for your use throughout the 2015-2016 school year. You and your teachers will be assigned at random to one of two types of guidance.
3. ~~Complete a 30-minute online survey now using the link below (and receive \$25).~~
4. Complete a second 30-minute online survey in spring 2016 (and receive an additional \$25).

All New Mexico public school principals are invited to participate in the study.

REL Southwest researchers will keep your survey answers confidential. The survey will not be used to evaluate you or your school. Only researchers from the REL Southwest will view your answers, and all answers will be aggregated before being included in the public report. The survey will give you an opportunity to provide feedback on the evaluation process, and the results will help NM PED refine NM TEACH, and hopefully help other states improve their teacher evaluation systems.

Click this link to read your rights as a research subject and to take the survey.

<https://survey.rand.org/research/hosting/ced/>

Login Code: [MMIC code here]

If you prefer that we use a different email address for you, please send your request to the survey coordinator, [MMIC staff person here].

Below are some answers to frequently asked questions. If you have any additional questions about the survey, please feel free to contact me at [MMIC survey coordinator email address here], tel. [MMIC survey coordinator # here].

Sincerely,

[MMIC survey coordinator name]
Survey Coordinator
Southwest REL researcher

Frequently Asked Questions

How was I selected for this study? We are asking all New Mexico public school principals to complete the survey.

~~**Does my district know about the study?** Yes, your district knows about the study. You can view and learn more about the study at the letter at {REL Southwest website}.~~

What do I get for completing the surveys? You will receive a \$25 gift card for completing each survey. You'll be able to choose your gift card from more than 200 merchants. To see the full list of merchants, go to <http://www.icardgiftcard.com/gift-cards/>.

What is the purpose of the survey and how will the results be used? The Southwest Regional Educational Lab is conducting this study to learn about the feedback principals give to teachers under NM TEACH, and teachers' perceptions of that feedback. The study is funded by the U.S. Department of Education. For more information about the study, visit {REL Southwest website}. Results will be used to provide New Mexico Public Education Department feedback regarding how to improve NM TEACH training for principals and teachers.

Who is conducting the study? Southwest REL researchers are conducting this study, including the survey. The researchers are from the RAND Corporation, which is an independent, nonprofit, nonpartisan research organization.

Who will get the study results? Only Southwest REL researchers will see your answers to survey questions. The survey results will be summarized across all survey respondents, and Southwest REL will present summaries of results to NM PED and to the federal Department of Education. We adhere to strict codes of confidentiality and will NEVER release individual responses in any way that could identify respondents.

Am I required to complete the survey? No, the survey is voluntary. However, we strongly encourage you to participate. The survey is an opportunity to share your views of NM TEACH and to describe the post-observation feedback process.

How do I complete the survey? You complete the survey online, accessing it from a link shown above. This is your own individual link, so please do not share it with anyone or alter it.

Who can I contact if I have more questions or concerns? If you have general questions, you can contact [first and last name of survey coordinator]. [He/She] is available by email ([survey email account]@rand.org) or by phone (1-866-MMIC- - toll-free). If you have concerns or questions

about your rights as a participant, contact the REL Southwest at SEDL (which is responsible for the protection of project participants): {email}, toll free at {XX}, or c/o IRB, {address}.
