

APPENDIX L

SCHOOL NUTRITION MANAGER RECRUITING TELEPHONE SCRIPT

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SNM RECRUITING TELEPHONE SCRIPT

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OMB Control No.: 0584-0606  
Expiration Date: 03/31/2019

Hello, may I please speak with [SNM Name]?

**If SNM asks why you're calling or who you are:**

My name is [Recruiter Name]. I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica] to follow up on correspondence I sent you about a new U.S. Department of Agriculture, Food and Nutrition Service study in which your school was selected to participate. The study is looking at the cost of producing reimbursable school meals in [Alaska/Hawaii/Guam/Puerto Rico/the U.S. Virgin Islands]. I am calling to schedule a telephone interview with you and answer any questions that you may have about the study.

**If gatekeeper asks why you're calling or who you are:**

My name is [Recruiter Name]. I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica] on behalf of the U. S. Department of Agriculture, Food and Nutrition Service to follow up on correspondence [IF YOU HAVE NOT RECEIVED RESPONSE: I sent to [Mr./Ms. SNM Last Name]/IF YOU HAVE RECEIVED RESPONSE: [Mr./Ms. SNM Last Name] sent me] about scheduling an interview to learn more about the cost of producing reimbursable school meals in [Alaska/Hawaii/Guam/Puerto Rico/the U.S. Virgin Islands]. I am calling today to schedule the interview. May I please speak to him/her?

**If the person does not want to assist until he/she sees the correspondence:**

I can send you a copy of the email. What is your name and email address?

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

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

I'll send you a copy and call back in a few minutes to give you a chance to review it. Thank you for your help.

[IF THE PERSON DOES NOT HAVE ACCESS TO EMAIL: I will read you what I wrote to [Mr./Ms. SNM Last Name].] [READ CORRESPONDENCE TO THE PERSON.]

**If asked for more details:**

The U.S. Department of Agriculture, Food and Nutrition Service has contracted with Mathematica Policy Research to conduct the Outlying Areas Cost Study Feasibility Assessment. The purpose of the assessment is to determine the extent of information available about the costs of reimbursable meals for the National School Lunch Program and School Breakfast Program. Reimbursement rates for school meals sold in the contiguous 48 States and the District of Columbia are assessed periodically using a rigorous cost study methodology applied to a sample of public school food authorities (SFAs) and schools. That cost study methodology has never been applied in outlying areas, including Alaska, Hawaii,

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0606. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Guam, Puerto Rico, and the U.S. Virgin Islands. This study is important because an accurate assessment of meal costs in [Alaska/Hawaii/Guam/Puerto Rico/the U.S. Virgin Islands] could help adjust per-meal reimbursement rates in your [State/Territory]. Your SFA director, [SFA Director Name], has already participated [IF HAWAII OR USVI:, as has your State Child Nutrition agency director]. The study is not an audit. I am calling today to confirm a time for the interview with your school's school nutrition manager.

**If asked from where you are calling:**

I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica]. Mathematica and its partners, Insight Policy Research and Agralytica, will assess whether the methodology can be used to determine the cost of producing reimbursable lunches and breakfasts in [Alaska/Hawaii/Guam/Puerto Rico/the U.S. Virgin Islands].

**If the SNM is not available and you have received a response to the correspondence:**

The school nutrition manager recently contacted me with a time that would work for him/her for the interview. I wanted to confirm the time and see if he/she has any questions. May I leave [Mr./Ms. SNM Last Name] a voicemail now, and could you please tell me when it would be a good time to reach him/her?

CALLBACK DATE AND TIME: \_\_\_\_\_

VOICEMAIL MESSAGE: [Mr./Ms. SNM Last Name], my name is [Recruiter Name]. I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica] to follow up on correspondence I sent you about a USDA Food and Nutrition Service study in which your school was selected to participate. I'd like to speak with you to confirm the interview time of [Date/Time] and answer any questions you may have. I can be reached at [Email] or [Telephone Number]. Thank you.

**If the SNM is not available and you have not received a response to the correspondence:**

I sent [Mr./Ms. SNM Last Name] [an email/a letter] to [Email/Mailing Address]. Is this address correct?

- IF NO: REQUEST EMAIL ADDRESS. IF EMAIL IS NOT AVAILABLE OR A LETTER IS PREFERRED, REQUEST MAILING ADDRESS.

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

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

May I leave [Mr./Ms. SNM Last Name] a voicemail now, and could you please tell me when it would be a good time to reach him/her?

CALLBACK DATE AND TIME: \_\_\_\_\_

VOICEMAIL MESSAGE: [Mr./Ms. SNM Last Name], my name is [Recruiter Name]. I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica] to follow up on correspondence I sent you about a USDA Food and Nutrition Service study in which your school was selected to participate. I'd like to speak with you to schedule a telephone interview and answer any questions you may have. I can be reached at [Email] or [Telephone Number]. Thank you.

**If told you should speak to someone else:**

What is that person's name and title?

ALTERNATE'S NAME: \_\_\_\_\_

ALTERNATE'S TITLE: \_\_\_\_\_

Can you give me his/her email address and telephone number?

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

TELEPHONE NUMBER: \_\_\_\_\_

Could I please talk with [Alternate Name] now?

- IF NO: May I leave [Alternate Name] a voicemail now, and could you please tell me when it would be a good time to reach him/her?

CALLBACK DATE AND TIME: \_\_\_\_\_

VOICEMAIL MESSAGE: [Alternate Name], my name is [Recruiter Name]. I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica] to follow up on correspondence I recently sent [Mr./Ms. SNM Last Name] about a USDA Food and Nutrition Service study in which your school was selected to participate. I understand you may be the preferred person to contact about the study. I will send you some information about the study and then call you back. I can be reached at [Email] or [Telephone Number]. Thank you.

- IF YES: PROCEED TO NEXT SECTION.

**If speaking with the SNM/alternate:**

Hello, my name is [Recruiter Name]. I'm calling from [Mathematica Policy Research/Insight Policy Research/Agralytica]. I recently contacted [you/the school nutrition manager] about the Outlying Areas Cost Study Feasibility Assessment, which we're conducting on behalf of the USDA Food and Nutrition Service.

- IF PERSON CONFIRMED INTERVIEW TIME: Thank you for replying with your availability for the interview on [Date/Time]. [IF PERSON HAS EMAIL: I will send you a meeting invitation with instructions to join the call./IF PERSON DOES NOT HAVE EMAIL, PROVIDE INSTRUCTIONS.] And in case I need to reach you on the day of the interview, what is the number I should use?

TELEPHONE NUMBER: \_\_\_\_\_

- IF PERSON DID NOT CONFIRM INTERVIEW TIME: In my correspondence I offered some possible dates and times for an interview. Let's see if those times or something else would work for you. [SCHEDULE DATE/TIME.] Great. [IF PERSON HAS EMAIL: I will send you a meeting invitation with instructions to join the call./IF PERSON DOES NOT HAVE EMAIL, PROVIDE INSTRUCTIONS.] And in case I need to reach you on the day of the interview, what is the number I should use?

INTERVIEW DATE AND TIME: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

Thank you for your help today. I look forward to speaking with you again soon.