INVITATION LETTER TO IOWA EMPLOYERS SHORT FORM

[ON IOWA WORKFORCE DEVELOPMENT LETTERHEAD]

[DATE]

[DEAR DIRECTOR OF HUMAN RESOURCES]

Iowa Workforce Development (IWD) administers unemployment insurance programs. As part of our ongoing effort to improve services, we are asking you to complete a short survey (only three questions) about employer awareness of a particular IWD program. Westat, a research firm working with IWD under contract with the U.S. Department of Labor, is conducting the survey.

Your participation is voluntary and your answers will remain private. No individual or firm will be identified in any report based on the survey.

Please access this online survey at [SHORT-FORM SURVEY URL] using [USERNAME] as your user ID and [PASSCODE] as your pass code. If you have any difficulty accessing the survey, or have any questions, please contact [NAME] of Westat at XXX-XXX-XXXX or by email at name@westat.com. Westat will also contact you by mail or telephone to confirm your participation in the survey.

I encourage you to take two minutes to complete this survey. Your response will help us determine the success of our outreach effort.

Sincerely,

[NAME OF ADMINISTRATOR]
Division Administrator
Unemployment Insurance Division
Iowa Workforce Development