

# **APPENDIX E**

## **NSCG Survey Mailing Materials**

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## **National Survey of College Graduates (NSCG) Frequently Asked Questions**

### **What is the NSCG?**

The National Survey of College Graduates (NSCG) is a study by the National Science Foundation (NSF), an independent agency of the U.S. government. The U.S. Census Bureau collects and processes the survey data for NSF. The NSCG has been conducted since the early 1970s and is the most important source of information on the education and career paths of the Nation's college educated population.

### **How is the information used?**

The survey data provides important information about the education and career paths of the Nation's college graduates. Academic researchers and government policymakers use these data to study the relationship between education and career opportunities. Students making decisions about their own education and career choices find this information valuable, as do individuals thinking about changing careers. These data are needed to make informed decisions about how to best utilize the limited resources in the areas of research, education, and job training.

### **What authority do you have to collect this data? How will you keep my information confidential?**

This information is solicited under the authority of the National Science Foundation (NSF) Act of 1950, as amended. The U.S. Census Bureau is conducting this survey under the authority of Title 13, Section 8 of the United States Code. Title 13, Section 9 of the United States Code or the Confidentiality Information Protection and Statistical Efficiency Act of 2002 requires the U.S. Census Bureau and the NSF to keep all information about you strictly confidential. We may use this information only for statistical purposes. Any U.S. Census Bureau and NSF employee who violate these provisions are subject to a fine up to \$250,000 or a prison sentence up to five years or both.

### **Why don't you select someone else? Do I have to participate?**

You were randomly chosen to represent hundreds of others in the same field. Once a person has been selected in the sample, we cannot call another person because it would harm the quality of the sample data we collect. If we don't obtain responses from the people selected, the study could produce biased data. Your response is voluntary, and there are no penalties for not answering individual responses.

### **How long will this survey take?**

The amount of time it takes for any one person to complete the questionnaire differs and depends on individual circumstances or responses to the questions. Based on pretests, the average time to complete the questionnaire is about 30 minutes. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing this burden, to the National Science Foundation, 4201 Wilson Blvd. Suite 295, Arlington, VA 22230, Attn: NSF Reports Clearance Officer.

### **Additional information about this survey**

Under 5 CFR 1320.5(b), an agency cannot conduct, sponsor, or require a response to a collection of information unless the collection displays a currently valid Office of Management and Budget (OMB) approval number. OMB approval number for this survey is 3145-0141 and expiration date is <DATE>.

**Week 0, Prenotice, New Sample**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are asking for your help with the 2015 National Survey of College Graduates. This survey collects information about how people use their education over time and as economic conditions change. Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study.

In a few days, you will receive a mailing from us that will provide a fuller description of the survey and our specific reasons for contacting you. Your participation will ensure the validity of the survey results.

If you do not receive additional information from us within two weeks or have any questions about the survey, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

For more information about the National Survey of College Graduates, please visit the NSF's web site: <http://www.nsf.gov/statistics/srvygrads>.

We would greatly appreciate your participation in this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-W0-PN

## Week 0, Prenotice, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are asking for your help with the 2015 National Survey of College Graduates. Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study.

In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you – that information provided government, business, and academic institutions with crucial data on the career paths of college-educated individuals within the United States. The 2015 version of this survey will enable us to update knowledge about how people use their education as they age and as economic conditions change.

In a few days, you will receive a mailing from us that will provide a fuller description of the survey and our specific reasons for contacting you. Your participation will ensure the validity of the survey results.

If you do not receive additional information from us within two weeks or have any questions about the survey, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

For more information about the National Survey of College Graduates, please visit the NSF's web site: <http://www.nsf.gov/statistics/srvygrads>.

We would greatly appreciate your participation in this valuable national survey.

Sincerely,

John H Thompson  
Director

NSCG-W0-PO

## Week 1, Web Invite, New Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

Complete the survey online by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director

NSCG-WN1

## Week 1, Incentive Web Invite, New Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study.

In appreciation for your participation in the 2015 NSCG, we have enclosed a \$30 debit card for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

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Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director

NSCG-IWN1

## Week 1, Web Invite, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study. In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation.

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Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director

NSCG-WO1



## Week 1, Incentive Web Invite, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study. In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation.

In appreciation for your participation in the 2015 NSCG, we have enclosed a \$30 debit card for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

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Complete the survey online by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John. H. Thompson  
Director

NSCG-IWO1

## Week 1, Questionnaire and Web Invite, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study. In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation.

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Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director

NSCG-MWO1

## Week 1, Incentive Questionnaire and Web Invite, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study. In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation.

In appreciation for your participation in the 2015 NSCG, we have enclosed a \$30 debit card for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

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We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director

NSCG-IMWO1

## Week 1, Telephone and Web Invite, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study. In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

There are two convenient ways for you to respond: by telephone interview or by filling out the survey on the Internet. We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to save taxpayers' money and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer to complete this survey by telephone, a Census Bureau representative will be contacting you in a few weeks to ask for your help.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director

NSCG-TWO1

## Week 1, Incentive Telephone and Web Invite, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are requesting your participation in the 2015 National Survey of College Graduates (NSCG). Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study. In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation.

In appreciation for your participation in the 2015 NSCG, we have enclosed a \$30 debit card for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

There are two convenient ways for you to respond: by telephone interview or by filling out the survey on the Internet. We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to save taxpayers' money and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer to complete this survey by telephone, a Census Bureau representative will be contacting you in a few weeks to ask for your help.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

John H. Thompson  
Director  
NSCG-ITWO1

## Week 2, Reminder – No Incentive

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Last week, the U.S. Census Bureau mailed you a request for your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the survey, thank you very much. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online. The survey web site is secure, and all information that you provide is strictly confidential and protected by U.S. law. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

The NSCG is the only definitive source of data about the educational and occupational outcomes of our Nation's college-educated population. By surveying college graduates, we can improve our understanding about the relationship between college training and how people later use their education. If you are interested in learning more about the NSCG, please visit <http://www.nsf.gov/statistics/srvygrads>.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m. Eastern Time to assist you.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-RLN

## Week 2, Reminder – Incentive

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Last week, the U.S. Census Bureau mailed you a \$30 debit card along with our request for your participation in the 2015 National Survey of College Graduates (NSCG). In appreciation for your participation in the NSCG, we provided this debit card for you to use after you completed the survey. If you have completed the survey, thank you very much. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online. The survey web site is secure, and all information that you provide is strictly confidential and protected by U.S. law. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

The NSCG is the only definitive source of data about the educational and occupational outcomes of our Nation's college-educated population. By surveying college graduates, we can improve our understanding about the relationship between college training and how people later use their education. If you are interested in learning more about the NSCG, please visit **<http://www.nsf.gov/statistics/srvygrads>**.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**. Staff are available from 9 a.m. to 10 p.m. Eastern Time to assist you.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-RLY

## Week 4, Web Invite

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

About four weeks ago, we contacted you to request your participation in the 2015 National Survey of College Graduates (NSCG). This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities for the people of the United States.

To date, we have not received a response from you. Your response is important to this survey, even if you are retired, do not work, or work in a field that differs from that of your education or training.

Completing the survey on the web is easy, convenient, and fast. The survey web site is secure and all the information that you provide is strictly confidential and protected by U.S. law.

Complete the survey online by following the two easy steps listed below:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

If you have any questions about the NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-W4-WN



**Weeks 5, 13, 16, 20, and 24, Reminder Letter**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Last week, we mailed you a request for your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the survey, thank you very much. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online. The survey web site is secure, and all information that you provide is strictly confidential and protected by U.S. law. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

The NSCG is the only definitive source of data about the educational and occupational outcomes of our Nation's college-educated population. By surveying college graduates, we can improve our understanding about the relationship between college training and how people later use their education. If you are interested in learning more about the NSCG, please visit **<http://www.nsf.gov/statistics/srvygrads>**.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**. Staff are available from 9 a.m. to 10 p.m. Eastern Time to assist you.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-RLN

## Weeks 5, 10, 16, 20, and 24, Reminder Email, Login ID

Subject: U.S. Census Bureau Web Survey

A few weeks ago, we mailed you a request for your participation in the 2015 National Survey of College Graduates (NSCG). If you have already completed the survey, thank you for your assistance and please disregard this e-mail. If you have not had an opportunity to participate in the survey, we encourage you to complete the survey online.

The NSCG is the only definitive source of data about the educational and occupational outcomes of our Nation's college-educated population. By surveying college graduates, we can improve our understanding about the relationship between college training and how people later use their education. If you are interested in learning more about the NSCG, please visit <http://www.nsf.gov/statistics/srvygrads>.

Please take a few moments to complete the survey online. The survey website is secure, and all information that you provide is strictly confidential and protected by U.S. law. To respond to the survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter your login ID:
3. Enter your password. For security purposes, you will receive your password in a separate email.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

Benjamin M. Reist  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

**Weeks 5, 10, 16, 20, and 24, Reminder Email, Password**

Subject: U.S. Census Bureau Web Survey Login Information

Earlier today, we sent you an email with your username for the National Survey of College Graduates web survey.

Your Password is:

To respond to the survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter your login ID provided in the initial email.
3. Enter your password:

Thank you for your participation in this valuable national survey. We look forward to your response.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

Benjamin M. Reist  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

## Week 7, Questionnaire and Web Invite

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

A few weeks ago, the U.S. Census Bureau contacted you to complete the 2015 National Survey of College Graduates (NSCG). If you have not already completed the survey, thank you very much. If you have not had an opportunity to participate in the survey, please complete the survey soon using ONE of the following two options:

**Option 1:** Go to <https://respond.census.gov/nscg> to complete the survey online by entering the following information on the opening screen:

Login ID:

Password:

**Option 2:** Fill out and mail back the enclosed paper questionnaire.

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you prefer to respond by filling out the enclosed paper questionnaire, we have included a postage paid envelope for your convenience.

This survey and your response are so important that a Census Bureau representative may contact you by telephone if we do not receive your response.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

If you have any questions about the 2015 NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you.

Sincerely,

John H. Thompson  
Director

NSCG-MW7

## Week 7, Web Invite

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

A few weeks ago, the U.S. Census Bureau contacted you to complete the 2015 National Survey of College Graduates (NSCG). If you have already completed the survey, thank you very much. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online. The survey web site is secure, and all information that you provide is strictly confidential and protected by U.S. law. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently.

This survey and your response are so important that a Census Bureau representative may contact you by telephone if we do not receive your response.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

If you have any questions about the 2015 NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Thank you.

Sincerely,

John H. Thompson  
Director

NSCG-W7

**Week 8, Reminder Postcard**

**U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration**

**U.S. Census Bureau**

1201 East 10th Street  
Jeffersonville, IN 47132  
OFFICIAL BUSINESS  
Penalty for Private Use, \$300

**NSCG-RP**

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**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0007  
OFFICE OF THE DIRECTOR

Recently, we sent you information requesting your participation in a valuable national survey. If you have already completed the survey, we thank you very much.

If you have not yet completed the survey, please do so as soon as possible. Your response is important to this study, even if you are retired, do not work, or work in a field that differs from that of your education or training.

If you need any help or have any questions, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-RP

## Week 12, Telephone and Web Invite

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

The Internet, Doppler radar, and tumor detection are the results of U.S. government funding in research and education. The health, prosperity, welfare, and protection of people in the United States depend on the government's investing wisely in research and education.

We are requesting your participation in the 2015 National Survey of College Graduates, which we are conducting for the National Science Foundation, an agency of the federal government mandated by Congress to study the education and occupations of the American people. This survey collects information from college graduates in all disciplines and at every stage of life. Academic researchers and government policymakers use these data to study the relationship between education and career opportunities. Students making decisions about their own education and career choices find this information valuable, as do individuals thinking about changing careers.

We would greatly appreciate your use of our online survey. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer to complete this survey by telephone, a Census Bureau representative will contact you in a few days to obtain your response.

Please complete this survey within two weeks. If you have any questions, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**.

Thank you in advance for completing this survey. Your information will help us assist everyone.

Sincerely,

John H. Thompson  
Director

NSCG-TW12

## Week 18, Questionnaire and Web Invite

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently, we contacted you to request your participation in the 2015 National Survey of College Graduates. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

To date, we have not received a response from you. Your response is important to this survey, even if you are retired, do not work, or work in a field that differs from that of your education or training. All the information that you provide is strictly confidential and protected by U.S. law.

We would greatly appreciate your use of our online response option. Filling out the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage paid envelope for your convenience.

Your response within two weeks is most appreciated. If you have any questions about the 2015 National Survey of College Graduates, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-MW18



## Week 18, Web Invite

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently, we contacted you to request your participation in the 2015 National Survey of College Graduates. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

To date, we have not received a response from you. Your response is important to this survey, even if you are retired, do not work, or work in a field that differs from that of your education or training. All the information that you provide is strictly confidential and protected by U.S. law.

We would greatly appreciate your use of our online response option. Filling out the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

Your response within two weeks is most appreciated. If you have any questions about the 2015 National Survey of College Graduates, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-W18

**Week 23, Web Invite**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

The 2015 round of the National Survey of College Graduates (NSCG) ends soon, and we at the National Science Foundation ask that you take a few minutes to complete the survey now. We realize that your time is valuable, but we really need your participation for the survey results to be accurate and representative.

The NSCG is the only definitive source of data about the educational outcomes of our Nation's college-educated population, and your contribution to it is vital. You were selected as part of a statistical sample of 135,000 graduates to represent the college-educated population in the United States. We cannot replace you with anyone else.

Would you please take a few moments to complete the survey online now? Completing the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**. Staff are available from 9 a.m. to 10 p.m. Eastern Time to assist you.

Thank you in advance for your contribution to this valuable national survey. If you have completed the NSCG prior to receiving this mailing, please accept our appreciation.

Sincerely,

John R. Gawalt  
Director  
National Center for Science and Engineering Statistics

NSCG-W23

## Adaptive Design Experiment, Questionnaire Early, New Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently we requested your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online or by using the enclosed paper questionnaire.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage-paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-QEADN

## **Adaptive Design Experiment, Questionnaire Early, Returning Sample**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently we requested your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online or by using the enclosed paper questionnaire.

In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation. The 2015 version of this survey will enable us to update knowledge about how people use their education as they age and as economic conditions change. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage-paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-QEADO

## Adaptive Design Experiment, Telephone Early, New Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently we requested your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online or by telephone.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

There are two convenient ways for you to respond: by telephone interview or by filling out the survey on the Internet. We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to save taxpayers' money and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer to complete this survey by telephone, a Census Bureau representative will be contacting you in a few weeks to ask for your help.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-TEADN

## **Adaptive Design Experiment, Telephone Early, Returning Sample**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently we requested your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online or by telephone.

In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation. The 2015 version of this survey will enable us to update knowledge about how people use their education as they age and as economic conditions change. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

There are two convenient ways for you to respond: by telephone interview or by filling out the survey on the Internet. We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to save taxpayers' money and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer to complete this survey by telephone, a Census Bureau representative will be contacting you in a few weeks to ask for your help.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-TEADO

## Adaptive Design Experiment, Web Emphasis, New Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently we requested your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities for the people of the United States.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

Complete the survey online by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you have any questions about the NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-WOADN

## Adaptive Design Experiment, Web Emphasis, Returning Sample

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently we requested your participation in the 2015 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities for the people of the United States. In the past, you contributed to an NSF-sponsored survey of the college educated population. Thank you for your past participation.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey rests upon your participation. Your response is needed, whether you are currently working or not.

Complete the survey online by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you have any questions about the NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

John H. Thompson  
Director

NSCG-WOADO



## Contingency Letter, Web Issue Explanation

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We apologize. We recently encouraged you to go to <https://respond.census.gov/nscg> to complete the 2015 National Survey of College Graduates. Shortly after you received that invitation, the NSCG website experienced technical problems that made login difficult for users and severely slowed the survey questionnaire's completion process.

We are sorry for the poor technical performance you may have experienced when attempting to complete the NSCG online. We have identified and addressed these issues and encourage you to use the Login ID and Password from our previous mailing to complete the survey.

If you need a replacement Login ID and Password, please contact us toll-free by phone at 1-888-262-5935, or by e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

If you completed the NSCG before receiving this mailing, please accept our sincere thanks.

Sincerely,

John H. Thompson  
Director