

# **Appendix A**

## **Respondent Recruitment Materials**

### **PROGRAM FOR INTERNATIONAL STUDENT ASSESSMENT 2012 (PISA:2012) VALIDATION STUDY 2015 FIELD TEST AND MAIN STUDY**

**OMB # 1850-0900 v.2**

*December 8, 2014*

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## Recruitment Contact #1: NCES Invitation Letter

Dear <first name> <Last name>,

My name is Dan McGrath and I am the Director of the International Activities Program at the National Center for Education Statistics. I am writing to invite you to participate in the PISA Young Adult Follow-Up Study. As we have described in previous communications, this is an invitation-only online survey that collects information about your education and work experiences and your skills as a young adult. The survey should take 50 minutes on average but no more than 2 hours to complete. **Once you complete the online survey, \$50 will be loaded on the enclosed cash card.** You may use this cash card anywhere MasterCard is accepted.

We will send you the web address and login information on [Month Day, Year], the day before the survey opens. In the meantime, please keep the enclosed cash card safe.

If you have any questions or need help logging in when the survey opens, please call 1-855-604-1519 (toll free), send an email to [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com), or visit the PISA Young Adult Follow-up Study website at <http://nces.ed.gov/surveys/pisa/followup.asp>.

On behalf of the U.S. Department of Education, I want to thank you in advance for your cooperation in this important research project.

Sincerely,

Daniel J. McGrath  
Director, International Activities Program  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
Telephone: (202) 502-7426  
Email: [Daniel.McGrath@ed.gov](mailto:Daniel.McGrath@ed.gov)

## Recruitment Contact #2: Respondent Reminder

Dear <First name> <Last Name>,

There are only [X] days until the PISA Young Adult Follow-up Study begins! Remember, your participation is critical to the success of the study and we are counting on you to complete the survey. [Last week] you should have received a letter from Dan McGrath of the National Center for Education Statistics in the U.S. Department of Education inviting you to participate in the PISA Young Adult Follow-up Study. Your cash card was included with that letter. If you did not receive the invitation letter, or you have lost or misplaced your card, we can issue another one for you. Just call us at 1-855-604-1519 (toll free) or email us at [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com) and we can get a new card to you. Remember, the survey should take 50 minutes on average but no more than 2 hours to complete and the card will work *after* you complete the survey on [Month Day, Year].

Thanks for your participation!

The PISA Young Adult Follow-up Study team

### Recruitment Contact #3: Announcement that Survey is Open

Dear <First name> <Last Name>,

The PISA Young Adult Follow-up Study is now open! You can access the survey through this link: [<http://some> link here]. Enter your login code to begin. Your login code is:

[Login code here]

You can also access the survey from your unique user account in the PISA Young Adult Follow-up Study website: <https://www.YAFS.org>. Once you are logged into the website, click the link [link name] and you can begin the survey.

The survey should take 50 minutes on average but no more than 2 hours to complete. After you have completed the survey and you log out, your \$50 cash card will be activated and you may use it.

If you have any problems logging in to the survey or if you have other questions, please call us at 1-855-604-1519 (toll free) or email us at [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com) and we can help you.

Thanks for your participation!

The PISA Young Adult Follow-up Study team

NCES is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543). Your participation is voluntary and the information you provide may be used only for statistical purposes and may not be disclosed or used, in identifiable form for any other purpose except as required by law (ESRA 2002, 20 U.S.C., § 9573). Individual responses will be combined with those from other participants to produce summary statistics and reports. NCES will securely maintain your contact information to locate you should we conduct another follow-up survey in the future.

## Respondent Follow-up: Data Collection Nonresponse Email/Hardcopy – Credentials sent

Dear <first name> <Last name>,

My name is Dan McGrath and I am the Director of the International Activities Program at the National Center for Education Statistics. I am writing to you about participating in our PISA Young Adult Follow-up Study.

Our records indicate you have not yet logged into the survey. It looks like we sent you the web address login information, and unloaded cash card on [Month Day, Year]. Did you receive this package? If not, please [reply to this email] [call us at 1-855-604-1519 (toll free) or send an email to [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com)] and we will get another one to you immediately.

As we have described in previous communications, this is an invitation-only online survey that collects information about your education and work experiences and your skills as a young adult. The survey should take 50 minutes on average but no more than 2 hours to complete. Once you complete the online survey, \$50 will be loaded on your cash card. You may use this cash card anywhere MasterCard is accepted. Again, if you did not receive this card or have misplaced it, simply reply to this email and we will get it to you immediately.

If you have received your credentials but have not had the time to complete the survey, don't worry. You have until MM/DD/YYYY to complete it. I will send you another reminder when the survey is close to ending so that you do not miss this opportunity to participate in this study.

If you have any questions or need help logging in or accessing the internet, please call 1-855-604-1519 (toll free) or send an email to [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com).

On behalf of the U.S. Department of Education, I want to thank you in advance for your cooperation in this important research project.

Sincerely,

Daniel J. McGrath  
Director, International Activities Program  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
Telephone: (202) 502-7426  
Email: [Daniel.McGrath@ed.gov](mailto:Daniel.McGrath@ed.gov)

Your participation is voluntary and the information you provide may be used only for statistical purposes and may not be disclosed or used, in identifiable form for any other purpose except as required by law (ESRA 2002, 20 U.S.C., § 9573). Individual responses will be combined with those from other participants to produce summary statistics and reports. NCES will securely maintain your contact information to locate you should we conduct another follow-up survey in the future.

## **Respondent Follow-up: Data Collection Nonresponse Call Script – Telephone Contact after Survey Launch**

Hello I'm calling to speak with <Contact's Name>. My name is \_\_\_\_\_ and I am calling from the PISA Study on behalf of the U.S. Department of Education. You may recall that in the fall of 2012 at your school, you participated in the Program for International Student Assessment, or PISA. After the test, you provided us with your contact information to participate in a follow-up study. A few weeks ago, you should have received an [email/letter] inviting you to participate in the PISA Young Adult Follow-up Study and letting you know that you could now take the survey.

We are contacting you by phone because the survey is now open and to date you have not yet responded.

Do you have your [email/letter] with the log on information?

### **If yes:**

Great! Please go to the survey website and complete the survey. Your cash card will be loaded with your \$50 after you have completed the survey.

### **If No:**

OK, I can send an email with the log on information. Is your email [Confirm email]?

### **If respondent says they could not successfully log on:**

[Try to assist respondent if they are at their computer and can log on. If they are not, refer them to the helpdesk number and tell them that the helpdesk can walk them through the log on process.]

### **If respondent says they don't have a cash card:**

That is not a problem. I can make an entry to send you a new one. Is your address information [verify physical address information]? We will get a replacement card to you immediately.

We thank you in advance for your cooperation in this important research.

## Respondent Follow-up: Partial Complete Email

Dear <First name> <Last Name>,

Thank you for participating in the PISA Young Adult Follow-up Study! Your survey is almost complete, just a few more questions to go! For your responses to count, you need to complete the entire survey. Please log back in and complete the remainder of the survey.

If you have any problems logging back in to the survey or if you have other questions, please call us at 1-855-604-1519 (toll free) or email us at [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com) and we can help you.

Thanks for your participation!

The PISA Young Adult Follow-up Study team

## **Respondent Follow-up: Data Collection Partial Complete Call Script – Telephone Contact after Survey Launch**

Hello I'm calling to speak with <Contact's Name>. My name is \_\_\_\_\_ and I am calling from the PISA Young Adult Follow-up Study on behalf of the U.S. Department of Education. Thank you for responding to the survey. We noticed that you did respond to the whole survey. Your participation is really important to the success of the survey. Would you go back and complete the rest of the survey? If you do, we can load your cash card and you can get the \$50.

### **If yes:**

Great! Please go to the survey website and complete the survey. Your cash card will be loaded with your \$50 after you have completed the survey.

### **If No:**

[Probe for a reason. Ask respondent if they need help and what they need help with. Assist if possible. If the respondent has a technical problem that you cannot help them with, connect them to the helpdesk.]

*Note: telephone staff will be trained on how to respond to questions about the survey instrument content and which items are appropriate to help with and which are not. Staff will receive a QXQ guide for the background items with notes about what the questions are asking and how to help respondents understand an item.*

### **If respondent says they don't have a cash card:**

That is not a problem. I can make an entry to send you a new one. Is your address information [verify physical address information]. We will get a replacement card to you immediately.

We thank you in advance for your cooperation in this important research.



## Respondent Follow-up: Notification of Survey Closing

Dear <first name> <Last name>,

My name is Dan McGrath and I am the Director of the International Activities Program at the National Center for Education Statistics. I am writing to you about participating in our PISA Young Adult Follow-up Study.

Our records indicate that you have not yet logged into the survey. **This is your last chance to complete the survey and receive your \$50!** The survey will close on MM/DD/YYYY. Your participation in the PISA Young Adult Follow-up Study is valuable and important to the success of the survey.

It looks like we sent you the web address login information, and unloaded cash card on [Month Day, Year], did you receive this package? If not, please [reply to this email] [call us at 1-855-604-1519 (toll free) or send an email to [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com)] and we will get another one to you immediately.

As we have described in previous communications, this is an invitation-only online survey that collects information about your education and work experiences and your skills as a young adult. The survey should take 50 minutes on average but no more than 2 hours to complete. Once you complete the online survey, \$50 will be loaded on your cash card. You may use this cash card anywhere MasterCard is accepted. Again, if you did not receive this card or have misplaced it, simply reply to this email and we will get it to you immediately.

If you have any questions or need help logging in or accessing the internet, please call 1-855-604-1519 (toll free) or send an email to [YAFollow-up@westat.com](mailto:YAFollow-up@westat.com).

On behalf of the U.S. Department of Education, I want to thank you in advance for your cooperation in this important research project.

Sincerely,

Daniel J. McGrath  
Director, International Activities Program  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
Telephone: (202) 502-7426  
Email: Daniel.McGrath@ed.gov

## Respondent Follow-up: Thank you Email for Completing the Survey

Dear <First Name <Last Name>

On behalf of the U.S. Department of Education, I want to thank you for your participation in the PISA Young Adult Follow-up Study. This is the first study of its kind to be conducted in the United States. Through your participation in this important research project you provided a unique opportunity for the U.S. to better understand the educational and work experiences and the use of computers and the Internet in the daily lives of our nation. Your contributions are valued and appreciated.

As a token of appreciation for your contributions to this important research, you will receive \$50.00 loaded onto the cash card you received. If you did not receive a cash card or have misplaced it, simply respond to this email address and request a new one, or call 1-855-604-1519 (toll free).

Again, thank you for your participation and cooperation throughout this study.

Sincerely,

Daniel J. McGrath  
Director, International Activities Program  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
Telephone: (202) 502-7426  
Email: Daniel.McGrath@ed.gov