

**APPENDIX B7**  
**INVITATION LETTER TO LEA DIRECTORS,**  
**FREQUENTLY ASKED QUESTIONS (FAQs)**  
**AND**  
**WEB SURVEY INFORMATION SHEET**

XX/XX/2017

Dear [FIRST NAME] [LAST NAME]:

2M Research Services and its partner, Abt Associates, are conducting a national survey for the U.S. Department of Agriculture, Food and Nutrition Service (FNS) as part of a study called the Community Eligibility Provision (CEP) Characteristics Study. The objectives of this study include examinations of operational issues, perceived incentives of and barriers to adopting CEP, and estimates of any impacts of adopting CEP on participation in school meals and per meal revenues in the National School Lunch Program (NSLP) and the School Breakfast Program (SBP). With the expansion of CEP nationwide, this study is the first of its kind to document the differences in CEP eligible schools that elect and CEP eligible schools that do not elect to operate under CEP.

The survey is designed to be completed by the Local Education Agency director, or designated members of your staff in about two hours. This is a web survey that you will complete online. A hardcopy of the survey is included with this letter for planning purposes. We encourage you to circulate the survey among appropriate staff, if necessary, to obtain all responses. We have also included frequently asked questions and a web survey information sheet to assist you. Participation is expected under the HHFKA and the information you provide will be kept private to the extent allowed by law.

Please note that your cooperation in this study is required under the Healthy, Hunger-Free Kids Act of 2010. Section 305 of that Act states that, "States, State Educational Agencies, Local Educational Agencies, schools, institutions, facilities, and contractors participating in programs authorized under this Act and the Child Nutrition Act of 1966 (42 U.S.C 1771 et seq.) shall cooperate with officials and contractors acting on behalf of the Secretary, in the conduct of evaluations and studies under those Acts."

Therefore, let me encourage you to complete the study by XX. Please let us know if there is any way we can help you. The survey helpline is 1-866-465-7738 (toll-free) or send us an email at: [support@2mresearch.com](mailto:support@2mresearch.com). Your organization is part of a nationally representative sample. Your responses will only be used for statistical purposes, including summary tabulations, and may not be disclosed, or used, in identifiable form for any other purpose unless otherwise compelled by law. This means that your personal information (name, telephone number, etc.) will be kept private and the responses you provide will not be not associated with your personal information.

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-XXXX. The time required to complete this information collection is estimated to average 3 minutes (0.05 hours) 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.

To access the survey, please log on to <http://www.2mresearch.com/CEPLEASurvey>. You will be asked for your Personal Identification Number (PIN), which is indicated below.

PIN: [PIN]

We thank you in advance for your important contribution to this research. For assistance with the survey, you may use our toll-free help line and our email help desk. The Help Desk number is 1-866-465-7738, while the email help desk is [support@2mresearch.com](mailto:support@2mresearch.com). If you have questions or concerns about this study, please contact me directly by email at [jmurdoch@2mresearch.com](mailto:jmurdoch@2mresearch.com) or by telephone at: 817-856-0863. You may also call John Endahl, the Contract Officer Representative, at 703-305-2098.

Sincerely,

Jim Murdoch, Project Director

Enclosed: LEA Food Service Director Survey, Frequently Asked Questions, and Web Survey Information Sheet

## **Community Eligibility Provision Characteristics Study LEA/Food Service Director Frequently Asked Questions**

---

**Q** Why is FNS conducting the survey?

**A** The goal of the CEP Characteristics Study is to understand the policy and operational issues surrounding the CEP. The objectives of this study include examinations of operational issues, perceived incentives of and barriers to adopting CEP, and estimates of any impacts of adopting CEP on the participation and per meal revenues in the National School Lunch Program (NSLP) and the School Breakfast Program (SBP). The study will document the differences in CEP eligible schools that elect to operate under CEP and CEP eligible schools that do not elect to operate under CEP.

**Q** Who is invited to participate in the CEP Characteristics Study?

**A** The State Child Nutrition Program Directors in States with schools eligible to participate in CEP and food service managers from a sample of Local Education Agencies with schools eligible to participate in CEP.

**Q** Why is participation by your Local Education Agency (LEA) important?

**A** The validity of the study depends on your participation. Your cooperation is critical to make the results of this survey comprehensive, accurate, and timely. Because this study is authorized under the Healthy, Hunger-Free Kids Act of 2010, your cooperation is required. Note that Section 305 of that Act states that

“States, State educational agencies, local educational agencies, schools, institutions, facilities, and contractors participating in programs authorized under this Act and the Child Nutrition Act of 1966 (42 U.S.C 1771 et seq.) shall cooperate with officials and contractors acting on behalf of the Secretary, in the conduct of evaluations and studies under those Acts.”

**Q** What types of information should I be prepared to provide in this survey?

**A** You should be prepared to provide the following information for your LEA: Number of schools in your Local Education Agencies (LEAs), including their eligibility for and participation in CEP and other special provisions; participation in the SBP, including locations and times of breakfast meals; information on LEA and school Identified Student Percentages (ISPs); and, sources of data used for direct certification.

**Q** How long is the data collection period?

**A** Because of the time sensitive nature of data that are being collected, we expect to receive all completed surveys within 14 weeks of initial mailing.

**Q** How does FNS protect the privacy of the information that you provide?

**A** Answers to the may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose unless otherwise compelled by law. Your personal information (name, email, etc.) will be kept private. The federal Office of Management and Budget (OMB) has approved the survey (OMB Number: 0584-XXXX. Expiration Date: XXXXX).

**Q** Who should I contact if I have questions about the study or the survey?

**A** If you have any questions about this survey, please contact the Help Desk at 1-866-465-7738 or email the help desk at [support@2mresearchservices.com](mailto:support@2mresearchservices.com). You may also call John Endahl, the Contract Officer Representative, at 703-305-2098.

---



## Web Survey Information Sheet

### Getting Started with Your Local Education Agency Director Survey

Step 1: Prior to responding to the web survey, we recommend that you review the hardcopy of the survey to get a general sense of the survey content and to help identify which individuals are in the best position to complete survey sections. You can also access a PDF copy of the survey by clicking the link labeled "PDF Version of the Survey" in the survey header (which appears on every page after you log in).

Step 2: Go to the web browser on any computer with Internet access and enter the web site address below in the address bar to access the evaluation's data collection site. Do not enter the address into a search engine.

Survey address: <http://www.2mresearch.com/CEPSASurvey>  
PIN: PIN

Step 3: Click on the survey link to reach the login page.

Step 4: Look at the letter you received with this instruction sheet to find your PIN. Enter this information into the corresponding box and click the login button to access your account, where you will see the Introduction page of your district survey. **All staff responding to the survey will need to use the same PIN.**

Step 5: Look at the instructions for navigating through the survey and begin the survey. Once you have completed all sections of the LEA Director Survey, click on the "Submit Survey" button (on the Menu page).

If you ever lose your PIN, please contact the study team at [support@2mresearch.com](mailto:support@2mresearch.com) or call toll-free at 1-866-465-7738 and we will provide the information for you again.