

Expert Survey Email and Phone Recruitment

Initial contact email

Subject: Research Request for Cape Lookout National Seashore Cultural Resources Study

Dear [insert name]:

I am writing to invite you to participate in a research study being conducted about the cultural resources at Cape Lookout National Seashore. We are seeking insights from historic preservation and cultural resource experts. We hope to provide managers with expert opinion of strategies to mitigate or prevent climate-related impacts to structures within two historically designated districts at Cape Lookout.

You were selected because you are considered to be an expert in the field of historic preservation or cultural resources. We are hoping that you will help us by completing an online survey. This survey includes questions about challenges facing the management of cultural resources and considerations for making resource prioritization decisions. Additionally, you will use an interactive decision support tool with 360° images and interactive GIS maps to provide your opinions on strategies to adapt 5 historic structures given sea level rise projections.

The survey will take about 45 minutes to complete. We realize that this is a significant time commitment on your part. However, we cannot express enough how much we value your response. Your participation is voluntary. Your name and email address will not be affiliated with the study's findings. We have only asked a few experts to participate so every response is important.

We recommend that you complete this survey using a computer and not a mobile device to better view the decision support tool.

The survey closes on [insert date]. If you will not be able to participate in the study, please reply to this email indicating that you "opt out" in the subject area.

To begin the survey please use the following link [url HERE]

If you have any questions or concerns, please do not hesitate to contact us by using the following contact information below. We will follow up with you via telephone within the next three days to see if you have any questions about the study. If there is a preferred day and time when you would like us to call, please reply to this email with that information.

Thank you in advance for your assistance with this project.

Sincerely,

Erin Seekamp, Ph.D., Associate Professor
Sandra Fatorić, Ph.D., Post Doctoral Researcher
Malorey Henderson, Graduate Research Assistant

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Follow-up Phone Script

Hello, [insert participant name], my name is [insert interviewer name] and I am a researcher at NC State University. You were contacted by email about a week ago concerning a survey we are conducting for the National Park Service. Managers at Cape Lookout National Seashore are trying to understand how to adapt cultural resources to climate-related threats and impacts.

Did you receive the email I sent introducing the study?

NO – Let me make sure I have your current email address: is it [state email address on record]? I'll send the email but would like to explain the study to you while I have you on the phone. Do you have a few minutes to speak now or would you prefer to set a time at which I can call you back? [**NO TIME NOW**: write down date & time; conclude the call]

YES - I am calling to further explain the study and answer any questions you may have. Do you have a few minutes to speak now or would you like to set a time that I should call back? [**NO TIME NOW**: write down date & time; conclude the call].

YES – [continue reading the script below].

We are very interested in your opinions because you are an expert in your field. Your participation is voluntary. Your name and email will not be linked to the study and all data will be summarized and reported at a group-level.

We are seeking insights from historic preservation and cultural resource experts. We hope to provide managers with expert opinion of strategies to mitigate or prevent climate-related impacts to structures within two historically designated districts at Cape Lookout. Specifically, the online survey includes questions about challenges facing the management of cultural resources and considerations for making resource prioritization decisions. Additionally, you will use an interactive decision support tool with 360° images and interactive GIS maps to provide your opinions on strategies to adapt 5 historic structures given sea level rise projections.

Do you have any questions about the study? [Answer any questions].

The survey is estimated to take about 45 minutes to complete. I know that sounds like a long time and I honor the commitment of time that you will take to provide the information for this study.

Are you willing to participate in the study?

IF NO – May I ask you a few questions before we end the call?

- How long have you worked in your current position?
- How long have you worked in cultural resource management?
- Just so that I understand, is there any particular reason what you do not want to participate in this study?

[Conclude the call.]

IF YES – Great. I will send the link to the survey via email. Is this the best email address to send the survey link? [Read the email or write down preferred email if different]. We will also send two reminder emails just in case you don't have time right away. The survey closes on [enter date]. Thank you for your time! Have a nice day. [Conclude the call.]

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Follow-up email with survey link

Subject: Cape Lookout National Seashore Cultural Resources Study – Expert Survey Link

Dear [insert name]:

On behalf of the National Park Service and the Managers at Cape Lookout National Seashore, I would like to thank you assisting us with our research on climate change and cultural resources. The contribution of your time and expertise is greatly appreciated.

We recommend that you complete this survey using desktop or laptop computer and not a mobile device. The decision support tool is easiest to use when viewed on a larger screen.

Please click here [url here] to begin the survey.

It will take about 45 minutes to complete the survey once you start. If you are no longer able to participate in the study, please reply to this email indicating “opt out” in the subject line.

Thank you again for your time.

Sincerely,

Erin Seekamp, Ph.D., Associate Professor
Sandra Fatorić, Ph.D., Post Doctoral Researcher
Malorey Henderson, Graduate Research Assistant

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Expert Survey Email and Phone Recruitment

Reminder email with survey link

Subject: Reminder: Cape Lookout National Seashore Cultural Resources Study – Expert Survey Link

Dear [insert name]:

On behalf of the National Park Service and the Managers at Cape Lookout National Seashore, I am sending you this email as a friendly reminder because we have not received your completed survey. If our responses have crossed, please disregard this message and we thank you for returning your survey. If you have not completed your survey, we are asking you to take the time to complete and return our survey so that we can include your input in our findings. The contribution of your time and expertise is greatly appreciated. Your insights are important to us!

Again, this survey should take about 45 minutes to complete and your participation is voluntary. If you are no longer able to participate, please reply to this email indicating that you “opt out” of the study.

Please click here [url here] to begin the survey.

We recommend that you complete this survey using a desktop or laptop computer and not a mobile device. The decision support tool is easiest to use when viewed on a larger screen.

The survey closes on [insert date]. If we haven't received your completed survey, we will send you a final reminder by email in seven business days because we are very eager to hear from you.

Thank you again for your time.

Sincerely,

Erin Seekamp, Ph.D., Associate Professor
Sandra Fatorić, Ph.D., Post Doctoral Researcher
Malorey Henderson, Graduate Research Assistant

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Final reminder email with survey link

Dear [insert name]:

On behalf of the National Park Service and the Managers at Cape Lookout National Seashore, I am writing to let you know that our survey is coming to a close and we still have not heard from you. The contribution of your time and expertise will be greatly appreciated and your insights are important to us! We are reaching out one last time to ask you to complete our survey.

Please click here [url here] to begin the survey.

We recommend that you complete this survey on a desktop or laptop computer and not a mobile device, as it contains a decision support tool that is easiest to use when viewed on a large screen.

Again we recognize that completing this survey will be an investment of your time today; however, your responses will help us to understand how experts like yourself view strategies to adapt cultural resources to climate-related impacts. It should take about 45 minutes to complete the survey.

If you are no longer able to participate in the study, please reply to this email indicating “opt out” in the subject line. The last day to participate in this survey will be [insert date]; we are hoping to hear from you before then.

Thank you again for your time.

Sincerely,

Erin Seekamp, Ph.D., Associate Professor
Sandra Fatorić, Ph.D., Post Doctoral Researcher
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