

## Attachment 1 - Recruiting Script

	From Sample	Corrections
Company Name:	_____	_____
City and State:	_____	_____
Contact Person:	_____	_____
Contact Position:	_____	_____
Phone Number:	_____	_____
E-Mail:	_____	_____
Company URL:	_____	_____

**[REACHED VOICEMAIL - DO NOT LEAVE A VOICEMAIL UNTIL THIRD CONTACT ATTEMPT.]** Hello, my name is [RECRUITER NAME]. I am calling on behalf of the National Science Foundation's National Center for Science and Engineering Statistics (NCSES). We are in the process of designing a survey on the ways that businesses are involved in developing or implementing new products, processes, or organizational methods and we would like to talk to you about your company, [COMPANY NAME]. Please call me back at [RECRUITER TELEPHONE]. Thank you.

**[REACHED PERSON:]** Hello, my name is [RECRUITER NAME]. I am calling for the National Science Foundation's National Center for Science and Engineering Statistics (NCSES). May I please speak to the person in your company who is most knowledgeable about innovations your company has made or is working on?

**[IF NO:]** Is there another time when he/she will be available that I may call?

Date: \_\_\_\_\_ Time: \_\_\_\_:\_\_\_\_

Who should I ask for?

Name: \_\_\_\_\_

**[IF YES:]** NCSES is designing a survey on how companies develop or implement new products, processes, or organizational methods, and we would like to talk to you about your company, [COMPANY NAME].

In the last three years, has your company made any significant changes in either the services or goods it offers or in how it operates? This includes how your company

- manufactures or delivers your company's products
- organizes work responsibilities or external relations,
- promotes products or

- determines pricing.

YES       NO

**If No:** I'm sorry, we are currently looking for firms that have recently been involved in such activities. Thank you for your time.

**If Yes:** Yours is the type of company we would like to talk with.

We would like to [**FOR IN-PERSON, SAY:** *come to your office and*] [**FOR TELEPHONE, SAY:** *on the phone*] spend about an hour with you asking how your company thinks about and conducts innovation. We want to ensure that the questions we design would be appropriate for companies like yours, and that they would collect the right kinds of information.

Would you be willing to participate in the interview? We can offer you \$40 as a way of thanking you for your participation.                       YES       NO

[**IF NO:**] Thank for your time, and have a nice day. **END**

[**IF YES for in-person interview:**] Great! We would like to visit you at your office to conduct the interview. Would you be available on:

[**IF YES for online interview:**] Great! We would like to conduct the interview online, using WebEx. All you need is an internet connection; no changes to your computer or software are required. Would you be available on:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

[IF THE DATE AND TIME MENTIONED IS NOT POSSIBLE, SUGGEST OTHER DATES. VERIFY ALL CONTACT INFORMATION LISTED ON PAGE 1 AND MAKE CORRECTIONS AS NEEDED.]

**FOR TELEPHONE, SAY:** Is [INSERT PHONE NUMBER FROM PAGE 1] the number you would like to be reached at for the interview?

Please note that:

- This is not an official data collection.
- Your participation in this is voluntary.
- The purpose of our interview will be to try out an approach NCSES may use to accurately measure innovation.
- Finally, you and your company will not be mentioned by name in any NSCES report.
- The persons attending the interview will be the interviewer, a note taker and a representative from NCSES.

Again, the discussion should last about an hour. If you have any questions, please contact me at: Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Thank you very much for agreeing to help us with preparing for this study. We will [**FOR IN-PERSON, SAY: see you**] [**FOR TELEPHONE, SAY: talk with you**] on \_\_\_\_\_.

Thank you for your time, and have a nice day. **END**