

# **Appendix C**

## **Communication Materials for Sample Members**

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**January 2016**  
**Revised May 2016**

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*Note: Emails and letters providing similar content to those shown in this appendix will be sent throughout data collection to encourage participation. In addition, sample members that request follow-up reminders via text message will receive text message prompts to complete the survey. The materials included in this appendix reference the field test study to be conducted in 2016. These materials will also be updated for use during for the full-scale study. Possible updates include removing any references to the field test, updating dates to reference full-scale dates, elimination or expansion of prepaid incentives, offering of the abbreviated interview to a greater number of sample members, and the elimination of reinterview contacting materials.*

## **B&B:16/17 Field Test Brochure Text**

### **What is B&B?**

The Baccalaureate and Beyond Longitudinal Study (B&B) Field Test is a national study of approximately 2,000 graduates from U.S. colleges and universities to find out about their experiences since completing a bachelor's degree.

The study will collect information on graduate and other education, experiences in the labor market, earnings and expenses, family status, and personal and professional goals. In addition to survey responses, we collect related information from sources such as student loan and enrollment databases. There is a particular focus on careers in teaching and other employment outcomes.

### **Why am I being asked to participate?**

You have been asked to participate in B&B because you completed the requirements for your bachelor's degree during the 2014-2015 academic year.

### **Why is my participation important?**

Your survey responses help educators, researchers, and policymakers at the local, state, and national levels understand the experiences of recent college graduates. Your experiences are unique, and if you choose not to participate in B&B, no one else can be substituted for you.

**What have we learned from previous rounds of B&B?** In 1994, 79 percent of bachelor's degree recipients had a full-time job after graduation, compared to 78 percent in 2001, and 64 percent in 2009.

### **What happens to the results?**

Results from the current study are scheduled to be released in 2019 and will be posted on the NCES website (<https://nces.ed.gov/surveys/b&b/>) along with results from previous B&B studies. Your responses will be combined with those of other students and will be presented in summary form only. No individually-identifying information will be published.

### **Who is conducting B&B?**

The 2016/17 Baccalaureate and Beyond Longitudinal Study is conducted by the National Center for Education Statistics (NCES), in the U.S. Department of Education's Institute for Education Sciences, with data collection being carried out under contract by RTI International, a nonprofit research organization based in North Carolina. NCES is authorized to conduct B&B by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. § 9543), and to collect students' education records from educational agencies or institutions for the purposes of evaluating Federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3) and 99.35). Data collected from or about individual students are 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).

### **How will my information be protected?**

NCES is required to follow strict procedures to protect personal information in the collection, reporting, and publication of data. All individually identifiable information supplied by individuals or institutions 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 (20 U.S.C. § 9573).

Data security procedures for B&B are reviewed and approved by NCES data security staff. Your answers are secured behind firewalls and are encrypted during internet transmission using Secure Sockets Layer (SSL) protocol. All data entry modules are password protected and require the user to log in before accessing the data. Project staff is subject to large fines or imprisonment if individual responses are disclosed.

### **How do I participate?**

You can complete the B&B interview online or over the phone.

#### ONLINE

Log onto the study website at <https://surveys.nces.ed.gov/bbxxxx/> using the Study ID and password provided in your welcome letter. The survey is mobile-optimized, so it can be easily completed on a mobile device.

#### OVER THE PHONE

Call our Help Desk at 1-xxx-xxx-xxxx to speak to one of our professional interviewers.

### **Contact Us**

#### **B&B HELP DESK**

**1-xxx-xxx-xxxx**

[bbxxxx@rti.org](mailto:bbxxxx@rti.org)

<https://surveys.nces.ed.gov/bbxxxx/>

Natasha Janson, Ph.D.  
B&B Project Director (RTI)  
[njanson@rti.org](mailto:njanson@rti.org)  
1-xxx-xxx-xxx

Ted Socha  
B&B Project Officer (NCES)  
[Ted.Socha@ed.gov](mailto:Ted.Socha@ed.gov)  
1-800-USA-LEARN/1-800-872-5327

## Contact Information Update Letter – Parent

<<date>>

<<name>>

<<addr1>>

<<addr2>>

<<city>>, <<st>> <<zip>>

Dear «Parentfname» «Parentlname»:

The U.S. Department of Education’s National Center for Education Statistics (NCES) is conducting an important study of students who earned a bachelor’s degree during the 2014-2015 school year. The Baccalaureate and Beyond Longitudinal Study (B&B) will help educators, researchers, and policymakers better understand how earning a bachelor’s degree affects students’ lives and choices about further education and work. Out of all the 2014-2015 college graduates in the United States, <<fname>> was selected to participate in B&B. The enclosed brochure provides information about the study and our strict confidentiality procedures.

We will be contacting <<fname>> to complete the B&B survey in <<month year>>, but before data collection can begin, we need your help to update our records. Please take a few minutes to update the contact information online, or complete the enclosed Contact Information Update Form and return it in the enclosed postage-paid envelope.

|   |
|---|
| <p>To update contact information for &lt;&lt;fname&gt;&gt; online:<br/>Go to <a href="https://surveys.nces.ed.gov/bbxxxx/">https://surveys.nces.ed.gov/bbxxxx/</a><br/>Enter Study ID number «caseid»</p> |
|---|

If you would like more information about B&B, please review the enclosed brochure, visit <http://surveys.nces.ed.gov/bb/>, or call the RTI study director, Natasha Janson, at 1-xxx-xxx-xxxx.

We sincerely appreciate your assistance and thank you in advance for helping us conduct this important study.

Sincerely,

Dr. Peggy Carr, Ph.D.  
Acting Commissioner  
National Center for Education Statistics

Enclosure

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NCES is authorized to conduct the 2016/17 Baccalaureate and Beyond Longitudinal Study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543), and to collect students' education records from educational agencies or institutions for the purposes of evaluating Federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3) and 99.35). Data collected from or about individual students are 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). These data are being collected for NCES by RTI International, a nonprofit research organization based in North Carolina.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1850-NEW. The time required to complete this information collection is estimated to average approximately 35 minutes per response, including the time to review instructions, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this survey, or any comments or concerns regarding the status of your individual submission of this survey, please write directly to: The 2016/17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17), National Center for Education Statistics, PCP, 550 12<sup>th</sup> St., SW, 4<sup>th</sup> floor, Washington, DC 20202

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## Contact Information Update Form – Parent

1. Please review the current address and phone numbers for <<casename>> displayed in the box below.

**Please make corrections in the space provided on the right side of the box.**

If you prefer to update this information online, visit our secure website at <https://surveys.nces.ed.gov/bbxxxx/> and refer to the Study ID number «caseid».

| CURRENT CONTACT INFORMATION FOR<br>«CASENAME»:  | PLEASE MAKE CORRECTIONS BELOW:   |
|---|--|
| <<casename>><br>«addr1»<br>«addr2»<br>«city», «state» «zip» «zip4»<br>(«area1») «phone1»  | Name: _____<br>Address: _____<br>_____<br>_____<br>Home phone: ( ) – _____<br>Work phone: ( ) – _____<br>Cell phone: ( ) – _____ |
| <input type="checkbox"/> <b>Check here</b> if this information is completely current and no corrections are needed. <u>Please return this form even if no edits are needed.</u> |  |

2. We will send an e-mail to <<casename>> to announce that data collection has begun. Please provide an e-mail address that we can use to contact <<fname>>.

Primary e-mail address: \_\_\_\_\_

Alternate e-mail address: \_\_\_\_\_

3. May we send a text message to <fname>'s cell phone when data collection is about to begin?

Please check one: YES  NO

If yes, what cell number should we use? \_\_\_\_\_

What is <fname>'s cell phone service provider (e.g. AT&T, Verizon, etc.)? \_\_\_\_\_

*We ask for the cell phone service provider to enable us to identify the format of the text message we send.*

**Thank you for your assistance.**

Please return this page in the enclosed postage-paid envelope or return to:

RTI International  
 ATTN: David Waller  
 PO Box 12194

Research Triangle Park, NC 27709-9935

For office use only:  
 Study ID: <<caseID>>  
 <<panelinfo>>/<<CTRLNUM>>

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## Initial Contact Letter – Sample Member

<<date>>

<<name>>

<<addr1>>

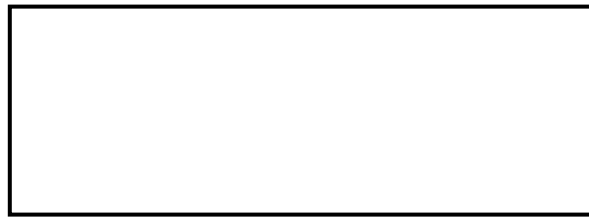
<<addr2>>

<<city>>, <<st>> <<zip>>

Dear <<fname>>,

You have been randomly selected to participate in the Baccalaureate and Beyond Longitudinal Study (B&B), conducted by the U.S. Department of Education's National Center for Education Statistics (NCES). <<You may recall participating in the National Postsecondary Student Aid Study (NPSAS) last year.>> B&B will collect education, employment, and other information from you and others like you who earned their bachelor's degree during the 2014-2015 school year. Data collected from B&B will help educators, researchers, and policymakers better understand how earning a bachelor's degree impacts choices about further education and work. Your participation in B&B is critical to the success of the study.

When B&B data collection begins in July, we will contact you again with specific information about how to participate. In the meantime, we need to update our contact information for you. **Please help us now by providing your mailing address, telephone number(s), and e-mail address(es) online at <https://surveys.nces.ed.gov/bbxxxx/>.** You will also find out more about B&B at this website.



To update your contact information  
The enclosed brochure provides more information about B&B. If you have additional questions or concerns  
about the study after reviewing this material, please call the RTI study director, Natasha Janson, at 1-xxx-  
xxxx.  
Go to

<https://surveys.nces.ed.gov/bbxxxx/>

We thank you in advance for your participation in this important study. Your cooperation is greatly appreciated.

Sincerely,

Dr. Peggy Carr, Ph.D.  
Acting Commissioner  
National Center for Education Statistics  
Enclosure

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NCES is authorized to conduct the 2016/17 Baccalaureate and Beyond Longitudinal Study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543), and to collect students' education records from educational agencies or institutions for the purposes of evaluating Federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3) and 99.35). Data collected from or about individual students are 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). These data are being collected for NCES by RTI International, a nonprofit research organization based in North Carolina.

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## Address Update Web Form

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1. [SAMPLE MEMBERS ONLY] May we send you a text message reminder when data collection begins?

- Yes → Please enter your cell provider here: \_\_\_\_\_  
 No

2. If [your/Casename's] current contact information is not correct below, please provide the updated contact information. Otherwise, check the box at the bottom to indicate the information is correct and complete.

### **[Your/Casename's] contacting information**

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

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Home phone: \_\_\_\_\_

Work phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Primary e-mail address: \_\_\_\_\_

Alternate e-mail address: \_\_\_\_\_

- Check here if all information is correct

3. Please provide the contact information for [your/Casename's] parent and one additional person who will always know how to get in touch with [you/Casename].

### **Parent contacting information**

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

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Home phone:

---

Work phone:

---

Cell phone:

---

Primary e-mail address:

---

Alternate e-mail address:

---

Check here if all information on the printed form was correct

**One additional person**

Name:

---

Address:

---

City:

---

State:

---

ZIP:

---

Home phone:

---

Work phone:

---

Cell phone:

---

Primary e-mail address:

---

Alternate e-mail address:

---

4. [Are you/Is Casename] currently enrolled in a college, trade school, or other higher education institution?

Yes → Please provide the name and address of the college, trade school, or other higher education institution that [you/Casename] attend. Please do not use abbreviated school names (e.g., use Arizona State University, rather than ASU).

School Name:

---

OMB Control Number: 1850-NEW

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxx/>

## Data Collection Announcement Letter

<<date>>

<<name>>

<<addr>>

<<city>>, <<st>> <<zip>>

Dear «fname» «lname»:

Recently, we contacted you about the Baccalaureate and Beyond Longitudinal Study (B&B), an important study that will collect education, employment, and other information from you and others like you who received their bachelor's degree during the 2014-2015 school year. Data collected from B&B will help educators, researchers, and policymakers better understand how earning a bachelor's degree impacts choices about further education and work.

Approximately 2,000 recent bachelor's degree recipients from schools across the nation have been randomly selected to participate in B&B. Sample members like you are being asked to complete a 35-minute survey. <<**So that you know how important your participation is to the success of the study, we're offering you \$10 which you can claim – via PayPal or check - whether or not you decide to participate. You should already have received an email from PayPal. If you did not receive an email from PayPal, call xxx-xxx-xxxx or email us at bbxxxx@rti.org to provide your PayPal email address, or you can call or email us to provide your mailing address to receive a \$10 check.**>> Once you complete the survey, we will send you an additional \$«IncAmt», payable by PayPal or check.

Log on to our secure website at <https://surveys.nces.ed.gov/bbxxxx/> to complete your survey on your computer, smartphone, or tablet:

**Study ID** = «caseid»

**Password** = «password»m (*password is case sensitive*).

Please complete the survey by **August 1, 2016**.

Your participation is critical to the study's success. You represent other recent college graduates like you who were not selected for this study. Your participation in B&B is voluntary and will not affect any aid or other benefits you may receive.

The enclosed brochure answers many common questions about the study and contains additional information on laws and procedures that protect the confidentiality of your responses. If you have questions about the study, or prefer to complete the survey over the phone, call the B&B help desk at 1-xxx-xxx-xxxx, or send an email to [bbxxxx@rti.org](mailto:bbxxxx@rti.org). You can also learn more by visiting the study website at <https://surveys.nces.ed.gov/bbxxxx/>.

Thank you in advance for making B&B a success.

Sincerely,

Natasha Janson, Ph.D.  
B&B Project Director  
RTI International  
[njanson@rti.org](mailto:njanson@rti.org)  
1-xxx-xxx-xxx

Ted Socha  
B&B Project Officer  
National Center for Education Statistics  
[Ted.Socha@ed.gov](mailto:Ted.Socha@ed.gov)  
1-202-502-7383

Enclosure

«panelinfo»/«ctrl»

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NCES is authorized to conduct the 2016/17 Baccalaureate and Beyond Longitudinal Study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543), and to collect students' education records from educational agencies or institutions for the purposes of evaluating Federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3) and 99.35). Data collected from or about individual students are 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). These data are being collected for NCES by RTI International, a nonprofit research organization based in North Carolina.

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## Thank You/Incentive Letter

(for sample members who opt to receive their incentive via check)

<<date>>

<<name>>

<<addr1>>

<<addr2>>

<<city>>, <<st>> <<zip>>

Dear «fname» «lname»:

On behalf of the National Center for Education Statistics (NCES) in the U.S. Department of Education's Institute of Education Sciences and the staff of the 2016/17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17), we would like to thank you. Your participation in B&B is very important in helping to ensure the success of the study.

Enclosed you will find a check for \$«IncAmt» as a token of our appreciation.

If you have any questions, please do not hesitate to contact us at 1-xxx-xxx-xxxx.

Sincerely,

Natasha Janson, Ph.D.  
B&B Project Director  
RTI International

Ted Socha  
NCES Project Officer  
National Center for Education Statistics

## Initial Contact E-mail

SUBJ: The Baccalaureate and Beyond Study is coming soon

Dear «fname»,

I am pleased to inform you that the 2016/17 Baccalaureate and Beyond Longitudinal Study (B&B) will begin conducting surveys soon. B&B is an important study that follows up with recent bachelor's degree recipients to learn more about their education, employment, and other experiences after graduation.

When B&B data collection begins in July 2016, we will contact you again with specific information about how to participate. In the meantime, we need to update our contact information for you. **Please help us now by updating your contact information on the B&B website:**

**<https://surveys.nces.ed.gov/bbxxxx/>**

**Your Study ID number: <<caseID>>**

Your participation is critical to the success of B&B. If you have additional questions or concerns about the study, please call the RTI study director, Natasha Janson, at 1-xxx-xxx-xxxx.

We thank you in advance for your participation in this important study. Your cooperation is greatly appreciated.

Thank You,

Natasha Janson, Ph.D.  
B&B Project Director

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*



## Data Collection Announcement E-mail

SUBJ: It's time to complete your B&B survey!

<<Fname>>,

Recently, we contacted you about the Baccalaureate and Beyond Longitudinal Study (B&B), an important study that will collect education, employment, and other information from you and others like you who received their bachelor's degree during the 2014-2015 school year. Data collected from B&B will help educators, researchers, and policymakers better understand how earning a bachelor's degree impacts choices about further education and work. Approximately 2,000 recent graduates from schools across the nation have been randomly selected to participate in B&B.

**Once you complete the <time> minute survey, we will send you \$«IncAmt», payable by PayPal or check.**

**Click here** to complete your survey on your computer, smartphone or tablet:

**<https://surveys.nces.ed.gov/bbxxxx/>**

**Study ID** = «caseid»

**Password** = «password»e (*password is case sensitive*).

Please complete the survey by **August 1, 2016**.

If you have questions about the study, or prefer to complete the survey over the phone, call the B&B help desk at 1-xxx-xxx-xxxx, or send an email to [bbxxxx@rti.org](mailto:bbxxxx@rti.org). You can also learn more by visiting the study website at <https://surveys.nces.ed.gov/bbxxxx/>.

Thank you in advance for making B&B a success.

Sincerely,

Natasha Janson, Ph.D.  
B&B Project Director  
RTI International  
[njanson@rti.org](mailto:njanson@rti.org)  
1-xxx-xxx-xxx

Ted Socha  
B&B Project Officer  
National Center for Education Statistics  
[Ted.Socha@ed.gov](mailto:Ted.Socha@ed.gov)  
1-800-USA-LEARN/1-800-872-5327

OMB Control Number: 1850-NEW

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.

## Data Collection Announcement E-mail – Group 1 – NPSAS:16 Field Test Nonrespondents

SUBJ: It's time to complete your B&B survey!

Dear <<fname>>,

Recently, we contacted you about the Baccalaureate and Beyond Longitudinal Study (B&B), an important study that will collect education, employment, and other information from you and others like you who received their bachelor's degree during the 2014-2015 school year. Data collected from B&B will help educators, researchers, and policymakers better understand how earning a bachelor's degree impacts choices about further education and work. Approximately 2,000 recent graduates from schools across the nation have been randomly selected to participate in B&B.

<<Please check your email for a notification from PayPal. Your participation is so important, we're offering you \$10, whether or not you decide to participate!>> Once you complete the 35 minute survey, we will send you an additional \$«IncAmt», payable by PayPal or check.

**Click here** to complete your survey on your computer, smartphone or tablet:

**<https://surveys.nces.ed.gov/bbxxxx>**

**Study ID** = «caseid»

**Password** = «password»e (*password is case sensitive*).

Please complete the survey by **August 1, 2016**.

If you have questions about the study, or prefer to complete the survey over the phone, call the B&B help desk at 1-xxx-xxx-xxxx, or send an email to [bbxxxx@rti.org](mailto:bbxxxx@rti.org). You can also learn more by visiting the study website at <https://surveys.nces.ed.gov/bbxxxx/>.

Thank you in advance for making B&B a success.

Sincerely,

Natasha Janson, Ph.D.  
B&B Project Director  
RTI International  
[njanson@rti.org](mailto:njanson@rti.org)  
1-xxx-xxx-xxx

Ted Socha  
B&B Project Officer  
National Center for Education Statistics  
[Ted.Socha@ed.gov](mailto:Ted.Socha@ed.gov)  
1-800-USA-LEARN/1-800-872-5327

OMB Control Number: 1850-NEW

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.

## Data Collection Announcement E-mail – Group 1 – NPSAS:16 Field Test Nonrespondents – To Be Sent Via PayPal –

**Below is the email SMS who *have* a PayPal account will see:**

SUBJ: RTI International sent you \$10.00 USD.

Hello <<name>>,  
Just thought you'd like to know RTI International sent you \$10.00 USD.

### **Note from RTI International:**

Recently, we contacted you about the Baccalaureate and Beyond Longitudinal Study (B&B), an important study that will collect education, employment, and other information from you and others like you who received their bachelor's degree during the 2014-2015 school year. Data collected from B&B will help educators, researchers, and policymakers better understand how earning a bachelor's degree impacts choices about further education and work. Approximately 2,000 recent graduates from schools across the nation have been randomly selected to participate in B&B.

**This \$10 payment is for you because your participation is so important to the success of B&B. You may claim it whether or not you choose to participate.**

**If you prefer to receive \$10 via check, please call us at xxx-xxx-xxxx or email us at [bbxxxx@rti.org](mailto:bbxxxx@rti.org) to provide your mailing address. The check will take approximately 4 weeks to process. Once you complete the <time> minute survey, we will send you an additional \$«IncAmt», payable by PayPal or check.**

Thank you in advance for making B&B a success.

OMB Control Number: 1850-NEW

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>

Once the money's there you can:



Spend the money online at thousands of stores that accept PayPal.



Transfer it to your bank account (takes 2-3 days).



Get a PayPal Debit MasterCard.

### **Don't see the money in your account?**

If you haven't confirmed your email address with us yet, you won't see the money in your account until you do. [Confirm your email address now](#) (You'll need your confirmation code: **xxxx-xxxx-xxxx-xxxx-xxxx**)

When that's done, the money will show up in your PayPal account and you'll be able to see the complete payment details. (It sometimes takes a few minutes.)

**Data Collection Announcement E-mail – Group 1 – NPSAS:16 Field Test  
Nonrespondents – To Be Sent Via PayPal –**

**Below is the email SMS who *do not have* a PayPal account will see:**

**Subject:** \$10.00 from B&B:16/17

## Baccalaureate and Beyond Longitudinal Study (B&B) sent you money!

**\$10.00**

From B&B:

Recently, we contacted you about the Baccalaureate and Beyond Longitudinal Study (B&B), an important study conducted by the National Center for Education Statistics (NCES), part of the U.S. Department of Education, that will collect education, employment, and other information from you and others like you who received their bachelor's degree during the 2014-2015 school year. Data collected from B&B will help educators, researchers, and policymakers better understand how earning a bachelor's degree impacts choices about further education and work.

Approximately 2,000 recent graduates from schools across the nation have been randomly selected to participate in B&B. This \$10 payment is for you because your participation is so important to the success of B&B.

You may claim it whether or not you choose to participate. If you prefer to receive \$10 via check, please call us at xxx-xxx-xxxx or email us at bbxxxx@rti.org to provide your mailing address. The check will take approximately 4 weeks to process. Once you complete the <<time>> minute survey, we will send you \$<<IncAmt>, payable by PayPal or check. Thank you in advance for making B&B a success. OMB Control Number: 1850-NEW. Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>

B&B data are being collected for NCES by RTI International, a nonprofit research organization based in North Carolina.

Get your money in just a few easy steps. Click the button below to get started.

[Claim Your Money](#)

Claim your \$10.00 by August 8, 2016 or it will be returned to the sender.



## Reminder E-mail 1 - Example

**SUBJECT LINE:** The Baccalaureate and Beyond Study Needs Your Participation

[Fname], we still need **you** for B&B to be a success!

I noticed that you haven't yet participated in the 2016/17 Baccalaureate and Beyond Longitudinal Study (B&B). As a recent college graduate, your participation is critical to the success of the study, so I hope you will participate soon. As a reminder, the survey is mobile-optimized and can be done completely online, and **you'll receive \$<<incamt>> for participating, payable by PayPal or check.**

I understand that you may have questions or concerns about B&B – and we can help! The answers to some of the most frequently asked questions about B&B are:

### *How can I participate in B&B?*

It's easy! Just **[click here]** to start the online survey, or go to <https://surveys.nces.ed.gov/bbxxxx/> and log in:

Study ID: [caseid]

Password: [password]

Or, complete the survey over the phone at 1-xxx-xxx-xxxx.

### *What if I don't have time to complete the entire survey right now?*

No problem! You can start the survey now and finish it later – you'll pick up right where you left off.

If you have other questions, please contact the B&B Help Desk at 1-xxx-xxx-xxxx or email us at [bbxxxx@rti.org](mailto:bbxxxx@rti.org). Thank you in advance for making B&B a success.

Natasha Janson, Ph.D.  
Project Director, B&B  
RTI International

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*

## Reminder E-mail 2 - Example

**SUBJECT:** B&B Data Collection Continues...

**...and it won't be a success without you, [FNAME]!**

Data collection for the 2016/17 Baccalaureate and Beyond Longitudinal Study (B&B) continues! **The survey - which can easily be completed on your mobile device - takes approximately <<time>> minutes to complete, and when you complete your survey, you will receive \$<<incamt>> as a token of our appreciation, payable by PayPal or check.**

To access the online survey on our secure website, **[click here](#)**.

Need help accessing the online survey? Prefer to complete the survey by telephone? Please call our Help Desk at 1-xxx-xxx-xxxx.

Thank you in advance for your participation in this very important study.

Sincerely,

Natasha Janson, Ph.D.  
Project Director, B&B  
RTI International

Your secure login credentials:

**<https://surveys.nces.ed.gov/bbxxxx/>**

Study ID: [caseid]

Password: [password]

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>*

## Reminder E-mail 3 - Example

**SUBJECT:** Don't Forget About Your B&B Survey!

[FName], start it on your mobile device today!

We still need you to participate in the 2016/17 Baccalaureate and Beyond Longitudinal Study (B&B) for the U.S. Department of Education.

It only takes about <time> minutes and, once you've completed the survey, you'll receive \$<<incamt>>, **payable by PayPal or check!** [Click here](#) to get started right away!

You can complete the survey by phone by calling **1-xxx-xxx-xxxx**, and find more information on the study website at <https://surveys.nces.ed.gov/bbxxxx/>.

Thanks!

Natasha Janson, Ph.D.  
Project Director, B&B  
RTI International  
[njanson@rti.org](mailto:njanson@rti.org)  
xxx-xxx-xxxx

YOUR SECURE LOGIN CREDENTIALS:

<https://surveys.nces.ed.gov/bbxxxx/>

Study ID: [caseid]

Password: [password]

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*



## Reminder E-mail 4 – Example

**SUBJECT:** Don't Delay! Participate in B&B Today!

We've been contacting you and other recent college graduates about participating in B&B, [Fname]!

B&B is an important study that will help policymakers understand the experiences of students who recently earned their bachelor's degree.

We know that you have a lot of demands on your time, but we need your help to make sure that the study is representative of all types of recent college graduates. The survey takes only <<time>> minutes to complete, and **we will send you \$<<incamt>> for doing it** -- just [click here](#) to get started!

You can also log in at our secure website:

<https://surveys.nces.ed.gov/bbxxx/>

Study ID: <caseID>

Password: <password>

Call **1-xxx-xxx-xxxx** to get more information about B&B or complete the survey by phone.

Thank you for considering participating in this important study. We hope you will – B&B won't be the same without you.

Thanks!

Natasha Janson, Ph.D.

Project Director, B&B

RTI International

[njanson@rti.org](mailto:njanson@rti.org)

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxx/>.*

## Reminder E-mail 5 - Example

**SUBJECT:** [FName], B&B needs your help!

B&B only takes about <<time>> minutes and is easy to complete on your mobile device. And, when you complete the survey, you'll receive \$<<incamt>>, payable by PayPal or check!

To get started, just **click here!**

You can complete the survey by phone by calling **1-xxx-xxx-xxxx**, and find more information on the study website at <https://surveys.nces.ed.gov/bbxxxx/>.

Thanks!

Natasha Janson, Ph.D.  
Project Director, B&B  
RTI International  
[njanson@rti.org](mailto:njanson@rti.org)  
xxx-xxx-xxxx

YOUR SECURE LOGIN CREDENTIALS:

<https://surveys.nces.ed.gov/bbxxxx/>

Study ID: [caseid]

Password: [password]

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*

## Reminder E-mail 6 - Example

**SUBJECT:** Only You Can Make B&B A Success

B&B is easy to complete, <Fname>!

B&B can be completed on your mobile device! The survey only takes about <time> minutes. And, when you complete the survey, you'll receive \$<<incamt>>, payable by PayPal or check!

**Click here** to get started right away!

You can complete the survey by phone by calling 1-xxx-xxx-xxxx, and find more information on the study website at <https://surveys.nces.ed.gov/bbxxxx/>.

Thanks!

Natasha Janson, Ph.D.

Project Director, B&B

RTI International

[njanson@rti.org](mailto:njanson@rti.org)

xxx-xxx-xxxx

YOUR SECURE LOGIN CREDENTIALS:

<https://surveys.nces.ed.gov/bbxxxx/>

Study ID: [caseid]

Password: [password]

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*

## Reminder Postcard 1 - Example

2016/17 Baccalaureate and Beyond Longitudinal Study Field Test (B&B:16/17 FT)

<Fname>,

We recently sent you information about participating in the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Survey. This study helps policymakers learn about how earning a bachelor's degree affects graduates' lives and their education and employment experiences after college.

If you haven't participated, we'd like to remind you that we're offering \$<amount> as a token of our appreciation for completing the <time> minute survey. You can receive your \$<amount> via PayPal or check.

To complete your survey online, log into the study website at

<https://surveys.nces.ed.gov/bbxxxx/>

Study ID: <ID>

Password: <password>

Or call <phone> to complete your survey by phone.

Thank you for your participation!

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*

## Reminder Postcard 2 - Example

Just a reminder—we still need your help to make B&B a success!

<Fname>,

We value your participation in B&B – there’s truly no substitute for your responses. That’s why we’re offering \$<amount> via PayPal or check as a token of our appreciation for completing the survey.

The survey takes about <<time>> minutes, and can be completed online or over the phone.

Log on to the study website at

<https://surveys.nces.ed.gov/bbxxxx/>

Study ID: <ID>

Password: <password>

Or call <phone> to complete your survey by phone with an experienced interviewer.

Thank you for your participation!

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*

## Final Flyer/Postcard - Example

B&B ends on November 11! Fname, this is your last chance to receive \$<amount> for completing the B&B survey. Don't miss out!

Complete online:

<https://surveys.nces.ed.gov/bbxxxx/>

Study ID: <ID>

Password: <password>

Or call toll-free <phone>.

Your participation is critical to the success of B&B!

Policymakers rely on data from studies like this to understand the experiences of recent college graduates like you.

OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*

## **B&B:16/17 CATI Consent Text**

### **READ VERBATIM:**

Recently, we sent you material about the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study. (This survey is being conducted to better understand the education and employment experiences of recent college graduates.) As a token of our appreciation, you will receive <<INC\_AMOUNT>> once you complete the survey.

The survey takes about <<time>> minutes and may be monitored or recorded for quality assurance purposes. Your participation is voluntary and you may skip any question or stop the survey at any time. If you would like to learn more about your rights as a participant, let me know. [PAUSE] May we begin the survey now?

(At your request, we can remail the material to you. For questions about your rights as a study participant, please contact RTI's Office of Research Protection at 1-866-214-2043.)

### **If sample member indicates they would like to learn more about their rights as a participant:**

#### **READ UNTIL SAMPLE MEMBER INTERRUPTS:**

In addition to your survey responses, we are authorized by law to collect other information, such as financial aid data, student records, and related information from colleges you have attended and sources such as student loan databases and admissions testing agencies. Your responses, combined with other data sources, may be used only for statistical purposes and may not be disclosed, or used, in personally identifiable form for any other purpose, unless otherwise required by law. (You are one of approximately <number> recent college graduates selected for this study.)

Your participation is voluntary and will not affect any financial aid or other benefits that you may receive. You may decline to answer any question or stop the survey at any time. The risk of participating in this study is small and relates to data security. However, there are strict security procedures in place. If you would like us to remail the material to you, please let me know. May we begin the survey now?

(For questions about your rights as a study participant, please contact RTI's Office of Research Protection at 1-866-214-2043.)

## Reinterview Reminder Letter/Email for CATI Completes

«date»

«fname» «mname» «lname» «suffix»

Study ID: «caseid»

«addr1»

«panelinfo»

«addr2»

«city», «state» «zip»

Dear «fname» «lname»:

You may recall recently completing the Baccalaureate and Beyond Longitudinal Study (B&B) survey with a telephone interviewer. Thank you for your participation!

At the end of your survey, you were randomly selected for and agreed to participate in a quality control survey. This second survey will take just 10 minutes to complete and will determine how well our questions collected reliable information.

Please call **1-xxx-xxx-xxxx**, provide our interviewer with the Study ID number listed below, and inform them that you are calling in reference to the quality control survey.

**Study ID** = «caseid»

If you have any questions or need assistance, you can call us toll-free at 1-xxx-xxx-xxxx or e-mail us at [bbxxxx@rti.org](mailto:bbxxxx@rti.org).

If you have already received a telephone call and have completed this quality control survey, please disregard this message. Again, thank you for your time and willingness to participate.

Sincerely,

Natasha Janson, Ph.D.  
Project Director, B&B  
RTI International

Ted Socha  
Project Officer, B&B  
National Center for Education Statistics

OMB Control Number: 1850-NEW

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.



## Reinterview Letter/Email for Web Completes

«date»

«fname» «mname» «lname» «suffix»

Study ID: «caseid»

«addr1»

«panelinfo»

«addr2»

«city», «state» «zip»

Dear «fname» «lname»:

You may recall recently completing the Baccalaureate and Beyond Longitudinal Study (B&B) web survey. Thank you for your participation!

At the end of your survey, you were randomly selected for and agreed to participate in a quality control web survey. This second survey will take only about 10 minutes to complete, and will determine how well our questions collected reliable information.

To complete the quality control survey, please log in to our secure website at <https://surveys.nces.ed.gov/bbxxxx/> using the Study ID and password provided below:

**Study ID** = «caseid»

**Password** = «password»

If you have any questions or need assistance, you can visit our web site at <https://surveys.nces.ed.gov/bbxxxx/>, you can call us toll-free at 1-xxx-xxx-xxxx, or you can e-mail us at [bbxxxx@rti.org](mailto:bbxxxx@rti.org).

If you have already completed this quality control survey, please disregard this message.

Again, thank you for your time and willingness to participate.

Sincerely,

Natasha Janson, Ph.D.  
Project Director, B&B  
RTI International

Ted Socha  
Project Officer, B&B  
National Center for Education Statistics  
OMB Control Number: 1850-NEW

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bbxxxx/>.*