

Attachment 1

Focus Group Recruitment Communication Materials

National Household Education Surveys Program 2019 (NHES:2019) Low Response-Propensity Parents Focus Groups

OMB #1850-0803 v.188

National Center for Education Statistics
Institute of Education Sciences
U.S. Department of Education
Washington, D.C.

March 2017

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The National Household Education Surveys Program (NHES)

Attachment 1-A. Parent Focus Group Recruitment Screener

Hello, my name is <INTERVIEWER'S NAME> and I am calling on behalf of the National Center for Education Statistics, a division of the U.S. Department of Education. May I please speak with <parent's name>?

We are recruiting potential participants for a paid in-person focus group about how parents view participating in education-related surveys. As the Department begins to prepare for conducting an education survey, we are interested in talking with parents about the survey so the data collection team can make the experience for parents as good as possible.

We are not selling anything. We are simply interested in hearing your thoughts about education-related surveys because you are the type of parent we are interested in hearing from. Historically, NCES has struggled to get some parents to complete the survey, and we would like to learn about the unique challenges or issues parents face when considering participation in a survey.

1. First, do you, or does any member of your household or immediate family, work for or is retired from:

- A market research company _____
- A direct mail company or direct marketing company _____
- An advertising agency or public relations firm _____
- The media (TV/radio/newspapers/magazines) _____

[IF YES TO ANY >> THANK AND END]

2. Are you the parent of at least one school-aged child who is living in your household?

- Yes _____
- [THANK AND END] No _____

3. Please indicate your age range.

- Under age 20 _____
- 20-29 _____
- 30-39 _____
- [THANK AND END] 40-49 _____
- [THANK AND END] 50-59 _____
- [THANK AND END] 60-69 _____
- [THANK AND END] 70 or over _____

4. Which of the following categories best describes your annual household income?

- Less than \$20,000 _____
- \$20,000-\$39,000 _____
- [THANK AND END] \$40,000-\$59,000 _____
- [THANK AND END] \$60,000-\$79,000 _____
- [THANK AND END] \$80,000-\$99,000 _____
- [THANK AND END] \$100,000 or more _____

5. So that we can be sure that all backgrounds are represented in our study, please tell me your ethnic or race background. Are you...?
[ATTEMPT 2-3 MINORITIES FOR MIXED GROUPS]

Ethnicity

[CONSIDER FOR SPANISH GROUPS IF THEY SPEAK SPANISH]

Hispanic or Latino _____

Not Hispanic or Latino _____

Race

[CHOOSE ONE OR MORE RACES]

American-Indian or Alaska Native _____

Asian _____

Black or African American _____

Native Hawaiian-Indian or Other Pacific Islander _____

White _____

6. Do you speak Spanish as a primary language?
[RECRUIT FOR SPANISH GROUPS IN DENVER, IF OF HISPANIC ORIGIN] Yes _____
No _____

7. What is the highest level of education you have completed?
[MIX, BUT PREFER HS AND LESS THAN HS]

Less than high school graduate _____
High school graduate _____
Some college _____
College graduate _____
Post graduate studies or degree _____

8. Do you own or rent the home where you live? [MIX, BUT PREFER RENT]

Own or buying _____
Rent _____
Other arrangement _____

9. [Record gender]

Male _____
Female _____

Your opinions are very important to us and to thank you for your time, we will give you \$75 as a token of our appreciation.

We would like to meet at [FACILITY ADDRESS] at <<TIME>> on <<DATE>> with other parents to discuss the National Household Education Survey. During the meeting, we will discuss your experiences with other surveys, such as the Census, that you may have participated in and garner your advice. We also want to learn how we might better word our materials and discussions when mailing them to parents to participate.

NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543). Your participation is voluntary and all of 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 (20 U.S.C. §9573 and 6 U.S.C. §151).

Would you be willing and available to participate in a discussion about education-related surveys like NHES?

If YES, continue. If NO, thank and terminate.

As I mentioned, we will give you \$75 as a token of our appreciation for your participation in this focus group session. The discussion will last approximately 90 minutes. We will meet at [FACILITY ADDRESS] at <<TIME>> on <<DATE>>.

RESPONDENT NAME: _____

TELEPHONE/EMAIL: _____

[Message in case not available: Hello, I'm calling on behalf of the National Center for Education Statistics, part of the U.S. Department of Education. We are recruiting potential participants for a paid focus group about how parents view participating in education-related surveys. Your opinions are very important to us and to thank you for your time, we will give you \$75 as a token of our appreciation. If you are interested, give us a call at < phone number > or email us at < >. Thank you. Goodbye.]

**The National Household Education Surveys Program (NHES)
Attachment 1-B. Parent Focus Group Consent Form**

CONSENT FORM

PARTICIPATION IN A QUALITATIVE RESEARCH PROJECT

FOCUS GROUP PURPOSE

A focus group will be held with parents of children about participation in voluntary education-related surveys. The information obtained from this group will guide recruitment strategies for the upcoming National Household Education Survey (NHES) in an effort to improve participation rates and collect valid data on education contexts across the U.S.

AGENCY CONDUCTING THE STUDY

This project is being conducted by the National Center for Education Statistics, which is part of the U.S. Department of Education. Representatives from Hager Sharp, an independent communications firm, will administer the focus group sessions.

CONFIDENTIALITY

NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543). Your participation is voluntary and all of 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 (20 U.S.C. §9573 and 6 U.S.C. §151).

Audio and video recordings will be used to write summary report of what we learn through this focus group.

QUESTIONS

If you have any questions about the discussion group, please call Christina Nicols of Hager Sharp at 202-842-3600.

CONSENT

I, _____, agree to participate in this focus group.

SIGNATURE