

# Principal Follow-Up Survey (PFS 2016-17) to the National Teacher and Principal Survey (NTPS 2015-16)

## Appendix A Respondent Contact Materials

OMB# 1850-new v.1

November 2016

National Center for Education Statistics (NCES)  
U.S. Department of Education

### TABLE OF CONTENTS

<b>A. Mailout Operations Table.....</b>	<b>1</b>
<b>B. Communication Materials.....</b>	<b>2</b>
1. PFS-31L: Initial PFS School Letter.....	2
2. PFS-32L: Reminder PFS School Letter.....	3
3. PFS-33L: Initial PFS Principal Letter.....	4
4. PFS-34L: Initial PFS non-stayer principal letter.....	5
5. PFS-35L: Reminder principal letter.....	6
6. PFS-36: Nonresponse Telephone Follow-up Script.....	6
7. PFS-E1: First Email to Principal who did NOT report a home address.....	13
8. PFS-E2: First Email to Principal who DID report a home address.....	14
9. PFS-E3: Second Reminder Email to ALL outstanding principals.....	15
10. PFS-E4: Reminder Email to Leaver Principals (only to principals with a home address)	16

Data Collection Activity/Operation	Population	Date(s)
<b>School Operations</b>		
Receive incoming phone calls from schools <b>(Telephone Questionnaire Assistance, TQA)</b>		3/3/2017 – 6/16/2017
<b>PFS School Initial Mailout</b>	All sampled schools	3/3/2017
Package contains: - Initial letter to school current principal (PFS-31L) - PFS-1A Form - Return envelope		
<b>PFS School Reminder Mailout</b>	Nonresponding schools	3/17/2017
Package contains: - Reminder letter to school principal (PFS-32L) - Replacement PFS-1A Form - Return envelope		
<b>Telephone Follow-up Operation with schools</b>	All sampled schools	4/10/2017 – 4/28/2017
<b>Principal Operations</b>		
Receive incoming phone calls from principals <b>(Telephone Questionnaire Assistance, TQA)</b>		5/3/2017 – 6/16/2017
<b>PFS Principal Initial Mailout</b>	Non-stayer principals and principals from nonresponding schools	5/3/2017
Envelope (addressed to sampled principals) contains: - Initial letter to sampled principal (PFS-33L) - PFS-1C Form - Return envelope	Principals from nonresponding schools	
Envelope (addressed to sampled principals) contains: - Initial letter to sampled principal (PFS-34L) - PFS-1C Form - Return envelope	Non-stayer principals	
Send initial <b>email</b> to principals (PFS-E1 and PFS-E2)	All sampled principal with email address	5/5/2017
<b>PFS Principal Reminder Mailout</b>	Principals from nonresponding schools and nonresponding leaver principals	5/17/2017
Envelope contains: - Reminder letter to school principal (PFS-35L) - Replacement PFS-1C Form - Return envelope		
Send second <b>email</b> to principals (PFS-E3 and PFS-E4)	All sampled principal with email address	5/19/2017
<b>Telephone Follow-up Operation with principals (PFS-36)</b>	Nonresponding principals	5/22/2017 – 6/9/2017

**[PFS-31L: Initial PFS School Letter]**

Date

Dear School Principal/Administrator,

Last year, your school participated in the National Teacher and Principal Survey (NTPS), conducted by the U.S. Department of Education's National Center for Education Statistics (NCES). The data were collected for NCES by the U.S. Census Bureau. I would like to thank you and your staff for your cooperation. By sharing information about your professional lives and your school, you have helped to create reliable, nationally representative data on our nation's schools and educators.

One area of research that cannot be addressed with the NTPS data already collected is the attrition and retention rates of principals. To address this, we are asking you to complete the enclosed Principal Status Form and return it to us in the included postage-paid envelope. This form has only two questions.

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

For more information about NTPS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/ntps>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Peggy G. Carr  
Acting Commissioner  
National Center for Education Statistics  
U.S. Department of Education

**[PFS-32L: Reminder PFS School Letter]**

Date

Dear School Principal/Administrator,

Recently, the National Center for Education Statistics (NCES) of the U.S. Department of Education and the U.S. Census Bureau sent you a two-question form to collect information about your school's 2015-16 principal. If you have already completed the form, thank you for your assistance and please disregard this letter. If you have not yet had the opportunity to complete the form, we encourage you to complete and return the enclosed form as soon as possible. This should only take five minutes of your time. Because this is a sample survey, each response is vital to ensure reliable, nationally representative data on schools and principals.

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

For more information about NTPS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/ntps>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call Monday through Friday, between 8:00 a.m. and 5:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Peggy G. Carr  
Acting Commissioner  
National Center for Education Statistics  
U.S. Department of Education

**[PFS-33L: Initial PFS Principal Letter]**

Date

Dear <PRINCIPAL>

Last year, your school participated in the National Teacher and Principal Survey (NTPS), conducted by the U.S. Department of Education's National Center for Education Statistics (NCES). The data were collected for NCES by the U.S. Census Bureau. I would like to thank you and your staff for your cooperation. By sharing information about your professional lives and your school, you have helped to create reliable, nationally representative data on our nation's schools and educators.

One area of research that cannot be addressed with the NTPS data already collected is the attrition and retention rates of principals. To address this, we are asking you to complete the enclosed Principal Status Form regarding your current occupational status and return it to us in the included postage-paid envelope. This form has only one question.

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

For more information about NTPS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/ntps>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adp.education.surveys@census.gov](mailto:adp.education.surveys@census.gov). Someone will be available to take your call Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Peggy G. Carr  
Acting Commissioner  
National Center for Education Statistics  
U.S. Department of Education

**[PFS-34L: Initial PFS non-stayer principal letter]**

Date

Dear <PRINCIPAL>

Last year, your school participated in the National Teacher and Principal Survey (NTPS), conducted by the U.S. Department of Education's National Center for Education Statistics (NCES). The data were collected for NCES by the U.S. Census Bureau. I would like to thank you and your staff for your cooperation. By sharing information about your professional lives and your school, you have helped to create reliable, nationally representative data on our nation's schools and educators.

One area of research that cannot be addressed with the NTPS data already collected is the attrition and retention rates of principals. We recently asked your 2015-16 school about your current occupational status and it was indicated that you are no longer working at that school. In an effort to verify this information, we are asking you to complete the enclosed Principal Status Form regarding your current occupational status and return it to us in the included postage-paid envelope. This form has only one question.

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

For more information about NTPS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/ntps>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Peggy G. Carr  
Acting Commissioner  
National Center for Education Statistics  
U.S. Department of Education

**[PFS-35L: Reminder principal letter]**

Date

Dear <PRINCIPAL>

Recently, the National Center for Education Statistics (NCES) of the U.S. Department of Education and the U.S. Census Bureau sent you a one-question form to collect information about your current occupational status. If you have already completed the form, thank you for your assistance and please disregard this letter. If you have not yet had the opportunity to complete the form, we encourage you to complete and return the enclosed form as soon as possible. This should only take a few minutes of your time. Because this is a sample survey, each response is vital to ensure reliable, nationally representative data on schools and educators.

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

For more information about NTPS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/ntps>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Peggy G. Carr  
Acting Commissioner  
National Center for Education Statistics  
U.S. Department of Education





**SCRIPT 1 (using PFS-1A(T))**

**1. Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. Have I reached {school name from the label on the cover page}?**

- 01 1 Yes → GO TO item 2 below.
- 2 Different School Name → *Probe for school name if necessary and correct the name in the address area on the cover page. If the difference is significant, record the change in the NOTES section. Try to confirm the name change (e.g., respondent says, “We used to be Jefferson Elementary but we are now Parks Elementary”), and whether it was a merge. If it was a merge, record this information in the NOTES section. GO TO item 2 below.*
- 3 No → Verify that you dialed correctly.
- 02 1 Correct number dialed → *Probe for the respondent’s name, location, and whether the person or organization reached is related to the school in any way and record it in the NOTES section. Thank respondent and end call.*
- 2 Wrong number dialed → *Dial correct number. GO TO item 1 above.*
- 4 School Closed → *Probe to determine if the respondent was connected with the school in any way. If so, READ: **You may still be able to help me.** GO TO item 3 on page 3. Otherwise, thank respondent and end call.*
- 5 School Merged → *Probe for the names of the merged schools and the date of the merge. Record this information in the NOTES section. GO TO item 2 below.*

**2. I would like to verify the school’s mailing address. Is the following address correct?**  
*Read address from the label on the cover page. Make any necessary corrections on the label. Then GO TO item 3 on page 3.*

**1. May I speak with the person who is most knowledgeable about the status of last year's principal? This may be the current principal or the principal's assistant.**

*If transferred, READ: Hello, this is \_\_\_\_\_ from the U.S. Census Bureau.*

*If not transferred/if necessary, READ: It's likely that you can help me....*

*Continue below for all cases.*

*If respondent says no one can help/refuses, thank respondent and end call.*

**This call may be monitored to evaluate my performance and should only take about 5 minutes.**

**Last year your school participated in the 2015-16 National Teacher and Principal Survey (NTPS). As the final component of NTPS, we would like to determine the occupational status of last year's principal to help us better understand principal attrition and mobility. We recently mailed a package containing a letter describing the survey and a short Principal Status Form to your school.**

*If status = 'partial complete', READ: We received your form but we need a little more information. GO TO item 5 on page 4.*

*If status = 'received, but with limited answers', READ: We received your form, but the person who filled it out was unsure about the current occupational status of the person who was your principal last year. GO TO item 5 on page 4.*

*For all other cases, continue to item 4 below.*

**NOTE: If a respondent begins to refuse, READ: Your school's response is very important to the success of this survey. Your answers represent other similar schools and cannot be replaced with another school. This survey only has two questions and should take about 2 more minutes to complete.**

**4. Have you recently returned the Principal Status Form?**

07 1 Yes → **READ: When did you mail the questionnaire?** Record date mailed in NOTES section of CALL RECORD.

*If it was in the past 5 days, Thank respondent/End call.*

*If it was more than 5 days ago, READ: We haven't received it. (Continue with item 5 on page 4.)*

2 Don't Know → GO TO item 5 on page 4.

3 No → GO TO item 5 on page 4.

**5. Why don't I go ahead and ask the two questions. This should only take about 2 more minutes.**

**Is the person who was principal in 2015-16 still principal at your school?**

*If respondent indicates there was more than one principal, READ: **Think of who was principal on October 1, 2015.***

- 12 1 Yes → *On the PFS-1A(T) form, mark “Still working as Principal of this school.” After marking the PFS-1A(T), GO TO item 7 below.*
- 2 No → GO TO item 6 below.

**6. I’m going to read the answer categories for the current occupational status of last year’s principal. Please let me know which category best applies.**

**Still working as a Principal, but not at this school.**

**Still working in a K-12 school, but not as a Principal.**

**Still working in K-12 Education, but not in a K-12 school.**

**Working at a job outside of K-12 Education.**

**Other.**

*When the respondent identifies an answer category, refer to that category on the PFS-1A(T). If needed, refer to the apple instructions on the PFS-1A(T) for additional guidance. Where appropriate, from the PFS-1A(T), read the additional non-italicized options within the category to the respondent and ask them to identify the most appropriate answer. If the respondent’s answer does not fit into one of the non-italicized categories, ask to speak to someone who may know more about the principal’s status. If no one has specific details, choose the italicized category within the appropriate group after verifying it with the respondent. Probe for the most detailed answer and mark the appropriate answer on the PFS-1A(T). GO TO item 7 below.*

7. *If the principal name is printed on the PFS-1A(T), READ: **Please verify the full name of last year’s principal**. Read the principal’s full name, as listed, for the respondent’s verification. If the name is not correct, mark “No” and record the full name on the PFS-1A(T), verifying spelling. If the name is correct, mark “Yes”. Thank respondent/End call.*

*If the principal name is NOT printed on the PFS-1A(T), READ: **What is the full name of last year’s principal**? Record the full name on the PFS-1A(T), verifying spelling. Thank respondent/End call.*

**SCRIPT 2 (using PFS-1C(T))**  
**Direct contact with 2015-16 principal**

1. **Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. Have I reached {principal name from the label on the cover page}?**

- 01 1 Yes → GO TO item 2 below.  
2 Name has changed → *Probe for 2015-16 principal's new name if necessary and correct the name in the address area on the cover page. If the difference is significant, record the change in the NOTES section. Try to confirm the name change (e.g., respondent says, "I was recently married, divorced, etc").* GO TO item 2 below.  
3 No → Verify that you dialed correctly.  
02 1 Correct number dialed → *Probe for the 2015-16 principal's name, location, and whether they ever were a principal of a school. Thank respondent and end call.*  
2 Wrong number dialed → *Dial correct number.* GO TO item 1 above.

2. **This call may be monitored to evaluate my performance and should only take about 5 minutes.**

**Last year your school participated in the 2015-16 National Teacher and Principal Survey (NTPS). As the last component of NTPS, we would like to determine your occupational status to help us better understand principal attrition and mobility. We recently mailed you a package containing a letter describing the survey and a short Principal Status Form.**

*If status = 'received, but with limited answers', READ: **We received your form but we need a little more information.*** GO TO item 4 on page 6.

*For all other cases, continue to item 3 on page 5.*

**NOTE: If a respondent begins to refuse, READ: **Your response is very important to the success of this survey. Your answers represent other similar principals and cannot be replaced with another respondent. This survey only has one question and should take about 2 more minutes to complete.****

3. **Have you recently returned the Principal Status Form?**

- 07 1 Yes → **READ: When did you mail the questionnaire?** Record date mailed in NOTES section of CALL RECORD.

*If it was in the past 5 days, Thank respondent/End call.*

*If it was more than 5 days ago, READ: **We haven't received it.*** (Continue with item 4 below.)

- 2 Don't Know → GO TO item 4 below.  
3 No → GO TO item 4 below.

4. **Why don't I go ahead and ask the question. This should only take about 2 more minutes.**

**Are you still working as Principal of the same school?**

- 12 1 Yes → *On the PFS-1C(T) form, mark "Still working as Principal of the same school." After marking the PFS-1C(T), thank the respondent and end the call.*
- 2 No → GO TO item 5 below.

5. **I'm going to read the answer categories for your current occupational status. Please let me know which category best applies.**

**Still working as a Principal, but not at the same school.**

**Still working in a K-12 school, but not as a Principal.**

**Still working in K-12 Education, but not in a K-12 school.**

**Working at a job outside of K-12 Education.**

**Other.**

*When the respondent identifies an answer category, refer to that category on the PFS-1C(T). If needed, refer to the apple instruction on the PFS-1C(T) for additional guidance. Where appropriate, from the PFS-1C(T), read the additional non-italicized options within the category to the respondent and ask them to identify the most appropriate answer. Probe for the most detailed answer and mark the appropriate answer on the PFS-1C(T). Thank the respondent and end call.*

**[PFS-E1: First Email to Principal who did NOT report a home address]**

Subject: Principal Follow-Up Survey

Dear <PRINCIPAL>,

Thanks to your school's participation, the 2015–16 National Teacher and Principal Survey (NTPS) was a success!

One area of research that cannot be addressed with the NTPS data already collected is the attrition and retention rates of principals like you. To address this, we are asking you to complete a Principal Status Form regarding your current occupational status. This form has only one question. To answer this question, please contact the U.S. Census Bureau at 1-###-###-####. Someone will be available to take your call Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time).

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

For more information about NTPS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/ntps>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your contribution to this important survey effort.

Sincerely,

Principal Follow-up Survey Team  
U.S. Census Bureau, on behalf of the  
National Center for Education Statistics

**[PFS-E2: First Email to Principal who DID report a home address]**

Subject: Principal Follow-Up Survey

Dear <PRINCIPAL>,

Thank you for making the 2015–16 National Teacher and Principal Survey (NTPS) a success!

Last week, we mailed a letter inviting your participation in the Principal Follow-up Survey (PFS). This survey is being administered by the U.S. Census Bureau on behalf of the National Center for Education Statistics (NCES) of the U.S. Department of Education. One area of research that cannot be addressed with the NTPS data already collected is the attrition and retention rates of principals in public schools. The PFS form has only one question and will only take five minutes to complete.

All of your responses 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). Information will be reported only in statistical summaries that preclude the identification of individual principals. Your voluntary participation is important in order to analyze changes in the principal labor force.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your contribution to this important survey effort.

Sincerely,

Principal Follow-up Survey Team  
U.S. Census Bureau, on behalf of the  
National Center for Education Statistics

**[PFS-E3: Second Reminder Email to ALL outstanding principals]**

Subject: Principal Follow-up Survey Reminder

Dear <PRINCIPAL>,

Thank you for making the 2015–16 National Teacher and Principal Survey (NTPS) a success!

Two weeks ago, we sent you a letter and an email inviting you to share your insight into the attrition and retention rates of principals by completing the Principal Follow-up Survey (PFS). We rely on professionals like you to help us understand the effects of school policies and practices on principals' decisions to remain in or leave their profession.

If you have already completed the survey, thank you for your assistance and please disregard this e-mail. If you have not had the opportunity to participate yet, we encourage you to complete the survey by calling the U.S. Census Bureau, toll free, at 1-###-###-####!

If you have any questions, please contact the Census Bureau at the number above, or by e-mail at [adep.education.surveys@census.gov](mailto:adep.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thanks, in advance, for your participation.

Sincerely,

Principal Follow-up Survey Team  
U.S. Census Bureau, on behalf of the  
National Center for Education Statistics



**[PFS-E4: Reminder Email to Leaver Principals, only to principals with a home address]**

Subject: Principal Follow-up Survey Reminder

Dear <PRINCIPAL>,

Last week, we sent you a letter inviting you to complete the Principal Follow-up Survey (PFS). We recently asked your 2015-16 school about your current occupational status and it was indicated that you are no longer working at that school. In an effort to verify this information, we are asking you to complete the Principal Status Form regarding your current occupational status. This form has only one question.

If you have already completed the survey, thank you for your assistance and please disregard this e-mail. If you have not had the opportunity to participate yet, we encourage you to complete the survey!

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-###-###-#### or by e-mail at [addp.education.surveys@census.gov](mailto:addp.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thanks, in advance, for your participation.

Sincerely,

Principal Follow-up Survey Team  
U.S. Census Bureau, on behalf of the  
National Center for Education Statistics