



National Center for Education Statistics (NCES)

School Survey on Crime and Safety (SSOCS) 2018

Usability Testing

**Appendixes A – J
Communication Materials**

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Appendix A: Recruitment E-mail for SSOCS Usability Testing (In-person or Remote Option)

Subject: Opportunity to Participate in a Research Study

<DATE>

Dear School Principal,

My name is <CONTACT NAME> and I am contacting you from the American Institutes for Research (AIR), a <RECRUITER LOCATION> area research company. As a contractor for the National Center for Education Statistics (NCES), part of the U.S. Department of Education, we are providing support in NCES's efforts to conduct an important study on school crime and safety. NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543).

On behalf of NCES, we are recruiting elementary and secondary principals or other school personnel who are "most knowledgeable about school crime and policies to provide a safe environment" to assist with the improvement of a web survey called the School Survey on Crime and Safety (SSOCS). Participants must have at least one full year of experience at their school in order to be eligible to participate in this study.

If selected to participate, the participant will receive either a \$75 gift card for participation in an in-person interview or a \$50 gift card for participation in a remote interview as a thank-you for their time and effort.

What will I be doing in the study? You will be asked to complete the survey online and do several short tasks while completing the survey. In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile device. You will also be asked questions about your experience and perceptions of the web survey. This type of research is known as usability testing. AIR will audio- or video-record your responses and take other notes as necessary. 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). You will be asked to sign a consent form in order to participate. All collected information will be destroyed at the conclusion of the study.

How long is a session? Approximately 90 minutes.

When and where? The study will be held during [DAYS, DATES] and your session can be scheduled at your convenience. The session can either take place in-person at your school or conducted remotely using a simple-to-use web conferencing software. Participants who request that the usability testing be conducted remotely will be asked to share their computer screen with an AIR interviewer. This will allow the interviewer to observe the steps that participants take to answer the questions, informing us of any issues with the functionality of the web survey.

Interested in participating? Please reply to this e-mail (ssocs.survey@air.org) with your contact information or call (202) 403-6420. If you are not the person at your school who is the most knowledgeable about school crime and policies to provide a safe environment, please feel free to forward this request to the most appropriate contact. We look forward to speaking with you soon!

Thank you for your time and help with this important study.

Sincerely,

Steven Hummel

American Institutes for Research

1000 Thomas Jefferson St. NW

Washington, DC 20007

(202) 403-6420

ssocs.survey@air.org

Appendix B: Recruitment E-mail for SSOCS Usability Testing (Remote Only)

Subject: Opportunity to Participate in a Research Study

<DATE>

Dear School Principal,

My name is <CONTACT NAME> and I am contacting you from the American Institutes for Research (AIR), a <RECRUITER LOCATION> area research company. As a contractor for the National Center for Education Statistics (NCES), part of the U.S. Department of Education, we are providing support in NCES's efforts to conduct an important study on school crime and safety. NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543).

On behalf of NCES, we are recruiting elementary and secondary principals or other school personnel who are "most knowledgeable about school crime and policies to provide a safe environment" to assist with the improvement of a web survey called the School Survey on Crime and Safety (SSOCS). Participants must have at least one full year of experience at their school in order to be eligible to participate in this study.

If selected to participate, the participant will receive a \$50 gift card for participation in a remote interview as a thank-you for their time and effort.

What will I be doing in the study? You will be asked to complete the survey online and do several short tasks while completing the survey. In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile device. You will also be asked questions about your experience and perceptions of the web survey. This type of research is known as usability testing. AIR will audio- or video-record your responses and take other notes as necessary. 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). You will be asked to sign a consent form in order to participate. All collected information will be destroyed at the conclusion of the study.

How long is a session? Approximately 90 minutes.

When and where? The study will be held during [DAYS, DATES] and your session can be scheduled at your convenience. The session will be conducted remotely using a simple-to-use web conferencing software. Participants will be asked to share their computer screen with an AIR interviewer. This will allow the interviewer to observe the steps that participants take to answer the questions, informing us of any issues with the functionality of the web survey.

Interested in participating? Please reply to this e-mail (ssocs.survey@air.org) with your contact information or call (202) 403-6420. If you are not the person at your school who is the most knowledgeable about school crime and policies to provide a safe environment, please feel free to forward this request to the most appropriate contact. We look forward to speaking with you soon!

Thank you for your time and help with this important study.

Sincerely,
Steven Hummel
American Institutes for Research
1000 Thomas Jefferson St. NW
Washington, DC 20007
(202) 403-6420
ssocs.survey@air.org

Appendix C: Recruitment Phone Script for SSOCS Usability Testing (In-person or Remote Option)

My name is <CONTACT NAME> and I am contacting you from the American Institutes for Research (AIR), a <RECRUITER LOCATION> area research company. As a contractor for the National Center for Education Statistics (NCES), part of the U.S. Department of Education, we are providing support in NCES's efforts to conduct an important study on school crime and safety. NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 [*if requested: ESRA 2002, 20 U.S.C. §9543*].

On behalf of NCES, we are looking for school principals or other school personnel who are "most knowledgeable about school crime and policies to provide a safe environment" to participate in an interview session to help with the improvement of a web survey called the School Survey on Crime and Safety. I'd like to tell you a little bit about the study; is now a good time? (YES or NO and call back later).

The School Survey on Crime and Safety (SSOCS) is a nationally representative survey administered by NCES. Historically, SSOCS has been a paper survey. NCES is considering transitioning it to a web-based survey, but needs to test it with respondents first. Our objective in these interviews will be to refine the functionality of the web instrument. You will be asked to complete the web survey and do several short tasks within it. You will also be asked questions about your experience and perceptions of the web survey. Your participation is voluntary, and the interview session can be scheduled to take place at your convenience. As a thank-you for your time and effort, you will receive either a \$75 gift card for your participation in an in-person interview or a \$50 gift card for your participation in a remote interview.

Specifically, we are looking for principals at schools with <SCHOOL CHARACTERISTICS (EX: ENROLLMENT SIZE, LOCATION, DEMOGRAPHICS)> to ensure diversity in the types of schools with participating principals. Your school's characteristics qualify you to participate in this interview session. Would you be interested in participating?

In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile device. Do you have access to a laptop or desktop computer?

[If no, thank and terminate.]

Participants must have at least one full year of experience at their school in order to be eligible to participate in this study. Have you been <POSITION> at this school for at least one full school year?

[If no, thank and terminate.]

The session will last approximately 90 minutes, 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 [*if requested: 20 U.S.C. §9573 and 6 U.S.C. §151*]. All collected information will be destroyed at the conclusion of the study, and no one will attempt to sell or enroll you in anything.

We have several options for participation. The interview session can either take place in-person at <PRINCIPAL'S SCHOOL> or conducted remotely using simple-to-use web conferencing software. Participants who request that the usability testing be conducted remotely will be asked to share their computer screen with an AIR interviewer. This will allow the interviewer to observe the steps that participants take to answer the questions, informing us of any issues with the functionality of the web survey. Would you prefer an in-person or remote interview session? The session can be scheduled at your convenience. What date and time would work best for you?

[Wait for respondent's response] Okay, great! The interview is scheduled for <DAY/DATE AND TIME>. Can you provide us with your e-mail address so that we can send you a confirmation e-mail? Following this conversation, you will receive an e-mail confirming your interview time and location. The e-mail will also contain a consent form which you will need to sign and e-mail back in order to participate.

Thank you for your willingness to participate in an interview session. We look forward to seeing you on the <DATE> at <TIME>.

Appendix D: Recruitment Phone Script for SSOCS Usability Testing (Remote Only)

My name is <CONTACT NAME> and I am contacting you from the American Institutes for Research (AIR), a <RECRUITER LOCATION> area research company. As a contractor for the National Center for Education Statistics (NCES), part of the U.S. Department of Education, we are providing support in NCES's efforts to conduct an important study on school crime and safety. NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 [*if requested: ESRA 2002, 20 U.S.C. §9543*].

On behalf of NCES, we are looking for school principals or other school personnel who are "most knowledgeable about school crime and policies to provide a safe environment" to participate in an interview session to help with the improvement of a web survey called the School Survey on Crime and Safety. I'd like to tell you a little bit about the study; is now a good time? (YES or NO and call back later).

The School Survey on Crime and Safety (SSOCS) is a nationally representative survey administered by NCES. Historically, SSOCS has been a paper survey. NCES is considering transitioning it to a web-based survey, but needs to test it with respondents first. Our objective in these interviews will be to refine the functionality of the web instrument. You will be asked to complete the web survey and do several short tasks within it. You will also be asked questions about your experience and perceptions of the web survey. Your participation is voluntary, and the interview session can be scheduled to take place at your convenience. As a thank-you for your time and effort, you will receive a \$50 gift card for your participation.

Specifically, we are looking for principals at schools with <SCHOOL CHARACTERISTICS (EX: ENROLLMENT SIZE, LOCATION, DEMOGRAPHICS)> to ensure diversity in the types of schools with participating principals. Your school's characteristics qualify you to participate in this interview session. Would you be interested in participating?

In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile device. Do you have access to a laptop or desktop computer?

[If no, thank and terminate.]

Participants must have at least one full year of experience at their school in order to be eligible to participate in this study. Have you been <POSITION> at this school for at least one full school year?

[If no, thank and terminate.]

The session will last approximately 90 minutes, 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 [*if requested: 20 U.S.C. §9573 and 6 U.S.C. §151*]. All collected information will be destroyed at the conclusion of the study, and no one will attempt to sell or enroll you in anything.

The interview will be conducted remotely using simple-to-use web conferencing software. Participants will be asked to share their computer screen with an AIR interviewer. This will allow the interviewer to observe the steps that participants take to answer the questions, informing us of any issues with the functionality of the web survey. The session can be scheduled at your convenience. What date and time would work best for you?

[Wait for respondent's response] Okay, great! The interview is scheduled for <DAY/DATE AND TIME>. Can you provide us with your e-mail address so that we can send you a confirmation e-mail? Following this conversation, you will receive an e-mail confirming your interview time. The e-mail will also contain a consent form which you will need to sign and e-mail back in order to participate.

Thank you for your willingness to participate in an interview session. We look forward to seeing you on the <DATE> at <TIME>.

Appendix E: Social Media and/or Craigslist Text for SSOCS Usability Testing

Education Research Study – School Principals Needed

The National Center for Education Statistics (NCES), part of the U.S. Department of Education, and its contractor, the American Institutes for Research (AIR), are conducting an important study on school crime and safety.

On behalf of NCES, we are looking for school principals or other school personnel who are “most knowledgeable about school crime and policies to provide a safe environment” to participate in an interview session to help with the improvement of a web survey called the School Survey on Crime and Safety (SSOCS). Participants must have at least one full year of experience at their school in order to be eligible to participate in this study.

If selected to participate, you will receive either a \$75 gift card for your participation in an in-person interview or a \$50 gift card for your participation in a remote interview as a thank-you for your time and effort.

What will I be doing in the study?

You will be asked to complete the survey online and do several short tasks while completing the survey. In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile device. You will also be asked questions about your experience and perceptions of the web survey. This type of research is known as usability testing. AIR will audio- or video-record your responses and take other notes as necessary. 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). You will be asked to sign a consent form in order to participate. All collected information will be destroyed at the conclusion of the study.

How long is a session?

The usability testing session will last approximately 90 minutes.

When and where?

The study will be held during [DAYS, DATES] and your session can be scheduled at your convenience. The session can either take place in-person at your school (if located in the District of Columbia, Chicago, San Mateo, Boston, or Austin metro areas) or conducted remotely from anywhere in the U.S. using a simple-to-use web conferencing software. Participants who request that the usability testing be conducted remotely will be asked to share their computer screen with an AIR interviewer. This will allow the interviewer to observe the steps that participants take to answer the questions, informing us of any issues with the functionality of the web survey.

Interested in participating?

If interested, please call (202) 403-6420 to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3 minutes to complete. If eligible, AIR will schedule an interview at your convenience.

Appendix F: Confirmation E-mail for SSOCS Usability Testing (In Person)

Subject: Confirmation of SSOCS Study Participation

<DATE>

Dear <NAME>,

Thank you for agreeing to participate in the School Survey on Crime and Safety (SSOCS) usability study. This study is being conducted by the National Center for Education Statistics (NCES), part of the U.S. Department of Education, and its contractor, the American Institutes for Research (AIR). Your input will help NCES improve the functionality of the web-based survey.

In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile devices. You will be asked to complete the survey using the web-based instrument and complete several tasks. Additionally, the interviewer (the AIR staff member) will ask targeted questions to gain a better understanding of your experience and interaction with the instrument. AIR will audio- or video-record your responses and take other notes as necessary.

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). All collected information will be destroyed at the conclusion of the study. Your participation is voluntary, and you may request that the interview be stopped at any time.

You have been scheduled for an interview session at <TIME RANGE> on <DATE> at <LOCATION>. You will receive a \$75 gift card as a thank-you for your time and participation.

The address of <LOCATION> is as follows:

<ADDRESS>

Before you can be considered eligible to participate, you must sign the attached consent form and e-mail it to AIR at ssocs.survey@air.org. Please return this consent form prior to your scheduled interview.

We thank you for your participation in this important study. If you have any questions about this study or your rights as a study participant, you may contact Steven Hummel at the American Institutes for Research by phone (202-403-6420) or e-mail (ssocs.survey@air.org).

Thank you,

Steven Hummel
American Institutes for Research
1000 Thomas Jefferson St. NW
Washington, DC 20007
(202) 403-6420
ssocs.survey@air.org

Appendix G: Confirmation E-mail for SSOCS Usability Testing (Remote)

Subject: Confirmation of SSOCS Study Participation

<DATE>

Dear <NAME>,

Thank you for agreeing to participate in the School Survey on Crime and Safety (SSOCS) usability study. This study is being conducted by the National Center for Education Statistics (NCES), part of the U.S. Department of Education, and its contractor, the American Institutes for Research (AIR). Your input will help NCES improve the functionality of the web-based survey.

In order to participate in this study, we ask that you please have access to a laptop or desktop computer as the survey is not optimized for completion on mobile devices. You will be asked to complete the survey using the web-based instrument and complete several tasks. Additionally, the interviewer (the AIR staff member) will ask targeted questions to gain a better understanding of your experience and interaction with the instrument. AIR will audio- or video-record your responses and take other notes as necessary.

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). All collected information will be destroyed at the conclusion of the study. Your participation is voluntary, and you may request that the interview be stopped at any time.

You have been scheduled for a remote interview session at <TIME RANGE> on <DATE>. You will receive a \$50 gift card as a thank-you for your time and participation. The gift card will be mailed to you within two business days after your completed interview.

You will be asked to share your computer screen with an AIR interviewer through simple-to-use web-conferencing software:

<WEB CONFERENCE LOG-IN INFORMATION>

This will allow the interviewer to observe the steps you've taken to answer the questions, informing us of any issues with the functionality of the SSOCS web survey.

Before you can be considered eligible to participate, you must sign the attached consent form and e-mail it to AIR at ssocs.survey@air.org. Please return this consent form prior to your scheduled interview.

We thank you for your participation in this important study. If you have any questions about this study or your rights as a study participant, you may contact Steven Hummel at the American Institutes for Research by phone (202-403-6420) or e-mail (ssocs.survey@air.org).

Thank you,

Steven Hummel
American Institutes for Research
1000 Thomas Jefferson St. NW
Washington, DC 20007
(202) 403-6420
ssocs.survey@air.org

Appendix H: Informed Consent Form for SSOCS Usability Testing

Consent Form

You are invited to participate voluntarily in this interview, which is being conducted by the American Institutes for Research, a contract research firm, on behalf of the National Center for Education Statistics (NCES), which is part of the U.S. Department of Education. The purpose of this interview is to help NCES review the School Survey on Crime and Safety (SSOCS) web instrument to ensure proper functionality.

NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and this study has been approved by the Office of Management and Budget (OMB #1850-0803). The interview and discussion will take approximately 90 minutes, and all responses will be audio- or video-recorded. There are no right or wrong answers to the questions we ask—we just want your opinions about the web instrument that has been developed. You will be asked to think aloud while completing the web survey. Additionally, the interviewer will ask targeted questions and request that you complete certain tasks to gain a better understanding of the web survey instrument. You can help us by describing anything you find confusing or difficult to understand in the questions or any issues that come up as you answer them.

Again, your participation in this study is voluntary. There is no physical risk and only minimal risk associated with data confidentiality. We use strict protocols to protect your information. We do not anticipate that any of the discussion topics will make you uncomfortable or upset. However, you may refuse to answer any question, and you may take a break at any time. The information you give us will be combined with the responses of others in a summary report that does not identify you as an individual. 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).

There are no direct benefits to you for participating in this study, but we hope that these interviews will help us develop and improve the web survey instrument for a national survey about school crime and safety. Upon completing the interview, you will receive <INCENTIVE AMOUNT> in appreciation for your time and effort.

I have read the attached consent form for the School Survey on Crime and Safety (SSOCS) and associated activities; all of my questions have been answered. The above document, which describes the voluntary nature, response confidentiality, purpose, and procedures of this research study, has been explained to me. I agree to participate.

Signature of Participant _____

Date ___/___/___

Signature of Person Who Obtained Consent _____

Date ___/___/___

Please e-mail the signed form to ssocs.survey@air.org

Appendix I: Incentive Receipt Acknowledgment Form for SSOCS Usability Testing (In-Person)

I, _____, certify that I have received the following incentive.

(Participant Name)

Type	Amount
Gift Card	\$75

Interviewer Signature _____ Date _____

Appendix J: Incentive Receipt Acknowledgment Form for SSOCS Usability Testing (Remote)

I, _____, certify that I have received the following incentive.

(Participant Name)

Type	Amount
Gift Card	\$50

Interviewer Signature _____ Date _____