

# 2019 National Household Education Survey (NHES) Web Usability Testing

## Attachment 1

Contact, Consent, and Receipt Acknowledgment Materials

OMB# 1850-0803 v.234

National Center for Education Statistics (NCES)

June 2018

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## **Recruiting for English and Spanish participants**

English-speaking participants will be recruited with all of the materials provided in this document. Spanish-speaking participants will be recruited through contacts at community resource centers using the intercept method and using a Spanish-language flier sent to the centers (the translation of the recruiting flier for Spanish-speaking participants will be provided to OMB for approval in this document by early September 2018).

## **Email text for personal and professional contacts**

### **PFI-eligible**

Dear [contact]:

The U.S. Census Bureau is assisting with a study by the National Center for Education Statistics (NCES) of the U.S. Department of Education. In an effort to improve a web survey, we are specifically looking for parents of children either enrolled in grades K-12 or homeschooled in those equivalent grades to participate in a one-time voluntary web survey and provide feedback after taking it.

If you are eligible and participate in the study, you will receive \$60 as a thank you for your participation.

### **What will I be doing in a usability study?**

You will be asked to complete the web survey and do several short tasks using the web. You will also be asked questions about your experience and perceptions of the web survey.

**How long is a session?** 90 minutes

### **When and where?**

The study will be held [DAYS, DATES]. You will be asked to participate [in person at our office in Suitland, MD.] OR [at a local library or community center.]

### **Interested in participating?**

Please reply to this email with your contact information or call me at [ADD PHONE]. I'll ask you some questions to help us determine if you are eligible for the study.

If someone you know is interested in participating, please contact [contact info].

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

Sincerely,  
[Recruitment Contact Info]

### **ECPP-eligible**

Dear [contact]:

The U.S. Census Bureau is assisting with a study by the National Center for Education Statistics (NCES) of the U.S. Department of Education. In an effort to improve a web survey, we are specifically looking for parents of children who are not yet enrolled in K-12 school (ages birth - 5) to participate in a one-time voluntary web survey and provide feedback after taking it.

If you are eligible and participate in the study, you will receive \$60 as a thank you for your participation.

**What will I be doing in a usability study?**

You will be asked to complete the web survey and do several short tasks using the web. You will also be asked questions about your experience and perceptions of the web survey.

**How long is a session?** 90 minutes

**When and where?**

The study will be held [DAYS, DATES]. You will be asked to participate [in person at our office in Suitland, MD.] OR [at a local library or community center.]

**Interested in participating?**

Please reply to this email with your contact information or call me at [ADD PHONE]. I'll ask you some questions to help us determine if you are eligible for the study.

If someone you know is interested in participating, please contact [contact info].

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

Sincerely,  
[Recruitment Contact Info]

## Text for advertisements on social media and/or craigslist

### Education Research Study –Participants Needed

The U.S. Census Bureau is looking for participants to help evaluate a new web survey by the National Center for Education Statistics (NCES), part of the U.S. Department of Education. This survey is part of the National Household Education Survey, a study that helps educators, researchers, and policy makers better understand children’s care and schooling.

We are looking for the following groups of participants:

- Parents of children age 5 and younger who are in child care
- Parents of students in grades K-12 – public or private
- Parents of children homeschooled in grades equivalent to K-12
- Parents of children homeschooled and taking other enrolled classes – for example, at a community college or online courses, etc.

You will be asked to complete the web survey and do several short tasks on the web. You will also be asked questions about your experience and perceptions of the web survey. The session will last approximately 90 minutes. Sessions will be conducted between [DATES] and will be held in locations near public parking and public transportation.

#### Eligibility to Participate:

If interested, contact us at (301) 763-4979 and mention **Education** or by email at [csm.participate@census.gov](mailto:csm.participate@census.gov) and enter “**Education**” in the subject line of the email. We will then contact you to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 10 minutes to complete. If eligible, the U.S. Census Bureau will schedule an interview at your convenience. If you are eligible and participate in the study, you will receive \$60 as a thank you for your participation.



The U.S. Census Bureau is looking for  
Participants for an Education Research Study  
**\$60 for a 90-minute session**

You can participate if you are a:

- **Parent of a child not yet in kindergarten (age 5 or younger) who is in child care**
- **Parent of a student in grades K to 12**
- **Parent of a child who is homeschooled in grades equivalent to K to 12**

**Call Kevin at: 301-763-4979 and mention  
“Education”**

csm.participate@census.gov

301-763-4979

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301-763-4979

## Broadcast Email Announcement<sup>1</sup>

Subject: Participants with school-age children needed for questionnaire testing

From the Desk of Paul Beatty (Chief, Center for Survey Measurement)

The Center for Survey Measurement is seeking households with one or more children ages 20 or younger to test a web survey on children's education and care arrangements. Parents of children at any level of schooling up through high school are welcome (including pre-school, day care, grades K-12, and home schooling). This research is to test the National Household Education Survey. Participants will receive \$60.

We particularly need participants who meet the following criteria:

- Parent of a child who is homeschooled in grades equivalent to K to 12
- Parent of a child who is in a combination of homeschooled in grades equivalent to K to 12 and enrolled in school such as online courses, a community college, etc.
- Parent of a student in grades K to 12
- Parent of a child age 5 and younger who is not yet enrolled in school but who is in child care.

If you know anyone in the Washington, D.C. area who meets these criteria and speaks English or Spanish, we would appreciate it if you let them know of this research opportunity. Interviews will be 90 minutes and will take place at a convenient location, including at the Census Bureau in Suitland, Maryland. Study sessions will begin on [DATE] and conclude on [DATE].

While current federal employees are allowed to participate in off-duty time, they are not eligible to receive the incentive payment. Please have interested participants contact us at (301) 763-4979 and mention **Education** or by email at [csm.participate@census.gov](mailto:csm.participate@census.gov) and enter "**Education**" in the subject line of the email.

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<sup>1</sup> This email will also go to all Census Bureau staff. We have found it useful to have staff forward research opportunities to their own contacts and neighborhood listservs.

## Informed Consent <sup>2</sup>



### Consent Form For Individual Participants Usability Testing of 2019 NHES

Each year the Census Bureau conducts many different usability evaluations. For example, the Census Bureau routinely tests the wording, layout and behavior of products, such as Web sites and online surveys and questionnaires in order to obtain the best information possible.

You have volunteered to take part in a study to improve the usability of the National Household and Education Survey (NHES). The Census Bureau is administering the NHES usability testing on behalf of the National Center of Education Statistics (NCES). NCES is authorized to conduct this study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C., § 9543).

In order to have a complete record of your comments, your usability session will be audio and video-recorded. Only your device will be video-recorded. We plan to use the recordings to improve the design of the product. Only staff directly involved in the research project will have access to the recordings. 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). The OMB control number for this study is 1850-0803.

**I have volunteered to participate in this usability study, and I give permission for my recordings to be used for the purposes stated above.**

Participant's Name: \_\_\_\_\_

Participant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Researcher's Name: \_\_\_\_\_

Researcher's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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<sup>2</sup> This consent form will be translated into Spanish and provided to OMB by mid-September 2018.

# Incentive Receipt Acknowledgement Form<sup>3</sup>



Standard Form 1034 September 1973 Treasury Form 2000		PUBLIC VOUCHER FOR PURCHASES AND SERVICES OTHER THAN PERSONAL				VOUCHER NO.
U.S. DEPARTMENT, BUREAU OR ESTABLISHMENT AND LOCATION  U.S. Department of Commerce Bureau of the Census Washington, DC 20233-9100			DATE VOUCHER PREPARED		SCHEDULE NO.	
			CONTRACT NUMBER AND DATE		PAID BY	
			REQ. NUMBER AND DATE			
PLEASE PRINT NAME & ADDRESS BELOW:					DATE INVOICE RECEIVED	
PAYEE'S NAME AND ADDRESS					DISCOUNT TERMS	
SHIPPED FROM TO WEIGHT					PAYEE'S ACCOUNT NUMBER	
GOVERNMENT B/L NUMBER						
NUMBER AND DATE OF ORDER	DATE OF DELIVERY OR SERVICE	ARTICLES OR SERVICES <small>(Enter description, item number of contract or Federal supply schedule, and other information deemed necessary.)</small>	QUAN- TITY	UNIT PRICE		AMOUNT
				COST	PER.	
		For participating in a usability test as part of research on the 2019 NHES Web survey. Usability Laboratory Center for Survey Measurement  Received by: _____  Date: _____				\$60.00
(Use continuation sheet(s) if necessary) (Payee must NOT use the space below)						
TOTAL						
PAYMENT: 9 COMPLETE 9 PARTIAL 9 FINAL 9 PROGRESS 9 ADVANCE	APPROVED FOR \$60.00		EXCHANGE RATE = \$1.00		DIFFERENCES	
	BY:					
	TITLE:				Amount verified correct for \$60.00	
(Signature or initials)						
Pursuant to authority vested in me, I certify that this voucher is correct and proper for payment						
_____ (Date)			_____ (Authorized Certifying Officer)		Social Science Analyst (Title)	
ACCOUNTING CLASSIFICATION						
Project/Task: 0939-0000; Organizational Code: 11-09-0098-00-00-00-00; Obj. Class: 25-20-04-02-000						
CHECK NUMBER ON TREASURER OF THE UNITED STATES			CHECK NUMBER ON (Name of Bank)			
CASH DATE			PAYEE			
PER			TITLE			

<sup>3</sup> This incentive consent form will be translated into Spanish and provided to OMB by mid-September 2018.



# Screener Letters to be used during usability sessions

English version:

NHES-11L(W)  
(04-2018)



UNITED STATES DEPARTMENT OF  
COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear <City> Household:

Last week, the U.S. Census Bureau sent a letter to your household about the 2019 National Household Education Survey. Please complete this survey online as soon as possible using the instructions below.

Follow these three easy steps:

1. Go to: <https://respond.census.gov/nhes>
2. Enter your User ID: XXXX-XXXX
3. Click "Begin survey" to participate in the survey.

We know that you are busy, and we have enclosed a \$5 token of our appreciation for your time.

We understand that not all households have Internet access. **If you want the survey in another format, have questions, or need assistance, please contact the U.S. Census Bureau toll-free at 1-888-840-8353.** You can find more information online at <https://nces.ed.gov/nhes/>.

Thank you for your participation in this valuable national survey. We look forward to your response.

Sincerely,

Ron S. Jarmín  
Performing the Non-Exclusive Functions  
and Duties of the Director, U.S. Census Bureau  
Enclosures

### Authorization and Confidentiality of Information

The National Center for Education Statistics (NCES), within the U.S. Department of Education, is authorized to conduct the National Household Education Survey (NHES) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). The U.S. Census Bureau is administering this voluntary survey on behalf of NCES. There are no penalties should you choose not to participate in this study. 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).

[census.gov](https://census.gov)

Spanish version:

NHES-11LB(W)  
(04-2018)



UNITED STATES DEPARTMENT OF  
COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Estimado(a) <Ciudad> Hogar:

La semana pasada, la Oficina del Censo de EE. UU. Envío una carta a su hogar sobre la Encuesta Nacional de Educación Doméstica de 2019. Complete esta encuesta en línea lo antes posible siguiendo las instrucciones a continuación.

Siga estos tres pasos sencillos:

1. Visite: <https://respond.census.gov/nhes>
2. Ingrese su ID de usuario: XXXX-XXXX
3. Haga clic en "Comenzar encuesta" para participar en la encuesta.

Sabemos que usted está ocupado, y hemos adjuntado \$5 como muestra de agradecimiento por su tiempo.

Entendemos que no todos los hogares tienen acceso a Internet. Si desea la encuesta en otro formato, comuníquese con la Oficina del Censo de EE. UU. al 1-888-840-8353.

Si tiene preguntas o necesita ayuda, comuníquese con nosotros al número gratuito 1-888-840-8353. Puede encontrar más información en línea en <https://nces.ed.gov/nhes/>.

Gracias por su participación en esta valiosa encuesta nacional. Esperamos su respuesta.

Sinceramente,

Ron S. Jarmin

En desempeño de las funciones y obligaciones  
no exclusivas del Director

**Aviso sobre la autorización y la confidencialidad de la información**

El Centro Nacional para Estadísticas de la Educación (NCES por sus siglas en Inglés), dentro del Departamento de Educación, está autorizado a realizar este estudio por medio de la Reforma a la Ley de las Ciencias de la Educación del 2002 (ESRA 2002; título 20; sección 8543). La Oficina del Censo de Estados Unidos administra esta encuesta voluntaria en nombre de NCES. No hay sanciones si decide no participar en este estudio. Toda la información que brinde puede ser utilizada solo con fines estadísticos y no puede divulgarse ni usarse en forma identificable para ningún otro fin, excepto cuando lo exija la ley (20 U.S.C. §9573 y 6 U.S.C. §151).

[census.gov](https://census.gov)