National Center for Education Statistics (NCES)

Attachment VIII

Student Focus Group/  
Audience Assessment Materials

2019-20 National Postsecondary Student Aid Study (NPSAS:20) Pretesting

*OMB# 1850-0803 v. 243*

*December 2018*

This attachment provides the materials to be shown to participants in Section II - IV of the student focus groups to assess recruitment materials.

**Contents**

Materials Displayed in Section II (see Attachment VII) 3

Postcard Design 1 3

Postcard Design 2 5

Postcard Design 3 7

Postcard Design 4 9

Materials Displayed in Section III (see Attachment VII) 11

Lead Letter 1 11

Lead Letter 2 13

Lead Letter 3 15

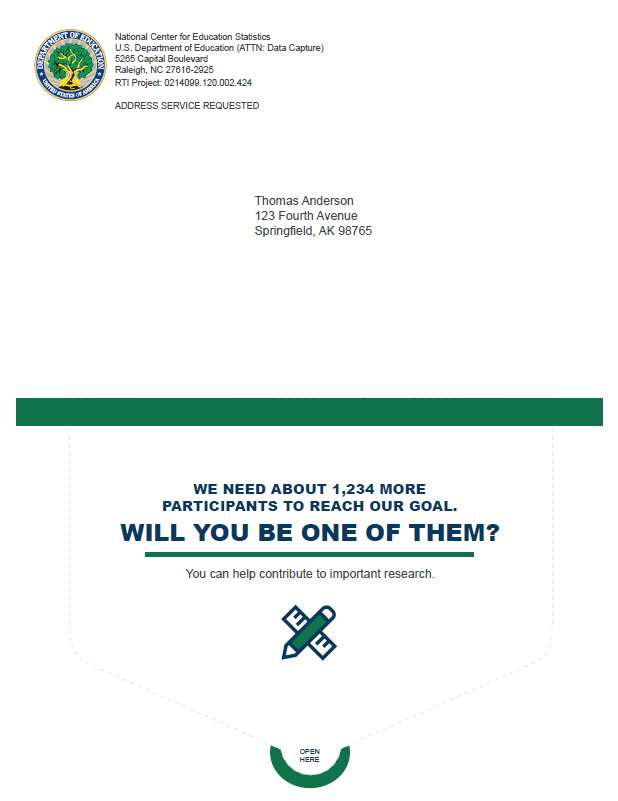
Leaflet—NPSAS in the News 17

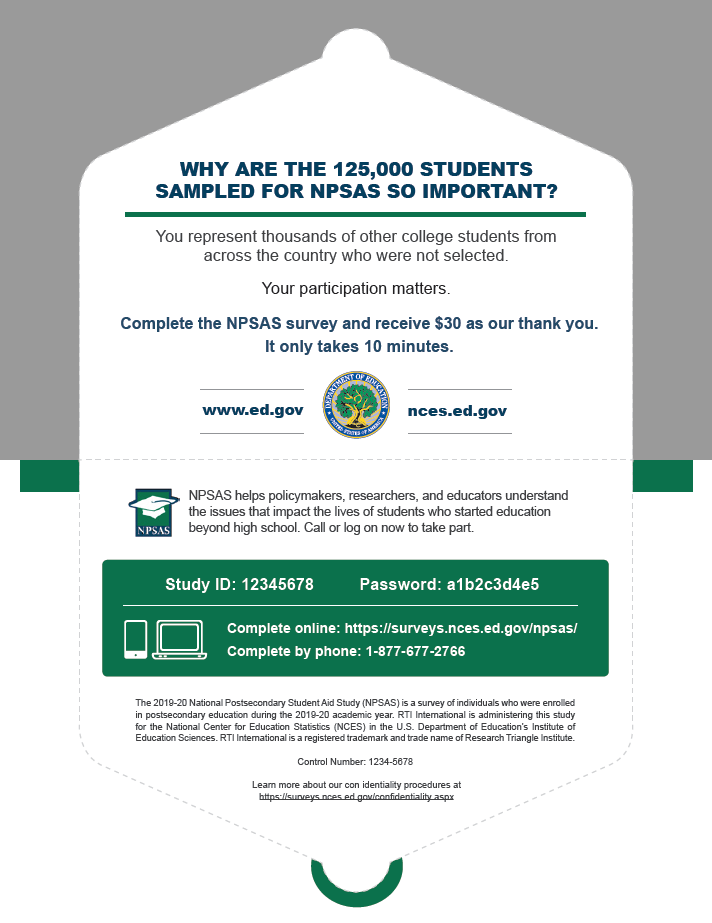
Materials Displayed in Section IV (see Attachment VII) 18

E-mail Subject Lines 18

# Materials Displayed in Section II (see Attachment VII)

## Postcard Design 1

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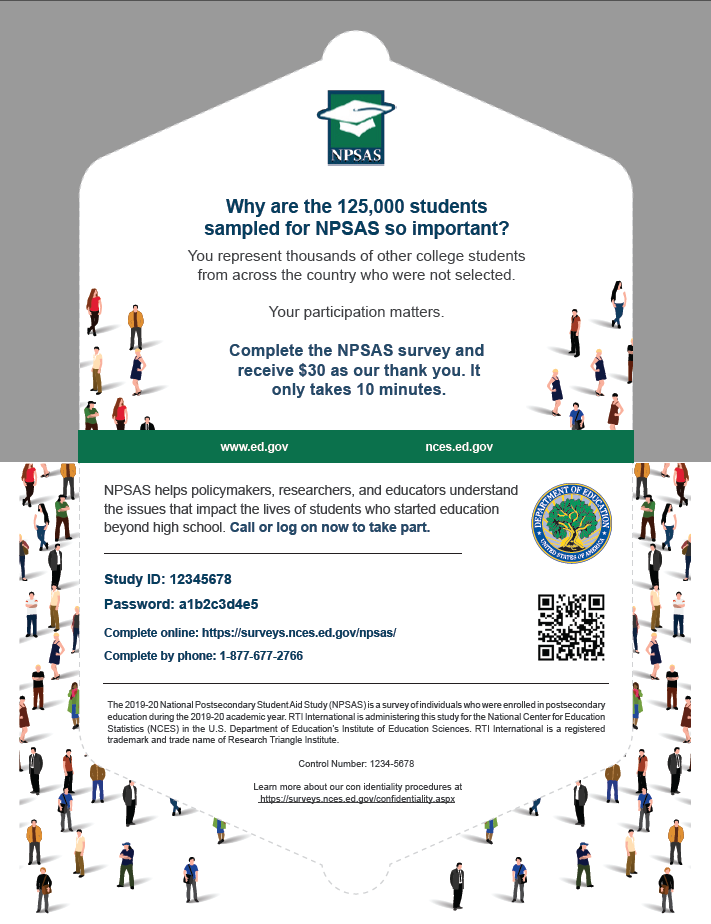
## Postcard Design 2

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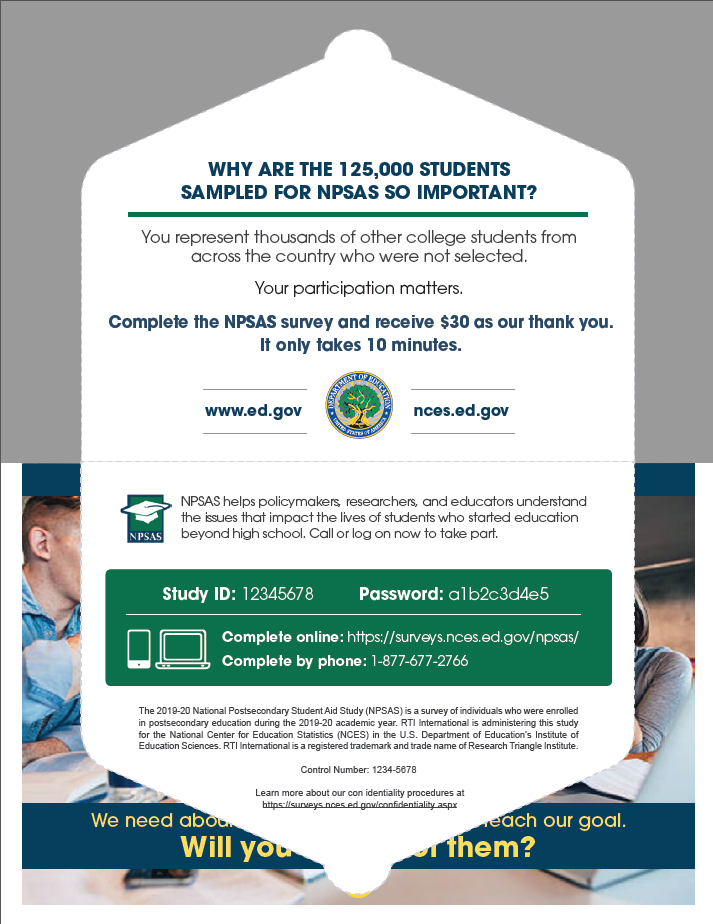
## Postcard Design 3

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## Postcard Design 4

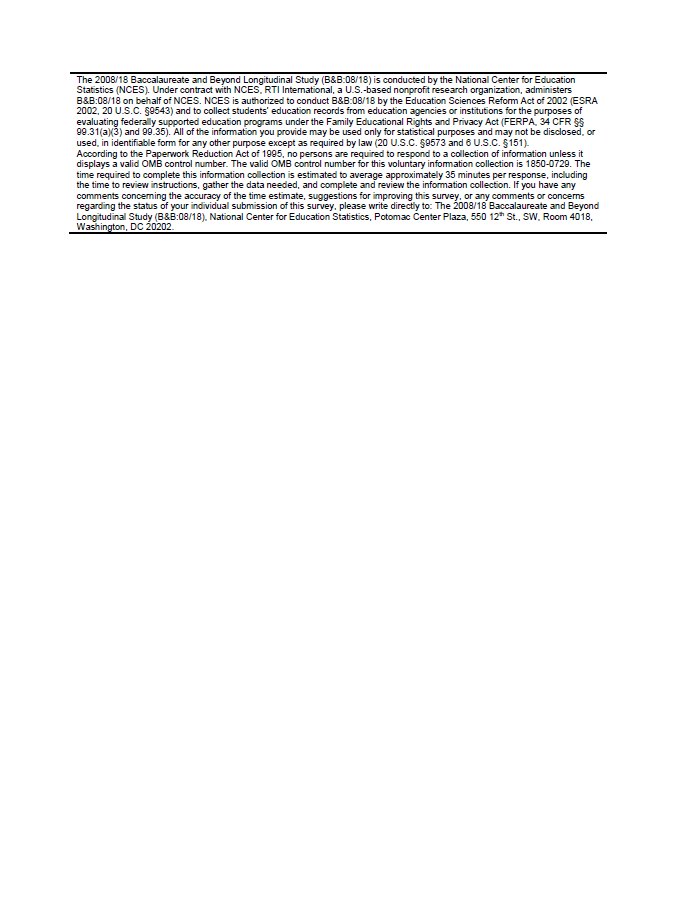
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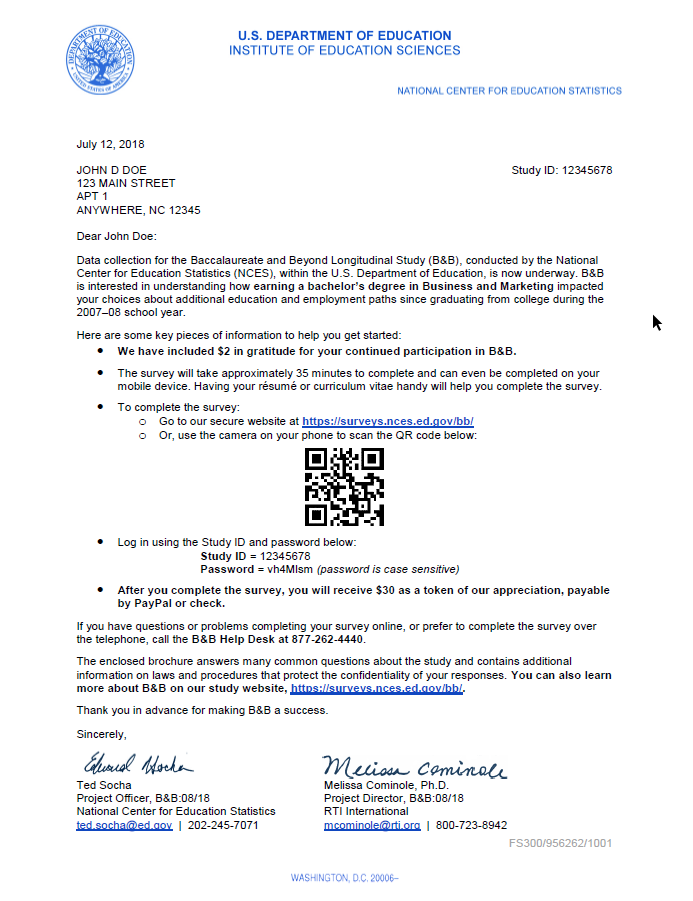
# Materials Displayed in Section III (see Attachment VII)

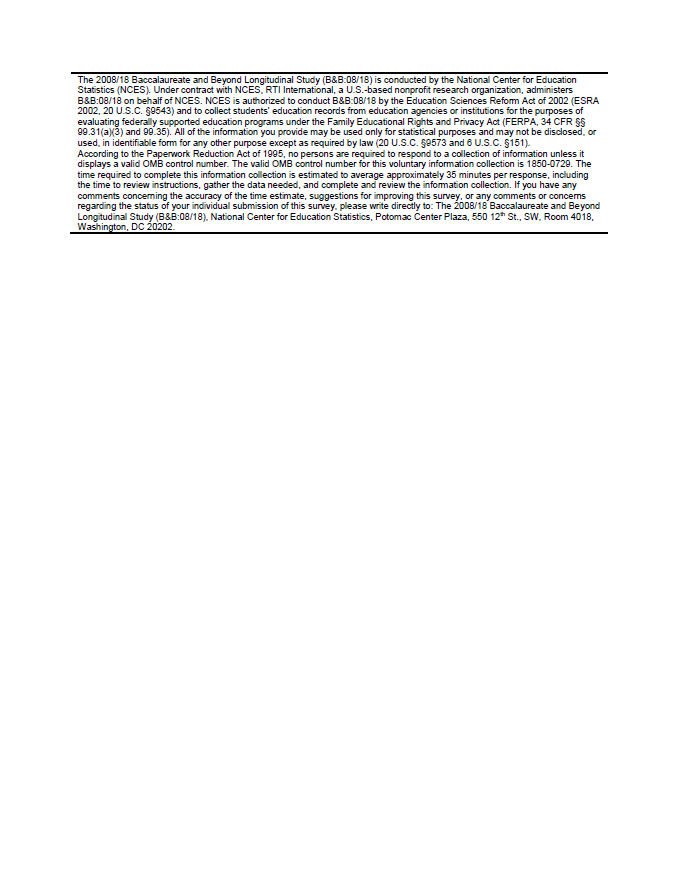
## Lead Letter 1



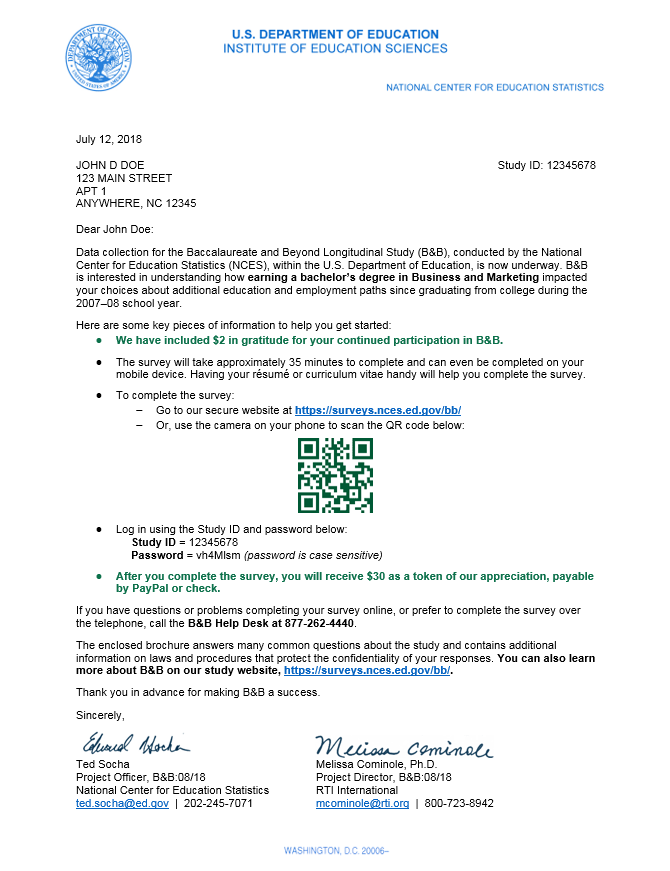


## Lead Letter 2

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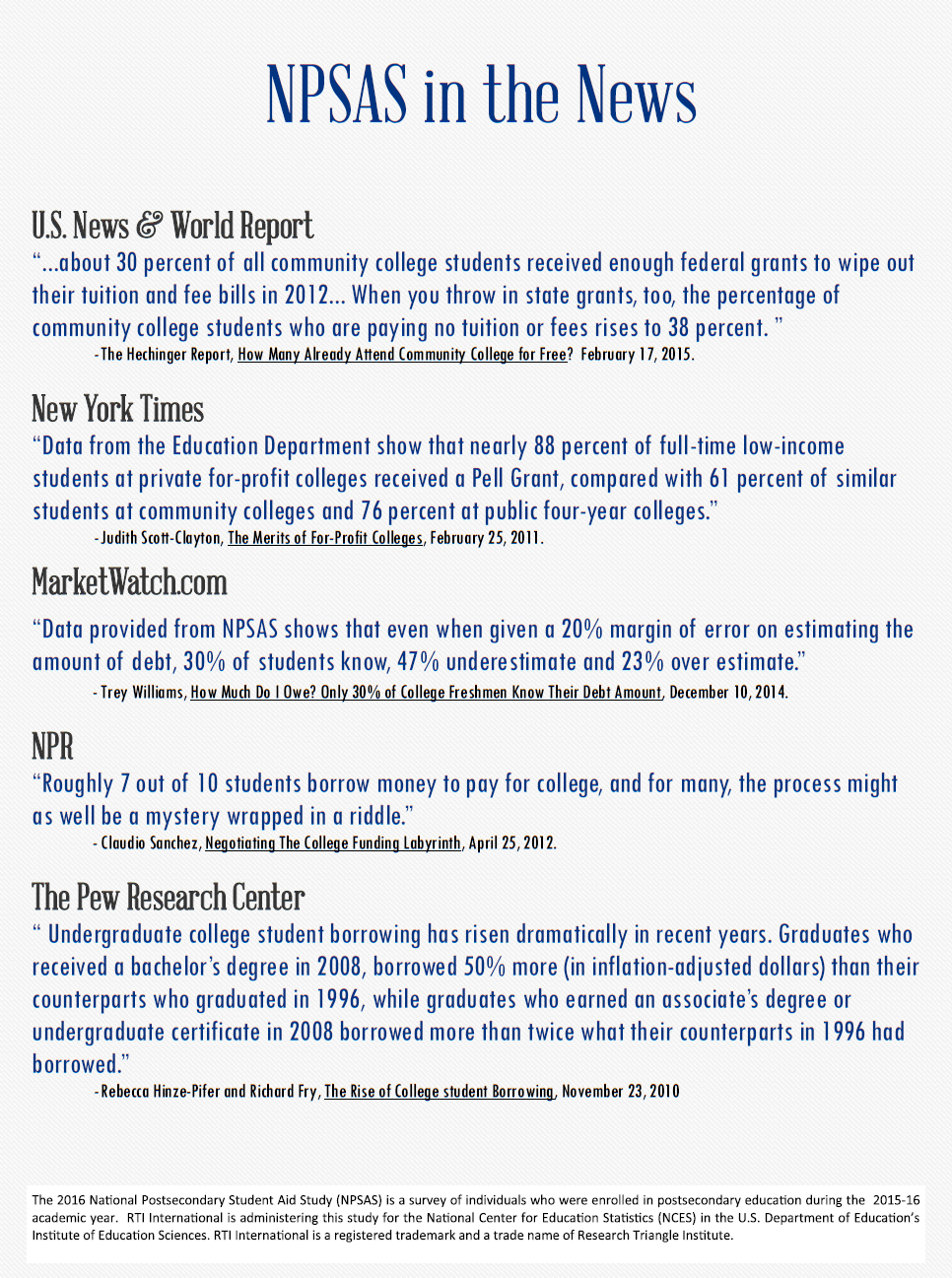
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## Lead Letter 3



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## Leaflet—NPSAS in the News



# Materials Displayed in Section IV (see Attachment VII)

## E-mail Subject Lines

1. The National Postsecondary Student Aid Study (NPSAS)
2. The NPSAS Survey Needs Your Participation
3. NPSAS Data Collection Continues…
4. Don’t Delay! Participate in NPSAS Today!
5. NPSAS Needs You
6. Only You Can Make NPSAS A Success
7. <YOUR NAME>, Participate in an Important U.S. Department of Education Study
8. We Have <X>% of the Participants We Need to Make NPSAS a Success – Will You Help?
9. New Year's Resolution: Participate in NPSAS
10. <YOUR NAME >, Can You Spare <time> Minutes for this Important Research?
11. There's Not Much Time Left to Participate in NPSAS
12. Participating in NPSAS is Easy and You’ll Receive $30!