

The Early Childhood Longitudinal Study,  
Kindergarten Class of 2022-23 (ECLS-K:2023)  
Preschool Children's Parents Focus Groups

**Attachment 1**

**Recruitment Screener and Consent Form**

OMB #1850-0803 v.249  
(revised v.246)

Submitted by  
National Center for Education Statistics  
U.S. Department of Education

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## **The Early Childhood Longitudinal Study, Kindergarten Class of 2022-23 (ECLS-K:2023)**

### **Parent Focus Group Recruitment Screener**

Hello, my name is <INTERVIEWER'S NAME> from [RECRUITING COMPANY] and I am calling on behalf of the National Center for Education Statistics, or NCES, the statistical center of the Department of Education. May I please speak with <potential participant's name>?

We are recruiting participants for an in-person focus group about views on a new education-focused survey. Participants will receive \$100 as thank you for their participation. We are interested in talking with parents of preschool-aged children in order to help the Department of Education best prepare a new study.

We are not selling anything. We are simply interested in hearing your thoughts about why you may or may not participate in a survey. We would like to learn about the things people consider when deciding whether to participate in a survey.

1. First, do you or any member of your household or immediate family work for or are 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 preschool-age child? By preschool-age, we mean children who have not yet started kindergarten or a kindergarten equivalent yet. The age range for this is typically 4 to 6 years of age.

Yes \_\_\_\_\_  
[THANK AND END] No \_\_\_\_\_

3. Will your preschool-age child attend kindergarten or a kindergarten grade equivalent in the next school year?

Yes \_\_\_\_\_  
[THANK AND END] No \_\_\_\_\_

4. What is the age of your preschool-age child? [RECRUITMENT GOALS ARE APPROXIMATELY HALF PARENTS OF 4-YEAR-OLDS AND HALF PARENTS OF 5-YEAR-OLDS]

[THANK AND END] Under age 4 \_\_\_\_\_  
Age 4 \_\_\_\_\_  
Age 5 \_\_\_\_\_  
[THANK AND END] Age 6 \_\_\_\_\_

5. So that we can be sure that participants of all backgrounds are represented in our focus group, please tell me your ethnic or racial background. Which of the following do you consider yourself to be? You may select more than one. [Recruit at least 3 people who identify themselves as something other than "White, non-Hispanic" per group] [MARK ALL THAT APPLY]

Hispanic or Latino \_\_\_\_\_  
White, Non-Hispanic \_\_\_\_\_  
Black or African American, Non-Hispanic \_\_\_\_\_  
Asian, Non-Hispanic \_\_\_\_\_  
Native Hawaiian-Indian or Other Pacific Islander, Non-Hispanic \_\_\_\_\_  
American Indian or Alaska Native, Non-Hispanic \_\_\_\_\_

6. Please indicate YOUR age range.

Under age 20 \_\_\_\_\_  
20-29 \_\_\_\_\_  
30-39 \_\_\_\_\_  
40-49 \_\_\_\_\_  
50-59 \_\_\_\_\_  
60-69 \_\_\_\_\_  
70 or over \_\_\_\_\_

7. Which of the following categories best describes your annual household income? [RECRUIT AT LEAST 2-3 PER GROUP WITH INCOME OF \$40K OR LESS]

Less than \$20,000 \_\_\_\_\_  
\$20,000-\$39,999 \_\_\_\_\_  
\$40,000-\$59,999 \_\_\_\_\_  
\$60,000-\$79,999 \_\_\_\_\_  
\$80,000-\$99,999 \_\_\_\_\_  
\$100,000 or more \_\_\_\_\_

8. Are you male or female?

Male \_\_\_\_\_  
Female \_\_\_\_\_

**Your opinions are very important to us and to thank you for your time if you participate in the focus group, we will give you \$100 as a token of our appreciation.**

We would like to meet at [FACILITY ADDRESS] at <<TIME>> on <<DATE>> with other parents to discuss the new Early Childhood Longitudinal Study or ECLS. During the meeting, we will discuss your feelings and attitudes toward surveys and ask your advice about how we might better word our materials when asking families to participate in the ECLS.

NCES is authorized to conduct this voluntary study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). 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 this discussion?

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

**As I mentioned, we will give you \$100 as a token of our appreciation for your participation in this focus group discussion.** 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 from [RECRUITING COMPANY] on behalf of the National Center for Education Statistics, the statistical center of the Department of Education. We are

recruiting participants for a focus group about how people view participating in surveys. Your opinions are very important to us and, if you take part in the focus group, to thank you for your time, we will give you \$100 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 Early Childhood Longitudinal Study, Kindergarten Class of 2022-23 (ECLS-K:2023)**  
**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 preschool-aged children about participation in voluntary surveys. The information obtained from this group will guide recruitment strategies for the upcoming Early Childhood Longitudinal Study (ECLS) in an effort to improve participation rates and collect valid data on education across the U.S.

**AGENCY CONDUCTING THE STUDY**

This project is being conducted by the National Center for Education Statistics (NCES), 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**

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Audio and video recordings will be used to write a summary report of what we learn through this focus group. Your name will not be included in the report, and the recordings will be destroyed once the report is written.

**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.

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SIGNATURE