

IES Modernization Interviews and Surveys – Phase 2

OMB# 1880-0542

Attachment 1 Communication Materials

April 2020

Table of Contents

Paperwork Burden Statement	2
Survey request email	3
Introductory emails	3
Reminder email	5
Thank you email	6
Consent form	7
Social media post	9
Facebook sample post.....	9
Twitter sample posts.....	9

Paperwork Burden Statement

The Paperwork Reduction Act and the NCES confidentiality statement are indicated below. The statements will be included in the materials used in the study.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1880-0542. The time required to complete this information collection is estimated to average one hour. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this collection, or any comments or concerns regarding the status of your individual submission of this form, please write to: Beth Greene, Institute of Education Sciences, U.S. Department of Education, 550 12th Street, SW, Washington, DC 20202.

This is a project of the Institute of Education Sciences, within the U.S. Department of Education.

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).

OMB No. 1880-0542 Approval Expires 07/31/2022

Survey request email

Hi <<respondent>>,

The Institute of Education Sciences (IES) is conducting a survey to improve their customer experience. Their work, collecting and distributing the national education data that impacts all of us, is critically important. Do you have 30 minutes to complete a survey to help them better serve us?

They would benefit greatly from your insights and feedback on education research. You can offer your opinions and ideas through The Institute of Educational Science (IES) survey <link> so we can have our voices reflected in the future of education research!

Best,

<<REFERRER NAME>>

Introductory emails

Email introduction from IES, interviewees, research team

Hi <<respondent>>,

I am reaching out regarding an initiative to modernize the Customer Experience at IES. The research team is looking for interviewees to help them validate some of their past interviews with people in professional roles like yours, and also test some new concepts and ideas. I thought you could help to answer some of their questions.

If you have time over the coming weeks to speak with them, I can introduce you to a member of the research team, <<INTERVIEWER NAME>>, who is working for McKinsey, as a part of the Team Grant Thornton, on behalf of IES.

Best,

<<REFERRER NAME>>

Response from research team - 1:1 interviews

Hi <<respondent>>,

We are hosting a 1 hour conversation as a part of an initiative to modernize the Customer Experience at IES. <<REFERRAL NAME>> mentioned that you would be a good person to help us validate some of what we've already learned and also test some new concepts and ideas.

Do you have time for a meeting at any of the below times? If so, please let us know in your response what time works well.

<<DATES AND TIMES>>

Once I hear back, I will send an invitation. Please let us know if we can answer any additional questions and thank you in advance for your help in this effort!

Thank you,

<<INTERVIEW COORDINATOR>>

McKinsey, as a part of the Team Grant Thornton, on behalf of IES

Reminder email

Dear <<respondent>>,

We are looking forward to speaking with you as a part of the IES Customer Experience Initiative on <<DATE AND TIME>>. We will see you on the video dial in below (and included on your invitation).

Please find attached the interview consent form, which we will need to have returned and signed before the interview. If you choose to allow recording, the information will be used for internal purposes only. Our research team will use the recording to better help us analyze the responses. If there is any information you would not like included, we can exclude it at your request. If you have any questions about the consent form, please feel free to contact me at any time to discuss it.

Thank you again for your help in working to improve the education research experience! Please do not hesitate to reach out with any questions or concerns.

Thank you,

<<INTERVIEW COORDINATOR>>

McKinsey, as a part of the Team Grant Thornton, on behalf of IES

Thank you email

Dear <<respondent>>,

Thank you again for taking the time to participate in the IES Customer Experience interview. It was great spending time with you and learning from your thoughts and experience.

We are excited to use this information to help improve customer experience for IES!

Thank you,

<<INTERVIEW COORDINATOR>>

McKinsey, as a part of the Team Grant Thornton, on behalf of IES

Consent form

Title of Research Study: Institute for Education Sciences (IES) Modernization Interview

Thank you for your interest in participating in the research study described below. This permission form explains the research study. Please read it carefully, and feel free to ask questions about anything you do not understand. If you do not have questions now, you may ask them when they occur to you later.

1. What is this study about?

On behalf of the Institute for Education Sciences (IES), part of the U.S. Department of Education, Team Grant Thornton (Grant Thornton and subcontractor McKinsey & Company), a research company based in Washington, D.C., is conducting individual interviews with IES current and potential future users. We are looking for people who might be interested in IES initiatives, programs, and data products to participate in interviews to discuss their needs, pain points, and explore potential opportunities to better serve this group.

2. Where will the interview take place?

The interviews will take place online using video messaging software.

3. What will happen during the interview?

During the one-on-one interview, you will take part in an hour-long discussion with one of our researchers and a notetaker on topics related to your work and how IES can help you meet your needs.

4. Will information be kept confidential?

You will be assigned a unique identifier (ID), and your name will not be linked to your answers. All of the information provided may be used only for research 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). Audio and video recordings of the interview will be recorded only for analysis, but no other personally identifying information will be recorded or retained.

5. How long will the research interview last and when will it take place?

The interview will last no more than one hour. The discussion will take place online.

6. Will the results go to my job?

Your answers will not be disclosed to your employer and will not be linked to any personally identifiable information.

7. Is there an incentive for participating?

No, there is no incentive for participation in interviews.

8. What are the possible risks of being in the study?

There are no known risks to participating in this voluntary study.

9. Who can I contact with questions or for further information?

If you have any questions about the study, you can call <NAME>, the <TITLE> at <CONTACT PHONE>.

10. Can participation end early?

Participation in this interview is completely voluntary. You have the right to refuse to answer particular questions. You may elect to withdraw from this discussion at any time and can leave the interview early if you wish.

Yes, I agree to participate in this study and I give consent for researchers to audio and/or video record my participation.

Yes, I agree to participate in this study. I **DO NOT** give consent for researchers to audio and/or video record my participation.

No, I do not agree to participate in this study

By signing below, you agree that you will participate in this research study and that you have read and understood the information provided above. We thank you for your voluntary participation and ask you to sign the form below.

Print Name: _____

Signature: _____ Date: _____

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1880-0542. The time required to complete this information collection is estimated to average one hour. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this collection, or any comments or concerns regarding the status of your individual submission of this form, please write to: Beth Greene, Institute of Education Sciences, U.S. Department of Education, 550 12th Street, SW, Washington, DC 20202.

This is a project of the Institute of Education Sciences, within the U.S. Department of Education.

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).

OMB No. 1880-0542 Approval Expires 07/31/2022

Social media post

Facebook sample post

Educators, State, Local, Higher Ed Leaders, and Researchers: Do you want to help improve the IES customer experience? Complete this survey so that we can better support you. Without your input, we can't create the solutions you need most. <link>

The people who collect and distribute the national education data that impacts all of us are working to improve their customer experience. They would benefit greatly from this group's insights and feedback on education research. Offer your opinions and great ideas through The Institute of Educational Science (IES) survey <link> so we can have our voices reflected in the future of education research!

Twitter sample posts

Want to help improve the IES user experience? Tell us about your experience and ideas with this survey <link> #education #IESfunded

We want your ideas! Help to improve the IES customer experience with this survey <link> #education #IESfunded