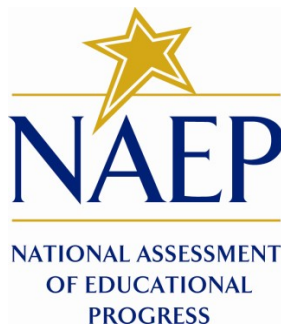


NATIONAL CENTER FOR EDUCATION STATISTICS
NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS

Appendices

*National Assessment of Educational Progress (NAEP)
NAEPQ Giving Back Website 2018 Focus Groups*

OMB# 1880-0542



October, 2018

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Appendix A: Initial Contact Recruitment Letter/Email to Teachers/Principals

IF SENT AS EMAIL–Subject: Paid Research Study Opportunity

<DATE>

Dear <NAME>,

EurekaFacts, a research company based in Rockville, MD, is convening an important study on behalf of Educational Testing Service and the U.S. Department of Education’s National Center for Education Statistics (NCES), and we **need your help**. In 2015, the National Assessment of Educational Progress (NAEP) launched an interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and school survey data as a way to “give back” to the education community.

We are looking for school principals and teachers to participate in focus groups to discuss what NCES currently provides as a way of giving back and to determine if there are additional ways in which to provide useful information to you and your school.

You will receive a \$100 gift card from a major credit card company at the end of the focus group as a ‘thank you’ for your time and effort.

During the focus group, you will take part in an hour and a half group discussion with other fellow teachers and school principals on the topics related to the NAEP website and the information it provides. Audio of the session will be recorded only for analysis, but no other personally identifying information will be recorded or retained.¹ The focus groups will be convened at <ADDRESS> near <LANDMARK>.

You will play a key role in helping us develop and improve the NAEP website to best share and utilize education survey data.

I have included a flyer with additional information about the study. Please call <CONTACT PHONE> or email <CONTACT EMAIL> with any questions regarding this project. You can also fill out the online form if you are interested: <LINK TO INTAKE FORM>]

We look forward to speaking with you soon!

Sincerely,

<CONTACT NAME>

<JOB TITLE>

EurekaFacts, LLC <CONTACT PHONE>

ATTACHED/INCLUDED: Flyer

¹ All of the information provided 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).

Appendix B: Recruitment Email/Letter to Schools/Organizations/Educational Organizations

IF SENT AS EMAIL-Subject: Paid Research Study Opportunity

<DATE>

Dear <NAME>,

EurekaFacts, a research company based in Rockville, MD, is convening an important study on behalf of Educational Testing Service and the U.S. Department of Education's National Center for Education Statistics (NCES), and due to your role in the education community, we **need your help**. In 2015, the National Assessment of Educational Progress (NAEP) launched an interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and school survey data as a way to "give back" to the education community.

We are looking for school principals and teachers to participate in focus groups to discuss what NCES currently provides as a way of giving back and to determine if there are additional ways in which to provide useful information to you and your school.

Each participant will receive a **\$100 gift card** from a major credit card company at the end of the focus group as a "thank you" for your time and effort.

During the focus group, participants will take part in an hour and a half group discussion with other fellow teachers and school principals on the topics related to the NAEP website and the information it provides. No personally identifying information will be recorded or retained. ¹ The focus groups will be convened at <ADDRESS> near <LANDMARK>.

Participants play a key role in making sure that teachers' and principals' voices will be heard in helping us develop and improve the NAEP website to best share and utilize education data.

We would like to ask for your assistance in letting your faculty know how they can be involved in these important focus groups. I have <included/attached> a flyer with a brief description of our study in the hope that you can post it for everyone to see. If you are interested, please call <CONTACT PHONE> or email <CONTACT EMAIL> so we can arrange to send you flyers and answer any questions you may have.]

We appreciate your consideration of this request and invite you to please contact us with any questions regarding this project. We look forward to speaking with you soon!

Sincerely,

<CONTACT NAME>

<JOB TITLE>

EurekaFacts, LLC <CONTACT PHONE>

ATTACHED: Flyer

¹ All of the information provided 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).

Appendix C: Follow-up Request for More Information Email/Letter to Teachers/Principals

IF SENT AS EMAIL-Subject: Paid Research Study Opportunity

<DATE>

Dear <NAME>,

I am contacting you from EurekaFacts, a research company based in Rockville, MD. We are convening an important study on behalf of Educational Testing Service and the U.S. Department of Education's National Center for Education Statistics (NCES), and we need your help. In 2015, the National Assessment of Educational Progress (NAEP) launched an interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and school survey data as a way to "give back" to the education community.

We are looking for school principals and teachers to participate in focus groups to discuss what NCES currently provides as a way of giving back and to determine if there are additional ways in which to provide useful information to you and your school.

During the focus group, you will take part in an hour and a half group discussion with other teachers and school principals on the topics related to the NAEP website and the information it provides. Audio of the session will be recorded only for analysis, but no other personally identifying information will be recorded or retained¹. The focus groups will be convened at <ADDRESS> near <LANDMARK>.

Each participating teacher or principal will receive a \$100 gift card from a major credit card company at the end of the focus group as a "thank you" for your time and effort.

All participants will be assigned a unique identifier (ID), and their names will not be linked to their answers. All of the information provided by participants 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).

These research focus groups are an important stage of the NAEP data-sharing process, and teachers' and principals' feedback can help NCES share the most useful and insightful data possible.

I have included a short description of this research study in the hope that you might pass it along to anyone who may be interested.

Thank you for your consideration and assistance regarding this effort. Please do not hesitate to contact me with any questions you may have regarding our firm or this study. We look forward to communicating with you.

Sincerely,

<CONTACT NAME>

EurekaFacts, LLC

<CONTACT INFORMATION>

Attachment: Flyer, FAQ

¹ All of the information provided 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).

PAID RESEARCH STUDY

\$100 GIFT CARD

Are you employed as a teacher or school principal?
If so, we need your help!

You can participate in an important focus group for the U.S. Department of Education's National Center for Education Statistics (NCES). We would like to hear your thoughts and experiences about different types of information, and what is impactful for you, your students, and your school.

The study will consist of an in-person focus group discussion with other teachers and principals. Focus groups may last up to 1.5 hours, and you, as a participant, will get a \$100 gift card for your effort.

For more information or to register, please call us at <PHONE NUMBER>, or go to the website below:

<LINK>



About EurekaFacts

We are an organization dedicated to conducting research that positively impacts our communities. Our mission is to support and empower organizations working towards a better future.

For more information, please go to: www.EurekaFacts.com



ISO Certified to International
Quality Standard 20252
market, public opinion and
social research

Appendix E: FAQs

Frequently Asked Questions (FAQs)

1. What is this study about?

On behalf the National Center for Education Statistics (NCES), part of the U.S. Department of Education, EurekaFacts, a research company based in Rockville, MD, is convening focus groups with teachers and principals. In 2015, NAEP launched an interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and school survey data as a way to “give back” to the education community. School principals and teachers will participate in focus groups to discuss ways in which NCES can ensure the information on the website is useful to you and your school.

2. Where will the research focus group take place?

The focus groups will take place at <ADDRESS> near <LANDMARK>.

3. What will happen during the research focus group?

During the focus group, you will take part in an hour and a half group discussion with other fellow teachers and school principals on the topics related to the NAEP website and the information it provides.

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 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). Audio of the session will be recorded only for analysis, but no other personally identifying information will be recorded or retained.

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

The focus group will last no more than one and a half hours. The focus group will be convened on <DATE> at <ADDRESS> near <LANDMARK>.

6. Will the results go to my school?

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

7. Is there an incentive for participating?

Yes. You will receive a \$100 gift card from a major credit card company as a “thank you” for participating.

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>. If you have questions about your rights as a study participant, you can call the EurekaFacts Research Protection at <PHONE NUMBER> (a toll-free number).

10. Can participation end early?

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

Appendix F: Recruitment Intake Form

Paid Research Study Opportunity for Teachers and Principals

Thank you for your interest in our study!

EurekaFacts, a research company based in Rockville, MD, is convening an important study on behalf of Educational Testing Service and the U.S. Department of Education's National Center for Education Statistics (NCES).

We are recruiting teachers and principals who may or may not be familiar with NAEP to participate in focus groups to provide feedback about NAEP data sharing websites. If you qualify and participate in the study, you will receive a \$100 gift card from a major credit card company at the end of the session as a thank you.

The focus groups will last no more than an hour and a half and can be scheduled at your convenience. The focus groups will be convened at <LOCATION>. Any information gathered during this study 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).

To ensure that we speak with a broad mix of individuals, please fill out the screening questions below.

If you have any questions, please contact <NAME> at <PHONE> or <EMAIL>.

1. What is your current occupation?

- Teacher
- Administrator
- Other → THANK AND TERMINATE

2. What grade(s) do you work with this school year? [Select all that apply]:

- Pre-K through 1st grade
- 1st grade
- 2nd grade
- 3rd grade
- 4th grade → IF NOT SELECTED 4th, 8th, OR 12th, THANK AND TERMINATE
- 5th grade
- 6th grade
- 7th grade
- 8th grade → IF NOT SELECTED 4th, 8th, OR 12th, THANK AND TERMINATE
- 9th grade
- 10th grade
- 11th grade
- 12th grade → IF NOT SELECTED 4th, 8th, OR 12th, THANK AND TERMINATE [ADMIN ONLY]
- Any other grade → THANK AND TERMINATE

3. What is the name of the school where you work?

School Name: _____ City: _____ State: _____

4. What type of school do you work in?
 - Public
 - Private
 - Charter
 - Other

5. Are you a pre-service teacher?
 - Yes
 - No

6. What is your age?
 - 18-24
 - 25-29
 - 30-34
 - 35-39
 - 40 or older

7. Are you of either Hispanic or Latino(a) origin?
 - Yes
 - No
 - Prefer not to Answer

8. How do you identify yourself? (Select all that apply)
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - Native Hawaiian or Other Pacific Islander
 - White
 - Prefer not to answer

9. How many years have you been <teaching/working as a school administrator>?
 - Less than 1 year
 - 1-4 Years
 - 5-9 Years
 - 10-14 Years
 - 15-19 Years
 - More than 20 years

10. Would you consider the area where your school is located to be...?
 - Rural
 - Suburban
 - Urban

11. What is your gender?
 - Male
 - Female
 - Prefer not to answer

12. We are convening focus groups between <DATE> and <DATE>. What day and time would work best for you to participate in the focus group?

[CHECK SCHEDULE FOR RESPONDENT'S LOCATION FOR AVAILABLE TIMES. IF NECESSARY, SUGGEST A DIFFERENT DATE OR TIME.]

RECORD DATE AND TIME:

13. *To participate in the focus group and receive the \$100 gift card we must receive the consent form that we will e-mail to you. You can either scan and e-mail the consent form to us, sign it electronically and email it back to us, or fill out and sign a form prior to the start of the focus group. Do you understand that you must have a completed and signed consent form to participate?*

- Yes
- No → THANK AND TERMINATE

14. *Thank you for your interest. If you qualify, we will follow-up with you to schedule your appointment. Could you please provide us with your contact information? (All required except "Alternate phone number")*

RECORD FIRST NAME: _____

RECORD LAST NAME: _____

RECORD EMAIL ADDRESS: _____

BEST PHONE NUMBER: _____

ALTERNATE PHONE NUMBER: _____

[Termination Language: *Based on the requirements of this study, we are not able to include you in the focus groups at this time. We greatly appreciate your time speaking with us. Have a good <day/evening.>*

Appendix G: Recruitment Phone Script and Screener **(Script when calling potential participants from a compiled list)**

Good morning/afternoon/evening. Is this the <NAME FROM CALL LIST> household? My name is <CALLER NAME>, and I am calling from EurekaFacts, a Maryland research company. Our company is convening an important research study on behalf of Educational Testing Service and the National Center for Education Statistics (NCES), which is part of the U.S. Department of Education, and we need your help.

We are recruiting teachers and principals who may or may not be familiar with NAEP to participate in focus groups to provide feedback about NAEP data sharing websites. If you qualify and participate in the study, you will receive a \$100 gift card from a major credit card company at the end of the session as a thank you.

I'd like to tell you a little bit more about the study, but first, if now is a good time, can I ask you a few questions? (YES or NO and call back later)

1. What is your current occupation?
 - Teacher → CONTINUE TO Q2
 - Administrator → CONTINUE TO Q2
 - Other → THANK AND TERMINATE

2. What grade(s) do you work with this school year? [Select all that apply, do not read list]:
 - Pre-K through 1st grade
 - 1st grade
 - 2nd grade
 - 3rd grade
 - 4th grade → IF NOT SELECTED 4th, 8th, OR 12th, THANK AND TERMINATE
 - 5th grade
 - 6th grade
 - 7th grade
 - 8th grade → IF NOT SELECTED 4th, 8th, OR 12th, THANK AND TERMINATE
 - 9th grade
 - 10th grade
 - 11th grade
 - 12th grade → IF NOT SELECTED 4th, 8th, OR 12th, THANK AND TERMINATE [ADMIN ONLY]
 - Any other grade → THANK AND TERMINATE

3. What is the name of the school where you work?
Specify: _____ City: _____ State: _____

4. What type of school do you work in?
 - Public
 - Private
 - Charter
 - Other

Thank you. During the focus groups, you will be asked to answer questions about the impact of different types of data, and what you find to be important to you and your school. Your participation and opinions will help us improve the information presented on the NAEP website, so it is clear and useful to you and thousands of other education professionals across the country.

The focus groups will last no more than an hour and a half and can be scheduled at your convenience. The focus groups will be convened at <LOCATION>, across the street from <LANDMARK>. Any information gathered during this study may be audio recorded and 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).

Are you interested in participating in this research study?

If **NO**: Thank you for your time. Have a good <day/evening>.

If **YES**: Great, thank you very much. To ensure that we speak with a broad mix of individuals, I have a few brief screening questions to ask you. It should only take about 5 minutes of your time.

5. Are you a pre-service teacher?

- Yes
- No

6. What is your age?

- 18-24
- 25-29
- 30-34
- 35-39
- 40 or older

7. Are you of either Hispanic or Latino(a) origin?

- Yes
- No
- Prefer not to Answer

8. How do you identify yourself? (Select all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Prefer not to answer

9. How many years have you been <teaching/working as a school principal>?

- Less than 1 year
- 1-4 Years
- 5-9 Years
- 10-14 Years
- 15-19 Years
- More than 20 years

10. Would you consider the area where your school is located to be...?

- Rural

- Suburban
- Urban

11. What is your gender?

- Male
- Female
- Prefer not to answer

12. We are convening focus groups between <DATE> and <DATE>. What day and time would work best for you to participate in the focus groups?

[CHECK SCHEDULE FOR RESPONDENT'S LOCATION FOR AVAILABLE TIMES. IF NECESSARY, SUGGEST A DIFFERENT DATE OR TIME.]

RECORD DATE AND TIME:

13. To participate in the focus group and receive the \$100 gift card we must receive the consent form that we will e-mail to you. You can either scan and e-mail the consent form to us, sign it electronically and email it back to us, or fill out and sign a form prior to the start of the focus group. Do you understand that you must have a completed and signed consent form to participate?

- Yes
- No → THANK AND TERMINATE

14. Thank you for your interest. If you qualify, we will follow-up with you to schedule your appointment. Could you please provide us with your contact information? (All required except "Alternate phone number")

RECORD FIRST NAME: _____

RECORD LAST NAME: _____

RECORD EMAIL ADDRESS: _____

BEST PHONE NUMBER: _____

ALTERNATE PHONE NUMBER: _____

[Termination Language: Based on the requirements of this study, we are not able to include you in the focus groups at this time. We greatly appreciate your time speaking with us. Have a good <day/evening>

Appendix H: Consent Form to Participate in NAEP Focus Groups

CONSENT FORM FOR PARTICIPATION IN RESEARCH

EurekaFacts, LLC

Title of Research Study: National Assessment of Educational Progress (NAEP) Giving Back Website Focus Groups

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 the National Center for Education Statistics (NCES), part of the U.S. Department of Education, EurekaFacts, a research company based in Rockville, MD, is convening focus groups with teachers and principals. In 2015, the National Assessment of Educational Progress (NAEP) launched an interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and school survey data as a way to “give back” to the education community.

We are looking for school principals and teachers to participate in focus groups to discuss what NCES currently provides as a way of giving back and to determine if there are additional ways in which to provide useful information to you and your school.

2. Where will the focus group take place?

The focus groups will take place at <ADDRESS> near <LANDMARK>.

3. What will happen during the research focus group?

During the focus group, you will take part in an hour and a half group discussion with other fellow teachers and school principals on the topics related to the NAEP website and the information it provides.

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 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). Audio of the session will be recorded only for analysis, but no other personally identifying information will be recorded or retained.

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

The focus group will last no more than an hour and a half. The focus group will be convened on <DATE> at <ADDRESS> near <LANDMARK>.

6. Will the results go to my school?

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

7. Is there an incentive for participating?

Yes. **As soon as you complete the session, you will** receive a \$100 gift card from a major credit card company as a “thank you” for participating.

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>. If you have questions about your rights as a study participant, you can call the EurekaFacts Research Protection at <PHONE NUMBER> (a toll-free number).

10. Can participation end early?

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

Yes, I agree to participate in this study

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. You will receive a \$100 gift card from a major credit card company at the conclusion of the group session as a thank you for your time and effort. We thank you for your voluntary participation and ask you to sign the form below.

Print Name: _____

Signature: _____ Date: _____

To be completed by EurekaFacts staff:

Payment Card Transaction Number: _____

Appendix I: Confirmation Email/Letter

Subject: Confirmation for NCES Research Focus Group

<DATE>

Dear <NAME>:

Thank you for agreeing to participate in this voluntary research focus group to share feedback on the NAEP interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and school survey data as a way to “give back” to the education community. The focus group will last about 1.5 hours.

This is a confirmation that you have been scheduled for a focus group at the following location, date, and time:

LOCATION: <ADDRESS>
DATE: Day of Week, Month Day, Year
TIME: XX:XX AM/PM <TIMEZONE>
GIFT CARD: You will receive a **\$100 gift card** from a major credit card company at the conclusion of the session for your time and effort.

PLEASE READ THE FOLLOWING INSTRUCTIONS:

Since you will be participating in a focus group discussion with other teachers and school principals we ask that you arrive no later than 15 minutes prior to the scheduled starting time of your focus group to ensure that the group begins and ends on-time. If you arrive late, we are unable to guarantee your slot in the focus group discussion.

Please bring the following to your appointment:

- Your valid picture ID – this is required for participation.
- Signed consent form (attached), if not we have copies available in person when you arrive.
- If you use eyeglasses for reading or watching TV, you should bring them to the study session.

We look forward to speaking with you. If you have any questions or concerns, please contact <CONTACT NAME> at <CONTACT INFORMATION>.

<CONTACT NAME>
EurekaFacts, LLC
<CONTACT INFORMATION >

ATTACHED: Consent Form

Appendix J: EurekaFacts Confirmation Phone Script

Good morning/afternoon/evening. May I please speak to <NAME> about a focus groups session at [Location] being convened for the National Center for Education Statistics, or NCES?

Good morning/afternoon/evening. My name is <NAME> and I'm calling from EurekaFacts about your scheduled focus group session that we are convening on behalf of the National Center for Education Statistics, or NCES, part of the U.S. Department of Education. We are pleased that you have agreed to participate in this study. This is a reminder that we have scheduled your session for <TIME> on <DATE>.

The session will last no more than one and a half hours and it will take place at <ADDRESS>.

During the focus group, you will be asked to share feedback on the NAEP interactive website that provides teachers and schools an opportunity to access preliminary NAEP teacher and principal survey data. Your responses 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).

As soon as you complete the session, you will receive a \$100 gift card from a major credit card company as a thank you for participating.

*Do you have any questions at this time?
<Answer any questions.>*

We plan on speaking with you at <TIME> on <DATE>. If you have any questions before then, please call <PHONE NUMBER>.

Thank you again for agreeing to be part of this very important research study.

Appendix K: Thank You E-mail/Letter to Participants: Focus Groups

IF SENT AS E-MAIL - Subject: Thank you - NCES Focus Groups

<DATE>

Dear <Name>,

On behalf of ETS and the National Center for Education Statistics (NCES), part of the U.S. Department of Education, EurekaFacts would like to thank you for participating in our research study.

Your participation provided valuable feedback about the information that NAEP shares with teachers and principals. Your open, candid, and insightful comments were very helpful. Your input, combined with input from other respondents like you, is incredibly useful and informative and is helping us develop the best possible website.

Again, thank you for your assistance.

Sincerely,

<CONTACT NAME>

<TITLE>

EurekaFacts, LLC

<CONTACT INFORMATION >