

ATTACHMENT K  
ADDITIONAL RECRUITMENT MATERIALS

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**MASS CENTER MAILING LETTER TEMPLATE**

SUBJECT: Study on the Implementation and Cost of High Quality Early Care and Education

Dear [CENTER DIRECTOR]:

As you know, high quality early care and education (ECE) builds a strong foundation of emotional, social, language and cognitive skills that are key for children’s future success in school. The U.S. Department of Health and Human Services, Administration for Children and Families (ACF) feels this topic is of great importance. ACF has partnered with Mathematica Policy Research, an independent policy research organization, to conduct an in-depth study on how centers use their resources to maximize the quality of ECE.

For this study to be successful, it is critical to have the participation of a range of centers—such as big and small centers, and those that receive different types of support. We will be reaching out to centers in your area soon to inform them of their selection for the study. If your center is selected, your input will be extremely helpful in conducting quality research. When the study is complete, we hope the findings will help centers of all types make decisions about using resources to support quality. The findings will also help state and national administrators and policymakers understand how to best invest resources to promote quality ECE. The information selected centers provide will be kept private, and the study will not identify individuals or centers in any of its reports. Selected centers that participate will receive \$350 for taking part in the study.

I have attached answers to frequently asked questions about the study. If you have any questions prior to our call, or are interested in participating, please contact me at [MPR LIAISON PHONE] or by email at [\[MPR LIAISON EMAIL\]](#).

Sincerely,

[LIAISON NAME]

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**FREQUENTLY ASKED QUESTIONS ON ASSESSING THE IMPLEMENTATION AND COST OF HIGH QUALITY EARLY CARE AND EDUCATION (ECE-ICHQ)**

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**➤ Q: WHAT IS ECE-ICHQ ABOUT?**

The purpose of ECE-ICHQ is to produce measures of implementation and costs that can be used with existing observational measures of quality to find out what activities and investments can make a difference in improving ECE quality.

**➤ Q: WHO IS CONDUCTING THE PROJECT?**

The U.S. Department of Health and Human Services, Administration for Children and Families sponsors the study. The study is being conducted by Mathematica Policy Research, a respected, independent policy research organization whose studies of education and other programs have been used to inform national policymakers for more than 40 years.

**➤ Q: HOW WERE CENTERS CHOSEN FOR THE STUDY?**

Centers were chosen to reflect a range of characteristics, such as whether or not they serve children who receive subsidies for their care, or whether or not they offer a state prekindergarten program or are a part of Head Start program. Centers were also selected based on the number and ages of the children they serve. As a token of our appreciation, participating centers will receive a \$350 gift card.

**➤ Q: WHAT WILL YOU ASK CENTER DIRECTORS TO DO?**

After a brief call to explain the study and answer any questions, we will ask center directors about their center's characteristics and staffing structure. In addition, we will ask directors to participate in a telephone interview to help us understand the center's activities and services.

**➤ Q: WHAT WILL YOU ASK STAFF WHO MANAGE FINANCES TO DO?**

Staff who are familiar with a center's finances will be asked to provide information about center costs including salaries, benefits, facilities, and overhead costs. They will be sent an electronic workbook to record this information and clear instructions for completing it.

**➤ Q: WHY SHOULD I PARTICIPATE?**

You and your center are a valuable part of this study. Your input will help us develop tools to understand differences in what centers do to support quality ECE, and what that costs. It will also help us describe the costs associated with implementing quality care. Taking part in ECE-ICHQ is voluntary. You may also decline to answer any questions we may ask.

**➤ Q: WILL THE INFORMATION BE KEPT PRIVATE?**

The research team follows strict rules to protect privacy. All study staff are trained to protect privacy. No reports will describe any person or center in a way that would allow you or your center to be identified.

**➤ Q: IS THERE A NUMBER TO CALL FOR FURTHER QUESTIONS?**

If you have additional questions about ECE-ICHQ, contact Gretchen Kirby, project director at 202-484-3470 or Annalee Kelly, survey director at 609-275-2885, or email [eceichq@mathematica-mpr.com](mailto:eceichq@mathematica-mpr.com).