

ATTACHMENT G: PROGRAM MANAGER RECRUITMENT CALL SCRIPT

Home Visiting Career Trajectories

SCRIPT FOR FOLLOW-UP SURVEY RECRUITMENT CALLS WITH LIAS

Hi. My name is [INTERVIEWER NAME]. I am calling from the Urban Institute in Washington, DC regarding the Home Visiting Career Trajectories study. May I speak with [PROGRAM MANAGER'S NAME]?

[WAIT FOR PROGRAM MANGER TO COME TO PHONE. IF NOT AVAILABLE, ASK FOR WHEN A GOOD TIME WOULD BE TO CALL BACK.]

Hi, [PROGRAM MANAGER'S NAME]. My name is [INTERVIEWER NAME]. I am calling from the Urban Institute in Washington, DC. We're conducting a federally funded national survey of the home visiting workforce in MIECHV-funded programs. I'm calling to remind you about the opportunity for you and your staff to participate in the survey.

We emailed you an invitation to participate on [XXXX XX]. Do you recall having received an email about the study?

[IF RECEIVED EMAIL(S)] Great! First, can you confirm that you are the manager or director of this home visiting program and would therefore be the appropriate person to complete the program survey? We're looking to survey the person in charge of program implementation who could respond to questions about staffing and training.

[IF YES] Great. In that case, can you confirm that xxxx@xxxx.xxx is the best email address to reach you? [IF IT IS NOT] Would you please provide your preferred email?

[IF NO] Would you please provide the best email address to reach the program manager?

[IF DID NOT RECEIVE EMAILS, APOLOGIZE AND ASK FOR PREFERRED EMAIL ADDRESS OF CORRECT CONTACT]

[RECORD PREFERRED EMAIL OF CORRECT CONTACT IN SURVEY MANAGEMENT SYSTEM]

[IF NOT APPROPRIATE CONTACT, ASK TO BE PUT THROUGH TO THAT INDIVIDUAL] [IF HE/SHE IS UNAVAILABLE] Thank you for your time. If you are able, please let [APPROPRIATE CONTACT] know that [HE/SHE] can expect to receive emails regarding the survey shortly. [END CALL]

[IF SPEAKING WITH APPROPRIATE CONTACT]

[RECEIVED INVITATION EMAIL] I'll just go through a few details to refresh your memory.

[DID NOT RECEIVE INVITATION EMAIL] I'll just go through a few details now.

[Who is doing this work?]

The U.S. Department of Health and Human Services has contracted the Urban Institute to conduct a national survey of the home visiting workforce. The survey focuses on programs funded through MIECHV. The survey is part of the Home Visiting Career Trajectories study.

[Why is participation important?]

The aim of the survey is to gather information about the home visiting workforce in MIECHV-funded programs to inform efforts to support improvements to services and professional experiences. There is a lack of information out there about the home visiting workforce and this survey will help to correct that. We want to make sure that your program is counted in this data collection, since it will be used for future federal planning around home visiting.

[What does participation involve?]

You and your staff have the opportunity to participate in a 20-minute online survey.

We ask that you and other program managers complete a survey to provide information about staffing, funding sources, staff recruitment and retention, training and program management, and characteristics of families served.

Following participation in the survey, you will be transferred to a secure site where you will be asked to enter the work e-mail addresses for home visitors and supervisors in your program so the research team can invite them to participate in a separate survey. Unfortunately, we are not able to allow you to share the survey with your staff directly. In order to effectively monitor survey completion and protect data privacy, the research team will need work e-mail addresses for all home visitors and supervisors in your program. Individual employees will have the right to accept or decline participation.

The survey for home visitors and supervisors will ask about career trajectories, education and training, work schedules, compensation and benefits, work environment and supervision, interactions with families, and demographic characteristics.

[Human subjects protections]

All MIECHV-funded programs are invited to participate, but participation is completely voluntary. It is your choice to participate or not, and you may elect not to answer any particular question. Your agency's MIECHV funding will not in any way be affected by whether or not you choose to participate. The federal government will not know whether or not your program and staff choose to participate

The information you provide will be kept private to the extent permitted by law. No information will be reported in any way that would permit identifying information of any participant. The findings from the study will be summarized in a final report and briefs, but your name or other identifying information will never be included in any of those documents. As a program manager, you will not have access to your home visitors' and supervisors' responses.

[IF REFUSES TO PARTICIPATE] I'm sorry to hear that. I want to emphasize that it is important to count your program in the findings we report to the federal government for planning around home visiting. And I just want to remind

you that responses are private and voluntary. For my records, may I ask why you're not interested in participating at this time?

[IF STILL REFUSES] Okay, thank you for your time. [END CALL. RECORD REASON FOR REFUSAL IN SURVEY MANAGEMENT SYSTEM.]

[IF AGREES OR WILL CONSIDER IT] Great, we really appreciate your time and consideration.

Just a heads up that the manager survey closes on XXXX XX, so we ask that you complete it at your earliest convenience. [RESEND LINK TO SURVEY IF MANAGER CANNOT LOCATE IT]

You and your staff can reach our team with any questions or concerns from 9am to 5pm Monday-Friday Eastern time at 1-800-XXX-XXXX or at hvcareers@urban.org.

Well, thank you so much for talking with me today. Do you have any other questions for me at this time?

[ADDITIONAL INFORMATION FOR Q&A, AS NEEDED]

1. The Urban Institute is a non-profit, non-partisan research organization based in Washington DC.
2. The study is funded by the U.S. Department of Health and Human Services (HHS) Office of Planning, Research & Evaluation (OPRE) in partnership with the Health Resources and Services Administration (HRSA).
3. The project is looking at:
 - a. The state of the home visiting workforce and the characteristics, qualifications, and career trajectories of home visiting staff; and
 - b. Strategies to build a pipeline of high-quality home visitors and supervisors across the United States.
4. The findings will be summarized in a final report and research briefs. These products will be published on the Urban Institute website and on OPRE's website, and will be available to all LIAs. We will not share the reports before they are published, but we'll hold a webinar with LIAs to share findings before the release.
5. We are not offering any incentives for participation in this data collection.