

ATTACHMENT I: RECRUITMENT EMAIL TO PROGRAM STAFF

Dear Home Visitor or Supervisor:

In collaboration with the Health Resources and Services Administration, the Administration for Children and Families in the U.S. Department of Health and Human Services has contracted the Urban Institute to conduct a national survey of the home visiting workforce.

We are writing to invite you to participate in this important national survey. You are eligible to participate because you work in a home visiting program funded through the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program.

Participation in the survey is voluntary. The survey is web-based and can be completed in about 20-25 minutes.

Please expect to receive an automated email from the Home Visiting Workforce Study (hvcareers@urban.org) with a link to the survey the week of XXXX XX, 2018. Please click on the link and complete the survey by XXXX XX, 2018.

The questions and answers below provide more details about the project. Please reach out to project assistant [XXX XXX] via e-mail (hvcareers@urban.org) or phone (1-800-XXX-XXXX) Monday-Friday 9am-5pm Eastern if you have any additional questions or difficulty completing the survey.

Q: What is the purpose of the study?

A: The two main aims are to

- 1) Examine the characteristics, qualifications, and career trajectories of home visiting staff in MIECHV-funded implementing agencies; and
- 2) Identify strategies to build a pipeline of highly qualified home visitors and supervisors across States, territories, and tribes.

Q: Is participation required?

A: No. Staff at all MIECHV-funded programs are invited to participate, but participation is voluntary. Responses are kept confidential and there is no penalty for not participating. The federal government will not know whether or not your program and its staff choose to participate.

Q: Why is participation important?

A: This is a critical opportunity to fill a gap in knowledge about the nature of the home visiting workforce on a national level. The federal government will use findings from the study in future planning around home visiting. It is important that your program is represented.

Q: What does participation involve?

A: The survey will be web-based and take approximately 20-25 minutes to complete.

Q: What does the survey ask?

A: The survey will ask about your career trajectory, education and training, work schedule, compensation and benefits, work environment and supervision, interactions with families, and demographic characteristics.

Q: Will you share my survey responses with my employer?

A: No, all survey data are kept private. Your employer will not have access to your data. Your data will be combined with other respondents' data and summarized in a published final report and research briefs.

Thank you for your time and consideration of our research effort.

Best Regards,

Heather Sandstrom, Ph.D.
Project Director

This information collection is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Urban Institute (Attn: Heather Sandstrom), 2100 M Street, NW, Washington, D.C. 20037.