

Appendix C1.e. SFA Director Telephone Reminder Script (Web Survey)

INITIAL CONTACT

Hello, my name is [YOUR NAME]. I'm calling from 2M Research on behalf of the USDA Food and Nutrition Service to follow up on an email that we recently sent to [RESPONDENT'S NAME]. Would that be you?

(IF SPEAKING TO THE RESPONDENT, GO TO B1. IF SPEAKING TO RESPONDENT ON INITIAL CONTACT)

(IF SPEAKING TO SOMEONE ELSE, SAY:) Is there a direct line to reach him/her, or could you please transfer me to (RESPONDENT'S NAME)?

(IF YES, RECORD NUMBER IN SPACE BELOW. ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL.)

RESPONDENT'S DIRECT PHONE NUMBER:

Is he/she available?

- YES (GO TO B2. IF TRANSFERRED)
- NO (GO TO A. RESPONDENT NOT AVAILABLE)

A. RESPONDENT NOT AVAILABLE

(IF SPEAKING TO A PERSON WHO IS NOT THE RESPONDENT): The email we sent to [RESPONDENT'S NAME] linked to the SFA Procurement Practices Web Survey from the USDA Food and Nutrition Service for the Study of School Food Authority Procurement Practices. The web survey was designed to be completed by the person in your school district who is most knowledgeable about your SFA's food service procurement practices.

Do you know whether [RESPONDENT'S NAME] might have forwarded the email to someone else to complete the survey?

- Yes, knows name of new person

May I have the name, title, and contact information for that person? (ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD.)

CONTACT:

- No, does not know name or whether given to someone else (CONTINUE BELOW)

Would you please leave a message for [RESPONDENT'S NAME] mentioning that (YOUR NAME) called from 2M to follow up on an email that we recently sent him/her about the web survey for the Study of School Food Authority Procurement Practices? When is a good time to call back? If

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-xxxx. The time required to complete this information collection is estimated to average five minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

[RESPONDENT'S NAME] prefers, she/he can reach me toll-free at 1-844-250-1911. **END OF CALL.**

Callback Date/Time:

If person on phone transfers you to voicemail: (GO TO D. VOICEMAIL SCRIPT)

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

B1. If Speaking to Respondent on Initial Contact

The email was an invitation to complete the SFA Procurement Practices Web Survey for the Study of School Food Authority Procurement Practices. (GO TO B3. STUDY INTRODUCTION)

B2. If Transferred

Hello, my name is [YOUR NAME] and I'm calling from 2M Research. We recently sent you a letter inviting you to complete the SFA Procurement Practices Web Survey for the Study of School Food Authority Procurement Practices, to learn about your SFA's procurement practices. (GO TO B3. STUDY INTRODUCTION)

B3. Study Introduction

2M is conducting this web survey on behalf of the USDA Food and Nutrition Service. We noticed that you haven't completed this survey yet, so we just wanted to be sure that you received our letter and email reminders. The Healthy, Hunger-Free Kids Act of 2010, Section 305 encourages your cooperation in studies of Child Nutrition Programs.

B4. Verify Contact Information

The email address we have for you is [EMAIL]. Is that correct? (UPDATE IF NECESSARY AND CONFIRM THAT THE LOGIN INFORMATION WILL BE SENT RIGHT AWAY.)

B5. Respond to Questions or Concerns

1. Do you have any questions about the study?
 YES (ANSWER QUESTIONS USING FAQ, THEN GO TO QUESTION 2; IF THE RESPONDENT HAS A QUESTION TO WHICH YOU DO NOT KNOW THE ANSWER, ASK IF YOU MAY HAVE YOUR SUPERVISOR CALL THEM BACK; THEN GO TO QUESTION 2)
 NO (GO TO QUESTION 2)
2. Have you been able to access the web survey?

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- YES** Great! (GO TO QUESTION 3)
- NO** Okay. Sorry to hear that. (GO TO QUESTION 4)
- 3. Have you been able to log in and start the web survey?
 - YES** Great! Please remember to complete the web survey as soon as possible. (GO TO B6. RESEND LINK SECTION)
 - NO** Okay. Sorry to hear that. (GO TO QUESTION 4)
- 4. Did you have trouble with the link to the web survey?
 - YES** You may be viewing the PDF document of the web survey which will not allow you to type anything. To work on the web survey, please open the email that we sent (STAFF MEMBER WILL NEED TO GUIDE RESPONDENT AND MAKE SURE THEY CLICK THE RIGHT LINK). If you scroll down in the window that pops up from clicking the link, you should see an option to move forward through the web survey. Click this and continue with the web survey.
 - NO** Okay. Please remember to complete the web survey as soon as possible. (GO TO B7. WOULD LIKE TO ANSWER BY PHONE)

B6. Resend Link

If you don't have any other questions, would you like for me to resend the link to the web survey?

- YES** I'll get that email to you shortly. (GO TO B7. WOULD LIKE TO ANSWER BY PHONE)
- NO** Okay. Please remember to complete the web survey as soon as possible. (GO TO B7. WOULD LIKE TO ANSWER BY PHONE)

B7. Would Like to Answer by Phone

Would you like to complete the web survey by phone now? We should be able to complete the web survey in about 90 minutes.

- NO** Can we make an appointment for a better time? Day: Time:
(GO TO C1. REMINDER AND THANK YOU)
- YES** (SWITCH TO SURVEY MODULE. UPON COMPLETION OF SURVEY, GO TO C2. THANK YOU)

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C1. Reminder and Thank You (only if did not complete by phone)

The cooperation of all sampled SFAs in studies on Child Nutrition programs is encouraged under Section 305 of the Healthy, Hunger-Free Kids Act of 2010 (HHFKA).

I encourage you to complete the study by XX. Please do not hesitate to contact the 2M survey help desk by either calling (toll-free) **1-844-250-1911** or emailing sfaprocurement@2mresearch.com. Someone will be available during normal business hours (9 A.M. to 5 P.M. CST, Monday-Friday) to take your call. If you call outside of this time, please leave a message and we will return your call the following business day.

Thank you for your time. **END OF CALL.**

C2. Thank You (if completed by phone)

Thank you very much for completing the USDA FNS SFA Procurement Practices Web Survey. If you have any questions or concerns, please do not hesitate to contact the 2M survey help desk by either calling (toll-free) **1-844-250-1911** or emailing sfaprocurement@2mresearch.com. Someone will be available during normal business hours (9 A.M. to 5 P.M. CST, Monday-Friday) to take your call. If you call outside of this time, please leave a message and we will return your call the following business day. **END OF CALL.**

D. VOICEMAIL SCRIPT

Hello, I'm [YOUR NAME]. I'm calling from 2M Research about the SFA Procurement Practices Web Survey we are conducting on behalf of the USDA Food and Nutrition Service. We have not yet received your response to this web survey and we hope you will finish it soon. You can access the web survey using the link that was emailed to you. If you have not received the email with your link, or have any questions or concerns about the web survey, please do not hesitate to contact the 2M survey help desk anytime by either calling (toll-free) **1-844-250-1911** or emailing (SPELL OUT THE EMAIL ADDRESS) sfaprocurement@2mresearch.com. Please remember that Section 305 of the Healthy, Hunger Free Kids Act of 2010 encourages your cooperation in studies of Child Nutrition Programs. **END OF CALL.**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-xxxx. The time required to complete this information collection is estimated to average five minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.