

Appendix C
Follow-up Recruitment Email
Head Start-Early Care and Education Landscape Survey

Note: This email will be sent to all administrators who do not respond to the survey after a week.

Subject: Reminder about Head Start-ECE Survey for ACF

Dear [Insert Administrator Name]:

I'm following-up on the email I sent on [INSERT DATE] about participating in a survey about how Head Start is integrated into different components of the state early care and education (ECE) system.

The Administration for Children and Families' (ACF) Office of Planning, Research and Evaluation (OPRE) has asked Child Trends to survey ECE administrators in all states and territories to learn about how Head Start is connected with other aspects of the ECE system. We are interested in learning more about successes and barriers to integrating Head Start into state systems.

We ask that you complete the following survey by [DATE] to share this information [INSERT SURVEY LINK]. The survey should take about 15 minutes. We will plan to call your office in a few days if we do not hear from you.

Your participation in the survey is voluntary. The information from these surveys in aggregate form will only be used internally by the Child Trends team and ACF staff. No public report will be developed, and the findings will not be discussed publicly. Child Trends will summarize the survey findings and develop an internal report to share with ACF. Individual responses about perceptions and demographics will only be reported in aggregate; ACF staff will not see individual responses on these survey items. Responses about state-level policy and practices will be summarized in aggregate, but may also be shared with ACF at the state level.

If you have any questions, please contact Kelly Maxwell at kmaxwell@childtrends.org or 919-869-3251.

Thank you very much for your time and consideration. We know you have limited time, and we would appreciate your participation. Your perspective will provide important information to inform ACF's work.

Thank you,

Kelly Maxwell

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 currently valid OMB control number. The OMB control number for this collection is 0970-0356 and it expires 06/30/2021. Public reporting burden for this collection of information is estimated to average 15 minutes per survey response.