

Attachment A: Initial recruiting email for user interviews

This email will be used to recruit individuals for user interviews. It may not be necessary if all recruiting for the testing is among those who already filled out the screener.

Subject: Help Shape the Future of the NCSSES Website

Dear <NAME>,

Greetings from NCSSES. Recently, you may have been contacted with regard to a user feedback session. We are pleased to offer another opportunity to help shape the future of the NCSSES website. Your participation will take about 45 minutes. Upon completion, you will be eligible for a \$40 Amazon gift card as a thank you*.

We would like to invite you to participate in a discussion about your use of science and engineering websites and data that will help us improve the website of the National Center for Science and Engineering Statistics (NCSSES) at the National Science Foundation (NSF).

Our goal is to better understand how you use our data products and to understand your current and future data needs.

If you'd like to participate in this research, please click the link below to answer a few questions that determine your eligibility for the study. This should take less than 5 minutes.

<link to screener survey>

If you meet our criteria for participation, [Someone], from our research partner, Alley Interactive (Alley), will be in touch with you to schedule a session and provide further instructions on how to participate. If we do not call on you for an interview, we do hope that you will be interested in participating in other research to improve our services.

Your answers will be kept confidential. Your feedback is a critical element to our ability to learn and improve. Your participation is voluntary. This study is authorized by law (42 U.S.C. 1862 Section 3.a.6.). The OMB control number for this study is 3145-0174.

NCSSES is the principal source of analytical and statistical reports, data, and related information that describe and provide insight into the nation's S&E resources. The Center distributes a variety of data and products on S&E topics including research and development (R&D) funding, R&D performance, and the S&E workforce.

If you have questions, please do not hesitate to contact me. We look forward to your participation.

Sincerely,

May Aydin, Ph.D.
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National Science Foundation
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** Employees of the U.S. Federal Government are not eligible to receive a gift card.*