

Attachment G: Initial recruiting email for usability tests

This email will be used to recruit individuals for usability testing from the email list. It will be adapted if all recruiting for the testing is among those who already filled out the screener.

Subject: Invitation to Test New NCSES Website Designs

Dear <NAME>,

Greetings from NCSES. Recently, you may have been contacted about a user feedback session describing your data and analytical needs. We are pleased to offer another opportunity to help shape the future of the NCSES 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 feedback session for a website prototype developed for the National Center for Science and Engineering Statistics (NCSES) at the National Science Foundation (NSF). Our goal is to better understand how we can improve the current NCSES website and ensure it meets the needs of its users.

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

NCSES 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 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.
Program Director
National Center for Science and Engineering Statistics
National Science Foundation
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** Employees of the U.S. Federal Government are not eligible to receive a gift card.*