

# 2016/20 BACCALAUREATE AND BEYOND FULL SCALE STUDY (B&B:16/20)

## Appendix E Student Contacting Materials

OMB # 1850-0926 v. 10

**Submitted by  
National Center for Education Statistics  
U.S. Department of Education**

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revised June 2020**

This appendix includes the contacting materials that will be sent to sample members to request their participation in the 2016/20 Baccalaureate and Beyond Longitudinal Full-Scale Study (B&B:16/20). The B&B:16/20 contact materials include a brochure, website text, letters, e-mails, postcards, text messages, interesting facts and trend data, merge fields, and “as needed” contacts that may be used during data collection. Within each contact type, the materials are listed in the tentative order they will be sent to sample members, from the initial data collection announcement to a final thank you. We will send these materials to students at varying times throughout data collection. We have included ‘As Needed Contacts’ that may be sent in addition to scheduled contacts, in place of scheduled contacts, or may not be sent at all. We will review the response rates throughout data collection and determine which contact we think will be the most effective to impact response. We also may reuse some contacts during different phases of data collection. Once a sample member’s case has been finalized (either as a final refusal, other final status, or a completed survey), we will stop all contacting attempts.

The tentative schedule for sample member contacts varies based on data collection group (screener, default, or aggressive; see section A.9 in Part A). We have also inserted fills and merge fields into each contact to indicate where language may differ if used in a different data collection phase (early completion, production, and nonresponse conversion.) Merge fields within the contact materials include the incentive payment options, the length of the survey, and other details specific to the case. The merge fields also account for the Office of Foreign Assets Controls cases that must either be paid via check or, for some cases, cannot be paid at all. ControlID, addressID, and emailID are fills that we will use to track undeliverable contacts. For example, a unique e-mail ID is assigned to each e-mail address that we have for a particular case. The e-mail ID is included at the bottom of each e-mail as a way of tracking any undeliverable or bounced e-mails, ControlID is used for QC purposes, and AddressIDs are used to track undeliverable physical mail.

We will send infographics or other materials, as needed, that include an item from the ‘Interesting Facts’ section. Not all the data contained in that section will be used at one time, but rather selected facts will be pulled from this section to create graphics and statements to be included in contact materials.

Once language is approved by OMB, we will adjust the formatting and graphics of the postcards containing QR codes and the infographics mailings. We will assign each sample member a unique QR code to be included in the letters and postcards for direct access to the survey.

## Tentative Schedule for Sample Member Contacts (dates are approximate and subject to change)

### Screener Schedule:

Contact	Type	Date
Initial Screener Letter	Mailing	7/7/2020
Initial Screener Email	Email	7/7/2020
Initial Screener Text	Text	7/22/2020
Screener Reminder Email 1	Email	7/28/2020
Screener Reminder Email 2	Email	8/10/2020
Screener Text Reminder 1	Text	8/18/2020
Screener Reminder Email 3	Email	8/31/2020
Screener Reminder Email 4	Email	9/7/2020
Screener Reminder Text 2	Text	9/16/2020
Screener Reminder Email 5	Email	9/24/2020
Screener Reminder Text 3	Text	10/7/2020

### Survey Schedule:

Contact	Type	Phase	Calibration Group <sup>1</sup>	Main Wave: Aggressive Group	Main Wave: Default Group
Greeting Card—Initial Contact	Mailing	Early	Upon OMB approval	Upon OMB approval	Upon OMB approval
Data Collection Announcement Letter	Mailing	Early	7/7/2020	8/11/2020	7/7/2020
Data Collection Announcement E-mail	E-mail	Early	7/14/2020	8/18/2020	7/14/2020
Data Collection Announcement Text	Text	Early	7/22/2020	8/26/2020	7/22/2020
Reminder E-mail 1	E-mail	Early	7/23/2020	8/27/2020	7/23/2020
Reminder Postcard 1	Mailing	Early	7/29/2020	9/2/2020	7/29/2020
Reminder E-mail 2	E-mail	Production	7/30/2020	9/3/2020	7/30/2020
Text Message Reminder 1	Text	Production	8/3/2020	9/7/2020	8/3/2020
Reminder E-mail 3	E-mail	Production	8/6/2020	9/8/2020	8/6/2020
Reminder Letter 1	Mailing	Production	8/7/2020	9/11/2020	8/7/2020
Reminder E-mail 4	E-mail	Production	8/12/2020	9/16/2020	8/12/2020
Text Message Reminder 2	Text	Production	8/13/2020	9/17/2020	8/13/2020
Reminder E-mail 5	E-mail	Production	8/21/2020	9/24/2020	8/21/2020
Text Message Reminder 3	Text	Production	8/22/2020	9/25/2020	8/22/2020
Reminder Postcard 2	Mailing	Production	8/22/2020	9/25/2020	8/22/2020
Reminder E-mail 6	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 7	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 4	Text	Production	TBD	TBD	TBD
Reminder E-mail 8	E-mail	Production	TBD	TBD	TBD
Reminder Postcard 3	Mailing	Production	TBD	TBD	TBD

<sup>1</sup> Information on the calibration group can be found in section B.4 of Part B.

<b>Contact</b>	<b>Type</b>	<b>Phase</b>	<b>Calibration Group I</b>	<b>Main Wave: Aggressive Group</b>	<b>Main Wave: Default Group</b>
Text Message Reminder 5	Text	Production	TBD	TBD	TBD
Reminder E-mail 9	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 10	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 6	Text	Production	TBD	TBD	TBD
Reminder Letter 2	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 11	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 7	Text	Production	TBD	TBD	TBD
Reminder E-mail 12	E-mail	Production	TBD	TBD	TBD
Reminder Postcard 4	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 13	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 8	Text	Production	TBD	TBD	TBD
Reminder E-mail 14	E-mail	Production	TBD	TBD	TBD
Reminder Postcard 5	Mailing	Production	TBD	TBD	TBD
Text Message Reminder 9	Text	Production	TBD	TBD	TBD
Reminder E-mail 15	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 16	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 10	Text	Production	TBD	TBD	TBD
Reminder Letter 3	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 17	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 11	Text	Production	TBD	TBD	TBD
Reminder E-mail 18	E-mail	Production	TBD	TBD	TBD
Reminder Postcard 6	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 19	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 12	Text	Production	TBD	TBD	TBD
Reminder E-mail 20	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 13	Text	Production	TBD	TBD	TBD
Reminder Postcard 7	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 21	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 22	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 14	Text	Production	TBD	TBD	TBD
Reminder Letter 4	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 23	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 15	Text	Production	TBD	TBD	TBD
Reminder E-mail 24	E-mail	Production	TBD	TBD	TBD
Reminder Postcard 8	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 25	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 16	Text	Production	TBD	TBD	TBD
Reminder E-mail 26	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 17	Text	Production	TBD	TBD	TBD
Reminder Postcard 9	Mailing	Production	TBD	TBD	TBD
Reminder E-mail 27	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 28	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 18	Text	Production	TBD	TBD	TBD
Reminder E-mail 29	E-mail	Production	TBD	TBD	TBD
Reminder Letter 5	Mailing	Production	TBD	TBD	TBD
Text Message Reminder 19	Text	Production	TBD	TBD	TBD

<b>Contact</b>	<b>Type</b>	<b>Phase</b>	<b>Calibration Group I</b>	<b>Main Wave: Aggressive Group</b>	<b>Main Wave: Default Group</b>
Reminder E-mail 30	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 31	E-mail	Production	TBD	TBD	TBD
Reminder Postcard 10	Mailing	Production	TBD	TBD	TBD
Text Message Reminder 20	Text	Production	TBD	TBD	TBD
Reminder E-mail 32	E-mail	Production	TBD	TBD	TBD
Reminder E-mail 33	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 21	Text	Production	TBD	TBD	TBD
Reminder E-mail 34	E-mail	Production	TBD	TBD	TBD
Text Message Reminder 22	Text	Production	TBD	TBD	TBD
Reminder E-mail 35	E-mail	Production	TBD	TBD	TBD
Abbreviated Survey Invitation Letter	Mailing	Production	TBD	TBD	N/A
Abbreviated Announcement E-mail	E-mail	Production	TBD	TBD	N/A
Abbreviated Announcement Postcard	Mailing	Production	TBD	TBD	N/A
Abbreviated/Mini Text Message Reminder	Text	Production	TBD	TBD	N/A
Nonresponse Follow-Up Announcement Postcard	Mailing	Nonresponse conversion	TBD	TBD	TBD
Nonresponse Follow-Up Text Message Reminder	Text	Nonresponse conversion	TBD	TBD	TBD
Abbreviated Survey Invitation Letter	Mailing	Nonresponse conversion	N/A	N/A	TBD
Abbreviated Announcement E-mail	E-mail	Nonresponse conversion	N/A	N/A	TBD
Abbreviated Announcement Postcard	Mailing	Nonresponse conversion	N/A	N/A	TBD
Abbreviated Text Message Reminder	Text	Nonresponse conversion	N/A	N/A	TBD
Reminder E-mail 27	E-mail	Nonresponse conversion	TBD	TBD	TBD
Reminder E-mail 28	E-mail	Nonresponse conversion	TBD	TBD	TBD
Text Message Reminder 18	Text	Nonresponse conversion	TBD	TBD	TBD
Reminder E-mail 29	E-mail	Nonresponse conversion	TBD	TBD	TBD
Reminder Letter 5	Mailing	Nonresponse conversion	TBD	TBD	TBD
Text Message Reminder 19	Text	Nonresponse conversion	TBD	TBD	TBD
Reminder E-mail 30	E-mail	Nonresponse conversion	TBD	TBD	TBD
Reminder E-mail 31	E-mail	Nonresponse conversion	TBD	TBD	TBD
Reminder Postcard 10	Mailing	Nonresponse conversion	TBD	TBD	TBD
Text Message Reminder 20	Text	Nonresponse conversion	TBD	TBD	TBD

<b>Contact</b>	<b>Type</b>	<b>Phase</b>	<b>Calibration Group I</b>	<b>Main Wave: Aggressive Group</b>	<b>Main Wave: Default Group</b>
Nonresponse Follow-up Mini Survey Letter	Mailing	Nonresponse conversion	TBD	TBD	TBD
Nonresponse Follow-up Mini Survey Email	E-mail	Nonresponse conversion	TBD	TBD	TBD
Nonresponse Follow-up Mini Survey Reminder Letter	Mailing	Nonresponse conversion	TBD	TBD	TBD
Nonresponse Follow-up Mini Survey Reminder Email	Email	Nonresponse conversion	TBD	TBD	TBD
Reminder E-mail 32 (Limited Time)	E-mail	Nonresponse conversion	3/13/2021	3/13/2021	3/13/2021
Reminder E-mail 33 (Coming to a Close)	E-mail	Nonresponse conversion	3/15/2021	3/15/2021	3/15/2021
Text Message Reminder 21	Text	Nonresponse conversion	3/15/2021	3/15/2021	3/15/2021
Reminder E-mail 34 (Ends Tomorrow)	E-mail	Nonresponse conversion	3/18/2021	3/18/2021	3/18/2021
Text Message Reminder 22	Text	Nonresponse conversion	3/18/2021	3/18/2021	3/18/2021
Reminder E-mail 35 (Last Chance)	E-mail	Nonresponse conversion	03/19/2021	03/19/2021	03/19/2021
Thank You Letter - sent with check	Mailing	All phases	Rolling	Rolling	Rolling
Thank You E-mail	E-mail	All phases	Rolling	Rolling	Rolling
<b>As Needed Contacts</b>					
Initial Contact E-mail (if time allows)	E-mail	Early	TBD	TBD	TBD
Incentive Change Letter (\$10 Boost)—Aggressive Group	Mailing	Nonresponse conversion	TBD	TBD	N/A
Incentive Change E-mail (\$10 Boost)—Aggressive Group	E-mail	Nonresponse conversion	TBD	TBD	N/A
Additional \$2 Prepaid Incentive Letter—Default Group	Mailing	Nonresponse conversion	N/A	N/A	TBD
Additional \$2 Prepaid Incentive E-mail—Default Group	E-mail	Nonresponse conversion	N/A	N/A	TBD
Incentive Change Email (\$10 Flash)—Default Group	E-mail	Nonresponse conversion	N/A	N/A	TBD
As Needed Reminder E-mail 1 (Includes Default Group Incentive Changes)	E-mail	Nonresponse conversion	TBD	TBD	TBD
As Needed Reminder E-mail 2 (Includes Default Group Incentive Changes)	E-mail	Nonresponse conversion	TBD	TBD	TBD
As Needed Reminder E-mail 3 (Includes Default Group Incentive Changes)	E-mail	Nonresponse conversion	TBD	TBD	TBD
Contacting Reminder E-mail	E-mail	Any phase	TBD	TBD	TBD
Thanksgiving Themed E-mail	E-mail	Any phase	TBD	TBD	TBD
B&B Newsletter E-mail 1	E-mail	Any phase	TBD	TBD	TBD
B&B Newsletter E-mail 2	E-mail	Any phase	TBD	TBD	TBD
B&B Newsletter E-mail 3	E-mail	Any phase	TBD	TBD	TBD
B&B Newsletter E-mail 4	E-mail	Any phase	TBD	TBD	TBD

<b>Contact</b>	<b>Type</b>	<b>Phase</b>	<b>Calibration Group I</b>	<b>Main Wave: Aggressive Group</b>	<b>Main Wave: Default Group</b>
Partial Complete E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Paired Contact E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Data Collection Interruption E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Data Collection Interruption E-mail (Resume)	E-mail	All phases	Rolling	Rolling	Rolling
Pending Ineligible E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Hard Refusal E-mail	E-mail	All phases	Rolling	Rolling	Rolling
No Good Address for Check E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Canceled PayPal E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Missing Incentive Data E-mail	E-mail	All phases	Rolling	Rolling	Rolling
No Contact E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Outstanding Check E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Expired Check E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Preferred to Complete Online E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Data Collection Extension E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Data Collection Staff Prompt E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Missing PayPal E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Needs Incentive Selection E-mail (Didn't Select Incentive)	E-mail	All phases	Rolling	Rolling	Rolling
Failed PayPal Payment E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Returned PayPal E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Unclaimed PayPal E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Unclaimed Prepaid PayPal E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Bad Check Address E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Undeliverable Check E-mail	E-mail	All phases	Rolling	Rolling	Rolling
Infographics Mailing	Mailing	Any phase	TBD	TBD	TBD
As Needed Postcard 1 (Policy Impact)	Mailing	Any phase	TBD	TBD	TBD
As Needed Postcard 2 (Incentive Eligible)	Mailing	Any phase	TBD	TBD	TBD
Incentive Experiment/Changes Postcard (Incentive Eligible)	Mailing	Nonresponse conversion	TBD	TBD	TBD
Data Collection Extension Text Reminder	Text	Nonresponse conversion	TBD	TBD	TBD
Interruption in Data Collection - Notice	Text	All phases	Rolling	Rolling	Rolling
Interruption in Data Collection - Resume	Text	All phases	Rolling	Rolling	Rolling
Hard Refusal (Not a Stop Text Refusal)	Text	All phases	Rolling	Rolling	Rolling
No Good Address for Payment (completed using text password)	Text	All phases	Rolling	Rolling	Rolling

<b>Contact</b>	<b>Type</b>	<b>Phase</b>	<b>Calibrati on Group I</b>	<b>Main Wave: Aggressi ve Group</b>	<b>Main Wave: Default Group</b>
Canceled PayPal Text (completed using text password and selected PayPal Incentive)	Text	All phases	Rolling	Rolling	Rolling
Missing Incentive Data Text (completed using text password)	Text	All phases	Rolling	Rolling	Rolling
Opted into Receiving Texts During Data Collection Via CATI or E-mail	Text	All phases	Rolling	Rolling	Rolling
Auto-Reply Text	Text	All phases	Rolling	Rolling	Rolling



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## Brochure Text

FRONT COVER

### **2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20)**

PANEL 1, FLAP

#### **Who is conducting B&B?**

The 2016/20 Baccalaureate and Beyond Longitudinal Study is conducted by the National Center for Education Statistics (NCES), in the U.S. Department of Education's Institute of Education Sciences, with data collection being carried out under contract by RTI International, a U.S.-based nonprofit research organization.

NCES is authorized to conduct B&B by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543) and to collect students' education records from educational agencies or institutions for the purposes of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35).

#### **How will my information be protected?**

NCES is required to follow strict procedures to protect personal information in the collection, reporting, and publication of data. All individually identifiable information supplied by individuals or institutions may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C §151).

Data security procedures for B&B are reviewed and approved by NCES data security staff. Your answers are secured behind firewalls and are encrypted during internet transmission using Secure Sockets Layer (SSL) protocol. All data entry modules are password protected and require the user to log in before accessing the data. NCES employees and contractors are subject to large fines or imprisonment if individual responses are disclosed.

INSIDE PANELS

#### **What is B&B?**

The 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) is a national study of approximately 25,000 graduates from U.S. colleges and universities who will be asked about their experiences in the 4 years since completing a bachelor's degree. The study collects information on graduate and other education, experiences in the labor market, earnings and expenses, and family status. In addition to survey responses, information is collected from sources such as enrollment and federal loan databases.

#### **Why am I being asked to participate?**

You are being asked to participate in B&B because you completed the requirements for your bachelor's degree 4 years ago, during the 2015-16 academic year. Most study participants were first surveyed in 2016 as part of the National Postsecondary Student Aid Study (NPSAS). We also contacted sample members to participate in the B&B:16/17 study in 2017.

#### **What happens to the results?**

As with results from previous rounds of B&B, results from the current study will be posted on the NCES website (<https://nces.ed.gov/surveys/b&b>) as soon as they are

available. Your responses will be combined with those of other students and will be presented in summary form only. No individually identifying information will be published.

Researchers and policymakers will use B&B data to explore a wide variety of topics, including student loan debt and transition to employment and/or graduate education. B&B data are used to inform national higher education policies.

### **How do I participate?**

Participation is easy! You can complete the B&B survey online or over the phone.

### **Online**

Log on to the study website at <https://surveys.nces.ed.gov/bandb> using the Study ID and password provided to you in your study materials.

The survey is mobile-optimized, so it can be easily completed on a mobile device.

### **Phone**

Call our Help Desk at 855-322-2826 to speak to one of our professional interviewers who are happy to assist you.

Additionally, during data collection you may receive reminder communications in any of the following ways:

- Mail from NCES
- E-mails from [bandb@rti.org](mailto:bandb@rti.org)
- Text messages and phone calls from area code 202 or the U.S. Department of Education

### **Did you know?**

[INSERT SELECTED TREND DATA FROM INTERESTING FACTS - TREND DATA, PAGE E-132]

BACK COVER

### **Contact Us**

For assistance, please contact the study Help Desk or visit the website.

B&B HELP DESK

855-322-2826

[bandb@rti.org](mailto:bandb@rti.org)

<https://surveys.nces.ed.gov/bandb>

If you have questions or concerns about B&B:16/20, contact:

### **RTI International**

Jennifer Wine, Ph.D.

B&B Project Director

[jennifer@rti.org](mailto:jennifer@rti.org)

877-225-8470

**National Center for Education Statistics (NCES)**

<<NCES Project Officer>>

B&B Project Officer at NCES

<<NCES\_email>>

202-xxx-xxxx

## Website Text<sup>2</sup>

### Home Page

#### **Welcome to the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20)**

**Please enter your Study ID and password:**

Study ID:

Password:

Show me what I've typed

Need your Study ID number or password? ([hyperlink to Login Help page](#))

### **Login Help**

Fill out this request form and we will e-mail your [ <<Study ID>>/<<password>> ] to you. Providing as much information as possible will help us respond to your request more quickly.

Study ID Number (if known):

First Name (required):

Last Name (required):

Date of Birth (MM/DD/YYYY):

College Name:

E-mail Address (required):

Cell Phone (XXX-XXX-XXXX):

Other Phone (XXX-XXX-XXXX):

### **Update Contact Info**

Click on the fields below to enter the information:

Study ID

First Name

Middle Name

Last Name

Suffix (drop-down)

Former Name

Cell Phone

Home Phone

Work Phone

E-mail Address

Secondary E-mail Address

Address

Address Line 2

City

Select State (drop-down)

Zip Code

**[ONCE CONTACT INFO PAGE SUBMITTED, REDIRECT TO HOME PAGE]**

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<sup>2</sup> Mockup screenshots for the B&B:16/20 website are provided in Appendix F. Page F-22 contains a mockup of the login screen as seen on a desktop or laptop computer, while p. F-23 shows a mockup of the login screen on a mobile phone. In addition to the login page, this data collection effort also contains some clickable links that will allow users to bypass the login screen, particularly in emails and text messages. If users click on those personalized links, they will bypass the login screen and land on a welcome page. A mockup of the welcome page is provided on p. F-24.

## Contact Us

If you need assistance, have questions regarding the 2016/20 Baccalaureate and Beyond Longitudinal Study, or wish to complete the survey by phone, there are a variety of options you can use to contact us.

E-mail [bandb@rti.org](mailto:bandb@rti.org)

Telephone 855-322-2826

Help Desk staff are available at the following times to assist you:

Monday-	9:00 a.m. -
Thursday	Midnight
Friday	9:00 a.m. - 11:00 p.m.
Saturday	9:30 a.m. - 9:00 p.m.
Sunday	1:00 p.m. - 11:00 p.m.

All times are Eastern Time (ET).

## Whom should I contact if I have additional questions or concerns?

If you have additional questions or concerns, B&B project staff are available to respond to your questions Monday through Friday between 9:00 a.m. and 5:00 p.m. ET.

### B&B Staff

RTI Project Director      Jennifer Wine, Ph.D.  
[jennifer@rti.org](mailto:jennifer@rti.org)  
877-225-8470

NCES Project Officer      <<NCES Project Officer>>  
[<<NCES\\_email>>](mailto:<<NCES_email>>)  
202-xxx-xxxx

## What to Expect

### How can I complete the B&B survey?

You may complete the B&B survey on the Web – simply [log in <hyperlink to home page>](#) by entering your Study ID number and password, which are provided in the B&B letter or e-mail you received. You can even complete it on your mobile device. If you need assistance accessing the survey on the website, or if you want to complete the survey by telephone, contact the B&B Help Desk by calling 855-322-2826 or sending an e-mail to [bandb@rti.org](mailto:bandb@rti.org).

### Will I receive reminders to take the survey?

During data collection, you could receive reminder communications in any of the following ways:

- Mailings from the National Center for Education Statistics
- E-mails from [bandb@rti.org](mailto:bandb@rti.org)
- Text messages from xxx-xxx-xxxx
- Phone calls from xxx-xxx-xxx

### How long will the survey take?

For most people, we expect the survey will take about 35 minutes, depending on your answers. You do not have to complete the survey in one session. You can get started and, if you choose, you can easily log out and resume at a later time.

### **Do I have to participate?**

Participation in this study is voluntary; however, your involvement is very important to the success of this study. By participating, you have the opportunity to help educators, researchers, and policymakers at the local, state, and national levels understand the experiences of recent college graduates.

### **Can I refuse to answer a question?**

You may refuse to answer any question at any time. If you choose not to answer or are unable to answer a particular question, you may still continue with the rest of the survey. Just leave the question blank and click the 'next' button to move on to the next question.

### **How do I know your website is secure?**

The B&B website is protected by Secure Sockets Layer (SSL; 128-bit encryption) technology. Your survey responses are collected over a secure server and connection also protected by SSL. SSL encrypts the communication between your browser and the B&B web server so your data will be kept secure.

### **Should I use a particular web browser to take the web survey?**

The survey needs to use a browser that supports HTML5 and JavaScript. The latest versions of Firefox, Chrome, and Safari will work, as will Internet Explorer 9 and later. If you are having any trouble completing the survey, please call our Help Desk at 855-322-2826 and we will be happy to assist you.

### **Why is your participation so important?**

- You are part of an **exclusive group of** recent college graduates selected to share your experiences.
- Your personal circumstances are unique, and you cannot be replaced in this study.
- **Your participation is critical to help policymakers and others understand the experiences of recent college graduates.**

## **Previous Results**

As with all prior B&B surveys, results will be presented in summary form only; no individual responses will be published in a way that identifies any participant.

### **Here's what we've learned from previous B&B surveys...**

B&B was last conducted during the 2016-17 academic year and included about 25,000 sample members. Selected findings from previous B&B surveys are presented below.

[INSERT SELECTED TREND DATA FROM INTERESTING FACTS - TREND DATA, PAGE E-132]

## **Confidentiality**

The National Center for Education Statistics (NCES) is required to follow strict procedures to protect personal information in the collection, reporting, and publication of data. All of the information provided by individuals or institutions may be used only

for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C §151).

Data security procedures for B&B are reviewed and approved by NCES data security staff. Your answers are secured behind firewalls and are encrypted during internet transmission using Secure Sockets Layer (SSL) protocol. All data entry modules are password protected and require the user to log in before accessing confidential data. Project staff are subject to large finest and/or imprisonment if they knowingly publish or communicate any individually identifiable information.

Congress has authorized the National Center for Education Statistics (NCES) of the U.S. Department of Education's Institute of Education Sciences to collect data about the costs of postsecondary education because policymakers at all levels need reliable and current national data in order to make decisions about postsecondary education.

NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543) and to collect students' education records from educational agencies or institutions for the purposes of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35).

The study has been approved by the U.S. Office of Management and Budget (OMB). The valid OMB control number for this information collection is 1850-0926. The expiration date is 07/31/2022.

### **Important note regarding text message communications for federal studies and the TCPA**

The Telephone Consumer Protection Act (TCPA), under 47 U.S. Code §227, is a federal statute enacted in 1991 to safeguard consumer privacy. This legislation restricts **telemarketing** communications via voice calls, SMS texts, and fax without explicit prior consent. Per a July 2016 Declaratory Meeting before the Federal Communications Commission, it was confirmed that TCPA **does not** restrict research survey communications, provided those communications are lawfully made by the federal government or by agents acting under authority validly conferred on them by the federal government. Because B&B:16/20 is authorized by the U.S. Department of Education to collect data on postsecondary education, it falls under this provision.

During the course of data collection, you may receive text message reminders regarding survey participation. You have the option to opt out of text message reminders at any time.

You can learn more about TCPA by clicking here <https://www.fcc.gov/general/telemarketing-and-robocalls>. If you have any questions regarding our use of text message reminders, you can reach us by e-mail at [bandb@rti.org](mailto:bandb@rti.org) or by phone at **855-322-2826**.

### **About B&B**

The **2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20)** collects data from about 25,000 recent college graduates who completed their bachelor's degree in the 2015-16 academic year.

B&B is being administered for NCES by RTI International, a U.S.-based nonprofit research firm ([www.rti.org](http://www.rti.org)).



To learn more about the data from previous B&B cycles, visit **NCES's B&B website** <https://nces.ed.gov/surveys/bandb/>

**Footer (Included on all pages of the student website, including login and welcome page. Not included on the student survey pages.)**

National Center for Education Statistics, Institute of Education Sciences

OMB Clearance No: 1850-0926 Expiration Date: 07/31/2022

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All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1850-0926. The time required to complete this information collection is estimated to average approximately 35 minutes per survey response, including the time to review instructions, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this survey, or any comments or concerns regarding the status of your individual submission of this survey, please write directly to: The 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20), National Center for Education Statistics, Potomac Center Plaza, 550 12th St., SW, Room 4xxx, Washington, DC 20202. OMB Clearance No: 1850-0926 Expiration Date: 07/31/2022

## **B&B:16/20 Consent Text**

*Sample members see the Web Consent Text when they log in to complete the self-administered survey. When sample members agree to complete the survey via CATI, the CATI Consent Text is read to sample members over the telephone by an interviewer.*

### **Web Consent Text**

[IF AGGRESSIVE GROUP]:

Recently, we sent you material about the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B). This survey is being conducted to better understand the education, employment, and financial issues facing college graduates 4 years after earning their bachelor's degree. The survey takes about [{if Y\_SURVEY = 1} 15 {else if Y\_SURVEY = 2} 5 {else} 35] minutes. [{If Y\_OFACNOPAY = 0} You should have received a \$2 thank you for being part of B&B. If you have not received the \$2, please call our help desk toll free at 855-322-2826. As a token of our appreciation, you will receive an additional [{if comp\_date <= EARLY\_COMP\_DATE} \$ [INC\_AMOUNT + EARLYBIRD\_INC] {else} \$[INC\_AMOUNT]]. You may decline to answer any question or stop the survey at any time.

If you have any questions about this study, you may contact the study's director at RTI International, the nonprofit research firm collecting data on behalf of NCES, Jennifer Wine, at 877-225-8470. (To learn more about your rights as a participant, [helplink]click here.[endhelplink])

To review the letter that we mailed, click here (PDF letter).

To review the study brochure, click here (PDF brochure).

Do you want to begin the survey now?

[ELSE]:

Recently, we sent you material about the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B). This survey is being conducted to better understand the education, employment, and financial issues facing college graduates 4 years after earning their bachelor's degree. The survey takes about [{if Y\_SURVEY = 1} 15 {else if Y\_SURVEY = 2} 5 {else} 35] minutes. [{If Y\_PREPAY = 1} You should have received a \$2 thank you in the mail. If you have not received the \$2, please call our help desk toll free at 855-322-2826.] [{If Y\_OFACNOPAY = 0} As a token of our appreciation, you will receive [{if Y\_PREPAY = 1} an additional] [{if Y\_FLASH = 1 and current\_date >= FLASH\_START and <= FLASH\_END} \$ [FLASH\_AMOUNT + INC\_AMOUNT] {else} \$[INC\_AMOUNT]]. You may decline to answer any question or stop the survey at any time.

If you have any questions about this study, you may contact the study's director at RTI International, the nonprofit research firm collecting data on behalf of NCES, Jennifer Wine, at 877-225-8470. (To learn more about your rights as a participant, [helplink]click here.[endhelplink])

To review the letter that we mailed, click here (PDF letter).

To review the study brochure, click here (PDF brochure).

Do you want to begin the survey now?

**CATI Consent Text:**

**LTR\_S - (THIS SCREEN IS READ TO ALL SAMPLE MEMBERS CONTACTED VIA PHONE).**  
(read to all sample members who opted for CATI):

Recently, we sent you information about the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B). This survey is being conducted to help educators, researchers, and policymakers at the local, state, and national levels understand the experiences of recent college graduates. The survey takes about [if Y\_SURVEY = 1] 15 [else Y\_SURVEY = 2] 5 [else] 35] minutes. [If Y\_OFACNOPAY = 0 AND Y\_PREPAY=1] You should have received a \$2 thank you for being part of B&B. If you have not received the \$2, please call our Help Desk toll free at 855-322-2826. As a token of our appreciation, you will receive an additional [if comp\_date <= EARLY\_COMP\_DATE] \$[INC\_AMOUNT + EARLYBIRD\_INC] [else] \$ [INC\_AMOUNT]]. You may decline to answer any question or stop the survey at any time. This call may be monitored or recorded for quality assurance purposes. If you would like to learn more about the study, please let me know.

**(IF SAMPLE MEMBER HAS ANY QUESTIONS OR WOULD LIKE ADDITIONAL INFORMATION, READ NOLET, WHICH WOULD INDICATE THAT THEY DID NOT RECEIVE THE INFORMATION WE SENT. OTHERWISE, CONTINUE WITH GOTLTS AND DO NOT READ NOLET.)**

**GOTLTS** (read to all sample members who at the end of the LTR\_S script do not have any questions):

May we begin the survey now?

(READ AS NEEDED: At your request, we can re-mail the information to you. If you have any questions about this study, you may contact the study's director at RTI International, the nonprofit research firm collecting data on behalf of NCES, Jennifer Wine, at 877-225-8470. For questions about your rights as a study participant, please contact RTI's Office of Research Protection at 866-214-2043.)

**NOLET** (read to all sample members who need more information):

You are one of approximately 25,000 students who will be taking part in this study. All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose, except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

Your participation is voluntary. The risk of participating in this study is small and relates to data security. However, there are strict security procedures in place.

If you would like us to re-mail the information to you, please let me know.

May we begin the survey now?

(READ AS NEEDED: For questions about your rights as a study participant, please contact RTI's Office of Research Protection at 866-214-2043.)

## Letters

### Initial Screener Letter

«date»

«casenamenosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip»

Study ID: «caseid»

Dear «fname»,

The 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20), conducted by the U.S. Department of Education's National Center for Education Statistics (NCES), collects education, employment, and other information from graduates who earned their bachelor's degree during the 2015-16 school year. Data collected from B&B will help researchers and policymakers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

**Whether or not you completed your bachelor's degree, please answer a short update regarding your college career at <https://surveys.nces.ed.gov/bandb/>. [IF INCENTIVE ELIGIBLE: To thank you for completing this survey, which should take 5 minutes or less, we will send you \$5 via <<PayPal or>> check!>>]**

Go to our secure B&B website at  
<https://surveys.nces.ed.gov/bandb/>

Log in using your

You can also find out more about B&B at the website listed above. If you have additional questions or concerns about the study, please call the RTI study director, Jennifer Wine, at 877-225-8470.

Your cooperation is greatly appreciated.

Sincerely,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1850-0926. The time required to complete this information collection is estimated to average approximately five minutes, including the time to review instructions, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this survey, or any comments or concerns regarding the status of your individual submission of this survey, please write directly to: The 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20), National Center for Education Statistics, Potomac Center Plaza, 550 12th St., SW, Room 4xxx, Washington, DC 20202. OMB Clearance No: 1850-0926 Expiration Date: 07/31/2022

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## Greeting Card—Initial Contact

«date»

«casenamenosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip»

Dear «fname»,

Study ID: «caseid»

Thank you for being a continued part of the Baccalaureate and Beyond Longitudinal Study (B&B). **The next round of B&B is beginning soon!** As you may recall, you were first asked to participate in the National Postsecondary Student Aid Study (NPSAS) in 2016. We're now asking for your support following-up with graduates 4 years later to help researchers and policymakers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

In the next few weeks, we will send you a large, white envelope containing information about how to participate. **[IF PREPAID INCENTIVE ELIGIBLE: «Enclosed, you will find a \$2 bill as a token of appreciation.»]** The password to log in to your survey will also be included. [<<IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: If you complete the survey by <<early\_comp\_date>>, we will send you \$<<inc\_amount+earlybird\_inc>> payable by <<PayPal or>> check. After <<early\_comp\_date>>, we will send you \$<<inc\_amount>> once you complete the survey.>> <<IF DEFAULT GROUP & INCENTIVE ELIGIBLE: Once you complete the survey, we will send you \$<<inc\_amount>>, payable by <<PayPal or>> check. >>]

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**For us, 4 is an important number!  
You graduated 4 years ago.  
B&B is now in its 4th year.  
July 4th.  
The U.S. turns 244.**

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If you would like to update your contact information before B&B data collection begins, you may visit our **secure website below. Be sure to copy and paste the following login credentials:**

**<https://surveys.nces.ed.gov/bandb/update-contact.aspx>**

**Study ID:** «caseID»

Or use the camera on your phone to scan the QR code below to take you to the  
«survey»/«website»:

«QRCODE»

Wishing you a Happy Fourth of July!

From the entire B&B team

<<NCES Project Officer>> – Project Officer – 202-xxx-xxxx

Dr. Jennifer Wine – Project Director – 877-225-8470

«panelinfo»/«controlID»

## Data Collection Announcement Letter

«date»

«casenamenosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip»

Study ID: «caseid»

Dear «fname»,

Congratulations! You have been selected to participate in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B), an important U.S. Department of Education study that will collect education, employment, and other information from recent college graduates who completed their bachelor's degree «in [major]//[fieldofstudy] »during the 2015-16 school year. You may recall being asked to participate in the National Postsecondary Student Aid Study (NPSAS) in 2016 and the 2017 collection for B&B. Data collected from B&B will help researchers and policymakers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

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**Help shape higher education policy by sharing your education experiences.**

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Here are some key pieces of information to help get you started:

- [IF PREPAID INCENTIVE ELIGIBLE: «**Enclosed, please find \$2 in appreciation of your participation in B&B.**»]

To complete your survey:

- o Go to our secure B&B website at <https://surveys.nces.ed.gov/bandb/>
- o Log in using your
  - Study ID: «caseID»
  - Password: «password»
- o Or use the camera on your phone to scan the QR code below:

«QRCODE»

- o If you have questions or problems completing your survey online, or prefer to complete the survey over the telephone, call the **B&B Help Desk at 855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org)

- [IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: <<**If you complete the survey by <<early\_comp\_date>>, we will send you \$<<inc\_amount+earlybird\_inc>> payable by <<PayPal or>> check. After <<early\_comp\_date>>, we will send you \$<<inc\_amount>> once you complete the survey.>>**>> <<IF DEFAULT GROUP & INCENTIVE ELIGIBLE: **Once you complete the survey, we will send you \$<<inc\_amount>>, payable by <<PayPal or>> check.**>>
- Because your participation is important, you may receive reminders via e-mail, mail, phone, and text message.

*The survey will take approximately «time» minutes to complete and can be completed on any electronic device.*

We hope that you enjoy the survey and the opportunity to tell us about your experiences since receiving your bachelor's degree.

Sincerely,

<<NCES Project Officer>>

Jennifer Wine, Ph.D.



Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1850-0926. The time required to complete this information collection is estimated to average approximately <time> minutes per survey response, including the time to review instructions, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this survey, or any comments or concerns regarding the status of your individual submission of this survey, please write directly to: The 2016/20 Baccalaureate and Beyond Longitudinal Study, (B&B:16/20), National Center for Education Statistics, Potomac Center Plaza, 550 12th St., SW, Room 4xxx, Washington, DC 20202. OMB Clearance No: 1850-0926 Expiration Date: 07/31/2022

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**INDEX CARD ENCLOSURE FOR PAYPAL EXPERIMENT GROUP:**

We sent you \$2 via PayPal in appreciation for your participation in B&B.  
Be sure to check your e-mail for more information from [bandb@rti.org](mailto:bandb@rti.org).

## Reminder Letter 1

«date»

«casenamenosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

Data collection for the U.S. Department of Education’s Baccalaureate and Beyond Longitudinal Study (B&B) continues, and we want to hear from **college graduates «who studied [major]/[fieldofstudy]»**.

The «shortened »survey – which can easily be completed on your mobile device – takes approximately «**time» minutes** of your time. [IF INCENTIVE ELIGIBLE: «When you complete your survey, «now »you will «still »receive \$«**inc\_amount**» as a token of our appreciation, payable by «PayPal or »check« **in addition to the \$2 we sent to you**».]

Please log on to our secure website to participate:

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*

Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

If you have questions, need help completing your survey online, or prefer to complete the survey over the phone, simply call the **B&B Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for your participation.

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Reminder Letter 2

«date»

«casenamenosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

Data from the U.S. Department of Education’s Baccalaureate and Beyond Longitudinal Study (B&B) help policymakers, researchers, and educators better understand how earning a bachelor’s degree impacts choices for additional education and employment paths. Hearing from **college graduates «who studied [major]//[fieldofstudy]»** is very important.

[IF ABBREVIATED: Since you’re likely short on time, we can now offer you a shortened B&B survey, which «only »takes about «**time**» **minutes** to complete.»] [IF FULL: Your experiences are unique, and no one can replace you in this «**time**»-**minute** survey.»]

[IF INCENTIVE ELIGIBLE: «Once you complete your survey, «now »you will «still »receive \$«inc\_amount» for participating, payable by «PayPal or »check»!»]

Complete your survey today by logging on:

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*

Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QR CODE»

If you have questions, need help completing your survey online, or prefer to complete the survey over the telephone, simply call the **B&B Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for your participation.

<<NCES Project Officer>>Project  
Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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### Reminder Letter 3

«date»

«casenamemosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

B&B is an important national education study that helps inform future education policy. Your responses to this survey can help inform policy that impacts students in the future! When you participate in the U.S. Department of Education’s Baccalaureate and Beyond Longitudinal Study (B&B), you will represent **«the »«NPSASSchool »graduates who were not selected to participate.**

[IF INCENTIVE ELIGIBLE: «Now you’ll»/«You’ll» «still» receive **\$«inc\_amount», payable by «PayPal or »check** for your participation!]

To complete your **«shortened »«time»-minute** survey:

- Log on to our secure website: <https://surveys.nces.ed.gov/bandb/>  
**Study ID:** «caseid»  
**Password:** «password»  
*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*
- Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

- <<Call us at 855-322-2826 to complete your survey over the phone.>>

If you have any questions or would like more information, please call us at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Sincerely,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
[<<NCES\\_email>>](mailto:<<NCES_email>>) | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Reminder Letter 4

«date»

««casenamenosuffixALLCAPS»

«addr1»

Study ID: «caseid»

«addr2»

«city», «state» «zip» «zip4»

Dear «fname»,

The Baccalaureate and Beyond Longitudinal Study (B&B) provides researchers, policymakers, and educators with important data. Notably, data obtained during B&B are reported in summary form only and help interested parties better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

**[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS, PAGE E-133]**

When you participate in B&B you are representing «**the** »«**[NPSASschool]** and »thousands of other graduates. Help us make this study a success and inform future education policy!

[IF INCENTIVE ELIGIBLE: «Now you'll»/«You'll» «still» receive \$«**inc\_amount**», **payable by** «**PayPal or** »**check** for your participation!»

Completing your «shortened» «**time**»-**minute** survey is easy. You can:

- Complete online:
  - o Go to our secure website: <https://surveys.nces.ed.gov/bandb/>
  - o Enter your Study ID: «caseid»
  - o Password: «password»  
*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*
- Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:  

«QRCODE»
- <<Call us at 855-322-2826 to complete your survey over the phone.>>

If you have any questions or would like more information, please call us at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Sincerely,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
[<<NCES\\_email>>](mailto:<<NCES_email>>) | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-133]



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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Reminder Letter 5

«date»

«fname» «mname» «lname» «suffix»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

The U.S. Department of Education’s Baccalaureate and Beyond Longitudinal Study (B&B) «only »takes about «time» **minutes**. [IF INCENTIVE ELIGIBLE: «**Now we’re**»/«**We’re**» «still» **offering \$«inc\_amount» for your participation.**»]

You are being asked to participate in B&B because you were enrolled in postsecondary education at «**the** »«**NPSASSchool**»»//«your institution» during the 2015-16 academic year. The data you provide, combined with that of other students, will help educators, researchers, and policymakers at the local, state, and national levels better understand how earning a bachelor’s degree impacts choices for additional education and employment paths.

### To complete your survey:

- Log on to our website at <https://surveys.nces.ed.gov/bandb/> using the credentials provided below.

**Study ID:** «caseid»

**Password:** «password»

*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*

- Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

You can also e-mail us at [bandb@rti.org](mailto:bandb@rti.org) or call **855-322-2826** to get more information about B&B or to complete your survey by phone.

Sincerely,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
[<<NCES\\_email>>](mailto:<<NCES_email>>) | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Abbreviated Survey Invitation Letter

«date»

«casenamemosuffixALLCAPS»

«addr1»

Study ID: «caseid»

«addr2»

«city», «state» «zip» «zip4»

Dear «fname»,

**The Baccalaureate and Beyond (B&B) survey now takes only «time» minutes**  
[IF INCENTIVE ELIGIBLE: «and upon completion, «now »you will «still »receive a  
**\$«inc\_amount» token of our appreciation**, payable by «PayPal or »check»].

Please go online today to complete the shortened survey.

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*

*Your experiences as a recent college graduate are unique, and if you choose not to participate in B&B, no one can replace you!*

Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

If you have questions, need help completing your survey online, or prefer to complete it over the phone, simply call the **B&B Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for your participation.

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

---

NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Nonresponse Follow-up Mini Survey Letter

«date»

«casenamemosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

Participating in the Baccalaureate and Beyond Longitudinal Study (B&B) is easier than ever! **The survey now only takes about «time» minutes of your time.** [IF INCENTIVE ELIGIBLE: «As a thank you for participating, **you'll receive \$«inc\_amount»** payable by «PayPal or »check.»] Enclosed in this mailing is a sample version of the questions you will be asked so you can see how short and easy the survey is to complete.

You can complete your survey by:

- Logging on to our secure website at <https://surveys.nces.ed.gov/bandb/> using the credentials provided below. *(Your password is case sensitive; you will need to enter it exactly as it appears here.)*

**Study ID:** «caseid»

**Password:** «password»

- Or by using the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

You were selected to represent many other recent college graduates at «**NPSASschool**»//«your institution». No one can replace you, so we hope you will participate in the study, especially now that your survey takes only about «time» minutes!

If you have questions, need help completing your survey online, or prefer to complete the survey over the telephone, simply call the **B&B Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for helping to inform future education policy.

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of

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evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Nonresponse Follow-up Mini Survey Letter – Reminder

«date»

«casenamenosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

About «weeks» weeks ago, we sent you a request asking that you share your experiences by **answering just a few easy questions**. We have not yet received your responses. The Baccalaureate and Beyond Longitudinal Study (B&B) will only take about «time» minutes of your time [IF INCENTIVE ELIGIBLE: «and **you'll receive \$«<inc\_amount>>, payable by «PayPal or »check** as a thank you»].

To complete your survey:

- Go online: <https://surveys.nces.ed.gov/bandb/>
- Enter your Study ID: «caseid»
- Enter your password: «password» (*password is case sensitive*)

You can also use the camera on your phone to scan the QR code below to take you to your survey:

«QRCODE»

We hope that you will participate in this important study! If you have any questions, please call us at 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org). Thank you for your help in making B&B a success.

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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(B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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### Thank You Letter – sent with check

«date»

«casenamenosuffixALLCAPS»

«addr1»

Study ID: «caseid»

«addr2»

«city», «state» «zip» «zip4»

Dear «fname»:

On behalf of the U.S. Department of Education and the staff of the Baccalaureate and Beyond Longitudinal Study (B&B), we would like to thank you. Your participation in B&B will help researchers and policymakers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

Enclosed you will find a check for **\$«inc\_amount»** as a token of our appreciation. If you have questions, please do not hesitate to call the **B&B Help Desk at 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org)**.

Thank you for contributing to this important work about the experiences of recent college graduates!

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## As Needed Letters

### Incentive Change Letter (\$10 Boost)—Aggressive Group

«date»

«fname» «mname» «lname» «suffix»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

Since your participation in the Baccalaureate and Beyond Longitudinal Study (B&B) is very important, you have been selected to **receive an additional \$«boost\_amount»** for completing your B&B survey—that's a **total of \$«inc\_amount»!** Complete your «shortened» «time»-minute survey today and receive your additional \$«boost\_amount».

To complete your survey today, go to the B&B website and log on using your study ID and password below:

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*

Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

If you have questions, need help completing your survey online, or prefer to complete the survey over the telephone, simply call the **B&B Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for your participation.

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

---

NCES is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20) by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization.

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All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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**Additional \$2 Prepaid Incentive Letter—Default Group**

«date»

«fname» «mname» «lname» «suffix»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

**[IF PAYPAL PREPAID:** «Because your participation in the Baccalaureate and Beyond Longitudinal Study (B&B) is very important, **we sent \$2 via PayPal «to [e-mailaddress] »as a thank you for your participation in B&B.»** **[IF CASH PREPAID:** «Because your participation in B&B is very important, **we are including \$2 in this letter to thank you for your participation in B&B.»**]

[IF INCENTIVE ELIGIBLE: «Once you complete your survey, you will **receive an additional \$«inc\_amount» for participating**, payable by «PayPal or »check!»]

To complete your survey today, go to the B&B website and log on using your study ID and password below:

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*

Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

If you have questions, need help completing your survey online, or prefer to complete the survey over the telephone, simply call the **B&B Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for your participation.

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
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[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

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International, a U.S.-based nonprofit research organization.

All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## Infographics Mailing

«date»

«casenamemosuffixALLCAPS»

«addr1»

«addr2»

«city», «state» «zip» «zip4»

Study ID: «caseid»

Dear «fname»,

Your participation as «a» graduate of «**the** »«**NPSASschool** »//«your institution» is important to make sure that the Baccalaureate and Beyond Longitudinal Study is representative of all types of college graduates. No one can replace you in this study. **To learn more about the information we've gained from prior B&B surveys, please see the included infographic.** Data from B&B are used by policymakers and other decision makers to better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

[IF INCENTIVE ELIGIBLE: «When you complete the survey, «**now**» **you'll** «**still**» **receive \$«inc\_amount»,** payable by «PayPal or» check!«»]

To complete the «**shortened** »«**time**»-**minute** survey:

- Go online to our secure website at <https://surveys.nces.ed.gov/bandb/> and log on using your Study ID and password:  
**Study ID:** «caseid»  
**Password:** «password»  
*Note: Your password is case sensitive; you will need to enter it exactly as it appears here.*
- Or use the camera on your phone to scan the QR code below to take you to the «survey»/«website»:

«QRCODE»

If you have any questions, would like more information, or would prefer to complete the survey over the phone, please call us at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Sincerely,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
[<<NCES\\_email>>](mailto:<<NCES_email>>) | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

«panelinfo»/«controlID»

---

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All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

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## E-mails

### Initial Screener E-mail

**SUBJECT:** Please Take a 5-minute U.S. Department of Education Survey

Hi, «fname»,

**Please answer a short survey regarding your college career at <https://surveys.nces.ed.gov/bandb/>. [IF INCENTIVE ELIGIBLE: To thank you for completing this survey, which should take 5 minutes or less, we will send you \$5 via «PayPal or» check!»]**



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826 or reply to this e-mail** if you have any questions or problems completing your survey.

Thank you,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

### Screener Reminder E-mail 1

**SUBJECT:** Your 5-minute U.S. Department of Education Survey

Hi, «fname»,

**Your short survey for the U.S. Department of Education can be found here: <https://surveys.nces.ed.gov/bandb/>. [IF INCENTIVE ELIGIBLE: To thank you for completing this update, which should take about 5 minutes, we will send you \$5 via «PayPal or» check!»]**



Or, log onto our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

Please call the **B&B Help Desk at 855-322-2826 or reply to this e-mail** if you have any questions.

Thank you for your help!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

### Screener Reminder E-mail 2

**SUBJECT:** Please Take a 5-minute Survey for the U.S. Department of Education!

Hi, «fname»,

**Please answer a short survey regarding your college career at <https://surveys.nces.ed.gov/bandb/>. [IF INCENTIVE ELIGIBLE: To thank you for completing this survey, which should take 5 minutes or less, we will send you \$5 via «PayPal or» check!»]**



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826 or reply to this e-mail** if you have any questions or need help completing your survey.

Thank you,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

### Screener Reminder E-mail 3

**SUBJECT:** The U.S. Department of Education Needs Your Help!

Hi, «fname»,

**Please answer a short survey for the U.S. Department of Education regarding your college career at <https://surveys.nces.ed.gov/bandb/>. [IF INCENTIVE ELIGIBLE: To thank you for completing this survey, which should take 5 minutes or less, we will send you \$5 via «PayPal or» check!»]**





Or, log onto our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826** or **reply to this e-mail** if you have any questions.

Your participation is much appreciated!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

«[emailID](#)»

#### **Screener Reminder E-mail 4**

**SUBJECT:** Complete Your 5-minute U.S. Department of Education Survey Today!

Hi, «fname»,

**Please answer a short survey regarding your college career, and update your contact information online at <https://surveys.nces.ed.gov/bandb/>.** [IF INCENTIVE ELIGIBLE: **To thank you for completing this survey, which should take 5 minutes or less, we will send you \$5 via «PayPal or» check!»**]



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826** or **reply to this e-mail** if you have any questions or problems completing your survey.

Thank you,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

«[emailID](#)»

**Screener Reminder E-mail 5**

**SUBJECT:** Please Complete Your 5-minute Survey!

Hi, «fname»,

**The U.S. Department of Education requests that you take a short survey regarding your college career at <https://surveys.nces.ed.gov/bandb/>. [IF INCENTIVE ELIGIBLE: To thank you for completing this survey, which should take 5 minutes or less, we will send you \$5 via <<PayPal or>> check!>>]**



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826** or **reply to this e-mail** if you have any questions.

Thank you, in advance, for your participation!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

«[emailID](#)»

## Data Collection Announcement E-mail

**SUBJECT:** U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B)

Congratulations, «fname»! You have been selected to participate in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B), conducted by the U.S. Department of Education's National Center for Education Statistics (NCES). The study will collect education, employment, and other information from you and others like you who completed their bachelor's degree during the 2015-16 school year. Data collected from B&B will help researchers and policymakers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

You were selected to represent many other recent college graduates who were not chosen to participate. Therefore, your participation is critical to the success of the study.

Here are some key pieces of information to help get you started:

- Your survey will take about «time» **minutes** to complete.
- To automatically start the survey, click the button below:



If you wish to go to our study website, you can log in with your Study ID and password below.

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password» (*password is case sensitive*)

- **[IF PREPAID AND UNSURE OF ADDRESS: «We sent you \$2 via PayPal «to [e-mailaddress] »in appreciation for your participation in B&B.»] [IF PREPAID AND GOOD ADDRESS: «We are sending you \$2 via mail in appreciation for your participation in B&B. Remember to look out for a large white envelope from the National Center for Education Statistics.»] [«IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: If you complete the survey by «early\_comp\_date», we will send you \$«inc\_amount+earlybird\_inc» payable by «PayPal or» check. After «early\_comp\_date», we will send you \$«inc\_amount» once you complete the survey.» «IF DEFAULT GROUP & INCENTIVE ELIGIBLE: Once you complete the survey, we will send you \$«inc\_amount», payable by «PayPal or» check.»**
- Your participation in this study will not affect any aid or other benefits you receive.
- Because your participation is important, you may receive reminders via e-mail, mail, phone, and text message.

If you have questions about the study or prefer to complete your survey over the phone, please call the B&B Help Desk at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

You can also learn more by visiting the study website at <https://surveys.nces.ed.gov/bandb/>.

We hope you enjoy the opportunity to share your experiences and help inform policy decisions.

Many thanks,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
<<NCES\_email>> | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

The National Center for Education Statistics (NCES) is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization. All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

<<emailID>>

## Reminder E-mail 1

**SUBJECT:** The B&B Survey Needs You!

«fname», we need **you** for B&B to be a success.

Recently, we sent you an invitation to take part in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B) [IF PREPAID:«along with \$2« via PayPal»//« via mail»». [IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: **If you complete the survey by «early\_comp\_date», we will send you \$«inc\_amount+earlybird\_inc» payable by «PayPal or» check. After «early\_comp\_date», we will send you \$«inc\_amount» once you complete the survey.»** «IF DEFAULT GROUP & INCENTIVE ELIGIBLE: **Once you complete the survey, we will send you \$«inc\_amount», payable by «PayPal or» check.»**



It's easy to complete today!

Or go to <https://surveys.nces.ed.gov/bandb/> and log in:

**Study ID:** «caseID»

**Password:** «password»

You can also complete your survey over the phone by calling **855-322-2826**.

***It's okay if you don't have time to complete the entire survey right now*** - you can start your survey now and finish it later. You'll be able to pick up right where you left off.

If you have other questions, please contact the **B&B Help Desk at 855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Reminder E-mail 2

**SUBJECT:** Important U.S. Department of Education Study: B&B

Dear «fname»,

Congratulations on being selected to participate in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B)! B&B is an important U.S. Department of Education study that will help researchers and policymakers better understand the experiences of recent college graduates.

**We still need your participation** to make the study a success! **Here are some important details:**

- The «shortened »survey will take approximately «time» **minutes** to complete.  
[IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: **If you complete the survey by «early\_comp\_date», we will send you \$«inc\_amount+earlybird\_inc» payable by «PayPal or» check. After «early\_comp\_date», we will send you \$«inc\_amount» once you complete the survey.»** «IF DEFAULT GROUP & INCENTIVE ELIGIBLE: **Once you complete the survey, we will send you \$«inc\_amount», payable by «PayPal or» check.»** [IF PREPAID: «We also sent you \$2« via PayPal»//« via mail» because your participation is crucial to the success of the study.»]



- Or visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>  
**Study ID:** «caseID»  
**Password:** «password»

**Still have questions?** Visit the website listed above, e-mail us at [bandb@rti.org](mailto:bandb@rti.org), or call the B&B Help Desk at 855-322-2826.

Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

### Reminder E-mail 3

**SUBJECT:** Represent college graduates across the country by participating in B&B  
Hi, «fname»,

We noticed that you haven't yet participated in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B). We need your participation to find out what graduates are experiencing in 2020. Your experiences are unique, and no one can replace you.

We understand that you may have questions or concerns about B&B—and we're here to help! Here are the answers to some of the most frequently asked questions about B&B.

#### ***How can I participate in B&B?***

It's easy! The survey can even be completed **on any electronic device, including a mobile device or tablet.**



Or go to <https://surveys.nces.ed.gov/bandb/> and log in:

**Study ID:** «caseid»

**Password:** «password»

You can also complete your survey over the phone at 855-322-2826.

#### ***How long does the B&B survey take?***

B&B is «now» a «**time**»-minute survey [IF INCENTIVE ELIGIBLE: «, and «**now** »you will «**still** »receive \$«**inc\_amount**» via «**PayPal** or »**check** as a thank you for your participation.

#### ***What if I don't have time to complete the entire survey right now?***

No problem! You can start your survey now and finish it later—you'll pick up right where you left off.

If you have other questions, please contact the B&B Help Desk at 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org). Thank you in advance for making B&B a success.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«[emailID](#)»

#### Reminder E-mail 4

**SUBJECT:** B&B Data Collection Continues!

**B&B won't be a success without you, «fname»!**

Data collection for the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B) continues, and we are interested in hearing from **college graduates like you**. This study helps policymakers and others understand the education and employment paths of students after graduation. [INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS, PAGE E-134].

The «shortened »survey-which can easily be completed on your mobile device-«only »takes approximately «**time**» **minutes** of your time. [IF INCENTIVE ELIGIBLE: «When you complete your survey, «now »you will «**still** »**receive \$«inc\_amount**» as a token of our appreciation, payable by «PayPal or »check»].



Or visit <https://surveys.nces.ed.gov/bandb/>

Log in using your secure credentials:

**Study ID:** «caseid»

**Password:** «password»

Need help accessing the online survey? Prefer to complete your survey by telephone? Please call our Help Desk at **855-322-2826**.

Thank you in advance for your participation in this very important study.

Sincerely,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«[emailID](#)»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-134]



## Reminder E-mail 5

**SUBJECT (IF INCENTIVE ELIGIBLE):** Make a difference! Take a U.S. Department of Education Survey today.

[IF INCENTIVE ELIGIBLE: «fname», your **\$«inc\_amount»** for completing the B&B survey awaits!«] // [IF NO INCENTIVE: «fname», your participation in B&B is critical!«]  
It «only »takes about «time» **minutes** [IF INCENTIVE ELIGIBLE: «, and once you've completed your survey, «now »you'll «still »receive \$«inc\_amount», payable by «PayPal or »check].



Or go to <https://surveys.nces.ed.gov/bandb/> and log in using:

**Study ID:** «caseid»

**Password:** «password»

You can also complete your survey by phone with one of our trained interviewers by calling **855-322-2826**. Please consider taking the Baccalaureate and Beyond Longitudinal Study (B&B) survey for the U.S. Department of Education. We are interested in hearing from **recent college graduates like you**. Since we cannot survey everyone, you represent thousands of other graduates from across the country. Find more information on the study website at <https://surveys.nces.ed.gov/bandb/>.

Thanks,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 6**

**SUBJECT:** B&B needs «XXX-rounded» more participants to reach our goal. Will you be one of them?

**ALTERNATE SUBJECT:** Don't Forget About Your B&B Survey, «fname»

Hi, «fname»,

You are an important member of our study. Because we cannot survey everyone who completed a bachelor's degree in 2015-16, you represent thousands of other students just like you from across the country. We are counting on you!

Please complete the «shortened »«time»-minute B&B survey [IF INCENTIVE ELIGIBLE: «and «now »we will «still »send you \$«inc\_amount» as a thank you for your time].



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826 or reply to this e-mail** if you have any questions or problems completing your survey or if you would like to participate over the telephone.

Thank you,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 7**

**SUBJECT:** «Fname», Don't Delay - Participate in B&B Today

«Fname», we've been contacting you about participating in B&B!

B&B is an important U.S. Department of Education study that will help policymakers better understand the experiences of recent college graduates like you. Your participation will help researchers understand what graduates have experienced since leaving college.

We understand there are many demands on your time, but we need your help to make sure the study represents all students. Your survey **«only »takes «time» minutes to complete** [IF INCENTIVE ELIGIBLE: «, and **«now »we will «still »send you \$«inc\_amount» for doing it!**]



You can also log on to our secure website at <https://surveys.nces.ed.gov/bandb/> using your study credentials:

**Study ID:** «caseid»

**Password:** «password»

Call **855-322-2826** to get more information about B&B or to complete your survey by phone.

We hope you will participate and help us better understand the experiences of bachelor's degree recipients.

Thank you!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Reminder E-mail 8

**SUBJECT:** Take Part in Important Education Research When You Participate in B&B  
Hi, «fname»,

Your participation in B&B is critical to the success of the study, and we hope that you will participate. This U.S. Department of Education study helps policymakers and others better understand the experiences of recent college graduates like you. No one can replace you in the study.

The B&B survey «only »takes about «**time**» **minutes** [IF INCENTIVE ELIGIBLE: « and, once you've completed it, «now »you'll «still »receive \$«**inc\_amount**», payable by «**PayPal** or »**check**]!



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call the **B&B Help Desk at 855-322-2826 or reply to this e-mail** if you have any questions or problems completing your survey or if you would like to participate over the phone.

Thanks in advance for sharing your experiences with us.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Reminder E-mail 9

**SUBJECT:** Only You Can Make B&B a Success. Will You Help?

B&B is easy to complete, «fname»! You can even do so on your mobile device!

This «shortened »U.S. Department of Education survey «only »takes about «time» **minutes**. [IF INCENTIVE ELIGIBLE: «When you complete your survey, «now »you'll «still »receive \$«inc\_amount», payable by «PayPal or »check.»]



If you prefer, you can go to the B&B website and login using your secure login credentials below to access your survey:

**<https://surveys.nces.ed.gov/bandb/>**

**Study ID:** «caseid»

**Password:** «password»

You can also complete your survey by phone by calling **855-322-2826**.

If you have questions, please contact us at 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org). More information on B&B can be found on our website: <https://surveys.nces.ed.gov/bandb/>.

We look forward to hearing about your experiences since graduating from college.

Thanks!

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 10**

**SUBJECT:** «fname», Help Inform Education Policy: Participate in B&B Today  
«fname»,

The Baccalaureate and Beyond Longitudinal Study (B&B) is an important education study conducted on behalf of the U.S. Department of Education.

[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS, PAGE E-134] You can find out more about what we've learned from previous B&B surveys here:  
[https://surveys.nces.ed.gov/bandb/prev\\_results.aspx](https://surveys.nces.ed.gov/bandb/prev_results.aspx).

The «shortened »survey takes about «**time**» minutes and is easy to complete on your mobile device. [IF INCENTIVE ELIGIBLE: «When you complete your survey, «now »you'll «still »receive \$«**inc\_amount**», **payable by «PayPal or » check!**»]



Use your secure login credentials to access your survey at  
<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

If you prefer, you may also complete your survey over the phone by calling the B&B Help Desk at **855-322-2826**.

Thanks!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-134]

**Reminder E-mail 11**

**SUBJECT:** B&B Needs You, «fname»

«fname»,

You were selected to represent other recent college graduates from across the country. No one can replace you. Your participation will help paint a picture of what graduates are experiencing in the years since graduation. We hope that you will participate in this important U.S. Department of Education study.

B&B «only »takes «**time**» **minutes** and is easy to complete on your mobile device. [IF INCENTIVE ELIGIBLE: «When you complete your survey, «now »you'll «still »receive \$«**inc\_amount**» **payable by** «**PayPal** or »**check!**»]



Or visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

To complete your survey by telephone call **855-322-2826**. You can find more information on the study website at <https://surveys.nces.ed.gov/bandb/>.

Thanks!

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«[emailID](#)»

**Reminder E-mail 12**

**SUBJECT:** Share Your Experiences with B&B

«fname»,

This is your chance to contribute to important education research. You were selected to represent many other recent college graduates from across the country. The Baccalaureate and Beyond Longitudinal Study (B&B) is conducted by the National Center for Education Statistics (NCES), in the U.S. Department of Education's Institute of Education Sciences, with data collection being carried out under contract by RTI International, a U.S.-based nonprofit research organization.



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

Call **855-322-2826** to get more information about B&B or to complete your survey by phone.

The «shortened »B&B survey takes about «**time**» **minutes!** [IF INCENTIVE ELIGIBLE: «When you complete your survey, «now »you'll «still »receive \$«**inc\_amount**», **payable by «PayPal or »check.»]**

We look forward to hearing about your experiences.

Thank you,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»



**Reminder E-mail 13**

**SUBJECT:** «xx» Students Have Participated in B&B-Will You Join Them?

«fname», we still need to hear from recent college graduates like you! You have the opportunity to contribute to important research conducted by the U.S. Department of Education, and it «only »takes about «time» **minutes**.

[IF INCENTIVE ELIGIBLE: «When you complete the B&B survey, «now »you'll «still »receive \$«inc\_amount», payable by «PayPal or »check.»]



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

If you prefer, you may also complete your survey over the telephone by calling the B&B Help Desk at **855-322-2826**.

Thank you,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 14**

**SUBJECT:** Please Complete the U.S. Department of Education's B&B Survey  
«Fname», we've been contacting you and other recent college graduates to participate in the B&B study. Because we cannot survey everyone, you represent thousands of other graduates across the country.

The survey «only »takes about «**time**» **minutes** [IF INCENTIVE ELIGIBLE: «and «now »you'll «still »receive \$«**inc\_amount**» when you complete it»].



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you prefer to participate by telephone, have questions, or would like more information, just call **855-322-2826**.

Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 15**

**SUBJECT:** Help the U.S. Department of Education learn about recent college graduates like you

«fname»,

Data collection for the U.S. Department of Education's B&B survey continues. We hope you will take the survey and contribute to this important research. The «shortened »B&B survey takes about «time» **minutes** [IF INCENTIVE ELIGIBLE: and «now »you'll «still »receive \$«inc\_amount», **payable by «PayPal or »check**].



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

You were selected to represent recent college graduates from across the country, so the study won't be a success without you, «fname»!

If you have questions or would prefer to complete your survey over the telephone, please call the **B&B Help Desk** at **855-322-2826** or **reply to this e-mail**.

Thank you,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 16**

**SUBJECT LINE:** B&B: What You Need to Know

Dear «fname» -

Here are the important details you need to complete your «shortened »«**time**»-**minute** B&B survey:

- [IF INCENTIVE ELIGIBLE: ««Now you'll »/«You'll »«still »receive \$«**inc\_amount**» when you complete your survey, payable by check« or PayPal.»] [IF NOT INCENTIVE ELIGIBLE: «You were selected to represent college graduates from across the country and the study won't be a success without you!»]
- Click the button below or login at <https://surveys.nces.ed.gov/bandb/>
  - o **Study ID:** «caseID»
  - o **Password:** «password»
- Alternatively, you can complete your survey over the phone by calling **855-322-2826**.



If you have questions or problems completing your survey, simply contact the B&B Help Desk at 855-322-2826 or by e-mail at [bandb@rti.org](mailto:bandb@rti.org).

Thank you for helping make B&B a success.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«[emailID](#)»

## Reminder E-mail 17

SUBJECT: Represent College Graduates from Across the Country: Let Your Voice be Heard

Hi, «fname»,

We've been trying to contact you over the past «number» months to complete the U.S. Department of Education's B&B survey that «only »takes about «time» **minutes**. We hope that you will take time out of your busy schedule to complete your survey today. We need your participation to find out what graduates are experiencing in [2020/2021].

[IF INCENTIVE ELIGIBLE: «When you complete your B&B survey, «now »you'll «still »receive \$«inc\_amount», payable by« **PayPal or** »check.»]



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

If you need help accessing the survey or if you want to complete the survey over the phone, please call our **Help Desk** at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org). Your participation in B&B is very important and we hope you choose to complete the survey.

Thank you,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 18**

**SUBJECT:** A Message from the U.S. Department of Education

Dear «fname»,

As the Project Officer for the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B:16/20), conducted by the National Center for Education Statistics (NCES), I hope that you will take time out of your busy schedule to complete the B&B survey today. The U.S. Department of Education uses data from this study to inform higher education policy, and I would appreciate your help.

It «only »takes about «**time**» **minutes** [IF INCENTIVE ELIGIBLE: «, and once you've completed your survey, «now »you'll «still »receive \$«**inc\_amount**», **payable by «PayPal or »check**].



Or go to <https://surveys.nces.ed.gov/bandb/> and log in using:

**Study ID:** «caseid»

**Password:** «password»

You can also complete your survey by phone with one of our trained interviewers by calling **855-322-2826**. Find more information on the study website at <https://surveys.nces.ed.gov/bandb/>.

Thank you,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Reminder E-mail 19

**SUBJECT:** The B&B Survey: Your Questions Answered

«Fname», we still need you to participate in the Baccalaureate and Beyond Longitudinal Study (B&B) for the U.S. Department of Education. [IF INCENTIVE ELIGIBLE: «**Now we're** »/«**We're** »«**still** »**offering \$«inc\_amount» for your participation!**]

If you have questions about the study, we're here to help.

***How do I participate?***



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

***Why do you want to survey me? Should I participate in B&B?***

Yes! You are being asked to participate in B&B because you completed your bachelor's degree in the 2015-16 academic year. We need to make sure that the B&B results represent other students who were not selected to participate. No one can replace you in this study. Your survey responses help educators, researchers, and policymakers at the local, state, and national levels better understand the experiences of recent college graduates.

***How long will the survey take?***

[INSERT MERGE FIELD FROM TABLE - INTERVIEW LENGTH, PAGE E-134]

***How will my information be protected?***

Keeping your personal information private is very important to us, and we are fully committed to keeping it safe. Federal law requires that we respect your privacy. NCES is required to follow strict procedures to protect the identity of persons in the collection, reporting, and publication of data. Read more about our confidentiality procedures at: <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>.

If you need help accessing the survey or you want to complete it over the phone, please call our **Help Desk** at **855-322-2826**. Your participation in B&B is very important, and we hope you choose to complete the survey.

Thank you!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Reminder E-mail 20

**Subject:** «Fname», Share Your Experiences with the U.S. Department of Education  
Hi, «Fname»,

We still need you to participate in the Baccalaureate and Beyond Longitudinal Study (B&B) for the U.S. Department of Education. It **«only »takes «time» minutes** to complete [IF INCENTIVE ELIGIBLE: «and, once you're done, «now »you'll «still »receive \$«inc\_amount», payable by «PayPal or »check»].



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

Alternatively, you can complete your survey by phone with one of our professional interviewers by calling **855-322-2826**. More information on B&B can be found at the study website here: <https://surveys.nces.ed.gov/bandb/>.

We look forward to hearing from you. Because we cannot survey everyone, you represent thousands of other graduates from across the country.

Thanks!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»



**Reminder E-mail 21**

**SUBJECT:** «Fname», Participate in B&B Today!

We've been contacting you about participating in B&B, «Fname»!

We know that you have demands on your time, but we need your help to make sure that B&B is representative of recent college graduates from across the country. [IF ABBREVIATED: «To accommodate your busy schedule, your survey only takes about «time» minutes to complete».] [IF FULL: «Your survey takes about «time» minutes to complete.»] [IF INCENTIVE ELIGIBLE: «Now, we will »/«We will »«still »send you \$«inc\_amount» for completing it!»]



Or, log on to our secure website at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

You can call **855-322-2826** to get more information about B&B or to complete your survey by phone with one of our trained interviewers.

Thank you in advance for helping to inform future education policy.

Sincerely,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Reminder E-mail 22

**SUBJECT:** Don't Miss Out: Your B&B Survey Takes «Only »«time» Minutes to Complete  
Hi, «Fname»,

[IF ABBREVIATED: «fname», because hearing from recent college graduates like you is so important to us, you were selected to receive a shortened B&B survey, which «only »takes about «**time**» **minutes** to complete.»] [IF FULL: «fname», your experiences are unique and, if you choose not to participate in the «**time**»-**minute** B&B survey, no one can replace you.»] [IF INCENTIVE ELIGIBLE: «Once you complete your survey, you will« **now** »/« **still** »**receive \$«inc\_amount» for participating**, payable by «PayPal or »check!«»]

Participation is easy!



Or, you can visit the B&B website and log on to: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

If you have any questions, simply contact us at [bandb@rti.org](mailto:bandb@rti.org) or call our **Help Desk** at **855-322-2826**.

Thanks,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 23**

**SUBJECT LINE:** Share Your Experiences with the U.S. Department of Education

«fname», your «shortened »B&B survey will take about «time» **minutes** to complete!  
[IF INCENTIVE ELIGIBLE: ««Now you »/«You »will «still »receive \$«inc\_amount» **for participating**, payable by «PayPal or »check.»]



Or, log on to our secure website at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

[INSERT MERGE FIELD FROM TABLE – INTERESTING FACTS, PAGE E-134]

If you have any questions about the B&B survey, feel free to reply to this e-mail or call our **Help Desk** at: **855-322-2826**.

We hope you decide to participate. We rely on recent college graduates like you to make B&B a success!

Sincerely,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-134]

**Reminder E-mail 24**

**SUBJECT:** Participate in B&B Today!

Hi, «Fname»,

You have been selected to represent other recent college graduates who were not selected to participate in the Baccalaureate and Beyond Longitudinal Study (B&B). Your experiences are unique and, if you choose not to participate, no one can replace you.

Your B&B survey «only »takes about «**time**» **minutes** to complete [IF INCENTIVE ELIGIBLE: «, and «now »you'll «still »receive \$«**inc\_amount**» as a token of our appreciation!«].



Or, log in to: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

You can complete your survey by phone by calling **855-322-2826**. You can find more information on the study website at <https://surveys.nces.ed.gov/bandb/>.

We look forward to hearing about your experiences in the years since graduation.

Thanks!

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 25**

**SUBJECT:** Your B&B Survey is Waiting

«fname», start the B&B survey today!

There is still time to participate in the Baccalaureate and Beyond Longitudinal Study (B&B) for the U.S. Department of Education. Data collection for B&B continues, and we are interested in hearing from **recent college graduates like you. Your participation will help us find out what graduates are experiencing in [2020/2021].**

It «only »takes about «time» **minutes!** [IF INCENTIVE ELIGIBLE: «Once you've completed your survey, you'll «still »receive \$«inc\_amount», payable by «PayPal or »check!»]



<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

You can complete your survey by phone by calling **855-322-2826**. Find more information on the study website at <https://surveys.nces.ed.gov/bandb/>.

Thanks,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 26**

**SUBJECT:** Your Participation in B&B Matters

Hi, «fname»,

In order to have a complete picture of the costs and benefits of postsecondary education, it is important that we include students from a wide variety of backgrounds. Your experiences are unique, and no one can replace you in this study. [INSERT MERGE FIELD FROM TABLE – INTERESTING FACTS, PAGE E-134].

Please complete your «shortened »«**time**»-**minute** survey to help with this important research [IF INCENTIVE ELIGIBLE: «and «still »/«now »receive \$«**inc\_amount**» **for your efforts**]!



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

Call **855-322-2826** to get more information about B&B or complete your survey by phone.

Thank you in advance for helping to shape higher education policy.

Sincerely,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-134]

## Abbreviated Announcement E-mail

**SUBJECT:** The B&B Survey Now Takes Only «time» Minutes

«fname», the B&B survey now takes only «**time**» **minutes** to complete [IF INCENTIVE ELIGIBLE: «, **and** «**now** »**you'll** «**still** »**receive \$«inc\_amount» for participating,** payable by «PayPal or »check]!

You can complete your survey in one of two ways:

- Online:



Or visit <https://surveys.nces.ed.gov/bandb/>

Log in using your secure credentials:

**Study ID:** «caseid»

**Password:** «password»

- Phone: Call us at 855-322-2826 to complete your survey with an interviewer.

We hope that you will participate in the study, especially now that your survey takes only «**time**» **minutes!** We need to hear from you. Thank you in advance for making the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study a success.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 27**

**SUBJECT:** B&B is Ending Soon-Don't Miss Your Chance to Participate!

**ALTERNATE SUBJECT:** B&B Needs Your Participation, «fname»!

«fname», data collection for the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B) «continues»//«**will end soon**»//«**will end on [end\_date]**». Help us make this study a success and inform future education policy. It is crucial to the study that we hear from recent college graduates like you!



Or, log in to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

The B&B survey «only »takes about «**time**» **minutes** to complete. [IF INCENTIVE ELIGIBLE: «Now you'll »/««You'll »«still »receive \$«**inc\_amount**» for completing it!«]

Our professional interviewers can answer any questions you have and can complete your survey over the telephone with you, if you prefer. Just call the **B&B Help Desk** at **855-322-2826**.

Thank you,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»



**Reminder E-mail 28**

**SUBJECT:** It's Time to Complete Your B&B Survey, «fname»

Dear «fname»,

We haven't heard from you regarding your participation in the Baccalaureate and Beyond Longitudinal Study (B&B). We are writing again because of the importance of your responses for helping policymakers and others understand the experiences of recent college graduates. The study won't be complete without you!

The B&B survey «only »takes about «**time**» **minutes** to complete. [IF INCENTIVE ELIGIBLE: «Now you'll »/««You'll »«still »receive \$«**inc\_amount**» for completing it!«]



Or log in to our secure website <https://surveys.nces.ed.gov/bandb/using> your study credentials:

**Study ID:** «caseid»

**Password:** «password»

Call **855-322-2826** to get more information about B&B or to complete your survey by phone with one of our trained interviewers.

We hope you will decide to participate.

Thank you!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 29**

**SUBJECT:** The U.S. Department of Education Needs You–Are You In?

Hi, «fname»,

Recently we've been trying to get in touch with you about the 2016/20 B&B survey. B&B helps policymakers better understand the experiences of bachelor's degree recipients. You are part of a small group of students who attended «**the**» «**NPSASSchool**»//«your institution» selected for this study.

Will you help us reach our goal?

«Over «completed surveys»»//«Many » students have already completed the B&B survey, but we still need your participation to make the study a success. It «only »takes about «**time**» **minutes** to complete [IF INCENTIVE ELIGIBLE: «, and «**now** »**we will** «**still** »**send you \$**«**inc\_amount**» (**payable by** «**PayPal** or »**check**)].



Or go to <https://surveys.nces.ed.gov/bandb/> and log in:

**Study ID:** «caseID»

**Password:** «password»

If you want to complete your survey over the phone or have other questions, please contact the **B&B Help Desk at 855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«[emailID](#)»

## Reminder E-mail 30

**SUBJECT:** You're the Missing Piece in B&B

«fname», we still need to hear from recent graduates like you! You can contribute to important research conducted by the U.S. Department of Education, and it «only »takes about «**time**» **minutes**.

B&B helps researchers, educators, and policymakers better understand the issues that impact you!

- What are the costs of pursuing higher education?
- What impact does student loan debt have on students' lives?
- Are postsecondary institutions preparing students to get the jobs they want?



Or, log in to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

[IF INCENTIVE ELIGIBLE: «When you complete the B&B survey, «now »you'll «still» receive \$«**inc\_amount**», payable by «**PayPal** or »**check**.»]

If you prefer, you may also complete your survey over the telephone by calling the B&B Help Desk at **855-322-2826**.

Thank you,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

**Reminder E-mail 31**

**SUBJECT:** Just a reminder-we still need you to complete the B&B survey

Hi, «fname»,

Data collection for the U.S. Department of Education's B&B continues and we are interested in hearing from **recent college graduates like you! Your participation will help us find out what graduates are experiencing.**

The survey «only »takes about «time» **minutes** and can even be completed on your mobile device! ««Now you'll »/«You'll »«still »receive \$«inc\_amount» when you complete your survey, payable by check« or PayPal.»]



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

You were selected to represent many students who attended ««the »«NPSASSchool»»//«your institution» and the study won't be a success without you, «fname»!

If you have questions or would prefer to complete over the telephone, call the **B&B Help Desk** at **855-322-2826**.

Thank you,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Nonresponse Follow-up Mini Survey E-mail

**SUBJECT:** The B&B Survey Now Takes Only «time» Minutes!

«fname», the B&B survey now takes only «**time**» **minutes** to complete [IF INCENTIVE ELIGIBLE: «, **and** «**now** »**you'll** «**still** »**receive \$**«**inc\_amount**» **for participating**, payable by «PayPal or »check]!

You can complete your survey in one of two ways:

- Online:



Or visit <https://surveys.nces.ed.gov/bandb/>

Log in using your secure credentials:

**Study ID:** «caseid»

**Password:** «password»

- Phone: Call us at 855-322-2826 to complete your survey with an interviewer.

We hope that you will participate in the study, especially now that your survey takes only «**time**» **minutes**! We need to hear from you. Thank you in advance for making the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study a success.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Nonresponse Follow-up Mini Survey Reminder Email

**SUBJECT:** Taking the B&B Survey Only Takes «time» Minutes!

«fname», the B&B survey now takes only «**time**» **minutes** to complete [IF INCENTIVE ELIGIBLE: «, **and** «**now** »**you'll** «**still** »**receive** \$«**inc\_amount**» **for participating**, payable by «PayPal or »check]!

You can complete your survey in one of two ways:

- Online:



Or visit <https://surveys.nces.ed.gov/bandb/>

Log in using your secure credentials:

**Study ID:** «caseid»

**Password:** «password»

- Phone: Call us at 855-322-2826 to complete your survey with an interviewer.

We hope that you will participate in the study, especially now that your survey takes only «**time**» **minutes**! We need to hear from you. Thank you in advance for making the U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study a success.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 32**

**SUBJECT:** Limited Time Left to Participate in B&B

Hi, «fname»,

There is limited time remaining to participate in the Baccalaureate and Beyond Longitudinal Study (B&B) [IF INCENTIVE ELIGIBLE: «and «now »/«still »receive **\$«inc\_amount» for your efforts**]. B&B helps researchers and policymakers learn more about the experiences of college graduates. The study «ends on **[end\_date]** and »«only »takes about «time» **minutes**.



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have questions or prefer to participate by telephone, call **855-322-2826**.

We hope you will decide to participate and contribute to this important research!

Thanks!

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 33**

**SUBJECT:** B&B is Coming to a Close

Time to participate in B&B is running out, «fname»! We still want to hear about your experiences as a graduate of «**the »«NPSASschool»»//«your institution».**

«The B&B survey **ends on «end\_date».**» Please take time «before «end\_date»» to complete your «shortened »«**time»-minute** survey. [IF INCENTIVE ELIGIBLE: «If you finish your survey by then, you'll «still »receive \$«**inc\_amount»** via «PayPal or »check!»]



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have any questions, please contact the **B&B Help Desk** at **855-322-2826**.

Best,

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«[emailID](#)»



**Reminder E-mail 34**

**SUBJECT:** B&B Ends Tomorrow-Help Us Learn About Your Experiences at ««the »«NPSASschool»»//«Your Institution»

The U.S. Department of Education's Baccalaureate and Beyond Longitudinal Study (B&B) ends tomorrow, «fname»! We still want to hear about your unique experiences as a graduate of ««the »«NPSASschool»»//«your institution».

Complete your «**shortened** »«**time**»-minute survey [IF INCENTIVE ELIGIBLE: «, and »now »you'll «still »receive \$«**inc\_amount**» as a token of our appreciation].



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

If you have questions, or if you would prefer to complete your survey over the phone, please call **855-322-2826**.

Thanks in advance for participating! Have a great day.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Reminder E-mail 35**

**SUBJECT:** Your Last Chance to Participate... Don't Miss Out on B&B!

«fname», <<this is the last e-mail message we will be sending you about the B&B survey>><< data collection ends today>>. We want you to know how important participation from recent college graduates like you are to the success of the Baccalaureate and Beyond Longitudinal Study (B&B).

Before the study comes to a close, please consider participating.



Or, log on to our site at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

The survey takes «only »about «time» minutes and can be completed on any electronic device, including a mobile device or tablet. [IF INCENTIVE ELIGIBLE: «You'll «still »receive \$«inc\_amount» via «PayPal or »check when you finish.»]

If you have questions, or if you would prefer to complete your survey over the telephone, please call 855-322-2826.

Thanks in advance for participating!

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Thank You E-mail**

**SUBJECT:** Thank You from B&B

Dear «fname»,

On behalf of the U.S. Department of Education and the staff of the Baccalaureate and Beyond Longitudinal Study (B&B), we would like to thank you for participating in B&B. Your participation is very important in helping to ensure the success of the study.

[INSERT MERGE FIELD FROM TABLE -INCENTIVE SELECTION, PAGE E-134]

If you have questions, please do not hesitate to call the **B&B Help Desk at 855-322-2826**.

Thank you for helping make B&B a success!

Sincerely,

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

Study ID: «caseID»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## As Needed E-mails

### Initial Contact E-mail (If time allows)

**SUBJECT:** The Baccalaureate and Beyond Longitudinal Study (B&B)

Dear «fname»:

Congratulations! You have been selected to participate in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B), conducted by the National Center for Education Statistics (NCES) in the U.S. Department of Education's Institute of Education Sciences. Data collected from B&B will help researchers and policymakers better understand the experiences of recent college graduates.

Before B&B data collection begins, we need to have the most up-to-date contact information for you« and would like to gather your contacting preferences with respect to phone calls, mailings, e-mails, and texts». **Please take 5 minutes to update your contact information «and select your preferred modes of contact »by visiting our secure website and using the following login credentials:**

<https://surveys.nces.ed.gov/bandb/update-contact.aspx>

**Study ID:** «caseID»

In the next <<time period>>, we will send you a large, white envelope containing information about how to participate **[IF AGGRESSIVE GROUP & PREPAID INCENTIVE ELIGIBLE: «and a \$2 bill as a token of appreciation.»]** The password to log in to your survey will also be included. [**<<IF AGGRESSIVE GROUP & INCENTIVE-ELIGIBLE: If you complete the survey by <<early\_comp\_date>>, we will send you \$<<inc\_amount+earlybird\_inc>> payable by <<PayPal or>> check. After <<early\_comp\_date>>, we will send you \$<<inc\_amount>> once you complete the survey.>> <<IF DEFAULT GROUP & INCENTIVE ELIGIBLE: Once you complete the survey, we will send you <<inc\_amount>>, payable by <<PayPal or>> check. >>**

NCES has contracted with RTI International, a U.S.-based nonprofit research organization, to collect data for B&B on its behalf. Please visit <https://surveys.nces.ed.gov/bandb/> for a brief description of B&B, findings from past data collections, and a summary of our confidentiality procedures. If you have additional questions or concerns about the study after reviewing this material, please call the RTI study director, Dr. Jennifer Wine by phone at 877-225-8470 or by e-mail at [bandb@rti.org](mailto:bandb@rti.org).

We thank you in advance for your participation in this important study.

Sincerely,

<<NCES Project Officer>>  
Project Officer, B&B  
National Center for Education Statistics  
Institute of Education Sciences  
U.S. Department of Education  
[<<NCES\\_email>>](mailto:<<NCES_email>>) | 202-xxx-xxxx

Jennifer Wine, Ph.D.  
Project Director, B&B  
RTI International  
[jennifer@rti.org](mailto:jennifer@rti.org) | 877-225-8470

The National Center for Education Statistics (NCES) is authorized to conduct the 2016/20 Baccalaureate and Beyond Longitudinal Study by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543), and to collect students' education records from educational agencies or institutions for the purpose of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3)(iii) and 99.35). The data are being collected for NCES by RTI International, a U.S.-based nonprofit research organization. All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form, for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

«emailID»

**Incentive Change E-mail (\$10 Boost)—Aggressive Group Only (Incentive Eligible)**

**SUBJECT:** We Just Increased the Incentive for Your Participation in B&B

Hi, «fname»,

Since your participation in B&B is very important, you have been selected to receive an additional \$«**boost\_amount**» for completing your B&B survey—that's a total of \$«**inc\_amount**» payable by «**PayPal or** »**check!** Complete your «**shortened** »«**time**»-**minute** survey today and receive your additional \$«**boost\_amount**».



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have questions or prefer to participate by telephone, please call **855-322-2826**.

Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

**Additional \$2 Prepaid Incentive E-mail—Default Group Only (Incentive Eligible)**

**SUBJECT:** In Appreciation for Your Participation in B&B

Hi, «fname»,

**[IF PAYPAL PREPAID:** «Since your participation in B&B is very important, **we sent you \$2 via PayPal «to [e-mailaddress] »in appreciation for your participation in B&B.»**] **[IF CASH PREPAID:** «Since your participation in B&B is very important, **we are sending you \$2 via mail in appreciation for your participation in B&B. Remember to look out for a large white envelope from the National Center for Education Statistics.»**]

Once you complete your survey, you will **receive an additional \$«inc\_amount» for participating**, payable by «PayPal or »check!»]



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have questions or prefer to participate by telephone, please call **855-322-2826**.

Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

**Incentive Change E-mail (\$10 Flash)—Default Group Only (Incentive Eligible)**

**SUBJECT:** We Just Increased the Incentive for Your Participation in B&B!

Hi, «fname»,

Since your participation in B&B is very important, you have been selected to receive an additional \$«<flash\_amount>» for completing your B&B survey for a limited time—that's a total of \$«<inc\_amount+flash\_amount>» payable by «<PayPal or>» check! If you complete the survey by «<flash\_end>», we will send you \$«<inc\_amount+flash\_amount>» payable by «<PayPal or>» check. After «<flash\_end>», you will receive \$«<inc\_amount>» once you complete the survey.>>



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have questions or prefer to participate by telephone, please call **855-322-2826**.

Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»



**As Needed Reminder E-mail 1—Includes Default Group Incentive Changes**

**SUBJECT:** B&B «only »takes «time» minutes to complete

«fname», the B&B survey «only »takes «**time**» **minutes** and you can complete it on your mobile device.

[IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: ««Now we'll »/«We'll »«still »give you \$«**inc\_amount**» via «**PayPal or »check for your time.**»] [IF DEFAULT GROUP & PAYPAL PREPAID: «We sent you \$2 via PayPal «to [e-mailaddress] »in appreciation for your participation in B&B.»] [IF DEFAULT GROUP & CASH PREPAID: «We sent you \$2 via mail in appreciation for your participation in B&B.»] [IF DEFAULT GROUP & FLASH: If you complete the survey by <<flash\_end>>, we will send you \$<<inc\_amount+flash\_amount>> payable by <<PayPal or>> check. After <<flash\_end>>, we will send you \$<<inc\_amount>> once you complete the survey.>>] [IF DEFAULT GROUP: Once you complete your survey, you will **receive \$«inc\_amount» for participating**, payable by «PayPal or »check!«»]



Or visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS, PAGE E-134]

**Still have questions?** Visit the website listed above or call the B&B Help Desk at 855-322-2826.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-134]

## As Needed Reminder E-mail 2—Includes Default Group Incentive Changes

**SUBJECT:** Participate in B&B, an Important Education Study

We need to hear from recent college graduates like you! When you complete your U.S. Department of Education B&B survey, which takes «only »about «**time**» **minutes**, you'll contribute to important education research. [IF AGGRESSIVE GROUP & INCENTIVE ELGIBLE: «And, «now »you'll «still »receive \$«**inc\_amount**», **payable by «PayPal or »check!**»] [IF DEFAULT GROUP & PAYPAL PREPAID: «We sent you \$2 via PayPal «to [e-mailaddress] »in appreciation for your participation in B&B.»] [IF DEFAULT GROUP & CASH PREPAID: «We sent you \$2 via mail in appreciation for your participation in B&B.»] [IF DEFAULT GROUP & FLASH: If you complete the survey by <<flash\_end>> we will send you \$<<inc\_amount+flash\_amount>> payable by <<PayPal or>> check. After <<flash\_end>>, we will send you \$<<inc\_amount>> once you complete the survey.>>] [IF DEFAULT GROUP: Once you complete your survey, you will **receive \$«inc\_amount» for participating**, payable by «PayPal or »check!»]



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have questions or prefer to participate by telephone, please call **855-322-2826**.

Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

### As Needed Reminder E-mail 3—Includes Default Group Incentive Changes

**SUBJECT:** B&B Ends on «end\_date»—Just «end\_date - current\_date» Days Left to Participate!

«fname», we don't want you to miss out on your opportunity to contribute to this important study and make your voice heard. [IF AGGRESSIVE GROUP & INCENTIVE ELIGIBLE: «And, «now »you'll «still »receive \$«inc\_amount», payable by «PayPal or »check!»] [IF DEFAULT GROUP & PAYPAL PREPAID: «We sent you \$2 via PayPal «to [e-mailaddress] »in appreciation for your participation in B&B.»] [IF DEFAULT GROUP & CASH PREPAID: «We sent you \$2 via mail in appreciation for your participation in B&B.»] [IF DEFAULT GROUP & FLASH: If you complete the survey by <<flash\_end>>, we will send you \$<<inc\_amount+flash\_amount>> payable by <<PayPal or>> check. After <<flash\_end>>, we will send you \$<<inc\_amount>> once you complete the survey.>>] [IF DEFAULT GROUP: Once you complete your survey, you will receive \$«inc\_amount» for participating, payable by «PayPal or »check!»]



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have questions or prefer to participate by telephone, please call **855-322-2826**.

We need to hear from recent college graduates like you! Thanks in advance for your participation.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Contacting Reminder

**SUBJECT:** A Reminder to Participate in B&B

«fname», we need **you** for B&B to be a success!

[IF SENDING SOON AFTER DATA COLLECTION E-MAIL: «Recently, we sent you an invitation to take part in the 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B) [IF PREPAID:«along with \$2« via PayPal»//« via mail»»]]. You have been selected to represent other recent college graduates like you. Your participation is critical to the success of the study, and we hope you will help inform policy by completing your B&B survey today.

Your survey will take «only »about «**time» minutes** to complete [IF INCENTIVE ELIGIBLE: «and you will «still »receive \$«**inc\_amount» via «PayPal or »check as a **thank you for your participation»**»].**

It's easy to complete today!



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

You can also complete your survey over the phone by calling **855-322-2826**.

### ***What sort of reminders can I expect?***

Because your participation is very important, and we understand there are many demands on your time, we will be sending you reminders to complete your survey. You may receive periodic reminders via:

- E-mail
- Text
- Phone Call
- Mail

If you have other questions, please contact the **B&B Help Desk at 855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«[emailID](#)»

## Thanksgiving Themed E-mail

**SUBJECT LINE:** Happy Thanksgiving from the B&B Team

«fname»,

We would like to wish you a Happy Thanksgiving! During this season of giving, you have the opportunity to give back by contributing to research that will inform federal policy on higher education.

We want to thank you for being a part of B&B and hope that you will consider participating. Participating is easy: the survey takes «only »//«about »«**time**» **minutes** and can be completed online or over the phone. [IF INCENTIVE ELIGIBLE: «Plus, «**now** »**we'll** «**still** »**send you \$**«**inc\_amount**» **via** «**PayPal** or »**check** to thank you for participating!»]

You can easily complete it right now on your mobile device.



Or log on to our secure website to participate:

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

Call **855-322-2826** if you have any questions or to complete the survey by phone.

Thanks!

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**B&B Newsletter E-mail 1**

**SUBJECT:** The B&B Newsletter-Find Out What's New in B&B

THE B&B NEWSLETTER

«date»

OVER «xx» SURVEYS COMPLETED FOR B&B!

With over «xx» completed surveys, we still need your help to make the study a success! As a reminder, your survey takes «**time**» **minutes** [IF INCENTIVE ELIGIBLE: «and you will **receive \$«inc\_amount»**» via «PayPal or »check!«].

SHARE YOUR EXPERIENCES TODAY!



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you prefer to participate by phone, please call **855-322-2826**.

INFOGRAPHIC: WHAT HAVE WE LEARNED FROM B&B?

Your participation in B&B provides valuable information for researchers, policymakers, and educators. See what we've learned in prior rounds of B&B.

TAKE A LOOK

Want more information?

Visit <https://surveys.nces.ed.gov/bandb> to find a brief overview of B&B and information about what you can expect when participating, previous results, and confidentiality procedures.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## B&B Newsletter E-mail 2

**SUBJECT:** The B&B Newsletter–The Importance of Your Participation

**ALTERNATE SUBJECT:** The B&B Newsletter–B&B Participation at ««the »»«NPSASschool»»//«Your Institution»

THE B&B NEWSLETTER

«date»

[IF DATA AVAILABLE: ««xx»»% Participation From ««**the** »»«NPSASschool»»//«Your Institution»!»]

[IF DATA NOT AVAILABLE: «WE STILL NEED YOUR PARTICIPATION IN B&B!»]

[IF DATA AVAILABLE: «We have a «xx»»% response rate from graduates of «NPSASschool»««the »»//«your institution», but we still need to hear from you!»] You have been selected to represent other students who graduated from ««**the** »»«NPSASschool»»//«your institution» who were not selected to participate in B&B. Therefore, your participation is critical to the success of the study. Responding to this survey is a service to your peers, to the U.S. Department of Education, and to the academic community.

Your survey «only »takes «**time**» **minutes** [IF INCENTIVE ELIGIBLE: «and once completed **you will receive \$«inc\_amount**» via «PayPal or »check!»].

SHARE YOUR EXPERIENCES TODAY!



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you prefer to participate by phone, please call **855-322-2826**.

Want more information? Visit <https://surveys.nces.ed.gov/bandb/> to find a brief overview of B&B and information about what you can expect when participating, previous results, and confidentiality procedures.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

**B&B Newsletter E-mail 3**

**SUBJECT:** The B&B Newsletter-B&B in the News

«date»

THE B&B NEWSLETTER

YOUR PARTICIPATION MATTERS!

You have the unique opportunity to represent other recent college graduates who were not selected to participate in B&B. No one can replace you in this study!

Your survey «only »takes «**time**» **minutes** [IF INCENTIVE ELIGIBLE: «and once completed **you will receive \$«inc\_amount**» via «PayPal or »check»].

SHARE YOUR EXPERIENCES TODAY!



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you prefer to participate by phone, please call **855-322-2826**.

Your participation in B&B provides valuable information for researchers and policymakers.

Visit <https://surveys.nces.ed.gov/bandb/> to find a brief overview of B&B and information about what you can expect when participating, previous results, and confidentiality procedures.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»



## B&B Newsletter E-mail 4

**SUBJECT:** The B&B Newsletter-A Few Things We've Learned

### B&B PROGRESS REPORT

B&B needs «xx» more participants to reach our goal. Will you be one of them? Your B&B survey responses will represent other students who attended «**the**» «NPSASschool»//«your institution» who were not selected to participate in B&B. Therefore, your participation is critical to the success of the study. Responding to this survey helps your peers, the U.S. Department of Education, and the academic community.

Your survey «only »takes «**time**» **minutes** [IF INCENTIVE ELIGIBLE: «and once completed **you will receive \$«inc\_amount**» via «PayPal or »check»].

SHARE YOUR EXPERIENCES TODAY!



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you prefer to participate by phone, please call **855-322-2826**.

### FUN FACT

[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS, PAGE E-134]

Want more information?

Visit <https://surveys.nces.ed.gov/bandb/> to find a brief overview of B&B and information about what you can expect when participating, previous results, and confidentiality procedures.

[INSERT MERGE FIELD FROM TABLE - SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-134]

## Partial Complete E-mail

**NOTE: Sent to cases where survey has been started but not completed.**

SUBJECT: Important Reminder: «fname», Come Back and Complete Your B&B Survey!

Hi, «fname»,

I noticed that you started the B&B survey and then stopped. That's okay. You can return to your survey, via phone or the Web (even on your mobile device) and pick up right where you left off. [IF INCENTIVE ELIGIBLE: «Don't miss out on your \$«inc\_amount» incentive for completing your survey!»]



Or, you can visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

**Got Questions? Prefer to participate over the phone?** Call our Help Desk at 855-322-2826 or visit the study website at <https://surveys.nces.ed.gov/bandb/> to learn more about B&B, findings from past data collections, and read about the study confidentiality procedures.

**Thanks!**

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

[bandb@rti.org](mailto:bandb@rti.org)

877-225-8470

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Paired Contact E-mail**

**NOTE: Sent in conjunction with CATI contacted event from previous night/weekend**

**SUBJECT:** Recent B&B Phone Call

Hi, «fname»,

[IF SPOKEN WITH YESTERDAY: «Thank you for taking the time yesterday to speak with «DCI» about the Baccalaureate and Beyond Longitudinal Study (B&B).»]//[IF SPOKEN WITH RECENTLY: «Thank you for taking the time recently to speak to a member of our survey team about the Baccalaureate and Beyond Longitudinal Study (B&B). »]

I hope you will take «time» **minutes** to complete your survey [IF INCENTIVE ELIGIBLE: «**and receive your \$«inc\_amount»»**]. I don't want you to miss out on this important education study!

Use your secure login credentials below to access your survey at <https://surveys.nces.ed.gov/bandb/>.

**Study ID:** «caseid»

**Password:** «password»

If you would prefer to complete the survey over your phone, simply call **855-322-2826** and reference your Study ID «caseid».

Thank you in advance for your participation!

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

[bandb@rti.org](mailto:bandb@rti.org)

877-225-8470

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Interruption in Data Collection–Notice/Warning E-mail

**SUBJECT:** The B&B Survey is Temporarily on Hold

Dear «fname»,

Due to [REASON FOR DC INTERRUPTION], the Baccalaureate and Beyond Longitudinal Study (B&B) survey is temporarily suspended, so you will not be able to log in to the survey at <https://surveys.nces.ed.gov/bandb/> until further notice. Once the situation has been resolved, we will notify you immediately so that you may participate in this important research. We apologize for any inconvenience this has caused you.

If you have any questions regarding the survey or this temporary situation, please do not hesitate to call us at **855-322-2826** or send an e-mail to [bandb@rti.org](mailto:bandb@rti.org).

Thank you for your understanding.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Interruption in Data Collection–Resume E-mail

**SUBJECT:** You may now resume your B&B Survey

Dear «fname»,

Recently, we sent a notification indicating that the Baccalaureate and Beyond Longitudinal Study (B&B) survey was suspended due to [REASON FOR DC INTERRUPTION]. **We are happy to inform you that the survey has re-opened and you may once again log in to complete your B&B survey!**



**Got questions? Prefer to participate over the phone?** Call our Help Desk at 855-322-2826 or visit the study website at <https://surveys.nces.ed.gov/bandb/>.

Use your secure login credentials below to access your survey at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

Thank you for your understanding during this survey interruption.

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Pending Ineligible E-mail

SUBJECT: The Baccalaureate and Beyond Longitudinal Study -**Please Try Again**

«fname»,

On «sumdate», you were determined to be ineligible to participate in B&B based on your responses to eligibility questions in the beginning of the survey.

However, after reviewing your information, we believe that you may be eligible to participate in B&B. We've reset your survey so you may start again. Please consider logging in to complete the survey, and make sure you answer the first few questions of the survey carefully.

[IF INCENTIVE ELIGIBLE: «Remember, if you are eligible for B&B and complete the survey, you'll receive \$«inc\_amount», payable via «PayPal or »check, as a token of our appreciation.»] The survey takes approximately «time» **minutes** to complete.

Please log on to our secure website to participate:

<https://surveys.nces.ed.gov/bandb/>

Study ID: «caseid»

Password: «password»

If you have questions regarding B&B or would like to complete the survey over the phone, please do not hesitate to call our Help Desk at 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thanks in advance for your participation!

Sincerely,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

[bandb@rti.org](mailto:bandb@rti.org)

877-225-8470

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Hard Refusal E-mail

**SUBJECT:** Please Reconsider Participating in B&B

Dear «fname»,

Recently, you declined to participate in the Baccalaureate and Beyond Longitudinal Study (B&B) «because [refusalreason]». B&B is a survey designed to help inform educators, researchers, and policymakers about the education and employment paths of recent college graduates. We understand your hesitation, but we are hoping you will reconsider participating in this very important research conducted by the U.S. Department of Education.

We know your time is valuable—please consider some of the following reasons for participating:

- You have the **unique opportunity** to provide reliable data that otherwise would not be available for policymakers.
- Your information is **vital** in helping policymakers and researchers better understand national trends in enrollment patterns, education goals, financial aid, employment, and backgrounds of students who have completed a bachelor's degree.
- You were selected to represent other students who attended ««the »«NPSASschool»»//«your institution». **No one can replace you.**

You can complete the «**time**»-**minute** survey at your leisure! If you start your survey and need to stop for any reason, you can come back at another time to finish. [IF INCENTIVE ELIGIBLE: «You will receive \$«**inc\_amount**» by «PayPal or »check when finished.»]



Or log on to our secure website to participate :<https://surveys.nces.ed.gov/bandb/>  
Study ID: «caseid»

Password: «password»

For more information or to complete your survey by phone please call 855-322-2826 or respond to this e-mail. Thanks for your time.

Best,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

[bandb@rti.org](mailto:bandb@rti.org)

877-225-8470

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«[emailID](#)»

**No Good Address for Check E-mail**

**SUBJECT:** Your B&B Check

Dear «fname»,

Thank you for completing the Baccalaureate and Beyond Longitudinal Study (B&B) survey! We have attempted to send you a check as a token of our appreciation but, unfortunately, we do not have a complete address. Please respond to this e-mail with your mailing address or call us at 855-322-2826 and we will send you the check.

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

[bandb@rti.org](mailto:bandb@rti.org)

877-225-8470

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Canceled PayPal E-mail

SUBJECT: Don't Forget to Claim Your B&B Incentive

Hi, «fname»,

Thank you again for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey! We sent you \$«**inc\_amount**» via PayPal to «emailaddress» as a token of our appreciation. However, your original payment was canceled by PayPal because it was not claimed within 30 days.

We will reissue the payment today. Please log in to your PayPal account associated with «**emailaddress**» to claim your payment or look for an e-mail from PayPal, indicating that RTI International has sent you \$«**inc\_amount**». Please do not hesitate to contact the B&B Help Desk with any questions at 877-225-8470 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Best,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»



**Missing Incentive Data E-mail**

**Subject:** Your B&B Incentive

Dear «fname»,

Thank you for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey! We're contacting you because we would like to send you \$«inc\_amount» as a token of our appreciation, but we do not have the necessary information from you to do so.

If you would like to receive your \$«inc\_amount», please reply to this e-mail message and indicate whether you prefer PayPal or check. If you prefer PayPal, please **provide your PayPal e-mail address**. If you prefer to receive a check, please **provide a valid mailing address**. (Allow 3-4 weeks for processing of check payments.)

Should you choose to decline your incentive, the funds will go back to the study.

Best,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## No Contact E-mail

**Subject:** The B&B team is hoping to hear from you, «fname»

Hi, «fname»,

We've recently tried to get in touch with you about the Baccalaureate and Beyond Longitudinal Study (B&B). I hope you will take «time» **minutes** to complete your survey [IF INCENTIVE ELIGIBLE: «and receive your \$«inc\_amount»].

You can complete your survey in one of two ways:

- Online: Go to <https://surveys.nces.ed.gov/bandb/>  
Enter your Study ID: «caseid»  
Enter your Password: «password»
  - o Phone: Call 855-322-2826 and reference your Study ID: «caseid»

You can find out more about the study and confidentiality procedures at <https://surveys.nces.ed.gov/bandb/>. Or you can contact the B&B Help Desk at 855-322-2826 or [bandb@rti.org](mailto:bandb@rti.org).

Thank you in advance for your participation!

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Outstanding Check E-mail

**Subject:** Reminder to Cash Your B&B Check

Hi, «fname»,

Thank you for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey. We are e-mailing to remind you to cash the \$«inc\_amount» check we sent you.

The check will expire 90 days after it was issued, so please cash your check soon.

Let us know if you have any questions or concerns.

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Expired Check E-mail

**Subject:** Your B&B Check

Dear «fname»,

Thank you again for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey! We sent you \$«**inc\_amount**» via check as a token of our appreciation. However, your original payment has been voided since it was not claimed within 90 days.

Please respond to this e-mail and **provide a valid mailing address**, so we can reissue your payment. (Allow 3-4 weeks for processing of check payments.)

Please do not hesitate to contact the B&B Help Desk with any questions at **855-322-2826** or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Should you choose to decline your incentive, the funds will go back to the study.

Best,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«[emailID](#)»

**Preferred to Complete Online E-mail**

**Subject:** Participate in B&B Online

Hi, «fname»,

Recently, a member of our survey interviewing team spoke with you about the Baccalaureate and Beyond Longitudinal Study (B&B). During that brief phone conversation, you indicated that you would prefer to complete your survey online, and an e-mail with your survey login information was sent to you. I just wanted to touch base to make sure you received the e-mail and to encourage you to complete your survey soon to receive your **\$«inc\_amount»**.

As a reminder, here is the information you need to complete your survey on our secure website:

<https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

If you have any questions, please contact us at 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org) and reference your Study ID: «caseID».

You can find out more about the study and confidentiality procedures at the above website and at <https://nces.ed.gov/surveys/B&B/>.

Thank you in advance for your participation!

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Data Collection Extension E-mail

**SUBJECT:** B&B Still Needs you, «fname»

«fname», we've extended B&B data collection to give you and other recent college graduates a chance to participate in this important study.

We realize your time is valuable, but remember, your survey only takes about **«time» minutes** and does not have to be completed all at once. [IF INCENTIVE ELIGIBLE: «We will send you \$«inc\_amount» for completing it.»]

You have the **unique opportunity** to provide reliable data that otherwise would not be available for policymakers. **Click the icon below to share your experiences and let your voice be heard!**



Or, log on to our secure website at <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseid»

**Password:** «password»

If you prefer to complete your survey with a trained interviewer, please call **855-322-2826**.

We hope you will decide to participate—B&B won't be the same without you.

Thanks!

[INSERT MERGE FIELD FROM TABLE – SOURCE AND SIGNATORY, PAGE E-134]

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Data Collection Staff Prompt E-mail**

SUBJECT: Your «time»-minute B&B Survey

Hi, «fname»,

I work on the U.S. Department of Education’s Baccalaureate and Beyond Longitudinal Study (B&B) and noticed that you have not yet completed your survey. Your participation in the survey is crucial to the success of the study as your experiences are unique!

**The B&B survey takes «just »«time» minutes to complete** [IF INCENTIVE ELIGIBLE: **«and you will receive \$«inc\_amount» for responding»**]. Here’s the information you need to complete your survey on your computer or mobile device:

<https://surveys.nces.ed.gov/bandb>

**Study ID:** «caseid»

**Password:** «password»

Please do not hesitate to contact me with any questions or concerns.

Thanks,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Missing PayPal E-mail**

**Subject:** Your B&B PayPal Payment

Hi, «fname»,

Thank you for participating in the B&B survey.

It looks like you forgot to give us your e-mail address for sending your \$«inc\_amount» PayPal payment.

Please reply to this e-mail and provide the e-mail address associated with your PayPal account so we may process your payment.

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

XXX-XXX-XXXX

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»



**Needs Incentive Selection E-mail (Didn't Select Incentive)**

**Subject:** Your B&B Survey

Hi, «fname»,

We appreciate your participation in the B&B survey.

Our records indicate that you completed the survey but did not tell us how you would like to be paid for your participation. We want to make sure you are compensated for your time and effort.

**To select your payment method and receive your «\$inc\_amount» payment:**

Go to: <https://surveys.nces.ed.gov/bandb/>

**Log in:**

**Study ID** = caseid

**Password** = password

Please note you will be asked a couple of questions to verify your identity prior to reaching the payment selection page.

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Failed PayPal Payment E-mail

**Subject:** Your B&B PayPal Payment

Hi, «fname»,

Thank you again for completing your Baccalaureate and Beyond (B&B) survey! We recently sent you \$«inc\_amount» via PayPal to «emailaddress» as a token of our appreciation. However, **your original payment failed**. The failed payment could indicate that your account is either locked or inactive.

We would like to reissue your payment. Please respond to this e-mail and let us know if you would like the payment to be sent to a different e-mail address or if you would like us to retry sending it to «emailaddress».

If you prefer to receive your payment via check, please respond to this e-mail with your current mailing address and the name you want on the check. Please do not hesitate to contact the B&B Help Desk with any questions at 877-225-8470 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Returned PayPal E-mail

**Subject:** Your B&B PayPal Payment was Returned

Hi, «fname»,

Thank you again for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey! We recently sent you \$«inc\_amount» via PayPal to «emailaddress» as a token of our appreciation. **However, your original payment was canceled by PayPal because it was not claimed within 30 days.**

We would like to reissue your payment. Please respond to this e-mail and let us know if you would like the payment to be sent to a different e-mail address or if you would like us to retry sending it to «emailaddress». If you prefer to receive your payment via check, respond to this e-mail with your current mailing address and the name you want on the check. Please do not hesitate to contact the B&B Help Desk with any questions at 877-225-8470 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

## Unclaimed PayPal E-mail

**Subject:** Claim Your B&B PayPal Payment

Hi, «fname»,

Thank you for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey. We are e-mailing to remind you that your **\$«inc\_amount»** PayPal payment is ready for you. We sent this payment to the e-mail address you provided, «emailaddress».

The payment will expire after 30 days, so please accept the payment soon.

Please let us know if you have any problems claiming the payment.

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Unclaimed Prepaid PayPal E-mail

**Subject:** Claim Your B&B PayPal Payment

Hi, «fname»,

Don't forget to claim the **\$2 we sent «to [emailaddress] »via PayPal** in gratitude for your participation in B&B. The payment, sent on «paymentdate», will expire 30 days after the payment was made.

Please let us know if you have any problems claiming the payment.

[IF SURVEY NOT COMPLETED: «We also wanted to remind you to complete your «time»-minute B&B survey. When you complete your survey, «now »you will «still »**receive \$«inc\_amount»** as a token of our appreciation, payable by «PayPal or »check.»]

[IF SURVEY NOT COMPLETED:



Or visit the B&B website and log in: <https://surveys.nces.ed.gov/bandb/>

**Study ID:** «caseID»

**Password:** «password»

To complete your survey by telephone call **855-322-2826**. You can find more information on the study website at [https://surveys.nces.ed.gov/bandb/.](https://surveys.nces.ed.gov/bandb/)

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>  
«emailID»

**Bad Address E-mail for Check Incentives**

**Subject:** Your B&B Check Payment

Hi, «fname»,

Thank you for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey! We have attempted to send you a \$«inc\_amount» check as a token of our appreciation but, unfortunately, we do not have a complete address for mailing.

Please respond to this e-mail or call 877-225-8470 and provide the name you would like on the check and your mailing address.

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

**Undeliverable Check E-mail**

**Subject:** Your B&B Check Payment

Hi, «fname»,

Thank you for completing your Baccalaureate and Beyond Longitudinal Study (B&B) survey! We have attempted to send you a \$«inc\_amount» check as a token of our appreciation but, unfortunately, it was returned as undeliverable. The original check was sent to:

«Name on check»

«Address on check»

Please respond to this e-mail or call 877-225-8470 and provide your name and correct mailing address, and we will re-mail the check to you.

Thank you,

[B&B TEAM MEMBER FIRST NAME]

B&B Survey Team Member

877-225-8470

[bandb@rti.org](mailto:bandb@rti.org)

«caseid»

OMB Control Number: 1850-0926

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

«emailID»

## Postcards

### Reminder Postcard 1

#### Outside

Congratulations! You have been selected for an important U.S. Department of Education study.

#### Inside

We recently sent you a letter asking you to complete your 2016/20 Baccalaureate and Beyond Longitudinal Study (B&B) survey. If you already completed your survey, thank you very much!

If you have not yet completed your survey, please follow these instructions to complete your <<time>>-minute survey:

Go to  
<https://surveys.nces.ed.gov/bandb/>

Scan this QR  
code

[IF

*You can help shape  
U.S. higher  
education policy  
and help  
generations of*

Study ID: <<caseid>>

OR <<QRCODE>>

Password:

<<password>>

INCENTIVE ELIGIBLE: <<Once  
you've completed your survey,

we will send you \$<<inc\_amount>> to thank you for your time. >>]If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Please complete your survey as soon as possible!

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

### Reminder Postcard 2 (Incentive Eligible)

#### Outside

Receive \$<<inc\_amount>> by completing a survey on your education and employment experiences.

#### Inside

<<fname>>, complete your B&B survey and we will send you \$<<inc\_amount>>. The survey [IF ABBREVIATED: <<only takes <<time>> minutes!>>]/ELSE: <<takes <<time>> minutes.>>]

---

**Once you complete your survey, we will send you  
\$<<inc\_amount>>!**

---



Go to  
<https://surveys.nces.ed.gov/bandb/>

Scan this QR  
code

Enter your Study ID:

OR <<QR CODE>>

<<**caseid**>>

Enter your Password:

<<**password**>>

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

### Reminder Postcard 3

#### Outside

<<fname>>, help inform policymakers by sharing your education experiences with the U.S. Department of Education.

#### Inside

Data from previous Baccalaureate and Beyond Studies (B&B) help policymakers, researchers, and educators better understand how earning a bachelor's degree impacts choices for additional education and employment paths. Your responses to this year's B&B survey, combined with those of other graduates across the country, will inform education policy changes aimed at improving education and employment experiences of all graduates!

Log on to <https://surveys.nces.ed.gov/bandb/> with your Study ID and password, or scan the QR code:

*Make a difference for future students by sharing your*

Study ID: <<caseid>> OR <<QRCODE>>  
Password: <<password>>

[IF INCENTIVE ELIGIBLE: <<Once you complete your survey, we will send you \$<<inc\_amount>> to thank you for your time. >>]If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

### Reminder Postcard 4

#### Outside

This is your chance to help an important national education study!

#### Inside

<<fname>>, when you participate in B&B you will be representing yourself and thousands of other recent college graduates throughout the country. Let's make this study a success!

---

**Help inform policymakers by sharing your education experiences!**

---

To complete the <<time>>-minute survey, go to <https://surveys.nces.ed.gov/bandb/> and log in using your unique Study ID and password, or scan the QR code:

Study ID:  
<<**caseid**>>

Password:  
<<**password**>>

OR

Scan this QR  
code  
<<QRCODE>>

[IF INCENTIVE ELIGIBLE: <<Once you complete your survey, we will send you \$<<inc\_amount>> to thank you for your time. >>]If you have any questions or would prefer to complete your survey over the phone, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

## Reminder Postcard 5 (Incentive Eligible)

### Outside

Three easy steps to receive \$<<inc\_amount>>.

### Inside

We will send you \$<<inc\_amount>> for completing your <<time>>-minute B&B survey! It only takes a few easy steps:

- |   |    |                         |
|---|----|-------------------------|
| 1. Go to<br><a href="https://surveys.nces.ed.gov/bandb/">https://surveys.nces.ed.gov/bandb/</a> |    | 1. Scan this QR code    |
| 2. Enter your Study ID:<br><<caseid>>   | OR | <<QRCODE>>              |
| Enter your Password:<br><<password>>  |    | 2. Complete your survey |
| 3. Complete your survey   |    |                         |

We will then send you \$<<inc\_amount>>!

---

**Share your experiences since attending <<institution name>> and make a difference for future generations of students!**

---

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

## Reminder Postcard 6

### Outside

Did you know? [INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS POSTCARD, PAGE E-136]

### Inside

Let us know by completing your B&B survey. Your responses will be combined with data from other B&B participants to help policymakers and researchers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

---

**[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS POSTCARD, PAGE E-136]**

---

Complete the [if abbreviated: <<short>>] <<time>>-minute survey today by logging on to <https://surveys.nces.ed.gov/bandb/> with your Study ID and password, or scan the QR code:

Go to  
<https://surveys.nces.ed.gov/bandb/>

Scan this QR  
code

Study ID: <<**caseid**>>

OR <<QR CODE>>

Password:

<<**password**>>

[IF INCENTIVE ELIGIBLE: <<Once you complete your survey, we will send you \$<<inc\_amount>> to thank you for your time. >>]If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at*  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-136]

## Reminder Postcard 7

### Outside

<<fname>>, you can help contribute to important education research.

### Inside

Data collection for B&B is still ongoing. If you already completed your survey, thank you very much!

If you have not yet completed the survey, you can complete the survey in one of two ways:

1. Online:

Go to

<https://surveys.nces.ed.gov/bandb/>

Scan this QR code

Enter your Study ID:

<<caseid>>

OR

<<QRCODE>>

Enter your Password:

<<password>>

2. Phone: Call 855-322-2826 to complete the survey over the phone.

---

**Complete your survey as soon as possible!**

---

The survey will [IF ABBREVIATED: <<only>>] take you <<time>> minutes. [IF INCENTIVE ELIGIBLE: <<Once you've completed your survey, we will send you \$<<inc\_amount>> to thank you for your time. >>] If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

## Reminder Postcard 8

### Outside

[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS POSTCARD, PAGE E-136]  
What about now?

### Inside

We need your participation to find out what graduates are experiencing in [2020/2021]. Please complete your <<time>>-minute B&B survey. [IF INCENTIVE ELIGIBLE:<< and we will send you \$<<inc\_amount>> to thank you for your time>>].

---

**[INSERT MERGE FIELD FROM TABLE - INTERESTING FACTS POSTCARD, PAGE E-136]**

---

You can complete your survey in one of two ways:

1. Online:

Go to  
<https://surveys.nces.ed.gov/bandb/>

Enter your Study ID:

<<caseid>>

Enter your Password:

<<password>>

Scan this QR  
code

<<QRCODE>>

OR

2. Phone: Call 855-322-2826 to complete your survey over the phone.

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

[INSERT SOURCE CITATION FOR FACT SELECTED ON INTERESTING FACTS TABLE, PAGE E-136]

**Reminder Postcard 9**

**Outside**

We need XXX more participants to reach our goal. Will you be one of them?

**Inside**

You are an important part of our study! Because we cannot survey everyone, you represent thousands of other students from across the country.

Please complete your 2016/20 B&B survey [IF INCENTIVE ELIGIBLE:<< and we will send you \$<<inc\_amount>> to thank you for your time>>]. You can complete your <<time>>-minute survey in one of two ways:

1. Online:

Go to  
<https://surveys.nces.ed.gov/bandb/>

Enter your Study ID:

<<caseid>>

Enter your Password:

<<password>>

Scan this QR  
code

<<QRCODE>>

OR

**We are  
counting on  
you to make  
B&B: 16/20 a  
success!**

2. Phone: Call 855-322-2826 to complete your survey over the phone.

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

## Abbreviated Announcement Postcard

### Outside

Your education survey takes now only <<time>> minutes!

### Inside

<<fname>>, we wanted to send you a reminder that your B&B survey is now only <<time>> minutes[INCENTIVE ELIGIBLE:<<, and you will get \$<<inc\_amount>> when you complete your survey today>>]!

Please complete in one of two ways:

1. Online:

Go to

<https://surveys.nces.ed.gov/bandb/>

Scan this QR code

Enter your Study ID:

<<caseid>>

Enter your Password:

<<password>>

OR <<QRCODE>>

2. Phone: Call 855-322-2826 to complete your survey over the phone.

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

## Nonresponse Follow-up Announcement Postcard

### Outside

[IF INCENTIVE ELIGIBLE: <<Receive \$5 for <<time>> minutes of your time.>>]/[ELSE: <<time>> minutes is all we need!>>]

### Inside

<<fname>>, we are counting on your help to make B&B a success! To learn about the experiences of students like you we have reduced your survey to only <<time>> minutes. Complete this short survey now[IF INCENTIVE ELIGIBLE:<<, and receive \$5>>]!

Please complete in one of two ways:

1. Online:

Go to

<https://surveys.nces.ed.gov/bandb/>

Scan this QR code

Enter your Study ID:

<<caseid>>

Enter your Password:

<<password>>

OR <<QRCODE>>

2. Phone: Call 855-322-2826 to complete your survey over the phone.



If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

## Reminder Postcard 10

### Outside

Data collection ends soon. Complete your survey today.

### Inside

Only a few more [INSERT MERGE FIELD FROM TABLE - TIME FRAME TEXT, PAGE E-138] to complete your B&B survey. You can complete your <<time>>-minute survey in one of two ways:

1. Online:

Go to  
<https://surveys.nces.ed.gov/bandb/>

Enter your Study ID:

<<caseid>>

Enter your Password:

<<password>>

Scan this QR  
code

<<QR CODE>>

OR

**Thank you for  
making B&B:16/17  
a success - help us  
achieve the same**

2. Phone: Call 855-322-2826 to complete your survey over the phone.

[IF INCENTIVE ELIGIBLE: <<Once you've completed your survey, we will send you \$<<inc\_amount>> to thank you for your time.>>] If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

Complete your survey as soon as possible!

OMB Control Number: 1850-0926

Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>

## As Needed Postcards

### As Needed Postcard Reminder 1

#### Outside

You can help shape higher education policy!

#### Inside

Data from B&B helps policymakers better understand how earning a bachelor's degree impacts choices for additional education and employment paths.

By completing your survey, you can inform education policy!



## As Needed Postcard Reminder 2 (Incentive Eligible)

### Outside

Complete a survey, receive \$<<inc\_amount>>!

### Inside

You can receive \$<<inc\_amount>> for sharing your experiences and opinions with us. Simply complete a <<time>>-minute survey and we will send you \$<<inc\_amount>>. You can choose to complete your survey in one of two ways:

1. Online:

Go to <a href="https://surveys.nces.ed.gov/bandb/">https://surveys.nces.ed.gov/bandb/</a>	Scan this QR code
Enter your Study ID: <b>&lt;&lt;caseid&gt;&gt;</b>	OR <<QRCODE>>
Enter your Password: <b>&lt;&lt;password&gt;&gt;</b>	

2. Phone: Call 855-322-2826 to complete your survey over the phone.

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*

## Incentive Changes Announcement Postcard

### Outside

[INSERT MERGE FIELD FROM TABLE - INCENTIVE TEXT OUTSIDE, PAGE E-137]

### Inside

[INSERT MERGE FIELD FROM TABLE - INCENTIVE GROUP, PAGE E-137]

Complete online:

Go to <a href="https://surveys.nces.ed.gov/bandb/">https://surveys.nces.ed.gov/bandb/</a>	Scan this QR code
Enter your Study ID: <b>&lt;&lt;caseid&gt;&gt;</b>	OR <<QRCODE>>
Enter your Password: <b>&lt;&lt;password&gt;&gt;</b>	

Complete by phone: Call 855-322-2826 to complete your survey over the phone

If you have any questions, please call 855-322-2826 or e-mail us at [bandb@rti.org](mailto:bandb@rti.org).

*OMB Control Number: 1850-0926*

*Learn more about our confidentiality procedures at <https://surveys.nces.ed.gov/bandb/confidentiality.aspx>*



## **Text Message Reminders**

### **Initial Screener Text Message**

US DEPT OF EDUC: «fname», complete a short 5-minute survey for the U.S. Department of Education. Go to [bitly link] to take the survey [IF INCENTIVE ELIGIBLE:<<and receive \$5 as a token of our appreciation>>]. Reply STOP to opt out of future text messages.

### **Screener Text Message Reminder 1**

US DEPT OF EDUC: «fname», don't forget to take your 5-minute survey for the U.S. Department of Education. Go to [bitly link] to take the survey [IF INCENTIVE ELIGIBLE:<<and receive \$5 as a token of our appreciation>>]. Reply STOP to opt out of future text messages.

### **Screener Text Message Reminder 2**

US DEPT OF EDUC: «fname», the U.S. Department of Education wants to hear from you! Go to [bitly link] to take the 5-minute survey [IF INCENTIVE ELIGIBLE:<<and receive \$5 as a token of our appreciation>>]. Reply STOP to opt out of future text messages.

### **Screener Text Message Reminder 3**

US DEPT OF EDUC: «fname», please complete a short 5-minute survey for the U.S. Department of Education. Go to [bitly link] to take the survey [IF INCENTIVE ELIGIBLE:<<and receive \$5 as a token of our appreciation>>]. Reply STOP to opt out of future text messages.

### **Data Collection Announcement Text**

US DEPT OF EDUC: <<fname>>, you have been selected for the U.S. Department of Education's 2016/20 Baccalaureate and Beyond Longitudinal Study. [IF INCENTIVE ELIGIBLE: <<You'll receive \$<<inc\_amount>> for participating.>>] Click here to take your survey: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 1**

US DEPT OF EDUC: Hi «fname». Increase our understanding of the experiences of recent college graduates. Log on to take your B&B survey [IF INCENTIVE ELIGIBLE:<<and <<now>> you'll <<still>> receive \$<<inc\_amount>>]. Take the survey at: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 2**

US DEPT OF EDUC: «fname», complete your B&B survey to represent other recent college graduates. Go to [bitly link] to take the survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive \$<<inc\_amount>> as a token of our appreciation>>]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 3**

US DEPT OF EDUC: Your Dept. of Education B&B survey is still available, «fname». [IF INCENTIVE ELIGIBLE: <<When you participate <<now>> you will <<still>> receive \$<<inc\_amount>>.>>]. Click this link to take the survey: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 4**

US DEPT OF EDUC: <<Fname>>, don't forget to complete your <<time>>-minute B&B survey conducted by the U.S. Department of Education [IF INCENTIVE ELIGIBLE: <<for \$<<inc\_amount>>>>]! Complete it today by clicking here: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 5**

US DEPT OF EDUC: <<Fname>>, go to [bitly link] or call 855-322-2826 to complete your <<time>>-minute B&B survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive \$<<inc\_amount>>>>]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 6**

US DEPT OF EDUC: <<Fname>>, you can complete your <<time>>-minute B&B survey on your mobile device [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive \$<<inc\_amount>>>>]! Go to [bitly link] or call 855-322-2826. Reply STOP to opt out of future text messages.

### **Text Message Reminder 7**

US DEPT OF EDUC: <<Fname>>, your participation in B&B helps inform policy on the paths recent college graduates take with respect to education and employment. Click here [bitly link] to begin your <<time>>-minute survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive \$<<inc\_amount>>>>]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 8**

US DEPT OF EDUC: Your <<time>>-minute B&B survey is easy to complete, <<fname>>![IF INCENTIVE ELIGIBLE: << Once you complete your survey you <<now>> will <<still>> receive \$<<inc\_amount>>>>]. Click here to get started: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 9**

US DEPT OF EDUC: <<fname>>, take part in important research when you participate in B&B! Complete your <<time>>-minute survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive your \$<<inc\_amount>>>>] by clicking here: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 10**

US DEPT OF EDUC: <<fname>>, you can view results from previous B&B surveys here: [[link to infographic](#)]. Click here to participate: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 11**

US DEPT OF EDUC: <<fname>>, we still need to hear from recent college graduates like you! Take your B&B survey today [IF INCENTIVE ELIGIBLE:<< and <<now>><<still>> receive \$<<inc\_amount>>]: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 12**

US DEPT OF EDUC: <<fname>>, please join other recent college graduates who have participated in B&B by taking your survey here: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 13**

US DEPT OF EDUC: <<fname>>, help policymakers better understand the experiences of recent college graduates [IF INCENTIVE ELIGIBLE:<< and <<now>><<still>> receive \$<<inc\_amount>>>>]. Click here: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 14**

US DEPT OF EDUC: Share your experiences with the U.S. Department of Education, <<fname>>. Please take <<time>> minutes to complete your B&B survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive \$<<inc\_amount>>>>]: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 15**

US DEPT OF EDUC: <<fname>>, we still need <<xx>> participants to make B&B a success - we need your help today! Take the survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive your \$<<inc\_amount>>>>] by clicking here: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 16**

US DEPT OF EDUC: Do you have <<time>> minutes, <<fname>>? Please consider taking your B&B survey today on your mobile device [IF INCENTIVE ELIGIBLE:<<to <<now>><<still>> receive your \$<<inc\_amount>>, payable via PayPal or check>>]: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 17**

US DEPT OF EDUC: «fname», we've been contacting you and other recent college graduates about participating in B&B! Please consider taking your <<time>>-minute survey [IF INCENTIVE ELIGIBLE:<<for \$<<inc\_amount>>>>] here: [bitly link]. Reply STOP to opt out of future text messages.

**Text Message Reminder 18**

US DEPT OF EDUC: B&B won't be a success without you, «fname»! We still need your help [IF INCENTIVE ELIGIBLE:<<- and <<now>> you'll <<still>> receive \$<<inc\_amount>> for <<time>> minutes of your time>>]. Click here to begin: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 19**

US DEPT OF EDUC: Your experiences are unique, and no one can replace you in the B&B survey. Complete your <<time>>-minute survey [IF INCENTIVE ELIGIBLE:<< for \$<<inc\_amount>>>>] here: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder 20**

US DEPT OF EDUC: «fname» - your <<time>>-minute B&B survey [IF INCENTIVE ELIGIBLE:<<and \$<<inc\_amount >>] won't be available for much longer. Go to [bitly link] to begin now. Reply STOP to opt out of future text messages.

### **Text Message Reminder 21 (Day Before Final Day)**

US DEPT OF EDUC: «fname», tomorrow is the last day to participate in B&B! [IF INCENTIVE ELIGIBLE:<< You <<now>> will <<still>> receive \$<<inc\_amount>>! >>] Take your survey by clicking here: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message, Reminder 22 (Last Day)**

US DEPT OF EDUC: «fname», today is the LAST DAY to complete your <<time>>-minute B&B survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>>> receive \$<<inc\_amount>>>>]! Click here to begin: [bitly link]. Reply STOP to opt out of future text messages.

### **Nonresponse Follow-Up Text Message Reminder**

US DEPT OF EDUC: Hi «fname». Your B&B survey is still available for you to take [IF INCENTIVE ELIGIBLE:<< and <<now>> you'll <<still>> get \$<<inc\_amount>> as a thank you>>]! Take the survey by clicking here: [bitly link]. Reply STOP to opt out of future text messages.

### **Text Message Reminder (Abbreviated or Mini)**

US DEPT OF EDUC: Great news, «fname» - your B&B survey <<now>> only takes <<time>> minutes[IF INCENTIVE ELIGIBLE:<< and <<now>> you'll <<still>> receive \$<<inc\_amount>>]! Click here [<<to begin>>]: [bitly link]. Reply STOP to opt out of future text messages.

## **As Needed Texts**

### **Data Collection Extension Text Reminder**

US DEPT OF EDUC: «fname», your <<time>>-minute B&B survey has been extended until <<end\_mm\_dd>> because your participation is so important! Click here to begin: [bitly link][IF INCENTIVE ELIGIBLE:<< and <<now>><<still>> receive \$<<inc\_amount>>>>]. Reply STOP to opt out of future text messages.

### **Interruption in Data Collection – Notice**

US DEPT OF EDUC: <<fname>>, the B&B survey is temporarily suspended <<for <<REASON FOR INTERRUPTION>>>>and you will not be able to complete the survey until further notice. We will notify you once the website is back online. We apologize for any inconvenience. Reply STOP to opt out of future text messages.



### **Interruption in Data Collection – Resume**

US DEPT OF EDUC: <<fname>>, we are happy to inform you that the B&B survey has been re-opened, and you can once again log in to complete your B&B survey. Click here to start: [bitly link]. Reply STOP to opt out of future text messages.

### **Hard Refusal (Not a stop text refusal)**

US DEPT OF EDUC: <<fname>>, you recently declined to participate in B&B. We hope you will reconsider and support this important research. If you still have concerns, please contact us at [bandb@rti.org](mailto:bandb@rti.org) or 855-322-2826. Click here to participate: [bitly link]. Reply STOP to opt out of future text messages.

### **No Good Address for Payment (For those who completed using text password)**

US DEPT OF EDUC: <<fname>>, we attempted to send you a check for your participation in B&B, but we do not have a valid mailing address. Please contact us at [bandb@rti.org](mailto:bandb@rti.org) to update your mailing address. Reply STOP to opt out of future text messages.

### **Canceled PayPal Text (For those who completed using text password and selected PayPal for incentive)**

US DEPT OF EDUC: <<fname>>, we attempted to send you \$<<inc\_amount>> via PayPal for completing your B&B survey, but the payment has expired. We will reissue your payment to the email address you provided or contact us at [bandb@rti.org](mailto:bandb@rti.org) to update the e-mail address for your payment. Reply STOP to opt out of future text messages.

### **Missing Incentive Data Text (For those who completed using text password)**

US DEPT OF EDUC: <<fname>>, we would like to send you \$<<inc\_amount>> for completing your B&B survey, but do not have the necessary information to do so. Please contact us at [bandb@rti.org](mailto:bandb@rti.org) to update this information. Reply STOP to opt out of future text messages.

### **Opted into Receiving Texts During Data Collection via CATI or E-Mail**

US DEPT OF EDUC: <<fname>>, you indicated you would like text reminders regarding the B&B survey. You can complete your <<time>>-min survey [IF INCENTIVE ELIGIBLE:<<and <<now>><<still>> receive your \$<<inc\_amount>> incentive>>] here: [bitly link]. Reply STOP to opt out of future text messages.

### **Auto-Reply**

US DEPT OF EDUC: This is an automated reply. Please contact us at [bandb@rti.org](mailto:bandb@rti.org) or 855-322-2826 for any questions or additional information.

### **Interesting Facts—Trend Data**

Among 2015–16 first-time bachelor’s degree recipients, within 12 months of graduating, 67 percent were employed, 12 percent were both employed and enrolled in additional education, 9 percent were out of the labor force, 6 percent were enrolled only, and 6 percent were unemployed.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Among the 2015–16 first-time bachelor’s degree recipients, 85.9 percent of black students borrowed federal loans to finance their undergraduate education compared to 66.8 percent of white students.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Among all bachelor’s degree recipients in 2015-2016, 21.8 percent earned a STEM degree compared to 16 percent in 2007-2008.

(<https://nces.ed.gov/pubs2014/2014141.pdf>)

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Twelve months after graduating, male 2015–16 first-time bachelor’s degree recipients employed full time had a median annual income of \$41,600. In comparison, the median annual income for females was \$37,400.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Among all 2015–16 first-time bachelor’s degree recipients, 27 percent began their degree at a 2-year-or-less institution and 73 percent began their degree at a 4-year institution.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Eighty-five percent of first-time bachelor’s degree recipients who completed their degrees at a private for-profit institution in the 2015-16 academic year took out loans to pay for their undergraduate education, borrowing \$43,600 on average.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Twelve months after they graduated in 2015-16, male first-time bachelor’s degree recipients employed full time had a median annual income of \$41,600. For females, the median annual income was \$37,400.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Of all 2015–16 first-time bachelor’s degree recipients employed full time 12 months after graduating, 47 percent had a salaried job and 75 percent had a job that offered benefits.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Fifty-nine percent of 2015–16 first-time bachelor’s degree recipients had not prepared for or considered teaching; another 21 percent had not prepared for, but had considered, teaching.

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

## Letter Merge Fields

### Interesting Facts

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- Fact 1      Among 2015–16 first-time bachelor’s degree recipients, within 12 months of graduating, 67 percent were employed, 12 percent were both employed and enrolled in additional education, 9 percent were out of the labor force, 6 percent were enrolled only, and 6 percent were unemployed. Help us understand more about the educational paths of students who graduated from college in 2016!
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 2      Among 2015–16 first-time bachelor’s degree recipients who attended a for-profit school, 9 percent were unemployed 1 year after graduating, compared to 5 percent of students who attended a nonprofit private college. Will you help us determine if this remains true?
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 3      Among all bachelor’s degree recipients in 2015-2016, 21.8 percent earned a STEM degree, compared to 16 percent in 2007-2008. Help us find out more about this trend!
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 4      Twelve months after graduating, male 2015–16 first-time bachelor’s degree recipients employed full time had a median annual income of \$41,600. In comparison, the median annual income for females was \$37,400. Help us understand where salary figures stand now!
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 5      Among all 2015–16 first-time bachelor’s degree recipients, 27 percent began their degree at a 2-year-or-less institution and 73 percent began their degree at a 4-year institution.
- Help us find out more!
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 6      Eighty-five percent of first-time bachelor’s degree recipients who completed their degrees at a private for-profit institution in the 2015-16 academic year took out loans to pay for their undergraduate education, borrowing \$43,600 on average. Help us understand how taking out loans impacted the paths of college graduates like you!
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 7      Twelve months after they graduated in 2015-16, male first-time bachelor’s degree recipients employed full time had a median annual income of \$41,600. For females, the median annual income was \$37,400. Help us learn more about the earnings of graduates!
- Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 8      Of all 2015–16 first-time bachelor’s degree recipients employed full time 12 months after graduating, 47 percent had a salaried job and 75 percent had a job that offered benefits. What do those figures look like in 2020? Contribute to

our research!

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Fact 9

Fifty-nine percent of 2015–16 first-time bachelor’s degree recipients had not prepared for or considered teaching; another 21 percent had not prepared for, but had considered, teaching. Help us learn more about the teaching paths of college graduates!

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

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## E-mail Merge Fields

### Source and Signatory\*

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Source	Signatory
From NCES	<<NCES Project Officer>> Project Officer, B&B National Center for Education Statistics <a href="mailto:bandb@rti.org">bandb@rti.org</a>   202-xxx-xxxx
From RTI – Project Director	Jennifer Wine, Ph.D. Project Director, B&B RTI International <a href="mailto:bandb@rti.org">bandb@rti.org</a>   877-225-8470
From RTI – Task Leader	Nicole Tate B&B Data Collection Task Leader RTI International <a href="mailto:ntate@rti.org">ntate@rti.org</a>   877-225-8470
From RTI – B&B Data Collection Team	B&B Data Collection Team <a href="mailto:bandb@rti.org">bandb@rti.org</a>   877-225-8470

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### Interesting Facts

Fact 1

Among 2015–16 first-time bachelor’s degree recipients, within 12 months of graduating, 67 percent were employed, 12 percent were both employed and enrolled in additional education, 9 percent were out of the labor force, 6 percent were enrolled only, and 6 percent were unemployed. Help us understand more about the educational paths of students who graduated from college in 2016!

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

Fact 2

Among 2015–16 first-time bachelor’s degree recipients who attended a for-profit school, 9 percent were unemployed 1 year after graduating, compared to 5 percent of students who attended a nonprofit private college. Will you help us determine if this remains true?

Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

- Fact 3                    Among all bachelor’s degree recipients in 2015-2016, 21.8 percent earned a STEM degree, compared to 16 percent in 2007-2008. Help us find out more about this trend!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 4                    Twelve months after graduating, male 2015–16 first-time bachelor’s degree recipients employed full time had a median annual income of \$41,600. In comparison, the median annual income for females was \$37,400. Help us understand where salary figures stand now!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 5                    Among all 2015–16 first-time bachelor’s degree recipients, 27 percent began their degree at a 2-year-or-less institution and 73 percent began their degree at a 4-year institution.  
 Help us find out more!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 6                    Eighty-five percent of first-time bachelor’s degree recipients who completed their degrees at a private for-profit institution in the 2015-16 academic year took out loans to pay for their undergraduate education, borrowing \$43,600 on average. Help us understand how taking out loans impacted the paths of college graduates like you!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 7                    Twelve months after they graduated in 2015-16, male first-time bachelor’s degree recipients employed full time had a median annual income of \$41,600. For females, the median annual income was \$37,400. Help us learn more about the earnings of graduates!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 8                    Of all 2015–16 first-time bachelor’s degree recipients employed full time 12 months after graduating, 47 percent had a salaried job and 75 percent had a job that offered benefits. What do those figures look like in 2020? Contribute to our research!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).
- Fact 9                    Fifty-nine percent of 2015–16 first-time bachelor’s degree recipients had not prepared for or considered teaching; another 21 percent had not prepared for, but had considered, teaching. Help us learn more about the teaching paths of college graduates!  
 Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).

## Interview Length

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Full interview	For most people, we expect the survey will take about «time» minutes, depending on your answers. You do not have to complete the survey in one session. You can get started and, if you choose, you can easily log out and resume at a later time.
Abbreviated interview	Your survey was «recently »shortened and now only takes about «time» minutes. You do not have to complete the survey in one session. You can get started and, if you choose, you can easily log out and resume at a later time.

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## Incentive Selection

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PayPal	Our records indicate that you chose to receive your token of appreciation via PayPal. Please note it can take up to a full business day to process your payment. Please look for an e-mail from PayPal indicating that you have received funds from RTI International. (You may need to check your SPAM folder as well.) Please contact us with any concerns.
PayPal Failed	Our records indicate that your PayPal payment failed. We would like to reissue your payment. Please respond to this e-mail and let us know if you would like the payment to be sent to a different e-mail address or if you would like us to retry sending it to «emailaddress». The failed payment could indicate that your account is either locked or inactive.
PayPal Accepted	Our records indicate that you chose to receive your token of appreciation via PayPal and have accepted the payment. Please contact us with any concerns.
PayPal Unclaimed	Our records indicate that you chose to receive your token of appreciation via PayPal, but you have not yet claimed your payment. The payment will expire after 30 days, so please be sure to claim it before then. Please contact us with any concerns.
Check	Our records indicate that you selected a check as a token of our appreciation. Your check is being processed and should arrive in a 3-4 weeks. Please contact us with any concerns.
No Incentive	Leave blank

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## Postcard Merge Fields

### Interesting Facts

	<<Interesting fact>> Outside text	<<Fact question>> Inside text
Fact 1	<p>Among 2015–16 first-time bachelor's degree recipients, within 12 months of graduating, 67 percent were employed, 12 percent were both employed and enrolled in additional education, 9 percent were out of the labor force, 6 percent were enrolled only, and 6 percent were unemployed.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Help us understand more about the educational paths of students who graduated from college in 2016!
Fact 2	<p>Among 2015–16 first-time bachelor's degree recipients who attended a for-profit school, 9 percent were unemployed 1 year after graduating, compared to 5 percent of students who attended a nonprofit private college.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Will you help us determine if this remains true?
Fact 3	<p>Among all bachelor's degree recipients in 2015-2016, 21.8 percent earned a STEM degree, compared to 16 percent in 2007-2008.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Help us find out more about this trend!
Fact 4	<p>Twelve months after graduating, male 2015–16 first-time bachelor's degree recipients employed full time had a median annual income of \$41,600. In comparison, the median annual income for females was \$37,400.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Help us understand where salary figures stand now!
Fact 5	<p>Among all 2015–16 first-time bachelor's degree recipients, 27 percent began their degree at a 2-year-or-less institution and 73 percent began their degree at a 4-year institution.</p>	Help us find out more!



	Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&B:16/17).	
Fact 6	<p>Eighty-five percent of first-time bachelor's degree recipients who completed their degrees at a private for-profit institution in the 2015-16 academic year took out loans to pay for their undergraduate education, borrowing \$43,600 on average.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Help us understand how taking out loans impacted the paths of college graduates like you!
Fact 7	<p>Twelve months after they graduated in 2015-16, male first-time bachelor's degree recipients employed full time had a median annual income of \$41,600. For females, the median annual income was \$37,400.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Help us learn more about the earnings of graduates!
Fact 8	<p>Of all 2015–16 first-time bachelor's degree recipients employed full time 12 months after graduating, 47 percent had a salaried job and 75 percent had a job that offered benefits.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	What do those figures look like in 2020? Contribute to our research!
Fact 9	<p>Fifty-nine percent of 2015–16 first-time bachelor's degree recipients had not prepared for or considered teaching; another 21 percent had not prepared for, but had considered, teaching.</p> <p>Source: U.S. Department of Education, National Center for Education Statistics, 2016-17 Baccalaureate and Beyond Longitudinal Study (B&amp;B:16/17).</p>	Help us learn more about the teaching paths of college graduates!

## Incentive Text Outside

Incentive Aggressive	We've now added an extra \$<<boost_amount>> for when you complete an important education survey.
Incentive Default Prepaid	You should have received \$2 on us just for being a part of this important education survey.
Incentive Default Flash	Complete your important education survey within the next <<#>> weeks and receive an additional \$<<flash_amount>>.
Incentive Ineligible	Help us reach our goal!

## Incentive Group

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Incentive Aggressive	<<fname>>, we've added an extra \$<<boost_amount>> for completing this important education survey. Once you finish your <<time>>-minute survey, you will now receive a total of \$<<inc_amount>> by check<< or PayPal>>. We hope you will complete your survey today.
Incentive Default Prepaid	<<fname>>, you should have received \$2 on us just for being a part of this important education survey. Once you complete your <<time>>-minute survey, we will send you another \$<<inc_amount>> by check<< or PayPal>>. We hope you will complete your survey today.
Incentive Default Flash	<<fname>>, once you complete your <<time>>-minute survey we will send you \$<<inc_amount>> by check<< or PayPal>>. If you complete it within the next <<number>> weeks, you'll receive an additional \$<<flash_amount>>. We hope you will complete your survey today.
Incentive Ineligible	<<fname>>, we hope you will complete your <<time>>-minute survey today.

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## Time Frame Text

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months

weeks

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