

# **APPENDIX F**

## **Draft NSCG Survey Mailing Materials**

<b>Letter Description</b>	<b>Letter Name</b>	<b>Page</b>
Frequently Asked Questions (included on backside of all letters)	NSCG-FAQ	3
Week 0, Pre-notice Letter, New Sample	NSCG-0W(N)	4
Week 0, Pre-notice Letter, Returning Sample	NSCG-0W(O)	5
Week 1, Web Invitation, New Sample	NSCG-1W(N)	6
Week 1, Incentive Web Invitation, New Sample	NSCG-1W(NI)	7
Week 1, Web Invitation, Returning Sample	NSCG-1W(O)	8
Week 1, Incentive Web Invitation, Returning Sample	NSCG-1W(OI)	9
Week 2, Perforated Reminder - No Incentive language	NSCG-2W	10
Week 2, Perforated Reminder - Incentive language	NSCG-2W(I)	11
Week 2, Questionnaire and Web Invitation, Returning Sample	NSCG-2W(Q)	12
Week 2, Questionnaire and Web Invitation, Returning Sample, Incentive	NSCG-2W(IQ)	13
Week 5, Web Invitation, ACS style envelope	NSCG-5W	14
Week 6, Reminder Postcard	NSCG-6W	16
Week 8, Questionnaire and Web Invitation	NSCG-8W	17
Week 12, Pressure Sealed, Perforated Web Invitation	NSCG-12W	18
Week 16, White Envelope Reminder, new sample	NSCG-16W	19
Week 18, Web Invitation, returning sample	NSCG-18W	20
Week 18, Web Invitation, Priority envelope, questionnaire, returning sample	NSCG-18W(Q)	21
Week 20, Web Invitation, new sample, Priority envelope, Questionnaire	NSCG-20W(Q)	23
Week 23, Web Invitation	NSCG-23W	25
Weeks 6,7,13,19 Reminder Email, LoginID	NSCG-1A	26
Weeks 6,7,13,19 Reminder Email, Password	NSCG-1B	27
Week 11 Reminder Email, LoginID	NSCG-2A	28
Week 11 Reminder Email, Password	NSCG-2B	29
Week 24 Last Chance Email, login ID	NSCG-3A	30
Week 24 Last Chance Email, Password	NSCG-3B	31
Adaptive Design Experiment, Questionnaire Early, New Sample	NSCG-AMN	32
Adaptive Design Experiment, Questionnaire Early, Returning Sample	NSCG-AMO	33
Adaptive Design Experiment, Web Emphasis, New Sample	NSCG-AWN	34
Adaptive Design Experiment, Web Emphasis, Returning Sample	NSCG-AWO	35
Adaptive Design Contingency Letter, Web Issue Apology	NSCG-AAP	36

# **NATIONAL SURVEY OF COLLEGE GRADUATES (NSCG)**

## **Frequently Asked Questions**

### **What is the National Survey of College Graduates?**

Since the 1970s, the National Survey of College Graduates (NSCG) has been the most important source of information on the education and career paths of the nation's college-educated population. It is conducted by the National Science Foundation (NSF), an independent agency of the U.S. government that supports research and education. The U.S. Census Bureau serves as the data collection contractor for the NSCG on behalf of NSF.

### **How is the information used?**

The information you provide will be used to . . .

- Deliver important information about the education and career paths of college graduates,
- Study the relationship between education and career opportunities in the U.S.,
- Assist people in making education and career choices,
- Inform decisions about how to best use limited resources in the areas of research, education, and job training

For other uses and more information, visit <http://www.census.gov/nscg>.

### **Who should participate?**

We collect data on the entire college graduate population, including people with international degrees, non-STEM (science, technology, engineering, and math) degrees, and people who are or were retired. You were randomly selected to participate, and you represent hundreds of other college-educated people in the U.S. We cannot replace you with another person because it would harm the quality of the data we collect. Your response is voluntary, and there is no penalty for not answering individual questions. The success of this survey depends on your response.

### **Will my information be kept confidential?**

Yes, your personal information and responses to the survey are confidential. The information collected in this questionnaire is solicited under the authority of the National Science Foundation (NSF) Act of 1950, as amended. The U.S. Census Bureau is collecting this information under the authority of Title 13, Section 8 of the United States Code. The Census Bureau is required by law to keep your information confidential and can use your responses for statistical purposes only. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Section 9). Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

### **How long will this survey take?**

Although individual times may vary, the average time to complete the survey is about 30 minutes. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, Office of the General Counsel, National Science Foundation, 2415 Eisenhower Ave., Alexandria, VA 22314.

### **Additional information about this survey**

Under 5 CFR 1320.5(b), an agency cannot conduct, sponsor, or require a response to a collection of information unless the collection displays a currently valid Office of Management and Budget (OMB) approval number. The OMB approval number for this survey is XXXX-XXXX and the expiration date is XX/XX/XXXX.

## **Week 0, Prenotice, New Sample: NSCG-0W(N)**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are asking for your help with the 2017 National Survey of College Graduates. This survey collects information about how people use their education over time and as economic conditions change. Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study.

In a few days, you will receive a mailing from us that will provide a fuller description of the survey and our specific reasons for contacting you. Your participation will ensure the validity of the survey results.

If you do not receive additional information from us within two weeks or have any questions about the survey, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

For more information about the National Survey of College Graduates, please visit the Census Bureau's web site: <http://www.census.gov/nscg>.

We would greatly appreciate your participation in this valuable national survey.

Sincerely,

John H. Thompson  
Director

NSCG-PNWO

## **Week 0, Prenotice, Returning Sample: NSCG-0W(O)**

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

We are asking for your help with the 2017 National Survey of College Graduates. Since the 1970s, the National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this ongoing study.

In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you – that information provided government, business, and academic institutions with crucial data on the career paths of college-educated individuals within the United States. The 2017 version of this survey will enable us to update knowledge about how people use their education as they age and as economic conditions change.

In a few days, you will receive a mailing from us that will provide a fuller description of the survey and our specific reasons for contacting you. Your participation will ensure the validity of the survey results.

If you do not receive additional information from us within two weeks or have any questions about the survey, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

For more information about the National Survey of College Graduates, please visit the Census Bureau's web site: <http://www.census.gov/nscg>.

We would greatly appreciate your participation in this valuable national survey.

Sincerely,

John H Thompson  
Director

NSCG-POW0

## Week 1, Web Invitation, New Sample: NSCG-1W(N)

[DATE]

Dear [FIRST NAME LAST NAME],

The U.S. Census Bureau and the National Science Foundation are dedicated to providing policy makers, you, and your community with the most comprehensive data on U.S. college graduates. To accomplish this, **we need your help**. Please complete the **2019 National Survey of College Graduates**, an important ongoing survey that has been conducted since the 1970s.

**Please respond by [DATE2] at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

### **By participating, college graduates like you can help:**

- Inform education and workforce initiatives, such as the America COMPETES Act, to improve our nation's standing in today's global economy
- Improve support for scholarship and fellowship opportunities, like the Graduate Research Fellowship Program, to help ensure the vitality and diversity of America's workforce

This national survey collects information on how people like you use their college education over time, especially as economic conditions change.

**The success of this survey depends on your participation;** we cannot substitute another college graduate for you. For more information, see the back of this letter for answers to frequently asked questions, email [nscg@census.gov](mailto:nscg@census.gov), or call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time.

Thank you in advance for responding to this important national survey.  
Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

## Week 1, Incentive Web Invitation, New Sample: NSCG-1W(NI)

[DATE]

Dear [FIRST NAME LAST NAME],

The U.S. Census Bureau and the National Science Foundation are dedicated to providing policy-makers, you, and your community with the most comprehensive data available on U.S. college graduates. To accomplish this, **we need your help**. Please complete the **2019 National Survey of College Graduates**, an important ongoing survey that has been conducted since the 1970s.

In appreciation of your participation, we have enclosed a \$30 debit card for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

**Please respond by [DATE2] at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

### **By participating, college graduates like you can help:**

- Inform education and workforce initiatives, such as the America COMPETES Act, to improve our nation's standing in today's global economy
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Thank you in advance for responding to this important national survey.  
Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

**Week 1, Web Invitation, Returning Sample: 1W(O)**

[DATE]

Dear [FIRST NAME LAST NAME],

About two years ago, you participated in the 2017 National Survey of College Graduates. We thank you. Your responses help:

- Inform education and workforce initiatives, such as the America COMPETES Act, to improve our nation's standing in today's global economy
- Improve support for scholarship and fellowship opportunities, like the Graduate Research Fellowship Program, to help ensure the vitality and diversity of America's workforce

**It is now time for the 2019 National Survey of College Graduates. We are requesting your help** to continue to provide policy makers, you, and your community with the most comprehensive data available on U.S. college graduates.

**Respond by [DATE2] at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

The success of this national survey still depends on your participation. **Your response is important even if your information has not changed.** Your continued participation allows us to investigate how social, technological, and economic events affect college-educated individuals over time. We cannot substitute another college graduate for you.

For more information, see the back of this letter for answers to frequently asked questions.

Still have questions?

- Email [nscg@census.gov](mailto:nscg@census.gov)
- Call, toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time

Thank you in advance for your continued participation in this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs



## Week 1, Incentive Web Invitation, Returning Sample: 1W(OI)

[DATE]

About two years ago, you participated in the 2017 National Survey of College Graduates. We thank you. Your responses help:

- Inform education and workforce initiatives, such as the America COMPETES Act, to improve our nation's standing in today's global economy
- Improve support for scholarship and fellowship opportunities, like the Graduate Research Fellowship Program, to help ensure the vitality and diversity of America's workforce

**It is now time for the 2019 National Survey of College Graduates. We are requesting your help** to continue to provide policy makers, you, and your community with the most comprehensive data available on U.S. college graduates.

In appreciation of your participation, we have **enclosed a \$30 debit card** for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

**Respond by [DATE2] at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

The success of this national survey still depends on your participation. **Your response is important even if your information has not changed.** Your continued participation allows us to investigate how social, technological, and economic events affect college-educated individuals over time. We cannot substitute another college graduate for you.

For more information, see the back of this letter for answers to frequently asked questions.

Still have questions?

- Email [nscg@census.gov](mailto:nscg@census.gov)
- Call, toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time

Thank you in advance for your continued participation in this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

## Week 2, Perforated Reminder, No Incentive Language: 2W

[DATE]

Dear [FIRST NAME LAST NAME],

Last week, we sent you a request to participate in the **2019 National Survey of College Graduates**. If you already completed the survey, thank you very much. If you have not responded, please use the secure website below to **complete the survey by [DATE2]**.

**Did you know...**that people who are employed in the same field they studied in college earn more, on average, than people who work in a different field than they studied? People can use information like this from the survey to help them make informed decisions about their education and occupation.

You were scientifically selected for this survey and your response is very important. For help or additional information, email [nscg@census.gov](mailto:nscg@census.gov), or call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time. Thank you in advance for responding to this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

FOLD LINE



**National Survey of College Graduates**

Respond **now** at <https://respond.census.gov/nscg> and enter your:

- **Login ID:**
- **Password:**

## Week 2 Perforated Reminder, Incentive Language: 2W(I)

[DATE]

Dear [FIRST NAME LAST NAME],

Last week, we sent you a \$30 debit card along with our request for your participation in the **2019 National Survey of College Graduates**. If you already completed the survey, thank you very much. If you have not responded, please use the secure website below to **complete the survey by [DATE2]**.

**Did you know...**that people who are employed in the same field they studied in college earn more, on average, than people who work in a different field than they studied? People can use information like this from the survey to help them make informed decisions about their education and occupation.

You were scientifically selected for this survey and your response is very important. For help or additional information, email [nscg@census.gov](mailto:nscg@census.gov), or call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time. Thank you in advance for responding to this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

FOLD LINE



**National Survey of College Graduates**

Respond **now** at <https://respond.census.gov/nscg> and enter your:

- **Login ID:**
- **Password:**

## Week 2, Questionnaire and Web Invitation, Returning Sample: 2W(Q)

[DATE]

Dear [FIRST NAME LAST NAME],

About two years ago, you participated in the 2017 National Survey of College Graduates. We thank you. Your responses help:

- Inform education and workforce initiatives, such as the America COMPETES Act, to improve our nation's standing in today's global economy
- Improve support for scholarship and fellowship opportunities, like the Graduate Research Fellowship Program, to help ensure the vitality and diversity of America's workforce

**It is now time for the 2019 National Survey of College Graduates. We are requesting your help** to continue to provide policy makers, you, and your community with the most comprehensive data available on U.S. college graduates.

Respond by [DATE2] at <https://respond.census.gov/nscg>

Login ID:

Password:

**If you prefer**, you may complete and mail back the enclosed paper questionnaire. Please return it by [DATE 2] in the provided postage-paid envelope. The success of this national survey still depends on your participation. **Your response is important even if your information has not changed.** Your continued participation allows us to investigate how social, technological, and economic events affect college-educated individuals over time. We cannot substitute another college graduate for you.

For more information, see the back of this letter for answers to frequently asked questions.

Still have questions?

- Email [nscg@census.gov](mailto:nscg@census.gov)
- Call, toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time

Thank you in advance for your continued participation in this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

## Week 2, Incentive language, Questionnaire and Web Invitation, Returning Sample: 2W(IQ)

[DATE]

Dear [FIRST NAME LAST NAME],

About two years ago, you participated in the 2017 National Survey of College Graduates. We thank you. Your responses help:

- Inform education and workforce initiatives, such as the America COMPETES Act, to improve our nation's standing in today's global economy
- Improve support for scholarship and fellowship opportunities, like the Graduate Research Fellowship Program, to help ensure the vitality and diversity of America's workforce

**It is now time for the 2019 National Survey of College Graduates. We are requesting your help** to continue to provide policy makers, you, and your community with the most comprehensive data available on U.S. college graduates.

In appreciation of your participation, we have **enclosed a \$30 debit card** for you to use upon completion of the survey. Instructions for using the debit card are enclosed.

**Respond by [DATE2] at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

**If you prefer**, you may complete and mail back the enclosed paper questionnaire. Please return it by [DATE 2] in the provided postage-paid envelope.

The success of this national survey still depends on your participation. **Your response is important even if your information has not changed.** Your continued participation allows us to investigate how social, technological, and economic events affect college-educated individuals over time. We cannot substitute another college graduate for you.

For more information, see the back of this letter for answers to frequently asked questions.

Still have questions?

- Email [nscg@census.gov](mailto:nscg@census.gov)
- Call, toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time

Thank you in advance for your continued participation in this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

Week 5, Web Invitation, ACS Style Envelope: 5W



## National Survey of College Graduates

Go to <https://respond.census.gov/nscg> to complete the 2019 National Survey of College Graduates online.

**Login ID:**

**Password:**

**See the other side of this card for more information.** If you need help or have any questions about this survey, call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time or send an email to [nscg@census.gov](mailto:nscg@census.gov).

**Second Reminder – Please respond today**

Dear [FIRST NAME LAST NAME],

A few weeks ago, the U.S. Census Bureau contacted you to request your participation in the 2019 National Survey of College Graduates. If you have already completed the survey, we appreciate your help.

If you have not responded, **now is the time to do so**. Your individual response is critical to the success of this survey and provides valuable information to your community and your country.

For example, local governments and businesses use this data to better understand the skills available in the local workforce to help build the economy.

To respond online, go to: <https://respond.census.gov/nscg>

**Login ID:**

**Password:**

Thank you for your contribution to this valuable national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

## Week 6 Reminder Postcard: 6W

Recently, we sent you information requesting your participation in an important national survey. If you have already completed the survey, we thank you very much.

If you have not yet completed the survey, **please do so as soon as possible**. Your response is critical to the success of this survey. You were scientifically selected for this survey and your experiences are unique, so we cannot substitute anyone else for you.

If you need any help or have any questions, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an email to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs



**Week 8 Web Invitation, Questionnaire: 8W**

[DATE]

**Fourth Reminder  
Please respond now**

Dear [FIRST NAME LAST NAME],

Recently, we sent you several requests for your participation in the 2019 National Survey of College Graduates. **Your response is needed.** We are asking that you complete this survey because your participation is critical to its success. If you have already responded, thank you.

National results from this survey are publicly available, allowing you and others to find information such as, average salaries in over 28 fields and how they have changed over time. This can help inform the field of study for college students or career changes for professionals.

**Please respond now by:**

- 1) Going to <https://respond.census.gov/nscg> and entering your:

**Login ID:**

**Password:**

**OR**

- 2) **Filling out the enclosed paper questionnaire** and mailing it back in the postage-paid envelope provided

**Your individual response is important**, even if you do not work, are retired, or work in a field that differs from that of your education or training.

For help or additional information, see the back of this letter for frequently asked questions, call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time, or send an email to [nscg@census.gov](mailto:nscg@census.gov).

Thank you for your contribution to this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

**Week 12 Pressure Sealed, Perforated, Web Invitation: 12W**

[DATE]

**Fourth Reminder  
Your response is critical**

Dear

About four weeks ago, we asked you to complete the 2019 National Survey of College Graduates. **Your response is critical** and helps the U.S. government allocate resources to research and education programs for advancement opportunities for you and others in the U.S. If you have already responded, please accept our thanks.

**Respond today at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

**Did you know...**your response can help determine how the U.S. compares to other countries in graduation rates in various fields? This can help identify areas for improvement in K-12 education and provide resources in these areas to make our country more competitive.

If we do not receive your response by **[DATE3]**, a Census Bureau representative may contact you.

**The success of this national survey depends on your participation.** We cannot substitute another college graduate for you. This survey helps policy makers and the public understand and quantify how people use their education as they age.

For additional Information:

- Email [nscg@census.gov](mailto:nscg@census.gov)
- Call, toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time

Thank you in advance for your response.  
Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

## Week 16 White Envelope Reminder, New Sample: 16W

[DATE]

Dear [FIRST NAME LAST NAME],

Over the past month we sent you several requests to participate in the 2019 National Survey of College Graduates. If you completed the survey, thank you very much. If you have not, **please take a moment to do so now.**

**Did you know...**researchers use data from the National Survey of College Graduates for many reasons, including to understand why people are leaving various fields, the relationship between field of degree and occupation, and how gender differences in various fields have changed over time?

For help or additional information, email [nscg@census.gov](mailto:nscg@census.gov), or call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time. Thank you in advance for responding to this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

FOLD LINE



**National Survey of College Graduates**

Respond **now** at <https://respond.census.gov/nscg> and enter your:

- **Login ID:**
- **Password**

## **Week 18, Web Invitation, returning sample: 18W**

Recently, we contacted you to request your participation in the 2019 National Survey of College Graduates. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

To date, we have not received a response from you. Your response is important to this survey, even if you are retired, do not work, or work in a field that differs from that of your education or training. All the information that you provide is strictly confidential and protected by U.S. law.

We would greatly appreciate your use of our online response option. Filling out the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to **<https://respond.census.gov/nscg>**
2. Enter the following information on the opening screen:

Login ID:

Password:

Your response within two weeks is most appreciated. If you have any questions about the 2019 National Survey of College Graduates, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935, visit our website at **<http://www.census.gov/nscg>**, or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**.

Thank you in advance for your contribution to this valuable national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

Week 18, Web Invitation, Questionnaire, Returning Sample, Priority Envelope: 18W(Q)



## National Survey of College Graduates

Go to <https://respond.census.gov/nscg> to complete the 2019 National Survey of College Graduates online.

**Login ID:**

**Password:**

**See the other side of this card for more information.** If you need help or have any questions about this survey, call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time, or send an email to [nscg@census.gov](mailto:nscg@census.gov).

## Sixth Reminder – We need your response!

Dear [FIRST NAME LAST NAME],

The success of the 2019 National Survey of College Graduates depends on your help. The U.S. Census Bureau contacted you several times to request your participation in this important national survey that provides critical information on college graduates in the U.S. If you have already completed the survey, we thank you for your cooperation. If you have not responded, **please do so immediately.**

Respond online at: <https://respond.census.gov/nscg>

**Login ID:**

**Password:**

If you prefer, you may complete and mail back the **enclosed paper questionnaire** in the provided postage-paid envelope as soon as possible.

**Results from this survey show** that between 1993 and 2013, the percent of Bachelor's degree recipients who took work-related training for licensure or certification in the previous year increased by nearly 50%. This finding suggests that college graduates are increasingly looking for ways to improve their knowledge level and identify opportunities for promotion or advancement.

Thank you for your contribution to this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

Week 20 Web Invitation, new sample, Priority envelope, Questionnaire: NSCG-20W(Q)



## National Survey of College Graduates

Go to <https://respond.census.gov/nscg> to complete the 2019 National Survey of College Graduates online.

**Login ID:**

**Password:**

**See the other side of this card for more information.** If you need help or have any questions about this survey, call toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time, or send an email to [nscg@census.gov](mailto:nscg@census.gov).

## Seventh Reminder – We need your response!

Dear [FIRST NAME LAST NAME],

The success of the 2019 National Survey of College Graduates depends on your help. The U.S. Census Bureau contacted you several times to request your participation in this important national survey that provides critical information on college graduates in the U.S. If you have already completed the survey, we thank you for your cooperation. If you have not responded, **please do so immediately**.

Respond online at: <https://respond.census.gov/nscg>

**Login ID:**

**Password:**

If you prefer, you may complete and mail back the **enclosed paper questionnaire** in the included postage-paid envelope as soon as possible.

**Results from this survey show** that between 1993 and 2013, the percent of Bachelor's degree recipients who took work-related training for licensure or certification in the previous year increased by nearly 50%. This finding suggests that college graduates are increasingly looking for ways to improve their knowledge level and identify opportunities for promotion or advancement.

Thank you for your contribution to this important national survey.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs



## Week 23 Web Invitation: NSCG-23W

**Final reminder  
Survey Closing Soon**

The U.S. Census Bureau has sent you several requests, on behalf of the National Science Foundation, to participate in **the 2019 National Survey of College Graduates**. We know your time is valuable, and we would greatly appreciate your participation to ensure that the survey results are accurate and representative.

This survey is the primary source of data about the educational outcomes of our nation's college-educated population. You were individually selected from millions of graduates in the United States to represent the college-educated population. We are counting on your help to ensure the highest quality data possible.

**Please respond at <https://respond.census.gov/nscg>**

**Login ID:**

**Password:**

The survey will be closing soon. **This is your last chance** to help policy makers, researchers, and the public better understand the impact of a college education.

For additional information:

- Email [nscg@census.gov](mailto:nscg@census.gov)
- Call, toll-free, 1-888-262-5935 from 9 a.m. to 10 p.m. Eastern Time
- See the back of this letter for answers to frequently asked questions

Thank you for your contribution to this valuable national survey. If you have already completed the survey, please accept our appreciation.

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

**Email 1A (Weeks 6,7,13,19)**

**Reminder e-mail with Letter**

Subject: U.S. Census Bureau Web Survey

Within the last few days, we mailed you a request to participate in the 2019 National Survey of College Graduates. This email provides a convenient way for you to get started. If you have already completed the survey, thank you for your assistance and please disregard this message.

The survey website is secure and all information that you provide is strictly confidential and protected by U.S. law. To respond to the survey online, please:

1. Click on the link: <https://respond.census.gov/nscg>
2. Enter your Login ID: <USERNAME>
3. Enter your password. For security purposes, you will receive your password in a separate email. If you are interested in learning more about the National Survey of College Graduates, please visit <http://www.census.gov/nscg>.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an email to [nscg@census.gov](mailto:nscg@census.gov). Staff are available to assist you from 9 a.m. to 10 p.m. Eastern Time.

Stephen Simoncini  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

**Email 1B (Weeks 6,7,13,19)**  
**Reminder e-mail with PASSWORD**

Subject: U.S. Census Bureau Web Survey Login Information

Earlier today, we sent you an email with your username for the National Survey of College Graduates web survey.

Your Password is: <PASSWORD>

To respond to the survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter your login ID provided in the initial email.
3. Enter your password: <PASSWORD>

Thank you for your participation in this valuable national survey. We look forward to your response.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935, visit our website at <http://www.census.gov/nscg>, or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

Stephen Simoncini  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

**Email 2A (week 11)**

**Reminder e-mail with USERNAME (no letter)**

Subject: U.S. Census Bureau Web Survey

Recently, we mailed you a request for your participation in the **2019 National Survey of College Graduates (NSCG)**. If you have already completed the survey, thank you for your response and please disregard this e-mail. If you have not had an opportunity to participate in the survey, please complete the survey online **as soon as possible**.

To respond to the survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter your login ID: <USERNAME>
3. Enter your password. For security purposes, you will receive your password in a separate email. Your response is critical to the success of this survey. You were scientifically selected for this survey and your experiences are unique, so we cannot substitute anyone else for you. To learn more about the NSCG, please visit <http://www.census.gov/nscg>.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

Stephen Simoncini  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

**Email 2B (week 11)**

**Reminder e-mail with PASSWORD (no letter)**

Subject: U.S. Census Bureau Web Survey Login Information

Earlier today, we sent you an email with your username for the National Survey of College Graduates web survey.

Your Password is: <PASSWORD>

To respond to the survey online, please:

4. Go to <https://respond.census.gov/nscg>
5. Enter your login ID provided in the initial email.
6. Enter your password: <PASSWORD>

Thank you for your participation in this valuable national survey. We look forward to your response.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935, visit our website at <http://www.census.gov/nscg>, or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

Stephen Simoncini  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

## Last Chance Email 3A with username (Week 23)

Subject: U.S. Census Bureau Web Survey

In the last few months the U.S. Census Bureau has sent you several requests, on behalf of the National Science Foundation, to participate in the **National Survey of College Graduates (NSCG)**. The 2019 NSCG will be ending soon. To date, we have not received a response from you. If you have recently completed the survey, thank you very much. If you have not yet had an opportunity to participate, please take a few moments to complete the survey now. We realize your time is valuable, but we really need your participation for the survey results to be accurate and representative.

Your response to this survey is important, regardless of whether you are retired, do not work, or work in a field that differs from that of your education. The survey web site is secure, and all information that you provide is strictly confidential and protected by U.S. law.

To respond to the survey online, please:

Go to <https://respond.census.gov/nscg>

1. Enter your login ID: <USERNAME>
2. Enter your password. For security purposes, you will receive your password in a separate email.

**DATE XX/XX/XXXX** will be the last day to respond. This is your last chance to help policy makers, researchers, and the public better understand the impact of a college education.

The NSCG is the only definitive source of data about the educational and occupational outcomes of our Nation's college-educated population. By surveying college graduates, we can improve our understanding about the relationship between college training and how people later use their education. If you are interested in learning more about the NSCG, please visit <http://www.nsf.gov/statistics/srvygrads>.

If you have any questions regarding the survey, please call us toll-free at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m. Eastern Time to assist you.

Thank you in advance for your contribution to this valuable national survey.

Stephen Simoncini  
Survey Director  
National Survey of College Graduates

**Last Chance Email 3B with password (Week 23)**

Subject: U.S. Census Bureau Web Survey Login Information

Earlier today, we sent you an email with your username for the National Survey of College Graduates web survey.

Your Password is: <PASSWORD>

To respond to the survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter your login ID provided in the initial email.
3. Enter your password: <PASSWORD>

Thank you for your participation in this valuable national survey. We look forward to your response.

If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935, visit our website at <http://www.census.gov/nscg>, or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

Stephen Simoncini  
Survey Director, National Survey of College Graduates  
U.S. Census Bureau

## Adaptive Design Experiment, Questionnaire Early, New Sample: NSCG-AMN

Recently we requested your participation in the 2019 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online or by using the enclosed paper questionnaire.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage-paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs



## Adaptive Design Experiment, Questionnaire Early, Returning Sample: NSCG-AMO

Recently we requested your participation in the 2019 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. If you have not had an opportunity to participate in the survey, please take a few moments to complete the survey online or by using the enclosed paper questionnaire.

In the past, you contributed to an NSF-sponsored survey of the college-educated population. Thank you for your past participation. The 2019 version of this survey will enable us to update knowledge about how people use their education as they age and as economic conditions change. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

We would greatly appreciate your response to this survey online. The Census Bureau is using the Internet to collect information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage-paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

## Adaptive Design Experiment, Web Emphasis, New Sample: NSCG-AWN

Recently we requested your participation in the 2019 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities for the people of the United States.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at **<http://www.nsf.gov/statistics/srvygrads>**.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

Complete the survey online by following the two easy steps listed below:

1. Go to **<https://respond.census.gov/nscg>**

2. Enter the following information on the

opening screen: Login ID:

Password:

If you have any questions about the NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to **[nscg@census.gov](mailto:nscg@census.gov)**.

Sincerely,

Enrique Lamas  
Associate  
Director for  
Demographic  
Programs

## Adaptive Design, Web Emphasis, Returning Sample: NSCG-AWO

Recently we requested your participation in the 2019 National Survey of College Graduates (NSCG). If you have completed the NSCG prior to receiving this mailing, please accept our thanks. This survey helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities for the people of the United States. In the past, you contributed to an NSF-sponsored survey of the college educated population. Thank you for your past participation.

The NSCG enables us to understand and quantify the way people use their education as they age. It helps us study how their career choices and opportunities change, both over time and over varying economic conditions. Researchers and policymakers consult this valuable information, as do students who are thinking over their education and career choices, and individuals who are considering a career change.

Now, we need you to help update this important information on our country's college-educated population. The results from earlier studies are available at the NSF's web site at <http://www.nsf.gov/statistics/srvygrads>.

Because you were scientifically selected, we cannot substitute another college graduate for you. The success of this national survey depends on your participation. Your response is needed, whether you are currently working or not.

Complete the survey online by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>

2. Enter the following information on the

opening screen: Login ID:

Password:

If you have any questions about the NSCG, please call us between 9 a.m. and 10 p.m. Eastern Time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

Enrique Lamas  
Associate Director for  
Demographic Programs

**Adaptive Design Contingency Letter, Web Issue Apology: NSCG-AAP**

We apologize. We recently encouraged you to go to <https://respond.census.gov/nscg> to complete the 2019 National Survey of College Graduates. Shortly after you received that invitation, the NSCG web site experienced technical problems that made login difficult for users and severely slowed the survey questionnaire's completion process.

We are sorry for the poor technical performance you may have experienced when attempting to complete the NSCG online. We have identified and addressed these issues and encourage you to use the Login ID and Password from our previous mailing to complete the survey.

If you need a replacement Login ID and Password, please contact us toll-free by phone at 1-888-262-5935, or by e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m., Eastern Time, to assist you.

If you completed the NSCG before receiving this mailing, please accept our sincere thanks.

Sincerely,

Enrique Lamas  
Associate  
Director for  
Demographic  
Programs