

**Appendix B**  
**Introductory Recruitment Email**  
**Head Start- Early Care and Education Landscape Survey**

*Note: This email will be the first email that we send to administrators asking them to participate in the survey.*

Subject: Let ACF know how Head Start is connected to your state ECE system

Dear [Insert Administrator Name]:

States have multifaceted early care and education (ECE) systems with different funding streams, services, standards, and regulations. The Administration for Children and Families' (ACF) Office of Planning, Research, and Evaluation (OPRE) has asked Child Trends, a non-profit research organization, to survey ECE administrators in all states and territories to learn about how states connect, integrate or coordinate these ECE systems. Specifically, we are interested in learning more about successes and barriers to integrating Head Start into state systems.

**We ask that you complete the following survey to share this information [INSERT SURVEY LINK]. The survey should take no more than 15 minutes, and we ask that you complete the survey by [DATE].**

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

If you have any questions, please contact Kelly Maxwell at [kmaxwell@childtrends.org](mailto:kmaxwell@childtrends.org) or 919-869-3251.

We know each state and territory is unique, and that individuals in different ECE programs have different experiences. It's important for us to hear from a range of individuals, and we hope you will take a few minutes to complete the survey. Your participation is greatly appreciated, and your perspective will provide important information to inform ACF's work.

Sincerely,

Kelly Maxwell

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this collection is 0970-0356 and it expires 06/30/2021. Public reporting burden for this collection of information is estimated to average 15 minutes per survey response.