

# **School Pulse Panel**

**OMB# 1850-NEW**

## **Appendix A – Communication Materials**

**National Center for Education Statistics (NCES)  
U.S. Department of Education**

**February 2022**

## Appendix A – Communication Materials

**Some emails may be modified to include interesting statistics from previously collected data. This may be included to help show the importance of response and help with recruiting nonresponding schools.**

### Initial Letter – Previous Respondent (FedEx)

Date

Dear [POSITION] of [SCHOOL\_NAME]:

Thank you for your prior response to the School Pulse Panel data collection and your continued commitment to this study. This letter is your <insert month> survey invitation. The survey should take no more than 30 minutes to complete. Your school will receive \$400 for each month that you complete the entire survey. The U.S. Department of Education and the National Center for Education Statistics (NCES) need to continue to hear about the challenges your school is facing this month during the COVID-19 pandemic.

Please complete the <insert month> survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
---------------------------------------

You should have also received an email invitation that contains this same link and User ID. Please submit your response no later than <insert date>. If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

Please be assured that, by federal mandate, we are required to protect the responses of all schools included in the Panel. Individual responses will be combined with those from other participants to produce summary statistics and reports, and your individual responses will not be identifiable.

To learn more about the School Pulse Panel and to preview the <insert month> questions, visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse). You may also call 1-844-868-3661 or email [adp.school.pulse.panel@census.gov](mailto:adp.school.pulse.panel@census.gov) if you have questions. To see findings from prior School Pulse Panel data collections, visit <https://ies.ed.gov/schoolsurvey/>.

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education

## School Pulse Panel: Frequently Asked Questions (FAQs)

### How is the School Pulse Panel different from other education surveys?

The School Pulse Panel is a unique survey. While surveys like the National Assessment of Educational Progress and the National Teacher and Principal Survey produce benchmark statistics critical to monitoring progress over time, they are not designed to capture the rapid pace at which schools must adapt in this pandemic environment. Your contribution is key to producing a source of “near time” statistics that shed light on these challenges and inform the response of education officials at the federal level.

### How frequently do you collect data for the School Pulse Panel?

The School Pulse Panel is designed to collect data from schools every month through December 2022.

### How do I participate?

Your school’s designated point of contact will receive an invitation to complete the School Pulse Panel survey via email. The email will include a link to the survey, which should take approximately 30 minutes to complete. They may also enter the URL enclosed on the front of this letter in a web browser to begin taking the survey. On behalf of the U.S. Department of Education’s National Center for Education Statistics (NCES), the Census Bureau is collecting the information. A new survey invitation will be issued each month from the email address [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov). All participation is voluntary.

### Does the person completing the School Pulse Panel have to be the principal?

No. We initially identified the principal at each school as the School Pulse Panel point of contact, but you are welcome to delegate completion of the survey to another staff member who is knowledgeable about student enrollment and other programs at the school.

### Will you ask the same questions every month?

Some questions will remain on the survey from month to month to detect how schools are experiencing and adapting to change. Other questions will rotate in and out. Topics will include, but will not be limited to, instructional mode, pandemic-related learning needs, virus spread mitigation strategies, services offered for students and staff, technology use and information on staffing.

### How will my school be reimbursed?

If permitted, for each fully completed monthly survey, the school will be offered \$400. For most schools, these funds will be paid out monthly in the form of a debit card. Some schools may need to make alternate arrangements with the Census Bureau.

### Other important information

All participation is voluntary. However, each school in the School Pulse Panel sample was selected to represent schools with similar characteristics, making your participation critical. Please be assured that, by federal mandate, we are required to protect the responses of all schools included in our survey. Individual responses will be combined with those from other participants to produce summary statistics and reports. No teacher or student time is required to complete the survey.

### Questions?

If you have any questions about the study, contact the U.S. Census Bureau at 1-844-868-3661 or via email at [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov). The Census Bureau is collecting the data for NCES.

*NCES is authorized to conduct this survey by the American Rescue Plan Act of 2021 (ARP 2021; Sec. 2010) and the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). All of the information schools 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). Reports of the findings from the survey will not identify participating Local Education Agencies (LEAs), schools, or staff. Individual responses will be combined with those from other participants to produce summary statistics and reports.*

## Initial Letter – Previous Respondents (No Debit Card Schools) (FedEx)

Date

Dear [POSITION] of [SCHOOL\_NAME]:

Thank you for your prior response to the School Pulse Panel data collection and your continued commitment to this study. This letter is your <insert month> survey invitation. The survey should take no more than 30 minutes to complete. The U.S. Department of Education and the National Center for Education Statistics (NCES) need to continue to hear about the challenges your school is facing this month during the COVID-19 pandemic.

Please complete the <insert month> survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
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Please be assured that, by federal mandate, we are required to protect the responses of all schools included in the Panel. Individual responses will be combined with those from other participants to produce summary statistics and reports, and your individual responses will not be identifiable.

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

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### **Other important information**

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## Initial Letter –NonRespondents (FedEx)

Date

Dear [POSITION] of [SCHOOL\_NAME]:

The U.S. Department of Education and the National Center for Education Statistics (NCES) need to hear about the challenges your school is facing during the COVID-19 pandemic. We are asking you to participate in the School Pulse Panel, a study designed to capture this information. This survey will take 30 minutes or less. Your school will receive \$400 for each month that you complete the entire survey.

Please complete the 30-minute <insert month> survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
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You should have received an email invitation that contains this same link and User ID. Please submit your response no later than <insert month>. If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

We understand the pandemic has placed exceptional demands on your school, staff, and students. To better understand these challenges, we are interested in hearing more about your experiences. By participating in the Panel, the experiences of your school and other schools will be used to inform policy and funding decisions that will address the challenges of the COVID-19 pandemic.

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Date

Dear [POSITION] of [SCHOOL\_NAME]:

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## Initial Letter – No Email for Schools (NonRespondents, accepts reimbursement) (FedEx)

Date

Dear [POSITION] of [SCHOOL\_NAME]:

The U.S. Department of Education and the National Center for Education Statistics (NCES) need to hear about the challenges your school is facing during the COVID-19 pandemic. We are asking you to participate in the School Pulse Panel, a study designed to capture this information. This survey will take 30 minutes or less. Your school will receive \$400 for each month that you complete the entire survey.

Please complete the 30-minute <insert month> survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
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Please submit your response no later than <insert date>. Unfortunately, we do not have a valid email address on file for you or your school. To receive an electronic link to the survey, please email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov) and provide the name and a valid email address for the best point of contact for this study.

We understand the pandemic has placed exceptional demands on your school, staff, and students. To better understand these challenges, we are interested in hearing more about your experiences. By participating in the Panel, the experiences of your school and other schools will be used to inform policy and funding decisions that will address the challenges of the COVID-19 pandemic.

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Sincerely,

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### **How frequently do you collect data for the School Pulse Panel?**

The School Pulse Panel is designed to collect data from schools every month through December 2022.

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

We currently do not have an email on file for your school. Please contact [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov) and provide a valid email address for a designated point of contact for this study. Your school’s designated point of contact will receive an email invitation to complete the School Pulse Panel survey. The email will include a link to the survey, which should take approximately 30 minutes to complete. They may also enter the URL on the front of this letter in a web browser to begin taking the survey. On behalf of the U.S. Department of Education’s National Center for Education Statistics (NCES), the Census Bureau is collecting the information. A new survey invitation will be issued each month from the email address [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov). All participation is voluntary.

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### **Will you ask the same questions every month?**

Some questions will remain on the survey from month to month to detect how schools are experiencing and adapting to change. Other questions will rotate in and out. Topics will include, but will not be limited to, instructional mode, pandemic-related learning needs, virus spread mitigation strategies, services offered for students and staff, technology use and information on staffing.

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## Initial Email –Previous Respondents

**[Subject line: School Pulse Panel: <insert month> Survey Invitation]**

Dear [POSITION] of [SCHOOL\_NAME]:

Thank you for prior response to the School Pulse Panel data collection and your continued commitment to this study. The U.S. Department of Education and the National Center for Education Statistics (NCES) need to continue to hear about the challenges your school is facing.

- This email contains your <insert month> survey invitation. Please complete the survey by <insert date>.
- The survey will take 30 minutes or less.
- Your school will receive \$400 for each month that you complete the entire survey.
- Please complete the <insert month> survey by visiting the link below and entering your User ID:

[URL]

User ID: [EXTERNALREFERENCE]

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U.S. Department of Education

## Initial Email – Previous Respondents (Non-Debit Card Schools)

**[Subject line: School Pulse Panel: <Insert month> Survey Invitation]**

Dear [POSITION] of [SCHOOL\_NAME]:

Thank you for your prior response to the School Pulse Panel and your continued commitment to this study. The U.S. Department of Education and the National Center for Education Statistics (NCES) need to continue to hear about the challenges your school is facing.

- This email contains your <insert month> survey invitation. Please complete the survey by <insert date>.
- The <insert month> survey collects data on <insert topic areas>, in addition to some repeated items from prior collections (learning modes offered and quarantine) so that we can analyze trends over time.
- The survey will take 30 minutes or less to complete.
- Please complete the <insert month> survey by visiting the link below and entering your User ID:

[URL]  
User ID: [EXTERNALREFERENCE]

Please be assured that, by federal mandate, we are required to protect the responses of all schools included in the Panel.

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## Initial Email – Previous NonRespondents (Non-Debit Card Schools)

**[Subject line: School Pulse Panel: <Insert Month> Survey Invitation]**

Dear [POSITION] of [SCHOOL\_NAME]:

The U.S. Department of Education and the National Center for Education Statistics (NCES) need to hear about the challenges your school is facing during the COVID-19 pandemic. Your school was selected to be a part of the School Pulse Panel, a data collection initiative designed to produce a source of “near time” statistics that shed light on these challenges and inform the response of education officials at the federal level.

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## Reminder 1 Email

**[Subject line: School Pulse Panel: <Insert Month> Survey Invitation Reminder]**

Dear [POSITION] of [SCHOOL\_NAME]:

This is a reminder to please complete the School Pulse Panel <insert month> survey by <insert date>. This survey will ask you about your school's experiences during the COVID-19 pandemic. **Your school will receive \$400 for each month that you complete the entire survey.** If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

- Please complete the 30-minute <insert month> survey by visiting the link below and entering your User ID:

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User ID: [EXTERNALREFERENCE]

- The <insert month> survey collects data on <insert topic areas>, in addition to some repeated items from prior collections (learning modes offered and quarantine) so that we can analyze trends over time.
- The information you provide will be an invaluable resource to guide response and recovery during this unprecedented period for our schools.
- Responses for your school will be protected and will not be publicly released in an identifiable form.
- If you need help or have questions, you may visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse), call 1-844-868-3661, or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

To see findings from prior School Pulse Panel data collections, visit <https://ies.ed.gov/schoolsurvey/>.

Thank you for your consideration of this important initiative. We look forward to your school's participation in this month's collection!

Sincerely,

Peggy Carr, Ph. D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education

## Reminder 1 Email –No Debit Card Schools

**[Subject line: School Pulse Panel: <insert month> Survey Invitation Reminder]**

Dear [POSITION] of [SCHOOL\_NAME]:

This is a reminder to please complete the School Pulse Panel <insert month> survey by <insert date>. This survey will ask you about your school's experiences during the COVID-19 pandemic. If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

- Please complete the 30-minute <insert month> survey by visiting the link below and entering your User ID:

[URL]  
User ID: [EXTERNALREFERENCE]

- The <insert month> survey collects data on <insert topic areas>, in addition to some repeated items from prior collections (learning modes offered and quarantine) so that we can analyze trends over time.
- The information you provide will be an invaluable resource to guide response and recovery during this unprecedented period for our schools.
- Responses for your school will be protected and will not be publicly released in an identifiable form.
- If you need help or have questions, you may visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse), call 1-844-868-3661, or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

To see findings from prior School Pulse Panel data collections, visit <https://ies.ed.gov/schoolsurvey/>.

Thank you for your consideration of this important initiative. We look forward to your school's participation in this month's data collection!

Sincerely,

Peggy Carr, Ph. D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education



## Reminder 2 Email

**[Subject line: School Pulse Panel: Your Response is Important]**

Dear [POSITION] of [SCHOOL\_NAME]:

The National Center for Education Statistics is seeking your participation in the School Pulse Panel <insert month> survey. We understand you are busy during these challenging times, but your participation will help ensure that the experiences of schools like yours inform future policy and funding decisions. If you have already responded for the month of April, thank you. You may disregard this notice.

**Your school will receive \$400 for each month that you complete the entire survey.** Please complete the School Pulse Panel <insert month> survey by <insert date>. The survey will take 30 minutes or less. You can complete the survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
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Please be assured that we are required, by federal mandate, to protect the responses of all schools included in the Panel, and your responses will not be identifiable.

To learn more about the School Pulse Panel and to preview the <insert month> questions, visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse). If you have questions, please call 1-844-868-3661 or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

Thank you for your consideration of this important initiative.

Sincerely,

Peggy Carr, Ph. D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education

## Reminder 2 Email –No Debit Card Schools

**[Subject line: School Pulse Panel: Your Response is Important]**

Dear [POSITION] of [SCHOOL\_NAME]:

The National Center for Education Statistics is seeking your participation in the School Pulse Panel survey. We understand you are busy during these challenging times, but your participation will help ensure that the experiences of schools like yours inform future policy and funding decisions. If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

Please complete the School Pulse Panel <insert month> survey by <insert date>. The survey will take 30 minutes or less. You can complete the survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
---------------------------------------

Please be assured that we are required, by federal mandate, to protect the responses of all schools included in the Panel, and your responses will not be identifiable.

To learn more about the School Pulse Panel and to preview the <insert month> questions, visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse). If you have questions, please call 1-844-868-3661 or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

Thank you for your consideration of this important initiative.

Sincerely,

Peggy Carr, Ph. D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education

## Reminder 3 Email

**[Subject line: School Pulse Panel: Last Day to Respond to <insert month> Survey is Today]**

Dear [POSITION] of [SCHOOL\_NAME]:

This is your final reminder to complete the School Pulse Panel <insert month> survey by **today, <insert date>**. We understand you are busy during these challenging times, but your participation will help ensure that the experiences of schools like yours inform future policy and funding decisions. If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

Your school will receive \$400 for each month that you complete the entire survey. **Please complete the School Pulse Panel <insert month> survey by the end of the day today.** The survey will take 30 minutes or less. You can complete the survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
---------------------------------------

Please be assured that we are required, by federal mandate, to protect the responses of all schools included in the Panel, and your responses will not be identifiable.

To learn more about the School Pulse Panel and to preview the <insert month> questions, visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse). If you have questions, please call 1-844-868-3661 or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

Thank you for your consideration of this important initiative.

Sincerely,

Peggy Carr, Ph. D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education

## Reminder 3 Email –No Debit Card Schools

**[Subject line: School Pulse Panel: Last Day to Respond to <insert month> Survey is Today]**

Dear [POSITION] of [SCHOOL\_NAME]:

This is your final reminder to complete the School Pulse Panel <insert month> survey by **today, <insert date>**. We understand you are busy during these challenging times, but your participation will help ensure that the experiences of schools like yours inform future policy and funding decisions. If you have already responded for the month of <insert month>, thank you. You may disregard this notice.

**Please complete the School Pulse Panel <insert month> survey by the end of the day today.** The survey will take 30 minutes or less. You can complete the survey by visiting the link below and entering your User ID:

[URL] User ID: [EXTERNALREFERENCE]
---------------------------------------

Please be assured that we are required, by federal mandate, to protect the responses of all schools included in the Panel, and your responses will not be identifiable.

To learn more about the School Pulse Panel and to preview the <insert month> questions, visit [www.census.gov/schoolpulse](http://www.census.gov/schoolpulse). If you have questions, please call 1-844-868-3661 or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

Thank you for your consideration of this important initiative.

Sincerely,

Peggy Carr, Ph. D.  
Commissioner  
National Center for Education Statistics (NCES)  
U.S. Department of Education

# School Pulse Panel FAQ/Brochure



## 2021-2022 School Pulse Panel

### What is the School Pulse Panel?

Every student in America deserves a high-quality education in a safe environment. This promise, which was already out of reach for too many, has been further threatened by the COVID-19 pandemic. We are asking you and your school to participate in a study sponsored by the U.S. Department of Education. The study is the **School Pulse Panel**, and the information you provide is essential to understanding the continued impact of the COVID-19 pandemic on K-12 education - especially as new variants and challenges emerge.

### Why should my school participate?

Your participation ensures that your school is included in important decisions regarding resource allocation as the country recovers from the pandemic. Your school's responses provide national, state, and local education leaders with the information needed to make evidence-based decisions about policy and supporting recovery efforts. Each school in the School Pulse Panel sample was selected to represent schools with similar characteristics, making your participation critical. Beginning in January 2022, your school will be asked to complete a brief 30-minute survey every month for up to 12 months.

For each month of participation, the school will be offered \$400. For most schools, these reimbursements will be paid out quarterly to you in the form of a debit card.

### How do I participate?

Your participation begins in January 2022 - and then every month for up to 12 months. Each school will designate a point of contact that will be responsible for completing the survey. Your school's designated point



of contact will receive an invitation to complete the School Pulse Panel survey via email. The email will include a link to the survey, which should take approximately 30 minutes to complete. On behalf of the U.S. Department of Education's National Center for Education Statistics (NCES), the Census Bureau is collecting the information. A new survey invitation will be issued each month from the email address [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov). All participation is voluntary.

### Does the person completing the School Pulse Panel have to be the principal?

No. We initially identified the principal at each school as the School Pulse Panel point of contact, but you are welcome to delegate completion of the survey to another staff member who is knowledgeable about student enrollment and other programs at the school.



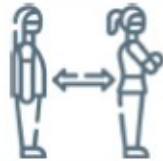
### Instructional Modes

In-person, virtual  
& hybrid learning



### Technology

Computer devices  
& internet access



### Mitigation Strategies

To reduce risk of spread  
of COVID-19



### School Staffing

Administrative, teacher  
& support staff vacancies



### Special Education & Mental Health Services

Changes in programs  
& challenges



### Will you ask the same questions every month?

Some questions may remain on the survey from month to month to detect how schools are experiencing and adapting to change. Other questions may rotate in and out. Topics may include instructional mode, enrollment counts of subgroups of students, pandemic-related learning needs, virus spread mitigation strategies, services offered for students and staff, technology use or information on staffing.

### Other important information

Please be assured that by federal mandate we are required to protect the responses of all schools included in our survey. Individual responses will be combined with those from other participants to produce summary statistics and reports. No teacher or student time is required to complete the survey.

### Questions?

If you have any questions about the study, contact the U.S. Census Bureau at 1-844-868-3661 or via e-mail at [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov). The Census Bureau is collecting the data for NCES.

# Web Instrument Log-in Screenshot



School Pulse Panel



Please log in.

Login ID

Save and Continue →

OMB No.: 1850-0963 Approval Expires: 6/30/2022

Need Help? Contact Us @ 1-844-868-3661 or [adp.school.pulse.panel@census.gov](mailto:adp.school.pulse.panel@census.gov)

**Welcome to the School Pulse Panel!** The information you provide is essential to understanding the continued impact of the COVID-19 pandemic on K-12 education.

Start

The National Center for Education Statistics (NCES), within the U.S. Department of Education, is authorized to conduct this survey by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). 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 1850-0963. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, 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 collection, or comments or concerns about the contents or the status of your individual submission of this questionnaire, please e-mail: [adp.school.pulse.panel@census.gov](mailto:adp.school.pulse.panel@census.gov).



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 1850-0963. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, 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 collection, or comments or concerns about the contents or the status of your individual submission of this questionnaire, please e-mail: [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

**\*\*U.S. Census Bureau Notice and Consent Warning\*\***

You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. *Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).*

**OMB No.: 1850-0963 Approval Expires: 6/30/2022**

**Need Help? Contact Us @ 1-844-868-3661 or [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov)**