**School Pulse Panel**

**OMB# 1850-0969 v.2**

**Appendix A – Communication Materials**

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

**U.S. Department of Education**

**February 2022**

**revised April 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. 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. 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 [addp.school.pulse.panel@census.gov](mailto:addp.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)**

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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?**

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**How will my school be reimbursed?**

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**Other important information**

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**Questions?**

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

Date

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

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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. 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. 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:

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User ID: [EXTERNALREFERENCE]

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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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## 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. 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. 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]

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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## Initial Email –Previous Respondents

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

Dear [POSITION] of [SCHOOL\_NAME]:

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

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

Dear [POSITION] of [SCHOOL\_NAME]:

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User ID: [EXTERNALREFERENCE]

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

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 [addp.school.pulse.panel@census.gov](mailto:addp.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

## 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.

* The survey will take 30 minutes or less to complete. Please complete the survey by <insert month>.
* 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.
* 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.

To learn more about the School Pulse Panel and to preview the <insert month> questions, visit [www.census.gov/schoolpulse](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\www.census.gov\schoolpulse). To see findings from prior School Pulse Panel data collections, visit <https://ies.ed.gov/schoolsurvey/>. If you have questions or need assistance, you may call 1-844-868-3661 or email [addp.school.pulse.panel@census.gov](mailto:addp.school.pulse.panel@census.gov).

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner

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

## 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:

[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](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\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](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\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]

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](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\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](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\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](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\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](file:///\\it171oafs-oa03.boc.ad.census.gov\DEMO_SHARE\School%20Pulse%20Survey\Data%20Collection\Contact%20Materials\February%202022\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





## Web Instrument Log-in Screenshot

Graphical user interface, application

Description automatically generated

Text

Description automatically generated

Text, letter

Description automatically generated