

## Appendix B. Outreach Materials for Data Systems Person

### Introductory recruitment email for data systems staff

Notes:

1. *This email will be the first email that we send to licensing data systems staff as a part of the recruitment process.*
2. *Attach letter from the Office of Child Care describing the importance of the work and encouraging participation.*

Subject: Invitation to inform ACF's licensing research and resources for licensing staff

Dear [DATA SYSTEMS STAFF'S NAME]:

Child Trends and ICF would like to invite you to participate in a phone interview about your child care and early education licensing data system, on behalf of the Administration for Children and Families (ACF). The child care and early education licensing administrator in your state, [NAME OF LICENSING STATE ADMINISTRATOR], suggested we speak with you to learn more about your licensing data system—specifically, the types of licensing data you collect, any challenges experienced using your licensing data, and how your licensing data links with other child care and early education related databases (e.g., QRIS, child care subsidy, etc.).

We have attached a letter from the Office of Child Care encouraging your participation. We are hoping to speak with licensing data system staff in all 50 states, plus the District of Columbia and the five territories, about their experiences with their child care and early education licensing systems. We know that there is a lot of variation among states and territories, and want to be certain we understand the full range of needs for information regarding licensing.

Click below to schedule your interview and see below for more information:

**<LARGE BUTTON TAKING THEM TO THE SCHEDULING SURVEY>**

Here are some additional details about this effort:

#### **When?**

We hope to complete interviews by [DATE], starting as soon as possible. Please click on the button above to schedule a time.

#### **How much time will this phone interview take?**

This will be a one-time phone call, lasting about 30 minutes.

#### **Who is conducting these interviews?**

These interviews are part of *The Role of Licensing in Early Care and Education* (TRLECE) project, led by Child Trends and ICF. TRLECE is funded by the Office of Planning, Research, and Evaluation (OPRE), which is part of the Administration for Children and Families (ACF) at the U.S. Department of Health and Human Services (HHS). TRLECE aims to identify and address gaps in knowledge about how key features of the child care and early education licensing system are related to program quality and outcomes for children, families, and key stakeholders (e.g., providers, licensing agencies); and develop resources to support states and territories in evaluating and strengthening their licensing systems.

**How will the information be used?**

Child Trends, ICF, and OPRE staff will use these interviews to inform future research efforts and develop resources about child care and early education licensing to support states and territories. We will develop an internal report for OPRE which may be shared with federal partners to inform other federal efforts. This report will not be public, but it may be used to inform future research efforts such as design documents, background materials for technical work groups, conceptual frameworks, and to contextualize research findings from follow-up data collections. We may also produce an informational report for OCC and its technical assistance (TA) providers to support federally-funded TA.

**Will my name or the name of my state or territory be used in the report?**

No, the information you give us will be combined with other states' and territories' information to help us learn more about child care and early education licensing systems. Only Child Trends, ICF, and OPRE staff working on this research project will see your individual responses, and they will not discuss this information with anyone else.

**What are the next steps?**

Click here [LINK TO SCHEDULING SURVEY] or use the link above to select a time that works for you. If none of these times work for you, please contact [NAME OF SCHEDULER] at [EMAIL] or [PHONE NUMBER].

If you do not schedule an interview, we will follow up via telephone and email. If you do not want to participate, please click here [LINK TO SCHEDULING SURVEY].

Each state and territory is unique, so it is important for us to talk with a licensing data systems staff member in every state and territory. We also know that you have limited time, so we will do everything possible to make this convenient and easy. Your participation is greatly appreciated, and your perspective will provide important information to inform OPRE's work.

Sincerely,

Kelly Maxwell

## **Follow-up recruitment email**

Notes:

1. *This email will be the first reminder that we send to data system staff member as a part of the recruitment process. We will send it 2 days after the initial request.*
2. *Attach letter from the Office of Child Care describing the importance of the work and encouraging participation.*

Subject: Reminder: Let ACF know about your child care and early education licensing system

Dear [DATA SYSTEMS STAFF'S NAME]:

Earlier this week, I sent an email about participating in a phone interview about your child care and early education licensing system, on behalf of Administration for Children and Families (ACF). We hope you'll be willing to participate and will click on the link below to select a time slot.

**<LARGE BUTTON TAKING THEM TO THE SCHEDULING SURVEY>**

Here are some additional details about this effort:

### **When?**

We hope to complete interviews by [DATE], starting as soon as you are available.

### **How much time will this phone interview take?**

About 30 minutes, during a one-time phone call.

### **Who is conducting these interviews?**

These interviews are part of *The Role of Licensing in Early Care and Education* (TRLECE) project, led by Child Trends and ICF. TRLECE is funded by the Office of Planning, Research, and Evaluation (OPRE), which is part of the Administration for Children and Families (ACF) at the U.S. Department of Health and Human Services (HHS).

### **How will the information be used?**

Child Trends, ICF, and OPRE staff will use these interviews to inform future research efforts and develop resources about child care and early education licensing to support states and territories. We know that there is a lot of variation among states and territories, and want to be certain we understand the full range of needs for information regarding child care and early education licensing. We will develop an internal report for OPRE which they may share with their federal partners. This report will not public, but it may be used to inform future research efforts such as design documents, background materials for technical work groups, conceptual frameworks, and to contextualize research findings from follow-up data collections. We may also produce an informational report for OCC and its TA providers to support federally-funded TA.

**Will my name or the name of my state or territory be used in the report?**

No, the information you give us will be combined with other states' and territories' information to help us learn more about child care and early education licensing systems. Only Child Trends, ICF, and OPRE staff working on this research project will see your individual responses, and they will not discuss this information with anyone else.

**What are the next steps?**

Click here [LINK TOSCHEDULING SURVEY] or use the link above to select a time that works for you. If none of these times work for you, please contact [NAME OF SCHEDULER] at [EMAIL] or [PHONE NUMBER]. We may ask to follow-up with someone else in your state or territory if there are certain questions you feel others would be better suited to answer.

If you do not schedule an interview, we will be following up via telephone and email. If you do not want to participate, please click here [LINK TOSCHEDULING SURVEY].

Each state and territory is unique, so it's important for us to talk with the person in each state and territory who is most familiar with their state's licensing data system. We also know that you have limited time, so we will do everything possible to make this convenient and easy. Your participation is greatly appreciated, and your perspective will provide important information to inform OPRE's work.

Sincerely,

Kelly Maxwell

## **Follow-up recruitment call script**

*Note: This call script will be used for a telephone call if data systems staff member does not respond to the first two recruitment emails.*

### **Follow-up call (if the contact person answers the phone)**

Hello, my name is [NAME], and I am a part of a research team at Child Trends. I'm following-up about an email sent on [DATE] from Kelly Maxwell requesting your participation in a telephone interview to learn more about your child care and early education licensing data system, on behalf of the Office of Planning, Research, and Evaluation, at the Administration for Children and Families (ACF).

The Child Care Licensing Administrator in your state, [NAME OF LICENSING STATE ADMINISTRATOR], suggested we speak with you.

We haven't yet heard from you regarding scheduling a time for the interview. Can I answer any questions or concerns you may have?

*If asked about the content say:*

We are especially interested in your state's licensing data system—specifically, the types of licensing data you collect, any challenges experienced using your licensing data system, and information about how your licensing data system links with other child care and early education related databases, such as QRIS and child care subsidy.

*If asked about the purpose or how the information will be used:*

Child Trends, ICF, and OPRE staff will use these interviews to inform future research efforts and develop resources about child care and early education licensing to support states and territories. We know that there are a lot of differences among states and territories, and want to be certain we understand the full range of needs for information regarding child care and early education licensing. We will develop an internal report for OPRE which may be shared its federal partners to inform other federal efforts. This report will not public, but it may be used to inform future research efforts such as design documents, background materials for technical work groups, conceptual frameworks, and to contextualize research findings from follow-up data collections. We may also produce an informational report for OCC and its TA providers to support federally-funded TA.

Would you be willing to participate? It will take about 30 minutes. We're hoping to schedule our interviews within the next couple of months and we can be very flexible to fit this into your schedule.

- *If yes:* Thank you for agreeing to do this. I'd like to find a time to schedule the interview. What is your availability to talk with us over the next two weeks? *(Select a date and time that respondent and interviewer is available)*

Great, so we'll plan to talk with you on [DATE] at [TIME]. We will send you an email with the

interview time and a copy of the questions we'll be asking. Thanks again and have a great day!

- *If no:* Thank you for letting me know. Is there someone else in your agency who would be able to answer our questions about [STATE/TERRITORY'S] licensing data system? Would it be possible for us to talk with him/her about participating in this interview?
  - *If no:* Ok. Thank you for talking with me today. Have a great day!
  - *If yes:* Great. May I have their contact information? (*Be sure to note name, title, email address, and phone number*)). Thank you for your help. Have a great day!
- *If unsure:* We're hoping to schedule our interviews within the next couple of months and we can be as flexible as possible to fit this into your schedule, if needed. I will plan to call you next week to follow up. Thank you.

#### **Follow-up script for speaking with an administrative assistant**

Hello, my name is [NAME] and I am a part of a research team at Child Trends. I'm following-up about an email Kelly Maxwell sent on [DATE] requesting [DATA SYSTEM STAFF'S NAME] participation in a 30 minute telephone interview to learn more about [STATE/TERRITORY] child care and early education licensing system on behalf of the Office of Planning, Research and Evaluation, part of the U.S. Department of Health and Human Services.

We hope you can find time in [DATA SYSTEM STAFF'S NAME] busy schedule to talk with us. Can you help me schedule it or should I leave a message?

*If they have questions, use the responses from the script above.*

- *If yes:* What is [DATA SYSTEM STAFF'S NAME] availability to talk with us over the next two weeks? (*Select a date and time that respondent and interviewer is available*)  
Great, so we'll plan to talk with [DATA SYSTEM STAFF'S NAME] on [DATE] at [TIME]. We will send an email to [DATA SYSTEM STAFF'S NAME] and CC you with the interview time and a copy of the questions we'll be asking. What is your email address?
- *If no:* I certainly understand. Would you please let [DATA SYSTEM STAFF'S NAME] know that we are trying to reach them and ask them to call me at [PHONE NUMBER] or email me at [EMAIL] to schedule an interview time? They can also use the link in the email from Kelly Maxwell sent on [DATE] to select a time that would work best for them.

Thanks so much. Have a great day!

#### **Follow-up voicemail script (if the contact person does not pick up)**

Hello, my name is [NAME] and I am a part of a research team at Child Trends. I'm following-up about an email sent on [DATE] from Kelly Maxwell requesting your participation in a 30 minute telephone interview to learn more about your child care and early education licensing data system on behalf of the Office of Planning, Research, and Evaluation, part of the U.S. Department of Health and Human Services.

The information will be used to inform future research efforts and develop resources about child care and early education licensing to support states and territories, so it is critical we hear from all states and territories to be certain we understand the range of issues and needs.

We hope you can find time in your busy schedule to talk with us. Please call me at [PHONE NUMBER] or email me at [EMAIL] to schedule an interview time. You can also use the link in the email from Kelly Maxwell sent on [DATE] to select a time that would work best for you. Thanks, and have a great day!

## **Follow-up recruitment email**

Notes:

1. *This email will be the final reminder that we send to data system staff member as a part of the recruitment process.*
2. *Attach letter from the Office of Child Care describing the importance of the work and encouraging participation.*

Subject: Don't miss the chance to have your experiences with child care licensing inform new resources and federal research

Dear [DATA SYSTEM STAFF'S NAME]:

I'm writing to follow up on our message from last week asking you to participate in an interview about your child care and early education licensing system, on behalf of the Office of Planning, Research, and Evaluation (OPRE), part of the Administration for Children and Families (ACF). Child Trends, ICF, and OPRE staff will use these interviews to inform future research efforts and develop resources about child care and early education licensing to support states and territories. Each state and territory is unique, so it's important for us to talk with someone familiar with the licensing data in early state and territory.

Please click on this link to select a time slot.

**<We will insert a large button here taking them to the scheduling survey>**

Note that the information you give us will be combined with other states' and territories' information to help us learn more about child care and early education licensing systems. Only Child Trends, ICF, and OPRE staff working on this research project will see your individual responses, and they will not discuss this information with anyone else. We will develop an internal report for OPRE which may be shared with its federal partners to inform other federal efforts. This report will not public, but it may be used to inform future research efforts such as design documents, background materials for technical work groups, conceptual frameworks, and to contextualize research findings from follow-up data collections. We may also produce an informational report for OCC and its TA providers to support federally-funded TA.

If you do not want to participate – or if you would prefer someone else in your agency to answer our questions – please click here [LINK TOSCHEDULING SURVEY]. This will be our final outreach about this interview, and we will assume you do not want to participate if we do not hear back from you.

Thank you for your time!

Sincerely,

Kelly Maxwell