

Attachment AG: HPOG 2.0 Previously Approved Methods to Maximize Response Rates-Sample Control

During the Short-Term Follow-Up Survey (STS) and Intermediate-Term Follow-Up Survey (ITS) data collection periods, the evaluation team used the following sample control procedures to minimize nonresponse levels and the risk of nonresponse bias. These same procedures will be used for the Long-Term Follow-Up Survey (LTS):

- Using trained interviewers with experience working on prior career pathways studies. For the LTS, the evaluation team will also draw from trained interviewers who worked on the HPOG 2.0 STS or ITS data collection efforts. They are skilled at working with low-income adults and in maintaining rapport with respondents, to minimize the number of break-offs and incidence of nonresponse bias.
- Providing a Spanish language version of the survey instrument to help achieve a high response rate among study participants for whom Spanish is their first language.
- Using a mixed-mode approach (telephone with in-person follow-up) but with a single team of local interviewers. Our experience on the prior career pathways studies, such as the first round HPOG1.0 Impact and PACE Studies, shows that respondents are more likely to answer calls from local interviewers than the phone center. This will also allow the local interviewer to tailor their approach to the in-person effort.
- Sending email reminders to non-respondents (for whom we have an email address) informing them of the study and allowing them the opportunity to schedule an interview.
- Providing a toll-free study hotline number—which will be included in all communications to study participants—to help them ask questions about the survey, update their contact information, and indicate a preferred time to be called for the survey.
- Taking additional locating steps in the field, as needed, when the interviewers do not find sample members at the phone numbers or addresses previously collected.
- Using customized materials in the field, such as “trying to reach you” flyers with study information and the toll-free number.
- Requiring the survey supervisors to manage the sample to ensure that a relatively equal response rate for treatment and control groups is achieved.