

## Appendix A. Recruitment of CCEE licensing administrators

### Introduction Email

*Attachments: Letter of support from OCC, Project flyer*

*Subject: Invitation to Participate in a National Licensing Administrator Survey*

Dear <<First Name, Last Name>>,

Please share your experiences with and perceptions of child care licensing! Your perspective as a licensing administrator is critical to build the field's knowledge about child care licensing. We hope you will take a few minutes to tell us about you and your team, what influences licensing decisions in your state/territory, what you think are the licensing unit's strengths and challenges, and share your ideas to improve licensing systems. We're hoping to gather information from all 56 states and territories.

This is a voluntary online survey that should take no more than 30 minutes to complete. Please **click on the link below** to take the survey.

**[Insert link]**

As a thank you for completing the survey, you will receive a **\$25 gift card**. Participation is completely voluntary, and you can choose to skip any survey items.

The project team, led by Child Trends, is conducting this survey as part of The Role of Licensing in Early Care and Education (TRLECE) project, funded by the Office of Planning, Research, and Evaluation, within the Administration for Children and Families. It is one of multiple studies to learn more about licensing. As you'll see in the attached letter, the Office of Child Care (OCC) in the Administration for Children and Families also supports this work.

Please see the FAQ below and the attached project description for more information about your participation in our study.

If you have any questions or would like to complete the survey over the telephone, please call us at **[Phone number]** or email us at [licadm@childtrends.org](mailto:licadm@childtrends.org).

Thank you,

Name, on behalf of the TRLECE team

### FAQ

#### What will happen with the information?

Personally identifying information (PII), such as your name, can only be accessed for the study's research purposes by the project team and authorized personnel associated with the project, on a need-to-know basis.

Your answers to the survey questions will be used only for research purposes. There are two parts to the survey:

**Part 1, Licensing Processes & Policies:** The first part of the survey asks you about licensing processes and policies in your state/territory. We plan to publish this information to help future researchers and other state/territory leaders learn about characteristics of licensing systems. This published information will identify which responses came from which state/territory. While we will not include your name, people may know you were the respondent.

**Part 2, Your Perceptions and Ideas:** The second part of the survey asks questions about your perceptions and ideas about the licensing system in your state/territory. We will share the data we collect with qualified individuals for research purposes. When the information from this study is published, your survey responses will be combined with information from others who complete the survey, and your state/territory will not be identified.

These two sections are clearly identified in the survey. Please let us know if you have concerns about privacy by emailing us at [licadm@childtrends.org](mailto:licadm@childtrends.org).

### **Is this part of federal monitoring?**

The survey is not part of the federal government's monitoring of states. It is for research purposes only. The information will not be used to judge states or compare states to one another. We hope that this research will inform state and federal efforts to support and strengthen the child care licensing system.

### **What are the next steps?**

If you are willing to participate, please click on the survey link above. We will remind you about this survey over the next few weeks if we don't hear from you. If you would like us to stop contacting you, please emailing us at [licadm@childtrends.org](mailto:licadm@childtrends.org).

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 number for the described information collection is 0970-0XXX and the expiration date is XX/XX/XXXX.
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# Example Reminder Email 1

Attachments: Letter of support from OCC, Project flyer

Subject: Reminder: Important Survey About [STATE] Child Care Licensing

Dear <<First Name, Last Name>>,

This is a reminder to please complete the one-time, voluntary web-based survey to help us learn about you and your state/territory's child care licensing system! The survey should take no longer than 30 minutes to complete. We're hoping to gather information from all 56 states and territories. Your perspective as a licensing administrator is critical to our work.

Please **click on the link below** to take the survey.

**[Insert link]**

The project team, led by Child Trends, is conducting this survey as part of The Role of Licensing in Early Care and Education (TRLECE) project, funded by the Office of Planning, Research, and Evaluation, within the Administration for Children and Families. It is one of multiple studies to learn more about licensing. As you'll see in the attached letter, the Office of Child Care (OCC) in the Administration for Children and Families also supports this work.

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## Example Reminder Email 2

*Attachments: Letter of support from OCC, Project flyer*

*Subject: Reminder: Represent [STATE] in a National Survey of Licensing Administrators*

Dear <<First Name, Last Name>>,

Time is running out to share information about your state/territory's child care licensing system! This voluntary survey will provide important information about state and territory licensing systems to policymakers, other administrators, and researchers and should only take about 30 minutes. Your perspective as a licensing administrator is critical to our work, and we hope to include information about your state/territory in our reports.

Please **click on the link below** to take the survey.

**[Insert link]**

The project team, led by Child Trends, is conducting this survey as part of The Role of Licensing in Early Care and Education (TRLECE) project, funded by the Office of Planning, Research, and Evaluation, within the Administration for Children and Families. It is one of multiple studies to learn more about licensing. As you'll see in the attached letter, the Office of Child Care (OCC) in the Administration for Children and Families also supports this work.

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If you have any questions or would like to complete the survey over the telephone, please call us at **[Phone number]** or email us at [licadm@childtrends.org](mailto:licadm@childtrends.org).

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Your answers to the survey questions will be used only for research purposes. There are two parts to the survey:

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## Example Reminder Email 3

*Attachments: Letter of support from OCC, Project flyer*

*Subject: Time is running out to complete the TRLECE survey!*

Dear <<First Name, Last Name>>,

Time is running out to share information about your state/territory's child care licensing system! This voluntary survey will provide important information about state and territory licensing systems to policymakers, other administrators, and researchers and should only take about 30 minutes. Your perspective as a licensing administrator is critical to our work. We hope you take a few minutes to complete the survey so we can include information from your state/territory!

Please **click on the link below** to take the survey.

**[Insert link]**

The project team, led by Child Trends, is conducting this survey as part of The Role of Licensing in Early Care and Education (TRLECE) project, funded by the Office of Planning, Research, and Evaluation, within the Administration for Children and Families. It is one of multiple studies to learn more about licensing. As you'll see in the attached letter, the Office of Child Care (OCC) in the Administration for Children and Families also supports this work.

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## Phone/Voicemail Script

### Instructions for caller:

Please use the following script to remind licensing administrators to complete the survey.

Before the call, collect the participant's contact information and date of most recent email communication to provide to them. Also have the participant's unique survey link accessible to use if participant chooses to complete the survey over the phone.

If the respondent doesn't answer, use the voicemail text provided below.

### If someone answers the phone:

Hi, my name is \_\_\_\_\_. I am calling from Child Trends on behalf The Role of Licensing in Early Care and Education study. May I please speak with [licensing administrator]?

**[SOMEONE OTHER THAN THE LICENSING ADMINISTRATORS RESPONDS AND THE LICENSING ADMINISTRATOR IS UNAVAILABLE]:** Is there a better time to call back or a better number to reach them?

**[If yes, take the information and call back]** Thank you!

**[If no]** Is there a way I could leave a message for them?

**[If yes, use voicemail script]**

**[If no]** We're calling about a federally-funded survey regarding child care licensing. The survey is for research purposes and is not part of the federal government's monitoring of states. Can you ask them to please call us at [phone number] or email at licadm@childtrends.org? Thank you.

**[TALKING WITH LICENSING ADMINISTRATOR]:** Hi [licensing administrator], my name is \_\_\_\_\_. I am calling from Child Trends. I am following up on an email we sent recently requesting your participation in our federally-funded research. The survey is for research purposes and is not part of the federal government's monitoring of states. Do you remember if you've received this email?

**[YES]:** Great! Then, as you might remember, we are hoping you can complete a one-time, web-based survey to learn more about you and your team, your perceptions of the child care licensing system, ideas for improving the system, and factors influencing licensing decisions in [STATE]. You will receive a \$25 gift card. Participation is completely voluntary, and you can decide to withdraw from the study at any time. Are you interested in filling out the survey?

**[NO]:** I understand, thank you for your time. Have a great day.

**[YES]:** Great, would you prefer to do it on the phone with me, right now, or on-line after we hang up?

**[NOW, ON PHONE]** Great, let's get started. **[OPEN REDCap and administer survey]**

**[AFTER WE HANG UP]:** You should have received an email from us on [date] with more information about the project and a link to complete the survey.

**[NO/NOT SURE]** Sorry you haven't gotten it! We are hoping you can complete a one-time, web-based survey to learn more about you and your team, your perceptions of the child care licensing system, ideas for improving the system, and factors influencing licensing decisions in [STATE]. You will receive a \$25 gift card. Participation is completely voluntary, and you can decide to withdraw from the study at any time. Are you interested in filling out the survey?

**[NO]:** I understand, thank you for your time. Have a great day.

**[YES]:** Great, would you prefer to do it on the phone with me, right now, or on-line after we hang up?

**[NOW, ON PHONE]** Great, let's get started. **[OPEN REDCap and administer survey]**

**[AFTER WE HANG UP]:** Sounds good. I can send the survey link via email right away. What is the best email address for me to use? **[confirm email address and re-send]** I am sending this to you now. If you don't get in in the next few minutes, you may need to check the spam folder in your email. If you have trouble finding the email or accessing the survey link, please call us at **[phone number]** or contact us by email at [licadm@childtrends.org](mailto:licadm@childtrends.org).

Do you have any questions? **[Respond to any questions about the study or survey and thank them for their time.]**

### Example Voicemail:

Hello, this message is for **[licensing administrator]**. My name is \_\_\_\_\_. I am calling from a research organization called Child Trends to request your participation in our survey about child care licensing.

This federally-funded study seeks to learn more about you and your team, your perceptions of the licensing system, ideas for improving the system, and factors influencing licensing decisions in your state/territory. The survey is for research purposes and is not part of the federal government's monitoring of states. You should have received an email from us on **[date]** with login information to complete a one-time, voluntary web-based survey. You will receive a \$25 gift card for completing the survey. Please complete this survey as soon as possible; your perspective on this topic is very valuable. If you have trouble finding the email or accessing the survey link or if you have any questions, please contact us by email at [licadm@childtrends.org](mailto:licadm@childtrends.org) or call us at **[study phone number]**. Thank you.