

## Appendix B. Recruitment of front-line child care licensing staff

### Recruitment through individualized links distributed by TRLECE team

#### Introduction Email

*Attachments: Letter of support from OCC*

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

Dear <<First Name, Last Name>>,

Please tell us about your experiences as a front-line child care licensing staff! We know little about the licensing workforce, which is a very important part of the child care system. We're conducting the **first-ever national survey** of front-line child care licensing staff to understand your roles, background, experiences, and supports you provide and receive. This survey will help the field better understand the child care licensing system.

**Click on the link below** to complete a one-time, voluntary web-based survey about your role in licensing. The survey should take no more than 30 minutes to finish.

**[Insert link]**

As a thank you for completing the survey, you will receive a **\$25 gift card**.

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 for more information. If you have any questions, would like to complete the survey over the telephone, or would like us to stop contacting you, please email us at [licstaff@childtrends.org](mailto:licstaff@childtrends.org) or call or text us at **[Study specific phone number]**.

Thank you,

Name, on behalf of the TRLECE team

#### FAQ

##### **What do you mean by front-line child care licensing staff?**

By front-line child care licensing staff, we mean individuals who routinely conduct inspections of licensed child care programs. You may have other responsibilities as well, as long as one of your jobs is to routinely conduct licensing inspections.

**What will happen with the information?**

The information in this survey will be used only for research purposes and in ways that will not reveal who you are. You will not be identified in any publication from this study. We will share some of the data we collect with qualified individuals for research purposes.

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.

**Is this part of federal monitoring? What is in the survey for front-line child care licensing staff?**

The survey is not part of the federal government's monitoring of states. It is for research purposes only. The survey data will not be used to judge states or compare states to one another.

**Why should I complete the survey?**

We think this survey is important because there is very little research about the licensing workforce, and that workforce is an important part of the child care system. 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?**

Please click on the survey link above to take part. We plan to reach out again over the next few weeks to remind you about this survey if we haven't heard from you. If you would like us to stop contacting you, please reply to this email.

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.

# Example Reminder Email 1

*Attachments: Letter of support from OCC*

*Subject Line: Don't forget to complete Front-Line Licensing Staff Survey*

Dear <<First Name, Last Name>>,

Please remember to complete the front-line licensing staff survey. Your experiences with the child care licensing system are important! We want to hear from front-line licensing staff all across the country.

Please complete the one-time, voluntary web-based survey using the link below. **You will receive a \$25 gift card for completing the survey.** This survey should take no more than 30 minutes to finish.

**[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.

Please see the FAQ below for more information. If you have any questions, would like to complete the survey over the telephone, or would like us to stop contacting you, please email us at [licstaff@childtrends.org](mailto:licstaff@childtrends.org) or call or text us at **[Study specific phone number]**.

Thank you in advance for your help with this important research.

Sincerely,

Name, on behalf of the TRLECE team

## FAQ

### What do you mean by front-line child care licensing staff?

By front-line child care licensing staff, we mean individuals who routinely conduct inspections of licensed child care programs. You may have other responsibilities as well, as long as one of your jobs is to routinely conduct licensing inspections.

### What will happen with the information?

The information in this survey will be used only for research purposes and in ways that will not reveal who you are. You will not be identified in any publication from this study. We will share some of the data we collect with qualified individuals for research purposes.

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.

### Is this part of federal monitoring? What is in the survey for front-line child care licensing staff?

The survey is not part of the federal government's monitoring of states. It is for research purposes only. The survey data will not be used to judge states or compare states to one another.

**Why should I complete the survey?**

We think this survey is important because there is very little research about the licensing workforce, and that workforce is an important part of the child care system. 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?**

Please click on the survey link above to take part. We plan to reach out again over the next few weeks to remind you about this survey if we haven't heard from you. If you would like us to stop contacting you, please reply to this email.

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 XXX-XXXX and the expiration date is XX/XX/XXXX.

## Example Reminder Email 2

*Attachments: Letter of support from OCC*

*Subject Line: Time is running out!*

Dear <<First Name, Last Name>>,

Time is running out to complete the front-line licensing staff survey! Your help is vital to the study's success! The more people we hear from, the better we'll be able to describe the experiences of licensing staff.

Please complete the one-time, voluntary web-based survey using the link below. **You will receive a \$25 gift card for completing the survey.** This survey should take no more than 30 minutes to finish.

**[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.

Please see the FAQ below for more information. If you have any questions, would like to complete the survey over the telephone, or would like us to stop contacting you, please email us at [licstaff@childtrends.org](mailto:licstaff@childtrends.org) or call or text us at **[Study specific phone number]**.

Thank you in advance for your help with this important research.

Sincerely,

Name, on behalf of the TRLECE team

### **FAQ**

#### **What do you mean by front-line child care licensing staff?**

By front-line child care licensing staff, we mean individuals who routinely conduct inspections of licensed child care programs. You may have other responsibilities as well, as long as one of your jobs is to routinely conduct licensing inspections.

#### **What will happen with the information?**

The information in this survey will be used only for research purposes and in ways that will not reveal who you are. You will not be identified in any publication from this study. We will share some of the data we collect with qualified individuals for research purposes.

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.

#### **Is this part of federal monitoring? What is in the survey for front-line child care licensing staff?**

The survey is not part of the federal government's monitoring of states. It is for research purposes only. The survey data will not be used to judge states or compare states to one another.

**Why should I complete the survey?**

We think this survey is important because there is very little research about the licensing workforce, and that workforce is an important part of the child care system. 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?**

Please click on the survey link above to take part. We plan to reach out again over the next few weeks to remind you about this survey if we haven't heard from you. If you would like us to stop contacting you, please reply to this email.

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 XXX-XXXX and the expiration date is XX/XX/XXXX.

## Example Reminder Text Message 1

Hi, this is Child Trends with a reminder to complete the front-line licensing staff survey from The Role of Licensing in Early Care and Education (TRLECE) project. Please take a few minutes to share your experiences in this voluntary survey!

**You will receive a \$25 gift card for completing the survey using the link below.** It should take no more than 30 minutes.

**[Insert link]**

If you have any questions about the study, respond to this text. Thank you for your help with this important research.

If you do not wish to participate, please text STOP.

## Example Reminder Text Message 2

Hi, this is The Role of Licensing in Early Care and Education (TRLECE) project with a reminder that the front-line licensing staff survey will soon close. We really want to include your views about the child care licensing system!

**You will receive a \$25 gift card for completing the voluntary survey using the link below.** It should take no more than 30 minutes.

**[Insert link]**

If you do not wish to participate, please text STOP.

# First Phone Call/Voicemail Script

## Instructions for caller:

Please use the script below to remind front-line licensing staff 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 of The Role of Licensing in Early Care and Education study. May I please speak with [participant]?

**[SOMEONE OTHER THAN THE FRONT-LINE STAFF MEMBER ANSWERS AND THE FRONT-LINE STAFF MEMBER 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 survey regarding child care licensing. Can you ask them to please call or text us at [phone number] or contact us by email at [licstaff@childtrends.org](mailto:licstaff@childtrends.org). Thank you.

**[TALKING WITH THE FRONT-LINE STAFF MEMBER]:** Hi [participant], my name is \_\_\_\_\_ and I am calling from Child Trends on behalf of The Role of Licensing in Early Care and Education study. I am following up on an email we sent on [date] requesting your help with our research. Do you remember if you've received this email?

**[YES]:** Great! Then, as you might remember, we're hoping you can complete a one-time survey online. We would like to learn more about your responsibilities, experiences, and perceptions of the child care licensing system as a front-line licensing staff member. Your perspective is important because we don't currently have any research that describes front-line licensing staff members' own thoughts about their work. You would receive a \$25 gift card for completing the survey. Participation is completely voluntary, and you can decide to skip any survey questions. 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 us started. **[OPEN REDCap and administer survey]**

**[AFTER WE HANG UP]:** Sounds good. The link to take the survey is in the email you received. If you have trouble finding the email or accessing the survey link,



please call or text us at [phone number] or contact us by email at licstaff@childtrends.org and we will get that information to you ASAP. Would it be helpful for me to re-send the email now, just in case? **[If yes, confirm email address and re-send email]**

**[NO]:** Sorry you haven't gotten it! We're hoping you can complete a one-time survey online. We would like to learn more about your responsibilities, experiences, and perceptions of the child care licensing system as a front-line licensing staff member. Your perspective is important because we don't currently have any research that describes front-line licensing staff members' own thoughts about their work. You would receive a \$25 gift card for completing the survey. Participation is completely voluntary, and you can decide to skip any survey questions. 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 – Click the personalized link for the participant and ask them each question, completing the survey as you go.]**

**[AFTER WE HANG UP]:** Sounds good. I can send the survey link via text or email right away. What is the best phone number/email address for me to use? **[confirm phone/email address and re-send email/text]** I am sending this to you now. **[If by email]** 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 or text us at [phone number] or contact us by email at licstaff@childtrends.org.

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

### Example Voicemail for Front-line Staff Member:

Hello, this message is for [front-line staff member]. My name is \_\_\_\_\_ and I am calling from Child Trends on behalf of The Role of Licensing in Early Care and Education study.

I am following up on an invitation we recently sent to take part in a survey about child care licensing front-line staff members and their perceptions of the licensing system. You should have received an email from us on [date] with a link 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. We really value your perspective on licensing. If you have trouble finding the email or accessing the survey link or if you have any questions, please call or text us at [phone number] or contact us by email at licstaff@childtrends.org. Thank you.

## **Recruitment through state-specific links distributed by licensing administrator**

In states where the licensing administrator is unwilling or unable to share front-line staff contact information with us, but is willing to distribute the links themselves, we will provide them with suggested text. In most cases, this text will be identical to the recruitment text above. We will suggest that the administrator indicates that the contents of the communication are being sent on behalf of Child Trends and the TRLECE project.

### **Initial Outreach**

Suggested text will be identical to the Introduction Email above except introduced with the text, “An invitation from Child Trends.”

### **Reminder Outreach**

We will provide suggested contents for both email and text message communication, as the administrator prefers. Email contents will be identical to reminder emails that are sent to the participants with individual links (example emails 1 and 2 above) and text message contents will be identical to reminder text messages sent to participants with individual links (example text messages 1 and 2 above). All suggested text will include the introduction, “Reminder from Child Trends.”