

Appendix B: Data Collection Communication Materials

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Appendix B1 – School Administrator Survey Data Collection Email & Follow-Ups

(1) School Administrator Survey Email – March/April 2025

Subject: Secondary Writing Toolkit Evaluation: Complete Your School Administrator Survey

Dear [School Administrator],

Thank you for participating in the Secondary Writing Toolkit evaluation! **We are inviting you to complete the school administrator survey, and we are excited to learn about your experiences with the Toolkit.** It will take approximately 10 minutes to complete the online survey. Please complete the survey by **April xx, 2025**.

As a thank you for your time, you will receive a \$15 gift card for completing this survey.

To access the survey, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell, Ed.D.
Study Principal Investigator

(2) School Administrator Survey – First Reminder (One Week Before Due Date) – March/April 2025

(Note: This email will include first contact attempt via “reply” function, not a new email.)

Subject: Reminder: Secondary Writing Toolkit Evaluation: Complete Your School Administrator Survey

Dear [School Administrator],

We recently invited you to complete the school administrator survey for the Secondary Writing Toolkit evaluation and have not heard back from you. It will take approximately 10 minutes to complete the online survey. Please complete the survey by **April xx**, 2025.

As a thank you for your time, you will receive a \$15 gift card for completing this survey.

To access the survey, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell, Ed.D.
Study Principal Investigator

(3) School Administrator Survey – Second Reminder on Due Date – April 2025

(Note: This email will include first and second contact attempts via “reply” function, not a new email.)

Subject: Second Reminder: Secondary Writing Toolkit Evaluation: Complete Your School Administrator Survey

Dear [School Administrator],

This is a reminder to complete the school administrator survey for the Secondary Writing Toolkit evaluation. We have not heard back from you, and we know you’re very busy, but we are still very interested in learning about your experience with the Toolkit. Please complete the survey by **TODAY, April xx, 2025.**

As a reminder, the online survey will take approximately 10 minutes to complete, and you will receive a \$15 gift card for completing this survey.

To access the survey, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell, Ed.D.
Study Principal Investigator

(4) School Administrator Survey Follow-up – First Follow-Up After Due Date – April 2025

(Note: This email will include all contact attempts via “reply” function, not a new email.)

Subject: Follow-up: Secondary Writing Toolkit Evaluation: Complete Your School Administrator Survey

Dear [School Administrator],

We've reached out to you a few times to complete the school administrator survey to learn more about your experience with the Secondary Writing Toolkit. We have not heard back from you, but we are still very interested in your feedback.

As a reminder, the online survey will take approximately 10 minutes to complete, and you will receive a \$15 gift card for completing this survey.

To access the survey, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell, Ed.D.

Study Principal Investigator

(5) School Administrator Survey Follow-up – Second Follow-Up After Due Date – April/May 2025

(Note: This email will include all contact attempts via “reply” function, not a new email.)

Subject: Follow-up: Secondary Writing Toolkit Evaluation: Complete Your School Administrator Survey

Dear [School Administrator],

We've reached out to you a few times to complete the school administrator survey to learn more about your experience with the Secondary Writing Toolkit. We have not heard back from you, but we are still very interested in your feedback.

As a reminder, the online survey will take approximately 10 minutes to complete, and you will receive a \$15 gift card for completing this survey.

To access the survey, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

We will give you a call in the next few days if we don't hear from you.

Sincerely,

Linda Caswell, Ed.D.
Study Principal Investigator

Appendix B2 – Peer Facilitator/Teacher Professional Learning Tracker Data Collection Follow-Ups

(1) Peer Facilitator/Teacher Professional Learning Tracker Data Collection Follow-up – First Follow-Up – October 2024 to February 2025

Subject: Secondary Writing Toolkit Evaluation: Complete Your Professional Learning Tracker

Dear [Peer Facilitator/Teacher],

You recently participated in a Professional Learning Community (PLC) session for the Secondary Writing Toolkit, and our records indicate that you have not yet completed the Professional Learning Tracker (PLT) associated with this PLC. This is a reminder to complete the PLT. It will only take 10–12 minutes to complete.

As a reminder, this is the [first/second/third/fourth/fifth/sixth/seventh/eighth] PLT that we will ask you to complete over the course of this study. There are eight total PLTs; you will receive a \$50 gift card after the last PLT.

To access your PLT, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

(2) Peer Facilitator/Teacher Professional Learning Tracker Data Collection Follow-up – Second Follow-Up – October 2024 to February 2025

(Note: This email will include first contact attempt via “reply” function, not a new email.)

Subject: Reminder: Secondary Writing Toolkit Evaluation: Complete Your Professional Learning Tracker

Dear [Peer Facilitator/Teacher],

This is another reminder to complete your Professional Learning Tracker (PLT) associated with your recent attendance in the [first/second/third/fourth/fifth/sixth/seventh/eighth] Professional Learning Community (PLC) for the Secondary Writing Toolkit. We have not heard back from you, and we know you're very busy, but we are still very interested in your responses! It will take only 10–12 minutes to complete.

As a reminder, this is the [first/second/third/fourth/fifth/sixth/seventh/eighth] PLT that we will ask you to complete over the course of this study. There are eight total PLTs; you will receive a \$50 gift card after the last PLT.

To access your PLT, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

We will give you a call in the next few days if we don't hear from you.

Sincerely,

Linda Caswell
Study Principal Investigator

Appendix B3 – Peer Facilitator/Teacher Instructional Log Data Collection Email & Follow-ups

***(1) Peer Facilitator/Teacher Instructional Log Data Collection Email – Week Prior to Log Week
September 2024 and February 2025***

Subject: Secondary Writing Toolkit Evaluation: Daily Instructional Logs Next Week!

Dear [Peer Facilitator/Teacher],

Thank you for participating in the Secondary Writing Toolkit evaluation! **We are excited to learn from you, and we are emailing to remind you that next week we will be inviting you to complete an instructional log each day next week.**

The link to your log will appear in your inbox each morning, starting on Monday, and we ask that you complete each log before the next day. It will take approximately 15 minutes to complete each instructional log online.

As a reminder, you will receive a \$10 gift card for each instructional log that you complete.

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

(2) Peer Facilitator/Teacher Instructional Log Data Collection Email - Morning September 2024 and February 2025

Subject: Secondary Writing Toolkit Evaluation: Complete your daily instructional log! [Day 1/2/3/4/5]

Dear [Peer Facilitator/Teacher],

Thank you for participating in the Secondary Writing Toolkit evaluation! **We are excited to learn from you, and we are inviting you to complete the [first/second/third/fourth/fifth] daily instructional log by the end of the day today.** It will take approximately 15 minutes to complete your instructional log online.

As a reminder, this is one of five instructional logs that we will ask you to complete over the course of this week (one per day), and you will receive a \$10 gift card for **each** instructional log that you complete.

To access your instructional log, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

**(3) Peer Facilitator/Teacher Instructional Log Data Collection Email - Follow-Up - Late Afternoon
September 2024 and February 2025**

(Note: This email will include first contact attempt via “reply” function, not a new email.)

Subject: Reminder: Secondary Writing Toolkit Evaluation: Complete your daily instructional log! [Day 1/2/3/4/5]

Dear [Peer Facilitator/Teacher],

We invited you to complete your [first/second/third/fourth/fifth] daily instructional log for the Secondary Writing Toolkit evaluation, and our records indicate that you have not yet done so. This is a reminder to complete your instructional log, which will take approximately 15 minutes to complete.

As a reminder, this is one of five instructional logs that we will ask you to complete over the course of this week (one per day), and you will receive a \$10 gift card for each instructional log that you complete.

To access your instructional log, please click this link: [link].

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

We will give you a call tomorrow morning if we don't hear from you.

Sincerely,

Linda Caswell
Study Principal Investigator

Appendix B4 – Peer Facilitator/Teacher Focus Group Email & Follow-ups

(1) Peer Facilitator/Teacher Focus Group Email – March/April 2025

Subject: Secondary Writing Toolkit Evaluation: Schedule Your Focus Group

Dear [Peer Facilitator/Teacher],

Thank you for participating in the Secondary Writing Toolkit evaluation! **We are now reaching out to schedule your virtual focus group.** We are excited to learn about your experiences with the Toolkit!

As a reminder, we would like to schedule a 60-minute focus group with you and other [peer facilitators/teachers]. As a thank you for your time, you will receive a \$30 gift card for participating in the focus group.

To facilitate scheduling, please select all the days and times that you are available in this link [link] by **March xx, 2025.**

We will follow up with a final date and time for your focus group as soon as possible.

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

(2) Peer Facilitator/Teacher Focus Group Email – First Follow-Up – March/April 2025

(Note: This email will include first contact attempt via “reply” function, not a new email.)

Subject: Reminder: Secondary Writing Toolkit Evaluation: Schedule Your Focus Group

Dear [Peer Facilitator/Teacher],

We recently invited you to participate in a focus group for the Secondary Writing Toolkit evaluation and have not heard back from you. We have been learning from participating teachers and school leaders over the past year and would like to be able to learn from you as well!

As a reminder, we would like to schedule a 60-minute focus group with you and other [peer facilitators/teachers] about your experiences with Toolkit implementation. As a thank you for your time, you will receive a \$30 gift card for participating in the focus group.

To facilitate scheduling, please select all the days and times that you are available in this link: [link]. We will follow up with a final date and time for your focus group as soon as possible.

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

(3) Peer Facilitator/Teacher Focus Group Email – Second Follow-Up – March/April 2025

(Note: This email will include first and second contact attempts via “reply” function, not a new email.)

Subject: Second Reminder: Secondary Writing Toolkit Evaluation: Schedule Your Focus Group

Dear [Peer Facilitator/Teacher],

This is another reminder to participate in a focus group for the Secondary Writing Toolkit evaluation. We have not heard back from you, and we know you’re very busy, but we are still very interested in understanding your experiences.

As a reminder, we would like to schedule a 60-minute focus group with you and other [peer facilitators/teachers] about your experiences with Toolkit implementation. As a thank you for your time, you will receive a \$30 gift card for participating in the focus group.

To facilitate scheduling, please select all the days and times that you are available in this link: [link]. We will follow up with a final date and time for your focus group as soon as possible.

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

We will give you a call in the next few days if we don’t hear from you.

Sincerely,

Linda Caswell
Study Principal Investigator

(4) Peer Facilitator/Teacher Focus Group Email – First Scheduling Confirmation – March/April 2025

Subject: Focus Group Scheduling Confirmation for [March xx at x:xx am/pm]: Secondary Writing Toolkit Evaluation

Dear [Peer Facilitator/Teacher],

Thank you for agreeing to participate in a virtual focus group to provide feedback on your experiences using the Secondary Writing Toolkit.

Your focus group will take place on March xx, 2025 at x:xx am/pm via WebEx. The focus group will last for 60 minutes.

To join your focus group, please click this link: [link].

For instructions on downloading and using WebEx, please see below.

We look forward to hearing about your experiences using the Toolkit!

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

WebEx instructions here.

(5) Peer Facilitator/Teacher Focus Group Email – Second Scheduling Confirmation – March/April 2025

(Note: this email will include first contact attempt via “reply” function – not a new email)

Subject: Reminder: Focus Group Scheduling Confirmation for TOMORROW [March xx at x:xx am/pm]:
Secondary Writing Toolkit Evaluation

Dear [Peer Facilitator/Teacher],

Thank you for agreeing to participate in a virtual focus group to provide feedback on your experiences using the Secondary Writing Toolkit.

Your focus group will take place **tomorrow**, **March xx, 2025** at **x:xx am/pm**, via WebEx. The focus group will last for 60 minutes.

To join your focus group, please click this link: [link].

For instructions on downloading and using WebEx, please see below.

We look forward to hearing about your experiences using the Toolkit!

Please let us know if you have any issues either by emailing the study team at toolkiteval@abtassoc.com or by calling your assigned study liaison at [phone number].

Sincerely,

Linda Caswell
Study Principal Investigator

WebEx instructions here.

Appendix B5 – Follow-up Phone Call Talking Points

School Administrator Survey Follow-up

Timing: Occurs after second follow-up email after due date

- Introduction.
- Overview of administrator survey.
- Q&A about administrator survey.
- Next steps.

Peer Facilitator/Teacher Professional Learning Tracker Follow-up

Timing: Occurs after second follow-up email

- Introduction.
- Overview of professional learning tracker (if first time).
- Q&A about professional learning tracker.
- Next steps.

Peer Facilitator/Teacher Instructional Log Follow-up

Timing: Occurs the morning after the log is due, daily during each week of data collection

- Introduction.
- Overview of instructional log (if first time).
- Q&A about instructional log.
- Remind peer facilitator/teacher to complete log each day for the remainder of the week.
- Next steps.

Peer Facilitator/Teacher Focus Group Follow-up

Timing: Occurs after second scheduling follow-up email

- Introduction.
- Overview of focus group topics and format.
- Q&A about focus group.
- If ready, select available dates and times over the phone.
- Next steps.