

## PLS2025/26 Cognitive Testing Email Communications

### Email 1: Introductory Invitation

Subject: Interview to Gather Input on Public Libraries Survey Questions

Hello [first name],

[Thank you for your interest in helping to test **OR I am reaching out because [name] suggested that we contact you to help test**] items for the national **Public Libraries Survey (PLS)**. The American Institutes for Research (AIR) and Activate Research, Inc. (Activate) are working with the Institute of Museum and Library Services to develop potential questions for the national PLS. We are conducting **60-minute virtual interviews** with a small number of library administrators to gather feedback on the questions, and we are inviting you to participate.

- **How do I schedule an interview?** We will conduct the interviews on weekdays from [date 1] to [date 2] between 1 and 5 pm ET. Please respond to this email with 3-4 dates/times (including time zone) that would work for your interview. After we receive your response, we will follow up within 1-2 days to confirm your interview date/time and send a calendar invite with a link to join the session.
- **What are the technology requirements?** During the interviews, we will show you the items on the screen. Please join the session from a **computer** (a mobile phone screen will not be large enough). Also, please turn on your web camera if you have one available.
- **What if I have questions or need to reschedule?** Please reply to this email with any questions or to reschedule your interview.

Thank you in advance for helping us to improve the Public Libraries Survey!

Best,

[Name]

[Email signature with contact information follows]

### Email 2: Invitation Reminder to Non-Respondents

Subject: Reminder to Schedule PLS Interview

Hello [first name],

I wanted to send a friendly reminder that we would like to schedule a **1-hour virtual interview** with you to gather feedback on potential items for the Public Library Survey. Please see the details below in my email below and respond with your availability **by [date]**.

**Reply to previous email**

Best,

[Name]

### Email 3: Confirmation

Subject: PLS Interview on [Month/Day](#)

Hello [\[first name\]](#),

Thank you for agreeing to participate in an interview to provide feedback on potential items for the Public Library Survey! Your interview is scheduled for [\[Weekday, Month/Day\]](#) at [\[Time/Participant's Time Zone\]](#).

A few reminders:

- You will need to participate from a **computer**. A mobile screen will be too small to view the items.
- If you have a web camera, please turn it on.
- Please join the session **5 minutes early** (if possible) to address any technology issues.

We understand that schedules may change. Please contact us in advance if any conflicts arise so that we can reschedule your interview.

Best,  
[\[Name\]](#)

### Email 4: Outlook Invitation

Please remember to join the session from a computer. If you have a web camera, please turn it on. Thank you!

### Email 5: Thank You

Dear [\[first name\]](#),

Thank you so much for participating in the PLS interviews! The insights you and other library directors provide throughout this process will help to ensure that the PLS questions and definitions are clear and relevant to all libraries.

Best,  
[\[Name\]](#)