

## Attachment B: Grant Recipient Outreach Call Script

### **Call Script**

Reminder calls will only be made if response rates are not sufficiently high. Call scripts may be tailored as needed.

**Contact: EHS program director or their designee**

Hello, my name is [RESEARCHER NAME]. I am calling from the Urban Institute in Washington, DC. I am calling to invite your Early Head Start (EHS) program to participate in a study of staff recruitment, training, and professional development.

May I speak with [CONTACT'S NAME]?

[IF CONTACT IS NOT AVAILABLE, ASK FOR WHEN A GOOD TIME WOULD BE TO CALL BACK]

[IF CONTACT IS NOT THE PERSON WHO ANSWERED]

Hello, my name is [RESEARCHER NAME]. I am calling from the Urban Institute in Washington, DC. I am calling to invite your Early Head Start (EHS) program to participate in a study of staff recruitment, training, and professional development.

The Administration for Children and Families has contracted with our team to learn more about EHS providers' hiring and staffing practices.

[IF CONTACT IS THE PERSON WHO ANSWERED]

We received your information from the Head Start Program Information Report (PIR). We are excited to invite you to participate in a survey about the recruitment, training, and professional development practices your Early Head Start (EHS) program uses. The Administration for Children and Families contracted with the Urban Institute (Urban), a research non-profit based in Washington DC, to carry out this survey.

We emailed you an invitation to participate on [DATE]. Do you recall having received an email about the survey?

[IF RECEIVED EMAIL(S)], Great! First, can you confirm that you are the person responsible for coordinating or managing [AGENCY NAME]'s Early Head Start

Program and would therefore be the appropriate person to complete the survey?

[IF CORRECT CONTACT], Great. In that case, can you confirm that [CONTACT's EMAIL] is the best email address to reach you?

[IF EMAIL IS CORRECT], Thank you. We would really appreciate if you could complete the survey as soon as you can. The survey closes on [DATE] and should not take longer than 30 minutes to complete.

Do you have any questions about the survey or would you like me to send you the link again? [SEE PROMPTS BELOW IN FAQ, OR END CALL IF THEY HAVE NO QUESTIONS].

[IF EMAIL is NOT CORRECT], Would you please provide your preferred email [COLLECT EMAIL]

Thank you. Do you have any questions about the survey or would you like me to send you the link again using this email? [SEE PROMPTS BELOW IN FAQ, OR END CALL IF THEY HAVE NO QUESTIONS. RECORD PREFERRED EMAIL IN SURVEY MANAGEMENT SYSTEM].

[IF WRONG CONTACT], Would you please provide the best email address to reach the most appropriate person to speak to? What is their official title? [END CALL, SEND LINK TO APPROPRIATE REPRESENTATIVE. RECORD INFORMATION FOR NEW CONTACT IN SURVEY MANAGEMENT SYSTEM].

[IF DID NOT RECEIVE EMAIL(S)], I apologize about that. Could you please provide your preferred email and I can send you a link to the survey? [COLLECT EMAIL]

Thank you. Do you have any questions about the survey? [SEE PROMPTS BELOW IN FAQ, OR END CALL THEY HAVE NO QUESTIONS. RECORD PREFERRED EMAIL IN SURVEY MANAGEMENT SYSTEM. SEND EMAIL CONTAINING SURVEY LINK].

[IF NOT APPROPRIATE CONTACT], Could you connect me with the most appropriate person to speak to? What is their official title? [ALSO ASK FOR PHONE NUMBER AND EMAIL ADDRESS]

[IF THE PERSON IS UNAVAILABLE], Thank you for your time. If you are able, please let [APPROPRIATE CONTACT] know that they can expect to receive emails regarding the survey shortly. [END CALL].

[IF REFUSES TO PARTICIPATE], I'm sorry to hear that. I want to emphasize that understanding your experience can help inform ACF's efforts support EHS programs. Are there any questions or concerns I could address for you?

[IF ANSWERS NO], Okay, thank you for your time. [END CALL. RECORD REASON ("REFUSED TO PROVIDE REASON" FOR REFUSAL IN SURVEY MANAGEMENT SYSTEM)].

[IF STILL REFUSES], Okay, thank you for your time. [END CALL. RECORD "REFUSED TO PROVIDE REASON" IN SURVEY MANAGEMENT SYSTEM)].

[IF ANSWERS OR WILL CONSIDER IT], Great, we really appreciate your time and consideration. Our survey will close on [DATE], so we ask that you complete it at your earliest convenience. [RESEND LINK TO SURVEY IF MANAGER CANNOT LOCATE IT]

If you and your staff have any questions or concerns you can reach out to the Principal Investigator of the project, Diane Schilder ([dschilder@urban.org](mailto:dschilder@urban.org)).

Thank you so much for talking with me today. Do you have any other questions for me at this time?

[IF QUESTIONS, ANSWER]

[IF NO QUESTIONS, END CALL] Thank you for your time. Please let me know if any questions come up for you at a later time. I hope you have a good day!

### ***Voicemail Script***

We will use this option only if response rates are not sufficiently high

**When to use:** if you don't get a hold of survey respondent during follow up calls, depending on response rates

Hi, my name is [NAME] and I am calling from the Urban Institute in Washington, DC. As your program's [EHS DIRECTOR ROLE], we are excited to invite you to participate in a survey about the recruitment, training, and professional development practices

your Early Head Start (EHS) program uses. The Administration for Children and Families contracted with the Urban Institute (Urban), a research non-profit based in Washington DC, to carry out this survey. We hope findings will inform future efforts to support EHS programs.

I'm calling to remind you about the opportunity to participate in the survey. We emailed you an invitation to participation on [DATE] and you may have received some reminder emails since then.

If you did receive the survey, we would appreciate you taking the time to complete it.

If you did not receive the survey, could you please send me your correct email address, or the contact information for a colleague that you believe would be best able to fill out the survey, by either calling me back at [PHONE NUMBER] or emailing me at [EMAIL ADDRESS], that's [EMAIL ADDRESS SPELLED OUT].

If you and your staff have any questions or concerns you can reach out to me or the Principal Investigator of the project, Diane Schilder ([dschilder@urban.org](mailto:dschilder@urban.org)).

Thank you very much for your time. [HANG UP]