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2024 NSECE

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## **Scripts: Unknown Eligibility**

Suggested scripts for contacting sampled cases when eligibility has not yet been determined and screening questions need to be administered.

**Initial Contacting Scripts – Unknown Eligibility:** First contact with respondent with basic screener criteria for Households, Unlisted Home-based, Listed Home-based, and Center-based providers before providing survey URL and PIN where eligibility is unknown.

<p><b>Introduction</b></p>	<p>Hello. My name is <a href="#">[YOUR NAME]</a> and I'm calling from the NORC at the University of Chicago. May I speak with <a href="#">[RESIDENT OF THIS ADDRESS/PROVIDER AT THIS ADDRESS]</a>?</p> <p><b>IF IN PERSON: SHOW THE RESPONDENT YOUR NORC ID BADGE AT THE DOOR ESPECIALLY IF RESPONDENT IS USING A VIDEO DOORBELL SYSTEM AND SPEAKING TO YOU THROUGH THE DEVICE.</b></p>
<p><b>Purpose of Contact</b></p>	<p><b>IF SAMPLE MEMBER IS AVAILABLE:</b></p> <p>I'm here/calling about an important study that looks at how we care for children in the United States. The National Survey of Early Care and Education (NSECE) study has been conducted previously in 2012 and again in 2019 and your participation in the 2024 NSECE is incredibly important as your voice represents other <a href="#">[FAMILIES/PROVIDERS]</a> like you.</p> <p>I just need to ask you a few questions to confirm that <a href="#">[You/Your Organization]</a> is eligible to participate.</p> <p><b>COMPLETE SCREENER FOR DESIGNATED SAMPLE TYPE VIA CAPI</b></p>
<p><b>Gatekeeper</b></p>	<p><b>IF SAMPLE MEMBER IS NOT AVAILABLE:</b></p> <ul style="list-style-type: none"> <li>● Do you know when <a href="#">[RESIDENT/PROVIDER]</a> will be back?</li> <li>● Do you know when the provider from this address will be back?</li> <li>● When is the best time to reach <a href="#">[RESIDENT/PROVIDER]</a>? How else can I reach them?</li> <li>● Do you know how else I can reach <a href="#">[RESIDENT/PROVIDER]</a>?</li> <li>● Leave a message (and offer your business card) <ul style="list-style-type: none"> <li>○ Only that my name is <a href="#">[YOUR NAME]</a> and that I am calling from the NORC at the University of Chicago and am trying to reach them. If they could give call me at <a href="#">[OUR PHONE]</a> that would be great.</li> <li>○ I will also try to call them later.</li> <li>○ <b>IF IN PERSON:</b> I will also try to call them later or will stop by again. Also, here is my business card with my contact information.</li> </ul> </li> <li>● See Gatekeeper Script</li> <li>● Thank you so much for your cooperation and have a great day!</li> </ul>
<p><b>Center-based Screener</b></p>	<ul style="list-style-type: none"> <li>● Does your program serve children age 5 and under, not yet in kindergarten?</li> <li>● If no, are there any other programs operating at <a href="#">[ADDRESS]</a> that serve children age 5 and under, not yet in kindergarten?</li> </ul>
<p><b>Listed Home-based Screener</b></p>	<ul style="list-style-type: none"> <li>● Is your organization still operating?</li> <li>● Does your organization serve children under the age of 13?</li> </ul>
<p><b>Unlisted Home-based Screener</b></p>	<ul style="list-style-type: none"> <li>● Our records indicate that your home address is <a href="#">[ADDRESS]</a>. Is that correct?</li> </ul>

	<ul style="list-style-type: none"> <li>● Do you care for children up to 13 years old at least 5 hours a week who are not your own? This includes informal arrangements with family or friends.</li> <li>● Have you ever been paid to regularly care for children under age 13 who were not your own?</li> </ul>
<p><b>Household Screener</b></p>	<ul style="list-style-type: none"> <li>● Does your household have children under the age of 13? They do not need to be related to you, just living here.</li> <li>● Do you care for children up to 13 years old at least 5 hours a week who are not your own? This includes informal arrangements with family or friends.</li> <li>● Have you ever been paid to regularly care for children under age 13 who were not your own?</li> <li>● If yes, complete web screener for case.</li> </ul>
<p><b>Eligible: Provide Sample Member with Survey Link or schedule appointment</b></p>	<p>[You/Your Household/Your Organization] [are/is] eligible to participate in our study.</p> <p><b>IF PROVIDER:</b></p> <ul style="list-style-type: none"> <li>● <b>OFFER SURVEY LINK AND PIN.</b></li> <li>● <b>OFFER TO SEND IT VIA TEXT OR EMAIL IF THEY CANNOT WRITE IT DOWN.</b></li> <li>● <b>ASK WHEN THEY THINK THEY WILL COMPLETE THE SURVEY:</b> <ul style="list-style-type: none"> <li>○ When do you think you'll be able to complete the survey?</li> </ul> </li> </ul> <p><b>IF HOUSEHOLD:</b></p> <ul style="list-style-type: none"> <li>● <b>ASK TO DO INTERVIEW OR SCHEDULE APPOINTMENT.</b></li> <li>● <b>LET THEM KNOW YOU WILL FOLLOW-UP:</b> <ul style="list-style-type: none"> <li>○ Great, I'll give you a call back around then to make sure you don't have any questions.</li> </ul> </li> </ul> <p><b>IF THEY ARE HESITANT YOU CAN SAY:</b></p> <ul style="list-style-type: none"> <li>● As a [resident/provider] [of/at] this address, you were scientifically selected to take part in this study and cannot be replaced.</li> <li>● Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of families in your community.</li> <li>● NORC prides itself in privacy. Your identifying information is never given out or shared with anyone other than authorized personnel associated with the study.</li> </ul> <p>Thank you so much for your cooperation! Have a great day!</p>

**Gatekeeper Scripts – Unknown Eligibility:** Used by field interviewers when speaking with a gatekeeper to reach the respondent.

<p><b>Who is a Gatekeeper?</b></p>	<p>Gatekeepers are anyone that is keeping you from reaching the sample member and they are vital in helping you make contact with your respondent. It is important that you interact with them kindly and professionally. Examples of gatekeepers on the NSECE:</p> <ul style="list-style-type: none"> <li>● At Centers: Receptionists, or other employees.</li> <li>● At home-based centers or households: Family members, roommates or other household member.</li> </ul>
<p><b>Introduction</b></p>	<p>Hello. My name is <a href="#">[YOUR NAME]</a> and I'm here/calling from the NORC at the University of Chicago. May I speak with <a href="#">[RESIDENT OF THIS ADDRESS/PROVIDER AT THIS ADDRESS]</a>?</p> <p><b>IF NEEDED:</b> I am here/calling regarding a letter we recently mailed to this address.</p> <p><b>IF SAMPLE MEMBER IS AVAILABLE: GO TO INITIAL CONTACTING SCRIPT.</b></p>
<p><b>Gatekeeper Denies Access to Sample Member</b></p>	<p>I understand, this is about a very important survey we would like them to participate in. Is there a better time to call them?</p> <p><b>IF YES: SET AN APPOINTMENT FOR PROPOSED TIME.</b></p> <p><b>IF NO:</b> May I leave my number with you for <a href="#">[RESIDENT OF THIS ADDRESS/PROVIDER AT THIS ADDRESS]</a> to call me? If I don't hear from them in the next few days, I'll return/call back to see if they are available.</p> <p><b>IF NO AGAIN: MAKE A NOTE OF THIS IN YOUR CALL NOTES AND TRY AGAIN LATER. PERHAPS THE NEXT TIME YOU WILL REACH A DIFFERENT GATEKEEPER, WHO IS MORE WILLING TO HELP YOU.</b></p> <p><b>IF YES: LEAVE YOUR NUMBER AND INDICATE YOU WILL TRY BACK AGAIN AS WELL.</b></p>
<p><b>Gatekeeper – Does NOT KNOW any residents or providers at this address</b></p>	<p>That's ok, do you know of anyone I may speak to that might?</p> <p><b>IF YES: BEGIN PROCESS ABOVE WITH NEXT PERSON.</b></p> <p><b>IF NO:</b></p> <ul style="list-style-type: none"> <li>● THANK THEM AND HANG UP.</li> <li>● MORE LOCATING MAY BE NEEDED.</li> <li>● LOOK AT YOUR CASE DETAILS AND DETERMINE NEXT STEPS.</li> <li>● SHOULD WE TRY THIS NUMBER AGAIN LATER?</li> </ul>

**Texting Scripts – Unknown Eligibility:** Text scripts that can be used by field interviewers to prompt potential respondents to call us to complete the screening.

<b>PRE-APPOINTMENT REMINDER</b>	Hi! This is [YOUR NAME] we are reaching out regarding an important study being conducted by NORC at the University of Chicago. [You/your household/your center] [have/has been] scientifically selected for this study. Please text or call back to find out if you are eligible. Thanks!
<b>REMINDER 1</b>	Hi! Reaching out again from NORC at the University of Chicago. Just wanted to see if you have time to chat about your eligibility for an important study. Check us out at [NORC URL] Please text or call back to find out if you are eligible. Thanks!
<b>REMINDER 2</b>	Hi! Checking in regarding at important study at NORC at the University of Chicago. Please help your community today and find out if you eligible to participate. Please text or call back to find out. Thanks!

**Voicemail Scripts- Unknown Eligibility:** Voicemail script that can be used by field interviewers to make initial phone contact to sampled cases if they're unable to directly reach anyone in that moment.

**INITIAL CONTACT VOICEMAIL - NO PREVIOUS COMMUNICATION WITH RESIDENT AT ADDRESS/PROVIDER AT ADDRESS**

Hi! My name is [\[YOUR NAME\]](#) I'm calling from NORC at the University of Chicago about an important study that looks at how we care for children in the United States. Your responses will give researchers and policy makers up to date information needed to continue to support families, child care providers and caregivers. We're hoping to make sure your voice is represented. Please give me a call back at [\[YOUR NUMBER\]](#). Thank for your time!



**Listed Home-based Provider with No Address:** Used by field interviewers when contacting listed home-based providers that only have a business name or owner name(s), but no full address. This script will help to confirm that we have found the correct sampled case and obtain contact information to send survey invitation.

Introduction	<p>Hello. My name is &lt;YOUR NAME&gt; may I speak with [OWNER NAME]/ OWNER OF [LISTED HOME-BASED PROVIDER NAME]?</p> <p><b>IF OWNER IS NOT AVAILABLE: GO TO INITIAL IN-PERSON CONTACTING SCRIPT.</b></p>
Purpose of Contact	<p><b>IF OWNER IS AVAILABLE:</b></p> <p>We need your help with an important study about how we care for children in the United States. The National Survey of Early Care and Education (NSECE) collects information about early care and education in your community. This study is conducted by NORC at the University of Chicago on behalf of the Administration for Children and Families, of the U.S. Department of Health and Human Services.</p> <p>I have a few quick questions that I'd like to ask you so that the study team can invite [OWNER NAME/YOU] to participate in the study. (IF OWNER NAME NOT IN FILE, COLLECT NAME FOR FUTURE CONTACTS).</p> <p><b>COMPLETE SCREENER FOR DESIGNATED SAMPLE TYPE VIA CAPI</b></p>
Gatekeeper	<p><b>IF OWNER IS NOT HERE:</b></p> <ul style="list-style-type: none"> <li>● Do you know when the [OWNER] will be back?</li> <li>● When is the best time to reach [OWNER]? How else can I reach them?</li> <li>● Leave a message <ul style="list-style-type: none"> <li>○ Only that my name is [YOUR NAME] and that I am calling from NORC at the University of Chicago and am trying to reach them. If they could give call me at [YOUR PHONE] that would be great.</li> <li>○ I will also try to call them later.</li> </ul> </li> </ul> <p>Thank you so much for your cooperation and have a great day!</p>
Eligibility Questions	<ul style="list-style-type: none"> <li>● Do you currently or have you provided home-based child care under the name [NAME FROM LIST]?</li> <li>● What is the address for your home-based child care center?</li> <li>● Has your location for providing child care moved over the past year? <ul style="list-style-type: none"> <li>○ <b>IF YES: COLLECT THE NEW ADDRESS INFORMATION</b></li> </ul> </li> <li>● <b>IF TEMPORARILY OUT OF BUSINESS:</b></li> <li>● I can come back when you're back in business - when will that be?</li> <li>● Do you have a preferred email address that I can send your survey to?</li> <li>● Do you have a preferred phone number for me to reach out to you?</li> </ul>
If NOT eligible	<p>I'm sorry, it looks like [you/your home-based center] are not eligible to participate in this study.</p> <p>Thank you for your time!</p>
Eligible - Prefield Contacting	<p>[You/Your Organization] are/is eligible to participate in our study. The study team will be in touch with more information soon. Thank you so much for your time.</p>
Eligible: Provide Sample Member with Survey Link	<p>[You/Your Organization] are/is eligible to participate in our study.</p> <ul style="list-style-type: none"> <li>● <b>OFFER SURVEY LINK AND PIN.</b></li> <li>● <b>OFFER TO SEND IT VIA TEXT OR EMAIL IF THEY CANNOT WRITE IT DOWN.</b></li> <li>● <b>ASK WHEN THEY THINK THEY WILL COMPLETE THE SURVEY:</b></li> </ul>

When do you think you'll be able to complete the survey?

- **LET THEM KNOW YOU WILL FOLLOW-UP:**

Great, I'll give you a call back around then to make sure you don't have any questions.

**ASK FOR PHONE NUMBER OR EMAIL FOR FOLLOW-UP.**

**IF THEY ARE HESITANT YOU CAN SAY:**

- You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of families in your community.
- NORC prides itself in privacy. Your identifying information is never given out or shared with anyone other than authorized personnel associated with the study.
- Show the respondent your NORC ID Badge.
- You can visit the NORC website to read more about the study.

Thank you so much for your cooperation! Have a great day!

**Center-based - Multiple Centers at Sampled Address:** Used by field interviewers when visiting or calling a location with multiple centers or programs at the sampled address. This script will help identify other possible eligible providers at sampled location and obtain contact information for sampling and to send survey invitation.

<b>Introduction</b>	Hello. My name is [YOUR NAME] may I speak with the director/principal of [CENTER NAME]? <b>IF NOT AVAILABLE: GO TO GATEKEEPER</b>
<b>Purpose of Contact</b>	<b>IF AVAILABLE:</b> We need your help with an important study about how we care for children in the United States. The National Survey of Early Care and Education (NSECE) collects information about early care and education in your community. This study is conducted by NORC at the University of Chicago on behalf of the Administration for Children and Families, of the U.S. Department of Health and Human Services.  I have a few quick questions that I'd like to ask you so that the study team can better understand what types of programs your facility offers and see if any are eligible to participate in the study. <b>COMPLETE SCREENER FOR DESIGNATED SAMPLE TYPE VIA CAPI</b>
<b>Gatekeeper</b>	<b>IF NOT AVAILABLE:</b> <ul style="list-style-type: none"> <li>• Do you know when they will be back?</li> <li>• When is the best time to reach them? How else can I reach them?</li> <li>• Leave a message <ul style="list-style-type: none"> <li>o Only that my name is [YOUR NAME] and that I am calling from the NORC at the University of Chicago and am trying to reach them. If they could give call me at [YOUR PHONE] that would be great.</li> <li>o I will also try to reach them later. IF IN PERSON, OFFER BUSINESS CARD.</li> </ul> </li> </ul> Thank you so much for your cooperation and have a great day!
<b>Eligibility Questions</b>	<ul style="list-style-type: none"> <li>• How many separate programs in this location serve children age 5 and under, not yet in kindergarten?</li> <li>• Can you please provide the name and contact information of each program and director/principal of that program?</li> </ul>
<b>If NOT eligible</b>	Thank you for your help, it looks like none of the programs in your facility provide care for children 5 and under and are not eligible to participate in this study. Thank you for your time!
<b>Eligible</b>	Thank you for your help, it looks like there are some programs that are eligible to participate in our study. The study team will be in touch with each of them with more information soon. Thank you for your time.

**Household Mail Screener Questions:** Used by field interviewers as a reference document only. The Household screener will be used to assess the eligibility of a resident of the address in our sample. This screener will also provide the list for the Unlisted Home-based sample.

**Q1. First, how many adults (18 years and older) live in this household?** \_\_\_\_\_NUMBER OF ADULTS

**Q2. How many children under the age of 13, including babies, live in this household?** \_\_\_\_\_NUMBER OF CHILDREN

**Q4. Do you look after any children under age 13 who are not your own for 5 hours a week or more? Please include children you may live with as well as children from other households.**

1. YES
2. NO → SKIP TO Q6.

**Q5. Do you look after those children in someone's home or in a school or child-care center?**

1. Home
2. School or center
3. Both

**Q6. Not including yourself, how many other adults in the household, if any, look after any children under age 13 who are not his or her own, for 5 hours a week or more? Again, please include looking after children in this household.**

\_\_\_\_\_Number of adults → ASK Q7. IF Q6=0, THEN SKIP TO Q8

**Q7. Do they look after children in someone's home or in a school or child-care center?**

1. Home
2. School or center
3. Both

**QA. Are any of these children a foster child, a spouse or partner's child, or child with shared custody?**

1. YES
1. NO

**Q8. Are there any adults age 18 or over in this household who require assistance with daily activities such as eating or walking?**

1. YES
2. NO

**Q9. Does anyone in this household care for an adult who requires assistance with daily activities such**

as eating and walking? The care could be in this household or another.

1. YES
2. NO

**Q10. In general, how satisfied are you about the quality and cost of child care and early education available to families with children in your community?**

1. Extremely satisfied
2. Very satisfied
3. Somewhat satisfied
4. A little satisfied
5. Not at all satisfied

**Q11. In general, how satisfied are you about the quality and cost of resources available to elderly or disabled people in your community?**

1. Extremely satisfied
2. Very satisfied
3. Somewhat satisfied
4. A little satisfied
5. Not at all satisfied

**Q12. What is the best way for us to reach you if we have any questions about your survey?**

Name or Initial: \_\_\_\_\_ Phone: \_\_\_\_-\_\_\_\_-\_\_\_\_\_

Email: \_\_\_\_\_

**Thank you very much for your participation! Please return this form in the postage-paid envelope provided or mail it to:**

**National Survey of Early Care and Education  
 NORC at the University of Chicago  
 55 East Monroe Street, Ste 1900  
 Chicago, IL 60603  
 Toll-free number: [toll-free #]  
 [project email address]**

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 this information collection is [OMB #] and the expiration date is [MM/DD/YYYY]. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: NORC at the University of Chicago, 55 E Monroe St, Ste 3000, Chicago, IL, 60603, Attention: A. Rupa Datta

## **Scripts: Known Eligibility**

Suggested scripts for contacting sampled cases when the respondent has been identified but has not completed the survey.

**Contacting Scripts – Known Eligibility:** Contacting scripts for eligible non-response cases for Households, Unlisted Home-based, Listed Home-based, and Center-based providers to encourage participation.

<p><b>Introduction</b></p>	<p>Hello. May I speak with <a href="#">[SAMPLE MEMBER/PROVIDER]</a>?</p> <p>My name is <a href="#">[YOUR NAME]</a> and I'm (here/calling) from the NORC at the University of Chicago. I am here/calling about the National Survey of Early Care and Education study, otherwise Known as NSECE.</p> <p><b>IF IN PERSON: SHOW THE RESPONDENT YOUR NORC ID BADGE AT THE DOOR ESPECIALLY IF RESPONDENT IS USING A VIDEO DOORBELL SYSTEM AND SPEAKING TO YOU THROUGH THE DEVICE.</b></p>
<p><b>Purpose of Contact</b></p>	<p><b>PROVIDER SAMPLE:</b> We recently sent you a weblink to complete the 2024 NSECE survey, and I wanted to check in to see if you had any questions. Were you able to complete the survey?</p> <p><b>HOUSEHOLD SAMPLE:</b> You have been selected to participate in the NSECE survey and wanted to set up a time to complete the interview?</p> <p><b>SPEAKING SAMPLE MEMBER DIRECTLY:</b> Do you have time to complete the survey now? The survey takes about 60 minutes.</p> <p><b>SAMPLE MEMBER DOES NOT HAVE TIME TO COMPLETE SURVEY NOW:</b> When would be a good time to complete the interview? The survey takes about 60 minutes.</p> <p><b>IF NEEDED:</b> You do not have to complete the entire survey at one time. We can complete it a few minutes at a time. Let's get started and see how far we get today.</p> <p><b>IF NEEDED:</b> I'm here/calling about an important study that looks at how we care for children in the United States. The National Survey of Early Care and Education (NSECE) study has been conducted previously in 2012 and again in 2019 and your participation in the 2024 NSECE is incredibly important as your voice represents other <a href="#">[FAMILIES/PROVIDERS]</a> like you.</p>
<p><b>Gatekeeper</b></p>	<p><b>IF SAMPLE MEMBER IS NOT AVAILABLE:</b></p> <ul style="list-style-type: none"> <li>• Do you know when the <a href="#">[SAMPLE MEMBER/PROVIDER]</a> will be back?</li> <li>• When is the best time to reach <a href="#">[SAMPLE MEMBER/PROVIDER]</a>?</li> <li>• See Gatekeeper Script</li> </ul>
<p><b>R Completed Survey</b></p>	<p>Thank you for completing the online survey. Your voice represents millions like <a href="#">[you/of early care and education]</a></p>



	<p><a href="#">providers across the country</a>]. Your responses will give public agencies and policy makers information needed to continue to support <a href="#">[families/providers and caregivers]</a>.</p> <p>Have a great day and thanks again.</p> <p><b>FI NOTE: MAKE SURE YOU LOOK TO SEE WHETHER THE CASE IS SHOWING AS A COMPLETE. IF NOT, ASK THEM TO TRY TO LOG IN AGAIN TO SEE IF IT WENT THROUGH.</b></p>
<p><b>Survey NOT Complete</b></p>	<p>That is ok. When do you think you would be able to complete the survey? Also, if you have any questions, I'm happy to help!</p> <p><b>IF NEEDED: REFER TO TALKING POINTS JOB AID TO HELP CONVINCING SAMPLE MEMBER TO PARTICIPATE!</b></p> <p><b>WORK WITH THEM TO RECORD A NEW TIME THEY PROPOSE TO COMPLETE, IN THE CASE'S CALL NOTES/APPOINTMENTS. SEND THEM A REMINDER IF YOU THINK IT WILL HELP THEM COMPLETE. DEFINITELY FOLLOW-UP WITH ANOTHER PROMPT, USING THIS AS YOUR GUIDE, AFTER THE TIME HAS ELAPSED.</b></p>
<p><b>Survey NOT Complete after several prompts</b></p>	<p><b>PROVIDER ONLY:</b> We can also complete the survey together over the phone or in person. Can we go ahead and start that now or would you prefer to schedule a time to complete the survey with me? Your responses are incredibly important. They make sure voices like yours are heard across the early child care industry, enabling policy makers, parents, and businesses to make informed decisions.</p>
<p><b>Who is Respondent?</b></p>	<p>Center-based</p> <ul style="list-style-type: none"> <li>• Center director or owner or other instructional leader.</li> <li>• Center director can change from the original screener.</li> <li>• If new ownership, confirm if this is a new center at same location or if center is the same with new management. Send case to supervisor review with details.</li> </ul> <p>Workforce</p> <ul style="list-style-type: none"> <li>• Person/teacher identified during CB interview.</li> <li>• Cannot be replaced.</li> </ul> <p>Listed Home-based</p> <ul style="list-style-type: none"> <li>• Owner</li> <li>• If new ownership, confirm if this is a new provider at same location or if it is the same provider but was sold and/or is a new location. Send case to supervisor review with details.</li> </ul> <p>Household</p> <ul style="list-style-type: none"> <li>• Parent or guardian over 18 for youngest child in HH.</li> <li>• Can be mom/dad/other guardian.</li> <li>• Same person that started survey should complete it.</li> </ul> <p>Unlisted Home-based</p>

	<ul style="list-style-type: none"><li>• Person identified during HH screener as taking care of children not their own; Cannot be replaced.</li></ul>
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**Gatekeeper Scripts – Known Eligibility:** Used by field interviewers when speaking with a gatekeeper to reaching the respondent for all sample types.

<p><b>Who is a Gatekeeper?</b></p>	<p>Gatekeepers are anyone that is keeping you from reaching the sample member and they vital towards helping you make contact with your respondent. It is important that you interact with them kindly and professionally. Examples of gatekeepers on the NSECE:</p> <ul style="list-style-type: none"> <li>• At Centers: Receptionists, or other employees.</li> <li>• At home-based centers or households: Family members, roommates or other household member.</li> </ul>
<p><b>Introduction</b></p>	<p>Hello. My name is <a href="#">[YOUR NAME]</a> and I'm <a href="#">[here/calling]</a> from the NORC at the University of Chicago. May I speak with <a href="#">[SAMPLE MEMBER/PROVIDER]</a>?</p> <p><b>IF NEEDED:</b> I am here/calling regarding a letter we recently mailed them.</p> <p><b>IF SAMPLE MEMBER IS AVAILABLE: GO TO CONTACTING SCRIPT – KNOWN ELIGIBILITY.</b></p>
<p><b>Gatekeeper Denies Access to Sample Member</b></p>	<p>I understand, this is about a very important survey we would like them to participate in. Is there a better time to <a href="#">[call them/ comeback]</a>?</p> <p><b>IF YES: SET AN APPOINTMENT FOR PROPOSED TIME.</b></p> <p><b>IF NO:</b> May I leave my number with you for <a href="#">[SAMPLE MEMBER/PROVIDER]</a> to call me? If I don't hear from them in the next few days, I'll call back/return to see if <a href="#">they</a> are available.</p> <p><b>IF NO AGAIN: MAKE A NOTE OF THIS IN YOUR CALL NOTES AND TRY AGAIN LATER. PERHAPS THE NEXT TIME YOU WILL REACH A DIFFERENT GATEKEEPER, WHO IS MORE WILLING TO HELP YOU.</b></p> <p><b>IF YES: LEAVE YOUR NUMBER (AND BUSINESS CARD) AND INDICATE YOU WILL TRY BACK AGAIN AS WELL.</b></p>
<p><b>Gatekeeper – Does not Know Sample Member</b></p>	<p>That's ok, do you know of anyone I may speak to that might?</p> <p><b>IF YES: BEGIN PROCESS ABOVE WITH NEXT PERSON.</b></p> <p><b>IF NO:</b></p> <ul style="list-style-type: none"> <li>• THANK THEM AND HANG UP/LEAVE.</li> <li>• MORE LOCATING MAY BE NEEDED.</li> <li>• LOOK AT YOUR CASE DETAILS AND DETERMINE NEXT STEPS.</li> <li>• SHOULD WE TRY THIS NUMBER AGAIN LATER?</li> </ul>

**Texting Scripts – Known Eligibility:** Text scripts that can be used by field interviewers to prompt respondents to complete surveys or re-schedule an interview for over the phone. This will only be used for sample members where we have confirmed the phone number is associated with them.

<b>INITIAL TEXT CONTACT</b>	Hi [RESPONDENT NAME], I am contacting you about the National Survey of Early Care and Education. Your experiences and perspectives as a child care provider are invaluable to helping policy makers understand the child care landscape in your community. Please reach out to me at this number or at [PLACEHOLDER] to schedule your interview.
<b>PRE-APPOINTMENT REMINDER</b>	Hi [RESPONDENT NAME]. My name is [YOUR NAME] we spoke earlier about completing the National Survey of Early Care and Education survey. Please complete your survey by [DATE] or as soon as you can. Thanks!
<b>REMINDER 1</b>	Hi [RESPONDENT NAME]. Just wanted to check in to see if you had a chance to complete the 2024 NSECE survey. Let me know if you have any questions. Thanks!
<b>REMINDER 2</b>	Hi [RESPONDENT NAME]. Just wanted to check in to see if you had time to complete the 2024 NSECE survey. Would you like to schedule a time to complete the survey with me over the phone? Thanks!
<b>REMINDER 3-If missed appt.</b>	Hi [RESPONDENT NAME]. Sorry we didn't connect to complete the 2024 NSECE on [DATE] at [TIME] Would you like to reschedule a time to complete with me over the phone? Thanks!
<b>Household Specific Texts</b>	Hi [RESPONDENT NAME], I am contacting you about the National Survey of Early Care and Education. Your experiences and perspectives as a parent are invaluable to helping policy makers understand the child care needs in your community. Please reach out to me at this number or at [PLACEHOLDER] to schedule your interview.
	Hello, this is [Your Name] with NORC. You were selected to participate in a study about the need for and availability of child care in your community. Text or call me at [YOUR NUMBER] when you are available or email the project at [PLACEHOLDER].
	Hi [RESPONDENT NAME], this is [YOUR NAME] with NORC. I was hoping to speak with you this [evening/morning/afternoon] about the National Survey of Early Care and Education. Please take a few minutes to call or text me with the time/day you would like for me to schedule your interview. I look forward to hearing from you.
<b>Provider Specific Text (HB, CB, WF)</b>	Hi [RESPONDENT NAME], I am contacting you regarding the National Survey of Early Care and Education. Your experiences and perspectives as a child care provider are invaluable to helping policy makers understand the child care landscape in your community. Please reach out to me at this number or at [PLACEHOLDER] to schedule your interview.
	Hello, this is [YOUR NAME] with NORC. You were selected to participate in a study about how we care for children in this country. Text or call me at [YOUR NUMBER] when you are available or email the project at [PLACEHOLDER].

<p><b>General Text Scripts</b></p>	<p>Hello, this is [YOUR NAME] with NORC. It's time for your interview for the National Survey of Early Care and Education. Please call or text me at [YOUR NUMBER] to schedule your interview or email the project at [PLACEHOLDER]. Thanks!</p>
	<p>Hi [RESPONDENT NAME], this is [YOUR NAME] with NORC. You should have received a notification in the mail regarding your selection for the 2024 National Survey of Early Care and Education. Please feel free to call or text me at [YOUR NUMBER] to schedule your interview or ask questions about the survey. I look forward to speaking with you!</p>
	<p>Hello, this is [YOUR NAME] with NORC. I am trying to reach [RESPONDENT NAME] for their interview for the National Survey of Early Care and Education. Please feel free to call or text me back at this number or email the project at [PLACEHOLDER].</p>
<p><b>Busy/Reluctant Text Scripts</b></p>	<p>Hi [RESPONDENT NAME]! This is [YOUR NAME] from NORC. I understand you're busy, but you were scientifically selected to participate in the 2024 National Survey of Early Care and Education and cannot be replaced. We can break up the interview into multiple parts. How does [INSERT TIME AND DATE] work? Text or call me back at this number. Thank you!</p>
	<p>Hi [RESPONDENT NAME], this is [YOUR NAME] with NORC. Hoping we can schedule your interview appointment before we wrap up the 2024 National Survey of Early Care and Education in [INSERT TIMEFRAME]. We would like to thank you in advance for your valuable input contributing to early care and education across the country! Please call this number or email us your availability: [PLACEHOLDER].</p>
	<p>Hello! This is [YOUR NAME] from NORC. I have reached out to you [in person/over the phone] already about the 2024 National Survey of Early Care and Education but was unable to get a hold of you. I understand you are busy, so please let me know when you have the time to discuss your participation. You can text back or call me at [YOUR NUMBER] or reach me at [PLACEHOLDER] via email.</p>
<p><b>Final Push Text Scripts</b> (only to be used late in the field period.)</p>	<p>Hi [RESPONDENT NAME], The National Survey of Early Care and Education ends soon! [\$ fee amount] is available for your interview. You can do [in-person/over phone]. We can send your money through [PLACEHOLDER] immediately after you finish the interview. Feel free to text back to this message or call [Your Name] to schedule it or email [PLACEHOLDER].</p>
	<p>Hello! The 2024 National Survey of Early Care and Education is ending soon. You can get an extra [PLACEHOLDER] if you complete it before [insert final day of study]. We can send this to you right after you finish your interview. Please email the project at [PLACEHOLDER] or call me directly at [YOUR NUMBER].</p>

**Voicemail Scripts – Known Eligibility:** Voicemail scripts that can be used by field interviewers to prompt and make initial phone contact if they're unable to directly reach a respondent in that moment for all sample types.

<b>FIRST CONTACT VOICEMAIL</b>	Hi <a href="#">[RESPONDENT NAME]</a> . My name is <a href="#">[YOUR NAME]</a> I'm calling from NORC at the University of Chicago about a very important study that looks at how we care for children in the United States. Your responses will give researchers and policy makers up to date information needed to continue to support families, child care providers and caregivers. We're hoping to make sure your voice is represented. Please give me a call back at <a href="#">[YOURNUMBER]</a> . Thank for your time!
<b>PRE- APPOINTMENT REMINDER</b>	Hi <a href="#">[RESPONDENT NAME]</a> . My name is <a href="#">[YOUR NAME]</a> we spoke earlier about completing the National Survey for Early Care and Education survey. Just wanted to send a reminder to please complete your survey by <a href="#">[DATE]</a> or as soon as you can. Thanks! You can reach me at <a href="#">[YOUR NUMBER]</a> if you have any questions. Thanks!
<b>REMINDER 1</b>	Hi <a href="#">[RESPONDENT NAME]</a> . Just wanted to check in to see if you had a chance to complete the 2024 National Survey of Early Care and Education survey. You can reach me at <a href="#">[YOUR NUMBER]</a> if you have any questions. Thanks!
<b>REMINDER 2</b>	Hi <a href="#">[RESPONDENT NAME]</a> . Just wanted to check in to see if you completed the 2024 National Survey of Early Care and Education survey. If not, we can schedule a time to complete the survey over the phone if that's easier? Please give me a call back at <a href="#">[YOUR NUMBER]</a> . Thanks!
<b>REMINDER 3- Missed appointment</b>	Hi <a href="#">[RESPONDENT NAME]</a> . This is <a href="#">[YOUR NAME]</a> calling with the 2024 National Survey of Early Care and Education. Sorry we couldn't connect for our appointment on <a href="#">[DATE]</a> at <a href="#">[TIME.]</a> I was hoping we could reschedule to complete the survey over the phone. You can reach me at <a href="#">[YOUR NUMBER]</a> . Thanks!

# Field Interviewer Toolkit

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These are additional materials that a field interviewer will use to gain cooperation with the sample member.

**Business Card/Appointment Card:** Field Interviewers use this to provide contact information and/or appointment details when visiting households and providers.

Field Interviewer: \_\_\_\_\_

Phone: \_\_\_\_\_ Employee ID: \_\_\_\_\_



*at the* UNIVERSITY of CHICAGO

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Interviewer Verification | <http://www.norc.org/verifyme>

**For more information:**

Households | call (877) xxx-xxxx | email [nsece24survey@norc.org](mailto:nsece24survey@norc.org)

Providers | call (800) xxx-xxxx | email [nsece24prov@norc.org](mailto:nsece24prov@norc.org)

**Appointment Card**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

OMB No.: [OMB NUMBER]



**Sorry I Missed You (SIMY):** Field interviewers use this card when visiting households and providers in person and no one answers door or center is closed.

Card - Known and Unknown Eligible

Hello [RESPONDENT NAME],

My name is [YOUR NAME], and I am a NORC interviewer. You have been selected to participate in an important national survey. If you have questions or would like to set-up an appointment, please call [YOUR NUMBER].

I look forward to speaking with you soon!

Thank you!

Doorhanger - Generic

FRONT: Sorry I missed you!

BACK: You have been selected to participate in an important national survey. Please contact us today to set up your appointment.

Call me: [YOUR PHONE]\_\_\_\_\_.

You can also reach us at [800 # or EMAIL]\_\_\_\_\_.

**Handwritten Notes/Texts:** These are scripts that can be used by field interviewers to encourage the sample member to complete the screening or survey. These can be left as handwritten notes or texts. NOTE: Texts will only be sent to sample members at a confirmed phone number that is associated with them.

1. “We understand that life can be hectic. Challenges and setbacks are important to your story, and we’re ready to listen when you’re ready to share. Your attitudes and life experiences are unique and important to the study. Thank you – we appreciate your participation.”
2. “We invite you to visit our website to find out how others like you have made an impact: <http://nsece.norc.org> or at <https://www.acf.hhs.gov/opre/project/national-survey-early-care-and-education-2024>. Give me a call at [YOUR NUMBER] to schedule an appointment for your interview.”
3. “Over the years, the NSECE has been cited in many different research papers. Your answers make a difference and are used to understand the supply and demand of child care in your community.”
4. “Researchers and policymakers use information from the study to understand child care in the United States. Please contribute your story to the NSECE this year by giving me a call at [FI OR FM PHONE #] to schedule an appointment for your interview.”
5. “A better tomorrow starts with a firm grasp of the past and present. This study provides that insight on how a generation of Americans use and provide child care, but we can’t do it without you. Share your story – it counts.”
6. “As a participant in the study, you’re providing what America needs – a clear picture. This study demonstrates how our lives are shaped by the supply and demand for child care.”
7. “Your survey is now ready for your input, and I want to make this the best possible experience for you.”
8. “As child care provider, you perform a valuable service to your country and your community. By sharing your story, you enrich researchers’ and policymakers’ understanding of how they type of child care available and how families use it interact in the daily lives of Americans.”
9. “You are part of a small and special group, selected to represent the experiences [of providers of child care/of families that use child care]. You cannot be replaced, and sharing your story gives voice to the thousands of Americans like you who you represent by choosing to participate in this study. Thank you for sharing your story.”
10. “History will show how you have represented your community to shape laws and policies and build knowledge regarding child care in the United States.”
11. “A lot has happened since we last conducted the study in 2019. When you participate in 2024 NSECE you not only help the study, but you also help us to understand how child care has changed over time. Give me a call at [YOUR NUMBER] to schedule an appointment for your interview”
12. “We can give you \$\_\_ as a token of our appreciation for your participation. Give me a call at [YOUR NUMBER] to schedule an appointment for your interview.”

**Doorbell Camera Card:** Field interviewers use this at households or to gain entry into centers or gated communities.

Hello!

I'm working for an important nation-wide study collecting information about child care in the country.

I am not selling anything.  
Do you have a few moments to talk?

[NSECE INFO WEBSITE]

[PROJECT PHONE #]

My # \_\_\_\_\_

[PROJECT EMAIL]

**Language Identification Card:** This is used by the field when they reach a non-English speaking household or provider to identify the sample member or gatekeeper's preferred language. Each text says, "Mark this box if you speak (language)."

<input type="checkbox"/> <p>املأ هذا المربع إذا كنت تقرأ أو تتحدث العربية.</p>	Arabic
<input type="checkbox"/> <p>Խոսողում ե՞ք նշում կառարեք այս քառակուսում, եթե խոսում կամ կարդում եք հայերեն:</p>	Armenian
<input type="checkbox"/> <p>如果您具有中文閱讀和會話能力，請在本空格內標上X記號。</p>	Chinese
<input type="checkbox"/> <p>Make kazyè sa a si ou li oswa ou pale kreyòl ayisyen.</p>	Creole
<input type="checkbox"/> <p>Zaškrtněte tuto kolonku, pokud čtete a hovoříte česky.</p>	Czech
<input type="checkbox"/> <p>اگر خواندن و نوشتن فارسی بدرهستین، این مربع را علامت بگذارید.</p>	Farsi
<input type="checkbox"/> <p>Cocher ici si vous lisez ou parlez le français.</p>	French
<input type="checkbox"/> <p>Kreuzen Sie dieses Kästchen an, wenn Sie Deutsch lesen oder sprechen.</p>	German
<input type="checkbox"/> <p>Σημειώστε αυτό το πλαίσιο αν διαβάζετε ή μιλάτε Ελληνικά.</p>	Greek
<input type="checkbox"/> <p>Kos lub voj no yog koj paub twm thiab hais lus Hmoob.</p>	Hmong
<input type="checkbox"/> <p>अगर आप हिन्दी बोलते या पढ़ सकते हैं तो इस गोले पर चिह्न लगाएँ।</p>	Hindi

<input type="checkbox"/>	Marchi questa casella se legge o parla italiano.	Italian
<input type="checkbox"/>	日本語を読んだり、話せる場合はここに印を付けてください。	Japanese
<input type="checkbox"/>	한국어를 읽거나 말할 수 있으면 이 칸에 표시하십시오.	Korean
<input type="checkbox"/>	ໃຫ້ໝາຍໃສ່ຊ່ອງນີ້ ຖ້າທ່ານອ່ານຫຼືປາກພາສາລາວ.	Laotian
<input type="checkbox"/>	Zaznacz tę kratkę jeżeli czyta Pan/Pani lub mówi po polsku.	Polish
<input type="checkbox"/>	Assinale este quadrado se voce lê ou fala Português.	Portuguese
<input type="checkbox"/>	Пометьте этот квадратик, если вы читаете или говорите по-русски.	Russian
<input type="checkbox"/>	Marque esta casilla si lee o habla español.	Spanish
<input type="checkbox"/>	Markahan ang kahon na ito kung ikaw ay nagsasalita o nagbabasa ng Tagalog.	Tagalog
<input type="checkbox"/>	ให้กาเครื่องหมายลงในช่องถ้าท่านอ่านหรือพูดภาษาไทย.	Thai
<input type="checkbox"/>	Відмітьте цю клітинку, якщо ви читаете або говорите українською мовою.	Ukrainian
<input type="checkbox"/>	اگر آپ اردو پڑھتے یا بولتے ہیں تو اس خانہ میں نشان لگائیں.	Urdu
<input type="checkbox"/>	Xin đánh dấu vào ô này nếu quý biết đọc và nói được Việt Ngữ.	Vietnamese



צייכנט דעם קעסטל אויב איר שרייבט אדער ליינט אידיש.

Yiddish

## Quality Control

Questionnaire used to validate that the survey was completed with the correct individual/sample unit.

**Validation Questionnaire:** This questionnaire is used as a quality control tool to ensure that field interviewers are completing questionnaires with the correct individuals/sample unit and are doing so appropriately.

Interviewer :		SUID:	
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**2024 NSECE  
Validation Questionnaire**

Validation interviewer's name:	Date:
Time started:	Time ended:

**INTRODUCTION**

**Q1.** Hello, my name is [\[YOUR NAME\]](#) and I am calling on behalf of the National Survey of Early Care and Education Study. May I please speak with [\[NAME OF RESPONDENT\]](#)?

- IF RESPONDENT IS CALLED TO THE PHONE, INTRODUCE YOURSELF AGAIN AND **GO TO "Q1A."**
- IF RESPONDENT IS NOT AVAILABLE, FIND A GOOD TIME TO CALL BACK, RECORD TIME IN THE RECORD OF CALLS, AND **GO TO "END STATEMENT 2."**
- WHENEVER YOU REACH THE RESPONDENT, CONTINUE.
- IF RESPONDENT/THE PERSON WHO ANSWERS THE PHONE INDICATES NO SUCH PERSON IS AT THAT ADDRESS, **GO TO "END STATEMENT 1."**

**Q1A.** Recently one of our data collectors reported speaking with you. On all of our studies we routinely recontact some people who were interviewed to make sure our interviewers are following procedures correctly. Is this a good time to talk? **MARK YES OR NO.**

YES	→ GO TO "CONSENT."
NO	→ GO TO "END STATEMENT 2."

**CONSENT:** All information will be kept private and used for study purposes only. You may refuse to answer any questions or you may stop the interview at any time. → GO TO "Q2."

**ENUMERATION VALIDATION QUESTIONS**

**Q2.** According to our records, [\[DATA COLLECTOR NAME\]](#) met with/talked with you on [\[DAY AND DATE OF INTERVIEW\]](#). Do you remember the visit/call? **MARK YES OR NO.**

YES	→ GO TO "Q2A FOR HH SCREENER." "Q2B FOR HH QUESTIONNAIRE." "Q2D FOR HB QUESTIONNAIRE." "Q2E FOR CB QUESTIONNAIRE." "Q2G FOR WF QUESTIONNAIRE."
NO	→ GO TO "PROBE."

**PROBE:** PROBE TO DETERMINE IF R REMEMBERS ANY INTERACTION WITH THE INTERVIEWER, E.G.,

ASK: "Do you remember someone coming to your door with a tablet?" OR "Do you remember someone calling you from NORC or the National Survey of Early Care and Education?"

IF AT ANY POINT THE R REMEMBERS THE INTERVIEW, CHANGE Q2 TO "YES". IF THEY DO NOT REMEMBER GO TO "INTERVIEWER CHECK 1."

### HH SCREENER

Q2A. During this visit/call, you would have been asked questions about the number of children who live at this address and if anyone in the household looks after children who are not their own. Do you remember these questions? **MARK YES OR NO.**

YES

NO

**ALL REPOSSES GO TO "Q3."**

### HH QUESTIONNAIRE

Q2B. During this visit/call, do you recall being asked questions about last week's schedule of [child care](#) and the providers who look after your children? **MARK YES OR NO.**

YES

NO

Q2C. What (other) kinds of questions do you remember being asked by the interviewer?

Enter comments below:

**INTERVIEWER COMMENTS SECTION. WHERE APPLICABLE, PROVIDE COMMENTS ON PROBES USED TO DETERMINE IF AN INTERVIEW WAS CONDUCTED**

Enter comments below:

**ALL REPOSSES GO TO "Q3."**

### HB QUESTIONNAIRE

Q2D. What kinds of questions do you remember being asked by the interviewer?

Enter comments below:

**INTERVIEWER COMMENTS SECTION. WHERE APPLICABLE, PROVIDE COMMENTS ON PROBES USED TO DETERMINE IF AN INTERVIEW WAS CONDUCTED**

Enter comments below:

**ALL REPOSSES GO TO "Q3."**





**CB QUESTIONNAIRE**

Q2E. During this visit/call, do you recall being asked a series of questions about a selected group or classroom in your program?

Enter comments below:

Q2F. What (other) kinds of questions do you remember being asked by the interviewer?

Enter comments below:

**INTERVIEWER COMMENTS SECTION. WHERE APPLICABLE, PROVIDE COMMENTS ON PROBES USED TO DETERMINE IF AN INTERVIEW WAS CONDUCTED**

Enter comments below:

**ALL REPOSSES GO TO "Q3."**

**WF QUESTIONNAIRE**

Q2G. During this visit/call, do you recall being asked questions about the activities you do with the children you look after?

Enter comments below:

Q2H. What (other) kinds of questions do you remember being asked by the interviewer?

Enter comments below:

**INTERVIEWER COMMENTS SECTION. WHERE APPLICABLE, PROVIDE COMMENTS ON PROBES USED TO DETERMINE IF AN INTERVIEW WAS CONDUCTED**

Enter comments below:

**ALL REPOSSES GO TO "Q3."**

Q3. We need to be sure the interviewer contacted the correct [household/location]. As of [DATE OF INTERVIEW], was your address [DU ADDRESS]? **MARK YES OR NO.**

	YES	➔ GO TO "INTERVIEWER CHECK 1."
	NO	➔ GO TO "Q3A."

Q3A. What is your address?

STREET ADDRESS:

CITY:

STATE:  ZIP:

**INTERVIEWER CHECK 1**

DOES R APPEAR TO HAVE BEEN INTERVIEWED? **MARK YES OR NO.**

YES  NO

(IF Q2 = "YES") ..... GO TO "Q4."  
 (IF Q2 = "NO") ..... GO TO "END STATEMENT 3."

Q4. Was the interviewer that visited/called you polite and courteous? **MARK YES OR NO.**

YES  NO

Q4A. About how long would you say the interview took? TIME  :

Q4B. Did the interviewer ask your permission to record the interview? **MARK YES OR NO..**  YES  NO

Q4C. Did you agree?  YES  NO  
**MARK YES OR NO.**

Q4D. Is there anything you would like to say about the interview or the person who interviewed you?

Enter comments below:

**GO TO END STATEMENT 4**

**END STATEMENT 1:** I apologize for bothering you today. I have the wrong number. Goodbye. **END CALL**

**END STATEMENT 2:** Thank you for your time today. I will call you back again (IF GOOD CALLBACK TIME OBTAINED) at the time you suggested. Goodbye. **END CALL**

**END STATEMENT 3:** Thank you so much for your time and cooperation. I may have additional questions, is this a good number to reach you? (RECORD NEW NUMBER IF OBTAINED) Goodbye. **END CALL**

**END STATEMENT 4:** Thank you so much for your time and cooperation and for your important contribution

to this study. Goodbye. **END CALL.**

**VALIDATION CHECK** (Mark X  
one)

PASS

FAIL