

Appendix A. Recruitment Emails to CCDF Lead Agencies and Follow-up Recruitment Phone Scripts

Recruitment Email to CCDF Lead Agencies That Participated in a Screening Call

TO: [CCDF ADMINISTRATOR]

FROM: [_____]

CC: [_____]

SUBJECT: Invitation to Participate in an ACF Study on Child Care and Early Education Supply-Building and Sustainability

Dear [CCDF Administrator],

Thank you for participating in an interview with us on [DATE] to discuss [STRATEGY].

As a reminder, the interview was for a project called “Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market.” The Urban Institute is conducting this study for the Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families (ACF).

- Based on the information we gathered from you during the interview, **we are pleased to invite you to participate in a case study to learn more about [STRATEGY].**

Are you still interested and willing to participate in a case study?

The attached document describes the project and provides detailed information about what participation in the case studies involves.

Please reply to this email by [DATE] to let us know if you are interested and willing to participate in a case study. If you are interested, we will reach out to [you/someone you designated] to begin planning for data collection.

Thank you for considering this invitation. Our team looks forward to hearing from you!

Sincerely,

[Name]

This information collection is voluntary. 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 and expiration date for the described collection are OMB #0970-0356, Exp: 1/31/2027. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Urban Institute, 500 L'Enfant Plaza SW, Washington, DC 20037.

Reminder Recruitment E-Mail Message to CCDF Lead Agencies That Participated in a Screening Call

TO: [CCDF ADMINISTRATOR]

FROM: [_____]

CC: [_____]

[Sent as a reply to initial email message.]

SUBJECT: Re: Invitation to Participate in an ACF Study on Child Care and Early Education Supply-Building and Sustainability

Dear [CCDF Administrator],

I'm following up on the invitation below to participate in a case study about [NAME OF STRATEGY] for a project called "[Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market](#)" funded by the Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families (ACF).

Please reply to this email by [DATE] to let me know if you are interested and willing to participate in a case study. I look forward to your response.

Sincerely,

[Name]

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Follow-up Phone Script to CCDF Lead Agencies That Participated in Screening Calls Re: Recruitment

Hi, my name is [insert name] and I'm calling from Urban Institute, a nonprofit research organization in Washington, DC. Is this [insert name] with [insert organization/agency name]?

If name does not match our records:

Would you happen to know how I could reach [insert name]?

If name matches our records:

Great! I am following up on a recent email invitation I sent you to participate in a case study for a research project called Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market that we are conducting for the Office of Planning, Research, and Evaluation in the Administration for Children and Families.

Do you recall receiving the email invitation?

If no, do not recall:

Can you confirm your email address? I can send you another copy of the email after we get off the phone. I can also tell you about the study now.

If yes, recalls the invite:

Okay, great. I would love to share more about the project with you today to see if you are interested in participating in a case study or if I can answer any questions you have. Is now a good time?

If no, not a good time:

I understand. Is there a time that would work better for you? I will also resend the email invitation for you to review when it is convenient.

If yes, now is a good time:

Information to share about study:

Thank you! As I briefly mentioned, the Urban Institute is conducting these case studies with a few CCDF Lead Agencies for the Office of Planning, Research, and Evaluation within the Administration for Children and Families (ACF) as part of a larger project to learn more about selected child care and education supply building and sustainability strategies. As you may recall, we spoke in [MONTH] about the [STRATEGY], and you expressed interest in participating in a case study, so I wanted to follow up with more information.

The case studies are expected to take place in about [MONTHS]. To collect data for the case studies we will conduct virtual interviews with key individuals you identify as being integral to the design and implementation of [STRATEGY]. We anticipate these individuals to include you or someone on your staff who was involved in planning and decision-making about [STRATEGY], individuals who lead/led implementation of [STRATEGY], and key people involved in collecting and analyzing data about and/or evaluating [STRATEGY]. Most interviews will be one hour, and no interviews will be longer than one-and-a-half hours. We also want to conduct a focus group with [PROVIDERS OR OTHERS] to learn their perspectives. These focus groups will also be conducted virtually via Zoom.

Participation is voluntary. If you choose to participate, we would work with you to minimize burden on you and your staff.

The information we gather during the case studies will be used to provide useful information to our federal project officers at the Office of Planning, Research, and Evaluation, which is the research arm of ACF, as well as staff at the federal Office of Child Care within ACF. Following the case studies, we will prepare and share with ACF written memos describing each strategy and our findings from interviews and focus groups.

Importantly, we will identify your state in our memorandum to ACF. We will not identify you by name, but they will know we spoke with a CCDF administrator from each state. Because the identities of CCDF administrators are public information, this means they will be able to know who you are.

We may also produce a report or brief that will be published online to summarize information from the case studies. In this report or brief, we will name the states that participated in case studies to provide context but none of the information presented will be attributed to a particular state. Rather, we will describe themes across the states and strategies that participate in case studies. In this report or brief that is available to the public, we will keep the identity of all individuals we interview private.

Do you have any questions about the study? *[Answer any remaining questions.]*

Thank you for speaking with me today. If you are interested in participating, I will send a follow-up after our call, but if you would like some time to consider our invitation, please feel free to email me at [insert email address] to let me know if you are interested. Are you interested in participating, or would you like some time to consider?

If yes, interested:

Great! I will send a follow up email shortly with more information.

If needs time to consider:

Yes, I understand! If helpful, I will resend our original email invitation with the project overview attached for your consideration. It would be great if you could let us know if you are interested by [DATE]. If I don't hear from you by then, I will reach out.

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Outreach E-Mail to Schedule a Recruitment Call with CCDF Lead Agencies That Did Not Participate in a Screening Call

TO: [CCDF ADMINISTRATOR]

FROM: [_____]

CC: [_____]

SUBJECT: Invitation to Participate in an ACF Study on Child Care and Early Education Supply-Building and Sustainability

[VERSION FOR STATES THAT RESPONDED TO THE SURVEY]

Dear [CCDF Administrator],

Thank you for participating in Urban Institute's web-survey about child care and early education supply-building and sustainability strategies in [MONTH], 2023.

As a reminder, that survey was for a project called "Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market." The Urban Institute is conducting this study for the Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families (ACF). As part of this project, the Urban Institute is now conducting case studies with a select number of Lead Agencies to learn more about specific strategies.

- Based on the responses your agency provided to the survey, **we are pleased to invite your state to participate in a case study to learn more about [STRATEGY].**

The attached document describes the project and provides detailed information about what participation in the case studies would entail. In addition, we would like to schedule a 30-minute call to answer any questions you may have. .

Please let us know by [DATE] if you are available to discuss this opportunity. If so, please let us know if you are available at any of the following times:

- [INSERT DATE/TIME]
- [INSERT DATE/TIME]
- [INSERT DATE/TIME]

Thank you for considering this invitation. Our team looks forward to hearing from you!

Sincerely,
[Name]

[VERSION FOR STATES THAT DID NOT RESPOND TO THE SURVEY]

Dear [CCDF Administrator],

The Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families (ACF) has contracted with the Urban Institute to lead a project called “Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market.”

As part of this project, the Urban Institute conducted a web scan and survey of supply-building and sustainability efforts implemented by states and territories. The Urban Institute is now conducting case studies with a select number of Lead Agencies to learn more about their efforts to support the child care and early education market.

- **We are pleased to invite your state to participate in a case study to learn more about [STRATEGY].**

The attached document describes the project and provides detailed information about what participation in the case studies would involve. In addition, we would like to schedule a 30-minute call to answer any questions you may have.

Please let us know by [DATE] if you are available to discuss this opportunity. If so, please let us know if you are available at any of the following times:

- [INSERT DATE/TIME]
- [INSERT DATE/TIME]
- [INSERT DATE/TIME]

Thank you for considering this invitation. Our team looks forward to hearing from you!

Sincerely,
[Name]

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Reminder Outreach Email to CCDF Lead Agencies That Did Not Participate in a Screening Call to Schedule Recruitment Call

TO: [CCDF ADMINISTRATOR]
FROM: [_____] [View details](#)
CC: [_____] [View details](#)

[Sent as a reply to initial email message.]

SUBJECT: Re: Invitation to Participate in an ACF Study on Child Care and Early Education Supply-Building and Sustainability

Dear [Name],

I'm following up on the invitation below to participate in a case study about [STRATEGY] for a project called "Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market" funded by the Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families (ACF). I would like to schedule a 30-minute call during which I will describe what participating in a case study involves and assess your interest in participating.

Please reply to this email by [DATE] to let me know if you are available to meet and discuss this opportunity. I look forward to your response.

Sincerely,
[Name]

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Follow-up Phone Script to CCDF Lead Agencies That Did Not Participate in a Screening Call Re: Recruitment Call

Hi, my name is [insert name] and I'm calling from Urban Institute, a nonprofit research organization in Washington, DC. Is this [insert name] with [insert organization/agency name]?

If name does not match our records:

Would you happen to know how I could reach [insert name]?

If name matches our records:

Great! I am following up on a recent email invitation I sent you to participate in a case study for a research project called Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education Market that we are conducting for the Office of Planning, Research, and Evaluation in the Administration for Children and Families.

Do you recall receiving the email invitation?

If no, do not recall:

Can you confirm your email address? I can send you another copy of the email after we get off the phone. I can also tell you about the study now.

If yes, recalls the invite:

Okay, great. I would love to share more about the project with you today to see if you are interested in participating in a case study or if I can answer any questions you have. Is now a good time?

If no, not a good time:

I understand. Is there a time that would work better for you? I will also resend the email invitation for you to review when it is convenient.

If yes, now is a good time:

Information to share about study:

Thank you! As I briefly mentioned, the Urban Institute is conducting these case studies with a few CCDF Lead Agencies for the Office of Planning, Research, and Evaluation within the Administration for Children and Families (ACF) as part of a larger project to learn more about selected child care and education supply building and sustainability strategies.

The case studies are expected to take place in about [MONTHS]. To collect data for the case studies we will conduct virtual interviews with key individuals you identify as being integral to the design and implementation of [STRATEGY]. We anticipate these individuals to include you or someone on your staff who was involved in planning and decision-making about [STRATEGY], individuals who lead/led implementation of [STRATEGY], and key people involved in collecting and analyzing data about and/or evaluating [STRATEGY]. Most interviews will be one hour, and no interviews will be longer than one-and-a-half hours. We also want to conduct a focus group with [PROVIDERS OR OTHERS] to learn their perspectives. These focus groups will also be conducted virtually via Zoom.

Participation is voluntary. If you choose to participate, we would work with you to minimize burden on you and your staff.

The information we gather during the case studies will be used to provide useful information to our federal project officers at the Office of Planning, Research, and Evaluation, which is the research arm of ACF, as well as staff at the federal Office of Child Care within ACF. Following the case studies, we will prepare and share with ACF written memos describing each strategy and our findings from interviews and focus groups.

Importantly, we will identify your state in our memorandum to ACF. We will not identify you by name, but they will know we spoke with a CCDF administrator from each state. Because the identities of CCDF administrators are public information, this means they will be able to know who you are. If we quote you in our memorandum or describe something you shared, we will never use your name or attribute the quote in any way that someone could identify you.

We may also produce a report or brief that will be published online to summarize information from the case studies. In this report or brief, we will name the states that participated in case studies to provide context but none of the information presented will be attributed to a particular state. Rather, we will describe themes across the states and strategies that participate in case studies. In this report or brief that is available to the public, we will keep the identity of all individuals we interview private.

Do you have any questions about the study? *[Answer any remaining questions.]*

Thank you for speaking with me today. If you are interested in participating, I will send a follow-up after our call, but if you would like some time to consider our invitation, please feel free to email me at [insert email address] to let me know if you are interested. Are you interested in participating, or would you like some time to consider?

If yes, interested:

Great! I will send a follow up email shortly with more information.

If needs time to consider:

Yes, I understand! If helpful, I will resend our original email invitation with the project overview attached for your consideration. It would be great if you could let us know if you are interested by [DATE]. If I don't hear from you by then, I will reach out.

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