

FY 2025 HERD SURVEY CONTACT PROCEDURES

SUMMARY OF CONTACTS

CONTACT	DATE	DESCRIPTION	MODE	FROM
1	Thurs., 23 Oct. 2025	Welcome Letter <ul style="list-style-type: none"> Sent to institutions added to population based on response to screener Not sent to new institutions under a system with an experienced respondent Hard-copy letter to president/chancellor with electronic version to respondent in prelaunch 	USPS 2-day Priority	Michael Gibbons of NCSES
2	Tues., 28 Oct. 2025	Prelaunch 1a <ul style="list-style-type: none"> Inform respondent of upcoming launch e-mail Invite update to respondent contact information Initial contact verification request Prelaunch 1b <ul style="list-style-type: none"> To new institutions Inform respondent of upcoming launch e-mail Remind respondent why they are receiving this e-mail Attach copy of Welcome letter PDF Invite update to respondent contact information Initial contact verification request 	E-mail	Michael Gibbons of NCSES
3	Tues., 4 Nov. 2025	Launch <ul style="list-style-type: none"> Introduction to the survey URL and institution ID Instructions to reset or create a password List of changes from last year Survey PDF attachment Some alternate text for schools moving from Short Form to standard form. 	E-mail	Michael Gibbons of NCSES
4	Tues., 18 Nov. 2025	Verification reminder 1	E-mail	Kathryn Harper (contractor)
5	Tues., 2 Dec. 2025	Verification reminder 2	E-mail	Kathryn Harper (contractor)
6	Mon., 8 Dec.– Fri., 12 Dec. 2025	Verification reminder 3 <ul style="list-style-type: none"> Contact POC and alternate, if provided 	Phone	
7	Mon., 15 Dec.– Fri., 19 Dec. 2025	Verification reminder 4 <ul style="list-style-type: none"> Find alternative contact 	Phone	

CONTACT	DATE	DESCRIPTION	MODE	FROM
8	Tues, 9 Dec. 2025	Deadline reminder 1a <ul style="list-style-type: none"> Reminder of upcoming deadline Deadline reminder 1b <ul style="list-style-type: none"> Reminder of their requested extension 	E-mail	Michael Gibbons of NCSSES
9	Tues., 6 Jan. 2026	Deadline reminder 2a <ul style="list-style-type: none"> Reminder of upcoming deadline Deadline reminder 2b <ul style="list-style-type: none"> Reminder of their requested extension 	E-mail	Kathryn Harper (contractor)
10	Fri., 23 Jan. 2026	Deadline reminder 3a <ul style="list-style-type: none"> Reminder of deadline Deadline reminder 3b <ul style="list-style-type: none"> Reminder of their requested extension 	E-mail	Michael Gibbons of NCSSES
	Fri., 30 January 2026	Announced Deadline		
11	Tues., 3 Feb. 2026	Nonresponse 1a <ul style="list-style-type: none"> Need response as soon as possible Nonresponse 1b <ul style="list-style-type: none"> Reminder of their requested extension 	E-mail	Michael Gibbons of NCSSES
12	Mon., 9 Feb. 2026	Nonresponse 2 <ul style="list-style-type: none"> Only for institutions without an upcoming expected date of completion Asks for reply to confirm they can submit by Extended Deadline 2 Explains that a letter will be sent to the senior administrator after Extended Deadline 2 	E-mail	Michael Gibbons of NCSSES
13	Tues., 17 Feb.– Thur., 19 Feb. 2026 Round 2: Mon., 23 Feb.– Weds., 25 Feb. 2026	Nonresponse 3 <ul style="list-style-type: none"> Only for institutions without an upcoming expected date of completion Ask for submission by Extended Deadline 2 Explain that a letter will be sent to the senior administrator after Extended Deadline 2 	Phone	Contractor staff
	Fri., 27 Feb. 2026	Extended Deadline 1 <ul style="list-style-type: none"> Offered to institutions that requested an extension before the Nonresponse 2 email and are not a school with a December FY-end Offer to institutions that missed a pre-Nonresponse 2 deadline, did not get a Nonresponse 2 or 3 contact, and may be able to submit by Extended Deadline 1 		

CONTACT	DATE	DESCRIPTION	MODE	FROM
14	Tues., 3 March. 2026	Nonresponse 4 <ul style="list-style-type: none"> Asks for submission by Extended Deadline 2 Inform of letter to senior administrator if date missed <u>Nonresponse 4a</u>: For institutions that missed an expected completion date <u>Nonresponse 4b</u>: For institutions with an upcoming expected completion date or without a missed expected completion date 	E-mail	Michael Gibbons of NCSES
	Fri., 13 March 2026	Extended Deadline 2		
15	Tue., 17 Mar. 2026	Nonresponse 5 <ul style="list-style-type: none"> Letter to the senior administrator Asks for submission by one week before target final deadline Copy sent to the primary contact 	U.S. Priority Mail	Director of NCSES
16	Mon., 23 Mar. 2026	Nonresponse 6 <ul style="list-style-type: none"> Last e-mail reminder before the survey closes 	E-mail	Michael Gibbons of NCSES
17	Mon., 30 Mar.– Wed., 1 Apr. 2026 Round 2: Mon., 6 Apr.– Wed., 8 Apr. 2026	Nonresponse 7 <ul style="list-style-type: none"> Phone calls to high-priority institutions 	Phone	Contractor staff
	Fri., 10 April 2026	Final survey deadline <ul style="list-style-type: none"> This is a target date subject to change based on response rates 		
	TBD	Last day that new survey submissions are accepted <ul style="list-style-type: none"> This key date is expected to match final deadline but might be impacted by specific institution extensions. 		
	TBD	Database closes after all surveys are reviewed and approved <ul style="list-style-type: none"> This date is expected to be two months after final submission 		
Other Contacts—Thank-You				
18	Automatic after submission	Submission Thank-you <ul style="list-style-type: none"> Acknowledges receipt of submitted survey (respondent can no longer make changes). Informs that data needs to be reviewed before accepted as final. 	E-mail	Michael Gibbons of NCSES

CONTACT	DATE	DESCRIPTION	MODE	FROM
19	Automatic after survey is marked as final by data approver	Thank-you 1a <ul style="list-style-type: none"> For institutions with \$150,000 or more in R&D expenditures Thank-you 1b <ul style="list-style-type: none"> For institutions with less than \$150,000 in R&D expenditures 	E-mail	Michael Gibbons of NCSES
20	Weekly batches as data are approved	Thank-you 2 <ul style="list-style-type: none"> Sent to senior administrator, copying primary point of contact. Adobe PDF thank-you letter addressed to senior administrator and signed by NCSES Director attached. 	E-mail	E-mail: Michael Gibbons of NCSES PDF: Director of NCSES
Other Contacts—Data Corrections				
21	As needed	Data quality issues 1	E-mail	Kathryn Harper (contractor)
22	1 weeks after first data correction e-mail	Data quality issues 2	E-mail	Kathryn Harper (contractor)
23	1 week after second data correction e-mail	Data quality issues 3	Phone	
24	Automatic after resubmission	Resubmission thank-you <ul style="list-style-type: none"> Acknowledges receipt of resubmission (respondent can no longer make changes). Will inform when data is approved. 	E-mail	No signature
Other Contacts—Refusal Conversion				
25	After refusal	Refusal conversion 1	Phone or E-mail	
26	After continued refusal or Refusal conversion 1	Refusal conversion 2 <ul style="list-style-type: none"> Letter to the senior administrator Asks for confirmation of refusal Requests partial data Copy sent to the respondent 	U.S. Priority Mail	Director of NCSES
Other Contacts—Password Changes				
27	Automatic when requested through the Web survey	Password reset	E-mail	No signature
28	Automatic when requested through the Web survey	Alternate contact password setup	E-mail	No signature
29	Automatic when an alternate contact sets up his or her password	Alternate contact password setup alert	E-mail	No signature

DETAILED DESCRIPTION OF CONTACTS

There is a typical set of contacts that an institution, usually one designated respondent, receives during a Higher Education Research and Development (HERD) Survey cycle. (Primary contacts have the option of designating other institution staff who should also receive survey communications.) These contacts, including their goals, the timing, and whether multiple versions may be sent, are described below. Each description also includes a link to a sample of the e-mail, letter, or call script for that contact.

- **Welcome Letter**— This contact is used to welcome newly added institutions to the survey population. The letter is sent via USPS 2-day priority mail to the president, chancellor, or equivalent school administrator. The letter specifies that the institution is being added based on a response to a screener questionnaire, what that response was, and the questionnaire respondent. The letter also briefly discusses the uses of the survey data and provides a URL for the NCSES website for more information. (see Contact 1—[Welcome Letter](#)).
- **Prelaunch e-mail**— This e-mail is sent to the primary contact currently listed in the database for all institutions that completed the previous year’s survey (see Contact 2—[Prelaunch 1a](#)). Typically, this person is the previous year’s respondent; however, an institution may have changed the designated respondent between survey cycles. This e-mail is sent approximately 1 week before survey launch. The goals of the e-mail are to (1) inform the respondent of the upcoming launch e-mail, (2) give the institution an opportunity to change the designated respondent before the survey information is sent, and (3) give the contractor data collection staff an opportunity to identify incorrect e-mail addresses before the survey is delivered.

The prelaunch 1b e-mail (see Contact 2—[Prelaunch 1b](#)) is sent to institutions new to the HERD Survey and will (1) inform the respondent of the upcoming launch e-mail, (2) specify that the institution was added to the population based on a response they provided to a screener questionnaire, (3) provide the primary contact with a PDF copy of the Welcome letter sent to the president, chancellor, or equivalent, (4) give the institution an opportunity to change the designated contact before the survey information is sent, and (5) give the contractor data collection staff an opportunity to identify incorrect e-mail addresses before the survey is delivered.

In most cases, the prelaunch e-mail is sent only once. If the e-mail is returned as undeliverable, data collection staff attempt to identify the correct address and then resend the e-mail.

- **Launch e-mail**—This e-mail is sent to all primary contacts listed in the database after the Web-based data collection system opens (see Contact 3—[Launch](#)). The goals of the e-mail are to (1) provide information about accessing the Web survey, (2) briefly describe the purpose of the survey, (3) describe any changes to the survey instrument or procedures, (4) list sources of additional information and assistance, and (5) distribute the Adobe Acrobat version of the data collection instrument as an attachment.
- **Verification reminder contacts**—Approximately two weeks after the prelaunch e-mail (which is also the initial contact verification request) is sent, respondents who have not

contacted data collection staff to verify that they are the correct respondent or logged in to the survey are sent a reminder e-mail (see Contact 4—[Verification Reminder 1](#)). This e-mail asks them to respond and either confirm or update their contact information. The goal of the e-mail is to confirm that someone has taken responsibility for the survey by listing themselves as the primary contact. If a respondent phones or e-mails data collection staff with a question about the survey, the person is recorded as having verified that he or she is the correct respondent for the survey. Approximately 2 weeks later, a second verification reminder is sent to all respondents who still have not confirmed their contact information (see Contact 5—[Verification Reminder 2](#)).

If an institution does not respond to the three initial requests to verify a primary contact (including the prelaunch e-mail), data collection staff begin making phone calls (see Contact 6—[Verification Reminder 3](#)). The primary contact and other listed contacts at each institution are asked to confirm receipt of the earlier e-mails and either confirm or update the contact information for the primary contact or provide contact information for another respondent.

If contact information for an institution has not been verified after a week, data collection staff will begin identifying alternate contacts at the organization and contact those individuals to identify a new designated point of contact (see Contact 7—[Verification Reminder 4](#)).

- **Deadline reminder contacts**— Since there are over two months between the launch e-mail and the survey deadline, primary contacts are sent occasional reminders of the upcoming survey deadline. All reminders are sent via email and respondents who complete the survey for multiple campuses will receive only one e-mail per reminder. If an institution has already requested and been granted an extension to the deadline, they are reminded of their extension date.

The first reminder contacts are sent 8-9 weeks before the announced deadline to all institutions that have not submitted final data (see Contact 8—[Deadline Reminder 1](#) and [Deadline Reminder 1b](#)). The second reminder is sent 3-4 weeks before the survey deadline to all institutions that have not submitted final data (see Contact 9—[Deadline Reminder 2a](#) and [Deadline Reminder 2b](#)).

The third reminder is an e-mail sent 1 week before the survey deadline (see Contact 10—[Deadline Reminder 3a](#), and [Deadline Reminder 3b](#)).

- **Nonresponse contacts**—Beginning a few days after the announced survey deadline, all institutions that have not submitted final data are contacted about nonresponse. Multicampus respondents will receive only one instance of each contact, which will specify which campuses have and have not submitted final data. The schedule of nonresponse contacts is as follows:
 - An e-mail is sent 2-3 business days after the survey deadline to all institutions that have not submitted final data. There are two versions of this e-mail, one for institutions that have not been granted a deadline extension and one for institutions that have been granted an extension (see Contact 11—[Nonresponse 1a](#) and [Nonresponse 1b](#)). The e-mail reminds

contacts of the missed deadline or the deadline extension date and of the importance of receiving a response from all institutions.

- An e-mail is sent approximately a week later to all institutions that have not submitted final data and do not have an upcoming expected completion date (see Contact 12—[Nonresponse 2](#)). The e-mail provides a first warning of the letter that will be sent to the senior administrator if data are not submitted by Extended deadline 2, which is schedule approximately 5 weeks after the deadline. Respondents are asked to confirm they can submit by that date.
- The following week, data collection staff phone the primary contact of institutions that have not submitted final data and do not have an upcoming expected completion date (see Contact 13—[Nonresponse 3](#)). Respondents are asked whether they can submit the survey by Extended Deadline 2 and are reminded about the letter to senior administrators. Additional phone calls will occur the following week.
- An e-mail is sent approximately 2 weeks after the first round of phone calls to all institutions that have not submitted final data. There are two versions of this e-mail, one for institutions that missed an expected completion date and one for all other institutions (see Contact 14—[Nonresponse 4a](#) and [Nonresponse 4b](#)). The e-mail informs respondents that their institution's administration will be contacted if data are not submitted Extended Deadline 2.
- After the extended deadline has passed, a letter is sent via U.S. Priority mail 2-day delivery to the senior administrator (e.g., president, chancellor) of institutions that have not submitted final data, and a copy of the letter is sent to the primary contact (see Contact 15—[Nonresponse 5](#)). An alternate version of this letter (version B) is sent to institutions that were granted an extension until Extended Deadline 2 because their fiscal year matches the calendar year or because they were added to the population after December of the current survey cycle; version B of the letter acknowledges this later deadline.
- Approximately two weeks before the website closes, an e-mail is sent announcing that the survey will be closing and that data will not be accepted after that (see Contact 16—[Nonresponse 6](#)).
- During the final 2 weeks of data collection, the contractor and NCSES staff make phone calls to follow up with high-priority institutions, i.e., institutions with higher expenditure amounts, institutions that have expressed a sincere desire to participate in the survey, and institutions that have entered some data but have not submitted the survey (see Contact 17—[Nonresponse 7](#)).
- **Automatic survey receipt and thank-you e-mails**—An e-mail acknowledging receipt of the survey submission is automatically sent to the primary contact by the Web-based survey system after the respondent clicks on the button to submit the survey (see Contact 18—[Survey Received](#)). The primary contact typically receives this e-mail within minutes of submitting data. The purpose of the e-mail is to confirm receipt of the survey and inform the respondent that the contractor will review the institution's response and follow up with any questions. Once the survey submission is finalized by the contractor, a thank-you e-mail is automatically sent (see Contact 19—[Thank-You 1a](#) and [Thank-You 1b](#)). The goals of the e-mail are to (1) thank the respondent for participating in the survey, (2) confirm that the data have been reviewed and finalized, (3) remind the respondent that the data can still be reviewed and downloaded at any time, and (4) provide additional information about reports and the public

release of data. For those institutions reporting less than \$150,000 in R&D expenditures, the e-mail also informs them that they are not eligible for inclusion in the survey population.

- **Thank-you letters to institution administrators**—A letter, as a PDF, is e-mailed to the senior administrator at each institution (e.g., president, chancellor) (see Contact 20—[Contact 19—Thank-You 2 Email](#), [Thank-You 2 Letter](#)). The letter briefly discusses the history and uses of the survey data, acknowledges personnel at the institution that completed the survey, and provides information on finding survey data on the NSF website. The letter, signed by the Director of NCSES, is sent to institutions that have approved final data. Batches of these letters are sent weekly, beginning in February, and letters are e-mailed within 4 weeks of data approval. The primary contact and other staff identified by the primary contact as contributing to the survey are copied on the e-mail to the president or chancellor.
- **Data quality issue (DQI) contacts**—Institutions that submit data with errors, unexplained or poorly explained trend changes, or unexplained missing data are contacted to resolve DQIs. The first e-mail is usually sent within 4 weeks of data submission (see Contact 21—[Data Quality Issues 1](#)). If a response is not received after 1 week, a second e-mail is sent (see Contact 22—[Data Quality Issues 2](#)). If there is no response to the second e-mail, data collection staff phone the primary contact until a response is received (see Contact 22—[Data Quality Issues 3](#)). Once an institution resubmits its corrected survey, a thank-you e-mail is automatically sent (see Contact 24—[Resubmission Thank-You](#)).

INSTITUTIONS RECEIVING SPECIAL ATTENTION

Throughout the year, institutions are selected for additional or alternative contacts. In most cases, this simply means that the respondent or other institution staff will receive contacts from survey staff in addition to, or in lieu of, the standard contacts described above. Frequently, institutions do not remain on the “special attention” list throughout the data collection; once an issue is resolved, the institution will begin receiving only the standard contacts, along with the rest of the survey population. A list of circumstances that would qualify an institution for special attention is provided below. In some cases, a specific contact has been prepared to address the situation.

- **Previous year unit nonresponder**—Since nonresponse to the survey is low, we are able to conduct tailored follow-ups with institutions that chose not to respond during the previous year’s survey. Before the beginning of each collection, the contractor staff review the history for each nonresponding institution (e.g., how many years has it been since they last provided data; how long have they been in the survey population; did they actively refuse to participate last year; what refusal or nonresponse contacts have they received; what reason did they give for not responding). Based on those reviews, the contractor makes recommendations to NCSES for contact strategies for the coming collection. For some institutions that may have only been a unit nonresponder for 1 year due to temporary circumstances (e.g., staff turnover), the contractor might recommend sending routine contacts. For some institutions that have not responded for several years and have been nonresponsive to previous contacts, the contractor might suggest scheduling a meeting with school administration.
- **Deadline extension requests**— the contractor may grant deadline extensions through Extended Deadline 2, but data collection staff will aim for the earliest extension date needed

by the respondent. An extension to Deadline 2 will be offered only if the respondent insists that an earlier deadline cannot be met. All requests for deadline extensions beyond Extended Deadline 2 must be approved by NCSSES. After Extended Deadline 2, we will be evaluating our response rate and therefore cannot guarantee an extension beyond that date. Respondents will be assured that they will receive at least 2 weeks' notice before the survey website closes.

- **Institutions whose fiscal year matches the calendar year or that were late additions to the survey population**—Because these institutions begin gathering their data later, they automatically receive a longer deadline extension. If one of these institutions requests an extension, the institution is given until Extended Deadline 2 to submit the survey.
- **Institutions that indicate that they will not be participating in the survey**—If a respondent indicates that an institution will not be participating in the survey, the contractor initiates refusal -conversion efforts via phone or e-mail, whichever seems most appropriate (see Contact 25—[Refusal Conversion 1](#)). Although these contacts are tailored somewhat to the specific institution, the standard approach includes offering a deadline extension, requesting partial data, and informing the respondent that all refusals must be confirmed by the senior administrator.

If the respondent continues to refuse to participate or does not respond to Refusal conversion 1, a letter signed by the Director of NCSSES is sent to the institution's senior administrator to confirm the decision not to participate in the survey (see Contact 26—[Refusal Conversion 2](#)). NCSSES must be consulted before this letter is sent.

- **Institutions whose primary contact has left the institution and that have not provided an alternative contact**—Typically, institutions do not remain without an identified primary contact for long, but establishing a new primary contact often involves several phone calls or e-mails from survey staff.
- **One primary contact who responds for several campuses**—Standard contacts are prepared with the assumption that one person is responsible for one institution's data submission. In some cases, standard e-mails and letters are revised to be appropriate for respondents who complete the survey for multiple campuses to avoid sending those respondents multiple copies of the same e-mail or letter.

AUTOMATED PASSWORD E-MAILS

In most email messages, respondents are directed to the ID/Password Help link on the survey website if they need to create or reset a password. Automated e-mails are sent by the Web-based survey system when a respondent requests that his or her password be reset (see Contact 27—[Reset Password](#)), when a primary contact designates a new alternate contact in the system (see Contact 28—[Alternate Contact Password Setup](#)), and when a newly designated contact sets up his or her password (see Contact 29—[Alternate Contact Password Setup Alert](#)).

CONTACT TEMPLATES AND INSTRUCTIONS

Contact 1—Welcome Letter

- Printed on survey letterhead and sent via U.S. Priority mail 2-day delivery

[date expected to be mailed]

[[adminfirstname]] [[adminmiddlename]] [[adminlastname]]
[[admintitle]]
[[instnameletters]]
[[adminaddr]]
[[admincity]], [[adminstate]] [[adminzip]]

Dear [[adminsalutation]] [[adminlastname]]:

The National Science Foundation (NSF) has identified your institution as eligible to participate in the FY 2025 Higher Education Research and Development (HERD) Survey. [[instnameletters]] was added to the survey population in [[month screener completed]] when [[firstname]] [[lastname]], [[title]] responded to our screener questionnaire, indicating that the institution had at least [\$150,000 OR \$1,000,000] in separately accounted for R&D expenditures during FY 2025.

NSF's annual Higher Education R&D Survey is a unique source for longitudinal statistics on research spending at our nation's universities and colleges. Since 1972, federal, state, and academic decision makers have depended on NSF's academic R&D information to be complete, accurate, and timely. In addition, many institutions use our statistics for comparisons with other universities and colleges. Close to 900 universities and colleges complete the annual survey. You can learn more about the survey and how that data is used at www.nsf.gov/statistics/srvyherd/.

Next week, we will be sending [[firstname]] [[lastname]] an e-mail with information about accessing and completing the web survey. **The survey deadline is January 30, 2026.**

The survey is conducted for the National Center for Science and Engineering Statistics (NCSES) within the NSF by the contractor. If you have any questions regarding this information, please contact survey support toll-free at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you for your participation in this important effort.

Sincerely,



Michael Gibbons
Project Officer, Higher Education R&D Survey
National Center for Science and Engineering Statistics
National Science Foundation

Cc: [[firstname]] [[lastname]]

Contact 2—Prelaunch 1a

- This version of the prelaunch e-mail is sent to institutions included in the previous year's population.

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Please verify contact information for the NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

Next week, the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) will begin the FY 2025 Higher Education R&D (HERD) Survey. **The survey deadline is January 30, 2026.**

I would appreciate very much if you would take a moment to reply and let our survey support know whether you are still the appropriate contact person for [[instnameletters]]. The current survey contact information appears below. If corrections are necessary, please let survey support know so they can update your institution's information.

Name: [[firstname]] [[lastname]]

Title: [[title]]

Phone: [[phone]]

Email: [[email]]

Address:

[[primary_institution]]

[[addr]]

[[city]], [[state]] [[zip]]

This annual survey is being conducted for the National Center for Science and Engineering Statistics (NCSES) within the NSF by the contractor. A captioned version of the FY 2025 Survey Update Webinar, covering many FAQs related to the survey, is available at herdsurvey.org. If you have any questions regarding this information, please contact survey support toll-free at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you so much for your continuing participation in the survey.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 2—Prelaunch 1b

- This version of the prelaunch e-mail is sent to new institutions

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Welcome to the NSF Higher Education R&D Survey ([[inst_id]])

Attachments: Welcome letter PDF

Dear [[firstname]] [[lastname]]:

Next week, the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) will begin the FY 2025 Higher Education R&D (HERD) Survey. At that time, you will receive an e-mail from us with login information for the web survey.

[[instnameletters]] was added to the survey population in [[month screener completed]] when you responded to our screener questionnaire, indicating that the institution had at least [\$150,000 OR \$1,000,000] in separately accounted for R&D expenditures during FY 2025. A copy of the welcome letter sent to [[admintitle]] [[adminlastname]] is attached.

The survey is conducted for NCSES by a contractor. If you have any questions about the survey, please contact survey support toll-free at (866) 936-9376 or send an email to support@herdsurvey.org. A captioned version of the FY 2025 Survey Update Webinar, covering many FAQs related to the survey, is available at herdsurvey.org or shortform.herdsurvey.org. **The survey deadline is January 30, 2026.**

I would also appreciate very much if you would take a moment to reply and let our survey support know if you are still the appropriate contact person for this survey and if the contact information below is correct.

Name: [[firstname]] [[lastname]]

Title: [[title]]

Phone: [[phone]]

Email: [[email]]

Address:

[[primary_institution]]

[[addr]]

[[city]], [[state]] [[zip]]

Thank you so much for your continuing participation in the survey.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 3—Launch

- Before sending the launch e-mail, the contractor data collection staff will e-mail the programming team to open the survey to respondents.

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Survey ([[inst_id]])
Attachment: HERD survey PDF

Dear [[firstname]] [[lastname]]:

The website is now open for the National Science Foundation's (NSF's) FY 2025 Higher Education R&D Survey.

This survey is the primary source of information on research and development expenditures at higher education institutions in the United States and outlying areas. Almost 900 universities and colleges complete the survey every year. Your response to this survey is very important because it helps us produce the most accurate statistics possible on U.S. higher education R&D expenditures. The survey deadline is **January 30, 2026**.

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Institution name: [[instnamelong]]

Institution ID: [[inst_id]]

You may use your password from last year's HERD survey if you have one. **If you have forgotten your password or are new to the survey, please click on *ID/Password Help* on the survey login page to create or reset your password.**

If you are no longer the appropriate person to contact, please let survey support know so they can update your information. Remember, you can add or remove information for the primary contact and up to three other contacts at your institution from the *Contact information and login accounts* section of the web survey.

For schools newly added to standard from population after being in Short Form last year:

[[This year your institution is being asked to complete the standard HERD questionnaire rather than the Short Form. Your institution submitted total research expenditures of \$1,000,000 or more in FY 2024, which is the requirement for inclusion in the standard form population. Please review the questionnaire and let us know if we can provide any guidance on how to complete the questions that were not included on the Short Form.]]

The survey is conducted for the National Center for Science and Engineering Statistics (NCSES) within the NSF by the contractor. If you need to revise contact information or have any questions about the survey, please contact survey support at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you for completing this survey.

Sincerely,
Michael Gibbons

Project Officer, Higher Education R&D Survey
National Center for Science and Engineering Statistics
National Science Foundation

Contact 4—Verification Reminder 1

- Sent to all institutions that have not yet verified their contact information or have not logged in to the Web survey

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Please verify contact information for the NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We are trying to verify all respondent contacts for the FY 2025 Higher Education R&D Survey. Please take a moment to reply to this message and let us know if you are still the appropriate contact for [[instnameletters]].

If you would like to correct any of the contact information below, please include that in your reply.

Name: [[firstname]] [[lastname]]

Title: [[title]]

Phone: [[phone]]

Email: [[email]]

Address:

[[primary_institution]]

[[addr]]

[[city]], [[state]] [[zip]]

If you have any questions about your participation in the survey, please contact survey support at (866) 936-9376 or send an email to support@herdsurvey.org.

Sincerely,

Kathryn Harper

Project Director

NSF Higher Education R&D Survey

Contact 5—Verification Reminder 2

- Sent to all institutions that have not yet verified their contact information or have not logged in to the Web survey

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Contact information for NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We are asking all institutions to confirm their contact information for the FY 2025 Higher Education Research and Development Survey.

Please take a minute to reply to this email and let us know whether or not you are still the appropriate contact for [[instnameletters]].

The information we currently have is listed below. If you would like to correct any of the contact information below, please include that in your reply.

Name: [[firstname]] [[lastname]]

Title: [[title]]

Phone: [[phone]]

Email: [[email]]

Address:

[[primary_institution]]

[[addr]]

[[city]], [[state]] [[zip]]

Thank you,

Kathryn Harper

Project Director

NSF Higher Education R&D Survey

Toll-free number: (866) 936-9376

support@herdsurvey.org

Contact 6—Verification Reminder 3

- Calling all listed contacts starting with primary.
- Transition to newly identified contacts immediately if listed contact cannot be reached directly or via voicemail.

In-person

1. Review guidance for granting extensions or refusal conversion before starting phone calls.
2. Tell respondent that we are trying to verify contact information for their institution.
3. Ask respondent if they have received the previous e-mails and provide the date the most recent e-mail was sent.
4. Ask if the primary contact listed is still correct.
 - a. If the respondent confirms the primary contact, review contact information with respondent as necessary to confirm correct information for the primary contact and name and e-mail of the alternate contact.
 - i. If there is no alternate contact listed, ask the respondent if they would like to add an alternative contact who will get copied on reminders and be able to access their HERD record if needed. Tell them you can enter that now or they can add up to 3 other contacts from the *Contact information and login accounts* section of the web survey.
 - ii. Thank respondent for participating, ask if they have any questions for us.
 - b. If the respondent says there should be a new primary contact, ask who the new contact should be or who we should call to identify a new contact. Try to get name, title, phone number, and e-mail for the next contact. Thank respondent for their help.
 - i. Reach out to the new contact via e-mail or phone immediately.

Leaving a message

1. If the respondent cannot be reached leave a message identifying yourself and the survey, the purpose of the call, the date of the e-mail referenced, and the action the respondent must take.

Voicemail Example: “Hello my name is [[survey staff]], and I’m calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) about the Higher Education R&D Survey. I’m following up on e-mails sent on [[dates of previous e-mails]] asking if [[you or other person name]] should be the primary contact for this year’s survey. Please call us at (866) 936-9376 or respond to the e-mail we sent. I would appreciate a response by the end of this week.”

A similar message, with needed revisions, can be left with an administrative assistant or co-worker.

2. During a call cycle, typically a week, only one message should be left, but continue to try and contact respondents at different times of day throughout the cycle.

If you are unable to successfully leave a message with the primary contact or any named alternate contacts (e.g., outgoing voice mail message is for another person, you can see from website or hear from operator that the person is no longer at the institution or in that position) move immediately to procedures outlined in Contact 7.

Contact 7—Verification Reminder 4

- Identifying alternate contacts and new designated primary contact
- 1. Identify 2-3 people or offices that might be able to identify and designate a new POC, as needed
 - a. Look for individuals in leadership in the office the previous respondent was in. Use the institution website and the Higher Education Directory.
 - b. Find contact information for the Office of Institutional Research, Office of Sponsored Programs or Office of Financial Affairs.

In-person

2. Say that you are calling on behalf of the National Science Foundation about a survey that [[name of university/college]] has been completing annually.
3. Tell contact that we are trying to identify a primary contact for the survey and who the primary contact used to be, include name and office, if they aren't from the same office.
4. Ask contact if they are able to provide you with a new point of contact or connect you with someone who can.
 - a. If they suggest getting the information another specific person, get that contact information and follow-up with that person immediately.
 - b. If they provide contact information for a new primary contact, try to get name, title, phone number, and e-mail for the next contact. Thank respondent for their help.
5. Send survey login information to the new primary contact, letting them know why we are sending this information to them, if they weren't part of the previous conversation.

Leaving a message

1. If the contact cannot be reached, leave a message identifying yourself and the survey, the purpose of the call, and the action the respondent must take.

Voicemail Example: "Hello my name is [[survey staff]], and I'm calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) about the Higher Education R&D Survey. This is a survey that [[name of university/college]] has been completing annually. The survey is due [[deadline]]. [[POC name]] has been our primary point of contact, but [[we have been unable to contact them OR it looks like they have left your organization]]. Can you help us identify who the new point of contact should be? Please call me at (866) 936-9376 and let me know who we should contact. I would appreciate a response by the end of this week."

A similar message, with needed revisions, can be left with an administrative assistant or co-worker.

2. Leave a message with at least two contacts.

Contact 8—Deadline Reminder 1a

- Sent to institutions that have not submitted the survey

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Reminder: NSF Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

The deadline for submitting your response to the FY 2025 Higher Education R&D [Short Form Survey or Survey] is **January 30, 2026**.

Thank you for your continued participation in the HERD R&D Survey. Your information is vital in developing comprehensive statistics on R&D expenditures in the United States.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

I greatly appreciate your efforts to fit the survey response into your busy schedule and respond by the deadline. If you have questions about using the survey website, please call survey support at (866) 936-9376 or send an email to support@herdsurvey.org.

If you have any questions about the survey items, please contact me at mgibbons@nsf.gov or (703) 292-4590.

Thank you very much for your continued participation.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 8—Deadline Reminder 1b

- Sent to institutions that have not submitted the survey

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Reminder: NSF Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

Your deadline for submitting the FY 2025 Higher Education R&D [Short Form Survey or Survey] has been extended to **[[expecteddate]]**.

Thank you for your continued participation in the HERD R&D Survey. Your information is vital in developing comprehensive statistics on R&D expenditures in the United States.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

I greatly appreciate your efforts to fit the survey response into your busy schedule and respond by the deadline. If you have questions about using the survey website, please call survey support at (866) 936-9376 or send an email to support@herdsurvey.org.

If you have any questions about the survey items, please contact me at mgibbons@nsf.gov or (703) 292-4590.

Thank you very much for your continued participation.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 9—Deadline Reminder 2a

Sent to institutions that have not submitted the survey and have not been granted an extension

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Reminder: NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

In November we asked for your participation in the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey]. This is a friendly reminder that the survey deadline is **January 30, 2026**.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, click on *ID/Password Help* on the survey login page to create/reset your password.

We greatly appreciate your efforts to fit the survey response into your busy schedule and respond by the deadline. If you have questions about the survey, please call survey support at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you for your time and your participation.

Sincerely,

Kathryn Harper
Project Director
NSF Higher Education R&D Survey

Contact 9—Deadline Reminder 2b

- Sent to institutions that have not submitted the survey and have been granted an extension

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Reminder: NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

In November, we asked for your participation in the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey]. Your deadline has been extended to **[[expecteddate]]**.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, click on *ID/Password Help* on the survey login page to create/reset your password.

We greatly appreciate your efforts to fit the survey response into your busy schedule. If you have questions about the survey, please call survey support at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you for your time and your participation.

Sincerely,

Kathryn Harper

Project Director

NSF Higher Education R&D Survey

Contact 10—Deadline Reminder 3a

- Sent to institutions that have not submitted the survey and have not been granted an extension

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Deadline for NSF's Higher Education R&D [Short Form Survey or Survey]: January 30, 2026
([[inst_id]])

Dear [[firstname]] [[lastname]]:

We are reminding all survey respondents about the upcoming deadline for the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey].

Please submit your completed survey by **Friday, January 30, 2026**.

The information below can be used to access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

If you have any questions, please call survey support toll-free at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you in advance for completing the HERD Survey. Your information is vital in developing comprehensive statistics on R&D expenditures in the United States.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 10—Deadline Reminder 3b

- Sent to institutions that have not submitted the survey and have been granted an extension

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Deadline for NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We are reminding all survey respondents about the upcoming deadline for the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey]. Your deadline has been extended to **[[expecteddate]]**.

The information below can be used to access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

If you have any questions, please call survey support toll-free at (866) 936-9376 or send an email to support@herdsurvey.org.

Thank you in advance for completing the HERD Survey. Your information is vital in developing comprehensive statistics on R&D expenditures in the United States.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 11—Nonresponse 1a

- Sent to all institutions that have not submitted the survey *except* those that have been granted a deadline extension

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Please reply regarding NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We need your response as soon as possible to the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey]. It is important for us to have every institution's current R&D information so that our FY 2025 statistical tables will be complete.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

If you have questions or need further information, e-mail survey support at support@herdsurvey.org or call toll-free at (866) 936-9376.

Thank you very much for your help with the survey.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 11—Nonresponse 1b

- Sent to all institutions that have not submitted the survey and have been granted a deadline extension

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

Your deadline for the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey] is extended to **[[expecteddate]]**. It is important that we receive your response on or before this date. We would very much like to have every institution's current R&D information so that our FY 2025 statistical tables will be complete and comprehensive.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

If you have questions or need further information, you may reach us by email at support@herdsurvey.org or by calling toll-free at (866) 936-9376.

We know you are busy, and we greatly appreciate your efforts to respond to the survey in a timely manner.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 12—Nonresponse 2

- Sent to all institutions that have not submitted the survey *and* do not have an upcoming expected completion date

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Subject: Please reply regarding the NSF's Higher Education R&D [Short Form Survey or Survey]
([[inst_id]])

Dear [[firstname]] [[lastname]]:

I would greatly appreciate your institution's response to the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey]. We are asking for all survey responses by **Friday, March 13, 2026**. After that date, NSF will begin contacting the Presidents and Chancellors of institutions that have not yet responded to verify their intent not to participate. **Please reply to this e-mail and let us know if you will be able to submit by that date.**

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

If you have questions or need further information, you may reach us by email at support@herdsurvey.org or by calling toll-free at (866) 936-9376.

Thank you very much for your continued participation.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 13—Nonresponse 3

- Two rounds of phone calls to the primary contact at all institutions that have not submitted final data *and* do not have an upcoming expected completion date

In-person

Issues to be highlighted during a phone call to a nonrespondent from data collection staff:

1. Indicate that you are calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) regarding the Higher Education Research and Development Survey
2. Point out their latest activity on the survey. For example:
 - “In your last e-mail you mentioned that you would have the survey submitted by XX.”
 - “It looks like you logged on to the survey back in January. Do you still have the survey information?”
3. Inform respondent that NSF will be sending letters to the Presidents and Chancellors of institutions that have not submitted data by [[Extended Deadline 2]].
4. Ask if they can submit by the extended deadline. Tell them that after that date, we will be closing data collection as soon as we reach our desired response rate. We will contact them at least one week before we close the data collection period to give them one final chance to submit their data.
5. Tell the respondent you will e-mail the survey web address and their institution ID if they do not have it. Be sure to verify the correct e-mail address. Let them know that they will need to set up a new password through the website if they have forgotten theirs.
6. Ask the respondent if he/she has any questions and let them know that if they have any questions in the future, they can send an e-mail to support@herdsurvey.org or call you toll free at 866-936-9376.

Leaving a message

1. If the respondent cannot be reached leave a voice mail identifying yourself and the survey, the purpose of the call, the date of the e-mail referenced, and the action the respondent must take.

Voicemail Example: “Hello my name is [[survey staff]], and I’m calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) about the Higher Education R&D Survey. I just wanted to remind you that the extended deadline for the survey is [[Extended Deadline 2]]. After that date, NSF will be sending letters to the Presidents and Chancellors of institutions that have not submitted final data. Please call us at 866-936-9376 and let us know if you will be able to submit by that date. If you have any questions about the survey or need us to resend survey information, give us a call.”

A similar message, with needed revisions, can be left with an administrative assistant or co-worker.

2. During a call cycle, typically a week, only one message should be left, but continue to try and contact respondents at different times of day throughout the cycle.

Contact 14—Nonresponse 4a

- Sent to the primary contact at institutions that missed an expected completion date that was after the survey deadline

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

Earlier you let us know that you would submit the FY 2025 Higher Education R&D [Short Form Survey or Survey] by [[expecteddate]]. As of today, we have not received your response. We would appreciate a response no later than **Friday, March 13**.

After March 13, NSF will send letters to the Presidents and Chancellors of all institutions that have not yet responded. These letters will explain that our deadline has passed and offer a last chance to participate before the survey closes. We also want to ensure that any decision to decline participation is made at the highest level since institutional nonresponses will be imputed.

Institutions that do not respond are still included in the published tables. Their R&D expenditures are estimated and labeled as imputed estimates in our reports. The procedure to estimate missing information is done as a last resort; our goal is to receive current data from everyone so that our national statistics are as accurate as possible.

As NSF's project manager for the survey, I would greatly appreciate your help by submitting your survey response as soon as possible.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

Thank you very much for your institution's continued participation in this national survey.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

mgibbons@nsf.gov

(703) 292-4590

Contact 14—Nonresponse 4b

- Sent to the primary contact at institutions that have not submitted the survey and have an upcoming expected completion date or never had an expected completion date that was after the survey deadline

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: NSF's Higher Education R&D [Short Form Survey or Survey] ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We need your survey response by **Friday, March 13** for the National Science Foundation's FY 2025 Higher Education R&D [Short Form Survey or Survey]. After that date, NSF will send letters to the Presidents and Chancellors of all institutions that have not yet responded. These letters will explain that our deadline has passed and offer a last chance to participate before the survey closes. We also want to ensure that any decision to decline participation is made at the highest level since institutional nonresponses will be imputed.

Institutions that do not respond are still included in the published tables. Their R&D expenditures are estimated and labeled as imputed estimates in our reports. The procedure to estimate missing information is done as a last resort; our goal is to receive current data from everyone so that our national statistics are as accurate as possible.

As NSF's project manager for the survey, I would greatly appreciate your help by submitting your survey response as soon as possible.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you are new to the survey or have forgotten your password, please click on *ID/Password Help* on the survey login page to create/reset your password.

Thank you very much for your institution's continued participation in this national survey.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

mgibbons@nsf.gov

(703) 292-4590

Contact 15—Nonresponse 5

- Printed on survey letterhead and sent via U.S. Priority mail 2-day delivery
- Version A: Sent to institutions that have not submitted final data and did not have a deadline extension because of special circumstances
- Version B: Sent to institutions whose fiscal year matches the calendar year *or* that were late additions to the survey population

[date expected to be mailed]

[[adminfirstname]] [[adminmiddlename]] [[adminlastname]]
[[admintitle]]
[[instnameletters]]
[[adminaddr]]
[[admincity]], [[adminstate]] [[adminzip]]

Dear [[adminsalutation]] [[adminlastname]]:

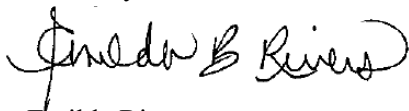
I am writing to let you know we need your institution's response by Friday, April 3 to the National Science Foundation's Higher Education Research and Development [Short Form Survey or Survey]. We launched the survey on November 4, 2025 and asked for responses by January 30, 2026. [Version B: February 27, 2026.] Our current contact within your institution is [[firstname]] [[lastname]], [[title]].

This survey is the only source of comprehensive national information on R&D spending within the higher education sector. The survey has been revised in recent years to collect additional data which allow more detailed peer comparisons with other institutions. Although your institution's participation in this survey is voluntary, your survey response is very important to the accuracy of NSF's statistics.

Please let us know if we should contact a different person to provide your institution's response. You may contact the survey manager, Mr. Michael Gibbons, at (703) 292-4590 or mgibbons@nsf.gov.

Thank you for your continuing participation in this annual assessment of our nation's R&D.

Sincerely,



Emilda Rivers
Director
National Center for Science and Engineering Statistics

cc: [[firstname]] [[lastname]], [[title]]

Contact 16—Nonresponse 6

- Sent to all institutions that have not submitted the survey
- The survey's closing date may need to be changed based on when the e-mail is sent. This e-mail is not sent until the contractor is sure that we are 2 weeks away from meeting our target response rate.

To: Primary contact e-mail

Cc: Other contacts to receive e-mail

From: NSF Higher Education R&D Survey

Re: Final Notice: NSF's Higher Education R&D Survey due April 10 ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We need your response to the National Science Foundation's FY 2025 Higher Education R&D Survey before the website closes on **Friday, April 10**. This is the final extension that we are providing survey respondents. We would really appreciate your survey response so that our statistical tables are as complete as possible since they are used by many of your peers, funding agencies, and the media.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org

Your institution's ID: [[inst_id]]

If you have any questions, please contact me at mgibbons@nsf.gov or (703) 292-4590.

Thank you very much for your institution's continued participation in this survey.

Sincerely,

Michael Gibbons

Project Officer, Higher Education R&D Survey

National Center for Science and Engineering Statistics

National Science Foundation

Contact 17—Nonresponse 7

- Phone calls made to the primary contacts of high-priority institutions that have not submitted final data

In-person

Issues to be highlighted during a phone call to a non-respondent from data collection staff:

1. Indicate that you are calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) regarding the Higher Education Research and Development Survey
2. Remind respondent that the survey web site will close on [[survey close date]].
3. Ask if they will be able to respond to the survey and, if yes, when
4. If they ask for more time or indicate that they can't submit by the survey close date, tell them that they can have until noon the following Monday but for time beyond that they will have to speak to the NCSES project officer.
5. Ask the respondent if he/she has any questions and let them know that if they have any questions in the future, they can send an e-mail to support@herdsurvey.org or call you toll free at 866-936-9376.

Leaving a message

1. If the respondent cannot be reached leave a voice mail identifying yourself and the survey, the purpose of the call, the date of the e-mail referenced, and the action the respondent must take.

Voicemail Example: "Hello my name is [[survey staff]], and I'm calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) about the Higher Education R&D Survey. I just wanted to remind you that the survey website is closing on [[survey close date]]. Please call us at 866-936-9376 and let us know when you will be able to submit your survey. If you have any questions about the survey, give us a call."

A similar message, with needed revisions, can be left with an administrative assistant or co-worker.

2. During a call cycle, typically a week, only one message should be left, but continue to try and contact respondents at different times of day throughout the cycle.

Contact 18—Survey Received

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We have received your institution's submission for the National Science Foundation's (NSF) FY 2025 Higher Education R&D Survey. Our data collection team is now reviewing all survey responses and will follow up with any questions in the next few weeks. We will send you an email to let you know when the review is complete.

Thank you very much for your help with this effort.

If you have any questions, please contact our survey contractor toll-free at (866) 936-9376 or send an e-mail to support@herdsurvey.org.

Sincerely,
Michael Gibbons
Project Officer, FFRDC R&D Survey
National Center for Science and Engineering Statistics
National Science Foundation

Contact 19—Thank-You 1a

- Automatically sent to institutions with \$150,000 or more in total R&D expenditures after the data review is completed and the survey response is marked as approved
- Includes an Adobe PDF version of the survey prefilled with the institution's submitted data

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: Thank You ([[inst_id]])
Attachment: PDF with final data

Dear [[firstname]] [[lastname]]:

On behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF), I want to thank you for participating in the FY 2025 Higher Education Research and Development (HERD) [Short Form Survey or Survey]. The detailed information you provided for [[instnameletters]] will increase both the accuracy and usefulness of the national R&D statistics for the academic community.

Your survey submission has been reviewed by our Data Quality Manager and will now be added to the final database. If you find errors that need to be corrected, please contact us at (866) 936-9376 as soon as possible.

For your convenience we have attached a copy of the survey form with your final data. You may also view or download this final version of the survey data at any time by logging onto the survey website using the information below.

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org
Your institution's ID: [[inst_id]]

If you have forgotten your password, click on *ID/Password Help* on the survey login page.

To see our NSF publications for previous years of the survey, please visit:
www.nsf.gov/statistics/herd/

If you have any other questions, please contact our survey contractor toll-free at (866) 936-9376 or send an email to support@herdsurvey.org.

Sincerely,

Michael Gibbons
Project Officer, Higher Education R&D Survey
National Center for Science and Engineering Statistics
National Science Foundation
mgibbons@nsf.gov
(703) 292-4590

Contact 19—Thank-You 1b

- Automatically sent to institutions with less than \$150,000 in total R&D expenditures after the data review is completed and the survey response is marked as approved
- Includes an Adobe PDF version of the survey prefilled with the institution's submitted data

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: Thank you ([[inst_id]])

Dear [[firstname]] [[lastname]]:

On behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF), I want to thank you for participating in the FY 2025 Higher Education Research and Development [Short Form Survey or Survey]. According to the information you submitted, your institution spent less than \$150,000 on R&D in FY 2025. Because this does not meet the threshold for the survey population, your institution will not be included in the FY 2025 tables showing statistical information by institution. **This also means that you will not be contacted to participate in the FY 2026 survey.**

If you wish to take another look at the FY 2025 survey response for [[instnameletters]], please use the following information:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org
Your institution's ID: [[inst_id]]

If you have forgotten your password, click on *ID/Password Help* on the survey login page.

If upon review you discover omissions that would increase your R&D expenditures above the \$150,000 threshold, please contact our survey contractor toll-free at (866) 936-9376 or send an email to support@herdsurvey.org.

If you have any other questions, please do not hesitate to contact me.

Sincerely,

Michael Gibbons
Project Officer, Higher Education R&D Survey
National Center for Science and Engineering Statistics
National Science Foundation
mgibbons@nsf.gov
(703) 292-4590

Contact 20—Thank-You 2 Email

- Sent to president, chancellor, or equivalent at institutions with an Adobe PDF copy of Thank-you Letter attached and respondents copied
- Sent in weekly batches beginning in January

To: [[adminemail]]

Cc: [[email]]

From: NSF Higher Education R&D Survey

Re: NSF's Higher Education R&D Survey Acknowledgment ([[inst_id]])

Dear [[adminsalutation [[adminlastname]]]:

On behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF), I want to thank [[instnameletters]] for participating in the FY 2025 Higher Education Research and Development Survey. The attached thank-you letter recognizes the personnel at your institution who provided this year's survey response.

If you have any questions, please contact me at (703) 292-4590 or mgibbons@nsf.gov.

Sincerely,

Michael Gibbons
Project Officer, Higher Education R&D Survey
National Center for Science and Engineering Statistics
National Science Foundation

Contact 20—Thank-You 2 Letter

- On survey letterhead, a letter is sent as a PDF via e-mail
- Addressed to the president, chancellor, or equivalent at institutions with approved final data
- Sent in weekly batches beginning in January
- In the second paragraph, more than one person may be acknowledged if requested by the primary contact.

[date letter will be mailed]

[[adminfirstname]] [[adminmiddlename]] [[adminlastname]]
[[admintitle]]
[[instnameletters]]
[[adminaddr]]
[[admincity]], [[adminstate]] [[adminzip]]

Dear [[adminsalutation]] [[adminlastname]]:

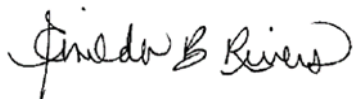
The National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) thanks [[instnameletters]] for participating in the Higher Education Research and Development Survey. The information your institution provided for FY 2025 will become part of our longitudinal statistics on R&D expenditures in 40 fields. For over 50 years, NSF has provided information from this survey to federal, state, and academic decision makers. In addition, data from our surveys become part of the international statistics that compare the overall research activity of the United States with other nations. Finally, the data are also used by the American Council on Education in their calculations for the Carnegie Classifications.

I would especially like to recognize [[firstname]] [[lastname]], [[title]], who provided this year's survey response for [[instnameletters]]. The efforts of your staff involved a significant amount of work to provide the information requested on the survey. We appreciate these contributions to NSF's measurement of academic R&D within the United States.

Our website includes survey results for previous years of the Higher Education R&D Survey as well as a variety of other science and engineering statistics. It is located at <https://ncses.nsf.gov/>. You may contact Michael Gibbons, NCSES Project Officer for the HERD Survey for further information at (703) 292-4590 or mgibbons@nsf.gov.

Again, thank you for your continuing participation.

Sincerely,



Emilda Rivers
Director
National Center for Science and Engineering Statistics

cc: [[firstname]] [[lastname]]

Contact 21—Data Quality Issues 1

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

I am reviewing your data for NSF's FY 2025 Higher Education R&D [Short Form Survey or Survey], and I need your help to clarify or correct [a few items/one item/two items]. After your reply, I can finalize your survey answers for FY 2025. I would like to finalize your survey data by [one week after message].

The survey has been reopened so you can address each issue and make revisions to data if needed. When you return to the survey, you will see a red flag next to each question that has a data quality issue. At the top of each marked question, you will find a description of the issue(s) and instructions for correcting or explaining. **After you have addressed each issue, click the Resubmit button.**

Please go to the survey website to explain or correct data quality issues.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org
Your institution's ID: [[inst_id]]

If you have forgotten your password, click on *ID/Password Help* on the survey login page.

If you have any questions or concerns, please contact us at support@herdsurvey.org or call toll free at (866) 936-9376.

Sincerely,

Kathryn Harper
Project Director
NSF Higher Education R&D Survey

Contact 22—Data Quality Issues 2

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

I need your help to clarify or correct [a few items/one item/two items] from your institution's FY 2025 Higher Education R&D [Short Form Survey or Survey]. I had previously contacted you about these issues on [date of DQI 1]. I need your response to finalize your institution's FY 2025 survey. I would like to finalize your survey data by [one week from email].

The survey has been reopened so you can address each issue and revise data if needed. When you return to the survey, you will see a red flag next to each question that has a data quality issue. At the top of each marked question you will find a description of the issue(s) and instructions for correcting or explaining. **After you have addressed each issue, click the Resubmit button.**

Please go to the survey website to explain or correct data quality issues.

To access the survey for [[instnamelong]]:

Survey website: www.herdsurvey.org OR shortform.herdsurvey.org
Your institution's ID: [[inst_id]]

If you have forgotten your password, click on *ID/Password Help* on the survey login page.

If you have any questions or concerns, please contact us at support@herdsurvey.org or call toll free at (866) 936-9376.

Sincerely,

Kathryn Harper
Project Director
NSF Higher Education R&D Survey

Contact 23—Data Quality Issues 3

In-person

Issues to be highlighted during a phone call to a DQI nonrespondent from data collection staff:

1. Indicate that you are calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) regarding the Higher Education Research and Development Survey
2. Thank them for participating in the survey and let them know that we just need to clarify or correct [a few items/one item/two items] to finalize their survey.
3. Ask if they received the data quality issues e-mail and if so, when they might be able to respond.
4. If the respondent doesn't know if they got the e-mail or isn't sure when they can respond, and if the issues are easy to explain and the respondent might be able to respond immediately say, "The issue(s) are minor, and you might be able to answer them right now. Do you mind if I read them to you?" If they say yes, read the questions and record their responses.
5. Offer to resend the last DQI e-mail if the issues are complicated, or they cannot respond on the phone.
6. Ask the respondent if he/she has any questions and let them know that if they have any questions in the future, they can send an e-mail to support@herdsurvey.org or call you toll free at 866-936-9376.

Leaving a message

1. If the respondent cannot be reached leave a voice mail identifying yourself and the survey, the purpose of the call, the date of the e-mail referenced, and the action the respondent must take.

Voicemail Example: "Hello my name is [name], and I'm calling on behalf of the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) about the Higher Education R&D Survey. I'm following up on an e-mail we sent on [date] asking you to clarify some issues on your institution's FY 2025 survey. We are closing the database soon and cannot finalize your institution until we receive a response. Please respond to the e-mail or give us a call as soon as possible at 866-936-9376. Thank you again for your participation in this year's survey."

A similar message, with needed revisions, can be left with an administrative assistant or co-worker.

2. During a call cycle, typically a week, only one message should be left, but continue to try and contact respondents at different times of day throughout the cycle.

Contact 24—Resubmission Thank-You

To: Primary contact e-mail
Cc: Other contacts to receive e-mail
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Survey ([[inst_id]])

Dear [[firstname]] [[lastname]]:

We have received your institution's resubmission for the FY 2025 Higher Education Research and Development (HERD) [Short Form Survey or Survey]. Thank you for taking the time to address our questions about your submitted data. If we have any further questions, we will let you know. We will send an email to let you know when your institution's survey submission is finalized.

Thank you very much for your help with this effort.

If you have any questions or need further information, contact Survey Support at support@herdsurvey.org or call toll-free at (866) 936-9376.

Contact 25—Refusal Conversion 1

- Phone call or e-mail within 1 week of refusal to participate in the survey
- 1. Ask which items/parts/aspects seem to be the most burdensome. Explain that we will need to impute the totals for them since they were found to qualify for the survey, so any partial data would be preferable. Main questions we need answered in order of preference:

Standard form:

- a. Question 1: R&D expenditures by source of funds
- b. Questions 9 and 11: R&D expenditures by field and source of funds

Short Form

- a. Question 1: R&D expenditures by source of funds
2. If respondent changes mind about refusal, agree on an expected completion date. Try to select the announced deadline, Extended Deadline 1, or Extended Deadline 2. Do not grant an extension beyond Extended Deadline 2 without confirming with project director.
3. If still a total refusal, explain that we will need to confirm this decision with their senior administrator's office.
4. Thank respondent and say that we hope next year will work out better for their institution's response.

Contact 26—Refusal Conversion 2

- Printed on survey letterhead and sent via U.S. Priority mail 2-day delivery
- Sent as needed, at the direction of NCSES

[date letter will be mailed]

[[adminfirstname]] [[adminmiddlename]] [[adminlastname]]
[[admintitle]]
[[instnameletters]]
[[adminaddr]]
[[admincity]], [[adminstate]] [[adminzip]]

Dear [[adminsalutation]] [[adminlastname]]:

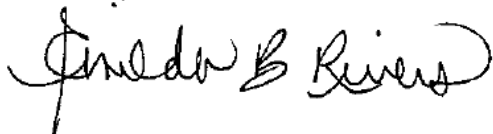
The National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) is now conducting the FY 2025 Higher Education R&D Survey. We were informed by [[firstname]] [[lastname]], [[title]], that [[instnameletters]] will not be participating in this year's data collection. While participation in this survey is voluntary, we wanted to confirm this decision with you before proceeding without your institution's information.

NSF's annual Higher Education R&D Survey is a unique source for longitudinal statistics on research spending at our nation's universities and colleges. The NSF website provides detailed tables, reports, and databases using this information. The statistical tables show spending in each of 40 fields of R&D for over 900 institutions (see www.nsf.gov/statistics/herd/). Since 1972, federal, state, and academic decision makers have depended on NSF's academic R&D information to be complete, accurate, and timely. In addition, many institutions use our statistics for comparisons with other universities and colleges.

Please let us know if you can provide some or all of the FY 2025 survey responses so we can present the most current data for your institution. Alternatively, we will display imputed data for [[instnameletters]] in the institution level tables. We believe your data or estimates will represent [[instnameletters]] better than our imputation. You may contact Michael Gibbons of my staff at (703) 292-4590 or mgibbons@nsf.gov.

Thank you for your continuing support of NSF's statistical information.

Sincerely,



Emilda Rivers
Director
National Center for Science and Engineering Statistics

Cc: [[firstname]] [[lastname]]

Contact 27—Password Reset

To: Survey user requesting password reset

From: NSF Higher Education R&D Survey

Re: NSF HERD [Short Form Survey or Survey] Password ([[inst_id]])

You have requested to reset your password for the Higher Education R&D [Short Form Survey or Survey] for:

Institution name: [[instnamelong]]

Institution ID: [[inst_id]]

Please use the link below to reset your password. This link will expire in 15 minutes.

[[reset_link]]

If you need further assistance or did not make a request to reset your password, contact Survey Support at (866) 936-9376, or by email at support@herdsurvey.org.

Contact 28—Other Contact Password Setup

To: Newly designated alternate

From: NSF Higher Education R&D Survey

Re: NSF HERD [Short Form Survey or Survey] Password ([[inst_id]])

[[designator_first_name]] [[designator_last_name]] has granted you access to the Higher Education R&D [Short Form Survey or Survey] for:

Institution name: [[instnamelong]]

Institution ID: [[inst_id]]

Please use the link below to set up your password.

[[reset_link]]

This link will expire in 7 days, but you can request a new link at any time by clicking on *ID/Password Help* on the survey login page.

If you need further assistance, please contact Survey Support at (866) 936-9376, or by email at support@herdsurvey.org.

Contact 29—Other Contact Password Setup Alert

To: Primary contact

From: NSF Higher Education R&D Survey

Re: NSF HERD [Short Form Survey or Survey] – new password created ([[inst_id]])

[[other_first_name]] [[other_last_name]] has created a password on the NSF Higher Education R&D [Short Form Survey or Survey] for:

Institution name: [[instnamelong]]

Institution ID: [[inst_id]]

You can add or remove individuals who can create a login account on the *Contact information and login accounts* page on the web survey. If you need further assistance, please contact Survey Support at (866) 936-9376, or by email at support@herdsurvey.org.