

FY 2025 HERD Survey Population Screening Contact Procedures

Summary of Contacts

Contact	Date	Description/Message	Mode	From
1	Tuesday, 26 August 2025	Questionnaires launch email/letter - Questionnaire PDF attached 5 September due date - Version 1 to primary contact from last year - Versions 1.1 to institutions that submitted FY2024 HERD surveys but were dropped due to expenditures less than \$150K - Version 2 to senior administrator - Tailored version to system offices	Email	Michael Gibbons of NCSSES
2	Tuesday, 9 September 2025	Nonresponse reminder 1 - Screener PDF attached September 19 due date - Version 1 to primary contact from last year - Version 2 senior administrator	Email	Michael Gibbons of NCSSES
3	Monday, 22 September - Friday, 26 September 2025	Nonresponse reminder 2 - Version 1 for calls to primary contact from last year - Version 2 for calls to senior administrator - Response needed within 1 week of calls - Response by October 3	Phone	Contractor staff
4	Monday, 6 October - Wednesday, 8 October 2025 And Thursday, 16 October - Tuesday, 21 October 2025	Nonresponse reminder 3 and 4 - Move to senior administrator to schools where previous primary contact had been contacted. - Call alternate offices if previous contact is unresponsive - Response needed within 1 week of calls - Response by October 15 or October 24	Phone	Contractor staff

Contact	Date	Description/Message	Mode	From
5	Tuesday, 28 October 2025	Nonresponse reminder 5 - To senior administrator office - Screener enclosed - Postage paid envelope November 14 due date	Priority Mail	Michael Gibbons of NCSSES
Other Contacts—Thank You				
6	As completed	Thank you for eligible institutions - Email to senior administrator copying designated point of contact Thank you for ineligible institutions under threshold - Email to senior administrator copying designated point of contact	Email	Michael Gibbons of NCSSES
Other Contacts—E-mail to system office				
7	Tuesday, 26 August 2025	Questionnaires launch email/letter - Questionnaire PDF attached 5 September due date	Email	Michael Gibbons of NCSSES

Description of Contacts

We propose two types of procedures for the population review. For typical, stand-alone degree-granting institutions, we propose to follow a standard set of procedures with form e-mail and letters, which is described below. For institutions where we need to determine whether the institution meets our criteria for inclusion in the population as a unit separate from a parent institution, the population review will be conducted through individualized e-mails and phone calls completed by experienced HERD Survey data collection staff and directed by the project director.

If an institution responded to the questionnaire in the past two years and the respondent was not the president, chancellor or equivalent, we will go directly to that respondent again this year to request information. These contacts are labeled as version 1 in timeline and below sections. If the institution is new to the frame this year, was a nonrespondent to the population review last year, or the president was the respondent, then we will contact the senior administrator's office. These contacts are labeled as version 2. Version 1 and version 2 are identical except for the recipient. If data collection staff identify that the previous respondent has left the institution, future contacts

will go to the senior administrator's office. If an e-mail address for the senior administrator's office cannot be identified, a hard copy version of the survey and formatted letter are sent via mail delivery. A tailored version of the launch is used for system offices which specifies we are interested in knowing about non-pass through funding.

After two e-mails, we will contact institutions during three rounds of phone calls. During the second and third round of phone calls, we will be looking for alternate contacts at all institutions. At institutions where the senior administrator has not been contacted, that office will be the alternate. After calls, we will send a reminder via 2-day priority mail to all institutions that have not completed the questionnaire. The package will include a letter, a hard copy version of the questionnaire, and a postage-paid return envelope.

After a response to the population review questionnaire is received and processed, an automated thank-you e-mail will be sent to the school president or chancellor. The e-mail will indicate whether the institution will be included in the upcoming survey population and will be copied to the point of contact included in the questionnaire response. If eligible to participate in the HERD survey, the e-mail also will serve as notification of the upcoming survey launch.

Once the contractor believes that no additional institutions will be responding to the population review, we will send NCSSES a list of institutions that refused to participate in the population review or did not respond. NCSSES can then decide which institutions should be included in the population.

Contact Templates and Instructions

Contact 1, version 1

Population Questionnaire Launch Email

To: [[email]]
From: NSF Higher Education R&D Survey
Date: Tuesday, August 26, 2025
Re: NSF Higher Education R&D Review ([[inst_id]])

Attachment: HERD survey questionnaire PDF

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

I am writing to request your assistance in helping the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) measure nationwide spending on research and development (R&D) at colleges and universities. By answering five short questions (see attached questionnaire) for [[instnameletters]], you will help us update our list of institutions for NSF's Higher Education Research and Development (HERD) Survey. **Even if your institution has no R&D, it is still very important that we hear from you so we can remove your institution from our list.**

To complete the questionnaire please 1) enter your responses into the attached file, 2) save it to your desktop, 3) reply to this e-mail and attach your saved questionnaire.

The NSF HERD Survey is an annual survey of U.S. institutions with annual R&D expenditures of \$150,000 or more. It covers nonprofit institutions that offer an accredited bachelor's or higher degree. NSF is the federal agency responsible for compiling and reporting the total amount spent on R&D within the United States from all sources of funding, both private and public. The published statistics from our surveys are used to show the contribution of U.S. academic institutions to research. Your assistance will help us make sure that our list of institutions performing R&D is complete and accurate. Institutions are often included in this review because they reported having research expenses in their previous year's IPEDS report, which indicates they may qualify to participate in the upcoming HERD survey. Additional information can be found online at <https://ncses.nsf.gov/surveys/higher-education-research-development/>

I would appreciate very much if you could return your response via e-mail by **Friday, September 5, 2025**. If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

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

Contact 1, version 1.1

Population Questionnaire Launch Email

To: [[email]]
From: NSF Higher Education R&D Survey
Date: Tuesday, August 26, 2025
Re: NSF Higher Education R&D Review ([[inst_id]])

Attachment: HERD survey questionnaire PDF

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

I am writing to request your assistance in helping the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) measure nationwide spending on research and development (R&D) at colleges and universities. By answering five short questions (see attached questionnaire) for [[instnameletters]], you will help us update our list of institutions for NSF's Higher Education Research and Development (HERD) Survey. **Even if your institution has no R&D or expenditures are still less than \$150K, it is still very important that we hear from you so we can remove your institution from our list.** Your institution last reported R&D expenditures of less than \$150K on the FY 2024 survey.

To complete the questionnaire please 1) enter your responses into the attached file, 2) save it to your desktop, 3) reply to this e-mail and attach your saved questionnaire.

The NSF HERD Survey is an annual survey of U.S. institutions with annual R&D expenditures of \$150,000 or more. It covers nonprofit institutions that offer an accredited bachelor's or higher degree. NSF is the federal agency responsible for compiling and reporting the total amount spent on R&D within the United States from all sources of funding, both private and public. The published statistics from our surveys are used to show the contribution of U.S. academic institutions to research. Your assistance will help us make sure that our list of institutions performing R&D is complete and accurate. Institutions are often included in this review because they reported having research expenses in their previous year's IPEDS report, which indicates they may qualify to participate in the upcoming HERD survey. Additional information can be found online at <https://ncses.nsf.gov/surveys/higher-education-research-development/>

I would appreciate very much if you could return your response via e-mail by **Friday, September 5, 2025**. If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

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

Contact 1, version 2

Population Questionnaire Launch Email

To: [[adminemail]]
From: NSF Higher Education R&D Survey
Date: Tuesday, August 26, 2025
Re: NSF Higher Education R&D Review ([[inst_id]])

Attachment: HERD survey questionnaire PDF

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

I am writing to request your assistance in helping the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) measure nationwide spending on research and development (R&D) at colleges and universities. By answering five short questions (see attached questionnaire) for [[instnameletters]], you will help us update our list of institutions for NSF's Higher Education Research and Development (HERD) Survey. **Even if your institution has no R&D, it is still very important that we hear from you so we can remove your institution from our list.**

To complete the questionnaire please 1) enter your responses into the attached file, 2) save it to your desktop, 3) reply to this e-mail and attach your saved questionnaire.

The NSF HERD Survey is an annual survey of U.S. institutions with annual R&D expenditures of \$150,000 or more. It covers nonprofit institutions that offer an accredited bachelor's or higher degree. NSF is the federal agency responsible for compiling and reporting the total amount spent on R&D within the United States from all sources of funding, both private and public. The published statistics from our surveys are used to show the contribution of U.S. academic institutions to research. Your assistance will help us make sure that our list of institutions performing R&D is complete and accurate. Institutions are often included in this review because they reported having research expenses in their previous year's IPEDS report, which indicates they may qualify to participate in the upcoming HERD survey. Additional information can be found online at <https://ncses.nsf.gov/surveys/higher-education-research-development/>.

I would appreciate very much if you could return your response via e-mail by **Friday, September 5, 2025**. If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

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

Contact 2, version 1

Nonresponse Reminder 1

To: [[email]]
From: NSF Higher Education R&D Survey
Date: Tuesday, September 9, 2025
Re: NSF Higher Education R&D Review ([[inst_id]])

Attachment: HERD survey questionnaire PDF

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

We need your response as soon as possible to a short set of questions for the Higher Education Research and Development Survey conducted by the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF). Please complete and return the attached PDF questionnaire. We would very much like to have your institution's information so that our coverage of academic institutions will be complete.

I would appreciate very much if you could return your response via e-mail by **Friday, September 19, 2025**. Even if [[instnameletters]] had no R&D expenditures, we still need to hear from you. NSF is the federal agency responsible for estimating the total amount spent on R&D within the U.S. Your institution's response helps us provide complete and accurate national statistics.

To complete the questionnaire please 1) enter your responses into the attached file, 2) save it to your desktop, 3) reply to this e-mail and attach your saved questionnaire.

If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

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

Contact 2, version 2

Nonresponse Reminder 1

To: [[adminemail]]
From: NSF Higher Education R&D Survey
Date: Tuesday, September 9, 2025
Re: NSF Higher Education R&D Review ([[inst_id]])

Attachment: HERD survey questionnaire PDF

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

We need your response as soon as possible to a short set of questions for the Higher Education Research and Development Survey conducted by the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF). Please complete and return the attached PDF questionnaire. We would very much like to have your institution's information so that our coverage of academic institutions will be complete.

I would appreciate very much if you could return your response via e-mail by **Friday, September 19, 2025**. Even if [[instnameletters]] had no R&D expenditures, we still need to hear from you. NSF is the federal agency responsible for estimating the total amount spent on R&D within the U.S. Your institution's response helps us provide complete and accurate national statistics.

To complete the questionnaire please 1) enter your responses into the attached file, 2) save it to your desktop, 3) reply to this e-mail and attach your saved questionnaire.

If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

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

Contact 3, version 1

Nonresponse Reminder 2

Call the office of the primary contact at each institution that has not responded to the questionnaire. If you can readily identify that the individual being contact has left the institution or have reasonable suspicion (typically based on automated responses, phone number status, or voicemail content), you should immediately reach out to office of the president or chancellor and follow instructions for Contact 4.

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 Science Foundation regarding the Higher Education Research and Development Survey questionnaire.
2. Confirm receipt of the Nonresponse Reminder questionnaire e-mail.
3. If the contact does not have a copy of the e-mail, verify their e-mail address, and resend the e-mail.
4. Inform the contact that NSF needs a response by **Friday, October 3**.
5. Ask if the questionnaire was forwarded to another office and if they can follow up on the status of the institution's response.
6. If the contact indicates that they know they do or do not have expenditures, you can take a response over the phone. Just confirm that they are thinking about externally and internally sponsored R&D in all field of study including non-science and engineering fields.

Leaving a message

1. If the primary contact's office cannot be reached, leave a voicemail 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 Science Foundation about the Higher Education R&D Survey questionnaire. Please call us at 866-936-9376 and let us know when you will be able to complete the brief five question survey that was e-mailed to you on XXXX. 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 week-long cycle.

Contact 3, version 2

Nonresponse Reminder 2

Call the office of the senior administrator at each institution that has not responded to the questionnaire.

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 Science Foundation regarding the Higher Education Research and Development Survey questionnaire.
2. Confirm receipt of the questionnaire Nonresponse e-mail. You do not need to speak directly to the president/chancellor. You can speak to their assistant or whoever answers the phone (e.g., “I’m trying to confirm whether Dr. Jones received a short survey we sent to her on ...”)
 - If the contact does not have a copy of the e-mail, verify their e-mail address, and resend the e-mail.
 - You can also use this as an opportunity to ask if there is someone else the survey should be sent to.
3. Inform the contact that NSF needs a response by **Friday, October 3**.
4. Ask if the questionnaire was forwarded to another office and if they can follow up on the status of the institution’s response.
5. If the contact indicates that they know they do or do not have expenditures, you can take a response over the phone. Just confirm that they are thinking about externally and internally sponsored R&D in all fields of study including non-science and engineering fields.
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 email to support@herdsurvey.org or call you toll free at 866-936-9376.

Leaving a message

1. If the senior administrator’s office cannot be reached leave a voicemail 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 Science Foundation about the Higher Education R&D Survey questionnaire. Please call us at 866-936-9376 and let us know when you will be able to complete the brief five question survey that was e-mailed to you on XXXX. 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 week-long cycle.

Contacts 4

Nonresponse Reminder 3 and 4

Call the office of an alternate contact identified on the institution's HERD event log screen from a previous year or individuals identified on the institution's website or through the HEP directory for each institution that has not responded to the questionnaire. For schools where data collection has been contacting a previous primary contact, this would be the office of the president or chancellor. The caller is responsible for continuing contacts and contact identification until a new contact is identified or a message has been left with a confirmed contact.

In-person

Issues to be highlighted during a phone call to identify a new contact from data collection staff:

1. Indicate that you are calling on behalf of the National Science Foundation regarding the Higher Education Research and Development Survey questionnaire, which was sent to XXX on XXXX.
2. Explain the purpose of the survey and content of questionnaire. Ask if they would be the appropriate person to respond or is there someone, they suggest we contact.
 - If yes, confirm e-mail address and phone number and send contact 1 with revised due date and PDF questionnaire.
3. Inform the contact that NSF needs a response by **Wednesday, October 15** or **Friday, October 24**

Leaving a message

1. If the alternate contact's office cannot be reached, leave a voicemail identifying yourself and the survey, the purpose of the call, and the action the alternate contact must take.

Voicemail Example: "Hello my name is [[survey staff]], and I'm calling on behalf of the National Science Foundation about the Higher Education R&D Survey questionnaire. I have been trying to reach XXX [who helped us complete this questionnaire in the past] to answer five questions about your institution's research and development expenditures. We are trying to identify the best person to send this short questionnaire to. Please call us at 866-936-9376 to let me know who we should contact and I will be happy to answer any questions you have about the questionnaire or our request."

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 week-long cycle.

Contact 5

Nonresponse Reminder 5

- On HERD letterhead and sent to president or chancellor; Hard-copy of screener and postage paid envelope included. Sent via 2-day priority mail

October 28, 2025

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

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

I am writing to request your assistance in helping the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF) measure nationwide spending on research and development (R&D) at colleges and universities. By answering five short questions (see enclosed questionnaire), you will help us update our list of institutions for NSF's Higher Education Research and Development (HERD) Survey. **Even if your institution has no R&D, it is still very important that we hear from you so we can remove your institution from our list.**

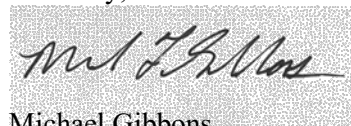
The NSF HERD Survey is an annual survey of U.S. institutions with annual R&D expenditures of \$150,000 or more. It covers nonprofit institutions that offer an accredited bachelor's or higher degree. NSF is the federal agency responsible for compiling and reporting the total amount spent on R&D within the United States from all sources of funding, both private and public. The published statistics from our surveys are used to show the contribution of U.S. academic institutions for research. Your assistance will help us make sure that our list of institutions performing R&D is complete and accurate. Institutions are often included in this review because they reported having research expenses in their previous year's IPEDS report, which indicates they may qualify to participate in the upcoming HERD survey.

I would appreciate very much if you could respond by **Friday, November 14, 2025**. Please return the enclosed questionnaire in the postage-paid return envelope or scan and return to support@herdsurvey.org.

If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

Sincerely,



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

Contact 6

Thank you to Eligible Institutions (Institutions reporting \$150,000 or more)

To: [[adminemail]]
CC: Designated contact (if provided)
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Review ([[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 institution update for the Higher Education Research and Development (HERD) Survey. Based on the information provided about FY 2024 and FY 2025 R&D expenditures, **your institution will be included in the FY 2025 HERD Survey. You will receive an invitation to complete that survey in early November.**

Our survey contractor will send [[firstname]] [[lastname]] information on accessing the survey website when the survey begins for all institutions in November.

If you have questions in the meantime, please do not hesitate to contact me at mgibbons@nsf.gov or 703-292-4590.

Thank you very much for your help with this effort.

Michael Gibbons
Project Officer
Higher Education Research and Development Survey
National Center for Science and Engineering Statistics
National Science Foundation

Thank You E-mail for ineligible institutions (Institutions reporting less than \$150,000)

To: [[adminemail]]
CC: Designated contact (if provided)
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Review ([[inst_id]])

Dear [[adminsallutation]] [[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 institution update for the Higher Education Research and Development Survey. We appreciate your help in providing current information on your institution's R&D activity. Based on the information you provided about FY 2024 and FY 2025 R&D expenditures, your institution will not be included in the FY 2025 survey.

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

Thank you again for your cooperation in providing this important information.

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

Contact 7

System Office Launch Example

To: [[email]]
From: NSF Higher Education R&D Survey
Re: NSF Higher Education R&D Review ([[inst_id]])

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

I am writing regarding the National Science Foundation's Higher Education Research and Development (HERD) Survey. At this time every year we review the survey population to make sure we are contacting all institutions that are conducting R&D. We noticed that the [[instnameletters]] reported research expenditures on the Department of Education Integrated Postsecondary Education Data System (IPEDS) and would like to know whether any R&D expenditures flowed through the [System Office/Central Office/President Office] that would not be reported by the individual campuses. Could you or one of your colleagues complete the attached questionnaire with expenditures by **Friday, September 5**?

To complete the questionnaire please 1) enter your responses into the attached file, 2) save it to your desktop, 3) reply to this e-mail and attach your saved questionnaire.

If you have any questions, please contact our survey contractor at support@herdsurvey.org or call toll-free 866-936-9376.

Thank you for your help with this national effort.

Sincerely,

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