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# Company/Squadron Commanders Survey Recruitment Materials

## Group Commanders' Recruitment Script to introduce upcoming Survey (Purpose and Methods)

- Good morning/afternoon. The DoD and <United States Military Academy, United States Naval Academy, United States Air Force Academy> have partnered with NORC at the University of Chicago, an objective, nonpartisan research organization, to support an evaluation of the <USMA, USNA, USAFA> climate transformation activities, in which you all play an important role.
- As part of the overarching evaluation, the DoD is requesting that you complete a short survey about your experience as <Company/Squadron> Commanders.
- This survey will take you 15-20 minutes to complete. Your participation is voluntary.
- For additional information, you can find links to a frequently asked questions page included in the survey.
- (Recruitment methods)
  - o Scan the QR code or visit the URL below to be directed to norc.org, to complete the survey.
  - o **You may access the survey through the link below:**  
[INSERT FOLLOW-UP SURVEY LINK]
  - o This link will direct you to norc.org, a non-government website, to complete the survey.
- That's the "ask" for today!

## Company/Squadron Commanders Survey Invitation QR Code

<Company/Squadron> Commanders Survey

Scan the QR code to the right or visit the **URL** below to be redirected to [norc.org](https://norc.org), a non-government website to complete a brief survey.

The DoD and <United States Military Academy, United States Naval Academy, United States Air Force Academy> have partnered with NORC at the University of Chicago, an objective, nonpartisan research organization, to evaluate climate transformation activities.

The results from the <Company/Squadron> Commanders Survey will help support the evaluation.

If you have any questions, please get in touch with [CTTFeval@norc.org](mailto:CTTFeval@norc.org)

[INSERT QR CODE]

**SCAN HERE TO COMPLETE**

## Company/Squadron Commanders Survey Initial Email

**To:** Company/Squadron Commander Emails

**From:** MSA staff/CTTFeval@norc.org

**Subject:** CTTF <Company/Squadron Commanders Survey> - Your Participation is Important

The DoD has partnered with NORC at the University of Chicago to conduct an independent evaluation of the Military Service Academies (MSA) Climate Transformation Task Force (CTTF) efforts.

All personnel on the <Company/Squadron> Command Team are asked to complete the **anonymous** survey by [date]. This survey will take **15-20 minutes** to complete. Your participation in the survey is voluntary. **You may access the survey through the link below:**

[INSERT SURVEY LINK]

This link will direct you to norc.org, a non-government website, to complete the survey.

Thank you in advance for your participation and your responses.

Respectfully,

MSA Staff/[NORC team]

## Company/Squadron Commander Survey Reminder Emails

**To:** Company/Squadron Commander Emails

**From:** CTTFeval@norc.org

**Subject:**

- Reminder 1: Complete the CTF <Company/Squadron> Commander Survey
- Reminder 2: Important: Help [Military Service Academies] by Completing a Survey
- Reminder 3: LAST CHANCE – Help Inform How [Military Service Academies] Supports its <Company/Squadron> Command Teams.

We recently invited you to complete the <Company/Squadron> Commander survey.

You may access the survey through the link below: **[INSERT SURVEY LINK]**

The link will direct you to norc.org, a non-government website, to complete the survey.

The survey will take 15-20 minutes to complete. Your responses are entirely anonymous, and your participation is voluntary.

The survey will close on [INSERT DATE]. If you have already completed the survey, thank you for your participation!

Respectfully,

[NORC team]

For technical assistance, contact [CTTFeval@norc.org](mailto:CTTFeval@norc.org).

## Company/Squadron Commanders Survey Leadership Letter

**To:** <Company/Squadron> Commanders

**From:** MSA Staff

**Subject:** Please Complete the CTTF <Company/Squadron> Commander Survey

Dear <Company/Squadron> Commander,

**BLUE:** DoD has contracted NORC at the University of Chicago to help carry out an evaluation of the MSAs' Command Climate Transformation Task Force (CTTF) efforts. The Department of Defense Office of Force Resiliency has approved the survey. **Thank you for participating in the <Company/Squadron Commander> Survey.**

Access the survey through this link: **[INSERT SURVEY LINK]**

The link will direct you to norc.org, a non-government website, to complete the survey.

**BACKGROUND:** In 2023, USMA, USNA, and USAFA were directed to develop Plans of Action and Milestones (POAMs) related to the prevention of sexual assault and other harmful behaviors. Each POAM outlines action steps to respond to the immediate, intermediate, and long-term recommendations identified in the 2023 MSA On-site Installation Evaluation (OSIE) report. As a result of the OSIE, a central MSA Command Climate Transformation Task Force (CTTF) was established, and each MSA established an MSA-specific CTTF. Now that actions have been carried out, DoD's OFR OCCWI is evaluating the CTTF activities across the three MSAs. Part of those actions included standardizing learning objectives and outcomes for training provided to MSA <Company/Squadron> Commanders. This survey seeks to understand how <Company/Squadron> Commanders prevent and respond to harmful behaviors within their company/squadron.

If you have any questions about the survey or the evaluation, please contact [CTTFeval@norc.org](mailto:CTTFeval@norc.org).

Sincerely,

[INSERT MSA STAFF SIGNATURE]