OMB Control # 0970 – 0355
Expiration Date: 10/31/2027

Head Start to Kindergarten (HS2K) Transitions Study Recruitment Materials

Head Start Lead Teacher Recruitment Materials

January 2026

The Paperwork Reduction Act Statement: This collection of information is voluntary and will be used to help better understand how Head Start programs and local education agencies are supporting children and families as they transition into kindergarten. Public reporting burden for this collection of information is estimated to average 50 minutes per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-0355, Exp: 10/31/2027. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Marc Hernandez, Ph.D. at HS2Kproject@norc.org or 1155 E. 60th Street, Chicago IL 60637.

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1. Initial Survey Recruitment Email – Head Start Teacher

Subject: You Have Been Selected to Complete a Survey about Head Start to Kindergarten Transitions

Dear [Name],

You have been selected to participate in an important nationwide study about Head Start (HS) to kindergarten transitions. *The Head Start to Kindergarten Transitions (HS2K)* study aims to identify and describe strategies that may contribute to smoother transitions from Head Start to kindergarten and improved outcomes for children, families, and teachers.

Our Ask:
Please complete the online questionnaire by opening your camera app and scanning the QR code below or by navigating directly to the survey and entering your unique PIN:

URL:
PIN:
[INSERT QR CODE]

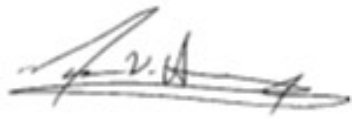
To thank you for your participation, you will receive a $50 electronic token of appreciation of your choice for completing the questionnaire. It is important for us to hear from every selected person to get a complete picture of the strategies and supports for children's and families' transitions from Head Start to kindergarten. You represent many educators working with children and families across the nation.

About the Study:
HS2K, led by NORC at the University of Chicago, is funded by the Administration for Children and Families' Office of Planning, Research, and Evaluation in collaboration with the Office of Head Start. Your responses to the survey, along with responses from other HS teachers, HS program directors, school district administrators, HS center directors, elementary school principals, and kindergarten teachers, will provide valuable information on how to improve children's transitions from Head Start programs to elementary schools. Your input can help inform how Head Start supports kindergarten transitions.

Next Steps:

Participation is voluntary. The questionnaire will take about 50 minutes to complete, and your responses will be kept private. You have the option to skip any question or end the questionnaire at any time. If you have questions or need help to get started, please call 888-216-1220 or email HS2Kproject@norc.org.

Thank you,



Marc Hernandez, Ph.D.
HS2K Study Project Director
NORC at the University of Chicago

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1. Initial Letter – Head Start Teacher

Dear [Name],

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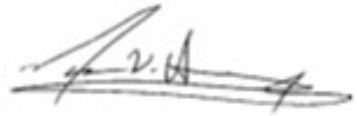
URL:
PIN:
[INSERT QR CODE]

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1. Frequently Asked Questions

What is NORC at the University of Chicago?
NORC at the University of Chicago (NORC) is conducting this study. NORC is an objective, nonpartisan research institution that helps federal agencies, decision-makers, and nonprofits make better decisions through data and analysis. For more information about us, please visit www.norc.org.

What does HS2K stand for?
"HS2K" stands for Head Start to Kindergarten, which we use to refer to the *Head Start to Kindergarten Transitions (HS2K) s*tudy. If you would like to learn more about the project, please visit: https://acf.gov/opre/project/national-descriptive-study-transitions-head-start-kindergarten-hs2k

Who is funding this study?
The Office of Planning, Research, and Evaluation (OPRE) in the Administration for Children and Families (ACF) within the US Department of Health and Human Services (HHS).

What is this study about?
This study aims to better understand strategies and supports for children's and families' transitions to kindergarten, as well as barriers to and opportunities for collaboration between the Head Start and K-12 systems. The goal of this study is to support improved kindergarten transition outcomes for children, families, and teachers.

Why was I (my program/school district/center/school) selected for this study?
You, your Head Start program, school district, elementary school, or Head Start Center were selected to participate in this study. It is important for us to hear from every selected person to get a complete picture of the strategies and supports for children's and families' transitions from Head Start to kindergarten. You represent many educators working with children and families across the nation. Your participation will contribute to federal and local Head Start program and local school district staff's understanding of kindergarten transitions, and improved supports for kindergarten transition outcomes for children, families, and teachers.

How long will the survey take?
The survey will take about 50 minutes to complete.

Will I receive anything for completing the survey?

You will receive a $50 electronic gift card for completing the survey. At the end of the survey, you will be asked to choose an electronic gift card (Amazon, Walmart, Target, or Mastercard), which will be emailed to you. You may refuse the gift card upon survey completion if you so choose.

How will you protect my privacy?

Your name or any identifying information will never be released to the public. Nobody at your program or district will see your responses to the survey and your responses will be kept private.

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2. Follow-Up Email(s) – Head Start Teacher

Subject: Reminder: Please Complete Your Head Start to Kindergarten Transitions Survey

Dear [NAME],

I am following up on our previous email to invite you to complete a survey about Head Start (HS) to kindergarten transitions. *The Head Start to Kindergarten Transitions (HS2K)* study, aims to identify and describe strategies that may contribute to smoother transitions from Head Start to kindergarten and improved outcomes for children, families, and teachers.

[Example, optional additions to the opening statement based on non-response and timing:

- *Your input can help inform how Head Start supports kindergarten transitions.*
- *Findings from this research can offer valuable insights across a variety of early care and education settings and systems supporting kindergarten transitions.*
- *Your experiences are very important to helping us understand kindergarten transition practices and support structures across the country.*
- *We are especially interested in responses from [HS teachers in] [STATE].*
- *We know you are very busy, and we appreciate your time.*
- *We want to hear your perspective about your experiences with kindergarten transitions.*
- *Sharing your experiences can help to inform kindergarten transition efforts that support staff, families, and children.*
- *Your input can help inform supports for kindergarten transitions that promote sustained learning and development.*
- *We have heard from XX% of your colleagues in the Head Start community: we'd love to hear from you too!*
- *Your unique perspective as a [ROLE] is important to get a full picture of the kindergarten transition process.*
- *Your perspective is crucial to our understanding of the policies, perspectives, professional supports, and practices involved in the kindergarten transition process.]*

Our Ask:
Please complete the online questionnaire by opening your camera app and scanning the QR code below or by navigating directly to the survey and entering your unique PIN:

URL:

PIN:

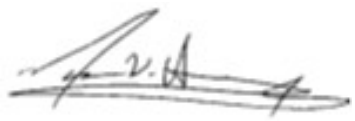
[INSERT QR CODE]

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About the Study:
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Next Steps:
Participation is voluntary. The questionnaire will take about 50 minutes to complete, and your responses will be kept private. You have the option to skip any question or end the questionnaire at any time. If you have questions or need help to get started, please call 888-216-1220 or email HS2Kproject@norc.org.

Thank you,



Marc Hernandez, Ph.D.
HS2K Study Project Director
NORC at the University of Chicago

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2. Follow-up Letter – Head Start Teacher

Dear [NAME],

This is a friendly reminder to complete a survey about Head Start to kindergarten transitions. Your input can help inform how Head Start supports kindergarten transitions.

Given your role and expertise, we hope that you can participate in the study. We know you are likely very busy, and we appreciate your time. As a reminder, we are also surveying other Head Start teachers, Head Start program directors, school district administrators, Head Start center directors, elementary school principals, and kindergarten teachers.

Our Ask:
Please complete the online questionnaire by opening your camera app and scanning the QR code below or by navigating directly to the survey and entering your unique PIN:

[SURVEY URL]



Your PIN: [PIN]

To thank you for your participation, you will receive a $50 electronic token of appreciation of your choice for completing the questionnaire.

About the Study:
HS2K, led by NORC at the University of Chicago, is funded by the Administration for Children and Families' Office of Planning, Research, and Evaluation in collaboration with the Office of Head Start.

Next Steps:

Participation is voluntary. The questionnaire will take about 50 minutes to complete, and your responses will be kept private. You have the option to skip any question or end the questionnaire at any time. For any questions or concerns, please feel free to reach us at HS2Kproject@norc.org or 888-216-1220.

Thank you,



Marc Hernandez, Ph.D.
HS2K Study Project Director

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NORC at the University of Chicago

3. Postcard Reminder – Head Start Teacher

We recently sent you a letter asking you to complete a national survey about how Head Start programs and K-12 systems work to support kindergarten transitions. Goals:

1. Learn how you support kindergarten transitions.
2. Hear from you about challenges and opportunities for Head Start and K-12 school districts to collaborate on kindergarten transitions.

Findings from this research can offer valuable insights to help understand kindergarten transitions.

[SURVEY URL]



Your Unique Pin: [PIN]

The survey will take approximately 50 minutes. To thank you for your participation, you will receive a $50 electronic token of appreciation of your choice for completing the questionnaire.

Questions/Concerns: HS2Kproject@norc.org or 888-216-1220.

Thank you!

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4. Phone Script – Head Start Teacher

Hello. My name is [NAME] with NORC at the University of Chicago.

Am I speaking with [RESPONDENT NAME]?

- IF YES, CONTINUE.
- IF NO, ASK IF THE RESPONDENT IS AVAILABLE TO SPEAK.
- IF NO, ASK THE PERSON ON THE LINE FOR A GOOD TIME TO CALL BACK.
- IF HEAD START TEACHER RESPONDENT NO LONGER WORKS HERE, THANK THE PERSON YOU ARE SPEAKING WITH FOR THEIR TIME. NOTE IN CALL NOTE THAT THE TEACHER WE ARE TRYING TO REACH NO LONGER WORKS AT THAT HS CENTER.

Thank you so much for taking the time to talk with us today.

We are conducting the Head Start to Kindergarten Transitions (HS2K) study, funded by the Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families (ACF) in the U.S. Department of Health and Human Services.

We are following up on an email we sent earlier inviting you to participate in a survey about Head Start to kindergarten transitions.

- We are specifically interested in learning more about Head Start teachers' experiences implementing kindergarten transition activities.

We know you are busy, but your viewpoint and expertise are invaluable to the project given your first-hand experience as a **Head Start Teacher**. We are happy to offer a $50 electronic token of appreciation of your choice for completing the questionnaire.

Would you be interested in completing the survey?

- IF YES, **CONTINUE**.
- IF NO, ASK IF THE RESPONDENT HAS ANY QUESTIONS ABOUT THE SURVEY (AND ANSWER THEM).
    - IF NO, THANK RESPONDENT FOR THEIR TIME AND SHARE THAT THEY CAN ALWAYS ACCESS THE SURVEY VIA THEIR EMAIL INVITATION.

    - IF NEEDED, SAY THAT YOU CAN CALL BACK WITH ANSWERS TO QUESTIONS.

Great! I can send you a link to the survey. What is the best email address for me to use?

- [Record email address and update records.]

Please feel free to respond to that email with any additional questions you may have.

Thank you for taking the time to speak with me today. We appreciate your time and thank you for contributing to this important research!

5. Final Email – Head Start Teacher

Subject: LAST CHANCE to complete the Head Start to Kindergarten Transitions Study

Dear [NAME],

The *Head Start to Kindergarten Transitions (HS2K)* survey is ending soon. Sharing your experiences can help to inform kindergarten transition efforts that support staff, families, and children.

Our Ask:
Please complete the online questionnaire by opening your camera app and scanning the QR code below or by navigating directly to the survey and entering your unique PIN:

URL:
PIN:

[INSERT QR CODE]

To thank you for your participation, you will receive a $50 electronic token of appreciation of your choice for completing the questionnaire.

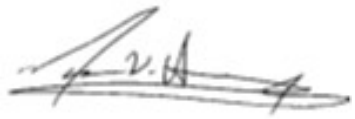
Our final deadline for participation in this study is [DATE]. Your contribution is very valuable, and we appreciate your input.

About the Study:
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5. Final Letter – Head Start Teacher

Dear [NAME],

The *Head Start to Kindergarten Transitions (HS2K)* survey will end soon. This is your last opportunity to participate in this important study.

We have heard from many of your colleagues in the Head Start community, but we want to hear your perspective about your experiences.

Given your role and expertise, we hope that you can participate in the study. We know you are likely very busy, and we appreciate your time. As a reminder, we are also surveying other Head Start teachers, Head Start program directors, school district administrators, Head Start center directors, elementary school principals, and kindergarten teachers.

Our Ask:

Please go to [SURVEY URL] to begin or scan the QR code below. To access your survey, you will need to enter your unique PIN (below).

[SURVEY URL]



Your PIN: [PIN]

To thank you for your participation, you will receive a $50 electronic token of appreciation of your choice for completing the questionnaire.

Our final deadline for participation in this study is [DATE]. Your contribution is very valuable, and we appreciate your input.

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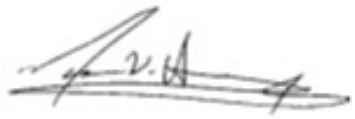
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6. Thank You Email – Head Start Teacher

Subject: Thank you for your participation in the HS2K study!

Dear [NAME],

Thank you for completing the *Head Start to Kindergarten Transitions (HS2K) s*tudy survey. Your feedback is greatly appreciated and can help inform how Head Start supports kindergarten transitions.

You will receive an email from rewards@norc.org with a link to redeem your choice of a $50 electronic gift card. If you encounter any issues, please contact HS2KProject@norc.org and we'll be happy to assist you.

Thank you again for your participation!

Thank you,



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