

Outreach Texting Timeline, Scripts, and Selection Criteria

Contents

- Overview.....3
- Pending Household Screener.....4
 - Prompt to Complete HHS.....4
 - Follow-up Prompt 1 for HHS.....4
 - Follow-up Prompt 2 for HHS.....4
- Pending Youth Interview.....6
 - Prompt 1 to Schedule Youth(s) In-person Interview.....6
 - Prompt 2 to Schedule Youth(s) In-person Interview.....6
 - Prompt 1 to Schedule Youth(s) Video Interview.....7
 - Prompt 2 to Schedule Youth(s) Video Interview.....7
- Incentive Text Messages.....8
 - Incentive Text Message – ES & HHS Completes.....8
 - Incentive Text Message – Youth and P/C Completes.....8
- Other Text Messages.....9
 - Appointment Reminder.....9
 - Missed Appointment.....9
- Mass Text Auto Replies.....10
 - Text Response.....10
 - Voice Response.....10
- Pending Household Screener Spanish.....11
 - Prompt to Complete HHS.....11
 - Follow-up Prompt 1 for HHS.....11
 - Follow-up Prompt 2 for HHS.....12

Pending Youth Interview Spanish.....	13
Prompt 1 to Schedule Youth(s) In-person Interview.....	13
Prompt 2 to Schedule Youth(s) In-person Interview.....	13
Prompt 1 to Schedule Youth(s) Video Interview.....	14
Prompt 2 to Schedule Youth(s) Video Interview.....	14
Incentive Text Messages Spanish.....	15
Incentive Text Message – ES & HHS Completes.....	15
Incentive Text Message – Youth and P/C Completes.....	15
Other Text Messages Spanish.....	16
Appointment Reminder.....	16
Missed Appointment.....	16
Mass Text Auto Replies Spanish.....	17
Text Response.....	17
Voice Response.....	17

Overview

NLSY27 text messages will be sent to eligible households and respondents that provide a cell number and indicate text as a preferred method of contact.

No URLs will be included in outreach text messages. URLs will be included in incentive texts.

Each text message script and details related to the each are provided in a table format as described below.

All mass texts (sent by RTI's Survey Management System (SMS)) will include the BLS logo and an option to opt out from receiving future text messages.

Description/Purpose	A brief description of the text message
Type	Mass text – sent by RTI's SMS FI text –sent by the interviewer from their project-assigned smartphone
Stage	ES – status of the Eligibility Screener HHS – status of the Household Screener Youth Interview – status of youth interview P/C Survey – status of P/C survey
Recipient	Message recipient
Timing	When the message is sent
Number Sent	Number of messages sent
Text Message	Text message script

ES = Eligibility Screener; HHS = Household Screener; P/C = Parent/Caregiver; SMS = Survey Management System; FI = Face-to-Face Interviewer

Pending Household Screener

Prompt to Complete HHS

Description/Purpose	Prompt to complete Household Screener
Type	Mass text
Stage	ES - completed HHS - pending
Recipient	Parent/Caregiver who completed the ES
Timing	2 days after ES is completed
Number Sent	1
Text Message	[BLS] Hi this is the NLSY27 team. Thank you for participating in the NLSY27! Based on your responses, members of your household may be eligible. Please refer to your invitation letter or email for website instructions to answer a few more questions and see who is eligible. You will get an additional \$5 as a thank you. Reply STOP to unsubscribe.

Follow-up Prompt 1 for HHS

Description/Purpose	Follow-up prompt to complete Household Screener
Type	FI text
Stage	ES - completed HHS - pending
Recipient	Parent/Caregiver who completed the ES
Timing	At least 4 days after ES is completed
Number Sent	1
Text Message	Hi, this is [FI name], from the NLSY27 team. Thank you for participating so far! Based on your responses, members of your household may be eligible. Check your invitation letter or email for website instructions to complete a few brief confirmation questions. I will be in your area [FILL DAY] and can help you complete the questions in person.

Follow-up Prompt 2 for HHS

Description/Purpose	Second follow-up prompt to complete Household Screener
Type	FI text
Stage	ES - completed

	HHS – pending
Recipient	Parent/Caregiver who completed the ES
Timing	After at least 1 in-person attempt
Number Sent	1
Text Message	Hi, this is [FI Name] again from the NLSY27 team. Our records show you have not yet confirmed your information to see who may be eligible. Your participation is important to the success of the survey. You will get an additional \$5 as a thank you. When would be a good time for me to visit to help you complete the questions in person?

Pending Youth Interview

Prompt 1 to Schedule Youth(s) In-person Interview

Description/Purpose	Prompt 1 to schedule youth(s) interviews
Type	FI text
Stage	Youth Interview - pending
Recipient	Selected P/C
Timing	Within 2 weeks of the HHS completion
Number Sent	1
Text Message	Hi, this is [FI Name] from the NLSY27 team. Youth from your household are invited to complete an interview and receive \$ [YOUTH INCENTIVE] and you will receive \$[P/C INCENTIVE AMOUNT]. Please let me know what day or time would be most convenient for you and the youth(s) invited to participate. Thank you!

Prompt 2 to Schedule Youth(s) In-person Interview

Description/Purpose	Prompt 2 to schedule youth(s) interviews
Type	FI text
Stage	Youth Interview - pending
Recipient	Selected P/C
Timing	After at least 1 in-person attempt
Number Sent	1
Text Message	Hi, this is [FI NAME] again from the NLSY27 team. I haven't heard from you yet about scheduling [a youth interview/ youth interviews]. Your family's participation is vital! We want to make participating as convenient as possible. I am happy to chat via text or phone. How can we make this easier for you and your family?

Prompt 1 to Schedule Youth(s) Video Interview

Description/Purpose	Prompt 1 to schedule youth(s) video interviews
Type	Mass text
Stage	Youth Interview – pending Case assigned to the VI Team
Recipient	Selected P/C
Timing	After being assigned to video team
Number Sent	1
Text Message	[BLS] Hi, this is the NLSY27 team. Youth from your household are invited to complete a video interview and receive \$[YOUTH INCENTIVE]. Please call us at 1-866-800-9180 to schedule a convenient time for your youth to participate. Thank you! Reply STOP to unsubscribe.

Prompt 2 to Schedule Youth(s) Video Interview

Description/Purpose	Prompt 2 to schedule youth(s) video interviews
Type	Mass text
Stage	Youth Interview – pending Case assigned to the VI team
Recipient	Selected P/C
Timing	1 week after Prompt 1
Number Sent	1
Text Message	[BLS] Hi, this is the NLSY27 team. We haven't heard from you to schedule your youth's NLSY27 interview. Your family's participation is vital! Please call 1-866-800-9180 to schedule a convenient time for your youth to participate. Reply STOP to unsubscribe.

Incentive Text Messages

Incentive Text Message – ES & HHS Completes

Description/Purpose	Text to distribute e-incentive post ES or HHS
Type	Mass text
Stage	ES or HHS – completed
Recipient	Respondent who completed the ES or HHS and requested text incentive distribution method
Timing	Within 24 hours of ES or HHS completion
Number Sent	1
Text Message Specifications	[BLS] Thank you for answering a few questions to see if your household is eligible for the NLSY27. To opt out, reply STOP. To claim your \$5 gift card, please click on following link by [LINK EXPIRATION DATE]: [eGiftCode link]
Example text message	[BLS] Thank you for answering a few questions to see if your household is eligible for the NLSY27. To opt out, reply STOP. To claim your \$5 gift card, click on the following link by 11/30/2024: [insert gift card link]

Incentive Text Message – Youth and P/C Completes

Description/Purpose	Text to distribute e-incentive post youth(s) interview or P/C survey (when respondent selects text incentive distribution)
Type	Mass text
Stage	Youth Interview – complete, or Parent/Caregiver Survey - complete
Recipient	Parent/Caregiver
Timing	Within 24 hours of interview/survey completion
Number Sent	1
Text Message Specifications	[BLS] Thank you for participating in the NLSY27. To opt out, reply STOP. To claim your [AMOUNT OF GIFT CARD] gift card, please click on following link by [LINK EXPIRATION DATE]: [eGiftCode link]
Example text message	[BLS] Thank you for participating in the NLSY27. To opt out, reply STOP. To claim your \$50 gift card, please click on following link by

	11/30/2024: [insert gift card link]
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Other Text Messages

Appointment Reminder

Description/Purpose	Appointment Reminder for HHS, Youth Interview, or P/C Survey
Type	FI/VI text
Stage	ES – complete HHS – pending or complete Youth Interview – pending P/C Survey - pending
Recipient	Parent/Caregiver
Timing	1 day before scheduled appointment
Number Sent	1 per appointment
Text Message	I appreciate you taking time for the NLSY27 and look forward to our appointment [FILL FOR INTERVIEW APPT: “to complete the interview”] on [DAY OF WEEK], [DATE], at [TIME]. Please let me know if you need to reschedule.

Missed Appointment

Description/Purpose	Notification of missed scheduled appointment with FI for HHS, Youth Interview, or P/C Survey or VI for Youth Interview
Type	FI/VI text
Stage	ES – complete HHS – pending or complete Youth Interview – pending P/C Survey - pending
Recipient	Parent/Caregiver
Timing	Day of missed appointment
Number Sent	1 per missed appointment
Text Message	I’m sorry we were unable to meet for our scheduled appointment. We appreciate your participation in the NLSY27! Could you please let me know a date and time that works best

	<p>for you? I'll be happy to reschedule it.</p> <p>Or</p> <p>I was unable to reach you for our interview appointment. Please let me know a date and time that works best for you, and I'll reschedule it. Thank you for taking time for the NLSY27!</p>
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Mass Text Auto Replies

Text Response

If recipients respond to a mass text message, the message will be routed to the NLSY27 Help Desk to log and respond as needed and the following auto-reply message will be sent.

[AUTO-REPLY TEXT MESSAGE]

[BLS] If you have any questions about our survey, please call 1-866-800-9180, email NLSY27@rti.org, or visit our website: www.NLSY27.org. To opt out, reply STOP.

Voice Response

If someone calls the phone number used for distributing mass texts, the following voice message will be heard, and the call will be forwarded to the NLSY27 Help Desk:

[AUTO-REPLY VOICE MESSAGE, IF TEXTING NUMBER CALLED]

[A computerized voice will deliver the message listed below.]

If you have any questions about the Bureau of Labor Statistics' National Longitudinal Survey of Youth 2027, please hold while we connect your call.

[After the computerized voice delivers the message, forward the call to the study's toll-free voice number.]

Pending Household Screener Spanish

Prompt to Complete HHS

Description/Purpose	Prompt to complete Household Screener
Type	Mass text
Stage	ES – completed HHS – pending
Recipient	Parent/Caregiver who completed the ES
Timing	2 days after ES is completed
Number Sent	1
Text Message	[BLS] Hola, es el equipo de la NLSY27. ¡Gracias por participar en NLSY27! Según sus respuestas, es posible que los miembros de su hogar sean elegibles. Consulte su carta o correo electrónico de invitación para obtener instrucciones sobre el sitio web y responder algunas preguntas adicionales para ver quiénes son elegibles. Recibirá \$5 dólares adicionales como agradecimiento. Responda “STOP” para dejar de recibir mensajes.

Follow-up Prompt 1 for HHS

Description/Purpose	Follow-up prompt to complete Household Screener
Type	FI text
Stage	ES – completed HHS – pending
Recipient	Parent/Caregiver who completed the ES
Timing	At least 4 days after ES is completed
Number Sent	1
Text Message	Hola, es [FI name], del equipo de la NLSY27. ¡Gracias por participar! Según sus respuestas, es posible que los miembros de su hogar sean elegibles. Consulte su carta de invitación o correo electrónico para obtener instrucciones en el sitio web y completar unas breves preguntas de confirmación. Estaré en su área [FILL DAY] y puedo ayudarle a completar las preguntas en persona.

Follow-up Prompt 2 for HHS

Description/Purpose	Second follow-up prompt to complete Household Screener
Type	FI text
Stage	ES - completed HHS - pending
Recipient	Parent/Caregiver who completed the ES
Timing	After at least 1 in-person attempt
Number Sent	1
Text Message	Hola, es [FI Name] de nuevo, del equipo de la NLSY27. Nuestros registros indican que aún no ha confirmado su información para determinar quiénes podrían ser elegibles. Su participación es fundamental para el éxito de la encuesta. Recibirá \$5 adicionales como agradecimiento. ¿Cuándo sería un buen momento para visitar a ayudarlo a responder las preguntas en persona?

Pending Youth Interview Spanish

Prompt 1 to Schedule Youth(s) In-person Interview

Description/Purpose	Prompt 1 to schedule youth(s) interviews
Type	FI text
Stage	Youth Interview - pending
Recipient	Selected P/C
Timing	Within 2 weeks of the HHS completion
Number Sent	1
Text Message	Hola, es [FI Name] del equipo de la NLSY27. ¡ Los jóvenes de su hogar están invitados a completar una entrevista y recibir \$ [YOUTH INCENTIVE], y usted recibirá \$[P/C INCENTIVE AMOUNT]. Por favor, indíqueme qué día u hora sería más conveniente para usted y el/los joven(es) invitado(s) a participar. ¡Gracias!

Prompt 2 to Schedule Youth(s) In-person Interview

Description/Purpose	Prompt 2 to schedule youth(s) interviews
Type	FI text
Stage	Youth Interview - pending
Recipient	Selected P/C
Timing	After at least 1 in-person attempt
Number Sent	1
Text Message	Hola, es [FI Name] de nuevo, del equipo de la NLSY27. Todavía no he recibido noticias tuyas sobre programar [la entrevista para jóvenes/las entrevistas para jóvenes]. ¡La participación de su familia es fundamental! Queremos que participar sea lo más conveniente posible. Sería un gusto para mí hablar con usted por mensaje de texto o teléfono. ¿Cómo podemos hacer que esto sea más fácil para usted y su familia?

Prompt 1 to Schedule Youth(s) Video Interview

Description/Purpose	Prompt 1 to schedule youth(s) video interviews
Type	Mass text
Stage	Youth Interview – pending Case assigned to the VI Team
Recipient	Selected P/C
Timing	After being assigned to video team
Number Sent	1
Text Message	[BLS] Hola, somos el equipo de NLSY27. Invitamos a los jóvenes de su hogar a completar una entrevista en video y recibir \$ [YOUTH INCENTIVE]. Llámenos al 1-866-800-9180 para programar una hora conveniente para que participen. ¡Gracias! Responda STOP para cancelar la suscripción.

Prompt 2 to Schedule Youth(s) Video Interview

Description/Purpose	Prompt 2 to schedule youth(s) video interviews
Type	Mass text
Stage	Youth Interview – pending Case assigned to the VI team
Recipient	Selected P/C
Timing	1 week after Prompt 1
Number Sent	1
Text Message	[BLS] Hola, somos del equipo de NLSY27. No hemos tenido noticias tuyas para programar la entrevista de NLSY27 para su joven. ¡La participación de su familia es vital! Llame al 1-866-800-9180 para programar una hora conveniente para que su joven participe. Responda "STOP" para cancelar la suscripción.

Incentive Text Messages Spanish

Incentive Text Message – ES & HHS Completes

Description/Purpose	Text to distribute e-incentive post ES or HHS
Type	Mass text
Stage	ES or HHS – completed
Recipient	Respondent who completed the ES or HHS and requested text incentive distribution method
Timing	Within 24 hours of ES or HHS completion
Number Sent	1
Text Message Specifications	Gracias por responder algunas preguntas para ver si su hogar cumple los requisitos para la NLSY27. Para dejar de participar, responda “STOP”. Para pedir su tarjeta de regalo de \$5 dólares , haga clic en el siguiente enlace antes del [LINK EXPIRATION DATE] : [eGiftCode link]
Example text message	[BLS] Gracias por responder algunas preguntas para ver si su hogar cumple los requisitos para la NLSY27. Para dejar de participar, responda “STOP”. Para pedir su tarjeta de regalo de \$5 dólares , haga clic en el siguiente enlace antes del 11/30/2024 : [insert gift card link]

Incentive Text Message – Youth and P/C Completes

Description/Purpose	Text to distribute e-incentive post youth(s) interview or P/C survey (when respondent selects text incentive distribution)
Type	Mass text
Stage	Youth Interview – complete, or Parent/Caregiver Survey - complete
Recipient	Parent/Caregiver
Timing	Within 24 hours of interview/survey completion
Number Sent	1
Text Message Specifications	[BLS] Gracias por participar en la NLSY27. Para dejar de participar, responda “STOP”. Para pedir su tarjeta de regalo de [AMOUNT OF GIFT CARD] , haga clic en el siguiente enlace antes del [LINK EXPIRATION DATE] :

	[eGiftCode link]
Example text message	[BLS] Gracias por participar en la NLSY27. Para dejar de participar, responda "STOP". Para pedir su tarjeta de regalo de \$50 , haga clic en el siguiente enlace antes del 11/30/2024 : [insert gift card link]

Other Text Messages Spanish

Appointment Reminder

Description/Purpose	Appointment Reminder for HHS, Youth Interview, or P/C Survey
Type	FI/VI text
Stage	ES – complete HHS – pending or complete Youth Interview – pending P/C Survey - pending
Recipient	Parent/Caregiver
Timing	1 day before scheduled appointment
Number Sent	1 per appointment
Text Message	Le agradezco que se haya tomado el tiempo para la NLSY27 y espero nuestra cita [FILL FOR INTERVIEW APPT: "para completar la entrevista"] el [DAY OF WEEK], [DATE], a la/las [TIME]. Avíseme si necesita reprogramarla. Responda "STOP" para dejar de recibir mensajes.

Missed Appointment

Description/Purpose	Notification of missed scheduled appointment with FI for HHS, Youth Interview, or P/C Survey or VI for Youth Interview
Type	FI/VI text
Stage	ES – complete HHS – pending or complete Youth Interview – pending P/C Survey - pending
Recipient	Parent/Caregiver
Timing	Day of missed appointment

Number Sent	1 per missed appointment
Text Message	<p>Lamento que no hayamos podido reunirnos para nuestra cita programada. ¡Agradecemos su participación en la NLSY27! ¿Podría decirme la fecha y hora que más le convengan? Sería un gusto para mí reprogramarla.</p> <p>Or</p> <p>No pude comunicarme con usted para nuestra cita de la entrevista. Avíseme la fecha y hora que más le convengan y la reprogramaré. ¡Gracias por tomarse el tiempo para la NLSY27!</p>

Mass Text Auto Replies Spanish

Text Response

Si los destinatarios responden a un mensaje de texto masivo, el mensaje se enviará a; servicio de ayuda de NLSY27 para registrarlo y responder según sea necesario y se enviará el siguiente mensaje de respuesta automática.

[AUTO-REPLY TEXT MESSAGE]

[BLS] Si tiene alguna pregunta sobre nuestra encuesta, llame al 1-866-800-9180, envíe un correo electrónico a NLSY27@rti.org, o visite nuestro sitio web: www.NLSY27.org. Para dejar de participar, responda "STOP".

Voice Response

If someone calls the phone number used for distributing mass texts, the following voice message will be heard, and the call will be forwarded to the NLSY27 Help Desk:

[AUTO-REPLY VOICE MESSAGE, IF TEXTING NUMBER CALLED]

[A computerized voice will deliver the message listed below.]

Si tiene alguna pregunta sobre la Encuesta Nacional Longitudinal de Jóvenes de 2027 de la Oficina de Estadísticas Laborales, espere mientras conectamos su llamada.

[After the computerized voice delivers the message, forward the call to the study's toll-free voice number.]