

Appendix E. Follow-Up Phone Script for Survey Recruitment

Script for State and Territory CCDF Agencies who have not completed the survey:

Hi, my name is [insert name], and I'm a researcher from the Urban Institute, a nonprofit social and economic policy research organization in Washington, DC.

I'm calling about a survey we recently sent by email to gather information about child care and early education supply-building and sustainability efforts underway in [STATE/TERRITORY]. The Office of Planning, Research, and Evaluation (OPRE) in the Administration for Children and Families (ACF) contracted with the Urban Institute to conduct this survey. We are inviting all CCDF administrators to participate.

On [DATE] we sent an email invitation with a link to complete the web survey. Do you recall receiving that email?

If yes: Great, have you had a chance to start the survey? Do you have any questions I can help answer? *[Answer questions as needed.]*

If no/unsure:

Would you please confirm your email address? I can send you an email after we get off the phone. *[Check and update email address on record.]*

If more information is needed:

If you have a minute or two now, I can briefly tell you about the survey and what to expect. Is this a good time?

The survey asks you questions about the strategies your agency is currently administering or funding to build and/or sustain the supply of child care and early education for children from birth through age 12. We ask you to pick two strategies or initiatives and to respond to questions about each of them. It takes about 30 minutes to complete, and you can save your work and return to finish later, if needed.

The survey email invitation will include a link that you can click on to begin your survey. The link is unique for your agency, but you can complete the survey yourself or share the link with others at your agency who may help you complete it. However, only one person should be in the survey at a time to avoid errors.

We request responses to the survey by [insert date]. Will you have a chance to complete the survey before then? *[Document response and note any concerns.]*

Do you have any (other) questions about completing the survey?
[Answer questions as needed.]

Great, thank you for your time today! Feel free to contact us at CCEEsupplybuilding@urban.org or (202)261-5357 if you have any questions about completing the survey.