

Appendix B: Data Collection Communication Materials

- Appendix B1 – District Leader Interview Email & Follow-Ups
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Appendix B1 – District Leader Interview Email & Follow-Ups
District Leader Interview Email – April 2025

Subject: Scheduling your interview on the REL West Early Reading Toolkit

Dear [District Leader],

Thank you for participating in the evaluation of the Regional Educational Laboratory West (REL West) toolkit, “Supporting Early Reading Comprehension with Teacher Study Groups!” We have been learning from [district]’s teachers and school leaders over the past year and **are now reaching out to schedule your district interview.**

As a reminder, we would like to schedule a 20-minute interview with you about toolkit implementation and factors that affect costs. Could you share two or three times you are available in May for this interview? We will give you a call in the next few days if we don’t hear from you.

Sincerely,

Kata Mihaly
Study Principal Investigator

District Leader Interview Email – 1st Follow-Up – April 2025

(Note: this email will include first contact attempt via “reply” function – not a new email)

Subject: Reminder: Scheduling your interview on the REL West Early Reading Toolkit

Dear [District Leader],

We recently invited you to participate in your district interview and have not heard back from you. We have been learning from [district]’s teachers and school leaders over the past year and would like to be able to learn from you as well!

As a reminder, we would like to schedule a 20-minute interview with you about toolkit implementation and factors that affect costs. Could you share two or three times you are available in May for this interview? We will give you another call in the next few days if we don’t hear from you.

Sincerely,

Kata Mihaly
Study Principal Investigator

District Leader Interview Email – 2nd Follow-Up – April 2025

(Note: this email will include first and second contact attempts via “reply” function – not a new email)

Subject: Second Reminder: Scheduling your interview on the REL West Early Reading Toolkit

Dear [District Leader],

This is a reminder to participate in your district interview. We have not heard back from you, and we know you’re very busy, but we are still very interested in your feedback!

As a reminder, we would like to schedule a 20-minute interview with you about toolkit implementation and factors that affect costs. Could you share two or three times you are available in May for this interview? We will give you another call in the next few days if we don’t hear from you.

Sincerely,

Kata Mihaly
Study Principal Investigator

District Leader Interview Email – 3rd and Final Follow-Up – April 2025

(Note: this email will include all contact attempts via “reply” function – not a new email)

Subject: Final Request: Scheduling your interview on the REL West Early Reading Toolkit

Dear [District Leader],

We've reached out to you a few times to request an interview to learn more about your district's experience with toolkit implementation and cost. We have not heard back from you, but we are still very interested in your feedback.

This is our final request. Please let us know if you would be available in the next few days to share your feedback during a 20-minute interview.

Sincerely,

Kata Mihaly
Study Principal Investigator

Appendix B2 – School Leader Data Collection Email & Follow-Ups
School Leader Data Collection Email – May 2024/September 2024/May 2025

Subject: REL West Toolkit Study Survey

Dear [School Leader],

Thank you for participating in the evaluation of the Regional Educational Laboratory West (REL West) toolkit called “Supporting Early Reading Comprehension with Teacher Study Groups!” **We are excited to learn from you over the next year and we are inviting you to complete the [first/second/third] school leader and facilitator survey.** It will take less than 30 minutes to complete the online survey.

As a reminder, this is one of two surveys that we will ask you to complete over the course of this study, and you will receive \$50 for each survey that you complete. In order to access the [first/second/third] survey, please click this link: [link]. Let us know if you have any issues.

Sincerely,

Kata Mihaly
Study Principal Investigator

School Leader Data Collection Email - 1st Follow-Up - May 2024/September 2024/May 2025

(Note: this email will include first contact attempt via “reply” function - not a new email)

Subject: Reminder: REL West Toolkit Study Survey

Dear [School Leader],

We recently invited you to complete your [first/second/third] school leader and facilitator survey and our records indicate that you have not yet done so. This is a reminder to complete the survey. It will take less than 30 minutes to complete the online survey.

As a reminder, this is one of three surveys that we will ask you to complete over the course of this study, and you will receive \$50 for each survey that you complete. In order to access the [first/second/third] survey, please click this link: [link]. Let us know if you have any issues.

Sincerely,

Kata Mihaly
Study Principal Investigator

School Leader Data Collection Email – 2nd Follow-Up – May 2024/September 2024/May 2025

(Note: this email will include first and second contact attempts via “reply” function – not a new email)

Subject: Second Reminder: REL West Toolkit Study Survey

Dear [School Leader],

This is another reminder to complete your [first/second/third] school leader and facilitator survey. We have not heard back from you, and we know you’re very busy, but we are still very interested in your responses! It will take less than 30 minutes to complete the online survey.

As a reminder, this is one of three surveys that we will ask you to complete over the course of this study, and you will receive \$50 for each survey that you complete. In order to access the [first/second/third] survey, please click this link: [link]. Let us know if you have any issues.

Sincerely,

Kata Mihaly
Study Principal Investigator

School Leader Data Collection Email - 3rd Follow-Up - May 2024/September 2024/May 2025

(Note: this email will include all contact attempts via "reply" function - not a new email)

Subject: Final Reminder: REL West Toolkit Study Survey

Dear [School Leader],

We've reached out to you a few times to request completion of your [first/second/third] principal survey. We have not heard back from you, but we are still very interested in your responses.

This is our final request. Please complete the survey as soon as possible and let us know if you have any questions.

Sincerely,

Kata Mihaly
Study Principal Investigator

Appendix B3 – Teacher Data Collection Email & Follow-Ups
Teacher Data Collection Email – May 2024/September 2024/May 2025

Subject: REL West Toolkit Study Survey & Teacher Log

Dear [Teacher],

Thank you for participating in the evaluation of the Regional Educational Laboratory West (REL West) toolkit called “Supporting Early Reading Comprehension with Teacher Study Groups!” **We are excited to learn from you over the next year and we are inviting you to complete the [first/second/third] teacher survey.** It will take less than 30 minutes to complete the online survey.

As a reminder, this is one of three surveys that we will ask you to complete over the course of this study, and you will receive \$30 for each survey that you complete. In order to access the [first/second/third] survey, please click this link: [link]. Let us know if you have any issues.

Sincerely,

Kata Mihaly
Study Principal Investigator

Teacher Data Collection Email - 1st Follow-Up - May 2024/September 2024/May 2025

(Note: this email will include first contact attempt via “reply” function - not a new email)

Subject: Reminder: REL West Toolkit Study Survey & Teacher Log

Dear [Teacher],

We recently invited you to complete your [first/second/third] teacher survey and our records indicate that you have not yet done so. This is a reminder to complete the survey. It will take less than 30 minutes to complete the online survey.

As a reminder, this is one of three surveys that we will ask you to complete over the course of this study, and you will receive \$30 for each survey that you complete. In order to access the [first/second/third] survey, please click this link: [link]. Let us know if you have any issues.

Sincerely,

Kata Mihaly
Study Principal Investigator

Teacher Data Collection Email - 2nd Follow-Up - May 2024/September 2024/May 2025

(Note: this email will include first and second contact attempts via "reply" function - not a new email)

Subject: Second Reminder: REL West Toolkit Study Survey & Teacher Log

Dear [Teacher],

This is another reminder to complete your [first/second/third] teacher survey. We have not heard back from you, and we know you're very busy, but we are still very interested in your responses! It will take approximately 30 minutes to complete the online survey.

As a reminder, this is one of three surveys that we will ask you to complete over the course of this study, and you will receive \$30 for each survey that you complete. In order to access the [first/second/third] survey, please click this link: [link]. Let us know if you have any issues.

Sincerely,

Kata Mihaly
Study Principal Investigator

Teacher Data Collection Email - 3rd Follow-Up - May 2024/September 2024/May 2025

(Note: this email will include all contact attempts via “reply” function - not a new email)

Subject: Final Reminder: REL West Toolkit Study Survey & Teacher Log

Dear [Teacher],

We've reached out to you a few times to request completion of your [first/second/third] teacher survey. We have not heard back from you, but we are still very interested in your responses.

This is our final request. Please complete the survey as soon as possible and let us know if you have any questions.

Sincerely,

Kata Mihaly
Study Principal Investigator