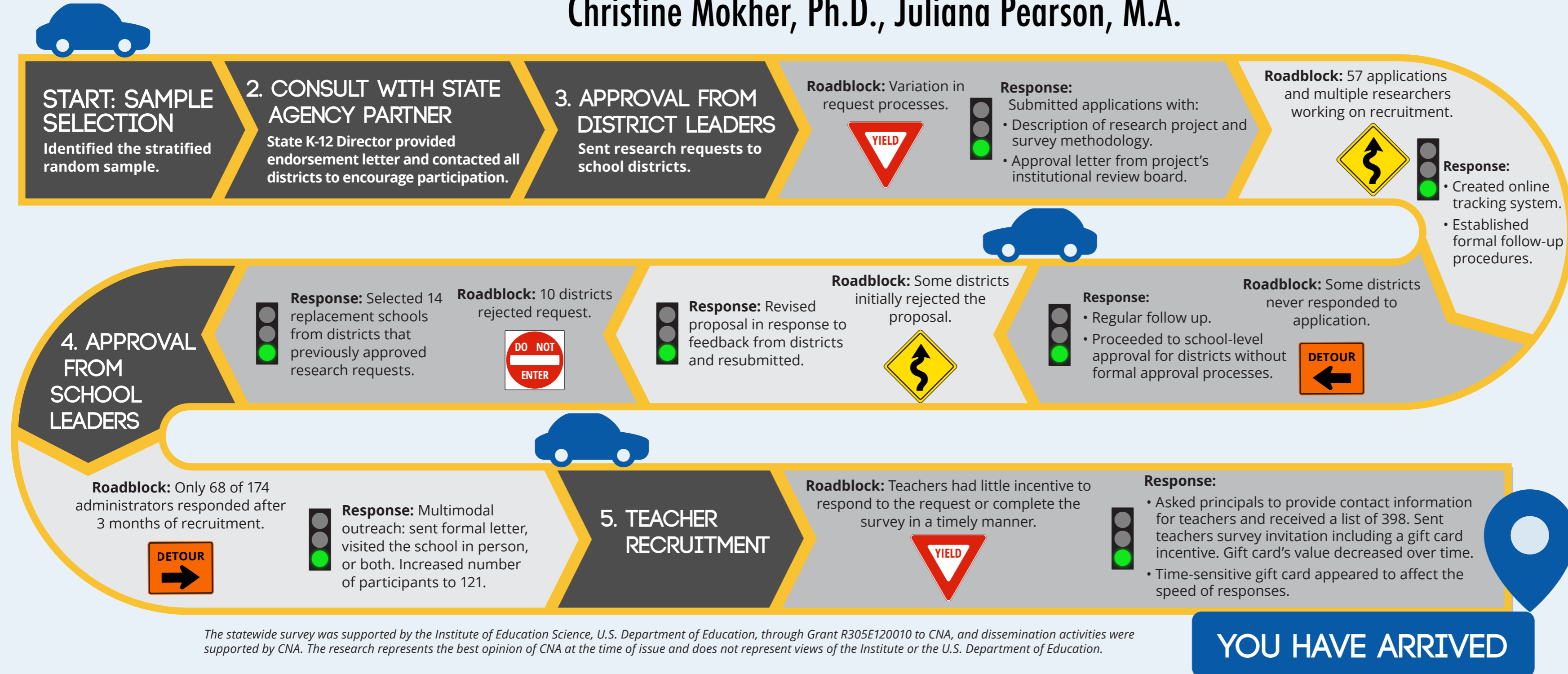


Recruiting Participants for a Statewide Education Survey

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The statewide survey was supported by the Institute of Education Science, U.S. Department of Education, through Grant R305E120010 to CNA, and dissemination activities were supported by CNA. The research represents the best opinion of CNA at the time of issue and does not represent views of the Institute or the U.S. Department of Education.

CNA Education conducted a five-year, mixed methods program evaluation of the Florida College and Career Readiness Initiative (FCCRI), which involved collecting data on program implementation through a statewide survey of college readiness course teachers. Our team encountered several challenges in the process of recruiting teachers for the survey. Their experiences encountering and overcoming these challenges offer several lessons that could prove useful to others carrying out similar work.

LESSONS LEARNED

1. Ensure there is adequate time for each stage of survey recruitment. For this survey, the complete recruitment process lasted six months.
2. Review district websites to inform timeline considerations. Survey administration should be avoided during school breaks and testing periods. Some districts have set schedules for reviewing research requests.
3. Create an online tool to track district and school responses.
4. Call school districts before submitting a research request to determine whether the research plan is likely to be accepted or whether revisions are likely necessary.
5. The principal is not the best point of contact within a school. Talk to someone in the main office to determine who will have influence over the decision to participate in research.
6. Reach out to schools via multiple modes, including emails, phone calls, in-person visits, and letters.