

Attachment A: Recruitment Email

{DATE}, 2022

Dr. {FIRST NAME} {MIDDLE INITIAL} {LAST NAME},
{ORNAME}
{STREET ADDRESS 1}
{STREET ADDRESS 2}
{CITY}, {STATE} {ZIP CODE}

Dear Dr. {LAST NAME},

Thank you for your continued support of the National Science Foundation (NSF) and our efforts to promote the progress of science. The research and surveys funded by NSF help inform policy and research discussions related to U.S. competitiveness in science and engineering fields. We are writing today seeking volunteers for research related to our surveys.

We would like to **invite you** to participate in a special study to help us identify potential improvements for online and app-based surveys. The study is being conducted by researchers from the University of Michigan and the University of Maryland. It involves completing a survey. If you participate, you will be asked to complete the survey via either an iPhone app or web browser, and either all at once or in parts. You may be asked to complete one part of the survey every other day over a period of two weeks via the app. You will also be asked to answer a few questions about your experience with the survey. The full survey is expected to take approximately 30 minutes to complete, regardless of whether the questions are presented all at once or divided into parts.

Once you complete this research study, you will receive a digital gift card in the amount of \$15. If you are asked to download a smartphone app, you will be offered an additional \$10 upon completing the survey as compensation for downloading the app.

To be eligible for the study, you must live in the United States, use an iPhone and be currently employed.

To get started, click the link below to complete a short screening survey. If you are eligible to participate, you will be invited to review the consent form and access to the full survey. Note that the information that you provide in the screener survey and main survey is not protected by NSF, but instead falls under the University of Michigan and University of Maryland data protections.

Please complete the screener survey online:
[SCREENER LINK]

Thank you in advance for your contribution in improving future NSF surveys. If you have questions, you may contact Dr. Christopher Antoun (antoun@umd.edu) at the University of Maryland, College Park and Dr. Brady West (bwest@umich.edu) at the University of Michigan.

Sincerely,
Jennifer Sinibaldi
Research Director
National Center for Science and Engineering Statistics
National Science Foundation