

Are you getting my text?

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This presentation is intended to promote ideas. The views expressed are part of ongoing research and do not necessarily reflect the position of the U.S. Department of Education or the U.S. Census Bureau.

Motivation

- Texting is a potentially faster, more reliable, and less expensive follow-up method compared to mail, CATI, and in person.
- What is the optimal way to include text reminders in place of mail reminders in a multi-mode study?

National Teacher and Principal Survey (NTPS)

- Survey of teachers, principals, and schools by NCES every 3 years.
- Data on K-12 public & private schools from the people who staff them.
- Training and career paths of teachers and principals.
- Follow up 1 year later with teachers and principals to look at attrition.
- Collect personal contact data during base year for follow-up surveys.
 - Collected consent to send text messages from approximately 17,000 teachers

Methods

Assigned teachers who provided cell phone number and consent to three groups:

- Control: no text reminders (n=1,000)
- Early link – started receiving text as first reminder in place of early mail reminder (n=995)
- Late link – received text reminder in place of later mail reminder (n=1,008)

Hello, you are receiving this message since you completed the National Teacher and Principal Survey last school year for the U.S. Department of Education and the Census Bureau. We need your help. You may receive up to 3 contacts via text in the next 2 months. Visit nces.ed.gov/surveys/ntp for more information. Reply STOP to cancel. Message rates may apply.

Please answer questions on your status as a teacher at <https://respond.census.gov/tfs>. Your User ID to complete the survey is 9999-9987. Call 1-888-595-1338 for help

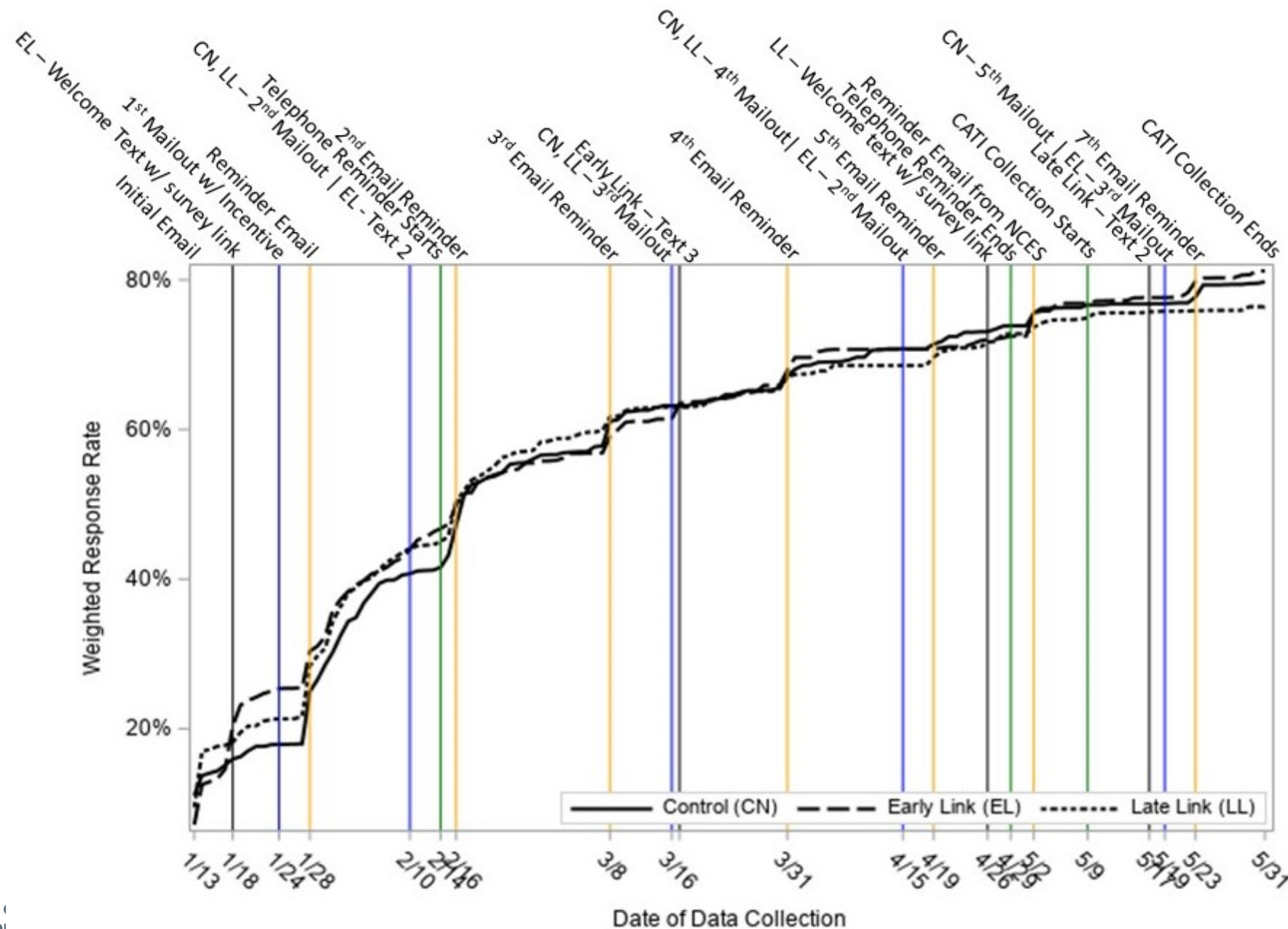
Multi-mode data collection strategy

	Control	Early link	Late link
1/13/22	Initial email	Initial email	Initial email
1/18/22		Welcome text w/ link to survey	
1/24/22	1 st mailout w/incentive	1 st mailout w/incentive	1 st mailout w/incentive
1/28/22	Reminder email	Reminder email	Reminder email
2/10/22	2 nd mailout	Text with link to survey	2 nd mailout
2/14/22-4/29/22	Telephone reminder	Telephone reminder	Telephone reminder
2/16/22	2 nd email reminder	2 nd email reminder	2 nd email reminder
3/8/22	3 rd email reminder	3 rd email reminder	3 rd email reminder
3/16/22	3 rd mailout	3 rd text (3/17)	3 rd mailout
3/31/22	4 th email reminder	4 th email reminder	4 th email reminder

Multi-mode data collection strategy (continued)

	Control	Early link	Late link
4/15/22-4/18/22	4 th mailout, \$10 incentive for selected teachers, paper questionnaire	2 nd mailout, \$10 incentive for selected teachers, paper questionnaire	4 th mailout, \$10 incentive for selected teachers, paper questionnaire
4/19/22	5 th reminder email	5 th reminder email	5 th reminder email
4/26/22	Remail of first mailout to researched addresses for non stayers	Remail of first mailout to researched addresses for non stayers	Welcome text w/ link to survey
5/2/22	Reminder email from NCES	Reminder email from NCES	Reminder email from NCES
5/9/22- 6/3/22	CATI collection	CATI collection	CATI collection
5/19/22	5 th mailout	3 rd mailout	2 nd text w/ link to survey (5/17)
5/23/22	7 th reminder email	7 th reminder email	7 th reminder email
5/31/22	End of experiment collection		

Weighted response rate by treatment and stage of data collection



NOTE: All results are among teachers who consented to receive text messages and provided a cell phone number.

Results (1)

Before second mailout and text, as of 2/9/22 (all cases)

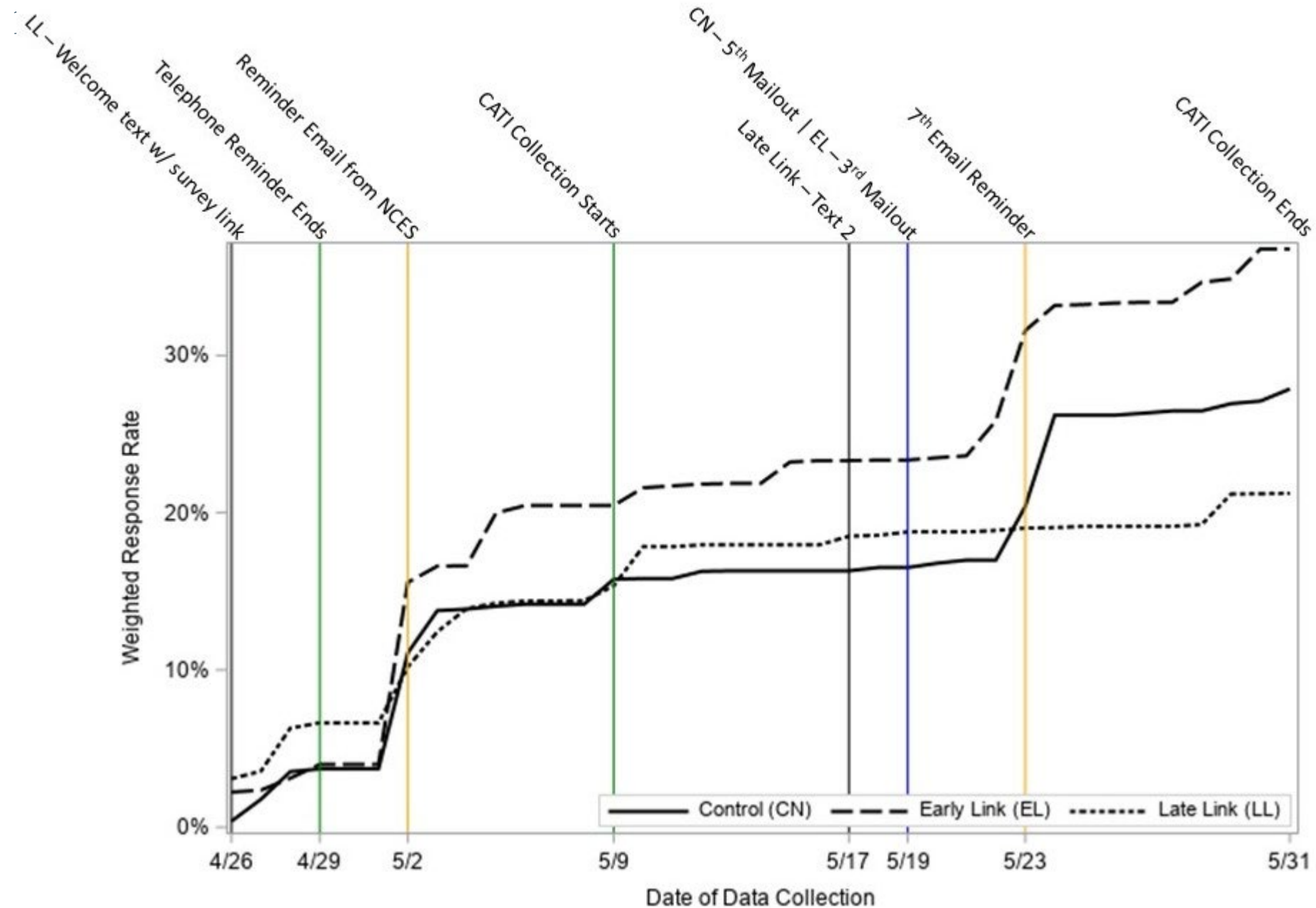
	Control	Early link	Late link
Weighted response rate (s.e.)	40.5 (2.93)	42.8 (2.58)	43.6 (2.21)

After third mailout and text, as of 3/31/22 (all cases)

	Control	Early link	Late link
Weighted response rate (s.e.)	67.1 (2.83)	67.9 (2.39)	67.0 (2.29)

NOTE: All results are among teachers who consented to receive text messages and provided a cell phone number.

Weighted response rate by treatment and stage of data collection subset for non



NOTE: All results are among teachers who consented to receive text messages and provided a cell phone number.

Results (2)

End of experimental phase of collection on 5/31/22 (subset to non responders on 4/26/22 n=1,119)

	Control	Early link	Late link
Weighted response rate (s.e.)	27.9 (4.21)	36.8 (5.45)*	21.2 (3.74)^

End of experimental phase of collection on 5/31/22 (all cases)

	Control	Early link	Late link
Weighted response rate (s.e.)	79.7 (2.05)	81.2 (2.42)	76.4 (2.16)^

* Significant difference from Control group with $\alpha = .05$.

^ Significant difference from Early Link group with $\alpha = .05$.

NOTE: All results are among teachers who consented to receive text messages and provided a cell phone number.

Days to complete

End of experimental phase of collection on 5/31/22 (all cases)

	Control	Early link	Late link
Median	27	20*	25^

End of experimental phase of collection on 5/31/22 (subset to non responders on 4/26/22 n=1,119)

	Control	Early link	Late link
Median	112	111.5	111

* Significant difference from Control group with $\alpha = .05$.

^ Significant difference from Early Link group with $\alpha = .05$.

NOTE: All results are among teachers who consented to receive text messages and provided a cell phone number.

Discussion

- **Supplementing** initial mailed and e-mailed invitations with text messages did not increase response rates
- **Replacing** mail reminders with text reminders had no effect on response rates, and could lead to cost savings
- Sending texts earlier in data collection, rather than later:
 - Maintained response rates
 - Decreased days to complete

Thank You

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