Survey Administration Tools

This document contains scripts and dissemination tools that you or another member of the school’s faculty or administration may use to administer the survey to high school seniors. This plan includes three sections:

* **Section 1** contains instructions and scripts for use in administering the survey during a class.
* **Section 2** contains content to post on a learning management system, such as Google classroom, or email directly to students.
* **Section 3** contains social media posts directed at students.

The Text4College survey will be live from March 29th – April 30th and can be accessed directly at <https://form.jotform.com/airformportal/Text4College> or through the [www.text4college.com](http://www.text4college.com) website.

We encourage you to post reminders about the survey once every week. This will boost survey responses and help us identify students who are eligible to receive the text message assistance. Counselors can check who responded to the survey or whose parents/guardians opted them out of the survey by clicking on the links sent by email. If you have questions about the survey, please feel free to contact the AIR study team at [text4collegeAZ@air.org](mailto:text4collegeaz@air.org) or call toll-free at 1-800-634-0797.

## Section 1: Instructions for administering the Text4College survey in-person

In this section, we provide a script that counselors or other school faculty or administrators can use to administer the survey in-person.

*“Our high school is participating in an exciting project led by the American Institutes for Research (AIR) in partnership with Arizona colleges.*

*For you to participate, we need you to complete a short survey that is designed to collect information about your plans for after high school. The survey is also being given to other 12th-grade students in Arizona. It should take you 10-minutes or less to complete, and, if you complete it, you will be entered into a drawing to receive a $50 or $100 online gift card.*

*If you complete the survey and are eligible, you may choose to receive text messages this spring and summer with reminders and information to help you complete the tasks necessary to enroll in college this fall. You may also receive helpful text messages during your first year in college.*

*The survey is not a test. There are no wrong answers. This survey is voluntary. You do not have to answer any questions that you do not want to answer, but we hope you will do your best to answer as many questions as you can. Please be honest when answering each question. Your answers will be kept confidential, and no one at the school will know your answer to any question.*

*To access the survey, please click on the following URL or paste it into your web browser.”*

<https://form.jotform.com/airformportal/Text4College>

## Section 2: Instructions for administering the Text4College survey through a learning management system or email

In this section, we provide content that you or other school faculty or administrators can post to your learning management system or email to students.

*Dear Seniors,*

*Our high school is participating in an exciting project that is being conducted by the American Institutes for Research, in partnership with Arizona colleges.*

*For you to participate, we need you to complete a short survey that is designed to collect information about your plans for after high school. The survey is also being given to other 12th-grade students in Arizona. It should take you 10-minutes or less to complete, and, if you complete it, you will be entered into a drawing to receive a $50 or $100 online gift card.*

*If you complete the survey and are eligible, you may choose to receive text messages this spring and summer with reminders and information to help you complete the tasks necessary to enroll in college this fall. You may also receive helpful text messages during your first year in college.*

*The survey is not a test. There are no wrong answers. This survey is voluntary. You do not have to answer any questions that you do not want to answer, but we hope you will do your best to answer as many questions as you can. Please be honest when answering each question. Your answers will be kept confidential, and no one at the school will know your answer to any question.*

*To access the survey, please click on the following URL or paste it into your web browser.”*

<https://form.jotform.com/airformportal/Text4College>

*If you have questions about the survey, please feel free to contact the AIR study team at*[text4collegeAZ@air.org](mailto:text4collegeAZ@air.org)*or call toll-free at 1-800-634-0797.*

Best,

[INSERT NAME]

## Section 3: Social media posts

In this section, we provide social media posts that you or the appropriate staff at your school can post to Instagram, Facebook, or Twitter. There are two graphics and six different captions. The captions pair well with any of the graphics. We provide captions for platforms with and without character limits.

**Captions for platforms with a 140-character limit (Twitter/Remind):**

1. Enrolling in college this fall? Take a 10-min survey to get texts that help you through the enrollment process. <https://form.jotform.com/airformportal/Text4College>
2. Getting help with the college enrollment process is easy. Complete Text4College’s survey to get started! <https://form.jotform.com/airformportal/Text4College>
3. Seniors: Remember to take the Text4College survey to get text reminders about tasks & deadlines for enrolling in college. <https://form.jotform.com/airformportal/Text4College>

**Captions for platforms without a character limit (Facebook/Instagram/Google Classroom, etc.):**

1. Attention [High School Name] graduating seniors: we know enrolling in college can be complicated. If you are thinking about attending college this fall, take Text4College’s 10-minute survey. You could receive texts that will help you through the process of applying to college, figuring out financial aid and tuition payments, registering for classes, and more. <https://form.jotform.com/airformportal/Text4College>
2. Are you planning to attend college this fall? Take Text4College’s 10-minute survey for the opportunity to receive texts that will help you with the process! You may be able to get assistance applying to college, tackling financial aid and tuition payments, registering for classes, and so much more. <https://form.jotform.com/airformportal/Text4College>
3. If you are graduating in Spring 2021, remember to take Text4College’s quick 10-minute survey for the opportunity to receive texts that will guide you through the college enrollment process. The texts will include key dates and links for college registration so that you don’t miss anything. <https://form.jotform.com/airformportal/Text4College>

**Graphics:**



Diagram, text

Description automatically generated