Survey Administration Tools

This document contains scripts and dissemination tools that counselors and other school staff may use to administer the survey to high school seniors. This plan includes three sections:

* [**Section 1**](#_Section_1:_Verbal)contains instructions and scripts that you may use to administer the survey during a class.
* [**Section 2**](#_Section_2:_Written) contains scripts that you may post to your learning management system, such as Google classroom, or that you may email directly to students.
* [**Section 3**](#_Section_4:_Social) includes social media posts directed at students.

The Text4College survey will be open from March 15th – April 30th and can be accessed at [www.text4college.com](http://www.text4college.com) or <https://form.jotform.com/airformportal/Text4College>. We encourage you to post reminders about the survey once every week if you can. This will boost survey responses and help us identify students who are eligible to receive the text message assistance. You may check who responded to the survey so far by clicking on the link that was sent to you separately by email. Reach out to text4collegeky@air.org if you need us to resend this link.

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

In this section, we provide a script that you should 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 the Kentucky Department of Education and the Kentucky Community & Technical College System.*

*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 Kentucky. It should take you less than 10 minutes to complete, and, if you complete it, you will be entered into a drawing to receive a $25 online gift card. There will be a drawing each week for 25 winners!*

*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.*

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

**www.text4college.com**

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

In this section, we provide a script that you should post to your learning management system or send directly to students in an email.

*Dear Seniors,*

*Our high school is participating in an exciting project that is being conducted by the Kentucky Department of Education, Kentucky Community & Technical College System (KCTCS), and the American Institutes for Research.*

*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 Kentucky. It should take you less than 10 minutes to complete, and,* ***if you complete it, you will be entered into a drawing to receive a $25 online gift card. There will be a drawing each week for 25 winners!***

*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.*

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

[***https://form.jotform.com/airformportal/Text4College***](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Clbrown%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621811574%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=EVBkf6WSrlXC9gfBq3AC5BhJE1bJy4FeWGpFfQhXOiQ%3D&reserved=0)

*Note that if you have any difficulty with the above link the survey is also available at*[***www.text4college.com***](http://www.text4college.com/)***.***

*If you have questions about the survey, please feel free to contact the AIR study team at**text4collegeky@air.org**or call toll-free at (866) 815-5094.*

Best,

[INSERT NAME]

## Section 3: Social media posts

In this section, we provide social media posts that you may post to Instagram, Facebook, or Twitter. There are two graphics and six different captions. The captions were written so they 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 (e.g., Remind):**

1. Take Text4College’s 10-min survey to receive texts about college - [https://form.jotform.com/airformportal/Text4College](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Cbday%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621017935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ut24V2BleCQhEr98EvhbGJv%2FM5eKRu0qtvanWji%2Fbnw%3D&reserved=0)
2. Get help with college. Complete Text4College’s survey to get started! Click here [https://form.jotform.com/airformportal/Text4College](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Cbday%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621017935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ut24V2BleCQhEr98EvhbGJv%2FM5eKRu0qtvanWji%2Fbnw%3D&reserved=0)
3. Seniors: Remember to take the Text4College survey [https://form.jotform.com/airformportal/Text4College](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Cbday%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621017935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ut24V2BleCQhEr98EvhbGJv%2FM5eKRu0qtvanWji%2Fbnw%3D&reserved=0)

**Captions for platforms with a 280-character limit (e.g., Twitter):**

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](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Cbday%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621017935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ut24V2BleCQhEr98EvhbGJv%2FM5eKRu0qtvanWji%2Fbnw%3D&reserved=0)
2. Getting help with the college enrollment process is easy. Complete Text4College’s survey to get started! [https://form.jotform.com/airformportal/Text4College](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Cbday%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621017935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ut24V2BleCQhEr98EvhbGJv%2FM5eKRu0qtvanWji%2Fbnw%3D&reserved=0)
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](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fform.jotform.com%2Fairformportal%2FText4College&data=04%7C01%7Cbday%40air.org%7C13b25699f6b94c401b9c08d8e5770483%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637511646621017935%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Ut24V2BleCQhEr98EvhbGJv%2FM5eKRu0qtvanWji%2Fbnw%3D&reserved=0)

**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:**



**#1: “Survey Post”**

