The American Educator Panels

Helping Organizations and Researchers Take the Pulse of America’s Educators

The RAND American Educator Panels (AEP), which include the American Teacher Panel (ATP) and the American School Leader Panel (ASLP), provide an opportunity for researchers, policymakers, and other decisionmakers to field surveys to nationally representative samples of teachers and principals from a diverse set of school districts across the United States.

Surveys can be programmed to administer a wide range of question types. These include single-choice, multiple-choice, scale, grid, drag-and-drop, and video-based items. The user-friendly questionnaires are designed to allow teachers and principals to respond quickly and easily using computers, tablets, or mobile phones, while researchers and survey administrators can monitor results and completion rates and reach out to panelists with reminders or updates as needed.

<table>
<thead>
<tr>
<th>Survey Length</th>
<th>First 1,000 Responses</th>
<th>Responses Beyond 1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 to 15 minutes</td>
<td>$4.50</td>
<td>$3.50</td>
</tr>
<tr>
<td>20 to 25 minutes</td>
<td>$4.00</td>
<td></td>
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<tr>
<td>30 minutes</td>
<td>$3.50</td>
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</tbody>
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- For example, a 10-minute survey with 1,000 completes would cost $45,000, and a 10-minute survey with 2,000 completes would cost $80,000.
- Minimum survey length is 10-minutes and minimum sample size is 1,000 completes. Custom pricing may be available for survey projects that do not fit within these parameters.
Core Services

Initial Contact and Discussions

Minor instrument and sampling feedback to ensure that survey is compatible and sample is available.

- Includes one hour of consultation with a RAND statistician
- Power calculations and/or complex stratification of sample available at additional costs.

Basic review and feedback on instrument

*Included:*
  - Expert content and design review
  - One round of feedback

*Available:*
  - Instrument development assistance
  - Complex design support

1–2 weeks

Questionnaire programmed

*Included:*
  - Single-condition validation
  - Basic skip patterns
  - Client review and approval

*Available:*
  - Complex question programming, validation, or skip patterns
  - Substantive changes to instrument after programmed

4–6 weeks

Survey fielded

*Included:*
  - Email invitation, three reminders, and final notice
  - Help desk support
  - Gift card distribution
  - Weekly updates to client

*Available:*
  - Hard copy reminder letter mailing

4 weeks

Data package created and delivered

*Included:*
  - One cleaned, deidentified data set
  - One set of weights
  - One codebook
  - One technical document

*Available:*
  - Additional set(s) of weights
  - National Center for Education Statistics (NCES) data

4–6 weeks

Additional Services

- Instrument design support: $300/hour
- Complex question programming, validation, or skip patterns: $300/hour
- Substantive or multiple changes to instrument after programmed: $300/hour
- Complex sampling criteria: $300/hour
- Hard copy reminder letters: $1.50 per mailing
- Additional weight sets: $2,000 each
- NCES categorical data or NCES codes appended: $2,000
- Visualize the results of your survey using Bento, a free data visualization tool developed and hosted by RAND’s partner organization, Kitamba. To receive a price quote, learn more, or obtain a free account, please visit getbento.info.

For more information, contact us at aep@rand.org or call 1-833-634-1533

For more information on this publication,