

EdTech Readiness Index (ETRI) Interview Scheduling Protocol

The purpose of this document is to provide steps that can be used when contacting principals in order to schedule a time to conduct the ETRI School Survey in the remote implementation of ETRI.

General Protocol:

- The call to the school principals is one of the most important steps in the administration of the survey, as the call (i) introduces the study and (ii) secures buy-in and an interview time from the principal for a follow-up call.
- It is important to verify that you have contacted the correct school and school principal (or most relevant contact person) as detailed in your sample list. Note that some schools in the sample might have similar names, and it is important to establish that the intended school has been contacted. This process also includes checking and verifying the school information provided in the sample list and capturing or updating any information that is missing or out of date. This information can be verified with the respondent or the person who answers the call.
- It is important to be polite and answer any questions/assist with any reservations the principal might have. When contacting the principal, it is suggested that you address them as “Principal [surname]” and not simply “Principal”. This illustrates respect and warmth and should be used unless the respondent asks to be addressed differently.
- It is important to schedule a specific time to administer the questionnaire. If the principal is not sure of their availability, ask if you could call them at a more convenient time to arrange a specific time for the survey.
- If the principal requires more information about the study, offer to share a document with study information and survey objectives and/or the official letter of approval from the [Ministry of Education](#). You can share this over email or Whatsapp.
- While this will be noted again during the call-back for the survey, it is important to emphasize that the survey is not a formal evaluation of the principal’s abilities or the performance of the school; rather the study is being conducted to inform policies. All answers will be kept confidential and will only be reported in aggregate form. You can also assure him/her that their relationship with the Ministry is not affected by their decision to participate or not.
- The calls should be carried out during working hours, as much as possible. If the principal asks how long the survey will take, the enumerator can indicate that the survey lasts approximately 40 minutes.
- If the principal indicates that he/she will not be available over the proposed study period, ask if there is a person in charge who can assist in their place.
- If the principal does not respond positively and refuses to take part in the survey, please report this to your supervisor and record the status of the call.

The document *ETRI Interview Scheduling Protocol* was elaborated by the World Bank’s Education Global Practice as part of the EdTech Readiness Index. Version 1.0. Published on 22nd of March 2023. For further information please contact: ETRI@worldbank.org.

CASE 1: PRINCIPAL CAN BE REACHED BY PHONE

INTRODUCTORY PHONE SCRIPT

Good morning/afternoon

Am I speaking with [principal name]? How are you? It's great to talk with you. My name is [name] and I am calling on behalf of the World Bank and [survey firm name]. Together, these organisations are working on a project in collaboration with the Ministry of Education.

Your school, [school name], has been selected to be part of an international survey about the use of technology in education. As part of the study, surveys will be carried out in primary schools about the availability, access and use of information and communication technologies (ICT) or devices in teaching and learning activities. We hope that the results of the study will support the design of policies to improve the learning experience of the children of those countries.

We would like to schedule a call with you within the [next week] to carry out the questionnaire over the phone. Could you please let me know when you have an hour of availability to complete the survey? The questionnaire should not take more than 40 minutes to complete. (Wait for response)

Thank you very much for the information. Within the questionnaire there are a few questions which are specific and for which you might want to collect information before our call, for example, the number of devices in your school. I am happy to share these questions with you over email, WhatsApp or text message. Which medium would work best for you? (Wait for response and record the contact details provided)

Thank you so much for your time today. I look forward to talking with you at [time and day of scheduled interview]. I will share the questions with you shortly. If you have any questions about the study before then, please feel free to contact us on the number/email address that I will share with the questions.

Have a good day/afternoon.

The call should be followed up by an email, with an attachment of the more specific questions that will be asked during the:

FOLLOW UP EMAIL/TEXT SCRIPT

Dear Principal [Name]

Thank you for taking the time to talk with us on the phone earlier.

As we discussed, I am contacting you on behalf of the World Bank and [survey firm name], which are collaborating on a study with the Ministry of Education.

Your school, [school name], has been selected to be part of an international survey about the use of technology in education. As part of the study, surveys will be carried out in primary schools about the availability, access and use of information and communication technologies (ICT) or

devices in teaching and learning activities. We hope that the results of the study will support the design of policies to improve the learning experience of the children of those countries.

*We have scheduled a call with you at the following date and time:
[Time and date e.g. 16:00 on Thursday 17 March]*

As we discussed, there a few questions in the survey that are specific and for which you might want to collect information before our call. I have attached a copy of these questions to this message. Please could you review these and try to collect this information before our call on [date].

We look forward to talking with you. If you have any questions about the study, please feel free to contact us on the details provided here:

*[Contact person]
[Role, organisation]
[Contact number]
[Contact email address]*

*Sincerely,
[Name]*

CASE 2: PRINCIPAL CANNOT BE REACHED BY PHONE

Should the principal not be contactable by phone, the following email could be sent in lieu of the call to introduce the survey:

INTRODUCTORY EMAIL/TEXT SCRIPT 1

Dear Principal [Name]

I hope you have been keeping well. My name is [name] and I am contacting you on behalf of the World Bank and [survey firm name]. Together, these organisations are working on a project in collaboration with the Ministry of Education.

Your school, [school name], has been selected to be part of an international survey about the use of technology in education. As part of the study, surveys will be carried out in primary schools about the availability, access and use of information and communication technologies (ICT) or devices in teaching and learning activities. We hope that the results of the study will support the design of policies to improve the learning experience of the children of those countries.

*We would like to schedule a call with you within the [next week] when I could carry out the questionnaire with you over the phone. The questionnaire should not take longer than 40 minutes to complete. **Could you please let me know when you have an hour of availability to complete the survey?***

Within the questionnaire there are a few questions which are specific and for which you might want to collect information before our call, for example, the number of devices in your school. I

have attached a copy of these questions to this message. Please could you review these and try to collect this information before our call.

We look forward to hearing from you. If you have any questions about the study, please feel free to contact us on the number/email address that I will provide with the questions.

[Contact person]

[Role, organisation]

[Contact number]

[Contact email address]

Sincerely,

[Name]

To be attached as a separate document:

Questions shared in advance	
School information	
10	How many students are currently enrolled in this school (in total)? An estimate is fine. Number: _____
11	How many Grade 5 students are currently enrolled in this school (in total)? An estimate is fine. Number: _____
Information about devices (shared in advance)	
33	How many digital devices (specifically desktop computers, portable computers and/or tablets) are at this school? This includes all devices that might be used by staff or students in the school. An estimate is fine. Number of digital devices: _____
34	How many of those digital devices are currently in working condition at this school? An estimate is fine. Number of digital devices currently in <u>working condition</u> : _____
35	Out of the digital devices that are currently working, how many are available for students to use in learning activities? An estimate is fine. Number of working digital devices that are <u>available to students</u> : _____
39	Approximately, how many of all digital devices (computers, portable computers and tablets) available to students in the school <u>are connected to the Internet</u> ? Number of digital devices <u>available to students and connected to Internet</u> : _____

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