Dear Colleagues,

We write to tell you about an exciting survey research opportunity and invite you to purchase question content or access to the data collected on the 2020 Collaborative Multi-racial Post-Election Survey (CMPS). The CMPS is changing the way data is collected and shared in the social sciences and collaboratively building a diverse and inclusive academic pipeline of scholars in political science and the social sciences more broadly.

Recently we were awarded a National Science Foundation (NSF) grant which allows us to lower the cost of buy-in to the study, to encourage greater participation from scholars across various types of accredited colleges and universities. Please share this email with your colleagues across your campus.

What is the CMPS?

The 2020 CMPS continues and expands the highly-successful, groundbreaking 2016 CMPS, which broadened the scope of access to high-quality national survey data with large and generalizable samples of racial and ethnic groups in the United States. The 2020 CMPS will include an estimated total 20,000 completed interviews among Asian American (n=4,000), African American (n=4,000), Latina/o (n=4,000), White, non-Hispanic (n=2,000) adults as part of the core sample. We are also expanded with six exciting oversamples of Native American (n=1,000), Native Hawaiian (n=1,000), Black African immigrant (n=1,000), Afro-Caribbean (n=1,000), American Muslim (n=1,000) and LGBTQ (n=1,000) adult respondents. These samples allow for the analysis of an individual group or comparative analysis across groups. Survey data will be collected online in a respondent self-administered format following the 2020 Presidential Election on November 3, 2020. The survey (and invitation) will be available to respondents in English, Spanish, Chinese (simplified and traditional), Korean, Vietnamese, and Arabic, and possibly additional languages.

The 2020 CMPS will include adult, registered and non-registered voters, including non-citizens. All adult residents of the United States are eligible to be interviewed. Using the collaborative, inclusive model of resource-sharing we developed in 2016, the 2020 CMPS will expand research and professional development opportunities for a larger number of junior and senior faculty, a host of outstanding undergraduate and graduate students, as well as postdoctoral fellows from large research institutions, smaller liberal arts colleges, Historically Black Colleges and Universities (HBCUs), Tribal Colleges and Universities (TCUs) and Hispanic Serving Institutions (HSIs), through direct contribution to the content and analysis of the survey. The 2020 CMPS will continue to invest time and resources in an inclusive group of scholars, but
particularly women, underrepresented minority and first generation undergraduate and graduate students, junior faculty and postdoctoral fellows, through conferences, workshops, as well as sustained mentorship, research and publishing opportunities.

We expect to yield 20,000 total completed interviews for the 2020 CMPS. Please review the details below and follow the email reply directions at the end of this memo, if you intend to purchase survey question content, across which samples, and how many minutes. **Do NOT send along survey question content at this time, we will follow up for that information.**

**THERE ARE TWO TYPES OF 2020 CMPS (LICENSEE) ACCESS**

**Contributor** Access (intent to add survey content and receive full dataset)
**Collaborator** Access (will NOT add content on survey, still receive full dataset)

**2020 CMPS Contributor/Collaborator General Overview:**

- UCLA serves as the Host Institution for the 2020 CMPS project. The survey will be administered by our longstanding project partner and survey firm, Pacific Market Research.

- The same cooperative principles apply as in the 2016 CMPS. **None of the survey content is proprietary.** Every paying Contributor/Collaborator gets access to the ENTIRE individual level dataset of 20k records, *about* 45 minutes of content, regardless of their level of buy-in via the tiered pricing schedule.

- We will field the 2020 CMPS following the November 3, 2020, Presidential Election. We will **not** field a pre-election sample.

- 20,000 completed interviews will be collected online in a respondent self-administered format from *about* December 1, 2020 to February 1, 2021.

- We are *tentatively planning* this as a panel design (16-20-24), however this is contingent on a follow-up grant proposal which the PIs have submitted to the NSF.

- Contributors purchase time, per minute, on the 100% user content driven CMPS dataset. Select core demographic variables are provided to all contributors as a starting point.

- Contributors may purchase a minimum of 1-minute and a maximum of 3-minutes of survey content per racial/ethnic sample. Some limited exceptions may be made to the maximum allotted survey time, depending on the type of survey/experiential content proposed. In general, 1-minute of content is equivalent to 3 **basic** survey questions.

- Contributors can submit survey questions for just one group sample, or common questions across multiple samples, or the entire sample, depending on their interest.
NOTE: In cases where two or more different collaborators submit very similar questions, the PIs will synthesize content, where needed or create a single common question.

- Collaborator licensees can also purchase access to the data (no question/content on the survey). See below.

- We will augment the individual level dataset with a variety of Census and other aggregate level data, including vote history information appended for registered voters. All contributors will receive appended data, to be announced following the release of the individual level data.

- We also invite you to join us in the collecting, scraping, cleaning and appending process of aggregate data. The more and varied aggregate data we can collect and append, the more interesting the overall dataset will be.

- In keeping with best practices and data transparency ethics in the social sciences, the data will be embargoed to Licensee and their co-authors for up to 2-years following the release of the individual level dataset, including the data deposit, cleaning and archival timeframe.

- Following the data embargo, the individual level data will be deposited at ICPSR.

- Until the ICPSR Posting, Licensee may not give the data away to any non-Licensee. Licensee may co-author papers with any person, but at least one of the authors listed must be a Licensee who has signed the contract/agreement during the data embargo period.

**Tiered Pricing Schedule:**

Our external funding is earmarked to help bring in new and more diverse voices to the CMPS as contributors/collaborators, particularly researchers from non-R1s, Historically Black Colleges and Universities (HBCUs), Hispanic Serving Institutions (HSIs) and Tribal Colleges and Universities (TCUs). As such, contributors will purchase content for the 2020 CMPS on a tiered pricing schedule.

Please note: Space may be limited, please inquire ASAP!

*Contributor Access (intent to add survey content)*

The buy-in costs will be as follows, per minute, per sample:

- non-R1, non-tenured: $1,500
- non-R1, tenured: $2,500
- HBCU/HSI/TCU, non-tenured: $1,500
- HBCU/HSI/TCU, tenured: $2,500
- R1, non-tenured: $2,500
R1, tenured Associate: $3,500
R1, tenured Full: $5,000
*PhD students count as R1, non-tenured*

- The above costs are based on a **single sample** racial group of n=4,000 (ex. Latinos)
- For example, to get your 1 minute of content on just one racial group (ex. Latinos) the cost would be $1,500 for a non-R1 or HBCU/HIS/TCU, non-tenured scholar.
- In an effort to encourage scholars to purchase across **the entire sample of 20k respondents** we are multiplying by 4x instead of 5x. So for the same non-R1, non-tenured scholar, getting 1 minute of content across the entire 20k dataset would cost $6,000.
- Likewise, for a scholar non-tenured at an R1, $2500 buys 1 minute on just one racial group sample and $10,000 gets you 1 minute across the entire 20k dataset.
- Yes, research teams are allowed. We encourage you to find a team to share question content, across the various racial and ethnic groups, with each contributor covering one group as a way to ensure content is covered across all groups and to save your own resources and to encourage collaboration.
- Please keep in mind that no matter how much your contribution or “buy-in”, you will get access to the FULL entire survey of 20,000 respondents and every survey item.
- A graduate student may NOT purchase on behalf of a tenured faculty member to lower costs, this will be prohibited by the terms of the contract/agreement.
- Yes, research teams can have separate invoices for each institution. However, each team member must sign their own contract/agreement and provide the contact details of who will process the payment at their university.

**Collaborator Access (will NOT add content on survey)**

For pricing details regarding (Licensee) access to all survey content **without** adding survey content, please contact the CMPS team at cmpsurveycoop@gmail.com for cost sheet. A similar tiered pricing structure will be in place for collaborator licensees.
*NEXT STEPS**

**Contributor Access (intent to add survey content)**
Deadline: January 2, 2020

Please email the following information to cmpsurveycoop@gmail.com:

1) Subject Line: **Intent to Contribute Content CMPS 2020**
2) Content of email should include:
   a. Confirmation of your intention to purchase survey question content (we understand plans may change)
   b. Your institution type and rank (as per the tiered pricing above)
   c. Propose the tentative samples you are interested in placing your question content
   d. Propose the tentative number of minutes (1-3) you intend to purchase. In general, 1-minute of content is equivalent to 3 basic survey questions.
   e. If you can offer aggregate data to append, be specific (ex. Number of deportations by zip code; BLM rallies by city; etc.)
   f. **PLEASE DO NOT SEND US YOUR SURVEY QUESTION CONTENT AT THIS TIME.**

**Collaborator Access (will NOT add content on survey)**
Deadline: March 1, 2020

Thank you and we look forward to working with you! For inquires email: cmpsurveycoop@gmail.com:

Best Wishes,

Matt Barreto, UCLA
Lorrie Frasure-Yokley, UCLA
Edward D. Vargas, Arizona State University
Janelle Wong, University of Maryland-College Park