This is a feasibility study designed to learn more about our sample sizes and where the precise nature of the interventions under consideration is still in active development with our partners in North Dakota. As a result, the pre-analysis plan must necessarily be a bit vague.

But broadly speaking, we plan to explore two interventions as part of this feasibility study:

(1) What types of outreach / marketing are best for connecting low-income families to apply for slots in high-quality, subsidized early childhood education classrooms?

To accomplish this, we will be randomizing different types of outreach to a target population of eligible families provided to us by the state of North Dakota. We plan to have multiple, overlapping treatment arms that correspond to different types of outreach (glossy mailers, text messaging, phone calls, face-to-face conversations, etc.).

Our key outcome for the feasibility study is power. Thus our analysis will consist of predicting “applied for childcare” indicators and “enrolled in Best-in-Class childcare indicators” (which we will construct with data collected from Best-in-Class providers) with the indicators for the different treatment arms within randomization strata. We also plan to predict these indicators using continuous measures of outreach intensity measured in either dollars spent or hours of RA time dedicated to a given family via the different randomization arms. This second specification will help us explore the potential to use this intervention to estimate marginal treatment effects.

(2) Conditional on applying, to what extent do randomized offers of childcare predict that families enroll their child in a high quality early childhood education experience?

To accomplish this, we are asking providers who are oversubscribed to randomize the order in which families receive offers. For the feasibility study, we will assess power by predicting “enrolled in Best-in-Class childcare indicators” (which we will construct with data collected from Best-in-Class providers) with the indicators for whether the student received a random offer within a given applicant pool. We also plan to explore specifications that predict the enrollment indicator directly with the students randomly assigned priority number that determines the offer order, since this type of specification can have some advantages in terms of power.