Recruitment and Data Collection with Latino Immigrant Mothers in Education Research

Math Pathways is a large, longitudinal study that aims to understand how relationships influence Latino/a students' mathematics beliefs and achievement during the critical transition from elementary school into middle school. Our goal is to recruit and survey 300 mother-child pairs in a community that is 82% Latino at four time points. This has involved three major efforts: recruitment, scheduling, and data collection. The following provides a description of the community we are working with, along with best practices we have learned during each of these efforts

Sample Description

92% of children were born in the U.S.

77% of children live in a two-parent household

63% of mothers were born in Mexico

70% of mothers have a high school education or less

Agriculture was the most commonly reported work industry for mothers

Time Points

1. End of 5th grade
2. Beginning of 6th grade
3. End of 6th grade
4. Beginning of 7th grade

Recruitment

Recruitment focused on both 5th grade children and their mothers. Here are some of our most effective strategies:

- Present in classrooms
- Hire mothers who are active leaders in the community
- Create culturally responsive recruitment materials
- Make direct contact with participants

Scheduling

Scheduling is an important time for answering questions and helping participants feel comfortable and informed.

- Know your community
- Create an online tracking database
- Postcards & confirmation calls
- Offer familiar locations

Data Collection

The participant's experience during data collection is key for engagement over several time points.

- Make a personal connection
- Make technology approachable
- Provide audio support
- Acknowledge participant's efforts and express appreciation for participation--their contribution is meaningful!

Retention Rates

The combination of these efforts have led to some pretty impressive retention rates so far:

Time point 1	Time point 2	Time point 3
175	166	163

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