

Survey Tips

Community and Student Engagement Surveys

Survey Options

Survey versions

Two versions of family and community surveys are provided in this TASB resource. There are also companion secondary student surveys for each of these versions and all surveys are available in Spanish.

The first survey is called *Family and Community Opinion Survey* and is an instrument to capture overall opinions and satisfaction with the district on areas of student learning, district environment, district operations, community relationships, and House Bill (HB) 5 parent and student engagement evaluation categories. The second survey is called *HB 5 Focused Family and Community Engagement Survey* and as the name indicates, questions relate almost entirely to HB 5 categories.

Customization

Some districts may wish to use questions from these surveys, but include additional questions and customize the instrument to meet specific needs. If this is the path your district takes, it is recommended that the survey is limited to 30 questions or less so that most responders can complete it in within 10 minutes.

Survey software

If the district doesn't already have a preferred software, a quick Internet search on free survey software yields dozens of options, including research on which ones are highly rated. Many are intuitive and easy to use for simple surveys.

Administration Considerations

- Avoid scheduling your survey launch around conflicting events such as testing weeks, holiday breaks, and end-of-year events, where responders may be distracted with other activities.
- Most districts leave surveys open for responses for at least 2-3 weeks. This is a long enough time period to properly promote and distribute surveys and information, but short enough that respondents will not put off the task of completing the survey. A reminder midway through the timeframe may help to bring in additional responses.
- It is recommended that you invite parents and community members to complete a survey for each campus where they would like to provide feedback.
- All surveys are available in English and Spanish, so consider planning for translation of the open ended text portion of any Spanish language responses.
- To ensure all students have an opportunity to respond to the student engagement Survey, consider administering the survey during class time of a required course or homeroom.

- The secondary student surveys were written with high school level students in mind. However, many districts like to include one or more grades in the middle school as well, as these students may already be making decisions and taking classes that affect their high school experience.
- It is a good idea to not post student survey links to the district Website unless you have an area where student access is protected. Parents, or even the public, can easily click the wrong survey link and provide responses as if they are a student by mistake.

Survey Diagnostics

Family and Community Surveys

- Estimated length: 6-11 minutes
- Reading level: 8th Grade
- Number of questions: 26-29

Secondary Student Surveys

- Estimated length: 5-9 minutes
- Reading level: 8th Grade
- Number of questions: 18-23

Paper Survey Considerations

- The PDF versions of the surveys may be printed for use by students and community members in your district who do not have internet access.
- Economical suggestion: The survey can be printed 2-sided and in black and white.
- When distributing paper copies of the survey, encourage respondents to return their completed survey in an envelope to protect their anonymity.
- To ensure all survey data is included in summary reports, enter responses from returned paper surveys into the online survey.
- Shred all paper surveys once the data has been entered online to further ensure anonymity.
- Provide a contact number for those respondents who may have questions.

Promotion and Distribution

Vehicles for communication

- District and campus websites
- Social media – twitter, Facebook, etc.
- Posters at campuses
- Automated phone notification system
- Newsletters
- E-mail
- School and community meetings

Sample language copy

Getting the word out ahead of the launch to parents and the community about the purpose of the survey is often beneficial. Samples of copy for a written notice and for a press release follow and should be customized to meet district needs.

Written notice

Sample ISD is conducting a community survey in (Date) to find out what parents and the community think of our schools and to gather ideas for making the district even better.

A link to the online survey will be available on the main page of the district and campus web sites. For parents who do not have Internet access, paper copies will also be available at campus front offices.

Thank you for taking the time to participate in this survey. Your feedback will be useful in planning for our future. If you have any questions, please feel free to contact _____.

Press release

School District Seeks Parent, Community Input

FOR IMMEDIATE RELEASE

Contact: **Jane Doe**

512.123.4567, ext. 9876

<mailto:janedoe@sampleisd.org>

Sample ISD is conducting a family and community survey from (Date) - (Date) to find out what parents and the community think of **District** schools and to gather ideas for making **Sample ISD** even better.

The **Sample ISD** Board of Trustees requested the survey to gather parent and community feedback from each campus to assess how the district is doing and to identify areas needing improvement. The survey, which will be conducted in both English and Spanish, will be available online with limited paper copies offered to those who don't have Internet access.

Sample ISD wants to hear from you! Beginning (Date) , a link to the online survey will be available on the main page of the **Sample ISD** website at [web link here](#).

In addition to the family and community survey, the district also will be surveying secondary students to assess student satisfaction and to identify areas needing attention. Results of both surveys will be presented to the **Sample ISD** Board in (Month) .

Sample ISD thanks all parents, community members, staff, and students in advance for taking the time to participate in the survey and to provide the district with this important feedback!

Located in _____ County, **Sample ISD** serves over _____ square miles. The district's _____ campuses are located throughout the _____ community, drawing nearly _____ students. The mission of **Sample ISD** is _____.

###