

Tips and Strategies for Improving Parent & Guardian Response Rates on the Pre- Kindergarten Survey

Available Online April 30, 2018 – June 23, 2018

This spring, the School District of Philadelphia (SDP) Office of Research and Evaluation (ORE) will administer the annual pre-kindergarten survey to collect feedback from parents/guardians about the quality of pre-kindergarten education at District pre-k and partner sites in Philadelphia (this includes Head Start, Bright Futures, and partner programs). The information captured in the survey is critical to supporting a dialogue among members of the school community about how to make each pre-kindergarten program a better place to learn.

About the Pre-K Survey

- **The survey will be available online via Survey Monkey.** Parents/guardians can access the pre-kindergarten survey online by going to https://www.research.net/r/preksurvey_1718 or through the link posted on the Office of Early Childhood's homepage. The survey will not be available in hard copy.
- **The surveys can be completed on any computer, tablet or smartphone with internet access.** Parents/guardians who do not have access to one of these devices or the internet are encouraged to take the survey by visiting their child's school or any Free Library of Philadelphia KEYSPOt location (a list of which is available at phillykeyspots.org/keyspot-finder).
- **The pre-k survey will be available online in English and Spanish.**
- **To access the survey, parents/guardians must enter their child's COPA ID Number.** Parents can get their child's COPA ID by calling or going to their child's pre-k school/center. Family Service Representatives and Family Advocates can also provide parents with their child's COPA ID and can support parents who need assistance completing the survey.
- **Respondents should not be influenced to answer any items in a particular manner.** We are relying heavily on schools/centers to promote and encourage participation in the survey, as they have the most direct access to parents/guardians. However, please keep in mind that respondents should express themselves truthfully on the survey.
- **Results from the survey cannot be analyzed or shared unless 10% of parents or 10 parents (whichever is greater) complete the survey.** This means for a pre-k site with 120 parents, at least 12 parents (10%) have to complete the survey in order for results to be shared with the site. For a pre-k site with 40 parents, at least 10 parents would have to complete the survey in order for results to be shared. This is necessary to ensure the anonymity of responses.

Tips and Strategies

1. Encourage parents/guardians to take the survey when they are at the school for meetings, conferences, events, or drop-off and pick-up. Schools have used these strategies:

- Have a laptop(s) set up in the office for parents/guardians to use.
 - Encourage teachers to set up a laptop or computer in their classrooms or in the school where they can direct parents/guardians during parent/teacher conferences.
 - Hand out flyers during drop-off and pick-up and have them readily available in the office if parents/guardians cannot stay to complete the survey.
2. Promote the survey through regular parent communication channels (newsletters, email blasts, school messenger) and share the link in an electronic format when possible, making it easy for parents/guardians to “click and go.”
 - Remind parents/guardians that they can complete the survey on their smartphone.
 - Ask other parents/guardians to spread the word about the surveys.
 3. Offer to arrange for parents/guardians who don’t have computers, or who don’t feel comfortable using a computer, to come to the school for help in taking the survey.
 - Have a designated “safe space” at the school so parents/guardians feel comfortable answering the survey questions honestly. If your school has a parent welcome or resource center, you can use this space.
 - If your school has a Bilingual Counseling Assistant (BCA), work with him or her to get translation services for parent/guardians with limited English proficiency.
 4. Provide incentives for completing the survey. Some ideas include:
 - The classroom with the most parent/guardian responses gets a pizza party or a dress down day or something similar.
 - Organize a school-wide celebration if the school target is met by the end of the school year.
 5. Get students involved!
 - Set up a photo wall where students and parents/guardians can take and post pictures of themselves taking the survey.

Additional Information and Support

A survey hotline is accessible M- F, 8:30am – 4:30pm at 215-400-6565.

Support is also available by email at parentsurveyinfo@philasd.org.

You should also feel welcome to reach out to a member of the Office of Research and Evaluation survey team at any time with any questions, concerns, or needs.

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