

District-wide Survey: Tips and Strategies Increasing Parent & Guardian Response Rate

Encourage parents/guardians to take the survey when they are at the school.

(for example, for meetings, conferences, events, sports games, or drop-off and pick-up)

- Set up laptops or tablets in a designated area for parents/guardians to use.
- Make sure the computer lab is open and accessible to parents/guardians during school events.
- Encourage teachers to set up a laptop in their classrooms or elsewhere in the school 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. A printable flyer is available [here](#).

Promote the survey through regular parent communication channels.

(newsletters, email blasts, school messenger, etc.)

- Share the link in an electronic format, 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.
- Include student ID in the communication so parents/guardians do not have to track it down.

Provide incentives for completing the survey.

Some ideas include:

- The classroom or grade with the most parent/guardian responses gets a celebration or a dress down day.
- Rotate the incentives each month to keep it interesting.

Arrange assistance for parents/guardians who don't have computers, or who don't feel comfortable using a computer.

- Designate a “safe space” at the school (for example, a parent welcome or resource center) so parents/guardians feel comfortable answering the survey honestly.
- If your school works with a Bilingual Counseling Assistant (BCA), request translation services for parent/guardians with limited English proficiency.

Get students involved.

- Student-made posters hung up at the school can be motivating for students and parents/guardians. A poster competition could make it even more fun.
- Set up a photo wall where students and parents/guardians can take and post pictures of themselves taking the survey.
- Get student councils involved. Ask them for ideas about encouraging participation.

Celebrate successes!

- Keep stakeholders updated on participation rates. This also provides an opportunity to send reminders to parents/guardians.
- Organize a school-wide celebration when the school meets its target.

Engage with parents throughout the year, not just at survey time.

- Parents who are engaged and who know what's going on are more likely to share their feedback. The Office of Family and Community Engagement can assist with engagement strategies.

District-wide Survey is open until June 7, 2019*

Paper Copies must be returned to the Office of Research and Evaluation by May 31, 2019

About the District-wide Surveys

- **The surveys will be available primarily online.** Parents/guardians can access the District-wide Parent & Guardian Survey by visiting the Parent Portal (District schools only) or by visiting www.philasd.org/parentsurvey.
- **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 District-wide Parent & Guardian Survey will be available online in nine (9) languages:** English, Spanish, French, Vietnamese, Russian, Khmer, Chinese, Arabic, and Albanian.
- **To access the survey, parents/guardians must enter their child's School District of Philadelphia Student ID Number.** This can be found on their child's report card or by calling the school.
- **Parents/guardians are encouraged to take the survey for each of their children.** Every child's experience in school is different, and completing the surveys separately lets parents report on each child's experience separately.
- **The final page of the survey has an optional space to enter the student ID and can be printed or photographed and saved.** This allows parent/guardians to have a record of taking the survey.
- **Respondents should not be influenced to answer any items in a particular manner.** We are relying heavily on schools 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 through the surveys.
- **Schools may have a limited number of paper copies.** Principals can request paper copies for the parent survey (up to twenty percent of their school enrollment). Paper copies can be used for parent/guardians who cannot take the survey online. **Paper copies MUST have a valid student ID in order to be counted.** Please refer to **District-wide Parent & Guardian Paper Survey Instructions** for additional information.
- **We are offering parent and teacher incentives for completing the survey.** All Parents/Guardians who complete the survey will have the option to enter a raffle to win a \$25 e-gift card to Wal-Mart. We will have drawings every Friday from 3/1 - 5/31.

Additional Information and Support

Questions? Contact us at schoolsurveys@philasd.org or 215-400-6565 (phone hotline available M-F, 8:30am-4:30pm). You can also visit <http://philasd.org/dws> for additional resources, including [Parent & Guardian School Snapshots](#) that have school-level summaries of results.

An interactive dashboard with results from past years is available at <http://philasd.org/dwsresults>.

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