

District-Wide Survey: Tips and Strategies for Increasing Parent & Guardian Response Rates

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

(for example, when parents attend school meetings, conferences, events, sports games, or dismissal.)

- Set up laptops or tablets in a designated and private 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. A printable flyer is available on our website.

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 IDs in your communications so parents/guardians do not have to track them 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 at home.

- 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 parents/guardians with limited English proficiency.
- Be sure to order paper copies and ensure they are accessible to parents/guardians who do not have computers or have limited computer proficiency.

Get students involved.

- Student-made posters hung up at the school can motivate students and parents/guardians. A poster competition could make it even more fun.
- 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/guardians throughout the year, not just at survey time.

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

The District-Wide Survey is open until May 8, 2020*

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/keystone-finder).

The District-Wide Parent & Guardian Survey will be available online in nine 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. They can also ask their child, as their student ID is also their lunch ID.

Parents/guardians are encouraged to take the survey once per school. If they have more than one student in the same school, they only need to take the survey once. **If they have students in different schools, please encourage them to take the survey once for each school.** It's up to them which child they take the survey for if they have more than one student in the same school.

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 20% 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. We will hold weekly drawings during the survey window.

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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