

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.)

- During events such as parent/teacher conferences, post simple signs or handout flyers encouraging parents and guardians to take the survey while they wait.
- The flyers should explain how to access the survey and where to find their child's ID number. A printable flyer is available on the DWS website. For parents without smartphones, make sure the computer lab is accessible during school events, or set up stations with laptops or tablets for them to use. The survey link should be pre-loaded, and flyers or screensavers explaining how to find their child's ID number.
- Ask school staff to drop the survey link into the chat during online conferences or virtual community events.
- Hand out flyers during drop-off and pick-up and have them readily available in the office.

Promote the survey multiple times 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."
- Include student IDs in your communications where possible, so parents/guardians do not have to track them down.

- Ask other parents/guardians to spread the word about the survey to other families, such as by sharing the DWS survey link on Facebook.
- Send at least two reminders – e.g. one in the final week of the survey, and one two days before the survey closes.

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.
- Share concrete examples of how your school uses DWS results with parents/guardians, so they know their feedback makes a difference.

About the District-wide Surveys

The Parent & Guardian survey will be available both online and on paper (in the mail).

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 using any computer, tablet, or smartphone with internet access. They will also receive a copy of the survey in the mail, along with a prepaid return envelope. Parents/guardians are welcome to choose whichever survey option suits them best.

The District-Wide Parent & Guardian Survey will be available online in ten languages: English, Spanish, French, Vietnamese, Russian, Khmer, Chinese, Arabic,, Portuguese, and Albanian. Households flagged for Spanish or Chinese will receive paper copies in those languages.

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, in the Parent Portal, in Google Classroom, or by calling the school. They can also ask their child, as their student ID is also their lunch ID and their school email address.

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 parents/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.

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>.