

Tips for Raising Response Rates: Parent and Student Surveys

1. Send a note home in weekly classroom newsletters or monthly school newsletter to announce the student survey period, and/or before sending home the parent survey to let parents know the importance of participating in the survey(s). Let parents know HOW the survey results will be used for improvement.
2. Provide an incentive for parents who take the survey. For example, if their student brings a paper survey back to school, the parent gets 2 hours credit toward their volunteer hours (or another requirement the school has for parents).
3. Provide an incentive for students who bring back a parent survey. Give the student a popsicle, brownie, popcorn, pencil, etc.
4. Have a contest between grade levels. The grade-level to complete the most student surveys, or to get the most parents to complete the parent survey during the survey window gets a pizza party.
5. Charge the "student civics" or "student government" classes to figure out ways to get the parents in their school to take the survey....help figure out "adequate representation".
6. Have students in civic classes call parents and have them answer the questions, have them record onto paper survey, then input paper surveys into the electronic survey.
7. Use the SSC or Title I parent committees to call parents and have them answer the questions, have them record on paper; then input into electronic survey.
8. During the survey "window" publish how many students/parents have completed the survey. Give the whole school a "reward" if you get over 50% to take the survey.
9. When parents are picking up their children from school, hand out bright colored "slips of paper" in the parking lot with the website to the electronic version of the survey.
10. Give the parent survey at "back to school" night and ask them to take the survey before they leave the school, or at parent/teacher conferences. Have the parents come to the school 10 minutes early and take the survey before going to their conference. If parents are unfamiliar with using the computer, have their child enter their answers into the electronic survey.
11. Encourage parents to "drop in" and take the survey in the school library or computer lab.
12. Post the survey link on your school's website. Publish a step-by-step "how to" access and take the survey.