

Tips and Strategies for Successful Survey Administration

While there is no one way to administer the 5Essentials Surveys, listed below are some strategies used in prior 5Essentials implementations.

For the Teacher Survey:

- Share information and schedule time to take the survey during staff meetings.
- Establish expectations for participation.
- Determine a goal window for completion.
- Enlist survey advocates (e.g., lead teachers).

For the Student Survey:

Have state student IDs readily available for login (state student IDs are pulled by ISBE from the Student Information System (SIS) and may be downloaded from the survey administrator dashboard).

- Create a school-wide survey schedule.
- Build into common structures or advisories.
- Rotate classes into the computer lab.
- Use a laptop cart for whole-class survey administration, one classroom at a time.
- Consider using text-to-speech or other differentiation supports for students who may have difficulty reading the survey independently.
- Create a link or bookmark to the survey that is readily accessible on a classroom computer or via Google Classroom

For the Parent Survey:

- Publicize in school district newsletters and on the school's website.
- Encourage parents to complete survey on their smart device.
- Use parent email addresses and phone numbers for email and text message blasts.
- Work with PTA or PTO.
- Utilize computer lab during pick-up/drop-off.
- Make survey available during extracurricular events and parent-teacher conferences.

Planning for Student Survey Administration

WHAT DAY(S) WILL YOU ADMINISTER THE SURVEY?

WHAT TIME(S) WILL YOU ADMINISTER?

WHEN WILL YOU ADMINISTER MAKEUPS FOR ABSENT STUDENTS? BACKUP DAYS?

WHAT DEVICES WILL STUDENTS USE?

- ☐ PC or laptops
- ☐ Tablets
- ☐ Mobile phones

HOW WILL YOU SHARE THE SURVEY URL?

- ☐ Bookmark webpage on devices in the computer lab
- ☐ Link survey on school/districts' home page
- ☐ Share survey link via student email blast
- ☐ Create a QR Code for easy scanning on tablets

HOW WILL YOU MAKE SURE YOU HAVE THE DEVICES YOU NEED?

HOW WILL YOU PROVIDE STUDENTS WITH THE URL?

(examples: write it on the board, provide on paper, save to the browser)

HOW WILL YOU FRAME THE SURVEY FOR STUDENTS?

(See appendix in survey manual for a sample messaging)

HOW WILL YOU SUPPORT AND TROUBLESHOOT STUDENT LOGIN?

IS THERE ANYTHING ELSE YOU WILL DO TO SUPPORT STUDENTS?

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WHO WILL SERVE AS THE PRIMARY CONTACT FOR 5ESSENTIALS SURVEY ADMINISTRATION?

HOW WILL YOU COMMUNICATE WITH TEACHERS ABOUT THE SURVEY?

HOW WILL YOU ENSURE THAT ADMINISTRATION EFFORTS ARE ETHICAL?

ADDITIONAL POINTS OF CONTACT

- ☐ Assistant Principal
- ☐ Technology Coordinator
- ☐ Other designee (non-teaching staff)

HOW WILL YOU ENCOURAGE PARTICIPATION?

- ☐ Announcements at staff meetings
- ☐ Designated survey time
- ☐ Email reminders
- ☐ Visible response rate progress (school-wide)

DESCRIBE YOUR PLAN FOR WHEN AND HOW STAFF WILL COMPLETE THE SURVEY.

ARE THERE ANY POTENTIAL CHALLENGES TO ACHIEVING HIGH PARTICIPATION?

(NOTE: The reporting threshold is 50%.)

WHAT ARE YOUR PRIMARY GOALS OR PRIORITIES FOR THIS YEAR'S TEACHER SURVEY ADMINISTRATION?

HOW WILL YOU SUPPORT AND TROUBLESHOOT STUDENT LOGIN?

ADDITIONAL NOTES OR CONSIDERATIONS

Planning for Parent Survey Administration

WHEN DO YOU PLAN TO BEING COMMUNICATING WITH FAMILIES ABOUT THE SURVEY?

WHAT MESSAGES WILL YOU EMPHASIZE ABOUT THE PURPOSE OF THE SURVEY?

HOW WILL YOU ENCOURAGE PARTICIPATION WITHOUT PRESSURING FAMILIES?

HOW WILL YOU ENCOURAGE PARTICIPATION?

- ☐ Designated staff member will lead outreach
- ☐ School leadership will coordinate collectively
- ☐ Parent leaders
- ☐ We are still finalizing our approach

HOW WILL YOU SHARE THE SURVEY URL?

- ☐ Email or text communication to families
- ☐ Paper flyers or QR codes sent home
- ☐ School pickup and drop off times
- ☐ School website or social media posts

ARE THERE UPCOMING SCHOOL EVENTS WHERE THE SURVEY WILL BE PROMOTED?

ARE THERE ANY COMMUNITY ORGANIZATIONS OR LOCAL LEADERS YOU PLAN TO ENGAGE TO HELP SPREAD THE WORD ABOUT THE SURVEY?

THE STATE REQUIRES SURVEY TO BE ADMINISTERED IN ENGLISH AND SPANISH ONLY. HOW WILL YOUR SCHOOL SUPPORT FAMILIES WHO SPEAK OTHER LANGUAGES?

HOW WILL YOU ENSURE ALIGNMENT ON KEY PARENT SURVEY MESSAGING WITH STAFF?

HOW WILL YOU FOLLOW UP WITH FAMILIES AFTER INITIAL OUTREACH (e.g., method and frequency)?