

GEAR UP Affiliate Parent/Guardian Survey

ADMINISTRATION INSTRUCTIONS



OVERVIEW

The purpose of the GEAR UP Surveys is to gauge the knowledge, attitudes, and experiences of students, parents/guardians, and educators, in order to measure and increase the effectiveness of GEAR UP at your school and around the state.

When surveying families, the aim should be to survey an adult from at least half of all households. The closer to 100% of households surveyed, the closer you are to obtaining representative, usable results. For this reason, it is highly recommended that these surveys are paired with registration, conferences, or another activity in which all households participate. The surveying administration window should be as short as possible and should reach as many parents as possible.

If your school plans to survey parents and have their data captured on the GEAR UP Data Dashboard, the deadline for Parent/Guardian surveying *and entering in all surveys* online is November 30, 2019.

INSTRUCTIONS

Every GEAR UP coordinator will have access to the survey materials needed to administer paper and/or online surveys to all GEAR UP Parents/Guardians. These include:

- **Online links** to Parent/Guardian Surveys (English and Spanish) – Available on the GEAR UP Affiliate website (<https://oreongearup.org/affiliate/current>) **August 1.**
- **PDF versions** of surveys for printing (English and Spanish) – Available on the GEAR UP Affiliate website (<https://oreongearup.org/affiliate/current>) **August 1.**
- **Tips & strategies** for maximizing response rate (see below)

Before you distribute any paper surveys, establish a set location in each school where completed paper surveys are to be returned and inform applicable school staff of its whereabouts – make sure there is both a secure location and receptacle such that no one is able to view these completed surveys. Remember that **these surveys must be treated as confidential!** Before paper surveys are used, establish a plan/team for how those surveys will be entered into the online link *confidentially*, before the deadline, then destroyed. School staff will need to enter completed survey responses into the online version as soon as possible following their completion. Staff should make their best efforts to keep the confidentiality of survey-takers. They should make no effort to identify parents by their responses and should have no knowledge of which parents filled out any completed surveys they view.

Using the *Tips & Strategies Guide* (see below) as well as your team’s resources, provide the **online or print** survey to parents/guardians of all students and make every effort to maximize number of surveys completed and returned.

TIPS & STRATEGIES FOR MAXIMIZING RESPONSE RATE

- **Include survey with registration:** Put paper surveys in the school registration packets, along with other required paperwork. Alternately, have computers or tablets on site during school registration and make the survey a “required station” as part of the registration process. **Please note that administering Parent/Guardian Surveys during registration has shown to be the most effective strategy for ensuring high response rates and reducing the administration effort and time. Therefore, we strongly encourage you to use this strategy.**

- **Combine survey with other events:** Hand out the paper survey or have computer stations available during parent-teacher conferences, open houses, sporting events, or when registering parents for conferences or other events.
- **Offer an incentive for turning in the survey:** Have a raffle with prizes for turning in a survey, or a competition at the school for whichever group of students or teachers gets the most surveys back. You may choose to have participants be able to opt in or opt out of receiving an incentive, if they are just interested in sharing their opinion.
- **Share the link for the survey in multiple ways:** Post the link on your school website or Facebook page, send out the link via a parent email list or text list, or communicate using other media types your school uses. When possible, use a personalized greeting, vs. “Dear Parent.”
- **Keep track:** Keep a list of which households have/not completed the survey (attaching raffle ticket or incentive coupon to surveys facilitates this name-collection) so that you can target your efforts toward these parents. Be sure this list is not linkable to the individual completed surveys, to protect confidentiality.
- **Follow up:** Remind parents who have not turned in the survey.