

GEAR UP 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.

PARENTS/GUARDIANS ONLY NEED TO COMPLETE ONE SURVEY PER HOUSEHOLD. The survey instructs them to think of their youngest 7th-12th grader attending the GEAR UP schools. The **aim is to administer surveys to one of each student's parents or guardians.** The acceptable response rate for Parent/Guardian Surveys is 50%, meaning that **you must receive a completed parent survey for at least 50% of the households with GEAR UP students** (see GEAR UP student list below) in order to obtain usable results.

You may also survey the parents/guardians of non-GEAR UP students (students outside the GEAR UP grades currently served) if it is more convenient or effective. The more GEAR UP Parents/Guardians you are able to reach, the more representative and informative your GEAR UP survey results will be. **The deadline for Parent/Guardian Surveys is November 30, 2019.**

GEAR UP STUDENTS FOR THE 2018-19 SCHOOL YEAR

Cohort Schools	Parents of grades 7-12
Priority Schools	Surveying is recommended (parents of grades 7-12)

INSTRUCTIONS

Every GEAR UP coordinator will receive the survey materials they will need 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 website (<http://oregongearup.org/grant/surveys>) **August 1. Contact your Liaison if your school will be surveying via online registration** and they will provide you with permanent link.
- **PDF versions** of surveys for printing (English and Spanish) – Available on the website (<http://oregongearup.org/grant/surveys>)
- **Tips & strategies** for maximizing response rate (see below)
- **Five pre-paid UPS return envelopes** to mail paper surveys back to Metis Associates (the external evaluator) – Will be mailed to GEAR UP coordinators by end of August 2019

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!**

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 current GEAR UP students and make every effort to maximize number of surveys completed and returned.

For paper surveys, **please mail back the surveys to Metis Associates after each big event or once you have collected a good number of surveys.** For your convenience, we will mail five pre-paid return envelopes with UPS labels to each coordinator by the end of August so you can mail back the surveys (address will be included in these labels and posted on the website under SURVEYS). If you need additional pre-paid return UPS envelopes, please contact Chloe at 212-425-8833 ext. 154 or at crinehart@metisassoc.com.

FOR ADMINISTRATION AND PRINTING COSTS

Paper surveys must be printed by your school cluster, according to each school's needs (number and language). If you wish to use your GEAR UP budget to pay for this, you must have this cost included on your 2017-2018 School Plan. **PLEASE NOTE YOU MAY ALSO BUILD SURVEYING TIME/COST INTO YOUR PLAN FOR STAFF WHO WILL BE RESPONSIBLE FOR SUPPORTING THE SURVEY ADMINISTRATION EFFORTS.** The other option is to use district funds which may then be counted as in-kind match. If there are any issues with printing, please contact Chloe Rinehart at 212-425-8833 ext. 154 or at crinehart@metisassoc.com.

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, last year, administering the Parent Survey during registration was the MOST EFFECTIVE STRATEGY FOR ENSURING HIGH RESPONSE RATES AND REDUCING THE ADMINISTRATION EFFORT 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.
- **Follow up:** Remind parents who have not turned in the survey.