



# College & Career Readiness Surveys

Below, you will find instructions and resources needed to conduct the following surveys at your school:

- Student Survey
- Parent/Guardian Survey
- Educator Survey
- Senior Exit Survey
- High School Alumni Survey (formerly “Life After High School Survey”)

## PURPOSE

These surveys are designed to gauge the knowledge, attitudes, and experiences of students, parents and educators, in order to increase the effectiveness of your school’s college and career readiness activities.

- **Student - Parent/Guardian - Educator:** Specifically designed for 7th-12th grades.
- **Senior Exit:** Gather information about 12<sup>th</sup> grade students’ postsecondary plans and preparations and obtain their contact information in order to support them as they continue their pursuits after high school.
- **High School Alumni:** Gather information about students’ experiences during and after high school and support students as they continue their pursuits after high school.

## INSTRUCTIONS

### CREATING YOUR SCHOOL’S SURVEY

We recommend collecting survey responses online. This makes reviewing your results, sharing and using your data easier. We provide you with a Google survey version to copy and save as your own. Your school will need a Google account in order to host the survey.

To create your version, click the link below and select “Make a copy”. A copy of the survey will be saved to your own Google forms folder.

Survey	Link
Student	<a href="https://docs.google.com/forms/d/1xH7nO5Y8bleA9bX0fTtqagllCNFsTJ9_fUqSFenOYx8/copy">https://docs.google.com/forms/d/1xH7nO5Y8bleA9bX0fTtqagllCNFsTJ9_fUqSFenOYx8/copy</a>
Parent/Guardian	<a href="https://docs.google.com/forms/d/1F6eXOa9ovc29jIhgXATIN3TfTgiwychM59paUAFZDc0/copy">https://docs.google.com/forms/d/1F6eXOa9ovc29jIhgXATIN3TfTgiwychM59paUAFZDc0/copy</a>
Educator	<a href="https://docs.google.com/forms/d/19JQ_Rh-rPEusmssq7LvzDa1pBtuU-LIVISSp6yc2Y50/copy">https://docs.google.com/forms/d/19JQ_Rh-rPEusmssq7LvzDa1pBtuU-LIVISSp6yc2Y50/copy</a>
Senior Exit	<a href="https://docs.google.com/forms/d/18NWnzzxo1mVPPx6cwwhgBpyB3lG0Wpli-YR3qFjd8Gg/copy">https://docs.google.com/forms/d/18NWnzzxo1mVPPx6cwwhgBpyB3lG0Wpli-YR3qFjd8Gg/copy</a>
High School Alumni	<a href="https://docs.google.com/forms/d/1PnVzzfXgUpw7jUqmPVLlOr7zAtY7EQtWExOCC8ibHHk/copy">https://docs.google.com/forms/d/1PnVzzfXgUpw7jUqmPVLlOr7zAtY7EQtWExOCC8ibHHk/copy</a>

### ADD CUSTOM QUESTIONS

Your school can modify the survey to suit your needs, including adding custom questions to the survey. Questions should be thoroughly vetted, actionable, and designed to help your school support students, families, and educators now and in the future. Finalize all questions before administering survey to maintain consistency.

### WHEN TO SURVEY

For all surveys, respondents ideally should take the survey during the same day or week.

- **Student:** At the end of the school year (May/early June), the beginning of the school year, or before data is needed for planning purposes.

- **Parent/Guardian:** Fall, from late August through November – ideally during registration.
- **Educator:** Late May and early June, or before data is needed for planning purposes.
- **Senior Exit:** Late May and early June. Schools should administer the survey to all seniors as late in the survey window as feasible, however, it is critical that students take the survey before they finish their coursework at the school.
- **High School Alumni:** January following high school graduation.
  - **Contact Information:** Your school may have existing contact information for past students. If not, conducting a Senior Exit Survey is strongly advised, in order to obtain this information.

## BEFORE SURVEY ADMINISTRATION

- **Explain** the purpose of the survey to survey-takers and survey-administrators.
- **Prepare technology:** For administering surveys from the schools’ computers or tablets, test the technology to make sure it is equipped with the appropriate software. Surveys are optimized for the latest version of internet browsers. Please ensure the survey also works on mobile devices.

## DURING SURVEY ADMINISTRATION

- Any student-identified information should not be shared with anyone outside the school. Precautions should be taken to protect the confidential nature of student data, particularly for surveys that are not anonymous.
- **Launch your school’s survey:** When you are ready to send out your survey, follow **Step 2** here: <https://support.google.com/docs/answer/2839588?hl=en>

## AFTER SURVEY ADMINISTRATION

- **View survey results:** Survey results can be viewed by selecting the Responses tab when viewing the survey form from within your school’s Google account. Results are also available to download in spreadsheet form via the menu option “Download responses (.csv)”.
- **Close the Survey:** When you have completed survey administration, go to your Google Forms folder, open the survey, go to the Responses tab, and deselect “Accepting responses”. You will still be able to view results.

## TIPS & STRATEGIES FOR MAXIMIZING RESPONSE RATE

- **Include survey with registration:** Put 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. **Administering the Parent/Guardian Survey during registration has consistently been the most effective strategy for ensuring high response rates and reducing the administration effort time.** We strongly encourage you to use this strategy.
- **Combine survey with other events:** 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 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 an email list or text list, or communicate using other media types your school uses.
- **Keep track:** Keep a list of which respondents have/not completed the survey (attaching raffle ticket or incentive coupon to surveys helps with this) so that you can target your efforts toward these parents.
- **Follow up:** Remind respondents who have not turned in the survey.