



## **HOW IS SURVEY ELIGIBILITY DETERMINED?**

The survey population was set in December of 2012. Survey materials are only provided for constituents that were listed in ATS or Human Resources data at those points. As the survey progresses, your school population will change. Constituents can be updated in ATS or HR teacher files and removed automatically from your school's survey population if they are no longer part of your school's community.

Parents should complete one survey per school. Siblings and households are determined in accordance with household information in ATS, and response rates are adjusted when the survey closes in accordance with matching student address information in ATS.

## **BOOST RESPONSE RATES**

### **❖ COMMUNICATE!**

- Draft a letter for your principal to send to parents.
- Devise simple incentives for students and parents to complete surveys (First classroom to 100% completion gets free entry to a school event, a one-day pass "jeans pass" for schools with uniforms, or a one day homework pass).
- Help your school remember the deadline (April 12<sup>th</sup>).
- Help your school remember the website: [www.nycschoolssurvey.org](http://www.nycschoolssurvey.org)

### **❖ HOST!**

- Capitalize on pre-planned events that parents attend.
  - ✓ Parent-Teacher conferences, PTA meetings
  - ✓ basketball games, school concerts, awards night
- Get parents online by making school computers available during school events.
  - ✓ Plan nights for parents to come in and fill out the survey online in a computer lab.
  - ✓ Remind parents that all libraries will be open and ready to get them online.
- Show that survey feedback has changed or will change the school.
  - ✓ Acknowledge survey feedback from prior years.
  - ✓ Highlight positive feedback and areas for improvement.
  - ✓ Share changes that have been made at the school as a result of survey responses.

## **KEY RESOURCES FOR SURVEY COORDINATORS**

Your school community will come to you with questions. Where can you go to get answers?

- Review your weekly Survey Coordinators emails VERY CLOSELY. They have 99.9% of the information you need.
- Get information about survey delivery and ask questions about survey plans for your school by email at [surveys@schools.nyc.gov](mailto:surveys@schools.nyc.gov).
- Direct parents and teachers to the survey hotline if they have lost their survey materials and need a new password at 1-800-690-8603
- Take the survey online and get more information at [www.nycschoolssurvey.org](http://www.nycschoolssurvey.org).