

NYCDepartment of
Education
Joel I. Klein, ChancellorNYCDOE SURVEYS
P.O. Box 180
New York, NY 10150

Your School, Your Voice!



Fill out your school survey today!

Su escuela, su opinión. ¡Complete esta encuesta hoy!

إستماع صوتكم ضروري لنجاح مدرستكم: المرجو ملء هذا الاستبيان اليوم!

আপনার স্কুল, আপনার অভিমত: আজই এই সমীক্ষা পূরণ করুন!

Lekòl ou a, se vwa pa w: Ranpli sondaj sa a jodi a!

您的學校，您的聲音：請在今天填寫調查表！

여러분의 의견을 기다립니다: 본 설문지를 완성해 주십시오!

Ваша школа, ваш выбор: заполните эту анкету сегодня!

آپکا اسکول، آپکی آواز: پر سروے آج ہی مکمل کیجئے!

NYC SCHOOL SURVEY 2010 SCHOOL LEADER TRAINING

NYCDepartment of
Education

Joel I. Klein, Chancellor

February 2010

NYC SCHOOL SURVEY

Agenda

1. SURVEY REFRESHER
2. WHAT'S NEW THIS YEAR
3. TIPS TO INCREASE RESPONSE RATE
4. SURVEY RESULTS → IMPROVING SCHOOLS
5. RESOURCES FOR YOU

SURVEY REFRESHER

- This is the 4th year of the annual NYC SCHOOL SURVEY.
- All parents, all teachers, and students in grades 6-12 take the survey.
- The School Survey measures four elements of a school's learning environment:
 - ✓ **ACADEMIC EXPECTATIONS**
 - ✓ **COMMUNICATION**
 - ✓ **ENGAGEMENT**
 - ✓ **SAFETY and RESPECT**
- The School Survey counts for 10% of each school's Progress Report grade.
- 2009 was a record-setting year! **45% of Parents, 73% of Teachers and 80% of Students** took the School Survey.

WHAT'S NEW THIS YEAR?

The Survey Team received feedback on all aspects of the survey process and has responded with improvements.

- **Alignment to citywide Parent Teacher Conferences**
- **All teachers are GOING GREEN**
- **Regular response rate updates**
- **Eligibility**
- **Sibling policy**
- **Citywide campaign**

WHAT'S NEW THIS YEAR?

➤ Alignment to citywide Parent Teacher Conferences

- ✓ **Parent surveys** will arrive at schools in line with parent teacher conference dates in February and March
- ✓ Schools that serve any students in high school will receive parent surveys in time for March conferences
- ✓ **Student surveys and postcards** will arrive in schools throughout March
- ✓ **Teacher postcards** will arrive in schools in early March

WHAT'S NEW THIS YEAR?

➤ All teachers citywide are **GOING GREEN!**

- ✓ Last year, over 25,000 teachers took the School Survey online.
- ✓ This year, **ALL TEACHERS** will take the School Survey online. No paper surveys will be available to any teachers.
- ✓ Teachers will receive postcards with anonymous login information and instructions to take the survey online.

WHAT'S NEW THIS YEAR?

➤ Regular response rate updates

- ✓ Last year, Survey Coordinators received weekly updates with parent, teacher, and student responses.
- ✓ This year, Survey Coordinators will again receive weekly response rate updates.
- ✓ Principals will have access to response rate information for all schools in PWeekly.

WHAT'S NEW THIS YEAR?

➤ Eligibility

- ✓ The survey population at each school for 2010 was set in October and December of 2009.
- ✓ Survey materials will be provided for constituents that were listed in ATS or Human Resources data at that point.
- ✓ As the survey progresses, your school population will change. Constituents can be REMOVED from your survey population but NOT added.
- ✓ **You can discard/recycle materials for ineligible constituents. Please do NOT send materials back and please do NOT email the survey team with the names of ineligible constituents.**

WHAT'S NEW THIS YEAR?

➤ Eligibility

- ✓ Schools can remove ineligible constituents in the data source by taking the following steps.
 - If a school receives a survey for a **student or parent of a student** who is no longer enrolled in that school, the Survey Coordinator should notify the school's pupil accounting secretary to update that student file in ATS.
 - If a school receives a survey for a **teacher** who is no longer in that school, then the Survey Coordinator for that school should notify the school's administration of the need to update that teacher file. If a school's administration has questions on this procedure, they should contact their Integrated Service Center (ISC) and ask for assistance from Human Resources.

WHAT'S NEW THIS YEAR?

➤ Sibling policy

- ✓ Parents are directed to complete one survey per school, regardless of how many children he or she has in that school.
- ✓ The survey team identifies siblings using a match between:
 - **School ID (DBN),**
 - **Street Number, Street Name, Apartment Number, Zip Code,**
 - **Parent Last Name, Parent First Name,**
 - **Phone Number**
- ✓ This will match a majority (but not all) of the siblings in schools, and we do not send multiple parent surveys if we find sibling matches.
- ✓ If your school receives multiple surveys for a family with siblings in the same school, DO send all surveys home to parents/guardians. The survey includes instructions for families to complete one survey per school.

WHAT'S NEW THIS YEAR?

➤ Citywide marketing campaign

- ✓ The School Survey has been awarded a pro bono partnership with Clear Channel – a marketing company with outdoor and radio ad space.
- ✓ The School Survey will be advertised, FOR FREE! on:
 - ➔ **7 billboards around the city**
 - ➔ **5 radio stations (20 radio spots per week)**
 - ➔ **5 online sites**
- ✓ You will see and hear these ads beginning at the end of February and running through the end of April.
- ✓ You'll have \$500,000 of marketing materials supporting you in your efforts to get surveys out to your school!

GREEN SCHOOL AWARD

- **Green School Award recognizes high online participation**
 - ✓ The Survey Team will be giving out Green School Awards.
 - ✓ Green Schools will be recognized by Department of Education and City officials in the spring.
 - ✓ the Green School Award will also be displayed both on that school's Survey Report and Progress Report.

To receive the **Green School Award**, a school must achieve at least these online participation levels for all populations:

Parents	→ 25%
Teacher	→ 100%
Students	→ 75%

Survey Coordinators

Your job as the Survey Coordinator:

- Assure survey materials are received at the school
- Distribute survey materials to parents, students, teachers, paraprofessionals, and parent coordinators
- Receive and display posters
- Troubleshoot problems as they arise
 - ✓ The Accountability Service Desk will be your main partner in working through any issues that arise.
 - ✓ The Accountability Service Desk will monitor shipping of surveys and will contact schools to ensure that all boxes have been received by school leaders.
 - ✓ You will receive tracking information on the boxes of surveys being shipped to your school by email.

TIPS TO INCREASE RESPONSE RATES

What strategies did you use at your school last year to get **PARENTS** to fill out the survey?

What strategies did you use at your school last year to get **STUDENTS and TEACHERS** to fill out the survey?

BOOST RESPONSE RATES

❖ BUILD A TEAM

- **Recruit a Survey Captain** to help devise strategies, plan events, spread the word, and reach out to families at your school.
- **Include student leaders** to assist in all phases of survey planning and execution. Students can be helpful in assisting with logistical efforts (sorting and delivering surveys). They can also review the results from last year and again later when the survey results for this year are released to contribute ideas about how improvements can be made.
- **Your school's UFT Chapter Chair** can work alongside you in an effort to drive response levels for the teacher survey.

BOOST RESPONSE RATES

❖ COMMUNICATE!

- Draft a letter for your principal to send to parents.
- Let your parents know that the green envelopes are coming.
- Devise incentives for students and parents to complete surveys
 - ✓ First classroom to 100% completion gets a pizza party
 - ✓ First classroom to 100% completion gets free entry to a dance or event
 - ✓ Parent completion slips can be entered in a school raffle for student prizes.
 - ✓ First grade of teachers to 100% completion gets a coffee/donuts staff meeting
- Help your school remember the deadline (April 23rd)
- Help your school remember the website: www.nycschoolssurvey.org

BOOST RESPONSE RATES

❖ 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 where parents can 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.

- **Encourage parent-to-parent appeals.** Schools last year that had high parent response rates on the survey found ways to get parents to reach out to other parents.

BOOST RESPONSE RATES

❖ Show that the School Survey is changing the school

- This is the most compelling, best incentive to encourage people to take the School Survey.
- **Present changes to school groups.** It is not enough to only make the changes; you must also communicate that important changes have been made because of the feedback provided by the school community.
- **This is especially effective in addressing low teacher response rates.** Help teachers understand that by completing a survey, they are making the school administration aware of changes they would like to see to classroom practices and organizational structures.

IT'S NEVER TOO EARLY TO IMPROVE YOUR SCHOOL



How has your school used survey results to make changes?

RESOURCES

- ❖ **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% of the information you need.
 - Get information about survey delivery and ask questions about survey plans for your school → surveys@schools.nyc.gov
 - Direct a parent to help in many languages → **311**
 - Take the survey online → www.nycschoolssurvey.org
 - View and compare survey results on Survey Quest → <http://schools.nyc.gov/Accountability/SchoolReports/Surveys/SurveyQuest>

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