

SURVEY ADMINISTRATION: BRIEF ADVICE AND GUIDANCE

The following list provides general guidance for survey administration. Links are also provided to additional, more in-depth free resources that can guide the administration of surveys.

Choose a good time for sending out the survey.

Avoid holidays, events, or busy times of the year when participants may be less available.

Set a deadline for submitting the survey.

Clearly communicate the survey deadline to create a sense of urgency.

Offer incentives.

Consider offering small incentives or rewards for completing the survey.

Identify a district or school point of contact to respond to questions about the survey.

Include this person's contact information in all communications about the survey.

Use multiple communication channels.

- Send information to participants through multiple communication channels, such as email, text messages, paper forms, social media, and through conversations. Not everyone prefers the same method, so providing the information in various ways increases the chances that participants will complete the survey.
- If participants are parents or students, consider including permission forms and/or survey links with other required forms, such as student enrollment or documents that may require a family member's signature, like report cards.

Follow up with reminders.

- Send reminder messages, emails, texts, or phone calls. Be respectful in your follow-up communication and consider sending multiple reminders over time, potentially via multiple communication channels.
- Template reminder for district and local education agency representatives: PDF page 26 from [Survey Methods for Educators: Selecting Samples and Administering Surveys](#) (REL Northeast & Islands, 2016).



Monitor progress.

- Conduct an early check of data during the first week of survey administration to ensure that all information is being recorded correctly.
- Regularly provide district or school leaders with information about response rates. This information may help make this effort feel like a shared responsibility among district and school staff.

Provide participants with results and implications.

Once survey results are available, share them with the school community and explain how the findings will be used to make improvements.

ADDITIONAL RESOURCES

- [Practical Strategies to Engage Caregivers in School Climate Surveys](#) (REL Midwest, 2023)
- [Survey Methods for Educators: Selecting Samples and Administering Surveys](#) (REL Northeast & Islands, 2016)

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