AdvancED™

Guide to Administering
Stakeholder Surveys

For Michigan Schools and School Systems

Table of Contents

Preparing for Survey Administration

Review the stakeholder perception surveys.

View sample surveys **Under School Improvement Tasks-Online Resources and Tools-Survey Links** at **www.advanc-ed.org/mde**

Prepare stakeholders and build awareness.
- Consider sending a communication to stakeholders a week or two prior to survey administration to:
    1. build awareness of survey
    2. reassure stakeholders of the purpose and importance of collecting stakeholder perception data
    3. encourage participation
    See Exhibit A for a sample communication
- Discuss the importance of collecting and using stakeholder perception data during a staff meeting. Consider sharing one or more of the surveys and have a guided conversation about how staff feels about providing/collecting this type of perception data and how it will be used as part of a continuous improvement process. Encourage a culture of trust and honesty.

Identify a project manager to oversee the survey administration process.
- Once a project manager has been identified, make sure he or she has access to the AdvancED® Survey System and a copy of this document to help guide the administration process.

Determine and document how the school/district wants to handle the administration process.
- Taking all things into consideration (e.g., school/district calendar, resources to handle the administration process, desired dates for data review, school activities, other surveys or requests for information already distributed to stakeholders, etc.), determine the best dates for survey administration.
    - When should the survey be distributed?
    - How often should a reminder be sent?
    - When should the survey be closed?

Survey	Start Date	Reminder Date	Close Date
Parent			
Staff			
Student (Early Elementary)			
Student (Elementary)			
Student (Middle/High)			

For AdvancED School System/District Accreditation ALL schools within the district must have results for the parent, staff and student survey

- Identify which stakeholders will be surveyed.
    - **District Administration - Which schools will be included?**
    - **Which grade levels in the school will be surveyed?**
    Things to Consider: You should plan to survey as many people as possible. The more responses you receive, the more valid and reliable the data. If administering a survey in

early fall, perceptions of students in grade levels that are just entering the building (e.g., 6th or 9th grade) may not paint an accurate picture.

- o **Which staff will be surveyed?**

  Things to Consider: Schools and districts engaged in the AdvancED/NCA accreditation process are expected to survey all professional and support staff members. The demographic section of the survey contains the following roles: teachers, support staff, administrators, other. Upon completion of the survey, the survey administrator will have the ability to view disaggregated reports by role.

- o **Which parents will be surveyed?**

  Things to Consider: You should plan to survey as many parents as possible. The more responses you receive, the more valid and reliable the data. Schools and districts engaged in the AdvancED/NCA accreditation process are expected to invite all parents to participate in the survey.

- Set and document an anticipated or target response rate.

  Things to Consider: The following response rates will be required for AdvancED/NCA accreditation: 20 percent for parents, 40 percent for students and 60 percent for staff. Consider participation rates from other previously administered surveys or questionnaires. Engage school administrators/staff in the process of setting target response rates.

Survey	Number of All Possible Stakeholders	Number of Responses	Response Rate
Parent			
Staff			
Student (Early Elementary)			
Student (Elementary)			
Student (Middle/High)			

NOTE: Copy this table as needed to document the target response rate for each school.

- For each stakeholder group, create an administration plan that will best achieve the target response rate.
  - o **What distribution method will be used?**

    Things to Consider: Surveys can be administered online and/or paper. There is not a required administration process for AdvancED/NCA accredited schools, but schools and school systems are encouraged to consider various methods of contacting and encouraging participation from all stakeholder groups.

	Email	Website	Newsletter	Computer Lab	Paper	Other (Explain)
Parent						
Staff						
Student (Early Elementary)						

Student (Elementary)					
Student (Middle/High)					

NOTE: Districts may want to identify various administration plans by schools in order to achieve each schools desired response rate. Copy this table as needed to document the plan for each school.

o **Has a communication been drafted to post and/or distribute the surveys?**
   Things to Consider: Depending on the survey type and methods selected for administration, it may be necessary to develop several communication messages. Keep it short and simple – If parents have to read more than a paragraph in order to find a link to take the survey, they will most likely not respond.
   > *See Exhibit B for a sample administration email.*
   > *See Exhibit C for a sample reminder email.*

o **What role will schools and/or school staff play in the survey process?**
   Things to Consider: Will school administrators or teachers be asked to encourage participation? If so, will someone be providing them with regular updates as to the participation rate to date? Engaging school staff in the survey administration process can build awareness and acceptance when survey results are revealed but may also skew results if only the "pro-school" parents are encouraged to respond. Care should also be taken to prevent encouragement that may be perceived as coercion.

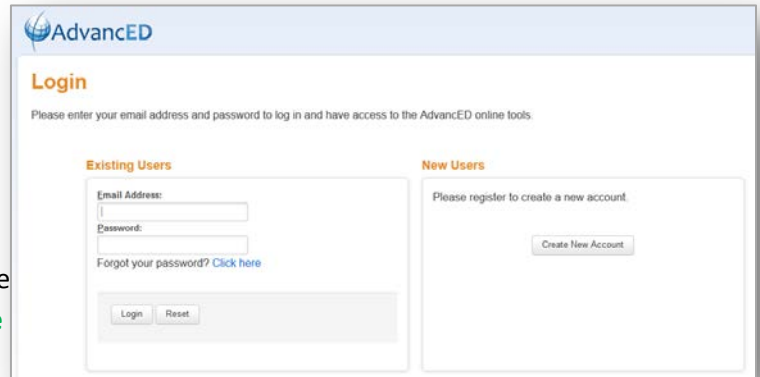## Struggling to Get a Good Response Rate from Parents?

Here are a few ideas from other schools and districts that have helped increase parent engagement.

1. Open the computer lab during a parent night or school open-house and offer an incentive to take the survey. It's amazing what a person will do for a hotdog.
2. Ask students to encourage parents to take the survey at home. Offer students an extra five minutes of recess or a homework pass if a parent certifies they have taken the survey.
3. Have parent volunteers stationed in the parking lot at the end of the day with paper surveys and clip boards. Most parents would be happy to complete the survey while they are waiting in the car pool line.
4. Hand out raffle tickets to every parent who completes a survey. Local restaurants, grocery stores, and businesses would probably donate a gift certificate or item to a raffle.
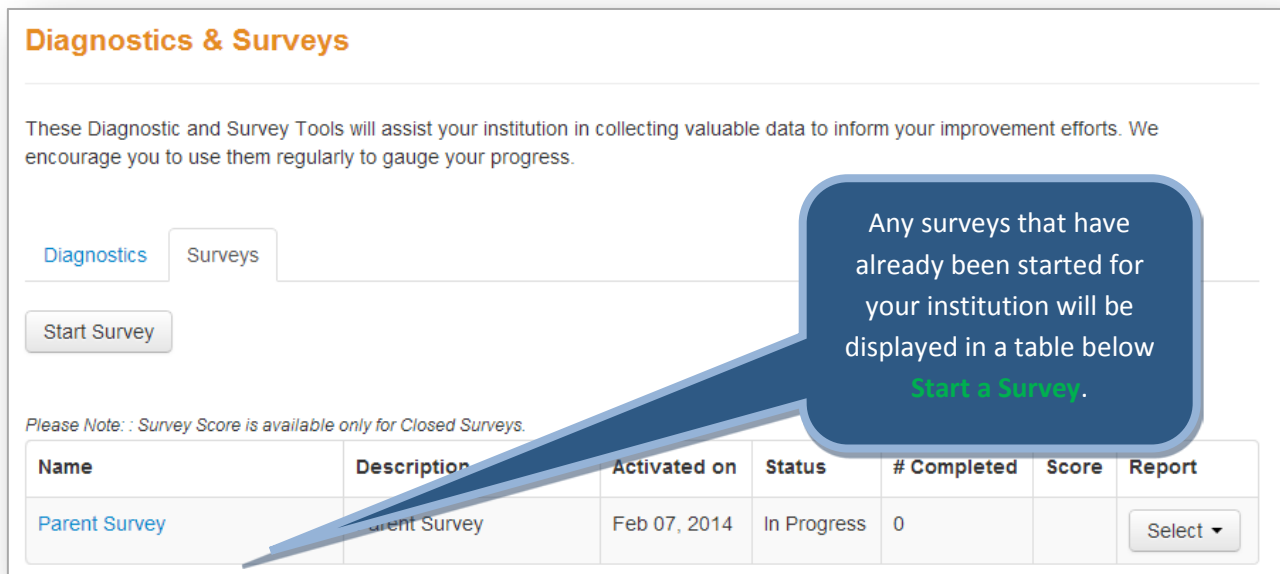
Accessing Surveys in ASSIST™

Surveys can be accessed by logging in to the AdvancED Adaptive System of School Improvement Support Tools (ASSIST) at www.advanc-ed.org/assist.

Login to ASSIST using your email address and password. If you need additional assistance with the login process, refer to the **ASSIST Quick Start Guide** at www.advanc-ed.org/assistresources.

Once you are in ASSIST, select the **Diagnostic & Surveys** tab, then the **Surveys** sub-tab.

> There is no cost to administer surveys.
> You can administer them at any time and as often as you would like.

Survey Setup

Select **Start a Survey** to begin the survey setup process.
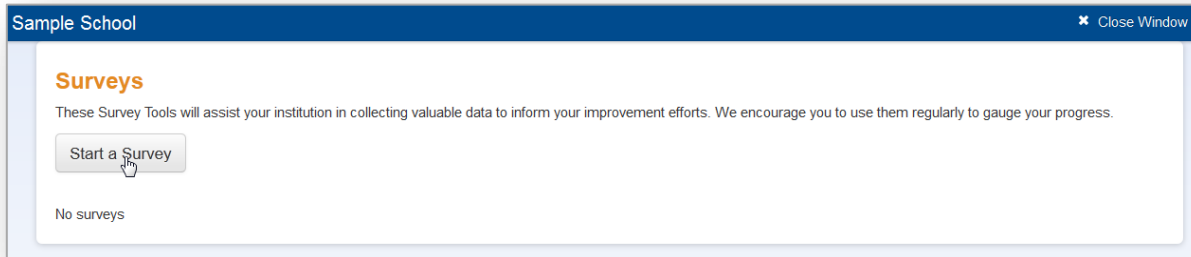
You will be taken to the Create Survey page, where you can select the survey you would like to administer from a dropdown list. You can preview the survey content prior to starting a survey by selecting the **Preview Surveys** link.

NOTE: To return to your institution's ASSIST Diagnostics & Surveys page, select the institution's name in the blue header bar at the top of the page.

Be sure to provide a brief description that will help to differentiate one survey from another. You may decide to administer multiple surveys over time, so providing a date in the description will be helpful.

Once you have selected a survey and provided a description, select **Next**.

Although you can always delete a survey after it has been started, you may want to preview the surveys before you begin.

School districts will be provided a checklist of schools within their jurisdiction to select for survey distribution. Individual schools do not have the ability to survey other institutions, so they will not see this page.

Create Survey

Select Institutions for distribution

Select the institutions to include in this survey administration

	Name		
☑	Holt Public Schools	District	Holt
☑	Dimondale Elementary School	School	Dimondale
☑	EdTrek	School	Holt
☑	Elliott Elementary School	School	HOLT
☐	Holt 9th Grade Campus	School	Holt
☐	Holt 9th Grade Campus	School	HOLT
	High School	School	HOLT

Schools selected will be included as a response choice to the first question in the survey.

Parent Survey Example:
Which school does your child attend?

NOTE: Results from surveys administered at the district level can be disaggregated for each school. Each school will have the ability to view its results from their own ASSIST account. Surveys administered at the school level can be aggregated by the district in their ASSIST account.

Review your survey selection and description and select **Create Survey**.
School districts can review their school selection by selecting the **Selected Institutions** tab.

Review your Survey

Please review your survey selection below.

NOTICE District/Systems: Use the institutions tab to confirm your school selection

Survey Details

Survey	Staff Survey
Description	Staff Survey

< Back   Create Survey

Once your survey is created, select the survey name to preview the survey and/or begin the survey administration process.

Surveys

These Survey Tools will assist your institution in collecting valuable data to inform your improvement efforts. We encourage you to use them regularly to gauge your progress.

Start a Survey

Name	Description	Activated On	Closed On	# Surveys Started	Status
Staff Survey	Staff Survey	Jul 18, 2013		0 web / 0 paper	In Progress

Once inside the survey, a series of tabs are provided to facilitate the survey administration process.

The **Institutions** tab allows you to view the list of institutions selected for inclusion in this survey administration.

NOTE: If the institutions listed are not correct, close the survey and begin a new survey administration. You cannot change the list of institutions after a survey has been started.

Staff Survey

This survey may be administered in both web and/or paper formats upon activation for the selected institutions.

Survey Details   Institutions   Web Administration   Paper Administration

Name	Staff Survey
Description	Staff Survey
Survey Status	In Progress
Activated On	Jul 18, 2013 1:01:32 PM
Closed On	
# Surveys Started	0 web / 0 paper

Back to Surveys   🗑 Delete Survey   Close Survey

CAUTION
Deleting a Survey will prevent the upload of paper survey responses.

Survey Administration: Online

The **Web Administration** tab provides a survey link to administer the online survey. A sample email invitation is also provided that includes the embedded survey link.

> Be careful when copying and pasting the link. If the link is modified, the survey will not work properly. Be sure to test the survey before distributing.

Staff Survey

This survey may be administered in both web and/or paper formats upon activation for the selected institutions.

Survey Details   Institutions   Web Administration   Paper Administration

Survey Link
Below is the link for your web survey administration. You may place this link on your website or insert into the body of an email message.

http://training.advanc-ed.org/survey/public/2049321

Attention Please test your survey link before distribution. You may click the "Preview Survey" button below or copy and paste the link into the browser of your choice.

Preview Survey

Sample Web Survey Email Invitation
Copy and paste the following text if you would like to use it

In an effort to improve system practices, Demo KY S
ete this survey.

In order to complete the survey, please go to:

http://training.advanc-ed.org/survey/public/204932

Please be assured that your responses to this survey w

Thank you for your time and attention to this matter.

Back to Surveys   🗑 Delete Survey   Close Survey

> Be careful not to use **Close Survey** to close the browser window. Selecting **Close Survey** will close the survey administration and prevent additional online survey responses from being collected. This action cannot be undone.

The survey link will remain active until the survey is closed.

Use the survey link provided to administer your survey. Below are some sample delivery methods for online administration.

- Send email invitations with the survey link (see attachments for samples)
- Open the computer lab during parent night or conferences
- Ask parents to take the survey using a mobile tablet (iPad®) while waiting in the carpool line
- Post the link on your school website or in the school newsletter

Parent Survey

Sample School

Parent Survey Progress (42 total questions)

Section 1 | Section 2 | Section 3 | Section 4 | Section 5 | Section 6 | Section 7

Purpose and Direction (Section 2 of 7)

1. Our school's purpose statement is clearly focused on student success.

| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Not Applicable |

2. Our school's purpose statement is formally reviewed and revised with involvement from parents.

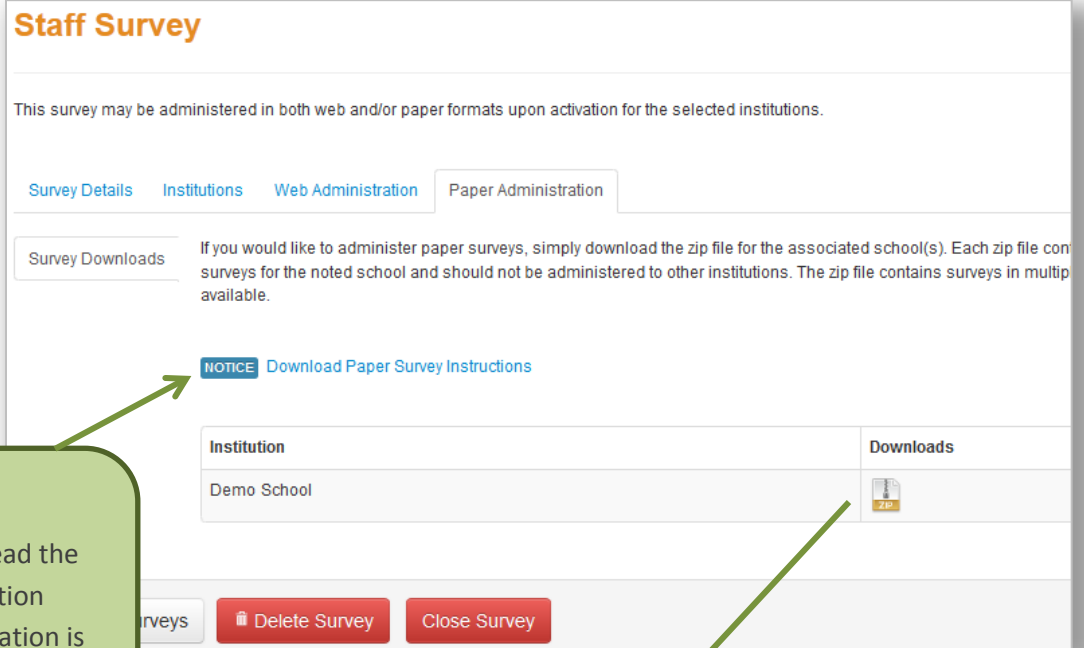| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Not Applicable |

3. Our school has established goals and a plan for improving student learning.

| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Not Applicable |

< Previous   Next >

You can preview the online survey by selecting **Preview Survey**.

Survey Administration: Paper

All surveys can be administered online and/or in paper formats. There is no charge associated with the administration, scanning or reporting of paper survey results if this option is chosen.

Staff Survey

This survey may be administered in both web and/or paper formats upon activation for the selected institutions.

Survey Details Institutions Web Administration **Paper Administration**

Survey Downloads — If you would like to administer paper surveys, simply download the zip file for the associated school(s). Each zip con... surveys for the noted school and should not be administered to other institutions. The zip file contains surveys in multip... available.

NOTICE Download Paper Survey Instructions

| Institution	Downloads
Demo School	📄 ZIP

IMPORTANT

Be sure to download and read the paper survey administration instructions. Critical information is provided that will ensure your survey results are valid and reliable.

...rveys 🗑 Delete Survey Close Survey

Download the zip file provided for each school and print the desired survey questionnaire(s) and answer sheet(s). Each zip file contains multiple languages. All file names identify the language, survey and questions/answers.

Example: en_parent_survey_answers.pdf = English Parent Survey Answer Sheet

📄 ar_parent_survey_answers.pdf
📄 ar_parent_survey_questions.pdf
📄 en_parent_survey_answers.pdf
📄 en_parent_survey_questions.pdf
📄 es_parent_survey_answers.pdf
📄 es_parent_survey_questions.pdf
📄 ht_parent_survey_answers.pdf
📄 ht_parent_survey_questions.pdf
📄 pt_parent_survey_answers.pdf
📄 pt_parent_survey_questions.pdf
📄 README.txt
📄 zh_parent_survey_answers.pdf
📄 zh_parent_survey_questions.pdf

ar = Arabic   en = English
es = Spanish   ht = Haitian Creole
pt = Portuguese   zh = Mandarin
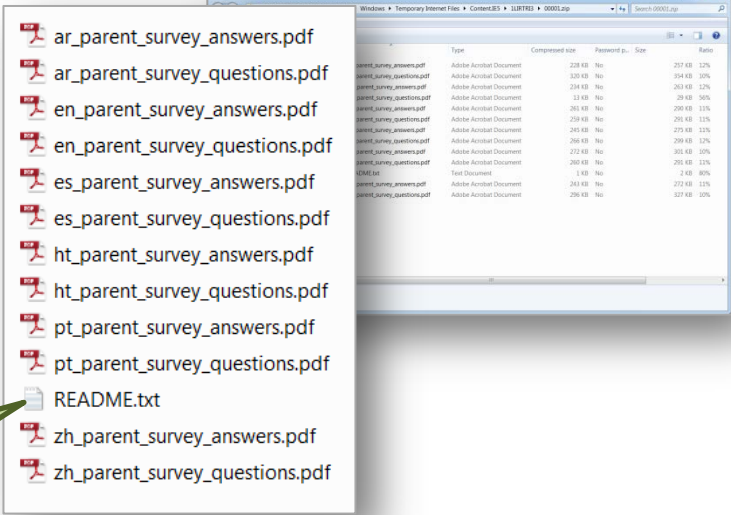
Be sure to confirm the name, survey code at the top of the survey questionnaire and answer sheet match prior to administering any paper surveys.

Survey Answer Sheet
Sample School (Parent Survey)
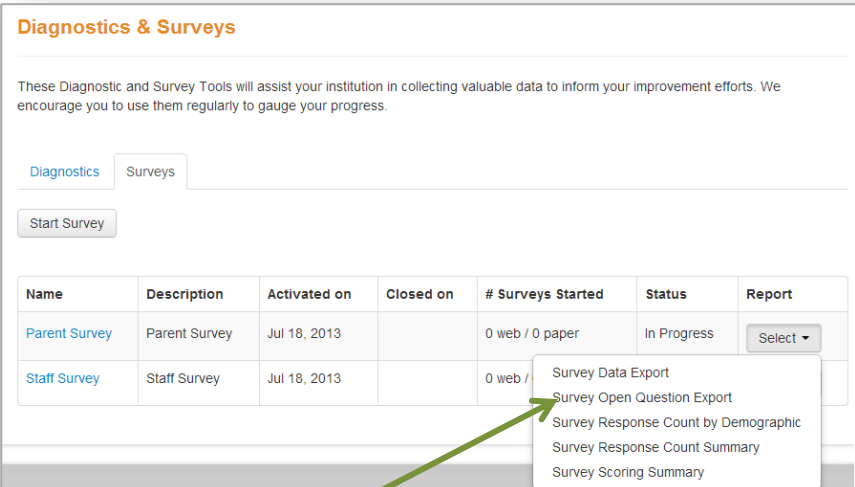**40636810000101**   Survey Code
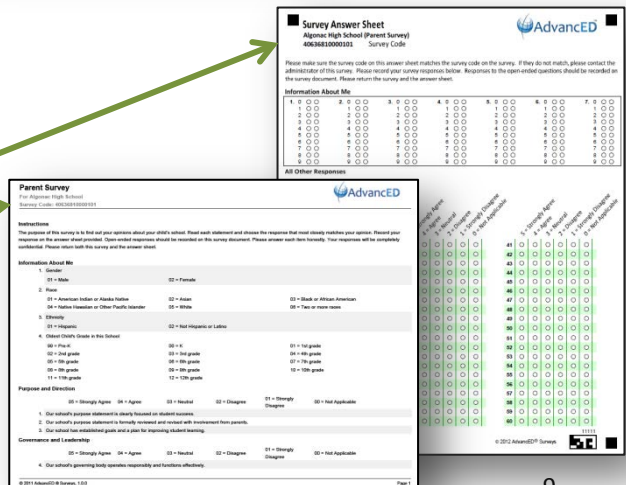
Survey Reporting

Survey reporting can be accessed at any time during and after the survey administration process; however, survey results are only loaded into reporting every 24 hours. (Keep in mind that any survey responses received today will not show in your reports until tomorrow.)

Return to the ASSIST **Diagnostics & Surveys** tab by selecting your institution's name in the blue header bar at the top of the page. **Select** from the Report column the survey you are reviewing.

A list of available Survey Reports will appear. Select the report title for the report you wish to view.

Diagnostics & Surveys

These Diagnostic and Survey Tools will assist your institution in collecting valuable data to inform your improvement efforts. We encourage you to use them regularly to gauge your progress.

Diagnostics | Surveys

Start Survey

Name	Description	Activated on	Closed on	# Surveys Started	Status	Report
Parent Survey	Parent Survey	Jul 18, 2013		0 web / 0 paper	In Progress	Select ▾
Staff Survey	Staff Survey	Jul 18, 2013		0 web /		

Survey Data Export
Survey Open Question Export
Survey Response Count by Demographic
Survey Response Count Summary
Survey Scoring Summary

Survey Report Options
- **Survey Data Export –** export of raw survey response data (all responses are anonymous).
- **Survey Open Question Export –** Export of Open Questions.
- **Survey Response Count by Demographic –** summarized counts of responses to Likert scale questions, where counts are disaggregated by demographics.
- **Survey Response Count Summary –** summarized counts of responses to Likert scale questions in the selected surveys.
- **Survey Scoring Summary –** provides the average score calculated for the selected survey, institution and school year. Scores can be summarized at various levels.
  (NOTE: This report is used to complete the Stakeholder Feedback Diagnostic)

Survey Data Export

1. Select a **Survey Type** (e.g., Parent, Staff, Elementary Student, etc.). You can only select one.

2. Identify the **School Year** in which the survey was administered.

3. The **Survey** menu will be populated with all the surveys you have permissions to view that meet the **Survey Type** and **School Year** criteria provided. Select the survey administration(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and selecting each title.

4. The **Institution** menu will be populated with all the schools included in the survey administration(s) you selected. Select the institution(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and select each title.

5. Select **Export** once all the desired criteria are selected and select either Export CSV or Export EXCEL. Open and/or save the file as desired.

> **IMPORTANT**
> If more than one survey or institution is listed, you must select it. The system will not auto select. **Be sure that your selection is highlighted with a blue bar.**

Survey Data Export

▾ Hide Search Criteria

Survey Type	Parent Survey for schools
School Year	2013 - 2014
Survey ⓘ	Parent Survey (Activated: 07/18/2013) Parent Survey (Activated: 07/18/2013) Parent Survey (Activated: 07/18/2013)
Institution ⓘ	Elementary School A .High School B

Export Report ▾

Export CSV
Export EXCEL

Opening report.xls

You have chosen to open:

📊 **report.xls**

    which is a: Microsoft Excel 97-2003 Worksheet
    from: http://www.advanc-ed.org

What should Firefox do with this file?

◉ Open with   Microsoft Excel (default) ▾

◯ Save File

☐ Do this automatically for files like this from now on.

OK   Cancel

Survey Response Count by Demographic

1. Select a **Survey Type** (e.g., Parent, Staff, Elementary Student, etc.). You can only select one.
2. Identify the **School Year** in which the survey was administered.
3. The **Survey** menu will be populated with all the surveys you have permissions to view that meet the **Survey Type** and **School Year** criteria provided. Select the survey administration(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and selecting each title.
4. The **Institution** menu will be populated with all the schools included in the survey administration(s) you selected. Select the institution(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and selecting each title.
5. Select the **Demographic** for which you would like the results to be disaggregated by in the report.
6. You can view the report results in four ways: On the screen, EXCEL, PDF or CSV. Select the desired method of how you want to view the report.

IMPORTANT
If only one survey or institution is listed, the system will auto-select. **Be sure that your correct selection is highlighted with a black bar.**

Results are provided by Section (Standard) and by institution (if multiple institutions were selected). Totals are provided for each Section.

Question	Demographic	Strongly Agree #	Strongly Agree %	Agree #	Agree %	Neutral #	Neutral %	Disagree #	Disagree %	Not Applicable #	Not Applicable %	Total #	Total %
4. Our school's governing body operates responsibly and functions effectively.	Female	27	67.5%	12	30%	0	0%	0	0%	1	2.5%	40	100%
	Male	10	62.5%	4	25%	2	12.5%	0	0%	0	0%	16	100%
5. Our school's governing body does not interfere with the operation or leadership of our school.	Female	21	52.5%	14	35%	3	7.5%	1	2.5%	1	2.5%	40	100%
	Male	8	50%	4	25%	3	18.75%	1	6.25%	0	0%	16	100%
6. Our school has high expectations for students in all classes.	Female	32	80%	8	20%	0	0%	0	0%	0	0%	40	100%
	Male	11	68.75%	4	25%	1	6.25%	0	0%	0	0%	16	100%

Survey Response Count Summary

1. Select a **Survey Type** (e.g., Parent, Staff, Elementary Student, etc.). You can only select one.
2. Identify the **School Year** in which the survey was administered.
3. The **Survey** menu will be populated with all the surveys you have permissions to view that meet the **Survey Type** and **School Year** criteria provided. Select the survey administration(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and selecting each title.
4. The **Institution** menu will be populated with all the schools included in the survey administration(s) you selected. Select the institution(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and selecting each title.
5. You can view the report results in four ways: On the screen, EXCEL, PDF or CSV. Select the desired method of how you want to view the report.

> Results are provided by question and by institution (if multiple institutions were selected). This report displays the count and percentage of responses for each item, as well as the average score.

Survey Response Counts   Responses By Section and Question

Section: Information About My School

Question	Average Score	Strongly Agree #	Strongly Agree %	Agree #	Agree %	Neutral #	Neutral %	Disagree #	Disagree %	Strongly Disagree #	Strongly Disagree %	Don't Know #	Don't Know %	Total #
1. Students in our school are encouraged, through all aspects of their school experience, to develop a closer relationship with Jesus Christ.	4.36	54	49.09%	49	44.55%	4	3.64%	1	0.91%	0	0%	2	1.82%	110
2. Our school is a community that prays together.	4.42	56	50.91%	48	43.64%	4	3.64%	1	0.91%	0				
3. Our school is a community t... the Gospel message through s... the poor and to those in need.														
4. Our school makes Jesus an...														

> View responses by question, by selecting the **Responses By Section and Question** tab.

Survey Response Counts   Responses By Section and Question

Section: Purpose and Direction

Question 1. Our school's purpose statement is clearly focused on student success.

Responses By Section and Question

Something County School of Arts - Agree
value: 39

(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

Survey Scoring Summary

1. Select a **Survey Type** (e.g., Parent, Staff, Elementary Student, etc.). You can only select one.
2. Identify the **School Year** in which the survey was administered.
3. Select either Standard or Indicator from the **Summarized By** menu.
4. The **Institution** menu will be populated with all the schools under your jurisdiction that administered surveys matching the selected criteria. Select the institution(s) for which you want to export survey results. Select multiple by holding down the CTRL key on your keyboard and selecting each title.
5. You can view the report results in four ways: On the screen, EXCEL, PDF or CSV. Select the desired method of how you want to view the report.

Note:

The Overall Score Report contains the information needed to complete the Stakeholder Feedback Diagnostic.

If multiple institutions were selected in the search criteria, you can view average scores by institution under this tab.

All questions in the survey are aligned to the AdvancED Standards for Quality Schools. The overall average score by Standard or Indicator will be displayed in a visual

Frequently Asked Questions

How often can surveys be administered?
AdvancED Stakeholder Perception Surveys can be self-administered as often as a school/school system would like. The system does not impose any limitations or restrictions. There is an MDE annual requirement for survey feedback and these surveys may be used to fulfill this mandate.

Is there a cost to administer AdvancED surveys?
There is no cost to administer the parent, student and staff surveys online in the AdvancED Survey System. The only cost associated with paper surveys is your cost to ship the answer sheets for scanning.

Is there a community survey?
AdvancED is in the process of developing a Community Survey as a companion to the other stakeholder surveys, but it is not available at this time.

Do the AdvancED surveys align to state and federal requirements in Michigan?
The AdvancED Stakeholder Perception Surveys are aligned to state and federal requirements, and provide valuable information to inform the continuous improvement process. However, additional perception questions need to be asked of stakeholders to address federal program requirements. Examples of these questions are listed below:
- ✓ Were you notified that your school has a schoolwide Title I program?
- ✓ Have you received a copy of the school's Parent Involvement Policy?
- ✓ Have you been invited to a parent-teacher conference this year?
- ✓ Have you been invited to discuss the school's program including curriculum, assessment and expected performance levels?
- ✓ Have you been offered information or suggestions as to how to help and support your child's learning (e.g., attendance, TV use, Internet safety, homework completion, etc.)?
- ✓ Have you been asked to serve on any school council committees to discuss school improvement/accountability?
- ✓ Have you received progress reports in a timely manner?
- ✓ Has the instructional program been a positive experience for your child?

Can additional questions be added to the surveys?
No, the system does not currently allow users to add additional unique questions to a survey. This feature has been identified as a future enhancement of the AdvancED Survey System.

Will these surveys be provided in languages other than those currently available?
There are no current plans to provide additional survey translations, but if you have a strong need for an additional language, please submit a request to mde-helpdesk@advanc-ed.org for future consideration.

Can surveys other than English be administered online?
At this time, only English surveys can be administered online in the AdvancED Survey System. We are working to provide additional languages online in the near future.

Who will be able to view our school/school system's survey response data and reports?
Any authorized individual with permission to your institution's Survey account will have the ability to view your survey response data and reports. This includes all individuals within the state hierarchy with proper permissions such as district, Intermediate School Districts (ISDs)/Regional Education Service Agencies (RESAs) and state department personnel.

Can raw survey response data be downloaded from the system?
Yes, you can export the raw survey data by using the Survey Data Export under Survey Reports.

Can we administer AdvancED survey content in a separate system (e.g., SurveyMonkey®)?
No, all survey content is the intellectual property of AdvancED and it should not be replicated or administered outside of the AdvancED Survey System.

Should surveys be administered by a school or school district?
Both schools and school districts have the ability to administer surveys; however, if a school district would like to have aggregated survey reports at the school district level, surveys need to be set up and administered by the school district. During the survey setup process, the school system/district can select all schools to be included in the survey administration. This provides the ability to disaggregate reports for each individual school.

How soon can survey reports be viewed?
Survey reporting can be accessed at any time during and after the survey administration process; however, survey results are only loaded into reporting every 24 hours.

How long does it take for paper survey results to be available for reporting?
Scanned paper survey results will be accessible in the AdvancED Survey System within 15 business days of receipt of your shipment. If both web and paper surveys are administered, results will be combined into a single set of reports.

Can a survey be deleted?
Yes, a survey can be deleted. Please do not print paper surveys and then delete your survey. This will prevent the system from uploading your results once the surveys are scanned.

Sample Pre-Survey Stakeholder Communication

Dear Parent/Guardian,

[**Insert school/district name**] and all of its schools are engaged in an ongoing continuous improvement process, of which all stakeholders are a part. The district will be sending you an invitation to participate in the online survey between the dates of [**Insert dates**] as one method of reaching all stakeholders.

Surveys are a means to systematically engage all our stakeholders in a two-way communication. They provide school leaders and teachers a lens into the thinking and perceptions of our stakeholders. Careful analysis of the results enriches understanding of areas of strength and effectiveness as well as those areas that possibly need improvement. The survey results will enable our school leaders to measure stakeholders' attitudes and help target improvement strategies focused on student achievement as well as school and district effectiveness. Taking the survey will also help stakeholders understand the AdvancED Standards for Quality Schools and provide a means for learning about what a parent, student or staff member should be looking for in a high quality school system.

Your cooperation and support in completing the surveys will be greatly appreciated. Please be on the lookout for your survey invitation in the coming weeks.

Sample Parent Survey Administration Email

Dear Parent/Guardian,

In an effort to improve system practices, [*insert school/district name*] is conducting a parent survey. We value your opinion and ask that you take the time to complete this survey. The web survey will be available until [*insert stop date*].

To complete the survey, please go to:
[*Insert web link from AdvancED Survey System*]
(If this link does not work by selecting it, please copy and paste it into your browser.)

Please be assured that your responses to this survey will be anonymous. Your honest opinion is appreciated.

Thank you for your time and attention to this matter.

If you need technical assistance to complete this survey, please email AdvancED at contactus@advanc-ed.org or call 888-413-3669 Monday – Friday, 8:00 a.m. – 5:00 p.m. ET.

If you have any questions about this survey, please contact [*insert name*] at [*insert email address*] or [*insert phone*].

Sincerely,
[*insert name*]
[*insert title*]
[*insert school/district name*]

Exhibit C

Sample Parent Survey Reminder Email

Dear Parent/Guardian,

Please be reminded that **[*insert school/district name*]** is conducting a parent survey and they value your input. The survey will only be available until **[*insert stop date*]**. We hope that you are able to take this survey.

To complete the survey, please go to:
[*Insert web link from AdvancED Survey System*]
(If this link does not work by selecting on it, please copy and paste it into your browser.)

Please be assured that your responses to this survey will be anonymous. Your honest opinion is appreciated.

Thank you for your time and attention to this matter.

If you need technical assistance to complete this survey, please email AdvancED at contactus@advanc-ed.org or call 888-413-3669 Monday – Friday, 8:00 a.m. – 5:00 p.m. ET.

If you have any questions about this survey, please contact **[*insert name*]** at **[*insert email address*]** or **[*insert phone*]**.

Sincerely,
[*insert name*]
[*insert title*]
[*insert school/district name*]