

## Parent Survey Ideas Regional Desired Results Training October 2009

### Educate parents about importance of survey:

- Show *Watching My Child Grow* DVD (12 minutes) to parents and make sure they know the importance of surveys.
- Explain the purpose of survey at a general parent meeting and provide opportunity to complete before leaving meeting.
- Use newsletter to advertise the importance of the survey.
- Discuss the survey in all parent meetings then have the forms filled out at a parent meeting and turned in together.
- Speak to the parent directly.
- Tell the parents that survey is official and that the results are sent directly to the state.
- Include cover letter explaining how important the input is to the program.
- Use electronic screen announcement next to office sign-in.



### Surveys are to be anonymous:

- Give survey to parent when you schedule conference. Review the survey with them at teacher conference and then ask them to stay after a few minutes to complete it.
- Have one specific individual responsible for collecting the surveys and doing follow up with the ones not turned in.
- Ask a parent to be the one in charge of follow up with the families who have not responded.
- Involved PAC representatives (encourage parents).
- Color-code the survey by printing on different color paper. (This is a good strategy if you have more than one classroom at a site, or more than one program.)

### Fill it out at site:

- Parent Survey Day – invite parents to do survey and provide snacks while they complete the survey.
- Fill out on-site at front desk. Have balloons there to draw attention to it.
- Use during parent-teacher conference.
- Introduce them during parent orientation.
- Ask parents to fill out if they have time or take home and fill out.
- If parents take survey home, provide them with a stamped addressed envelope that makes it easier to mail back to site.
- Hand it out during parent conference and express the importance of completing it.
- Have a box for turning survey in visible for parents when they drop off child.
- Provide the survey online by emailing to parents.
- Provide at parent meeting.





- Provide at potluck dinner.
- Provide a party atmosphere (spaghetti dinner with balloons etc.)
- Family movie night (this works if you have a DVD player and projector so you can show it on a large screen)
- Group activity and fill out at meeting.
- Family event like a picnic, potluck, movie night, storyteller night
- Arrange a parent's education class and have parent turn in survey, give them a raffle ticket and at the end of the class have a raffle for that group.
- Stop parents before drop off/pick up.
- Introduce survey during parent's meeting.

### **Multiple Ways**

- Early release of survey
- Provide multiple ways for completing survey (email, hand-out, meeting)
- Have it available in other languages-Spanish, Mandarin Chinese, English provided on Desired Results web site.
- Have children make and wear reminder crowns or flags to take home.

**Incentives** (Please note that it is important that children are not penalized if parents do not return the survey)

- Give teacher a gift card (could be for something personal or classroom supplies) for getting a large percentage of surveys turned in. Give a better gift if 100% are turned in.
- Have a competition within the center – pizza party is awarded to class who gets large percentage turned in.
- Drawing, lottery (win a prize)
- When family turns in the survey, they get a ticket and a possibility to win a prize (movie tickets, etc).
- Offer free pie/balloons for kids after all parents turn in.
- Child receives a book when family returns survey.
- Incentives for classroom, provider or center
- Tell importance of parent participation during orientation.
- Raffle tickets
- Over 80% turned in, class gets reward (ice cream party).
- Set up snack table where parent survey can be completed.
- Give a picture frame.
- Give a small prize for turning in survey.
- Book to each family that turns in survey.
- Make a paper thermometer that shows how many surveys have been turned in. Post the thermometer somewhere where parents can see it as they come and go.

