

Survey Essentials

(5/2020)

• ISACS Survey Team (IST) – please contact if you have any questions

Dawn Klus Director of Accreditation, ISACS • Program oversight dawn@isacs.org 312-750-1190	Chris Everett President, The Kensington Group • Research design and analysis chris@tkgresearch.com 317-252-5744	Bob Dicus President, Marketing Research Technologies • Technical program bobdicus@marketingresearchtech.com 317-733-1660
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Action/Output	Timeline	Comments
• Project authorization	Day 1	<ul style="list-style-type: none"> • Bob Dicus (MRT) sends Survey Instructions • Chris Everett (TKG) sends Survey Guide, Survey Overview, Sample of Custom Questions and the school Custom Question Form
• School sends logo and draft of custom questions for review	Wk 1	<ul style="list-style-type: none"> • MRT tests and inserts school logo into survey
• Feedback and finalize custom questions	Wk 1	<ul style="list-style-type: none"> • TKG reviews and provides custom question feedback*
• Submit custom questions for programming	Wk 2 - 3	<ul style="list-style-type: none"> • MRT programs survey links and sends to school (7 – 10 days) • School reviews and approves survey links
• Survey launch	Wk 3	<ul style="list-style-type: none"> • Recommend a Tuesday, Wednesday or Thursday survey launch.
• Reminder email	Wk 4	<ul style="list-style-type: none"> • Send reminder 1 week after survey launch • MRT sends survey status update (consider extension)
• Survey soft close	Wk 5	<ul style="list-style-type: none"> • Soft close at end of week
• Survey hard close	Wk 6	<ul style="list-style-type: none"> • Hard close on following Monday
• PPT Summary – Standard banner	Wk 7	<ul style="list-style-type: none"> • Receive easy to read overview in PPT format (graphs and tables covering all survey questions)
• Tabulated Summary and Detail - Standard banner plus Narrative Response Detail	Wk 7 - 8	<ul style="list-style-type: none"> • Receive tabulated summary and detailed breakdown of data with open-end responses as well as Tabulated Help Sheet and Tabulated Tech Notes to support review
• PPT Board Overview and Survey Models	Wk 8	<ul style="list-style-type: none"> • PPT for Admin/Board topline summary of results • Parent correlation and regression models • Receive Analysis Help Sheet and Analysis Tech Notes

* Standard survey package includes 10 closed-end custom questions and 3 open-end questions for all participants. Additional questions and/or changes will incur additional costs based on number and type of questions.

Steps	Survey Process
1	Review survey/send logo
	<ul style="list-style-type: none"> • Review the Survey Overview and/or on-line demonstration version of the survey: Adult Demo Link https://ISACSDemoAdults.sawtoothsoftware.com/login.html Student Demo link https://ISACSDemoStudents.sawtoothsoftware.com/login.html • Using the ISACS School Community Survey means using the questions "as is" in the entire survey. Custom questions can be added for your specific school. Please see the Section 2 for detailed information about custom questions. • Send the school's logo to IST as a JPEG file to be used on the survey's front page.
2	Create custom questions
	<ul style="list-style-type: none"> • Standard survey package allows for a <u>single set</u> of 10 closed-end custom questions (each with up to 9 possible responses) that will apply to the entire school community. Variations can be accommodated (e.g. more custom question, questions for select audiences, etc.) with a small additional charge for programming and processing • The survey includes 3 open-ended custom questions. Please note that the 3 standard open-ended questions can be reviewed in the Survey Overview or the e-survey links. The wording of these 3 questions can be changed to better meet your needs at no cost. Additional open-end questions can be added for an additional cost (\$50/question). • Develop and send 10 closed-end custom questions along with 3 open-ended questions to IST for review and programming. Please note that the closed-end custom questions must be submitted using the form provided by the IST. The questions will be reviewed by TKG and suggestions will be offered for your review and approval. Please ensure that the wording and instructions are exact and reflect the questions that you prefer. • Once the custom questions are final and sent to the IST, please allow 10 days for programming of the survey links along with a few days for your review and approval. • The Kensington Group can provide additional assistance with the development, appropriate wording of questions or special issues for a nominal hourly charge.

3.	Determine Sample Frame
	<ul style="list-style-type: none"> • The sample frame defines how you want to collect the survey information. There are two primary sample frames that schools use: <ol style="list-style-type: none"> 1. One survey per <u>household</u> to address all students and/or responsibilities. 2. One survey per <u>student or responsibility</u>. <p>The #2 frame method would involve multiple surveys for a participant who has multiple responsibilities - e.g. one for each student (if a parent of multiple students) or one for each responsibility (if a faculty member is a parent, etc.). Please contact TKG if you want to discuss the details and implications of this approach.</p> <ul style="list-style-type: none"> • Sample frame considerations - one survey per household might become an issue when there is more than one student from a household in the school and/or are representing multiple divisions. Or, when a faculty member is also a parent of a student in the school. The concern is "perspective" and how the participants should complete the survey. There might be different views of the various divisions and/or a different perspective as a faculty member and as a parent. The question is how you want to collect, review and analyze the data.

4	Create sample database/approach to distributing the survey
	<ul style="list-style-type: none"> • There are two primary methods for constituents to receive the link to the e-survey. <ol style="list-style-type: none"> 1. Adults - The best and most efficient method is to send an email invitation that contains the survey link. The individual will click on the link and the survey will open. 2. Students - Please do NOT email the survey link to students. This will result in an extremely low response and potential corruption of student data. Students should complete the survey in a controlled environment (e.g. core subject class or an advisory period). Students in grades 6 or higher are usually asked to complete the survey. Some schools will involve students in grade 5 or lower to complete the survey. These situations are best when viewed as an educational moment with the teacher discussing the survey questions and scales with students while completing the survey. 3. An option that some consider is to provide the URL (survey link) in another form (web site or in a USPS invitation). The approach can be used when email addresses are not available. Constituents will enter the URL into their browser and the survey will open. Or, you can post the URL on the school web site. These alternatives are not optimum since there is no control over who completes the survey and/or how many times the survey is used as well as the method is open to corruption. These alternatives should be used only as a last resort. Please discuss with the details of these with MRT since additional costs might be involved.

4a	Stopping and Re-starting the Survey
	<ul style="list-style-type: none"> • Please note that because of the brevity of the survey it is anticipated that individuals will complete the survey during one session lasting less than 10-minutes. However, the stop/start feature is available. Contact MRT for more details.
5	Survey Invitation
	<ul style="list-style-type: none"> • Create a survey invitation that the school will send to the various school constituents. It is suggested that the invitation come from the head of school and include the mission statement and specific instructions related to the survey (e.g. deadlines, answering custom questions, etc.). A draft invitation can be found at the end of these instructions.
6	Survey Approval
	<ul style="list-style-type: none"> • You will be notified by email that your custom questions have been programmed and that your survey is ready for your review and approval. Please review the custom questions and email changes or approval to MRT.
7	Survey Launch
	<ul style="list-style-type: none"> • Send email invitations to constituents. A mid-week launch with adults is recommended. Please avoid a Monday or Friday launch which will probably results in a lower response rate. You will receive periodic status reports via email on the number of completes. • Adults - It is suggested that the survey be available for constituents for at least two weeks or for at least two weekends. Consideration should be given to emailing a reminder invitation to all constituents at the midpoint of the survey time period. • Students – Determine the ideal day(s) for students to complete the survey. Use of a core subject class/advisory period provides the optimum response for most schools. Faculty should be available to proctor the environment while students complete the survey.
8	Banners
	<ul style="list-style-type: none"> • The Standard banner tabulation is part of the survey package where data would be separated by constituent group - parents, faculty, administration/staff, trustees, students, alumni, etc. In addition, the Standard banner provides a benchmark comparison to similar types of schools. A Division banner can be ordered (\$200) that will separate the data at the division level for parents, faculty and students. Examples of the banners can be reviewed in the Survey Guide that was emailed to you at the time of your order. In addition, you can create a Custom banner that might better address your data needs. For example, some schools review a trend line using survey results from past surveys. There is a \$350 charge for a custom banner.

9	Results
	<ul style="list-style-type: none">• After the survey is closed you will begin to receive the results from your survey. You will receive the following documents during the following two weeks:<ul style="list-style-type: none">- PPT Summary- Tabulated Summary- Tabulated Detail- Narrative Response Detail- PPT Board Overview- Survey Models <p>In addition, other results (e.g. Division banner, Custom banner, etc.) that you have ordered will be emailed to you. You might reference the initial page of this document for a general schedule.</p> <ul style="list-style-type: none">• Additional assistance with the review, analysis and presentation of results is available on a custom basis. Contact Chris Everett at TKG (317-252-5744) to discuss your needs.

Standard survey package features include:

- Use of the e-survey with school constituents	- Board Overview PPT for easy communication of results
- Alumni e-survey for young and older alumni (use skip logic)	- Standard (aggregate results) banner
- 10 closed-end custom questions (examples/guidance provided)	- Image/Attitude and Performance correlation analyses
- 3 narrative open-end response questions with the e-survey	- Image/Attitude and Performance regression analyses
- Benchmark comparison to similar types of schools	- Workshops twice per year to support conduct and analysis
- Historical data (since 1994) comparison available	- Storage of historical data for future results comparisons
- PPT of results using simple to understand graphs/tables	- Storage of custom questions for future reference

Standard survey package costs

Usage options and costs	E-survey	
• ISACS Member	\$ 2,400	\$.50/completed survey
• NAIS Member	\$ 2,900	\$.50/completed survey
• All other schools	\$ 3,400	\$.50/completed survey
Standard Banner		Included
Other options and costs		
• Division Banner		Plus \$200
• Custom Banner (1)		Plus \$350 (1)
• Custom questions – 10 closed-end questions		Assumptions (2)
• Additional custom questions		Plus programming (3)
• In-school workshop/custom analysis and presentation		Available for schools (4)

(1) The general cost of a custom banner is \$350. This could include a banner that compares the results from the last survey to this survey. Or, it could include a banner that captures the opinions of parents who are new to the school, answer a question in a specific manner, etc. The \$350 estimated cost for a custom banner covers most requests. However, each custom banner request will be reviewed before finalizing the cost.

(2) The basic assumptions associated with the Standard Package for the e-survey includes a single set of 10 closed-end custom questions that involve: single or multiple responses, a response list of up to 9 responses, limited skip logic and group filtering.

(3) Additional closed-end or open-end questions can be added to the e-survey beyond the Standard Package of a single set of 10 closed-end custom questions. Any type of custom question can be included for an additional programming and processing charge. Email MRT to discuss possibilities and pricing. For example: including an additional set of 10 closed-end questions (beyond the initial 10 custom questions that are included) would cost \$450 to program.

(4) On-site workshops about the survey and self-study process as well as an analysis of your data and presentations to the school community are available from The Kensington Group, Inc. Please email Chris Everett to discuss your specific needs and how a workshop or presentation at your school can support your self-study and/or strategic planning efforts.

Example Invitation

Dear _____

You are an integral part of our school community and we would like your opinions. As part of our periodic reaccreditation self-study process, we are conducting a formal survey of our constituents. The survey should take less than ten minutes to complete. Please note the following.

- Please review the school's mission statement prior to completing the survey.
INSERT MISSION STATEMENT
- Click on the link provided below to access the on-line survey.
- Your answers are **anonymous** and **confidential**, so please provide your honest opinion. We are using a third party (ISACS survey team) to process the survey and we will not know the identity of any survey participant.
- You will be able to provide written or narrative comments about your views of our school along with answers to specific questions.
- Please complete the survey as soon as possible. The deadline for completing the survey is _____.
- Please contact _____ if you have technical difficulties with the survey.

Thank you for your time and effort with this important initiative. We look forward to learning more about how our constituents view our school community. Your responses will help to enhance the school and plan for the future of the school. Thank you.

Regards,

Head of school

Example Email Reminder

Dear _____

A few days ago we sent you an email requesting your assistance as an important part of our school community assessment. Our request involved completing a survey about the school. If you have completed the survey, thank you! Your views and opinions will help direct the future of the school. If you have not had time to complete the survey, we would encourage you to click on the link below to provide us with your views. The survey will take approximately ten minutes to complete. Please note the following.

- Please review the school's mission statement prior to completing the survey.
INSERT MISSION STATEMENT
- Click on the link provided below to access the on-line survey.
- Your answers are **anonymous** and **confidential**, so please provide your honest opinion. We are using a third party (ISACS survey team) to process the survey and we will not know the identity of any survey participant.
- You will be able to provide written or narrative comments about your views of our school along with answers to specific questions.
- Please contact _____ if you have technical difficulties with the survey.

Thank you for your time and effort with this important initiative.

Regards,

Head of school