

ExCEL Annual Survey Fielding Tips, Strategies and Timeline!

We are almost ready to begin the ExCEL youth and parent survey collection season! The handout includes key dates and survey fielding tips and strategies to help your youth and parents complete the survey. These survey results will be used to help you reflect on your program and plan for next year at the August Institute.

The annual survey window is a great opportunity to develop/deepen relationships with your families. In all of your communication, emphasize that their opinion **MATTERS** – and that you use the results of the surveys to design the program. Display the school program report from last year’s survey and make a note of what changes were made because of the data!

TIMELINE	DESCRIPTION	DATE
Youth and Parent Surveys	Program Manager and Site Coordinator will receive parent and youth online survey links.	Wednesday, Feb 7, 2018
	Parent and youth online surveys CLOSSES at 8PM	Youth - Friday, April 13, 2018 Family - Monday, April 30, 2018

FAQ	Answer
Will I get separate links for the student and parent surveys?	YES, each school has its own UNIQUE link for each survey.
Do my students have to log in to take the survey?	YES, for tracking purposes, each student must enter their STUDENT ID. This will allow you to know which students have NOT completed the survey yet. Students use their student IDs for the SFUSD Culture & Climate Survey
Where do I get the student IDs?	You can print them out from the EMS. See the instructions below: <ol style="list-style-type: none"> 1. Log on to your program at: https://www.youthservices.net/sfusd/ 2. Click on the Reports tab 3. Click on the “Custom Report Builder” 4. Select “Youth Participants” 5. Use the Query Tool to select a specific group of participants (optional). 6. Check the boxes for “First Name,” “Last Name,” and “SFUSD Student ID” 7. Select your preferred output type (Web Format or Excel Format)
Is the survey available in multiple languages?	YES, there will be a pull down menu on the first page for all SIX languages - English, Spanish, Chinese, Arabic, Tagalog, and Vietnamese
Can I send out the survey link to families?	YES, you will be provided a URL and a scan code for the parent survey. We will also provide a sample email to use when sending out the link
How will I know who completed the survey?	Tracking forms will be available! The student tracking form will provide you with a list of STUDENT IDs that have been entered. The family tracker will tell you the number of surveys returned by Grade Level. The forms will be updated WEEKLY.
How do I administer the student survey?	Help youth feel like they are taking the survey independently but that you are there for support. Stay within eyesight and share with them how to get your attention so you can help them if they need it. But don’t look over their shoulder.

Survey Fielding Tips and Tricks

1. Pay attention to your calendars – plan for fielding surveys with key dates like Spring Break in mind.
2. Create a short timeline for survey fielding, drawing out a long time yields less surveys.
3. Set aside 15-20 minutes of class time - create a lesson plan around it like you would any other activity.

STRATEGY	DESCRIPTION	BEST FOR:
Reading Survey Questions Aloud	Staff can read the survey questions out loud to their youth. Staff can read and walk an entire cohort of survey takers through the surveys.	Younger grades, English Learners, anyone struggling with 3 rd grade literacy levels.
Activity Review	Staff can review the activities they've done with their young people throughout the year. Additionally, Staff can prompt students with reminders of activities by asking, "what was one of your favorite activities this year," and/or "can you list an activity that was hard for you."	All Youth
Activity Board	Create an activity board for youth to write down an activity, a presentation, or lesson they've done this year.	All Youth
Parents/Caregiver Social Gathering	Create a social gathering and event and make it a survey party where participants can get fed and fill out surveys all at once.	Parents
Competition or Raffle	<p>The classroom or club with the most survey responses - among the youth or by their parents - receives a "reward" of some type such as a field trip, an extra day of clubs, a movie day, a "game" day where the students select that day. Or have the students decide what the "reward" will be?</p> <p>Have the students design a "survey tracker" so they can watch each other's progress.</p> <p>For every youth that parent/caregiver completes a survey, a ticket representing that classroom/club gets entered into the drawing. At the end, have ALL classrooms or clubs receive something.</p>	Youth, Parents

Family Surveys - Outreach and Messaging!

- Plan and publicize a launch event, such as having a kiosk at parent teacher conferences, a community meeting, or principal chat where you can have multiple staff members assisting families to complete surveys on site. Make it easy and appealing to families by having small incentives like snacks, child care, or small prizes.
- Emphasize the importance of the survey so that families understand how valuable their perspectives are in helping us learn and improve. Have staff reinforce the message!
- Coordinate with the school to send out a link to the survey via School Loop or email for parents/caregivers to complete the survey online on their own.
- Send flyers home with students with the survey link.
- Text the survey link to parents and tell them they can complete it on their mobile devices. Stay away from "live broadcasting," like Twitter – since each link is specific to a school.
- Send weekly reminders by letter, robo-call, text, website, email, and in person.
- Make personalized, positive calls home and ask if they've completed a survey; if they need additional help, offer to complete survey over the phone by reading them the questions.
- Have a trusted adult available at a family-focused events to read the survey to parents/caregivers with limited literacy.
- Have a mobile tablet or laptop ready (e.g. at the sign out area, as part of the pick-up valet, or family resource room) with the survey for anytime parents/caregivers come to the school.

Family Surveys - Incentivize Participation!

- Get students to help remind their parents/caregivers. Offer incentives to students - such as class celebrations or free dress passes (if applicable) – for classes in which all families complete the survey.
- Offer refreshments for parents/caregivers as they come to complete a survey.
- Hold a raffle for families who complete a survey at the school.
- Commit to sharing the data back with families so that they see that their voices matter!