

Survey Essentials

(5/16)

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

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General Timeline and Output

Action/Output	Timeline	Comments
• Project authorization	Day 1	• Bob Dicus (MRT) sends Survey Instructions • Chris Everett (TKG) sends Survey Guide, Survey Overview and Sample of Custom Questions
• Logo and custom* questions drafted and sent for review	Wk 1	• Bob Dicus inserts school logo into survey
• Feedback and finalize custom questions	Wk 1	• Chris Everett reviews and provides feedback
• Submit custom questions for programming	Wk 2	• School reviews and approves survey
• Survey launch	Wk 3	• Recommend a Wed. or Thurs. survey launch.
• Reminder email	Wk 4	• Send reminder after 1 week • Bob Dicus sends Survey Status Update
• Survey soft close	Wk 5	• Soft close at end of week
• Survey hard close	Wk 6	• Hard close on following Monday
• PPT Summary - Standard	By Wk 7	• Receive easy to read overview in PPT format using graphs and tables covering all survey questions
• Tabulated Summary- Standard **		• Tabulated summary of key survey questions • Receive Tabulated Help Sheet • Receive Tabulated Tech Notes
• Tabulated Detail - Standard **		• Question-by-question breakdown of results.
• Narrative Response Detail		• File containing responses for each open-end question.
• PPT Board Overview	By Wk 8	• PPT for Admin/Board overview of results
• Survey Models***	By Wk 8	• Parent correlation and regression models • Receive Analysis Help Sheet • Receive Analysis Tech Notes

* Standard survey package includes 10 closed-end custom questions and 3 open-end questions for all participants.

** Division tabulated summary/detail will be substituted if ordered. In addition, comparative year or custom banners can be ordered and will be provided at the same time.

*** Resource Allocation Model Overview includes parent correlation and regression models.



Steps	Process to launch the survey
1	Review survey/send logo
	<ul style="list-style-type: none"> • Review the on-line demonstration version of the survey located at: Adult Demo Link https://ISACSDemoAdults.sawtoothsoftware.com/login.html Student Demo link https://ISACSDemoStudents.sawtoothsoftware.com/login.html • Using the standard ISACS survey means using the questions "as is" in the entire survey. Custom questions will 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 so that the logo can 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 (with up to 9 possible responses) that will apply to the entire school community. • Also, it includes 3 open-ended custom questions. Please note that the 3 standard open-ended questions have been developed and can be reviewed in e-survey links. The wording of these 3 questions can be changed to better meet your needs at no cost. • Develop and send 10 closed-end custom questions along with 3 open-ended custom questions to IST for review and programming. The questions will be reviewed by TKG and suggestions will be offered before programming. Please ensure that the wording and instructions are exact and reflect the questions that you prefer. • Note that you may develop a separate set of custom questions for each constituent group. However, there will be extra programming costs for these questions. • If you plan to develop more than one set of custom questions and/or are providing different custom questions to different constituent groups (i.e. such as one set of custom question for parents and another set for faculty) please see the special section 3 for dealing with this type of situation. • Please allow 10 days for programming of the custom questions along with several days for your review and approval. • The Kensington Group can assist with the development, appropriate wording and review of questions 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. <p>Or</p> <ol style="list-style-type: none"> 2. One survey per <u>student or responsibility</u>. <p>The #2 frame method is to provide multiple surveys to 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.). Call Chris Everett (317-252-5744) if you want to discuss the details and implications of this decision.</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 and has 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 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. Email invitation to participant. The best and most efficient method is to send an email invitation that contains the e-survey link in the email. The individual will click on the link and the survey will open.) 2. Provide URL in a non-electronic format/on the web site. The approach is used when email addresses are not available. You can provide the URL or e-survey link in a hard copy letter sent to constituents. The constituents will enter the URL into their computer browser and the survey will open. Or, you can post the URL on the school web site. These alternatives are not the optimum methods since there is no control over who completes the survey and how many times. These alternatives should be used as only a last resort.



4a	Missing email records
	<ul style="list-style-type: none"> • Missing email records can be addressed using one of several alternatives. Send the survey URL via USPS to individuals who are asked to complete the survey using their own or a school computer. Or, post the URL on the school web site.
4b	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. However, the stop/start feature is available. Contact Bob Dicus at MRT for more details.
4c	Confidentiality of Database
	<ul style="list-style-type: none"> • Your database is confidential and will not be released to any one other than authorized personnel from your school.
4d	Survey security
	<ul style="list-style-type: none"> • You may want to ensure that participants can only complete one survey. Students and other constituents may want to skew survey results by attempting to have their views heard more than once. Please notify Bob Dicus (317-733-1660) at MRT if you would like additional security for your survey.
5	Survey Invitation
	<ul style="list-style-type: none"> • Create a survey invitation that you will send to 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 Bob Dicus at mrt@iquest.net.

7	Survey Begins
	<ul style="list-style-type: none"> • Send email invitations to constituents. You will receive status reports via email on the number of completes. • It is suggested that the survey be available for constituents for 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.
8	Banners
	<ul style="list-style-type: none"> • Select one <u>or</u> both optional pre-programmed banners that are available as part of the survey package. The Standard Banner separates the data by constituent group - parents, faculty, administration/staff, trustees, students, etc. The Division banner separates the data at the division level for parents and faculty. Examples of the banners can be reviewed in the Survey Guide that was emailed to you. In addition, you can create a custom banner that might better address your data review needs. For example, some schools are now creating a trend line using survey results from past surveys. There is a \$350 charge for creating a custom banner.
9	Results
	<ul style="list-style-type: none"> • After the e-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 (317-252-5744) to discuss your needs.



Standard survey package features include:

- Use of the e-survey (or scan 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) or division 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

	E-survey		Scan Paper	
	Usage Fee	E-survey Fee(s)	Usage Fee	Survey Fee(s)
• ISACS Member	\$ 2,200	\$.50/completed survey	\$ 1,600	\$1/completed survey (1)
• NAIS Member	\$ 2,700	\$.50/completed survey	\$ 2,150	\$1/completed survey (1)
• All other schools	\$ 3,200	\$.50/completed survey	\$ 2,650	\$1/completed survey (1)
• Standard Banner OR Division Banner		included		included
Usage options and costs	E-survey and Scan Paper			
• ISACS Member		\$2,650 plus Survey Fee for each survey type (Scan - \$1/complete, E-survey - \$.50/complete)		
• NAIS Member		\$3,250 plus Survey Fee for each survey type (Scan - \$1/complete, E-survey - \$.50/complete)		
• All other schools		\$3,750 plus Survey Fee for each survey type (Scan - \$1/complete, E-survey - \$.50/complete)		
Other options and costs	E-survey		Scan Paper	
• Standard Banner AND Division Banner		Plus \$200		Plus \$200
• Custom Banner (2)		Plus \$350 (2)		Plus \$350 (2)
• Custom questions – 10 closed-end questions		Assumptions (3)		Included
• Additional custom questions		Plus programming (5)		Possible (4)
• In-school workshop/custom analysis and presentation		Available for schools (6)		Available for schools (6)

(1) Minimum processing fee for the scan survey of 250 surveys or \$250.

(2) 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. The \$350 estimated cost for a custom banner covers most requests. However, each custom banner request will be reviewed before finalizing the cost.

(3) 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 patterns and group filtering.

(4) There are 10 slots available on the scan survey for custom questions (each accepting up to 9 responses). However, multiple sets of 10 custom questions are possible for different constituents when using the scan survey. It is suggested that the school reference the Survey Guide (or call Chris Everett 317-252-5744) for additional information about the complex situations involving participants.

(5) 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 (at no charge). Any type of custom question can be included for an additional programming charge. Call the ISACS office or Bob Dicus (317-733-1660) 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.

(6) 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 contact Chris Everett (317-252-5744) 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 self-study process, we are conducting a formal survey of our constituents. 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 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 greatly 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

