

CSPS — Advice from the Field

S3 Coordinators whose schools had a parent response rate of 20% or higher (the maximum from last year was 45%) were interviewed by Cal-SCHLS Staff. Their responses are provided in the following pages.

Fontana A.B. Miller – 45% parent response rate

We gave each student a parent survey through either their English or Social Studies class. We then had a competition where we gave a luncheon to the class that had the highest percentage of parent surveys returned. We actually had several classes with 100% participation. ~

Mark Mancha, S3 Coordinator



Raoul Wallenberg High – 38% parent response rate

- ✓ Parent surveys were made available in counseling, main office, wellness center, and for parents picking up students at the after school program.
- ✓ Anytime a staff member had a meeting with a parent, the parent was asked to fill out a survey.
- ✓ At major events (international dinner, FAFSA application night, PTSA meetings etc.) parents were asked to take time to fill out a survey.
- ✓ Some teachers gave extra credit.
- ✓ Paper surveys went home with students.

~ *Amber Waters, S3 Coordinator*

Round Valley High — 29% parent response rate

Last year our grant coordinator for a different grant managed the CHKS surveys. She went to individual homes to complete the parent surveys.

~ *Laura Rowland, S3 Coordinator*

The major reason that we have been able to get such the response rate we have is that we go out and find parents, carry the surveys with us everywhere and follow up with phone calls and even pick up the completed forms from parents.

~ *Kathy Britton, BRONCO Coordinator*

Mount Whitney High — 32% parent response rate

1. I met with staff at a staff development and explained the process, the special survey schedule, the pizza, and the importance of the surveys.
2. I sent home an automated message about the surveys in English and in Spanish using TeleParent.
3. I sent home the Passive Consent Form and the Parent Survey (log-in and paper copy) in students' last class of the day.
4. All paperwork was returned to that same class.
5. A second TeleParent message was sent home.
6. Teachers reminded students to bring back the surveys to get pizza. I reminded Teachers via email several times.

~ *Amber Paim, S3 Coordinator*

Oakland High —28% parent response rate

Our schools were allowed to use incentives to get surveys back; each school decided what incentives would be utilized. Schools who met the response rate goals for all three surveys were recognized as a “triple crown” winner. The winners were treated to a breakfast and principals were recognized for their efforts.

Buy-in for all three surveys, from the district down to the principals at the school level, took years. Success in surveying is all in the way the message is framed; there is a lot of pre-education about the surveys and the value of the data and the sharing of the data with teachers, students, and eventually parents. The district adopted the CHKS to measure their strategic plan goals.

FYI: The CSPS was administered at all Oakland Unified’s schools

~ Robert Dousa, Prevention Coordinator

South Madera High – 24% parent response rate

1

Our parent survey process ran from a Wednesday to a Friday. On Wednesday we compiled manila envelopes for every teacher which included: One class set of parent surveys (+ 5 in Spanish), 15 ice cream tickets and teacher instructions. Flyers were sent out and placed around campus announcing "Ice

2

On Thursday evening, the envelopes were placed in teacher boxes and an email was sent to briefly explain the process and thank them for their assistance.

3

As a soft reminder, on Monday an email went out asking for assistance to distribute the ice cream during lunch that Friday in the quad. We had 8 volunteers, plus it generated numerous questions from teachers regarding the survey distribution process (which is exactly what we hoped for.)

4

On Monday and Wednesday announcements were placed in the school bulletin reminding students to return completed parent surveys to their 1st period teacher in order to receive a free ice cream on Friday. On Friday we made a general announcement over the intercom at the beginning of lunch reminding students who had returned their parent surveys to bring their ticket to get an ice cream.

~Rebecca Bray, S3 Coordinator
