

## General Considerations When Administering ADSIS Surveys

1. Target the satisfaction surveys to the groups required in legislation: teachers, parents, and pupils.
2. Determine if you are going to sample your survey group or survey all possible respondents. If you are sampling a group of the total possible respondents, choose a sample size for as many respondents as needed to ensure the results are generalizable. A sample size calculator can be found at the following website: [www.surveysystem.com/sscalc.htm](http://www.surveysystem.com/sscalc.htm)
3. In the survey introduction, explain the purpose of the survey. Consider the following when writing the introduction:
  - a. Explain who is conducting the survey and provide contact information, including the contact's email.
  - b. Explain how the survey results will be used as part of the evaluation reporting for ADSIS.
  - c. Reveal whether the survey results will be anonymous, confidential, or neither.
  - d. Make it clear to all potential respondents that their participation is optional.
  - e. Set a return date.
  - f. Express gratitude for the respondents' time and insights.
4. Send a follow-up email or message a week to ten days after the survey has been administered.

## Overall Response Rate Considerations

**Response Rate = (Number of Completed Surveys/Number of Participants Contacted) x 100 percent**

It is important to get as many respondents as possible. While a 100 percent return rate is ideal, it is difficult to get all surveys completed, especially when they are sent to parents/guardians. You can use the information below from survey expert Don Dillman to determine the response rate you need for a statistically reliable result.

- If you are distributing the survey to fewer than 100 possible respondents, you need to have all surveys completed.
- If you are distributing the survey to 100 possible respondents, you need to have at least 80 surveys completed.
- If you are distributing to 200 possible respondents, you need to have at least 132 surveys completed.
- If you are distributing to 400 possible respondents, you need to have at least 196 surveys completed.

If the response rate is less than these numbers, the statistical reliability of the results decreases.

## Survey Analysis Considerations

It is important to consider how the surveys will be analyzed and results reported. Using an online survey tool, even for students, can reduce analysis time, as the online survey tool typically has a function for analysis that provides frequency and distribution information for each survey item. Some questions to consider prior to survey distribution:

- How will incomplete surveys and missing data be handled?
- What checks will be conducted to find errors in coding or data entry?
- Will some questions be weighted more heavily than others?
- How will similar questions across various stakeholder groups be analyzed and reported?
- How will open-ended questions be coded or reported to ensure the responses are coded uniformly?

## Reporting Considerations

When reporting, remember to:

- Interpret results as perceptions rather than facts.
- Take into account the response rate. A low rate means that no general conclusions can be drawn.
- Determine the response rate that is acceptable for reporting prior to administering the survey based on guidelines provided.
- Take into consideration the number and the way respondents have been selected in the result analysis.
- Use multiple sources when considering policy or practice changes, not the survey alone.

When completing the ADSIS end-of-year evaluation report, the following is recommended for reporting high, medium and low levels of satisfaction if you use the ADSIS survey template.

- Report a HIGH level of satisfaction if at least 75 percent of the respondents rated the overall satisfaction of the ADSIS program as high.
- Report a MEDIUM level of satisfaction if 50 percent to 74 percent of the respondents rated the overall satisfaction of the ADSIS program as high.
- Report a LOW level of satisfaction if 0 percent to 49 percent of the respondents rated the overall satisfaction of the ADSIS program as high.

Remember to include your response rates, including the number surveyed, when reporting satisfaction levels.

## Recommendation taken from the following sources

- Survey Guidelines retrieved from the following website on April 1, 2014, <http://www.registrar.arizona.edu/surveyguidelines.htm>
- Conducting the Parent and Family Involvement Survey for your school(s): Instructions and Guidelines retrieved from the following website on April 1, 2014, <http://smhp.psych.ucla.edu/pdfdocs/pandfis.pdf>
- Dillman, D., Smyth, J., and Melani Christian, L. Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, 3rd edition. John Wiley & Sons, Hoboken, NJ, 2009.