



# SurveyWorks!

## Implementation Guide 2011-2012



*Rhode Island Department of Elementary and Secondary Education*

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## Role of the SurveyWorks School Site Coordinator

Thank you for serving as your school's site coordinator for SurveyWorks. The State of Rhode Island requires that students, parents, teachers, and administrators be surveyed yearly as part of the school improvement process (*Article 31, Section 1, Title 16, Chapter 7.1, Subchapter 5*). The SurveyWorks. Surveys are a suite of four surveys offered annually to these stakeholder groups. This implementation guide describes your role and tasks as site coordinator and provides guidance to help make survey implementation effective in your site.

Your overall role is to help implement the surveys at your school, which involves arranging for every eligible student, parent, teacher/staff and administrator to take the survey. Participation rates, especially among parents, teachers/staff, and administrators can be greatly improved statewide. As site coordinator you will help by getting the word out and encouraging everyone to take the survey. Please see some of the suggestions in this guide.

With guidance from SurveyWorks, site coordinators are responsible for ensuring that any parent who wishes to have his or her child opt out of the survey, have adequate notification and time to do so. The site coordinator distributes the parental opt-out forms to parents and reminds parents to return the form to school within two weeks if they wish to exclude their child(ren) from the survey. Parents will only need to sign the consent form and return it to the school if they do not want their student to participate in the survey.

In addition, the site coordinator may also be called on to explain the survey contents, provide a copy of the survey for preview, coordinate with others to post information about the survey on the school or district website, auto-dial system or email list serve. Site coordinators can refer anyone who has questions about the survey to the SurveyWorks Team.

This implementation guide provides a list of actionable items and additional guidance to ensure that the SurveyWorks Surveys are implemented correctly at each school. If you have any questions about these tasks, please contact the SurveyWorks Help Desk at 1-877-787-5725 or email: [surveyworks@wested.org](mailto:surveyworks@wested.org). You can also visit the new SurveyWorks website which include a Coordinator Toolkit at: [www.surveyworks.ride.ri.gov](http://www.surveyworks.ride.ri.gov)

## Getting Started

All site coordinators should complete the following tasks by **December 22, 2011**.

1. **Attend or View a Webinar.** If you are a site coordinator for the first time, you will be required to attend a live webinar. Invitations to register will be sent to site coordinators to register by December 1<sup>st</sup>. If you are an experienced site coordinator or are only implementing the Parent, Teacher/Staff and Administrator Surveys in your school you may attend either a live webinar or view an archived webinar. All site coordinators are responsible for knowing and understanding the information presented in the webinar.
2. **Inform Your Building's Staff about the Survey.** Provide ALL staff with information on the purposes and procedures for SurveyWorks through email or at a faculty meeting. To boost participation rates, explain the importance of SurveyWorks data so staff will understand the value of participating in the survey and will encourage others to do so as well. You might also show them your participation rates for last year to motivate everyone to complete the survey. If time permits, provide an overview of the findings from the 2010-2011 surveys.
3. **Plan Survey Administration at Your School.**
  - a. **Student Survey:** Collaborate with the principal and other school staff as needed to administer the Student Survey on school computers. See examples of how schools schedule students on computers to complete the survey on page 7 of this guide.
  - b. **Parent Survey:** Your school has chosen either a primarily online or primarily paper administration mode of the Parent Survey. For schools opting for paper surveys, you will need to set up a box or place to collect the surveys.
  - c. **Teacher/Staff and Administrator Surveys:** Site coordinators should work with principals to find time for teachers/staff and administrators to complete the survey. These surveys do not need to be completed during the school day and can be completed at any time during the survey period. Site coordinators will distribute survey invitations to these groups.
4. **Develop Plan and Schedule for Communication.** Work with the principal and other school or district staff to communicate auto-dial and email messages, invitations, messages and reminders for parents and staff.

- **Important Dates to Remember**

<b>Key Task</b>	<b>Dates</b>
Student Survey Opt-Out Process for Parents	January 5-19, 2012
Parent Survey	January 5-February 16, 2012
Student Survey	January 30-March 15, 2012
Teacher/Staff Survey	January 30-March 15, 2012
Administrator Survey	January 30-March 15, 2012

## Implementing the Parent Survey and Opt-Out Process

The Parent Survey will be the first survey to go live for the 2011-2012 school year. It will be open from January 5, 2012 to February 16, 2012. Please note that January 5<sup>th</sup> will also be the start of the parental opt-out period for the Student Survey.

### Procedures and Important Dates for Parent Survey and Parental Opt-Out Process

**December 22, 2011:** You will receive the following items from SurveyWorks via email:

- Parental opt-out forms for the Student Survey in five languages.
- Parent Survey Invitation with your schools' password inserted and the URL address where parents can access the survey. Print this invitation on your school's letterhead and ask your principal to sign it.

Please note that you should not distribute these materials until January 5, 2012. They are being sent to you in advance so that you can print and prepare materials. If you do not receive these email documents by December 22, 2011, please email SurveyWorks at [surveyworks@wested.org](mailto:surveyworks@wested.org) immediately so you are not delayed in administering the survey.

**January 3, 2012:** Schools administering the Parent Survey primarily by paper mode will receive a sufficient number of paper copies of the Parent Survey with envelopes for parents to return completed surveys to the school. If you do not receive these print materials by January 3, 2012, please email SurveyWorks at [surveyworks@wested.org](mailto:surveyworks@wested.org) immediately so you are not delayed in administering the surveys.

**January 5, 2012:** Several key activities are required on this date.

1. Send a packet with the following information home with every student:

- Parental Opt-Out Form for the Student Survey (for students in grades 4-12 only). (Note: These forms are available in English, Spanish, Portuguese, Khmer, and Lao.)
- Parent Survey Invitation that contains the school password and directions on how to participate in either the online or paper survey.

- A copy of the Parent Survey and an envelope for returning the survey to the school. (Note: you will only send this if your school chose the primarily paper mode for the parent survey.)

2. If your school chose to use the primarily paper mode for administering the Parent Survey, provide a secure collection box for the Parent Surveys in the Main Office. Arrange for students to drop-off the surveys or to have first period teachers collect the survey envelopes and have them sent to the office.

3. Make a copy of the Student Survey available in your school office and also on your school website, if possible. This is to accommodate any parent who wishes to review the Student Survey during the two week consent period. Parents can also view the survey online at <http://www.surveyworks.ride.ri.gov>

4. Site coordinators will also need to alert parents about the parental consent forms with an auto-dial message.

*Please note it is critical to adhere to this timeline because parents must have a minimum of 2 weeks to opt their child out of the Student Survey. A delay in parent notification will result in a delay in offering the Student Survey.*

**January 11, 2012:** Arrange to send an autodial or email reminder to parents to return the parental consent form if they do not wish to have their child participate in the Student Survey and to complete their Parent Survey.

**January 17, 2012:** Post an announcement about SurveyWorks on your schools' website. Please include the link to the SurveyWorks website where teachers, administrators and parents can learn more about the survey and access the survey links.

**January 19, 2012:** Today is the day Parent Opt-Out Forms are due back at the school. Once all the Opt-Out Forms have been collected, create a list of students whose parents do not consent to their child's participation in the Student Survey. If no opt-out forms are received, this should also be documented in writing as well. Distribute this list to all survey proctors. An administering teacher may not administer the survey until he or she has received written communication that either lists any students who were opted-out or confirms that there are no opted-out students.

**January 19, 2012:** Mail any collected Parent Opt-Out Forms, the completed site coordinator checklist and a copy of the opt-out list that will be distributed to survey proctors to:

SurveyWorks!  
Learning Innovations at WestEd  
200 Unicorn Park Dr., 4<sup>th</sup> Floor  
Woburn, MA 0181.

**February 2, 2012:** Arrange to send auto-dial or email reminders to every parent to complete their Parent Survey. Starting February 6, 2012, SurveyWorks will provide schools with weekly

updates on Parent Survey participation rates for the online Parent Survey. Site coordinators whose schools are using the paper survey for parents will need to track their own parent participation rate by counting how many envelopes containing paper surveys are returned each week. Do not open the envelopes. Significant participation by parents is essential and follow up messages should be sent by the principal to encourage participation. Parents should be invited to complete the survey online at home, during school visits or at school function or by completing a paper survey until a high participation rate is achieved.

**February 16, 2012:** Mail all completed Parent Surveys in their sealed envelopes to:

SurveyWorks!  
Learning Innovations at WestEd,  
200 Unicorn Park, 4<sup>th</sup> Floor  
Woburn, MA 01801.

### **Additional Information on Parent Opt-Out Process**

There are several methods by which the Parent Opt-Out Forms may be submitted.

1. Students can turn in the form to their teacher or to the main office.
2. Parents can deliver the forms to the school by January 19, 2012.
3. Some parents may call the school with questions about the process. If a parent indicates verbally or by e-mail that they do not want their child to take the Student Survey, that opt-out should be honored, even though it does not follow the standard opt-out process. In this case, please indicate on a blank opt-out form that there was a verbal opt-out, and write the parent or guardian's name, the student's name, and the date.

### **Implementing the Student Survey**

The Student Survey will be available this year from January 30, 2012 to March 15, 2012. Once, SurveyWorks has received the necessary materials from site coordinators, student access codes will be sent to the attention of the site coordinator and the Student Survey can begin.

Please begin the Student Survey as close to January 30<sup>th</sup> as possible to accommodate all of your students.

#### **Procedures and Important Dates for the Student Survey**

Prior to January 30, 2012: Develop a schedule of how students will take the Student Survey online at a school computer during school hours. Most students will need access to a computer for 10-25 minutes to complete the Student Survey.

- 1. Please consider the following in your scheduling:**

- Identify and inventory your school’s technology capacity. Work with the school or district tech director to develop a plan to have every student access a computer to complete the survey.
  - For schools with classroom Internet access, consider cycling students through the survey on one or two computers in the classroom.
  - Consider how many computers you have available in each room and how many staff are available to monitor them at that time.
  - Factor in the time it will take students to move between their class and the room with the computers. This may require you to schedule slightly longer blocks of time. Remember it takes most students 20-25 minutes to complete the survey.
  - Identify a block of time that all students have in common, such as a homeroom or advisory period, and use that time to have them take the Student Survey.
  - Consider taking some time from one class in which all students are enrolled such as an English class, and discuss plans with the teacher to incorporate the Student Survey into class time.
  - Consider adapting a process that you already use for all your students to cycle through a particular area, for example, using the way you schedule all students to take a class photo.
2. **Plan to offer any necessary accommodations.** Most accommodations can be provided to students who request them. Students with disabilities should be administered the survey in accordance with their Individualized Education Plans (IEPs). If students require a human aide to read content of the survey, the school should provide an aide. **Students who require an aide or scribe to assist with recording responses should be excused from the survey, in order to protect students’ rights and confidentiality.** Students with severe cognitive, emotional, or behavioral disabilities or vulnerabilities may be excused if school staff deems that participation may cause the student to become distressed.
3. **Make sure you are using the correct surveys.** If your school grade levels span across two different survey levels, you will need to use two different surveys. For example, if you are in a school with grades kindergarten through sixth grade, you will need to provide the Elementary School Student Survey for the fourth and fifth graders, and provide the Middle School Student Survey for the sixth graders.
- All surveys are available at: [www.surveyworks.ride.ri.gov](http://www.surveyworks.ride.ri.gov) and then click on “Take a Survey.”
4. **Distribute access cards to students.** SurveyWorks will ship a box of Student Access Cards with pre-printed, anonymous student access numbers to you after SurveyWorks

receives your school's Parental Opt-Out Forms, completed site coordinator checklist and opt-out list for the Student Survey. The access card ensures that the student completes the survey just once. These are not the same as the students' official district ID numbers and are not matched with particular students. Please do not create any lists that associate students' names with any access codes. A different access card is used by each student.

We suggest that you wait until students enter the room where they will take the survey, before giving them their access cards. This will reduce the chance of students losing the card during the day. After the student completes the online survey, the card should be destroyed. A small allotment (10%) of extra access cards will be distributed to each school in case a student misplaces their card. You should expect to have extra access cards. If you believe that the number of access cards you receive is not sufficient, please contact the SurveyWorks Team.

5. **Anonymity and Privacy.** All students' responses are anonymous. In order to ensure that student privacy is respected across all schools, please use these guiding principles, as you monitor students during survey implementation:
  - Teachers, aides, or other staff are able to help students with reading directions and words when necessary, but may not assist students in answering the questions by providing their own opinions about the questions.
  - If a student asks for help, it may be possible that a teacher or staff member could see a student response that is on the screen. We ask that all teachers or staff keep their knowledge of any students' responses confidential.
  - If a student does not want to answer any question, he or she can skip to the next question by pressing the "Next" button or arrow located on the bottom of the screen.
  - For a student who wants to stop taking the survey, he or she may stop at any time. In order to preserve their privacy, they should advance the survey to the next screen so that his or her answers are not visible to others.
  - In order to maintain privacy, please make sure a teacher or other staff member monitoring the survey, turns off the computer screen if the student goes to the restroom or steps out of the room during the survey.
6. **Identify a counselor or other professional who will be available to students when they take the survey.** Schools are required to provide a counselor or otherwise qualified health professional (e.g., health or prevention specialist) who is available to talk to students who have a reaction to any of the survey questions during or after the survey. Students will be informed of this option immediately prior to the survey and again, at the end of the survey.
7. **Provide any school staff monitoring students a list of students who have opted out of the survey.** This list should be dated and provided to school staff prior to the

administration of the survey. If there are no students who have opted out of the survey, this should be communicated to school staff in writing as well.

8. **Provide a copy of the *Directions for Monitoring the Student Survey* and the *Survey Script* to any school staff who will be monitoring students as they take the Student Survey.** See pages 10-11 of this guide. Distribute these two handouts to all survey proctors. You can also review the information on the handouts with staff at a faculty meeting or in small groups. The script needs to be read to all students at least once before they take the survey. It provides basic instructions for students and information on what they can do if they want to talk to someone after taking the survey. The script may be read aloud to a full class or group of students. If students are taking the survey over the course of multiple days or weeks, the teacher or monitor does not need to read the script before each student takes the survey if they heard it in the group or classroom setting.
9. **Contact the SurveyWorks Team for assistance or with questions.** The team can be contacted at 1-877-787-5725 or email [surveyworks@wested.org](mailto:surveyworks@wested.org).

## Directions for Monitoring SurveyWorks Student Survey

1. Test the survey link to make sure it opens on the school computers students will use to take the survey. The surveys can be found at:

[www.surveyworks.ride.ri.gov](http://www.surveyworks.ride.ri.gov) and click on “Take a Survey”

2. Use one of the following suggestions to provide the survey link to students to take the Student Survey:

- Open the survey site on the computers the students will use to take the survey before students enter the computer lab or sit down at a classroom computer. You can do this by opening the browser (e.g., Internet Explorer, Firefox) and typing in the appropriate URL address above. For example for the Elementary School Student Survey, you would type the URL: [www.surveyworks.ride.ri.gov](http://www.surveyworks.ride.ri.gov) and press Return or Go and then click on “Take a Survey.” When a student completes the survey, the survey will automatically reset for the next student.
- You can also create an icon or shortcut to the survey on the school computer. To create a desktop shortcut, drag the bookmark icon from the browser toolbar onto your desktop.
- Finally you could also post the URL on the blackboard or on a poster near the computer with directions for how to get to the site.

3. **Check the student opt out list.** School staff should not administer the Student Survey until they have received a list from the site coordinator listing the names of students whose parents have opted them out of the survey. If no students have opted out of the Student Survey, the site coordinator should communicate this to school staff in writing as well.

**Make sure you are using the correct surveys!** If your school grade levels span across two different survey levels, you will need to use two different surveys. For example, if you are in a school with grades kindergarten through sixth grade, you will need to provide the Elementary Student Survey for the fourth and fifth graders, and provide the Middle School Student Survey for the sixth graders.

4. **Instructions for Large Print.** For students who need to see the survey in large-print, instruct them to press the “Ctrl” and “+” keys together will increase the font size. To make font smaller again, press the “Ctrl” and “-” keys together. For Mac users, press “command” and “+” together to increase font size and “command” and “-“ to decrease font size. The teacher should confirm with the student that the font size is readable.

## Survey Administration Script For Use With Students

[PLEASE READ THIS PAGE OUT LOUD TO STUDENTS, EXCEPT FOR TEXT IN BRACKETS, WHICH IS INFORMATION FOR YOU.]

The Rhode Island Department of Elementary and Secondary Education is conducting a survey called SurveyWorks. You are among thousands of students throughout the state who are taking this survey.

The survey asks questions about school services, academics, drug use, violence and other health-risk behaviors. This is not a test. There are no right or wrong answers and you will not be timed. Please read each question carefully. Answer the questions truthfully and the best that you can. The answers you give are important. They may be used to make your school and learning experience better. The answers may also help schools develop programs for students like you.

The survey is anonymous. No one will ever be able to tell that your answers came from you. Your answers are private.

Taking the survey is optional. You do not have to take the survey. You can decide to stop taking the survey after you have started it by letting me know that you would like to stop. You may feel uncomfortable answering some questions; you can also skip any questions that you do not want to answer. If you need to use the restroom during the survey, raise your hand and I will turn off your monitor while you are out of the room. When you return, I will turn on the monitor and you can resume the survey.

During or after the survey, if you want to talk to someone about the survey questions or topics, please let me or a teacher or counselor know, and you will be able to talk with a counselor. Remember, you can skip any question you do not want to answer.

The State of Rhode Island thanks you for your help in filling out the survey. Your participation will help us to improve school programs. If you have any questions after completing the survey, your school principal or counselor is ready to talk to you about them.

Anyone who does not wish to participate should tell me now.

[IF A STUDENT NOW DECLINES, PROVIDE HIM/HER WITH THE ACTIVITY GIVEN TO OTHER NONPARTICIPANTS.]

PASS OUT ANY MATERIALS (Student Access Codes)]

On the computer, type in the number on your card. This is a random number. It cannot be traced back to you. Click “Next” on to the first page of the survey. It is important that you answer based on what you really know and do. Don't pick a response just because you think that's what someone else wants you to say.

## Implementing the Teacher Survey

The Teacher Survey will be available from January 30, 2012 to March 15, 2012.

Below are the tasks that each site coordinator completes to ensure that the Teacher/Staff Survey is implemented correctly at each school. If you have any questions about your role or tasks, please contact the SurveyWorks Team.

### Procedures and Important Dates for Teacher/Staff Survey

1. **Watch for materials from SurveyWorks to arrive at your school.** By January 26<sup>th</sup> you will receive informational flyers (by email) and a package of Teacher/Staff Survey invitations (by mail), each with an anonymous Teacher/Staff Survey access code. These invitations will be folded and pre-sealed to prevent access by unauthorized people to the random access codes. This invitation will: 1) inform teachers and staff about SurveyWorks; 2) provide a anonymous individual access code linked only to the school name; and 3) ensure the anonymity of their responses. If you do not receive these materials by January 26th, please contact SurveyWorks.
2. **Inform your school's teachers and staff about the Teacher/Staff Survey.** As part of your site coordinator role, you have already provided staff with information on SurveyWorks. On January 30, 2012, please work with the school principal to remind all staff through email or in a faculty meeting that the Teacher/Staff Survey is now available for them to complete. Encourage all staff to take the survey right away. The Teacher/Staff Survey can be accessed from any Internet-connected computer or smartphone. You might also remind them of your school's participation rates for last year on the Teacher Survey to motivate everyone to get a higher rate this year. If time permits, allow time during a staff meeting for teachers to complete the survey.

Post multiple copies of the informational flyer announcing the Teacher/Staff Survey in school locations frequented by teachers, including faculty-only rooms and department offices. The flyer includes tear-offs with information about accessing the survey and getting assistance from the SurveyWorks Help Desk. The flyer reminds teachers about the closing survey date and encourages participation. Teachers will need to have the invitation with their Teacher/Staff access code available to complete the survey.

Inform your staff members who should take the Teacher/Staff Survey. Any full- or part-time paid teacher or staff member who has instructional responsibilities should respond to the Teacher/Staff Survey.

Any staff member who has **direct instructional responsibilities** with the students. This generally includes:

- Teachers (FT/PT)
- Librarians and media staff
- Specialists (e.g., Special educators, ELL, reading specialists, etc.)
- Paid Instructional Aides and Instructional Paraprofessionals

In some circumstances, this may also include speech pathologists, counselors, psychologists or social workers, if they have direct instructional responsibilities.

Staff who have instructional and administrative responsibilities should respond to the Teacher/Staff survey only.

3. **Distribute invitations on January 30<sup>th</sup>.** Site coordinators will put the Teacher/Staff Survey invitation in each teacher's/staff's mailbox, or use an alternative reliable method to distribute materials at the school level. A small allotment (5%) of extra invitations will be provided to each site coordinator in case a teacher misplaces his or her invitation. Teachers and staff who need a replacement invitation should contact the SurveyWorks Team.
4. **Track your school's participation rate.** SurveyWorks will provide you with weekly updates on your school's teacher/staff participation rate so that you can use this information to gauge how much additional outreach you need to do to make sure all teachers respond. Participation of all teachers is needed and follow-up messages should be sent by the principal until a high participation rate is achieved.
5. **Provide periodic reminders to teachers and staff to complete the surveys.** By February 13<sup>th</sup> distribute the follow-up letter from principals to teachers to remind them of the survey close date of March 15<sup>th</sup> and to encourage their participation.

## Implementing the Administrator Survey

The Administrator Survey will be open from January 30, 2012 to March 15, 2012.

### Procedures and Important Dates for Administrator Survey

1. **Watch for materials from SurveyWorks to arrive at your school.** By January 26<sup>th</sup> you will receive a package of Administrator Survey invitations, each with an anonymous Administrator access code. These will be folded and pre-sealed to prevent access by unauthorized people to the random access codes. This invitation will: 1) inform administrators about SurveyWorks; 2) provide a anonymous individual access code; and 3) ensure the anonymity of their responses. The access code is linked to school and

district but not to any individual. Administrator data will not be reported at the school level. It will reported at the district level (if more than 10 respondents only) or by LEA Type. If you do not receive these materials by January 26th, please contact SurveyWorks.

- 2. Inform your school's administrators about the Administrator Survey.** As part of your site coordinator role, you have already provided staff with information on SurveyWorks. On January 30, 2012, please work with the school principal to remind all administrators in your school through email or in a faculty meeting that the Administrator Survey is available. Encourage all administrators to take the survey right away. The Administrator Survey can be accessed from any Internet-connected computer or smart phone.

Inform your staff members who should take the Administrator Survey. For SurveyWorks, an administrator is defined as any full- or part-time principal, assistant principal, or school staff member with a supervisory role and **no instructional duties**. Staff with administrative responsibilities who also have instructional responsibilities should take the Teacher/Staff survey, not the Administrator survey.

- 3. Distribute invitations on January 30<sup>th</sup>.** Site coordinators will put the Administrator Survey invitation in each administrator's mailbox, or use an alternative reliable method to distribute materials at the school level. Administrators who need a replacement invitation should see the site coordinator or contact the SurveyWorks Team.
- 4. Provide periodic reminders to administrators to complete the surveys.** By February 13<sup>th</sup> distribute a follow-up reminder to alert administrators of the survey close date of March 15<sup>th</sup> and to encourage their participation.

## How to contact the SurveyWorks Team

**SurveyWorks Help Desk Available**

8am-4pm

Phone: 877-787-5725

Email: [surveyworks@wested.org](mailto:surveyworks@wested.org)

**All surveys can be found at:**

[www.surveyworks.ride.ri.gov](http://www.surveyworks.ride.ri.gov) and click on “Take a Survey”