

Best Practices for Schools

Pre-Survey

- **Send home flyers in all needed languages to parents with the “opt-in” number.** *This helps to communicate with new families who start between quarters and allows parents who change their numbers to re-opt in any time.*
- **Norm with families on WHEN and HOW you will follow up.** *If the feedback is neutral, or positive, or anonymous, let parents know you may not follow up. If it is an issue with enough data to follow up, the team reach out for next steps. You can do this in a parent newsletter or attached to the Possip flyer.*
- **Send information about Possip in newsletters**
- **Send a proactive reminder to parents to take the survey.** *By sending out a friendly reminder to parents Thursday, it shows you care about the response rate and take it seriously. It also helps parents remember it's coming and schedule a time to respond!*
- **Craft a bonus question.** *Bonus questions help you individualize your surveys to parents. Take advantage of this question to get input on school/district priorities, RSVPs for school events, or general inquiries to parents.*

While Reading the Report

- **Delegate Report Reading Team.** *Each week, have multiple people look at feedback each week and talk about the information before following up. Once you have read it together, delegate and assign deadlines for parent follow-ups. The work is more manageable and done best as a team!*
- **Track trends in topics or parents.** *Being able to track trends in feedback topics or parents who are consistently not happy will help you prioritize actions or change the manner in which you're trying to resolve the concern.*
- **Normalize.** *Most parent feedback is a part of operating schools. When schools know that 1) parents want what's best for their student and the school; and 2) difficult challenges are a natural part of school operations, it can be easier to depersonalize negative comments.*
- **Check out the resources.** *Possip may have added in some helpful resources in your report. Make sure to check them out and see if they can help in making an action plan for your next steps.*

Post-Report

- **Let parents know you heard their feedback regularly.** *Send out a whole school message or newsletter blurb to parents responding to Possip data/trends. This could be weekly, monthly, or another set frequency. When parents see that you are looking at the data holistically and responding to it, they will utilize Possip to its full potential.*
- **Appreciate teachers and staff.** *Within the report, there are so many points of praise for teachers and staff members. Sharing the positives with your staff in a meaningful way will increase morale and overall feelings of appreciation.*
- **Appreciate parents.** *Find a way to appreciate the parents who take the survey consistently. This could be one-on-one appreciation or a larger celebration. Letting parents know you appreciate their time taking the survey will help you gain higher response rates.*
- **Reach out to Possip.** *Possip has a team of educators to brainstorm with you! Reach out to them for free advising sessions if you want to talk through next steps.*