

10 Tips to Create a Successful Parental Engagement Questionnaire

Click to complete

Use open-ended questions sparingly Complete?

Keep open-ended questions to a minimum. Open-ended questions take longer for parents to answer and are also tricky to quantify and measure.

Keep your survey question phrasing neutral Complete?

Avoid using biased questions. Biased survey questions are worded in a way that favours a particular answer. These include leading, loaded, and absolute questions.

Be mindful of asking sensitive questions Complete?

Only include questions of a sensitive nature where necessary. Make clear why you're asking a personal or sensitive question, stating how the respondent's private information will be used and stored.

Focus on the structure of your survey Complete?

Aim to structure your survey in a way that guides your respondents in a logical and easy-to-follow manner. Adopt the [funnel technique](#) to keep parents engaged.

Consider offering an incentive Complete?

Monetary incentives may include a gift card, discount, or coupon. Non-monetary incentives could constitute a family day out, school stationery or even a charity donation.

Test your survey before you go live Complete?

Share your survey with colleagues in advance to check for any errors. It also gives you a chance to see your survey through your respondents' eyes, helping you test for usability.

Take it one question at a time

Complete?

Avoid “double-barrelled” questions. Asking two questions at a time can confuse respondents. Instead, simply split the question into two to avoid miscommunication.

Speak your respondents’ language

Complete?

Use language and terminology that parents will understand, keeping language as plain as possible, avoiding technical jargon and keeping sentences short.

Keep your questionnaire short

Complete?

The length can affect completion rates, so avoid making it too long. If possible, try to keep your questionnaire to less than five minutes. This translates into about 15 questions.

Promote your survey far and wide

Complete?

Use multiple channels to reach as many parents as possible. Use email, parents’ evenings, social media, your school communication app, the school website and more to spread the word.



Find out more at:

Schoolcomms



parentpay.com/schoolcomms/request-more-information