

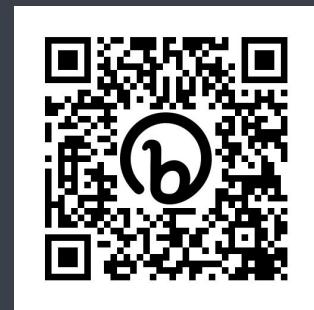


# 7 Mistakes to Avoid When Implementing a School Survey

**A Beginner's Guide to Surveys**

---

Tuesday, October 4, 2022



[bit.ly/EE-surveymistakes](https://bit.ly/EE-surveymistakes)

# We are a national K12 consultancy

*We are looking for leaders and organizations  
who are the right match to work with us.*



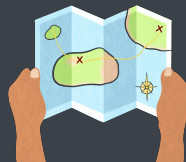
# Education Elements can be your strategic partner.

*We work with educators, innovators and designers to solve your organization's biggest challenges.*



## Instructional Design and Implementation

*Identify, implement and scale shifts in practice across your organization.*



## Organizational Strategy

*Create structured, replicable processes for prioritizing and decision making with your students and community at the center.*



## Leadership Strategy

*Develop an aligned approach for leadership aimed at improving teaming in your organization.*



## Data Collection and Surveys

*Implement data collection and interpretation to support data culture across your organization.*

# Our Reach

We've been redesigning education since 2010.

We've reached:

1.5M students

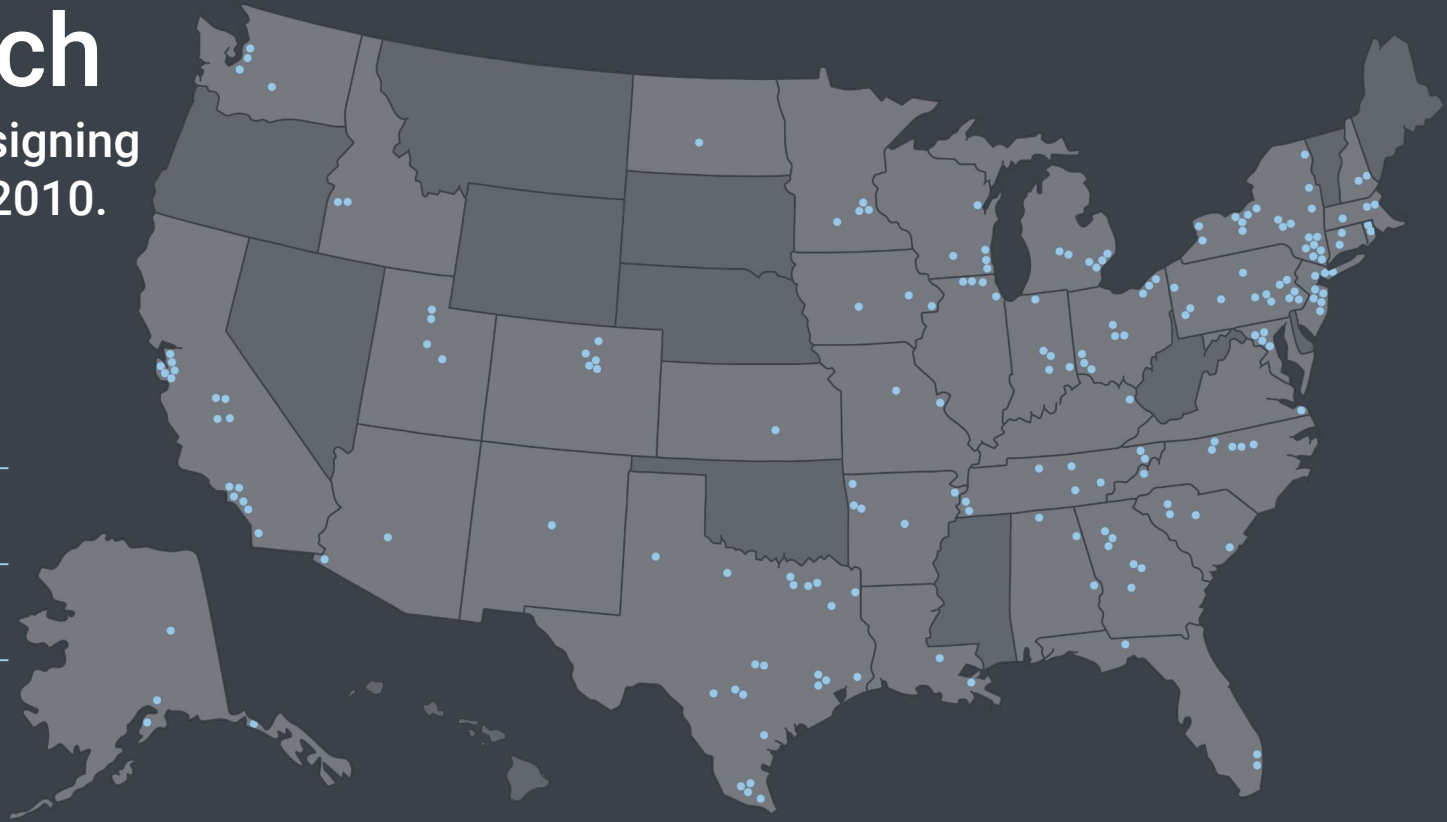
---

1700+ schools

---

320+ districts

---



# Your Facilitator Today



Corey Ryan, MBA, CPC  
[corey@edelements.com](mailto:corey@edelements.com)  
@CoreyRyanEdu

- **Parent, Husband to a Teacher**
- **Partner at Education Elements**
- **Former Chief Communications Officer**

# Agenda

## A Beginner's Guide to Surveys

Check-In

Psychological Safety

7 Mistakes to Avoid

Wrap Up

# Make a List

Times you have **SEEN** or **EXPERIENCED** an incident that caused a team to **mistrust** each other or an individual on the team.



# Psychological safety is built on trust

“Psychological safety is a belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes.”

*-Amy Edmondson*



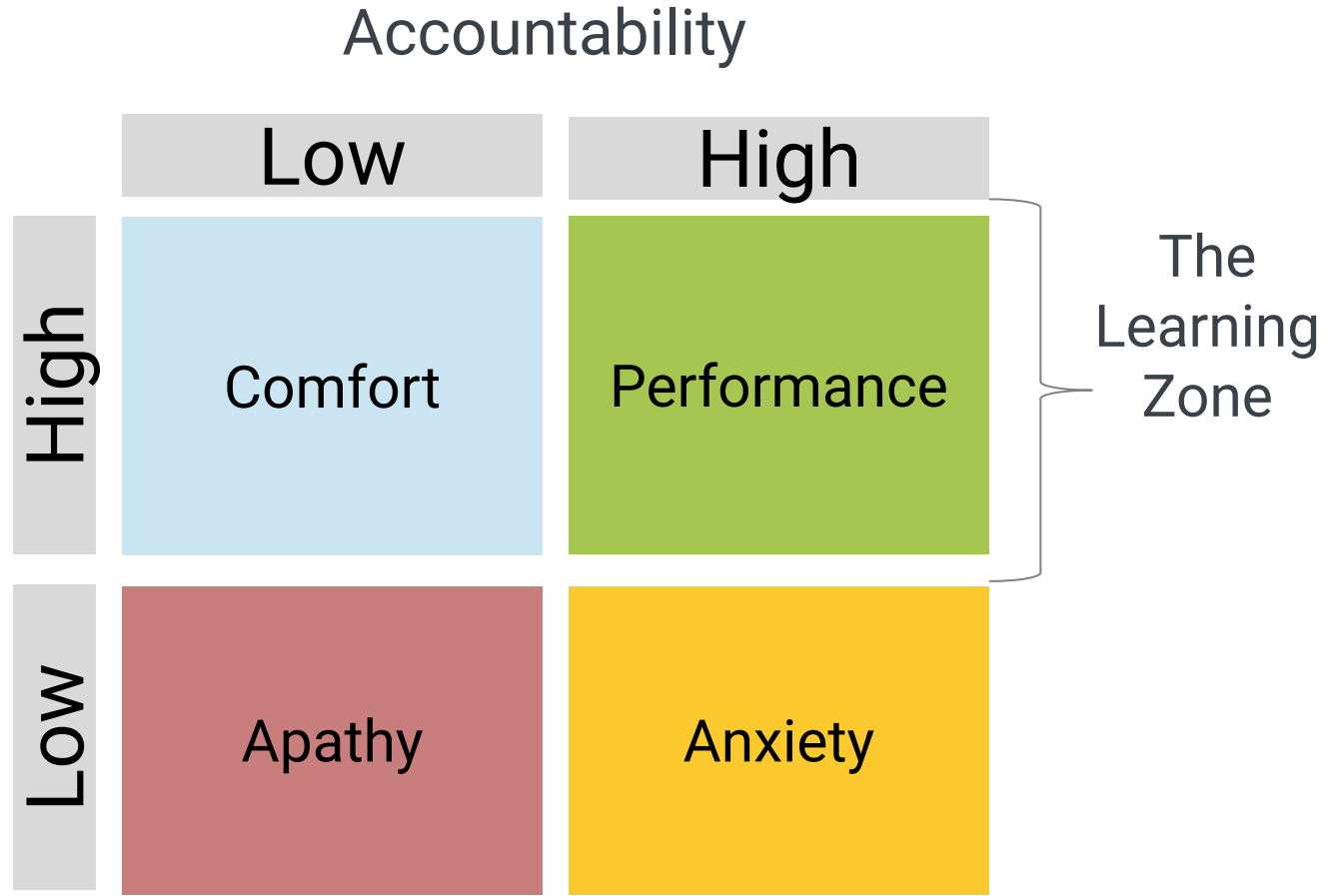
# What Makes a Team Effective

“Who is on a team matters less than how the team members interact, structure their work, and view their contributions.”



If we want to change **culture** we start with **teams**  
If we want to change **teams** we start with **habits**

Psychological Safety



# How can we build psychological safety?

# In a low trust environment

No one wants to look...

And they avoid this by...

**IGNORANT**

Not asking questions

**INCOMPETENT**

Not admitting weakness or mistakes

**INTRUSIVE**

Not offering ideas

**NEGATIVE**

Not challenging the status quo

# In a high trust environment

Psychological safety is strong...

Individuals and teams trust that they will **not** be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes

So leaders model, normalize, and value...

Asking questions

Admitting weakness or mistakes

Offering ideas

Challenging the status quo

# How do we build psychological safety?

1. Frame the work as a **learning problem**  
*"We've never been here before; we can't know what will happen; we've got to have everybody's brains and voices in the game."*
2. **Acknowledge** your own fallibility  
*"I may miss something, I need to hear from you."*
3. **Model curiosity**  
*"Every time we withhold, we rob ourselves and our colleagues of small moments of learning."*

# The 7 Mistakes to Avoid in Your Survey



# 7 Mistakes to Avoid in Your Survey

#1 Don't leave families in the dark regarding student surveys.

#2 Don't push families if they don't want their student(s) surveyed.

#3 Don't let your survey results fall into the trash.

#4 Don't be scared if you can't take the same action from your survey responses.

#5 Don't keep the survey results a secret.

#6 Don't make a distribution plan that doesn't work for your intended audience.

#7 Don't distribute a new survey without testing it.

#1 Don't leave families in the dark regarding student surveys.





---

#2 Don't push families if they don't want their student(s) surveyed.



**#3 Don't let your survey results fall into the trash.**

**#4 Don't be scared if you can't take the same action from your survey responses.**







**#5 Don't keep the survey results a secret.**



**#6 Don't make a  
distribution plan that  
doesn't work for  
your intended  
audience.**

**#7 Don't  
distribute a new  
survey without  
testing it.**





# THE ULTIMATE GUIDE for Student and Teacher Surveys

Collecting feedback from key stakeholders is essential to ensuring that the decisions you make are aligned with what your parents, students, staff, and community members need and want.

*Here's what you'll discover in our new guide:*

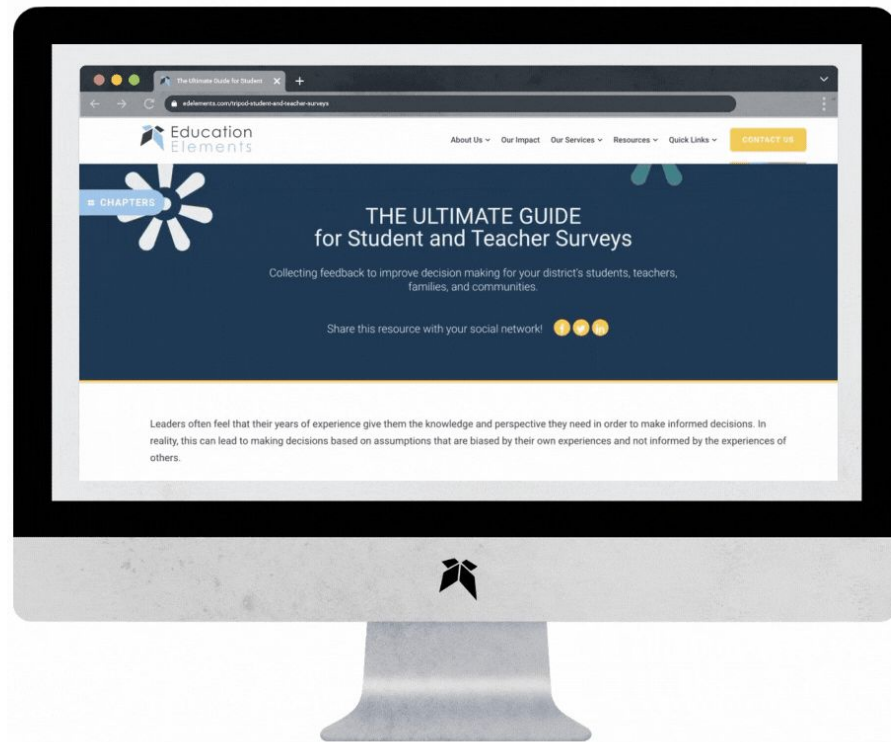
- Everything we can learn from surveys
- The elements of a good survey
- How to use survey data

And much more!

Scan to Visit Page!



[bit.ly/EE-surveyguide](https://bit.ly/EE-surveyguide)



# Survey

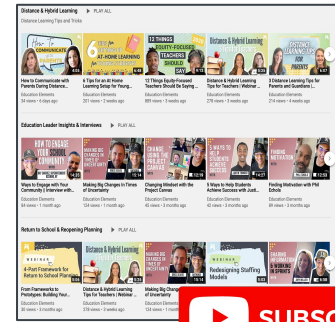
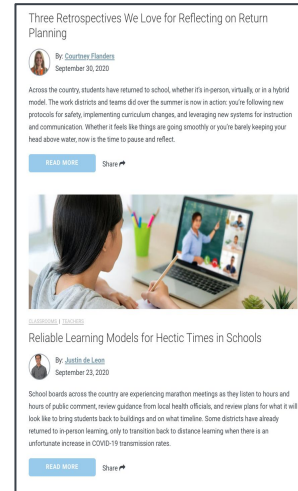
[https://bit.ly/EE\\_beginnersurvey](https://bit.ly/EE_beginnersurvey)



# Subscribe Now

For resources, tips, & insights from thought leaders, *subscribe* to our **YouTube Channel** and **weekly blog**.

[bit.ly/EdElementsyoutube](https://bit.ly/EdElementsyoutube)



[bit.ly/EdElementsblog](https://bit.ly/EdElementsblog)

# Subscribe To Our Blog for Weekly Tips & Resources!



STRATEGIC PLANNING

## The Importance of Involving Stakeholders Throughout the Strategic Planning Process

By: [Kelly Freiheit](#)  
November 29, 2021

To see students and community members in action - that is the stuff we, as educators, dream about.



# ENGAGE & MOTIVATE

A WEBINAR SERIES

August - November 2022

<https://bit.ly/EdElements-webinar22>



**September 15th** | How to Start Your Year Personalizing Learning: Details in Planning Your First 30 Days **September 20th** | A Simple Guide to Adopting New Curriculum **September 27th** | The Process of Building a Learner Profile and it's Consideration **October 4th** | 7 Mistakes to Avoid When Implementing a School Survey **October 11th** | The Key 3 of Teacher Retention: What Leaders Can Do Today to Keep More Teachers Tomorrow **October 20th** | From Thought to Action: 3 Strategies for Bringing Your Strategic Plan to Life **October 25th** | The 7 Best Survey Tools: What to Consider When Making Your Selection **November 1st** | Why Districts Continue to Make the Shift to Personalized Learning