Data Triangle Survey Administration Protocol:
Guidance Document Everything You "Need to Know!"
Overview

PLC Associates, Inc.
www.plcassociates.com
Penny L. Ciaburri, CEO, pciaburri@plcassociates.com
(585) 264-0886

Data Triangle Survey Administration Protocol:
Guidance Document Everything You "Need to Know!"

Please Note: This Guidance Document should be shared with administrators and those in leadership positions within the district. The purpose is to provide background information and detail around the design, delivery, and purpose of the Data Triangle.

About The Data Triangle: Background

The Data Triangle © was developed by Penny Ciaburri, PLC Associates, Inc. It includes three primary surveys: The School Performance Scan (for certified staff and administration), The Student Voice (two versions with adjusted readability levels, accommodating students in grades 3-12) and The Family Engagement Survey (for families). The protocol has over one million responses and is research-based. PLC also has available the Support Staff Services Survey, tailored for the departments that support the district such as: food services, clerical, building/grounds, security, monitors, business/accounting, etc. In this way, the district is able to canvass all groups, benefitting from a data base that allows those departments to develop plans and make improvements. Also, if the district wishes to gather information from the community perspective, PLC offers the Community Engagement Survey which features questions about the district from a broad community-based perspective.

PLC Associates operates according to a very strict code of delivery. All responses are anonymous. The company will provide updates on response rates during the survey timeline. Response rates are important; the School Performance Scan and Student Voice should have a response rate of greater than 90% for each school taking the survey. Likewise, as the Support Staff Services Survey is internal survey, a 90% or greater response rate would be expected.

For families and community surveys, according to research from the University of Texas at Austin, a 30-40 % return rate is considered "good"; PLC Associates recommends a minimum of 35% (of households) in the first iteration and a 20-point gain by the next surveying of families. In order to maximize response rates, it is highly recommended that each school's building leadership team set goals for response rates from staff, students, and families. This encourages a shared accountability for results. Also, various departments in taking the Support Services Survey should set goals.

Guidelines for Survey Administration:

This survey will not "time out." (Note: All of this is in survey directions.) If respondents start and are unable to complete the survey, or the session is interrupted, answers will be saved by page if you click the Next tab. Therefore, if respondents need to exit early, press Next and those answers in that section will save. When respondents re-enter, go through the Survey Check In, which is required each time, and then click through to the section/question of the survey left off, skipping over the section/questions answered. Note: This is included in directions of each survey.

These surveys are very "user-friendly" as they self-prompt through, from beginning to end. Clear directions are provided as respondents enter the survey. The district is always invited to review and approve all surveys prior to them being set "live." Districts may also add additional questions, as needed, in order to appropriately assess current initiatives. Survey links may be posted to an internal or external website. If the survey is on an outward facing (public may view) website, the surveys will be password protected.

Specifics for Staff:

The School Performance Scan (SPS) – Certified Staff and Administration

Staff will be able to click on the link. Each school is encouraged to have a Master List (Rostering) kept in a common place, identifying the list of intended respondents. Each respondent should initial after their name, indicating that they have taken the survey. This way, respondents remain completely anonymous and the school has a means of keeping track of those who have yet to complete the survey. This survey is open to all certified staff and school administration. Often, schools take the survey during faculty meetings.

The Support Services Survey (SSS) – For Departments
Staff will be accessing the survey through a link. Each department is encouraged to maintain a Master List (Rostering), wherein staff will check off once they have completed the survey.

For Students: The Student Voice (SV)
Students will be able to click on the link and follow through. As with the School Performance Scan, each school is encouraged to maintain a Master List (Rostering), wherein staff will check off once a grade level/content area/group of students has completed the survey.

Important: In order to support students who may need scaffolding/support, teachers should read the directions with students and may also read the questions to students as they complete the survey. Additionally, staff should answer any questions and clarify statements, as needed. Paper copies of The Student Voice are available so that staff proctoring the Student Voice may preview the directions and survey, as well as review it during the time students are taking the survey.

For Families: The Family Engagement Survey (FES)
This survey should be one per household, per school. In order to calculate response rates, the district should identify the number of households, by mailing labels. Of the three surveys, the FES presents the highest challenge for securing response rates. We note, though, over time when families see that the information is utilized and that they have a "voice" - responses increase dramatically. Also, there is a direct correlation between the number of mediums used to communicate about the FES and response rates. The FES is typically open for a period of one month, minimally. Districts should use creative methodologies to increase response rates. Some of these, from our other districts have included:

1. A "thermometer type" metric which is posted in the community or on the website indicating response rates. As responses go up, the visual on the thermometer does, too.
2. Friendly competition between schools with prizes for highest response rate and/or a prize for each school that goes beyond a certain level.
3. Announcement at school events.
4. Connection to parent groups and using their distribution list.
5. Robo calls.
6. Flyers.
7. Notes home with students. This could include a class competition wherein awards are given for a class or grade achieving set parent response rates.
8. Computer stations set up in the office of each school with the link on the main page.

The FES can be posted on the district website with a password; the password should be shared in a separate mailing.

For Community: The Community Engagement Survey (CES)
This survey is typically posted on the district website, with a passcode. Respondents would include residents who do not have children enrolled in the district or those who are taxpayers in that they own a business within the boundaries of the school district.

Communication/Delivery Process:

PLC Responsibilities
PLC Associates will handle all aspects of the survey set up, data collection, analysis, and data reports. From the close of each survey, two weeks is the typical timeframe for the reports to be published and certify each so that they may be sent to the district. The PLC Client Services Coordinator will be in contact with the district and get necessary information for the timeframe that the district prefers as well as the groups that will be taking the surveys. The PLC Client Services Coordinator will provide status updates (three allowable) on response rates so that the district may decide the proper timing for closing the surveys. PLC will provide preview links so that the district will be able to view and check each survey before it is "live." This makes it very easy for administrators to answer questions around the surveys.

For the District
1. Written Announcement

Make an announcement to all stakeholder groups about the upcoming surveys and their purpose. It is important to stress that this data will be used to develop goals, strategies and plans for the district as well as each school or department. The announcement could take many forms which include website, mailings, podcasts, social media, contacting lead persons from various organized groups such as PTA, letter, flyers, etc.

2. Verbal Announcement

Administrators should follow up in each of their buildings/departments, utilizing faculty or department meetings to share the information on the process and purpose. This is important as we will have both a set of written announcements and face-to-face opportunities for stakeholders to understand the importance of these surveys.

3. Rosters, As Needed

Prepare for rostering. (Reference: Rostering Protocol). This is utilized for internal surveys which would include the School Performance Scan, the Support Services Survey, and the Student Voice. Stakeholders or student grades initial that the survey was completed.

4. Survey Delivery Method

Decide how the surveys will be delivered (through a district email distribution list, post on the website with the password, or for the family survey, post within the parent portal.) For those surveys that are posted on the website, PLC will assign a password, the district should use its communication vehicles to share the password with the stakeholder groups. Passwords are not necessary if the survey is sent to staff and students using the district distribution list or intranet (within district) platform.

Other:
- The Student Voice and Family Engagement Survey are available in Spanish. For other languages, the district typically uses their translators and invites families into the district who may need help for translation.
- Paper backup copies are available for those who do not have access to the internet. In this scenario, PLC will provide paper copies and the district is able to enter the data into the electronic survey without any additional cost. The electronic version is preferred and most streamlined for collecting information. Many districts hold "Family Nights" where computer stations are available, partnering the survey with a district or school event.