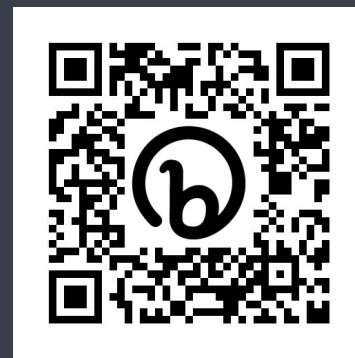




The 7 Best Survey Tools

How Tripod Compares to Other Surveys

Tuesday, October 26, 2022



bit.ly/7surveytools-ee

We are a national K12 consultancy

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



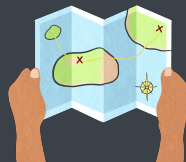
Education Elements can be your strategic partner.

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

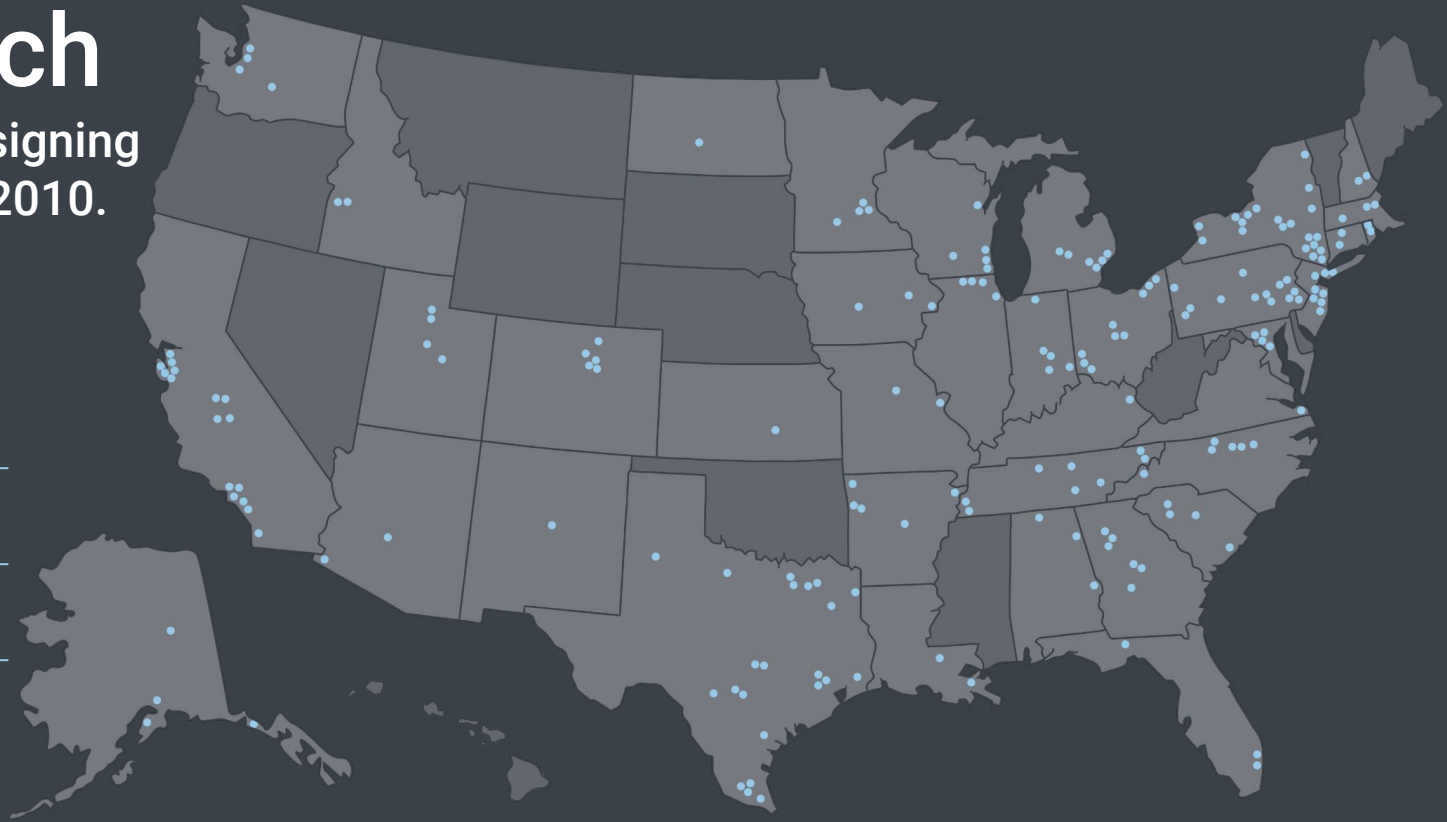
We've been redesigning education since 2010.

We've reached:

1.5M students

1700+ schools

320+ districts



Your Facilitator Today



Corey Ryan, MBA, CPC
corey@edelements.com
@CoreyRyanEdu

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

Agenda

How Tripod Compares to Other Surveys

- + Check-In
- + Go in with a Plan
- + What to Look for in a Survey
- + Compare and Contrast 7 Survey Tools

Check In

What are you listening to right now (well, before this webinar)?

Ex. Podcast, artist, album, audio book, radio station



Go in with a Plan

Inform Your Planning

1. What do you want to know?
2. Why do you want to know it?



Initiative Planning Canvas Template

Name

Sponsor:

Purpose

What Stakeholder(s) are most directly impacted by this Initiative and How?

What Resources does this initiative require? (\$\$/people)

Which District Goal(s) does this Initiative most directly address and how?

How will we know we are successful?

Action Steps (Ideas)

Initiative Planning Canvas Template

Name:

Sponsor:

Purpose

What Audience(s) are most directly impacted by this Initiative and How?

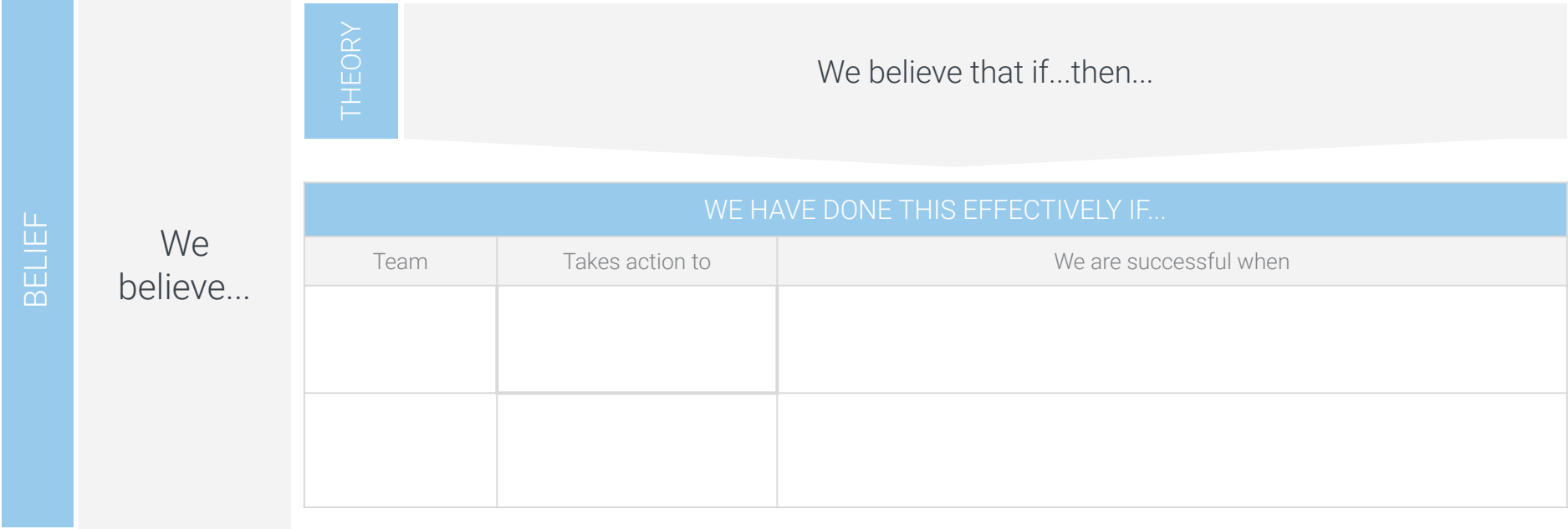
What Resources does this initiative require? (\$\$/people)

Which District Goal(s) does this Initiative most directly address and how?

How will we know we are successful?

Action Steps (Ideas)

Theory of Action



Theory of Action

BELIEF

Multiple audiences contribute to student experience.

People support planning when they meaningfully participate.

THEORY

We believe we can inform strategies in our strategic plan, if we understand the values and priorities of different persons responsible for student experience.

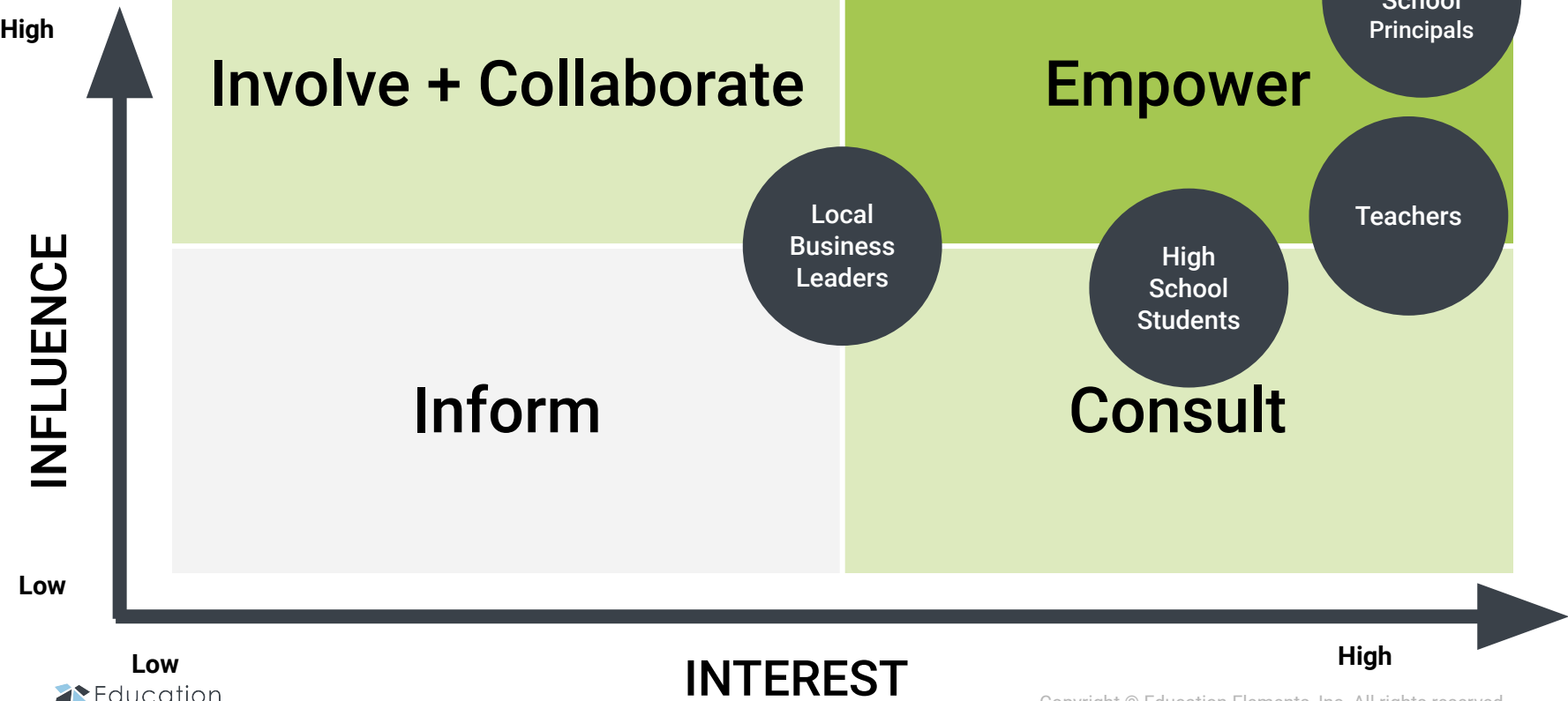
WE HAVE DONE THIS EFFECTIVELY IF...

Team	Takes action to	We are successful when

Audience Matrix

Audience	What do you want to know?	How do they get information?

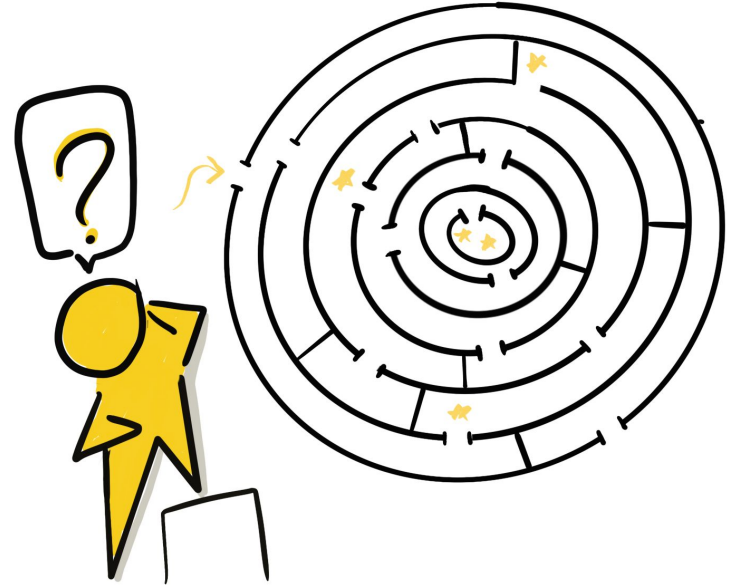
Audience



What to Look for in a Survey Tool

Inform Your Planning

What questions do you need to consider when shopping for a survey tool?

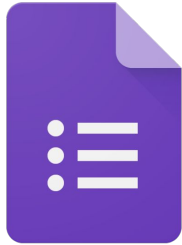


Survey Questions

- **What formats do I want to distribute my survey?** What other customizations do I need (translations, accessibility, etc.)?
- **Do I need a survey service or a survey platform?** How much support do I need administering the survey?
- **Do I need support after my survey results come in?** Do I need help with strategy or interpreting the data? Do I need support with additional engagement strategies, such as focus groups, empathy interviews, or learning walks?
- **Do I need communication support during or after my survey?** Do I need help with my school board? Do I need marketing support to increase participation?

7 Survey Tools

The Do It Yourself Tools



Google Forms



SurveyMonkey®

Technology powered	
Researched-backed questions and survey techniques	
Translation Services available	
Communications planning and support	
Customer service support	
Reports and insights	 Partial - reports are available but no analysis.

The Message Boards



Technology powered	
Researched-backed questions and survey techniques	
Translation Services available	
Communications planning and support	
Customer service support	
Reports and insights	

The Message Boards



Technology powered	
Researched-backed questions and survey techniques	
Translation Services available	
Communications planning and support	
Customer service support	
Reports and insights	 Reporting requires manual theming of responses.

Service Providers














Technology powered	✓
Researched-backed questions and survey techniques	⚠
Translation Services available	✓
Communications planning and support	✓
Customer service support	✓
Reports and insights	✓

Data workshops	✗
Strategy support	✗
Facilitation of strategy teams	✗
Board of Education support	✗
Quarterly pulse surveys	✗
Quarterly data review meetings	✗

Service Providers

K12 *Insight* 

Technology powered	
Researched-backed questions and survey techniques	
Translation Services available	
Communications planning and support	
Customer service support	
Reports and insights	

Data workshops	
Strategy support	
Facilitation of strategy teams	
Board of Education support	
Quarterly pulse surveys	
Quarterly data review meetings	

Service Providers



Technology powered	✓
Researched-backed questions and survey techniques	✓
Translation Services available	✓
Communications planning and support	✓
Customer service support	✓
Reports and insights	✓

Data workshops	✓
Strategy support	✓
Facilitation of strategy teams	✓
Board of Education support	✓
Quarterly pulse surveys	✓
Quarterly data review meetings	✓

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:

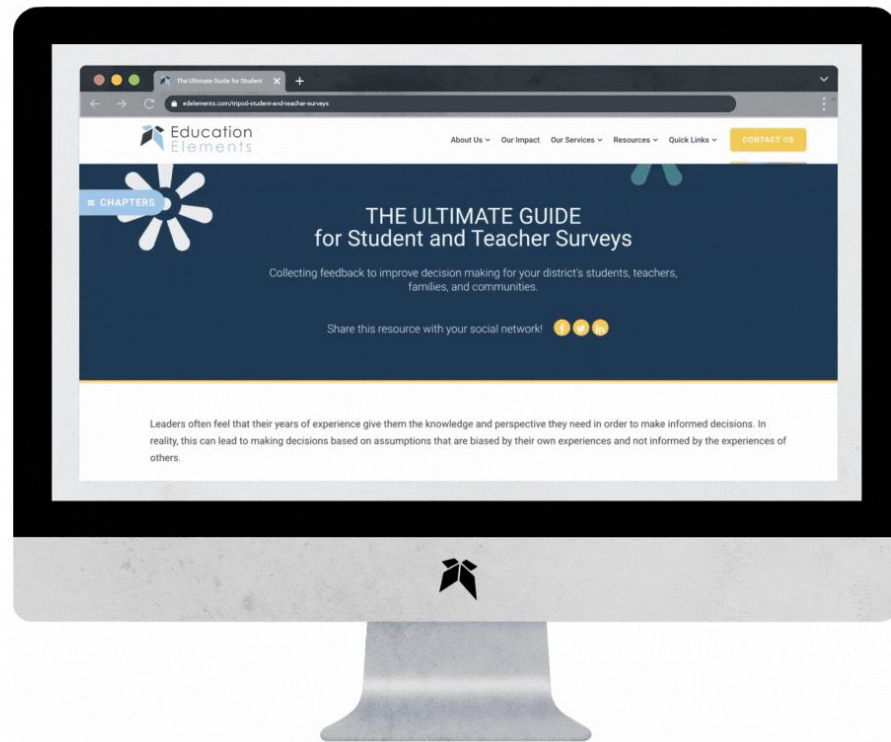
- Everything we can learn from surveys
- The elements of a good survey
- How to use survey data

And much more!

Scan to Visit Page!



bit.ly/EE-surveyguide



Survey

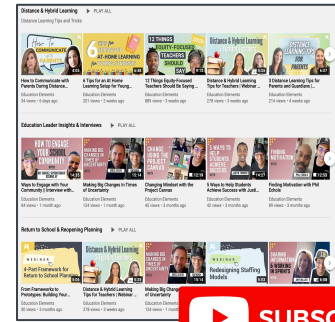
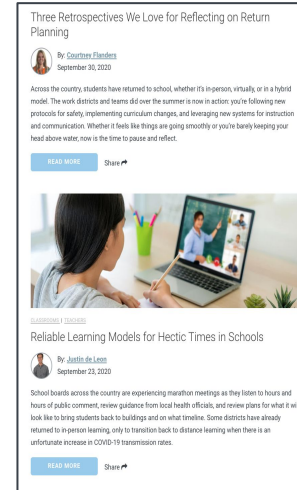
https://bit.ly/EE_beginnersurvey



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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