

Family Engagement Survey Overview/Instructions

Thank you for your interest in administering the *Family Engagement Survey*. This document provides an overview of the survey and instructions for administering it through the districttools.org website. For instructions on general use of the website, [click here](#).

In this document, you will find the following sections:

1. [Overview](#)
2. [Launching a Survey](#)
3. [Distributing/Administering a Survey](#)
4. [Taking a Survey](#)
5. [Checking Response Rates](#)
6. [Viewing Results](#)
7. [Creating Customized Reports](#)
8. [Interpreting Results](#)
9. [Closing a Survey](#)
10. [Additional Assistance](#)

Section 1: Overview

The *Family Engagement Survey*¹ is an online survey designed to inform district and building leaders about their district/building's success at engaging parents in the education of the children. The survey is designed to be distributed to every student's parents/guardians.

The *Family Engagement Survey*:

- Evaluates the engagement of parents/guardians within five separate domains.
 - Do staff members create a **welcoming environment** for parents?
 - Do staff members collaborate with parents in **supporting student learning**?
 - Do staff members practice **effective communication** with parents regarding their children's education?
 - Do staff members practice **sharing power and advocacy** with parents regarding their children's education?
 - Do staff members facilitate **community involvement**?
- Is based on the PTA National Standards for Parent-School Partnerships.
- Is sensitive to change.
- Is quick and easy to complete online, resulting in a high response rate.
- Empowers parents to affect meaningful change in district/school culture.
- Produces reliable results across grade levels.

When used in conjunction with other data, the *Family Engagement Survey* provides administrators and educators the opportunity to recognize strengths in their family engagement practices and create strategies for improvement.

Responses are confidential. No personally identifiable data is included in the automatically generated summary reports or in the Excel/CVS raw data downloads. Additionally, district- and building-level data will not be available to anyone if they are neither a website administrator nor expressly granted access to the results through a membership invitation on your district Dashboard page. If you have any additional questions or concerns regarding your data, please contact tasneval@ku.edu.

¹Noonan, P.M., Gaumer Erickson, A.S., Groff, J. (2015). *Family Engagement Survey*. Kansas Technical Assistance System Network (TASN). Adapted from *Family Engagement: A critical component to building an empowering culture in Kansas Multi-Tier System of Supports (MTSS)*. Topeka, KS: TASN. Available from <http://ksdetasn.org/resources/403>.

The *Family Engagement Survey* consists of the following 15 items rated on a Likert-type scale from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

| | Strongly Disagree  Strongly Agree | | | | |
|---|--|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 |
| 1. In this school, staff (e.g., administrators, teachers, counselors) build positive relationships with families. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. When I walk into this school, I feel welcome. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. I am invited to a variety of events about student learning (e.g., open house, new family orientation, back to school nights, or literacy/math nights). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The school offers an easy-to-navigate website with meaningful information. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. School staff listen to my concerns. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. I'm provided understandable data on my child's progress. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. In this school, staff regularly communicates with me (e.g., communication notebook, letters, postcards, email, phone calls, texts, website, or newsletters). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. I'm provided clear information about policies, programs, improvement efforts and events. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. School staff consult me before making important decisions about my child's education. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. If my child receives additional supports, I am provided with information about these supports. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. School staff keep me well informed about how my child is doing in school. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. I have a good working relationship with school staff in which we solve problems together. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. I'm provided useful information about how to support my child's learning. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. The school partners with businesses and community organizations in a variety of ways (e.g., volunteer opportunities, field trips, guest speakers, mentoring, tutoring, or leadership team participation). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. The school helps my family connect with community resources that we need. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Noonan, P.M., Gaumer Erickson, A.S., Groff, J. (2015). Family Engagement Survey. Kansas Technical Assistance System Network (TASN). Adapted from Family Engagement: A critical component to building an empowering culture in Kansas Multi-Tier System of Supports (MTSS). Topeka, KS: TASN. Available from <http://ksdetasn.org/resources/403>.

The *Family Engagement Survey* was tested for reliability using Cronbach's coefficient alpha² with 10,663 parent responses during the 2017-2018 school year. The dataset includes 640 parent responses from pre-schools, 6,033 from elementary schools, 1,870 from middle schools, 1,943 from high schools, and 177 from junior/senior high schools.

The overall family engagement survey was found to be highly reliable (15 items; $\alpha = .970$). The *welcoming environment* domain consisted of two items ($\alpha = .878$), the *supporting student learning* domain consisted of four items ($\alpha = .894$), the *effective communication* domain consisted of four items ($\alpha = .885$), the *sharing power and advocacy* domain consisted of three items ($\alpha = .904$), and the *community involvement* domain consisted of two items ($\alpha = .872$). The table below provides reliability analyses by school level.

² Cronbach, L. J. (1951). *Coefficient alpha and the internal structure of tests*. *Psychometrika*, 16, 297–334.
Cronbach, L. J. (1988). *Internal consistency of tests: Analyses old and new*. *Psychometrika*, 53, 63–70.

| | Pre-K | Elementary | Middle | High | Jr/Sr High | All Schools |
|-----------------------------|-------|------------|--------|-------|------------|-------------|
| <i>N</i> | 640 | 6033 | 1870 | 1943 | 177 | 10663 |
| Welcoming Environment | 0.918 | 0.875 | 0.840 | 0.853 | 0.902 | 0.878 |
| Supporting Student Learning | 0.926 | 0.889 | 0.876 | 0.871 | 0.892 | 0.894 |
| Effective Communication | 0.895 | 0.884 | 0.871 | 0.860 | 0.874 | 0.885 |
| Sharing Power and Advocacy | 0.926 | 0.899 | 0.890 | 0.876 | 0.917 | 0.904 |
| Community Involvement | 0.927 | 0.870 | 0.853 | 0.836 | 0.884 | 0.872 |
| Overall | 0.977 | 0.969 | 0.964 | 0.963 | 0.970 | 0.970 |

Section 2: Launching a Survey

When you're ready to launch the *Family Engagement Survey* for your district or any of its buildings:

1. Click the **Create New Survey** button on your district's districttools.org Dashboard page.

Example District Dashboard

[Instructions for General Site Use](#)
[Family Engagement Survey Overview/Instructions](#)

Surveys

Create Report

Create New Survey

2. Select **Family Engagement Survey** from the *Survey* dropdown menu.

Create a New Survey

* Survey

Family Engagement Survey

* Short URL:

3. **Create a short URL** for your survey by typing text in the *Short URL* box. This gives respondents a simple option for accessing the survey. In the example below, respondents could type `districttools.org/usd100families` into their web browser to access the survey. Additional ideas to simplify survey distribution are included in **Section 3: Distributing/Administering a Survey**.

* Short URL:

`https://districttools.org/` `usd100families`

This creates a short URL for your survey, like: `https://districttools.org/example`

4. Ensure that all of the buildings for which you want to gather responses are included in the list and that the boxes beside their names are checked. For instructions on adding buildings to your district, refer to **Section 4: Adding Buildings** in [the General Site Usage Instructions](#).

THIS CREATES A SHORT URL FOR YOUR SURVEY

Buildings

- Example High School
- Example Middle School

5. Click *Create Survey*.

Create a New Survey

* Survey
Family Engagement Survey

* Short URL:
https://districttools.org/usd100families

This creates a short URL for your survey, like: https://districttools.org/example

Buildings

- Example High School
- Example Middle School

[Create Survey](#) [Nevermind](#)

6. Your new *Family Engagement Survey* will now appear on your district Dashboard page.

| Surveys | | | | | Create Report | Create New Survey |
|--|--------|--------------|------------------------------|-----------|-------------------------------|-----------------------------------|
| Survey Name | Status | First Opened | Closed | Responses | | |
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 0 | | |

Section 3: Distributing/Administering a Survey

Now that your survey is ready to go, it's time to gather responses! Strategize ways to disseminate the survey link you created to parents/guardians (in the example survey created in the previous section, this would be www.districttools.org/usd100families).

If you **need to access this link again**, click on the survey on your district's Dashboard page.

Surveys

Create Report Create New Survey

| Survey Name | Status | First Opened | Closed | Responses |
|--|--------|--------------|------------------------------|-----------|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 0 |

The link you created for the survey will appear toward the top of your survey results page.

Family Engagement Survey

District: [Example District](#)

| Survey Name | Status | First Opened | Closed | Responses | Share |
|--------------------------|--------|--------------|------------------------------|-----------|---|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 0 | https://districttools.org/example102 |

The survey is designed to be completed once per school. If the parent/guardian has children in multiple schools, the survey will prompt them to respond to the items multiple times – once for each district building in which they have a child/children enrolled.

Ideas for disseminating the survey link include:

- Having parents complete the survey as part of parent/teacher conferences or some other school event.
- Emailing parents the survey link.
- Distributing the survey link in a letter sent home with students asking parents to complete the survey.

Below is sample text for an email/letter to send to all parents/guardians in your district.

We are asking for your feedback to gage how well [District or School Name] engages families in the education of your children. Please follow this link to complete this brief, 15-item survey to let us know how we're doing.

[\(LINK\)](#)

Thank you.

Sincerely,

Section 4: Taking a Survey

When a parent/guardian accesses the survey link, they will immediately see a page that identifies your district and asks them to select the language in which they'd prefer to complete the survey.

District Tools

Example District

Family Engagement Survey

English

Español

Tiếng Việt

Soomaali

Hmoob

Once the parent/guardian has selected their preferred language, they will be instructed asked to select a building and given the instructions **"If you have children in more than one school in this district, please answer for one school at a time."** If they select the *Other* option, they will receive an additional prompt to identify the building.

Please select your school

Choose a school...
Example High School
Example Middle School
Other...

Then, they will have the opportunity to rate each of the 15 survey items on a 5-point, Likert-type scale. They will also have the option to leave items blank if they feel those items do not apply to them.

Directions: Please CHECK ONE response that best describes your child's school. If an item is not applicable to you, please leave it blank. The information will be used to help your school better engage families in their children's learning.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| In this school, staff (e.g., administrators, teachers, counselors) build positive relationships with families. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| When I walk into this school, I feel welcome. | <input type="radio"/> |

After completing the survey for that building, the parent/guardian will be prompted to complete the survey for any additional buildings in which they have students.

Thank you!

Example District

Family Engagement Survey

Do you have children who attend any other schools in this district? You can take the survey again here:
<https://districttools.org/example102>

Thank you for completing this survey! Your responses have been recorded.

Start Over

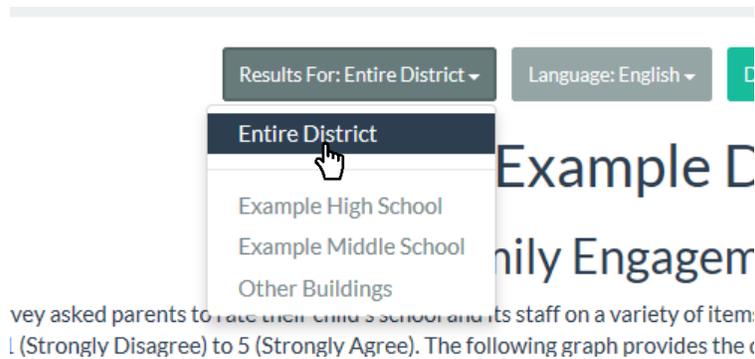
Section 5: Checking Response Rates

In real time, you can view the total responses for your survey on your district's Dashboard page to the far right of the survey name. To see response rates by building, **click on the survey** under *Survey Name*.

Surveys

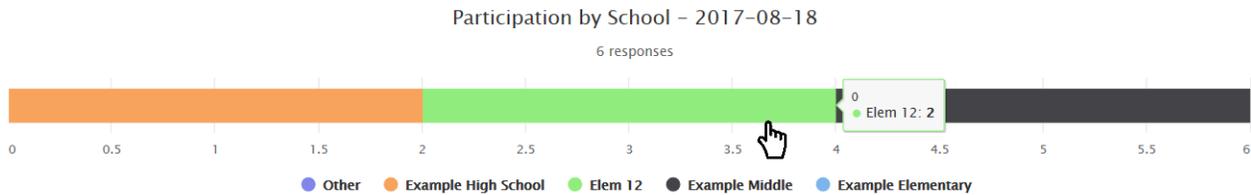
| Survey Name | Status | First Opened | Closed | Responses |
|--|--------|--------------|------------------------------|-----------|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 6 |

On the survey results page, make sure that *Results For: Entire District* is selected.



Here, you can view the number of responses by building. Each building's responses are displayed as a proportion of the total responses. In order to quickly see the number of responses for one particular building, simply **move your cursor over the bar** representing that building.

Welcoming Environment, Supporting Student Learning, Effective Communication, Sharing Power and Advocacy, and Community Involvement.
Number of Responses: 6



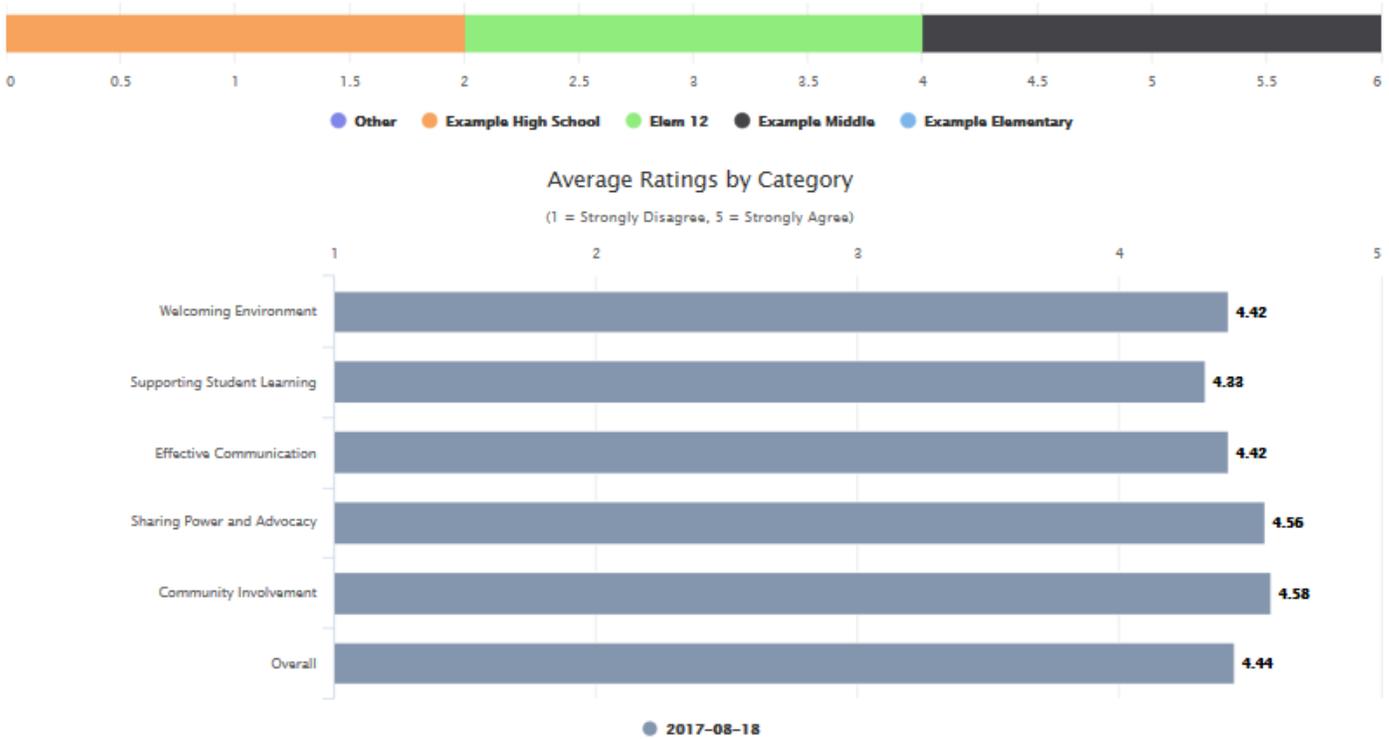
Section 6: Viewing Results

As soon as parents/guardians start responding to the *Family Engagement Survey*, you'll be able to go to the survey results page **by clicking on the survey** under *Survey Names* on your district's Dashboard page. (For other results-viewing options, see [Section 7: Creating Customized Reports](#).)

Surveys

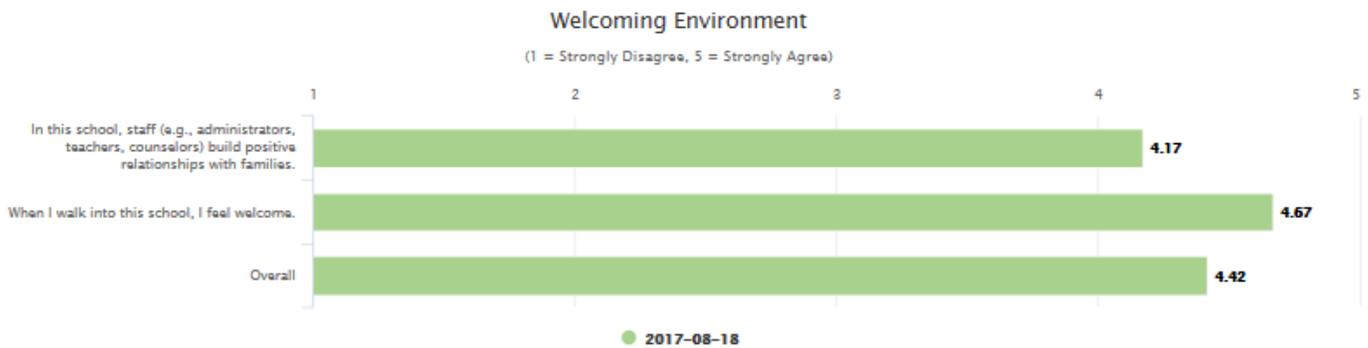
| Survey Name | Status | First Opened | Closed | Responses |
|--|--------|--------------|------------------------------|-----------|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 6 |

By default, the survey results page displays results for all buildings selected for the survey (*Entire District*). You will see the current number of responses for each building, the average rating for each of the 15 survey items (located within the category that item represents), for the five separate categories that encompass these items (i.e., Welcoming Environment, Supporting Student Learning, Effective Communication, Sharing Power and Advocacy, and Community Involvement), and for all 15 items together (the *Overall* bar on the *Average Ratings by Category* graph).

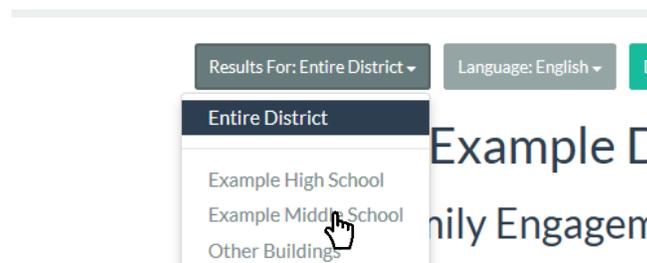


Welcoming Environment

Two survey items addressed whether parents felt their child's school was welcoming and whether staff at that school worked to build positive relationships with them.

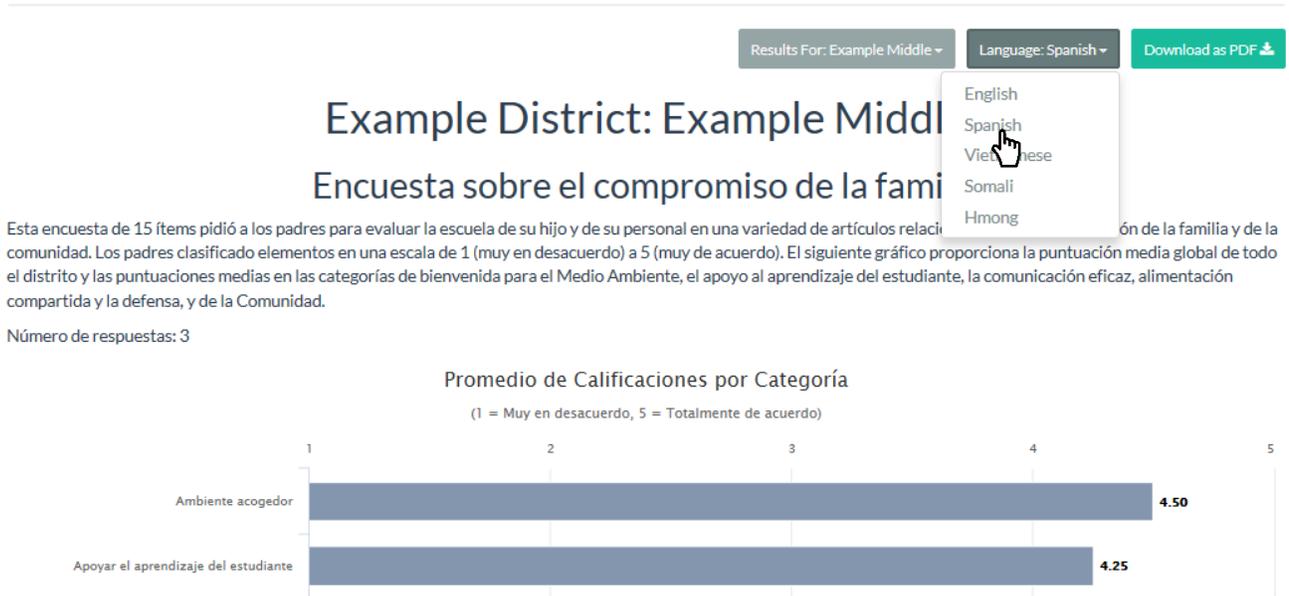


To view results for an individual building, **click on the *Results For:* button** and select a building.



Survey asked parents to rate their child's school and its staff on a variety of items: 1 (Strongly Disagree) to 5 (Strongly Agree). The following graph provides the c

To have the results reported in Spanish, Vietnamese, Somali, or Hmong, **select the language** from the *Language*: dropdown menu.



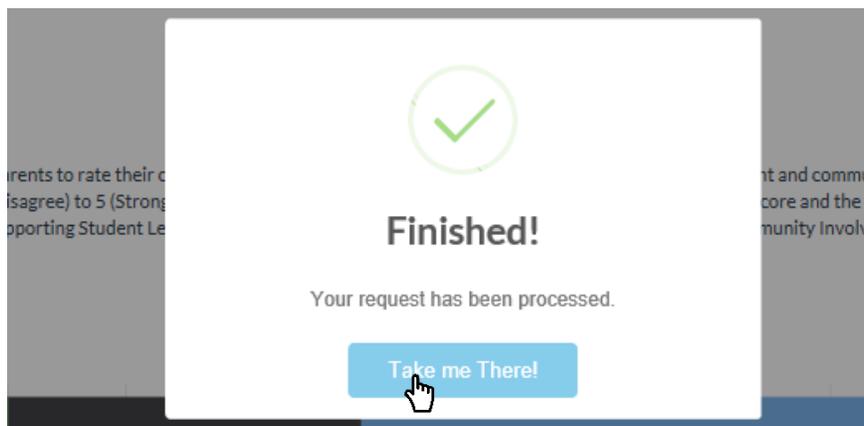
To print or download a PDF of whichever results you're viewing, **click the *Download as PDF* button**.



Example District: Example Middle

Family Engagement Survey

Once the website has finished generating the PDF, **click *Take me There!*** to access it.



You can print or save these results by typing **Ctrl+P** (to print) or **Ctrl+S** (to save) or by using the icons/menus available for whichever internet browser you're using.

Section 7: Creating Customized Reports

To customize a report, click Create Report.

Example District Dashboard

Instructions for General Site Use
Family Engagement Survey Overview/Instructions

Surveys

[Create Report](#) [Create New Survey](#)

| Survey Name | Status | First Opened | Closed | Responses |
|--|--------|--------------|------------------------------|-----------|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 7 |

Then, select *Family Engagement Survey*.

Create a custom report

Select a Survey: [Family Engagement Survey](#)

Select Years/Administrations:

Which instances of the survey should be included in the report?

| | Survey Name | Status | First Opened | Closed | Responses |
|--------------------------|--|--------|--------------|------------------------------|-----------|
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-08-18 | Close Survey | 7 |

Select which instances of the survey that should be included in the aggregated report.

Select Years/Administrations:

Which instances of the survey should be included in the report?

| | Survey Name | Status | First Opened | Closed | Responses |
|-------------------------------------|--|--------|--------------|------------------------------|-----------|
| <input checked="" type="checkbox"/> | Family Engagement Survey | Open | 2017-08-18 | Close Survey | 7 |
| <input type="checkbox"/> | Family Engagement Survey | Closed | 2017-08-18 | 2017-08-18 | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Closed | 2017-03-22 | 2017-03-22 | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 7 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |

Then, chose the buildings you would like included in the aggregated report. You can aggregate data for all school buildings or you can select just the elementary schools.

Select Buildings:

Which Buildings should be included in the report?

- Example Elementary
- Example Middle
- Elem 12
- Example High School
- Other

Then click Run Report.

Create a custom report

Select a Survey:

Family Engagement Survey ▾

Select Years/Administrations:

Which instances of the survey should be included in the report?

| | Survey Name | Status | First Opened | Closed | Responses |
|-------------------------------------|--|--------|--------------|------------------------------|-----------|
| <input checked="" type="checkbox"/> | Family Engagement Survey | Open | 2017-08-18 | Close Survey | 7 |
| <input checked="" type="checkbox"/> | Family Engagement Survey | Closed | 2017-08-18 | 2017-08-18 | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Closed | 2017-03-22 | 2017-03-22 | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 7 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Open | 2017-02-15 | Close Survey | 0 |
| <input type="checkbox"/> | Family Engagement Survey | Closed | 2017-01-25 | 2017-02-15 | 20 |

Select Buildings:

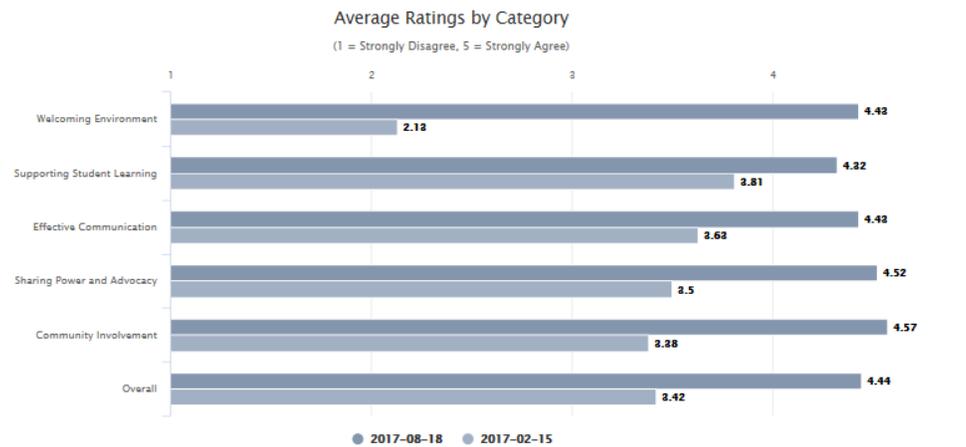
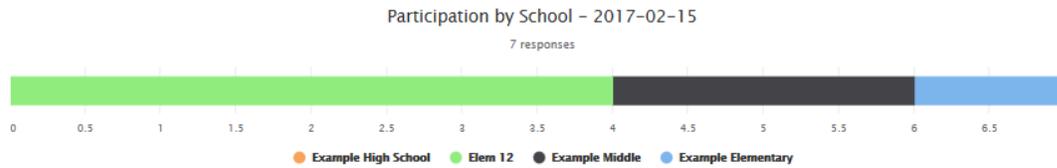
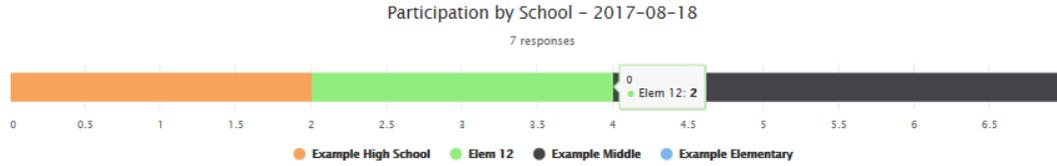
Which Buildings should be included in the report?

- Example Elementary
- Example Middle
- Elem 12
- Example High School
- Other

Run Report

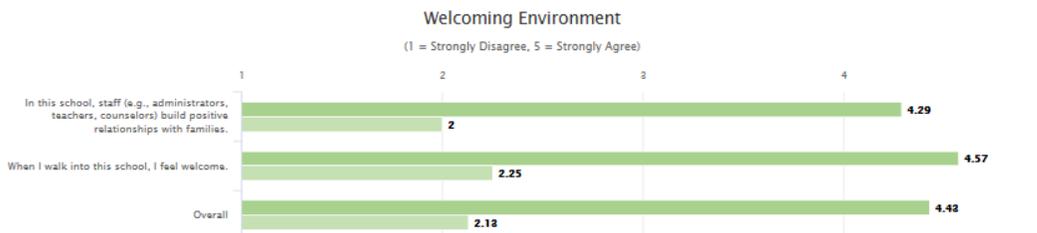
You will see the current number of responses for each building selected, the average rating for each of the 15 survey items (located within the category that item represents), for the five separate categories that encompass these items (i.e., Welcoming Environment, Supporting Student Learning, Effective Communication, Sharing Power and Advocacy, and Community Involvement), and for all 15 items together (the Overall bar on the Average Ratings by Category graph).

Number of Responses: 14



Welcoming Environment

Two survey items addressed whether parents felt their child's school was welcoming and whether staff at that school worked to build positive relationships with them.



You can easily download the report by clicking Download as PDF.

District: Example District

| Survey Name | Status | First Opened | Closed | Responses | Share |
|--------------------------|--------|--------------|------------------------------|-----------|---|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 7 | https://districttools.org/example102 |
| Family Engagement Survey | Open | 2017-02-15 | Close Survey | 7 | https://districttools.org/sss |

Results For: Selected buildings

Language: English

Download as PDF

Section 8: Interpreting Results

Family Engagement Survey results provide aggregated data for your district and each school regarding the PTA National Standards for Parent-School Partnerships. The results should be used to identify strengths and prioritize areas of improvement.

Guided Discussion Questions

1. Quickly glance through the data. What are your first impressions?
2. Does the number of survey participants adequately represent our students' parents/guardians?
3. Celebrate successes: Which items or domains show high levels of engagement? What processes, events, etc. are in place that support these high levels of engagement?
4. How do the results align with our impressions? Is additional data needed?
5. Prioritize needs: Which items/domains show low levels of engagement? Which items highlight areas that could be improved over the next year?
6. Next steps: How do the results influence our communication with parents and our strategies to engage them?

A focus conversation protocol to facilitate reflection on the *Family Engagement Survey* data is available at https://ksdetasn.s3.amazonaws.com/uploads/resource/upload/1965/Family_Engagement_Focused_Conversation.pdf.

Section 9: Closing a Survey

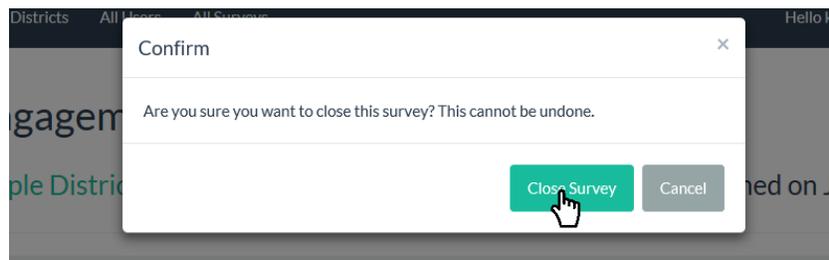
Once you're finished collecting responses, **click the *Close Survey* button** on the survey results page.

| Survey Name | Status | First Opened | Closed | Responses | Share |
|--------------------------|--------|--------------|------------------------------|-----------|---|
| Family Engagement Survey | Open | 2017-08-18 | Close Survey | 7 | https://districttools.org/example102 |

Results For: Entire district | Language: English | Download as PDF

Example District

Once a survey is closed, **it cannot be reopened**. If you need additional results, a new *Family Engagement Survey* will have to be launched and results from the two surveys will not be aggregated automatically. If you're sure that you are done collecting responses, select *Close Survey* again in the window that pops up to confirm your decision.



Your *Family Engagement Survey*'s status will now change to *Closed* on your district's Dashboard page. Anyone who accesses a link for a closed survey will receive the following message:

Example District

Family Engagement Survey

We're sorry, this survey has been closed.

Los sentimos, esta encuesta se ha cerrado.

Chúng tôi rất lấy làm tiếc, khảo sát này đã đóng.

Waa ka xunnahay, daraasadaan waa xiran tahay hadda.

Thov txim, twb kaw qhov tshawb fawb no lawm.

Section 10: Additional Assistance

For additional assistance or any questions regarding districttools.org or the *Family Engagement Survey*, please contact tasneval@ku.edu.