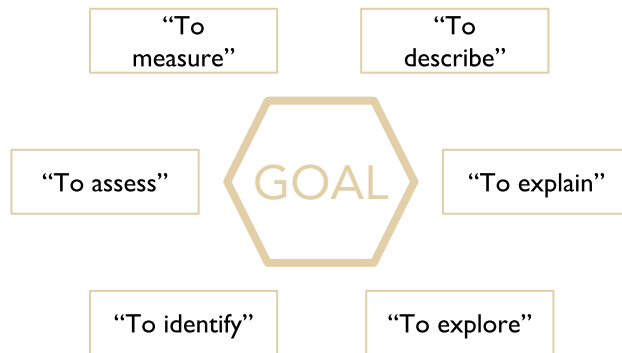


Cheat sheet: successful school surveys

1. Be clear on what leads to success

SUCCEED	FAIL
<ul style="list-style-type: none"> Achieve its goal 	<ul style="list-style-type: none"> Secure low completion rate
<ul style="list-style-type: none"> Secure valid responses 	<ul style="list-style-type: none"> Gather incomplete or invalid information
<ul style="list-style-type: none"> Provide accurate insight 	<ul style="list-style-type: none"> Driving no organisational response
<ul style="list-style-type: none"> Show reasonableness and action 	<ul style="list-style-type: none"> Reveals ignorance or other negative trait
	<ul style="list-style-type: none"> Sending unplanned messages or generating negative word of mouth

2. Set clear goals, starting with an infinitive and clear priorities



A) PRIORITISE COMPLETION

OR

B) PRIORITISE RICHNESS

Pro-tip: gathering information ≠ a goal

3. Ask yourself of your survey

- Check scope matches goal and all questions
- State **scope**, **purpose** and **consequences** clearly to respondents to improve success

Q1: SCOPE	Q2: PURPOSE	Q3: CONSEQUENCES
<ul style="list-style-type: none"> What areas will we cover? Will questions be personal or sensitive? 	<ul style="list-style-type: none"> Why are we doing this? What is our goal? 	<ul style="list-style-type: none"> What will be done with the data? Do one's responses impact one's children?

4. Ask yourself of every section or question

Q4: INFORMED?	Q5: COMPETENT?	Q6: CAN WE ACT?
<ul style="list-style-type: none"> Is the respondent informed to answer this? If not, we're giving them work, jeopardises completion 	<ul style="list-style-type: none"> Is the respondent competent to answer this? If not, jeopardises survey validity 	<ul style="list-style-type: none"> Can we act on the answers we may receive? If not, jeopardises community cohesion