



Community Survey Frequently Asked Questions

We have compiled a list of frequently asked questions that you can refer to throughout the survey process.

1. Who prints the surveys?

The team at School Perceptions will work with you to secure a local printer or one of our preferred printers. Once the printing company is determined, we will handle all of the printing details. The printing expenses will be invoiced directly to the District from the printer.

2. How do the surveys get mailed?

We will work with you to secure a district-wide mailing list if you do not already have one on file. Typical options include: 1) purchasing a school district-specific registered voter list, or 2) completing an Every Door Direct Mail order by selecting Post Office routes within your district's boundaries.

3. How long does printing take?

Once the final survey is approved, printers will typically need 2 weeks to complete the printing process.

4. How do we get extra paper copies of the survey?

When we place the printing order, we instruct the printing company to send additional copies to the district contact. These will arrive at your desired address so they are available while the survey window is open.

5. Who pays for the survey printing and mailing?

As outlined in your survey proposal, the costs associated with printing and mailing the survey are the responsibility of the school district. We will work with you to get the best possible pricing.

6. How do we provide additional surveys to residents who want to take the survey online?

Before the survey is launched, a point person at the school district will be emailed a batch of survey access codes along with the survey website. These can be printed on standard business cards or provided over the phone/via email when residents request them.

7. How long should the survey be "open" for residents to take it?

We have found that surveys open over three weekends/two weeks (approximately 17 days) yield the greatest results. Our project managers will work with you to determine the best dates for your survey given the time of year, your community and District needs.

8. Should the district promote survey participation?

Yes. Survey participation is important. We will provide you with a press release that we suggest sending to local media to promote participation. Additionally, any promotion the district can do is encouraged.

9. How do you ensure that only school district residents take the survey?

In the "Respondent Information" section of the survey, we ask two questions regarding residency. Respondents who don't live in the district will be removed from data analysis regarding tax tolerance.

10. Some of our staff members do not live in the district. Should they still complete the survey?

Yes. It is important that staff are aware of the survey and feel they have a voice in the planning. Their responses will not be included in the data analysis of tax tolerance.

11. How do you ensure that people don't take the survey more than once?

The School Perceptions proprietary software ensures that each survey code can be used only once.

12. Should a staff member complete the survey twice if they are a parent and a staff member?

No. In our survey invitation to staff we acknowledge that those residing in the district will receive a survey at home. We ask that the home survey be used by another adult in the home, if applicable. In our research we have found that it is highly unlikely an individual will take the survey a second time.

13. Is the survey available in multiple languages?

Yes. Our survey software allows a respondent to select a language from a menu bar. We have staff available to translate the paper survey, if needed.

14. How will the email addresses we give School Perceptions be used?

The School Perceptions Privacy Policy guarantees that the email addresses you share with us will only be used for your district's contracted services. All emails sent to these accounts are approved by the district contact person prior to being sent.

15. Do you email the parents?

Yes. We have found that sending a survey invitation to parents via email ensures a higher response rate.

16. Is it necessary to provide a survey access code on the emails to staff and parents?

We have found significantly greater participation by parents and staff when a survey invitation is emailed to them that includes a survey access code. Our research has found that rarely will a staff member or parent take a survey more than once. Additionally, our results are disaggregated into groups and we look most closely at the tax tolerance responses of the non-parent, non-staff group.

17. What do we do with the paper surveys that are completed?

A return address envelope to School Perceptions is included in each survey. Surveys returned to the district office can be collected and sent to our corporate office at the close of the survey. Our staff then enter these into the system.

18. What time does the survey close on the final day?

Although we don't publicize this, the survey remains open beyond the printed deadline. We have found that allowing people to take the survey after the deadline is most consistent with our inclusive messaging. All surveys completed prior to our data analysis and reporting are included.

19. Is our data backed up?

Yes. Our data is backed up daily and real-time monitoring of company servers takes place 24 hours a day, 365 days a year.

20. Do we own the data?

Yes. Your data remains on our server, but is owned by the district.

21. Who do we call if someone has a question about the survey?

School Perceptions support specialists are available Monday – Friday, 8:00 a.m. – 5:00 p.m. CT. Respondents may call us at 262.644.4300 or email info@schoolperceptions.com.