

# Raising Survey Response Rates

A Guide for Student Surveys



## Building student buy-in

Schools and districts that work with Panorama achieve the highest response rates by building buy-in with students throughout the survey cycle. Below you will find a list of strategies that our schools and districts have found most successful in raising survey awareness, buy-in and response rates among students.

*Note: many of the strategies have an accompanying resource; click on the link to download the resource!*

## Strategies you can use

### Before Students Take Surveys

- Solicit **student input on survey content** by holding focus groups or by [polling students](#)
- **Thoughtfully schedule the survey window** by designating a class period to complete the surveys, by planning make up time for absent students, and by avoiding school holidays and testing dates
- **Raise awareness** by [hanging Student Voice Counts posters](#) and by encouraging teachers to talk to students about the survey ([grades 3-5 lesson plan](#))
- Establish **clear incentives for participation** upfront—some schools have even offered a small prize for classes with the highest response rates!
- **Communicate why the survey matters** and **how the results will be used** with our [customizable Panorama Student Survey Resource Kit](#)

### While Students Take Surveys

- Provide **progress updates** to schools by sharing Panorama’s Response Rate Dashboard, by sending regular email updates to principals, or by posting a “progress thermometer” in each school
- Raise awareness through **My Voice Counts sticker campaign**: Panorama Education can provide stickers for students ([sample](#)) and [classroom instructions for teachers](#)

### After Students Have Completed Surveys

- Close the loop by **sharing the survey results** with your students
- **Increase visibility of the data** for students by having teachers use Panorama Education’s sample lesson plan about the survey
- Demonstrate how your school or district values student feedback by communicating **how you will take action** on the survey results

## Questions and ideas?

We want to learn what’s working for you! Share your strategies with [support@panoramaed.com](mailto:support@panoramaed.com) so we can best equip other educators to maximize the value of their surveys.