



10 Tips to Create a Successful Parental Engagement Questionnaire



Use open-ended questions sparingly

Keep open-ended questions to a minimum. Open-ended questions take longer for parents to answer and are also tricky to quantify and measure.



Keep your survey question phrasing neutral

Avoid using biased questions. Biased survey questions are worded in a way that favours a particular answer. These include leading, loaded and absolute questions.



Be mindful of asking sensitive questions

Only include questions of a sensitive nature where necessary. Make clear why you're asking a personal or sensitive question, stating how the respondent's private information will be used and stored.



Focus on the structure of your survey

Aim to structure your survey in a way that guides your respondents in a logical and easy-to-follow manner. Adopt the [funnel technique](#) to keep parents engaged.



Consider offering an incentive

Monetary incentives may include a gift card, discount, or coupon. Non-monetary incentives could constitute a family day out, school stationery or even a charity donation.



Test before you go live

Share your survey with colleagues in advance to check for any errors. It also gives you a chance to see your survey through your respondents' eyes, helping you test for usability.

Take it one question at a time



Avoid “double-barrelled” questions. Asking two questions at a time can confuse respondents. Instead, simply split the question into two to avoid miscommunication.

Speak your respondent’s language



Use language and terminology that parents will understand, keeping language as plain as possible, avoiding technical jargon and keeping sentences short.

Keep your questionnaire short



The length can affect completion rates, so avoid making it too long. If possible, try to keep your questionnaire to less than five minutes. This translates into about 15 questions.

Promote your survey far and wide



Use multiple channels to reach as many parents as possible. Use email, parents’ evenings, social media, your school communication app, the school website and more to spread the word.

Notes:
