



WHEN DO PARENTS AND STAFF MOST OFTEN RESPOND TO SURVEYS?

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Context

Round Rock ISD is a large suburban school district in Central Texas with 54 schools, approximately 50,000 students, and about 6,000 educational staff members (e.g., teachers, administrators, support staff). Round Rock ISD staff have administered a District climate survey yearly since 1998.

In the past three years (i.e., 2016 – 2018), climate surveys have been administered digitally via SurveyMonkey and through pen and paper. For the purposes of this analysis, only digital response times were analyzed. Each year, surveys were first distributed on Mondays and were open for approximately one month. Staff and parents were directly emailed with a link to the survey and were sent follow up reminders in subsequent weeks. Staff utilized social media (e.g., Twitter, Facebook, Instagram) to promote survey responses, along with district and campus websites. No incentives were offered to staff or parents for completing the surveys. Climate surveys were digitally available in English and Spanish for parents and in English for staff.

Over the past three years, over 30,000 climate surveys have been completed by parents and staff. However, response rates varied widely between schools for parents (school response rate range in 2018, 4% to 53%) and staff members (school response rate range in 2018, 32% to 88%).

In an attempt to increase response rates for parents and educators, we sought to understand more about what time of the day and what day of the week parents and educators most often responded to the District's climate surveys over the past three years.

Evaluation Questions

What day of the week do parents most often respond to climate surveys?

What day of the week do staff (e.g., teachers, school administrators, district staff) most often respond to climate surveys?

What time of day do parents most often respond to climate surveys?

What time of day do staff (e.g., teachers, school administrators, district staff) most often respond to climate surveys?

Parent Results

Parent responses by day of week

Tuesday and Wednesday were most common

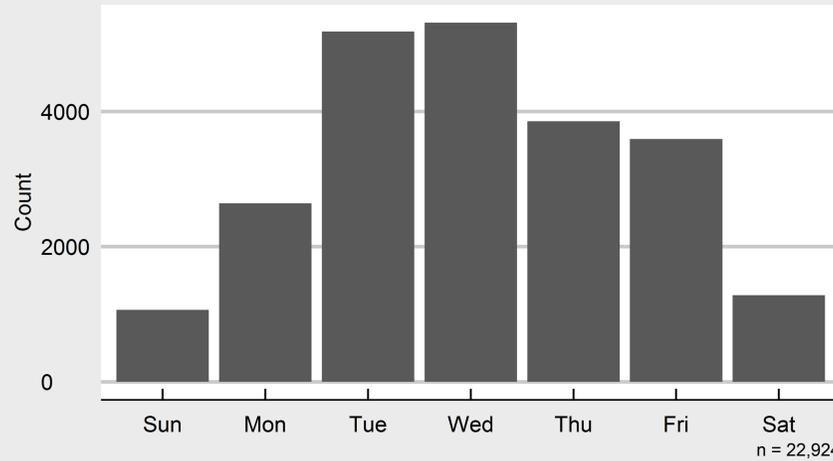


Figure 1. Parents most often responded to the District's climate surveys on Tuesdays and Wednesdays

Parent responses by hour of day

The 3:00 PM hour was most common

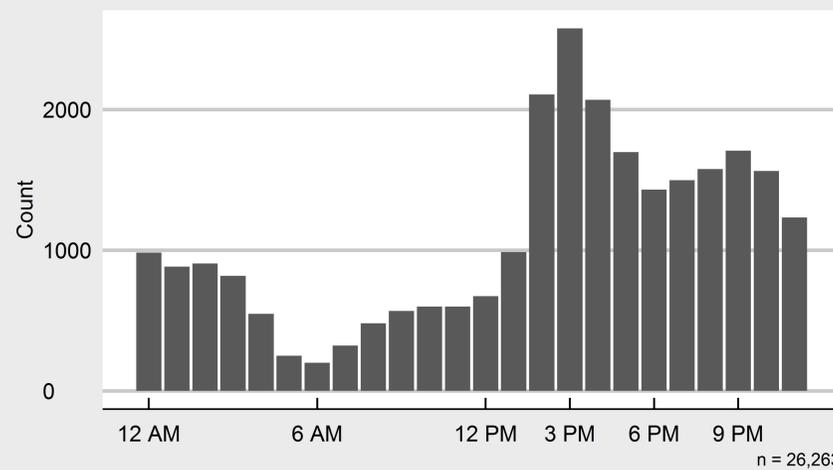


Figure 2. Parents most often responded to the District's climate surveys in the afternoons, from 2:00 PM until 4:00 PM

Staff Results

Staff responses by day of week

Monday and Wednesday were most common

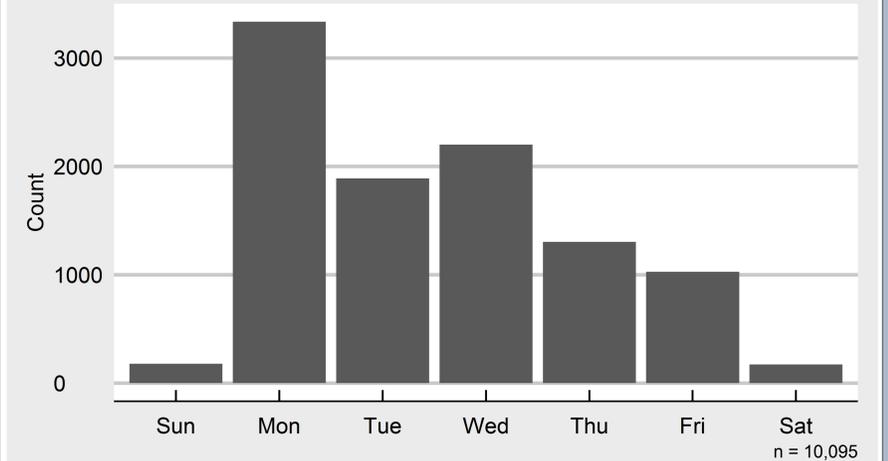


Figure 3. Staff most often responded to the District's climate surveys on Mondays and Wednesdays

Staff responses by hour of day

The 4:00 PM hour was most common

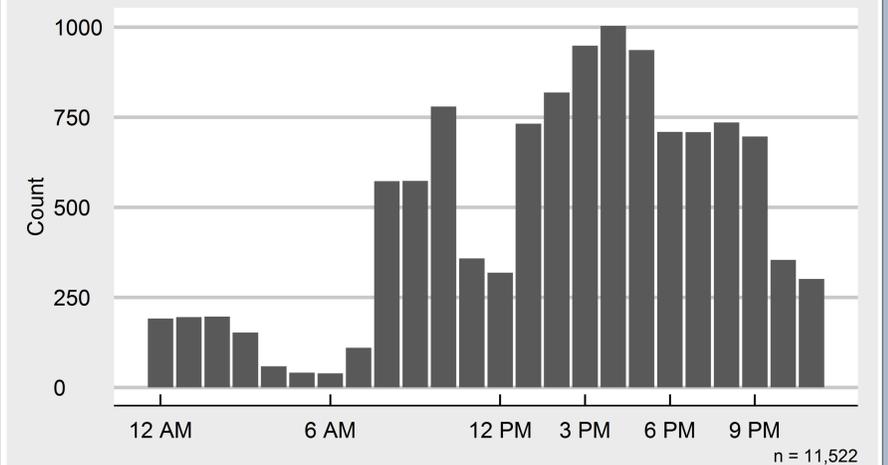


Figure 4. Staff most often responded to the District's climate surveys in the afternoons, from 3:00 PM until 5:00 PM