



OUR FRIENDSHIP  
PYRAMID

Friends are the  
sunshine of life.

Whoever finds a  
true friend has  
found a treasure.

A friend is a  
person who  
presents you gifts  
of himself.

There are big ships and  
small ships. But the best  
of all is friendship.

A true friend  
is one who  
happens to be going  
in the same  
direction.



# Survey Bank

WHITE PAPER

## Executive Summary

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At K12 *Insight*, we strive to help our clients thoughtfully engage with their stakeholders and make data-driven decisions. Since 2002, we have provided well-researched and psychometrically sound surveys that cover a wide range of topics including engagement, strategic planning, health and wellness, and school quality and climate. Our clients have distributed thousands of these surveys to a variety of stakeholders nationwide. Recently we refined and updated surveys for our new Engage Survey Bank. We made these enhancements to continue to provide our clients with the most relevant, well-researched, and reliable survey instruments available in the field of education.

## Revamping our survey bank

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We want to provide our clients unlimited access to research-backed surveys on current and relevant topics in education. Engage is a do-it-yourself (DIY) surveying platform, available to K12 *Insight* clients, which includes access to our bank of premade surveys. Our team of doctoral researchers and project analysts worked together to revamp the survey bank to ensure our surveys are timely, relevant, and high quality. This effort provides our clients access to the best survey instruments in the field and provides our research team access to more data to expand our number of benchmark studies.

## What can be found in the survey bank?

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Four surveys in the survey bank include national benchmark data. Benchmark surveys are used nationally by our partner clients. Our benchmark surveys focus on employee engagement, parent satisfaction with the special education program offered at their child's school, school climate/quality, and student engagement. These benchmark surveys have been used by our research team to manage survey projects with our partner districts, and the information collected from these surveys is used to drive positive changes in partner school districts. Each benchmark survey has undergone factor analysis, and each instrument has high Cronbach's alpha scores that confirms their validity and reliability. Cronbach's alpha is used in research to determine the reliability, or internal consistency, of a set of scale items. The Cronbach's alpha score ranges from 0 to 1, with a score of 0 meaning the items are independent from one another (not related) and a score of 1 meaning the items have a very strong relationship and are properly measuring the dimension/topic being studied. A reliability coefficient of 0.70 or higher is considered satisfactory. All of K12 *Insight's* benchmark surveys have an overall Cronbach's alpha score of .96 or higher.

- The **School Quality Survey** has an overall Cronbach's alpha score of  $r=0.987$  (parents),  $r=0.987$  (staff members), and  $r=0.963$  for students.
- The **Employee Engagement Survey** has an overall Cronbach's alpha score of  $r=0.962$ .
- The **Student Engagement Survey** has an overall Cronbach's alpha score of  $r=0.963$ .
- The **Special Education Satisfaction Survey for Parents** has an overall Cronbach's alpha score of  $r=0.993$ .

The remaining 48 surveys in the survey bank are catalog surveys, which are our well-researched, ready-to-use instruments on a range of topics that include strategic planning, health and wellness, and uniform policies. These instruments can be used as is or be customized to meet a district's unique needs.

## Process

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K12 *Insight* has a research team that is composed of experienced researchers who have advanced degrees in research methodology and who are former educators and administrators. Over the course of several months, our research team conducted a multiphase evaluation of the survey instruments in the Engage Survey Bank. The evaluation involved vetting the previous survey bank, identifying which survey instruments were most commonly used by clients, and updating the instruments to ensure they reflect best practices in survey design. More specifically, the process included:

- An intensive review of each survey, including frequency of use, which led to a recommendation to delete, combine, or revise a survey instrument. The proposal was presented to the Client Success Team for review in November 2016.
- A rubric was used to ensure the reliability and validity of each survey instrument that was to remain in the bank. The rubric included:
  - **Reviewing the dimensions** within each instrument to ensure they measure all of the relevant topics. In some cases, the team expanded the topics/dimensions to ensure the instrument comprehensively measures the topic of interest (e.g., school climate).
  - **Determining the unit of analysis** (e.g., classroom, campus, or district) to identify which items would be most appropriate for each stakeholder group. The research team used discretion to combine instruments when possible, as well as vertically align them.
  - **Ensuring internal consistency** within each instrument, including reviewing the type of scale used (e.g., agreement, frequency, likeliness to recommend) and ordering of answer options (e.g., ordering the answer options from least favorable to most favorable). This process ensures that the participant experience is easy and uncomplicated.
  - **Reviewing the readability** of the instrument to ensure the items are easily understood by participants with a wide range of education levels. It is important to ensure that all survey items can be understood by current and past students, current and past parents or guardians, staff, and community members.
- A peer-review process was implemented after the lead completed the rubric.
- An editorial review process was initiated after the peer-review process was completed.
- Each finalized survey was then uploaded into the Engage Survey Bank.
- The research team conducted a final review and test of each survey to ensure it was uploaded properly and that any branching or question logic was properly applied.

This project resulted in 52 survey instruments across 16 categories that are now available to our Engage clients.

## Survey bank categories

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The research team at K12 *Insight* updated the categories in the Engage Survey Bank. There are 52 survey instruments across 16 categories (see Figure 1).

Figure 1

Updated Engage Survey Bank Categories



Survey bank instruments

There are 52 instruments in the survey bank. What follows is the name and description of each survey instrument. The goal of our survey bank is to empower our clients with top-notch, relevant, and well-researched survey instruments for the 2018-2019 school year and in the future.

Survey Bank Category	Survey Name	Description
Benchmark Survey	Employee Engagement Survey	Consists of three parts: Overall engagement, which is designed to measure each employee's level of engagement; engagement drivers, which are items about aspects of the work environment; and demographic questions that provide information about participants, such as school, department, and job classification.
Benchmark Survey	School Quality Survey	Measures perceptions of school quality and climate of students in grades 9-12, parents, and employees. School climate is measured through five dimensions: Academic support, student support, school leadership, family involvement/engagement, and safety and behavior.
Benchmark Survey	Special Education Satisfaction Survey for Parents	Explores the quality of special education information, parental understanding of special education issues, communication, parents' experience in Individualized Education Program (IEP) meetings, perception of IEP implementation, instruction, expectations, and access to the curriculum.
Benchmark Survey	Student Engagement Survey	Asks student participants about how often they feel mentally, emotionally, and socially engaged at school. Results can provide district administrators with insights into the degree to which students are engaged in their schools.

<b>Climate</b>	Climate Survey for Students in Grades 3-8	A modified version of our School Quality Survey that targets students in upper elementary school and middle school. School climate is measured through five dimensions: Academic support, student support, school leadership, family involvement/engagement, and safety and behavior. This version uses a True/False scale, so it is easily understood by this age group.
<b>Climate</b>	District Climate Survey on Central Office Topics	Obtains feedback from all district stakeholders on district operations versus school/department operations. Topics include school choice, district operations, district leadership, and overall experience with the district.
<b>Climate</b>	DTSDE Survey for Elementary Students	Obtains feedback from elementary students on the six tenets of the Diagnostic Tool for School and District Effectiveness (DTSDE).
<b>Climate</b>	DTSDE Survey for Secondary Students	Obtains feedback from secondary students on the six tenets of the Diagnostic Tool for School and District Effectiveness (DTSDE).
<b>Climate</b>	DTSDE Survey for Instructional Staff	Obtains feedback from instructional staff on the six tenets of the Diagnostic Tool for School and District Effectiveness (DTSDE).
<b>Climate</b>	DTSDE Survey for Parents	Obtains feedback from parents on the six tenets of the Diagnostic Tool for School and District Effectiveness (DTSDE).
<b>College and Career Readiness</b>	Alumni Preparedness for College and Workplace	Measures alumni perceptions about how prepared they were for life after high school and collects feedback on programming.
<b>College and Career Readiness</b>	School Counseling Survey for Alumni	Measures alumni perceptions about the school counseling program.
<b>College and Career Readiness</b>	School Counseling Survey for High School Students	Measures the perceptions of high school seniors about how prepared they feel for life after high school and collects feedback on programming.
<b>College and Career Readiness</b>	School Counseling Survey for Parents	Measures parent perceptions about the school counseling program.
<b>College and Career Readiness</b>	School Counseling Survey for Teachers and Staff	Measures staff perceptions about the school counseling program.
<b>Equity</b>	Equity Perception Survey for Parents	Asks parents/guardians about their overall perceptions of equity, along with topics including valuing equity, culture and climate, safety and behavior, policies and procedures, curriculum and instruction, and family support and inclusion.
<b>Equity</b>	Equity Perception Survey for Staff	Asks staff about their overall perceptions of equity, along with topics including valuing equity, culture and climate, safety and behavior, policies and procedures, curriculum and instruction, and family support and inclusion.
<b>Equity</b>	Equity Perception Survey for Students	Asks students about their overall perceptions of equity, along with topics including valuing equity, culture and climate, safety and behavior, policies and procedures, curriculum and instruction, and family support and inclusion.
<b>Family Involvement/Engagement</b>	Family and School Partnership Survey	Building on the work of Dr. Karen Mapp of Harvard University, this survey asks parents/guardians for feedback on how their child's school promotes family engagement. It measures their level of engagement through four topics: Exchanging knowledge, building relationships, linking to learning, and sharing power.

<b>Federal Programming</b>	Special Education Program Capacity Survey	Asks about staff perceptions of the capacity and value of special education services along the continuum of the east Restrictive Environment.
<b>Federal Programming</b>	Title I Services Parent Survey	Collects parent feedback on programming offered at school sites that receive Title I funds.
<b>Federal Programming</b>	Title I Services Principal Survey	Collects principal feedback on programming offered at school sites that receive Title I funds.
<b>Federal Programming</b>	Title I Services Teacher Survey	Collects teacher feedback on programming offered at school sites that receive Title I funds.
<b>Human Resources</b>	New Teacher Mentoring Survey	Measures employee perceptions about mentoring offered by the district.
<b>Human Resources</b>	Teacher Exit Survey	Measures employee perceptions about their experiences while employed in the district.
<b>Instructional Technology</b>	Instructional Technology Needs Assessment	Identifies instructional technology needs among employees.
<b>Market Share</b>	Family Entry Survey	Seeks feedback from parents on why they chose to enroll their child(ren) in the school district.
<b>Market Share</b>	Family Exit Survey	Seeks feedback from parents on why they withdrew their child(ren) from the school district and about their overall experiences with the school district.
<b>Operations</b>	Opening of Schools Survey	Obtains feedback from school administrators on how effective central office departments are with supporting school openings.
<b>Operations</b>	Cafeteria Survey for Parents	Obtains parent feedback on school meals.
<b>Operations</b>	Cafeteria Survey for Students	Obtains student feedback on school meals.
<b>Operations</b>	Budget Shortfall Survey for Teachers and Staff	Obtains staff feedback on the school district budget.
<b>Operations</b>	Budget Shortfall Survey for Parents	Obtains parent feedback on the school district budget.
<b>Operations</b>	Internal Customer Satisfaction Survey	Obtains staff feedback on the customer service and overall effectiveness provided by central office departments.
<b>Other</b>	School Census Survey	Updates demographic information for parents of current students.
<b>Other</b>	Survey of Surveyors	Inventories all district surveys to identify all survey activity. Results can be used to develop a district-wide survey calendar and to identify gaps and overlaps in surveying.
<b>Other</b>	Uniform Policy Survey	Collects feedback from district stakeholders on their perceptions about the district uniform policy.
<b>Other</b>	Volunteer Registration Form	Collects necessary information including demographics and best dates and/or times for those who want to volunteer in a school or district.
<b>Professional Development</b>	Post-Event Evaluation Survey	Collects feedback on the quality of sessions offered at a sponsored event.
<b>Professional Development</b>	Professional Development Course Evaluation	Obtains employee feedback on current district-sponsored professional development offerings.
<b>Professional Development</b>	Professional Development Needs Assessment Survey	Obtains employee feedback on current professional development needs.

<b>Professional Development</b>	Professional Development Summative Assessment of Instructional Staff	Obtains feedback from instructional staff on the usefulness of district-sponsored professional learning experiences.
<b>Professional Development</b>	Professional Development Summative Assessment of Noninstructional Staff	Obtains feedback from noninstructional staff on the usefulness of district-sponsored professional learning experiences.
<b>Safety and Wellness</b>	Safe Schools Survey for Parents	Collects parent feedback on school safety.
<b>Safety and Wellness</b>	Safe Schools Survey for Staff	Collects staff feedback on school safety.
<b>Safety and Wellness</b>	Safe Schools Survey for Students	Collects student feedback on school safety.
<b>Safety and Wellness</b>	Wellness Survey for Staff	Collects feedback from stakeholders on health and wellness programs, as well as their health status.
<b>Social and Emotional Learning</b>	Social and Emotional Learning Survey for Students	The survey for students in grades 5-12 is based on the six dimensions developed by the Collaborative for Academic, Social, and Emotional Learning (CASEL): Social awareness, self-awareness, relationship skills, responsible decision making, self-management, and growth mindset. Additional questions about district and school programming are included to obtain feedback on what programs and approaches are available, as well as some optional questions about risky behaviors.
<b>Social and Emotional Learning</b>	Social and Emotional Learning Survey for Teachers	The teacher survey is based on the six dimensions developed by the Collaborative for Academic, Social, and Emotional Learning (CASEL): Social awareness, self-awareness, relationship skills, responsible decision making, self-management, and growth mindset. Additional questions about district and school programming are included to obtain feedback about what programs and approaches are available.
<b>Strategic Planning</b>	Strategic Plan Survey	Collects stakeholder feedback on the future direction of a district.
<b>Student Surveys</b>	Student Profile for Families Inventory	Collects feedback from parents/guardians to be able to offer more individualized instruction to each student.
<b>Student Surveys</b>	Student Profile Inventory	Collects student feedback to be able to offer more individualized instruction.

**What's next?**

Over the next few months, K12 *Insight* will be informing clients about the new survey bank. Outreach will involve posting information on [www.k12insight.com](http://www.k12insight.com), publishing monthly blogs that include a featured survey, and hosting a video/webinar series to guide clients through the updated survey bank. If you are interested in joining one of those upcoming webinars, please contact Dr. Shelby McIntosh, vice president of client success at 703-483-5979 or [smcintosh@k12insight.com](mailto:smcintosh@k12insight.com).

Additionally, in summer 2019, our team will review which surveys were most frequently used by our clients to determine if factor analysis should be conducted on the survey bank instruments to elevate one or more of the survey instruments to a benchmark survey.