# Checklist for Effective Title I Parent Involvement Surveys

*Consider the following do's and don'ts when writing and formatting your Title I Parent Involvement Surveys:*

| Do: | Don't: |
|---|---|
| ☑ Begin with a family- friendly introduction that explains the purpose | ⊘ Use jargon or complex phrases |
| ☑ Begin with easy to answer questions | ⊘ Ask for an overall assessment before asking topic details |
| ☑ Give clear instructions | ⊘ Insert unnecessary graphics or mix many font styles and sizes |
| ☑ Keep question structure simple | ⊘ Frame questions in the negative |
| ☑ Ask one question at a time | ⊘ Use abbreviations, contractions or symbols |
| ☑ Maintain a parallel structure for all questions | ⊘ Mix different words for the same concept |
| ☑ Define terms before asking the question | ⊘ Use "loaded" or "leading" words or phrases |
| ☑ Ensure the response categories are both exhaustive and mutually responsive | ⊘ Bounce around between topics or time periods |
| ☑ Label response categories with words rather than numbers | ⊘ Use emotionally charged words, stereotypes or prestige images |
| ☑ Ask for a number of occurrences, rather than providing response categories such as often, seldom, or never | ⊘ Combine multiple response dimensions in the same question |
| ☑ Use a mixture of open, closed, ranking, ordinal, matrix and rating type questions | ⊘ Give the impression that you are expecting a certain response |
| ☑ Be explicit about the period of time being referenced by the questions | ⊘ Forget to provide instructions for returning the completed survey |

Adapted from: University of Wisconsin System Board of Regents, (2010). *Survey Fundamentals: A Guide to Designing and Implementing Surveys.* Retrieved from http://oqi.wisc.edu/resourcelibrary/uploads/resources/Survey_Guide.pdf