**Question:**
How can we (principals or administrators) engage and check-in with students, parents, and teachers?

**Answer:**
See below for how some school district administrators engage and check-in with students, parents, and teachers.

- Principals and assistant principals at Success Academy Charter Schools hold daily “remote touchpoints” with teachers to check-in and deliver information to teachers each day. Additionally, middle and high school teachers at Success Academy Charter Schools hold daily office hours with Google Classroom to check-in on students.
- Administrators at Fulton County Schools asked teachers and parents to post examples of how they spend their days on Twitter to promote faculty and parent engagement. Examples include coaches posting workouts for students, teachers singing with students over Zoom, and parents taking pictures of their students performing schoolwork.
- Administrators at DSST Public Schools asked teachers to reach out to each of their students once a week to check if students have enough food, or to see if students need mental or physical health resources.

Administrators can also send out frequent newsletters on strategies about remoting learning or updates directly from principals. Smore—a free newsletter service—created COVID-19 specific templates you can email to teachers and parents.

Administrators can deploy surveys to gauge teacher, student, and parent attitudes while children remain at home. Surveys also help determine if teachers, students, or parents need assistance with remote learning. For example, the section Planning For A School Closure: Parent Survey in Resources for Teaching Online Due to School Closures provides a sample survey districts can send out to plan for remote learning. As most districts have already begun remote learning, administrators can use the template to check-in on parents and gauge their current attitudes about remote learning. For example, the survey asks, “How would you describe your internet access at home?” And, “Are you happy for your child to access education videos on YouTube (if teachers provide links)?” The author used Google Forms to create the survey template.

EAB does not endorse vendors. That said, our researchers wanted to highlight three free online survey tools to create and send surveys.

- **Google Forms:** Administrators can send unlimited surveys, ask unlimited questions, receive unlimited responses, and export data to analyze with Google Sheets.
- **Survey Monkey:** Administrators can create unlimited surveys, but Survey Monkey limits the number of respondents (100 per survey) and limits surveys to 10 questions each.
- **Typeform:** Administrators can send unlimited surveys and unlimited questions with Typeform. Typeform also offers the option to export data to your preferred spreadsheet software (e.g., Microsoft Excel or Google Sheets). However, Typeform limits responses to a 100 per survey.

For more general information on developing surveys administrators can send to teachers, students, and parents, our researchers wanted to highlight EAB’s report Get the Most Out of Facilities Customer Satisfaction Surveys. While the report specifically addresses how facilities managers can conduct
customer satisfaction surveys, all the lessons should help administrators develop their own teacher, student, and parent satisfaction surveys. The report covers the three main components of developing satisfaction surveys.

- **Section 1: Survey Design (pages nine to 18)** describes how to select demographic questions, measure satisfaction with Likert scale questions, and get immediate feedback with comments.
- **Section 2: Survey Deployment (pages 19-24)** covers how to target a diverse respondent pool, promote your survey through multiple channels (e.g. email, Twitter, Facebook), and maximize response rates.
- **Section 3: Survey Analysis (25-46)** outlines how to analyze quantitative responses, directly address comments, and communicate results to your target population (e.g. teachers, students, parents, administrators).