



## FY 17-18 PARENT SURVEY ADMINISTRATION GUIDELINES

First 5 Ventura County is implementing a Parent Survey intended to assess the impact of its programs. The Parent Survey is designed to align with the First 5 Evaluation Framework and measure the outcomes identified in the Framework (i.e., access to care, school readiness prior to kindergarten, and knowledge of child development, resources and parenting).

Funded partners play a key role in collecting this useful data, which will be aggregated and analyzed by a third party evaluator. The administration of the Parent Survey in a strategic and consistent manner is critical to the success of this effort. The following guidelines will help ensure that valid and accurate data are collected.

### ***When to Administer the Survey:***

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The Parent Survey will be administered at a single point in time each year in order to gather data from participants who receive services during the survey window.

- The FY 2017-18 survey window will be from **May 1<sup>st</sup> to May 31<sup>st</sup>**.

### ***Preparing Surveys for Administration:***

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Each funded partner will receive:

- Participant list with active clients for the FY 17-18 fiscal year including client and family IDs. Participants will be grouped alphabetically by family last name.
- Client name and client/family IDs will be pre-printed on labels
- Electronic and/or hard copy survey forms (English and Spanish) pre-populated with the program name.

Prior to survey administration:

**Place the appropriate client ID/family ID label for the child** on the survey form in the “For Staff Use Only Box”. Put a post-it-note with the label for the child’s name on the front of the survey and attach a blank envelope:

- *For a parent not linked to child*, place the label with the **parent’s client ID** on the survey and the parent’s name on the post-it note
- Some participants (not linked to other family members) will not have a family ID.

### ***How to Administer the Survey:***

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Administer the survey to the parent participants using the steps and script provided below. It should take parents about 5 to 10 minutes to complete the survey. Please provide an envelope or box in which parents can place their completed surveys. This could be located, for example, near a front desk or exit door where a staff member is regularly present to remind parents to turn in their surveys.

Ideally, **the survey should be completed at the service site** and not taken home for completion. For example, surveys are to be handed out on days when parents pick up their children or are attending services. You should emphasize the importance of providing **honest feedback**, which will help First 5:

- 1) accurately understand families' needs;
- 2) ensure First 5 is appropriately meeting those needs;
- 3) understand how to improve First 5's services.

Assure parent that surveys are treated as anonymous—program staff will not see the surveys, their names will not be on the completed surveys, and all surveys will be analyzed by a third-party evaluator.

**The following steps should be taken to ensure accurate responses and assure parents that their answers will not be read by the person administering the survey:**

1. When possible, a staff member who does not directly work with that parent/family should administer the survey.
2. Funded partners staff should hand the survey to the respondent with the participant name still on the survey. Staff should ask parents to remove the post it note when the survey is completed and to place the completed survey in a blank envelope before handing it in so their responses will be anonymous to program staff.
3. As the staff member is handing the survey to parents, she/he is to let the parents know that their responses to the survey, or their willingness to complete the survey, will not affect their receiving First 5 services in any way and, in fact, the surveys will not be analyzed by program staff but by an outside evaluation firm. Again, emphasize that the goal in conducting the survey is to help us understand their needs and to continue to improve the services we provide to them so **honest feedback is critical**.
4. To the extent possible, parents are to be given privacy while completing the survey.
5. Parents are to be instructed that they can drop completed surveys in a large box or envelope stationed near a staff member [for example, near the exit or somewhere that works well within the provider site]. Make sure that staff stationed near the survey receptacle consistently remind parents to turn in their surveys.
6. If a parent indicates s/he has already completed a survey for **this child** for this fiscal year, they do not need to complete a second survey. Make sure to double check that the completed survey was for **this child** and not another family member. If it is a duplicate, collect and destroy the unused survey.

### **Survey Script:**

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Read the directions in the following script aloud to participants before they begin taking the survey. There are three main parts to this script: (1) Introduction to the survey; (2) emphasis on honesty and anonymity; (3) brief instructions on how to respond.

*"[Name of Funded Provider] and First 5 Ventura County are working together to provide services to you. We would like to learn about your family's experiences since participating in First 5 services and are asking you to take a Parent Survey to help us understand how we can continue to improve our services to best meet the needs of all of the families that we serve. This is a different survey than the Program Improvement Survey that you may have already been asked to take for a specific program or service.*

We really want to learn about your own experiences with First 5, so there are **no right or wrong answers**. The more honest you are, the more we can better understand what our families need and how to improve our services to best meet those needs. Your survey is treated as anonymous and thus your answers to these questions will not affect you or your child receiving services in any way. In fact, our program staff will not look at your survey at all. All surveys will be sent to a separate firm that will analyze them all together.

Please mark only one response for each question. Please print clearly and fill in all the boxes completely. When you have completed your survey, please make sure to remove the post it note with your name on it, place your survey in the envelope we've provided (you may seal it if you'd like), then place it in the box [say where box is located]. If you have any questions about the survey, or need help completing it, please let me know."

### **En Español:**

Lea las instrucciones a los participantes de este guión en voz alta antes de comenzar a tomar la encuesta. Hay tres partes principales en este guión: (1) Presentación de la encuesta; (2) énfasis en la honestidad y el anonimato; (3) instrucciones breves sobre cómo responder.

*"[Name of Funded Provider] y First 5 Ventura County están trabajando conjuntamente para proporcionarle servicios a usted. Nos gustaría conocer las experiencias de su familia desde que comenzó a participar en los servicios de First 5 y le pedimos que tome una encuesta para padres de familia para ayudarnos a comprender cómo podemos seguir mejorando nuestros servicios para mejor satisfacer las necesidades de todas las familias que servimos. Esta es una encuesta diferente de la Encuesta del Programa de Mejoramiento que es posible que ya le hayan pedido tomar para un programa o servicio específico.*

*Realmente queremos aprender acerca de sus propias experiencias con First 5, **así que no hay respuestas correctas o incorrectas**. Cuanto más honesto sea, más podremos comprender lo que nuestras familias necesitan y cómo mejorar nuestros servicios para satisfacer mejor esas necesidades. Su encuesta es tratada como anónima y por lo tanto sus respuestas a estas preguntas no lo afectarán ni a usted ni a su hijo al recibir sus servicios de todas maneras. En realidad, nuestro personal del programa no verá su encuesta en absoluto. Todas las encuestas serán enviadas a una empresa independiente donde serán analizadas todas juntas.*

*Favor de marcar una sola respuesta para cada pregunta. Escriba claramente y llene todas las casillas por completo. Cuando haya completado la encuesta, asegúrese de quitar la notita con su nombre, ponga su encuesta en el sobre que hemos proporcionado (lo puede sellar si lo desea), luego lo coloca en la caja [diga donde se encuentra la caja]. Si tiene alguna pregunta acerca de la encuesta, o necesita ayuda para completarla, hágamelo saber".*

### **Survey Administration Tips:**

#### **Please DO:**

- ❖ Be familiar with all survey items so you are able to answer any questions from respondents.
- ❖ Direct the respondents to clearly mark their answers on the survey.
- ❖ Give respondents privacy, to the extent possible, when filling out the survey.
- ❖ Emphasize the role of honesty in their responses: there are no right or wrong answers or the need for participants to feel they should answer a certain way
- ❖ Communicate that the purpose of surveys is for program learning and responses won't have a negative impact on staff or funding
- ❖ Ensure that respondents understand that program staff won't see the surveys and surveys will be analyzed by a firm that is separate from First 5.
- ❖ Have the respondent put the completed survey in the designated box/location.
- ❖ Ensure that there is a staff member near the designated survey receptacle to remind parents to turn them in.
- ❖ Offer to read or complete the survey on an individual basis for the respondent if needed (e.g., if language or reading is challenging for the respondent). In these cases, offer first to read for them and only offer to complete it for them if there is no other solution. Read from a separate and blank survey and do not look at the respondent's responses.
- ❖ Be understanding if parents refuse to take the survey. Ask if they feel comfortable sharing their concerns. If they do, document those concerns on the Batch Cover Sheet. Mark the refusal on your client list so that you can tally refusals at the end and record them on the Batch Cover Sheet

#### ***What to do with Completed Surveys:***

Completed Parent Surveys will be inventoried and batched together. Please use the following procedures to track survey responses:

1. **Daily:** At the end of each day, refer to your client list to track each survey administered and returned. This will enable you to track for yourselves who received and returned a survey. It will also help you to quickly confirm whether or not a parent turned in a survey if he or she thinks she may have already completed one for his/her child.
2. **Weekly:** Each week, take inventory of the surveys collected and record the number collected. Record the number on the **PARENT SURVEY BATCH COVER SHEET**. Every Monday morning during the survey administration period, email the number of surveys received during the previous week to Sam McCoy at [smccoy@first5ventura.org](mailto:smccoy@first5ventura.org)
3. **At the End of the Survey Administration Period:** At the end of the survey administration period, total the number of collected surveys on the Batch Cover Sheet and complete any remaining items on the form. Place the completed surveys and the Batch Cover Sheet in an envelope to be submitted to First 5. Please do not mail completed surveys to First 5; staff will coordinate pick-up or drop-off with you.

***Thank you for administering the survey!***



## PARENT SURVEY BATCH COVER SHEET

Site: \_\_\_\_\_

Staff Member Contact: \_\_\_\_\_

Weekly Inventory:

Week #	Dates	# of Surveys Collected
1		
2		
3		
4		
5		
TOTAL # COLLECTED FOR SURVEY ADMINISTRATION PERIOD		

### TO BE COMPLETED AT THE END OF THE MONTH

Total participants that received services during this period \_\_\_\_\_

Did any parents refuse to take the survey?  No  Yes

If **yes**, approximately how many parents refused to take the survey? \_\_\_\_\_

What were their reasons for refusal (if known)?

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NOTES/COMMENTS (Please note any issues/considerations for your survey batch):