**Parent Satisfaction Survey:**

**Toolkit Materials to Help Distribute Survey**

*Thank you for your willingness to assist the Rethink Education team with our newest Parent Engagement and Satisfaction Survey!*

**We are asking districts for your help in distributing the survey** to parents in your community.To do that, we’ve put together suggested language in this document that you can use in your outreach to parents and guardians.

**Why we’re conducting a survey:** As part of the Rethink Education program, we’ve created this brief survey to understand parent engagement and satisfaction with virtual and hybrid learning options; and to identify barriers to engagement so we can continue to improve learning experiences for all students.

**Participation details:** While your district or charter school is not required to participate in this survey, your support ensures that we hear from parents in your school community and leads to valuable and impactful information to support better virtual and hybrid learning in your district and statewide.

* **Participation provides the opportunity for access to key insights into parent satisfaction in your district:** Districts with at least 50 parents participating will receive district level analysis of data on parent engagement and satisfaction with virtual and hybrid learning.
* **You’ll also receive personalized support about how to put that data into action.** Rethink regional support teams will provide support to PSUs in using data to inform decision making around remote learning options and parent engagement.

**HERE IS HOW YOU CAN HELP**

* **WHEN AND WHAT:** We are requesting that you share the survey with parents **starting Friday, April 4.**
	+ The survey will be open between April 4 and April 19.
* **WHERE AND HOW:** You can send out the survey link by email, text, posting on school websites or sharing on social media.
	+ To make this as easy as possible, we’re sharing some suggested language that you can use to share the survey request with parents over email or on social; or you can tweak the language to use it on other platforms. ***All you have to do is copy and paste; and then customize it!***
	+ ***The focus of this language is ensuring that parents understand the purpose of the survey***, how we’ll use this information, and that we value their input and want to make sure we are providing the best support possible.
* **Additional details:**
	+ The survey takes about 10 minutes to complete.
	+ It’s important to us that your district has the opportunity to take part. If you have any questions or concerns about this timeline, please reach out, and we are happy to work with you.

Last year, district evaluation partners helped us to distribute our first successful parent survey for Rethink Education. We used that feedback to improve our partnerships and strengthen Rethink Education programs, and we’re excited to share our next survey with your support. We’re grateful for your ongoing partnership and collaboration on this important effort.

If you have any questions, please reach out to Rachel Wright Junio at Rachel.WrightJunio@dpi.nc.gov.

**MATERIALS FOR YOUR USE**

**Survey Link:** [**https://unc.az1.qualtrics.com/jfe/form/SV\_b2dRma5vEpm485M**](https://unc.az1.qualtrics.com/jfe/form/SV_b2dRma5vEpm485M)

**Suggested Email Text:**

***Email subject line:*** Can you share your input?

Dear Parents/Guardians,

The North Carolina Department of Public Instruction (NCDPI) developed the Rethink Education statewide blended instructional model to prepare for a future where students, families and schools can successfully navigate seamless instructional models of remote and in-person learning.

A key part of this initiative is making sure that we’re providing the best support possible, and that’s why we’re reaching out today to ask for your input in a brief anonymous survey. Your feedback is important for us to continue to improve and provide excellent learning options for all students.

**Will you please help us improve by taking 10 minutes to complete our survey?**

<< [Please click here to start the survey!](https://unc.az1.qualtrics.com/jfe/form/SV_b2dRma5vEpm485M) >>

Thank you so much for your time and for sharing your feedback.

Best,

[INSERT CONTACT NAME HERE]

**Spanish Text:**

Estimado Padre/Tutor:

El departamento de instrucción pública de Carolina del Norte (NCDPI por sus siglas en ingles) desarrolló el modelo de la enseñanza semipresencial (blended learning) para prepararse para un futuro en el que los estudiantes, familias, y escuelas puedan navegar con éxito entre los modelos de instrucción de aprendizaje virtual y en persona.

Una parte clave de esta iniciativa es asegurarnos de brindar el mejor apoyo posible, y es por eso que nos comunicamos hoy para solicitar su opinión en una breve encuesta anónima.

Sus opiniones son importantes para nosotros para que podamos seguir mejorando y brindando opciones de aprendizaje excelentes para todos los estudiantes.

<<[Haga clic aquí para empezar la encuesta>>](https://unc.az1.qualtrics.com/jfe/form/SV_b2dRma5vEpm485M)

¡Gracias por tu ayuda!

**Suggested Tweet:**

Parents and caregivers: If your child took part in virtual, hybrid or blended learning, we want to hear from you! Take this short, anonymous survey by April 19 to help us improve learning for students! <https://unc.az1.qualtrics.com/jfe/form/SV_b2dRma5vEpm485M>