Raising Survey Response Rates
A Guide for Student Surveys

Building student buy-in
Schools and districts that work with Panorama achieve the highest response rates by building buy-in with students throughout the survey cycle. Below you will find a list of strategies that our schools and districts have found most successful in raising survey awareness, buy-in and response rates among students.

Note: many of the strategies have an accompanying resource; click on the link to download the resource!

Strategies you can use

Before Students Take Surveys
- Solicit student input on survey content by holding focus groups or by polling students
- Thoughtfully schedule the survey window by designating a class period to complete the surveys, by planning make up time for absent students, and by avoiding school holidays and testing dates
- Raise awareness by hanging Student Voice Counts posters and by encouraging teachers to talk to students about the survey (grades 3-5 lesson plan)
- Establish clear incentives for participation upfront—some schools have even offered a small prize for classes with the highest response rates!
- Communicate why the survey matters and how the results will be used with our customizable Panorama Student Survey Resource Kit

While Students Take Surveys
- Provide progress updates to schools by sharing Panorama’s Response Rate Dashboard, by sending regular email updates to principals, or by posting a “progress thermometer” in each school
- Raise awareness through My Voice Counts sticker campaign: Panorama Education can provide stickers for students (sample) and classroom instructions for teachers

After Students Have Completed Surveys
- Close the loop by sharing the survey results with your students
- Increase visibility of the data for students by having teachers use Panorama Education’s sample lesson plan about the survey
- Demonstrate how your school or district values student feedback by communicating how you will take action on the survey results

Questions and ideas?
We want to learn what’s working for you! Share your strategies with support@panoramaed.com so we can best equip other educators to maximize the value of their surveys.