

# Raising Survey Response Rates

A Guide for Student Surveys

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## 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.

## 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
- 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

### 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
- Support educators in talking about the survey with their students by sharing [proctor information](#)

### After Students Have Completed Surveys

- Close the loop by sharing the survey results with your students (see resources for [SEL](#) and [feedback surveys](#))
- Demonstrate how your school or district values student feedback by communicating how you will take action on the survey results

## Questions or Ideas?

We want to learn what’s working for you! Share your strategies with [support@panoramaed.com](mailto:support@panoramaed.com) so we can best equip other educators to maximize the value of their surveys.