

Tips for Survey Administration and Data Interpretation

Below are some tips you may want to consider as you plan for your climate survey.

Survey Administration

What if you use email?

The anonymous link can be emailed to respondents along with a letter of introduction of the survey (a sample has been provided to you). Periodic emails should be sent as a thank you to those who have completed the survey and a reminder to those who have not. A sense of urgency should be created as well as clear reasons why everyone should complete the survey (a sample has been provided to you). Doing this will increase response rates, which will improve the quality and generalizability of the data.

What if you administer in person?

While in-person administration is certainly possible, responding to the survey should always be voluntary. If a person does not wish to respond, he/she should be able to do so without being identified as not having completed the survey.

In either case...

Computer resources should be made available to respondents to complete the survey and respondents should be made aware of these resources and hours of availability. A typical time period for survey completion is 3-4 weeks. Again, reminders to complete the survey are critical during longer survey periods.

Results Interpretation

Did you have enough participation to have faith in the results?

After the survey has been administered, you will be able to access Qualtrics to view your raw data and create reports. Reports will include the number and percentage of people who selected each option (Strongly Agree, Agree, Disagree, Strongly Disagree). When interpreting responses, consider the number of total responses for the item. Exercise caution when interpreting items with very few responses because it is unlikely that they represent the perceptions of the entire group. This is especially important to consider as you break down your data by subgroup.

Look at the big picture, not just individual questions.

Each survey item is intended to measure one element of a broader topic area (e.g., discipline; cultural and linguistic competence). Therefore, it will often be more fruitful to interpret responses to similar groups of items together than to focus on any one solitary item. However, since each item addresses a specific behavior or attitude, if single items are rated much less favorably than similar ones, this may indicate a specific area where supports or interventions could be directed.

Make sure you compare apples to apples.

Because you are administering the survey to multiple respondent groups (students, instructional staff, non-instructional staff, and parents/guardians), please note that item responses can only be compared across groups if the questions are worded exactly the same on the surveys.

What are the privacy considerations?

Although the online survey will not collect the names of respondents, the data you receive can lead to the indirect identification of people who belong to small subgroups. As with any student or staff data, please be advised that these climate data are subject to all applicable laws and therefore, improper disclosure or use of your climate data may violate federal law. If you have questions about how your results can be shared or used, please consult DPI's data privacy page: <https://dpi.wi.gov/wise/data-privacy> or email DPI's data privacy team at datagov@dpi.wi.gov

If you would like additional information on interpreting your climate data, the National Center on Safe Supportive Learning Environments has a wealth of resources available on their website: <https://safesupportivelearning.ed.gov/edscls/data-interpretation>