



CHECKLIST

Improving Response Rates

Survey Length

- ❑ Survey takes no more than 15 minutes to complete.
- ❑ The questions apply to all respondents.

TIP: If not, consider asking a qualifying question instead and using branching to show the conditional questions only when necessary.

Ease of Use

- ❑ Choose a distribution method with which respondents feel comfortable (see Survey Format).
- ❑ Consider personalizing the survey. At least personalize the greeting.
- ❑ Keep survey questions simple and straightforward.

Multiple Touches

- ❑ Use a pre-survey notification message and follow the pre-notification with a copy of the survey including a cover message.
- ❑ Contact non-respondents using combination of messages and surveys.
- ❑ Consider a fourth send.
- ❑ Consider sending reminders and invitations via multiple methods, even if the survey is delivered using only one method.

Survey Format

- ❑ Consider offering multiple ways of responding (e.g., online + paper, paper + phone, or some other combination).

Tips for Online Surveys

- ❑ Be sure to support mobile devices.
- ❑ Keep your survey simple and friendly, particularly the first page.
- ❑ Where possible, ensure anonymity.
- ❑ Alert participants ahead of time.
- ❑ Communicate, communicate, communicate.

Tips for Paper Surveys

- ❑ Consider pre-notification or commitment cards.
- ❑ Send reminder cards to thank those who have responded and remind those who haven't.
- ❑ Provide return postage.
- ❑ Include a strong cover letter in the mailing; people want to help, but only if they know the impact.
- ❑ Consider redistributing the survey mailing itself at least once.
- ❑ Consider using Certified Mail™ or Express Mail™ for crucial surveys to smaller groups.



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