

**Feedback You  
Can Use:**

**Looping Parents  
in to Drive  
Student Success  
& Culture**



**ParentPowered**

creator of **Ready4K**

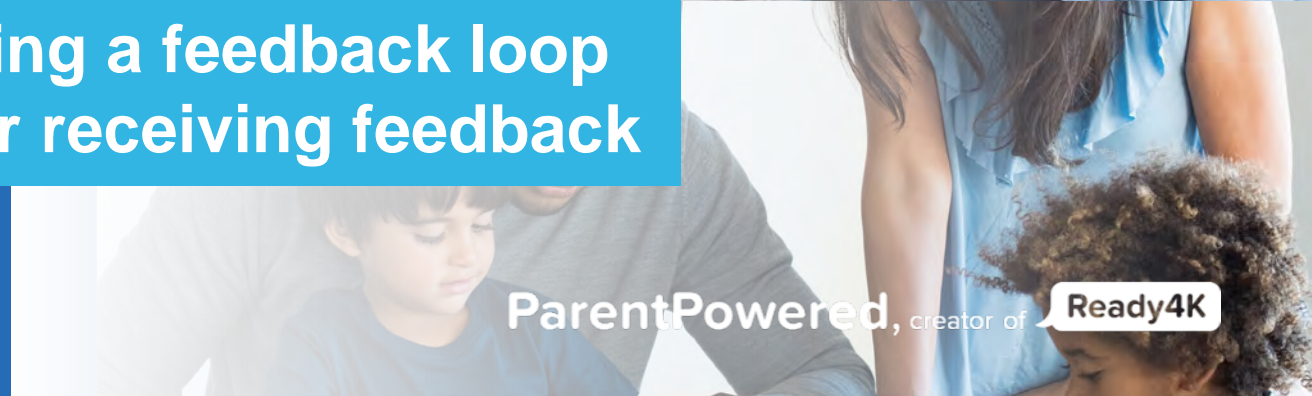
**Welcome!**



**Maya Sussman**  
Senior Director of Product  
ParentPowered

# GOALS

- ✓ Gain insight into how and when to ask families for input
- ✓ Learn strategies for identifying themes and minimizing bias when analyzing feedback
- ✓ Explore ways to prioritize and act on the feedback we receive
- ✓ Discover the importance of creating a feedback loop by following up with families after receiving feedback



# Meet Your Presenters



**David Adler Ph.D.**  
Director of Innovation  
ReContext Data Solutions



**Cathy Tran**  
Researcher and Design Strategist

An orange speech bubble with a white outline and a tail pointing towards the bottom right, containing the word "Poll" in white text.

# Poll

**What is one thing you're hoping to learn from today's webinar?**

A woman wearing a pink hijab and a light-colored button-down shirt is leaning over a dark table. She is looking down at something on the table, possibly a document or a small object. In the foreground, the back of a person's head and shoulders is visible; they are wearing glasses and a light-colored top. The background shows a bright, modern interior with large windows and a hanging light fixture. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text.


**Topic #1**  
**Gathering**  
**Feedback**

How do you  
decide **when it's  
worth the effort**  
to ask families for  
feedback?

Gathering Feedback

What are some  
strategies to  
gather feedback  
from families?



A woman with dark skin and long dreadlocks is sitting at a desk. She is wearing a white turtleneck sweater and has her hand resting on her chin, looking thoughtfully towards the right. A laptop is open in front of her. The background is a bright, indoor setting. A large white circle on the right side of the image contains the text.

Topic #2  
**Analyzing  
Feedback**

What are some ways to **make sense** of the feedback you've gathered?



Analyzing Feedback

How do you  
**minimize bias**  
when analyzing  
feedback from  
families?

A photograph of two women in a professional setting. The woman on the left is of Asian descent, wearing a light-colored blazer and a pearl earring, smiling as she looks at a tablet. The woman on the right is of African descent, wearing a light-colored blazer, smiling broadly while holding the tablet. They are sitting at a wooden table. In the background, there is a window with blinds and a laptop. A large white circle is overlaid on the right side of the image, containing the text.

**Topic #3**  
**Acting on**  
**Feedback**

How do you  
decide **which**  
**themes** from  
your analysis  
to **prioritize?**



Acting on Feedback

Acting on Feedback



What does this  
look like when  
you're working  
with **limited**  
resources?

A woman with long dark hair, wearing a light blue button-down shirt, is smiling and looking towards another woman whose back is to the camera. The second woman has long reddish-brown hair and is wearing a white shirt with red vertical stripes. They appear to be in a professional or office setting. A large white circle on the right side of the image contains the text 'Topic #4 Following Up'.

Topic #4  
**Following  
Up**

Why is it  
important to  
**follow up with  
families** at the end  
of this process?



Following Up



What are strategies for ensuring families **feel heard and are excited to share feedback in the future?**

# Key Takeaways

- ✓ Understand the WHY
- ✓ Transparency is key
- ✓ Be aware of bias
- ✓ Create a positive feedback loop!

# Take Away!

The link to download this Family Feedback Survey Strategies & Best Practices Tip Sheet is in chat! Plus, keep an eye on your email inbox.

**Family Feedback Survey Strategies & Best Practices**

**6 Rules to Use When Gathering Data**

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**1 Know the What, Why, How**

Remember that you only need the data that will *help you make the decision in front of you*. Before you ask families to spend time on your survey, solidify the following:

- 1. What do you need to know?** Are you making decisions about scheduling, technology, etc? What information do you need to help you make that decision?
- 2. Why do you want to know it?** What is the decision you are going to make based on this information? If there's no actionable outcome from the information, do not ask it.
- 3. How are you going to use it?** Take the time to think about how this information will actually impact your decision. If family input will not change your decision or if you don't know how the input can be used, don't ask!



**2 Keep it Short – Low Lift, High Reward**

Families play a key role in the implementation of your curricula and instruction which means you'll need to survey them frequently to ensure the program is working.

- 1. Keep it to no more than 5 questions.** These are not academic surveys but rather dipsticks into community opinions about real issues. With a little reflection, you can pare down your questions to the few, highest value questions you really need answered.
- 2. Take the survey yourself and time it.** People tend to stop paying attention to surveys as they progress, so if it takes longer than about 5 minutes, consider cutting them down.



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A photograph of two young women with dark hair, smiling and laughing together. The woman on the left is wearing a light blue denim shirt, and the woman on the right is wearing a dark blue shirt with a colorful floral embroidery. They are standing in front of a brick wall. A blue speech bubble graphic is overlaid on the left side of the image, containing the text 'What questions do you have?'.

**What  
questions do  
you have?**

Interested in learning more about ParentPowered's evidence-based family engagement program for birth through grade 8?

**Let's Talk!**

[bit.ly/3JLfQM3](https://bit.ly/3JLfQM3)

[info@parentpowered.com](mailto:info@parentpowered.com)

