**INSTRUCTIONS:**

* This survey template can be used to create a variety of membership focused surveys.
* Before you start to put together your specific survey, define your survey goals. In other words, what are you trying to learn or do?
* Pick and choose questions that match your goal. Don’t see one here you need, add your own.
* Programming Needs? Satisfaction with the PTA? Growing Membership? Or some combination of these or other needs?

**A FEW GUIDELINES:**

* Only ask for information you plan on addressing (ie., membership, volunteering, programs, etc).
* Keep your survey to a few short but informative questions.
* Be mindful of the timing of the survey (do not send out during busy seasons).
* Send it out to a sample group prior to the larger audience.
* Send the survey out as a stand-alone document.
* Prioritize the information you are requesting.
* Explain the purpose of the survey and thank members for their feedback.
* Do not ask for information that can be gathered elsewhere.
* Keep your survey to two pages.
* Keep all individual survey information confidential.
* Have a plan to communicate the survey results and next step plans.

**SURVEY LAYOUT:**

1. Introduction

As president of …….PTA, thank you for giving us the ability to serve you. To help us improve our programs and PTA, please take a couple of minutes to tell us about your experience so far. We appreciate your membership and want to sure we meet all of your expectations. In an effort to improve our services, please complete the survey which will be confidential and return it to…………… by…….(date)…….

1. Questions

Insert the sample questions below to create your survey.

1. Thank you

Thank you for completing this survey. Your feedback will help our PTA to grow and make a difference in our success.

1. Signature

**SAMPLE QUESTIONS…**Pick and choose questions will reach your survey goal(s).

General Membership Questions:

* Are you a member? O Yes O No
* Are you a: O Parent O Teacher/Administrator O Interested Adult O Student
* Grades of Student in School: O Freshman O Sophomore O Junior O Senior
* What is(was) your primary reason for joining the PTA? (Pick as many that apply)

O General Support of the PTA

O Because I was personally asked to join

O Networking with other parents

O To Engage through Volunteering

O Parenting Support

O Student Success – learning

O To chair a Committee/program

O Advocacy

O Support the Mission of PTA

O Other

* Have you been a member and chosen not to renew your membership? O Yes O No

For No responses….What was the reason that you have decided not to renew:

O Not interested in the Mission

O No longer meets my needs

O Child no longer at the school

O Other

* If you are not a member, what is your reason? O Haven’t been asked O Not interested O Other

Demographic Questions:

* Gender: O Male O Female
* Age (circle): Under 18 18 – 34 35 – 45 46 – 55 56 – 65 66+
* Ethnicity:

O Caucasian/ White, non-Hispanic

O African- American

O Hispanic/ Latino

O Asian/ Pacific Islander

O Native American

O Other

Mission Questions: The Mission of the PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.

* Do you believe in the PTA mission? O Yes O No
* Do you believe that our PTA is living up to our mission? O Yes O No
* Do you believe that the PTA has been working on behalf of children and youth? O Yes O No
  + If not, what could be done differently?

Questions for Current Members:

* How long have you been a member of ………… PTA?

O Less than 1 year O 1 to 2 years O 3 to 5 years O 5 years +

* What is the best way to describe your level of involvement?

O Support with my money

O Volunteer for projects and/or events

O Committee chair

O Board member

O Other

* Are you planning on renewing your membership (joining again next year)? O Yes O No
* Will you recommend joining PTA to your friends/family to join PTA? O Yes O No
* What do you think is the greatest benfit of membership in PTA? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Who or what influenced you to join? O Another parent O My Child O Teacher/Staff O No one
* Did you have prior experience with PTA:

Were you a student member in a PTSA: O Yes O No

Were your parents members of the PTA: O Yes O No

Program Satisfaction Questions: Learn parent perspective on the programs that are being offered. Strong programming can bring and keep members.

Overall, how would you rate the quality of each of the following programs/activities (adjust chart to your PTAs programs/activities):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Very Good | Good | Fair | Poor |
| Programs: |  |  |  |  |  |
| School of Excellence |  |  |  |  |  |
| Healthy Life Styles |  |  |  |  |  |
| Family Reading Experience |  |  |  |  |  |
| Take Your Family to School Week |  |  |  |  |  |
| 5K |  |  |  |  |  |
| Multiculural Night |  |  |  |  |  |
| STEM |  |  |  |  |  |
| Career Fair |  |  |  |  |  |
| Reflections/Arts |  |  |  |  |  |
| Advocacy: |  |  |  |  |  |
| School Board Iniatives |  |  |  |  |  |
| New football field |  |  |  |  |  |
| General Membership Meetings/Speakers |  |  |  |  |  |

Another option to the grid above is to ask the following questions:

List the programs you offered.

Please circle our three programs that are most important to you. Explain.

* Do you have any suggestions for any Parent Engagement Events or events to encourage student learning?
* Do you have any suggestions for our Programs?
* Do you have any suggestions for Speakers?
* What is the biggest challenge you face as a parent?
* What is the biggest challenge our school community faces?

Meeting Questions:

* What was the last General PTA Membership meeting you attended?
* How often do you attend the General PTA Membership meetings?
* Are the meeting times convenient for you to attend? O Yes O No O Unkown

Communication Questions:

* What is the best way to communicate with you:

O Phone O Text O Email O Student backpack O Social Media (Facebook, Twitter)

* Do you find our newsletter valuable? O Yes O No
* Do you find our automated calls valuable? O Yes O No
* Do you find our website (or Facebook site) valuable? O Yes O No
* Any suggestions to make our communications more informative?

Overall Satisfaction Questions:

* What does the PTA do well?
* What could the PTA do better?
* Are you satisfied with the manner in which we conduct the PTA? O Yes O No
* Did you every request assistance or information from the PTA board? O Yes O No
  + If yes, did you receive a prompt response? O Yes O No
* Overall, I feel that the PTA is: very helpful helpful not helpful