CTEIS Follow-Up Survey of Concentrators

Best Practices

*Based on 2022 Follow-up Best Practices Survey Results and Data Panel Discussion Notes*

**Teacher Best Practices:**

* Start your Follow-Up Survey Preparation towards ***the end*** or ***middle***of the school year.
* ***Explain*** the Follow-Up Survey to students so they will anticipate contact from you in the fall/winter.
* ***Share*** your cell number with students and ask them to put it into their phone contacts so they know who is calling.
* Create an ***Exit Form*** and have the students complete it at the end of each term and file by graduation year until needed or, ideally, update CTEIS with contact information.
* On the Exit Form, inform students to expect to be contacted for the Follow Up Survey.
* On the Exit Form, try to collect one or more of the following contact options:
  + Student Cell Phone
  + Student Email Address (non-school email)
  + Student Home Phone
  + Student Facebook address
  + Student Twitter Handle
  + Student Snapchat contact
  + Student mailing address
* Use ***social media*** to stay connected with your students. Create Program Facebook groups or Twitter Accounts and have your students follow it. May use other types of social media depending on your students’ preferences.

**RESD / RESA / ISD Best Practices:**

* Set the bar high.
* Split the list by instructor and paraprofessionals for direct contact.
* Using direct contact with those who have a relationship with the student and family proved to be a benefit.
* Send the teachers a copy of the follow-up guide, stipend form, list of students to contact, and survey labels (with student name, teacher name, program, and student number).
* Pay teachers a tiered stipend based on number of students contacted. Or gave teachers gift cards for the highest response rates.
* Require weekly updates and incentives.
* Do not let them know the proxy is allowed at first.

**Special Note:** Periodically, the Office of Career and Technical Education will commission a Verification Study of the Follow-Up Survey of CTE Concentrators.  The goal of this validation study is to determine:

1. Whether the main survey data is reliable—whether there are significant differences between the initial main survey responses and the sampled responses, specifically between Proxy responses and student responses.
2. Whether the answers of those who did not respond are significantly different from those who did respond to the main follow-up survey.
3. Whether inadequacies exist in some aspects of the survey's design.

This year, OCTE has commissioned a study of the 2023-2024 Follow-Up Survey of 2022-2023 Concentrators. The results of this study may be utilized to establish future proxy and response rate criteria as necessary and to implement other enhancements in survey methodology.