



# GALLUP STUDENT POLL

## FREQUENTLY ASKED QUESTIONS

### ABOUT THE GALLUP STUDENT POLL

#### WHAT IS THE GALLUP STUDENT POLL?

Based on years of research, the Gallup Student Poll provides America's schools with a way to measure factors with links to positive educational outcomes, giving educators a tool to support their quest to engage students today and make them ready for tomorrow. The Gallup Student Poll is used by schools to inform initiatives designed to build positive school cultures, inform school improvement programs and develop strategies that help students learn their strengths and prepare for the future. Launched in 2009, the Gallup Student Poll — with more than 3 million total completes to date — is a brief, Web-based survey administered each fall in America's schools.

The Gallup Student Poll is designed to aid educators in providing a learning environment that:

- builds engagement
- creates hope for the future
- fosters talent
- prepares students to meaningfully participate in our nation's economy.

#### WHY SHOULD MY SCHOOL PARTICIPATE IN THE GALLUP STUDENT POLL?

The Gallup Student Poll adds actionable non-cognitive measures to a school's effectiveness equation. It provides a simple but transformative way for schools to invite their students to share their perceptions about their engagement with school, hope for the future and understanding about their readiness to participate in the national and global economy one day.

### WHAT DOES THE SURVEY MEASURE?

The Gallup Student Poll has 24 core items measuring four dimensions:



**Engagement:** The involvement in and enthusiasm for school.

Engaged students are excited about what's happening at their school and what they're learning. Engaged students contribute to the learning environment, and they are psychologically committed to their school. School engagement is linked to performance on standardized tests.



**Hope:** The ideas and energy students have for the future.

Hope has also been linked to student success in school. Hopeful students are positive about the future, goal-oriented and can overcome obstacles in the learning process, enabling them to navigate a pathway to achieve their goals.



**Entrepreneurial Aspiration:** The talent and energy for building businesses that survive, thrive and employ others.

By identifying and nurturing students' innate entrepreneurial talent, educators can empower the next generation of innovators to spur and sustain long-term economic energy.



**Career/Financial Literacy:** The information, attitudes and behaviors that students need to practice for healthy participation in the economy.

Wise economic choices can contribute to a thriving life.

## WHAT ITEMS ARE INCLUDED ON THE GALLUP STUDENT POLL?

In 2015, the Gallup Student Poll survey was updated to include some exciting new themes, and the engagement and hope dimensions were expanded. Gallup reviews items continually for legibility, actionability, malleability and overall utility for schools, and the updates reflect careful consideration of these factors.

Additional items were added to the 2015 survey that gauge students' entrepreneurial aspiration and passion for innovation. The number of young businesses that are failing is now exceeding the number of those that are starting in the U.S. Gallup researchers are working to identify what business builders do best, and schools are places where our nation's future business builders can be encouraged, nurtured and prepared. These new measures, along with items that measure students' engagement with school and hope for their future, can help schools and communities engage students with school today and help them get ready to participate meaningfully and confidently in their communities' economic future.

	Text	Scale*	Theme
1	At this school, I get to do what I do best every day.	1-SD/5-SA	Engagement
2	My teachers make me feel my schoolwork is important.	1-SD/5-SA	Engagement
3	I feel safe in this school.	1-SD/5-SA	Engagement
4	I have fun at school.	1-SD/5-SA	Engagement
5	I have a best friend at school.	1-SD/5-SA	Engagement
6	In the last seven days, someone has told me I have done good work at school.	1-SD/5-SA	Engagement
7	In the last seven days, I have learned something interesting at school.	1-SD/5-SA	Engagement
8	The adults at my school care about me.	1-SD/5-SA	Engagement
9	I have at least one teacher who makes me excited about the future.	1-SD/5-SA	Engagement
10	I know I will graduate from high school.	1-SD/5-SA	Hope
11	I have a great future ahead of me.	1-SD/5-SA	Hope
12	I can think of many ways to get good grades.	1-SD/5-SA	Hope
13	I have many goals.	1-SD/5-SA	Hope
14	I can find many ways around problems.	1-SD/5-SA	Hope
15	I have a mentor who encourages my development.	1-SD/5-SA	Hope
16	I know I will find a good job in the future.	1-SD/5-SA	Hope
17	I will invent something that changes the world.	1-SD/5-SA	Entrepreneurial Aspiration
18	I plan to start my own business.	1-SD/5-SA	Entrepreneurial Aspiration
19	I am learning how to start and run a business.	1-SD/5-SA	Entrepreneurial Aspiration
20	I have my own business now.	1-SD/5-SA	Entrepreneurial Aspiration
21	I have a paying job now.	1-SD/5-SA	Career/Financial Literacy
22	I am learning how to save and spend money.	1-SD/5-SA	Career/Financial Literacy
23	I have a bank account with money in it.	1-SD/5-SA	Career/Financial Literacy
24	I am involved in at least one activity, such as a club, music, sports or volunteering.	1-SD/5-SA	Career/Financial Literacy
<b>DEMOGRAPHIC ITEMS:</b> Grade level, age, academic self-efficacy (2), plans after high school, race/ethnicity, gender, attendance			

\*Items are on a 5-point Likert scale where one is defined as strongly disagree and 5 is defined as strongly agree.

## WHAT IS THE PRIMARY APPLICATION OF THE GALLUP STUDENT POLL?

The primary application of the Gallup Student Poll is as an online measure of non-cognitive metrics linked to school and student success. Items in the Gallup Student Poll are designed to be meaningful, actionable and malleable for school and youth program leaders. The scorecards may be used by education leaders toward successful student outcomes at school and in the community. The data underscore and inform what our nation's talented educators already know — that each child should have the chance to discover and practice what they do best. By learning and developing their strengths at school every day, students maximize their opportunity to have a great job and a thriving life. The Gallup Student Poll is neither designed nor tested for selection or clinical diagnosis of any kind and should not be used as such.

## HOW MUCH DOES THE SURVEY COST?

The survey is offered to U.S. schools at no cost one time per year in the fall.

In 2009, Gallup Chairman and CEO Jim Clifton decided that the Gallup Student Poll would be available for U.S. schools at no cost — minimally, through 2018. Since making this 10-year commitment, the Gallup Student Poll has helped shape conversations about school and student success.

## HOW LONG IS THE SURVEY?

The Gallup Student Poll contains 24 core items and a few demographic questions. The survey takes most students between 10 and 15 minutes to complete.

## WHAT LANGUAGES ARE AVAILABLE?

The Gallup Student Poll is available in English and Spanish. Students self-select their preferred language at the beginning of the survey. The survey can be made available in other languages. To enable any additional languages, there is an additional fee charged for the requesting school or district. Contact [inquiries@gallup.com](mailto:inquiries@gallup.com) for more information. Additional language requests must be made at least three months prior to the scheduled survey field date.

## WHO IS ELIGIBLE TO PARTICIPATE IN THE GALLUP STUDENT POLL?

The Gallup Student Poll is for students in *fifth through 12<sup>th</sup> grade*. Schools with students in these grade levels may participate in the survey.

## CAN STUDENTS IN LOWER GRADE LEVELS PARTICIPATE IN THE GALLUP STUDENT POLL?

No. The Gallup Student Poll survey is developed and tested for students in grades five through 12. Students self-report their grade level on the survey, and grade-level data are generated from the responses. There is no grade-level option available for students in lower grade levels.

## WHAT IS THE READING LEVEL OF THE GALLUP STUDENT POLL?

The Gallup Student Poll has a Flesch-Kincaid reading grade level of 3.2. There are an average of nine words per item. On average, there are fewer than four characters per word, making the survey easy to read and understand for most students in the eligible (fifth through 12<sup>th</sup>) grade range.

## WHEN IS THE GALLUP STUDENT POLL ADMINISTERED?

The survey is live via the Web during a designated field period for five weeks beginning at the end of September and through the entire month of October. The survey is available during school hours. During the fall survey period, Gallup communicates directly via email with those who have created a user account on the website. Schools are responsible for communicating about the survey with their faculty, staff and community members. Go to [www.gallupstudentpoll.com](http://www.gallupstudentpoll.com) to see details regarding dates for the current survey year.

## CAN THE SURVEY BE ADMINISTERED AT OTHER TIMES DURING THE SCHOOL YEAR?

Gallup can administer the survey at another time of year for a fee. This additional work would be scoped and priced uniquely for the school district. Only the designated fall survey administration is provided at no cost for schools. Contact [inquiries@gallup.com](mailto:inquiries@gallup.com) for more information on stand-alone or custom survey administrations for schools.

## RESULTS AND REPORTING

### WHEN ARE SURVEY RESULTS REPORTED?

Scorecards are loaded to <https://studentpoll.gallup.com> about three weeks following the close of the survey. Account holders will receive an email from Gallup notifying them that the scorecards are available for viewing. Administrators can log in with their username and password to view their schools' results.

### HOW ARE SURVEY RESULTS REPORTED?

Each school with at least 10 completes within a single grade level will receive a scorecard. District scorecards are also generated. Grade-level data are included on both school and district-level reports; they are based upon students' self-reported grade level on the survey.

Results are reported for each of the 24 core survey items. Some demographic data are reported at the district level only.

Gallup also reports index scores for engagement and hope. For example, based on student responses to the engagement items, students are categorized as engaged, not engaged or actively disengaged. A minimum of 30 completes is required to report the percentage of engaged students, and a minimum of 100 completes is required to receive a full Engagement Index score — percent engaged, percent not engaged and percent actively disengaged.

Based on student responses to the hope items, students are categorized as hopeful, stuck or discouraged. A minimum of 10 completes is required to receive a full Hope Index score.

### WHAT IS THE MINIMUM NUMBER OF STUDENTS REQUIRED FOR A SCHOOL OR DISTRICT TO RECEIVE A SCORECARD?

A minimum of 10 survey completes *within a single grade* is required in order to generate a scorecard. Grade-level data are based upon students' self-reported grade on the survey.

### CAN A DISTRICT GET A DATA SET FROM GALLUP?

Gallup loads school and district scorecards to <https://studentpoll.gallup.com> for access by account holders. A data set that includes reportable, group-level data at the school and district-level data is available for a fee. Contact [inquiries@gallup.com](mailto:inquiries@gallup.com) for more information.

### IS INDIVIDUALLY IDENTIFIABLE DATA COLLECTED ON THE SURVEY?

The annual Gallup Student Poll is an anonymous survey. No individually identifiable data are collected from students, and only group data are reported. No group data with smaller than 10 respondents are reported.

### WILL GALLUP PROTECT OUR SCHOOL'S DATA AND INFORMATION?

Gallup will not share email addresses or any other school-specific data or results with anyone outside of Gallup without permission. Gallup Student Poll scorecards are only available via the Web. Gallup does not email scorecards or results to schools. They are only accessible by those who create accounts for the school or district at <https://studentpoll.gallup.com>.

### HOW CAN SCHOOLS LEARN MORE ABOUT THEIR GALLUP STUDENT POLL DATA AND SCORECARD(S)?

Following the close of the Gallup Student Poll's fall administration, a live webinar will be hosted by a Gallup senior research consultant. The webinar link with information about this session will be posted to [www.gallupstudentpoll.com](http://www.gallupstudentpoll.com) prior to the close of the survey. The session will be recorded, and the recording link will be posted to the website. This one-hour session helps leaders understand their data and results and discover next steps for taking action around the results.

## REGISTRATION AND PARTICIPATION

### HOW DO SCHOOLS SIGN UP?

We recommend that a central office individual register for your school or district. This person becomes the Primary Administrator for the school or district and a key point of contact for Gallup. A district administrator may create an account for the district and invite additional users, such as principals, to create an account for their schools. If a Primary Administrator already exists for your school or district, that person will review and approve this request to join.

Registration includes creating a username (usually the school email address) and password. You can log in to your account at any time to add users and access valuable resources about the survey.

**NOTE:** If you are the first individual to register for your district or school, you will become the Primary Administrator. If a Primary Administrator already exists, that person will review and approve your request to join.

### HOW DOES OUR SCHOOL ACCESS THE SURVEY DURING THE DESIGNATED FIELD PERIOD?

Districts and/or schools will need to declare their intent to participate by signing up each year. To sign up, sign in to your account and then use the “Survey Sign Up!” button or click “School Management” to register your school(s) for the polling period. You can log in to your account at any time to add users and access valuable resources about the survey. During the designated field period in the fall, you will be able to quickly and easily retrieve your school’s unique survey URL. The URL is not available until the survey launch date. Your school may participate in the survey Monday through Friday during the designated field period.

The unique URL may be emailed to school personnel responsible for pulling up the survey on Internet-accessible computers for students to participate.

Go to <https://studentpoll.gallup.com> to sign up today.

**NOTE TO DISTRICTS:** At the district level, clicking the link in the “Survey Sign Up!” section will automatically direct you to the School Management page. Review the schools listed as members of your district and click “Not Registered” next to the name of the school to switch their status to Registered. To register all district schools, click the “Register All” button. To unregister a school, simply click the button again to return it to the Not Registered state. Each individual school is also able to register itself for poll periods.

### WHAT IS THE DEADLINE TO SIGN UP?

There is no deadline for creating an account at <https://studentpoll.gallup.com>. A survey administrator may create an account at any time, even during the designated survey field period in October. The unique survey URL for the school will be generated and available immediately. However, the survey end date is the final date for students to complete the survey for the fall administration. School leaders should create their account in time for students to complete the Gallup Student Poll during the established field period.

### CAN SCHOOLS TRACK PARTICIPATION IN THE SURVEY?

Yes. Those who have an account on the website can sign in with their username and password to view their school’s participation report. Participation statistics are refreshed nightly throughout the polling period.

### IS IT OK TO HELP STUDENTS WHO HAVE DIFFICULTY READING THE SURVEY?

Yes. Survey administrators may assist students who have difficulty reading words or sentences on the survey. The administrator may read a word or phrase for a student; however, survey administrators should avoid interpreting the item for the student. Students should be afforded as much privacy as possible as they respond to the items. The survey introduction informs students that their personal responses are private and will not be shared with anyone and that only group data are reported to schools.

## HOW DOES GALLUP COMMUNICATE UPDATES AND CHANGES TO PARTICIPATING SCHOOLS?

Gallup communicates directly via email with those who have created a user account on the website. Schools are responsible for communicating about the survey with their faculty, staff and community members.

## HOW DO I TRANSFER MY ACCOUNT INFORMATION TO ANOTHER SCHOOL IF I CHANGE SCHOOLS WITHIN MY DISTRICT?

The Gallup Student Poll website includes a new feature that gives district site users the ability to transfer one school user account to another school within the district. This option is found on the User Management page of the school and appears as the option “Move School.” Click on the icon in the row that corresponds with the individual who is moving, and select the corrected school from the menu of schools associated with the district.

## DO SCHOOLS REQUIRE PARENTAL PERMISSION FOR STUDENTS TO PARTICIPATE?

Schools are responsible for informing parents about the survey. The survey is anonymous, and only group data are reported. Gallup does not share student responses with anyone, nor does Gallup have any way to tie data back to individual students in schools.

## ARE PRIVATE SCHOOLS ELIGIBLE TO PARTICIPATE IN THE GALLUP STUDENT POLL?

Yes. Private schools are eligible to participate. Currently, scorecards include comparison data that reflects ONLY public school data in the U.S. Private schools will also receive scorecards that contain the overall public school data comparisons, as there is not yet a sufficient number of private school completes to provide those comparison data for schools. Go to <https://studentpoll.gallup.com> to register an account for the school, or email Gallup Client Support at [educationhelp@gallup.com](mailto:educationhelp@gallup.com) for help.

## ARE SCHOOLS OUTSIDE OF THE U.S. ELIGIBLE TO PARTICIPATE IN THE GALLUP STUDENT POLL?

The survey is not currently available for schools outside of the U.S., except for Australia and Canada. You may find more information about our Australia/New Zealand Gallup Student Poll by visiting <http://www.gallupstudentpoll.com.au/160391/gallup-student-poll.aspx>.

Please note: This is a fee-based survey in those countries.

## CAN THE GALLUP STUDENT POLL BE ADMINISTERED IN AFTER-SCHOOL PROGRAMS OR OTHER YOUTH DEVELOPMENT SETTINGS?

The Gallup Student Poll is designed for use in schools but can be adapted for use in other settings for a fee. The survey would be administered as a stand-alone survey and not as a part of the annual fall administration in schools. This work would be scoped and priced uniquely for the organization. Contact [inquiries@gallup.com](mailto:inquiries@gallup.com) for more information on stand-alone or custom survey administrations for after-school or youth development settings.

## CAN SCHOOLS SHARE THE UNIQUE SURVEY LINK ON THEIR SCHOOL OR DISTRICT WEBSITE OR LEARNING PLATFORM FOR ACCESS BY STUDENTS?

Schools should not share their unique survey link with students. It is critical that school administrators protect their schools' unique survey URLs, since anyone with access to the link could open the survey and begin entering survey data. That data would be collected and processed as part of the school's results. Since the survey is completely anonymous, there is no way to trace who completes the survey. Leaders should open the survey on computers, instruct students to take the survey and then have students indicate when they have completed it. The survey scrolls back to the beginning for the next student to begin. The survey prompts are very clear, instructing students when to begin the survey and informing them when it is completed.

## **CAN VIRTUAL SCHOOLS PARTICIPATE IN THE GALLUP STUDENT POLL?**

Virtual schools can participate, but this context does present unique risks and challenges to the data collection and reporting process. Since students are not in a brick-and-mortar school, the virtual school's unique URL must be emailed or posted on a learning platform for students to retrieve. Because the survey scrolls back to the beginning once completed, a student could continue to participate again, even though the prompts on the screen clearly indicate when the student has completed the survey. This would result in spurious data being included in results. Leaders will need to clearly communicate expectations with participants and then carefully monitor participation data through their school's account to ensure the data collection process is proceeding as expected. Please contact [educationhelp@gallup.com](mailto:educationhelp@gallup.com) if you have additional questions.

## **CAN SCHOOLS ADD OR CHANGE ITEMS?**

Items cannot be added or changed on the Gallup Student Poll, which is offered annually in the fall for U.S. schools at no cost. Gallup does design custom research surveys for schools and districts for a fee. Email Gallup at [inquiries@gallup.com](mailto:inquiries@gallup.com) to learn more about Gallup's services for schools.

## **TECHNICAL REQUIREMENTS**

### **WHAT ARE THE TECHNICAL REQUIREMENTS TO TAKE THE SURVEY?**

The survey is Web-based, so students will need to take it via a computer with Internet access and a Web browser. The Web browser must have JavaScript enabled and pop-up blocking disabled. The "Terms of Use" page outlines the browser types that are supported.

### **CAN STUDENTS TAKE THE SURVEY ON A TABLET OR OTHER MOBILE DEVICE?**

Yes. The survey is mobile-compliant and can be completed using a tablet or a smartphone. Gallup recommends that a school administrator access the survey using the school's unique survey URL.

### **DO I HAVE TO LOG IN EVERY TIME A STUDENT NEEDS TO TAKE THE SURVEY?**

No. You only have to do this once per computer for each day of the survey. After a student completes the survey, a "Take the survey" button appears on the page. The next student can then sit down at the computer, select their preferred language, click the button and take the survey himself or herself.

## TAKING ACTION

### **CAN GALLUP HELP SCHOOLS WITH ACTION PLANNING AROUND THEIR GALLUP STUDENT POLL RESULTS?**

Yes. Gallup partners with schools and districts to help them build engagement, create hope, develop strengths-based schools and prepare students for healthy participation in our nation's economy. Gallup Education is dedicated to asking the right questions, providing extraordinary analytics and giving transformative advice to schools and districts. Gallup provides support for districts around action planning, professional coaching and development, building school engagement and goal setting. Gallup education helps schools help students achieve positive educational outcomes that matter most — great jobs and great lives, and our partner schools put strengths-based learning and development strategies in place that drive both outcomes. Email Gallup at [inquiries@gallup.com](mailto:inquiries@gallup.com) to learn more about Gallup's fee-based services for schools.

### **DOES GALLUP HAVE AN EMPLOYEE ENGAGEMENT OR PARENT ENGAGEMENT SURVEY FOR SCHOOLS?**

Gallup partners with schools and school districts to measure and build student, employee and parent engagement, helping districts maximize their precious people resources to impact the learning environment. Gallup has years of experience building organizational engagement around the globe and across dozens of industries. Gallup's research consistently shows that certain employee attitudes differentiate the most successful work units from the rest. From thousands of questions asked over many years, a group of 12 items emerged as being strongly linked to key outcomes, including employee retention, safety records, customer engagement and productivity. The way employees respond to these 12 statements (the Q<sup>12</sup> items) has an impact on performance. In addition, Gallup has a parent engagement survey informed by years of investigation into the attitudes and behaviors of loyal patrons. Gallup's engagement surveys are theoretically aligned and provide leaders with comprehensive, valuable feedback about the state of engagement with their school. Email Gallup at [inquiries@gallup.com](mailto:inquiries@gallup.com) to learn more about Gallup's suite of engagement services for schools.