



## Active Consent Procedures Ideas for Increasing Participation

Remember, the main goal is to get a response (either a "yes" or a "no" answer) from **every** parent. The biggest problem you will face is that parents will simply not return any response at all, and you will not be able to survey their children. A relatively small number of parents will refuse to allow their child to participate. This is their choice, and a negative response should not be viewed as problematic. *Your goal is simply to get a response.*

Make sure that every parent receives the active consent form and a parent information flyer. Spanish translations are available on our website – [www.kctcdata.org/Resources.aspx](http://www.kctcdata.org/Resources.aspx).

**The most effective method of collecting signed parent consent forms is to include the active consent form and parent information flyer in enrollment packets at the beginning of the year, if such a packet will be given to every parent, and if there are other documents in the packet that require the parent's signature.** The forms should be a "response-required" document whether they are paper or electronic. Electronic forms should be designed to require the parent to click "yes" or "no" before continuing.

If the consent form was not included in the enrollment packet, consider these other methods to send active consent forms and parent information flyers to parents:

- Mail the forms a few weeks before your survey date. This method can be effective; however, it's also expensive and it may be time-consuming to prepare a special mailing.
- Use email or other electronic communication to send the forms.
- Send the forms home with children. In this case, however, you should expect that a large proportion of the parents will never see the information, or will not see it until it's too late.
- Send email/text/voice mail alerts reminding parents of the importance of the survey and the need to submit signed consent forms.
- Staple the forms to report cards. This greatly increases the likelihood of all parents receiving the consent form.

When possible, offer extra credit/extra points to students for the return of signed forms (either "yes" or "no" responses).

Optional tracking forms are included to monitor responses as they come in.

Go to our website [www.kctcdata.org/Resources.aspx](http://www.kctcdata.org/Resources.aspx) for active consent forms and parent information in English and Spanish.

*Talk with Southeast Kansas Education Service Center – Greenbush for additional ideas.  
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