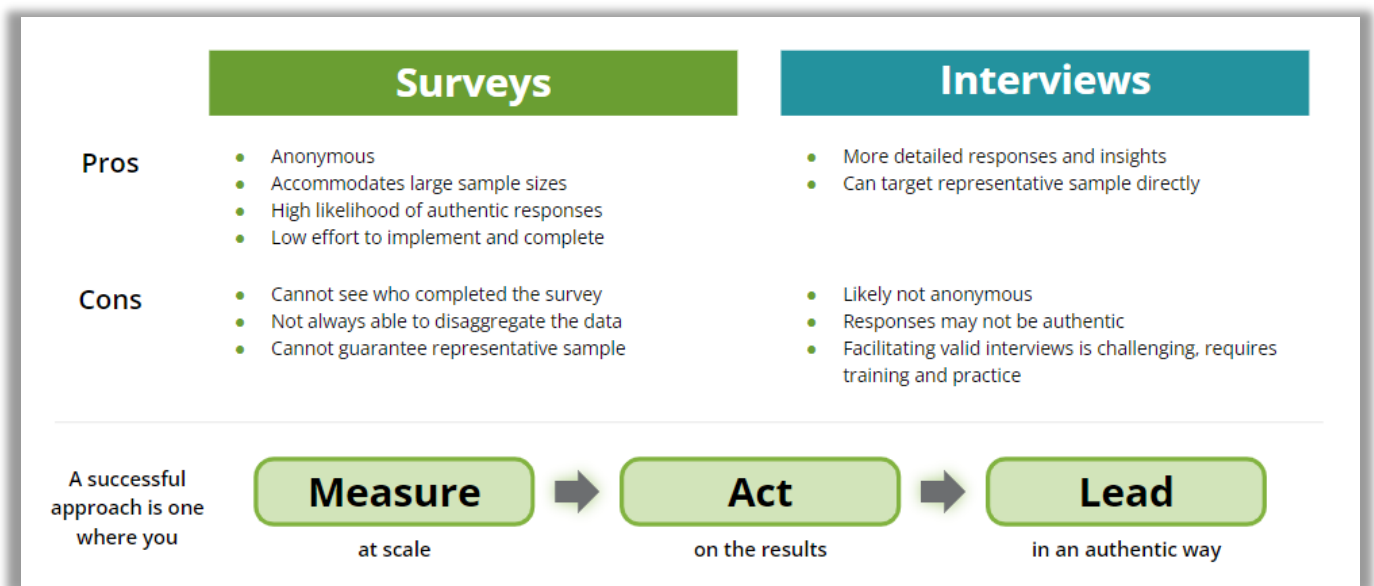


Measuring Engagement

You can't improve a goal you can't measure. Be clear on what it is you want to measure – Engagement is a construct that has a specific definition. Next, determine the approach in measuring engagement – survey or interview, or a combination of both.

Surveys versus Interviews



There are formal ways to measure engagement using a research-based survey instrument, as well as interview processes, like Stay Interviews or Exit Interviews. To learn more on the latter, access the following HCRC toolkits:

- [Stay Interview Toolkit](#)
- [Ohio's Educator Exit Survey and guidance](#)

Selecting a Survey Tool

There are a wide range of products available with differing features and costs. The following table includes key factors and considerations to use when you are comparing options for an engagement survey tool.

Factor	Consider
Cost	Products vary greatly in price. Be careful when getting cost estimates. Be clear on what is included at varying price points – have ready the # of staff to survey, locations & departments for disaggregated reporting, # of survey administrations within the year.
Norms	It is important to be able to benchmark your performance against others. Without benchmarking, you don't know if 35% is "good or bad". Check if there is a large pool of other K-12 districts for comparison.
Audience	Some survey tools may be designed specifically for teachers, while others may be applicable for all staff – administrators, certified, and classified staff.
Reporting Quality	Know your preferences on summary and disaggregate data and how results are displayed and made accessible. Prioritize clear, understandable, and efficient reporting.
Response Suite	A clear means of improvement should accompany performance data. Features might include coaching calls, action response guides, and video libraries.