Lessons Learned Document

**Getting Started:**

1. Partner with schools where there is a pre-existing relationship as this will increase buy-in from their perspective – either within the community or within the school system
2. Meet with senior-level administrators at the school and inform them of the evaluation design and schedule of events
3. Partner with a liaison who works in the school that can inform you about the student’s schedules and general organization structure of the school
	1. Ask the liaison to introduce you to some of the teachers whose students might be taking the survey/ attending the training
4. Throughout all of the beginning steps – Explicitly state your objective to gather as many student’s survey responses/ training attendance to your point of contact at the school
	1. Be transparent with the school that in order to show the training works or doesn’t work you need a large amount of students exposed to it and the surveys

**Pre-Screen Survey Data Collection (done 2 months prior to event)**

1. Target size (**as large as possible** – entire grade, even multiple grades)
	1. Be sure to note the amount of responses the school thinks they can get you
2. Incentive
	1. Enter students into a raffle to win one of fifty $50 Amazon Gift Cards once they have completed the survey
3. Survey characteristics
	1. Smaller survey with online safety questions and a few other descriptive variables (grade, age, race, sex, etc…)
	2. Online survey with unique link for each participant is best practice, but many schools will not want to give you student emails. If this is the case, use a link to the survey that the school can circulate and is not unique to each student
4. Survey Implementation
	1. Survey should be taken in class to maximize responses. Ideally a standard class such as English, but this can be difficult to secure time in, it can be easier to do health class. **Note: sometimes only freshmen take health class**.
	2. I recommend having staff on site the day the surveys will be implemented to allow for real-time feedback if there are any problems, I have found this also increases the school’s accountability to having the students take the survey.
	3. If the school needs to schedule the survey to be taken over a couple days due to the size of the group taking it, try to have some staff on site for each scheduled day, but if this is not possible, follow up with the school liaison at least once a week to see how the survey implementation is progressing. You will also be able to follow the progress online.

**Selecting Students for Intervention**

1. After you have reached saturation, your pool of students who will get invited to the training is the amount of those who were determined to be “at-risk” for unsafe online behaviors. This threshold should be decided a priori.
2. The pool of “at risk” students then needs to be randomized into one of two groups – Exposed and Control
	1. Control are given a presentation/ group activity on how to be prepared for a snowstorm.

**Operational Aspects of Intervention – Most difficult part of evaluation process!** – **TWO WEEKS PRIOR INTERVENTION**

1. Work with school liaison to schedule a date that **they think will lead to the highest attendance of students.**
	1. Be transparent with them - in order to show the training works or doesn’t work you need a large amount of students exposed to it
	2. If your goal is to get 50 students to attend the training and 50 to attend the control training, be very clear about this with the liaison
2. Best Practice is to have the intervention during school hours, but this might not be possible.
3. If intervention can occur in school hours
	1. Partner with the liaison to get the students excused from class
	2. Incentive - $30 gift card each, lunch provided
	3. Partner with liaison to send invitations to students – two weeks prior to intervention
		1. Invites should be distributed via existing school messaging system if available
		2. Emails to the parents
		3. Invites hand-delivered to students in homeroom either by your staff (best practice) or the school liaison
	4. Follow up should be completed intervention
		1. Reminder via school PA system
			1. Repeated each morning and afternoon in the week leading up to the intervention
		2. Reminder via existing school messaging system if available
			1. 2-4 times in the two weeks leading up to the intervention
		3. Email to parents
			1. Once in the two weeks leading up to the intervention
4. If intervention cannot occur in school hours
	1. ***Make sure event does not occur during a conflicting after-school program (sports try outs, school play, etc…)***
	2. Work with school liaison to organize transport home for students
	3. ***Recommend increasing incentive to $50 based on feedback from students***
	4. Invitation set up is identical to 3c.
	5. Follow up needs to intensify as the intervention date approaches – students reported they forgot the intervention was going to occur – **stress monetary incentive**
		1. PA system
		2. School messaging system if available
		3. Working with homeroom teachers to remind invited students
		4. Emails to parents

**Day of Intervention**

1. Sign in checklist for each student to complete with another column for survey completion
2. Gather feedback from students about why many or few of them showed up
3. Paper survey is best practice – have one member of staff make sure all students in attendance have taken survey
4. Ensure there is time to break and have food

**Post Survey (1 and 2 months after event)**

1. Incentive - $10 Amazon gift card
2. Can either do online survey or paper
3. Paper survey
	1. Coordinate with school liaison to deliver surveys to students in homeroom – will require more than one staff member on site rotating around the homerooms to see when students get in
		1. If student is absent from homeroom, coordinate with school liaison to understand if they only missed homeroom or are truly absent from school
			1. If student is absent from school, let school liaison know they need to take survey in homeroom as soon as they return
			2. If student is absent only from homeroom, coordinate with school liaison to call them out of class briefly to take the survey – may not be acceptable in all schools, but this lead to 100% follow-up in the past
	2. Communicate to the liaison that any students who were absent from school or could not be called out of class should take the survey ASAP
	3. Recommend returning with at least one staff member each morning until follow up is complete
4. Online survey
	1. Coordinate with school liaison to distribute online surveys via school messaging system and follow up with students
	2. Check in with liaison at least twice a week
	3. This can lead to high rate of follow up and can be a suitable substitute for paper surveys ***if you trust the liaison***

**General recommendations**

1. **The relationship between you and the liaison is key, try to understand their level of engagement with the project and commitment to the students.**
	1. If they do not seem engaged, you and your staff will need to take a more hands on approach to implementing aspects of the evaluation.
	2. If they are engaged and you trust them, you can give them more responsibilities, and ask them what approaches might be more convenient to them
2. Even if there is substantial buy in from the school and liaison, staff members should be on site for survey deployment if possible
3. Be transparent with the liaison about your needs for adequate sample size and follow up, direct communication will increase trust between you and the liaison.
	1. It is wise to overestimate the sample size needed by about 20% to take some pressure off the liaison