**To:** Parents/Guardians

**From:** School Principals

**Timing:** Prior to survey launch

**Sample Email or Letter**

Dear Parents:

Beginning **October 10th**, the Center for Effective Schools (which is an initiative of the Texas Education Agency) will begin administering feedback surveys to families across the state. Your views on matters like the way students at school are taught, and your and your child’s connection to school are crucial. These surveys will give you a unique opportunity to provide anonymous feedback about your experiences in these areas and others.

The survey window will be open from **October 10th through November 18th**. I am writing to personally ask you to complete this survey and help leadership at **[SCHOOL]** make improvements.

Starting on October 10th, you will be able to access our school’s brief, 10-minute survey by going to **surveys.panoramaed.com/esf/2022family** and choosing the school from a dropdown menu. Once again, anything you share will be completely anonymous and can never be tied back to you. Also, students on campus will participate in a similar survey. If you would like to review the questions asked for the student survey, you can see all the questions by going to <http://texasces.info/survey>. Only students in grades 3rd and up are eligible to participate in the survey.

If you have any questions, please don’t hesitate to reach out to our school’s survey coordinator, **[COORDINATOR NAME & CONTACT]**.

Sincerely,

**[NAME]**