

1. The Pre-Launch Email: Setting the Stage

Subject: Your voice matters: Upcoming parent survey

Dear Parents and Carers,

At **[School Name]**, we are committed to providing the best possible environment for your child to flourish. To do that effectively, we need to listen to the people who know our students best – you.

In a few days, we will be launching the COBIS and Edurio Parent Research Project. This is a significant global study that allows us to hear your thoughts on your child's journey so far, our school's communication, and our future plans.

Key details:

- It's quick: It takes around 15 minutes to complete.
- It's global: Your feedback helps us benchmark ourselves against British International schools worldwide.
- It's impactful: We don't just collect this data; we use it to shape our school improvement plans for the coming year.

Keep an eye on your inbox – we're looking forward to working with your insights to make our school even stronger.

Best regards,

[Name/Leadership Team]

2. The Launch Email: Taking Action

Subject: The Parent Survey is live – share your views today!

Dear Parents and Carers,

The COBIS Parent Survey is now officially open!

This is your chance to play an active role in shaping the future of **[School Name]**. We value your individual perspective, and we want to ensure every family has the opportunity to share their experience.

By taking part, you help us understand the "in-between" moments – the transitions, the sense of belonging, and the quality of our partnership – that make our community unique.

[Link: Start the Survey Here]

Don't miss out on being part of this global research project. The survey is completely anonymous and will remain open until **[Date]**.

Thank you for your time and your continued support.

Best regards,

[Name/Leadership Team]

3. The Reminder Email: The "Don't Miss Out" Push

Subject: Don't miss your chance: **[X]**% of parents have already shared their views!

Dear Parents and Carers,

A huge thank you to the **[X]**% of parents who have already completed the COBIS Parent Survey. Your feedback is already giving us a fantastic window into what we're doing well and where we can grow.

If you haven't had a chance to jump in yet, there's still time! We are aiming for a response rate of **[Target %]** to ensure our data truly reflects our entire community. We don't want your voice to be missing from that final picture.

[Link: Share your thoughts here]

The survey takes about 15 minutes and closes on **[Date]**. Your 15 minutes today will contribute to better decisions for our students tomorrow.

Best regards,

[Name/Leadership Team]

4. The Thank You Email: Closing the Loop

Subject: Thank you for helping us grow

Dear Parents and Carers,

Our parent survey has now officially closed. We want to say a massive thank you to everyone who took the time to share their thoughts.

Listening is the first step in improvement, and we are now moving into the analysis phase. Over the coming weeks, we will be:

1. Analysing the results: Looking at our strengths and identifying areas for development.
2. Benchmarking: Seeing how we compare with our global COBIS peers.
3. Sharing the findings: We will be back in touch soon to share the key themes from your feedback and, most importantly, the actions we plan to take as a result.

Thank you for being such an active part of our school community. We look forward to sharing our next steps with you shortly.

Best regards,

[Name/Leadership Team]