



How to Encourage Your Students to Take the AOPA Flight Training Experience Survey

The AOPA Flight Training Experience Survey results are used to select the 2024 Flight Training Experience Awards recipients. Instructors and flight schools receiving at least five (5) valid survey responses will be issued a customer feedback report showing their strengths and weaknesses.

This anonymized feedback helps flight schools and instructors understand how they can provide better training experiences in the future. To be eligible for an award, instructors must receive at least five valid survey responses, and flight schools must receive at least ten (10) to qualify.

Encouraging your flight training students to take the [AOPA Flight Training Survey](#) can be a great way to gather valuable insights and enhance your training program. The survey runs from September 1 through October 31, 2023. Here are some suggestions on how to encourage your students to participate.

Explain the purpose: Explain to your students why their feedback is important. Emphasize that their opinions matter and can make a difference in shaping the quality of flight training. Their feedback provides a mechanism for ongoing evaluation and improvement. Survey feedback lets you make data-driven decisions and adapt quickly to changing customer expectations.

Highlight benefits: Let your students know how their feedback will benefit them and future students. Explain that their input can help improve the training process, curriculum, facilities, or instructor-student interactions, leading to a more effective and enjoyable learning experience for everyone.

Incentives: Upon completing the survey, participants will receive 10% off their purchase at the AOPA Pilot Gear shop. Survey participants can also win one of many valuable aviation-related prizes in the AOPA Flight Training Experience Sweepstakes totaling over \$1,100. Feel free to offer your own incentives to thank your customers for providing feedback. We've heard of providers giving away t-shirts, donuts, or chances to win little prizes.

Make it accessible: Ensure the survey is accessible to your students and clients. Contact them through various communication channels such as email, text messages, social media groups, or in-person announcements. Using multiple channels increases the visibility of the survey to your students and clients. We have provided you with [support materials](#) to promote the survey through email, your website, a printed flyer, and social media. All these materials provide clear instructions on accessing and completing the survey.

Follow up personally: Reach out to your students individually to remind them about the survey and its importance. Personalized communication can increase engagement and demonstrate that you value their input.

Share the results: All eligible flight schools and CFIs will receive a customer feedback report. Consider sharing the summarized results with your students and clients. This demonstrates transparency and shows that you value their opinions.

Follow-Up Communication: Send regular reminders to students about the survey via email, text messages, or other communication channels. Gentle reminders can serve as prompts and encourage students and clients to complete the survey if they haven't already.

PASS THESE LINKS ON TO YOUR STUDENTS AND CLIENTS

Provide them with this link for more information:

aopa.org/ftsurvey

Provide them with this link to take the survey:

Aopa.org/takesurvey

Survey participants are also eligible to participate in the Flight Training Experience Survey Sweepstakes

- **Sporty's:** One (1) PJ2 COM Radio. Value: \$250
- **PilotWorkshops.com:** One (1) Real World VFR program on a flash drive. Value: \$149
- **Hertz:** Two (2) \$100 certificates
- **Boeing:** Three (3) Boeing Dry Bag Backpacks. Value: \$50 each
- **AVIS:** Five (5) free day rental coupons. Value: \$70 each.
- **AOPA Pilot Gear Store:** One Buffalo Plaid Fleece and Sherpa Blanket. Value: \$60

Upon completion, survey participants will receive 10% off their purchase at the AOPA Pilot Gear Store