Introduction

- To better understand the needs of our parent/family community
- Aligns with Benchmark #7 in the CIP.
  - Ensure community engagement and stakeholder satisfaction
- Our parent and family response is varied
  - Methods
  - Frequency
  - Source
- Partnered with Hanover Research
  - Communications survey focused on three levels: district, school building and classroom.
WHO RESPONDED

- 1,124 Surveys
- 22% of Parents

Pie chart showing:
- K-1 Elementary: 16%
- 2-5 Elementary: 18%
- 2-8 Learning Facility: 18%
- Middle School: 23%
- High School: 25%
KEY FINDINGS: Satisfaction with Communication

68% - Over two-thirds of parent respondents are very or extremely satisfied with teacher responsiveness to parent concerns.

58% - Over half indicate being very or extremely satisfied with opportunities to express concerns or opinions.
What parents are saying

Classroom
We would like to see more uniformity across classroom communication.

School
Buildings have done a good job this year of informing; would like to see more student spotlights.

District
We have been very happy about the communication we receive from NAPLS.
Key Findings: Preferred Frequency of Communication

How often do parents want to receive communications?

- Parents expect weekly communication from teachers/classroom
- Parents expect bi-weekly or monthly communication from building administrators
- Parents expect monthly communication from the district

Our Action: Review our frequency, method, efficiency
What parents are saying

Classroom
Appreciate the weekly email from teacher to keep me updated.

School
I am a fan of the consolidated one email per week for building info & events.

District
Sometimes there are just too many emails to keep track of.
Key Findings: Mode of Communication

How do parents want to receive information?

- Parents want communication delivered/pushed to them
- Parents do not want to search sites/portals for information
- Parents prefer direct Email and newsletters for classroom, school and district communication.

Our Action: Continue to use email as our main source of communication but streamline our messages.
Email

Email is the preferred mode of communication across classroom, school and district levels.

Our weekly Newswire is delivered to 6,156 unique emails. Roughly 53% opened/read the January 3, 2017 issue.
Technology/Media Use

How do parents want to receive non-emergency notifications?

80% of parents surveyed prefer text message notification

Examples of non-emergency notifications:
- Weather related closings and delays
- Attendance
- Low lunch balance

60% of our parents are currently opted in to receive text messages

Our Action: Work to increase the number of parents opted in to receive text messages by 10% or greater.
Technology/Media Use

Social Media

- New Albany Schools - 2,474 likes
- New Albany K-1 - 512 likes
- New Albany Elem. Grades 2-5 - 413 likes
- New Albany Middle School - 240 likes
- New Albany High School - 1,261 likes
- Superintendent - 835 likes

- District @napls - 2,258 following
- Super. @napls_supt - 1,104 following
- HS @napls_hs - 1,446 following
- MS @napls_ms - 512 following
- 2-5 @napls_25 - 642 following
- K-1 @napls_K1 - 712 following
- Athletics @napls_athletics - 824 following

Launched summer 2016
District New Albany Schools - 961 followers
What parents are saying

**Classroom**
There are too many platforms/services to receive communications.

**School**
Appreciate the social media focus but should be used for celebration, not “need to know” info.

**District**
I like that I get a text, email and phone call alerting me for school closures.
Key Findings: Content of Classroom Communication

Result: Parents view communication from the classroom as most important to them.

What parents want to know:
- Notice of my child falling behind in a subject area
- Updates on my child’s academic performance
- Information on what my child is expected to learn

Our Action: Work with building principals/leadership to help reinforce the importance of timely, relevant communication from the classroom and identify ways to help staff achieve this.
What parents are saying

Classroom
Classroom portals not consistent or are sometimes outdated.

School
Items are sometimes duplicated and could be overlooked.

District
The website is great but can be tricky to navigate or find important information.
<table>
<thead>
<tr>
<th>Action Plan</th>
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<td><strong>District</strong></td>
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<tr>
<td>Implement the Info Center feature of SchoolMessenger/PowerSchool</td>
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<td>Website updates and refresh due to reconfiguration</td>
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<td>Increase text opt-in by parents by 10% or more</td>
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<td>Email communication (Newswire) schedule and content review</td>
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<td>Email/Website for ease of locating information and content</td>
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<td>Social Media for celebration - continue to develop following</td>
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<td><strong>School</strong></td>
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<td>Review email communication, timing, content and development to streamline information for families.</td>
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<td>Better identify where is your first source for information</td>
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<td>Support Curriculum Department to provide relevant, timely and concise information.</td>
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<td>Identify the essentials</td>
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<td><strong>Classroom</strong></td>
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<td>Discuss opportunity to support staff through the effective use of communication tools</td>
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<td>Continue conversations regarding technology, portal development and efficient communication with families</td>
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<td>Increase communications with parents when students need additional supports</td>
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<td>Develop some uniformity for staff to communicate with parents, portal, email template or other tools</td>
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Thank You & Next Steps

Thank you to our families for the feedback!

The responses and comments will help us enhance our communications at the classroom, building, and District level.

Stay tuned!

- We will research and implement new strategies
- Make improvements over the upcoming months and the start of the next school year.
Questions & Comments