

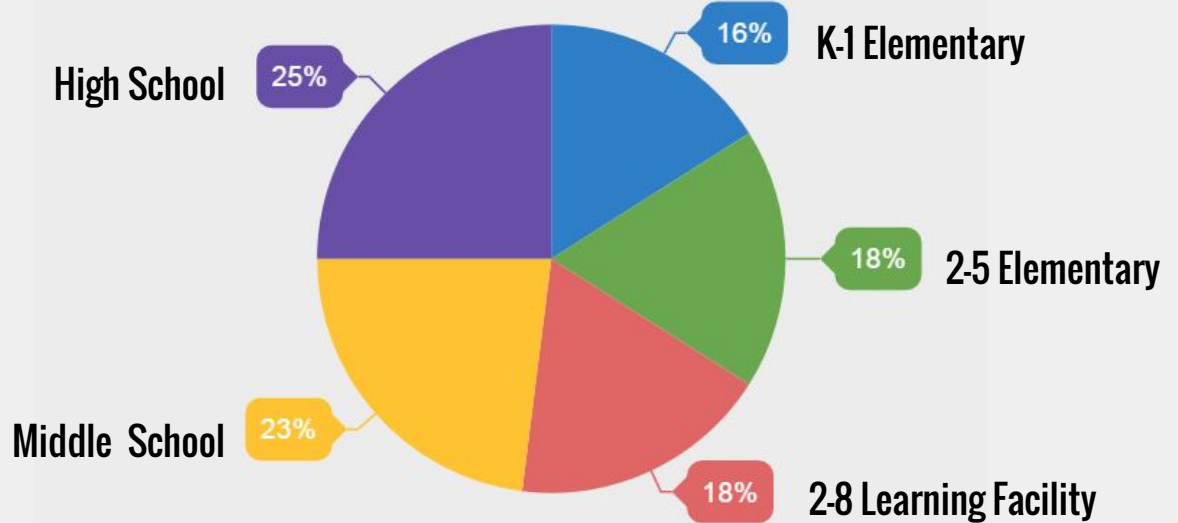
Introduction

- 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



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?

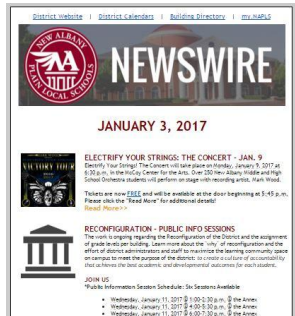
- Parents want communication delivered/pushed to them
- Parents do not want to search sites/portals for information
- Parents prefer direct Email and newsletters for classroom, school and district communication.

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?



of parents surveyed prefer text message notification

Examples of non-emergency notifications:

- Weather related closings and delays
- Attendance
- Low lunch balance



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



**Follow us on
Instagram**

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.

Action Plan

District

Implement the Info Center feature of SchoolMessenger/PowerSchool

Website updates and refresh due to reconfiguration

Increase text opt-in by parents by 10% or more

Email communication (Newswire) schedule and content review

Email/Website for ease of locating information and content

Social Media for celebration - continue to develop following

School

Review email communication, timing, content and development to streamline information for families.

Better identify where is your first source for information

Support Curriculum Department to provide relevant, timely and concise information.

Identify the essentials

Classroom

Discuss opportunity to support staff through the effective use of communication tools

Continue conversations regarding technology, portal development and efficient communication with families

Increase communications with parents when students need additional supports

Develop some uniformity for staff to communicate with parents, portal, email template or other tools

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