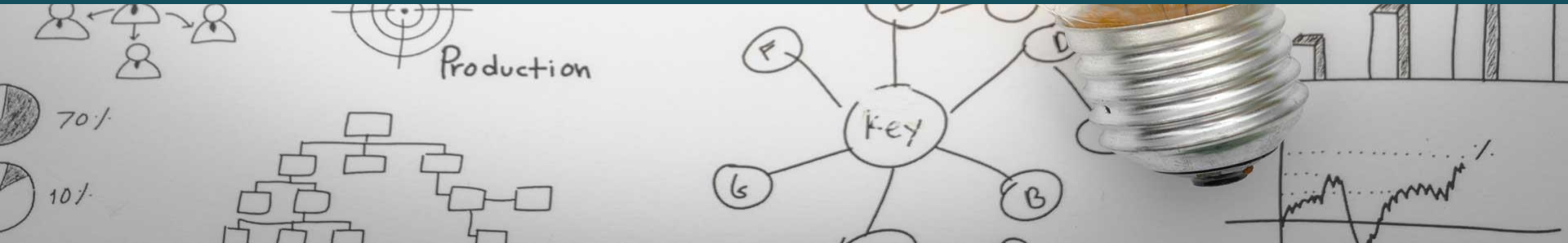


Saratoga Union School District

Survey Results



Hello!

Trinette Marquis

- 25+ years communication - healthcare, tech, ed
- Consultant, former district comms director
- Author - *Engaging Data, Smart Strategies for School Communication*
- Professor - CSU Sacramento

In this Review

- Background
- Survey Participants
- Quantitative Results
- Open-Ended Questions
- Implications

Some Background

- January 25 - February 13, 2019
- English and Mandarin
- Sent out through existing communication channels
- Looking for baseline data for communication program

1.

Survey Results

Communication Preferences

Survey Participants

1	Parent or family member of a current SUSD student	207 / 79%
2	Teacher	32 / 12%
3	Site support staff	8 / 3%
4	District support staff	7 / 3%
5	Parent or family member of a former SUSD student	4 / 2%
6	Community member (not a current district parent or staff member)	3 / 1%

70% have been involved 4+ years

Survey Participants

1	Redwood Middle	151 / 57%
2	Saratoga Elementary	80 / 30%
3	Foothill Elementary	72 / 27%
4	Argonaut Elementary	70 / 27%
5	District Office	16 / 6%

Your Familiarity

School and district events

265 out of 267 people answered this question



4.02
Average rating

Our student and staff accomplishments

266 out of 267 people answered this question



3.65
Average rating

Our day-to-day operations (like lunch menu and calendar)

266 out of 267 people answered this question



3.64
Average rating

Our mission

266 out of 267 people answered this question



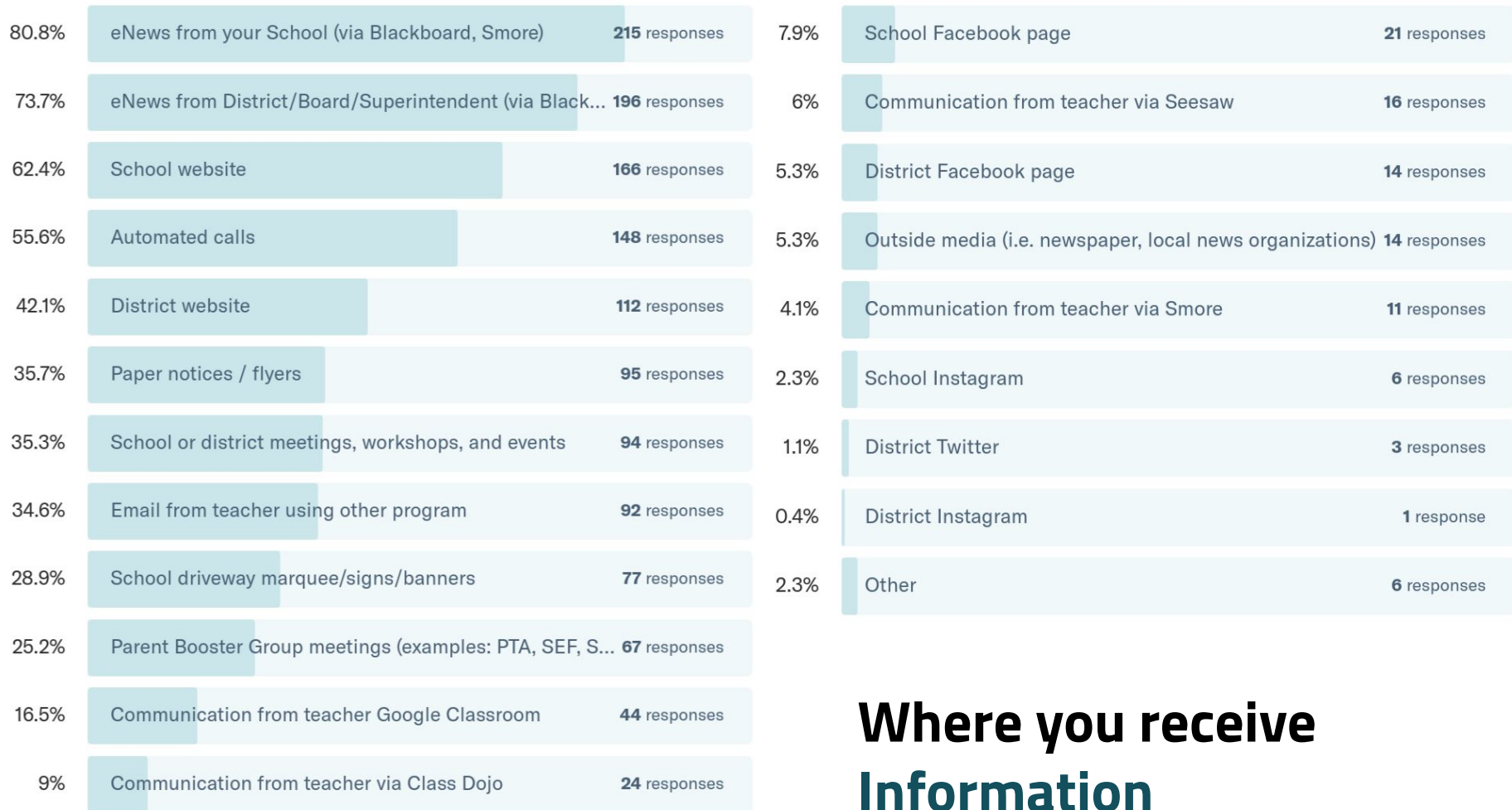
3.60
Average rating

Challenges or issues facing our district

265 out of 267 people answered this question



3.12
Average rating



Where you receive Information



The Ratings

Email from teacher using other program 4.18

Automated calls 4.15

eNews from your School via Blackboard, Smore 4.10

eNews from District via Blackboard, Smore 3.99

Parent Booster Group meetings - PTA, SEF, SMB, Sports
3.80

School or district meetings, workshops, and events 3.75

School driveway marquee/ signs/ banners 3.71

Paper Notices/ Flyers 3.71

Communication from teacher via Google Classroom 3.67

Communication from teacher via Class Dojo 3.60

School website 3.54

District website 3.40

Communication from teacher via Smore 3.32

Communication from teacher via Seesaw 3.22

The Ratings

District Facebook page 2.87

School Facebook page 2.75

Outside media - newspaper, news channels 2.23

School Instagram 1.82

District Twitter 1.74

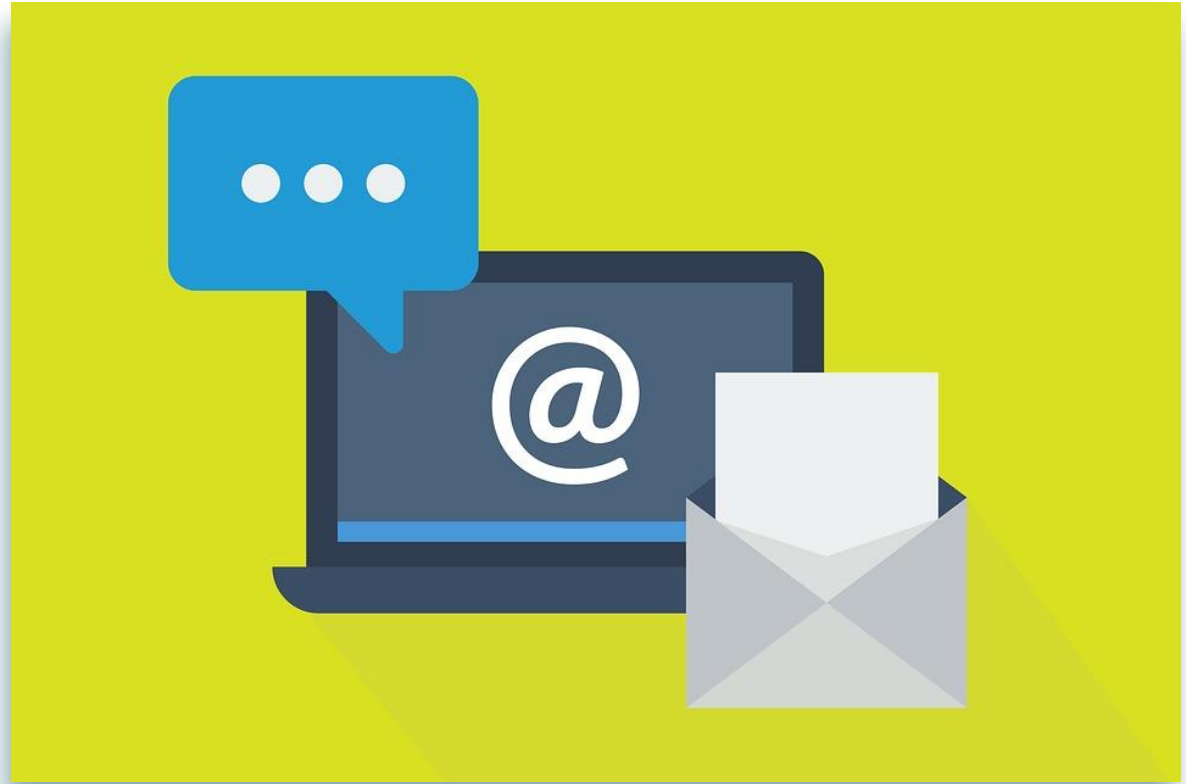
District Instagram 1.47

2. Open-Ended Questions

Tools

Use More Often

- Email
- Text
- Web



How to Improve Communication

- School/teacher level consistency
- Accessible and searchable
- Listen more
- Concise/relevant

Best thing About communication

- Abundance
- Variety
- Consistent
- Email



How to Improve Communication

"Share with parents at the beginning of the year on how and where to access various info throughout the year. For me, I didn't even know the district has Facebook, Twitter, instagram accounts."

"Send a link to archived messages, so that we can get to it if we accidentally delete a message."

"I like the current communication approach, but it can be more efficient, the school and district websites are usually hard to navigate, I would prefer more clean interface on the home page about the important dates and events displayed right on the home page."

Best thing **About communication**

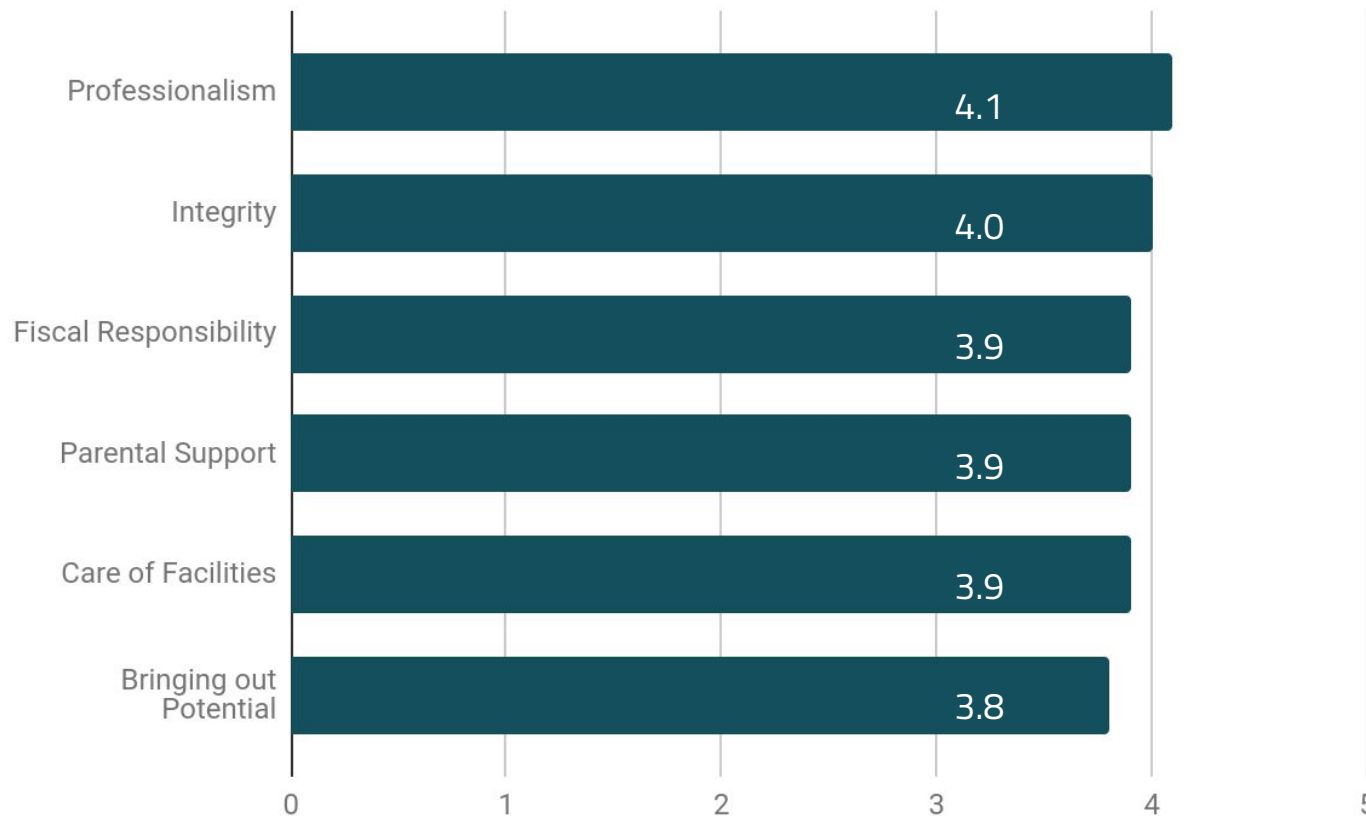
“Clarity, frequency, and detail. Especially the emergency communication tools.”

“We really like and are well informed by the emails we get from the school, from the superintendent and from our teachers.”

“Information is provided in multiple areas so that parents have many places to look up info.”

Your Trust

(1-5 Very low to very high level of trust)





2.

Implications

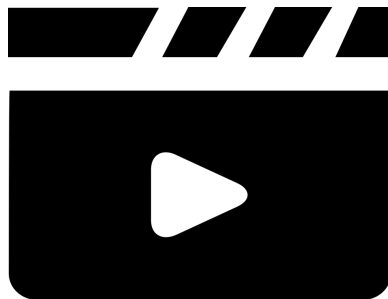
Striking the right tone, size & perspective

Content

Implications

- Short
 - Overall
 - Within Paras
 - Bullets
- Subheads
 - Phrases that tell the story
 - Links to longer stories

New Math



Under Consideration

- Timing
 - Plenty of notice before events, action needed
- Listening
 - Process for decision-making
 - Time for the process
 - Tell them how you listened, impact
- Accessible information
 - Relevant subject line
 - Relevant headers
 - Dates
- Mobile-first
 - Pre-test
 - Graphics

One Message Many Ways

Website

- Moderate Length
- Subheads
- Several Photos or video (web)

eNews

- Cut to a lead and link to web story
- Photos or video

Facebook

- Shorter lead and link
- One photo or video

Most Important

- Relevant
 - How will it impact my child?
 - How can I help?
 - How can I better support my child?

Next Steps

- Content Calendar - matrix for proactive communication
- Reviewing social media management tools
- Evaluating other mass communication tools
- Website refresh & reorganization
- Start of school year training for sites regarding effective communication practices
- District Information Coordinator ongoing coaching
- Ongoing association communication and development

Thanks!!

Any questions?