

**2011-2012**

# Communications Survey

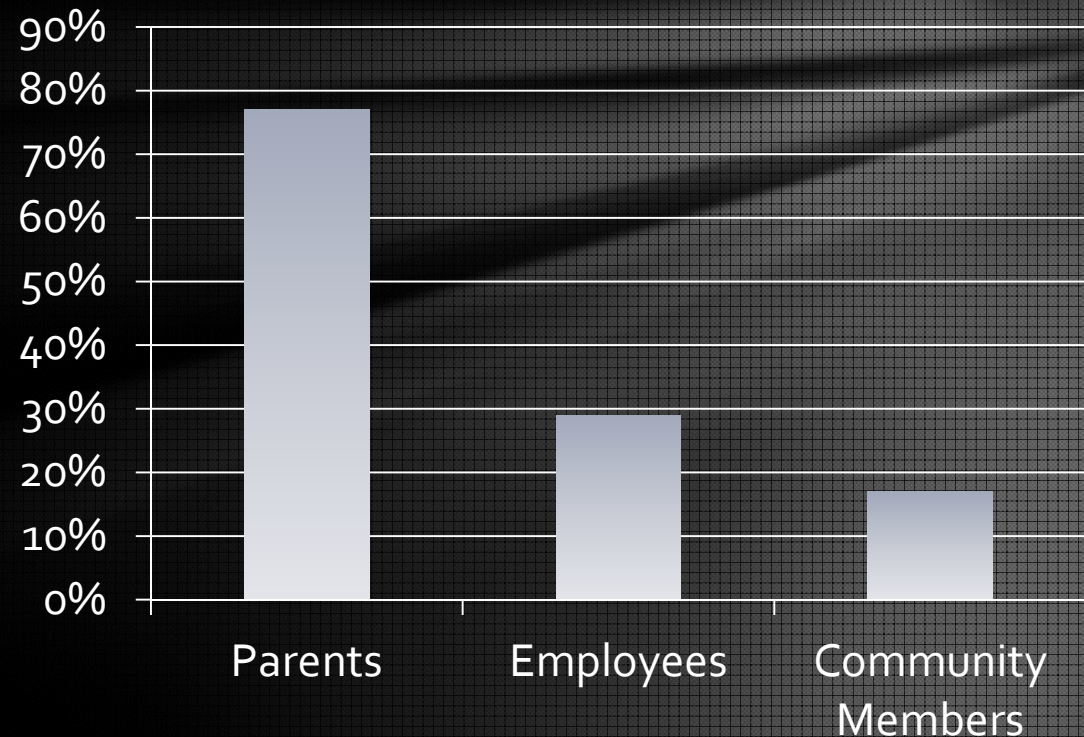
*Providing our stake holders with the opportunity to provide valuable feed-back...*



# Who Responded...

The Communications Survey was posted on the District website, District Facebook page, included in four issues of the District eNews and all building newsletters. The 498 parents, employees and community members who responded answered a variety of questions about District and school level communications efforts. The results are being reviewed and we are working on ways to implement suggested changes and improvements.

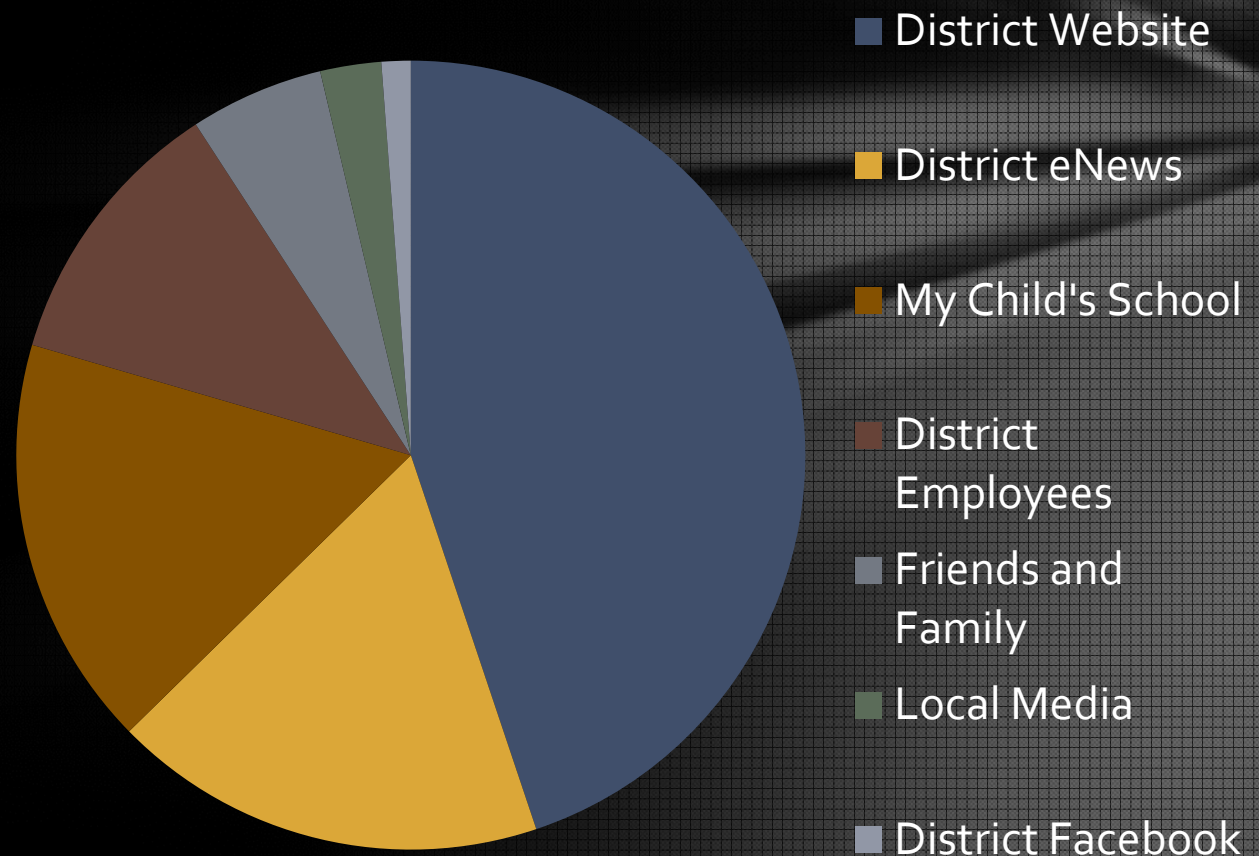
## Survey Respondents



# What is your 'Go To' Source for Information about the WSD?

When looking for information about the Wentzville School District, I usually go to...

First Source of Information



# School Closing Notifications

When schools are closed because of inclement weather, I prefer to be notified by (please rank in order of preference):

1. District phone message
2. Local TV and radio stations
3. Text message
4. Email
5. District website
6. District Facebook page
7. Twitter



# School Reach Preferences

On days when school is called off because of inclement weather, what is the best time to receive the District phone message in the morning?

1. 5:00-5:30 a.m.
2. 5:30-6:00 a.m.
3. Before 5:00 a.m.
4. 6:00-6:30 a.m.



**How well does the District communicate emergency information?**

**Over 80% said very or extremely well!**

# District Website

How often do you visit the District website?

Daily 32%

Weekly 44%

Monthly 21%

What information do you look for on the District website?

1. Latest news
2. Calendar of events
3. Parent portal/Moodle access
4. Access my child's school website
5. District phone numbers/email addresses
6. Online meal payment
7. School lunch menus
8. School closings
9. Current job openings
10. Board of Education information



How easy is it to find the information you are looking for on our website?

Extremely easy 12%

Very easy 46%

Moderately easy 34%

# How often do you use the Parent Portal?



Daily	16%
Weekly	39%
Monthly	22%
Yearly	2%
Never	21%

# District eNews

How often do you read the WSD eNews?

Always 59%

Usually 27%

Sometimes 10%

What types of stories would you like to see in the WSD eNews?

1. Upcoming events
2. Student Achievement
3. Extra-curricular opportunities for students
4. Staff success
5. District awards
6. Discounts/coupons





# Use of Social Media

How often do you visit the District Facebook page?

Daily 4%

Weekly 12%

Monthly 14%

Never 60%



Do you follow WSDinfo on Twitter?

Yes 4%

No 81%

I didn't know WSD was on Twitter 15%

Overall how would you rate communication between the District and parents?

Over 89% of respondents said Good or Excellent!

# Building Level Communication

When looking for information about my child's school, I usually go to (please rank in order of preference):

1. School website
2. Contact teacher/principal directly
3. School newsletter
4. Front office
5. Daily announcements
6. Friends and family

How often do you visit the school's website?

Daily 14%  
Weekly 45%  
Monthly 35%



# School Newsletters

What types of stories interest you in the school newsletter?

1. Upcoming events
2. Extra-curricular opportunities for students
3. Student achievement
4. Classroom news
5. Principal's message
6. Staff success
7. Athletic events
8. Discounts/coupons

I prefer to receive the school newsletter:

As an email 81%

In my child's backpack 8%

On the school website 7%



Generally, the school newsletter is:

Very informative (27%) \* Informative (54%) \* Somewhat informative (17%)

# Overall Building Communication

I am informed about what is going on at my child's school.

77% of respondents agree

My child's school clearly communicates student academic progress to me.

78% agree

Teachers respond to my questions and concerns in a timely manner.

84% agree

School administrators respond to my questions and concerns in a timely manner.

68% agree

Overall how would you rate communication between your school and parents?

Over 85% said good or excellent!