

# WSD Communication Survey **2014** Results

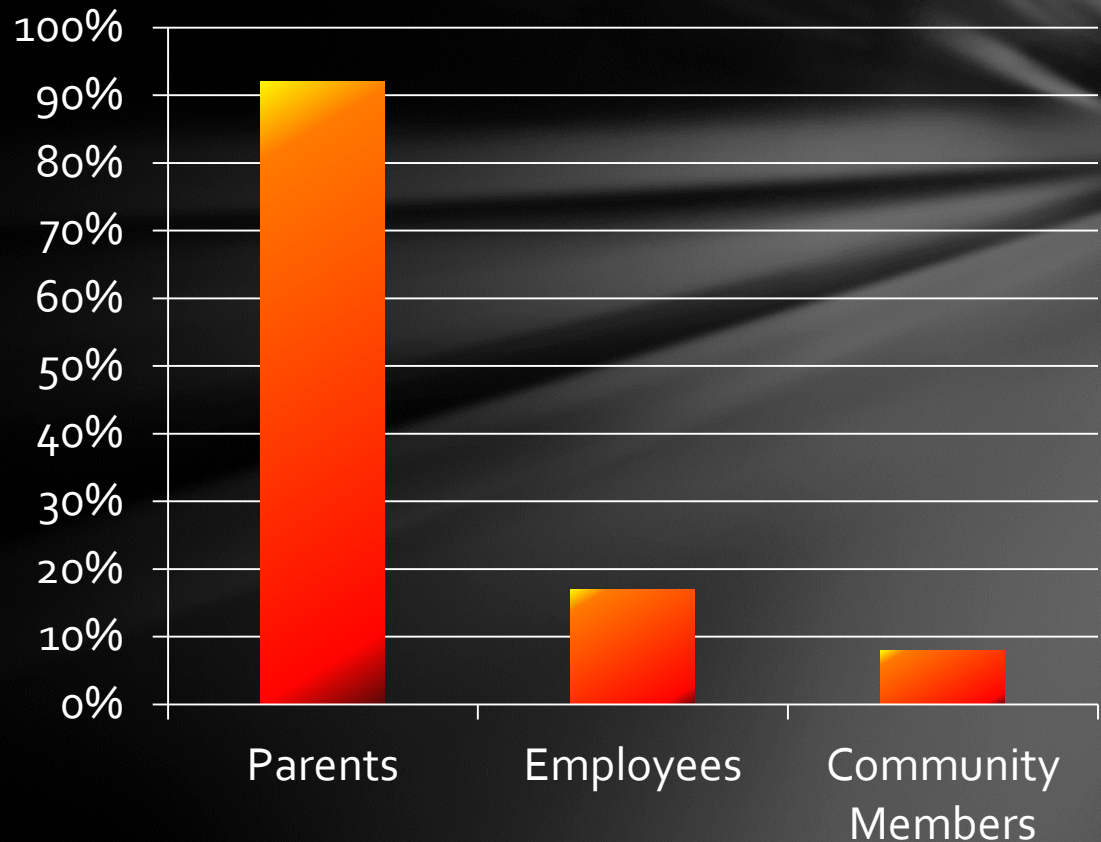
*Providing our community with the opportunity to  
give valuable feedback...*



# Who Responded...

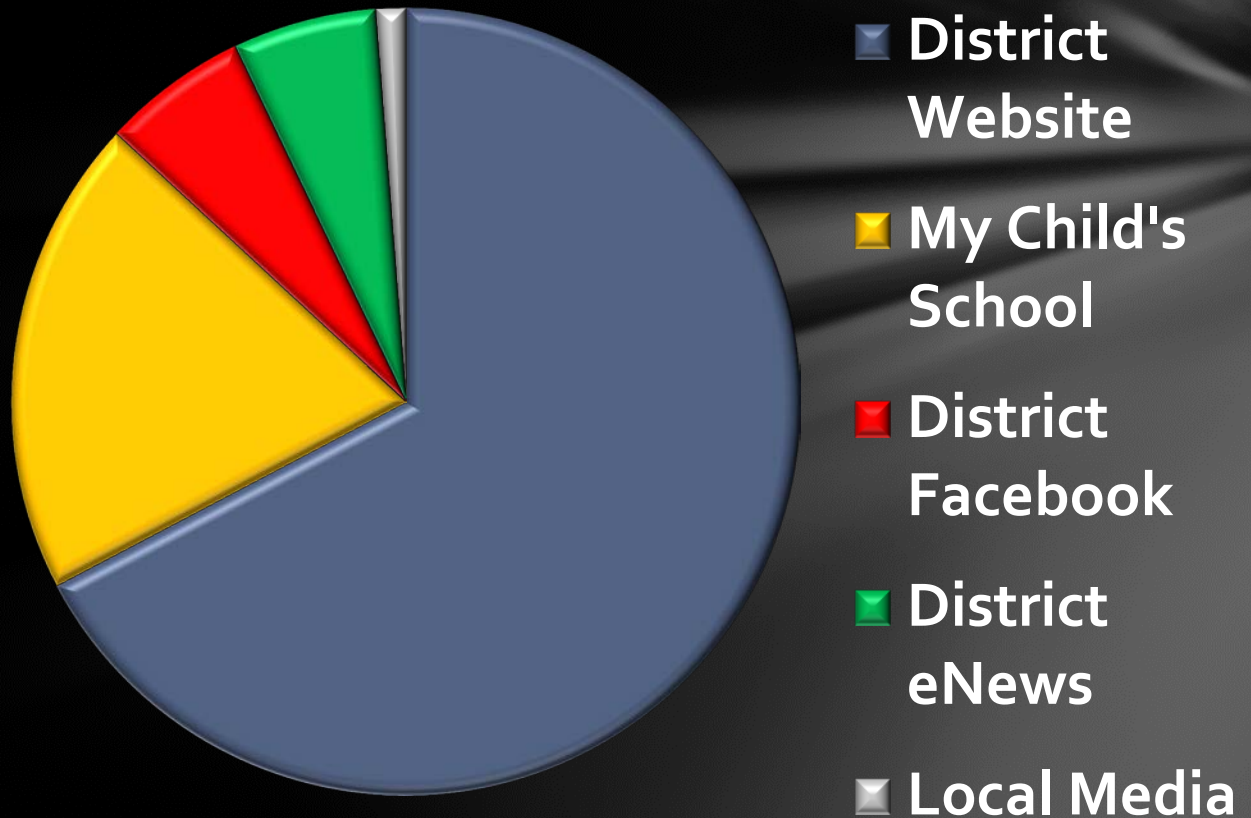
This spring the 2014 WSD Communications Survey was posted on the District website, included in the District eNews and Facebook page, and shared in school newsletters. The **1,424** parents, employees and community members who responded answered a variety of questions about District and building level communications efforts.

Survey Respondents



# When looking for information about the WSD

I usually go to...  
(Ranked in order of preference)



# 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. Text message
3. Local TV and radio stations
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.



How well does the District communicate emergency information?

**Over 84% said very or extremely well!**

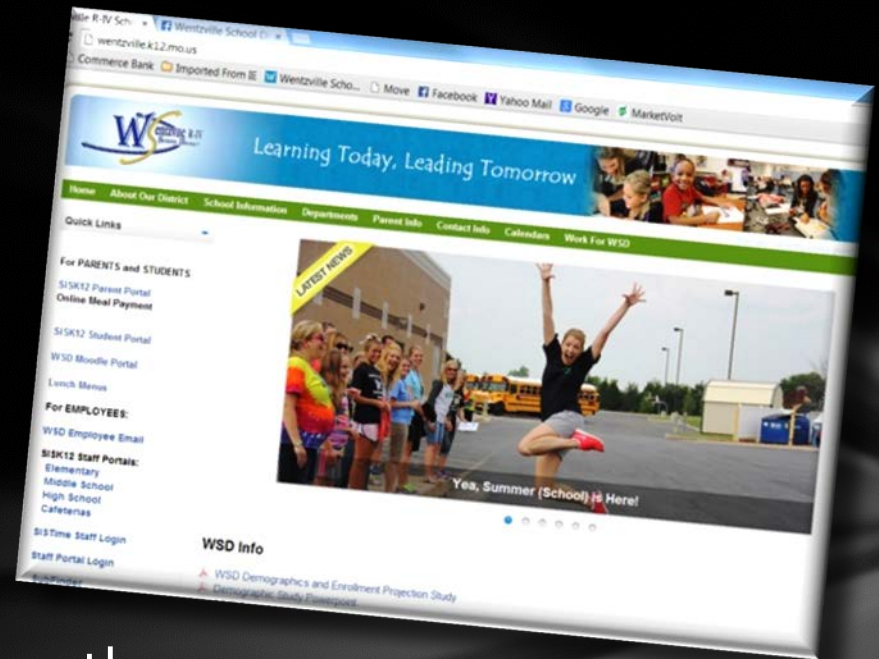
# District Website

How often do you visit the District website?

Daily 20%

**Weekly 43%**

Monthly 33%



What information do you look for on the District website?

1. Parent portal/Moodle access
2. Calendar of events
3. Access my child's school website
4. Latest news
5. School lunch menus
6. Online meal payment
7. District phone numbers/email addresses

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

Extremely easy 19%

**Very easy 41%**

Moderately easy 34%

# How often do you use the Parent Portal?



Daily 8%

**Weekly 40%**

Monthly 34%

Yearly 4%

Never 14%

# District eNews

How often do you read the WSD eNews?

Always 41%

Usually 31%

Sometimes 23%

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

1. Upcoming events
2. Student Achievement
3. Extra-curricular opportunities for students
4. District awards
5. Staff Success



# WSD Social Media

How often do you visit the District Facebook page?

Daily 4%

Weekly 16%

Monthly 20%

Never 46%

I didn't know WSD has a FB page 14%



Do you follow WSDinfo on Twitter?

Yes 13%

No 74%

I didn't know WSD was on Twitter 13%

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

**Over 91% of respondents said Good or Excellent!**

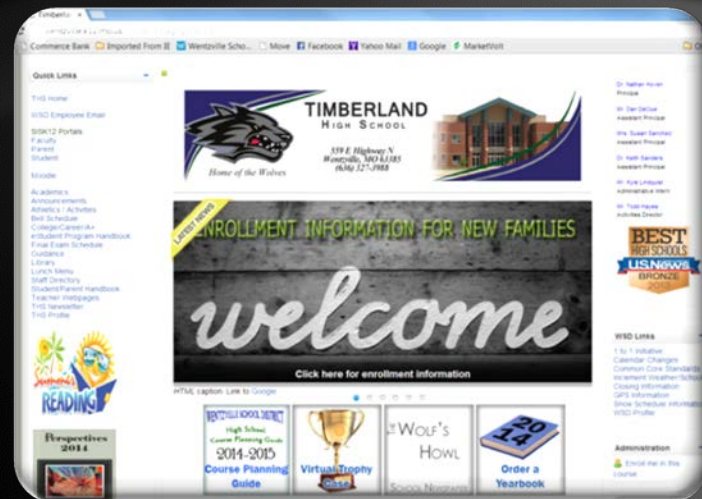
# Building Level Communication

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
3. School newsletter
4. Daily announcements
5. Front office

How often do you visit the school's website?

Daily 9%  
Weekly 44%  
Monthly 41%



# 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

I prefer to receive the school newsletter:

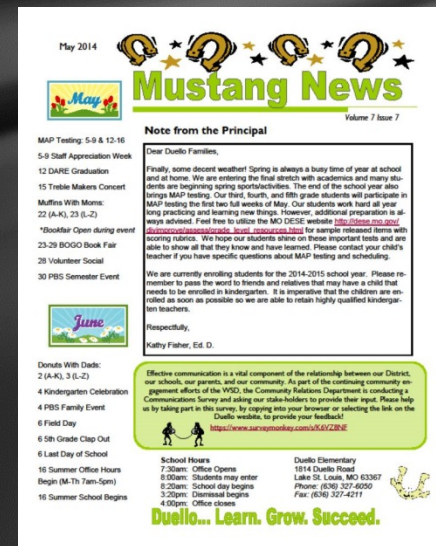
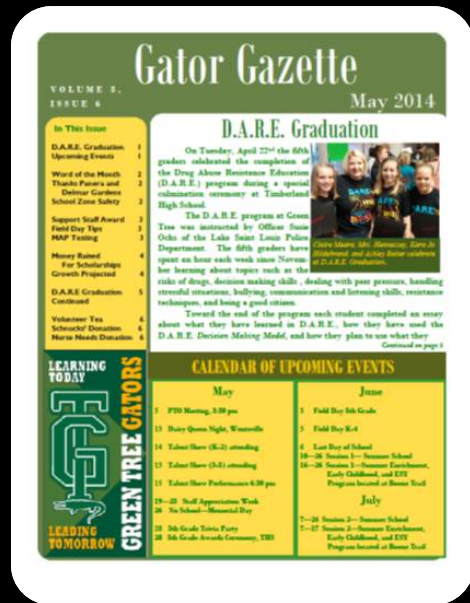
As an email 83%

In my child's backpack 7%

On the school website 6%

Generally, the school newsletter is:

Very informative (29%) \* Informative (54%) \* Somewhat informative (16%)



# Overall Building Communication

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

86% of respondents agree

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

81% agree

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

85% agree

School administrators respond to my questions in a timely manner.

76% agree

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

**Over 88% said good or excellent!**