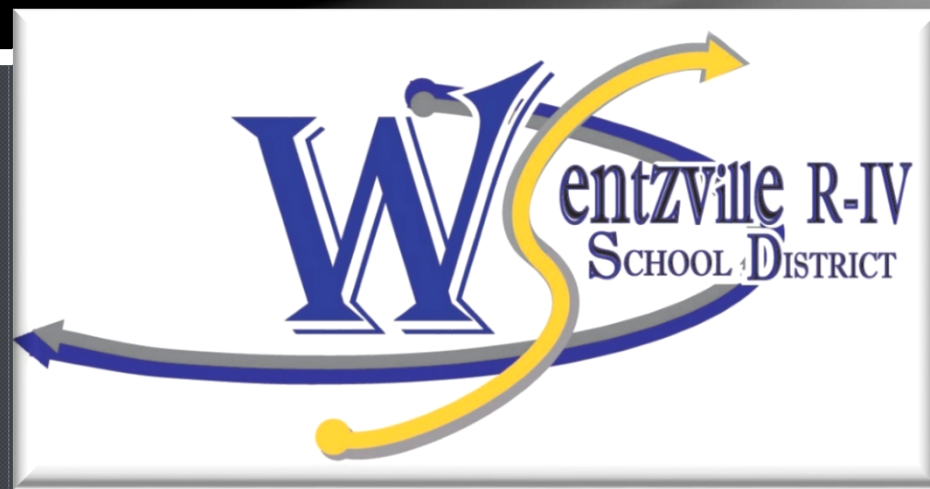


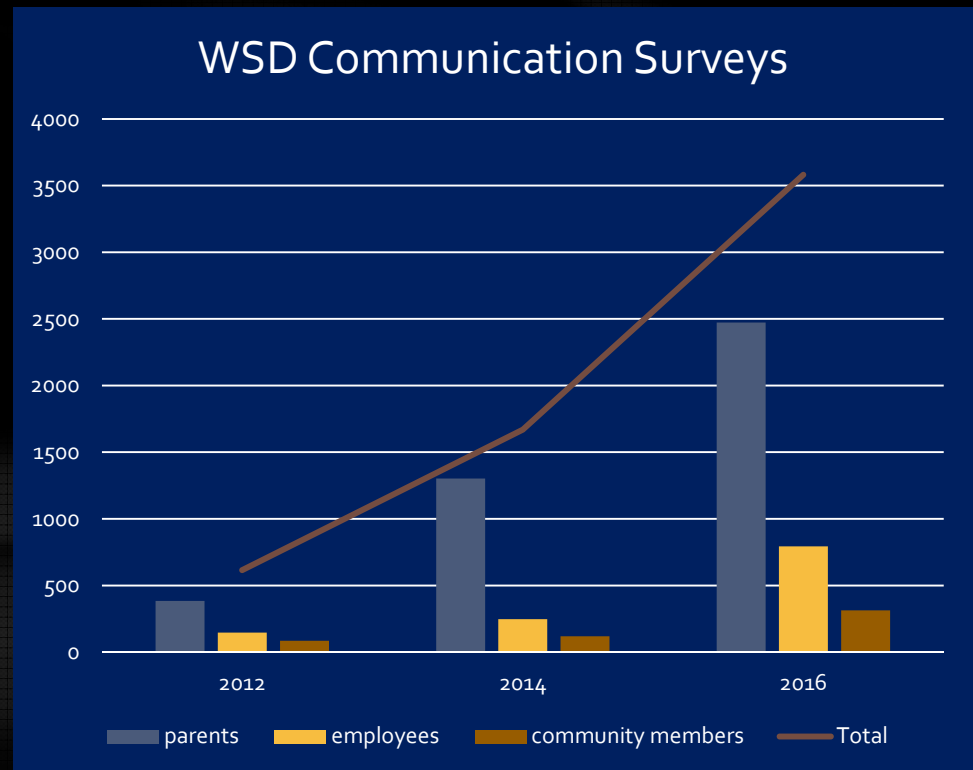
WSD Communication Survey 2016 Results

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



Who Responded...

This spring the 2016 WSD Communications Survey was sent out to parents and employees via email, text, push notification, Facebook and Twitter, posted on the District website, school websites, included in both Employee and District eNews, and shared in school newsletters. This year we had **3,045** respondents compared to **1,424** in 2014 and **498** in 2012. Parents, employees and community members responded to a variety of questions about District and building level communications efforts.



We started these annual surveys in 2011 and we conduct Parent Satisfaction Surveys in odd years and Communications Surveys in even years...

Timberland, Holt and South Middle had most respondents

When looking for information about the WSD

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

▣ District Website 68%

▣ District App 18%

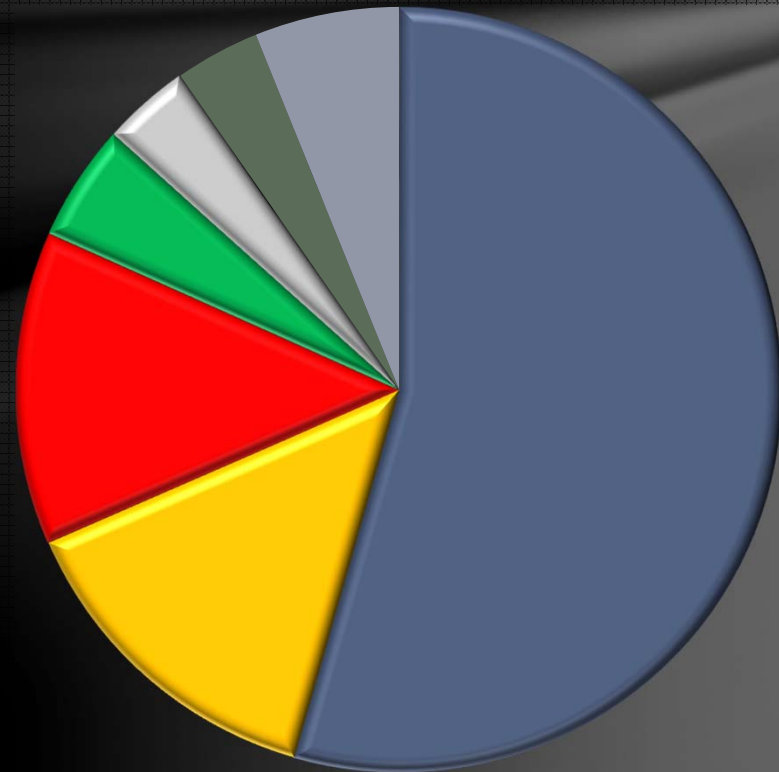
▣ My Child's School

▣ District eNews

▣ Friends & Family

▣ District Facebook

▣ District employees



School Closing Notifications

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

1. **Text message**
2. Phone message
3. **App push notification**
4. TV & radio
5. Email
6. Website
7. Twitter
8. Facebook



Emergency Notification 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. Before 5:00 a.m.
3. 5:30-6:00 a.m.



How well does the District communicate emergency information?

Over 85.7% said very or extremely well!

84% in 2014 / 80% in 2012

District Website

How often do you visit the District website?

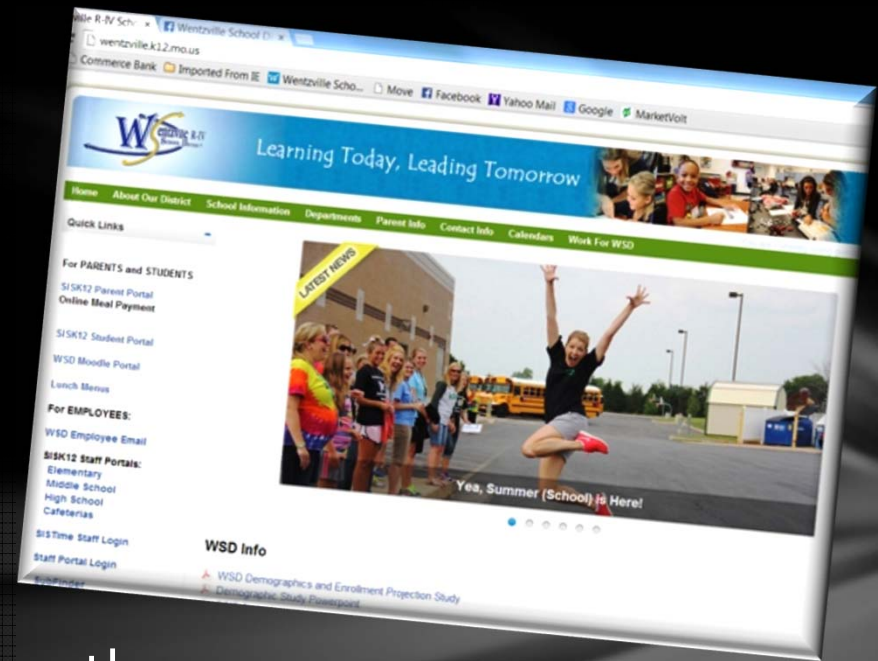
Daily 18%

Weekly 40%

Monthly 36%

What information do you look for on the District website?

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



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

Extremely easy 17%

Very easy 43%

Moderately easy 33%

How often do you use the Parent Portal?



	<u>2016</u>	<u>2014</u>	<u>2012</u>
Daily	6%	8%	16%
Weekly	40%	40%	39%
Monthly	32%	34%	22%
Yearly	4%	4%	2%
Never	19%	14%	21%

District eNews

How often do you read the WSD eNews?

	<u>2012</u>	
Always	41%	59%
Usually	31%	27%
Sometimes	23%	10%

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. Staff success
5. District awards



How do you feel about receiving school and community flyers via email!



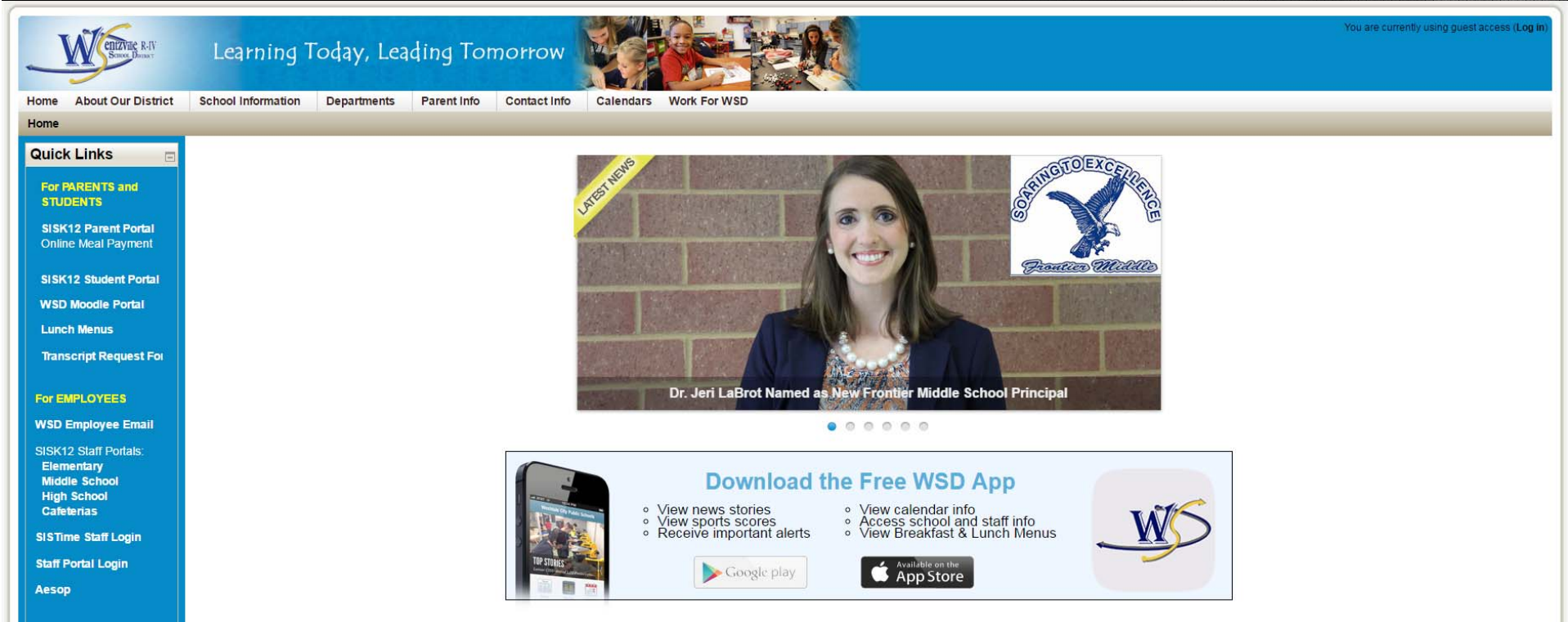
I like receiving them electronically - 72%

I don't typically pay attention to the emails, but I like accessing current flyers on the school website - 13%

I prefer receiving hard copies sent home with my child - 11%

I opted out and the flyers are of no interest - 4%

What could be done to improve the District website?



The screenshot shows the WSD website homepage. At the top left is the WSD logo with the tagline "Learning Today, Leading Tomorrow". A navigation menu includes Home, About Our District, School Information, Departments, Parent Info, Contact Info, Calendars, and Work For WSD. A "Quick Links" sidebar on the left lists various portals for parents, students, and employees. The main content area features a "LATEST NEWS" banner with a photo of Dr. Jeri LaBrot, captioned "Dr. Jeri LaBrot Named as New Frontier Middle School Principal". Below this is a promotional banner for the "Free WSD App" with a list of features and download instructions for Google Play and the App Store.

WSD Learning Today, Leading Tomorrow

Home About Our District School Information Departments Parent Info Contact Info Calendars Work For WSD

Home

Quick Links

For PARENTS and STUDENTS

- SISK12 Parent Portal
- Online Meal Payment
- SISK12 Student Portal
- WSD Moodle Portal
- Lunch Menus
- Transcript Request Fo

For EMPLOYEES

- WSD Employee Email
- SISK12 Staff Portals:
 - Elementary
 - Middle School
 - High School
 - Cafeterias
- SISTime Staff Login
- Staff Portal Login
- Aesop

LATEST NEWS

Dr. Jeri LaBrot Named as New Frontier Middle School Principal

Download the Free WSD App

- View news stories
- View sports scores
- Receive important alerts
- View calendar info
- Access school and staff info
- View Breakfast & Lunch Menus

Google play Available on the App Store

We received 388 suggestions!

WSD Social Media

How often do you visit the District Facebook page?

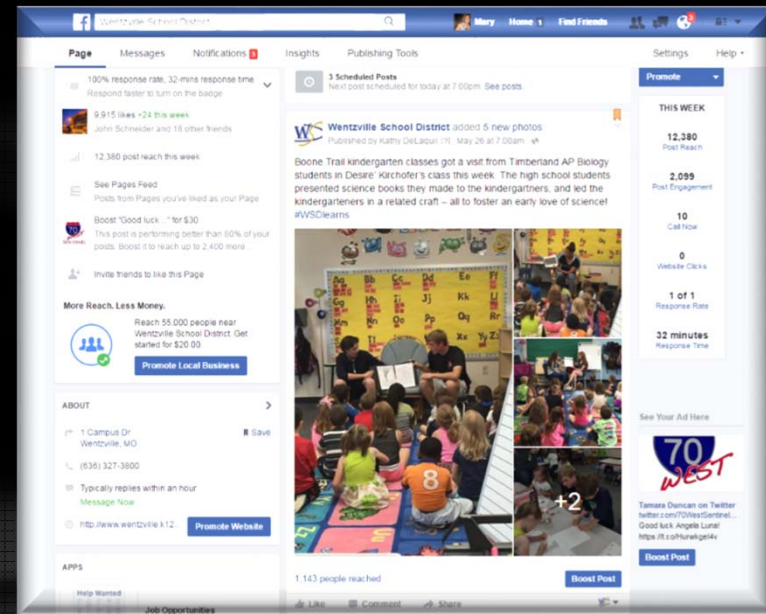
Daily 3%

Weekly 13%

Monthly 22%

Never 50%

I didn't know WSD has a FB page 11%



Do you follow WSDinfo on Twitter?

Yes 20%

(13% in 2014/4% in 2012)

No 71%

I didn't know WSD was on Twitter 8%

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

Over 92% 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):

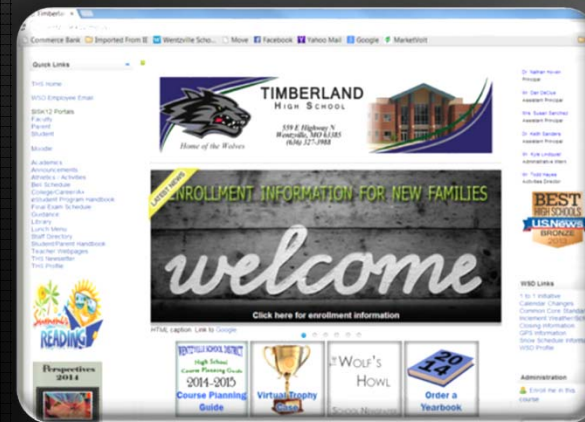
1. School website – 68%
2. District App
3. Teacher/Principal
4. Daily Announcements
5. School newsletter

How often do you visit the school's website?

Daily 9%

Weekly 38%

Monthly 44%



School Websites

What could be done to improve school websites?

- Keep them up to date!
- Teacher contact info is hard to find
- Add a search feature
- Post teacher newsletters
- Update links; multiple links don't work
- Include links to clubs/activities



We received 203 comments!

School Newsletters

What types of stories interest you in the school newsletter?



1. Upcoming events
2. Extra-curricular opportunities for students
3. **Classroom news**
4. Student achievement
5. Principal's message



I prefer to receive the school newsletter:

As an email 80%

In my child's backpack 8%

On the school website 7%

Generally, the school newsletter is:

Very informative (26%) * **Informative (55%)** * Somewhat informative (16%)

2016 Overall Building Communication

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

83% of respondents agree (86%...77%)

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

83% agree (81%...78%)

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

83% agree (85%...84%)

School administrators respond to my questions in a timely manner.

72% agree (76%...68%)

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

Over 89% said good or excellent!

Overall Building Communication

