

MTSD Communications Survey – Results

May 21, 2013

Thank you for taking the time to respond to our recent communications survey. From this survey we were looking to discover your opinions of the current level of communications from the District as well as the individual schools, but more importantly specifically where to focus on improving.

The Numbers

We received over 730 responses (just over 15%) with good representation from families with children in each school. Some highlights of what we discovered:

- 98% have an active Parent Resources (“Genesis”) account
- 65% have a Facebook account
 - o 40% of our Facebook families find the new District Facebook page useful
 - o 38% were not aware we started a District Facebook page (“Like” us today!)
- Methods information is received:
 - o 84% email
 - o 65% school websites
 - o 39% district website
 - o Less than 1% said they did not receive information from the schools
- District website traffic
 - o 96% visit the district website at least occasionally
 - o 40% visit daily and/or weekly
- District website use
 - o 80% Parent information (absence line, etc.)
 - o 60% District calendar of events
 - o 49% Emergency info (school closings, etc.)
 - o 35% Latest news
- District website rating
 - o 70% or more felt all aspects of the district website were good or excellent
- School website traffic
 - o 99% visit the school websites at least occasionally
 - o 55% visit daily and/or weekly
- School website use
 - o 70% Parent Info (daily schedule, etc.)
 - o 70% Grades / Homework (Parent Resources/Genesis)
 - o 50% School calendar of events
 - o 46% Staff contact info
 - o 41% Latest news
 - o 40% Teacher websites

- School website ratings
 - o MHS: 75% or more felt all aspects of the MHS website were good or excellent
 - o UMS: 80% or more felt all aspects of the UMS website were good or excellent
 - o LMS: 76% or more felt all aspects of the LMS website were good or excellent
 - o VES: 74% or more felt all aspects of the VES website were good or excellent
 - o OHES: 72% or more felt all aspects of the OHES website were good or excellent
- 85% indicated they were very informed or somewhat informed of events at their schools
- Improved communications
 - o 70% favored a weekly eBulletin
 - o 60% felt general email communications needed improvement
 - o Only 4% expressed an interest in Twitter
- 88% responded that email was the preferred method of communication
- Top 5 Topics to hear more about (all between 50%-64%)
 - o Curriculum
 - o Academic Achievement
 - o Quality of Teachers
 - o Guidance / Naviance
 - o Safety & Security

Great Ideas

In addition to all the numbers, we received many good suggestions on improving communications.

1. Text alerts for important events: emergencies, early dismissals, delayed openings, closures
2. Posting daily announcements for each school to the associated website

Future Focus

Along with the new ideas provided, there are some clear areas to be improved as well as new processes to implement.

1. Websites: Improve the organization of ALL websites and focus on consistency between the district and school websites.
2. New "eBulletin": Introduction of a weekly email summarizing headlines of the week, links to new/top informational postings, summary of event calendar
3. Improve our calendars
 - a. More timely posting of events
 - b. More complete listings
 - c. Investigate new features:
 - i. customized webpages based on logon
 - ii. more info on event listing summary (without having to click for details)
 - iii. improved search features on the websites
4. Work with our teachers for improved teacher webpages
5. Parent education on District tools (Genesis, Naviance)

What We Need From You

As we look to improve the information provided to you through the preferred methods of communication, we need your help. **Most importantly, Genesis accounts need to be made current and maintained regularly;** this is our Student Information System and what we rely upon to communicate with our school community.

We need to keep hearing from you. As you come up with other new ideas or opportunities to improve, please communicate them to us so they can be researched.