

School Communication Survey

This survey is designed to collect information about our school's communication patterns from parents, students and other interested stakeholders. For each of the statements below, please indicate A) the extent to which you agree or disagree with each statement by circling one of the three numbers on the left hand side, and B) the level of importance of each expectation by circling one of the three numbers on the right hand side.

Please circle your role in our school community:

Parent

Student

Other Stakeholder

Background Information

Please answer the following questions about your own communication patterns

	Never	Sometimes	Always
1. I read the local community newspaper.	1	2	3
2. I watch community programming on local access television.	1	2	3
3. I use text and/or instant messaging to communicate with family, friends and/or colleagues.	1	2	3
4. When they're available, I watch digital videos posted on websites.	1	2	3
5. I access the Internet from a mobile device—cell phone, iPad, iTouch, gaming device.	1	2	3
6. I spend time networking with friends and family in Facebook.	1	2	3
7. I spend time interacting with businesses and/or community groups in Facebook.	1	2	3
8. I spend time networking with friends and family in Twitter.	1	2	3
9. I spend time following the updates of business and/or community groups in Twitter.	1	2	3
10. I struggle to keep up with the important messages in my life.	1	2	3

School Communication Questions

Please indicate the extent to which you agree or disagree with the statements below concerning our school's communication patterns.

Please indicate how important each expectation is to you.

Message Delivery and Engagement <i>Schools have tons of important information to share with their communities. These messages are typically one-way, delivered from the school to the stakeholder...and like any organization, schools are competing for our attention. Therefore, the messages shared by a school must be engaging in order to be effective</i>	Disagree	Neutral	Agree		Not important	Somewhat important	Very important
1. Our school communicates important information—openings, closings, schedules—in a timely and effective manner.	1	2	3		1	2	3
2. Our school regularly communicates student successes including academic achievements, athletic championships, and visual/performing arts accomplishments.	1	2	3		1	2	3
3. Our school sells itself well by publicly sharing interesting course offerings and after school clubs.	1	2	3		1	2	3
4. Our school regularly shares news about the qualifications and/or accomplishments of its teachers.	1	2	3		1	2	3

5. I can receive messages from our school in a variety of different ways—through my cell phone or mobile device, in print, from my computer.	1	2	3		1	2	3
6. Our school's website is an engaging destination that I always look forward to exploring.	1	2	3		1	2	3
7. I would like to see more photos and videos of school happenings shared on our school's website.	1	2	3		1	2	3
8. I am satisfied with the way that I'm currently receiving messages from our school.	1	2	3		1	2	3
9. The messages shared by our school regularly catch my attention and stand out from the messages shared by the other organizations—businesses, community groups, workplaces—in my life.	1	2	3		1	2	3
10. Our school's messages leave me confident and proud to live in this community.	1	2	3		1	2	3
Transparency and Interaction <i>Like the most effective organizations, the most effective schools are transparent and responsive, creating opportunities for stakeholders to interact with one another and to provide honest feedback.</i>	Disagree	Neutral	Agree		Not important	Somewhat important	Very important
1. I expect the organizations in my life—businesses, churches, community groups, schools—to publicly interact with their customers.	1	2	3		1	2	3
2. I value organizations—businesses, churches, community groups, schools—that are responsive, publicly collecting feedback and openly responding to concerns.	1	2	3		1	2	3
3. I am aware of the efforts that our school makes to collect and to act on feedback from our community.	1	2	3		1	2	3
4. I am satisfied with the efforts that our school makes to collect and to act on feedback from our community.	1	2	3		1	2	3
5. Our school respects and values dissenting opinions.	1	2	3		1	2	3
6. I would describe our school as open and honest in its dealings with stakeholders.	1	2	3		1	2	3
7. I would interact with our school more often if it used social media services like Facebook and Twitter to communicate with me.	1	2	3		1	2	3