



BOARD OF SCHOOL TRUSTEES

KELLER INDEPENDENT SCHOOL DISTRICT

5B. Report

Date: November 28, 2005

SUBJECT: KISD DISTRICTWIDE SURVEY TASK FORCE REPORT

BOARD GOAL: The Keller Independent School District will develop and promote positive community relations through effective communication, the involvement of stakeholders, and the establishment of business and community partnerships.

FISCAL NOTE: Budgeted in General Fund

Background Information:

As outlined in the 2005-06 Keller ISD Communications Plan, the Communications Department was directed by the Superintendent to develop a task force to review the Keller ISD survey program and determine if the current survey is meeting the measurement needs of the district. Beginning in late-August, the Communications Department began recruiting volunteers to serve on this task force, and the first meeting was held during the second week of September.

The group met three times during the months of September and October, and reviewed numerous surveys from school districts across the state. The task force also reviewed Keller ISD's most recent district survey, and David Pelletier from the 2005 Vote Yes Committee delivered a presentation regarding the survey that was conducted during the months leading up to the March 2005 Keller ISD Bond Election. Burt Caldwell served as the Chair of the group, and members were given assignments following each meeting.

Below is a list of the members of the Keller ISD Survey Task Force:

Burt Caldwell, Chair
Tom Gardner
Kevin Daniel
Rhonda Cairns
Angie Palin
Tamesha Hart
Carolyn Dougherty
Julie Caldwell
Robert Ellis
Rebecca Young
Jerry Alvey

Administrative Considerations:

During the meetings, the task force made the following conclusions and recommendations to the Keller ISD Administration and Board of Trustees:

- Keller ISD's current survey program does not provide a scientific measurement of community attitudes and district performance. This is because the current survey measures the attitudes of parents, not the attitudes of all Keller ISD residents (parents and non-parents). While Keller ISD parents are the primary patrons of the district, the district's bond program and selection of trustees require voter approval. With the current survey, the district is not able to gauge the satisfaction of those community members who provide primary oversight to the district— registered voters. In addition, of the 3,329 respondents to this year's survey, several parental groups tended to be under-represented:

- 73% of respondents were parents of elementary school students, while elementary school students represent less-than-half of the district's student population (approximately 10,800).
- 83% of respondents were female
- Only 37% of respondents indicated that their residence was in Fort Worth, while Fort Worth accounts for more than 60% of the district's students

- To provide a scientific measurement, the district should hire an outside firm to perform phone surveys that cover the following areas of performance: Bond Program, Communications, Facilities/Maintenance, Fiscal Responsibility, Curriculum Initiatives and Success, and Extracurricular Activities.

- The district should also continue to perform the current survey because it provides an efficient way to obtain written feedback from patrons. However, the results should be defined in this scope.

- Keller ISD should consider having a year round survey program that measures the "temperature" of the district, and is integrated as a measurement tool for district success.

- While the survey should be incorporated as one of the primary tools for measuring district performance, it should not direct Board policy or the activities of the district at the expense of students.

SUMMARY

The Keller ISD Survey Task Force has made several recommendations that would mark a clear change in the way the district conducts its surveys. The Keller ISD Communications Department has allocated a portion of its 2005-06 budget for survey activities, and could use an outside firm to develop one external survey, and continue the district survey already in use, without needing additional funds in its budget. Should the Board of Trustees feel that the district should perform a year-round survey program, as recommended by the task force, the Communications Department would need to request additional funds in the 2006-07 budget. Following this meeting, in order to meet the timeline suggested in the 2005-06 Communications Plan, the district will need to move forward in selecting a firm to conduct our survey for this year. This activity can be coordinated during the months of December and January, and the district can conduct the survey during February and March.

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Respectfully submitted,

Jason Meyer
Director of Communications