



ALEDO ISD BOARD MEETING TEMPLATE

MEETING DATE: July 20, 2015
AGENDA ITEM: 2014-2015 Parent/Teacher Surveys
PRESENTER: Lynn McKinney

ALIGNS TO BOARD GOAL(S):

District Priority #3 Parents/Community
District Priority #4 Human Resources
District Priority #6 Continuous Improvement

Background Information:

The District conducts a confidential, anonymous, online parent and teacher survey each spring. The results are tabulated through a contracted third party. The survey results are reviewed with each principal and the data is referenced in the District and Campus Comprehensive Needs Assessments.

The results for the parent survey are posted on the District website under the parent tab. The teacher survey results are shared annually with each campus staff.

The survey response rate increased for both the parent and teacher survey participation rate this spring:

2013-2014 Parent Participation Rate was 15.7%
2014-2015 Parent Participation Rate was 21%

2013-2014 Teacher Participation Rate was 51%
2014-2015 Teacher Participation Rate was 89%

Administrative Considerations:

The following communications were employed in an effort to increase the professional staff participation rate on the online survey (survey dates were April 6th through April 17th):

- Email preview notification and reminders
- Reminder card in all boxes
- Number of surveys completed by campus was shared with principals several times during the survey window
- Principals sent reminders to staff in campus meetings and communications
- Principals provided incentives for completing the survey (honor system)

The following communications were employed in an effort to increase parent participation in the online survey:



- Parent Link/text messages on Sunday/launch the survey immediately preceding the notification
- Campus marquees/sign boards in student loading areas
- PTO meetings
- Press release
- Website posting
- Parent survey dates were listed on the May Child Nutrition Menu
- Included information on the survey on principal/campus newsletter
- Extended survey window (survey dates were May 3rd through May 24th)

Fiscal Note:

The District contracts these survey services on an annual basis.

Administrative Recommendation:

None, report item only.