



## ALEDO ISD BOARD MEETING TEMPLATE

**MEETING DATE:** August 21, 2017  
**AGENDA ITEM:** 2016-2017 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 for the parent and teacher survey participation rate is:

2014-2015 Parent Participation Rate was 21%  
2015-2016 Parent Participation Rate was 17%  
2016-2017 Parent Participation Rate was 38%

2014-2015 Teacher Participation Rate was 89%  
2015-2016 Teacher Participation Rate was 95%  
2016-2017 Teacher Participation Rate was 85%

### **Administrative Considerations:**

The following communications were employed in an effort to increase the professional staff participation rate on the online survey:

- Email preview notification and reminders
- 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 Child Nutrition Menu
- Included information on the survey on principal/campus newsletter
- Extended survey window
- Added new feature from the contracting company – “ballot stuffing” monitoring so parents were allowed to access the survey from the main webpage
- Parents received email reminders during the survey window

**Fiscal Note:**

The District contracts these survey services on an annual basis.

**Administrative Recommendation:**

None, report item only.