



BOARD OF SCHOOL TRUSTEES

KELLER INDEPENDENT SCHOOL DISTRICT

7G. Preview

Date: February 13, 2006

SUBJECT: KELLER ISD COMMUNITY SURVEY

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

**ANTICIPATED
DATE FOR ACTION: February 27, 2006**

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. During the Nov. 28, 2005 Board of Trustees meeting, the task force reported on the status of its work. Following the meeting, the task force began the process of selecting a firm to conduct Keller ISD's 2005-06 annual survey.

On the nights of Jan. 24-26, the Keller ISD Survey Task Force Selection Committee met and heard three presentations from various survey companies. The committee was looking for a survey company to administer the upcoming district survey for Keller ISD and present the learned data in a clear format to the Trustees, administration, and public.

The three companies were evaluated in seven areas, including: experience, track record, knowledge of community, timeline for performance, process for establishing questionnaire, clients and follow-up after the survey. For the interviews, a scoring process was developed for each company in the above categories. The scores were then collected, totaled and then averaged. Based on the above system, Baslice and Associates was chosen as the clear leader in each of the established categories.

Following the interview process, Keller ISD contacted Baselice and Associates and provided clear parameters regarding the timeline, scope and necessary length of the survey. In response, Baselice and Associates has provided the following cost breakdown for the 2005-06 Keller ISD Community Survey:

Development of district survey questionnaire (both online and telephone)
32 close-ended questions, 1 open-ended question
450 telephone interviews with a margin of error of 4.9%
Total cost = \$17,100

Based on the KISD Survey Task Force criteria and funds budgeted in 2005-06 Communications Department Budget, the district intends to recommend Baselice and Associates to perform the 2005-06 Keller ISD Community Survey at the Feb. 27 Board of Trustees meeting.

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Respectfully submitted,

Jason Meyer
Director of Communications