

## School Communication Survey

This survey is designed to collect information from parents, students, and other interested stakeholders about our school's communication patterns.

**Please circle your role in our community:**    Parent                  Student                  Other stakeholder

<b>Background Information</b>						
Please circle the number that best describes your own communication patterns.						
	<b>Never</b>	<b>Sometimes</b>	<b>Always</b>			
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 texting, instant messaging, or both to communicate with family, friends, and colleagues.	1	2	3			
4. When they're available, I watch digital videos posted online.	1	2	3			
5. I access the Internet from a mobile device—such as a cell phone, iPad, iPod touch, or gaming device.	1	2	3			
6. I spend time networking with friends and family on Facebook.	1	2	3			
7. I spend time interacting with businesses and community groups on Facebook.	1	2	3			
8. I spend time networking with friends and family on Twitter.	1	2	3			
9. I spend time following the updates of business and community groups on Twitter.	1	2	3			
10. I struggle to keep up with the important messages in my life.	1	2	3			
<b>School Communication Questions</b>						
Please circle the number that indicates the extent to which you agree or disagree with the following statements concerning our school's communication patterns. Then, indicate how important each expectation is to you.						
<b>Message Delivery and Engagement</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Very Important</b>
1. Our school communicates important information—openings, closings, and schedules—in a timely and effective manner.	1	2	3	1	2	3
2. Our school regularly communicates student successes including academic achievements, athletic results, and visual/performing arts accomplishments.	1	2	3	1	2	3
3. Our school markets 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 accomplishments of its teachers.	1	2	3	1	2	3

<b>Message Delivery and Engagement</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Very Important</b>
5. I can receive messages from our school in a variety of different ways—through my cell phone or mobile device, in print, or 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 I'm currently receiving messages from our school.	1	2	3	1	2	3
9. The messages our school shares regularly catch my attention and stand out from the messages shared by the other organizations—businesses, community groups, and 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
<b>Transparency and Interaction</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Very Important</b>
1. I expect the organizations in my life—businesses, schools, and religious and community groups—to publicly interact with their members.	1	2	3	1	2	3
2. I value organizations—businesses, schools, and religious and community groups—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. Our school is 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.	1	2	3	1	2	3