



Steele Elementary School

Denver Public Schools

Steele Communications Survey Findings

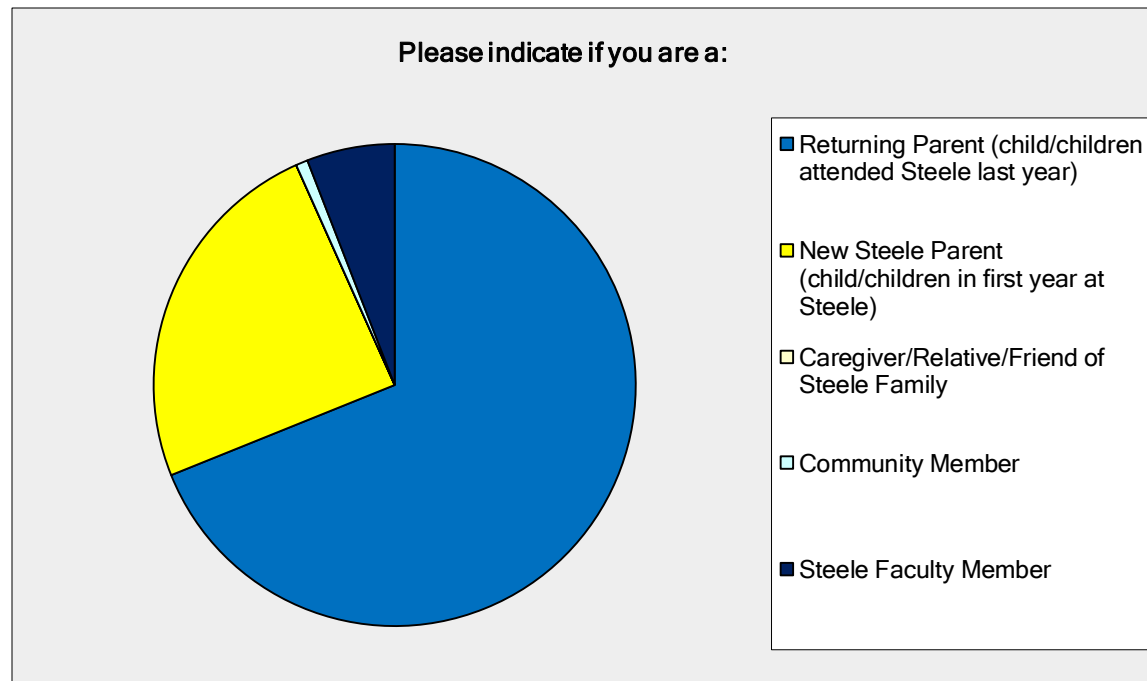
2015/2016 School Year
Communications Survey results
PTA General Meeting Feb 9, 2016

The mission of the Communications Committee is to convey information to the Steele community effectively and efficiently through appropriate communications vehicles with a clear message and timely delivery.



Who responded to the survey?

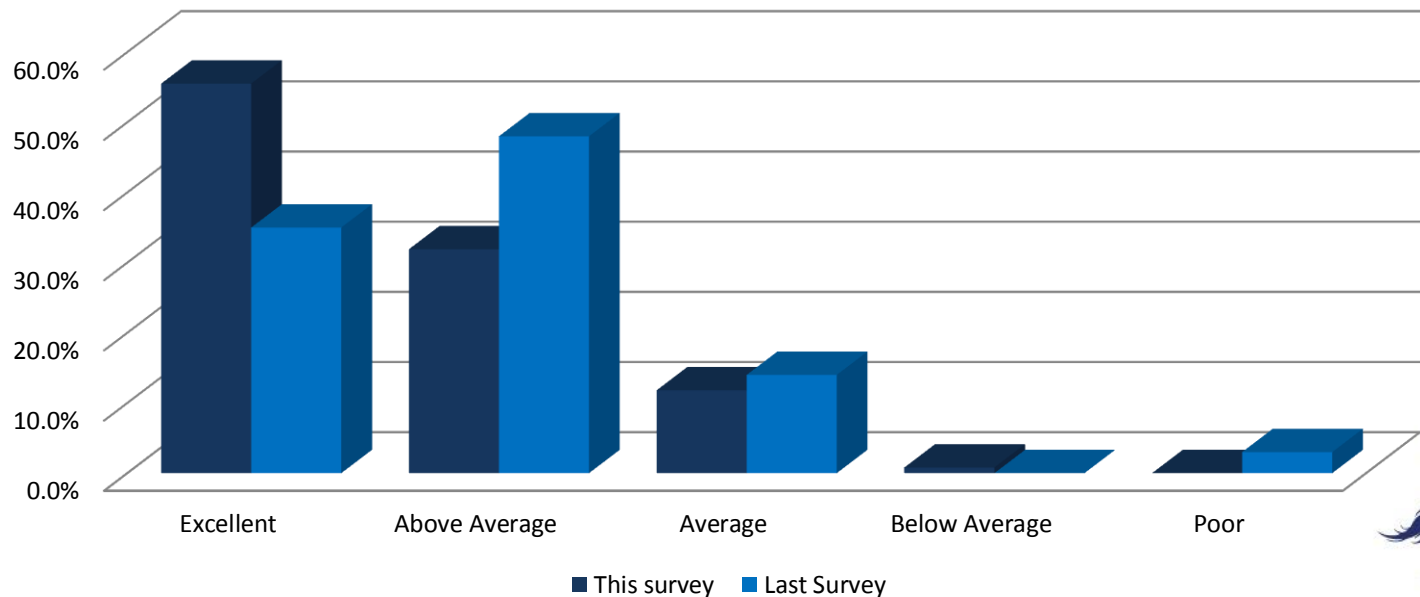
- We received 119 responses vs total of 100 tallied responses two years ago
- 69% of the responses were returning families
- 24% were new families
- The rest were from the community and teacher responses
- More teachers responded this time around (7 vs 5)



What is the satisfaction trend?

- 55% of respondents indicated they thought communications were “Excellent”
- This represents a 20% increase in the number of respondents saying that communications are excellent
- The “Excellent” responses slightly eroded “Above Average” and “Average” ratings but still represents a positive trend
- Prior survey had 3% “poor” ratings vs 0% this time around

Comparison in Satisfaction over two year period



What sources of information do people find most valuable?

- People see the most value in teacher emails – so thank you teachers!
- Electronic communications represented the most popular category of communication
- No one seemed to notice the monthly paper packet was gone...did you?
- The school sign has improved in value, but response was divided suggesting that its utility is greatest for those who come from the NW direction

Rank	Based on previous survey	Based on current results
1	Emails from teacher	Emails from Teacher
2	Steele Stallion Press and Extras	Steele Stallion Press and Extras
3	Emails from room parent	Emails from Room Parents
4	Steele Elementary Website	Steele Website
5	classroom website	Classroom Websites (if Applicable)
6	Steele PTA website	School Sign (corner of Alameda & Marian Pkwy)
7	Monthly PTA paper packet	Steele Facebook Page
8	Steele page on Facebook	Bulletin Board (next to Auditorium)
9	School Sign	



Were you able to easily register for volunteer opportunities?

- More than half (56%) of the respondents did easily register for a volunteer opportunity!
- Some (15%) of people did respond they had difficulty using the MySchoolAnywhere tool
- But people were able to easily resolve their problems by reaching out to Crissy

Please comment on your experience using MySchoolAnywhere.com to sign up for volunteer opportunities:

Answer Options	Response Percent	Response Count
I easily registered for a volunteer opportunity	56.3%	58
found it initially confusing or required some help	14.6%	15
was unable to complete the registration	5.8%	6
I am not familiar with the MySchoolAnywhere.com tool	23.3%	24
	answered question	103

- But after contacting Crissy I was able to sign up!
- I will be using this to sign up as volunteer next semester
- This is a *fantastic* tool.
- I have not used it yet.
- This is based on last spring's experience. I haven't tried yet this year
- I did not even try to use it to sign up for anything
- *Sometimes we don't hear back from the committee members* on what we are supposed to do after we sign up to volunteer.



New Parents: Did you have all the information you needed?

- 88% of NEW parents indicated they had all the information they needed at the beginning of the school year
- 12% of starting parents needed more information at the beginning of the school year



And if you responded that you did not have adequate information at the beginning of the school year, please help us understand what kind of information was missing:

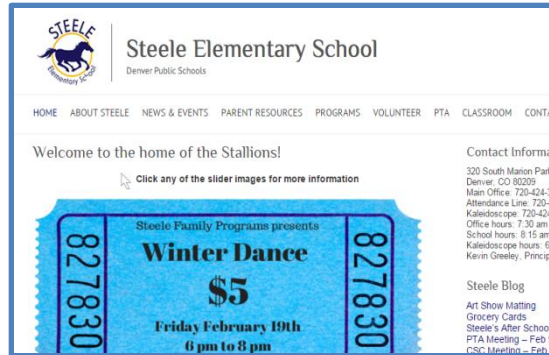
- There could definitely be more info from DPS (printable forms etc..)
- Vast majority of the "new parent" info was for incoming kindergarteners but our child entered another higher grade so it would have been nice to do an orientation or communications which spoke to non-kindergarteners.
- After school activities
- School supplies
- School supply ordering info to kindergarten parents is needed



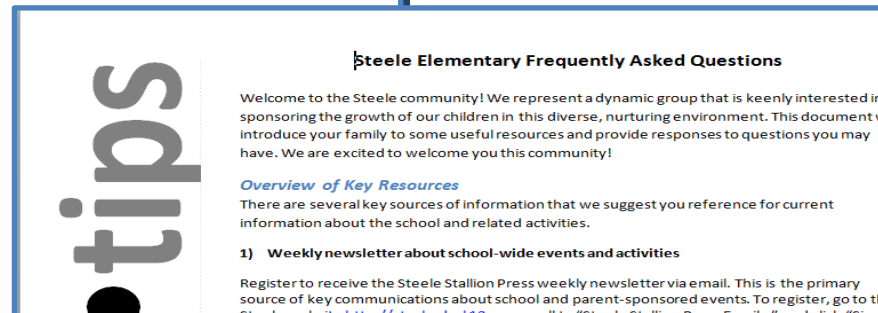
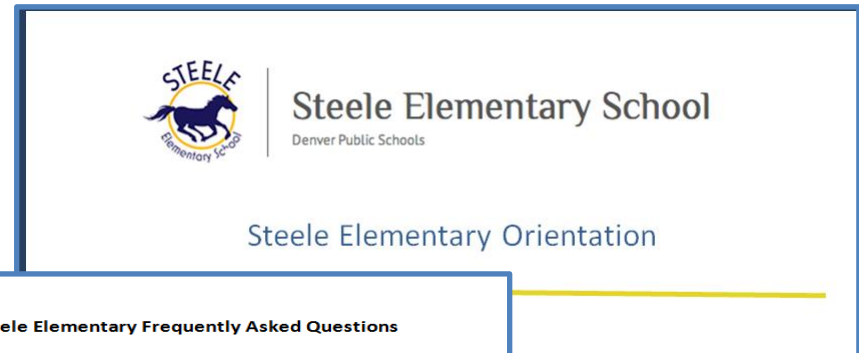
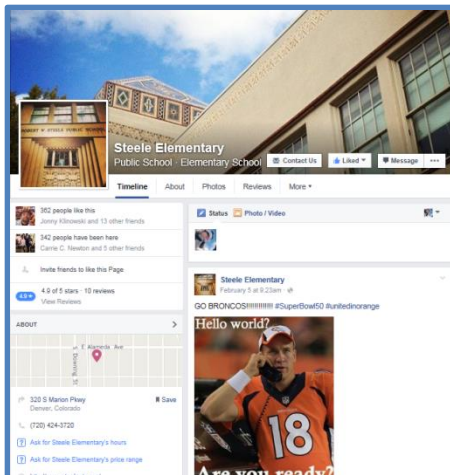
New Parents: Which resources were most useful?

Most valuable resources for NEW families:

- 1) Steele Stallion Press
- 2) Steele Website
- 3) New Family Orientation
- 4) School Packet



But Facebook and school registration were widely used and perceived as being valuable too...thank you Shaleen!

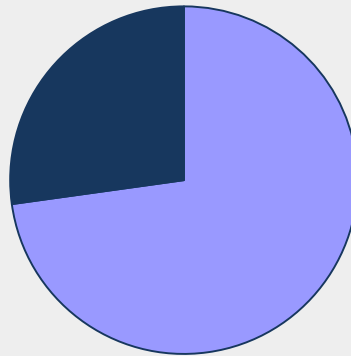


Should we continue printing the Directory?

- Survey says....



Currently the Steele directory is available both online and as a printed version. Do you think we should continue to print the hard copy version of the directory?



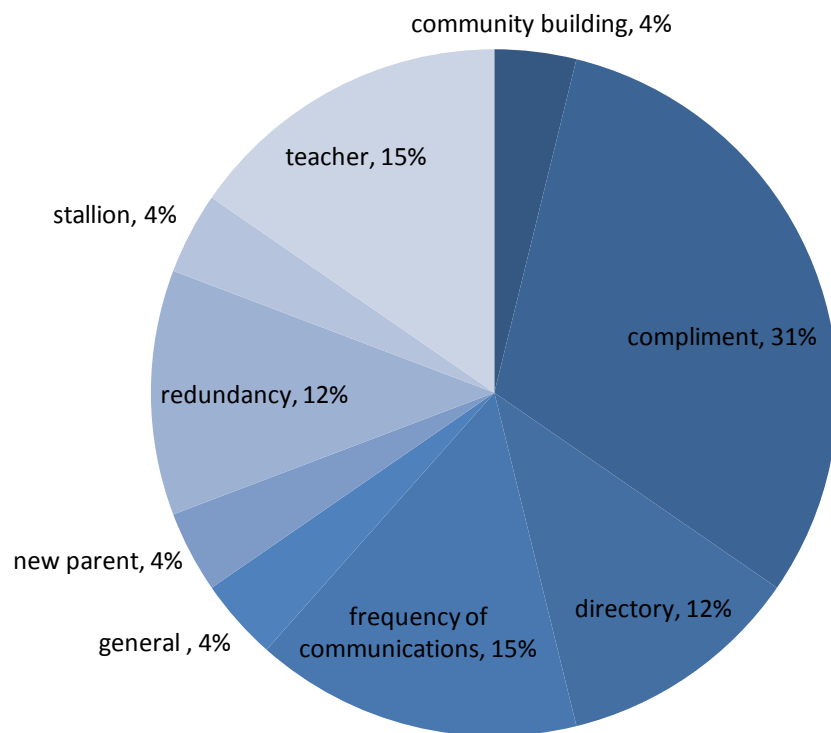
■ Yes
■ No



Open question about Suggestions

We asked 119 people this: *“We want your feedback! Please use this space to provide any additional comments for the Steele Communications Committee to consider.”* A summary of what respondents said:

- *We, as a community provide a great deal of information*
- *People are generally grateful for all the information that we do provide*
- *There is duplication of content and some times dated information*
- *There are too many sources of information which can cause confusion*



We asked...we listened. And these are our next steps:

- 1) We will communicate our findings to the school community via the Stallion Press and Steele website
- 2) We will further assess duplication of content and create a plan/strategy for even more streamlined communications
 - Stallion to serve as definitive source for time sensitive information
 - Website serves as secondary source and primarily used for more static/detailed content
- 3) We will evaluate if there is opportunity to consolidate interfaces/tools/user experience
 - Reduce number of Stallion extras
 - Evaluate other more centralized tools (Infinite campus?)
- 4) As new communications go out, we will ensure that information is highly relevant, current, and targeted at the right audience
 - Continue to reduce scope of content distributed via physical distributions ie school packet
 - Establish parameters around time sensitive information distribution via email
- 5) Explore ways to better support incoming families



And now...introducing...

- A Private Steele Facebook Group!

We have received requests for a forum for parents to have more informal communications. In response, we're rolling out a new "Private" Steele Group!



Current "Public" Page

Visible to anyone on Facebook (as long as they "like" our page)

For general school information

Supplements communications about events (Home Tour, Steele Dines Out, etc.)

New "Private" Group

Only approved users can access (Steele parents/guardians and staff)

For exchanges and questions, i.e., "We want to start a Girl Scout troop for 4th & 5th graders. Anyone interested?"

Bulletin board for informal dialogue within the Steele community



How to get access to new private group

- 1) Go to Facebook
- 2) Search for “Steele Elementary private group”
- 3) Click “Request Access”
- 4) Once you have been approved by an administrator (Kevin or Shaleen), you will receive a notification via Facebook that you can now use the group

There are guidelines, as we want to make sure the group is controlled and useful. The guidelines are in a pinned post at the top of the group. Before posting or commenting, please familiarize yourself with the guidelines.

What if you don't want to be in the group? No problem! This is a resource for you. If you think you'll find it valuable, then sign up. If not then don't. (You can also leave the group at any time.)

Over time, we will evaluate the adoption and see if we are getting traction and ensure it is useful.

So go ahead...request access, post a comment, or ask a question!

