

Community Engagement Survey

Since 2002, School Perceptions has conducted more than 500 community surveys, helping school districts and government organizations navigate the strategic planning, budgeting and referendum planning process. We strongly believe in utilizing a process that **builds ownership among stakeholders**, leading to ownership of an ultimate solution.

The School Perceptions Survey Process:

- ✓ Customized survey to educate and gather feedback on key issues
- ✓ Direct mail survey to every member of the community
- ✓ Utilizes our proprietary survey platform to produce reliable results
- ✓ Provides an objective and unbiased approach to data collection
- ✓ Development of a post survey plan based on citizen feedback



Services Include:

- Survey Administration
- Online Result Access
- Communication Plan
- Dynamic Analysis Tools
- Data Disaggregated By:
 - Parents
 - Staff
 - Taxpayers
- Presentation of Results

Look to School Perceptions for all your data collection and strategic decisions.

- ✓ Staff Engagement Surveys
- ✓ Parent Surveys
- ✓ Students Surveys
- ✓ Communication Audits
- ✓ Strategic Communications

CONTACT US TODAY

Info@schoolperceptions.com
 262.644.4300

Measuring what matters

Funding Support As you are probably aware, a referendum to maintain current programs and services failed last year by 43 votes. While the School Board and administration acknowledge and respect the community's decision, we would like to know your thoughts and opinions on how best to move forward.

What advice would you give the Board in regards to future budget planning? (Mark all that apply)

- Consider holding a referendum to maintain current programs/services
- Consider holding a referendum to attract/retain quality staff
- Consider holding a referendum to increase student and staff technology access
- Do not hold a referendum, continue to cut programs and services to balance the budget
- I'm not sure/need more information

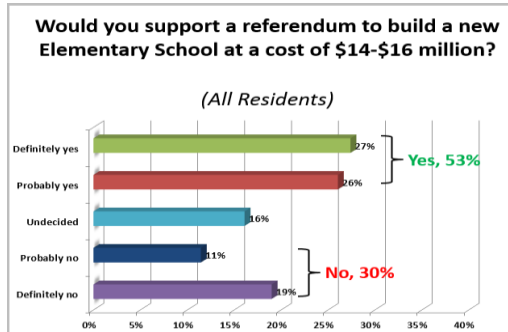
Would you help the District maintain current programs and services by supporting a \$1,000,000 (\$1 million) referendum?
 At the end of three years, this would be a total tax increase of approximately \$34.00 on each \$100,000 of property valuation

Definitely yes
 Probably yes
 Undecided
 Probably no
 Definitely no

Would you help the District update classroom technology and replace aging computers by supporting a \$500,000 referendum?
 At the end of three years, this would be a total tax increase of approximately \$21 on each \$100,000 of property valuation

Definitely yes
 Probably yes
 Undecided
 Probably no
 Definitely no

Comments/suggestions regarding school funding:



Let our team of experts assist you through the entire design and survey process. Our survey will not only communicate your district's most pressing needs, but also gather critical data on what your community will support.

Gather input on:

- Referendum timing
- Tax tolerance
- Educational priorities
- Financial priorities
- Overall, District/school satisfaction

By using an independent firm to create, administer and report the survey results, the entire process is viewed as credible.

GET STARTED TODAY.

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“Over the years, we have found our survey methodology to be **highly predictive**. However, the true benefit of this engagement process is to *educate community members on the needs of the district*. Simply stated, people are more likely to support a plan if they have a voice in creating it.”

- Bill Foster, President and Founder School Perceptions



Survey Methodology

We strongly believe in utilizing a process that builds ownership among stakeholders, leading to ownership of an ultimate solution. We have found that a community survey is a critical first step. The survey process provides an opportunity to educate your citizens and well as to gather data on their priorities and tax tolerance.

We do not advocate random sampling, a process that, by definition, excludes most members of the community. Instead, School Perceptions specializes in a process that includes every member of the community. With this approach, each community member is educated about the needs and challenges of the District.

The process begins with the mailing of a paper survey to all District households. The survey's cover letter explains the nature of the survey and encourages the respondent to participate either online or by paper. Our online survey portal contains a proprietary survey access control system that ensures that no one can take the survey more than once due to the requirement of an access code. The paper survey can be completed and mailed back to School Perceptions for data entry.

Once complete, our software is able to look at the various subsets of your community to determine project support and tax tolerance. Over the years, we have found our survey methodology to be highly predictive.

The following is a summary of five factors that uniquely position School Perceptions to meet the needs of School Districts.

- 1) **An objective and unbiased process:** Many times, surveys that are designed and administrated by a District are perceived as biased. Consequently, the results are deemed unusable, thus, breaking trust with the community and undermining the entire process. By using School Perceptions, the process and results are viewed as credible.
- 2) **A proprietary survey platform:** School Perceptions' web-based survey platform has been built from the ground up to serve the unique needs of school districts. Our system has been proven to be extremely user friendly and reliable.
- 3) **Comparable and longitudinal data:** The School Perceptions survey system allows schools to easily compare their results with other schools: If 80% of your community is satisfied with district communications, is that good or do you have a problem? By using our Master Questions®, we can provide question-level comparisons to other schools of similar size and social-economic settings; however, individual school names are never shared. If the District uses the same survey questions over multiple years, our system will create longitudinal (year over year) comparison reports.
- 4) **A plan after the survey:** Gathering good data is only half of the challenge. Using the data to develop a plan after the survey is critical to the project's success. Based on our experience, we will report clear and accurate data to assist the District in making strategic decisions.
- 5) **A dedication to service and support:** Technology/information/communication specialists are available Monday-Friday, 8am-5pm CT to support our clients. Our servers are monitored 24 hours a day, 365 days per year and data is backed-up daily. As a Wisconsin-based Company, our staff is close by, dedicated and ready to help your team through each step of the process.



Survey Process

A detailed timeline will be developed with the District's project team once the project begins. Major activities include:

Phase 1: Strategy Development:

Key elements:

- ✓ Development of overall project strategy and timeline
- ✓ Assistance with pre-survey communications planning

Phase 2: Survey Design:

Key elements:

- ✓ Assumes custom survey design for staff, parents and community members, including:
 - Respondent information
 - Prioritization of options
 - Funding support
- ✓ Engage key internal stakeholders in the planning process
- ✓ Generate a print-ready version of the survey
- ✓ Secure mailing list and printer

Phase 3: Survey Administration:

Key elements:

- ✓ Coordinate production, promotion and distribution of each survey instrument to the target group using the most cost-effective means while ensuring adequate and valid responses are obtained
- ✓ Program customized content utilizing the School Perceptions proprietary software system for:
 - All community members (assumes paper and online survey administration)
 - All parents
 - All staff
- ✓ Generate unique survey access codes or kiosk codes for each group
- ✓ Email launch to staff *
- ✓ Email launch to parents*
- ✓ Assist with coordination of printing and mailing logistics
- ✓ Monitor live survey data, systems and perform daily data and software back-up

Phase 4: Online Results Access/Written Report/Plan of Action:

Key elements:

- ✓ Provide full access to all data online (password protected)
- ✓ Provide ability to full/reverse data disaggregation capabilities
- ✓ Provide a written report Survey Analysis Report two weeks after all paper surveys have been received including:
 - ◆ Process overview
 - ◆ Demographics
 - ◆ Summary of all data, disaggregated by key subgroups
- ✓ Present Survey Analysis Report
- ✓ Assist the District in developing a realistic, data-driven plan of action

* The School Perceptions Privacy Policy ensures that all email addresses provided will only be used for your district's contracted services. Our entire Privacy Policy can be found at: www.schoolperceptions.com/files/SchoolPerceptionsPrivacystatement.pdf.



Community Survey Frequently Asked Questions

We have compiled a list of frequently asked questions that you can refer to throughout the survey process.

1. How long should the survey be “open” for residents to take it?

We have found that surveys open over three weekends/two weeks (approximately 17 days) yield the greatest results. Our project managers will work with you to determine the best dates for your survey given the time of year, your community and District needs.

2. How do you ensure that people don't take the survey more than once?

The School Perceptions proprietary software ensures that each survey code can be used only once.

3. Is it necessary to provide to email the survey to staff and parents?

We have found significantly greater participation by parents and staff when a survey invitation is emailed to them that includes a survey access code.

4. How will the email addresses we give School Perceptions be used?

The School Perceptions Privacy Policy ensures that all email addresses will only be used for your district's contracted services. All emails sent to these accounts are approved by the district contact person prior to being sent.

5. How do you ensure that only school district residents take the survey?

In the “Respondent Information” section of the survey, we ask two questions regarding residency. Respondents who don't live in the district will be removed from data analysis regarding funding support.

6. Should the district promote survey participation?

Yes. Survey participation is important. We will provide you with a press release that we suggest sending to local media to promote participation. Additionally, any promotion the district can do is encouraged.

7. Is the survey available in multiple languages?

Yes. Our survey software allows a respondent to select a language from a menu bar. We have staff available to translate the paper survey, if needed.

8. Some of our staff members do not live in the district. Should they still complete the survey?

Yes. It is important that staff are aware of the survey and feel they have a voice in the planning. However, their responses will not be included in the data analysis of funding support.

9. Should a staff member complete the survey twice if they are a parent and a staff member?

No. In our survey invitation to staff, we acknowledge that those residing in the district will receive a survey at home. We ask that the home survey be used by another adult in the household, if applicable. In our research we have found that it is highly unlikely an individual will take the survey a second time.

10. Who prints the surveys?

The team at School Perceptions will work with you to secure a local printer or one of our preferred printers. Once the printing company is determined, we will handle all of the printing details. The printing expenses will be invoiced directly to the District from the printer.

11. How do the surveys get mailed?

We will work with you to secure a district-wide mailing list if you do not already have one on file. Typical options include: 1) purchasing a school district-specific registered voter list, or 2) completing an Every Door Direct Mail order by selecting Post Office routes within your district's boundaries.

12. How long does printing and mailing process take?

Once the final survey is approved, printers will typically need 2 weeks to complete the process.

13. How do we get extra paper copies of the survey?

When we place the printing order, we instruct the printing company to send additional copies to the district contact. These will arrive at your desired address so they are available while the survey window is open.

14. Who pays for the survey printing and mailing?

As outlined in your survey proposal, the costs associated with printing and mailing the survey are the responsibility of the school district. We will work with you to get the best possible pricing.

15. What do we do with the paper surveys that are completed?

A return address envelope to School Perceptions is included in each survey. Surveys returned to the district office can be collected and sent to our corporate office at the close of the survey. Our staff then enter these into the system.

16. What time does the survey close on the final day?

Although we don't publicize this, we typically keep the survey open beyond the printed deadline. We have found that allowing people to take the survey after the deadline is most consistent with our inclusive messaging. All surveys completed prior to our data analysis and reporting are included.

17. Is our data backed up?

Yes. Our data is backed up daily and real-time monitoring of company servers takes place 24 hours a day, 365 days a year.

18. Do we own the data?

Yes. Your data remains on our server, but is owned by the district.

19. Who do we call if someone has a question about the survey?

School Perceptions support specialists are available Monday – Friday, 8:00 a.m. – 5:00 p.m. CT. Respondents may call us at 262.644.4300 or email info@schoolperceptions.com.