

Madeira Schools Planning Commission

Communications Report

March 13, 2008

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PURPOSE OF STUDY

This study was conducted to help answer the questions:

1. How well do our schools communicate with our various publics?
2. In what way do people prefer we communicate?
3. How can we better communicate?

BACKGROUND

Good communication between a school district and the community is important. It builds, among other things, a sense of involvement, understanding, trust and familiarity. Communication tools are changing, so finding the most relevant media for the school district and the community is important to maximize effectiveness. For example, there are emerging technologies, such as automated phone dialing systems, blogs and text messaging that may benefit Madeira.

STUDY METHODS USED

This report was generated by:

- Surveying the Madeira School board, administration, staff and teachers
- Surveying the parents of Madeira City School students
- Surveying Madeira City residents
- Surveying and interviewing other local school districts
- Reviewing the “Public Relations Position Assessment – Communications Plan,” prepared by Sharon Oakes, Director of Strategic Communications, SBK Consultants, LLC, June 8, 2004.
- Interviewing Madeira School district leaders, including Diane Nichols, Steve Kramer, Kenji Matsudo and School Administration
- Conducting internet searches

Definitions

For the purpose of this study, “we” and “our schools” were defined as the “Madeira City School District” or “District,” including teachers, administration and the school board. Within the surveys, this group was referred to as “The Madeira City School District.” “Various publics” and “people” were divided into two groups: parents of current Madeira City School students (“parents”) and residents of the City of Madeira (“community”).

Survey Demographics

Target Audience	# of Surveys Distributed	# of Responses	Response Rate %	Vehicle for Survey	Survey Details
Staff	200	73	37%	Interoffice Mail	See Exhibit I
Parent	1,383	147	11%	Students (Blue folders, Weekly hand outs)	See Exhibit II
Community*	3,786	37**	1%**	Madeira City Newsletter, City Website, School Website	See Exhibit III
Local Schools	26	14	54%	US Mail, Phone interviews	See Exhibit IV

*Numerous articles were published in the Suburban Life, and Cincinnati Enquirer to publicize the survey.

**Experts, such as Dr. G. Zaltman, Harvard University, have shown that it only takes 8 interviews to uncover virtually all constructs on a given topic. Beyond that, additional surveys provide confirmation and prevalence. The community data should be treated more qualitative than quantitative. Even then, statistically, 30 surveys are typically enough to assess some level of quantitative confidence. The key question is whether or not the learning is representative with such a small percentage that was not scientifically chosen. So we should focus on the overall messages in the comments and the data.

Focus of Surveys

The surveys covered these main areas:

- Assessment of how well “we” are communicating
- Awareness, effectiveness and desire for specific communication media
- Frequency of communication preferences
- Various demographic data for more detailed analyses

In reviewing the surveys, the committee’s goal was to look for gaps between the district’s views and the publics’ views.

KEY FINDINGS

1. How well do our schools communicate with our various publics?

- a. Information Requested:** Overall, communication between the schools and the public is rated well, averaging about 90% satisfaction (very + somewhat satisfied). Communication between the schools and parents is better than the communication between the schools and the community based on the lower percentage of very satisfied ratings for community communications.

How satisfied are you with the communications you receive from the Madeira City School District?

Satisfaction (AVG %)	Between District and Parents		Between District and Community	
From Surveys	Parent’s Opinion: From District	District’s (Staff) Opinion: To Parents	Community’s Opinion: From District	District’s (Staff) Opinion: To Community
Surveys Returned:	(N=147)	(N=73)	(N=37)	(N=73)
Very	69.4	63.7	48.6*	30.4*
Somewhat	26.5	28.8	45.7*	56.3*
Very + Somewhat	95.9	92.5	94.3*	86.7*

*of those who answered

2. In what way do people prefer we communicate?

- a. Information Requested:** When reviewing both the community and parent survey results, the information that people want most is updates from staff and the board, school productions, and student accomplishments/awards. Parents are also interested in school activities and schedules, while the community is more interested in the latest legislation. Surprisingly, sports and performing arts results/accomplishments did not make the top five of either list.

Information I’d Like to Receive (Avg. %)	Parents (N=147)	Community (N=37)	Staff (N=73)
Information we Should Send (Staff, %)			
School activities & schedules	90.7	37.8	98.6
Updates from school admin, teachers	75.8	62.2	80.8
School productions	68.3	56.8	97.3
Updates from the Board	61.0	91.9	94.5
Student accomplishments & awards	59.2	48.6	94.5
The latest legislation	52.0	75.7	86.3
Performing Arts results & accomplishments	41.2	40.5	89.0
Sports results & accomplishments	51.3	46.9	93.2

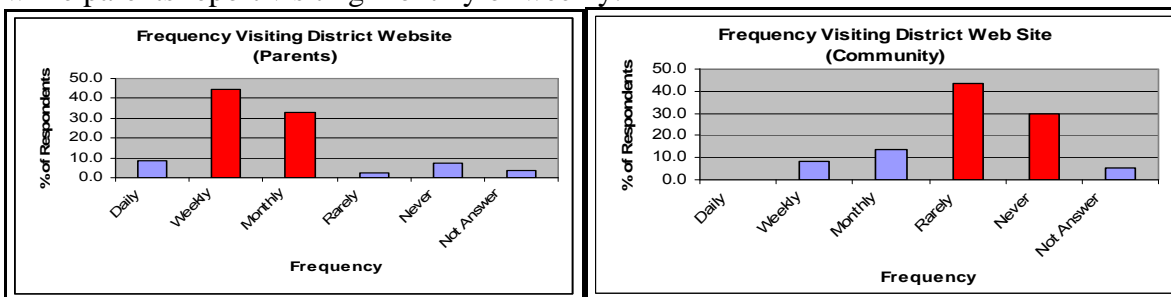
Staff’s views of what was important to communicate was similar to what parents and the community want to receive, with the exception of updates from school administration/teachers (less important than parents/community) and sports accomplishments (more important vs. parents/community).

b. Desired Media Vehicle: The types of media that parents and the community want us to use vary slightly from parents to community to staff, but all preferred the website, school calendar, email, and teacher conferences. Email is less important to the community, while the marquee board, hard copy mailing, and newspaper are more important to the community.

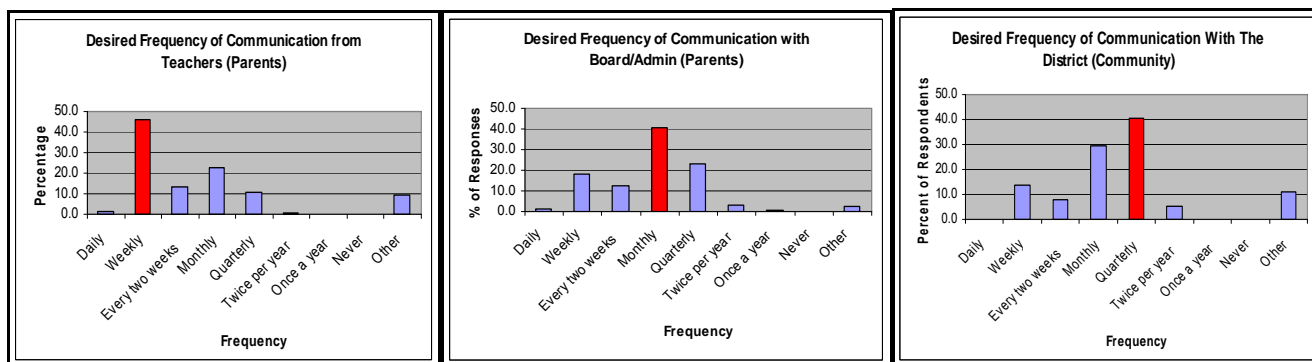
Would you like the district to use the medium? (YES)	Parents (N=147)	Community (N=37)	Staff (N=73)
Madeira City Schools website	85.1	96.6*	91.8
School calendar	83.5	93.8*	90.4
Teacher conferences	83.1	84.0*	86.3
Email/List serve	88.8	74.3*	94.5
Hard copy mailing	68.0	78.1*	75.3
Marquee board in front of the Madeira Kroger	51.8	80.6*	72.6
Blue folder (MES Only)	79.5	- - -	72.6
Newspaper	- - -	74.1*	- - -
Automatic phone dialing service/Voicemail	54.2	48.1*	69.9

*of Those Who Answered

However, the community members who responded to this survey visit the website rarely or never, while parents report visiting monthly or weekly.



c. Frequency: Survey results revealed that parents want to hear from teachers weekly and the board/administration monthly, and the community wants to hear from the district approximately quarterly. Overall, the staff feels our communication frequency is about right, with some opportunity to communicate more frequently.



Staff's Opinion

3. How is our frequency of communication with parents?	<u>Too Little</u>	<u>Just Right</u>	<u>Too Much</u>	<u>No Answer</u>
Count	8	58	1	6
%	11.0	79.5	1.4	8.2
4. How is our frequency of communication with the community?	<u>Too Little</u>	<u>Just Right</u>	<u>Too Much</u>	<u>No Answer</u>
Count	15	47	1	10
%	20.5	64.4	1.4	13.7

3. How can “we” better communicate?

The committee felt that before this question could be addressed; there was a need to understand the following:

a. How do “we” currently communicate?

Currently, the district communicates with parents and the community through a combination of media and systems.

District

Madeira’s district communication is coordinated through the Director of Public Relations for Madeira Schools (See Attachment I). Diane Nichols currently holds that position.

The district’s primary communication media is a weekly email titled, “What’s Happening in Madeira City Schools.” This is distributed to all staff, parents on the various list serves, alumni and others who have opted to be a part of the distribution list. Other communications coordinated through Diane Nichols include:

- The school calendar (available for pickup from the three school buildings, the BOE office and on-line)
- The District Digest (sent to the entire Madeira community annually)
- News cards (sent out yearly to the community)
- Press releases to local newspapers and broadcasting media
- Marquee board updates in front of Kroger

Individual Schools

Each of the three building principals was asked to provide a list of approaches used by his/her staff to communicate with parents. Madeira Elementary School (MES), Madeira Middle School (MMS), and Madeira High School (MHS) currently share a number of common means of communication between administrators or teachers and parents. Among these include the Parent Advisory Committee (PAC), fall and/or spring parent-teacher conferences, parent meetings arranged during the school day, PTA meetings and meeting minutes, telephone calls, access to grades and attendance through Progress Book, the school website, and emails via list serve.

MES - Administrators and teachers also communicate with parents in ways that are unique to their individual buildings. For example, Madeira Elementary students use a weekly blue folder to take home important handouts. In addition, a number of elementary teachers regularly write newsletters to inform parents of weekly, monthly, or quarterly classroom events, and parents of elementary students are periodically invited to attend moms’ and dads’ breakfasts.

MMS - Parents of middle school students who are subscribers to the list serve receive an email detailing the weekly handouts that have been recently sent home with students. The school’s website also provides a link for parents to download hard copies online. Additionally, middle school parents receive direct mailings twice a year: in the fall, to provide information regarding the start of the school year and in the spring, to make available a schedule for parent-teacher conferences.

MHS - Madeira High School also makes use of direct mailings, in addition to publishing a guidance newsletter for students and parents. Methods that are unique to Madeira’s individual school buildings are determined appropriate upon considering the age of the students and the need of the parents.

b. How effective is the communication methods “we” use?

The most effective communication methods as rated by parents and the community are:

How effective do you feel this medium is/could be?	Average (%)			
	Parents (N=147)		Community (N=37)	
	Very	Somewhat	Very	Somewhat
School calendar	72.8	16.7	88.2*	3.1
Email/List serve	79.0	12.5	79.3*	6.3
Teacher conferences	71.9	18.0	80.0*	6.3
Madeira City Schools website	62.6	26.7	62.1*	28.1
Hard copy mailing	53.3	26.0	91.7*	0.0
Blue folder (MES Only)	79.5	8.4	---	---
Marquee board in front of Madeira Kroger	16.4	46.2	48.5*	25.0
Automatic phone dialing service/Voicemail	40.0	28.6	48.3*	6.3
Newspaper	---	---	40.0*	34.4
Yard Signs	13.0	46.0	17.2*	37.5

* % of those who answered

Overall, the school calendar is the most effective communication medium for both the parents and the community. Teacher conferences, email/list serve and the website are also seen as effective media, though the website has a lower percentage of “very effective” and a higher percentage of “somewhat” effective. The blue folders at the elementary school are extremely effective for those parents. The marquee board is seen as much more effective for the community than for parents. Yard signs and the newspaper are also effective for certain communications and provide broad exposure. Comments suggest that electronic media are seen as more cost effective (see Attachment V for comments).

Staff see very similar media as effective (see table below).

How effective do you (Staff) feel this medium is/could be? (From Staff Surveys)	Percentages (N=73)			
	Very	Somewhat	Not at All	No Answer
Email/List serve	82.2	15.1	0.0	2.7
School calendar	76.7	20.5	0.0	8.2
Teacher conferences	67.1	21.9	2.7	8.2
Blue folder (MES Only)/Weekly handouts	63.0	19.2	5.5	12.3
Madeira City Schools website	61.6	32.9	1.4	4.1
Hard copy mailing, like newsletters and postcards	46.6	45.2	0.0	8.2
Automatic phone dialing service/Voicemail	42.5	35.6	6.8	15.1

c. What are other local schools doing? (See Attachment VII for complete review)

Other local schools have a very similar communication approach as Madeira, using a variety of media to communicate with parents and the community.

With Parents

The communication media local schools *use the most* with parents and *find the most effective* (in order of effectiveness) are:

1. Teacher Conferences;
2. Email/List Serve;
3. School Website;
4. Hard Copy Mailing;
5. Voicemail/Auto Dialing Service.

One notable difference in this list when benchmarking Madeira with local schools is the use of the voice automated dialing system. Of the fourteen responding schools surveyed, 57% are using this medium and consider it very effective. This is a service that has become a trend within the last two years. In follow-up telephone interviews with nine schools using this media, numerous benefits were mentioned. In particular, the systems were viewed as inexpensive (as little as \$1/student/year) yet very effective in delivering a consistent message within minutes to thousands of phones or in-boxes.

With the Community

The communication media local schools use with the community *the most and find the most effective* (in order of effectiveness) are:

1. School Website
2. Hard Copy Mailing
3. Newspaper
4. Marquee Board
5. Email/List serve

This list confirms the significance a school's website can have in effectively communicating with a community.

CONCLUSIONS/RECOMMENDATIONS

Overall, our communications with the parents and community are considered to be good; however, there is still room for improvements to increase effectiveness and satisfaction. After reviewing all the data collected from the surveys, and the comments provided in the surveys, interviews, and research, the committee concluded the board should consider the following: (See Table V for comments provided by staff, parents, and the community.)

1. **Populate and roll out the new and improved website as soon as possible.** More negative comments were received about the website than any other media. Specifically, people want it to be more current, more user-friendly and have more targeted information. The site is currently being updated and rollout is pending. In conjunction, work with the Director of Public Relations to create a media blitz to educate students, parents, and the community about the new website.
2. **Increase the reach and effectiveness of the calendar.** This media has very strong ratings for effectiveness and desire by parents and the community. If cost is a factor, consider adding Kroger as a distribution center utilizing the free magazine racks near the exit doors.
3. **Increase the reach of email.** Our surveys revealed that 97% of parents have access to the internet and 91% use email on a regular basis. Many schools, during registration, have gone to an "opt out" approach to create email address books that achieve over 90% parent participation. Today Madeira schools use an "opt in" approach, leaving parents with the responsibility to subscribe to the list serve for district/school information. This approach results in an average of 83% participation.
4. **Improve the formatting and reach of the "What's Happening in Madeira Schools" email.** Comments show this email newsletter would be easier to read with improved word processing/formatting. We may also consider publicizing the newsletter for broader community distribution.

5. **Consider implementing an automated phone dialing/voice mail system.** These systems are catching on in other districts, are rated fairly high by our parents, inexpensive, and very effective at communicating breaking news/events.
6. **Maximize opportunities within the Madeira City Newsletter to increase the reach of our communication to the community.** For example, we may want to “advertise” ways to sign up for the list serve or to receive the “What’s Happening?” email, or we may want to publish a calendar of events that includes the key information the community has told us they want to hear (see Table in Key Findings 2.a.)
7. **Continue to use multiple types of media.** Communication is most effective when done via multiple media, and can be optimized by matching the desired and effective media with the type of message and appropriate frequency. While more study is needed, it is clear from comments that things like information from the board to the community about the latest legislation would not need to be communicated as frequently as school activity information from teachers to parents. In addition, the same messages should be communicated through more than one media to ensure it is received.
8. **Improve the readability of the marquee board.** The board is a good tool for communicating to the community, but many comments about its location and poor visibility were received. We suggest either trimming the tree around it or moving it to the front of the Middle School.
9. **Look for ways to match the success of the Elementary School blue folders in the Middle and High Schools. This will** ensure that communications arrive home to parents more reliably and more easily. Create a “routine” for parents to expect information and updates.
10. **Create a formal process to get district communications to Diane Nichols.** One of Diane’s biggest challenges with the weekly email is getting the information to publicize.

Recommendations for Future Studies:

1. Narrow the information sought.
2. Conduct a study focusing on internal communications.
3. Create a survey that can be completed on-line to improve ease of access.
4. Have community surveys distributed and recalled by mail or by students to increase return rate.

ATTACHMENTS, TABLES and EXHIBITS

Attachment I – Madeira School District Public Relations	Table I – Staff Survey Data
Attachment II – Madeira School District Staff Communication Summary	Table I – Parent Survey Data
Attachment III – Parent Survey Summary	Table I – Community Survey Data
Attachment IV – Community Survey Summary	Exhibit I – Staff Survey
Attachment V – Comments and Suggestions from Surveys	Exhibit II – Parent Survey
Attachment VI – List Serve Data	Exhibit III – Community Survey
Attachment VII – Benchmark Results from Surveys of Local Schools	Exhibit IV – Benchmarking Survey
	Exhibit V – Information from Internet Searches

ATTACHMENT I

MADEIRA SCHOOL DISTRICT – PUBLIC RELATIONS

Communication from the Madeira City School District is coordinated through Diane Nichols, Director of Public Relations for Madeira City Schools. An outside consultant was used in 2004 to prepare a Public Relations Position Assessment and a Communications Plan for the District. Much of what Diane currently does for the District comes from observations and recommendations from the reports provided by the consultant.

The primary communication tool used by the District currently is an e-mail that goes out every Thursday with the subject line “What’s Happening in Madeira City Schools”. This e-mail goes to all staff, parents on the various list serves, alumni, and other persons who have expressed an interest. This e-mail contains all current information about District news that is of interest to all such as upcoming recognition at Board Meetings, sports news, performance events, community classes offered at the schools and other timely announcements. The biggest challenge with this communication tool is in getting the information to publicize.

Other communication tools used by the District and coordinated by Diane Nichols include the school calendar, the District Digest, and news cards sent out to reach the community. Up until two years ago, the calendar was sent out to all Madeira residents. Because of the cost and limited benefit to community members without children in the schools, the calendar is now only distributed to parents. The District Digest is a mailing that goes out to the entire Madeira community. This also has been scaled back to just one mailing done in June to recognize the senior class. News cards are sent in February to notify residents of pertinent upcoming events such as the all-class reunion planned for September this year.

The Director of Public Relations at Madeira routinely contacts and sends information to both the Suburban Press and the Cincinnati Enquirer. Messages on the Kroger sign board are also coordinated by Diane Nichols as well as coffees for the senior citizens of Madeira. These coffees are held twice a year with the Superintendent and serve to tell our senior citizens what is going on in the schools and answer any questions they may have. Diane Nichols also handles all activities associated with the community classes offered at the schools such as advertising and communication with participants.

ATTACHMENT II
Madeira School District Staff Communication Summary

How Do Madeira’s Individual Schools Communicate with Parents?

Each of the three building principals was asked to provide a list of approaches used by his or her staff to communicate with parents. Madeira Elementary School, Madeira Middle School, and Madeira High school currently share a number of common means of communication between administrators or teachers and parents. Among these include the Parent Advisory Committee (PAC), fall and/or spring parent-teacher conferences, parent meetings arranged during the school day, PTA meetings and meeting minutes, telephone calls, access to grades and attendance through Progress Book, the school website, and emails via list serve.

Administrators and teachers also communicate with parents in ways that are unique to their individual buildings. For example, Madeira Elementary students use a weekly blue folder to take home important handouts. In addition, a number of elementary teachers regularly write newsletters to inform parents of weekly, monthly, or quarterly classroom events, and parents of elementary students are periodically invited to attend moms’ and dads’ breakfasts. Parents of middle school students who are subscribers to the list serve receive an email detailing the weekly handouts that have been recently sent home with students. The school’s website also provides a link for parents to download hard copies online. Additionally, middle school parents receive direct mailings twice a year: in the fall, to provide information regarding the start of the school year and in the spring, to make available a schedule for parent-teacher conferences. Madeira High School also makes use of direct mailings, in addition to publishing a guidance newsletter for students and parents. Methods that are unique to Madeira’s individual school buildings are determined appropriate upon considering the age of the students and the need of the parents.

<p>Madeira Elementary School</p> <ul style="list-style-type: none"> • Parent Meetings • Parent-Teacher Conferences • Parent Advisory Council (PAC) • Progress Book • PTA Meetings, Minutes, and Newsletter • School Website • Phone Calls • List serve • Weekly Blue Folder • Classroom Newsletter • Mom and Dad Breakfasts • Morning and Afternoon Announcements 	<p>Madeira Middle School</p> <ul style="list-style-type: none"> • Parent Meetings • Parent-Teacher Conferences • Parent Advisory Council (PAC) • Progress Book • PTA Meetings, Minutes, and Newsletter • School Website • Phone Calls • List serve • Morning and Afternoon Announcements • Weekly Handouts • Direct Mailings
<p>Madeira High School</p> <ul style="list-style-type: none"> • Parent Meetings • Parent Advisory Council (PAC) • PTA Meetings and Minutes • Phone Calls • Direct Mailings 	<ul style="list-style-type: none"> • Parent-Teacher Conferences • Progress Book • School Website • List serve • Guidance Newsletter

How Do Madeira's Individual Schools Communicate with Parents?

	Parent Meetings	Parent-Teacher Conferences	Parent Advisory Council	Progress Book	PTA Meetings and Minutes	School Website
MES	x	x	x	x	x	x
MMS	x	x	x	x	x	x
MHS	x	x	x	x	x	x
	Phone Calls	Listserve	Weekly Blue Folder	Classroom Newsletter	Mom/Dad Breakfasts	AM/PM Announcements
MES	x	x	x	x	x	x
MMS	x	x				x
MHS	x	x				
	PTA Newsletter	Weekly Handouts	Direct Mailings	Guidance Newsletter		
MES	x					
MMS	x	x	x			
MHS			x	x		

ATTACHMENT III Parent Survey Summary

We received a total of 147 surveys, 83 from the Elementary School (MES), 28 from the Middle School (MMS) and 36 from the High School (MHS). Here are the key results:

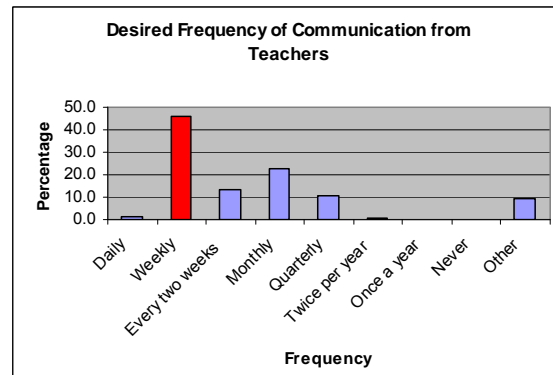
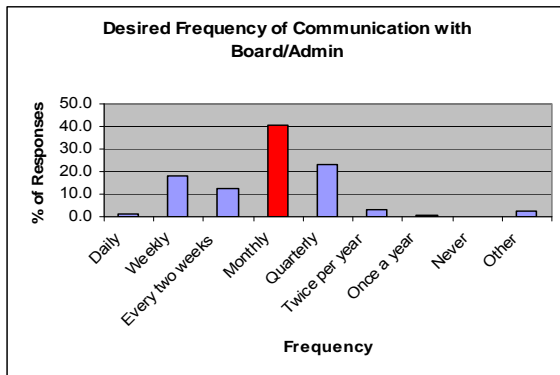
1. How well are we communicating? Parents are generally satisfied with the communications from the Madeira City School District (the District), with about 70% of parents being very satisfied. About 25% of parents are somewhat satisfied, suggesting some room for improvement.

Satisfaction with District Communications (%)	MES	MMS	MHS	Average
Very	77.1	64.3	66.7	69.4
Somewhat	20.5	28.6	30.6	26.5

2. The types of things parents would most like to hear about in communications are school activities and schedules, updates from MCS and teachers, school productions, and student accomplishments and awards.

Information I'd Like to Receive (%)	MES	MMS	MHS	Average
School activities & schedules	97.6	85.7	88.9	90.7
Updates from school admin, teachers	78.3	71.4	77.8	75.8
School productions	71.1	64.3	69.4	68.3
Updates from the Board	66.3	50.0	66.7	61.0
Student accomplishments & awards	60.2	53.6	63.9	59.2

3. The frequency of desired communication varies depending on the source. Parents would like to hear from the Board and Administration about monthly, and teachers about weekly.



4. The communication media parents are most familiar with, find most effective, and would like to receive are (in order of effectiveness) are:

- Email/List serve
- School calendar
- Teacher conferences
- Madeira City Schools website
- Hard copy mailings (e.g. newsletters, post cards)

Of course, blue folders are rated very effective in the elementary school.

5. The automated voice dialing system appears to have potential, being in the top 10 for effectiveness and desire for the district to use this medium.

4a) Are you aware of this medium? (YES)	MES	MMS	MHS	Avg.
School calendar	97.6	96.4	97.2	97.1
Madeira City Schools website	92.8	100.0	97.2	96.7
Teacher conferences	97.6	96.4	91.7	95.2
Email/List serve	88.0	96.4	97.2	93.9
Hard copy mailing	90.4	78.6	86.1	85.0
Blue folder/Weekly handouts (MES Only)	95.2	--	--	--
Automatic phone dialing service/Voicemail	51.8	71.4	55.6	59.6

4b) How effective do you feel this medium is/could be?	Average (%)		
	Very	Somewhat	Not at All
School calendar	72.8	16.7	2.1
Madeira City Schools website	62.6	26.7	1.2
Teacher conferences	71.9	18.0	0.9
Email/List serve	79.0	12.5	0.4
Hard copy mailing	53.3	26.0	8.7
Blue folder/Weekly handouts (MES Only)	79.5	8.4	0.0
Automatic phone dialing service/Voicemail	40.0	28.6	9.8

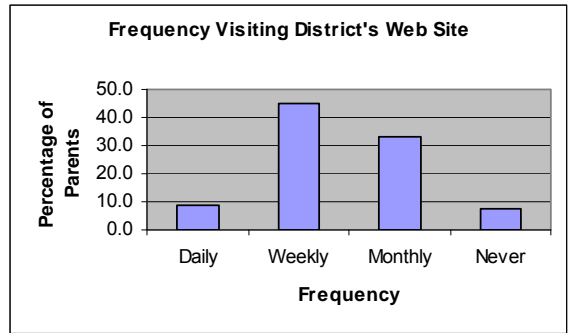
4c) Would you like the district to use the medium? (YES)	Percentage:			
	MES	MMS	MHS	Avg.
School calendar	75.9	85.7	88.9	83.5
Madeira City Schools website	69.9	96.4	88.9	85.1
Teacher conferences	74.7	85.7	88.9	83.1
Email/List serve	77.1	89.3	100.0	88.8
Hard copy mailing	60.2	46.4	97.2	68.0
Blue folder/Weekly handouts	79.5	--	--	--
PTA newsletters	67.5	60.7	69.4	65.9
Marquee board in front of the Madeira Kroger store	32.5	53.6	69.4	51.8
Automatic phone dialing service/Voicemail	53.0	42.9	66.7	54.2

6. Demographics

- About 9% of parents do not use email regularly.
- Most parents visit the website weekly or monthly.
- The Elementary School parents have the lowest use of electronic media, with 16% not using the website nearly 11% not using email regularly.

5. Do you have access to the internet?	Percentage:			
	MES	MMS	MHS	Avg.
YES	96.4	100.0	94.4	96.9
NO	3.6	0.0	2.8	2.1
6. Do you use email regularly?				
YES	89.2	92.9	91.7	91.2
NO	10.8	7.1	8.3	8.8

7. About how often do you visit the District's website?				
Daily	1.2	21.4	2.8	8.5
Weekly	32.5	57.1	44.4	44.7
Monthly	39.8	17.9	41.7	33.1
Never	15.7	3.6	2.8	7.3
Rarely	7.2	0.0	0.0	2.4



ATTACHMENT IV

Community Survey Summary

The communication surveys were mailed to all residents of Madeira via the City newsletter. Because parents received the survey through their children, it was generally believed the **community surveys** and findings are reflective of ‘publics’ not identified as parents of current students.

In addition to hard copy mailings, community members could access the survey on-line and multiple return options included drop-off locations at all three school buildings and the Kroger building or return by mail. Publicity for the survey appeared locally in the Suburban Press and in the Cincinnati Enquirer. In all, 3,786 surveys were delivered.

Key Findings

Community Surveys:

a. How well are we communicating?

We received a total of 37 community surveys representing a return rate of 1%. **The low return rate could be the results of an overall good satisfaction rate of 94.3% very or somewhat satisfied** (of those who responded). Only two respondents claimed they were “Not at all Satisfied”. 17 reported being “Very Satisfied” and 16 reported being “Somewhat Satisfied” .

b. The types of things community members want to hear:

While parents are most interested in school activities and schedules (90.7%), community members would most like to hear updates from the Board of Education (91.9%) and the latest federal, state and local legislation affecting our schools (75.7%).

c. The desired frequency of communication:

Community members report quarterly updates as the right amount of contact (40.5%), though parents would like to hear from the board monthly.

d. The communication media community members are most familiar with and find most effective and would like to see used:

- 1. School Calendar**
- 2. Email/ list serve**
- 3. Hard copy mailings**
- 4. Website**

Community members overwhelmingly use the school calendar to access information regarding the school district (94.1% of those who answered). Of 34 respondents aware of the calendar, 30 felt it was effective felt it should be used by the district. It should be noted, while 33 of 36 surveys reported access and regular use of the internet, 27 reported rarely or never using the district website, even if they felt the district should continue to use the medium. **This suggests the accuracy of the printed calendar is critical as changes and adaptations may not reach community members affected by or interested in district events.**

Demographics:

The respondents were almost evenly divided with 17 responses from community members greater than 60 years of age, 19 between the ages of 40-60 and only one less than 40 years of age.

See TABLE III for complete data.

ATTACHMENT V
Comments and Suggestions from Surveys
Page 1 of 6

**Positive and Negative Comments Included on
Madeira Schools Communication Surveys**

	Positives	Negatives	
Website			
• Community	+0	-1	
• Parents	+0	-7	
• Staff	+0	-3	
TOTALS	+0	-11	NET = -11

Communication			
• Community	+3	-2	
• Parents	+9	-2	
• Staff	+1	-2	
TOTAL	+13	-6	NET = +7

Use of Email			
• Community	+1	-3	
• Parents	+9	-2	
• Staff	+1	-2	
TOTAL	+11	-7	NET = +5

School Calendar			
• Community	+2	-0	
• Parents	+2	-3	
• Staff	+0	-0	
TOTAL	+4	-3	NET = +1

Marquee Board (at its present location)			
• Community	+1	-0	
• Parents	+0	-0	
• Staff	+0	-0	
TOTAL	+1	-0	NET = +1

Newsletter, “What’s Happening in Madeira City Schools”			
• Community	+1	-1	
• Parents	+1	-1	
• Staff	+1	-1	
TOTAL	+3	-3	NET = 0

ATTACHMENT V
Comments and Suggestions from Surveys
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Comments from Communication Surveys

Comments from Elementary School Parents

- “It feels like we get tons of paperwork, and it is endless. Not sure it is all necessary.”
- “It seems that each tool is good for one or two things. It would be nice to use one tool (i.e. the website) for all communications, information, updates, schedules, events, etc.”
- “A little more clarification/reminders on individual classroom events would be nice. We’ve missed a concert and a class party due to not being clear on whether parents were invited or not.”
- “Thank you for asking for our input!”
- “Even though I do not have access to a computer, I am totally aware of all activities going on at the school through a great system of communication the school provides for me. Thank you!”
- “The communication at MES is much more consistent than MES.”
- “The phone extension sheet needs to be updated, or an email needs to be sent saying it has been updated and where to find it.”
- “The calendar is great, but it includes too much information. It becomes dizzying.”
- “Hooray for anything that opens our doors to the public (good PR) – Harvest Festival, Halloween parties, etc.”
- “The information emails are a little too long. Maybe they could be split out by subject.”
- “Thank you for taking the time to do this. It shows you care.”
- “I work with individuals who have children at Mason. They speak highly of the district’s automatic voicemail message blasts.”
- “Need to move the marquee board to a better location. Can’t see it!”
- “Please look into updating your website to be in line with what other schools are doing. Look at Indian Hill’s for a great example. Why keep P-K registration information from 2 years ago on the main page of the MES website? It needs to be updated regularly?”
- I think the communication has been great. The only suggestion is to put snow day info as a message if possible.
- Please keep communicating on bus schedule changes when there are in-service days.
- Teachers have great communication with us – always open door policy
- Emails are too frequent – just when there’s news
- Email is best. It would be nice if photos could be sent occasionally or a monthly/quarterly electronic newsletter – via PDF (Adobe Acrobat)
- We just moved here from Mason. So far we have been pleased!
- I feel that the website is very difficult to weed through, not always up to date and way behind the times in comparison to other districts of our size (Wyoming, Indian Hill). Please update!
- The website could be much better. I often have to click around trying to find what I need.
- Would like to see a survey to provide feedback about the after school program. I think it is a great program but suggestions/feedback is never sought from parents.
- We already receive emails – which I find to be most effective – also it doesn’t contribute to paper clutter as mailings do.

ATTACHMENT V
Comments and Suggestions from Surveys
Page 3 of 6

Comments from Elementary School Parents (Cont.)

- Very much satisfied with both MES and MMS.
- Voicemail would be nice for an early dismissal reminder.
- Save money and make material available online – saving postage and printing costs!
- Website rarely updated – still has 06-07 info on it. So many of our paper items (calendar, PTA newsletter) could be put on the website to save paper and time. A list serve could be sent to make parents aware that there are current additions to the website and remind parents to check out the changes.
- We are on the list-serve and like all the updates regarding MES that are sent out several times weekly.
- Online surveys are much easier. Use Zoomerang or Survey Monkey next time!
- I would like to know if there is any more possibility of having a uniform policy.
- I'd like to see better communication between the school and new students/parents – ie: an overview of yearly events held at a school, a directory of student names/phone numbers (even if it is last year's edition) and a grade level contact parent for new students' families available when new students enroll at any school (even a grade level contact student who can answer questions at the middle and high school. Also it would be helpful to distribute to new parents a guideline as to how students are taught/assessed in the subject areas, esp. at MES (such as use of basals, workbooks in math/reading) for each grade level.

MMS Survey Comments

- I am highly disappointed in the usage of the AESOP teacher's website. It is as the absence of communication to a substitute teacher. Get back to phone calls. Get going and get some good substitute teachers in the district. For hire.
 - Online calendar needs to be editable by school staff instead of just an electronic image of the printed calendar.
 - Good job. I'd rather see the teachers teach than spend a lot of time communicating with parents.
 - We could use help knowing our child's homework/tests for a week or two ahead. Planner information seems to not have enough detail.
 - List-serve needs to be improved so that there is a smart list which can recognize redundant email addresses and not send multiple copies.
- *Teachers need to be able to point out where a student needs to work to be well rounded even if all skills are at grade level.

ATTACHMENT V
Comments and Suggestions from Surveys
Page 4 of 6

MMS Survey Comments (Cont.)

- Communication at the middle school is much less organized than at the elementary school. Frequently, items detailed on the list serve as “should have received this week”, never make it home. If it weren’t for email, I would be lost regarding middle school events. Quarterly mailings via the postal service I feel are costly and untimely.
- Would like to still have blue folders at MMS. Avoid mailing home weekly flyers & info.
- The website is informative for those enrolled in the schools who need to access it. However, being new to Madeira, I found it was not very user friendly when I accessed it to learn more information about the district. It gave more of an “insider view” instead of telling me the reasons Madeira Schools stand out and why I should consider moving here. Other districts’ websites were more informative to the newcomer and boasted of their accomplishments (and I know Madeira has many!)

Comments from MHS Parent Surveys:

- Would like to hear from teacher only if there is a problem or if something wonderful happens.
- The memos that come home need to be clear and concise – as freshman parents we were confused by the memo regarding exam week. It was very hard to follow! It was also sent too early. Two weeks ahead of time is fine.
- Improve Madeira City Schools website with more frequent updates.
- Email his DT notices vs. mail!
- I’m already on the list-serve(s)! Email is great but sometimes hard copies still need to be sent! I hate automatic phone dialing service!
- Would like everything involving preparing for college.
- I haven’t been able to get on list serve – security issue? Feel like I am missing a lot.
- The printed calendar is great but too much on there. I really think it needs to be revamped. Perhaps make one for just school days off/early releases, etc. with all 3 schools and then one for sports (all three schools)? Just a thought.
- To keep paper costs down I think class specific emails more cost effective.
- This survey is about practices already in place. I read school board agendas, sometimes minutes. This survey is too general and issues vary by school. This survey has unclear objectives and is a waste of time. Any conclusions would be contrived.
- Announcements over the PA are a poor communication tool for students. Those need to be duplicated electronically (email or text) to students and available to community. I like weekly info from the school, e.g. dates for the calendar, events.

ATTACHMENT V
Comments and Suggestions from Surveys
Page 5 of 6

Suggestions from Communication Surveys

Suggestions from Madeira Schools Community Survey

1. Would like to see a quarterly Madeira Schools Newsletter with info and pictures. Good PR tool in addition to providing info about school events and accomplishments.
2. Move the Marquee Board from Kroger to middle school. (May be less cars drive by it but more effective with those who see it)
3. Important to maintain hard copy communications because many elderly do not use computer, etc.
4. Maintain excellence in schools – will protect my property value.

Suggestions from Madeira Schools Parent Survey

1. It seems that each tool is good for one or two things. It would be nice to use one (i.e. the website).
2. The phone extension sheet needs to be updated, or an email needs to be sent saying it has been updated and where to find it.
3. The information emails are a little too long. Maybe they could be split out by subject.
4. I work with individuals who have children at Mason. They speak highly of the district's automatic voicemail message blasts.
5. Please look into updating your website to be in line with what other schools are doing. Look at Indian Hill's for a great example.
6. Voicemail would be nice for an early dismissal reminder.
7. I'd like to see better communication between the school and new students/parents – i.e. an overview of yearly events held at a school, a directory of students names/phone numbers (even if it's last year's edition) and a grade level contact parent for new students' families available when new students enroll at any school (even a grade level contact student who can answer questions at the middle and high school.) Also it would be helpful to distribute to new parents a guideline as to how students are taught/assessed in the subject areas, especially at MES (such as basals, workbooks in math/reading) for each grade level.
8. List-serve needs to be improved so that there is a smart list which can recognize redundant email addresses and not send multiple copies.
9. Being new to Madeira, I found the website to be not very user friendly when I accessed it to learn more information about the district. It gave more of an "insider view" instead of telling me the reasons Madeira Schools stand out and why I should consider moving here. Other districts' websites were more informative to the new comer and boasted of their accomplishments and I know Madeira has many!
10. Email is great but sometimes hard copies still need to be sent!
11. The printed calendar is great but there is too much on there. I really think it needs to be revamped.
12. Announcements over the PA are a poor communication tool for students. Those need to be duplicated electronically (email or text) to students and available to the community. I like weekly info from the schools, e.g. dates for the calendar, events.

ATTACHMENT V
Comments and Suggestions from Surveys
Page 6 of 6

Suggestions from Communication Surveys continued

Suggestions from Madeira Schools Staff Survey

1. Having worked at both the Middle and the Elementary schools, the mode of communication will differ because of the development of the students. The blue folders work well for Elementary but are NOT efficient at other levels. If people want information it's very easy to get!
2. If everything is put on a downloaded version for blue folder, I think communication would decrease. Some people still need that hard copy. When the middle school and high school students get anything, they do not give it to parents. I like it when MMS tells us what was supposed to be sent home. I wish the HS also did this.
3. I think communicating with a district is very hard because different people like different things. Even though it may seem like overkill, I think you have to send the same communication to a variety of sources, to be sure that the public has the information they need.
4. Send someone to OSU for their tour and orientation. What they are doing to communicate is top notch.
5. Madeira should really provide a free message board for their alumni and it would be helpful when they set up their reunions, etc. There isn't a "Class Representative" listed for a class after 1995.
6. There obviously hasn't been much of a priority on alumni outreach/communications. I definitely wish they had a better system that would allow us to update our contact info etc., post messages, and communicate with our classmates.
7. The greatest means of communication to our senior citizens and older community members is REGULAR service performed for them by students such as leaf raking in the fall, snow removal in the winter, yard work in the spring and so forth. I emphasize these services must be regular, every year (not just a levy year) dependably performed with courtesy and care. The good will this would generate would be sincere and long lasting.
8. Please consider changing emergency forms so that they request parents' email address. Email is so efficient, but getting all of the parent's email addresses is a major chore.
9. Please provide staff with copies of letters that are mailed to parents.
10. I wish the "What's Happening in Madeira City Schools" email would look a little better so it would be easier to read. It would be great if certain text was bold or color was used. Any type format would be nice.

ATTACHMENT VI
List-Serve Data

	Total #	# of Subscribers	Percentage
MES Parents	463	373	81%
MMS Parents	439	361	82%
MHS Parents	444	389	88%
Total for Buildings	1,346	1,123	83%
Alumni	?	764	
Sports	~ 950 families in the Madeira School District	328	35%

Source: Lora Riblet, Board of Education Office
Pay to Play PC Report, Eric Frayer, RMS Database

ATTACHMENT VII
Benchmark Results from Surveys of Local Schools

Page 1 of 3

To better gauge “How well do our schools communicate?” the committee thought it would be helpful to benchmark Madeira City Schools’ communications with other local community schools’ efforts. In December 2007, twenty-six surveys were mailed out. Fourteen surveys were completed and returned – including one from Madeira City Schools. Here are the results:

SCHOOLS	Cinci Country Day	CHCA	Cincinnati City Public	Deer Park	Fairfield	Finneytown	Forest Hills	Great Oaks	Indian Hill	Lakota	Loveland	Lockland	Madeira	Marionmont	Mason	Milford	Moeller	Mt. Healthy	Princeton	Reading	St. Gertrude	Seven Hills	Sycamore	Three Rivers	Ursuline Academy	Wyoming
Survey Returned	N	N	N	N	N	Y	N	Y	Y	N	N	Y	Y	Y	N	Y	Y	Y	N	Y	N	Y	Y	Y	N	Y
PR Person on Staff	-	-	-	-	-	Y	-	Y	Y	-	-	N	Y	Y	-	N	Y	Y	-	Y	-	Y	Y	Y	-	
Hrs/Week	-	-	-	-	-	40	-	40	20	-	-	0	24 +	20	-	A N	20	20	-	5	-	40	50	40	-	40

A N – As needed

Local Schools Benchmark Results with Parents

The communication media local schools use with parents *the most and find the most effective* (in order of effectiveness) are:

1. Teacher conferences
2. Email/List serve
3. School Website
4. Hard Copy Mailing
5. Voicemail/Auto Dialing Service

Do you use the following media to communicate with Parents? (%)	How effective do you feel this medium is/would be? (%)					
	Yes	No	Very	Somewhat	Not at All	No Answer
Email / List serve	92.9	7.1	85.7	7.1	0.0	7.1
Hard copy mailing,	92.9	7.1	50.0	35.7	0.0	14.3
Via Student (notes home)	92.9	7.1	35.7	50.0	0.0	7.1
School Website	100.0	0	71.4	28.6	0.0	0.0
Marquee Board	64.3	35.7	35.7	14.3	0.0	50.0
Street Banners	7.1	85.7	0.0	14.3	0.0	71.4
Yard Signs	35.7	64.3	7.1	21.4	7.1	64.3
Teacher Conferences	100.0	0.0	85.7	7.1	0.0	7.1
PTA (Newsletters, etc.)	78.6	14.3	28.6	35.7	0.0	35.7
Blogs	7.1	85.7	0.0	0.0	0.0	100.0
Voicemail/ Automatic phone dialing service	57.1	42.9	42.9	7.1	0.0	50.0
Podcasts	14.3	71.4	7.1	7.1	0.0	85.7
Other - Billboard	0.0	7.1	0.0	0.0	0.0	0.0
Other - Video on Website	0.0	7.1	0.0	0.0	0.0	0.0

ATTACHMENT VII
Benchmark Results from Surveys of Local Schools

Page 2 of 3

# of Responses	If Yes, how often do you use this medium (with Parents)?							
	Daily	Weekly	Monthly	Quarterly	2x/Yr	Yearly	As Needed	No Answer
Email / List serve	3	5	0	2	0	0	3	2
Hard copy mailing,	0	0	4	8	1	0	1	0
Via Student (notes home)	0	8	1	1	0	2	2	0
School Website	11	0	2	0	0	0	0	1
Marquee Board	4	4	1	0	0	0	0	5
Street Banners	1	0	0	0	0	1	1	11
Yard Signs	0	0	2	0	1	3	8	0
Teacher Conferences	0	0	0	4	5	0	1	4
PTA (Newsletters, etc.)	0	0	5	0	0	0	0	9
Blogs	0	0	0	0	0	1	0	13
Voicemail/ Automatic phone dialing service	1	0	0	0	0	1	8	4
Podcasts	0	0	0	1	0	0	0	13
Other - Billboard, Video on Website								

Of the responding schools surveyed, 57% have implemented a voice command/automatic dialing service. This is a service that has become a trend within the last two years for schools such as Cincinnati Hills Christian Academy, Great Oaks, Indian Hill, Lakota, Loveland, Mariemont, Mason, Moeller, Reading, Sycamore, Three Rivers, and Wyoming.

In follow-up phone interviews with the schools listed above, some of the benefits that were mentioned were:

- Reach thousands of phones or in-boxes in minutes
- Unlimited Communications via phone, email, or text
- Deploy message 24/7/365 via the web or by phone
- You can customize subgroups to receive messages
Examples: District, Building, Grade, Homeroom, Sport, Absenteeism, Bus Routes, the possibilities are endless
- Recipients of messages (parents) feel it's personalized
- Everyone receives the same message at the same time from the voice of authority.

Schools were very enthusiastic about their systems and shared a consistent message: "Parents love it.!" Yet, it was also noted by several schools how important it was to have a solid infrastructure in place to ensure the success of the automated service. (i.e. accurate database, identified manager of database, and a "system" for making changes and/or additions.) Missed calls can not only be annoying but can lead to other problems.

Service providers include (but are not limited to):

- Community Safe by Cincinnati Bell (Most frequently used in above mentioned schools.)
- Penn Alert (used by Indian Hill, Loveland)
- C-Notify by Cintech (used by Mariemont)
- HCCA – Hamilton/Clermont Cooperative Association (used by Wyoming)

ATTACHMENT VII
Benchmark Results from Surveys of Local Schools

Page 3 of 3

Each service has their own cost packages ranging from as low as \$1/student/year to as high as \$3-4/student/year. In some cases, the schools negotiated terms to be included in existing communication packages often resulting in no costs for the service for an introductory timeframe. It was also discussed that the fees/students could be absorbed into the student fees at the beginning of the year.

Local Schools Benchmark Results with Community

The communication media local schools use with the community *the most and find the most effective* (in order of effectiveness) are:

1. School Website
2. Hard Copy Mailing
3. Newspaper
4. Email/List serve
5. Marquee Board

# of Responses	If Yes, how often do you use this medium (with the community)?							
	Daily	Weekly	Monthly	Quarterly	2x/Year	Yearly	As Needed	No Answer
Email / List serve	1	4	2					7
Hard copy mailing			2	7	1	2		2
School Website	8	1	2					3
Marquee Board	3	3	1					7
Street Banners	1			1				12
Yard Signs				1		2		11
Teacher Conferences				2				12
Neighborhood Coffees				2			1	11
Voicemail/ Automatic phone dialing service			1				1	12
PTA (Newsletters, etc.)			1	1				12
TV			1	1	1		3	8
Newspaper	1	4	2	2				5

	Do you use the following medium to communicate with the "Community"? (%)		How effective do you feel this medium is/would be? (%)			
	Yes	No	Very	Somewhat	Not at All	No Answer
Email / List serve	57.1	35.7	42.9	7.1	0.0	50.0
Hard copy mailing	92.9	7.1	50.0	35.7	0.0	14.3
School Website	100.0	0.0	57.1	28.6	0.0	14.3
Marquee Board	64.3	35.7	35.7	14.3	0.0	50.0
Street Banners	14.3	78.6	7.1	14.3	0.0	78.6
Yard Signs	28.6	64.3	14.3	7.1	7.1	71.4
Teacher Conferences	28.6	64.3	14.3	0.0	0.0	85.7
PTA (Newsletters, etc.)	21.4	71.4	7.1	14.3	0.0	78.6
Neighborhood Coffees	35.7	57.1	14.3	14.3	14.3	57.1
Voicemail/ Automatic phone dialing service	21.4	78.6	21.4	0.0	0.0	78.6
TV	50.0	42.9	14.3	28.6	7.1	50.0
Newspaper	92.9	7.1	42.9	28.6	0.0	28.6

TABLE I

Staff Communication Survey Data

Number of Surveys 73

1. In your opinion, how well do you think the Madeira City School District communicates with the following? (please check one per row)				
COUNTS	<u>Very Well</u>	<u>Somewhat</u>	<u>Not Well</u>	<u>No Answer</u>
Students of Madeira City Schools (K-12)	45	21	0	7
Parents of Madeira City Schools Students (K-12)	48	21	0	4
Parents of a school aged child (K-12) attending a school other than Madeira City Schools	16	22	7	28
Parents of former students of Madeira City Schools	12	28	8	25
Alumnus of the Madeira City Schools	15	28	8	22
Other Community Members	17	34	3	19
PERCENTAGES				
	<u>Very Well</u>	<u>Somewhat</u>	<u>Not Well</u>	<u>No Answer</u>
Students of Madeira City Schools (K-12)	61.6	28.8	0.0	9.6
Parents of Madeira City Schools Students (K-12)	65.8	28.8	0.0	5.5
Parents of a school aged child (K-12) attending a school other than Madeira City Schools	21.9	30.1	9.6	38.4
Parents of former students of Madeira City Schools	16.4	38.4	11.0	34.2
Alumnus of the Madeira City Schools	20.5	38.4	11.0	30.1
Other Community Members	23.3	46.6	4.1	26.0
AVERAGE % All	34.9	35.2	5.9	24.0
AVERAGE % Parents of Current Madeira Students	63.7	28.8	0.0	7.5
AVERAGE % Community (All Others)	20.5	38.4	8.9	32.2

Of Those Who Answered
Total Answered

66
69
45
48
51
54

% Of Those Who Answered

<u>Very Well</u>	<u>Somewhat</u>	<u>Not Well</u>
68.2	31.8	0.0
69.6	30.4	0.0
35.6	48.9	15.6
25.0	58.3	16.7
29.4	54.9	15.7
31.5	63.0	5.6
68.9	31.1	0.0
30.4	56.3	13.4

Staff Communication Survey Data (Page 2)

2. What types of information do you feel are important for the Madeira City School District to communicate?	Count	%
School activities and schedules	72	98.6
Updates from the Madeira Board of Education	69	94.5
Updates from the school administrators and teachers	59	80.8
Budget overviews	53	72.6
The latest federal, state and local legislation affecting our schools	63	86.3
Student accomplishments and awards	69	94.5
Sports team results and accomplishments	68	93.2
School productions like plays and musicals	71	97.3
Performing Arts results and accomplishments	65	89.0
Other#2 ____ See Attached sheet for "Additional answers"		

3. How is our frequency of communication with parents?

	<u>Too Little</u>	<u>Just Right</u>	<u>Too Much</u>	<u>No Answer</u>
Count	8	58	1	6
%	11.0	79.5	1.4	8.2

4. How is our frequency of communication with the community?

	<u>Too Little</u>	<u>Just Right</u>	<u>Too Much</u>	<u>No Answer</u>
Count	15	47	1	10
%	20.5	64.4	1.4	13.7

5a) Are you aware of this medium?	<u>Yes</u>	<u>No</u>	<u>No Answer</u>	<u>% Yes</u>
Email/List serve	73	0	0	100.0
Hard copy mailing, like newsletters and postcards	70	1	2	95.9
Madeira City Schools website	73	0	0	100.0
Marquee board in front of the Madeira Kroger store	59	14	0	80.8
Street banners	53	16	4	72.6
Yard signs	58	12	3	79.5
Teacher conferences	70	2	1	95.9
School calendar	73	0	0	100.0
Neighborhood coffees	55	18	0	75.3
Text messaging	29	39	5	39.7
Blogs	26	41	6	35.6
Pod casts	26	38	9	35.6
Blue folder/Weekly handouts	65	7	1	89.0
PTA newsletters	61	9	3	83.6
Automatic phone dialing service/Voicemail	56	13	4	76.7
Other _____				

5b) How effective do you feel this medium is/could be?	Counts				Percentages			
	Very	Somewhat	Not at All	No Answer	Very	Somewhat	Not at All	No Answer
Email/List serve	60	11	0	2	82.2	15.1	0.0	2.7
Hard copy mailing, like newsletters and postcards	34	33	0	6	46.6	45.2	0.0	8.2
Madeira City Schools website	45	24	1	3	61.6	32.9	1.4	4.1
Marquee board in front of the Madeira Kroger store	19	38	6	10	26.0	52.1	8.2	13.7
Street banners	16	41	6	10	21.9	56.2	8.2	13.7
Yard signs	16	46	4	7	21.9	63.0	5.5	9.6
Teacher conferences	49	16	2	6	67.1	21.9	2.7	8.2
School calendar	56	15	0	6	76.7	20.5	0.0	8.2
Neighborhood coffees	15	44	5	9	20.5	60.3	6.8	12.3
Text messaging	7	34	12	20	9.6	46.6	16.4	27.4
Blogs	5	38	9	21	6.8	52.1	12.3	28.8
Pod casts	6	36	8	23	8.2	49.3	11.0	31.5
Blue folder/Weekly handouts	46	14	4	9	63.0	19.2	5.5	12.3
PTA newsletters	24	35	5	9	32.9	47.9	6.8	12.3
Automatic phone dialing service/Voicemail	31	26	5	11	42.5	35.6	6.8	15.1
Other _____								

5c) Would you like the district to use the medium?	Yes	No	No Answer	% Yes
Email/List serve	69	0	4	94.5
Hard copy mailing, like newsletters and postcards	55	6	12	75.3
Madeira City Schools website	67	1	5	91.8
Marquee board in front of the Madeira Kroger store	53	5	15	72.6
Street banners	44	15	14	60.3
Yard signs	43	15	15	58.9
Teacher conferences	63	3	7	86.3
School calendar	66	1	6	90.4
Neighborhood coffees	51	6	16	69.9
Text messaging	18	35	20	24.7
Blogs	23	28	22	31.5
Pod casts	24	22	27	32.9
Blue folder/Weekly handouts	53	4	16	72.6
PTA newsletters	52	7	14	71.2
Automatic phone dialing service/Voicemail	51	9	13	69.9
Other _____				

Staff Communication Survey Data (Page 4)

6) What communication medium do you personally use the most?	Count	%
Email	63	86.3
Phone call/voicemail	10	13.7
Website	9	12.3
Blue folders	4	5.5
Text message	4	5.5
Calendar	2	2.7
Progress Book	2	2.7
Notes	2	2.7
Newsletter	2	2.7
Blog	1	1.4
Conferences	1	1.4
No Answer	2	2.7

7. What best describes your position with Madeira City Schools? (Please check one)	Count	%
Elementary School Staff	36	49.3
Middle School Staff	15	20.5
High School Staff	16	21.9
Board Member	2	2.7
School Administration	4	5.5

TABLE II
Parent Survey Data

Page 1 of 6

COMMUNICATION SURVEY - PARENTS					MES	MMS	MHS	Total	MES	MMS	MHS	Average
Total Surveys Distributed					435	468	480	1383				
Total Surveys Returned					83 (19%)	28 (6%)	36 (8%)	147 (10.6%)				
QUESTION					Count:				Percentage:			
1. How satisfied are you with District Communications?					MES	MMS	MHS	Total	MES	MMS	MHS	Average
Very					64	18	24	106	77.1	64.3	66.7	69.4
Somewhat					17	8	11	36	20.5	28.6	30.6	26.5
Not at all					1	0	0	1	1.2	0.0	0.0	0.4
Not Answer					0	2	1	3	0.0	7.1	2.8	3.3
2. What Information would you Like to Receive?					MES	MMS	MHS	Total	MES	MMS	MHS	Avg.
School activities & schedules					81	24	32	137	97.6	85.7	88.9	90.7
Updates from the Board					55	14	24	93	66.3	50.0	66.7	61.0
Updates from school admin, teachers					65	20	28	113	78.3	71.4	77.8	75.8
Budget overviews					29	8	15	52	34.9	28.6	41.7	35.1
The latest legislation					49	10	22	81	59.0	35.7	61.1	52.0
Student accomplishments & awards					50	15	23	88	60.2	53.6	63.9	59.2
Sports results & accomplishments					43	13	20	76	51.8	46.4	55.6	51.3
School productions					59	18	25	102	71.1	64.3	69.4	68.3
Performing Arts results & accomplish.					33	11	16	60	39.8	39.3	44.4	41.2
Other					1	2	5	8	1.2	7.1	13.9	7.4
Not Answer							1				2.8	
3. How Frequently?												
Board/Admin					MES	MMS	MHS	Total	MES	MMS	MHS	Avg.
Daily					1	0	1	2	1.2	0.0	2.8	1.3
Weekly					7	8	6	21	8.4	28.6	16.7	17.9
Every two weeks					8	3	6	17	9.6	10.7	16.7	12.3
Monthly					41	10	13	64	49.4	35.7	36.1	40.4
Quarterly					21	6	8	35	25.3	21.4	22.2	23.0
Twice per year					2	2	0	4	2.4	7.1	0.0	3.2
Once a year					0	0	1	1	0.0	0.0	2.8	0.9
Never					0	0	0	0	0.0	0.0	0.0	0.0
Other					2	0	2	4	2.4	0.0	5.6	2.7
Not Answer							2					

PARENT SURVEY DATA – Page 2 of 6

3. How Frequently? continued

Teachers	MES	MMS	MHS	Total	MES	MMS	MHS	Avg.
Daily	3	0	0	3	3.6	0.0	0.0	1.2
Weekly	50	14	10	74	60.2	50.0	27.8	46.0
Every two weeks	11	5	3	19	13.3	17.9	8.3	13.1
Monthly	12	8	9	29	14.5	28.6	25.0	22.7
Quarterly	1	3	7	11	1.2	10.7	19.4	10.5
Twice per year	0	0	1	1	0.0	0.0	2.8	0.9
Once a year	0	0	0	0	0.0	0.0	0.0	0.0
Never	0	0	0	0	0.0	0.0	0.0	0.0
Other	3	2	6	11	3.6	7.1	16.7	9.1
Not Answer			2					
4a) Are you aware of this medium? (YES)								
	MES	MMS	MHS	Total	MES	MMS	MHS	Avg.
Email/List serve	73	27	35	135	88.0	96.4	97.2	93.9
Hard copy mailing	75	22	31	22	90.4	78.6	86.1	85.0
Hard copy mailing, newsletters		25		25		89.3		
Hard copy mailing, postcards		19		19		67.9		
Madeira City Schools website	77	28	35	140	92.8	100.0	97.2	96.7
Marquee board in front of the Madeira Kroger store	51	21	31	103	61.4	75.0	86.1	74.2
Street banners	52	21	23	96	62.7	75.0	63.9	67.2
Yard signs	58	6	25	89	69.9	21.4	69.4	53.6
Teacher conferences	81	27	33	141	97.6	96.4	91.7	95.2
School calendar	81	27	35	143	97.6	96.4	97.2	97.1
Neighborhood coffees	36	17	21	74	43.4	60.7	58.3	54.1
Text messaging	39	9	11	59	47.0	32.1	30.6	36.6
Blogs	26	7	8	41	31.3	25.0	22.2	26.2
Pod casts	25	9	9	43	30.1	32.1	25.0	29.1
Blue folder/Weekly handouts	79				95.2			
PTA newsletters	76	25	20	121	91.6	89.3	55.6	78.8
Automatic phone dialing service/Voicemail	43	20	20	83	51.8	71.4	55.6	59.6
Other		28	0			100.0		100.0

PARENT SURVEY DATA – Page 3 of 6

4b) How effective do you feel this medium is/could be?	Counts:											
	MES			MMS			MHS			Totals		
	Very	Somewhat	Not at All	Very	Somewhat	Not at All	Very	Somewhat	Not at All	Very	Somewhat	Not at All
Email/List serve	54	16	1	24	2	0	31	4	0	109	22	1
Hard copy mailing	48	24	1	13	6	1	20	10	0	81	40	2
Hard copy mailing, newsletters				17	6	0						
Hard copy mailing, postcards				9	6	2						
Madeira City Schools website	45	26	3	18	9	0	25	6	0	88	41	3
Marquee board in front of the Madeira Kroger store	10	38	23	5	12	3	7	18	6	22	68	32
Street banners	15	44	10	4	16	1	6	18	7	25	78	18
Yard signs	13	46	9	1	17	2	9	18	4	23	81	15
Teacher conferences	68	2	0	18	9	0	25	7	1	111	18	1
School calendar	65	10	0	19	6	1	26	6	1	110	22	2
Neighborhood coffees	7	48	13	1	10	12	2	14	13	10	72	38
Text messaging	12	32	22	2	6	15	2	12	15	16	50	52
Blogs	10	26	31	1	7	15	0	11	16	11	44	62
Pod casts	8	26	31	1	8	13	3	9	17	12	43	61
Blue folder/Weekly handouts	66	7	0									
PTA newsletters	39	30	4	9	13	3	14	14	2	62	57	9
Automatic phone dialing service/Voicemail	33	26	7	10	9	2	16	8	5	59	43	14
Other							0	1	0	0	1	0

PARENT SURVEY DATA – Page 4 of 6

4b) How effective do you feel this medium is/could be?	Percentages:											
	MES			MMS			MHS			Average		
	Very	Somewhat	Not at All	Very	Somewhat	Not at All	Very	Somewhat	Not at All	Very	Somewhat	Not at All
Email/List serve	65.1	19.3	1.2	85.7	7.1	0.0	86.1	11.1	0.0	79.0	12.5	0.4
Hard copy mailing	57.8	28.9	1.2	46.4	21.4	25.0	55.6	27.8	0.0	53.3	26.0	8.7
Hard copy mailing, newsletters				60.7	21.4	0.0				60.7	21.4	0.0
Hard copy mailing, postcards				32.1	21.4	7.1				32.1	21.4	7.1
Madeira City Schools website	54.2	31.3	3.6	64.3	32.1	0.0	69.4	16.7	0.0	62.6	26.7	1.2
Marquee board in front of the Madeira Kroger store	12.0	45.8	27.7	17.9	42.9	10.7	19.4	50.0	16.7	16.4	46.2	18.4
Street banners	18.1	53.0	12.0	14.3	57.1	3.6	16.7	50.0	19.4	16.3	53.4	11.7
Yard signs	15.7	55.4	10.8	3.6	60.7	7.1	25.0	50.0	11.1	14.7	55.4	9.7
Teacher conferences	81.9	2.4	0.0	64.3	32.1	0.0	69.4	19.4	2.8	71.9	18.0	0.9
School calendar	78.3	12.0	0.0	67.9	21.4	3.6	72.2	16.7	2.8	72.8	16.7	2.1
Neighborhood coffees	8.4	57.8	15.7	3.6	35.7	42.9	5.6	38.9	36.1	5.9	44.1	31.5
Text messaging	14.5	38.6	26.5	7.1	21.4	10.2	5.6	33.3	41.7	9.1	31.1	26.1
Blogs	12.0	31.3	37.3	3.6	25.0	53.6	0.0	30.6	44.4	5.2	29.0	45.1
Pod casts	9.6	31.3	37.3	3.6	28.6	8.8	8.3	25.0	47.2	7.2	28.3	31.1
Blue folder/Weekly handouts	79.5	8.4	0.0							79.5	8.4	0.0
PTA newsletters	47.0	36.1	4.8	32.1	46.4	10.7	38.9	38.9	5.6	39.3	40.5	7.0
Automatic phone dialing service/Voicemail	39.8	31.3	8.4	35.7	32.1	7.1	44.4	22.2	13.9	40.0	28.6	9.8
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.9	0.0

PARENT SURVEY DATA – Page 5 of 6

4c) Would you like the district to use the medium? (YES)	Count:				Percentage:			
	MES	MMS	MHS	Total	MES	MMS	MHS	Avg.
Email/List serve	64	25	36	125	77.1	89.3	100.0	88.8
Hard copy mailing	50	13	35	98	60.2	46.4	97.2	68.0
Hard copy mailing, newsletters		16				57.1		
Hard copy mailing, postcards		10				35.7		
Madeira City Schools website	58	27	32	117	69.9	96.4	88.9	85.1
Marquee board in front of the Madeira Kroger store	27	15	25	67	32.5	53.6	69.4	51.8
Street banners	31	10	14	55	37.3	35.7	38.9	37.3
Yard signs	29	0	16	45	34.9	0.0	44.4	26.5
Teacher conferences	62	24	32	118	74.7	85.7	88.9	83.1
School calendar	63	24	32	119	75.9	85.7	88.9	83.5
Neighborhood coffees	28	6	12	46	33.7	21.4	33.3	29.5
Text messaging	19	5	5	29	22.9	17.9	13.9	18.2
Blogs	15	4	3	22	18.1	14.3	8.3	13.6
Pod casts	15	5	7	27	18.1	17.9	19.4	18.5
Blue folder/Weekly handouts	66				79.5			
PTA newsletters	56	17	25	98	67.5	60.7	69.4	65.9
Automatic phone dialing service/Voicemail	44	12	24	80	53.0	42.9	66.7	54.2
Other	0	28	0	28	0.0	100.0	0.0	33.3

PARENT SURVEY DATA – Page 6 of 6

	Count:				Percentage:			
	MES	MMS	MHS	Total	MES	MMS	MHS	Avg.
5. Do you have access to the internet?								
YES	80	28	34	142	96.4	100.0	94.4	96.9
NO	3	0	1	4	3.6	0.0	2.8	2.1
6. Do you use email regularly?								
YES	74	26	33	133	89.2	92.9	91.7	91.2
NO	9	2	2	13	10.8	7.1	8.3	8.8
7. About how often do you visit the District's website?								
Daily	1	6	1	8	1.2	21.4	2.8	8.5
Weekly	27	16	16	59	32.5	57.1	44.4	44.7
Monthly	33	5	15	53	39.8	17.9	41.7	33.1
Never	13	1	1	15	15.7	3.6	2.8	7.3
Rarely	6			6	7.2	0.0	0.0	2.4
Not Answer			4	4	0.0	0.0	11.1	3.7

TABLE III
Community Survey Data
Page 1 of 4

Total Surveys 37

QUESTION	Count:	Percentage:
1. How satisfied are you with the communications you receive from the Madeira City School District? (check one)		
Very	17	45.9
Somewhat	16	43.2
Not at all	2	5.4
Not Answer	3	8.1
2. What types of communication would you like to receive from the Madeira City School District? (check any)	Count	Percentage
School activities & schedules	14	37.8
Updates from the Board	34	91.9
Updates from school admin, teachers	23	62.2
Budget overviews	17	45.9
The latest legislation	28	75.7
Student accomplishments & awards	18	48.6
Sports results & accomplishments	17	45.9
School productions	21	56.8
Performing Arts results & accomplish.	15	40.5
Other	6	16.2
Not Answer		
3. How frequently, in general, would you like to hear from the Madeira City School District? (check one)	Count	Percentage
Daily	0	0.0
Weekly	5	13.5
Every two weeks	3	8.1
Monthly	11	29.7
Quarterly	15	40.5
Twice per year	2	5.4
Once a year	0	0.0
Never	0	0.0
Other	4	10.8
Not Answer	0	0.0

TABLE III
Community Survey Data
Page 2 of 4

4a) Are you aware of this medium? (YES)	Count	Percentage	Total Answered	% of those who Answered
Email/List serve	33	89.2	35	94.3
Hard copy mailing	33	89.2	33	100.0
Madeira City Schools website	27	73.0	33	81.8
Marquee board in front of the Madeira Kroger store	29	78.4	32	90.6
Street banners	21	56.8	31	67.7
Yard signs	22	59.5	30	73.3
Teacher conferences	24	64.9	27	88.9
School calendar	32	86.5	34	94.1
Neighborhood coffees	20	54.1	30	66.7
PTA newsletters	20	54.1	28	71.4
TV	17	45.9	28	60.7
Newspaper	27	73.0	30	90.0
Blogs	15	40.5	27	55.6
Text messaging	17	45.9	29	58.6
Pod casts	11	29.7	28	39.3
Automatic phone dialing service/Voicemail	20	54.1	29	69.0
Other	3			

Other = Board meetings, personal contact, weekly school newsletter,

TABLE III
Community Survey Data
Page 3 of 4

4b) How effective do you feel this medium is/would be?	Counts:			Percentages:			Total Who Answered	% Very of Those Who Answered
	Very	Some-what	Not at All	Very	Some-what	Not at All		
Email/List serve	23	3	3	62.2	8.1	8.1	29	79.3
Hard copy mailing	22	2	0	59.5	5.4	0.0	24	91.7
Madeira City Schools website	18	11	0	48.6	29.7	0.0	29	62.1
Marquee board in front of the Madeira Kroger store	16	12	5	43.2	32.4	13.5	33	48.5
Street banners	8	12	9	21.6	32.4	24.3	29	27.6
Yard signs	5	15	9	13.5	40.5	24.3	29	17.2
Teacher conferences	20	3	2	54.1	8.1	5.4	25	80.0
School calendar	30	1	3	81.1	2.7	8.1	34	88.2
Neighborhood coffees	3	18	7	8.1	48.6	18.9	28	10.7
PTA newsletters	4	16	8	10.8	43.2	21.6	28	14.3
TV	2	15	9	5.4	40.5	24.3	26	7.7
Newspaper	10	12	3	27.0	32.4	8.1	25	40.0
Blogs	1	11	15	2.7	29.7	40.5	27	3.7
Text messaging	4	7	17	10.8	18.9	45.9	28	14.3
Pod casts	1	11	13	2.7	29.7	35.1	25	4.0
Automatic phone dialing service/Voicemail	14	3	12	37.8	8.1	32.4	29	48.3

TABLE III
Community Survey Data
Page 4 of 4

4c) Would you like the District to use the medium? (YES)	Count:	Percentage:
Email/List serve	26	70.3
Hard copy mailing	25	67.6
Madeira City Schools website	28	75.7
Marquee board in front of the Madeira Kroger store	25	67.6
Street banners	12	32.4
Yard signs	14	37.8
Teacher conferences	21	56.8
School calendar	30	81.1
Neighborhood coffees	12	32.4
PTA newsletters	14	37.8
TV	5	13.5
Newspaper	20	54.1
Blogs	4	10.8
Text messaging	4	10.8
Pod casts	4	10.8
Automatic phone dialing service/Voicemail	13	35.1
Other	3	8.1

Total Who Answered	% of Those Who Answered
35	74.3
32	78.1
29	96.6
31	80.6
28	42.9
30	46.7
25	84.0
32	93.8
27	44.4
27	51.9
25	20.0
27	74.1
29	13.8
26	15.4
26	15.4
27	48.1
3	100.0

Demographics	Count:	Percentage:
5. Do you have access to the internet?		
YES	33	89.2
NO	3	8.1
6. Do you use email regularly?		
YES	31	83.8
NO	4	10.8
7. About how often do you visit the District's website?		
Daily	0	0.0
Weekly	3	8.1
Monthly	5	13.5
Rarely	16	43.2
Never	11	29.7
Not Answer	2	5.4
8. Your approximate age? (optional)		
Less than 40	1	2.7
Between 40 and 60	19	51.4
Greater than 60	17	45.9

EXHIBIT I
Page 1 of 2

Madeira School District Staff Communication Survey

How are our communications? Your opinion is important to us! Please take a few minutes to complete this survey. Once you have completed the survey, please return to Katie Naegeli (MES) by Wednesday December 12th.

Thank you,
 Madeira City Schools Planning Commission

1. In your opinion, how well do you think the Madeira City School District communicates with the following?

	(please check one per row)		
	<u>Very Well</u>	<u>Somewhat Well</u>	<u>Not Well</u>
Students of Madeira City Schools (K-12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parents of Madeira City Schools Students (K-12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parents of a school aged child (K-12) attending a school other than Madeira City Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parents of former students of Madeira City Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alumnus of the Madeira City Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Community Members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What types of information do you feel are important for the Madeira City School District to communicate? (check all that apply)

- School activities and schedules
- Updates from the Madeira Board of Education
- Updates from the school administrators and teachers
- Budget overviews
- The latest federal, state and local legislation affecting our schools
- Student accomplishments and awards
- Sports team results and accomplishments
- School productions like plays and musicals
- Performing Arts results and accomplishments
- Other _____

3. How is our frequency of communication with parents?

- Too Little Just Right Too Much

4. How is our frequency of communication with the community?

- Too Little Just Right Too Much

OVER →

EXHIBIT I
Madeira School District Staff Communication Survey
Page 2 of 2

5. We would like your thoughts on some communication tools that the Madeira City School District either currently uses or has used in the past.

	Are you aware of this medium? (please check one)		How effective do you feel this medium is/would be? (please check one)			Would you like the District to use this medium? (please check one)	
	<u>Yes</u>	<u>No</u>	<u>Very</u>	<u>Somewhat</u>	<u>Not at All</u>	<u>Yes</u>	<u>No</u>
Email/List serve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard copy mailing, like newsletters and postcards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Madeira City Schools website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marquee board in front of the Madeira Kroger store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yard signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teacher conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood coffees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pod casts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blue folder/Weekly handouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PTA newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic phone dialing service/Voicemail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What communication medium do you personally use the most? _____

7. What best describes your position with Madeira City Schools? (Please check one)

- Elementary School Staff
- Middle School Staff
- High School Staff
- Board Member
- School Administration

Comments: _____

Name (Optional): _____

Thank you for your participation!!

EXHIBIT II
Page 1 of 2

Madeira City School District Parent Communication Survey

How are we communicating? Your opinion is important to us! Please take a few minutes to complete this survey. Once you have completed the survey, please return it in your child's blue folder (MES) or to your child's home room or common time teacher no later than Friday December 14th.

Thank you,
 Madeira City Schools Planning Commission

1. How satisfied are you with the communications you receive from the Madeira City School District? (please check one)
 - Very Satisfied
 - Somewhat Satisfied
 - Not at All Satisfied

2. What types of information would you like to receive from the Madeira City School District? (check all that apply)
 - School/class activities and schedules
 - Updates from the Madeira Board of Education
 - Updates from the school administrators and teachers
 - Budget overviews
 - The latest federal, state and local legislation affecting our schools
 - Student accomplishments and awards
 - Sports team results and accomplishments
 - School productions like plays and musicals
 - Performing Arts results and accomplishments
 - Other _____

3. How frequently, in general, would you like to hear from the Madeira City School District?

	From the School Board and Administration? (please check one)	From Your Child's Teacher (please check one)
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Weekly	<input type="checkbox"/>	<input type="checkbox"/>
Every two weeks	<input type="checkbox"/>	<input type="checkbox"/>
Monthly	<input type="checkbox"/>	<input type="checkbox"/>
Quarterly	<input type="checkbox"/>	<input type="checkbox"/>
Twice per year	<input type="checkbox"/>	<input type="checkbox"/>
Once a year	<input type="checkbox"/>	<input type="checkbox"/>
Never	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/> _____	<input type="checkbox"/> _____

OVER →

EXHIBIT II
Madeira City School District Parent Communication Survey
Page 2 of 2

4. We would like your thoughts on some communication tools the Madeira City School District either currently uses or has used in the past.

	Are you aware of this medium? (please check one)		How effective do you feel this medium is/would be? (please check one)			Would you like the District to use this medium?	
	<u>Yes</u>	<u>No</u>	<u>Very</u>	<u>Somewhat</u>	<u>Not at All</u>	<u>Yes</u>	<u>No</u>
Email/List serve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard copy mailing, like newsletters and postcards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Madeira City Schools website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marquee board in front of the Madeira Kroger store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yard signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teacher conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood coffees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pod casts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blue folder/Weekly handouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PTA newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic phone dialing service/Voicemail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Do you have access to the internet? (please check one) Yes No

6. Do you use email regularly? (please check one) Yes No

7. About how often do you visit the District's website? (please check one)
 Daily Weekly Monthly Never

8. Which school does your child(ren) currently attend? (please check all that apply)
 Pre-School Elementary School Middle School High School

9. If you are interested in receiving information from Madeira City School District (Optional):
Name: _____ Phone number: _____
Active Email Address: _____

Comments: _____

Thank you for your participation!!

EXHIBIT III
Survey to Madeira City Residents (Community)
Page 1 of 2



Madeira Schools Communication Survey



How well are we communicating? Your opinion is important to us! Please take a few minutes to complete this survey. Once completed, please drop it off at the Madeira Municipal Building, the Madeira Kroger Customer Service Desk, or any of the Madeira City Schools by Monday, February 4th. Or if you would prefer, you may mail to: Madeira Schools Planning Commission, Attn: Communication Survey, 7465 Loannes Drive, Madeira, OH 45243.

Thank you!
Madeira Schools Planning Commission

1. How satisfied are you with the communications you receive from the Madeira City School District?
(please check one)
 Very Satisfied
 Somewhat Satisfied
 Not at All Satisfied

2. What types of information would you like to receive from the Madeira City School District?
(check all that apply)
 School/class activities and schedules
 Updates from the Madeira Board of Education
 Updates from the school administrators and teachers
 Budget overviews
 The latest federal, state and local legislation affecting our schools
 Student accomplishments and awards
 Sports team results and accomplishments
 School productions like plays and musicals
 Performing Arts results and accomplishments
 Other _____

3. How frequently, in general, would you like to hear from the Madeira City School District? (please check one)
 Daily
 Weekly
 Every two weeks
 Monthly
 Quarterly
 Twice a year
 Once a year
 Never
 Other _____

4. Do you have access to the internet? (please check one) Yes No

5. Do you use email regularly? (please check one) Yes No

6. About how often do you visit the District's website? (please check one)
 Daily Weekly Monthly Rarely Never

OVER →

EXHIBIT III
Survey to Madeira City Residents (Community)
Page 2 of 2

7. We would like your thoughts on some communication tools the Madeira City School District currently uses, has used in the past, or may use in the future. Please answer all three columns.

	Are you aware of this medium? (please check one)		How effective do you feel this medium is/would be? (please check one)			Would you like the District to use this medium? (please check one)	
	Yes	No	Very	Somewhat	Not at All	Yes	No
Email/List serve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard copy mailing, like newsletters and postcards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Madeira City Schools website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marquee board in front of the Madeira Kroger store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yard signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teacher conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood coffees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PTA (Newsletters)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pod casts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic phone dialing service/Voicemail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Your approximate age (Optional):
 Less than 40 years of age, Between 40-60 years of age, Greater than 60 years of age

9. If you are interested in receiving information from Madeira City Schools (Optional):
 Name: _____ Phone number: _____
 Active Email Address: _____

Comments/Suggestions: _____

Thank you for your participation!!

EXHIBIT IV

Page 1 of 2

**Communication Survey (Benchmarking Local Schools)
Conducted by Madeira School's Planning Commission**

How do you communicate with parents and the community? The information you share with us is important! Please take a few minutes to complete this survey. Once you have completed the survey, please fax it to Diane Nichols, Director of Public Relations, Madeira City Schools, **Fax: (513) 985-6072**. Should you have any questions, contact Diane at (513) 924-3707. *Please return this survey no later than Wednesday, December 19th*. Thank you for your time.

Name of School _____ **Number of Students in District** _____

Do you have a Public Relations person on staff? Yes No If yes, contact name: _____

Phone #: _____

How many hours a week does this person work? _____

1. Do you use the following medium to communicate with the parents?

			How effective do you feel this medium is/would be? (please check one)			If Yes, how often do you use this medium?					
	Yes	No	Very	Somewhat	Not at All	Daily	Weekly	Monthly	Quarterly	2x/Year	Yearly
Email / List serve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard copy mailing, like newsletters/postcards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Via Student (notes home)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marquee Board in Front of School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yard Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teacher Conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PTA (Newsletters, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voicemail/ Automatic phone dialing service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXHIBIT IV
Communication Survey (Benchmarking Local Schools)
Page 2 of 2

2. Do you use the following medium to communicate with the “community”?

			How effective do you feel this medium is/would be? (please check one)			If Yes, how often do you use this medium?					
	Yes	No	Very	Somewhat	Not at All	Daily	Weekly	Monthly	Quarterly	2x/Year	Yearly
Email / List serve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard copy mailing, like newsletters/postcards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marquee Board in Front of School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yard Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teacher Conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood Coffees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voicemail/ Automatic phone dialing service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PTA (Newsletters, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Have you ever conducted a communication survey with the following groups?

			If Yes, when? (date)	Would you be willing to share the results? If Yes, please fax along with survey.	
	Yes	No		Yes	No
School Board	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Teachers	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Parents	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Community	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

Thank you for your participation!

EXHIBIT V
Information from Internet Searches

Listed below are a few websites that the committee found while researching for this report:

This topic of this report is about improving Home/School communication.

<http://www.scre.ac.uk/pdf/spotlight/Spotlight30.pdf>

This report is a communication audit of a Connecticut school.

<http://www.region10ct.org/aaaasummaryreportregion10.pdf>

This website shows an example of an on-line communication survey for **Otsego School District (Ohio)**.

<http://www.otsego.k12.oh.us/online-survey.htm>

In this article posted on-line, it discusses the idea of conducting an internal survey and how a school's internal communications are as important as its external communications.

http://findarticles.com/p/articles/mi_qn4176/is_20070730/ai_n19436715

This website article shows alternative ways to conduct a community survey.

http://theview.csueastbay.edu/index.php?option=com_content&task=view&id=1600&Itemid=87

This website page articulates why building good community relations is important (thru communication) is important to schools.

http://www2.peterli.com/spm/resources/articles/archive.php?article_id=529