# Community Engagement Survey
## Preliminary Themes

### April 16, 2013

Lynne A. Kovash, Superintendent

Wayne A. Kazmierczak, Assistant Superintendent

*Mission Statement: To develop the maximum potential of every learner to thrive in a changing world.*

# Please respond to the following…

| | Community Survey | | | Employee Survey | | |
|---|---|---|---|---|---|---|
| | Excellent or Good | Only fair or Poor | Don't know or N/A | Excellent or Good | Only fair or Poor | Don't know or N/A |
| District communication with public/employees | 51.2% | 45.2% | 3.6% | 55.5% | 44.5% | 0.0% |
| School communication with parents/employees | 54.1% | 24.9% | 22.0% | 58.4% | 40.6% | 1.0% |
| Rate the quality of education provided by Moorhead | 76.2% | 19.5% | 4.4% | 86.4% | 9.2% | 4.4% |

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# Please respond to the following…

| | Community Survey | | | Employee Survey | | |
|---|---|---|---|---|---|---|
| | Strongly Agree or Agree | Disagree or Strongly Disagree | Don't know or N/A | Strongly Agree or Agree | Disagree or Strongly Disagree | Don't know or N/A |
| Improve security | 70.5% | 17.8% | 11.7% | 80.6% | 17.1% | 2.2% |
| Add all-day kindergarten | 78.2% | 15.0% | 6.8% | 89.3% | 5.7% | 5.0% |
| Teachers engage students through technology | 82.5% | 11.5% | 6.0% | 90.1% | 7.3% | 2.6% |
| District should use social media | 71.5% | 19.8% | 8.7% | 72.0% | 20.8% | 7.2% |
| Overall satisfaction with own child's classroom experience | 64.1% | 17.1% | 18.8% | 41.3% | 7.7% | 51.0% |

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# Which do you consider to be a major source of information about the school district, a minor source, or not a source?

| | Community Survey | | | | Employee Survey | | | |
|---|---|---|---|---|---|---|---|---|
| | Major | Minor | Not a Source | Don't know or N/A | Major | Minor | Not a Source | Don't know or N/A |
| District publications | 48.6% | 37.1% | 9.1% | 5.3% | 66.7% | 29.8% | 2.6% | 1.0% |
| Community Education publications | 24.8% | 53.6% | 17.1% | 4.6% | 26.8% | 50.7% | 19.4% | 3.2% |
| District website | 66.2% | 25.0% | 6.2% | 2.7% | 81.0% | 17.1% | 1.9% | 0.0% |
| School building newsletters | 24.9% | 29.5% | 29.5% | 16.1% | 21.8% | 47.1% | 26.3% | 4.9% |
| Audio recordings of school board meetings | 5.9% | 26.7% | 53.6% | 13.7% | 8.2% | 33.1% | 49.8% | 8.9% |
| The Forum | 25.7% | 43.4% | 25.7% | 5.1% | 25.7% | 47.6% | 25.8% | 1.9% |
| Local TV and/or radio | 34.6% | 47.7% | 14.8% | 2.9% | 37.9% | 45.3% | 16.1% | 0.6% |
| Spudtacular Times insert in FM Extra | 4.4% | 22.8% | 51.1% | 21.7% | 2.6% | 30.8% | 49.0% | 17.6% |
| School announcements via email | 69.2% | 11.6% | 10.8% | 8.4% | 76.1% | 19.1% | 2.9% | 1.9% |
| Friends and neighbors | 28.4% | 50.2% | 16.5% | 5.0% | 18.1% | 42.3% | 32.6% | 7.1% |
| Social media | 9.4% | 29.8% | 47.8% | 13.0% | 9.7% | 28.7% | 49.4% | 12.3% |

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# How would you prefer to get information about your school or the school district?

| | Community Survey | | | Employee Survey | | |
|---|---|---|---|---|---|---|
| | Strongly Agree or Agree | Disagree or Strongly Disagree | Don't know or N/A | Strongly Agree or Agree | Disagree or Strongly Disagree | Don't know or N/A |
| District publications | 77.3% | 18.8% | 4.0% | 87.6% | 11.4% | 1.0% |
| Community Education publications | 57.0% | 36.7% | 6.3% | 56.1% | 38.7% | 5.3% |
| District website | 87.6% | 9.2% | 3.1% | 91.0% | 7.4% | 1.6% |
| School building newsletters | 54.0% | 32.9% | 13.2% | 54.9% | 39.0% | 6.2% |
| Cable TV or streaming video (ex. school board meetings) | 41.5% | 48.2% | 10.3% | 47.2% | 47.6% | 5.3% |
| The Forum | 57.5% | 38.1% | 4.4% | 47.9% | 48.9% | 3.2% |
| Local TV and/or radio | 71.1% | 26.3% | 2.6% | 63.1% | 33.7% | 3.2% |
| Spudtacular Times insert in FM Extra | 20.5% | 61.6% | 17.9% | 16.9% | 67.2% | 15.9% |
| School announcements via email | 82.1% | 10.7% | 7.2% | 94.6% | 4.4% | 1.0% |
| Teacher web pages | 63.5% | 24.8% | 11.8% | 50.7% | 40.6% | 8.8% |
| Social media | 34.7% | 60.4% | 4.9% | 26.8% | 69.5% | 3.6% |

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| Community Survey—Preliminary Themes | |
|---|---|
| **21st Century School** | *Mixed, ensure that students learn the basics, then focus on technology<br>*Wide variety of opportunities for students<br>*Some sense of being well-prepared, some sense that the district could improve<br>*Strong sense that STEM is a quality program<br>*All-day kindergarten<br>*Class size |
| **School and Community** | *Strong sense of collaboration<br>*Music, theater, athletic programs highlighted; all activities and programs should be supported<br>*Improve trust and transparency between the school district and the community (ex. start times and referendum)<br>*All-day kindergarten and smaller class sizes |
| **Facilities** | *Class size, overcrowding<br>*Add a school<br>*All-day kindergarten<br>*Performance space<br>*General upkeep<br>*Security |
| **Equitable Opportunities** | *Sense of overall satisfaction<br>*Need to partner with community groups<br>*Concern with meeting needs of all students<br>*Class size<br>*All-day kindergarten |
| **Mental Health/ Character Development** | *More work needs to be done in this area<br>*Need additional support staff<br>*Parent responsibility as well as school responsibility |
| **Proud of…** | *Students, staff, arts, athletics, opportunities for students, special education services |
| **Other** | *Students, staff, arts, athletics, opportunities for students |

| Employee Survey—Preliminary Themes | |
|---|---|
| **21st Century School** | *Overall incorporate the use of technology well, need to increase access and reliability<br>*Need better focus on life skills (problem solving, creativity, finance, keyboarding)<br>*College and career readiness<br>*Career counseling<br>*Real life experiences<br>*Early education (start with preschool and all-day kindergarten) |
| **School and Community** | *Mixed, general feeling that we could do more (ex. strategic partnerships with colleges and business community)<br>*General sense that communication could improve internally and externally<br>*Be more inviting to the community, listen to the community and staff<br>*Improve student engagement (ex. service learning)<br>*Relationships between internal and external stakeholders should improve |
| **Facilities** | *Building size<br>*Class size, overcrowding<br>*Need for more space (performance space, gymnasium, all-day k), new building<br>*Quality of existing facilities (mixed) |
| **Equitable Opportunities** | *General sense that we could do more for all students, including those "in the middle"<br>*EL program and services need to be improved, more staff, need for interpreters<br>*Smaller class sizes, smaller case loads<br>*Need more staff or support staff<br>*Parent and family engagement and communication |
| **Mental Health/ Character Development** | *Continue providing services, more staff and support in this area<br>*Family involvement<br>*Formal program or comprehensive curriculum needed<br>*Rules and accountability, lack of enforcement or inconsistent enforcement<br>*More meaningful connections/relationships broadly speaking |
| **Proud of…** | *Students, staff, arts, athletics, opportunities for students |
| **Other** | *Moorhead pride, Spud pride, communication should improve, desire to improve and to be heard |

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