Communication Effectiveness: Internal and External Audits

Why are communication audits important?

- Clear, consistent and effective communication is central to every successful district and school
- Audits provide a data-driven method to identify gaps and opportunities
- Especially for private schools, this feedback will help you develop specific strategies to improve communication and increase student retention / enrollment

Groups Surveyed:

- Staff (internal audit)
- Parents and/or Community (external audit)

Survey Categories:

- General Effectiveness
- Information Sources
- Priorities and Planning
- Measures of Success

Feedback Report Includes:

- Overall data
- Breakouts by demographic/profile group

Additional Services:

- Custom questions
- In-depth analysis
- Custom data cuts
- Executive summary
- On-site presentations

Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications Effectiveness Framework</td>
<td>2</td>
</tr>
<tr>
<td>Sample Questionnaire</td>
<td>3</td>
</tr>
<tr>
<td>Sample Feedback Report</td>
<td>4</td>
</tr>
<tr>
<td>Why Choose School Perceptions?</td>
<td>5</td>
</tr>
</tbody>
</table>
Is your district’s investment in communication missing the mark in the way it reaches and informs staff, parents and community?

You invest valuable resources every day to communicate with your community stakeholders. Why not find out if that investment is paying off?

School Perceptions’ Communication Effectiveness® framework illustrates the necessary inputs for effective internal and external communication:

The Communication Effectiveness Audit is designed to tell you exactly how to best communicate with the staff, parents and community members in your district. It will equip you with the information that you need to refine your communication strategy to assure that your messages are on target, on time and on topic.

Benefits:
- Improve effective communications and stakeholder engagement
- Evaluate current practices and identify areas of weakness
- Align communication efforts, priorities, goals and vision
- Use survey feedback to develop strategies to increase student retention and enrollment (especially valuable for private schools)
- Unify your district
- Quantify progress year-to-year
- An objective, unbiased process with credible results

School Perceptions LLC is an independent research firm with expertise in conducting staff surveys. Since 2002, we’ve helped thousands of school, educational service agencies and state-level organizations across the country to collect data and conduct research in order to improve their organizations. At School Perceptions, our mission is to help educational leaders gather, organize and use data to make strategic decisions.
Sample Questionnaire

Surveys are taken online using School Perceptions’ easy-to-use proprietary software that is extremely reliable, secure, and includes a survey access control system to ensure that a survey can only be taken once. A paper version of the survey is always available when needed.
You will have password-protected, 24/7 access to view and print your Feedback Report results. Our software automatically mines your data to help you establish priorities.

OPTIONAL: For an additional fee, School Perceptions will prepare a written Executive Summary report and present it to your leadership team, your school board, or other groups you specify.
School Perceptions has a proven record of excellence. The following is a summary of six factors that uniquely position School Perceptions to meet the needs of your school / district.

1. **An objective and unbiased process:** Many times, surveys that are designed and administrated by a District are perceived as biased. Consequently, the results are deemed unusable, thus breaking trust and undermining the entire process. By using School Perceptions, the process and results are viewed as credible.

2. **A proprietary survey platform:** School Perceptions’ web-based survey platform has been built from the ground up to serve the unique needs of school districts. Our system has been proven to be extremely reliable and includes a survey access control system to ensure that an individual can only take the survey once.

3. **Comparable and longitudinal data:** The School Perceptions survey system allows schools to easily compare their results with other schools: If 80% of your staff feels safe at school, is that good or do you have a problem? By using our Master Questions®, we can provide question-level comparisons to other schools of similar size and social-economic settings; however, individual school names are never shared. If the District uses the same survey questions over multiple years, our system will create longitudinal (year over year) comparison reports.

4. **A proven process:** School Perceptions’ survey goes beyond satisfaction and looks at the data from the perspective of engagement, which is a powerful component of a District’s success. Our experience has shown that asking the right questions in the right way, and understanding the key drivers for engagement, is central to the success of the project.

5. **A plan after the survey:** Gathering good data is only half of the challenge. Using the data to develop a plan after the survey is critical to the project’s success. Based on our experience, we will work with the District to establish a realistic plan of action.

6. **A dedication to service and support:** Our staff is dedicated and ready to help your team through each step of the process.