



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

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www.schoolperceptions.com

319 East Washington Street

Slinger, Wisconsin 53086

 Phone: 262-644-4300

 Fax: 262-364-2717



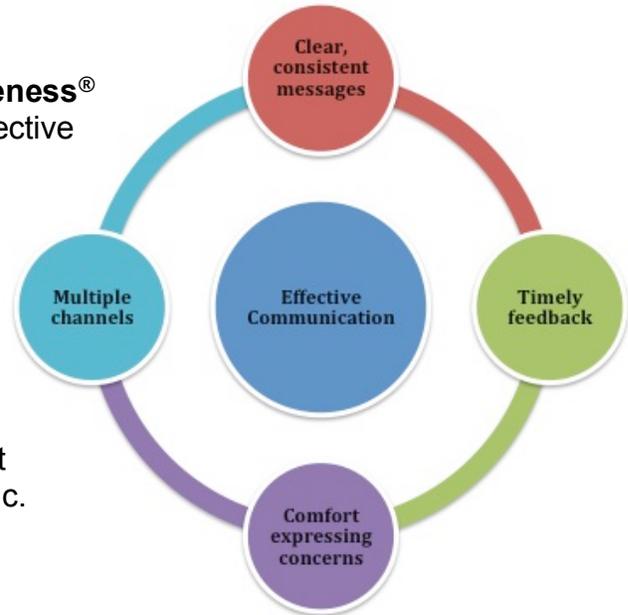
Communication Effectiveness Framework[®]

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.

SCH % OL PERCEPTIONS
Measuring what matters.

Internal Communications Audit - Staff: Staff

Progress Tracker: Below is a list of the topics covered.

Demographics	General Perceptions	Information Sources	Communication Effectiveness
Communication Tools	Current Practices	Measuring success	

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1. Overall, how effective have the School District's internal communication efforts to the staff been over the last year?

Very effective Somewhat effective Not very effective Extremely ineffective Don't know/No opinion

2. I would recommend this district to other staff members.

Strongly agree Somewhat agree Not very agree Disagree Strongly disagree

3. Overall, how satisfied are you with the internal communication efforts of the school district?

Very satisfied Somewhat satisfied Not very satisfied Dissatisfied Very dissatisfied

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Measuring what matters.

Internal Communications Audit - Staff: Staff

Progress Tracker: Below is a list of the topics covered.

Demographics	General Perceptions	Information Sources	Communication Effectiveness
Communication Tools	Current Practices	Measuring success	

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1. How effective has this communication practice been in the last year?

	Very effective	Somewhat effective	Not very effective	Extremely ineffective	Don't know/No opinion
Email to parents/guardians	<input type="radio"/>				
Email to staff	<input type="radio"/>				
Voicemail	<input type="radio"/>				
Teachers' websites	<input type="radio"/>				
Individual school websites	<input type="radio"/>				
District website	<input type="radio"/>				
Phone system and recorded messages	<input type="radio"/>				

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Measuring what matters.

External Communications Audit: Community Member

Progress Tracker: Below is a list of the topics covered.

Demographics	General Perceptions	Information Sources	Current Practices
Measuring success			

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1. Overall, how would you rate the school district's communication efforts?

Very effective Somewhat effective Not very effective Extremely ineffective Don't know/No opinion

2. How effective is the district in responding to parents'/guardian concerns?

Very effective Somewhat effective Not very effective Extremely ineffective Don't know/No opinion

3. How effective is the district handling the media?

Very effective Somewhat effective Not very effective Extremely ineffective Don't know/No opinion

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Measuring what matters.

External Communications Audit: Community Member

Progress Tracker: Below is a list of the topics covered.

Demographics	General Perceptions	Information Sources	Current Practices
Measuring success			

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1. How effective has each of the following communication practices been in the last year?

	Very effective	Somewhat effective	Not very effective	Extremely ineffective	Don't know/No opinion
Email to parents/guardians	<input type="radio"/>				
Teachers' websites	<input type="radio"/>				
Individual school websites	<input type="radio"/>				
District website	<input type="radio"/>				
Phone system and recorded messages	<input type="radio"/>				
Cable TV channel	<input type="radio"/>				
Newsletters	<input type="radio"/>				
Broadcast phone messages	<input type="radio"/>				
Communication from the PTO/PTA	<input type="radio"/>				



Sample Feedback Report

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.



Measuring what matters.

Staff Communications Survey

Results Summary

School

See a [printer friendly version](#) of these results
See a [report friendly version](#) of these results
[Export](#) this page to spreadsheet

Institution View List:
Aurora West School District 129

Question: Overall, how informed are you regarding what's going on in your school / department?

	count
Well-informed (5)	211
Somewhat informed (3)	296
Uninformed (1)	44
Total: 551	

Question:
From which sources do you currently receive informat

Staff Communications Survey

Results Summary

Overall

Institution View List:
Aurora West School District 129

Question: About what topics would you like additional information? (check all that apply)
(items are sorted by average highest to lowest)

Item	Response	Count	%	
District				
Policies	Yes (0)	378	100.53	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
<small>percentages based on n=376</small>				
		420	100.47	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
		218	100.92	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
		305	100.66	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>

What types of District information are the most valuable/interesting to you?

- Why certain decisions are being made. What is the rationale behind some of the changes in our district.
- Would like BIG PICTURE (i.e. what used to be given at the Back to School presentation)...focus of year, where we are as a district TEAM...celebrate our achievements, set our goals, etc. Then have the smaller pieces fit into place. Currently we get piecemeal of information - true or not true, we don't know.
- Vital information regarding contracts, finances and changes that could affect the School District. I would enjoy learning more about various events going on in the schools that I could partake in as an employee of the district.
- The type of information that is the most valuable to me is information received directly from District Administration.
- NA
- Just knowing what is going on. Updates on important issues
- Updates on important issues
- I would like to know more detail on plans for future changes that impact the work of the departments. Obviously, I would like to know about decisions being made that directly impact my work. This does not always happen as sometimes I feel I am the last to know about

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.**



Why Choose School Perceptions?

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.