

Yinghua Academy Communication Survey Results

February 15 – March 15, 2011

Background

- Survey was created by Jen Shadowens, Marketing Chair using Survey Monkey
 - Questions were reviewed by Marketing Committee
- Online participation was encouraged in multiple newsletters (91 online respondents).
 - 100% of people who started the survey online completed it
 - Surveys were also made available by teachers in person at spring conferences (5 paper respondents, manually entered online by Marketing Chair)
- Estimated 20-30% response rate
 - 96 responses / 376 students = 25% response rate
 - 96 responses / 280 families = 34% response rate

Overall Conclusions

- Parents of younger children are reading the newsletters most of the time, but not necessarily reading the whole thing. Satisfaction levels are stable but not high.
- Viewing and satisfaction with Classroom Newsletters dips lower than Office Newsletters. Lots of comments about need for improvement here.
 - Spring launch of classroom webpages should help parents access the information they want (we were aware of the problem)
- Parents overwhelmingly prefer to find answers to questions on the school website
 - Though we still need to promote other avenues for parents who prefer to call or email questions
 - And recognize that parents are inundated with electronic communication. Paper in a backpack is very effective for key messages.

Challenges

- Parent preferences are not predictable. Some parents want more information, others want less.
- Parents of older students have lower engagement with this survey
 - 4th-7th grades had below average response rates (also 1st grade)
 - Either not reading the newsletters or not responding to requests for feedback
- Website is preferred, but...
 - Parents are still not finding what they need all the time on the website. Phone calls are a last resort, so need to make sure parent calls are answered keeping that in mind – that they likely are frustrated and have been searching other places for a while, making courteous and helpful phone/walk in customer service is essential. Continue to refine website navigation and content to help, too.
 - For more urgent or exciting news, how often are parents checking the website? We need to push out relevant content
 - Set up a feed to push new information to parents as a prompt to check the website (currently underway with Treefort)
 - Continue to use Facebook to disseminate key information
 - Email announcements, with links to website posts

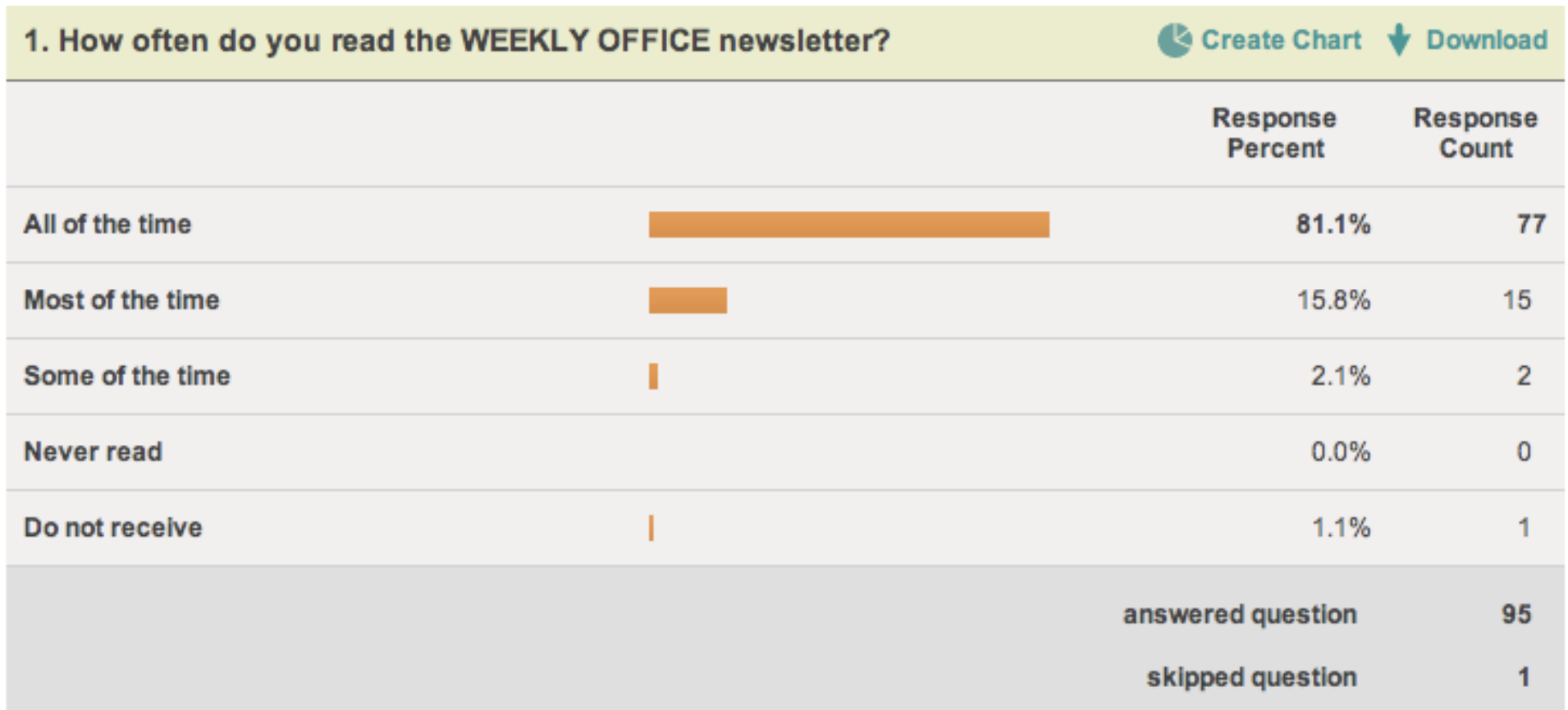
Solutions Already In Progress

- Classroom Web Pages – launched April 2011
 - Jen Shadowens, Chemin Chu
- Making Powerschool database work flawlessly for our email delivery needs – underway Spring 2011
 - Mary Ann Choy, Marsha Andrews
- Revamping BTS Night – planned for Summer 2011
 - Volunteers welcome
- RSS Feed to notify parents when web is updated (just key info & updates) – Spring 2011
 - Jen Shadowens working with Treefort

Next Steps

- Improve newsletter delivery format to avoid attachments & frustration
 - Explore email newsletter template (i.e., constant contact)
 - Discuss paper vs email delivery
 - Check file size of new version; check printability




Weekly Newsletter, Question 1



Weekly Newsletter, Question 2

2. I usually read the WEEKLY OFFICE newsletter...





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		Response Percent	Response Count
Cover to cover		60.0%	57
Mostly read		30.5%	29
Skim-read		9.5%	9
Rarely read		0.0%	0
		answered question	95
		skipped question	1

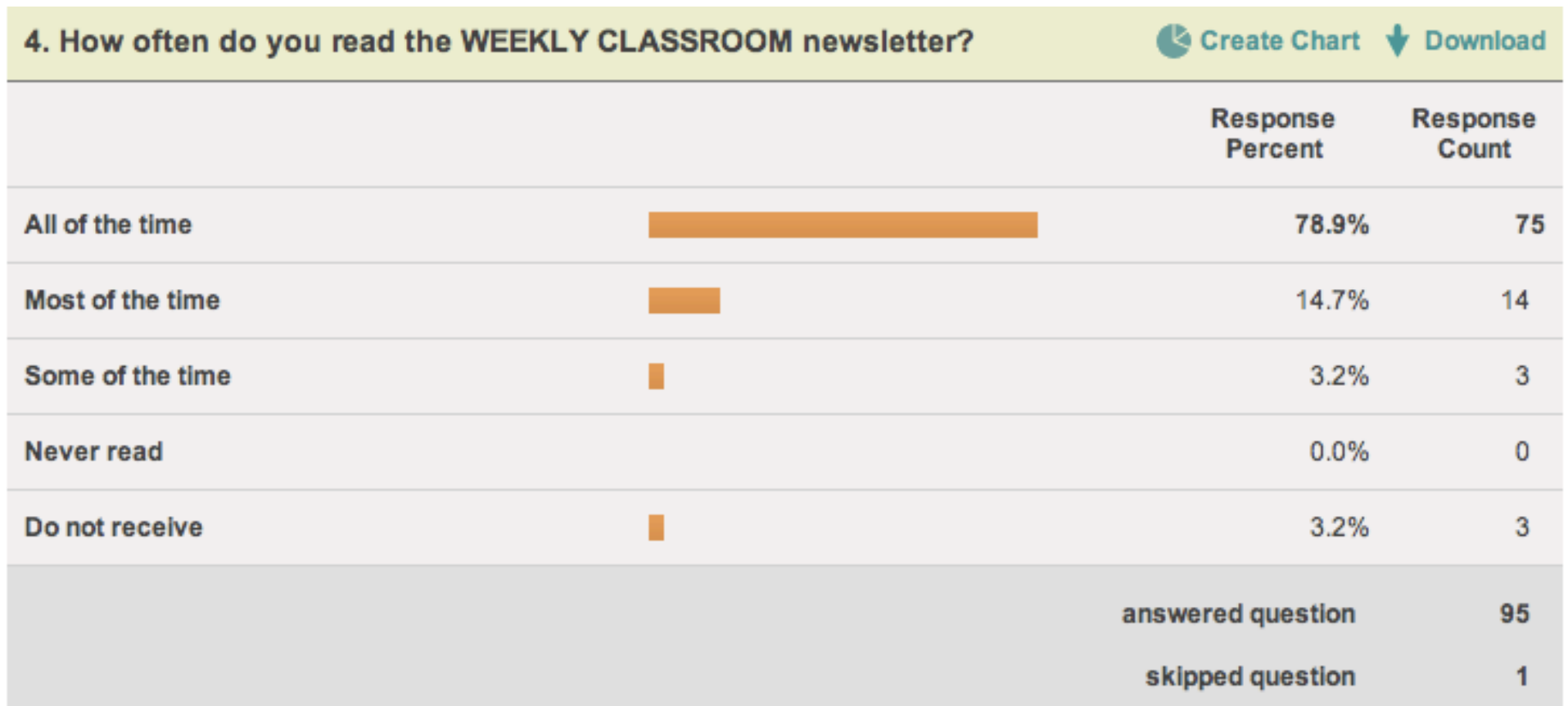
Weekly Newsletter, Question 3

3. How satisfied are you with the information contained in the WEEKLY OFFICE newsletter?

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		Response Percent	Response Count
Very satisfied		44.2%	42
Satisfied		41.1%	39
Somewhat satisfied		13.7%	13
Unsatisfied		1.1%	1
		answered question	95
		skipped question	1





Classroom Newsletter, Question 1



Classroom Newsletter, Question 2

5. How satisfied are you with the information contained in the weekly classroom newsletter?

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		Response Percent	Response Count
Very satisfied		29.2%	28
Satisfied		45.8%	44
Somewhat satisfied		18.8%	18
Unsatisfied		6.3%	6
		answered question	96
		skipped question	0

General Methods of Communication

6. When you need to find an answer to a question, what do you do first?



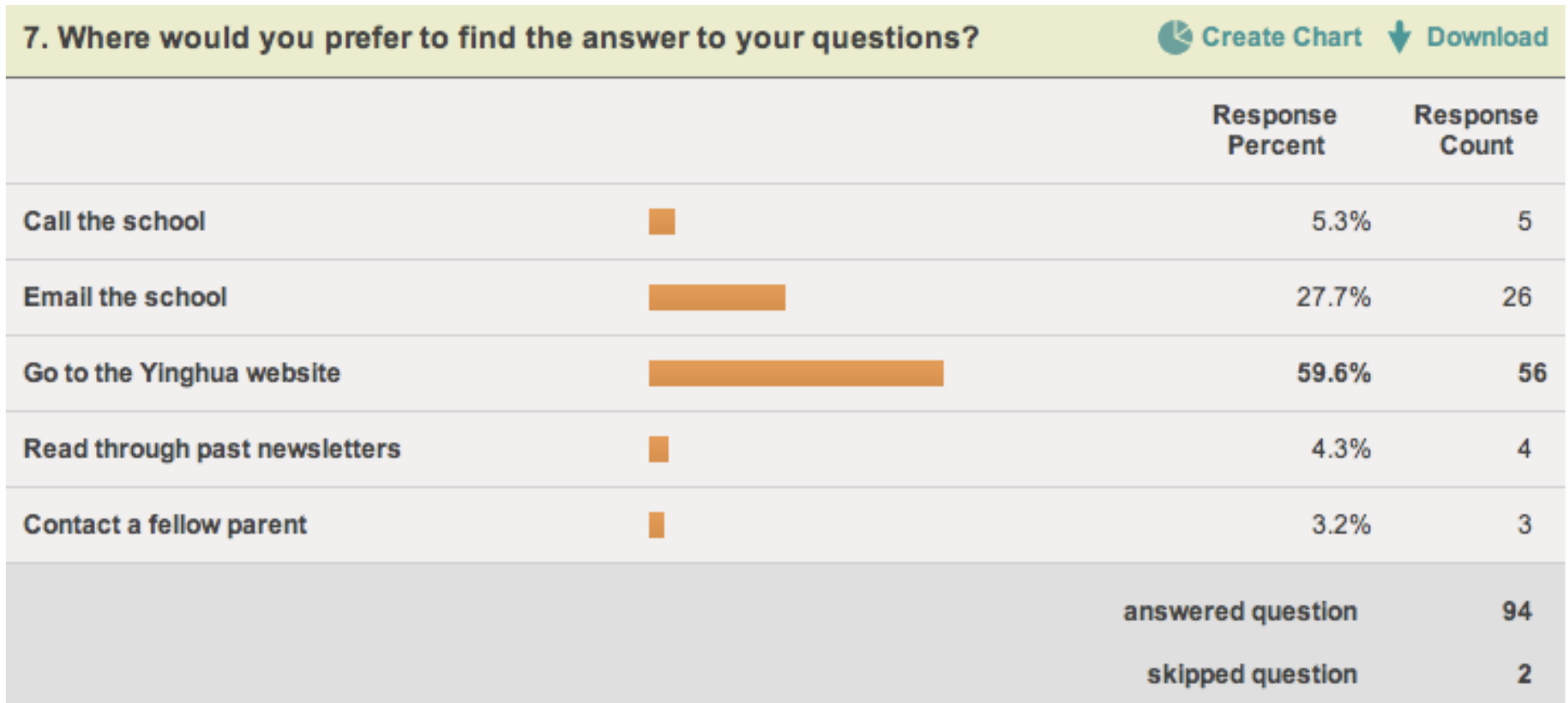
[Create Chart](#)



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		Response Percent	Response Count
Call the school		10.9%	10
Email the school		29.3%	27
Go to the Yinghua website		32.6%	30
Read through past newsletters		14.1%	13
Contact a fellow parent		13.0%	12
		answered question	92
		skipped question	4



General Methods of Communication



General Methods of Communication

8. Have you been to the Yinghua Academy website since it relaunched in October 2010?

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		Response Percent	Response Count
Yes		97.9%	94
No		2.1%	2
		answered question	96
		skipped question	0

Demographic Data

9. What grade is your child currently in at Yinghua? (You may enter multiple answers for multiple children; if completing a separate survey to relay different preferences for different children, please only indicate one child's age on this survey). [Download](#)


Child's Grade									
	K	1	2	3	4	5	6	7	Response Count
Child 1	33.3% (30)	21.1% (19)	18.9% (17)	12.2% (11)	5.6% (5)	3.3% (3)	5.6% (5)	0.0% (0)	90
Child 2	12.0% (3)	12.0% (3)	24.0% (6)	28.0% (7)	4.0% (1)	16.0% (4)	0.0% (0)	4.0% (1)	25
Child 3	0.0% (0)	0.0% (0)	50.0% (1)	50.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2
Child 4	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0
answered question									93
skipped question									3

Response Rate By Grade

	K	1	2	3	4	5	6	7	TOTAL
Respondents	33	22	24	19	6	7	5	1	117
Enrolled Students	75	75	75	49	44	24	22	8	372
%	44%	29%	32%	39%	14%	29%	23%	13%	31%
Index	140	93	102	123	43	93	72	40	100

- Total response rate shown (31%) double-counts families with multiple children
- K and 3rd grade had the highest percentage of response factoring in enrollment by grade
 - 4th and 7th grade had the lowest

Comments

10. Please share any further comments on communication preferences here.		 Download
		Response Count
	Show Responses	35
	answered question	35
	skipped question	61