

Goals and Priorities Survey

Results and Analysis

Ithaca City School District

Parents and Community Members: October 21 – November 13, 2014

Students: October 21 – 30, 2014



Purpose of the Study

This second administration of the Ithaca City School District Goals and Priorities Survey asked students, parents, staff and community members about school and community relationships, relationships with teachers, interest in classes, the rigor and relevance of curriculum, events and communication.

The purpose of the survey was to gather feedback from stakeholders with different perspectives on the district.

Results will be used to to monitor student and community knowledge of the district mission, as well as how well the district is adhering to that mission.

Survey responses will inform decisions to improve education and help the district continue to engage, educate and empower all students.

Details of the Study

To ensure content validity, *K12 Insight* partnered with district leadership to develop the survey.

K12 Insight emailed individual invitations to parents, staff members and community members which included links to the survey, while students used their district IDs to participate in the survey. Survey access was also provided via a public link on the district's website.

Participants received communication about the survey through email, letters home and the district's YourVoice web page. Reminders were sent October 28 and November 6, 2014.

The survey was available in English and Chinese.

Understanding the Results

This report summarizes survey results and compares findings from the Fall 2014 administration to the Spring 2013 administration.

Results do not reflect random sampling; therefore, they should not be generalized to the entire community. Rather, results reflect only the perceptions and opinions of participating parents, community members and students.

The findings for each item in the report do not include participants who did not answer that question. In charts and graphs, data labels less than 5% are not shown.

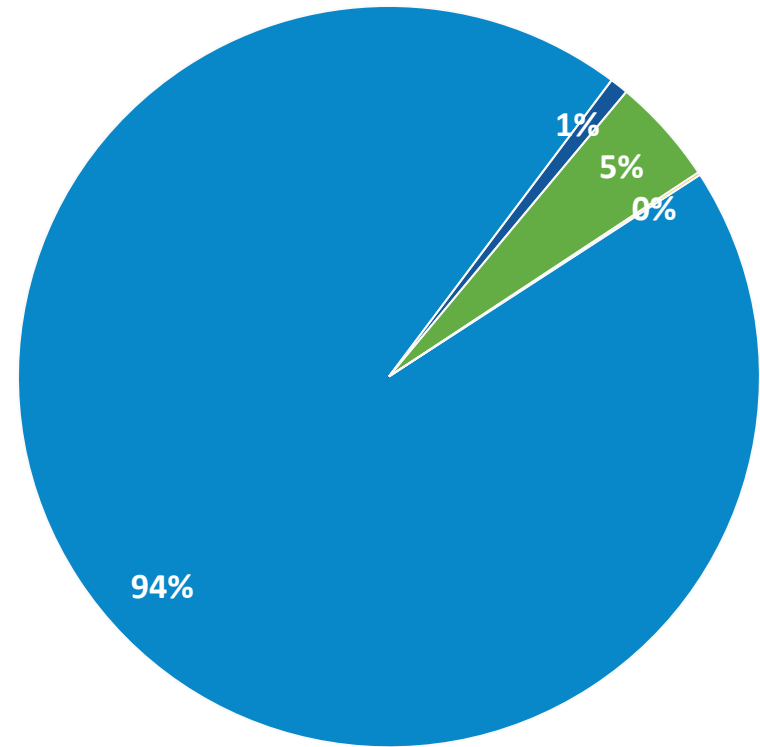
Survey Participation

Participation

Survey Group	2013 Responses	2014 Responses	Change
Parents/ Community Members	593	1,611	+172%
Students (Grades 6-12)	108	238	+120%

2014 Survey Access

Access Channel	Responses	Percent of Total
Email Invitation	1,521	94%
Public Link	13	1%
Communications Pieces	75	5%
QR Code	2	0.1%
Total	1,611	100%



Community Participation

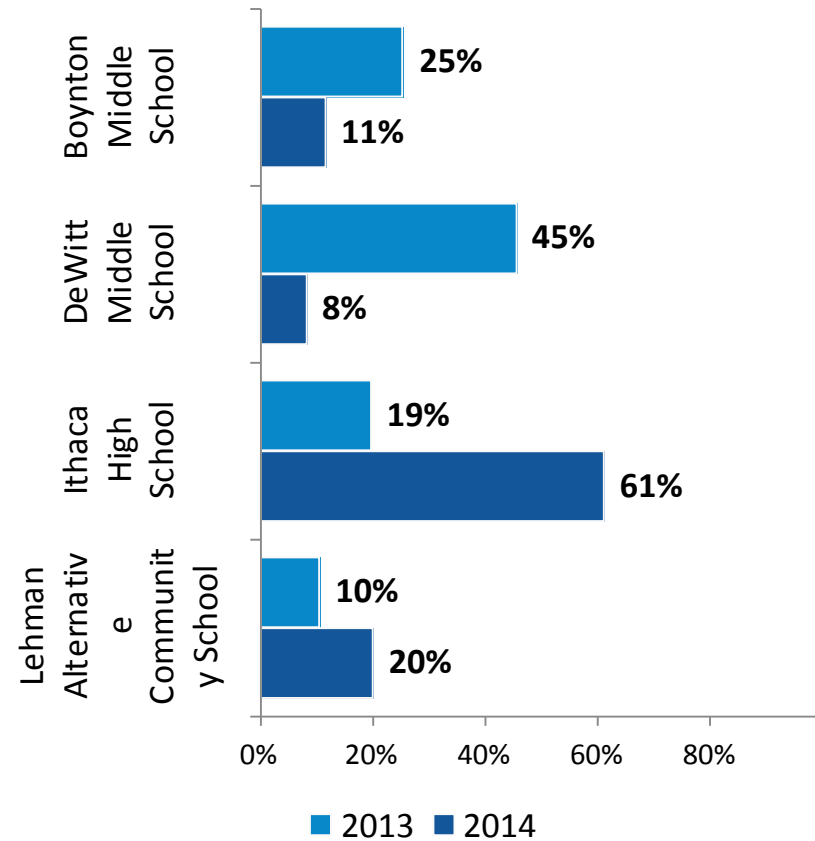
I am a(n) . . .	2013	2014	Change
Parent/Guardian of a child/ren who CURRENTLY attends an ICSD school	506	1,297	+156%
Parent/ Guardian of a child/ren who WILL BE attending an ICSD school	45	63	+40%
Parent/ Guardian of a child/ren who HAS attended/graduated from an ICSD school	81	198	+144%
Parent/ Guardian of a child/ren who has attended, currently attends or will be attending a NON- ICSD school (private or parochial school)	21	67	+219%
Employee of ICSD	81	283	+249%
Graduate of ICSD	42	83	+98%
None of the above	21	12	-43%

Note: The sum of percentages exceeds the total number of responses because participants could select more than one response option.

Student Participation

Survey Year	2013	2014
Number of Students	2,709	2,662
Number of Responses	108	238
Participation Rate	4%	9%

Student participation across schools reversed in 2014.



Parent and Community Results

School/Community Relationship

How strongly do you disagree or agree with the following?

Answer options: Strongly Disagree, Disagree, Agree, Strongly Agree, I Don't Know

	2013	2014	Change
	Percent Strongly Agree or Agree		
The information I receive from ICSD is timely.	67%	75%	+8
The information I receive from ICSD is clear.	71%	77%	+7
I can obtain information about services and activities at a school near my home.	65%	71%	+5
The information I receive from ICSD is engaging.	59%	64%	+5
The information I receive from ICSD is meaningful.	75%	78%	+3
I am informed about school issues and decisions that affect me.	63%	66%	+3
ICSD regularly partners with the community (service programs, events, fundraising, etc.).	64%	66%	+2
ICSD has given me meaningful opportunity to be heard.	54%	55%	+1
I am welcome to attend school activities and use school facilities (library, computers, gym, track, swimming pool).	59%	57%	-1
There are many ways for community members to become involved in ICSD.	68%	66%	-2

Sources of Information About ICSD: Frequency

How often do you get information about the school district from the following sources?

Answer options: Never, Rarely, Often, Always

Source	2013	2014	Change
	Percent Often or Always		
Television	4%	4%	0
Radio	11%	9%	-2
Newspaper	35%	25%	-10
School District Website	67%	71%	+5
Friends/Family	68%	69%	+1
Child	75%	68%	-6
School District All-Call System	62%	59%	-3
School Newsletter	60%	60%	0
Email	--	67%	--
School-Related Listservs	--	51%	--
Social Media (Facebook, Twitter)	--	16%	--
School Staff (Teachers, Principals)	--	59%	--

Added for 2014 survey

Sources of Information About ICSD: Utility

How useful do you find the information?

Answer options: Not Useful, Somewhat Useful, Useful

Source	2013	2014	Change
	Percent Somewhat Useful or Useful		
Television	86%	85%	-2
Radio	91%	89%	-2
Newspaper	93%	91%	-2
School District Website	88%	95%	+6
Friends/Family	96%	97%	+1
Child	97%	97%	0
School District All-Call System	91%	91%	0
School Newsletter	93%	95%	+2
Email	--	97%	--
School-Related Listservs	--	95%	--
Social Media (Facebook, Twitter)	--	84%	--
School Staff (Teachers, Principals)	--	98%	--



Added for
2014 survey

Additional Sources of Information About ICSD

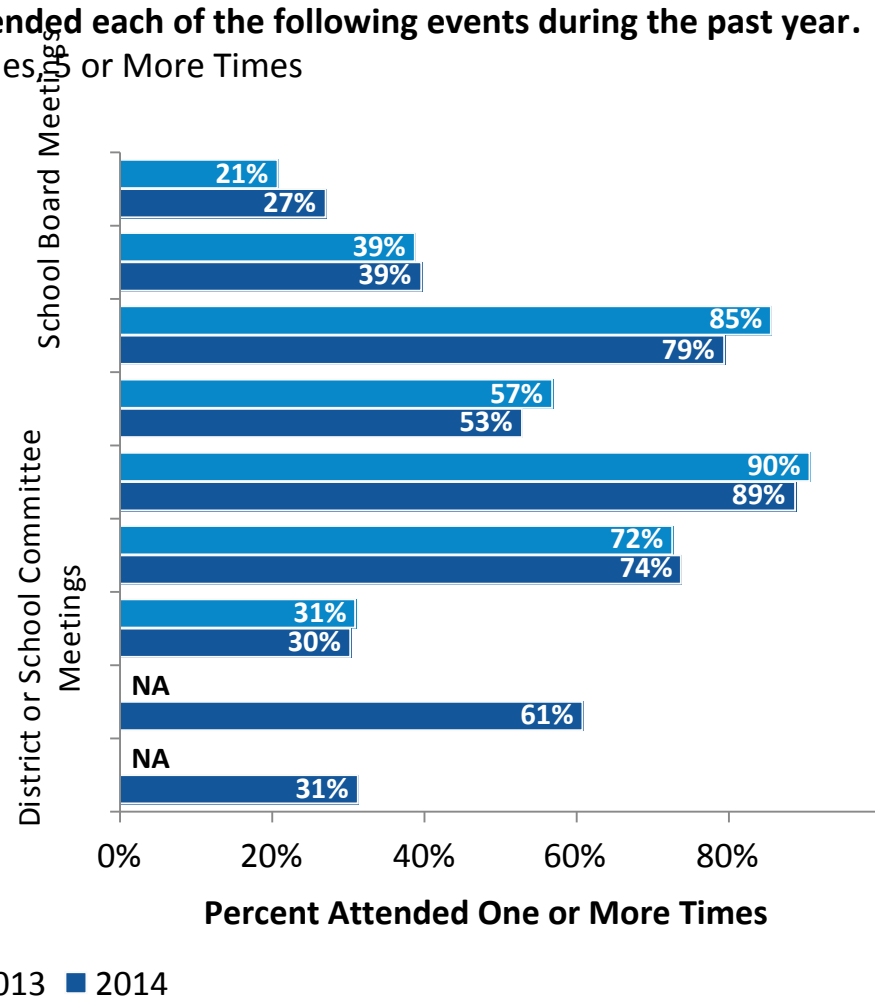
Please share any other sources where you receive information about ICSD.

Source
Parent-Teacher Association
ICSD Parents
ICSD Teachers

District and School Events

Please indicate how many times you have attended each of the following events during the past year.
Answer options: None, 1 or 2 Times, 3 or 4 Times, or More Times

Added for
2014 survey



Additional Thoughts

Please share any other thoughts about the Ithaca City School District.

Results from Thematic Analysis

Some participants think the district needs to do a better job of involving stakeholders in making important decisions (13%).

Some participants disagree with the way that the district was using its funding (14%). Most of these comments included references to the district cutting staff positions they felt should not have been cut (9%).

Some participants feel that communications need to be clear, relevant and consistent across the forms of media (Twitter, Facebook, website, etc.) (17%). Most of these comments specified a specific school as needing to improve communication efforts.

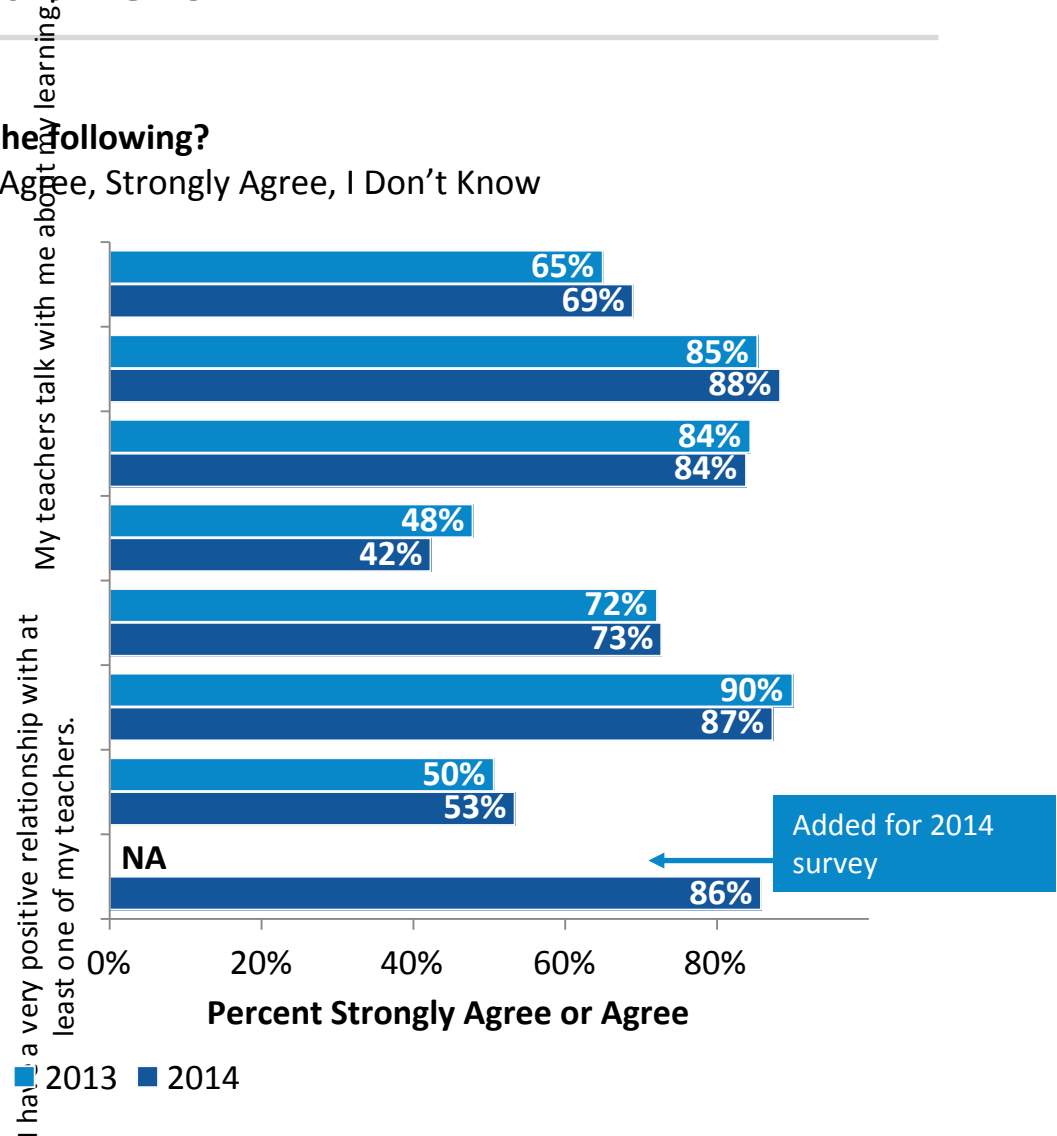
Note: The analysis of 100 randomly-selected open-ended responses generated three themes. Themes which were commented on by 10% or more of participants are presented above.

Student Results

Relationships with Teachers

How strongly do you disagree or agree with the following?

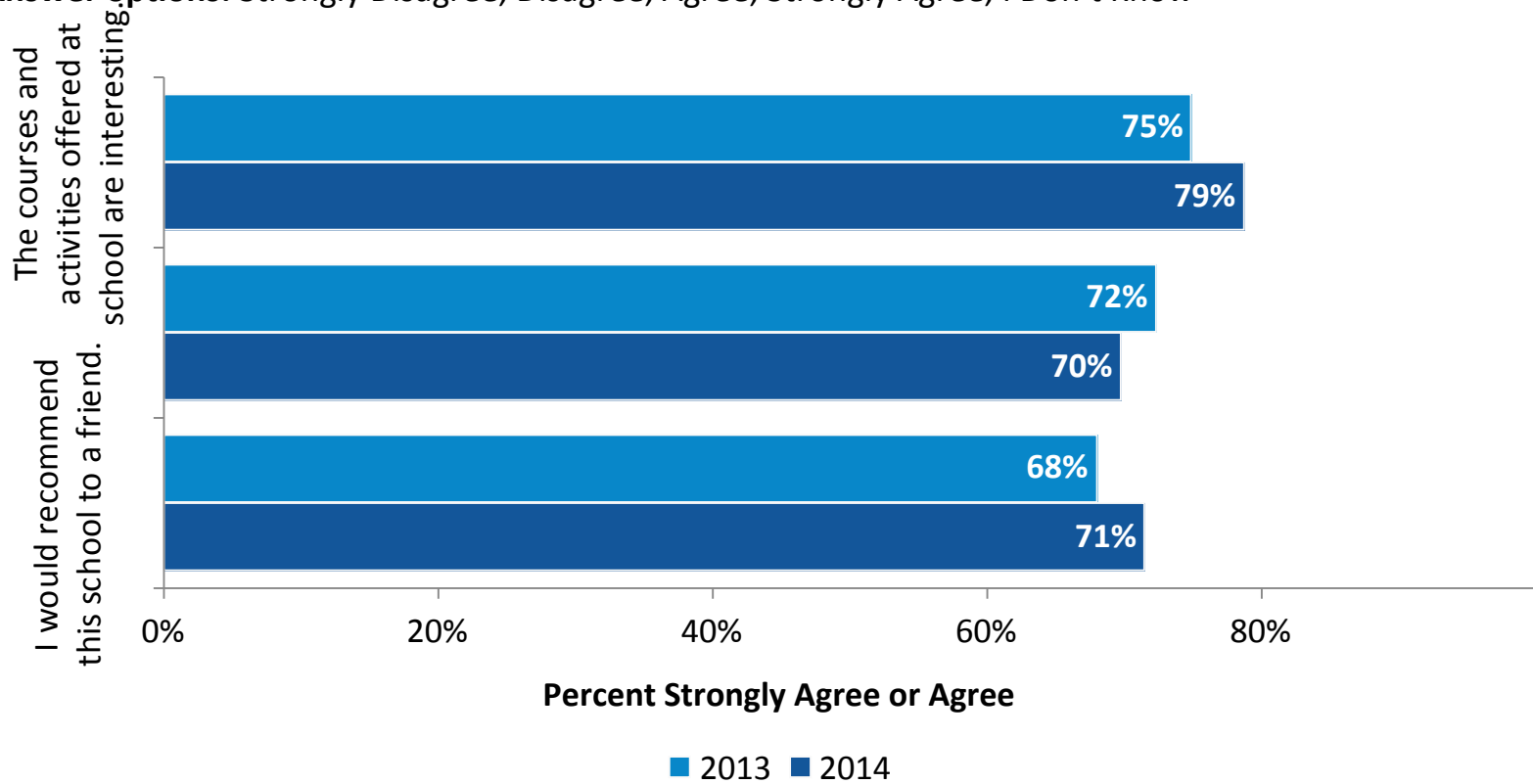
Answer options: Strongly Disagree, Disagree, Agree, Strongly Agree, I Don't Know



Interest in Classes

How strongly do you disagree or agree with the following?

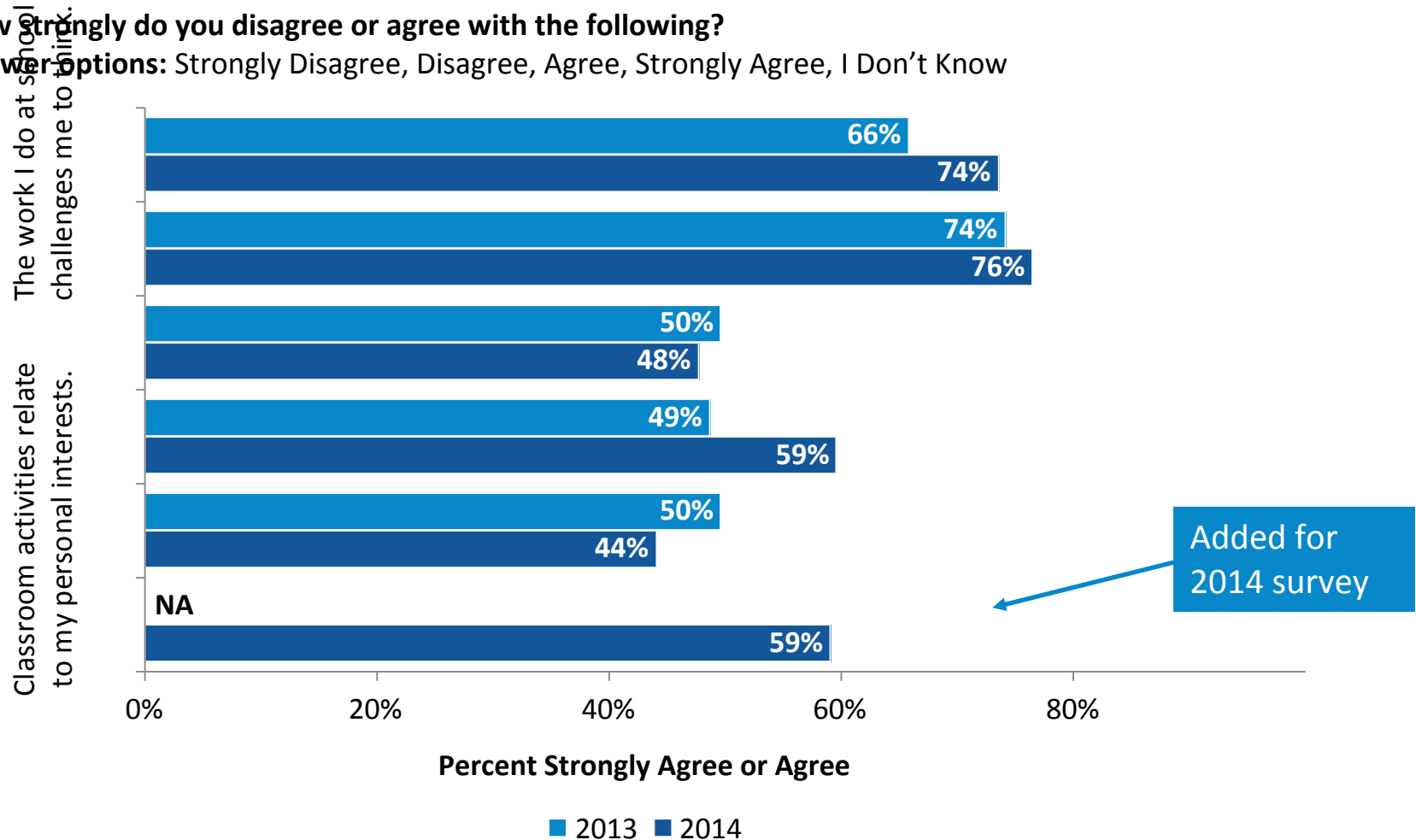
Answer options: Strongly Disagree, Disagree, Agree, Strongly Agree, I Don't Know



Rigor and Relevance

How strongly do you disagree or agree with the following?

Answer options: Strongly Disagree, Disagree, Agree, Strongly Agree, I Don't Know



K12 *Insight* is a research and communications firm that helps school district leadership better engage in conversations with parents, teachers, staff, students and the general public on critical district issues.

K12 *Insight's* approach results in greater transparency and collaborative decision-making.

Watch our [Let's Talk! video](http://bit.ly/1umZZVj) at <http://bit.ly/1umZZVj> to learn how to build community trust by listening, learning and leading with care.

Learn more about K12 *Insight* via:

