

TESD Community Communications Survey

FALL 2016

Survey Objectives

- Which communication tools are TESD community members currently using?
- Which communication tools are TESD community members not using?
- Which new communication tools would the TESD community like to use?

Survey Details

- The survey was offered to all TESD residents and TESD staff members.
- The survey was launched on May 1, 2016 and was active for a 30-day period.
- The survey was available electronically on the District website and paper copies were available at the TEAO, local libraries and Surrey Services for Seniors.
- The survey was advertised through District print and electronic communication vehicles as well as PTO email communications.
- 544 community members and staff members responded to the survey.

Communication Areas included in Survey

➤ **Electronic**

- TESD website
- Email/E-Newsletters
- TETV, TE Board Talk, School Board Meeting Videos

➤ **Telephone**

- T/E All-Call
- T/E Information Hotline

➤ **Print Communications**

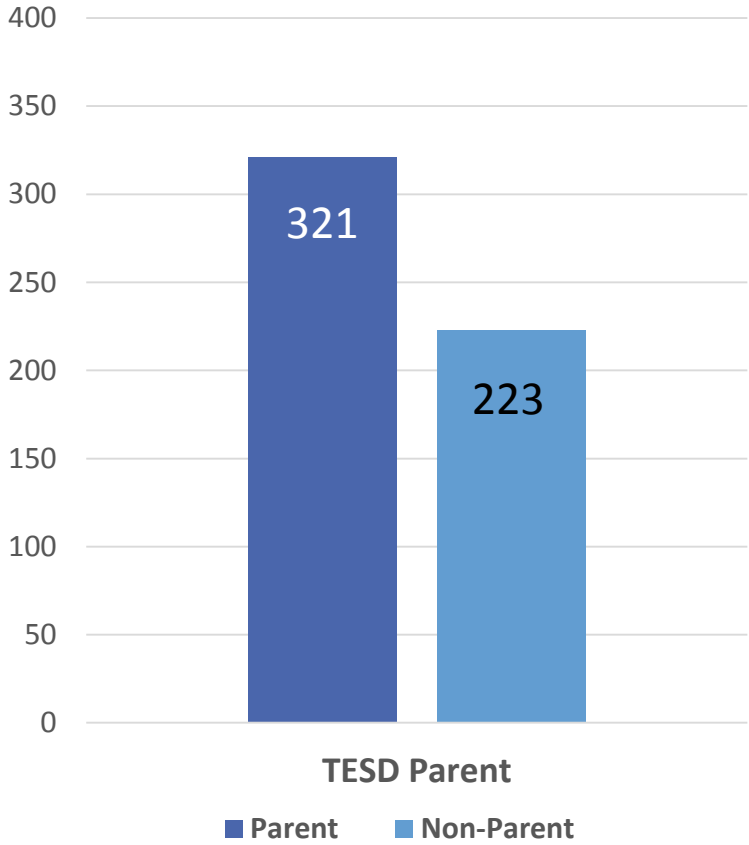
- In Tredyffrin & Easttown community magazine
- District letters, postcards and other mailings
- Local newspapers

➤ **Face to Face Communications**

- Public/community meetings
- PTO/CHS class meetings
- Word of Mouth

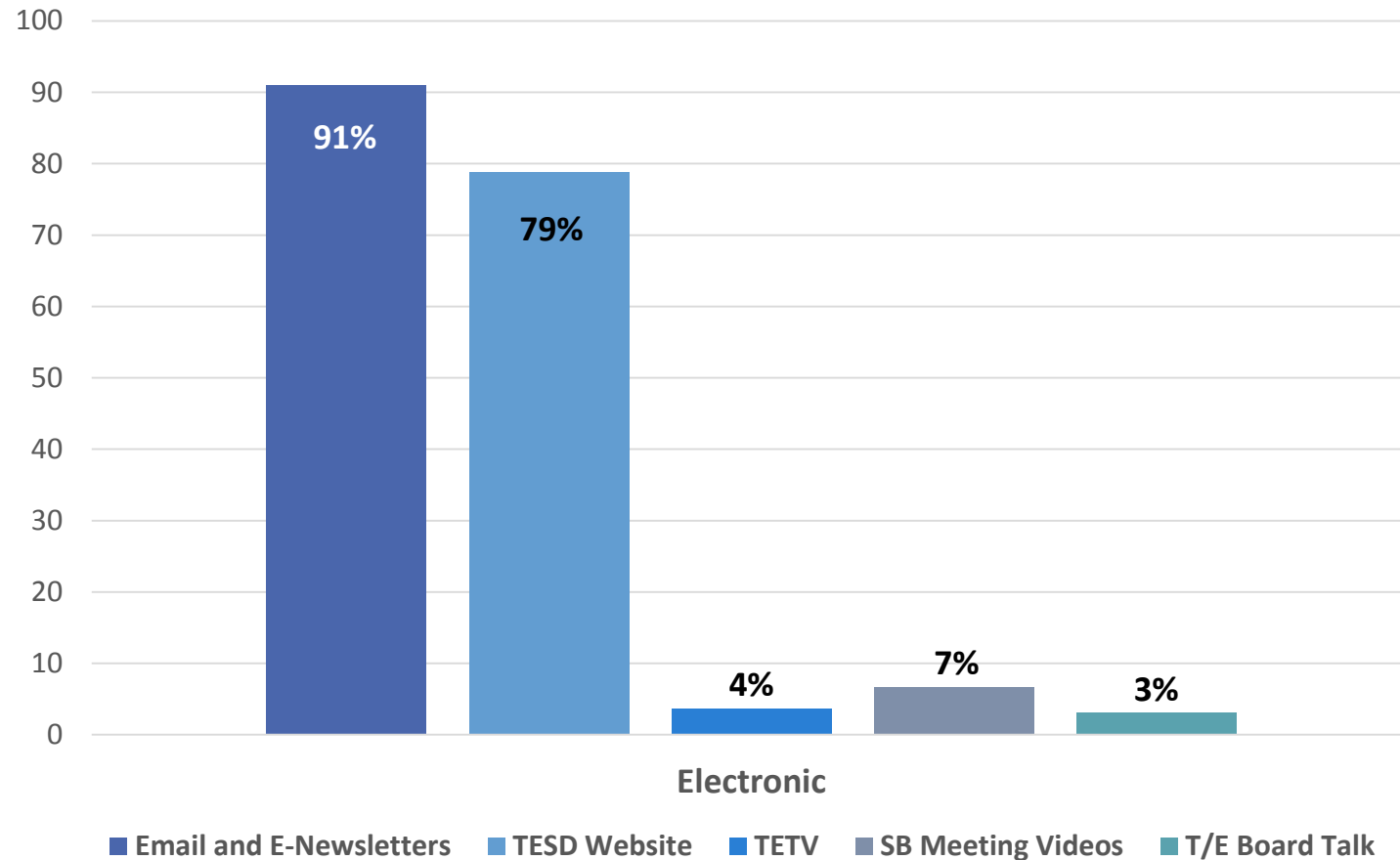
➤ **Social Media**

Demographics – 544 Responses



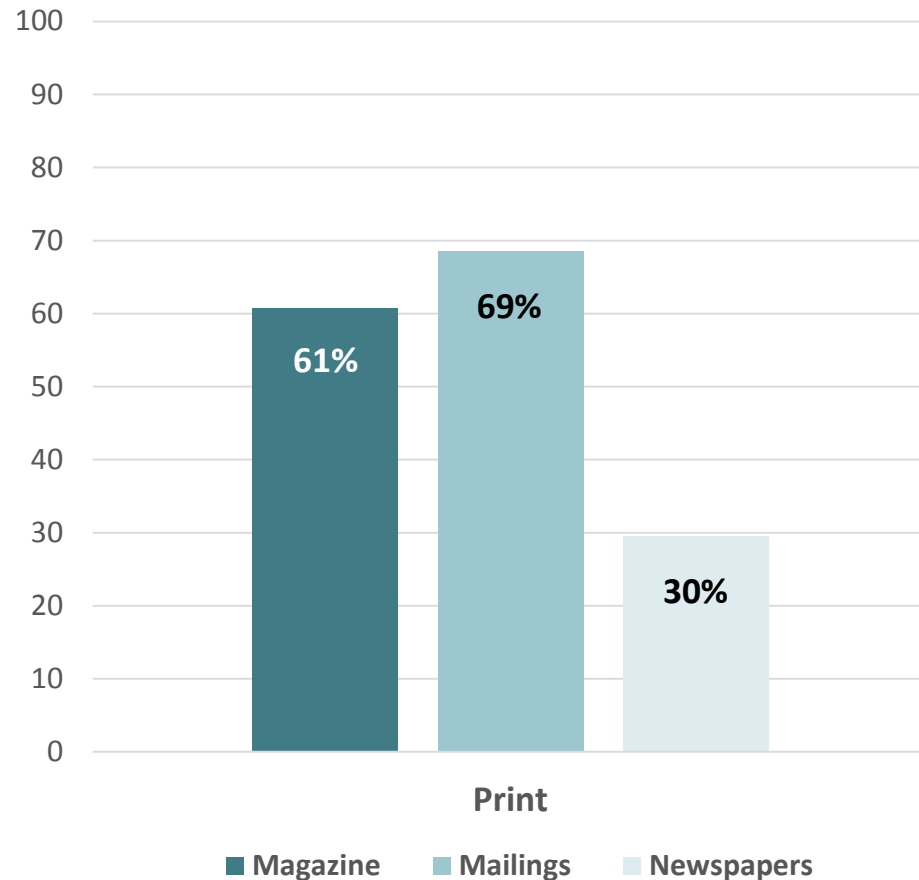
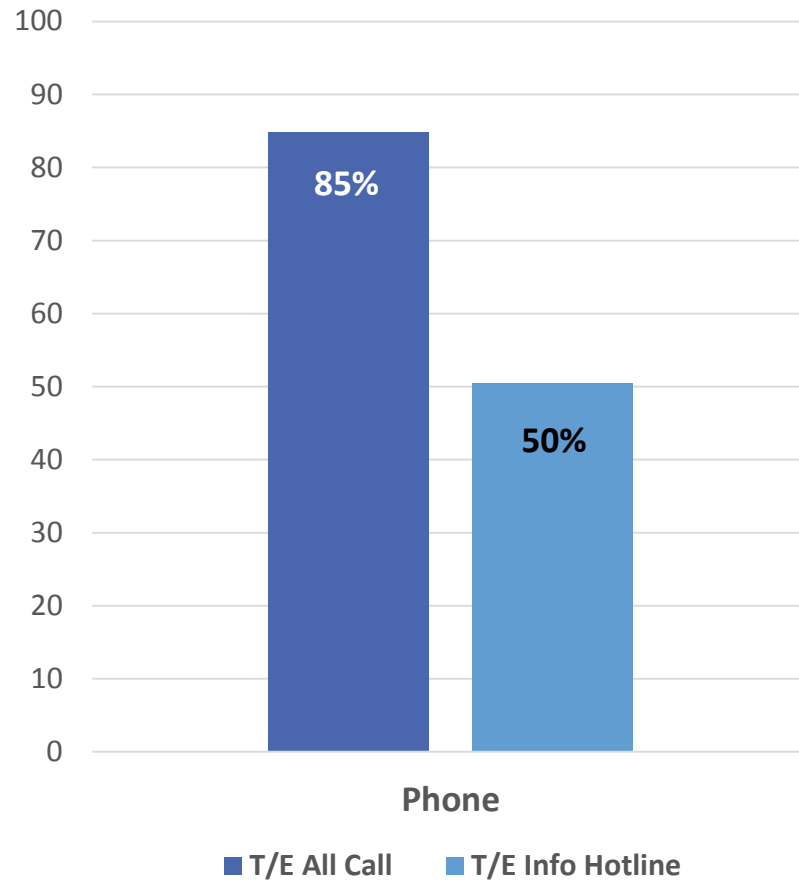
Which communication methods are you currently using to receive information about the District?

Respondents were able to select more than one response.



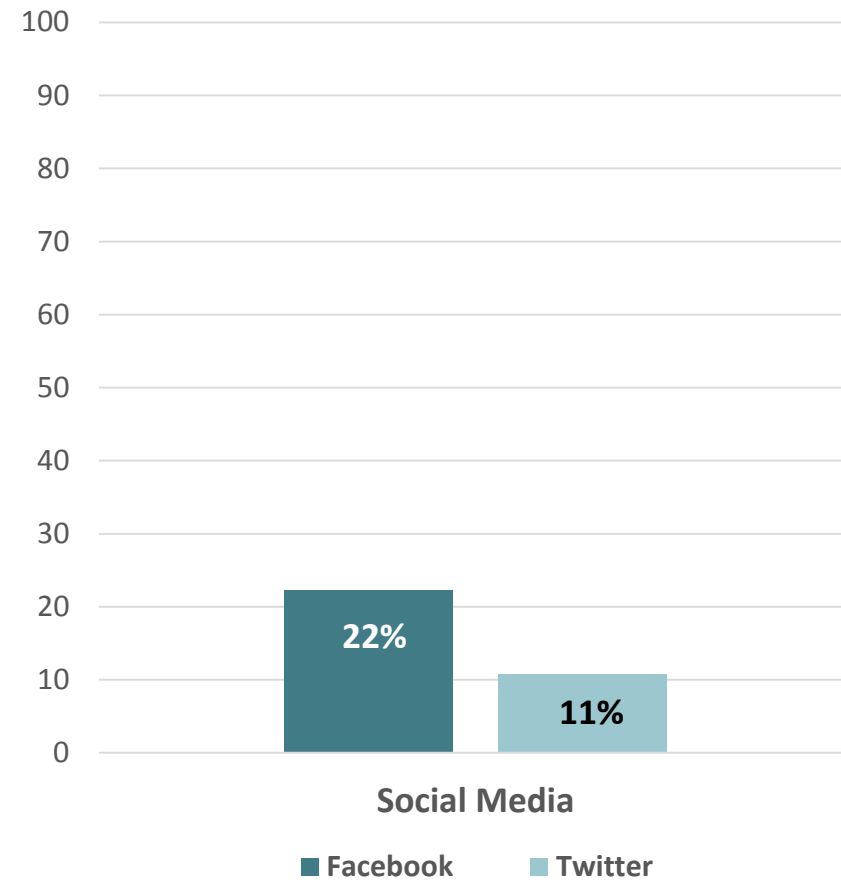
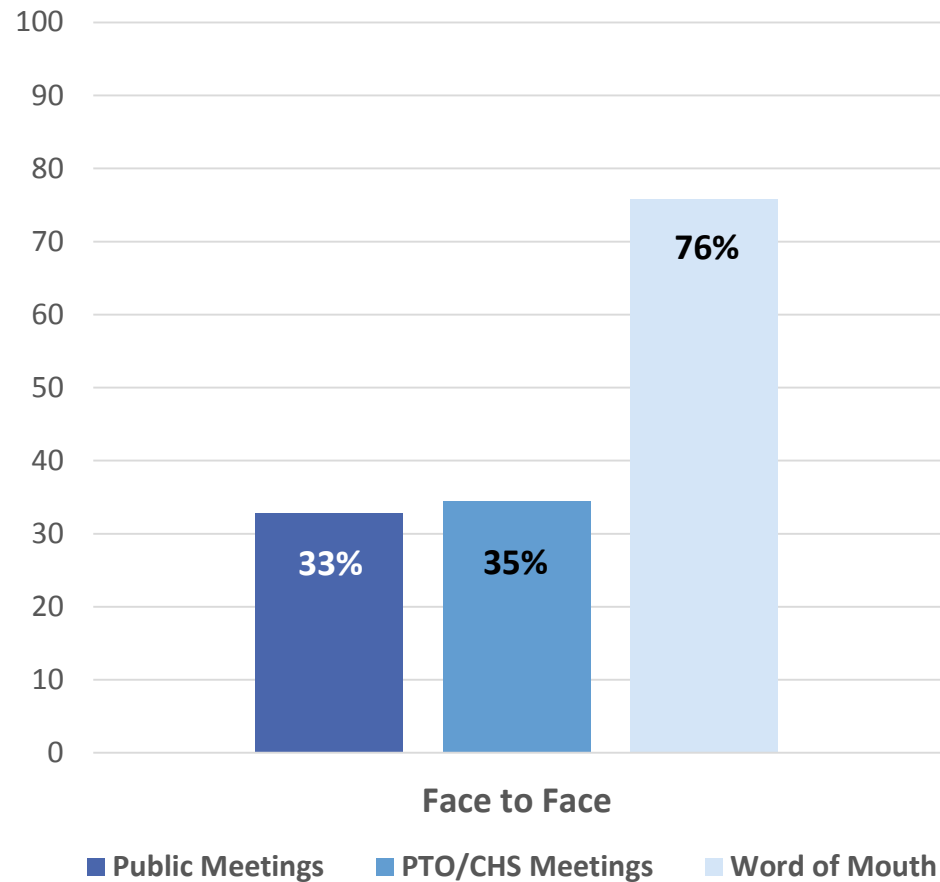
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Please list any other communication methods you currently use that are not listed.

Communication methods with five or more common responses are listed.

- Conversations in person or via email with staff members
- Group email lists/neighborhood email
- Notes or flyers sent home from school
- Google/internet searches

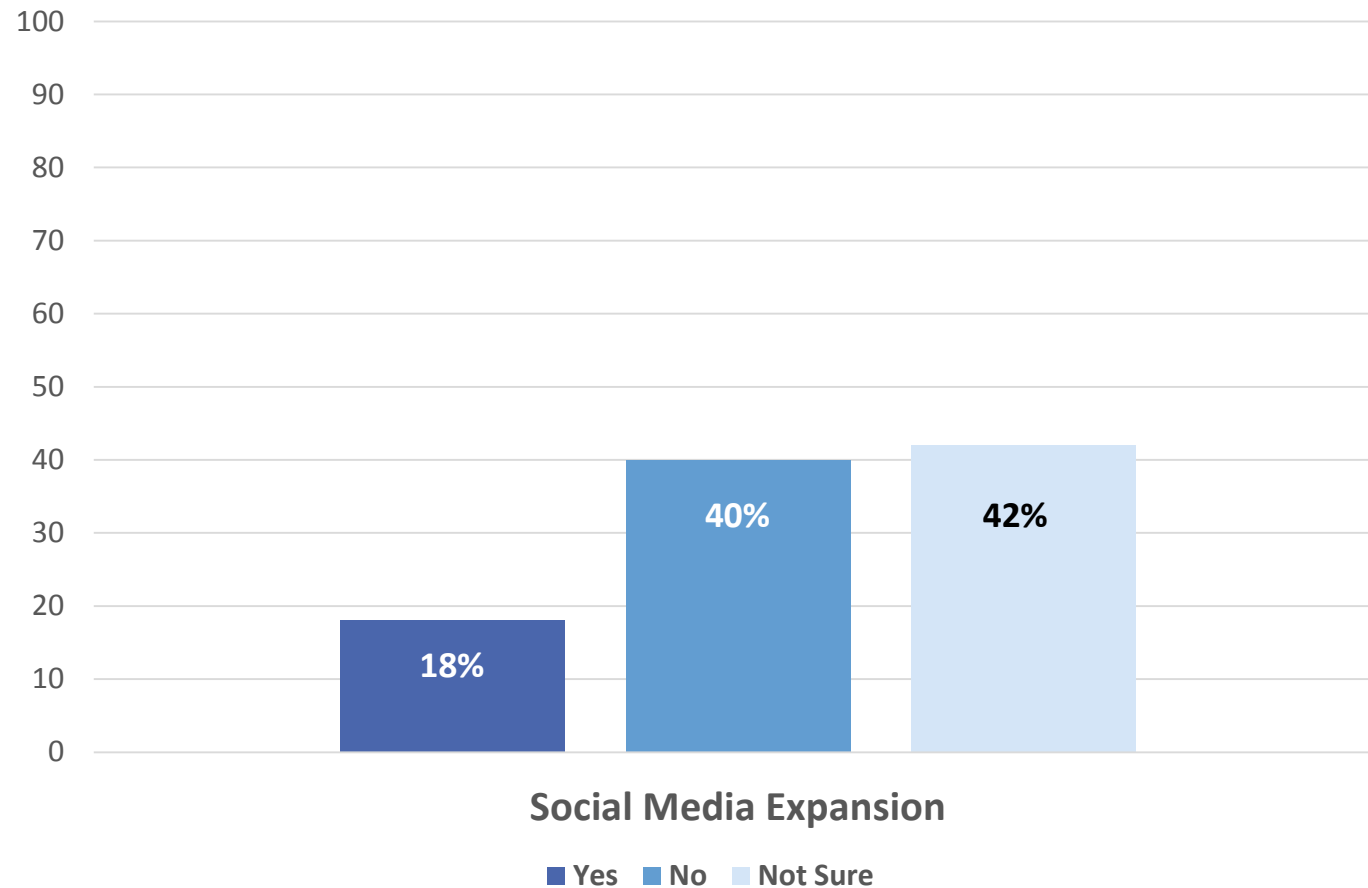
If there was one communication improvement you would like to see, what would it be?

Communication improvements with five or more common responses are listed.

- Offer text messaging for school closings and other announcements
- Reduce paper communications and provide more email/online communication from schools
- Provide more open and faster communication on issues/more transparency
- Provide more frequent updates to teacher webpages/more teacher communication
- Communication is good/adequate; no changes
- Provide an online parent portal to complete forms and to access homework/class information
- Publicize/provide a summary of communication methods available

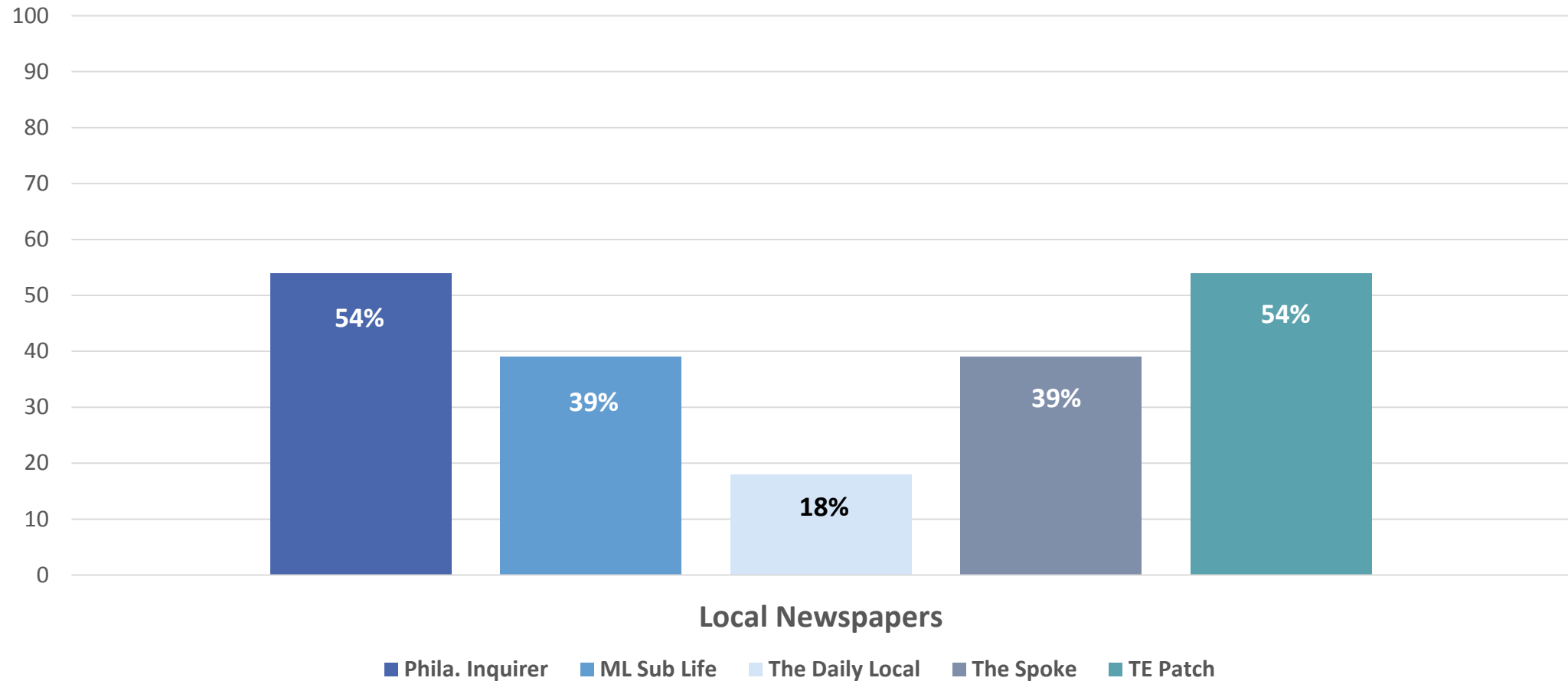
Would you prefer to see additional information shared by the District on social media?

The District currently posts its weekly e-newsletter to Facebook and Twitter.

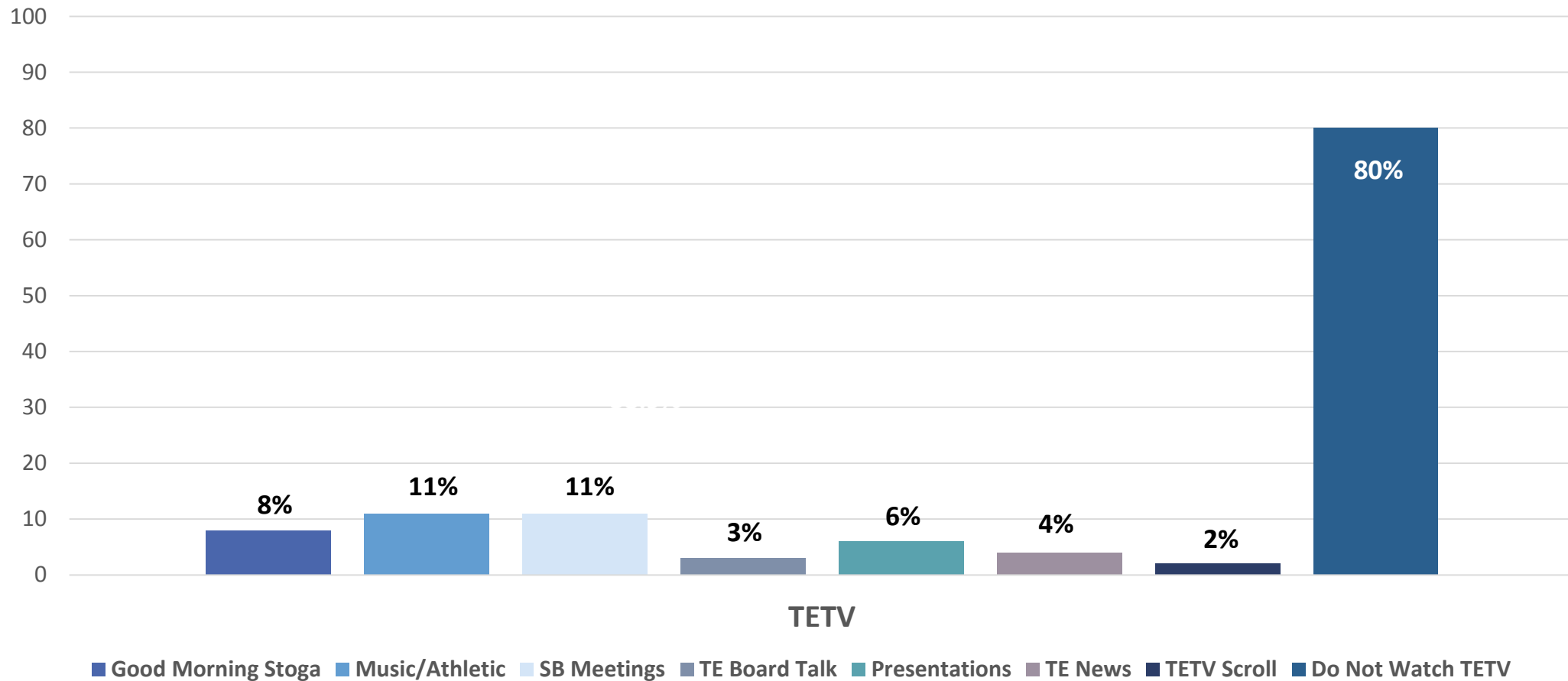


Select all local newspapers you read on a regular basis.

Respondents were able to select more than one response.



Select all of the programs that you watch on TETV. Respondents were able to select more than one response.

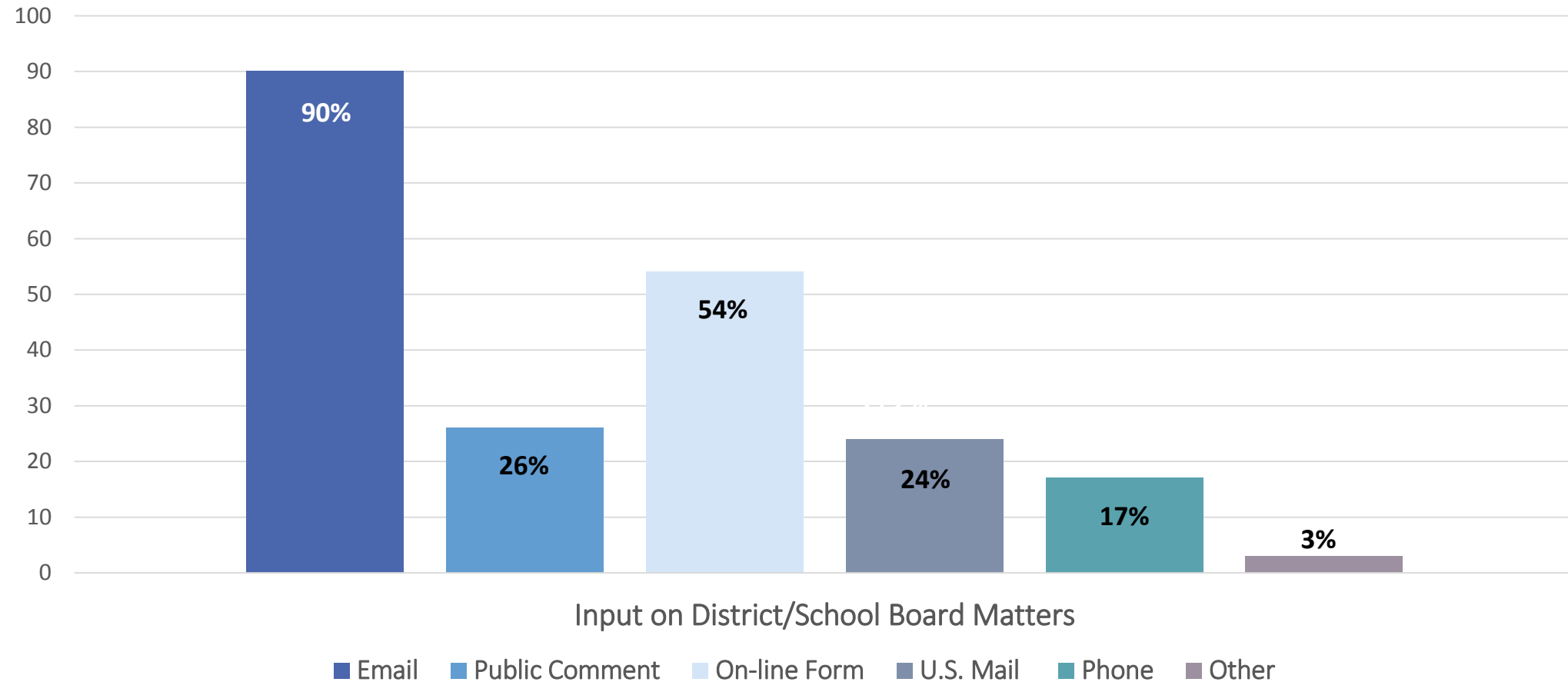


If you do not watch TETV, why?

- I am not aware of the programming schedule – 44%
- I obtain my information from other sources – 40%
- Programming options do not interest me – 9%
- Program times are inconvenient – 8%
- Other – answers with five or more common responses are listed
 - Live outside the District (staff)
 - Do not have cable
 - Do not have time
 - Do not watch TV often

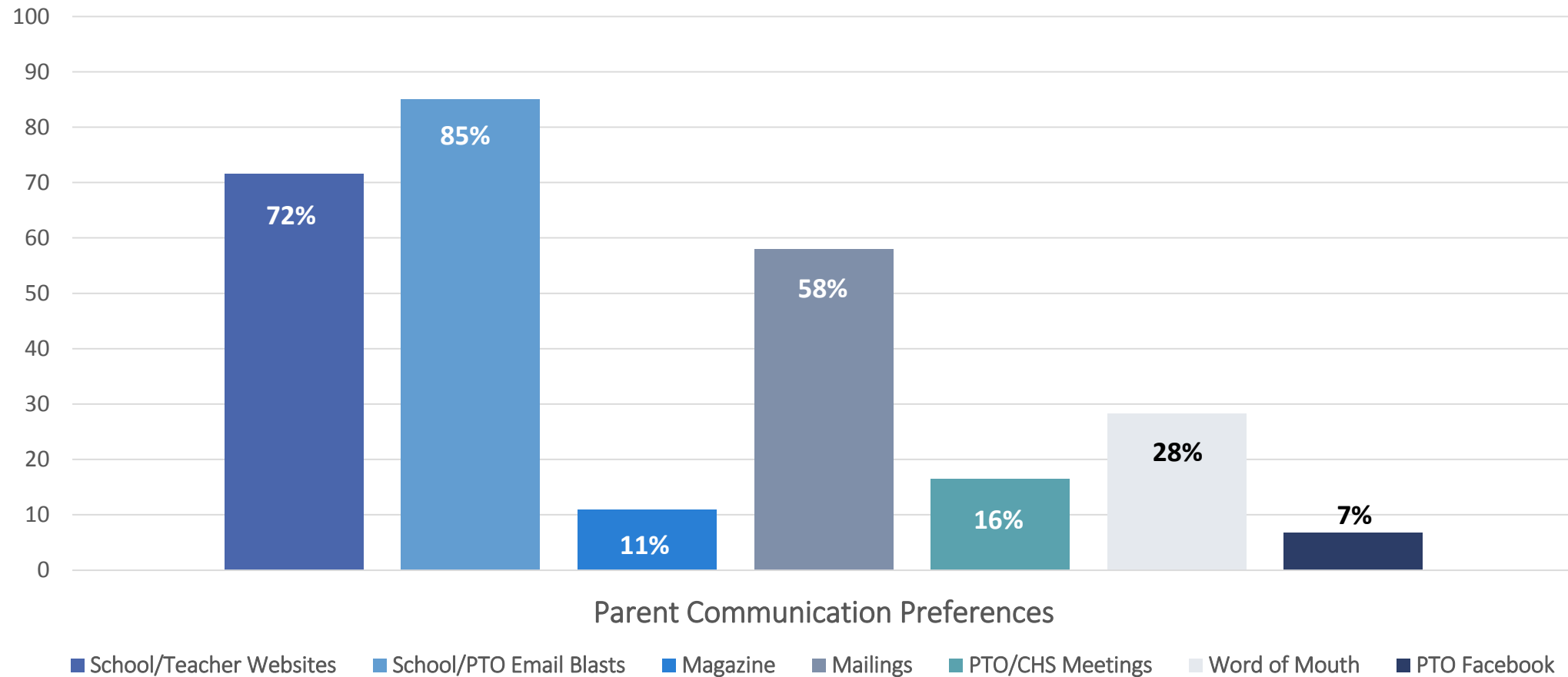
Select all methods you would prefer to use to provide input on District/School Board matters.

Respondents were able to select more than one response.

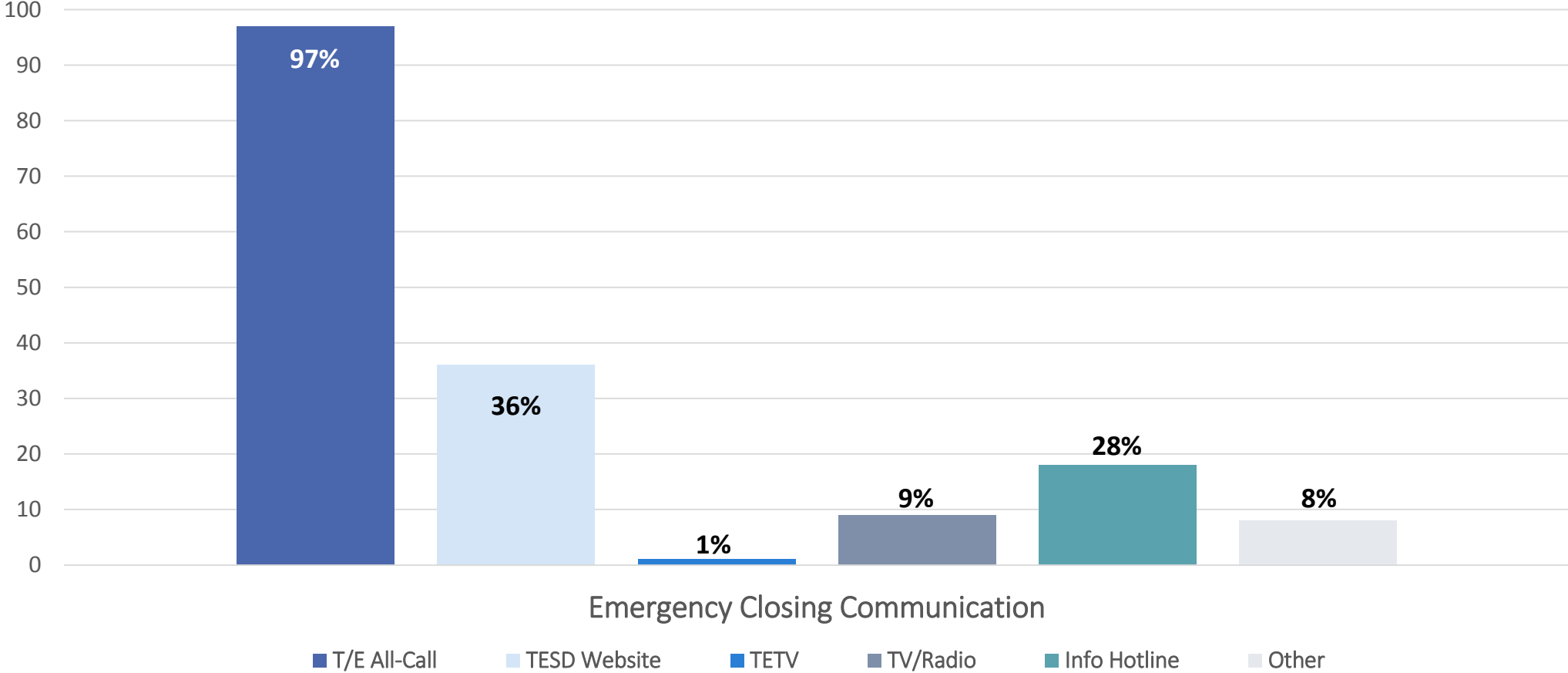


TESD Parents: Which communication methods do you currently use to receive information about your child's school?

Respondents were able to select more than one response.

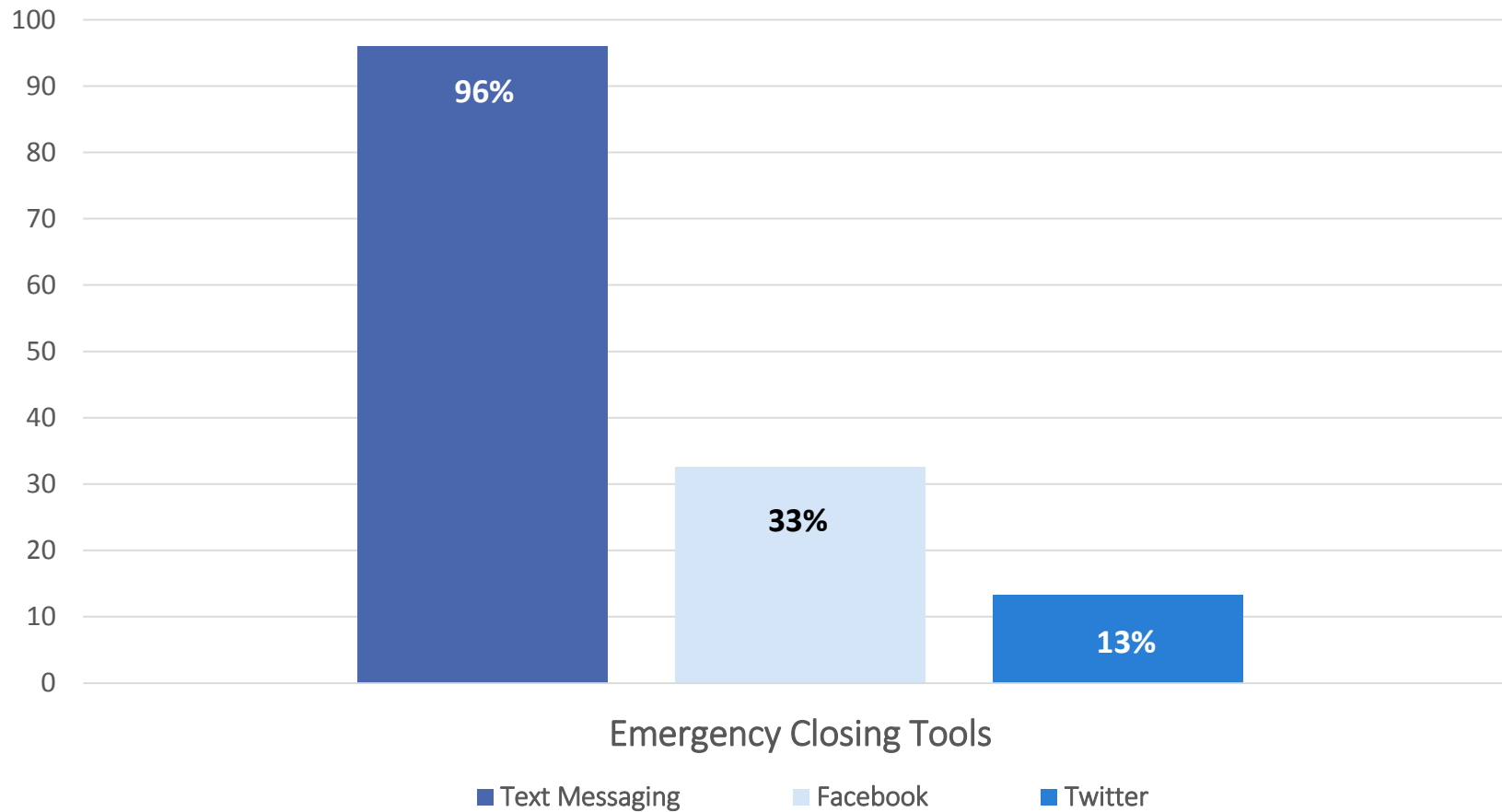


TESD Parents: How do you prefer to receive emergency closing information?

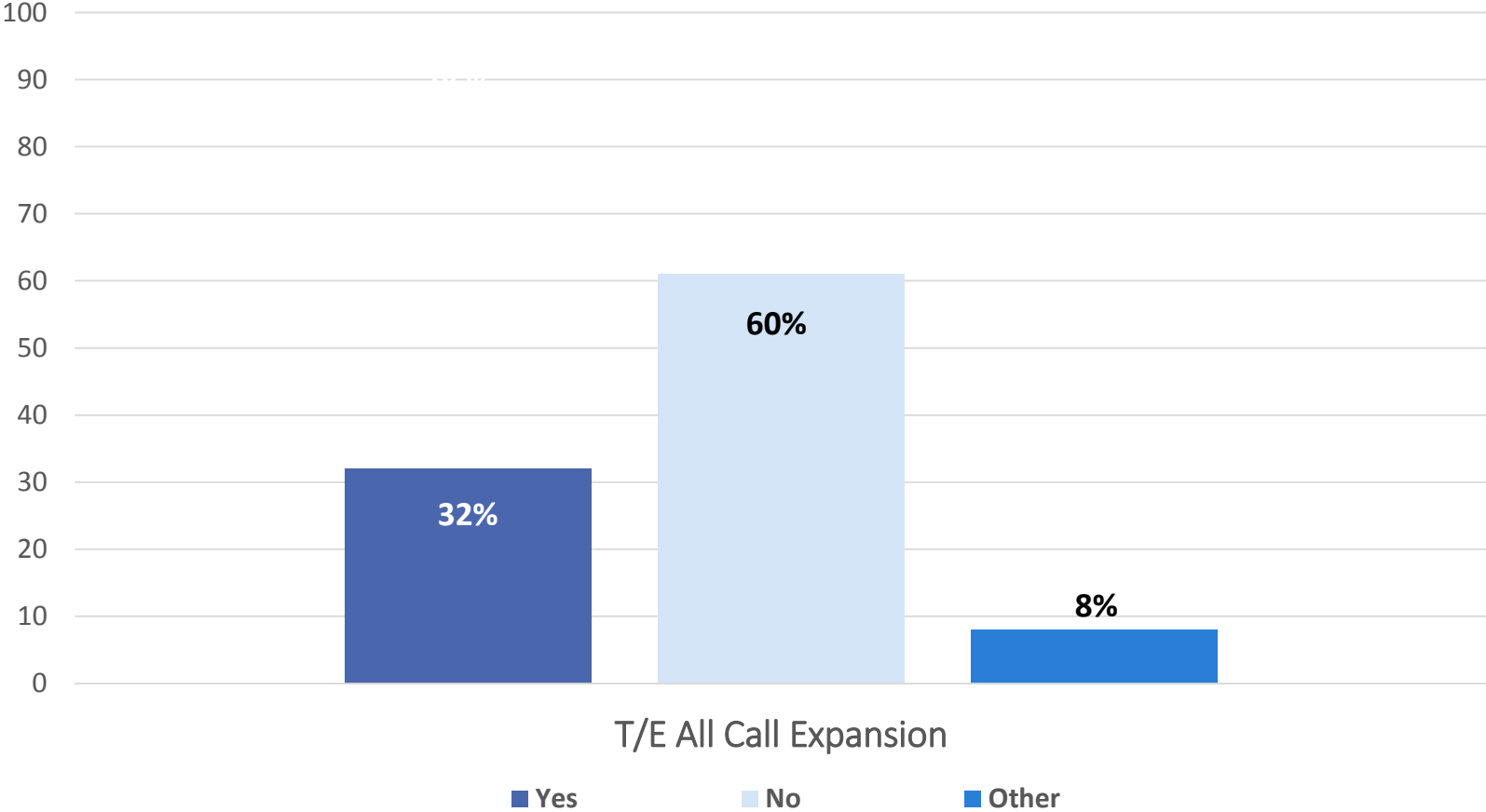


TESD Parents: Would you use the following tools, if available, to receive emergency closing information?

Respondents were able to select more than one response.



TESD Parents: Would you like to see T/E All-Call expanded to include event reminders, attendance calls or other broad or targeted messages?



Areas for Consideration

- Provide parents with a tool to receive text message alerts for emergency closings
- Create an online feedback form on the District website to receive input on District and School Board issues
- Increase awareness of current communication tools including the TETV programming schedule and the District's Facebook presence
- Review opportunities for more electronic communication at the schools
- Continue promoting and evaluating Schoology as a portal for parents to use to review homework assignments and other class information