

Public Information Committee Meeting
February 3, 2016
6:30 p.m.
TEAO

- I. Public Comment
- II. Approval of September Meeting Minutes
- III. Public Comment Process at Board Meetings
- IV. School Board Communications
 - Information Gathering
- V. Draft Community Communications Survey

DRAFT PENDING COMMITTEE APPROVAL

Public Information Committee Meeting Minutes

September 9, 2015
T/E Administration Offices
5:30 PM

Attending all or part of the meeting:

Board Committee Members: Kris Graham (chair), Karen Cruickshank
Other Board Members: Doug Carlson
T/E School District Representatives: Chris Connolly, Rich Gusick, Mike Szymendera
Community Members: Roberta Hotinski

Public Comment:

- Roberta Hotinski commented on context for items included in meeting agendas.
- Roberta Hotinski commented on topics for a communications survey.
- Roberta Hotinski commented on teacher web pages on the District web site.
- Roberta Hotinski commented on short video updates on the District web site.

Committee Discussion and Recommendations:

- The Committee approved the February meeting minutes.
- The staff presented an overview of the District's Communications Program. As part of the District's communication objective of evaluating its program for effectiveness, the Committee discussed conducting a communications survey to help evaluate current and potential communications tools. The Committee reviewed a sample communications survey and made suggestions on questions to include a District survey. The staff will draft a communications survey for the Committee's review.
- The Committee discussed the awareness campaign for the School Director Region Reapportionment Study. Information regarding the study has been communicated on the District web site and in the District's e-newsletter. As the study progresses, updates will also be included in PTO email blasts, in the *In Tredyffrin & Easttown* magazine and on the TE Board Talk TV program.
- The Committee reviewed possible topics for the fall TE Board Talk program. The Committee recommended the following topics for the fall program: points of pride for the District; a PSSA update; and an update on the School Director Region Reapportionment Study.
- The Committee discussed suggestions to improve TETV including more modern graphics and expansion of information on the TETV scroll.

Meeting Adjourned: 6:30 pm

2016 Communications Survey Questions – DRAFT

The Tredyffrin/Easttown School District uses an integrated communications network to maximize community awareness of current projects, issues and legislation while promoting the successes of students and staff. As part of an ongoing review of our communications program, we are conducting a survey to help determine the effectiveness of our current communication tools. The District uses the TESD web site as the main source of information with additional communication through a variety of electronic, print and telephone methods.

1. Are you the parent of a current T/E School District student?

- a. Yes
- b. No

2. If you are the parent of a current T/E School District student(s), select all schools your child(ren) currently attend:

- a. Conestoga High School
- b. T/E Middle School
- c. Valley Forge Middle School
- d. Beaumont Elementary School
- e. Devon Elementary School
- f. Hillside Elementary School
- g. New Eagle Elementary School
- h. Valley Forge Elementary School

3. If you do not have children who attend T/E Schools, select all that apply for your household:

- a. We have no children
- b. Our children are not yet school-age
- c. Our children attend school elsewhere
- d. Our children have graduated from T/E
- e. Our children have graduated from other schools
- f. One or more of us is a senior citizen (age 62 or older)
- g. One or more of us is retired
- h. Other: _____

4. If you are employed by the T/E School District or work in one of our schools through a vendor, please select the building(s) in which you work:

- a. Conestoga High School
- b. T/E Middle School
- c. Valley Forge Middle School
- d. Beaumont Elementary School
- e. Devon Elementary School
- f. Hillside Elementary School
- g. New Eagle Elementary School
- h. Valley Forge Elementary School

- i. Tredyffrin/Easttown Administrative Offices
- j. Maintenance/Custodial Building
- k. Network Operations Center

5. Which communication methods are you currently using to receive information about T/E schools and the T/E School District? Select all that apply:

- a. T/E School District Website
- b. Email, including PTO, school and District email blasts and e-newsletters
- c. Printed materials and/or postal mailings, *In Tredyffrin & Easttown* magazine
- d. T/E All-Call phone notification system
- e. T/E Information Hotline (610-240-1970)
- f. TETV, the District's local access cable channel
- g. Attending public meetings
- h. School Board meeting videos, on-line or on TETV
- i. TE Board Talk TV program, on-line or on TETV
- j. PTO meetings and/or CHS class meetings
- k. *The Spoke*, Conestoga High School student newspaper
- l. Local Newspapers
- m. Word of mouth
- n. Other: _____

6. Select all local newspapers you read on a regular basis:

- a. *The Philadelphia Inquirer*
- b. *The Main Line Suburban Life*
- c. *The Daily Local*
- d. *The Spoke*, Conestoga High School's student newspaper
- e. None
- f. Other: _____

7. Select the top five communication methods below that you would prefer to use to receive information about T/E schools and the T/E School District:

a. Electronic:

- i. T/E School District Website
- ii. Email, including PTO, school and District email blasts and e-newsletters
- iii. TETV, the District's local access cable channel
- iv. School Board meeting videos and TE Board Talk program, on-line or on TETV
- v. Text messaging

b. Telephone:

- i. T/E All-Call phone notification system, for parents
- ii. T/E Information Hotline (610-240-1970)

c. Print:

- i. Printed materials including *In Tredyffrin & Easttown* magazine
- ii. District mailings

- iii. Local Newspapers
- d. Face to Face**
 - i. Public meetings
 - ii. PTO and/or CHS class meetings
 - iii. Word of mouth
- e. Social Media**
 - i. Facebook
 - ii. Twitter
- f. Other:** _____

8. How often do you watch TETV, the District's local access cable channel?

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely
- e. Never

9. Do you watch monthly School Board Meetings on TETV or on the District web site?

- a. Often
- b. Sometimes
- c. Rarely
- d. Never

10. Do you watch the TE Board Talk program on TETV or on the District web site?

- a. Often
- b. Sometimes
- c. Rarely
- d. Never

11. If you are a parent of a current T/E School District student, how would you prefer to receive emergency closing information? Select one or more:

- a. T/E All Call phone notification system
- b. T/E School District web site
- c. Email
- d. TETV
- e. Local TV or radio stations
- f. T/E Information Hotline (610-240-1970)
- g. Text messaging
- h. Facebook
- i. Twitter
- j. Other: _____

12. Select all methods you would prefer to use to communicate with the T/E School District:

- a. Email
- b. Public comment period at meetings
- c. Survey
- d. Online feedback form
- e. Mailed letter
- f. Telephone communication
- g. Other: _____

13. The T/E All Call phone notification system was originally designed with the intent to only communicate emergency information for maximum effectiveness. For parents of current T/E School District students, would you like to see the T/E All-Call system expanded to include frequent event reminders, attendance calls or other broad or targeted messages?

- a. Yes
- b. No

14. For parents of current T/E School District students, would you like to see our T/E All-Call phone notification system expanded to include text messaging of emergency closings?

- a. Yes
- b. No

Thank you for completing our survey. The survey results will be available on the T/E School District web site, www.tesd.net, once the survey data has been compiled.