

**Public Information Committee Meeting  
October 4, 2016  
6:00 p.m.  
TEAO**

- I. Public Comment
- II. Approval of March Meeting Minutes
- III. SchoolMessenger Upgrade – Emergency Text Alerts
- IV. Community Communications Survey Results
- V. Follow-Up on Archiving Meeting Materials on District Website
- VI. Fall/Winter TE Board Talk Program

# School Messenger Packages

- **Emergency Only Package (Current)**
  - Allows the District to make automated phone calls related to emergencies
  - Cost is approximately \$7,332 a year
- **Communicate Package/Subscriber Program**
  - Expands services to allow the District to send automated phone, email and text message notifications
  - Allows the District to send attendance and general announcement notifications
  - Provides a service that allows parents and community members to opt-in to receive text message alerts
  - Cost is approximately \$12,090 which is \$4,758 more a year

# TESD Community Communications Survey

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FALL 2016

# Survey Objectives

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- 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

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- 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

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## ➤ **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**

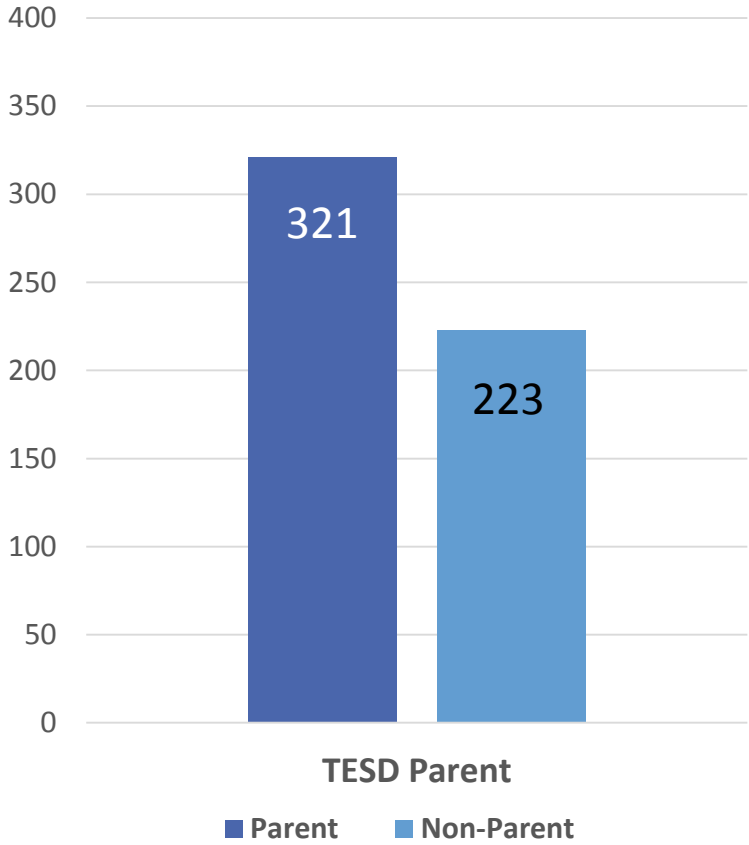
- In Tredyffrin & Easttown community magazine
- District letters, postcards and other mailings
- Local newspapers

## ➤ **Face to Face Communications**

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

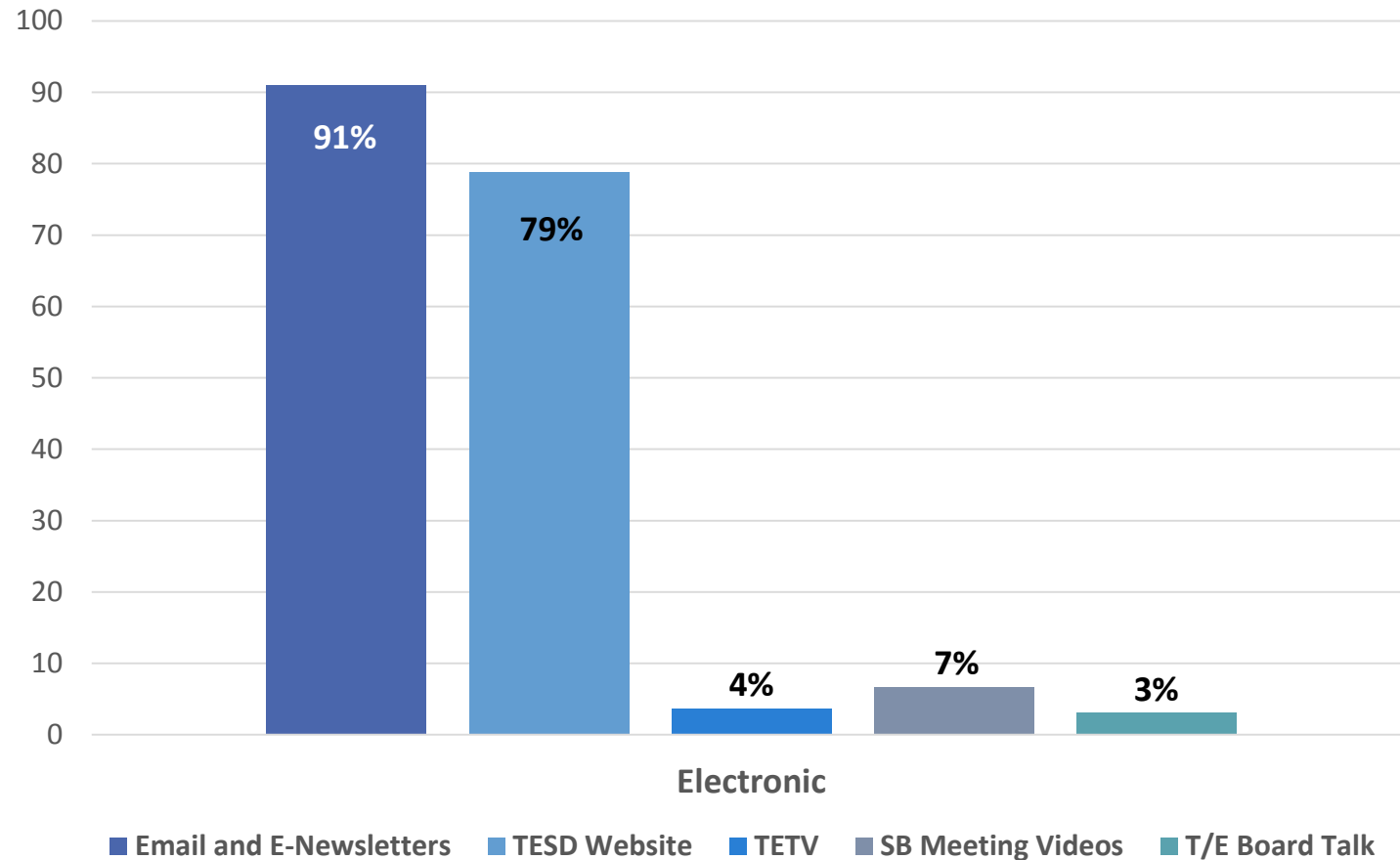
## ➤ **Social Media**

# Demographics – 544 Responses



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

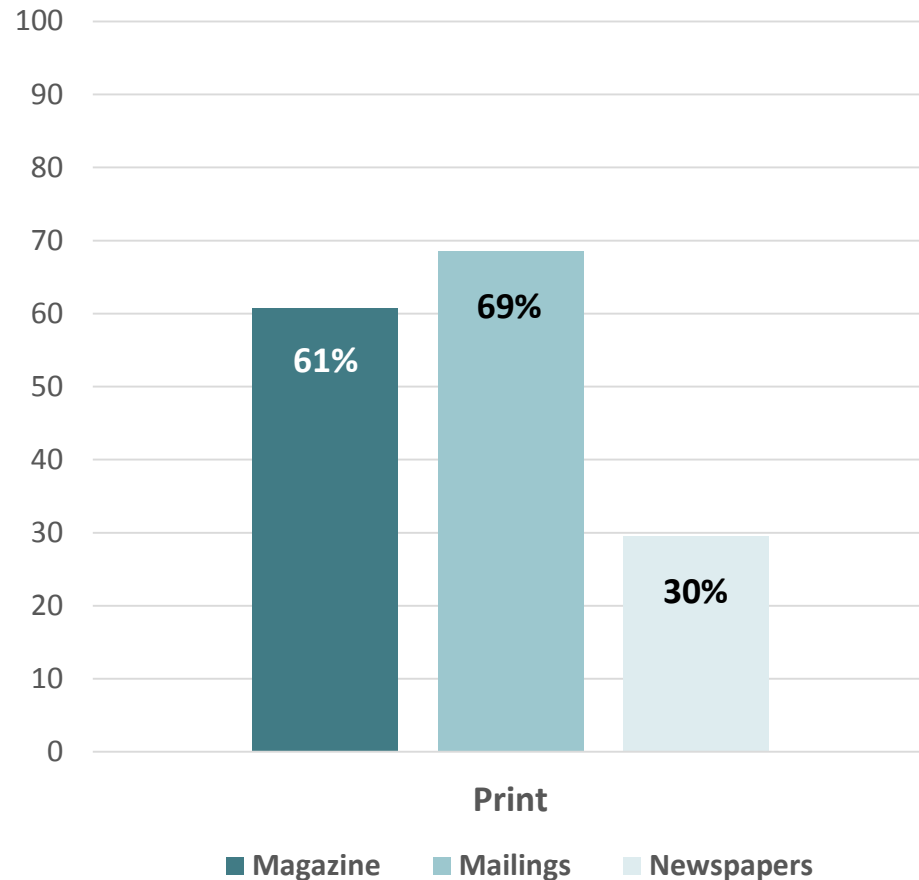
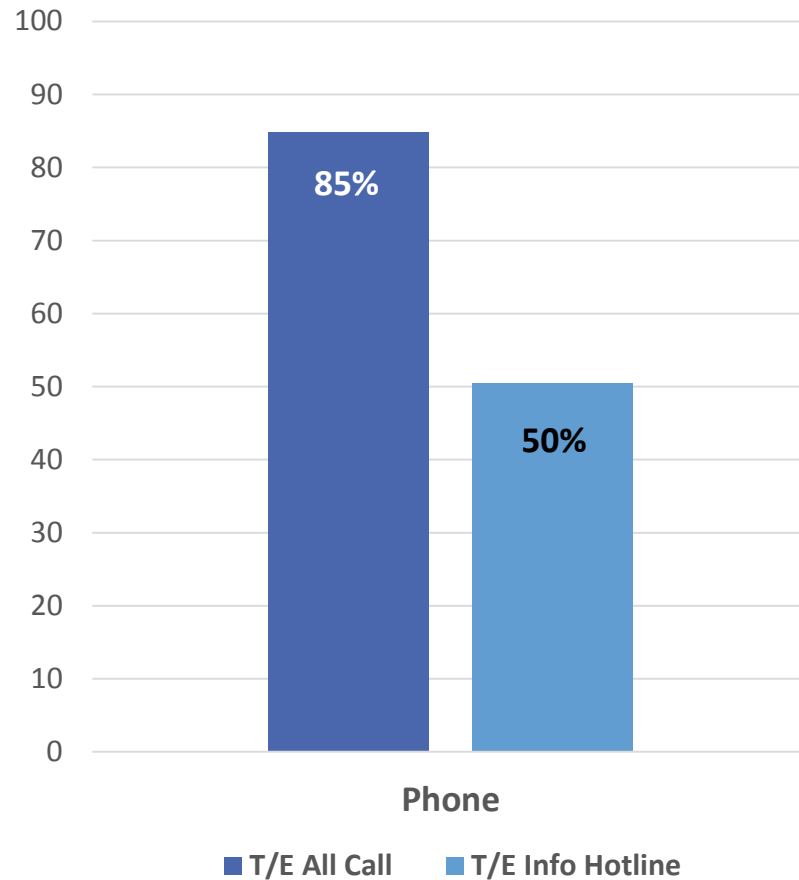
Respondents were able to select more than one response.





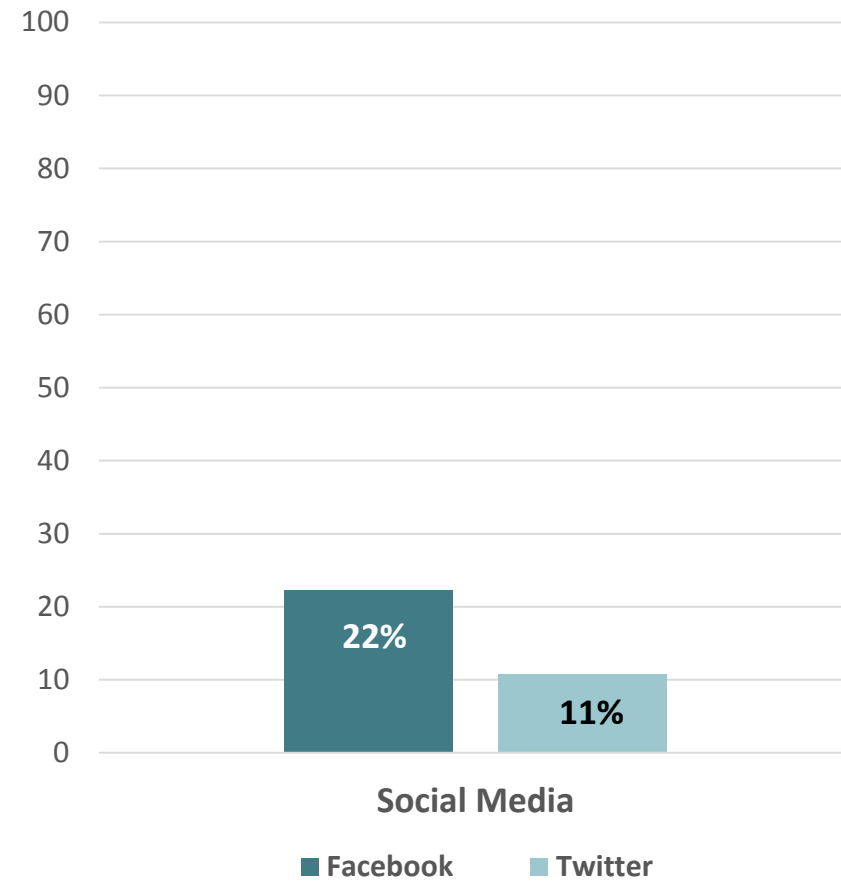
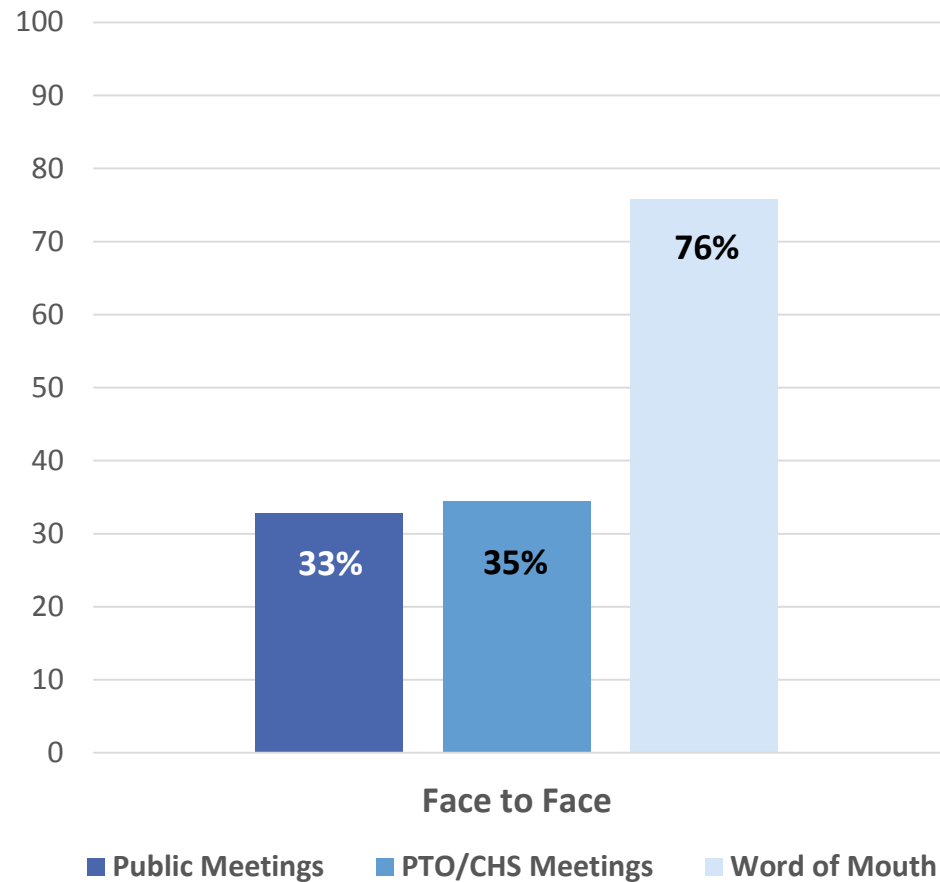
# Which communication methods are you currently using to receive information about the District?

Respondents were able to select more than one response.



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

Respondents were able to select more than one response.



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

Communication methods with five or more common responses are listed.

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- 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.

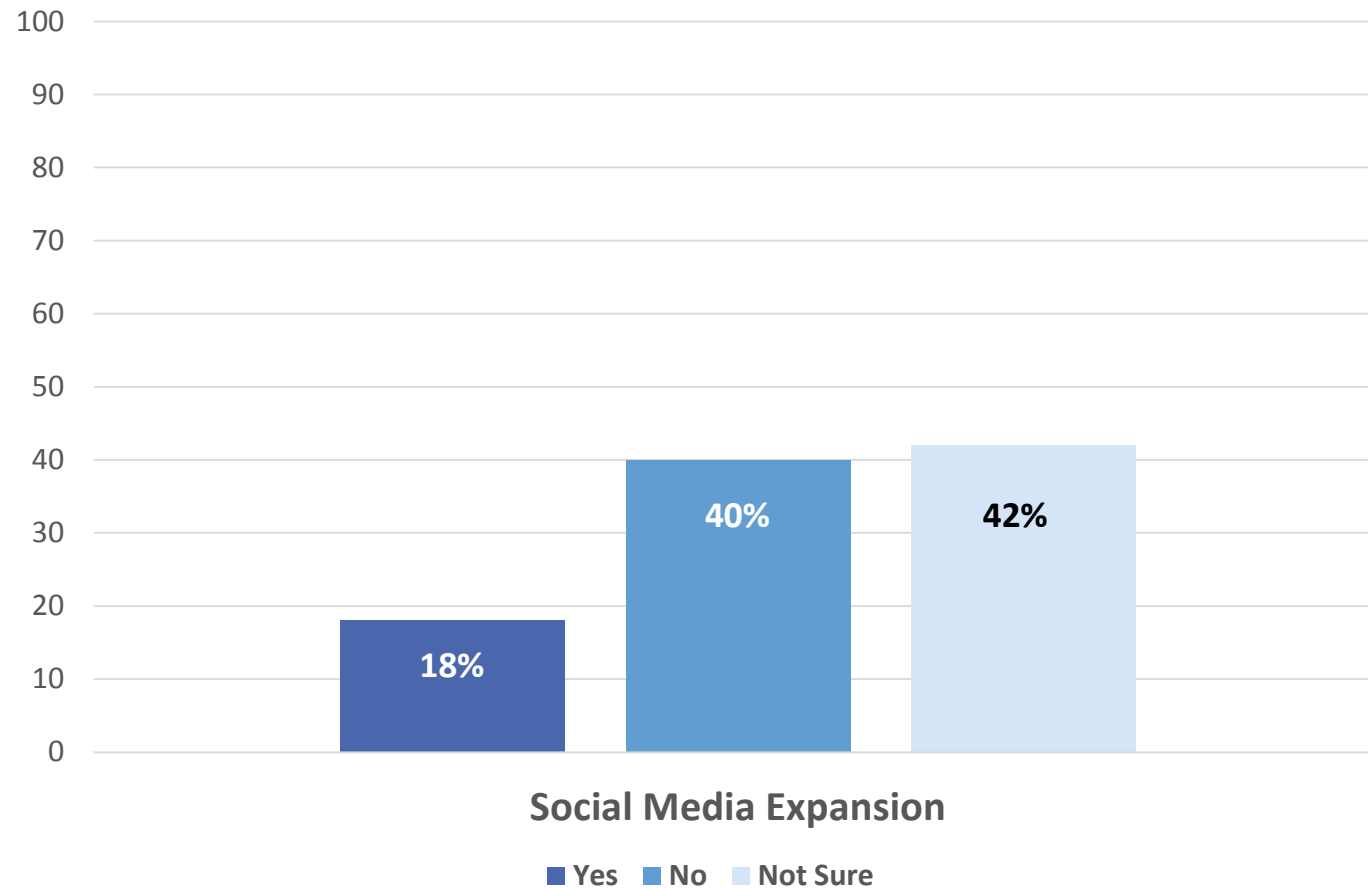
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- Offer text messaging for school closings and other announcements
- Reduce paper communications and provide more email/online communication from schools
- Provide more open and faster communication on issues
- Provide more frequent updates to teacher 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?

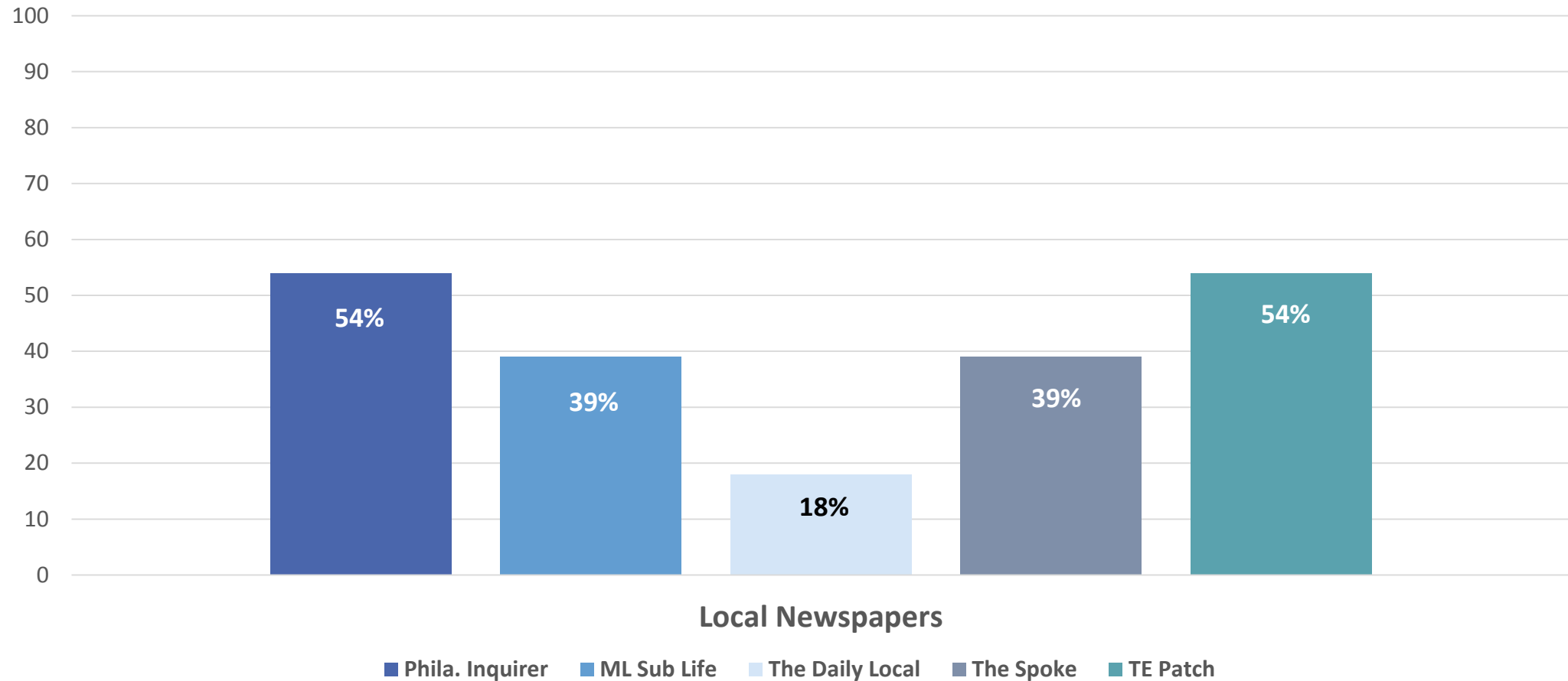
The District currently posts its weekly e-newsletter to Facebook and Twitter.

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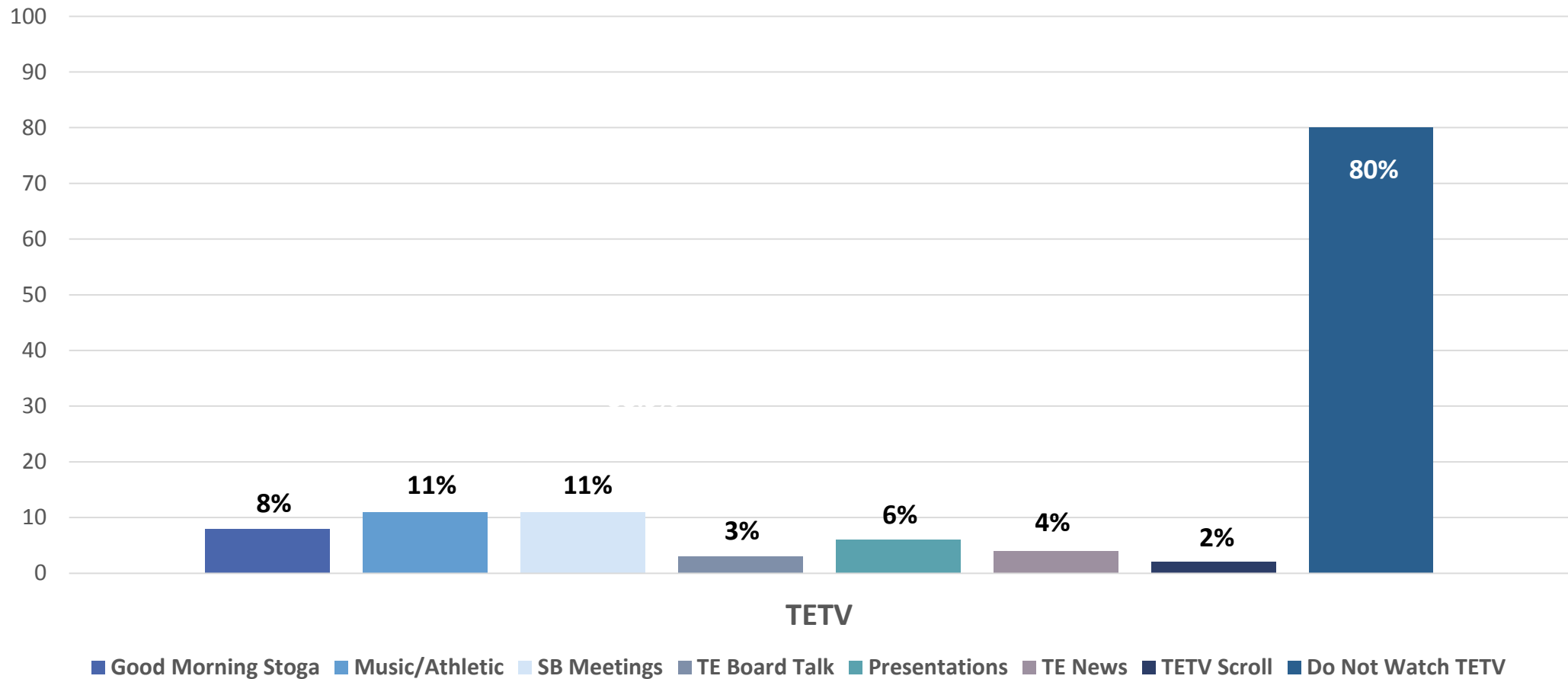


# Select all local newspapers you read on a regular basis.

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?

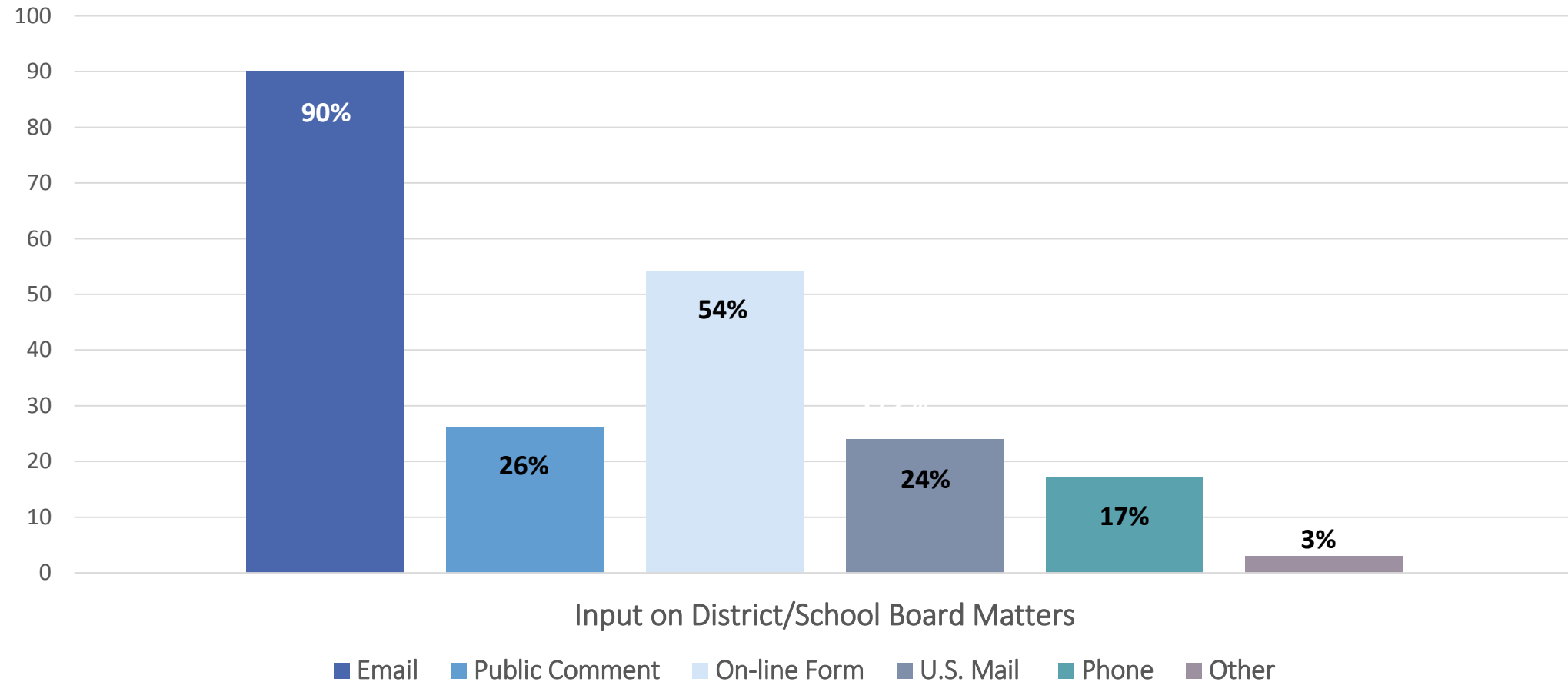
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- I am not aware of the programming schedule – 44%
- I obtain my information from other sources – 40%
- Programming options do not interest me – 9%
- Program times are inconvenient – 8%
- Other – answers with five or more common responses are listed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



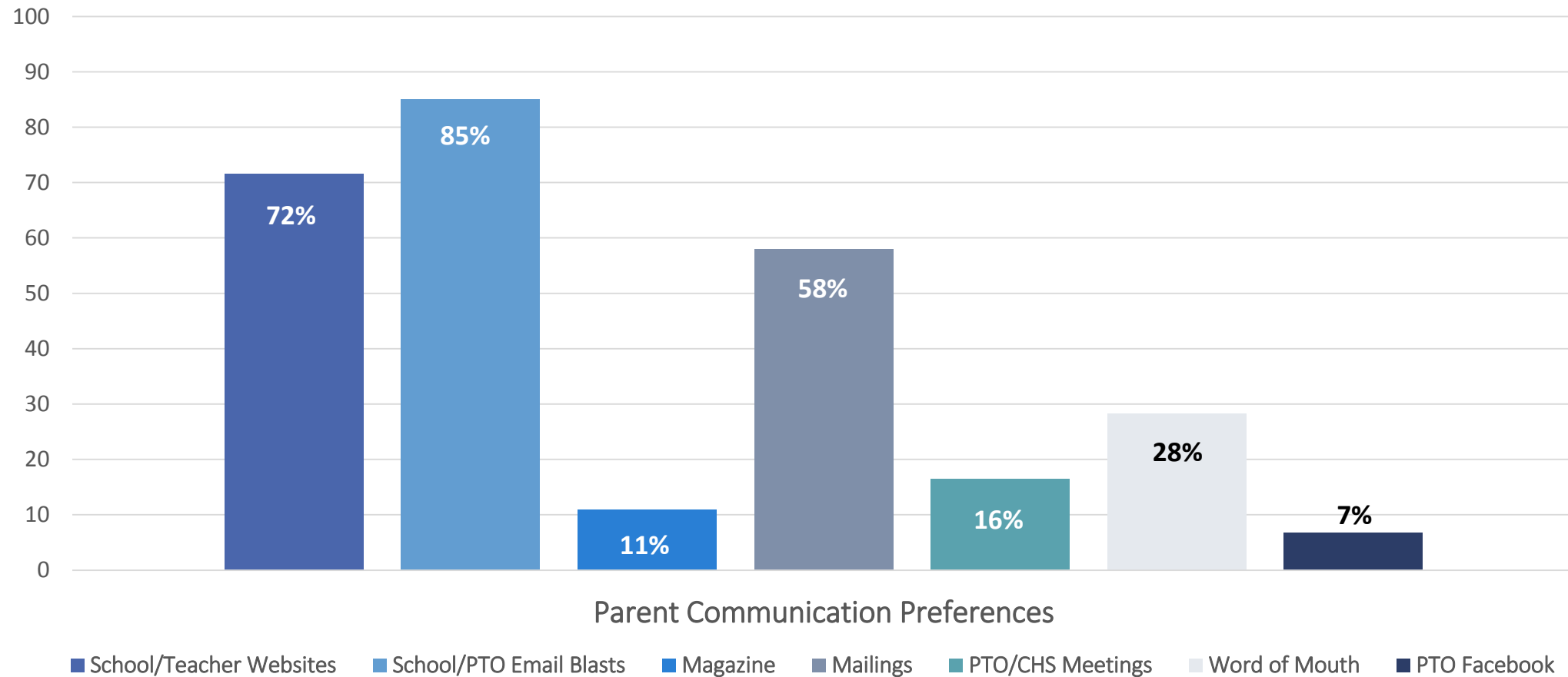
# Select all methods you would prefer to use to provide input on District/School Board matters.

Respondents were able to select more than one response.

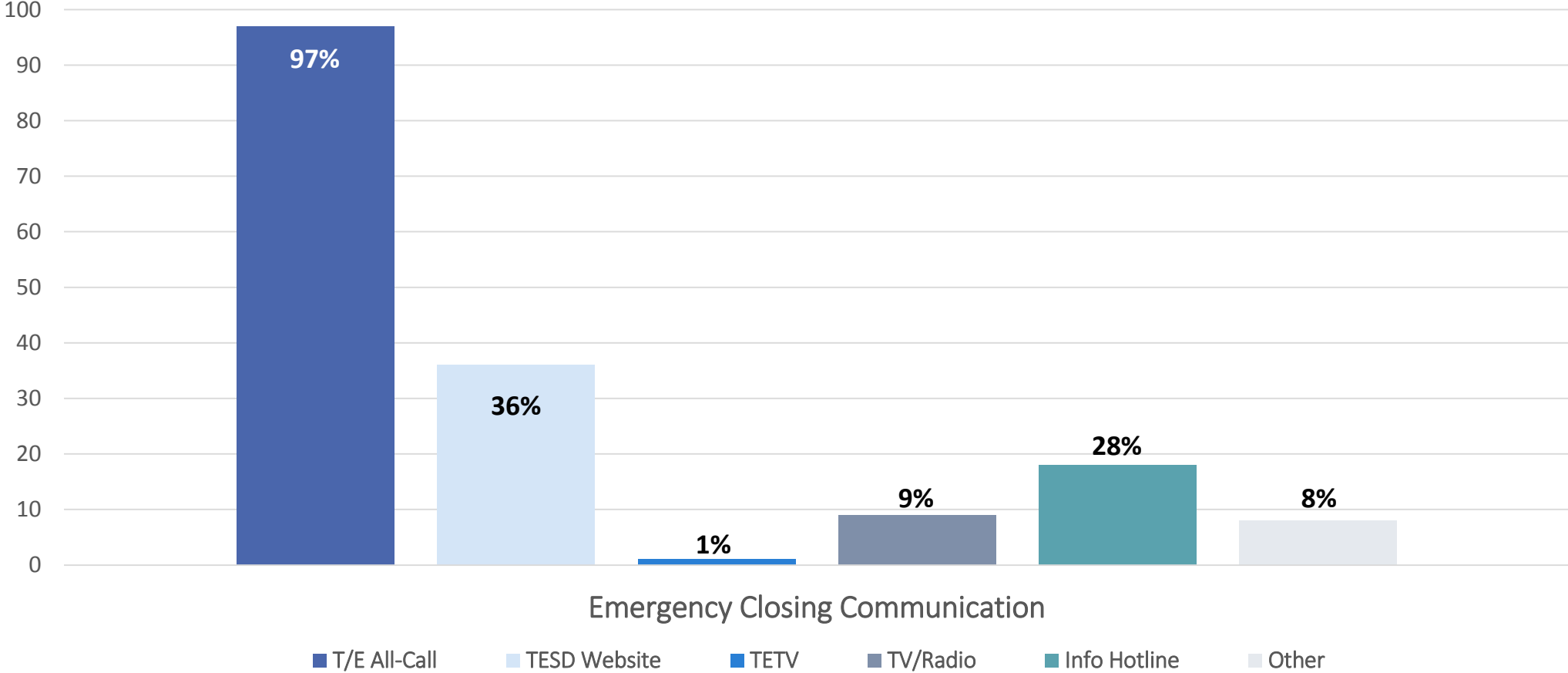


# TESD Parents: Which communication methods do you currently use to receive information about your child's school?

Respondents were able to select more than one response.

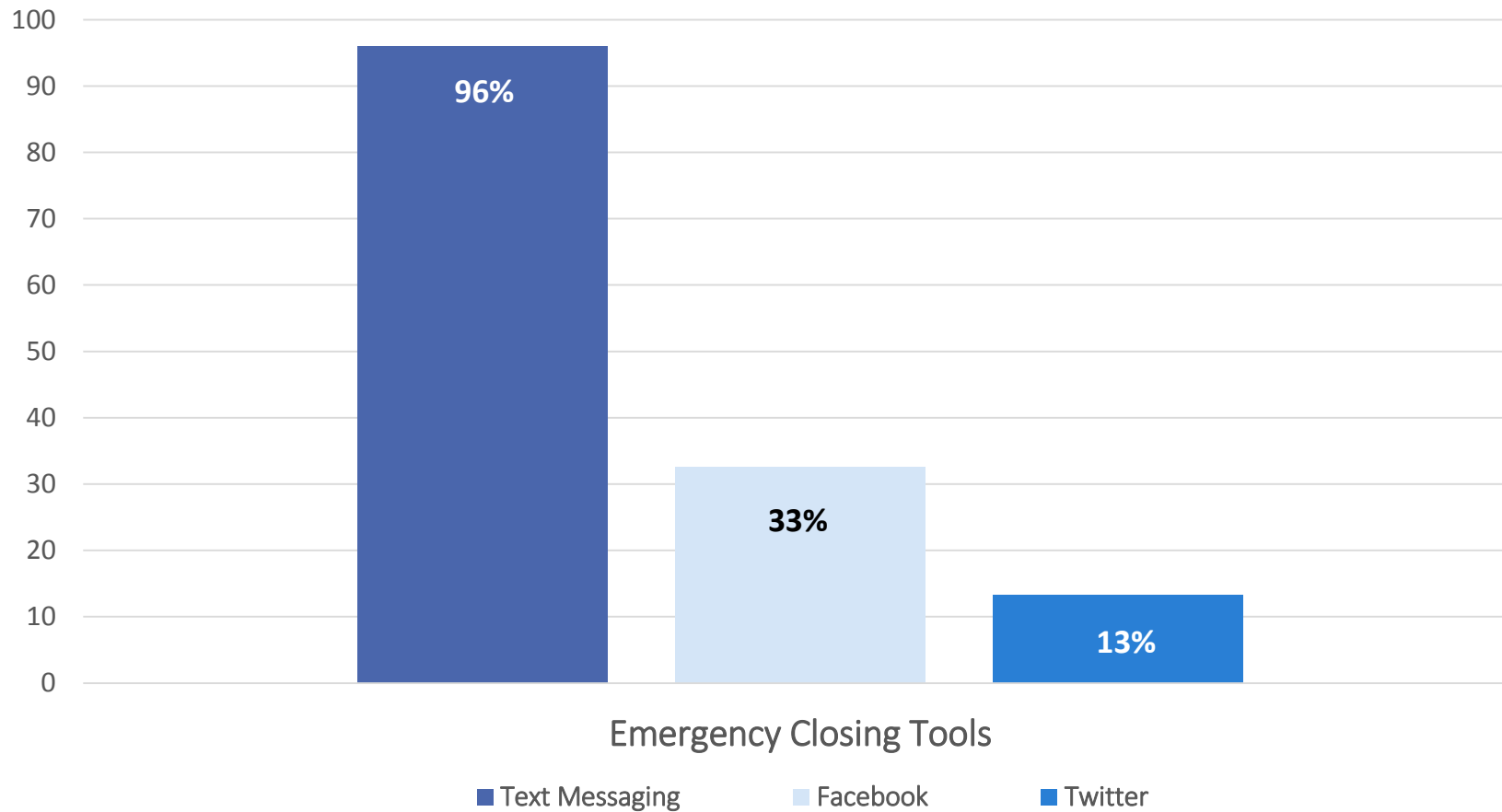


# TESD Parents: How do you prefer to receive emergency closing information?



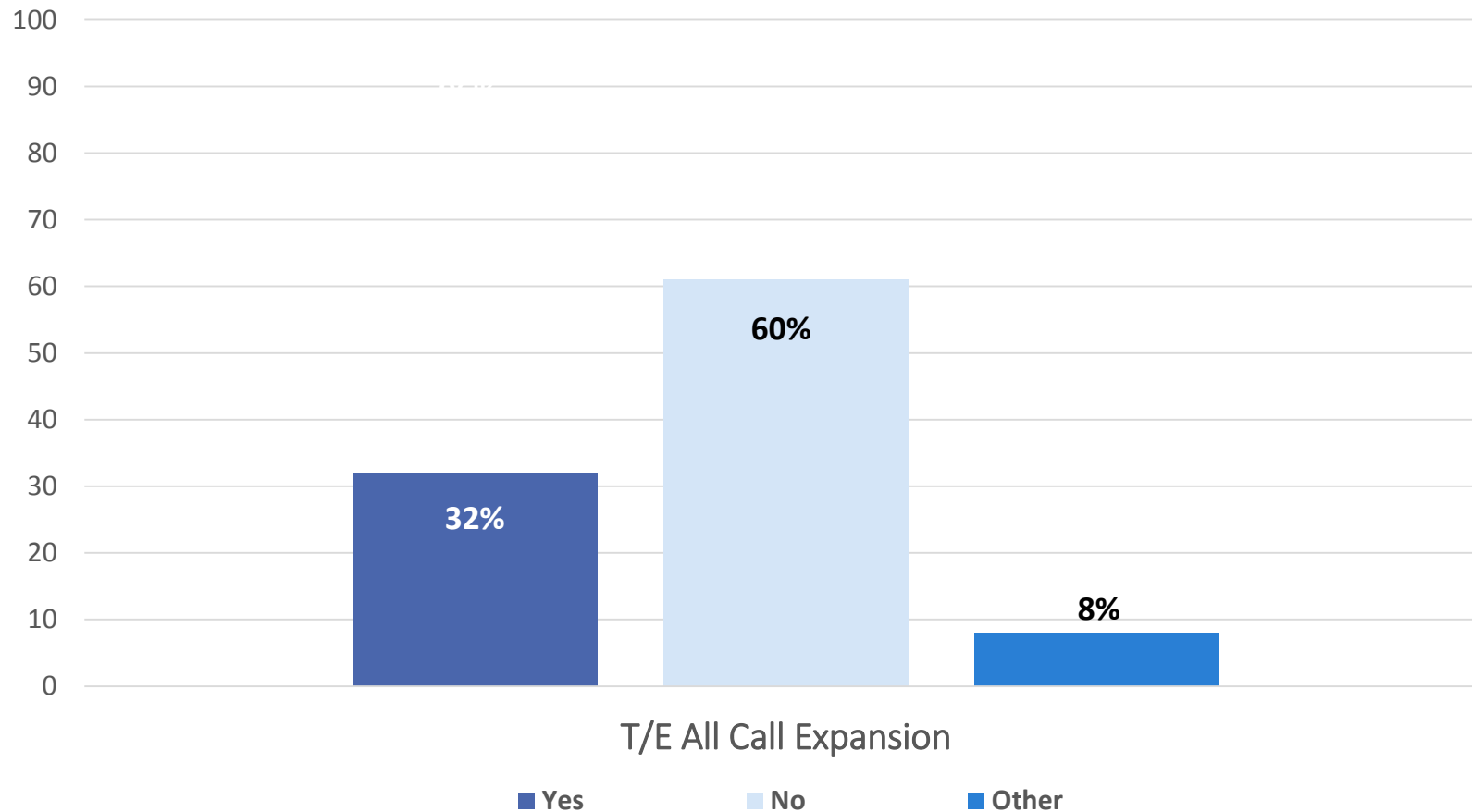
# TESD Parents: Would you use the following tools, if available, to receive emergency closing information?

Respondents were able to select more than one response.



# TESD Parents: Would you like to see T/E All-Call expanded?

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# Areas for Consideration

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- 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