



## Parent Survey: Engagement

### ABOUT SCHOOL PERCEPTIONS

School Perceptions LLC is an independent educational research firm that specializes in conducting surveys for public and private schools, educational service agencies, communities, and other state and national organizations. Since our founding in 2002, more than 10,000 schools have relied on us to collect millions of survey responses from students, staff, parents, and community members.

For almost two decades, our mission has not changed: We help educational leaders gather, organize, and use data to make strategic decisions.

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**PERCEPTIONS**

262.644.4300 | [schoolperceptions.com](http://schoolperceptions.com)  

# THE BUILDING BLOCKS TO A SUCCESSFUL PARENT SURVEY

## 1

### ENGAGE YOUR PARENTS

The School Perceptions parent survey collects the data that you need to assess your parents' experiences, attitudes, and levels of engagement at all of your schools. It also allows your parents to provide honest feedback, strengthening the school-parent partnership.

## 2

### WORK WITH EXPERTS

After conducting thousands of surveys, our staff has the experience to help you through each step of the survey design, administration, and results reporting process. Using an independent company like School Perceptions builds trust with your parents and makes your survey process easy, professional, and credible.

## 3

### ASK THE RIGHT QUESTIONS

The base parent survey allows parents to provide feedback on each school their child attends in your district. Optional sections include communications, an evaluation of programs and services, life skills, future planning, and overall satisfaction. Our system allows you to add customized questions that address issues important to your school.

*This survey collects data on six key indicators of parent engagement:*

- » Culture of educational excellence
- » Effective teaching
- » Safe and healthy school climate
- » Leadership
- » Sense of community
- » Equity

1. How would you like to receive school information? (Select all that apply)

- Conversation with teachers/administrators
- Email from teachers/administrators
- Automatic phone notifications
- School newsletters
- School website
- Text Messaging
- Facebook
- Twitter
- Open House
- Parent/Teacher conferences
- School Board meetings, agendas and minutes

2. Academic expectations in this school are:

- Too high    Just right    Too low    Don't know

3. The overall use of technology at my child's school is:

- Too high    Just right    Too low    Don't know

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/doesn't apply
My child has a positive relationship with at least one adult at school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the communication that comes from the school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The District employs high-quality teachers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive enough information to understand my child's progress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of homework given to my child is appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My child enjoys going to school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# 4

## SECURE, USER-FRIENDLY SOFTWARE

The School Perceptions web-based survey platform is custom built to serve the unique needs of school districts.

Parent participation is controlled through a one-time-use code sent via email and/or postcard. Surveys can be taken on any internet-enabled computer, tablet, or mobile handheld device. Paper surveys are available for parents without internet access. Our software also allows the survey to be taken in other languages.

# 5

## BENCHMARK YOUR DATA

Your data is easily accessible any time through our password-protected, web-based portal. From there, you can disaggregate based on school, demographic, or individual item. We put your data in context by comparing your results with similar-sized schools. Districts using the survey over multiple years can view results that quantify progress over time.

# 6

## VALUABLE INSIGHTS

In addition to accessing your data online, the School Perceptions team can provide a variety of reports for your school board and administrative team to help focus your planning efforts.

Our pricing is cost-effective and scales based on school size. Call us at 262.644.430 or email [info@schoolperceptions.com](mailto:info@schoolperceptions.com) for a customized service proposal.

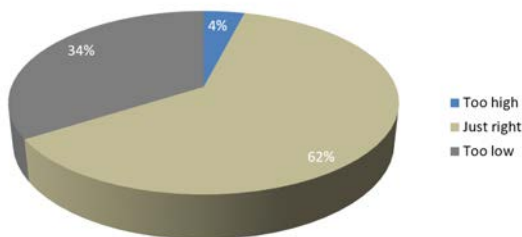
### Overall District Satisfaction

Item	% Strongly agree/ Agree	Average	Similar School Percentile
The District is heading in the right direction.	82%	3.88	86
The District is run effectively.	94%	4.12	71
The District has effective financial management.	79%	3.60	54

### School Feedback

Item	% Strongly agree/ Agree	Average	Similar School Percentile
I am satisfied with the communication that comes from the school.	82%	3.91	90
My child enjoys going to school.	91%	4.11	83
The District employs high-quality teachers.	85%	3.88	70
The amount of homework given to my child is appropriate.	65%	3.30	20

### The academic expectations of our students are:





## OUR CUSTOMERS' IMPRESSIONS OF SCHOOL PERCEPTIONS

“For the second time in three years, the service provided by School Perceptions was exceptional. The staff at School Perceptions listened to our needs and worked with us to develop a survey that has provided our school community with valuable information and data, so that our school board can make informed decisions on how to best move forward with addressing our facility and programming needs. Thank you School Perceptions for your professionalism, direction, support, and encouragement! I continue to recommend School Perceptions to other school districts seeking quality survey data.”

***Dale Carlson, New Richland-Hartland-  
Ellendale-Geneva Public Schools***

“We have used School Perceptions for over 10 years and they have always delivered on every project we had. We currently work with them on three yearly projects, and the information we get from School Perceptions drives change in our district.”

***Phil Ertl,  
Wauwatosa School District***

“School Perceptions continues to meet and exceed the expectations of Kaukauna Area School District. We will continue to partner with them as our needs arise.”

***Mark P. Duerwaechter,  
Kaukauna School District***

“School Perceptions is a trusted company with expertise in survey development, analysis, and the use of data to inform strategic planning and school goals. The variety of surveys offered address a number of priorities for gathering perceptions of students, staff, families, and community. School Perceptions provides a standardized, reliable, and valid process for collecting feedback to help a school continuously improve its educational programming, services, and operations. Bill Foster and his staff are not only experts in the field but their customer service is beyond compare when it comes to addressing a school district’s individual needs.”

***Patricia Vickman,  
Southern Door County School District***



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