

District: ALBEMARLE CO PUBLIC SCHOOLS
 Speak Up Research Initiative
 Parent Survey

1 Please select the grade(s) of your child(ren) in school this year.			
Response	% Responses	State %	National %
Preschool	4%	4%	4%
Kindergarten - Grade 1 - Grade 2	41%	36%	33%
Grade 3 - Grade 4 - Grade 5	37%	35%	32%
Grade 6 - Grade 7 - Grade 8	32%	32%	34%
Grade 9 - Grade 10 - Grade 11 - Grade 12	26%	31%	33%
Other	1%	0%	1%
2 How would you rate your technology skills?			
Response	% Responses	State %	National %
Advanced - My skills are more advanced than most adults I know	40%	45%	39%
Average - My skills are similar to those of the adults I know	56%	53%	57%
Beginner - My skills are less advanced than most adults I know	4%	2%	3%
3 Which of these mobile devices do you have for your own use? (Check all that apply)			
Response	% Responses	State %	National %
Smartphone with Internet (e.g. iPhone, Samsung Galaxy)	97%	98%	97%
Laptop	86%	89%	83%
Chromebook	12%	15%	18%
Tablet (e.g. iPad)	68%	70%	67%
Digital reader (e.g. Kindle, Nook)	34%	37%	30%
Smartwatch (e.g. Apple watch, Android Wear)	32%	32%	33%
4 When you think about your child's future, do any of these things worry you? I worry about my child&hellip; (Check all that apply)			
Response	% Responses	State %	National %
Having to compete with better educated workers for jobs	19%	24%	25%
Needing more education beyond a college degree to get a good job	31%	34%	33%
Needing to depend upon parents for financial support as an adult	27%	31%	31%
Not graduating from college or completing a job training program	13%	13%	15%
Not graduating from high school	3%	3%	5%
Not having the skills to successfully navigate college	28%	27%	27%
Not learning the right skills in school they will need to be successful in the future	50%	47%	45%
Taking on too much student tuition debt for college or job training	52%	49%	49%
None of these worry me	15%	15%	15%
Other	11%	9%	8%
5 Besides having strong subject area knowledge (e.g. English, math, science, history/social studies) which of these college and workplace skills do you think are most important for students to learn to be successful in the future? (Check all that apply)			
Response	% Responses	State %	National %
Ability to communicate in more than one language	42%	40%	41%
Ability to learn new skills independently	77%	75%	72%
Ability to work with a diverse group of people	78%	75%	73%
Appreciation of the arts	36%	31%	29%
Awareness of global issues	54%	52%	48%
Being creative and "thinking outside of the box"	70%	70%	71%
Critical thinking and problem-solving skills	93%	91%	86%
Effective communication (verbal and written)	91%	90%	86%
Financial literacy - understanding personal finances	77%	77%	77%
Information and media literacy skills	45%	45%	42%
Leadership skills	56%	61%	64%
Research skills	51%	52%	50%
Teamwork and collaboration skills	75%	75%	73%
Technology skills	59%	66%	65%
Understanding of civics and community responsibilities	50%	50%	48%
Other	5%	5%	4%
6 What do you think is the best way for your child to develop the skills they will need to be successful in the future? (Check all that apply)			
Response	% Responses	State %	National %
Conduct scientific experiments or research projects	51%	45%	40%
Create a business on YouTube	5%	5%	7%
Engage with local community as part of a class or project assignment	59%	53%	53%
Gain work experience through a job, internship, or volunteering	79%	80%	81%
Have authentic problem-solving experiences around real-world issues	79%	78%	74%
Learn an additional language	42%	39%	38%
Participate in an e-sports club or program	8%	9%	12%

	Participate in school leadership opportunities	50%	52%	55%
	Participate in project based learning experiences	65%	64%	62%
	Pursue artistic and/or performance interests	41%	37%	33%
	Pursue public speaking opportunities in class or outside of school	44%	51%	49%
	Take a class at a local college and earn both high school and college credits	41%	33%	39%
	Take a coding or computer programming class	42%	45%	43%
	Take classes online	17%	15%	18%
	Take pre-professional, career technical education or vocational classes	30%	30%	34%
	Use advanced technologies like augmented reality, virtual reality or artificial intelligence to solve problems	23%	24%	24%
	Use media creation tools to create content (videos, games, news casts, memes) to share with others	25%	25%	26%
	Use technology within their classes	50%	53%	56%
	Work with classmates on projects or assignments	65%	64%	62%
	Other	7%	6%	5%
7	There is a new movement in education to teach all students about different forms of computer programming or &ldquo;coding.&rdquo; What would be a good reason for schools or districts to do this? (Check all that apply)			
	Response	% Responses	State %	National %
	Colleges value students who have coding skills	19%	20%	23%
	Students are interested in computer programming or coding	40%	39%	41%
	Students could collaborate with other students on projects	30%	30%	34%
	Students could work on solving real world problems	46%	49%	49%
	Students would be more engaged in school	20%	20%	25%
	Students would develop communications skills	23%	23%	27%
	Students would develop creativity skills	37%	41%	43%
	Students would develop critical thinking skills	57%	62%	62%
	Students would learn how computers work	53%	53%	53%
	Students would learn how to think logically	57%	62%	59%
	Students would learn skills necessary to get a job in programming or technology	47%	49%	52%
	None of the above	7%	6%	6%
	Other	9%	7%	5%
8	How important is the effective implementation of instructional technology to students' success?			
	Response	% Responses	State %	National %
	Not Important	9%	7%	5%
	Somewhat Important	45%	41%	39%
	Very important	45%	52%	56%
9	Do you have any concerns about the use of technology at your child's school? Check any of these that are concerns for you.			
	Response	% Responses	State %	National %
	Class or school websites or portals are not updated regularly	26%	21%	21%
	Class or school social media accounts are not updated regularly	11%	10%	10%
	Internet access is slow or limited at the school	13%	18%	18%
	Personal school records or information about my child could be hacked or used without my permission	26%	29%	28%
	School administrators are not monitoring student use for bad behaviors	35%	27%	24%
	Students are not learning Internet safety and digital citizenship skills	39%	34%	32%
	Students are spending too much time on a computer screen at school	59%	46%	41%
	Students use technology inappropriately	38%	31%	29%
	Teachers don't know how to use technology to improve student learning	26%	28%	23%
	Teachers don't know how to use technology or social media tools to communicate with me effectively	13%	15%	14%
	Technology use at school is not helping my child develop college or workplace skills	26%	24%	19%
	Technology use varies from teacher to teacher	44%	50%	48%
	Other	24%	21%	17%
10	When your child is out of school, what is the primary way that they can access the Internet to do homework or get class or school information? (Check the one that most applies to your family)			
	Response	% Responses	State %	National %
	Use a computer with slow Internet wired connection	3%	1%	1%
	Use a computer with fast Internet wired connection	6%	8%	8%
	Use a computer with WiFi	39%	44%	39%
	Use a family member's smartphone or tablet	9%	7%	7%
	Use their own smartphone, tablet or laptop	14%	23%	27%
	Use a laptop or tablet given to them by their school	22%	12%	13%
	My child does not regularly have access to the Internet at our home	7%	5%	5%
11	How often do you use these social media tools or online activities in your free time?			
	Facebook			
	Response	% Responses	State %	National %
	Never	23%	21%	18%
	Rarely	16%	16%	14%
	Sometimes	22%	21%	22%
	Often	30%	30%	32%

All of the time	9%	11%	14%
Fortnite			
Response	% Responses	State %	National %
Never	97%	97%	96%
Rarely	2%	2%	2%
Sometimes	1%	1%	1%
Often	1%	0%	1%
All of the time	0%	0%	0%
Instagram			
Response	% Responses	State %	National %
Never	44%	46%	42%
Rarely	18%	17%	17%
Sometimes	16%	17%	19%
Often	16%	15%	17%
All of the time	5%	5%	6%
Reddit			
Response	% Responses	State %	National %
Never	77%	75%	80%
Rarely	13%	14%	11%
Sometimes	6%	7%	5%
Often	3%	3%	2%
All of the time	1%	1%	1%
Snapchat			
Response	% Responses	State %	National %
Never	84%	83%	76%
Rarely	9%	10%	13%
Sometimes	4%	4%	7%
Often	2%	2%	3%
All of the time	1%	1%	2%
Tiktok			
Response	% Responses	State %	National %
Never	95%	94%	91%
Rarely	3%	4%	5%
Sometimes	1%	1%	2%
Often	0%	0%	1%
All of the time	0%	0%	1%
Tumblr			
Response	% Responses	State %	National %
Never	94%	95%	96%
Rarely	4%	4%	3%
Sometimes	1%	1%	1%
Often	0%	0%	0%
All of the time	0%	0%	0%
Twitter			
Response	% Responses	State %	National %
Never	57%	49%	58%
Rarely	21%	23%	19%
Sometimes	10%	16%	13%
Often	10%	9%	7%
All of the time	2%	3%	2%
YouTube			
Response	% Responses	State %	National %
Never	8%	5%	6%
Rarely	25%	24%	22%
Sometimes	40%	41%	40%
Often	22%	23%	23%
All of the time	5%	7%	8%

12 Please read these statements and check the ones that are true for you most of the time.

Response	% Responses	State %	National %
For personal reading, I prefer to read a printed book than read on a screen (tablet, laptop, digital reader)	78%	72%	70%
For personal reading, I prefer to read on a screen (tablet, laptop, digital reader) than read a printed book	17%	22%	22%
I am very comfortable helping my child(ren) with homework when it involves using online tools and resources	66%	70%	68%
I am very comfortable teaching my child(ren) good digital citizenship behaviors and strategies	65%	67%	64%
I believe that I am modeling good digital behaviors for my child(ren) through my use of technology	58%	59%	57%

	I have a stronger connection to my child(ren)’s teacher and school because of the use of digital tools and social media	24%	23%	26%
	I have stronger personal relationships because of my use of social media	14%	15%	15%
	I like being able to communicate with my child(ren) during the day using a smartphone and/or social media if I want to	25%	31%	37%
	I worry that I spend too much time online with my social media account	25%	21%	19%
	Many educators believe that the effective use of technology can benefit student learning in many ways. What do you think are the benefits of effective technology use in school? (Check all that apply)			
13	As a result of using technology tools for learning purposes, my child is...			
	Response	% Responses	State %	National %
	Applying knowledge to practical problems	32%	37%	41%
	Collaborating with other students more	30%	38%	39%
	Communicating with their teacher more often	29%	31%	35%
	Getting better grades and test scores	8%	11%	15%
	Developing creativity skills	24%	28%	33%
	Developing critical thinking and problem-solving skills	33%	37%	39%
	Gaining a better understanding of the class material	22%	26%	28%
	In control of their learning	27%	28%	31%
	Learning at their own pace	30%	29%	33%
	Learning in a way that fits their learning style	23%	28%	31%
	More likely to complete homework assignments	17%	22%	25%
	More interested in what they are learning in class	18%	20%	23%
	Taking ownership for their learning	20%	24%	28%
	Using time at home for extended learning	21%	25%	27%
	None of the above	23%	18%	14%
	Other	10%	8%	6%
14	When you think about students using mobile devices in class, which of these situations do you think is best for your child?			
	Response	% Responses	State %	National %
	Use a mobile device (smartphone, tablet, laptop, Chromebook) that we provide	14%	17%	19%
	Use a mobile device that the school provides to our child to use daily to support schoolwork	27%	28%	31%
	Use mobile devices that the school provides for periodic usage in class	33%	29%	29%
	Use computer labs at school (not in class usage)	12%	13%	12%
	Students should not use computers or mobile devices at school	6%	6%	4%
	Other	8%	7%	5%
15	Thinking about your child's use of technology, how many hours a day on average do you think your child uses a digital device (smartphone, tablet, laptop or Chromebook) in school and at home?			
	In school for learning			
	Response	% Responses	State %	National %
	0	4%	6%	6%
	1-2	60%	62%	59%
	3-4	26%	24%	24%
	5-6	8%	6%	7%
	6+	2%	2%	3%
	At home – for homework			
	Response	% Responses	State %	National %
	0	38%	31%	25%
	1-2	53%	56%	60%
	3-4	8%	11%	12%
	5-6	0%	1%	2%
	6+	0%	1%	1%
	At home – for personal use			
	Response	% Responses	State %	National %
	0	19%	15%	12%
	1-2	55%	53%	53%
	3-4	19%	22%	23%
	5-6	3%	6%	7%
	6+	3%	5%	5%
16	Which of these policies do you think is best for your child's school?			
	Response	% Responses	State %	National %
	Students are not allowed to have or use personal mobile devices at any time on campus	29%	23%	21%
	Students can use their personal mobile devices on campus before or after school, at lunch or during recess but they cannot be used in class at any time	41%	37%	37%
	Students can use their personal mobile devices in class if the teachers allow that and it will be used for learning purposes only	12%	24%	24%
	Students can use their personal mobile devices in class if the teachers allow that	5%	8%	9%
	Students can have and use personal mobile devices at any time on campus if that usage is safe and not hurting anyone else	2%	2%	3%
	Other	10%	7%	6%
17	Imagine you are designing a dream school for today's students. Which of these digital tools do you think holds the greatest potential for increasing student achievement and success? (Check all that apply)			
	Response	% Responses	State %	National %
	Augmented reality apps	10%	13%	13%

Chromebook or laptop for every student to use at school	58%	58%	63%
Digital content (animations, simulations, online articles, and resources)	43%	47%	48%
Digital games	10%	14%	16%
Internet access anywhere at school	41%	43%	44%
Mobile apps for learning	43%	48%	53%
Online or virtual classes	34%	35%	37%
Online textbooks	40%	43%	46%
Online tutors	43%	48%	51%
Online videos and movies	25%	26%	27%
Social media tools for students	7%	9%	11%
Tablet for every student to use at school	26%	27%	32%
Tools to help students create media projects (e.g. video, audio)	56%	53%	53%
Virtual reality experiences and hardware (headsets and devices)	16%	17%	20%
Other	11%	8%	6%

18 How satisfied are you with current communications from your child's teacher and the school and/or school district?

Student specific info from teacher(s)

Response	% Responses	State %	National %
Very dissatisfied	8%	8%	7%
Somewhat dissatisfied	18%	15%	14%
Neither satisfied nor dissatisfied	15%	18%	17%
Somewhat satisfied	33%	33%	31%
Very satisfied	26%	27%	32%

Generalized information from school or district

Response	% Responses	State %	National %
Very dissatisfied	4%	3%	3%
Somewhat dissatisfied	10%	7%	7%
Neither satisfied nor dissatisfied	13%	15%	14%
Somewhat satisfied	37%	38%	36%
Very satisfied	36%	37%	40%

Crisis/alert information from school or district

Response	% Responses	State %	National %
Very dissatisfied	3%	3%	3%
Somewhat dissatisfied	6%	5%	5%
Neither satisfied nor dissatisfied	12%	13%	14%
Somewhat satisfied	28%	30%	30%
Very satisfied	51%	49%	48%

19 What are the most effective ways for your child's teacher(s) to communicate information to you about your child's progress in class? (Check all that apply)

Response	% Responses	State %	National %
Automated phone messages	7%	6%	13%
District mobile app	9%	8%	13%
Facetime or Skype for teacher-parent meetings	7%	9%	8%
Face-to-face meetings	56%	52%	49%
Handwritten notes that are sent home	25%	24%	26%
Hard copy report card	18%	26%	27%
Personal emails	91%	91%	85%
Personal phone calls	44%	41%	44%
Push notifications to parents's phones through district's mobile app	12%	14%	19%
School portals with a password function to protect sensitive information	26%	24%	25%
Text messages to parents's mobile device	37%	33%	43%
Other	2%	3%	3%

20 What are the most effective ways for the school or district to communicate generalized information to you about events and news? (Check all that apply)

Response	% Responses	State %	National %
Automated phone messages	46%	25%	39%
General email blasts	85%	86%	77%
Hard copy flyers or newsletters	18%	18%	18%
Local newspaper or TV announcements	4%	3%	3%
Mobile app news	7%	14%	15%
Online flyers (such as from Peachjar)	3%	3%	10%
Online newsletters	20%	24%	22%
Parent association meeting	6%	10%	9%
Push notifications to parents's phones through district's mobile app	24%	26%	27%
School or district Facebook account	13%	20%	24%
School or district informational websites	16%	21%	21%
School or district Instagram account	3%	5%	7%

School or district YouTube channel	1%	2%	2%
Text messages to parents’ mobile device	49%	46%	48%
Twitter updates or announcements	4%	11%	7%
Other	2%	1%	1%

21 What is the most effective way for the school or district to communicate alert or crisis communications to you? (Check all that apply)

Response	% Responses	State %	National %
Automated phone messages	77%	60%	69%
General email blasts	55%	59%	52%
Local newspaper or TV announcements	15%	15%	13%
Mobile app news	8%	10%	13%
Push notification to parents’ phones through district mobile app	33%	39%	39%
School or district Facebook account	11%	14%	17%
School or district informational websites	10%	13%	13%
School or district Instagram account	3%	4%	6%
School or district YouTube channel	1%	2%	2%
Text message to parents' mobile device	83%	83%	80%
Twitter updates or announcements	5%	14%	9%
Other	1%	1%	1%

22 Thinking about the experiences that your child(ren) is having in school, how much do you agree or disagree with these statements?

I feel connected to my child's school

Response	% Responses	State %	National %
Strongly disagree	6%	5%	5%
Somewhat disagree	15%	13%	12%
Somewhat agree	47%	47%	44%
Strongly agree	31%	34%	38%
Not Sure	1%	1%	1%

I feel that my child is emotionally safe at school

Response	% Responses	State %	National %
Strongly disagree	5%	3%	4%
Somewhat disagree	12%	10%	10%
Somewhat agree	37%	40%	39%
Strongly agree	44%	45%	46%
Not Sure	1%	2%	2%

I feel that my child is physically safe at school

Response	% Responses	State %	National %
Strongly disagree	2%	2%	2%
Somewhat disagree	7%	5%	5%
Somewhat agree	33%	32%	33%
Strongly agree	56%	60%	59%
Not Sure	1%	1%	1%

I trust the teachers and administrators at school to be fair and professional with my child

Response	% Responses	State %	National %
Strongly disagree	2%	2%	3%
Somewhat disagree	7%	7%	7%
Somewhat agree	32%	31%	30%
Strongly agree	57%	57%	58%
Not Sure	1%	2%	2%

I understand my child's academic performance and progress in school

Response	% Responses	State %	National %
Strongly disagree	3%	3%	2%
Somewhat disagree	13%	10%	7%
Somewhat agree	34%	34%	31%
Strongly agree	48%	52%	58%
Not Sure	1%	2%	2%

I wish my child's school would put a stronger emphasis on students' social emotional development and learning

Response	% Responses	State %	National %
Strongly disagree	5%	7%	6%
Somewhat disagree	22%	21%	18%
Somewhat agree	32%	33%	35%
Strongly agree	29%	27%	30%
Not Sure	11%	11%	11%

My child is learning skills in school that will help them be successful in college or a future career

Response	% Responses	State %	National %
Strongly disagree	2%	2%	2%

	Somewhat disagree	10%	9%	8%
	Somewhat agree	46%	43%	40%
	Strongly agree	37%	41%	45%
	Not Sure	5%	5%	5%
	Technology is used effectively to provide my child with appropriate learning experiences			
	Response	% Responses	State %	National %
	Strongly disagree	8%	7%	5%
	Somewhat disagree	21%	17%	13%
	Somewhat agree	41%	41%	41%
	Strongly agree	21%	25%	33%
	Not Sure	7%	9%	8%
	The culture at the school is positive for my child			
	Response	% Responses	State %	National %
	Strongly disagree	4%	3%	4%
	Somewhat disagree	11%	9%	8%
	Somewhat agree	35%	36%	35%
	Strongly agree	47%	48%	50%
	Not Sure	3%	3%	3%
	The school provides ways for me to be engaged in my child's school life			
	Response	% Responses	State %	National %
	Strongly disagree	5%	5%	4%
	Somewhat disagree	15%	13%	12%
	Somewhat agree	38%	37%	36%
	Strongly agree	39%	42%	46%
	Not Sure	2%	3%	3%
23	Do you have any concerns about your child's use of online tools or Internet-based resources? Check any of the concerns that you have.			
	Response	% Responses	State %	National %
	Being contacted online by strangers	56%	58%	59%
	Being harassed online with hurtful texts or photos (cyber-bullying)	61%	62%	61%
	Giving out passwords and account information to others that are not part of our family or friend group	28%	30%	29%
	Not developing good social skills	62%	55%	52%
	Photos of my child being used inappropriately by others	41%	42%	40%
	Receiving inappropriate or suggestive messages	52%	53%	52%
	Seeing websites with inappropriate content	68%	64%	62%
	Sharing personal information or suggestive photos online	34%	37%	35%
	Students getting around school filters and firewalls without permission	41%	32%	31%
	Students making threats of fighting or school violence	30%	29%	30%
	Students' personal school data being shared without my permission	33%	36%	33%
	Students talking about cutting, suicide or other dangerous behaviors	31%	29%	30%
	Students using others' ideas or copying another students' work and calling it their own (plagiarism)	26%	25%	24%
	Too much screen time	75%	69%	64%
	Other	8%	6%	5%
24	Digital citizenship is defined as the set of norms of appropriate, responsible behavior with regard to technology use. Which of these types of digital citizenship do you think are most important for students to learn today? (Check all that apply)			
	Response	% Responses	State %	National %
	Appreciating that everyone has digital rights as well as responsibilities to the society at large	53%	54%	53%
	Knowing how to be safe online and use safeguards to protect our information and ourselves	90%	91%	89%
	Knowing how to use various communications tools appropriately	56%	56%	57%
	Knowing how to use, and how to learn to use, technology for learning purposes	65%	63%	64%
	Learning how to be an effective consumer in a digital economy	43%	44%	41%
	Learning how to protect one's self from the physical and psychological dangers of technology use	79%	75%	72%
	Understanding ethical and lawful use of digital tools	61%	63%	61%
	Understanding that not everyone has access to technology	46%	41%	41%
	Understanding appropriate and inappropriate digital behaviors	82%	80%	77%
25	Who should have primary responsibility for teaching digital citizenship to students? (Check all that apply)			
	Response	% Responses	State %	National %
	Afterschool program leader	8%	8%	9%
	Classroom teacher	72%	70%	71%
	Computer teacher	46%	51%	49%
	Law enforcement officer	11%	13%	14%
	Media specialist	39%	32%	30%
	Other students	5%	4%	5%
	Parent	90%	89%	87%
	School librarian	26%	20%	18%
	Student learning on their own	9%	9%	10%

	Other	7%	5%	4%
The following questions are optional, but we hope that you will answer them to help us in our analysis work.				
27	Are you a...			
	Response	% Responses	State %	National %
	Mom	74%	72%	75%
	Dad	24%	27%	22%
	Grandparent	1%	0%	2%
	Other relative or education guardian	1%	0%	1%
28	To which gender identity do you most identify with:			
	Response	% Responses	State %	National %
	Female	75%	71%	76%
	Male	24%	26%	22%
	Non-binary	1%	0%	0%
	Decline to state	1%	2%	2%
29	Age			
	Response	% Responses	State %	National %
	Under 29	1%	0%	2%
	30-39	32%	25%	28%
	40-49	49%	52%	50%
	50-59	16%	20%	18%
	60-69	2%	2%	2%
	70 +	0%	0%	0%
30	Race or Cultural Identity			
	Response	% Responses	State %	National %
	American Indian/Alaskan Native	0%	0%	0%
	Asian	4%	9%	9%
	Black/African-American	3%	3%	4%
	Caucasian/White (non-Hispanic)	82%	71%	68%
	Hispanic/Latinx	2%	5%	7%
	Native Hawaiian/Other Pacific Islander	0%	0%	1%
	Multiracial	1%	2%	2%
	Decline to state	6%	7%	7%
	Other	2%	2%	2%
31	Highest level of educational attainment			
	Response	% Responses	State %	National %
	Less than high school diploma	0%	0%	1%
	High school diploma	3%	1%	5%
	Some College	8%	5%	10%
	Associate degree	3%	3%	6%
	Bachelor's degree	31%	34%	33%
	Graduate Education (e.g. Master's, Doctorate, etc.)	53%	57%	44%
	Other	1%	0%	1%
32	Household Income			
	Response	% Responses	State %	National %
	Less than \$25,000	2%	1%	4%
	\$25,000-\$49,999	5%	3%	8%
	\$50,000 - \$74,999	9%	5%	8%
	\$75,000 - \$99,999	14%	7%	10%
	\$100,000 - \$149,999	28%	22%	22%
	\$150,000-\$200,000	21%	24%	20%
	Over \$200,000	20%	38%	28%