

# Downington SCoPE Survey Report



June 2023

# Survey Information

Population Surveyed	Population Size Estimate	Population Response Count (N)	Percentage of Total Respondents (%)	Confidence Interval*
Parent	13,000	919	72%	3.1
Staff	1800	251	20%	5.7
Community member	72,000	106	8%	9.5
<b>Total Responses</b>		<b>1,276</b>		

*\*The confidence interval, sometimes called a “margin of error,” is calculated based on how many stakeholders participated in the survey; it tells us the possible range of percentages for a given question. For example, if 75% of employees responding to the survey give an overall rating of Excellent or Above Average for their satisfaction with communication, and you achieve a confidence interval of 5 percent based on the number of employees participating in the survey, the actual percentage of all employees who would likely answer Excellent or Above Average could range from 70-80 percent.*

*Confidence intervals are relatively less important for a survey like SCoPE that is measuring preferences, attitudes and beliefs than they are for a poll that measures support for a political candidate, a measure, or a decision.*

# Survey Information

Population Surveyed	Parent		Staff		Community	
	Count	Percentage	Count	Percentage	Count	Percentage
21 and under	0	0%	0	0%	4	4%
22-30	2	0%	14	6%	0	0%
31-40	197	23%	42	19%	4	4%
41-50	469	56%	45	20%	6	6%
51-60	164	19%	91	41%	21	22%
61-70	11	1%	29	13%	42	44%
71 and over	1	0%	2	1%	18	19%

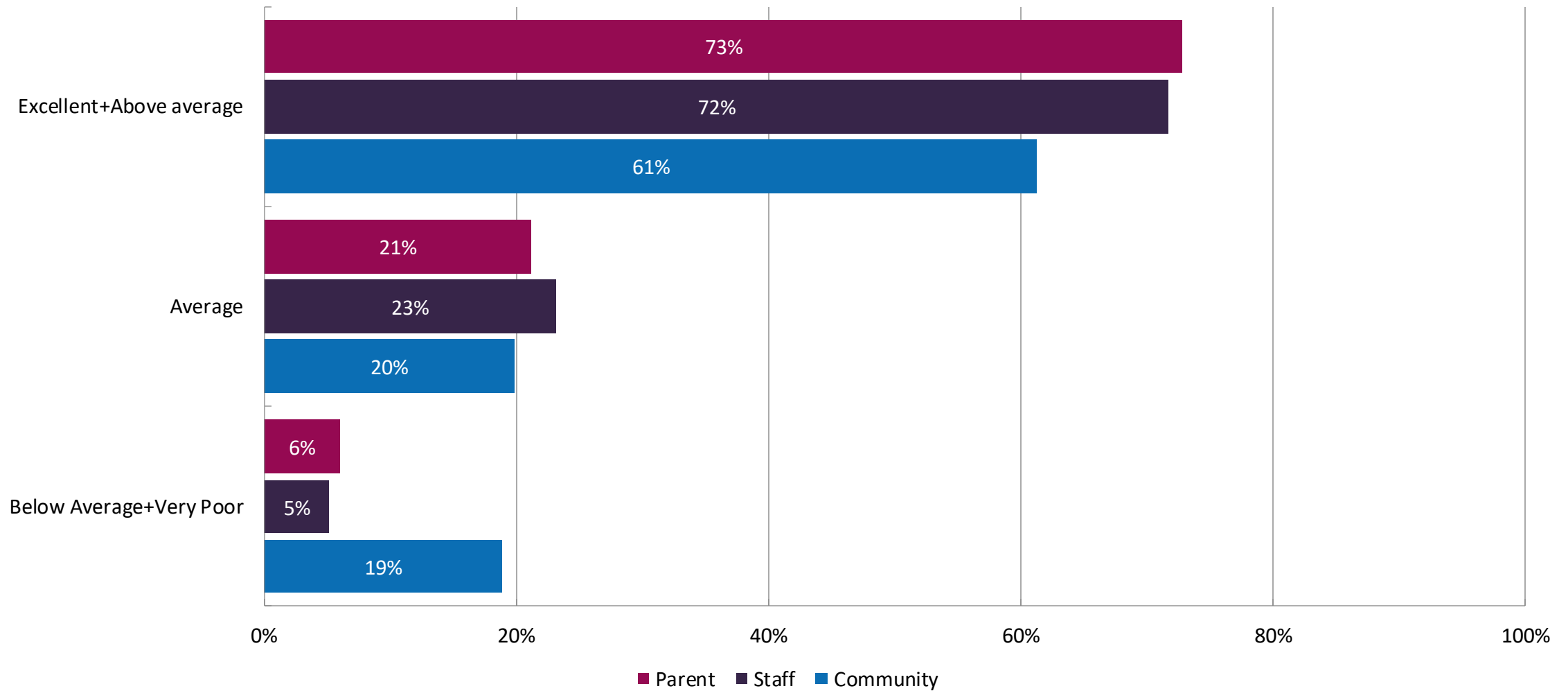
Population Surveyed	Parent		Staff		Community	
	Count	Percentage	Count	Percentage	Count	Percentage
American Indian or Alaska Native	4	0%	2	1%	0	0%
Asian	101	12%	4	2%	1	1%
Black or African-American	16	2%	14	6%	3	3%
Hispanic/Latino/Latina	29	3%	5	2%	2	2%
Multi-racial	11	1%	5	2%	2	2%
Native Hawaiian/ Other Pacific Islander	4	0%	0	0%	0	0%
White	625	74%	176	78%	76	79%
Prefer not to answer	75	9%	24	11%	14	15%
Other (Please specify)	17	2%	4	2%	3	3%

# Stakeholders Overall Data



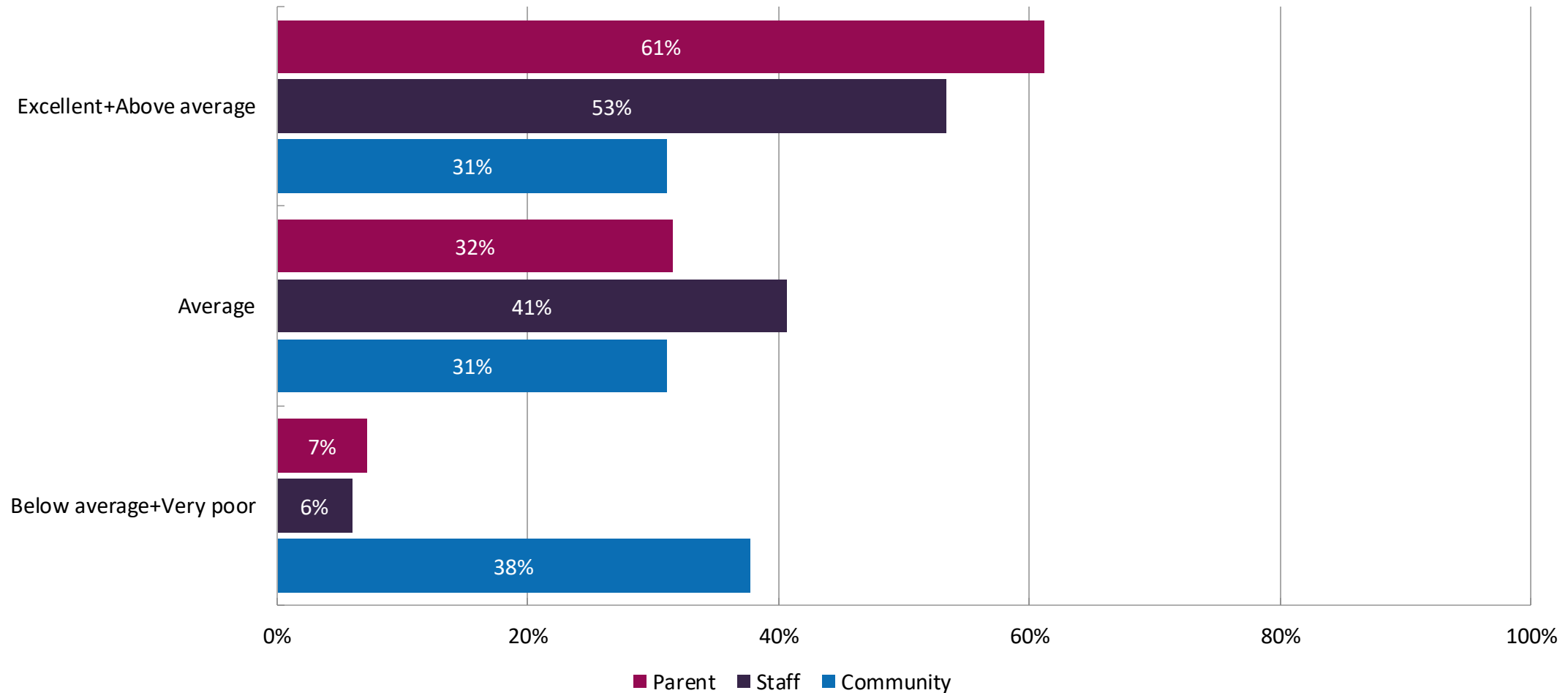
# Overall Rating

Please give an overall rating for your perception of the school district.



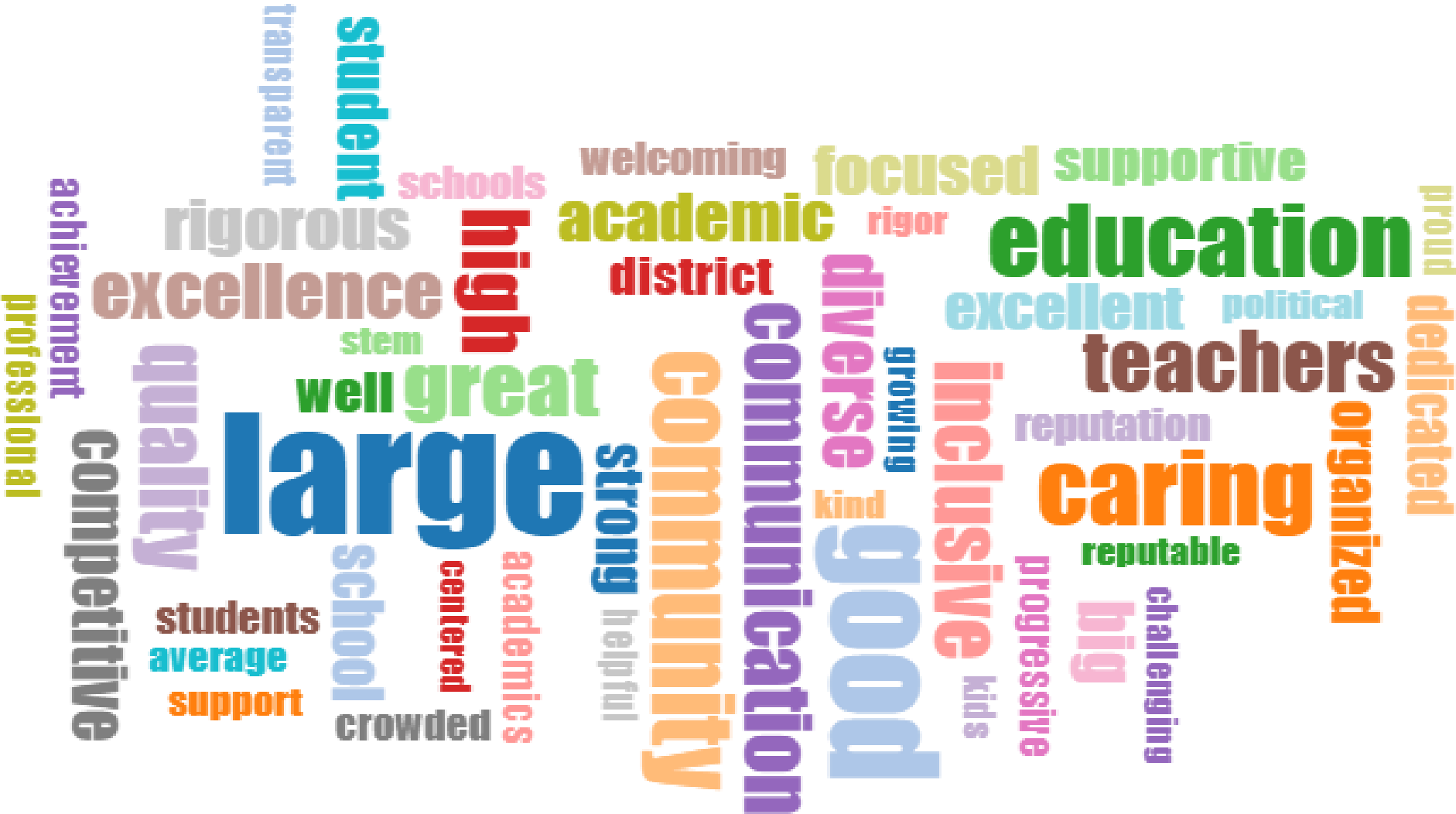
# Overall Rating

Please give an overall rating for your satisfaction with communication from the school, teachers, and/or the school district.



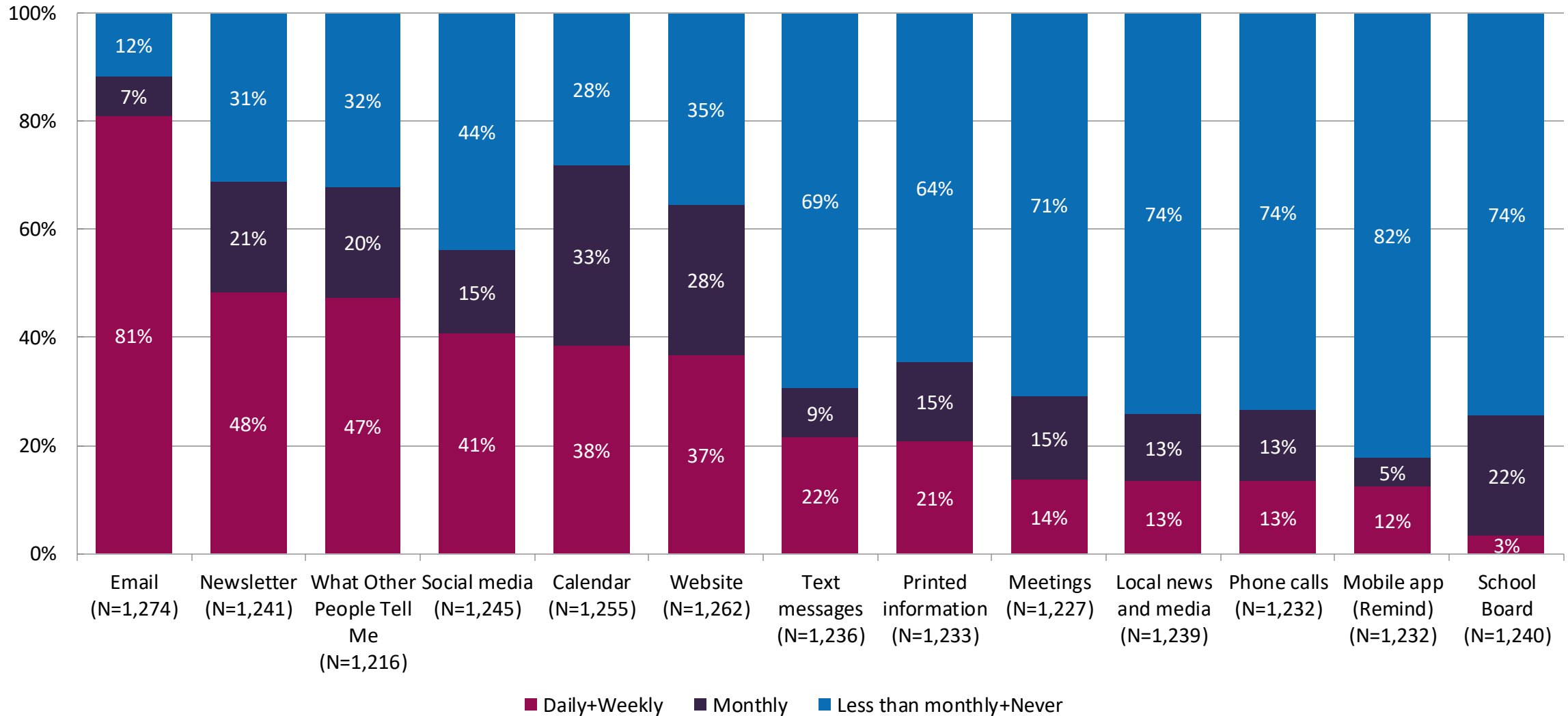
# Words That Describe District

Please share the first two words that come to mind when you think of the district to help us understand your perception of it:



# How Stakeholders Currently Receive Information

\*Please tell us how often you use the following forms of communication to find or learn information about the school district:



\*Stakeholder-specific data on information sources is included later in the presentation

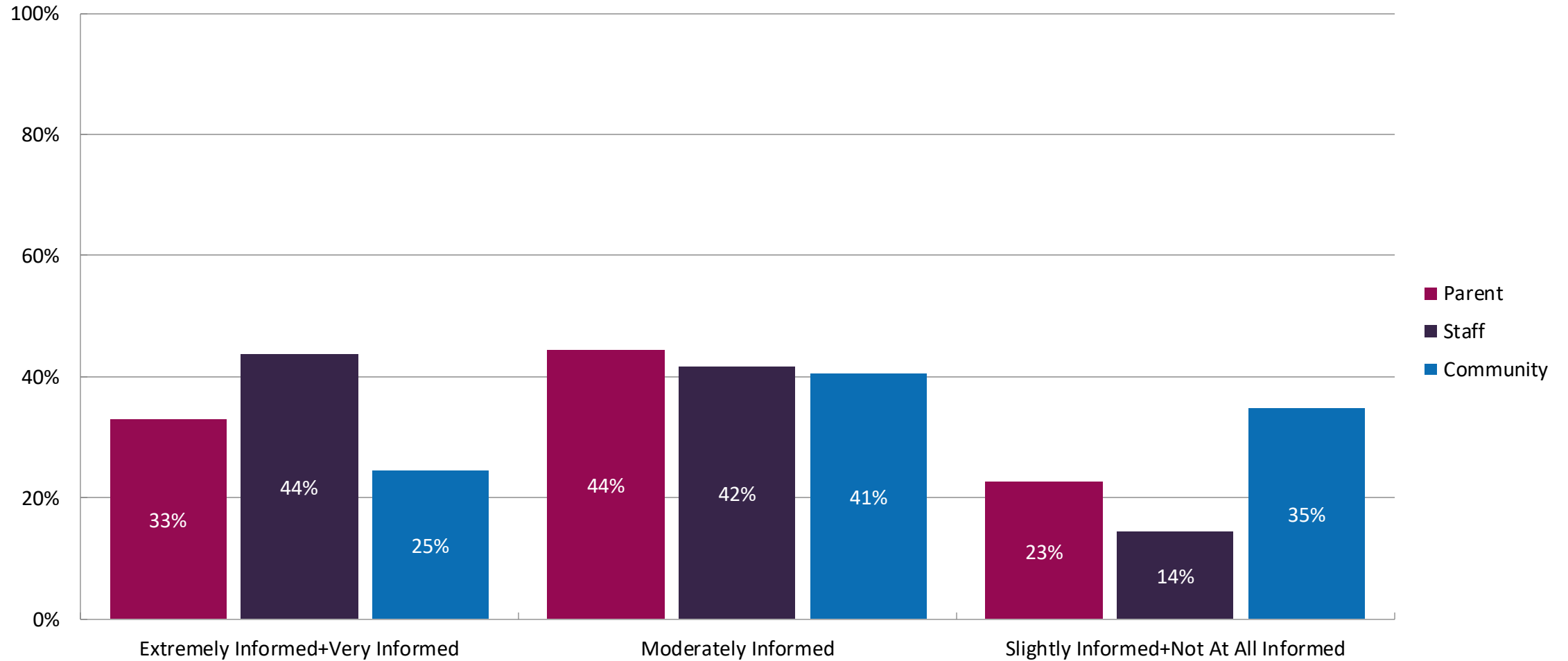


# Top 5 Sources of Information

2023	Parents	Employees	Community
1.	Email	Email	Social Media
2.	Newsletter	What Other People Tell Me	What Other People Tell Me
3.	Social Media	Website	Local News
4.	What Other People Tell Me	Calendar	Website
5.	Calendar	Meetings	Email

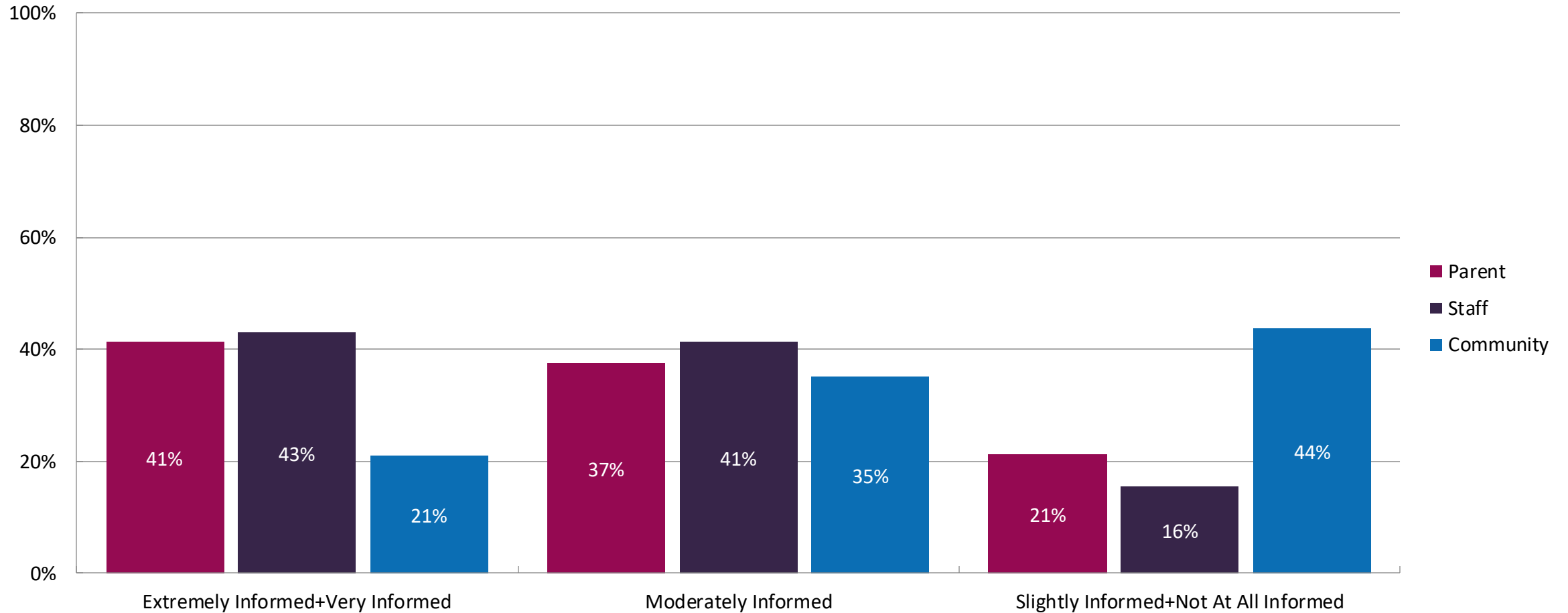
# How Informed Stakeholders are in Key Areas

## About district successes and achievements



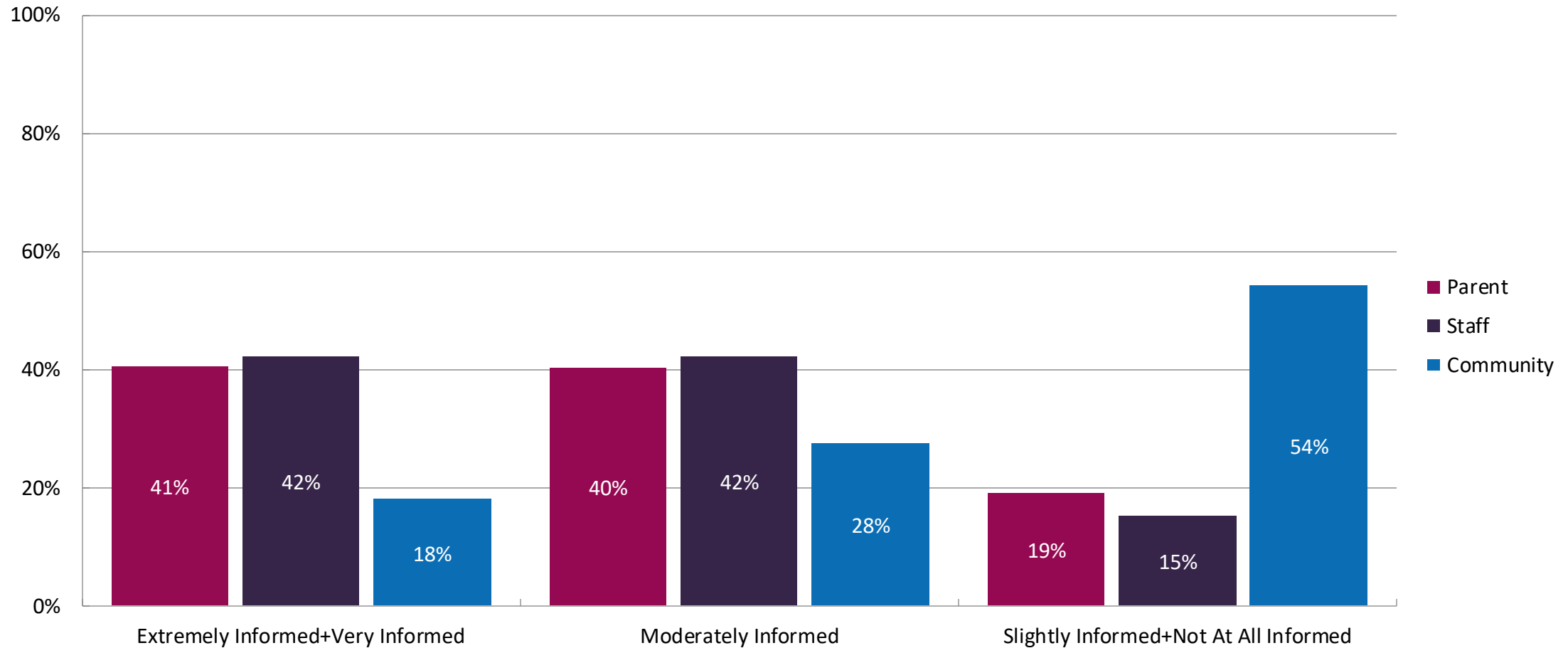
# How Informed Stakeholders are in Key Areas

## About student successes and achievements



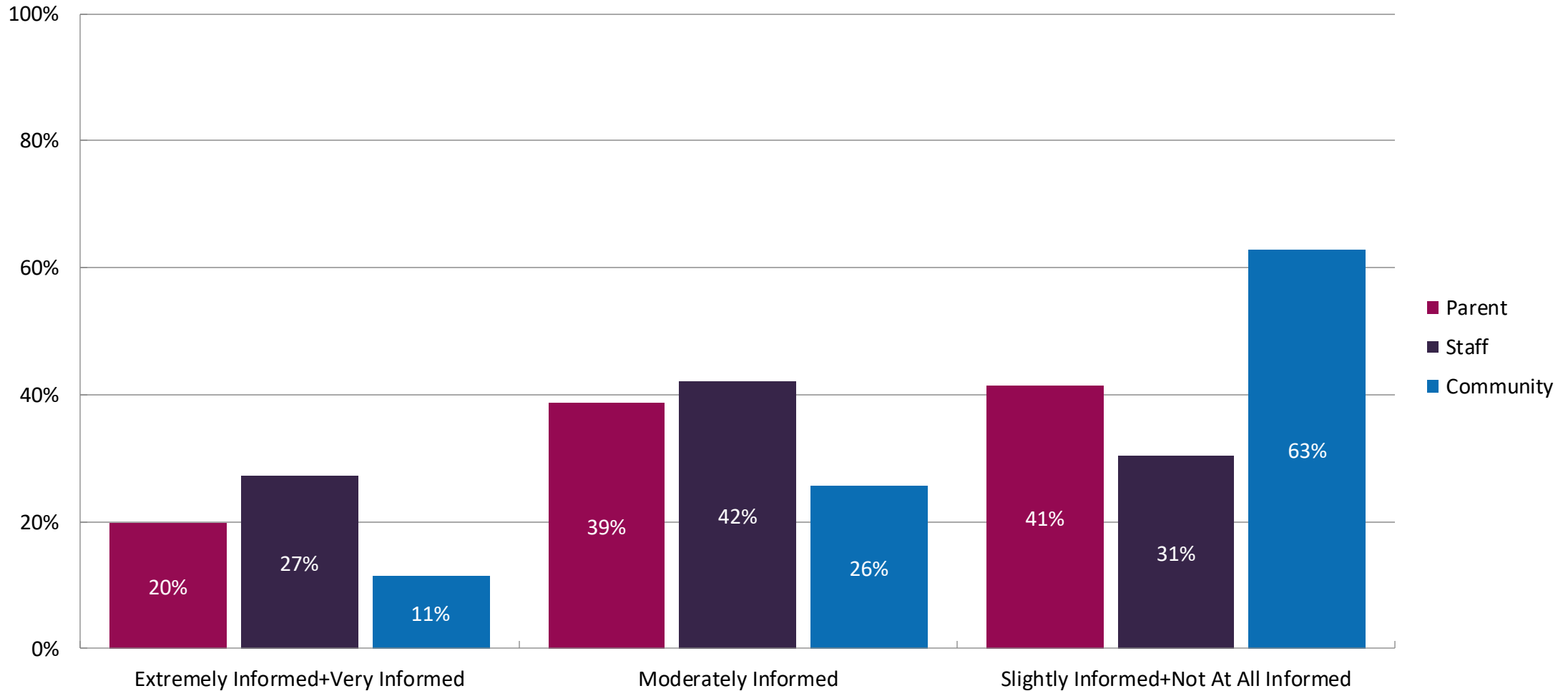
# How Informed Stakeholders are in Key Areas

About events (meetings, competitions, arts, productions, etc.)



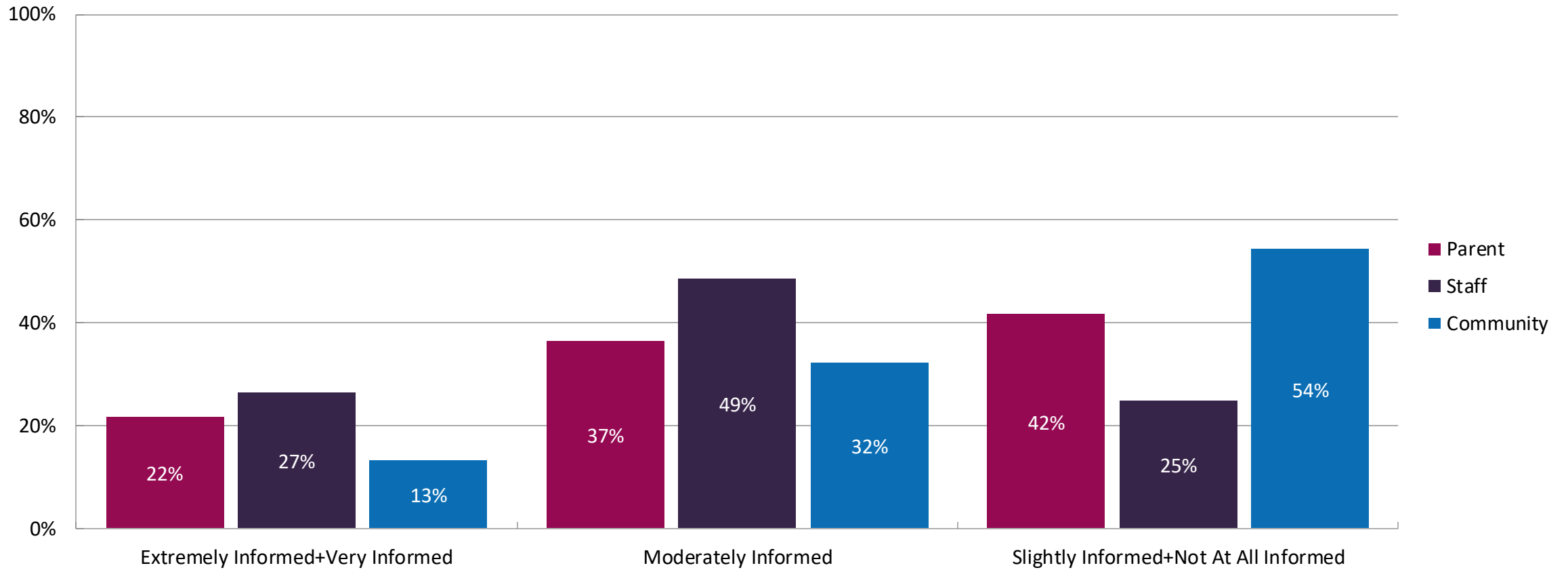
# How Informed Stakeholders are in Key Areas

## About leader decisions



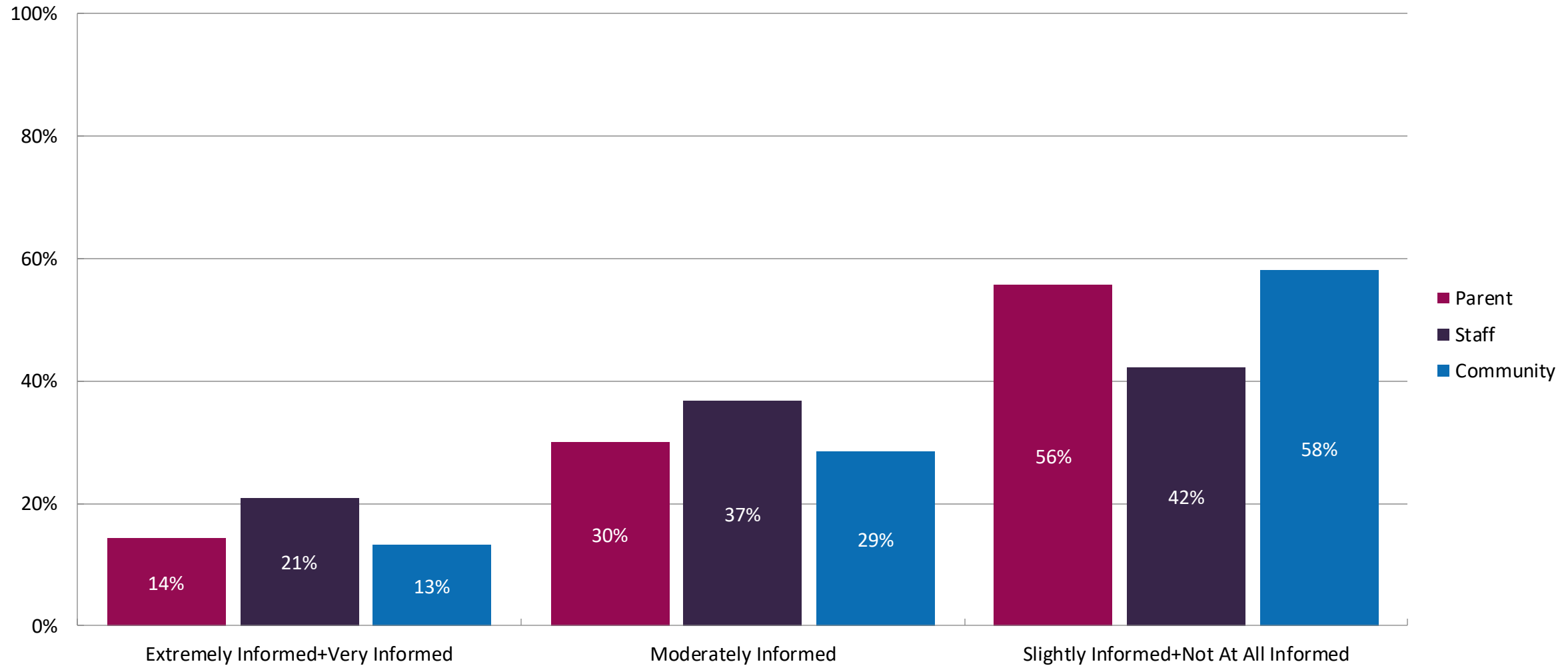
# How Informed Stakeholders are in Key Areas

## About district goals and plans



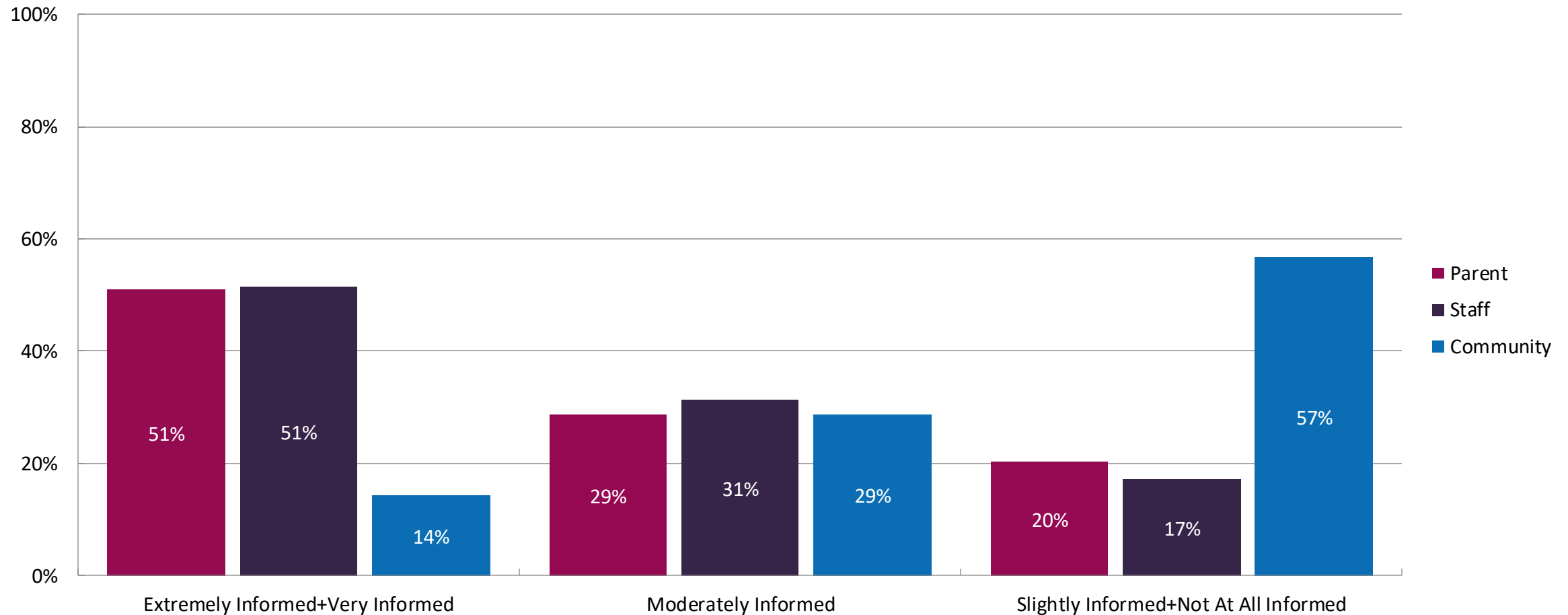
# How Informed Stakeholders are in Key Areas

## About district finances



# How Informed Stakeholders are in Key Areas

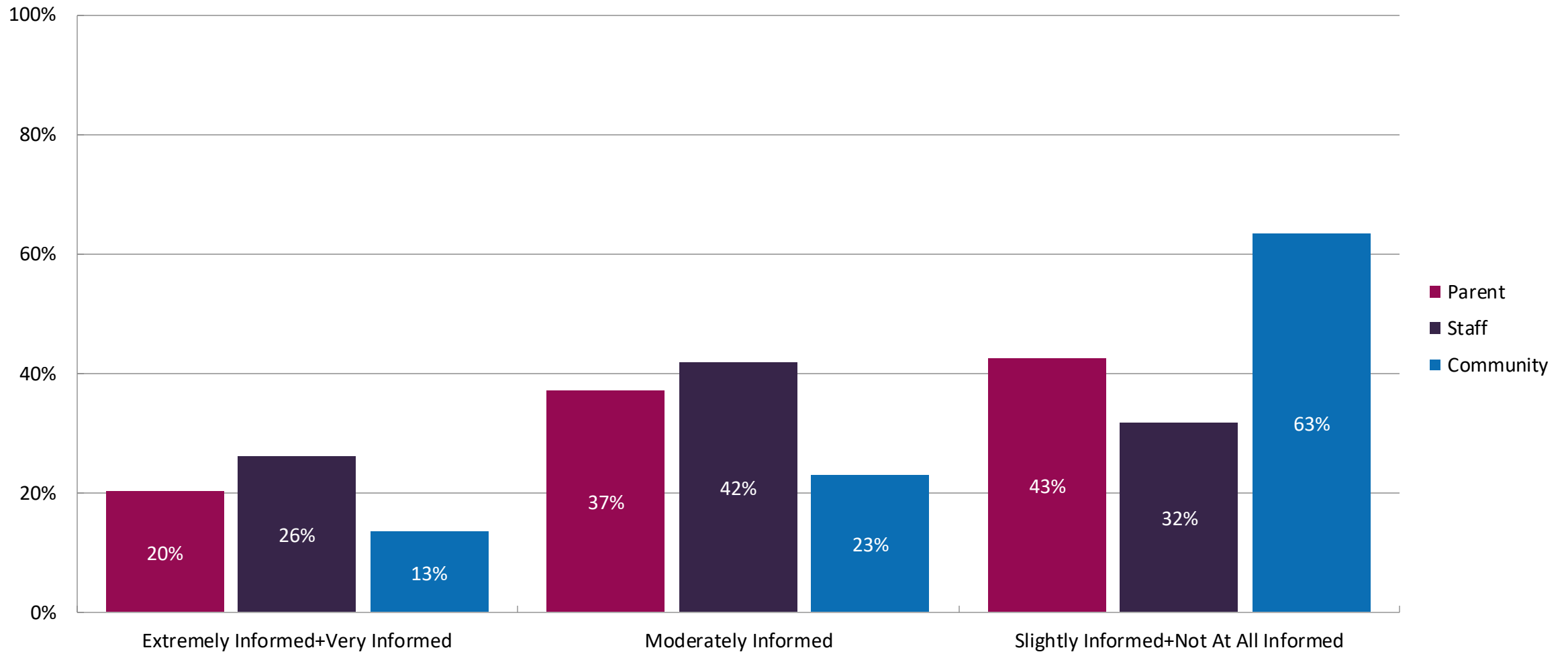
About school safety, including school closings, serious incidents and school crises





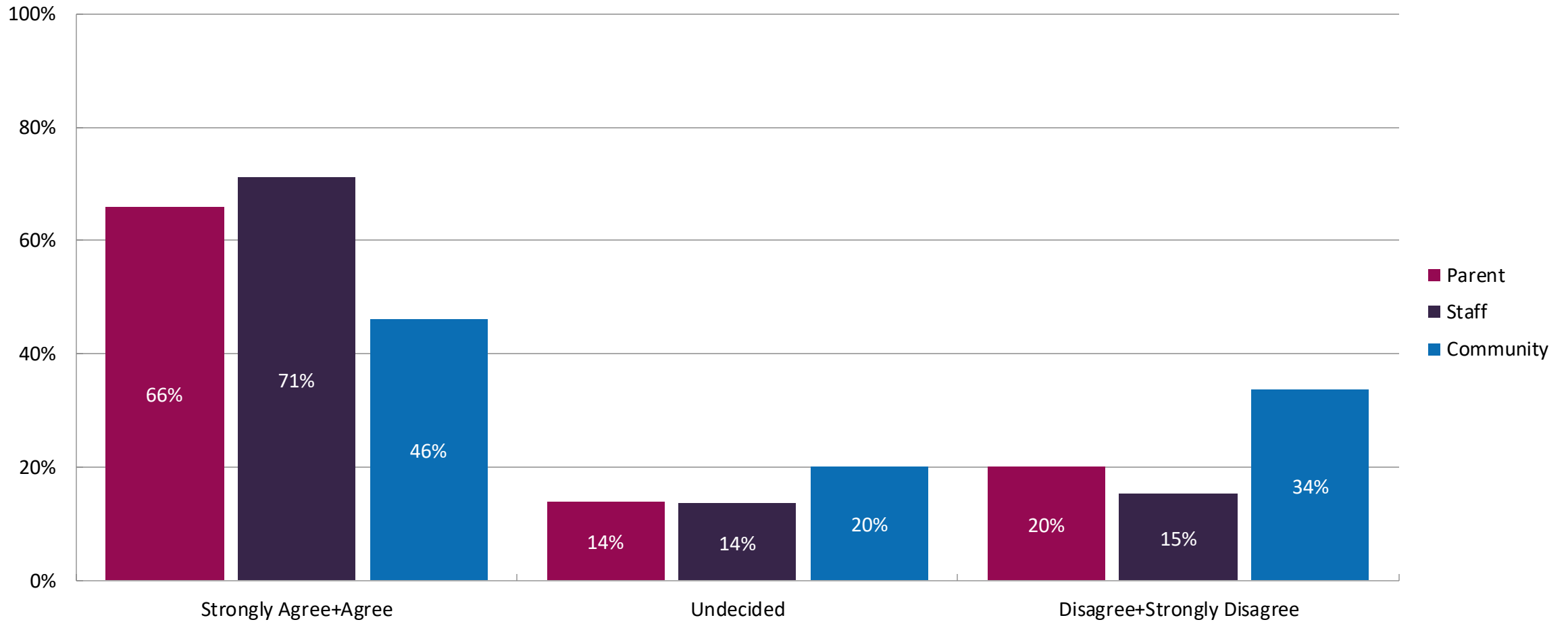
# How Informed Stakeholders are in Key Areas

## About district facilities



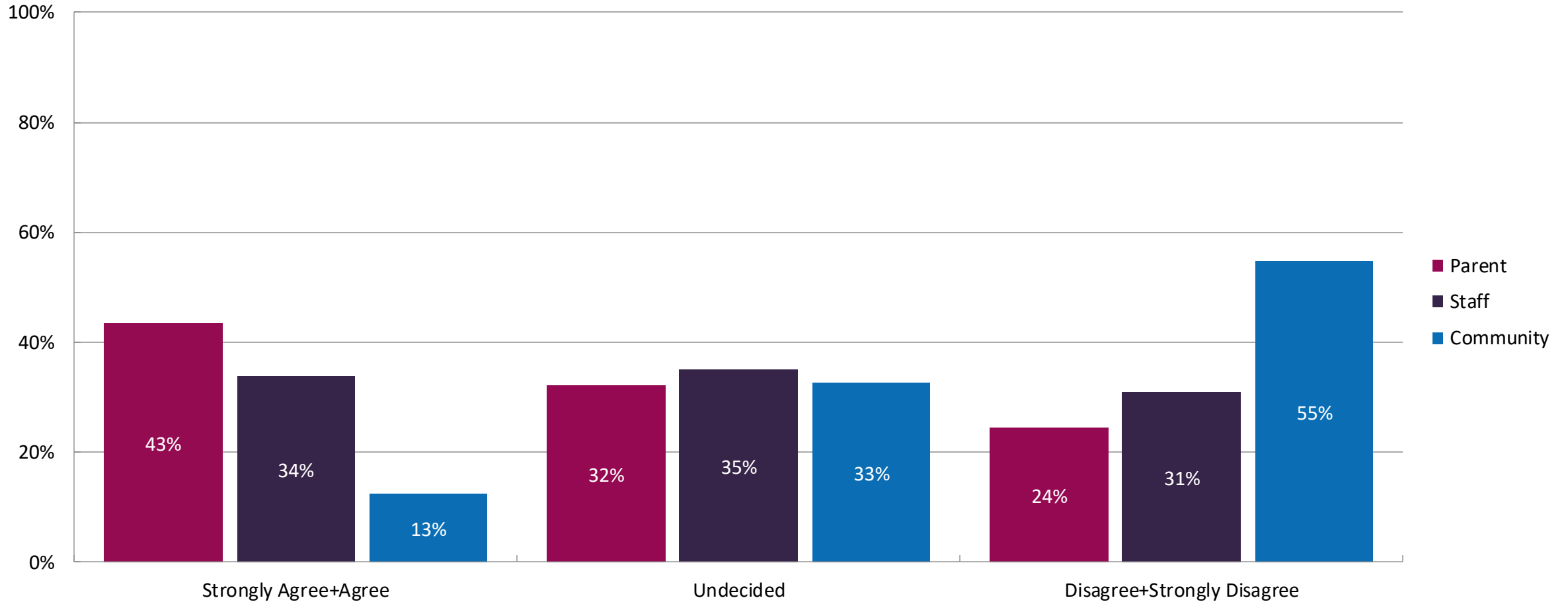
# Quality of Communication in Key Areas

I know where and how I can direct a question, complaint, or concern.



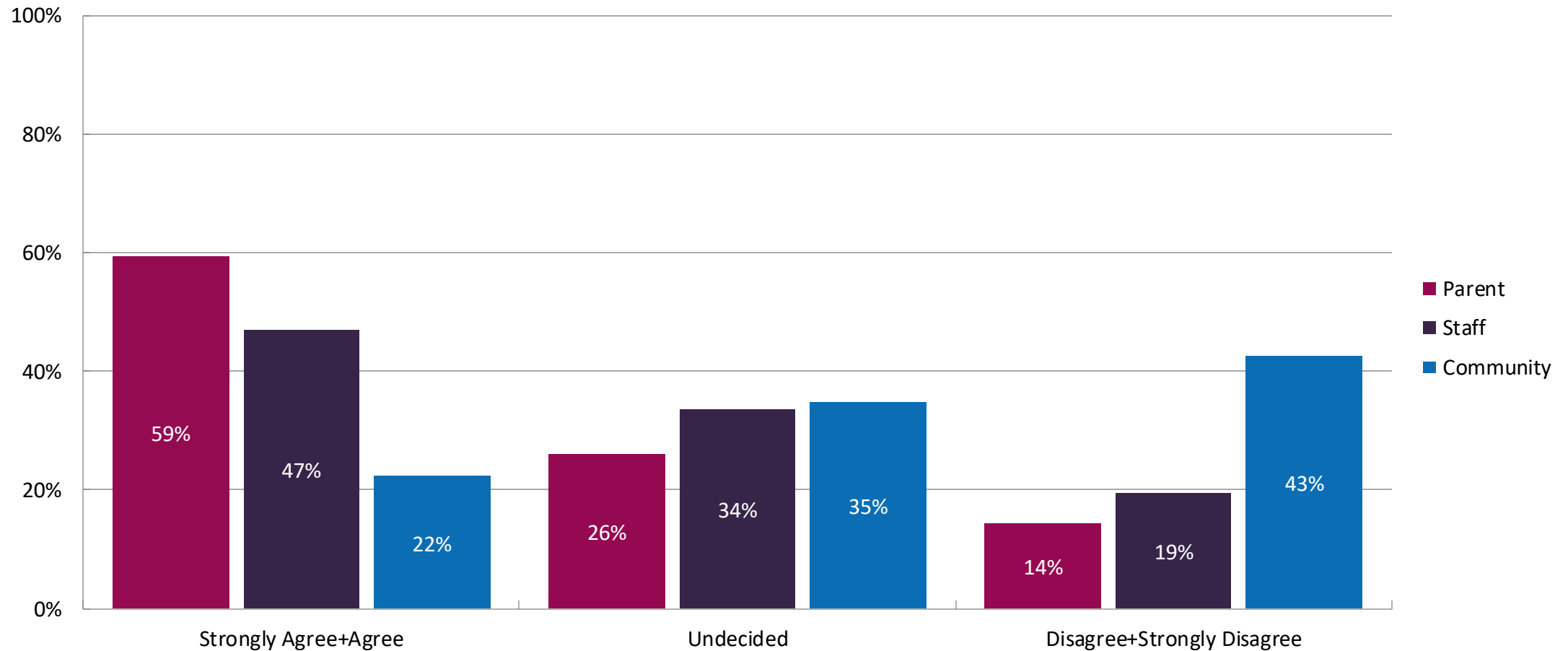
# Quality of Communication in Key Areas

My input and opinion are welcome and valued



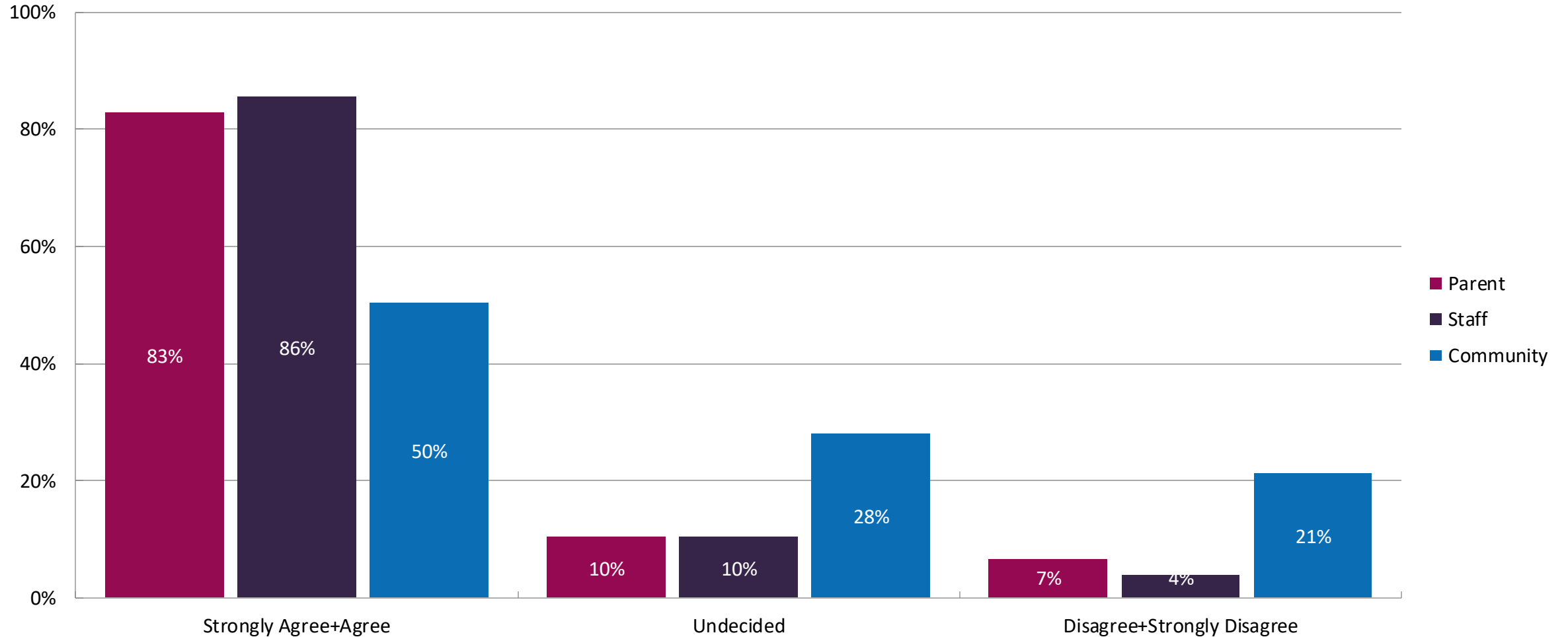
# Quality of Communication in Key Areas

My involvement is welcome and valued.



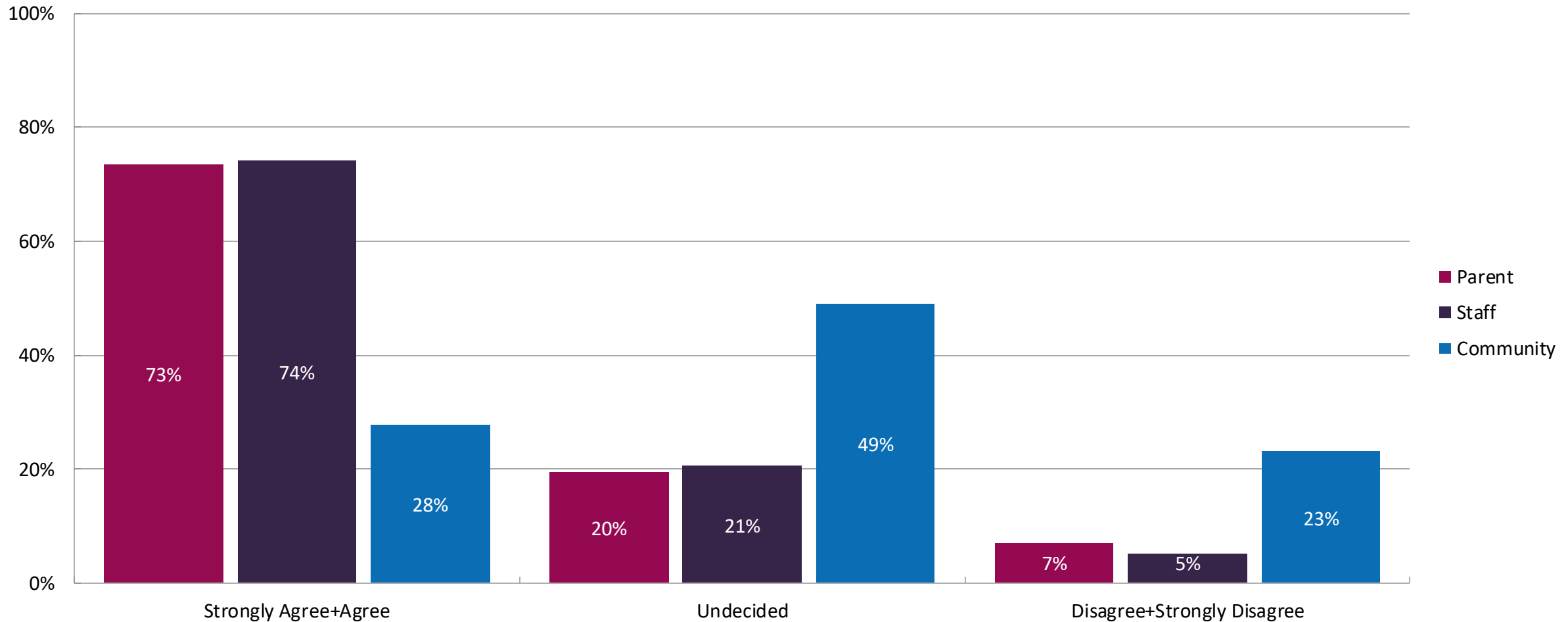
# Quality of Communication in Key Areas

## Communications are easy for me to understand



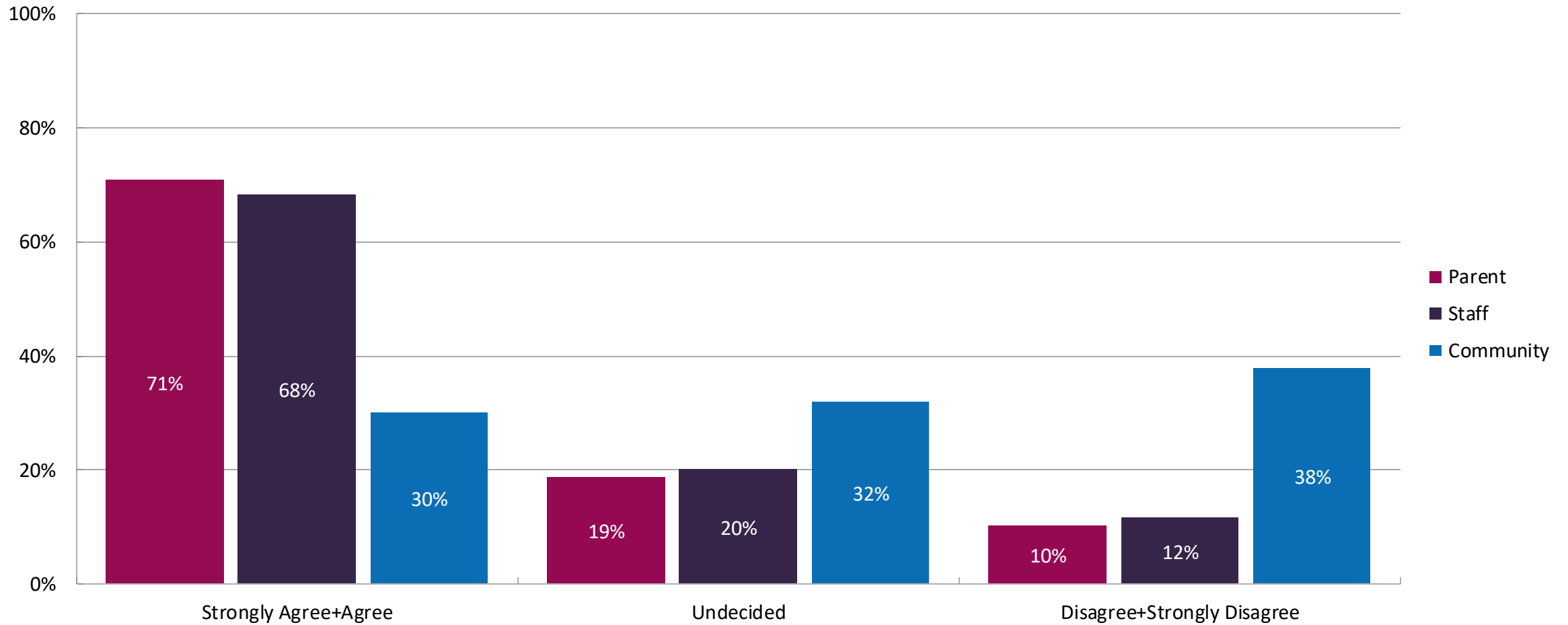
# Quality of Communication in Key Areas

## Information is accurate



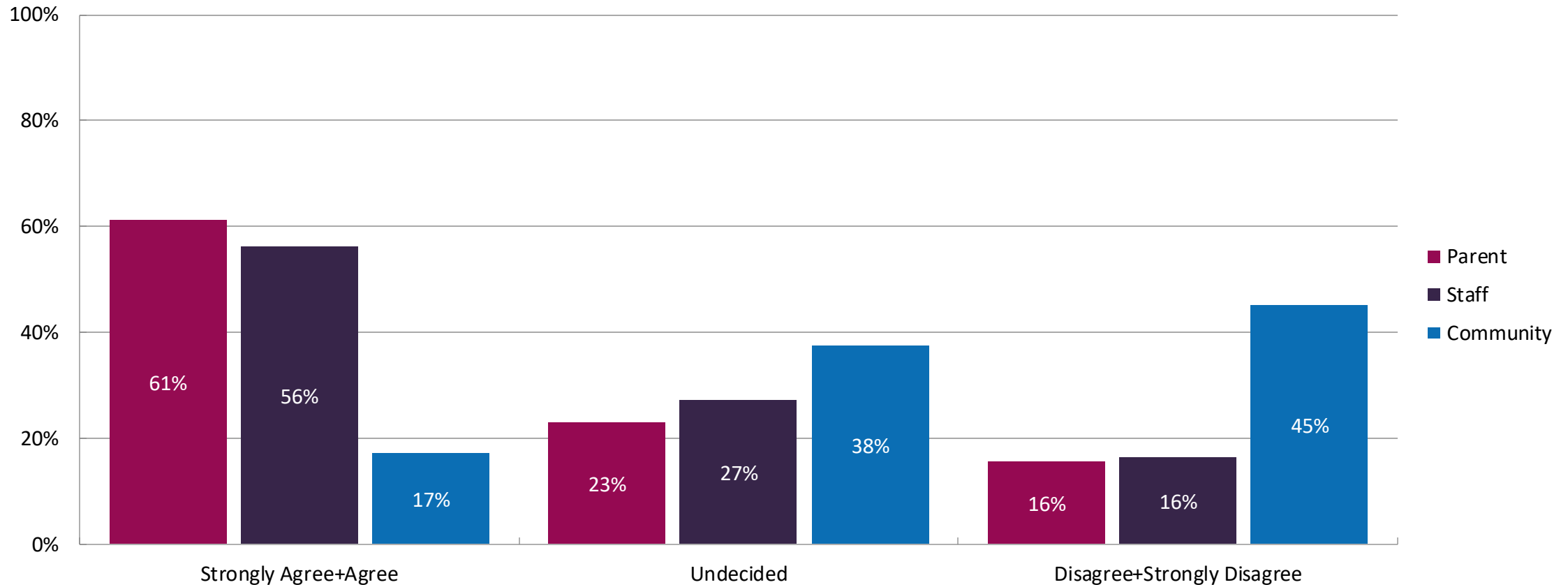
# Quality of Communication in Key Areas

## Communications are timely



# Quality of Communication in Key Areas

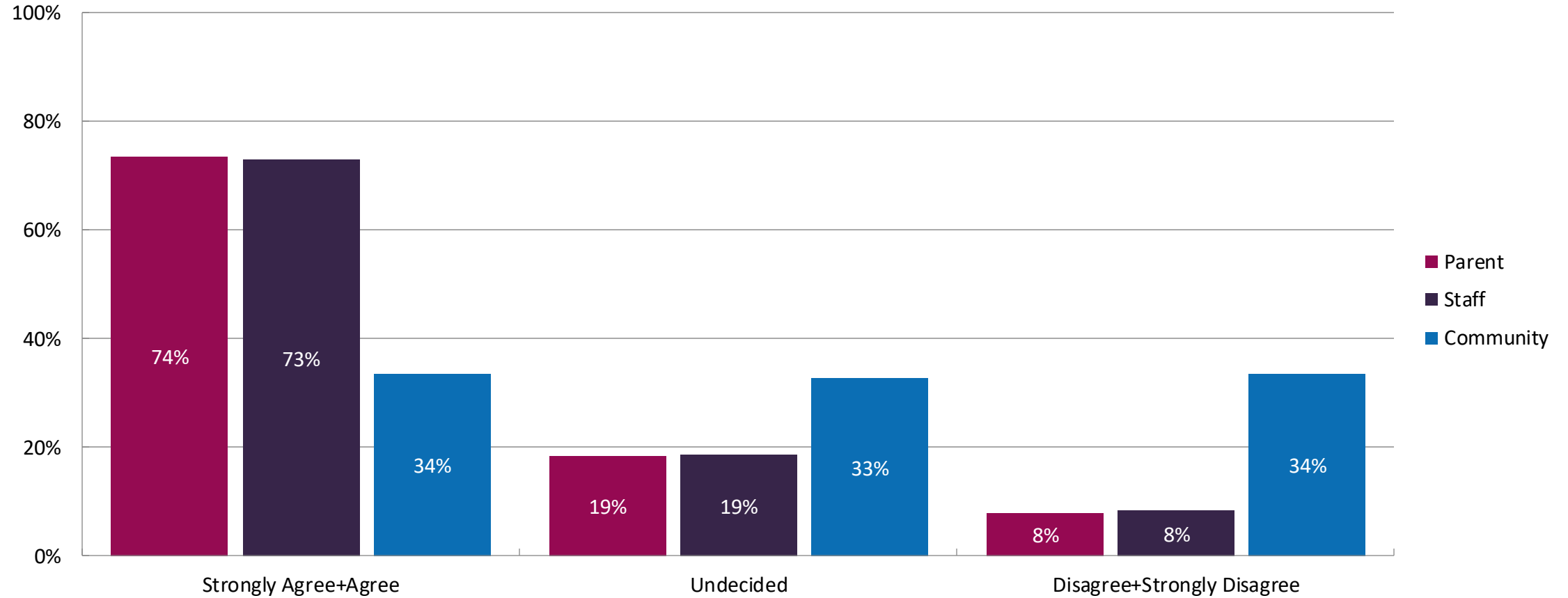
## Communications are open and transparent





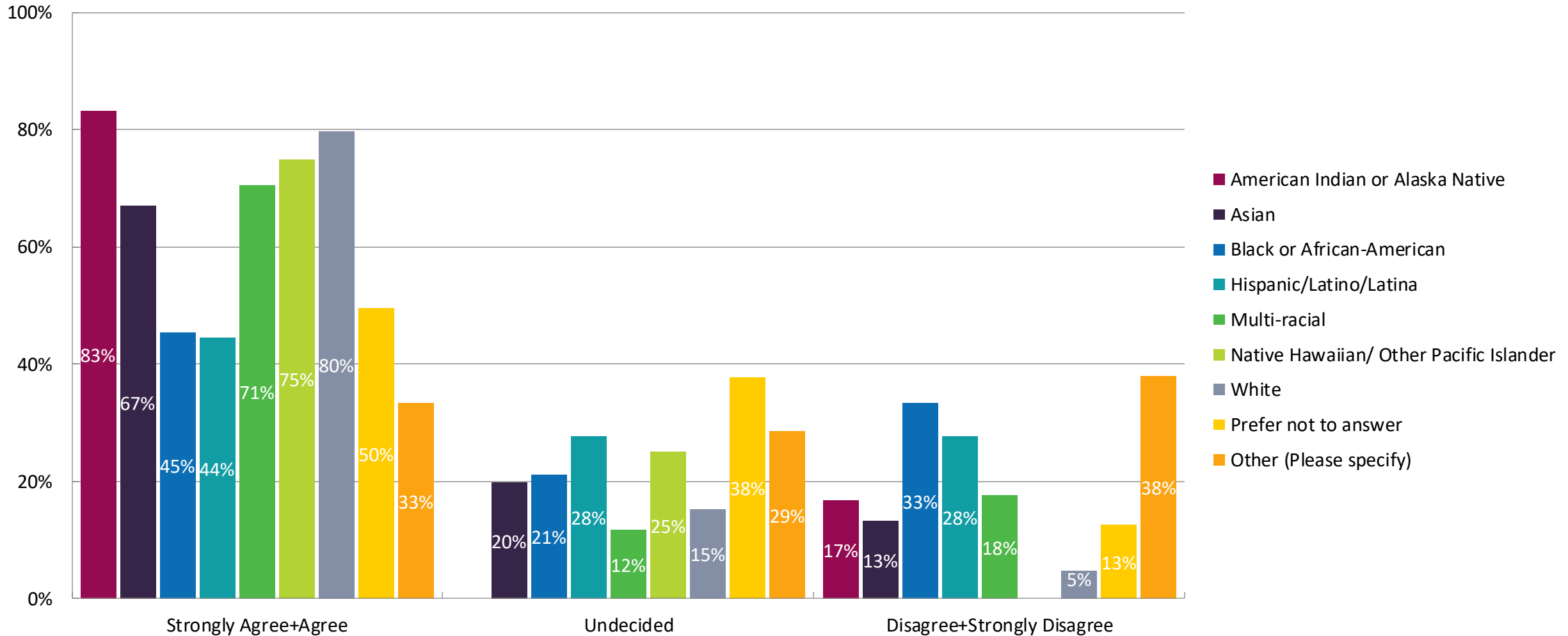
# Quality of Communication in Key Areas

I trust the communication I receive



# Quality of Communication in Key Areas

## I see people who look like me/my family in district communication images



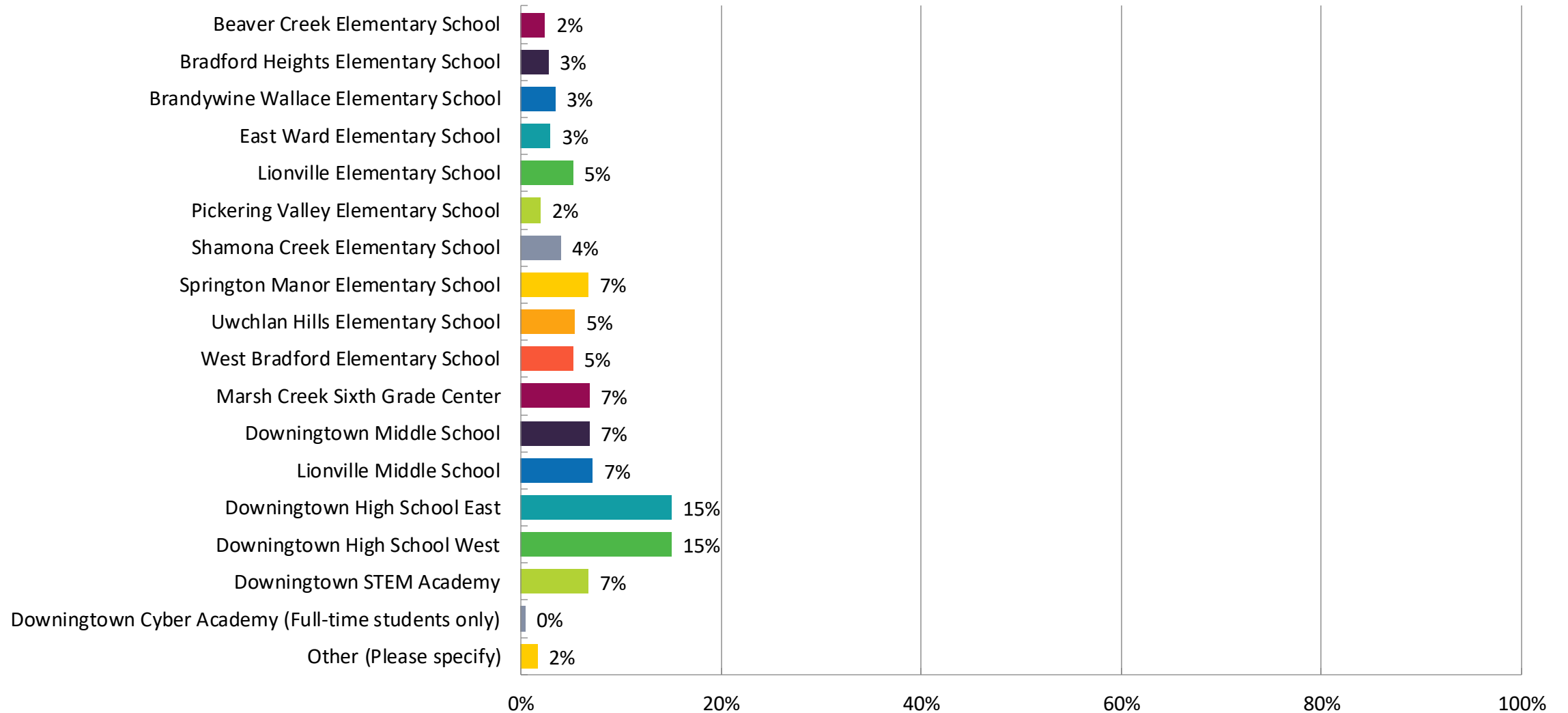
# Parent Only Results



# Participant Information

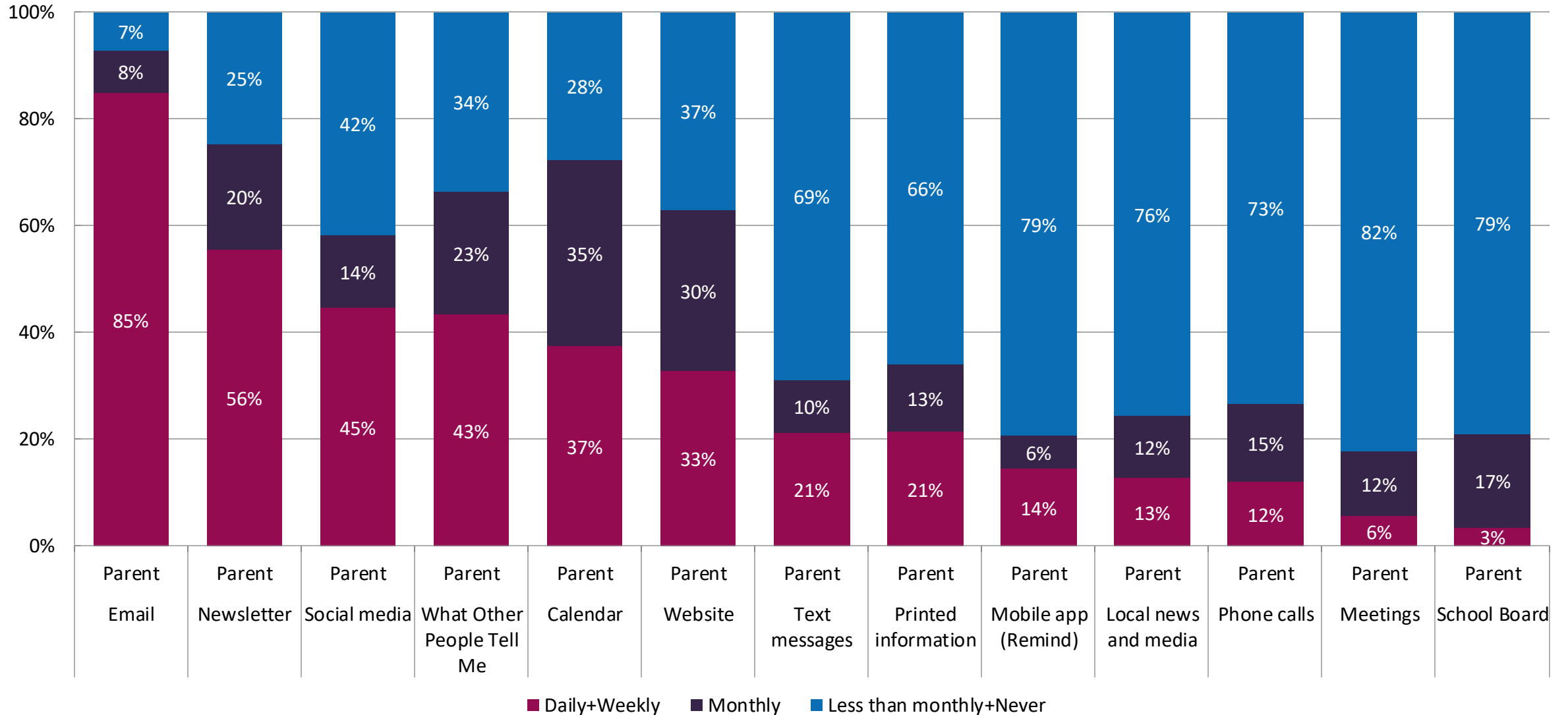
Please indicate which school your child attends

(N=904)



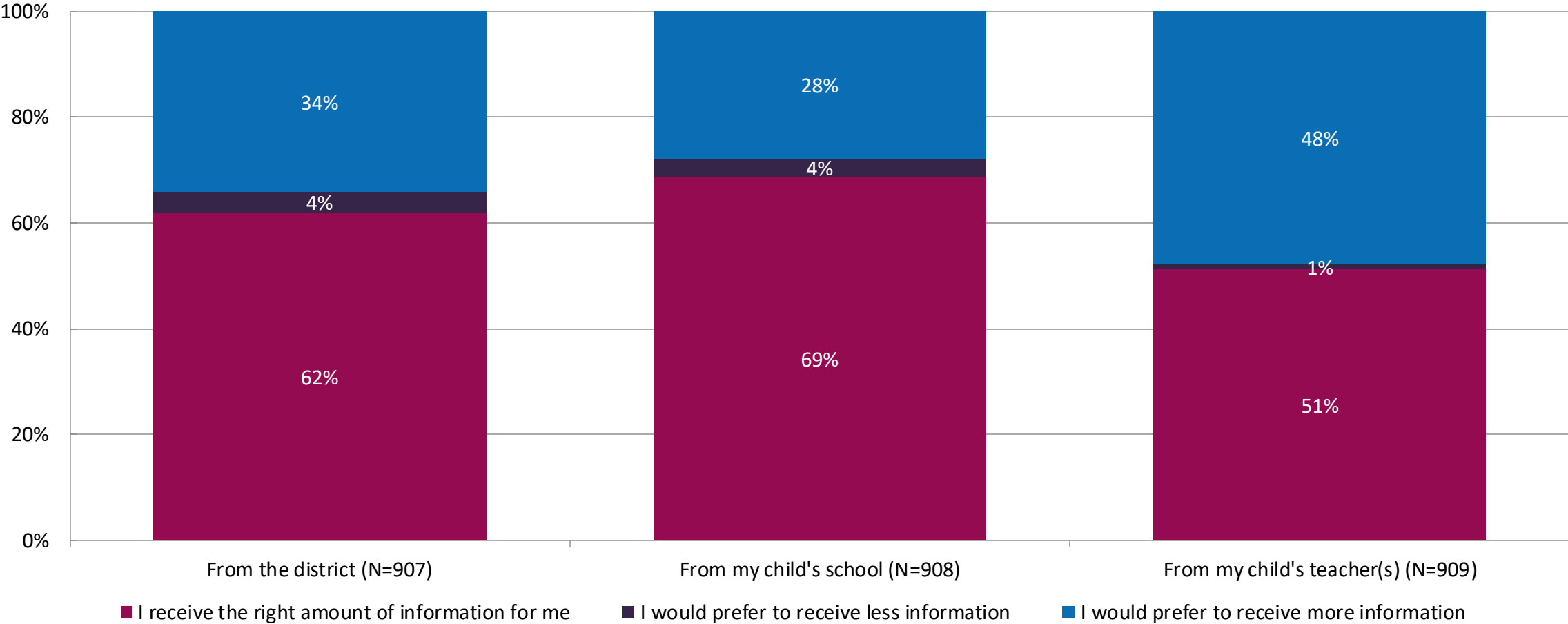
# Sources of Information for Parents

Please tell us how often you use the following forms of communication to find or learn information about the school district



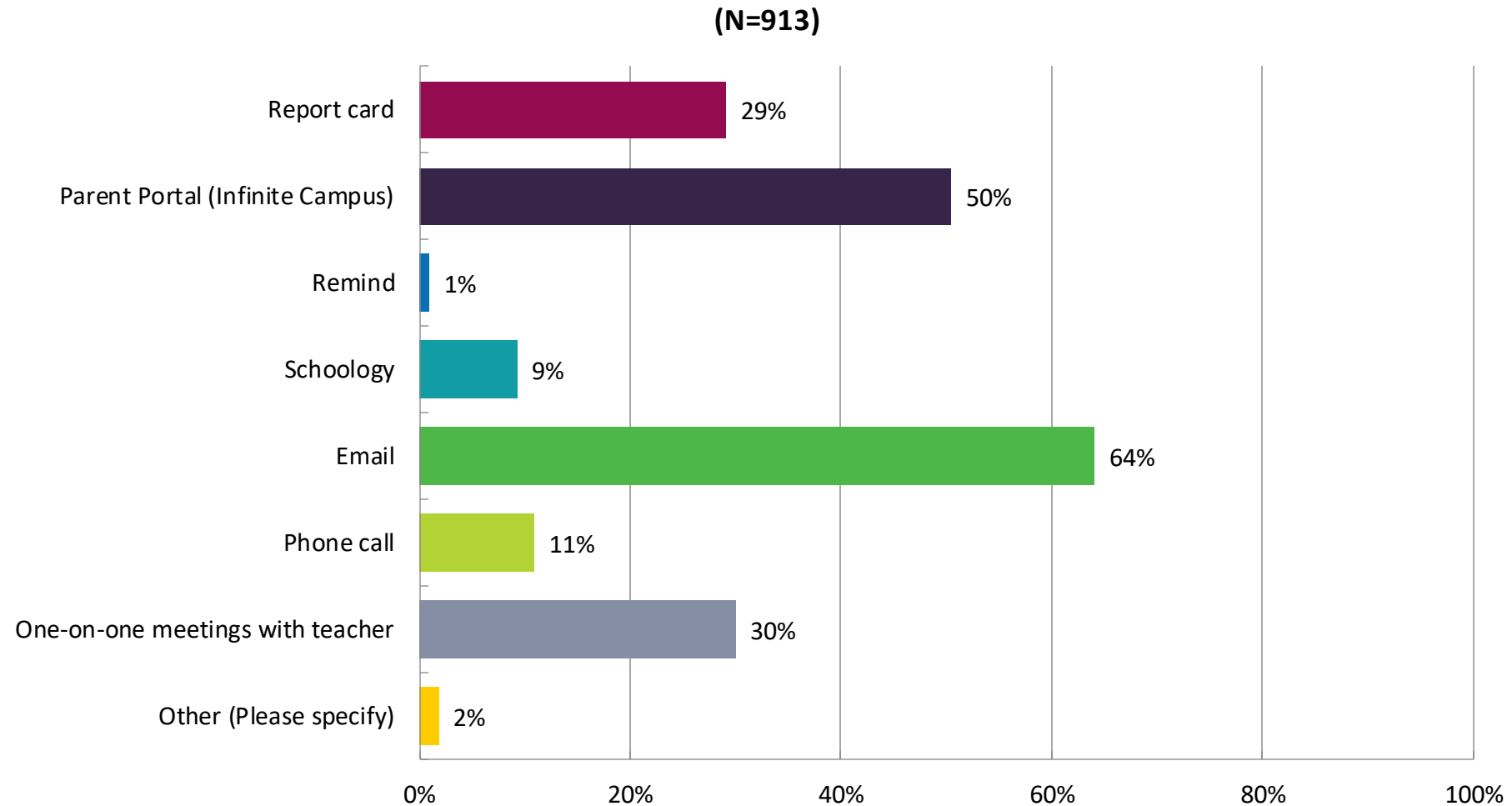
# Quantity of Information for Parents

Preferences can vary widely about the amount of information parents like to stay informed, and we want to understand whether you are receiving the amount of information you need:

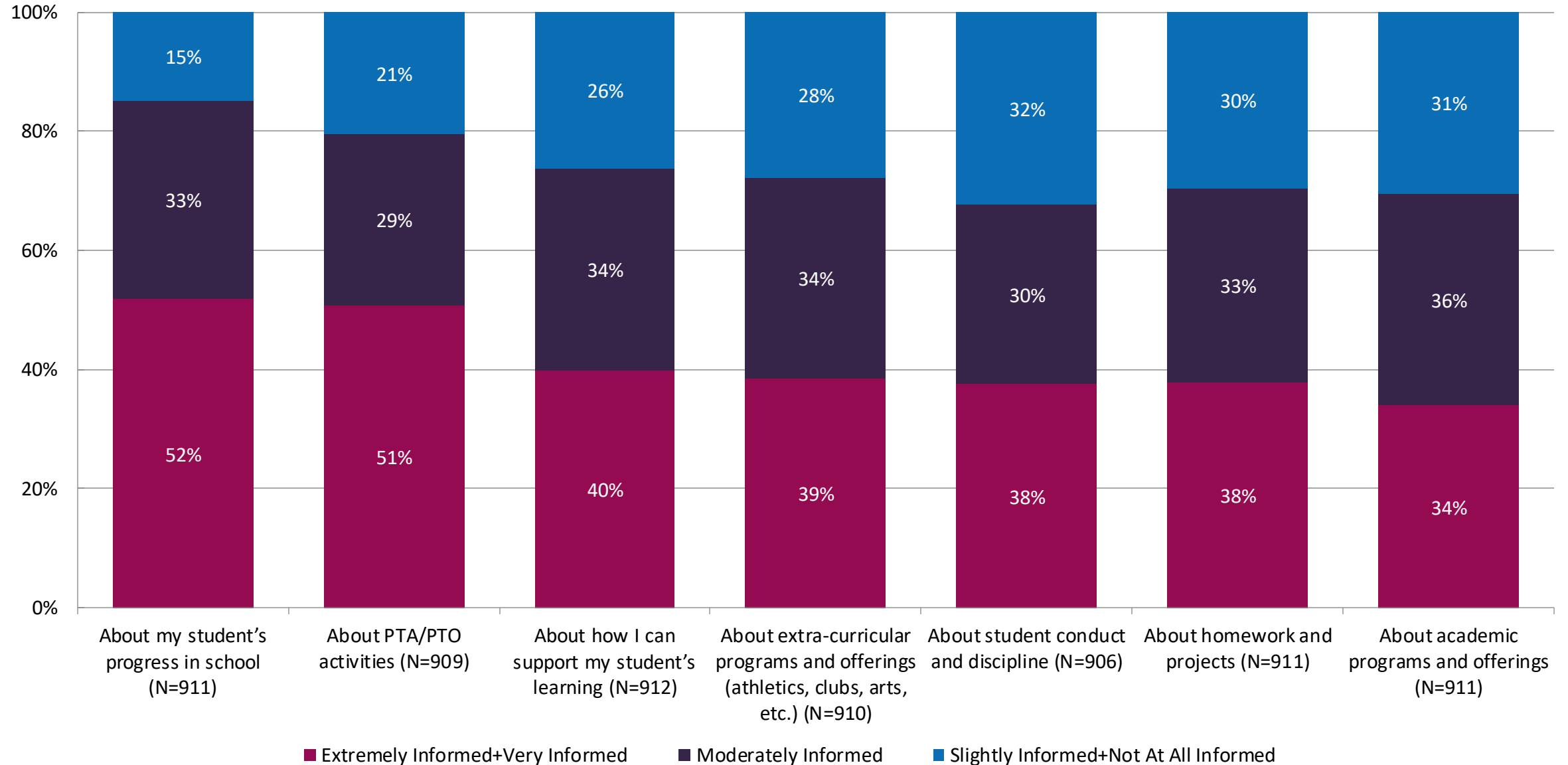


# Parent-Only Preferred Methods of Communication

Please select your two preferred methods for receiving communication about your student's progress and how to best support their learning



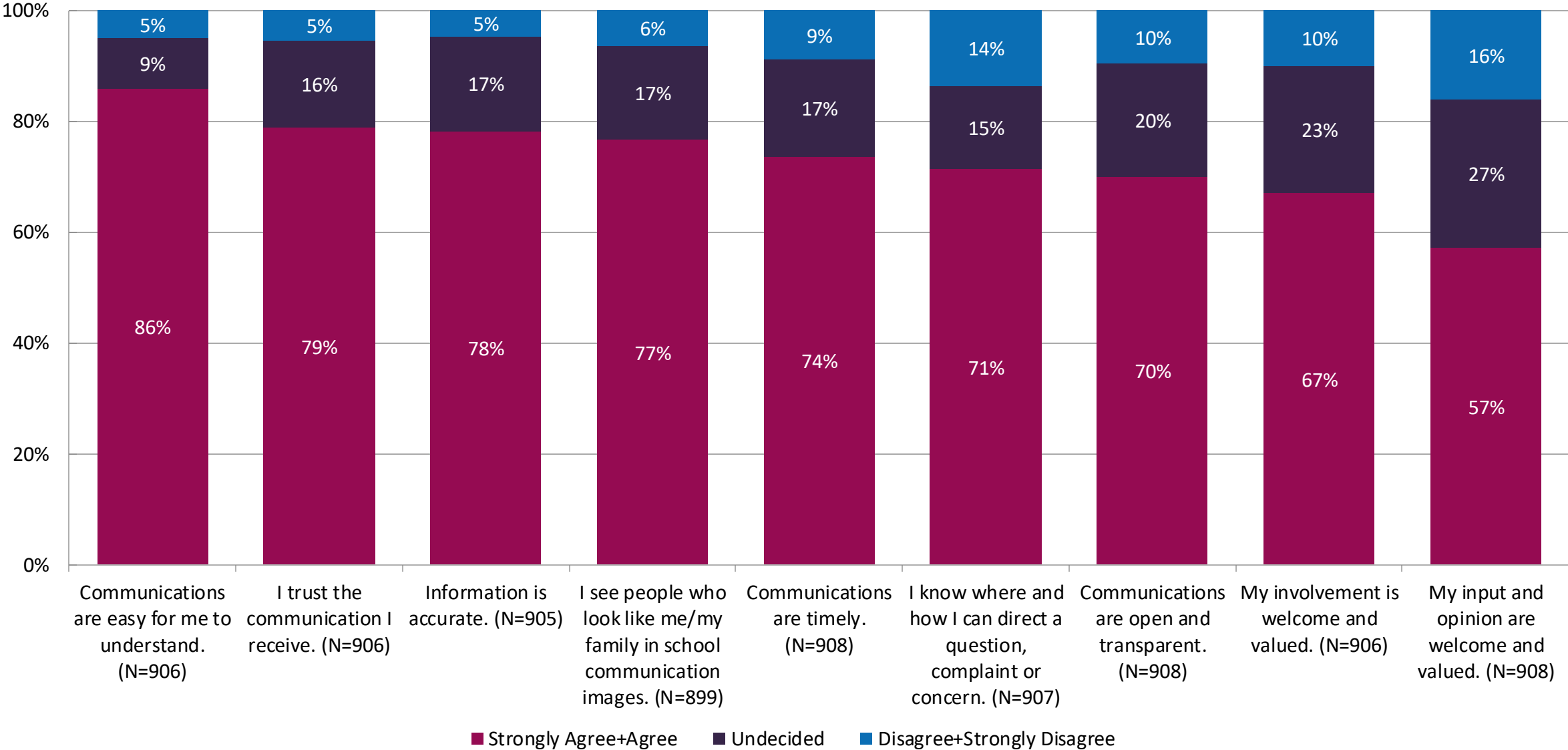
# How Informed Parents are in Areas Pertaining to Their Students





# Quality of Communication: School

Please indicate how much you agree with each of the following statements about communication from your child's school



# Employee Only Results

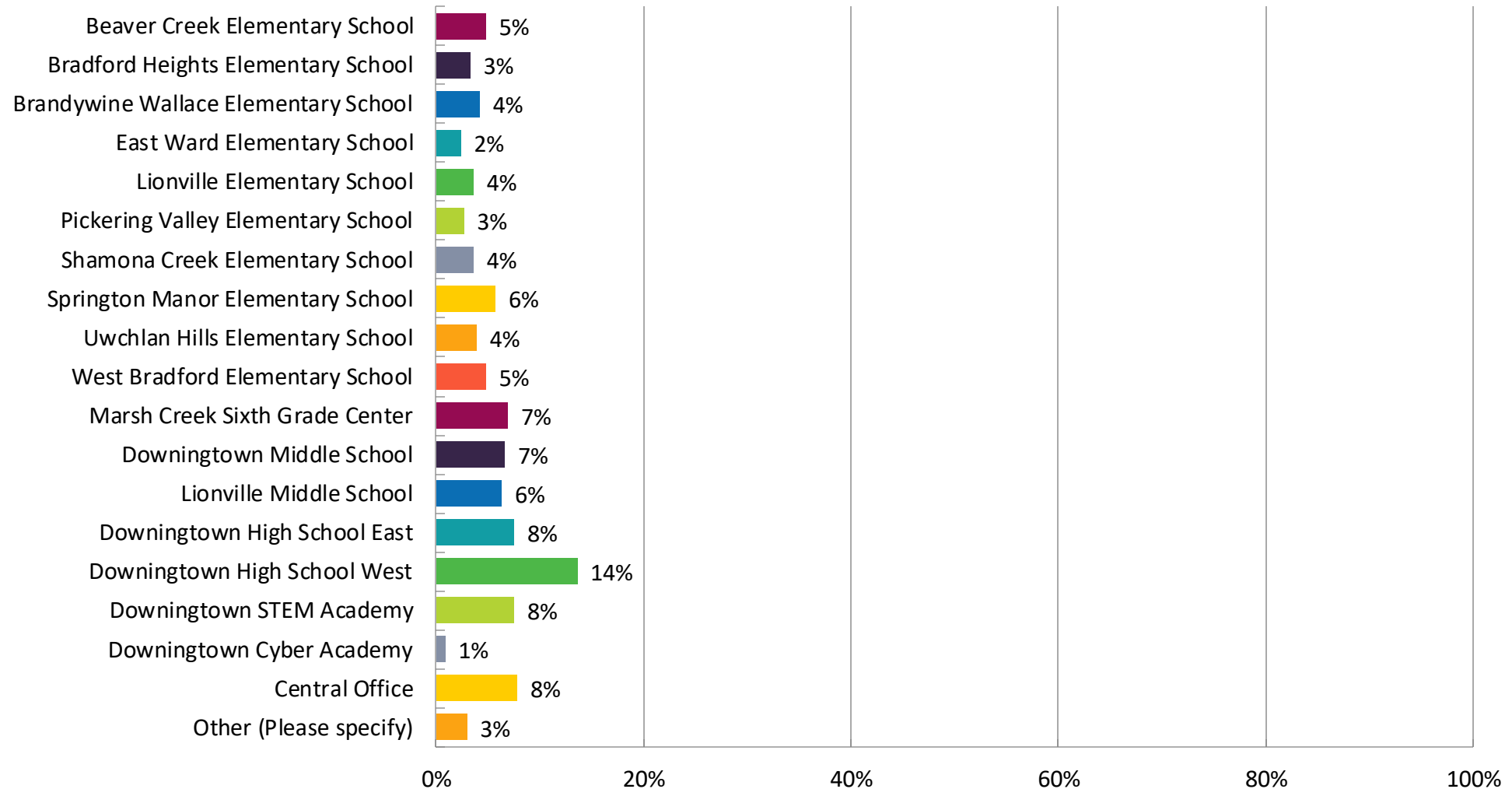
(Includes Employees who are also parents)



# Participant Information

## Please indicate your work location

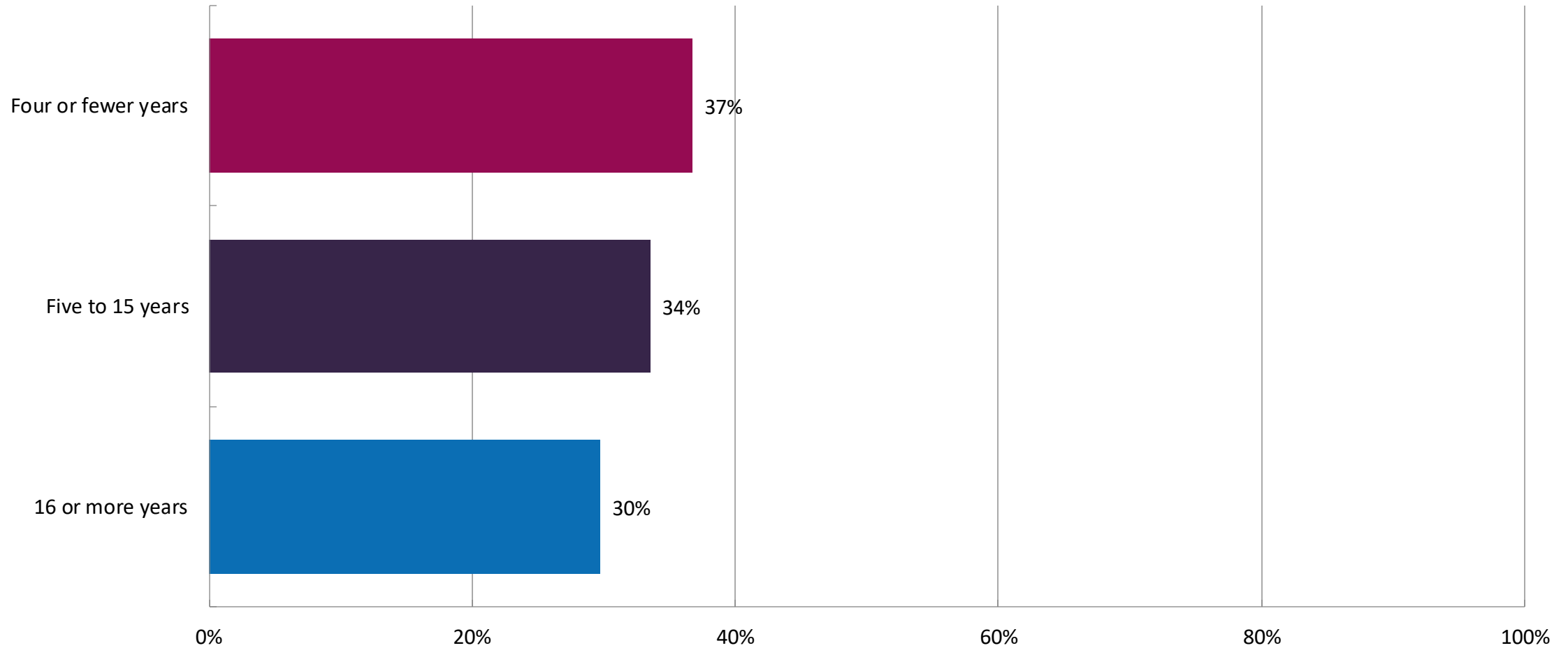
(N=330)



# Participant Information

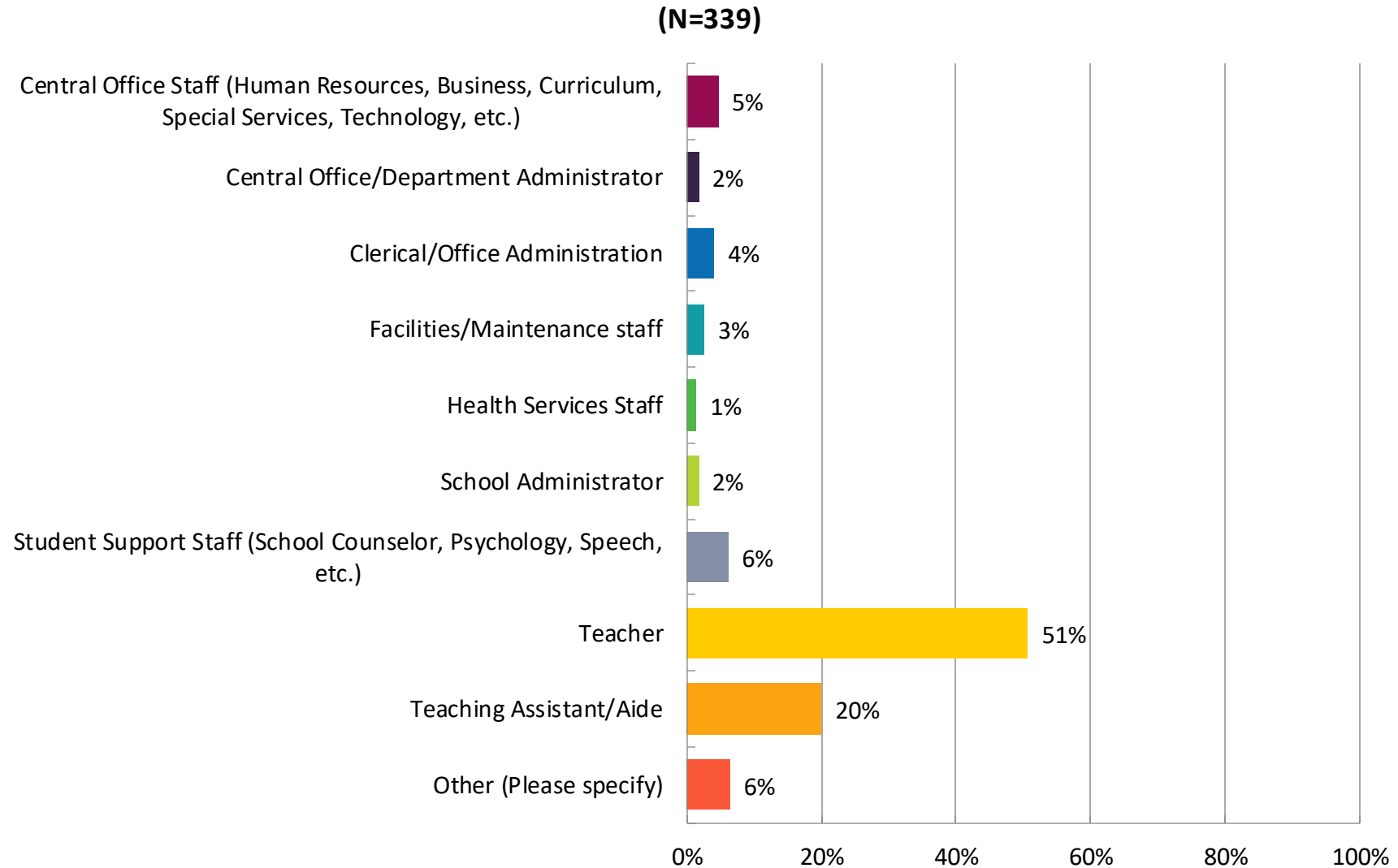
## How long have you been employed by the district?

(N=343)



# Participant Information

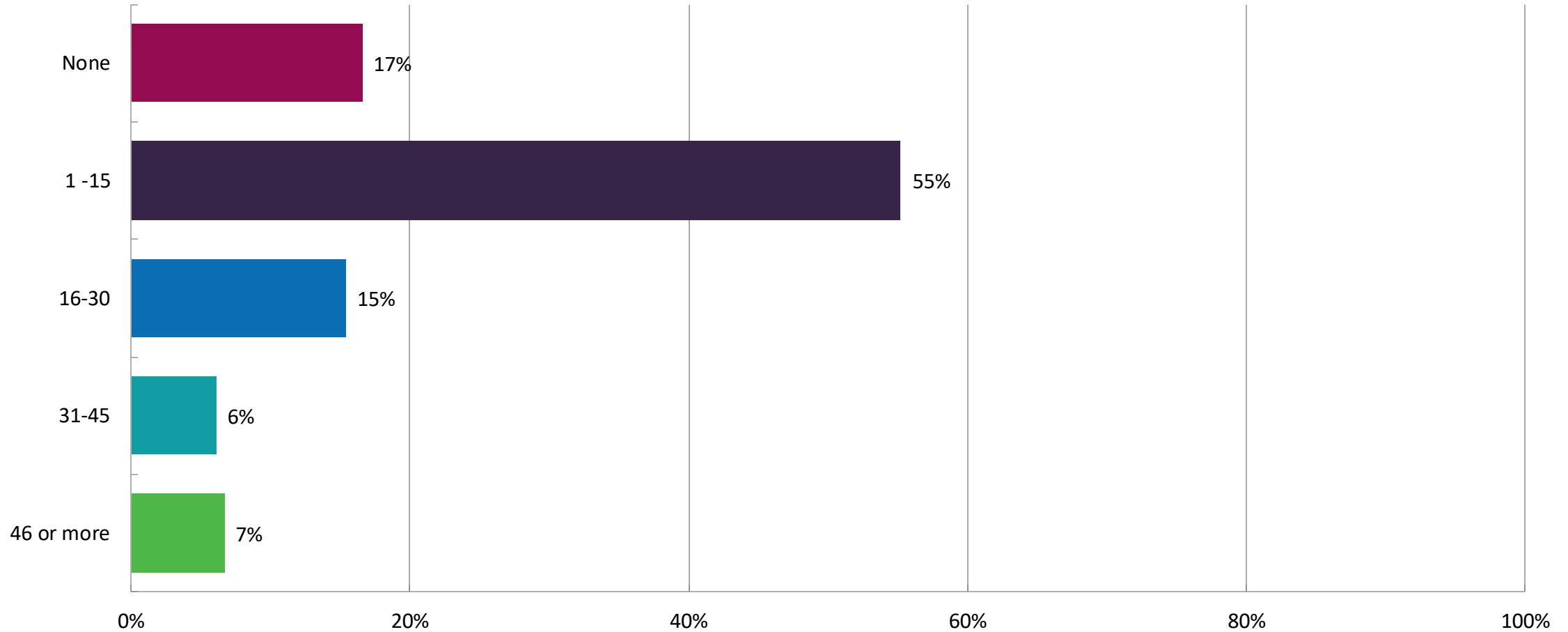
Please indicate your job title classification:



# Participant Information

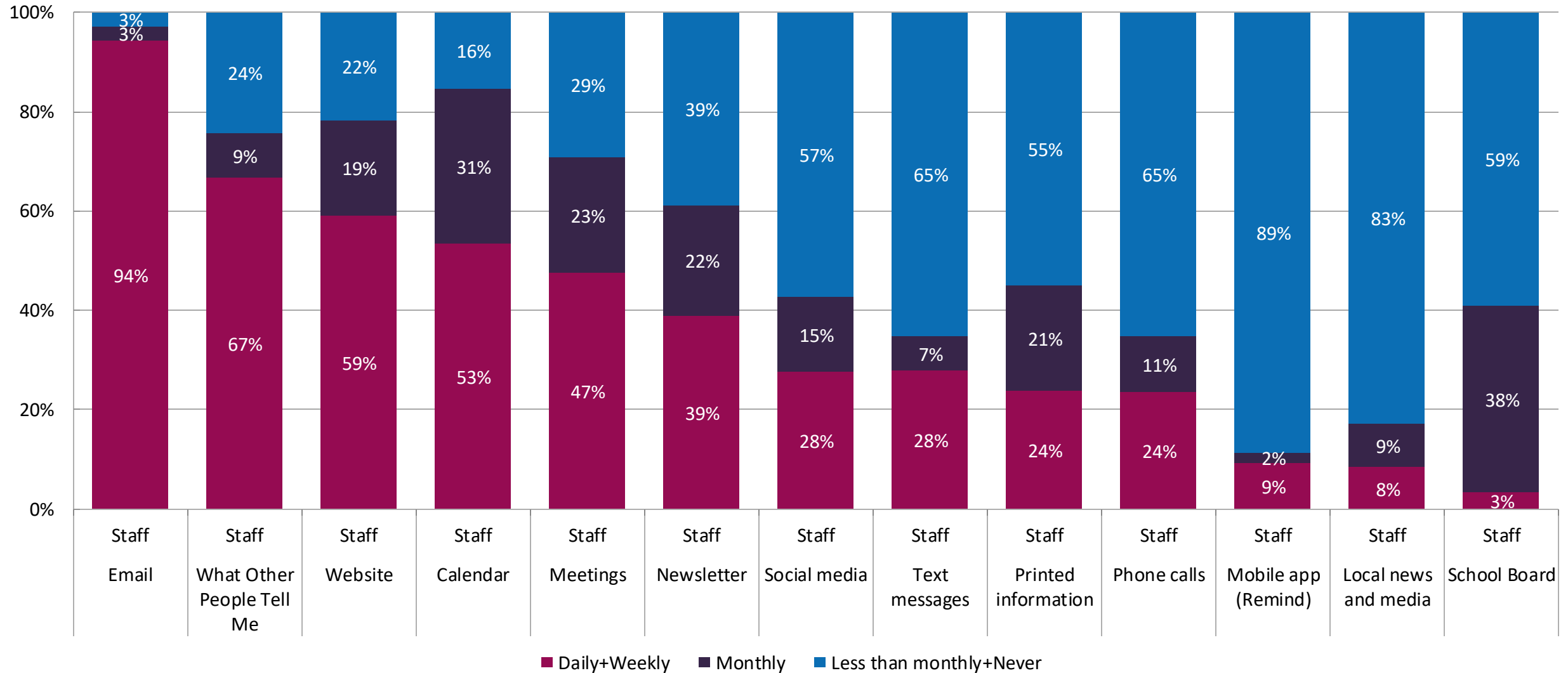
While performing your duties, how many parents or community members do you interact with each week, on average?

(N=344)



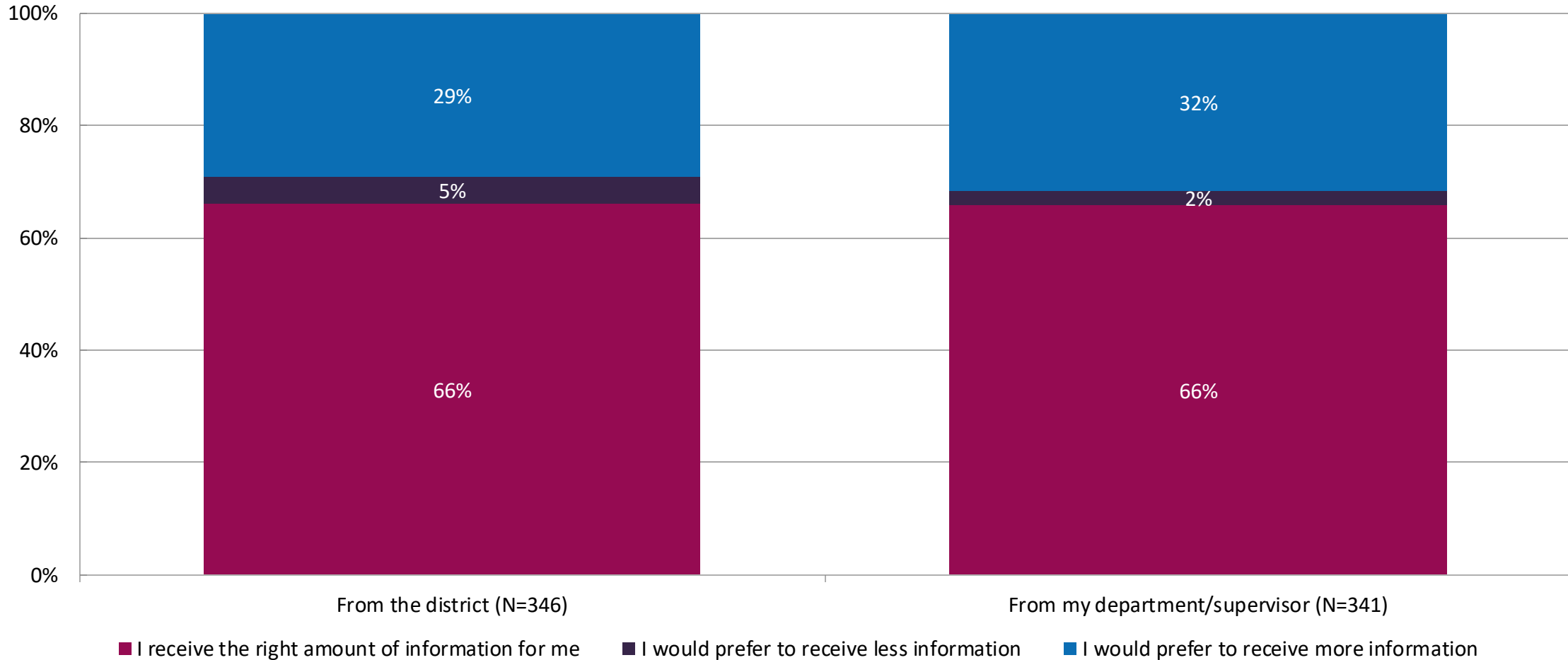
# Sources of Information for Employees

Please tell us how often you use the following forms of communication to find or learn information about the school district



# Quantity of Information for Employees

Preferences can vary widely about the amount of information employees like to stay informed, and we want to understand whether you are receiving the amount of information you need:

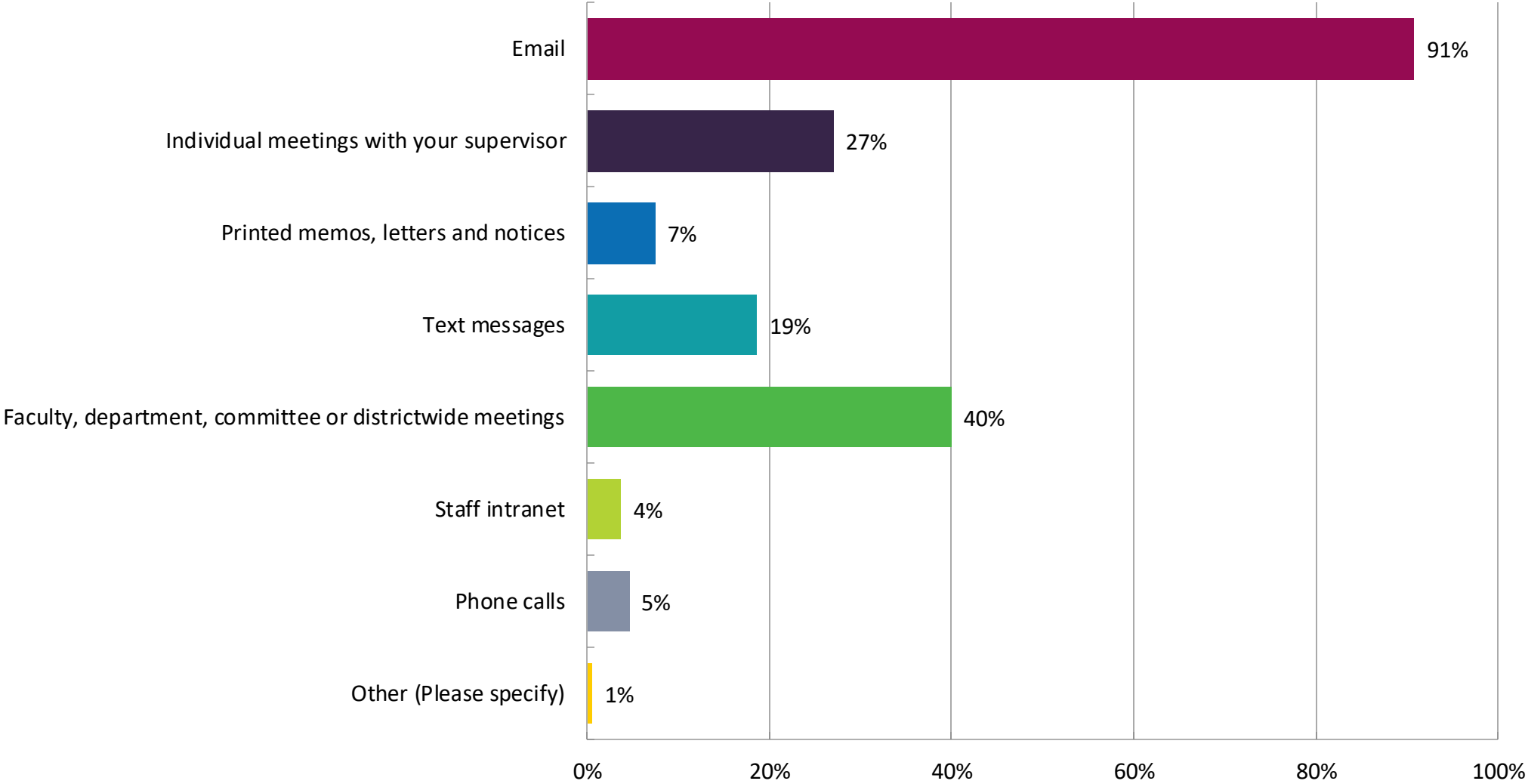




# Preferred Methods of Communication: Employees Only

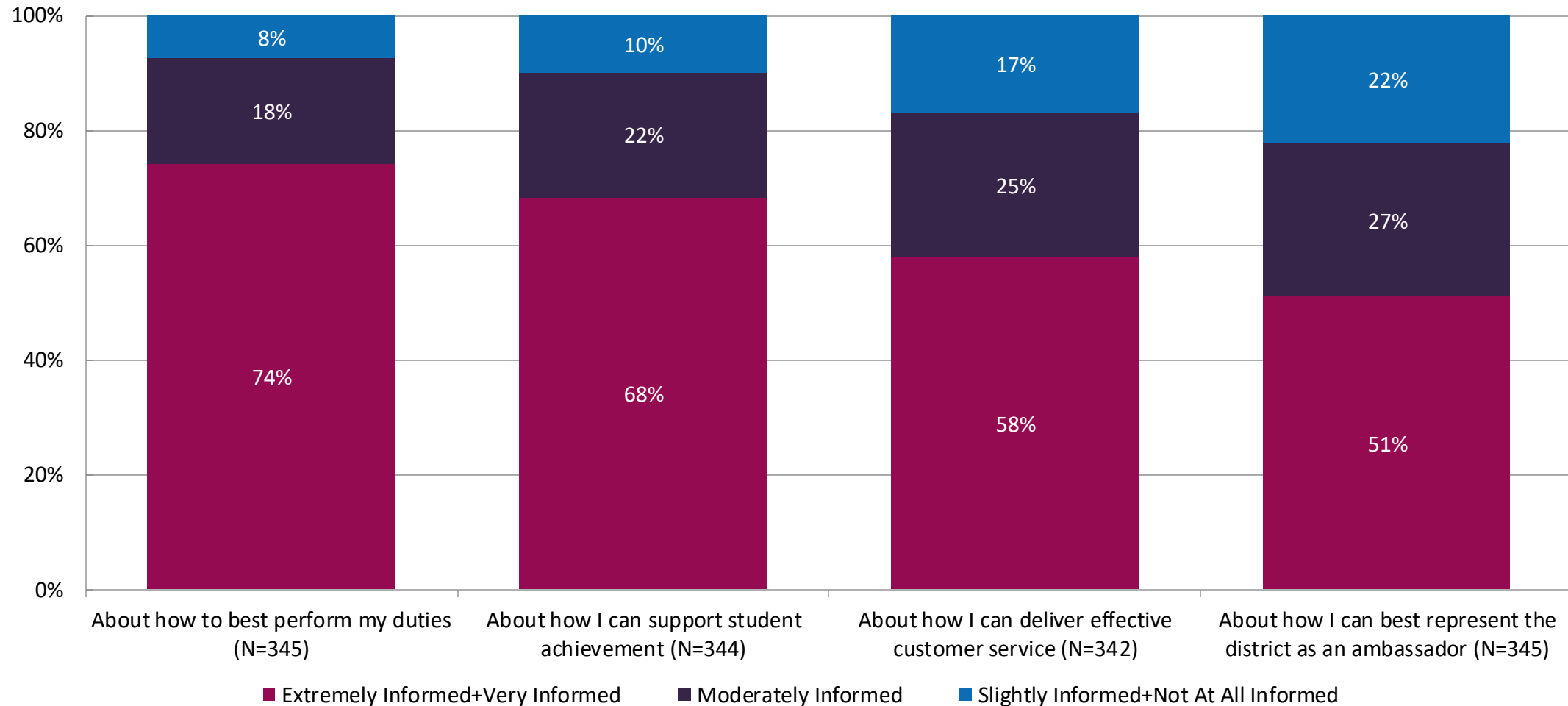
Information intended to help you perform your duties and support student learning

(N=348)



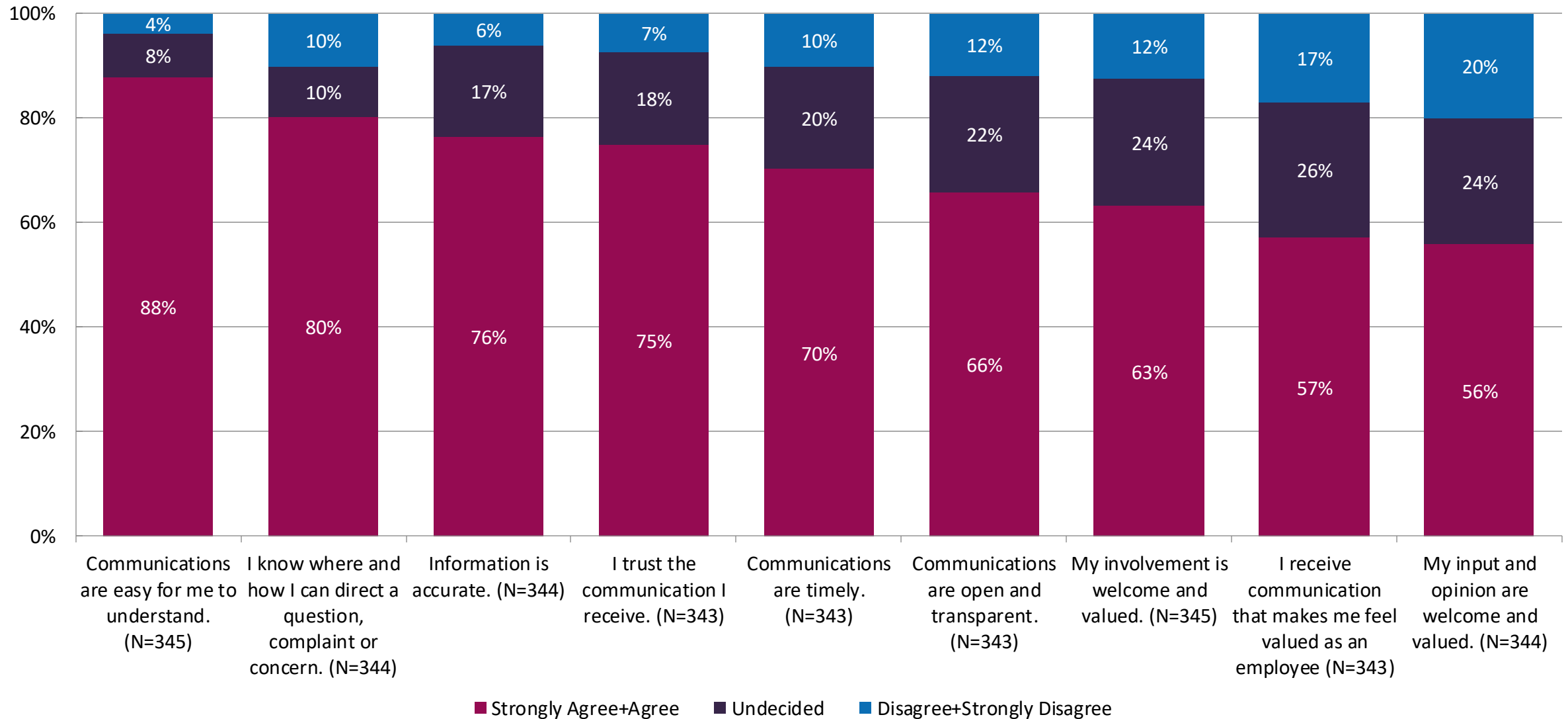
# How Informed Employees are in Areas Pertaining to Their Jobs

Please rate how informed you are in the following areas:



# Quality of Communication: Employees Only

Please indicate how much you agree with each of the following statements about communications from the school or department in which you work

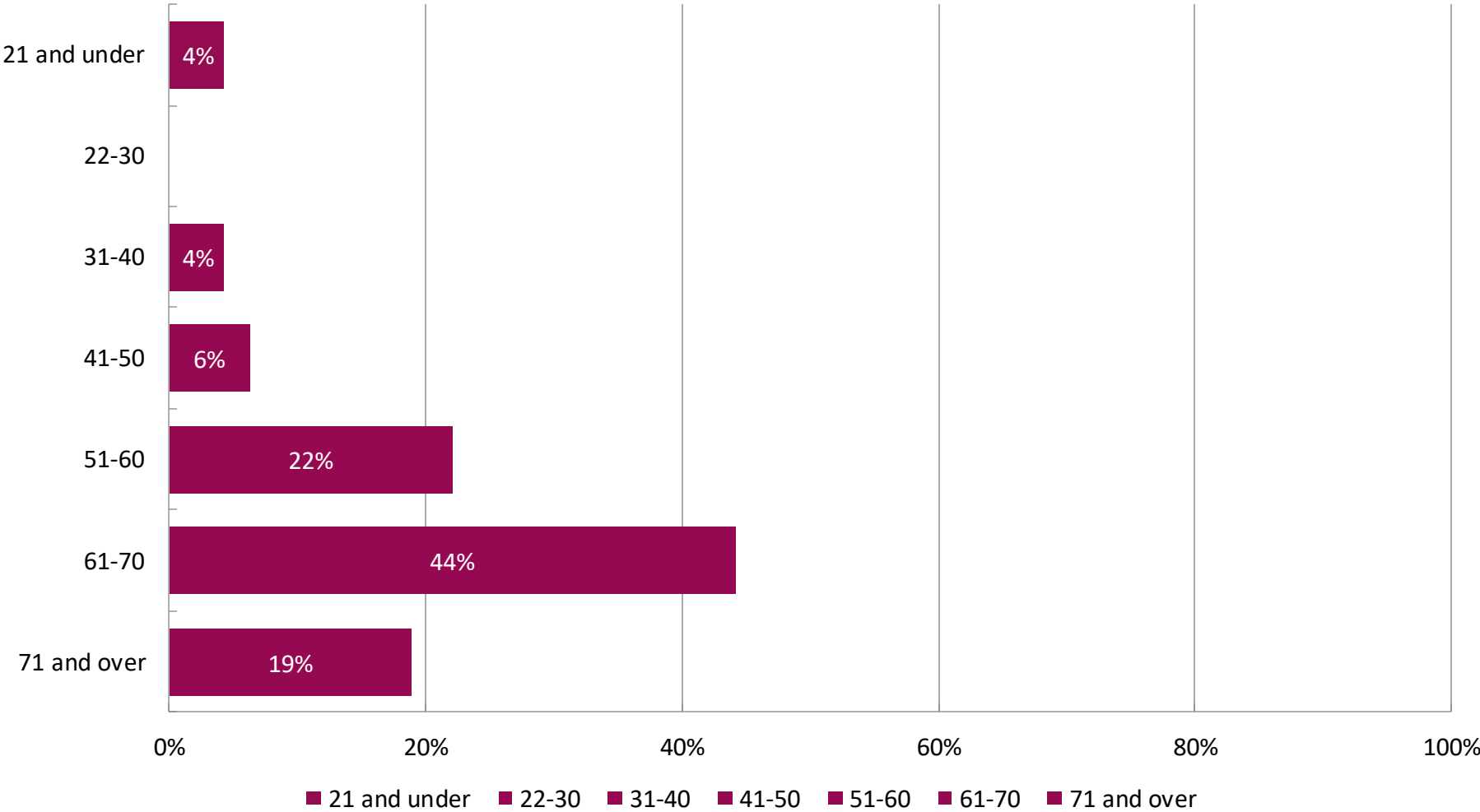


# Community Only Results



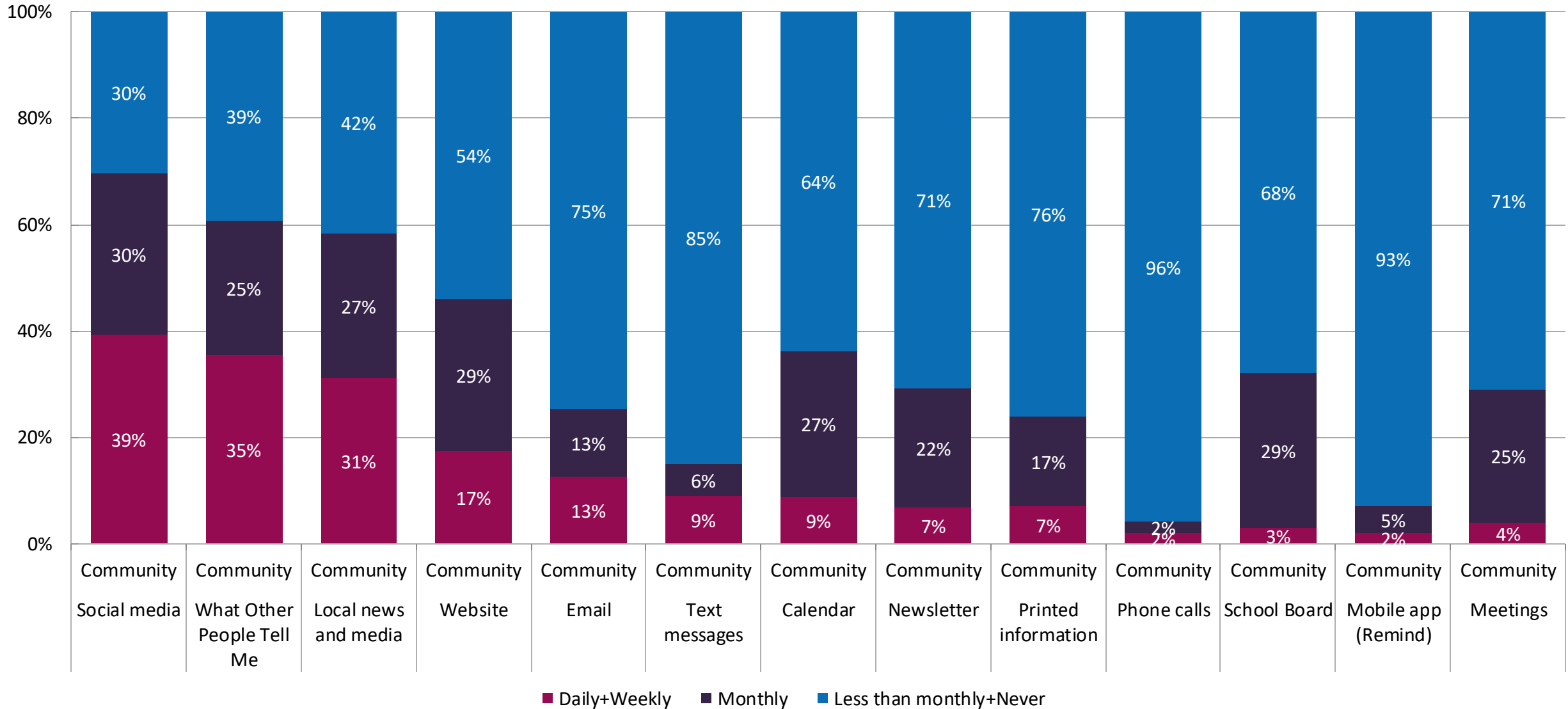
# Community Participant Information

Please tell us your age.



# Sources of Information for Community Members

Please tell us how often you use the following forms of communication to find or learn information about the school district



# Downingtown vs. National Benchmarks



<h1 style="text-align: center;">SCoPE Scorecard 2023</h1> <p style="text-align: center;"><i>Please note that 2023 vs 2022 comparative data is on slides 50-57</i></p>	Downingtown 2023	Average	Low	High
<b>STAFF</b>				
Overall satisfaction with communication	3.6	3.6	2.6	4.2
Overall perception of the district	3.8	3.6	2.3	4.2
Communication during a crisis/serious incident	3.5	3.4	2.8	4.0
Communication regarding how I can support student achievement	3.7	3.6	3.0	4.4
Communication to keep me informed so I can best represent as an ambassador	3.3	3.2	2.5	3.8
Communication that makes me feel valued as an employee	3.5	3.1	2.3	3.9
Trustworthiness of communication from my school/department	3.9	4.0	3.4	4.5
Trustworthiness of communication from the district	3.8	3.7	2.7	4.3
<b>PARENTS</b>				
Overall satisfaction with communication	3.7	3.8	3.1	4.2
Overall perception of the district	3.9	3.8	2.6	4.3
Communication about my child's progress in school	3.5	3.8	3.1	4.4
Communication about how I can support my child's learning	3.2	3.4	2.4	4.1
Communication about school and district events	3.3	3.3	2.5	4.1
Communication during a crisis/serious incidents	3.4	3.5	3.0	4.1
Trustworthiness of communication from my child's school	3.9	4.1	3.6	4.5
Trustworthiness of communication from the district	3.8	3.9	3.1	4.4
<b>COMMUNITY</b>				
Overall satisfaction with communication	2.8	3.2	2.0	4.0
Overall perception of the district	3.5	3.3	2.1	4.3
Communication about student success/achievements or academic programs/district performance	2.7	3.0	2.0	4.2
Communication about district finances and related issues	2.3	2.5	1.7	3.6
Communication about school safety/during crises and serious incidents	2.3	2.9	1.7	4.0
Trustworthiness of communication from the district	2.9	3.4	2.2	4.3



# 2023 vs 2022 Survey Results



# Staff Comparative Data

## 2023 vs 2022

Please give an overall rating for the following areas:	2023	2022
Your satisfaction with communication from the district.	3.6	3.2
Your perception of the district.	3.8	3.3
Please rate how informed you are in the following areas related to the district:		
About district successes and achievements	3.4	3.1
About events (meetings, competitions, arts, productions, etc.)	3.3	3
About leader decisions	3	2.4
About district goals and plans	3	2.7
About district finances	2.7	2.2
About school safety, including school closings, serious incidents and school crises*	3.5	3

\*Wording slightly changed from 2022 survey

# Staff Comparative Data 2023 vs 2022

Please indicate how much you agree with each of the following statements about communication from the district:

	2023	2022
I know where and how I can direct a question, complaint, or concern.	3.7	3
My input and opinion are welcome and valued.	3	2.3
My involvement is welcome and valued.	3.3	2.7
Communications are easy for me to understand.	4	3.6
Information is accurate.	3.8	3.6
Communications are timely.	3.7	3.2
Communications are open and transparent.	3.5	2.8
I trust the communication I receive.	3.8	3.2

# Staff Comparative Data 2023 vs 2022

Please rate how informed you are in the following areas related to your workplace:

	2023	2022
About how to best perform my duties	3.9	3.9
About how I can support student achievement	3.7	3.9
About how I can best represent the district as an ambassador	3.3	2.7
About how I can deliver effective customer service	3.5	3

# Staff Comparative Data 2023 vs 2022

Please indicate how much you agree with each of the following statements about your school or department

	2023	2022
I know where and how I can direct a question, complaint or concern.	4	4.2
My input and opinion are welcome and valued.	3.4	3.5
My involvement is welcome and valued.	3.6	3.8
I receive communication that makes me feel valued as an employee	3.5	2.6
Communications are easy for me to understand.	4.1	4
Information is accurate.	3.9	3.9
Communications are timely.	3.8	3.6
Communications are open and transparent.	3.7	3.5
I trust the communication I receive.	3.9	3.9

# Parent Comparative Data

## 2023 vs 2022

Please give an overall rating for the following areas:	2023	2022
Your satisfaction with communication from the district.	3.7	3.8
Your perception of the district.	3.9	3.7
Please rate how informed you are in the following areas related to the district:		
About district successes and achievements	3.1	2.9
About events (meetings, competitions, arts, productions, etc.)	3.3	2.8
About leader decisions	2.7	2.5
About district goals and plans	2.7	2.5
About district finances	2.4	2.1
*About school safety, including school closings, serious incidents and school crises	3.4	3.5

\*Wording slightly changed from 2022 survey

# Parent Comparative Data

## 2023 vs 2022

Please indicate how much you agree with each of the following statements about communication from the district:

	2023	2022
I know where and how I can direct a question, complaint, or concern.	3.6	2.8
My input and opinion are welcome and valued.	3.2	2.7
My involvement is welcome and valued.	3.5	2.9
Communications are easy for me to understand.	4	3.6
Information is accurate.	3.8	3.7
Communications are timely.	3.7	3.6
Communications are open and transparent.	3.5	3.3
I trust the communication I receive.	3.8	3.6

# Parent Comparative Data 2023 vs 2022

Please rate how informed you are in the following areas related to your student:

	2023	2022
About my student's progress in school	3.5	3.8
About how I can support my student's learning	3.2	3.3
About homework and projects	3.1	3.3
About academic programs and offerings	3	3.1
About extra-curricular programs and offerings (athletics, clubs, arts, etc.)	3.1	3
About student conduct and discipline	3	3.2
About PTA/PTO activities	3.4	3.1



# Parent Comparative Data 2023 vs 2022

Please indicate how much you agree with each of the following statements about your child's school:

	2023	2022
I know where and how I can direct a question, complaint or concern.	3.8	3.8
My input and opinion are welcome and valued.	3.5	3.5
My involvement is welcome and valued.	3.7	3.7
Communications are easy for me to understand.	4.1	4.1
Information is accurate.	3.9	4.1
Communications are timely.	3.8	3.8
Communications are open and transparent.	3.8	3.8
I trust the communication I receive.	3.9	4.1

# Community Comparative Data 2023 vs 2022

Please give an overall rating for the following areas:	2023	2022
Your satisfaction with communication from the district.	2.8	3.2
Your perception of the district.	3.5	3.4
Please rate how informed you are in the following areas related to the district:		
About district successes and achievements	2.8	2.9
About events (meetings, competitions, arts, productions, etc.)	2.4	2.7
About leader decisions	2.1	2.5
About district goals and plans	2.3	2.6
About district finances	2.3	2.3
*About school safety, including school closings, serious incidents and school crises	2.3	3.2
About district facilities	2.2	2.4

\*Wording slightly changed from 2022 survey

# Community Comparative Data 2023 vs 2022

Please indicate how much you agree with each of the following statements about communication from the district:

	2023	2022
I know where and how I can direct a question, complaint, or concern.	3	3.2
My input and opinion are welcome and valued.	2.3	2.7
My involvement is welcome and valued.	2.6	3
Communications are easy for me to understand.	3.2	3.9
Information is accurate.	3	3.5
Communications are timely.	2.8	3.4
Communications are open and transparent.	2.5	3
I trust the communication I receive.	2.9	3.4

# Questions?



## Contact:

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National School Public Relations Association  
[nhunter@nspra.org](mailto:nhunter@nspra.org)