

Surveying Families for Effective Feedback Study

Planning Commission Study–February 2024

Madeira City Schools

Objective:

The Madeira Planning Commission is working to develop a family feedback survey that allows us to capture important, relevant information from our families that helps us to understand better how they are feeling about Madeira City Schools. The goal is to be able to create a survey tool that allows us to benchmark ourselves as a district each year while also keeping it concise, targeted, and reflective of family perceptions.

Process:

Our study group read current research and connected with a variety of local school districts in search of existing, effective surveys that were being implemented or are being utilized. In addition, we worked to develop potential survey questions that reflect upon and connect to our MCS Culture Playbook and will garner thoughtful feedback.

The research behind the importance of family feedback:

[Harvard Study](#)

- ★ Family perceptions about school have a far-reaching impact and feedback is one way to gauge these perceptions.
- ★ “Given the increasing prevalence of school choice (e.g., private schools, charter schools), school leaders must understand and be able to assess parents’ views of school climate to attract and retain students.”

Current Family Feedback Surveys:

- **Madeira City Schools:**



MMS Parent Survey 2021

Partnering with parents is one of the key ingredients to the success of Madeira City Schools. Please take a few minutes to provide us feedback on how we can make our schools even better. In collaboration with the University of Cincinnati's Institute for Policy Research, each year we like to gather feedback on how we can get even better. Three specific areas we are seeking feedback are: Teaching & Learning, Climate & Culture, and Communication & Partnership. This information will help us to ensure we are meeting the needs of our students and their parents. Thank you for taking the time to share your thoughts and feedback with us. Your participation is very important to us.

Focus: 3-Building Surveys sent to families with 33 questions focusing on Teaching and Learning, Climate and Culture, Communication and Partnership.

What do feedback surveys look like in other local districts?

	Responded	Has Survey	Developing Survey
	X	X	
	X	X	
	X		
	X	X	
	X		X
			
	X	X	
	X		No Survey

- Forest Hills School District

Forest Hills School District

2023-2024 Family Engagement Survey

As a parent or caregiver, your involvement in your child's learning and school is valuable and important. This survey asks for your opinions about what your child's school does to get you involved in your child's education.

Your individual responses, which may help schools improve connections with parents and families, will remain confidential. Results will only be reported as part of a group.

For each statement below, please check one answer that most closely matches your opinion on your child's school this current year. If you do not know or think you do not have enough information to answer please select "I don't know."

Focus: Forest Hills utilizes an end-of-year survey with families, and it is currently being updated.

Contact: Shane Hartley, Secondary Director of Teaching and Learning

- **Mariemont City Schools**

"Each year, we send out a survey to parents that parents receive based on the building their child is enrolled

in. There are questions comprised of district-wide questions but also questions that are specific to the building level as well. During the same time, we also send out a similar survey to the staff as well at each building with both district and building-level questions. The survey is pretty comprehensive with questions that include many different district/building initiatives, but I would describe the topics to include questions around communication, student workload, academic satisfaction, school resources, and support. The questions are based on a rating scale of overall satisfaction but also allow opportunities for parent feedback as well. We utilize [Qualtrics](#) to gather data and analyze the feedback from the parents.”

Contact: Aaron Pfeffenberger, Mariemont Junior High School Principal

- **Wyoming City Schools**

“I took what we used in Madeira and utilized this in Wyoming. We're looking at modifying our survey this year to better reflect the strategic plan, but I don't have this yet. The goal of our new survey is to get feedback from our community on the goals that we set this year as a district and the impact these goals had on each area of the strategic plan.”

Contact: Tim Weber, Superintendent of Wyoming City Schools

- **Sycamore Community City Schools**

The screenshot shows a website with a green header. The navigation menu includes: HOME, OUR DISTRICT (highlighted), ACADEMICS, ACTIVITIES, ATHLETICS, COMMUNITY, SERVICES, MASTER FACILITY, and ALWAYS AN AVIATOR. Below the header, there are links for 'BACK TO SCHOOL' and 'HOW DO I...?'. The main content area is divided into two columns. The left column has a section titled 'Vision, Mission, & Strategic Plan' with sub-links for 'Mission, Vision, & Strategic Plan', '2022 Quality Profile', '2021 Quality Profile', and 'Culture & Climate Survey Results' (which is highlighted with a right-pointing arrow). The right column is titled '2023 Culture & Climate Survey Results' and contains the following text:

During the 2022-23 school year, in accordance with objectives set forth in the District Strategic Plan, the Sycamore Community Schools Administration planned a research opportunity to learn more about the culture and climate in the school district and school buildings. District administrators worked with representatives from The Impact Group, a communications firm in Hudson, Ohio, to develop and administer culture and climate surveys to students, parents, instructional staff, non-instructional staff, and administrators of the Sycamore Community Schools.

The Impact Group worked with district administrators to create a survey for each of the five groups, based on identified district interests, with questions that explored themes such as general perceptions and climate, student-centered climate, teacher caring and relationships, peer relationships, underage substance use, academic focus, friendships, stress and anxiety, and professional climate.

The surveys were administered from January 23, 2023 - February 12, 2023. A total of 2193 individual respondents participated in the survey. [Click here to review the comprehensive results.](#)

Click on the links below to see the results from each survey:

- [Non-instructional staff](#)
- [Instructional staff](#)
- [Administrative staff survey](#)
- [Student survey](#)
- [Family Survey](#)

Focus: “In January 2023, we administered a culture and climate survey to families, garnering 759 responses. The survey, crafted by the Impact Group, was somewhat extensive. We currently are working with SHP to revamp the survey, aiming for a shorter version while retaining the ability to compare data year over year.”

Contact: Mallory Bonbright-Community Relations Director, Sycamore Schools

- **Reading Community Schools**

“We do not have an end-of-year survey for families yet. However, we are in the process of updating our District's Strategic Plan and we are partnering with [Innovate K12](#) to survey our community. I am really

impressed with K12 and they are also working with several other districts in the Hamilton County area. There is an annual subscription for the district, but with that subscription, the district would have unlimited access to surveys for all stakeholders (community, students, alumni, staff, etc). K12 then organizes all of the survey data into a very readable format that is branded with your district's information and can be shared with the Board, families, staff, or students while helping the district focus on the next steps. I think we will begin utilizing them for an end-of-year survey for families."

Contact: Dr. Damon Davis, Superintendent of Reading Community City Schools

- **Ohio Department of Education**

Conducting the Parent and Family Involvement Survey for your school(s): Instructions and Guidelines

The Survey Instrument

The Ohio Department of Education (ODE) has developed and piloted a Parent and Family Involvement Survey as a tool for schools to gauge their current family engagement practices. The 27-item survey asks families to give their perspective on the extent to which a school is providing the six areas of service and conditions that research shows are effective for engaging families:

1. Empowering families with information to support their children's learning at home;
2. Creating channels of communication between home and school;
3. Offering an array of opportunities for families to participate in school planning, leadership and volunteering;
4. Connecting families to in-school and community support mechanisms and resources;
5. Setting high expectations for students, providing high-quality instruction and meeting students' individual learning needs;
6. Providing a welcoming school climate.

Parents rate each of the 27 items using a five-response Likert scale ranging from *Strongly Disagree* to *Strongly Agree*, with the additional option of *Don't Know*. The items can then be analyzed separately, as well in clusters – or factors – that relate to the six areas of services and supports for family engagement. The survey also contains several questions that relate to the ODE Needs Assessment tool referenced in the Decision Framework (Level III.C, areas 1 and 2) and provides a proxy for determining the Decision Framework indicator ratings (i.e., high, moderate and low). In addition, families who complete the survey have the option to provide written comments or suggestions on what their school could do to better support their children's learning and learning environment.

Schools can use the survey data to identify areas of success and areas that need improvement. Survey results also can be used to determine priority areas and to guide planning of strategies and actions steps to strengthen family engagement. The survey takes less than 10 minutes to complete.

2009 Family Involvement Survey

As a parent or caregiver, your involvement in your child's learning and school is valuable and important. This survey asks for your opinions about what your child's school does to get you involved in your child's education. Your individual responses, which may help schools improve connections with parents and families, will remain confidential. Results will only be reported as part of a group.

For each statement below, please check one answer that most closely matches your opinion on your child's school this current year. If you do not know or think you do not have enough information to answer please select "I don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know/ Not Applicable
1. I receive information on what I can do at home to help my child improve or advance his/her learning.	<input type="checkbox"/>					
2. I receive information on health and nutrition.	<input type="checkbox"/>					
3. I receive information on child development.	<input type="checkbox"/>					
4. My child's teacher asks to meet with me face to face at least once a year to talk about how my child is doing.	<input type="checkbox"/>					
5. My child's school is very good about staying in touch with me (e.g., letters, phone calls or e-mails).	<input type="checkbox"/>					
6. When my child's school communicates with me it is easy for me to read or understand.	<input type="checkbox"/>					
7. If I have a question, concern or comment about my child the teacher, principal or guidance counselor gets back to me right away.	<input type="checkbox"/>					
8. I am invited to meetings so that I can learn about what is going on in the school (e.g., issues or policies).	<input type="checkbox"/>					
9. There are many different ways I can be involved with the school, either at the school itself, at home or in the community.	<input type="checkbox"/>					

Connecting our Culture Playbook:

Madeira City Schools
Culture Playbook



BELIEVE • BEHAVE • ACHIEVE

A school community where learning is personalized and success is ensured.

What we believe	How we behave	Outcomes we achieve
<p>Accountability & Action <i>It's what you say and what you do.</i></p>	<ul style="list-style-type: none"> Own your attitude, actions, and words. Act with purpose. Admit when you're wrong and fix it. 	<p><i>We can depend on each other.</i></p>
<p>Care & Connect <i>Relationships matter.</i></p>	<ul style="list-style-type: none"> Believe in others. Listen to understand. Respect differences. 	<p><i>Everyone is welcomed, included, and valued.</i></p>
<p>Challenge & Support <i>Never give up on yourself or others.</i></p>	<ul style="list-style-type: none"> View mistakes as feedback. Ask questions; solve problems. Coach and be coachable. 	<p><i>We are always learning.</i></p>
<p>Create & Explore <i>It's who we are and who we can become.</i></p>	<ul style="list-style-type: none"> Be curious. Take risks Create opportunities. 	<p><i>We are always growing.</i></p>

Begins with ME, Broadens to OTHERS, Recognizes TEAM, Promotes TOGETHERNESS.

MCS Mission Statement:

“A school community where learning is personalized and success is ensured.”

Possible Questions: Likert Scale Statements:

- ★ **Care & Connect:** I receive information on what I can do at home to help my child improve or advance his/her learning.
- ★ **Care & Connect:** There are many different ways I can be involved with the school, either at the school itself, at home, or in the community.
- ★ **Care & Connect:** My child's school respects all cultures and diversity.
- ★ **Challenge & Support:** I receive information on what my child should learn and be able to do in each grade in school.
- ★ **Challenge & Support:** I believe the school's academic curriculum challenges my child.
- ★ **Create and Explore:** I am given information about services to support my child's learning and behavior needs and enhance his or her talents (tutoring, mentoring, camps, career exploration).
- ★ **Create & Explore:** The school helps my child feel comfortable as he/she moves from one grade to the next.
- ★ **Accountability & Action:** This school promptly responds to my phone calls, messages, and emails.
- ★ **Accountability & Action:** The district's mission statement reflects the values of the community.
- ★ **Extended response opportunity:** Please provide any comments or suggestions below on what the school could do to better support your involvement in your child's learning and school.
- ★ [Survey Questions](#)-Madeira, Harvard Survey,ODE

Recommendations:

- 1-survey for multi-student/multi-building families
- Connect the survey statements/questions to our Madeira Mission Statement and Culture Playbook

- Partner with a survey company like [Innovate K12](#) to share survey analysis
- Share the results with the community after the analysis is completed