

NSPRA SCOPE SURVEY REPORT

Pelham Union Free
School District



National School Public Relations Association
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Survey Hosting Platform:  **sogolytics**

SCOPE SURVEY – November 3-December 2, 2025

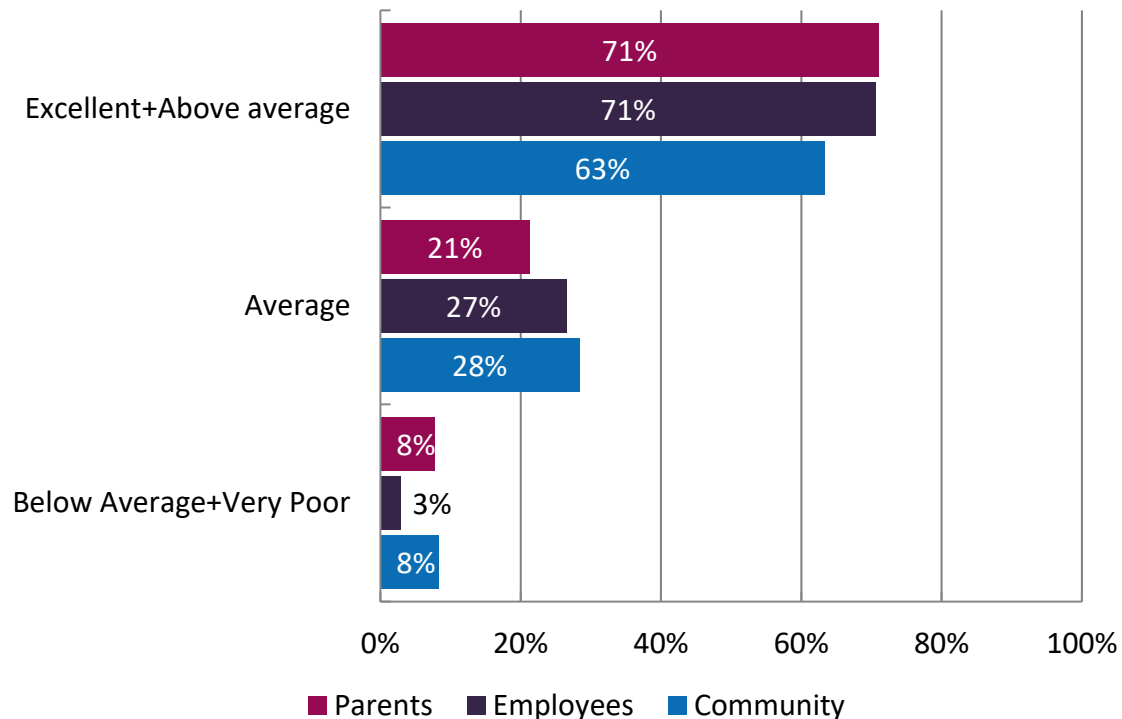
Stakeholder Group	Total Population	# of Surveys Completed		Margin of Error* Achieved		Margin of Error* Target
		2023	2025	2023	2025	
Parents/Guardians	2,900	542	441	±3.8%	±4.3%	±5.0%
Employees	450	211	224	±4.6%	±4.6%	±5.0%
Community	12,943	60	90	±12.6%	±10.3%	±10.0%
High School Students	940	158	624	±7.6%	±2.3%	±10.0%

*Using the industry-standard equation for reliability

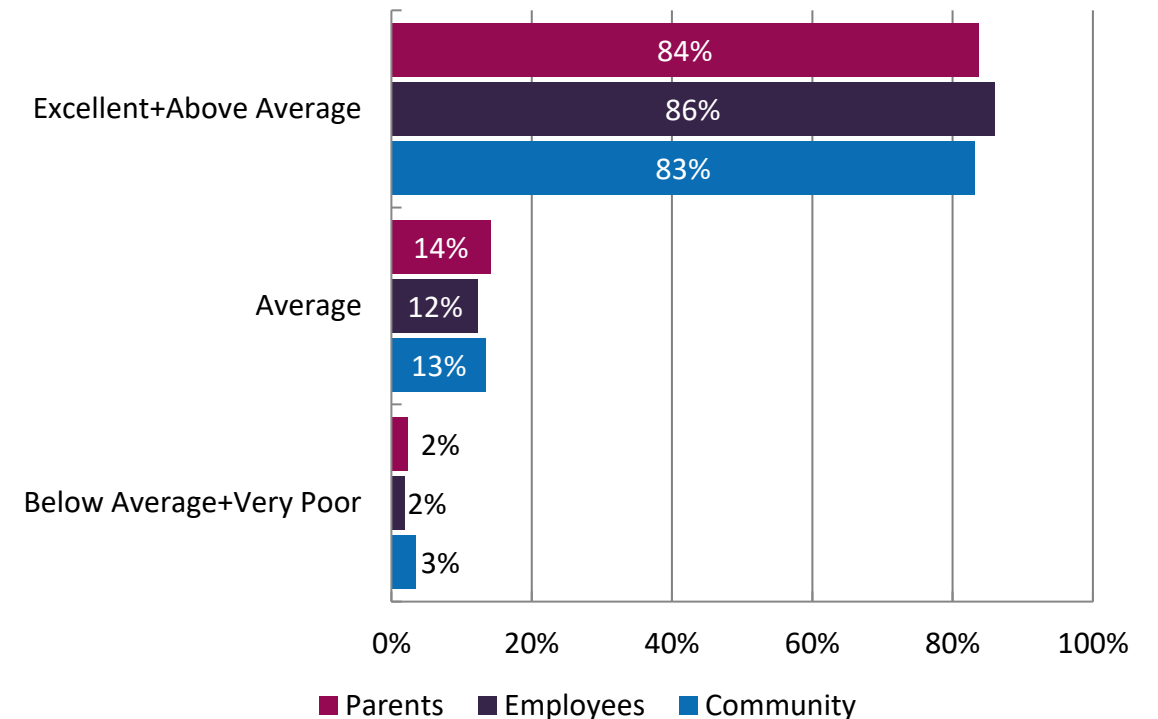
OVERALL PERCEPTION OF THE DISTRICT: ALL STAKEHOLDERS

HOW DO YOU RATE YOUR GENERAL PERCEPTION OF THE DISTRICT?

2023 SURVEY RESULTS

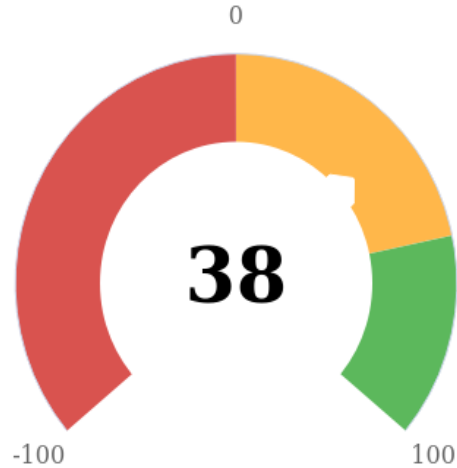
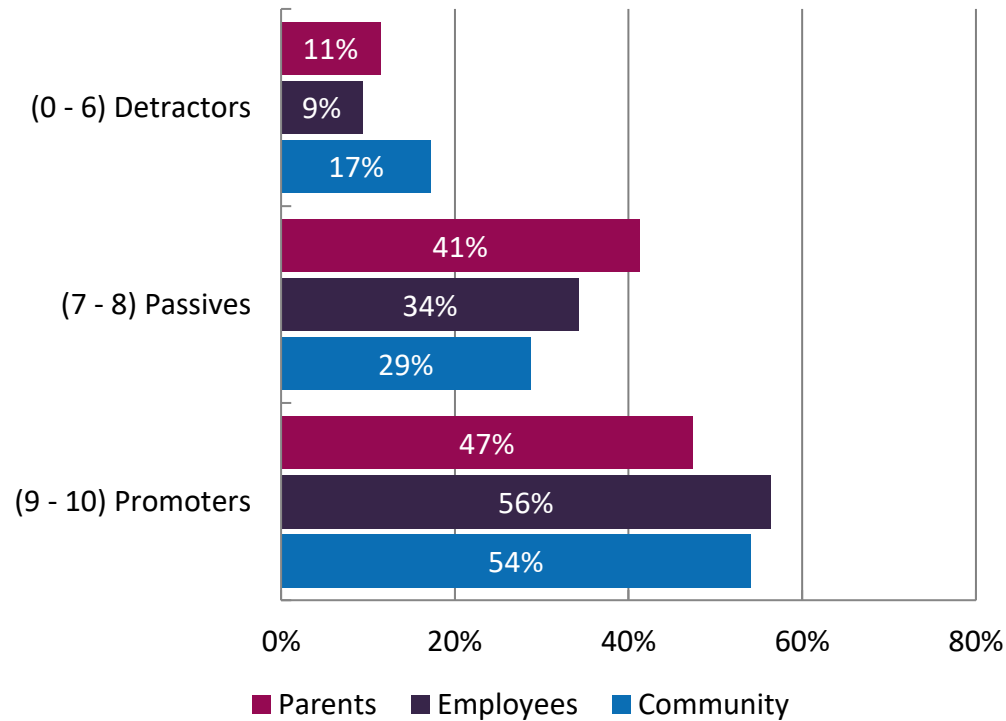
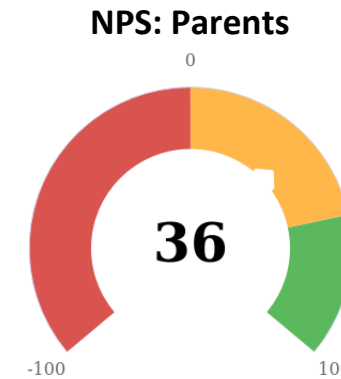
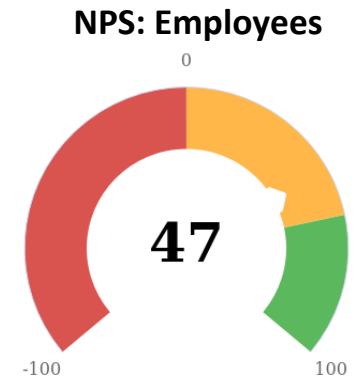
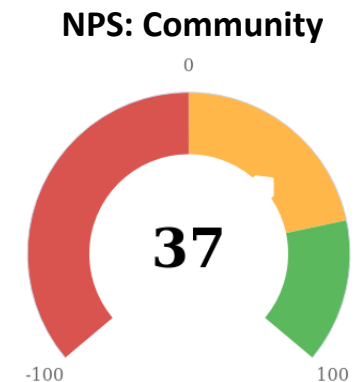


2025 SURVEY RESULTS



NET PROMOTER SCORE: ALL STAKEHOLDERS

HOW LIKELY ARE YOU TO RECOMMEND A SCHOOL IN THE DISTRICT TO A FRIEND OR FAMILY MEMBER?



WORDS THAT DESCRIBE THE DISTRICT: ALL STAKEHOLDERS

WHAT ARE THE FIRST **TWO** WORDS THAT COME TO MIND WHEN YOU THINK OF THE DISTRICT?

2023 SURVEY RESULTS



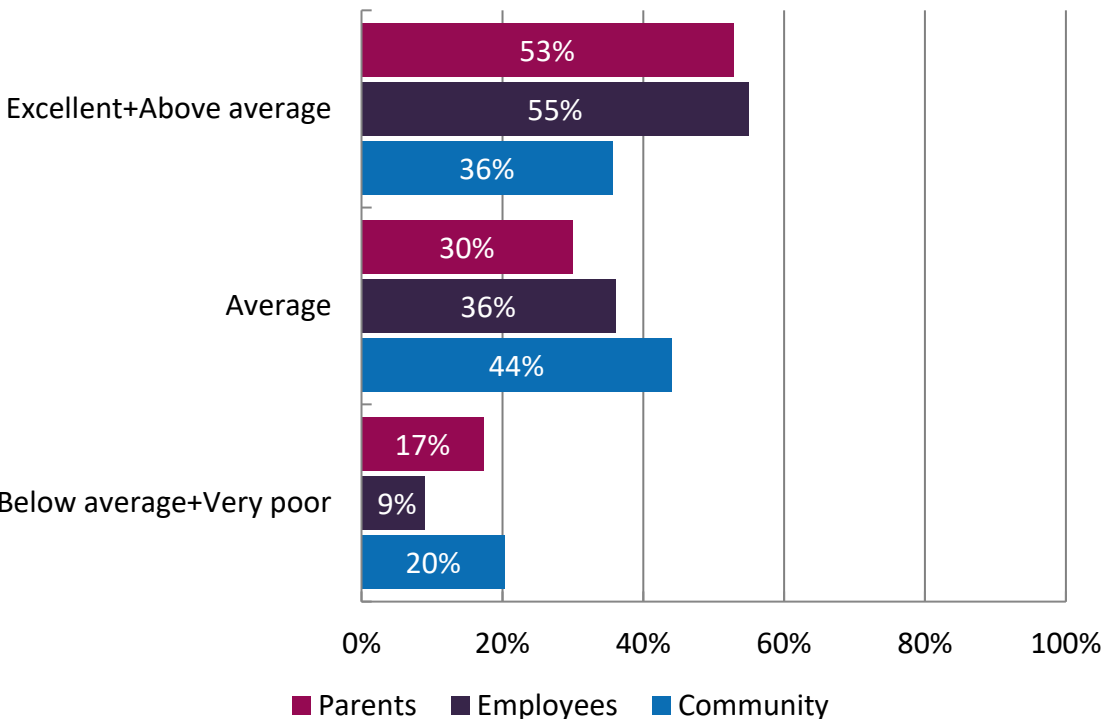
2025 SURVEY RESULTS



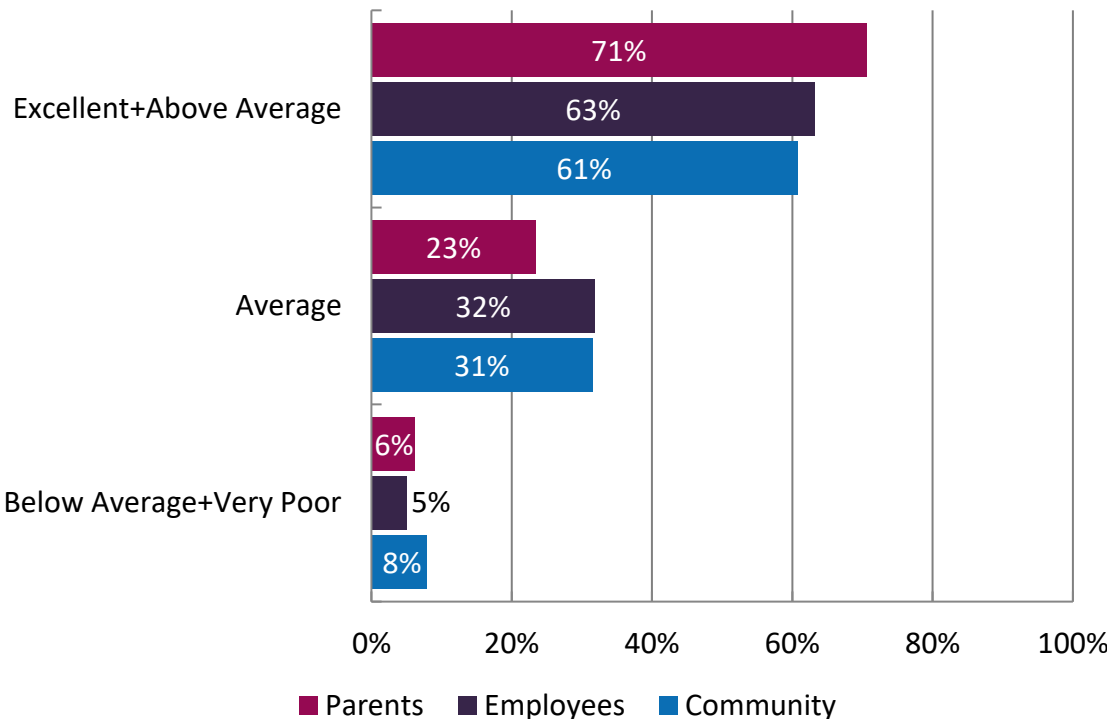
SATISFACTION WITH DISTRICT COMMUNICATION: ALL STAKEHOLDERS

HOW DO YOU RATE YOUR OVERALL SATISFACTION WITH COMMUNICATION FROM THE DISTRICT?

2023 SURVEY RESULTS

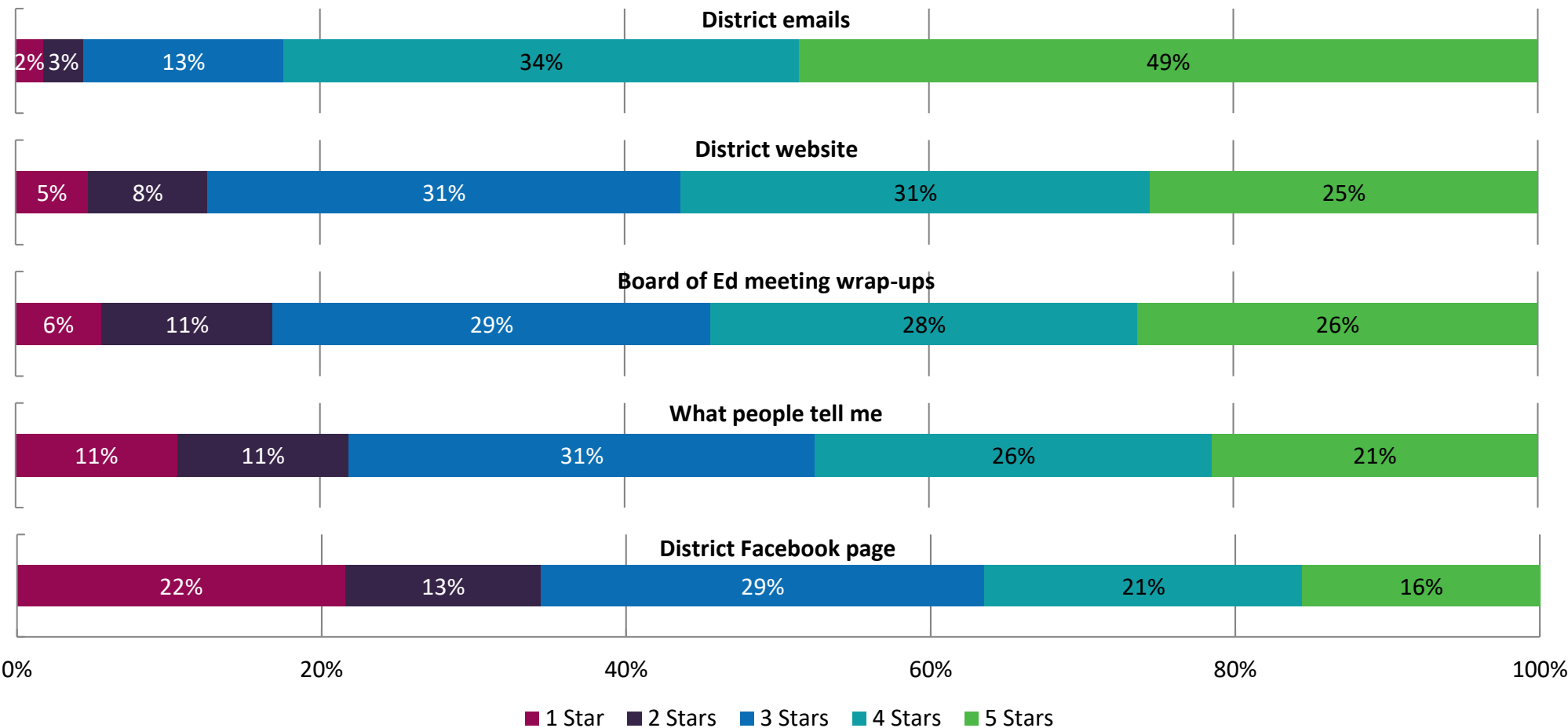


2025 SURVEY RESULTS



VALUE OF DISTRICT INFORMATION SOURCES: ALL STAKEHOLDERS

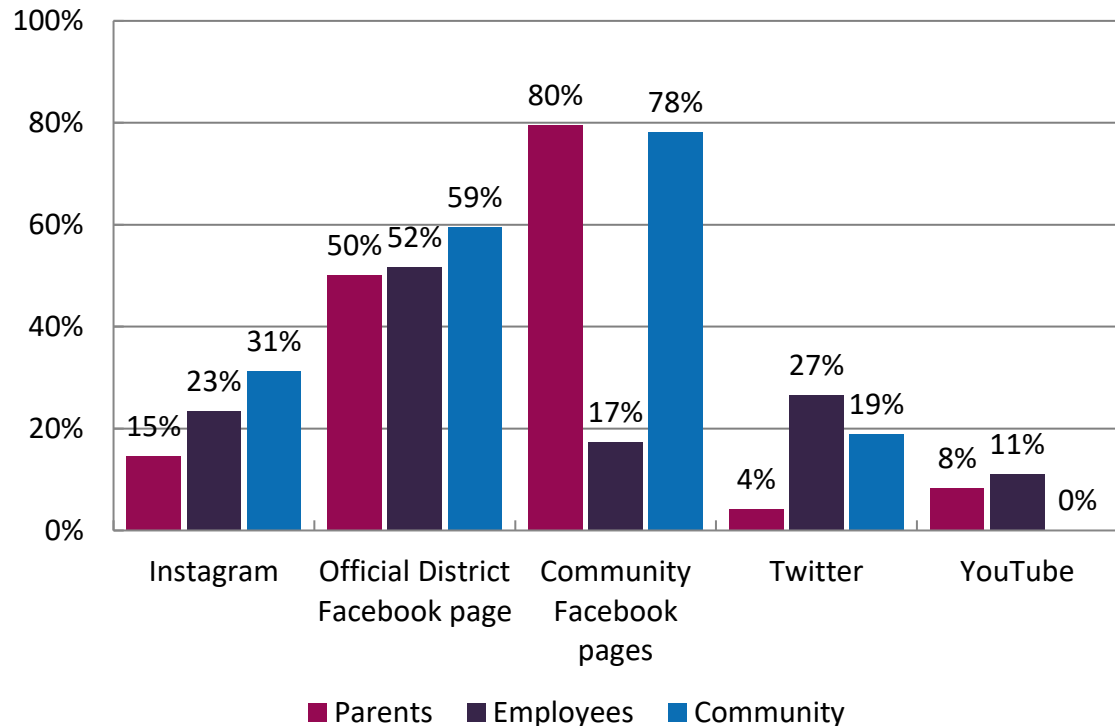
HOW DO YOU RATE THE VALUE OF INFORMATIONAL SOURCES FOR LEARNING ABOUT THE DISTRICT?



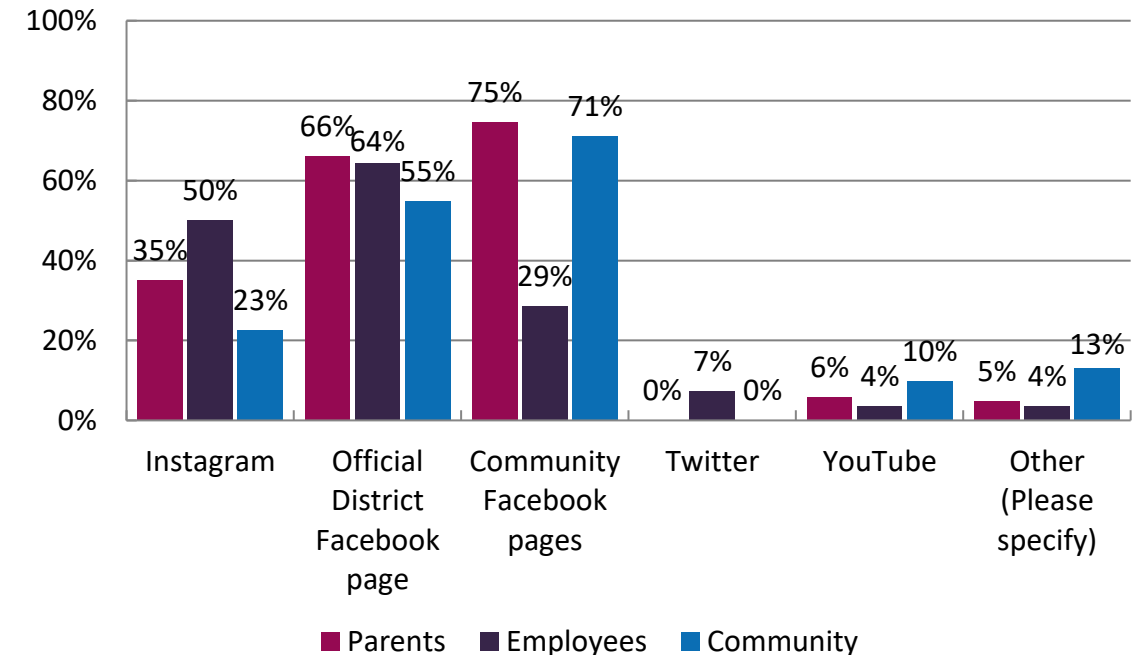
SOCIAL MEDIA SOURCES USED BY ALL STAKEHOLDERS

WHICH SOCIAL MEDIA PLATFORMS DO YOU USE FOR SCHOOL-RELATED INFORMATION?

2023 SURVEY RESULTS



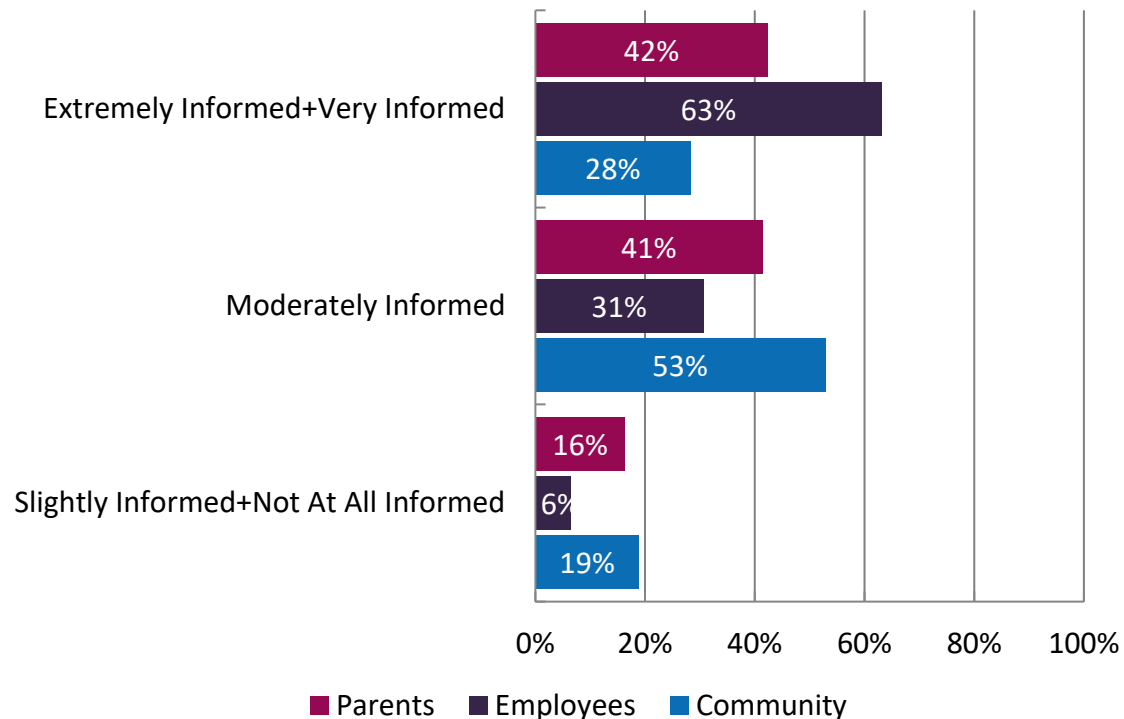
2025 SURVEY RESULTS



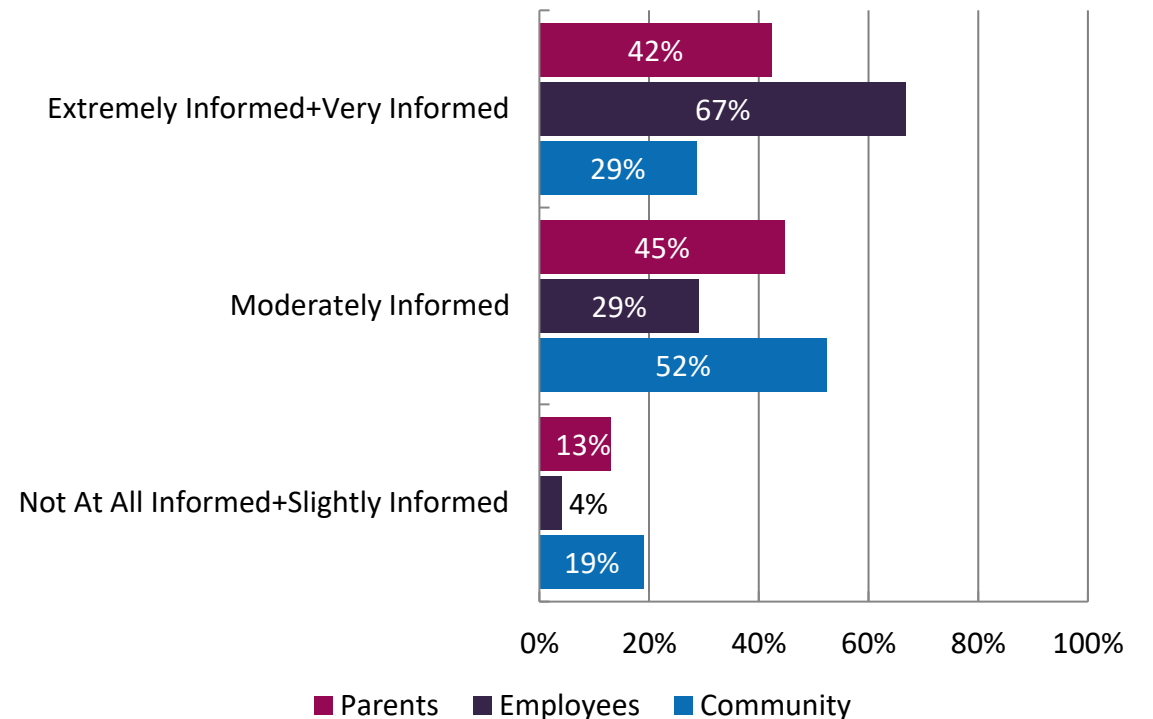
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT DISTRICT SUCCESSES AND ACHIEVEMENTS

2023 SURVEY RESULTS



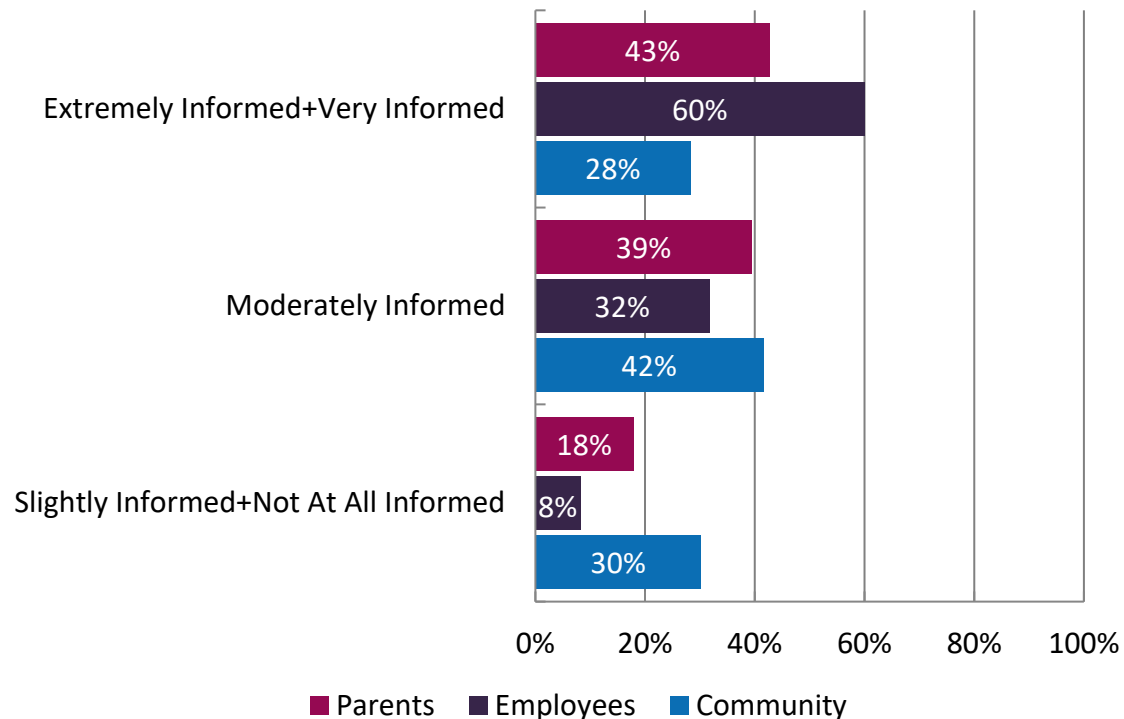
2025 SURVEY RESULTS



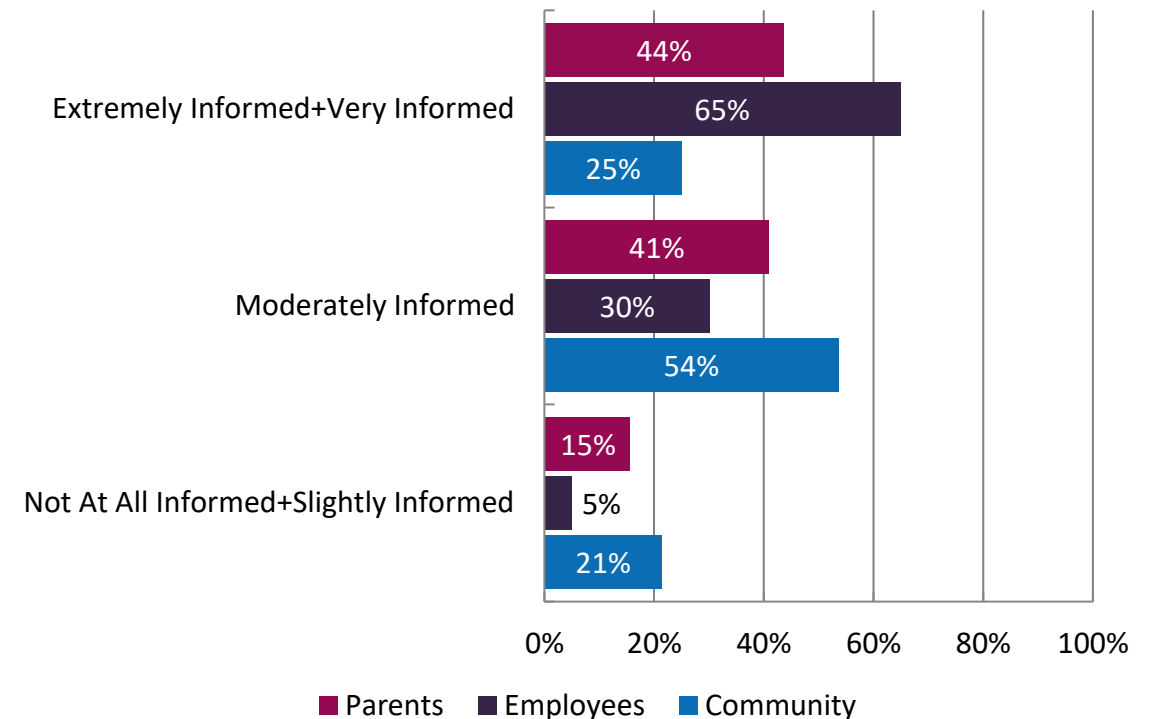
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT STUDENT SUCCESSES AND ACHIEVEMENT

2023 SURVEY RESULTS



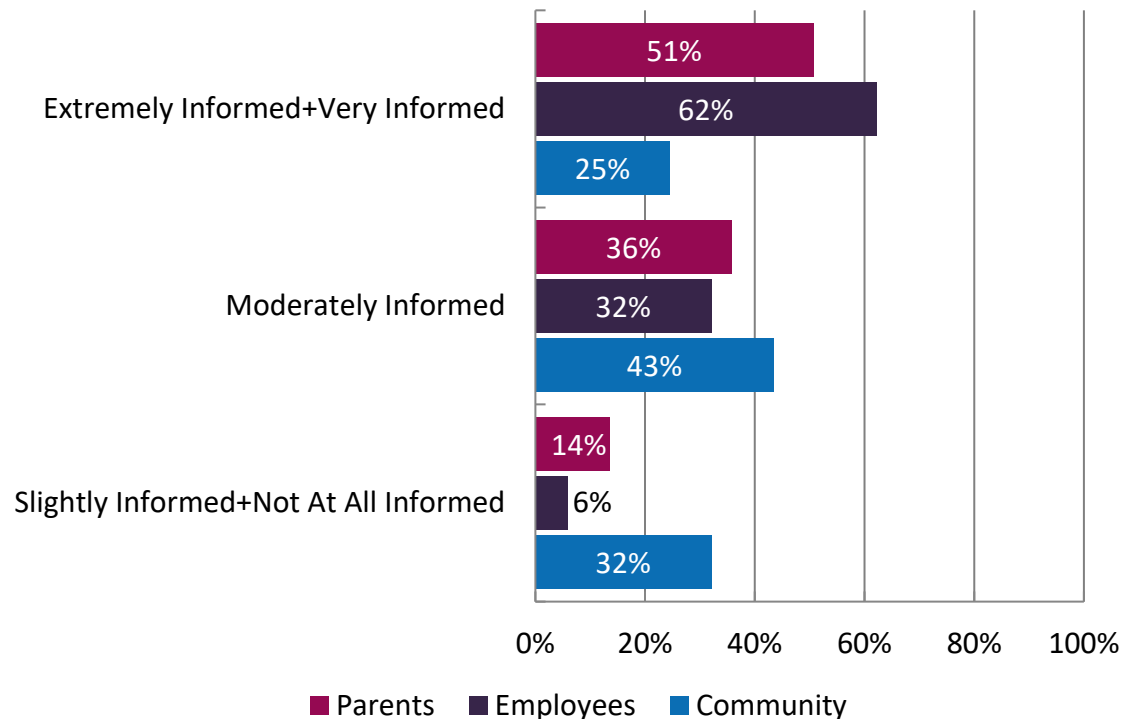
2025 SURVEY RESULTS



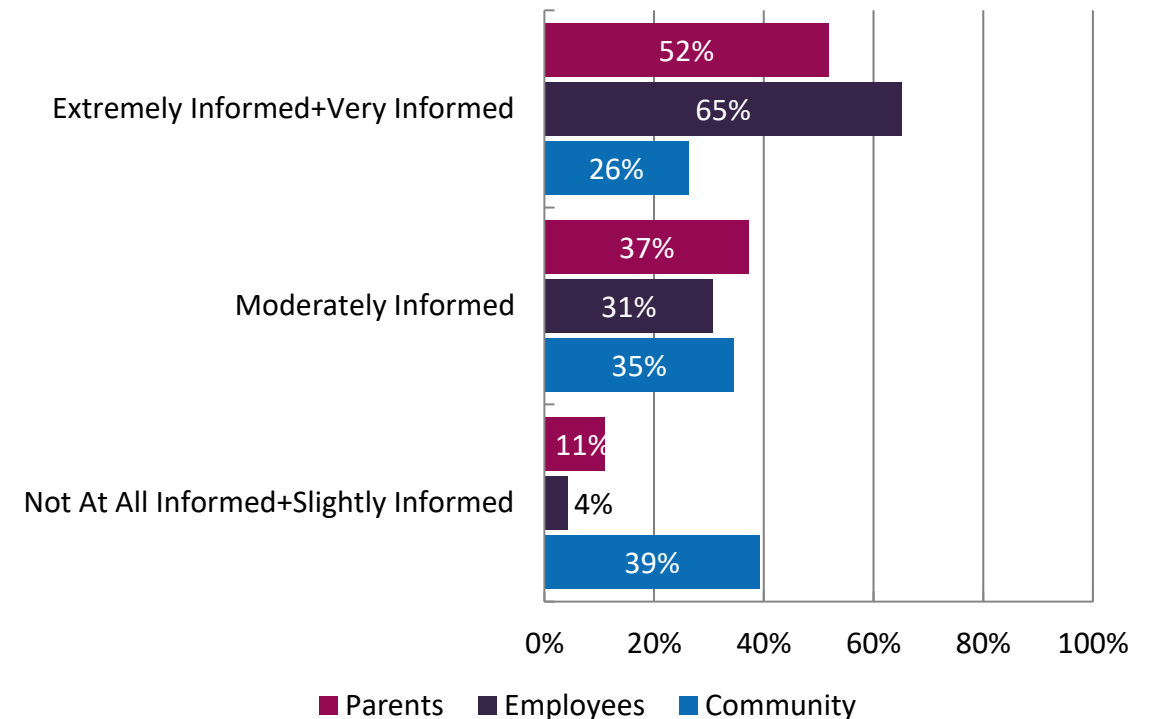
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT EVENTS (MEETINGS, COMPETITIONS, ARTS, PRODUCTIONS, ETC.)

2023 SURVEY RESULTS



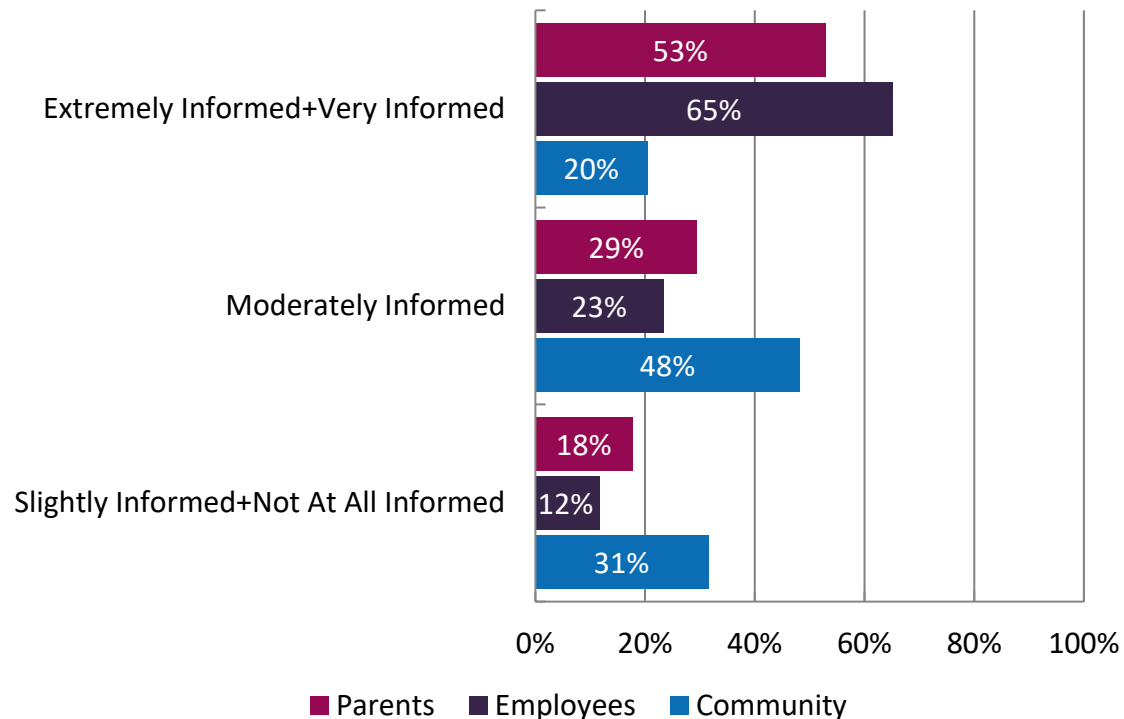
2025 SURVEY RESULTS



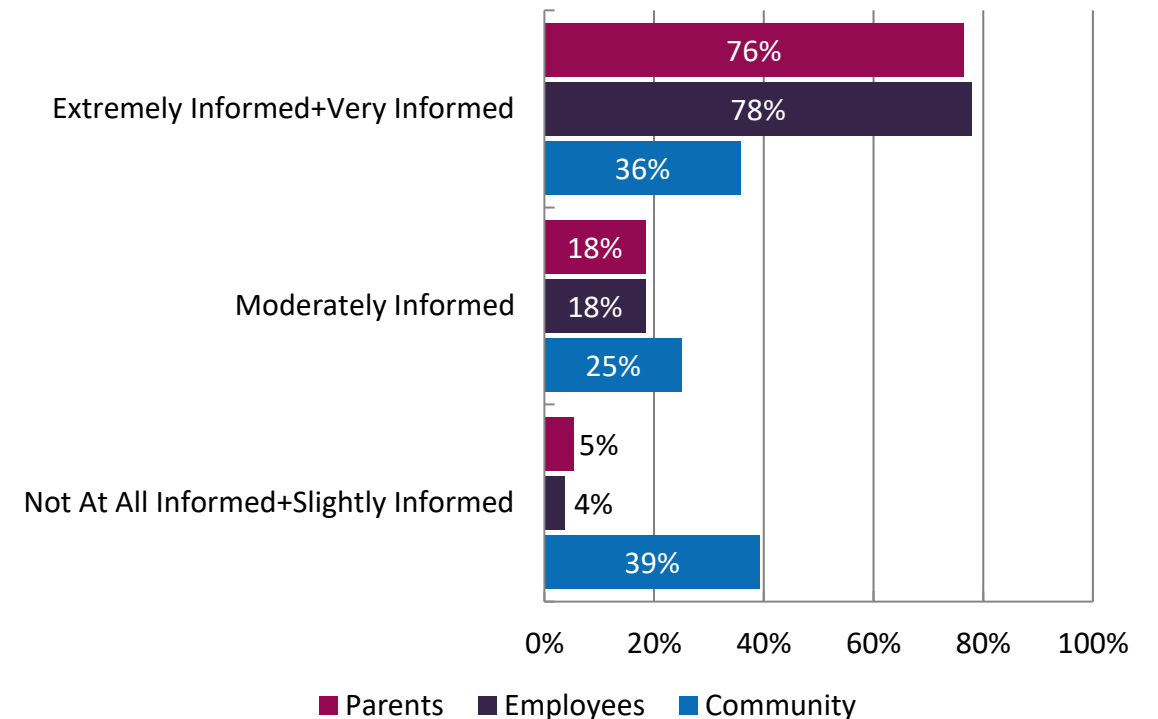
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT SCHOOL SAFETY, INCLUDING CLOSINGS, SERIOUS INCIDENTS AND SCHOOL CRISES

2023 SURVEY RESULTS



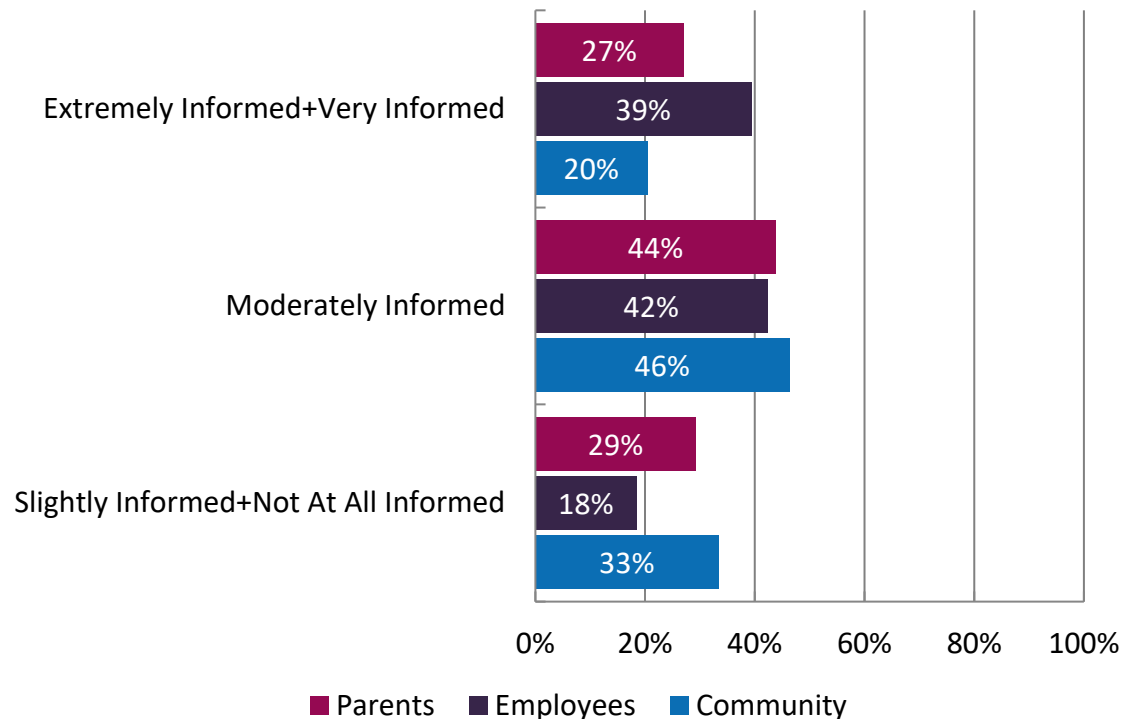
2025 SURVEY RESULTS



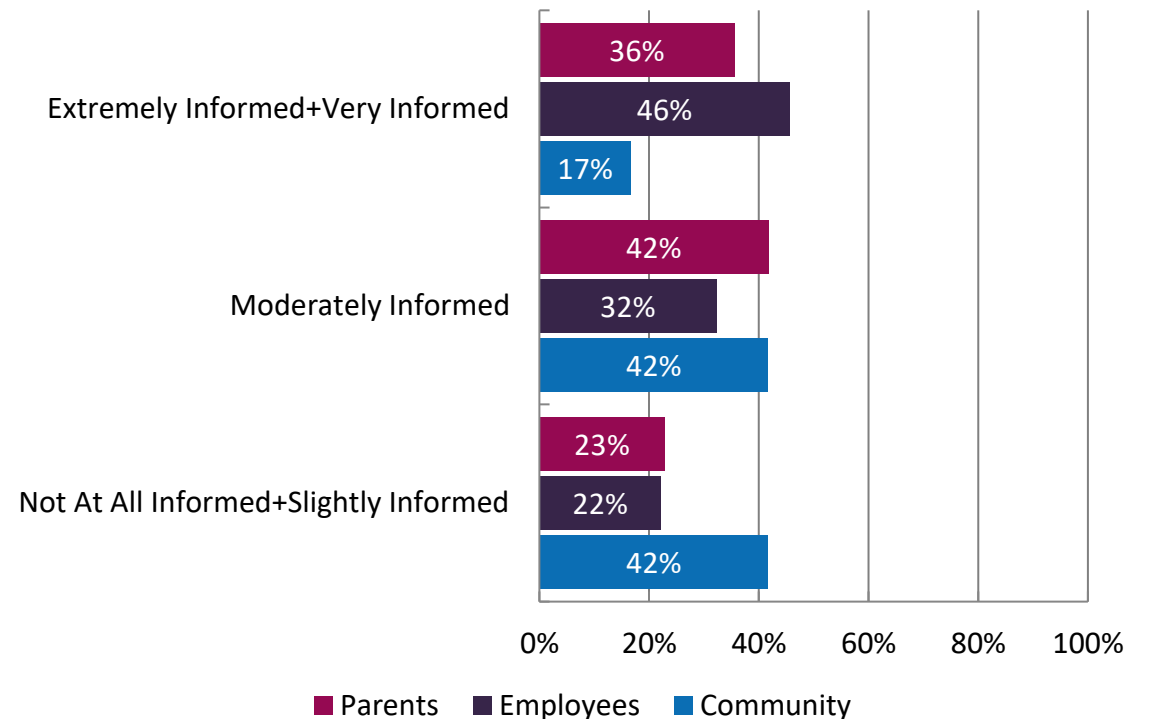
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT LEADER DECISIONS

2023 SURVEY RESULTS



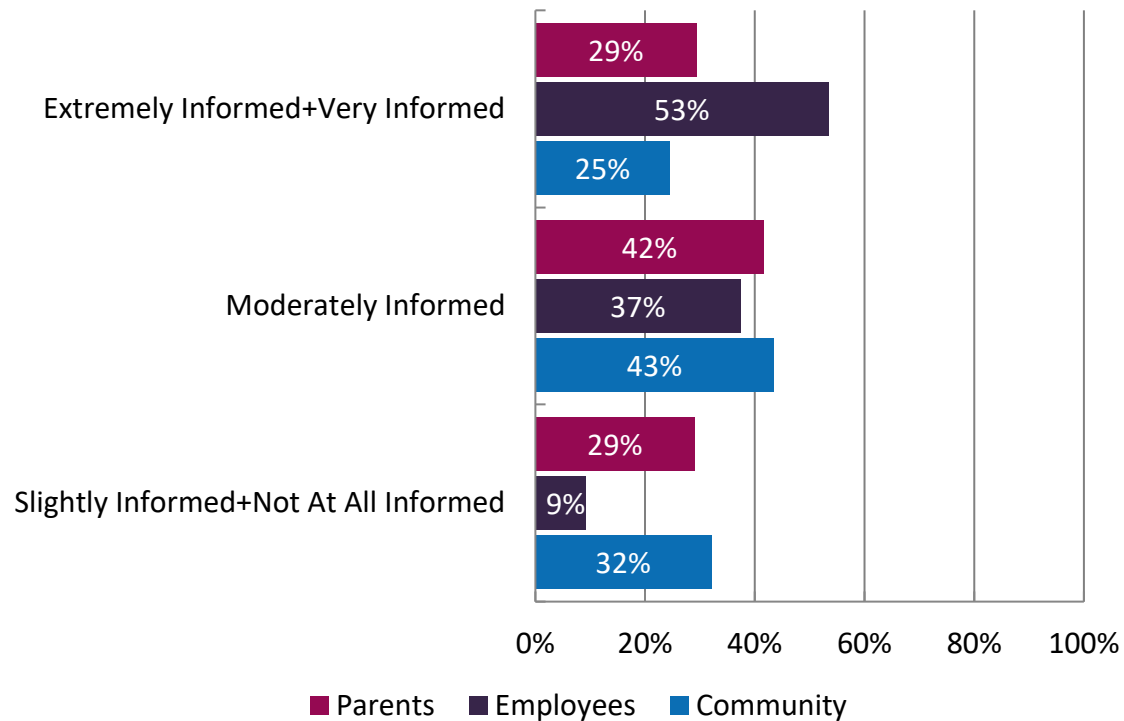
2025 SURVEY RESULTS



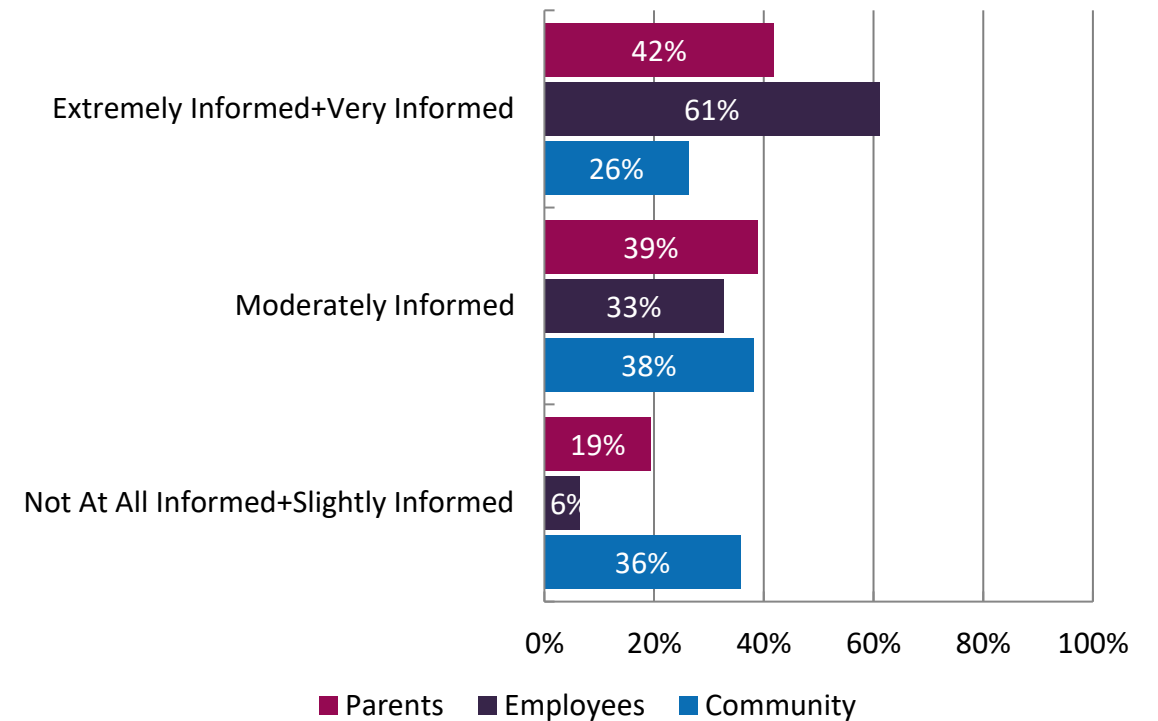
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT DISTRICT GOALS AND PLANS

2023 SURVEY RESULTS



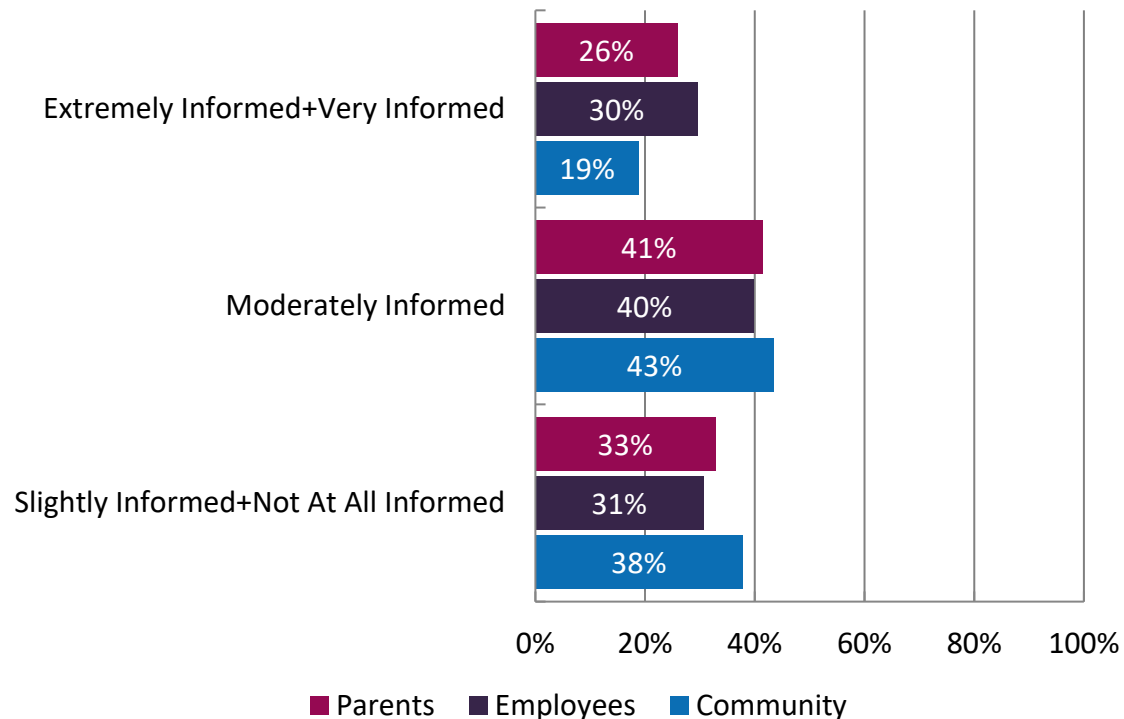
2025 SURVEY RESULTS



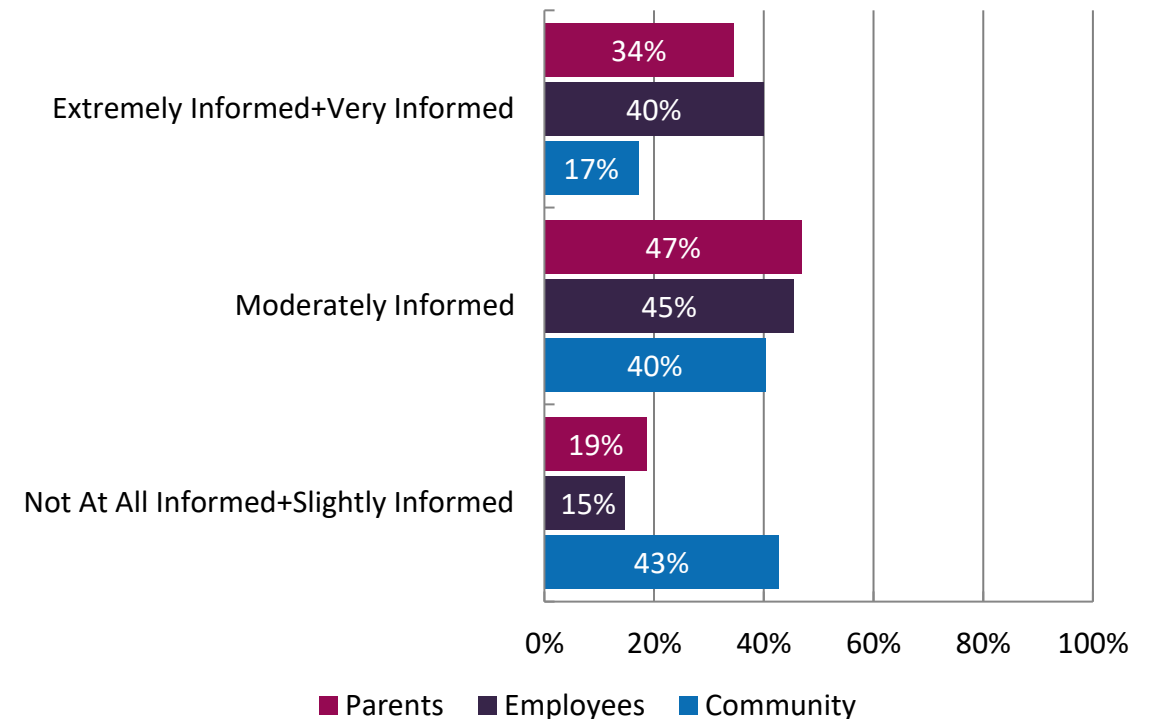
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT DISTRICT FACILITIES

2023 SURVEY RESULTS



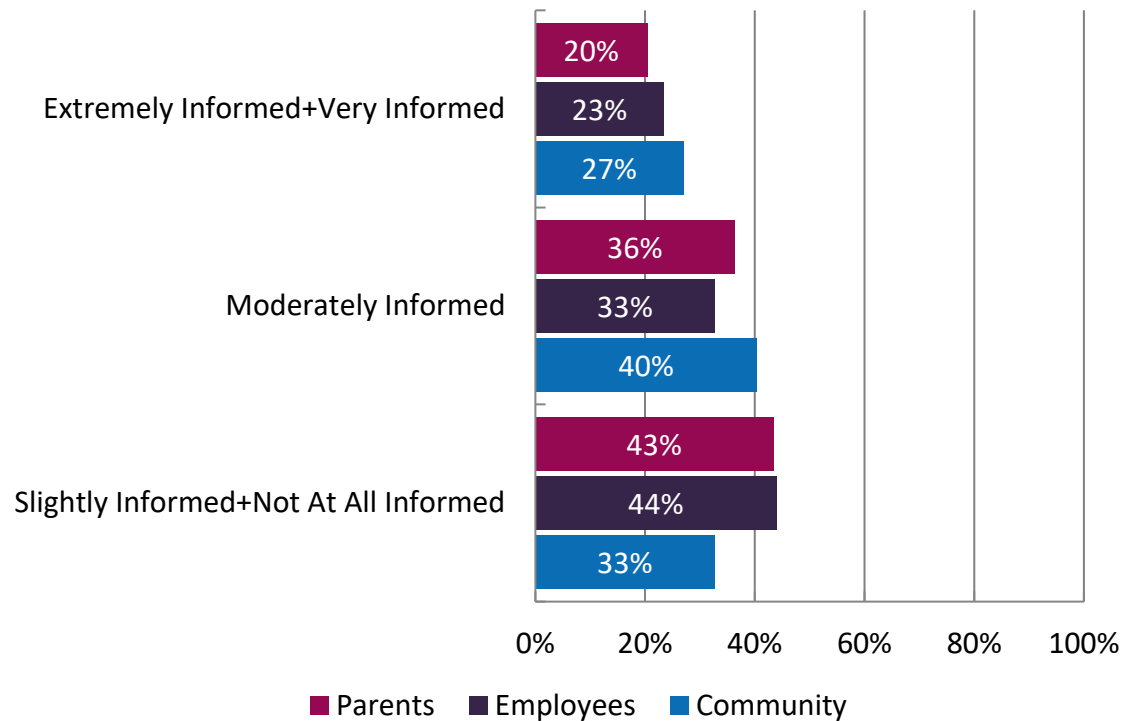
2025 SURVEY RESULTS



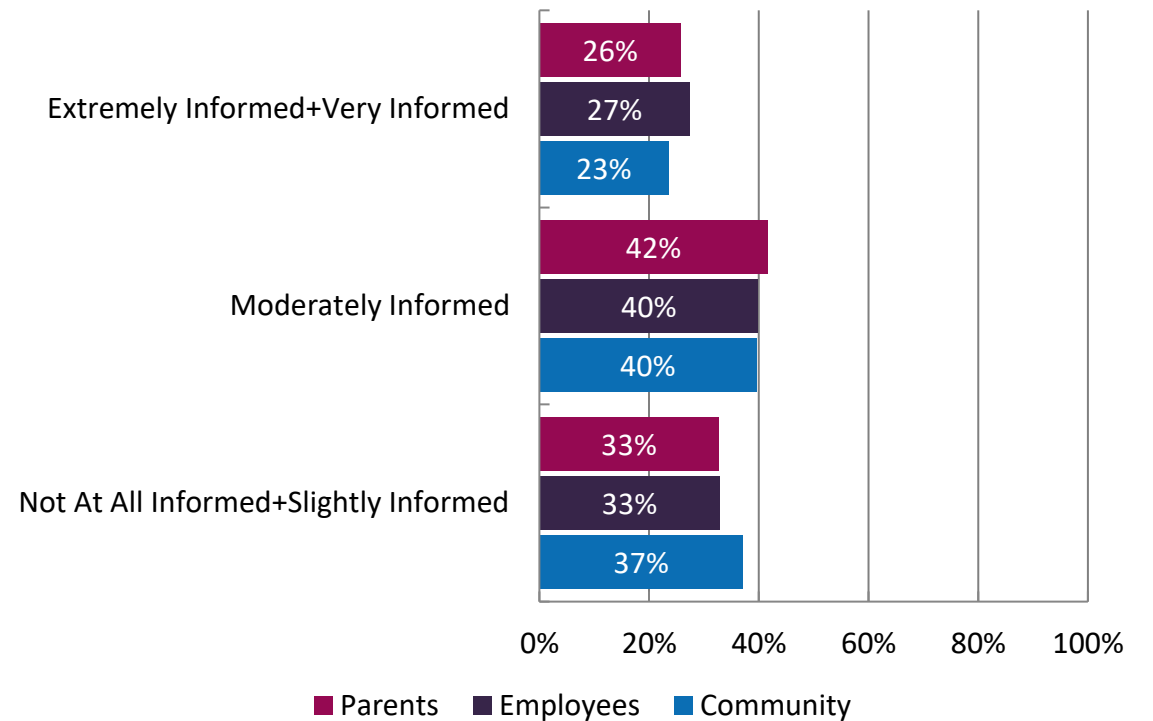
HOW INFORMED ALL STAKEHOLDERS ARE

ABOUT DISTRICT FINANCES

2023 SURVEY RESULTS



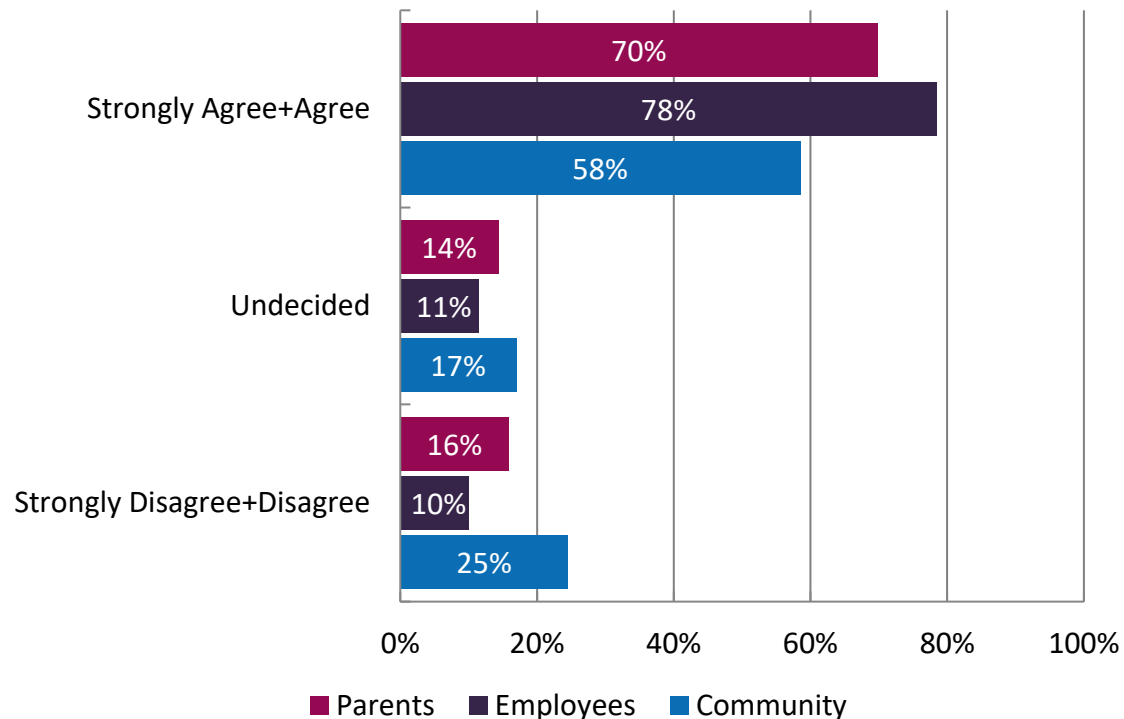
2025 SURVEY RESULTS



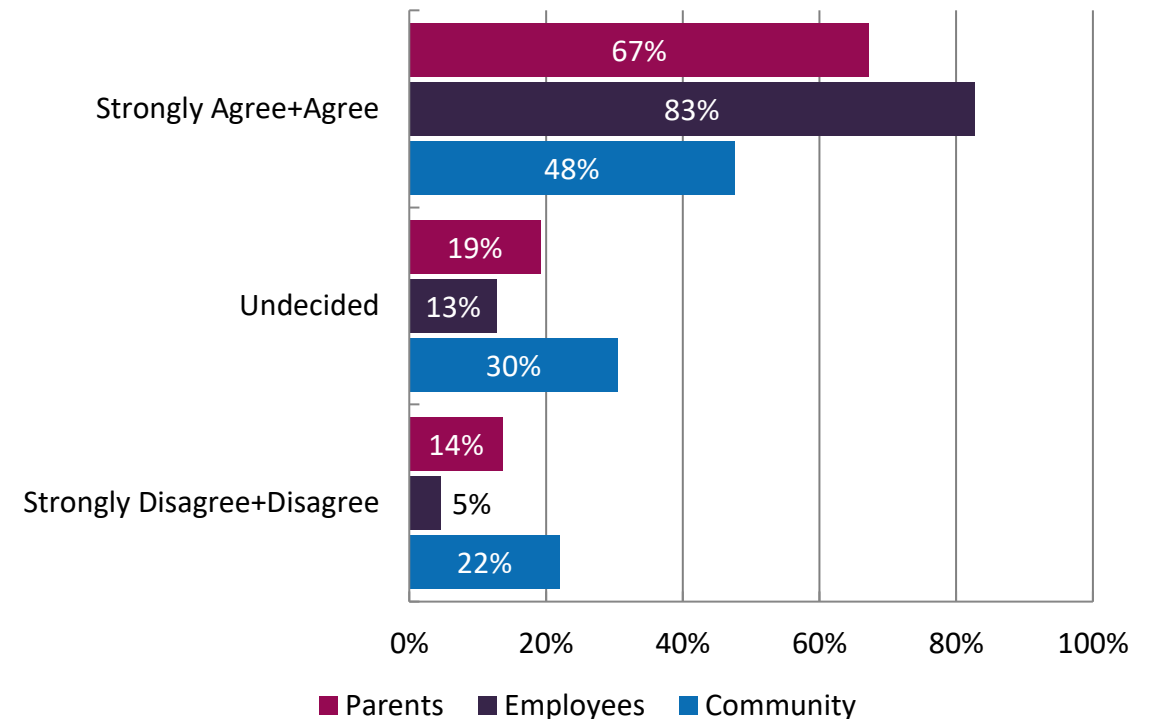
QUALITY OF DISTRICT COMMUNICATION: ALL STAKEHOLDERS

I KNOW WHERE AND HOW I CAN DIRECT A QUESTION, COMPLAINT OR CONCERN.

2023 SURVEY RESULTS



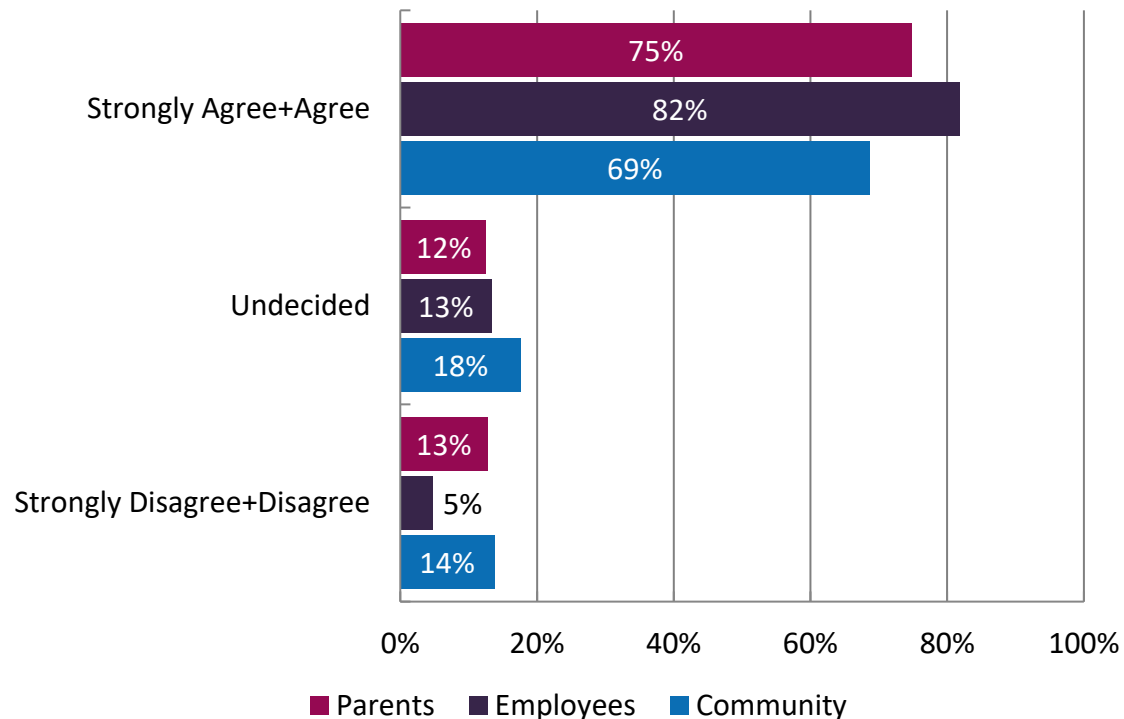
2025 SURVEY RESULTS



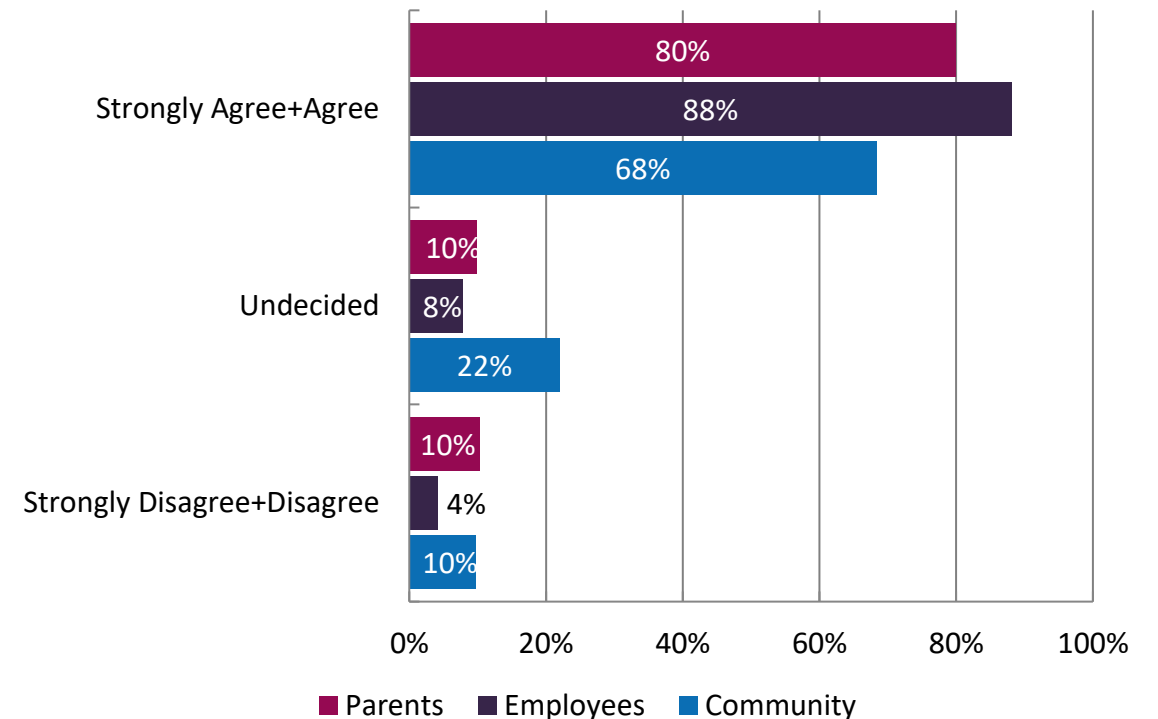
QUALITY OF DISTRICT COMMUNICATION: ALL STAKEHOLDERS

COMMUNICATIONS ARE EASY FOR ME TO UNDERSTAND.

2023 SURVEY RESULTS



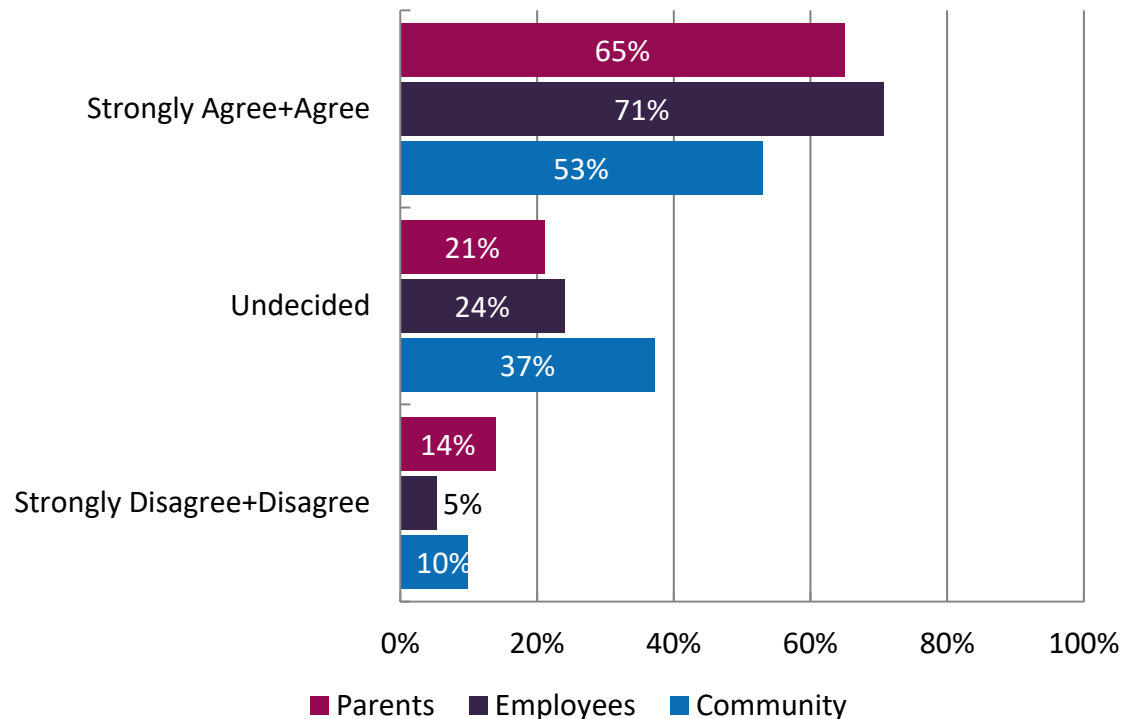
2025 SURVEY RESULTS



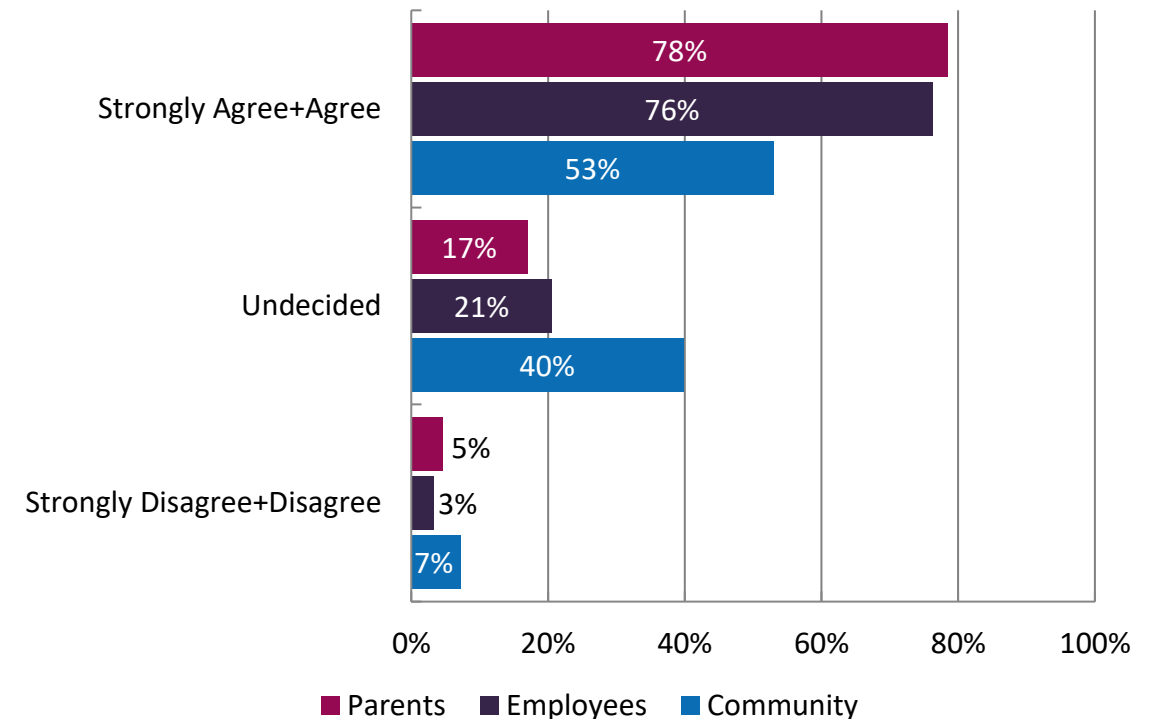
QUALITY OF DISTRICT COMMUNICATION: ALL STAKEHOLDERS

INFORMATION IS ACCURATE.

2023 SURVEY RESULTS



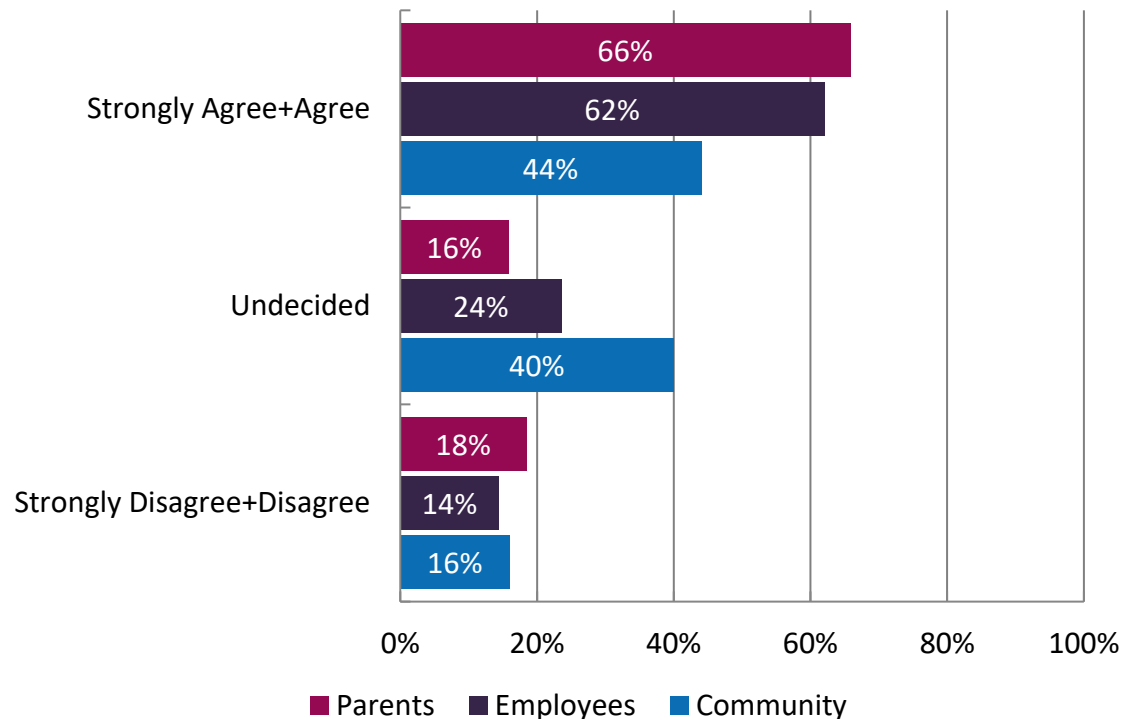
2025 SURVEY RESULTS



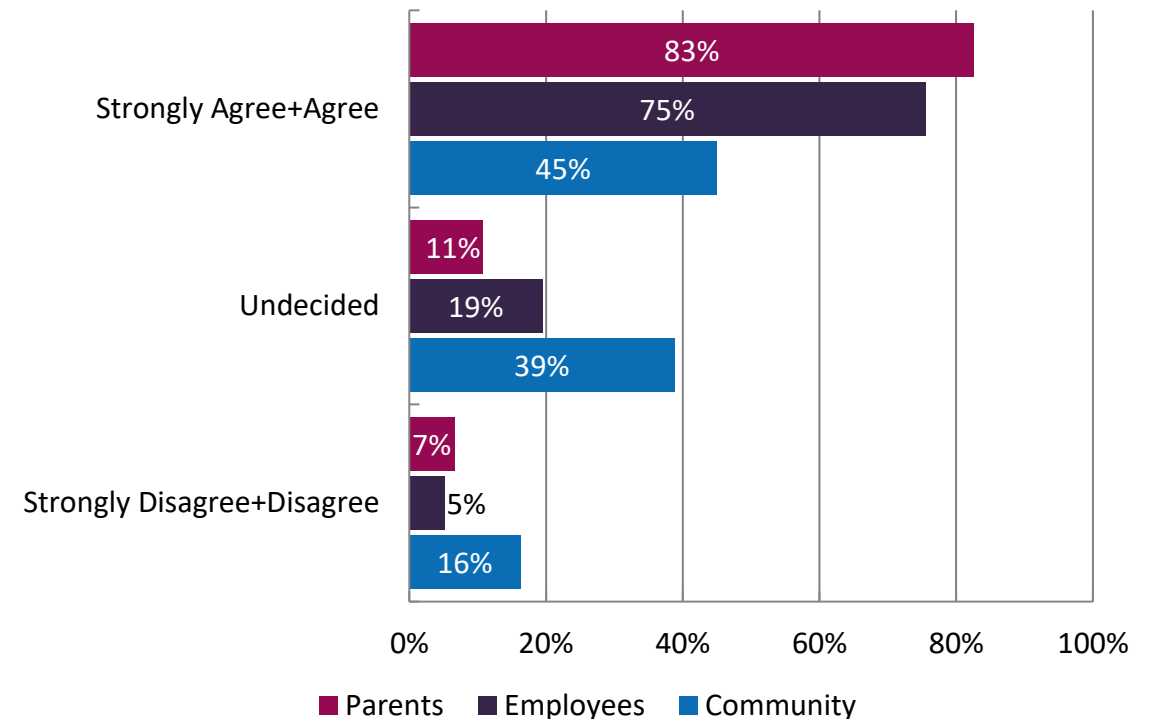
QUALITY OF DISTRICT COMMUNICATION: ALL STAKEHOLDERS

COMMUNICATIONS ARE TIMELY.

2023 SURVEY RESULTS



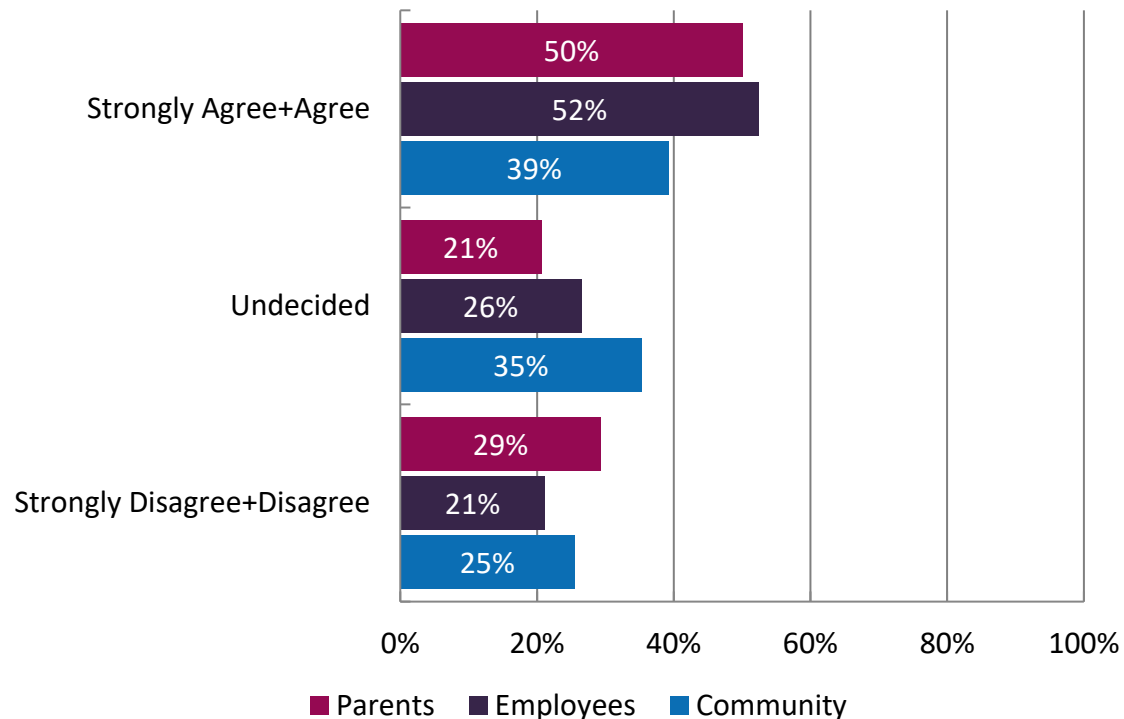
2025 SURVEY RESULTS



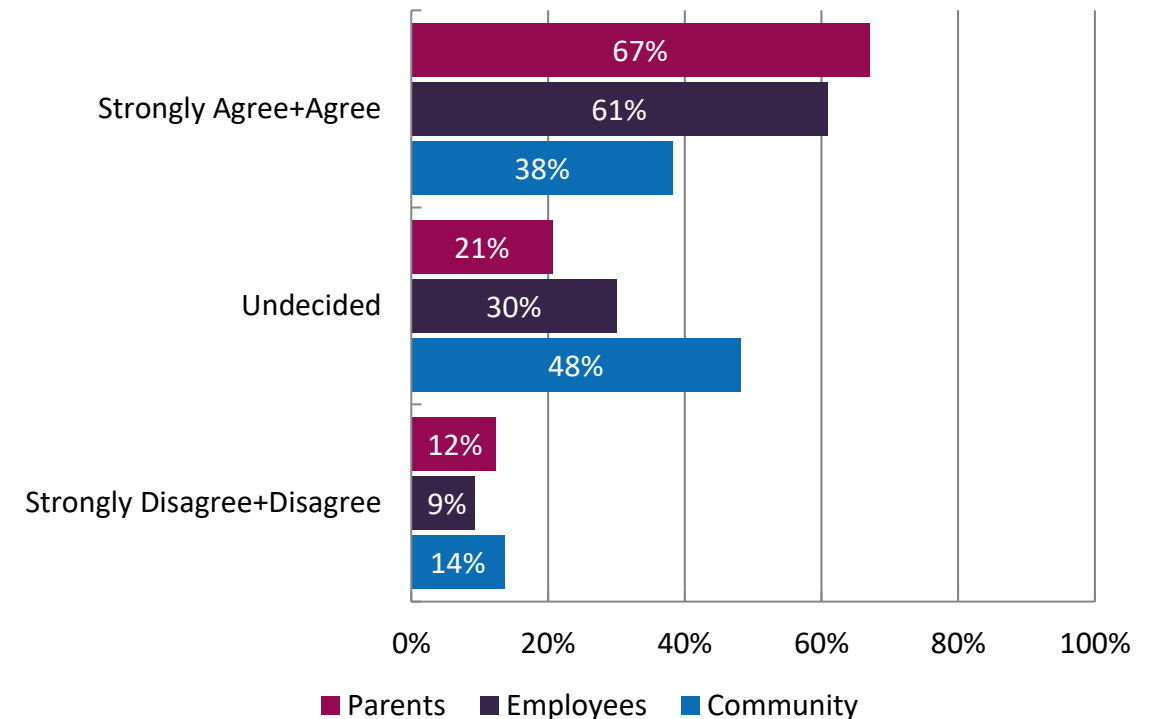
QUALITY OF DISTRICT COMMUNICATION: ALL STAKEHOLDERS

COMMUNICATIONS ARE OPEN AND TRANSPARENT.

2023 SURVEY RESULTS



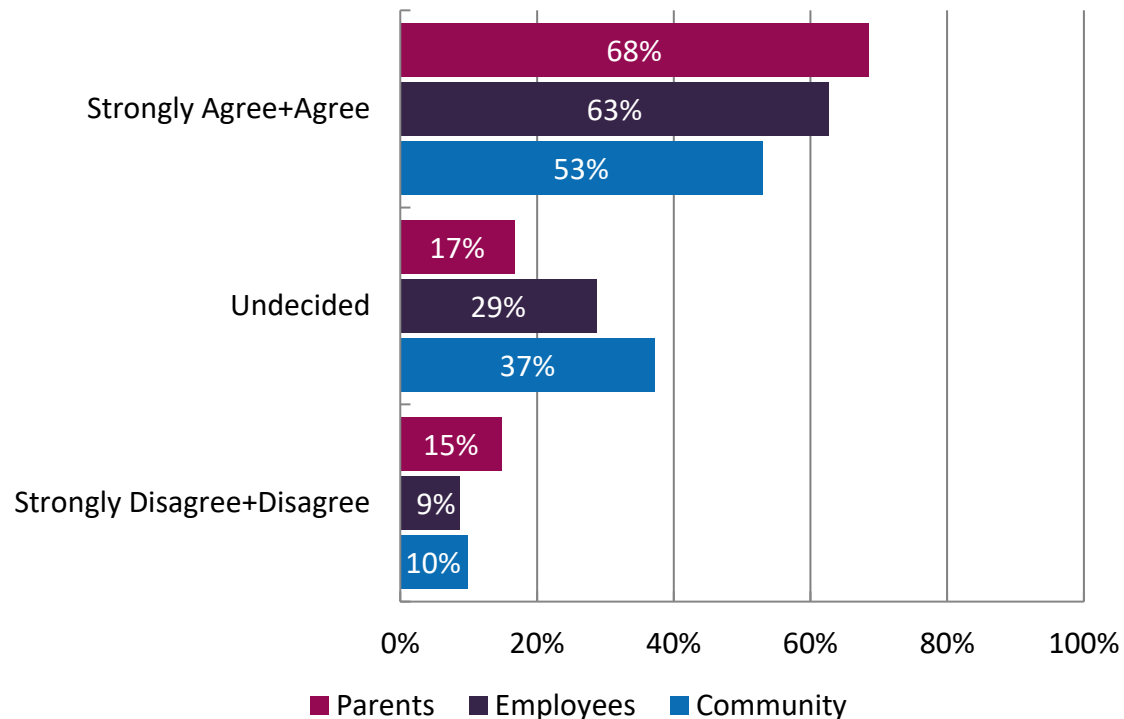
2025 SURVEY RESULTS



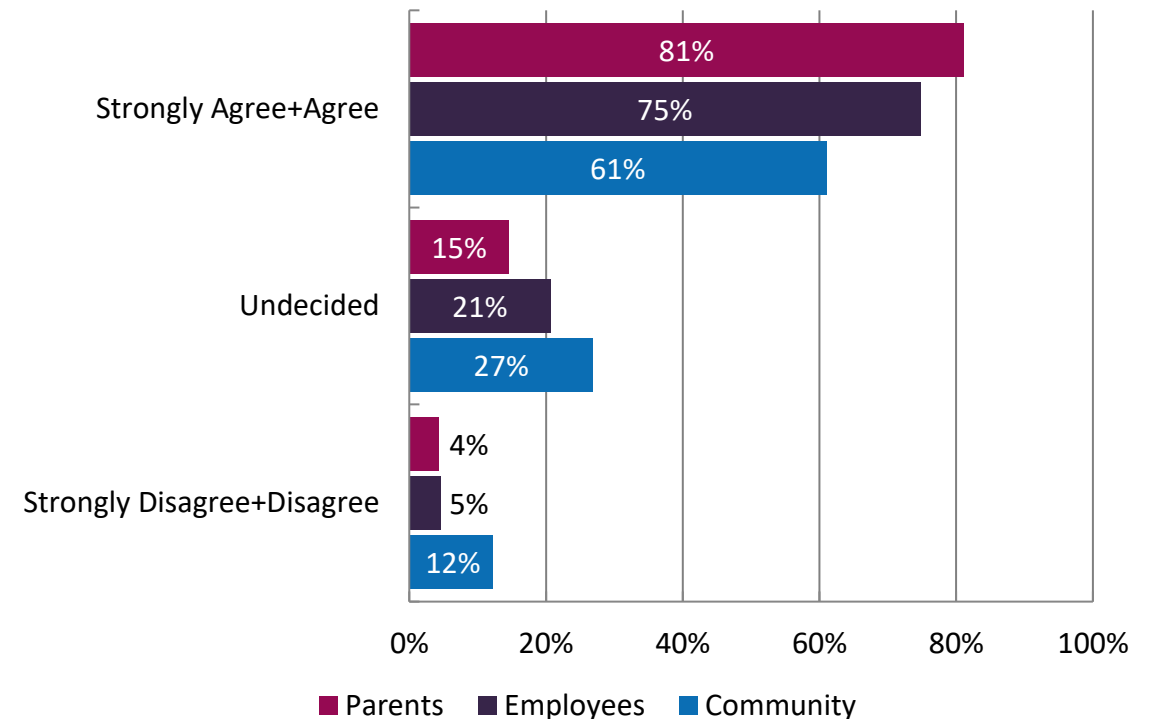
QUALITY OF DISTRICT COMMUNICATION: ALL STAKEHOLDERS

I TRUST THE COMMUNICATION I RECEIVE.

2023 SURVEY RESULTS



2025 SURVEY RESULTS



AUDIENCE SEGMENT RESULTS

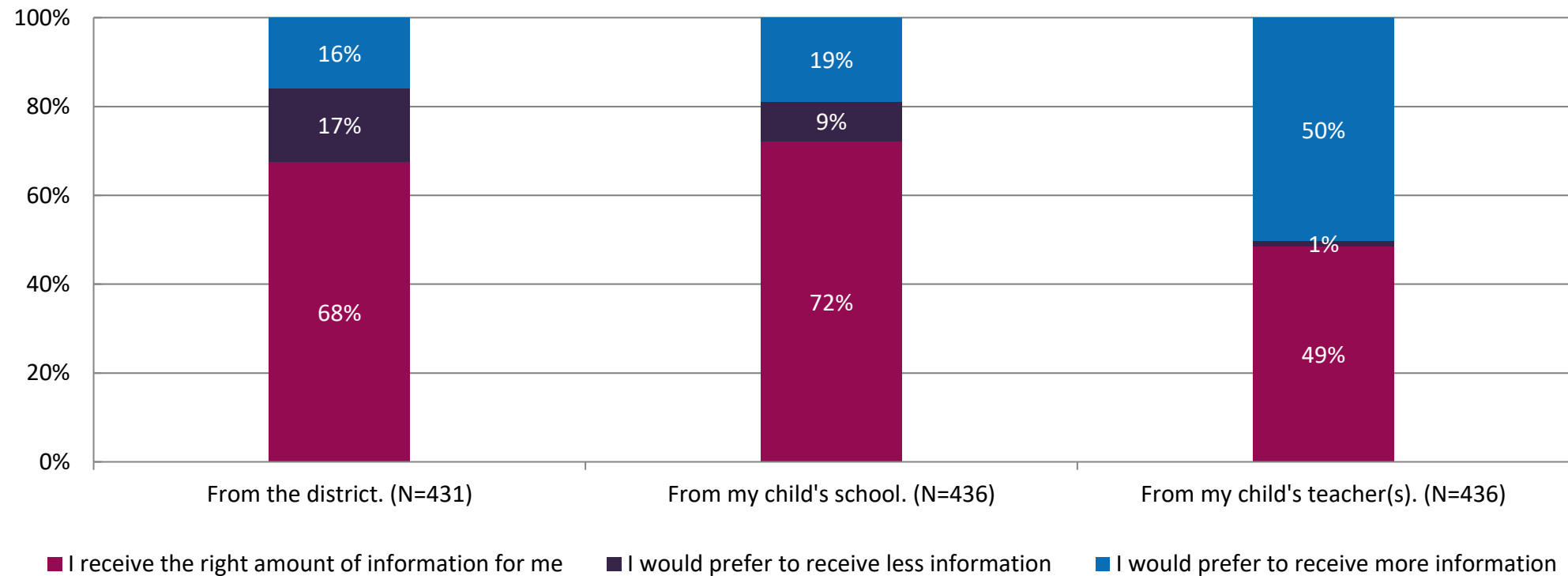


PARENT/GUARDIAN RESULTS: SCOPE SCORECARD

Benchmarks	Pelham 2023	Pelham 2025	National Average
General perception of the district	3.9	4.1	3.8
Overall satisfaction with district communication	3.5	3.9	3.8
HOW INFORMED ARE YOU?			
About district successes and achievements	3.3	3.4	3.2
About student successes and achievement	3.3	3.3	3.4
About events	3.5	3.5	3.4
About leader decisions	2.9	3.1	2.8
About district goals and plans	3.0	3.3	2.9
About district finances	2.7	2.9	2.4
About school safety	3.5	4.0	3.6
About district facilities	2.9	3.2	2.8
QUALITY OF DISTRICT COMMUNICATION			
I know where and how I can direct questions/concerns.	3.7	3.7	3.6
Communications are easy for me to understand.	3.8	3.9	4.0
Information is accurate.	3.7	3.9	3.9
Communications are timely.	3.6	4.0	3.7
Communications are open and transparent.	3.3	3.7	3.6
I trust the communication I receive.	3.7	4.0	3.8

PARENTS/GUARDIANS RESULTS: QUANTITY OF INFORMATION

ARE YOU RECEIVING THE AMOUNT OF INFORMATION YOU WOULD LIKE FROM EACH OF THE FOLLOWING SOURCES TO STAY INFORMED?

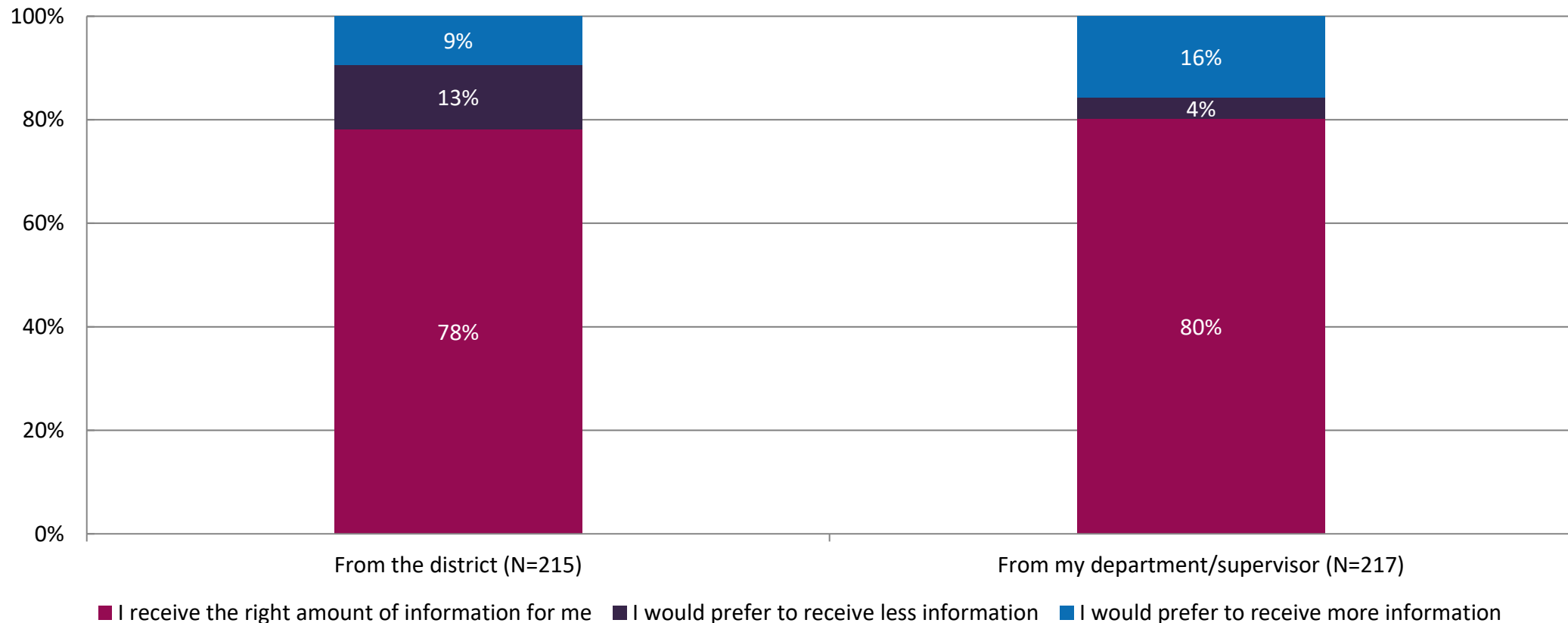


EMPLOYEE RESULTS: SCOPE SCORECARD

Benchmarks	Pelham 2023	Pelham 2025	National Average
General perception of the district	3.9	4.2	3.7
Overall satisfaction with district communication	3.6	3.8	3.6
HOW INFORMED ARE YOU?			
About district successes and achievements	3.8	3.8	3.6
About student successes and achievement	3.7	3.8	3.5
About events	3.8	3.8	3.5
About leader decisions	3.3	3.3	3.1
About district goals and plans	3.6	3.7	3.3
About district finances	2.7	3.0	2.6
About school safety	3.8	4.1	3.5
About district facilities	3.0	3.4	3.0
QUALITY OF DISTRICT COMMUNICATION			
I know where and how I can direct questions/concerns.	4.0	4.1	3.8
Communications are easy for me to understand.	4.0	4.2	4.0
Information is accurate.	3.9	4.0	3.9
Communications are timely.	3.7	4.0	3.7
Communications are open and transparent.	3.5	3.7	3.5
I trust the communication I receive.	3.8	4.0	3.7

EMPLOYEE RESULTS: QUANTITY OF INFORMATION

ARE YOU RECEIVING THE AMOUNT OF INFORMATION YOU WOULD LIKE FROM EACH OF THE FOLLOWING SOURCES TO STAY INFORMED?



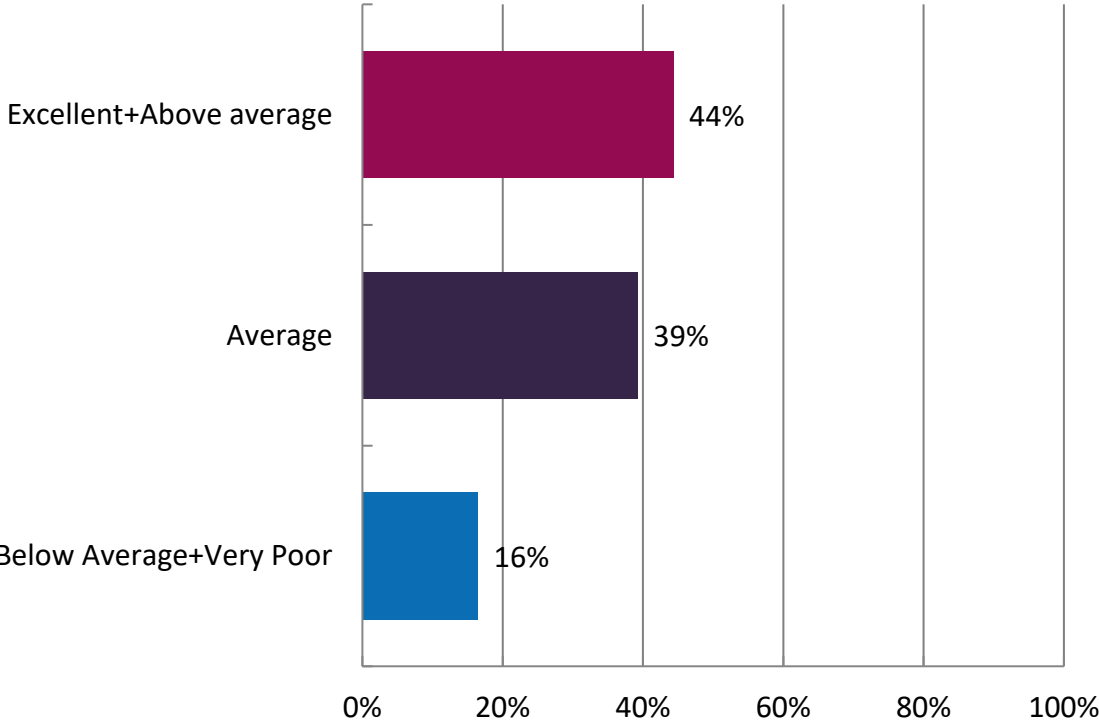
COMMUNITY RESULTS: SCOPE SCORECARD

Benchmarks	Pelham 2023	Pelham 2025	National Average
General perception of the district	3.7	4.1	3.4
Overall satisfaction with district communication	3.2	3.7	3.2
HOW INFORMED ARE YOU?			
About district successes and achievements	3.1	3.1	3.1
About student successes and achievement	2.9	3.0	3.0
About events	2.9	2.8	2.9
About leader decisions	2.8	2.7	2.6
About district goals and plans	2.8	2.8	2.7
About district finances	2.8	2.8	2.5
About school safety	2.7	2.9	2.9
About district facilities	2.7	2.6	2.6
QUALITY OF DISTRICT COMMUNICATION			
I know where and how I can direct questions/concerns.	3.5	3.4	3.4
Communications are easy for me to understand.	3.7	3.7	3.7
Information is accurate.	3.5	3.5	3.4
Communications are timely.	3.3	3.4	3.3
Communications are open and transparent.	3.1	3.3	3.1
I trust the communication I receive.	3.6	3.6	3.4

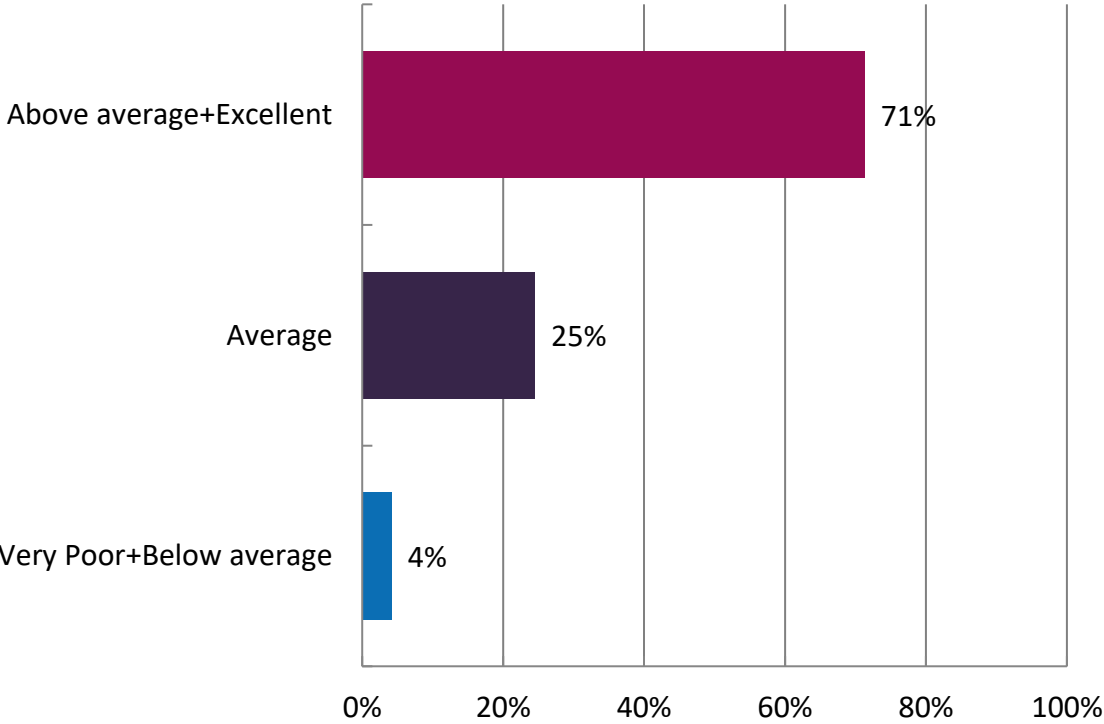
STUDENT RESULTS: OVERALL PERCEPTION

PLEASE GIVE AN OVERALL RATING FOR THE REPUTATION OF YOUR SCHOOL IN THE COMMUNITY.

2023 SURVEY RESULTS



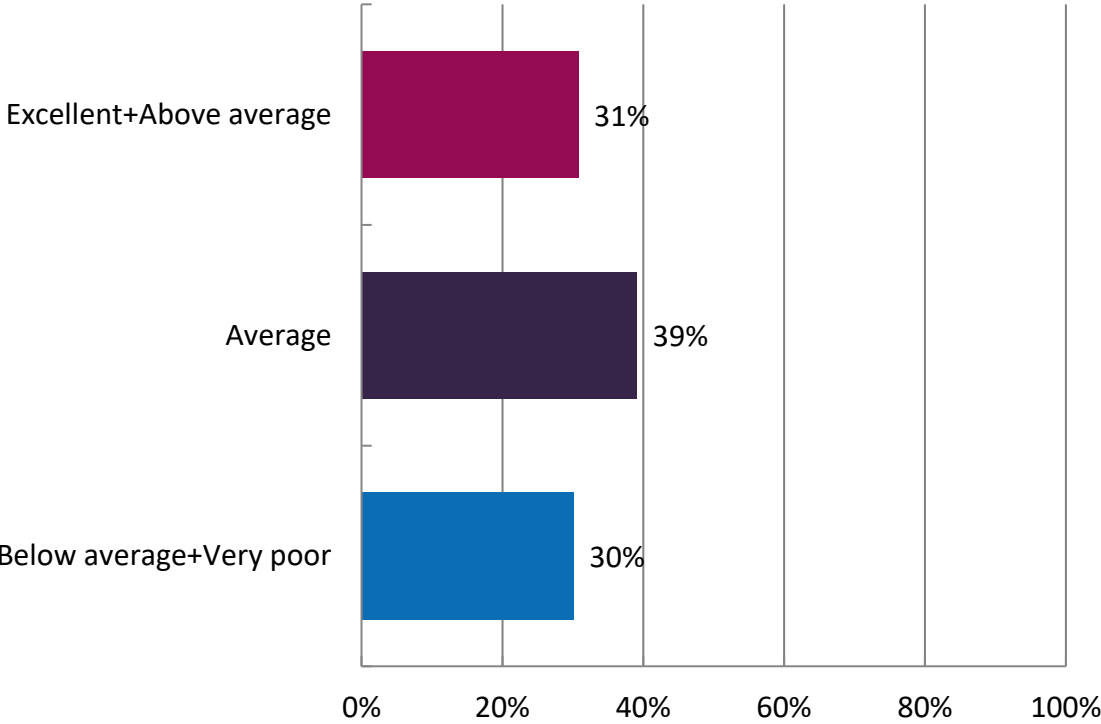
2025 SURVEY RESULTS



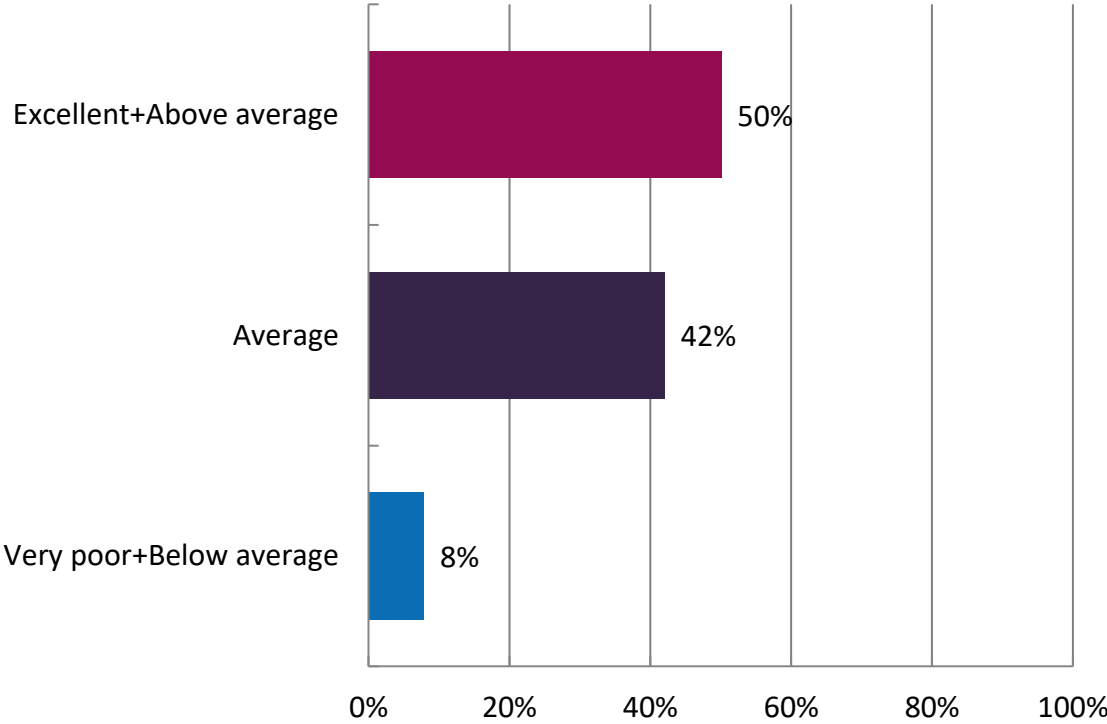
STUDENT RESULTS: SATISFACTION WITH COMMUNICATION

GIVE AN OVERALL RATING FOR YOUR SATISFACTION WITH COMMUNICATION FROM YOUR SCHOOL.

2023 SURVEY RESULTS



2025 SURVEY RESULTS



QUESTIONS?

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