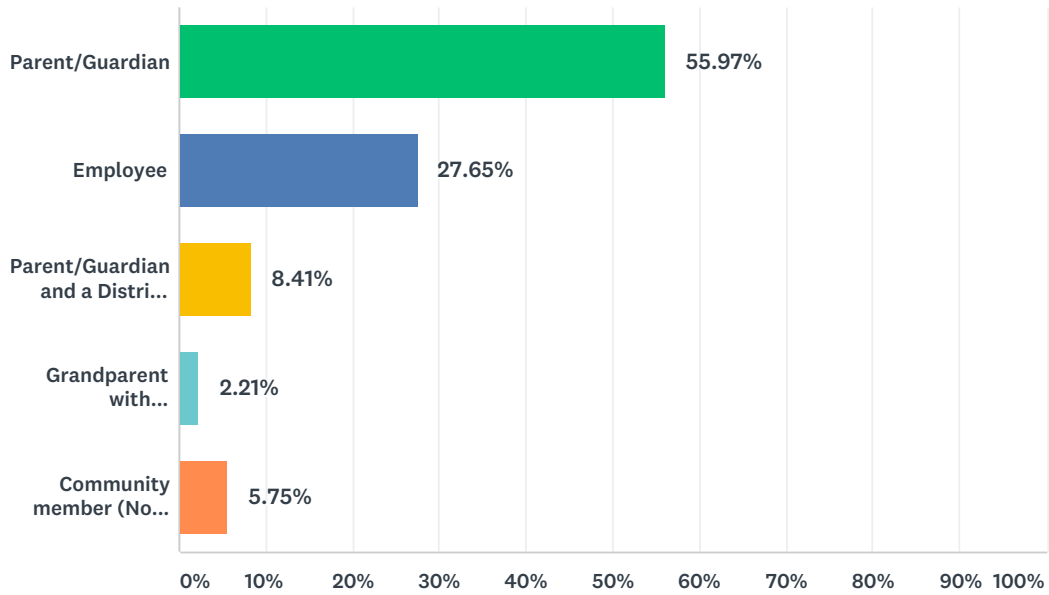


Q1 I would classify myself as a... (you may choose only one)

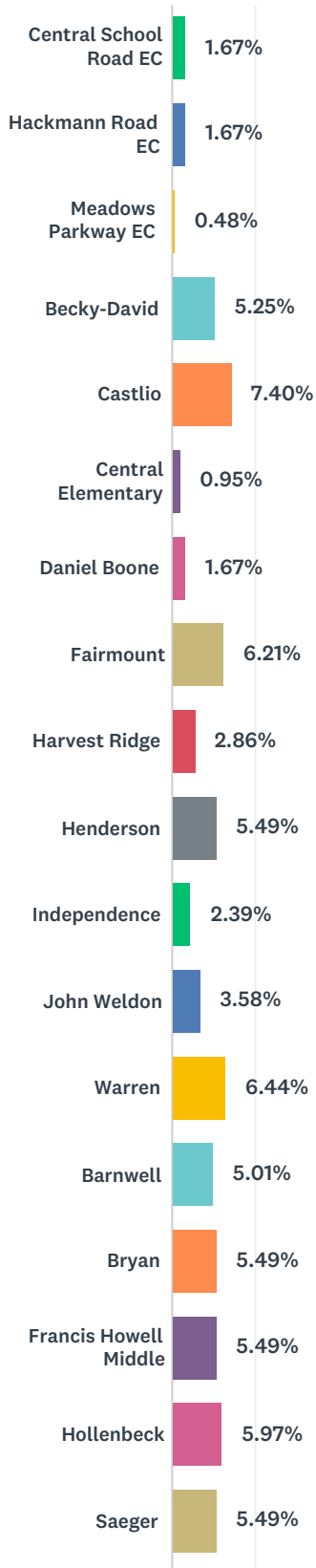
Answered: 452 Skipped: 1



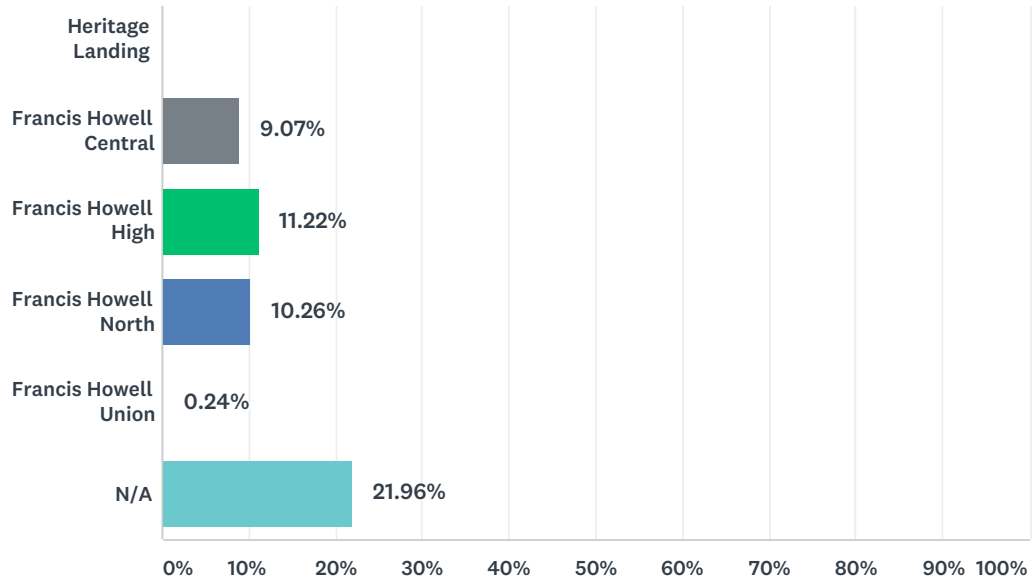
ANSWER CHOICES	RESPONSES	
Parent/Guardian	55.97%	253
Employee	27.65%	125
Parent/Guardian and a District employee	8.41%	38
Grandparent with grandchildren in the District	2.21%	10
Community member (No children in the District)	5.75%	26
TOTAL		452

Q2 I have children that attend the following schools... (select all that apply)

Answered: 419 Skipped: 34



FHSD Communications Survey 2018-2019



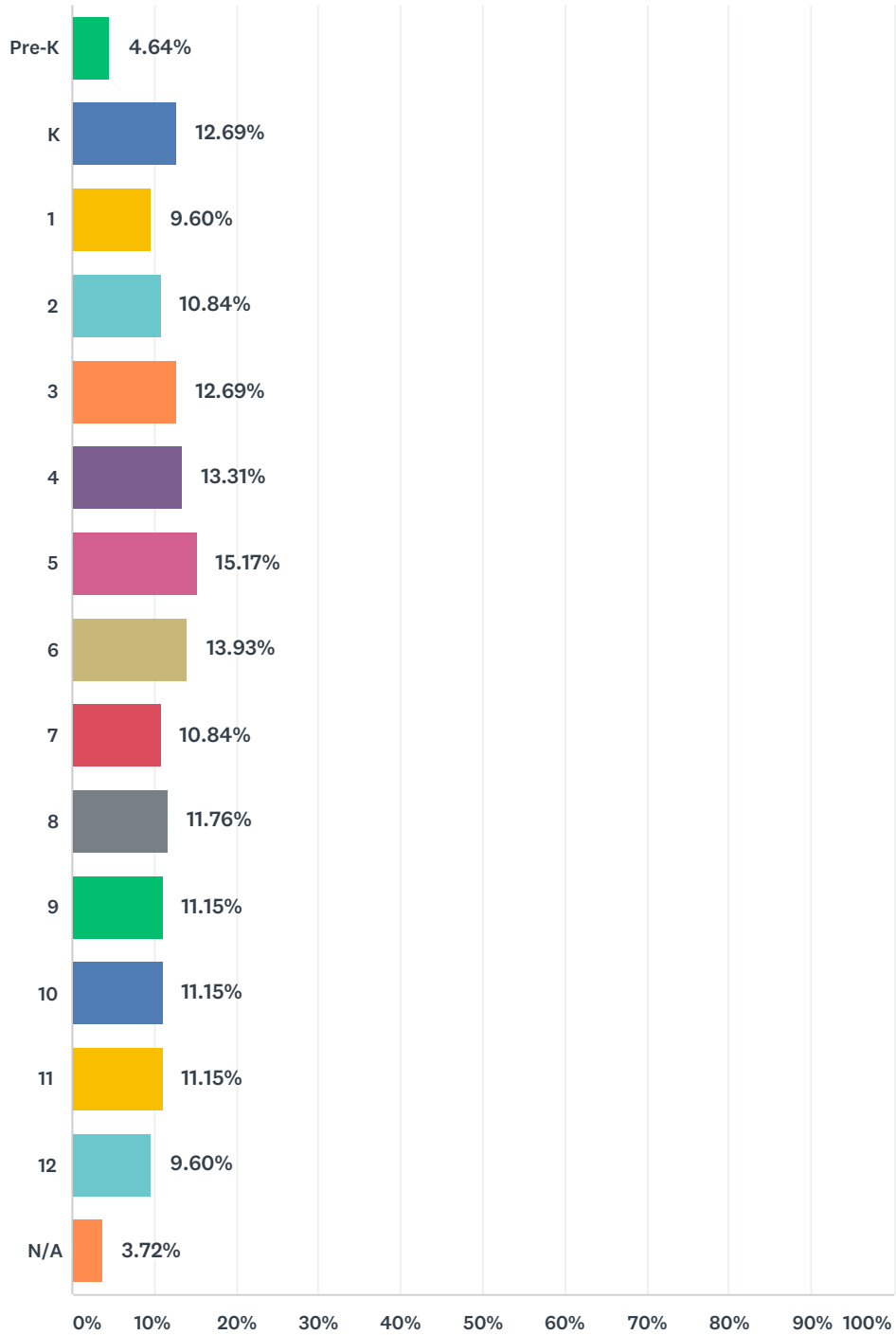
ANSWER CHOICES	RESPONSES
Central School Road EC	1.67% 7
Hackmann Road EC	1.67% 7
Meadows Parkway EC	0.48% 2
Becky-David	5.25% 22
Castlio	7.40% 31
Central Elementary	0.95% 4
Daniel Boone	1.67% 7
Fairmount	6.21% 26
Harvest Ridge	2.86% 12
Henderson	5.49% 23
Independence	2.39% 10
John Weldon	3.58% 15
Warren	6.44% 27
Barnwell	5.01% 21
Bryan	5.49% 23
Francis Howell Middle	5.49% 23
Hollenbeck	5.97% 25
Saeger	5.49% 23
Heritage Landing	0.00% 0
Francis Howell Central	9.07% 38
Francis Howell High	11.22% 47
Francis Howell North	10.26% 43

FHSD Communications Survey 2018-2019

Francis Howell Union	0.24%	1
N/A	21.96%	92
Total Respondents: 419		

Q3 What is/are your child(ren)'s grade level(s)? (select all that apply)

Answered: 323 Skipped: 130



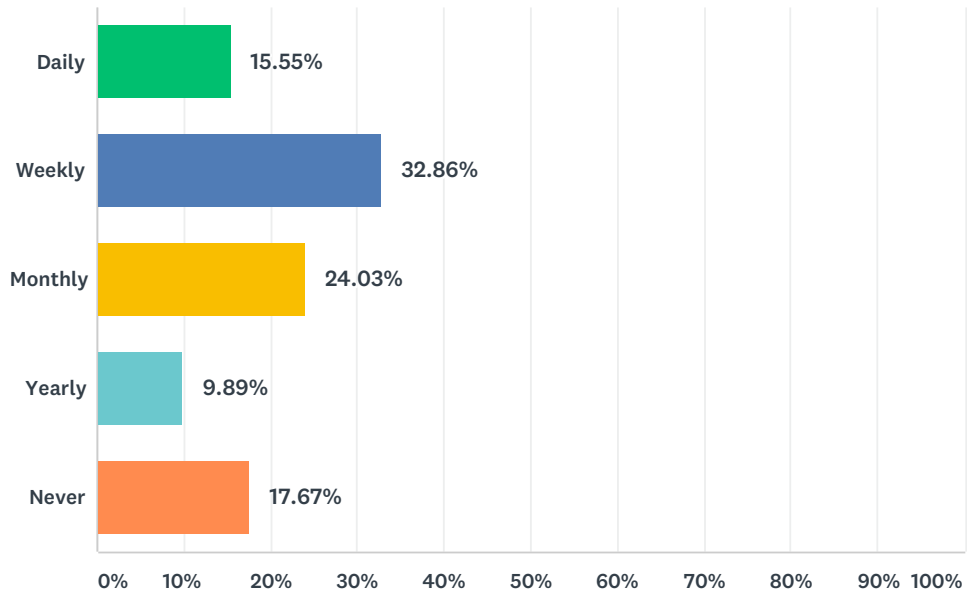
ANSWER CHOICES	RESPONSES	
Pre-K	4.64%	15
K	12.69%	41
1	9.60%	31

FHSD Communications Survey 2018-2019

2	10.84%	35
3	12.69%	41
4	13.31%	43
5	15.17%	49
6	13.93%	45
7	10.84%	35
8	11.76%	38
9	11.15%	36
10	11.15%	36
11	11.15%	36
12	9.60%	31
N/A	3.72%	12
Total Respondents: 323		

Q4 How often do you use the Parent Portal?

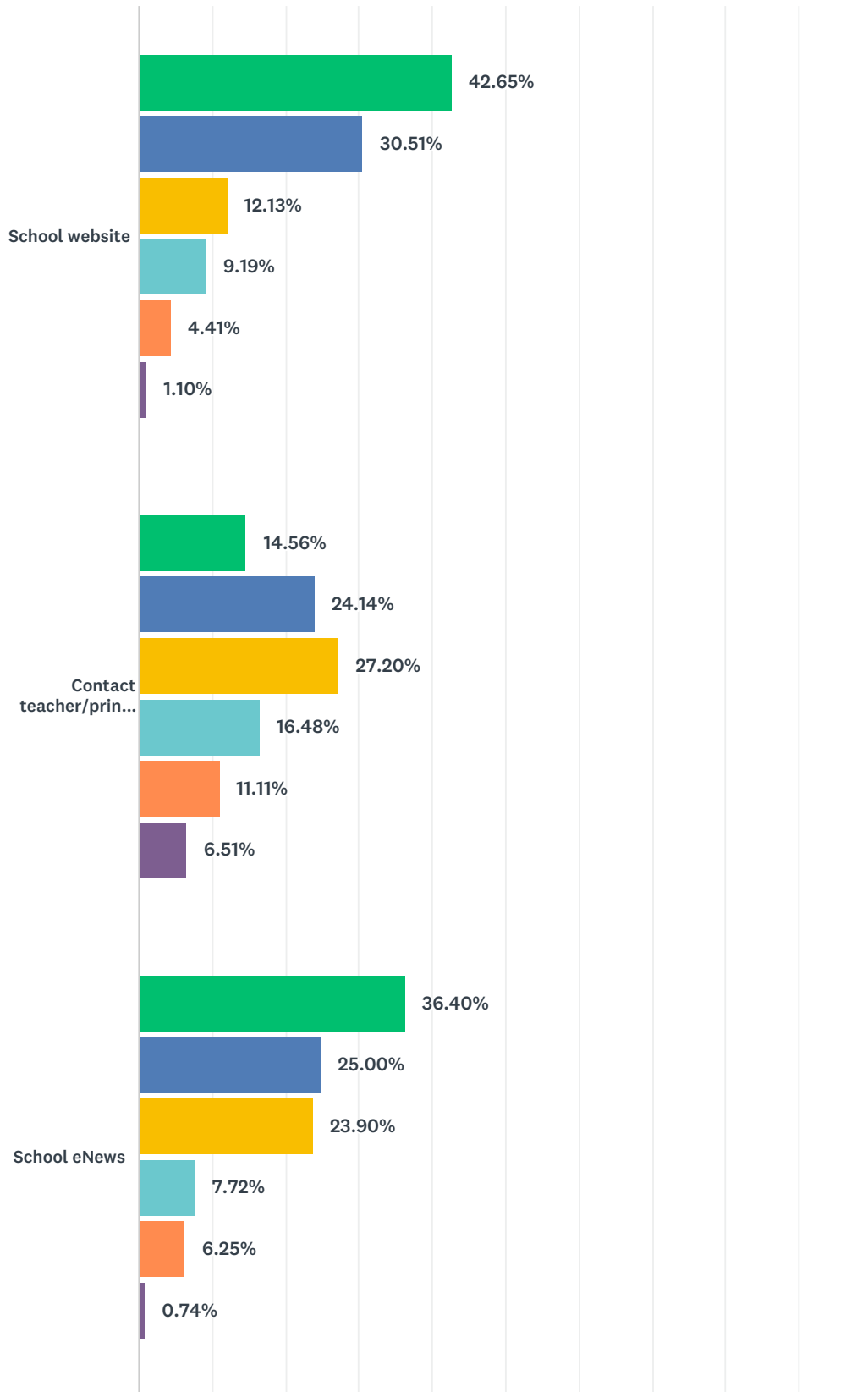
Answered: 283 Skipped: 170



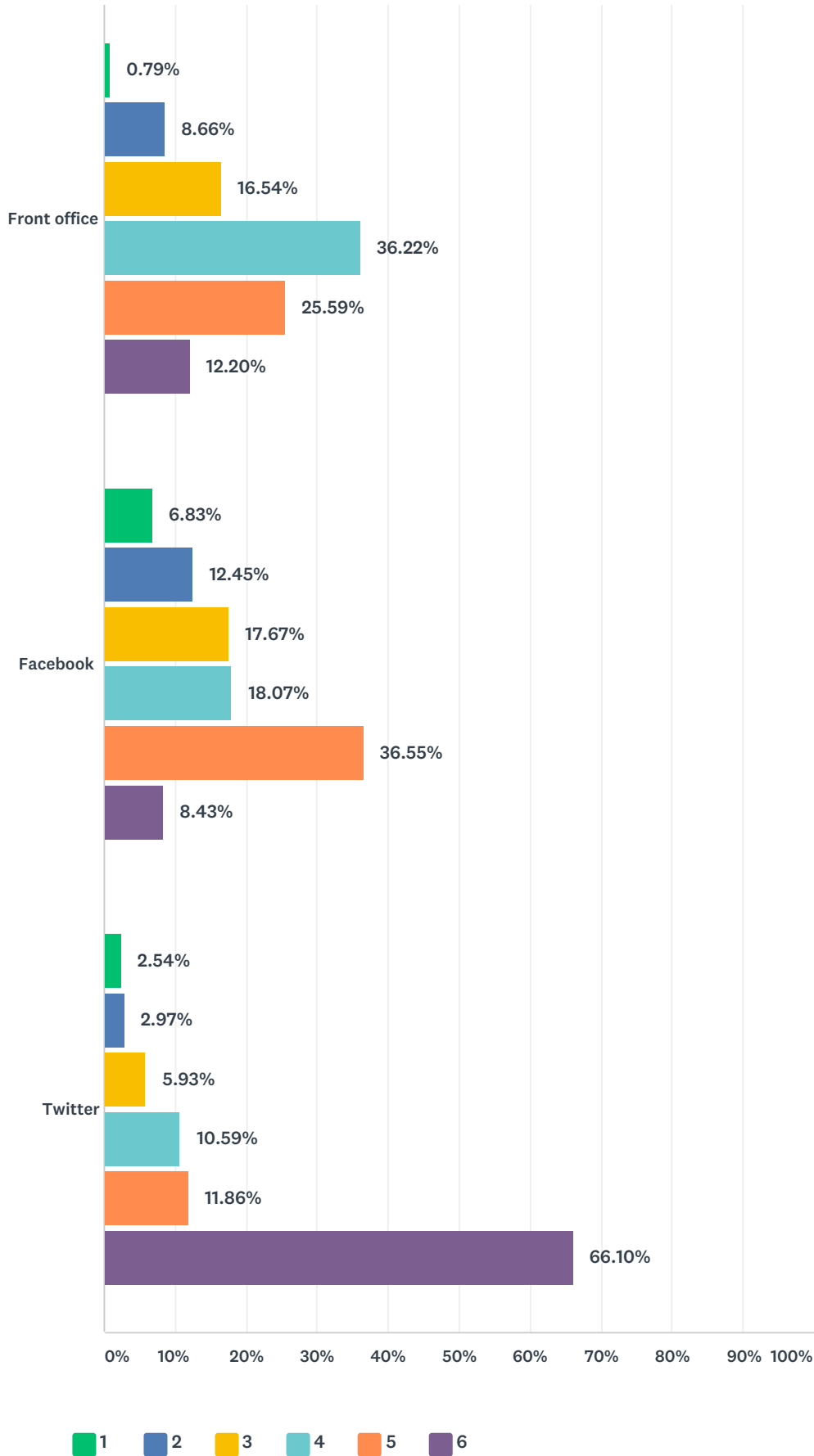
ANSWER CHOICES	RESPONSES	
Daily	15.55%	44
Weekly	32.86%	93
Monthly	24.03%	68
Yearly	9.89%	28
Never	17.67%	50
TOTAL		283

Q5 When looking for information about my child's school, I usually go to... (in order of preference)

Answered: 280 Skipped: 173



FHSD Communications Survey 2018-2019



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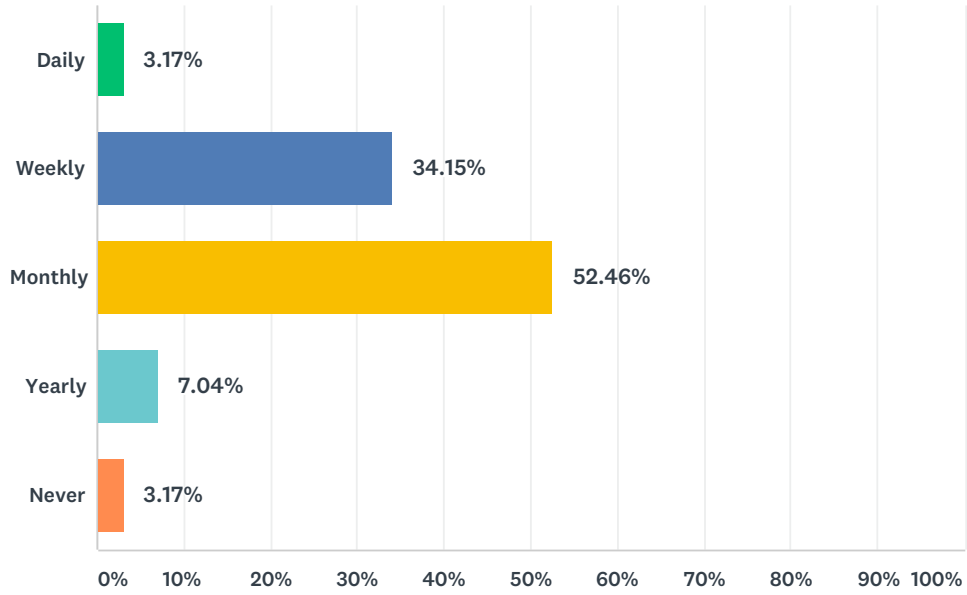
	1	2	3	4	5	6	TOTAL	SCORE
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FHSD Communications Survey 2018-2019

School website	42.65% 116	30.51% 83	12.13% 33	9.19% 25	4.41% 12	1.10% 3	272	4.94
Contact teacher/principal directly	14.56% 38	24.14% 63	27.20% 71	16.48% 43	11.11% 29	6.51% 17	261	3.95
School eNews	36.40% 99	25.00% 68	23.90% 65	7.72% 21	6.25% 17	0.74% 2	272	4.75
Front office	0.79% 2	8.66% 22	16.54% 42	36.22% 92	25.59% 65	12.20% 31	254	2.86
Facebook	6.83% 17	12.45% 31	17.67% 44	18.07% 45	36.55% 91	8.43% 21	249	3.10
Twitter	2.54% 6	2.97% 7	5.93% 14	10.59% 25	11.86% 28	66.10% 156	236	1.75

Q6 How often do you visit the school website?

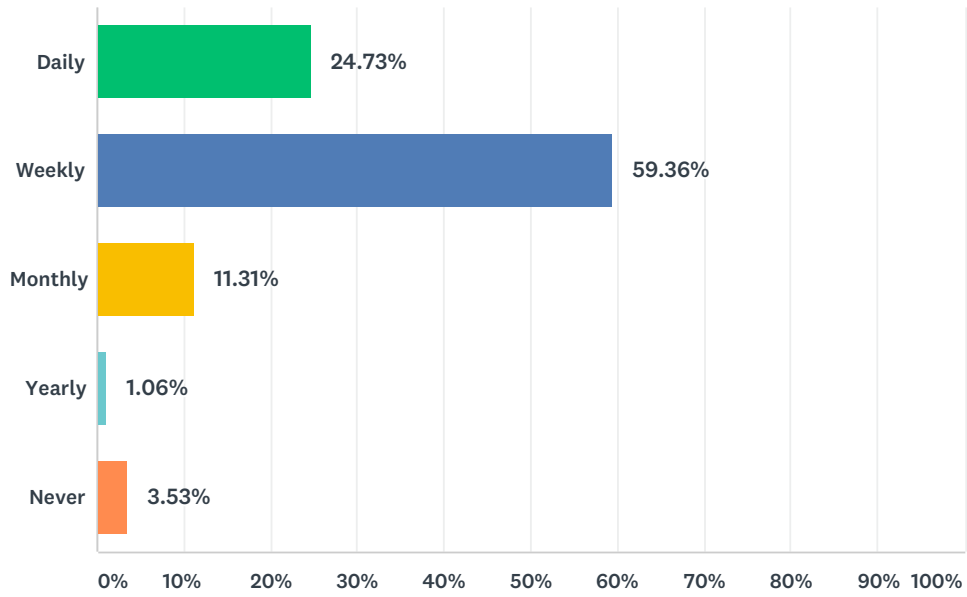
Answered: 284 Skipped: 169



ANSWER CHOICES	RESPONSES	
Daily	3.17%	9
Weekly	34.15%	97
Monthly	52.46%	149
Yearly	7.04%	20
Never	3.17%	9
TOTAL		284

Q7 How often do you read the school eNews?

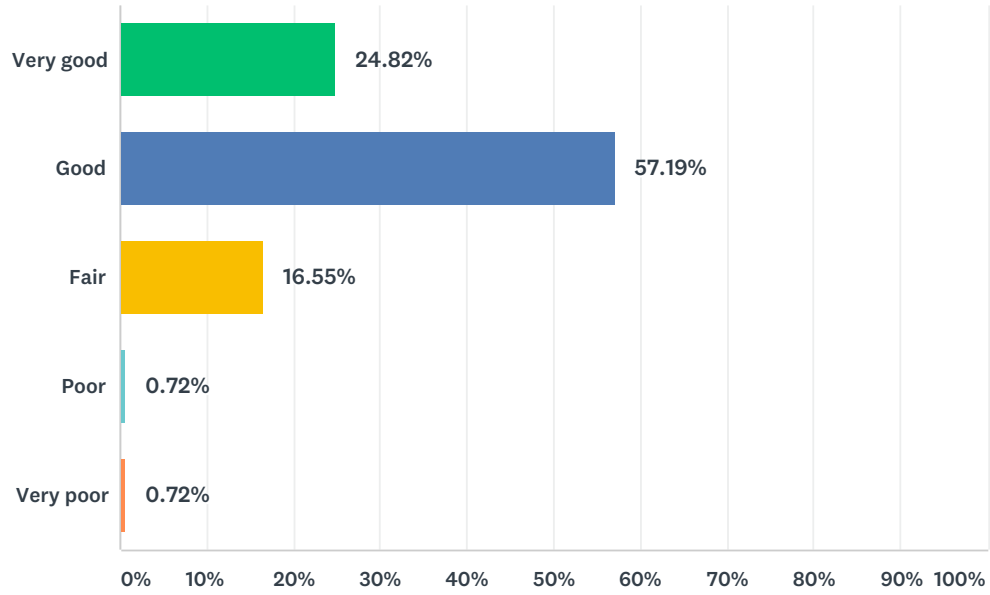
Answered: 283 Skipped: 170



ANSWER CHOICES	RESPONSES	
Daily	24.73%	70
Weekly	59.36%	168
Monthly	11.31%	32
Yearly	1.06%	3
Never	3.53%	10
TOTAL		283

Q8 Generally, the school eNews is...

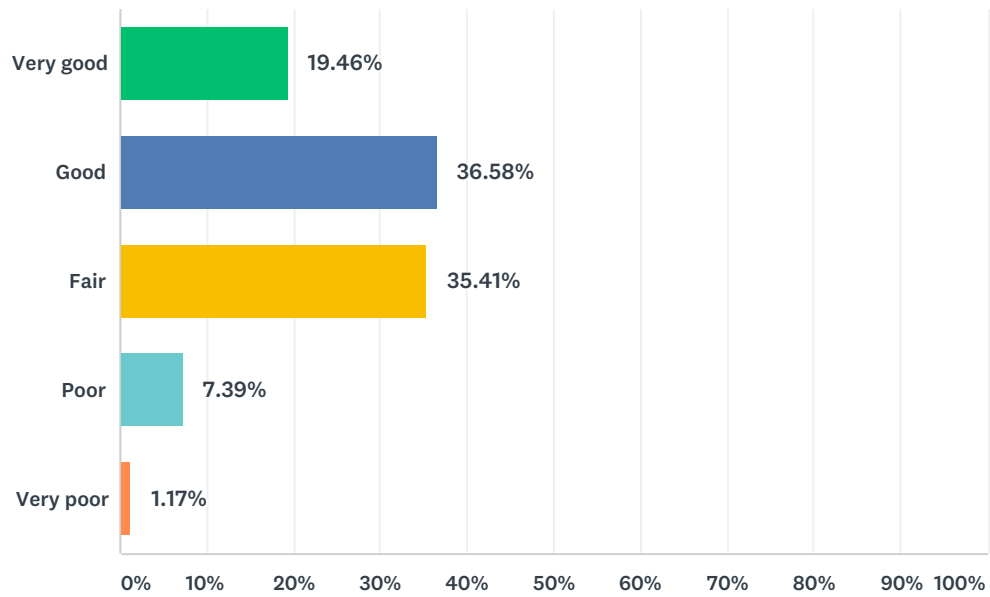
Answered: 278 Skipped: 175



ANSWER CHOICES	RESPONSES	
Very good	24.82%	69
Good	57.19%	159
Fair	16.55%	46
Poor	0.72%	2
Very poor	0.72%	2
TOTAL		278

Q9 How would you rate the social media (Facebook/Twitter) efforts of your school?

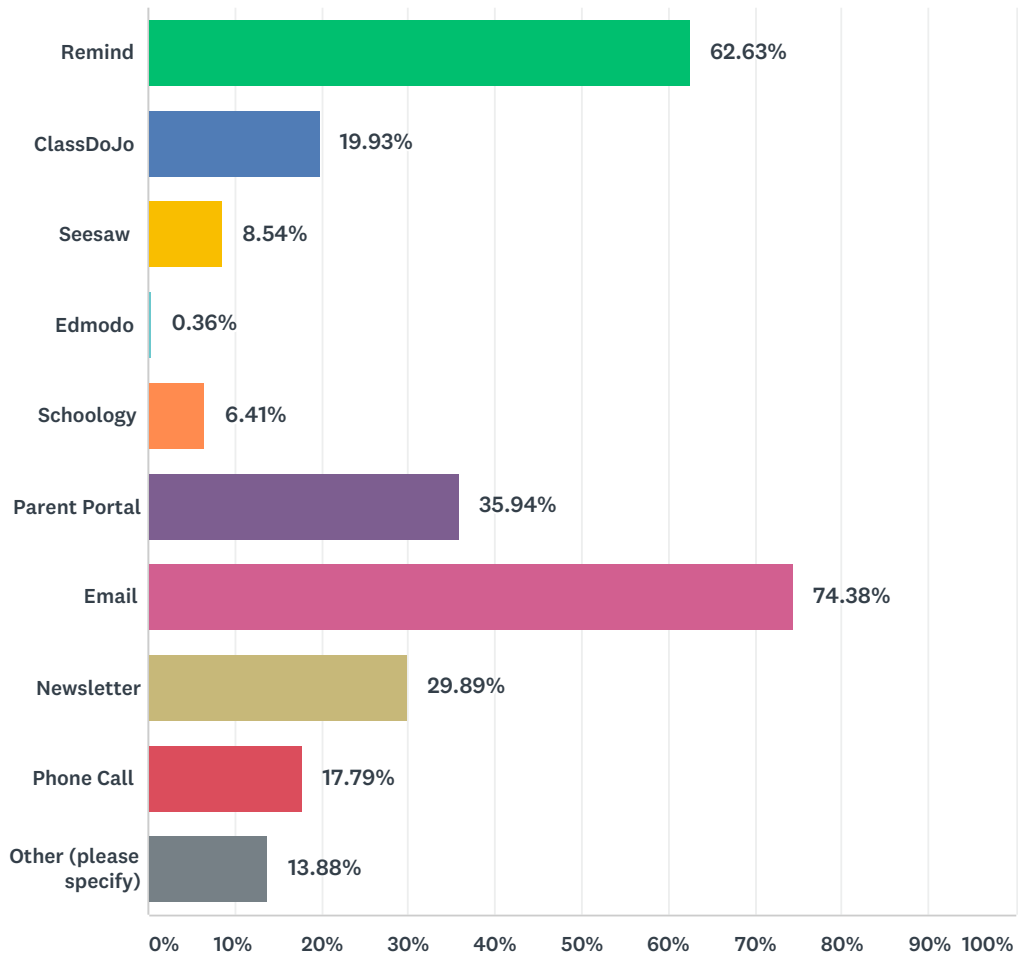
Answered: 257 Skipped: 196



ANSWER CHOICES	RESPONSES	
Very good	19.46%	50
Good	36.58%	94
Fair	35.41%	91
Poor	7.39%	19
Very poor	1.17%	3
TOTAL		257

Q10 Which of the following platforms do teachers use to communicate with you about your student and classroom activities? (select all that apply)

Answered: 281 Skipped: 172

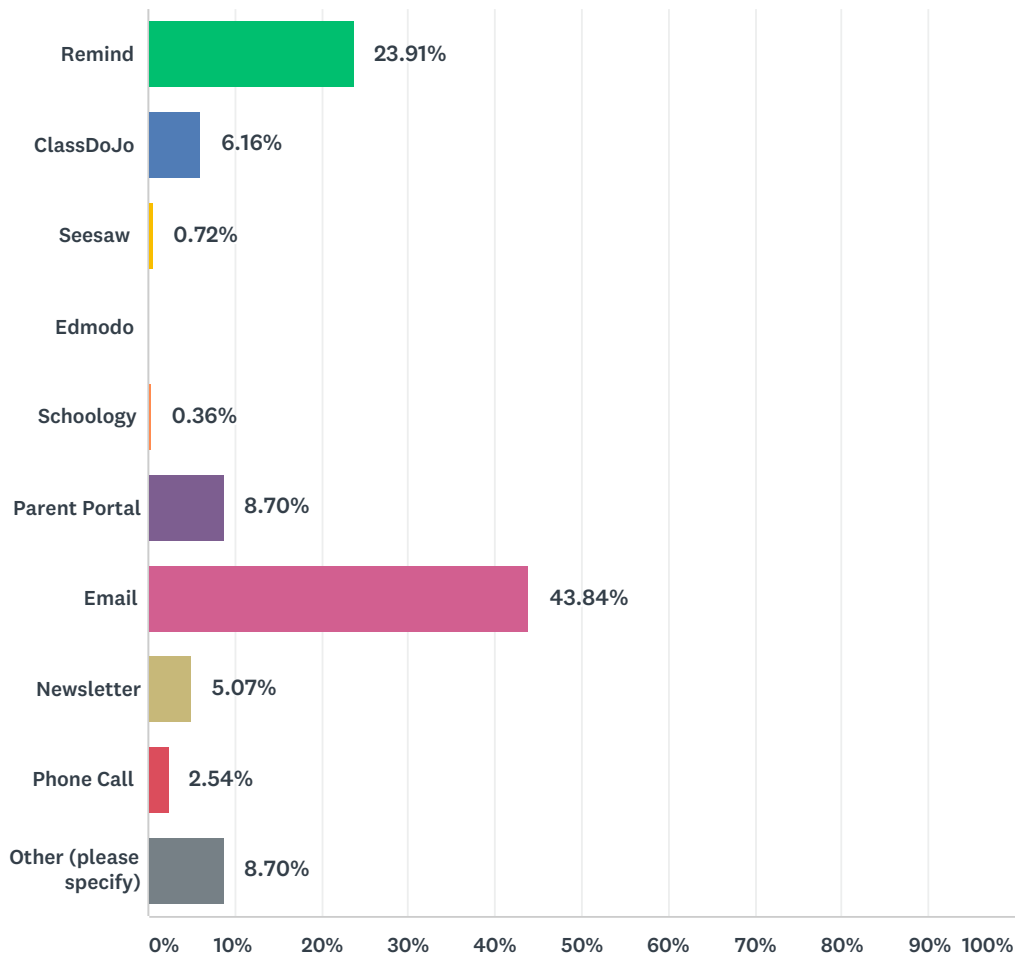


ANSWER CHOICES	RESPONSES	
Remind	62.63%	176
ClassDoJo	19.93%	56
Seesaw	8.54%	24
Edmodo	0.36%	1
Schoology	6.41%	18
Parent Portal	35.94%	101
Email	74.38%	209
Newsletter	29.89%	84
Phone Call	17.79%	50
Other (please specify)	13.88%	39

Total Respondents: 281

Q11 What platform would you prefer that teachers use to communicate with you about your student and classroom activities? (select one)

Answered: 276 Skipped: 177



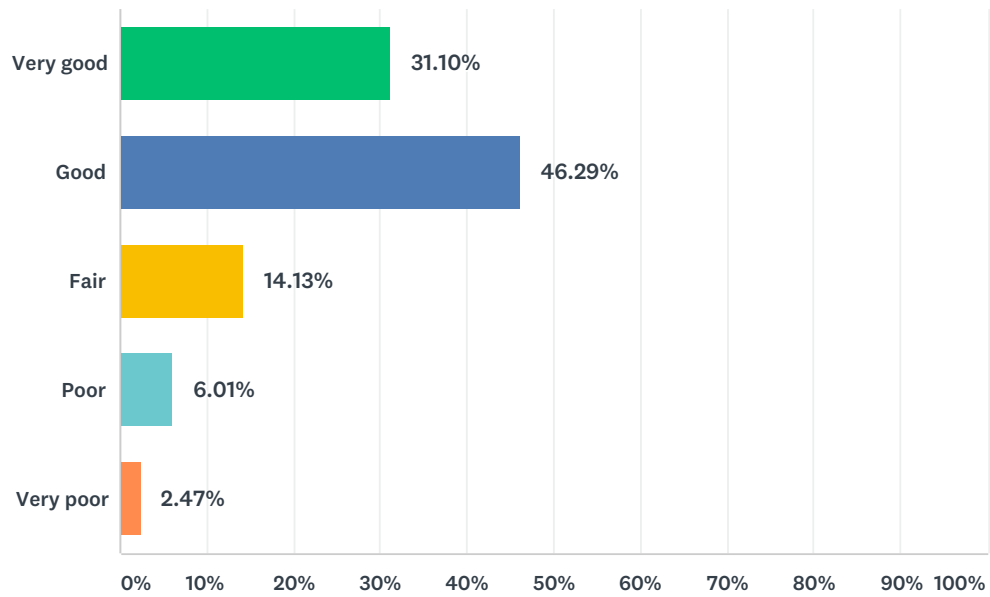
ANSWER CHOICES	RESPONSES	
Remind	23.91%	66
ClassDoJo	6.16%	17
Seesaw	0.72%	2
Edmodo	0.00%	0
Schoology	0.36%	1
Parent Portal	8.70%	24
Email	43.84%	121
Newsletter	5.07%	14
Phone Call	2.54%	7
Other (please specify)	8.70%	24

TOTAL

276

Q12 Overall how would you rate your school's two-way communication efforts?

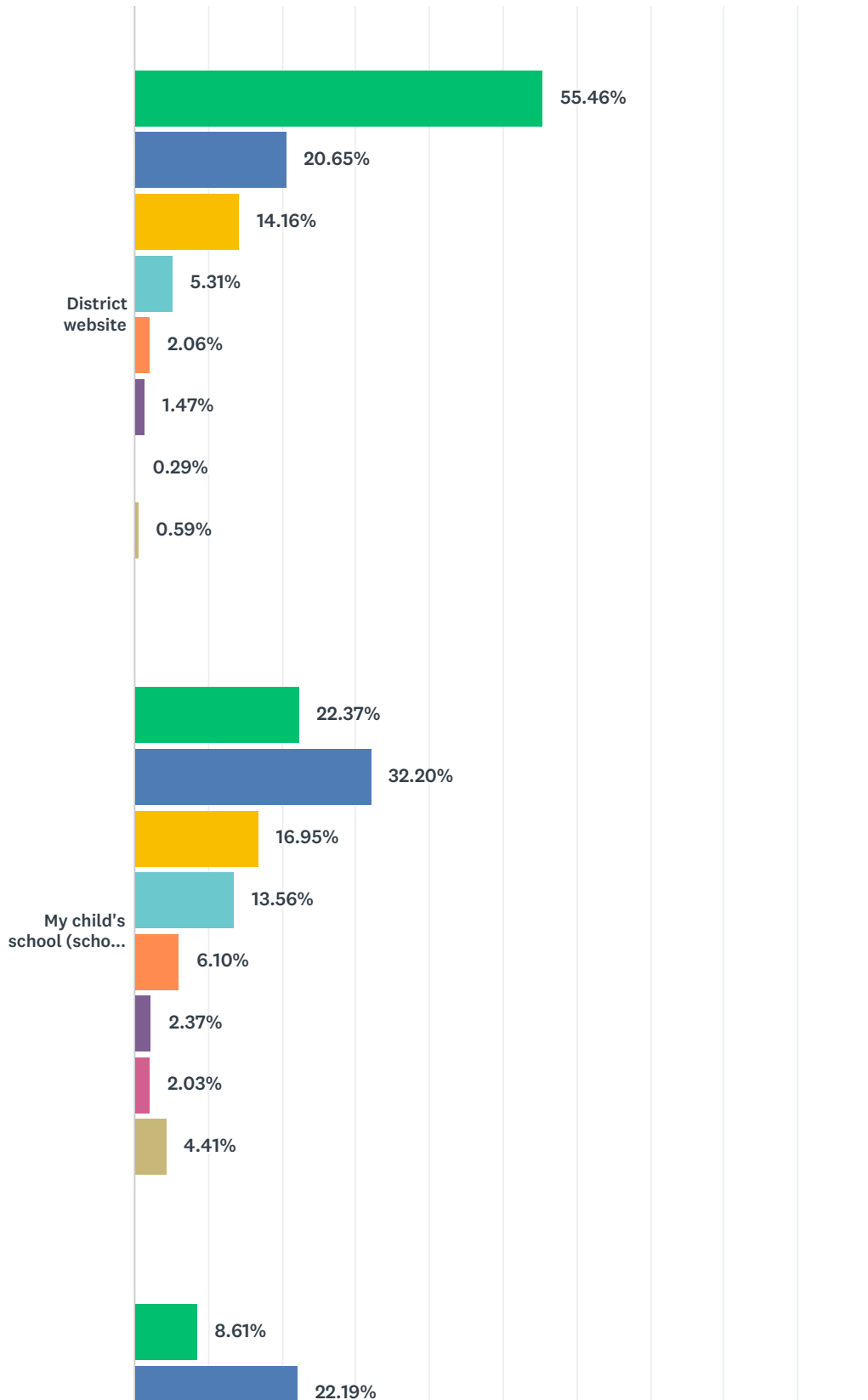
Answered: 283 Skipped: 170



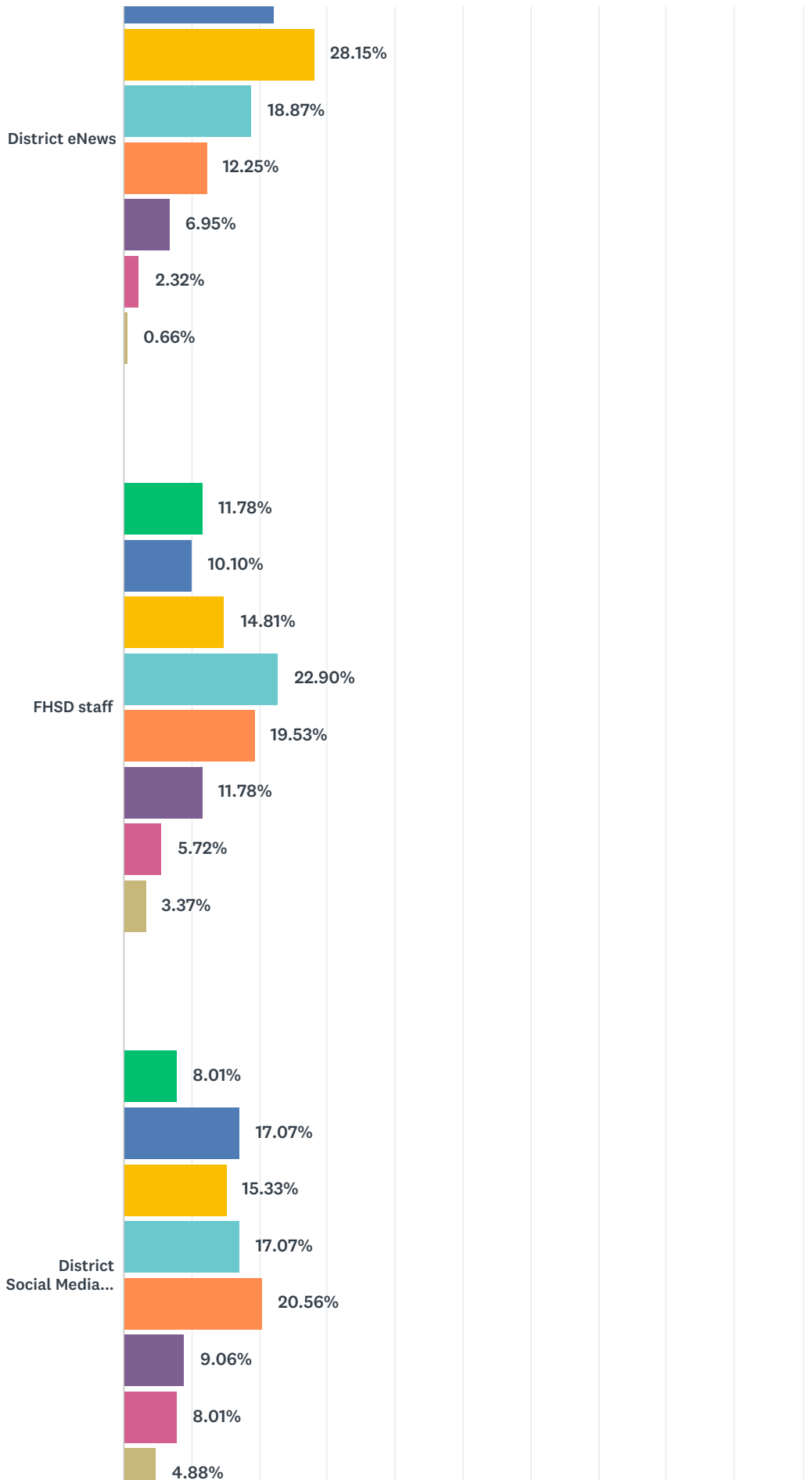
ANSWER CHOICES	RESPONSES	
Very good	31.10%	88
Good	46.29%	131
Fair	14.13%	40
Poor	6.01%	17
Very poor	2.47%	7
TOTAL		283

Q14 When looking for information about the Francis Howell School District, I usually go to... (in order of preference)

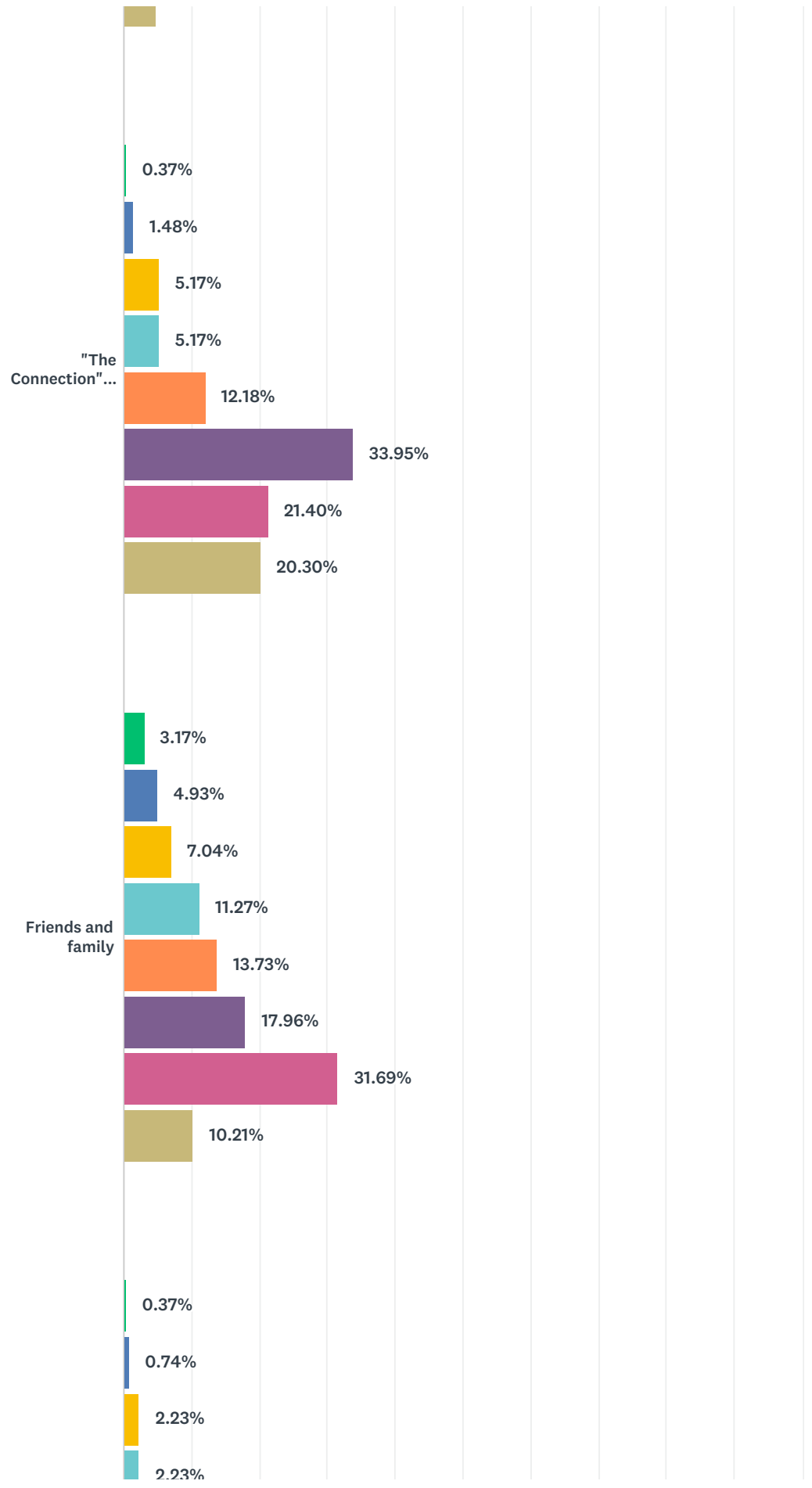
Answered: 349 Skipped: 104



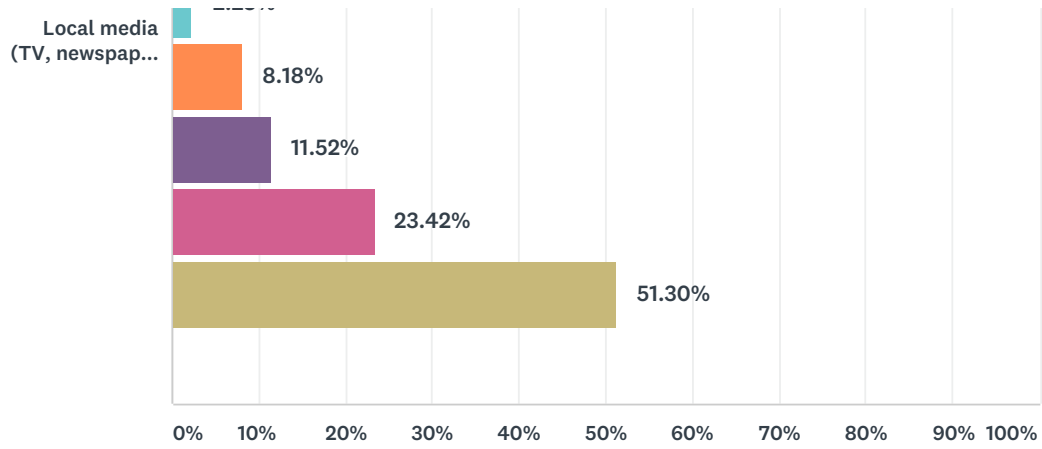
FHSD Communications Survey 2018-2019



FHSD Communications Survey 2018-2019



FHSD Communications Survey 2018-2019

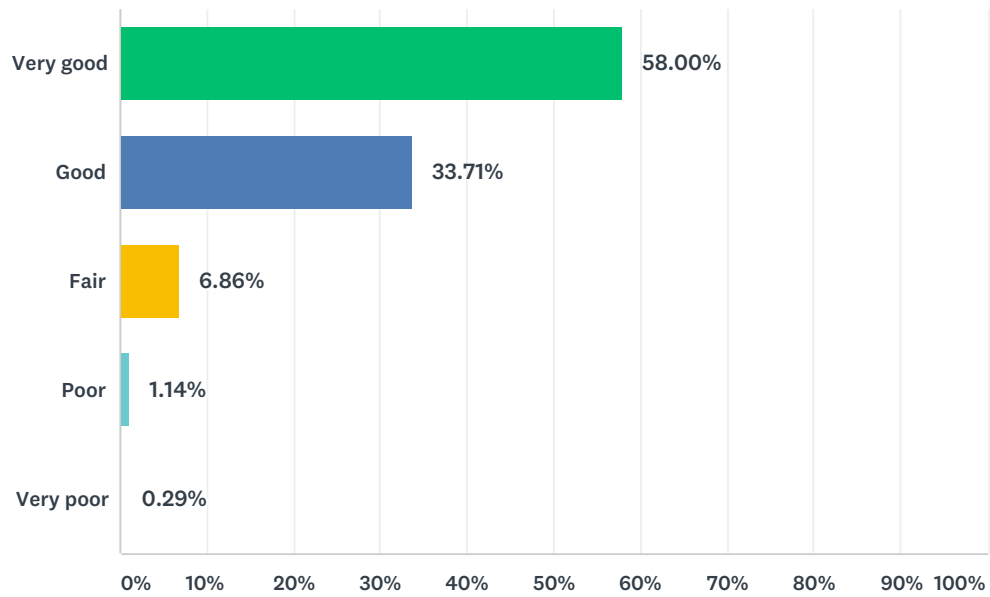


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	1	2	3	4	5	6	7	8	TOTAL	SCORE
District website	55.46% 188	20.65% 70	14.16% 48	5.31% 18	2.06% 7	1.47% 5	0.29% 1	0.59% 2	339	7.14
My child's school (school website/social media, and/or school publications)	22.37% 66	32.20% 95	16.95% 50	13.56% 40	6.10% 18	2.37% 7	2.03% 6	4.41% 13	295	6.14
District eNews	8.61% 26	22.19% 67	28.15% 85	18.87% 57	12.25% 37	6.95% 21	2.32% 7	0.66% 2	302	5.63
FHSD staff	11.78% 35	10.10% 30	14.81% 44	22.90% 68	19.53% 58	11.78% 35	5.72% 17	3.37% 10	297	4.97
District Social Media (Facebook/Twitter)	8.01% 23	17.07% 49	15.33% 44	17.07% 49	20.56% 59	9.06% 26	8.01% 23	4.88% 14	287	4.91
"The Connection" newsletter	0.37% 1	1.48% 4	5.17% 14	5.17% 14	12.18% 33	33.95% 92	21.40% 58	20.30% 55	271	2.84
Friends and family	3.17% 9	4.93% 14	7.04% 20	11.27% 32	13.73% 39	17.96% 51	31.69% 90	10.21% 29	284	3.41
Local media (TV, newspaper, website)	0.37% 1	0.74% 2	2.23% 6	2.23% 6	8.18% 22	11.52% 31	23.42% 63	51.30% 138	269	1.98

Q15 Overall, how would you rate the District at communicating emergency information?

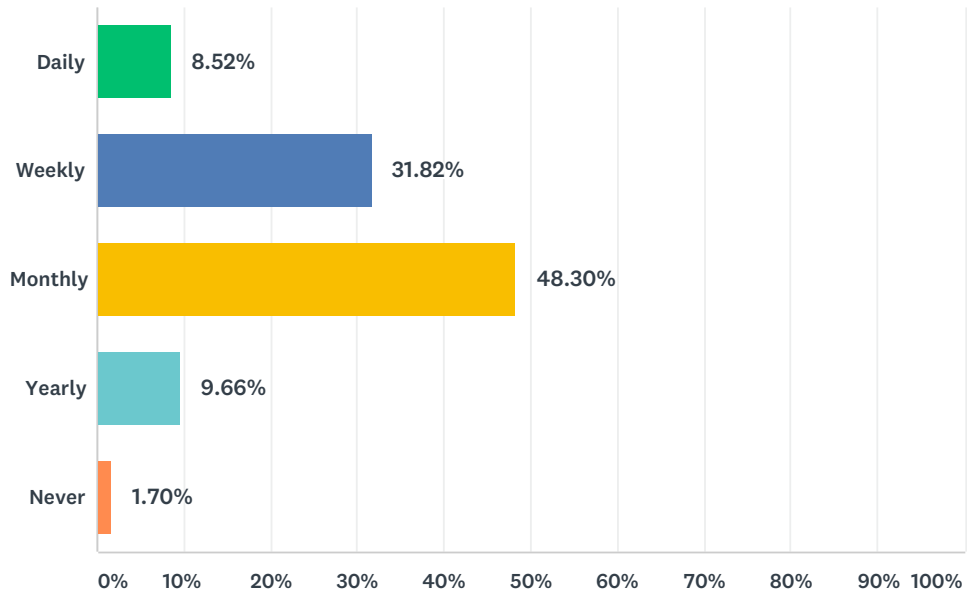
Answered: 350 Skipped: 103



ANSWER CHOICES	RESPONSES	
Very good	58.00%	203
Good	33.71%	118
Fair	6.86%	24
Poor	1.14%	4
Very poor	0.29%	1
TOTAL		350

Q16 How often do you visit the District website?

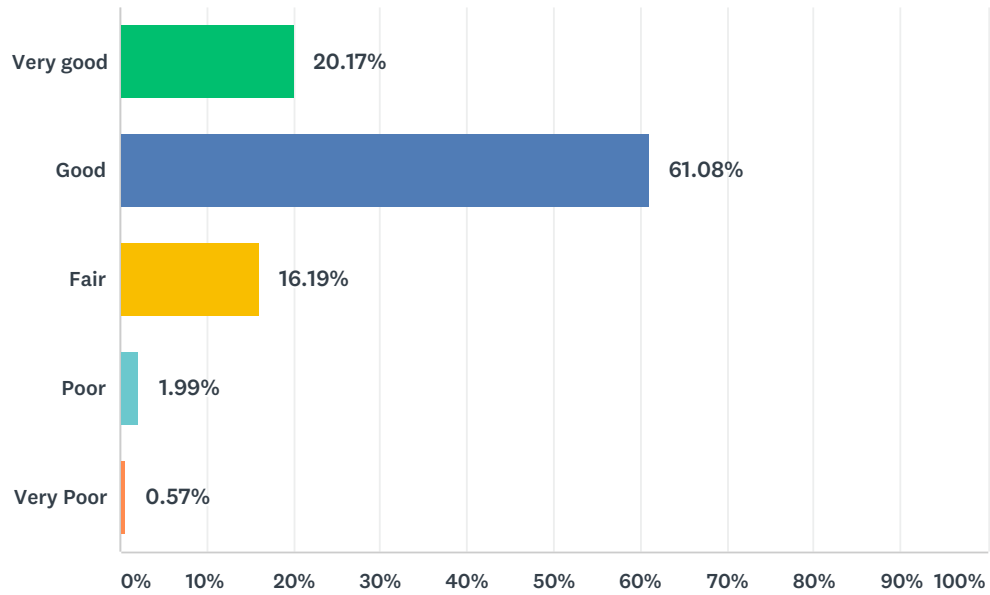
Answered: 352 Skipped: 101



ANSWER CHOICES	RESPONSES	
Daily	8.52%	30
Weekly	31.82%	112
Monthly	48.30%	170
Yearly	9.66%	34
Never	1.70%	6
TOTAL		352

Q17 Overall, how would you rate the District website?

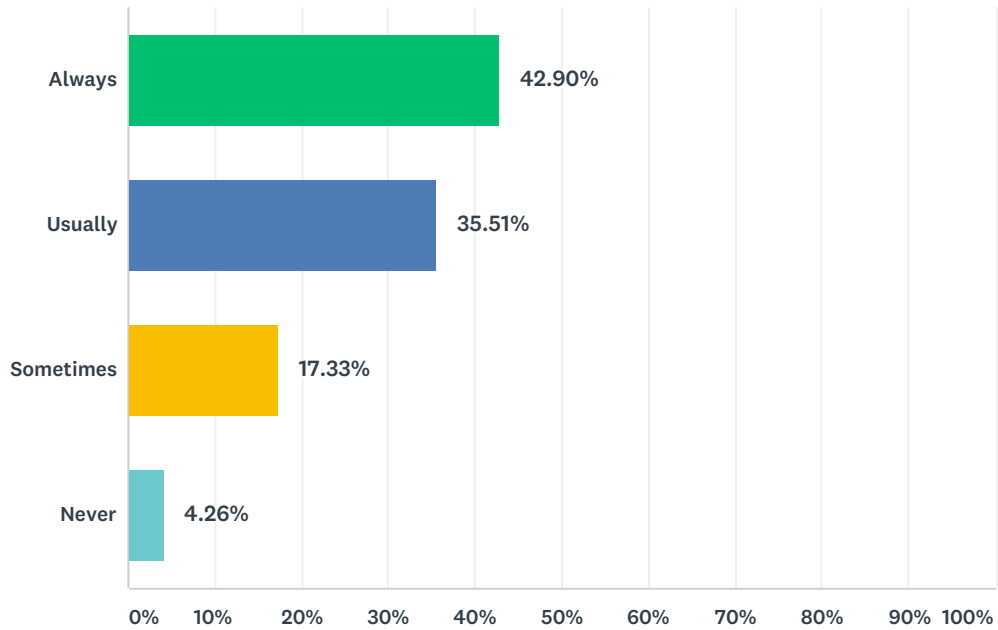
Answered: 352 Skipped: 101



ANSWER CHOICES	RESPONSES	
Very good	20.17%	71
Good	61.08%	215
Fair	16.19%	57
Poor	1.99%	7
Very Poor	0.57%	2
TOTAL		352

Q18 How often do you read the monthly FHSD eNews?

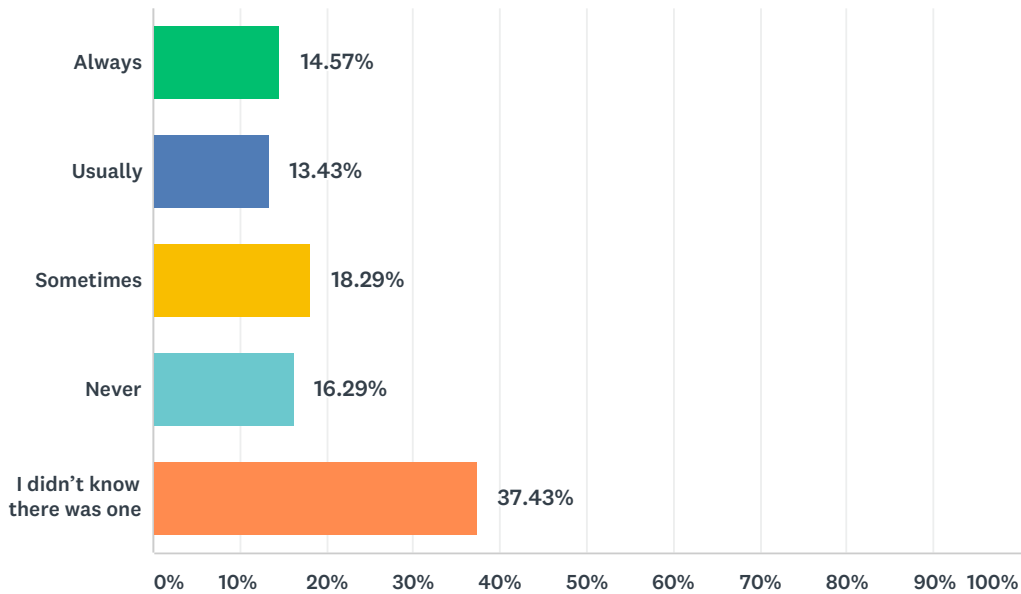
Answered: 352 Skipped: 101



ANSWER CHOICES	RESPONSES	
Always	42.90%	151
Usually	35.51%	125
Sometimes	17.33%	61
Never	4.26%	15
TOTAL		352

Q19 Since 2015, FHSD has been sending a hard copy newsletter "The Connection," to District residents three times a year in the local values coupon section of the Post-Dispatch. How often do you read The Connection?

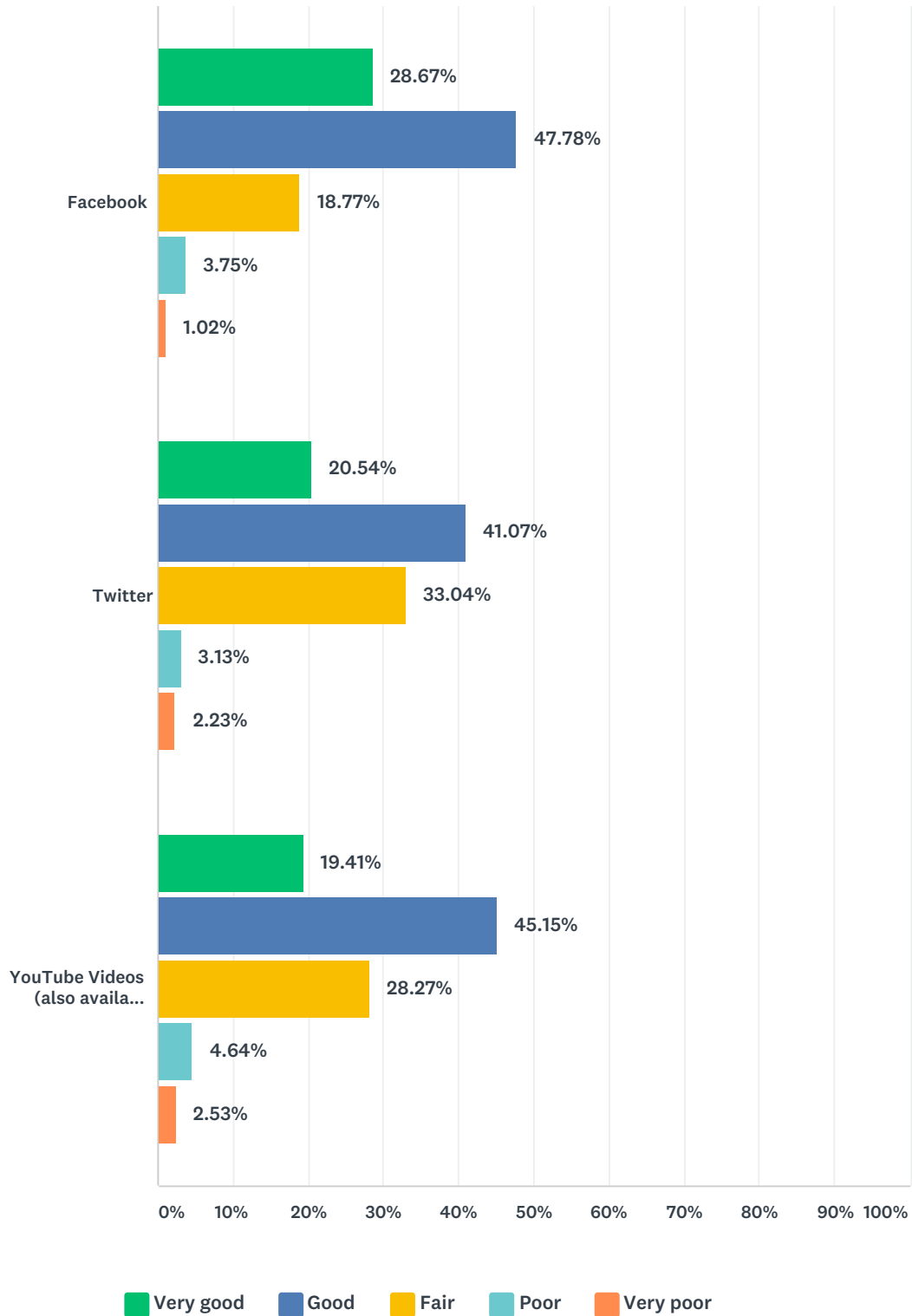
Answered: 350 Skipped: 103



ANSWER CHOICES	RESPONSES	
Always	14.57%	51
Usually	13.43%	47
Sometimes	18.29%	64
Never	16.29%	57
I didn't know there was one	37.43%	131
TOTAL		350

Q20 The District uses social media to communicate with stakeholders.
Please rate the quality of FHSD's different social media efforts.

Answered: 302 Skipped: 151



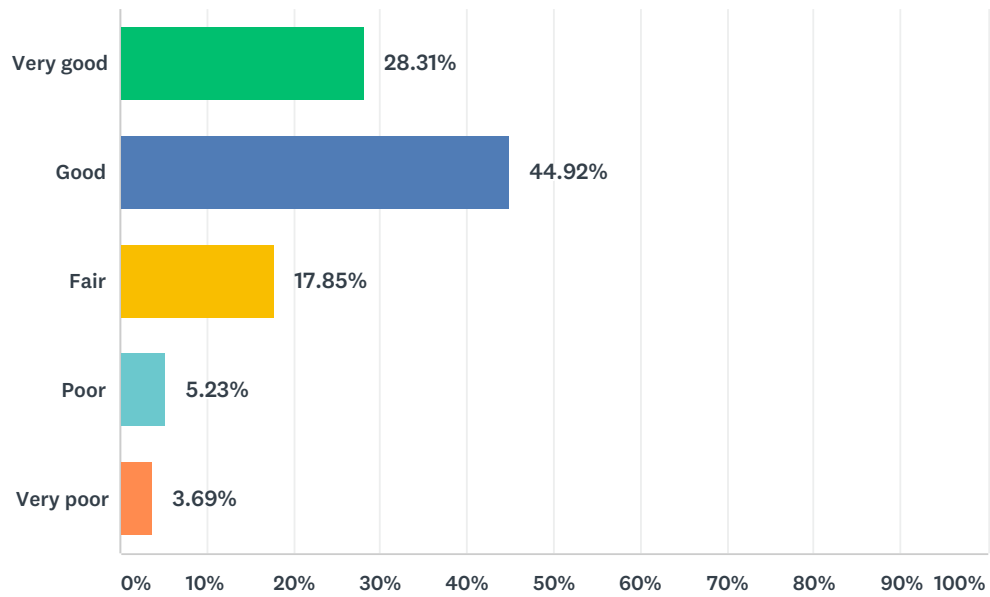
VERY GOOD	GOOD	FAIR	POOR	VERY POOR	TOTAL
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FHSD Communications Survey 2018-2019

Facebook	28.67% 84	47.78% 140	18.77% 55	3.75% 11	1.02% 3	293
Twitter	20.54% 46	41.07% 92	33.04% 74	3.13% 7	2.23% 5	224
YouTube Videos (also available on Facebook)	19.41% 46	45.15% 107	28.27% 67	4.64% 11	2.53% 6	237

Q21 The District and individual schools use "Peachjar" to deliver flyers electronically. How would you rate this flyer distribution system?

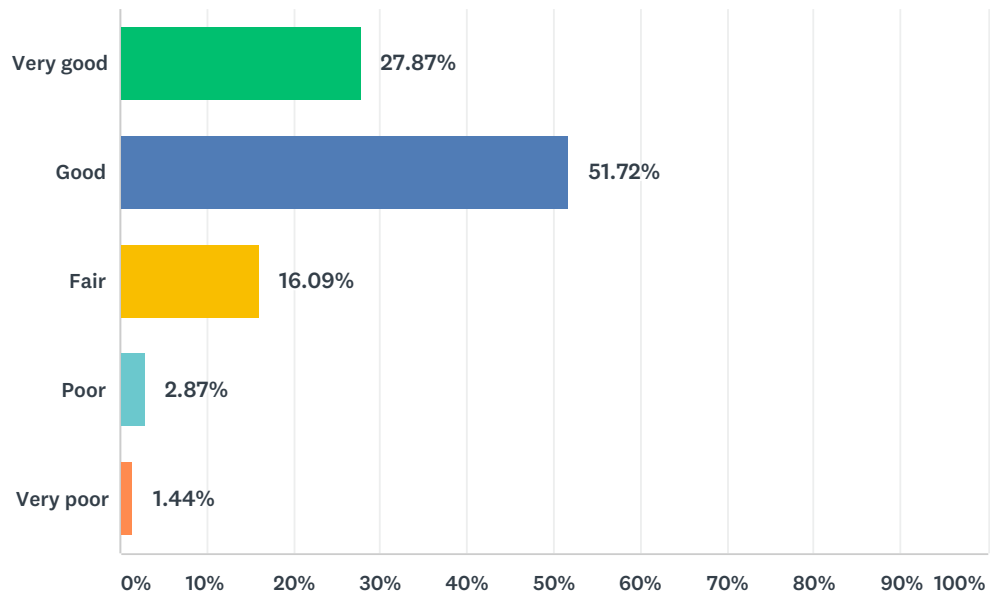
Answered: 325 Skipped: 128



ANSWER CHOICES	RESPONSES	
Very good	28.31%	92
Good	44.92%	146
Fair	17.85%	58
Poor	5.23%	17
Very poor	3.69%	12
TOTAL		325

Q22 Overall, how would you rate the District's two-way communication efforts?

Answered: 348 Skipped: 105



ANSWER CHOICES	RESPONSES	
Very good	27.87%	97
Good	51.72%	180
Fair	16.09%	56
Poor	2.87%	10
Very poor	1.44%	5
TOTAL		348