

EDMONTON PUBLIC SCHOOLS

April 25, 2000

TO: Board of Trustees

FROM: G. Reynolds, Department Head

SUBJECT: 2000 Student-Parent-Staff Satisfaction Survey and Community Survey

ORIGINATOR: G. Reynolds, Department Head

RESOURCE

STAFF: Diane Brunton, Linda Wiens

INFORMATION

The district's satisfaction surveys are administered every May to students, parents, staff, and the community. Results from the surveys are used to measure and monitor the perceptions of parents, staff, students, and the community regarding the district's success in achieving its mission, priorities, and standards. The information below outlines the administration process, timeline, and revisions planned for the 2000 satisfaction surveys.

1. Administration

As in previous years the surveys will be administered to a sample of students in each school and all staff in the district. Results from the student and staff surveys provide information at the school and district level.

A sample of parents is surveyed annually and results reported at the district level. Every other year parents are sampled at the school level allowing for results to be analysed and reported at the school as well as at the district level. This year parents will be sampled at the district level in the form of a Gallup poll. Therefore, the parent survey results will only be available at the district level this year.

The community survey is administered annually as a Gallup poll to a sample of Edmonton Public Schools tax supporters. Results from this survey provide information on the perceptions of supporters who do not have children enrolled in the district as well as those who do.

2. Timeline

Survey Group	Sample Size	Administration Date (s)	Results Available
Parents	4,000	May 12	August 18, 2000
Students	29,000	May 9-11	August 18, 2000
Staff	7,000 (total staff)	May 9-11	August 18, 2000
Community	8,000	May 12	August 18, 2000

3. Questionnaire Revisions

This year a committee of principals was formed to conduct an extensive review of the entire student-parent-staff satisfaction survey process. Input was requested and a substantial amount of information received from various stakeholder groups. After considerable analysis and discussion the committee made the following recommendations:

- That the District's use of annual surveys to gather information about stakeholder satisfaction in key areas be continued.
- That each of the staff, student, and parent surveys be revised and field-tested, to ensure alignment to our district's work, to increase clarity and consistency of survey administration, and to reduce ambiguity of response and interpretation.

The revised questionnaires were field-tested in several district schools. In addition Statistics Canada provided an external review of the revised surveys. They indicated that the questions are very well constructed and meet the criterion for validity and reliability. Copies of the revised questionnaires are included in Appendices I to X of the report, "District Review of Students-Parents-Staff Satisfaction Surveys", in the April 25, 2000 board package.

A review of the Community Survey has also been completed. During the Fall of 1999 the Communications Branch conducted a research project to assess perceptions held by non-users toward Edmonton Public Schools. The initiative was launched, in part, to gauge an apparent decline in support among this group. An external research firm, Hargreaves & Associates Ltd., was contracted to assist with the project. The project addressed a wide range of topics including funding, student preparedness and behaviour, as well as facilities. In addition to telephone surveys, focus group sessions involving community members were conducted. The findings were shared with the Board at the January 18, 2000 Conference Committee meeting. This research will form the basis of future communications initiatives targeted at non-users. Revisions to the 2000 Community Questionnaire (Appendix I) are based on the input received from the Communications Branch and the Hargreaves findings.

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APPENDIX I: - 2000 Community Questionnaire