



Communication Effectiveness Survey Report



November 20, 2019
Pearl City School District



Introduction

In October 2019, PCUSD conducted a Communication Effectiveness Survey of local stakeholders, The survey had several purposes:

- 1) To measure the effectiveness of the district's communication with its stakeholders.
- 2) To gather data on how the school district can communicate more effectively with the stakeholders.
- 3) To provide an opportunity to share feedback regarding e-learning days instead of emergency days
- 4) The results of this initial survey will form a baseline the district will use to inform and track communication progress over the next several years.

Methodology

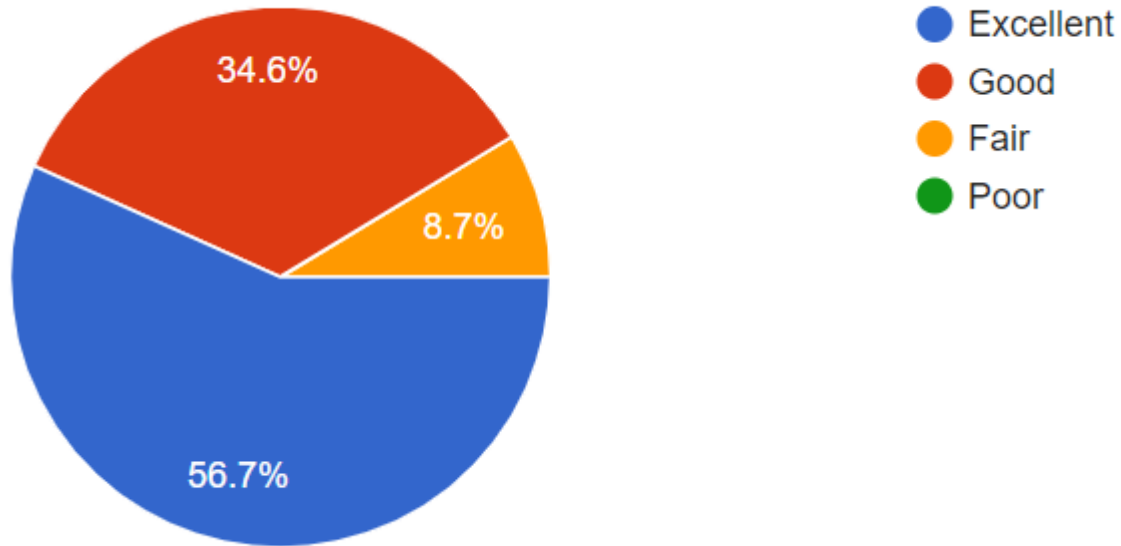
An online survey served as the primary means to complete the survey. All answers received were confidential and anonymous. Participants were limited to completing the survey once from a single device.

The survey was sent out through email on two separate occasions. The survey link was also provided on the district website and on the Superintendent E-Newsletter

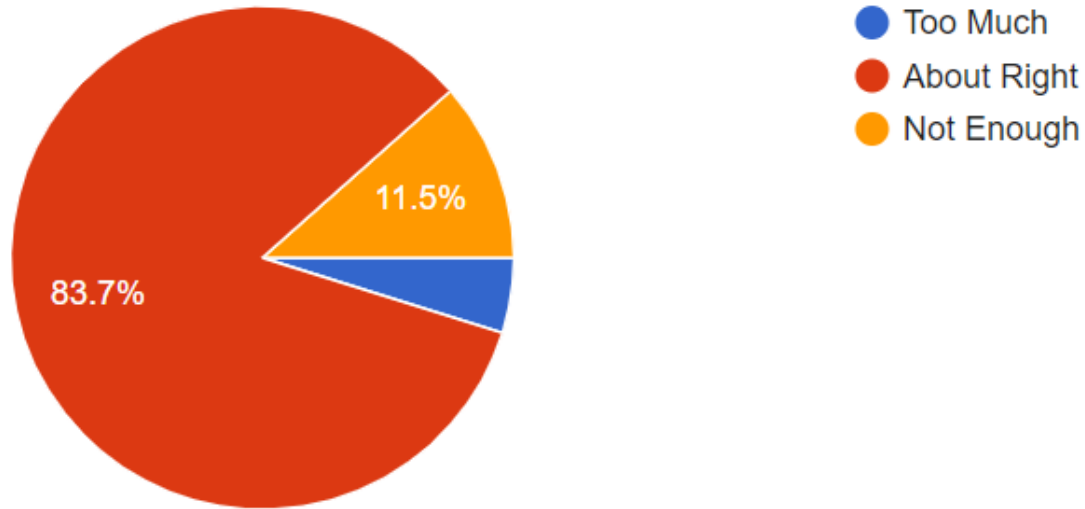
Participant Demographics

- ❑ 104 participants completed the survey. This is about 28% of those in the district that have shared their email address
- ❑ Participants self-identified their relationship to the district and level their student was in
- ❑ 89% were parents and 11% were community members
- ❑ Grade level
 - ❑ Elementary (PreK-6)- 69%
 - ❑ Junior High (7-8)- 32%
 - ❑ High School (9-12)- 35%
 - ❑ * Individuals could choose more than one building

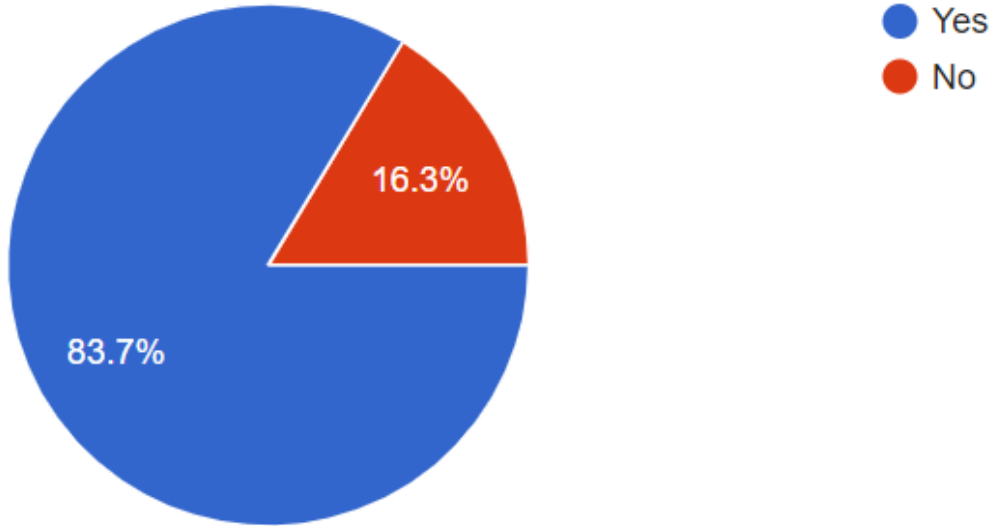
Overall Communication



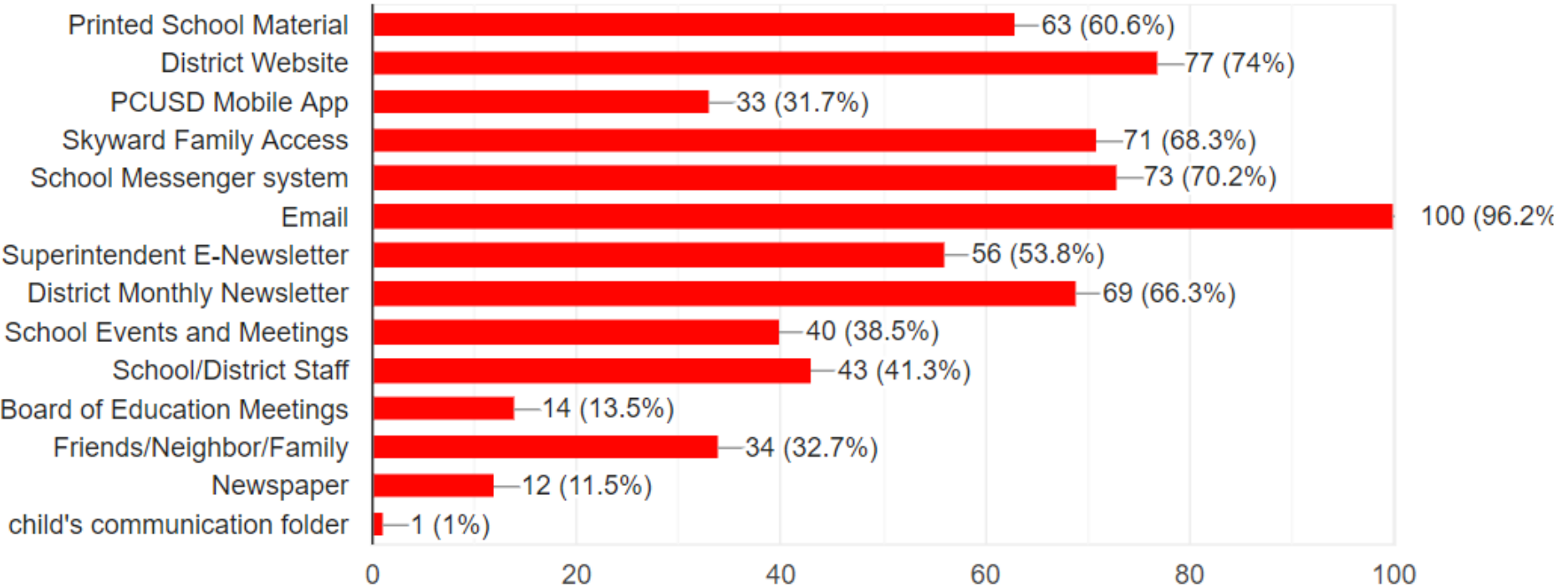
The Amount of Communication received



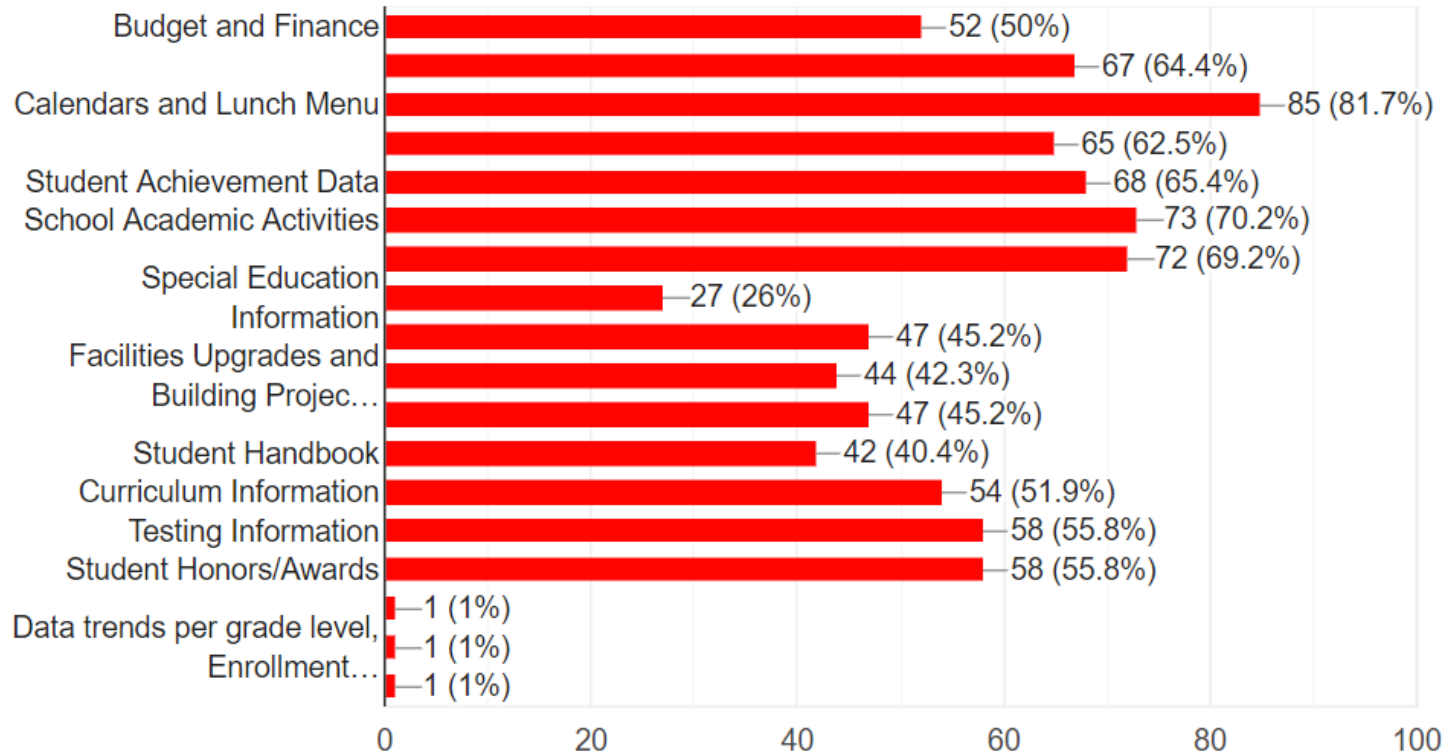
Opportunity to express opinions and concerns



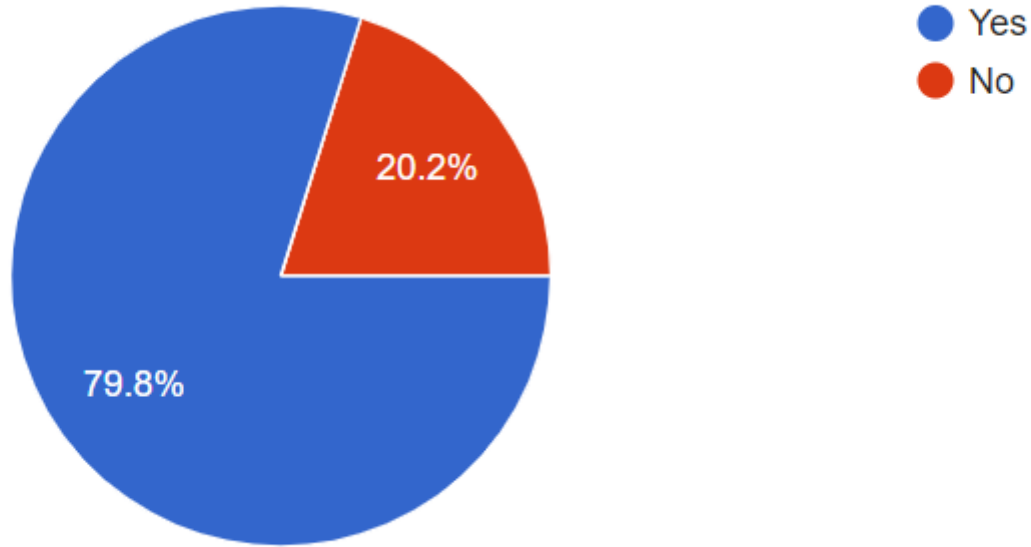
How information is received



Important information to individuals



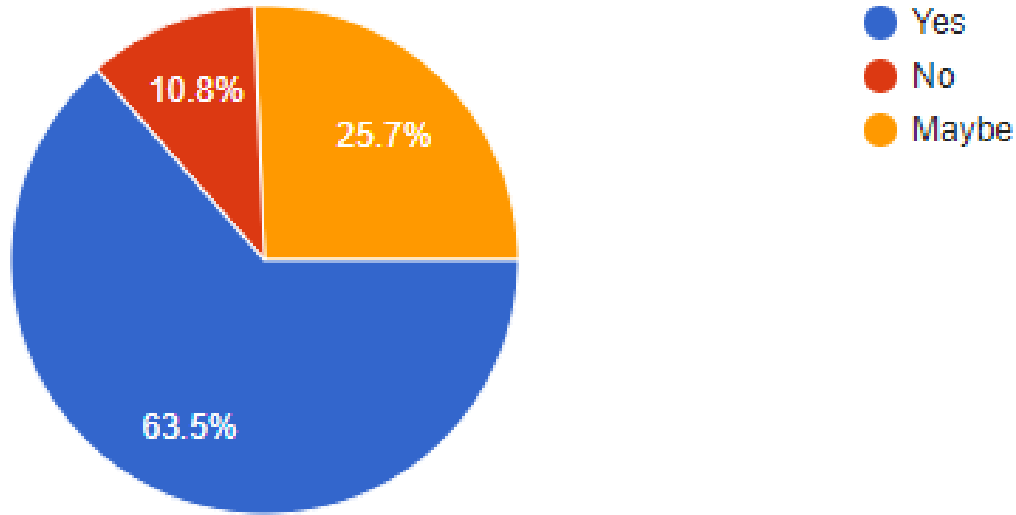
Having Facebook would be beneficial



Knowledge of areas in PCUSD

Category	Knowledge of areas in PCUSD			
	Fair	Poor	Excellent	Good
Demographics			24	64
1				13
Academics			31	58
	14		1	
Finance			17	50
	32		5	
Challenges			15	51

In favor of having e-learning days



Conclusions

In general, a large majority of survey participants were satisfied with the level of communication they receive from the school district, and felt extremely well informed about topics relating to the district. However, with this data as our baseline, there is room for continued improvement, as well as opportunities to build upon and solidify efforts that are currently successful.

Recommendations

1. Continue and expand use of current communication channels
2. Develop a process for maintaining website consistency across all school pages and consider ways to increase user accessibility
3. Investigate the use of a District Facebook page and other social media
4. Consider ways to expand opportunities for parents and community members to provide feedback, ask questions, interact with staff, and be connected and involved
5. Expand efforts to engage community members not already connected to the district through students and staff

Thank you for your time and support!

