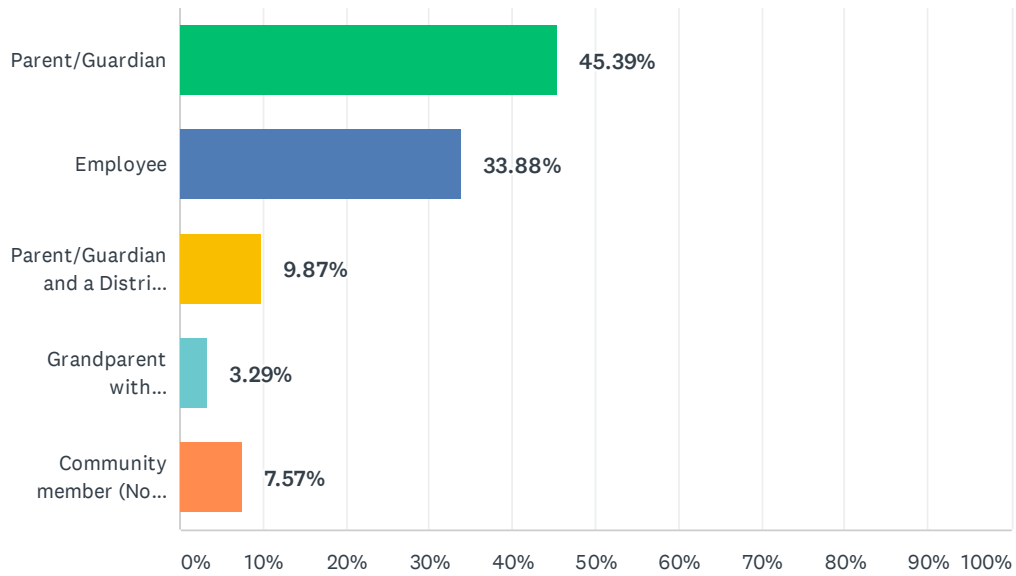


Q1 I would classify myself as a... (you may choose only one)

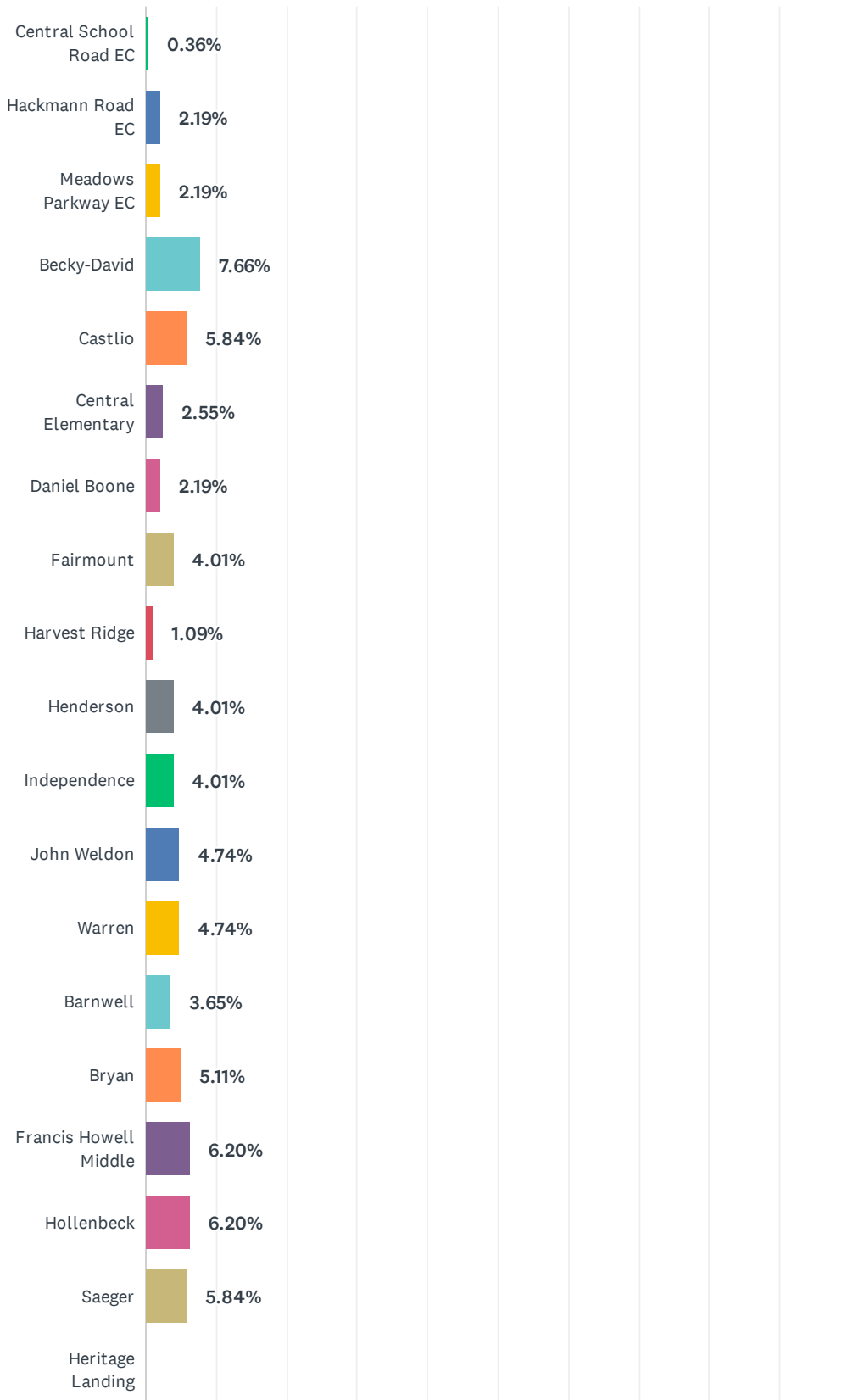
Answered: 304 Skipped: 2



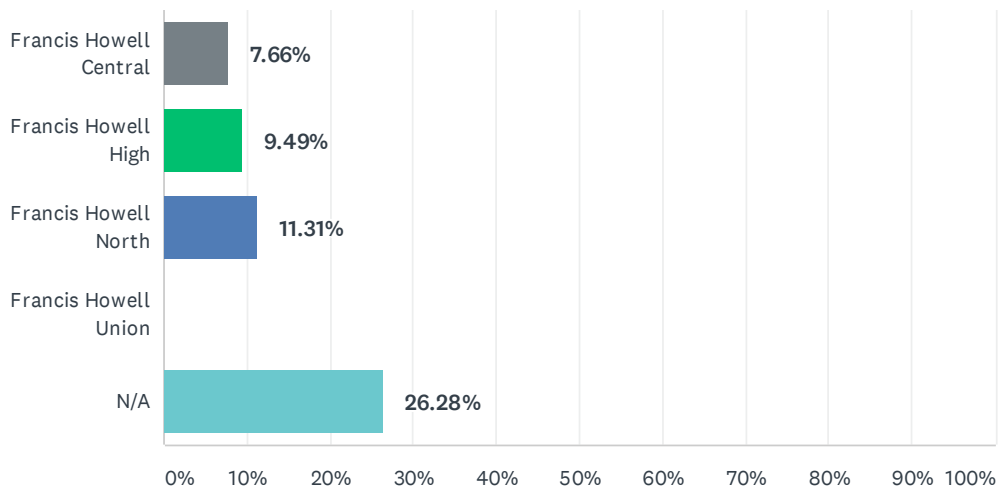
ANSWER CHOICES	RESPONSES	
Parent/Guardian	45.39%	138
Employee	33.88%	103
Parent/Guardian and a District employee	9.87%	30
Grandparent with grandchildren in the District	3.29%	10
Community member (No children in the District)	7.57%	23
TOTAL		304

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

Answered: 274 Skipped: 32



FHSD Communications Survey 2019-2020

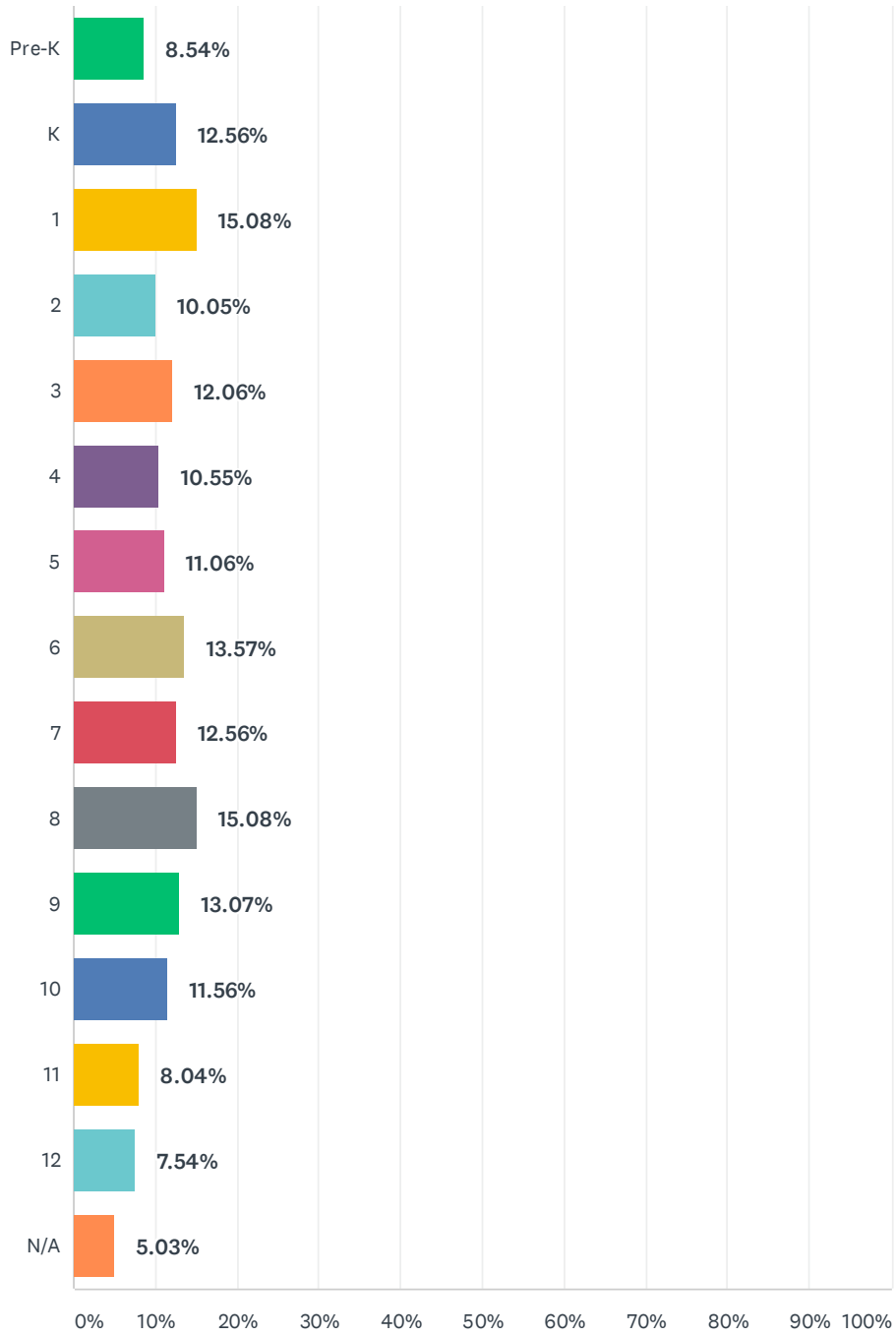


FHSD Communications Survey 2019-2020

ANSWER CHOICES	RESPONSES	
Central School Road EC	0.36%	1
Hackmann Road EC	2.19%	6
Meadows Parkway EC	2.19%	6
Becky-David	7.66%	21
Castlio	5.84%	16
Central Elementary	2.55%	7
Daniel Boone	2.19%	6
Fairmount	4.01%	11
Harvest Ridge	1.09%	3
Henderson	4.01%	11
Independence	4.01%	11
John Weldon	4.74%	13
Warren	4.74%	13
Barnwell	3.65%	10
Bryan	5.11%	14
Francis Howell Middle	6.20%	17
Hollenbeck	6.20%	17
Saeger	5.84%	16
Heritage Landing	0.00%	0
Francis Howell Central	7.66%	21
Francis Howell High	9.49%	26
Francis Howell North	11.31%	31
Francis Howell Union	0.00%	0
N/A	26.28%	72
Total Respondents: 274		

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

Answered: 199 Skipped: 107

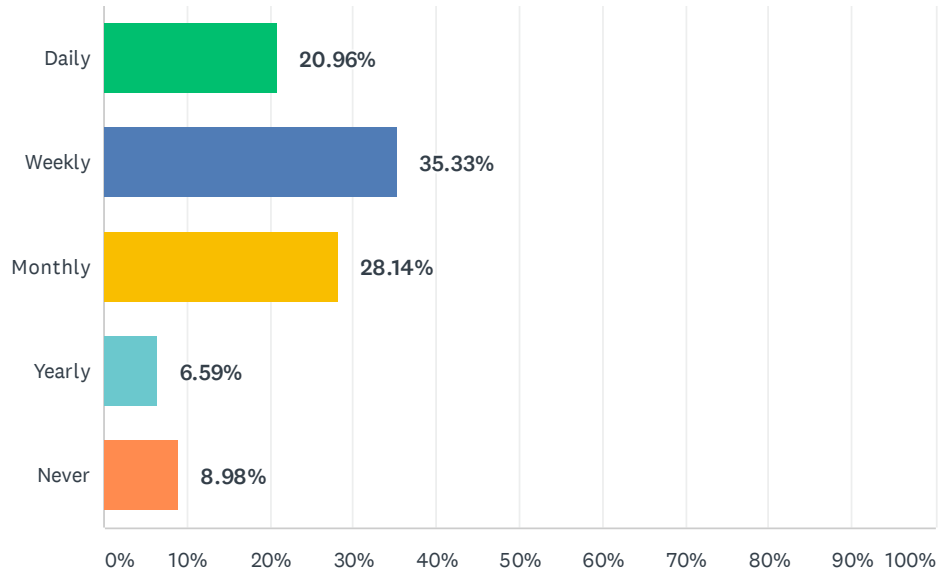


FHSD Communications Survey 2019-2020

ANSWER CHOICES	RESPONSES	
Pre-K	8.54%	17
K	12.56%	25
1	15.08%	30
2	10.05%	20
3	12.06%	24
4	10.55%	21
5	11.06%	22
6	13.57%	27
7	12.56%	25
8	15.08%	30
9	13.07%	26
10	11.56%	23
11	8.04%	16
12	7.54%	15
N/A	5.03%	10
Total Respondents: 199		

Q4 How often do you use the Parent Portal?

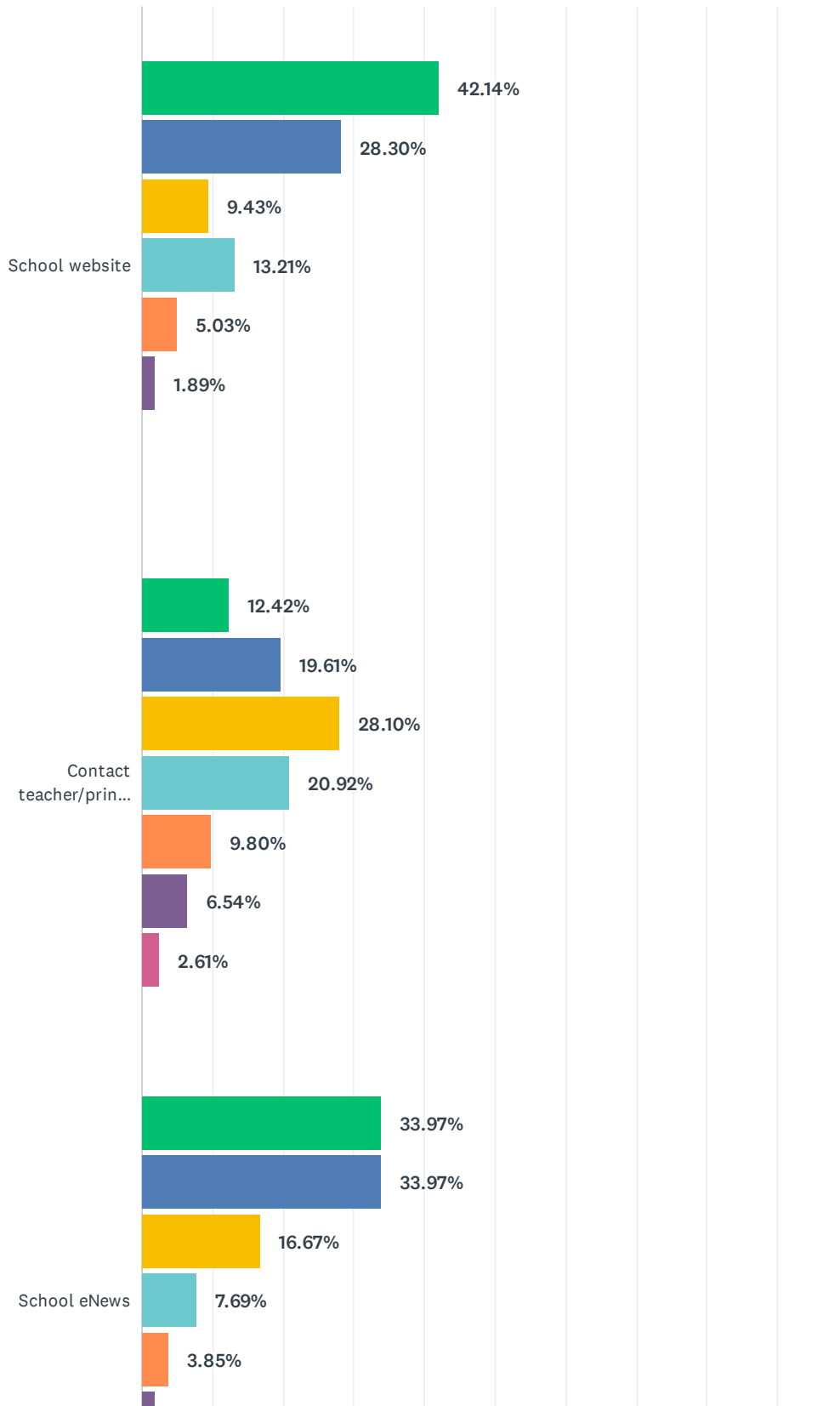
Answered: 167 Skipped: 139



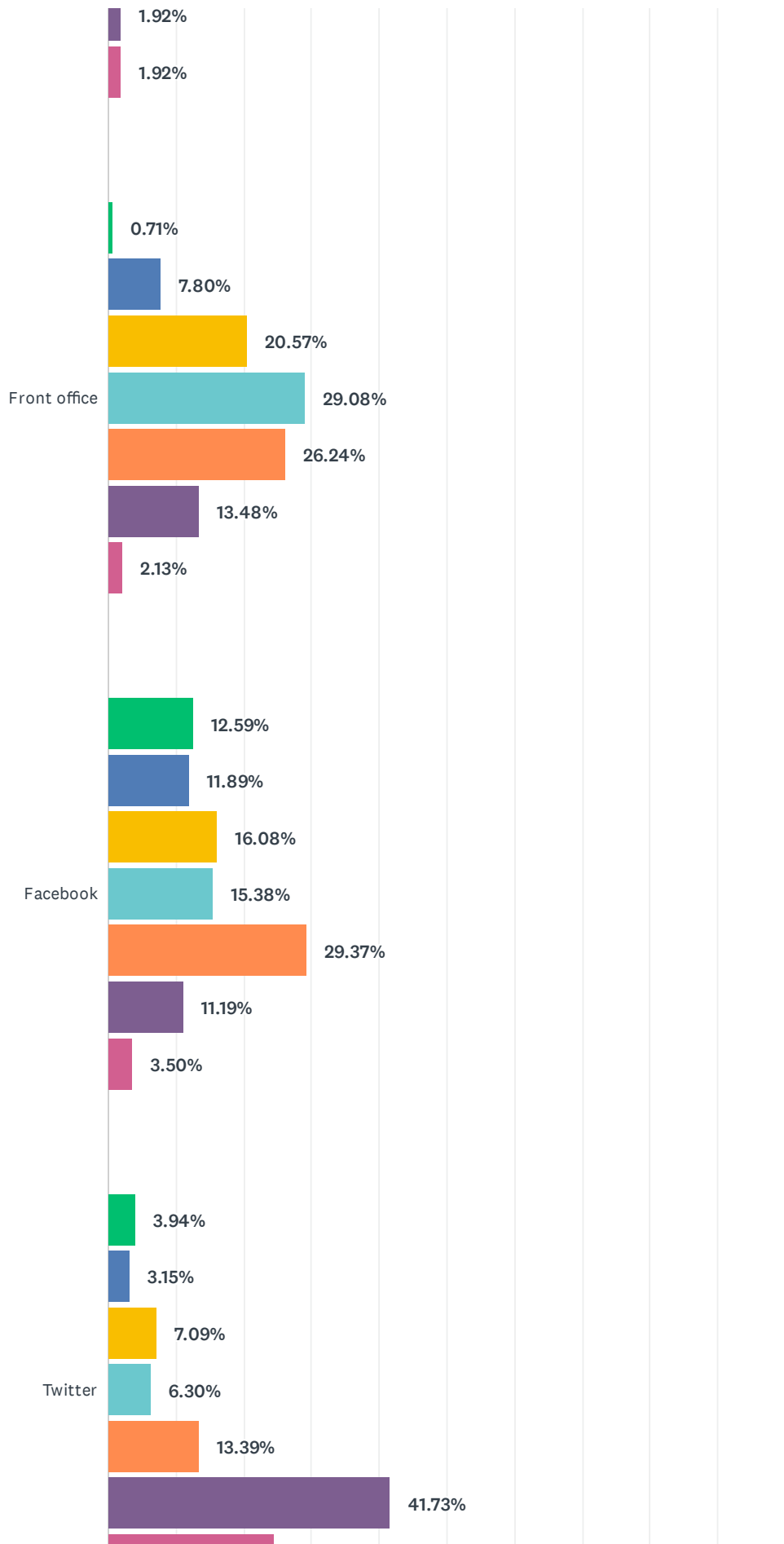
ANSWER CHOICES	RESPONSES	
Daily	20.96%	35
Weekly	35.33%	59
Monthly	28.14%	47
Yearly	6.59%	11
Never	8.98%	15
TOTAL		167

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

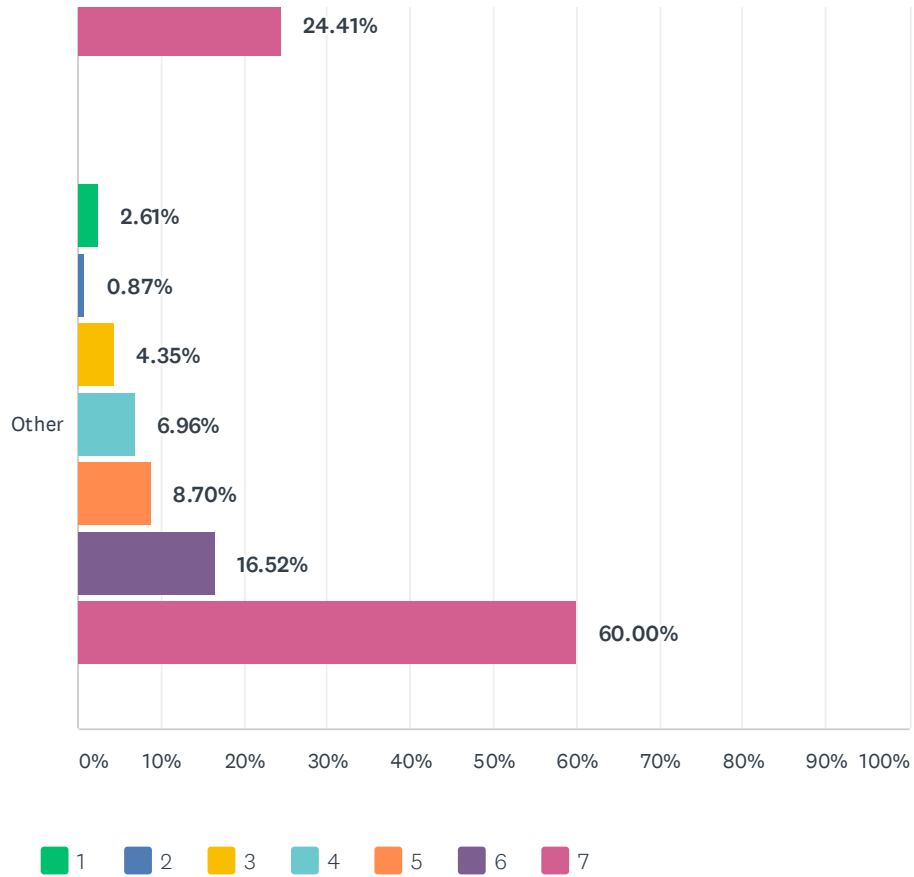
Answered: 166 Skipped: 140



FHSD Communications Survey 2019-2020



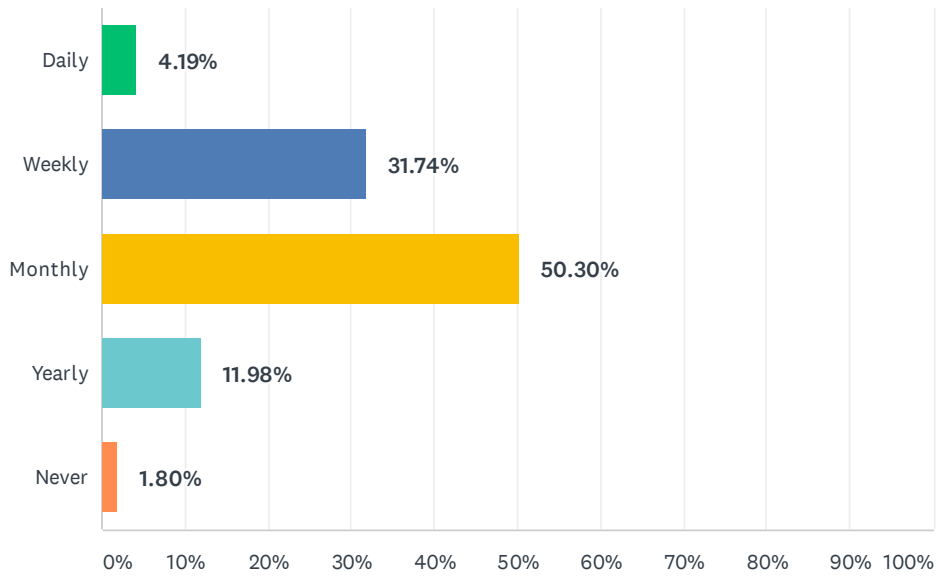
FHSD Communications Survey 2019-2020



	1	2	3	4	5	6	7	TOTAL	SCORE
School website	42.14% 67	28.30% 45	9.43% 15	13.21% 21	5.03% 8	1.89% 3	0.00% 0	159	5.84
Contact teacher/principal directly	12.42% 19	19.61% 30	28.10% 43	20.92% 32	9.80% 15	6.54% 10	2.61% 4	153	4.74
School eNews	33.97% 53	33.97% 53	16.67% 26	7.69% 12	3.85% 6	1.92% 3	1.92% 3	156	5.73
Front office	0.71% 1	7.80% 11	20.57% 29	29.08% 41	26.24% 37	13.48% 19	2.13% 3	141	3.79
Facebook	12.59% 18	11.89% 17	16.08% 23	15.38% 22	29.37% 42	11.19% 16	3.50% 5	143	4.15
Twitter	3.94% 5	3.15% 4	7.09% 9	6.30% 8	13.39% 17	41.73% 53	24.41% 31	127	2.55
Other	2.61% 3	0.87% 1	4.35% 5	6.96% 8	8.70% 10	16.52% 19	60.00% 69	115	1.92

Q6 How often do you visit the school website?

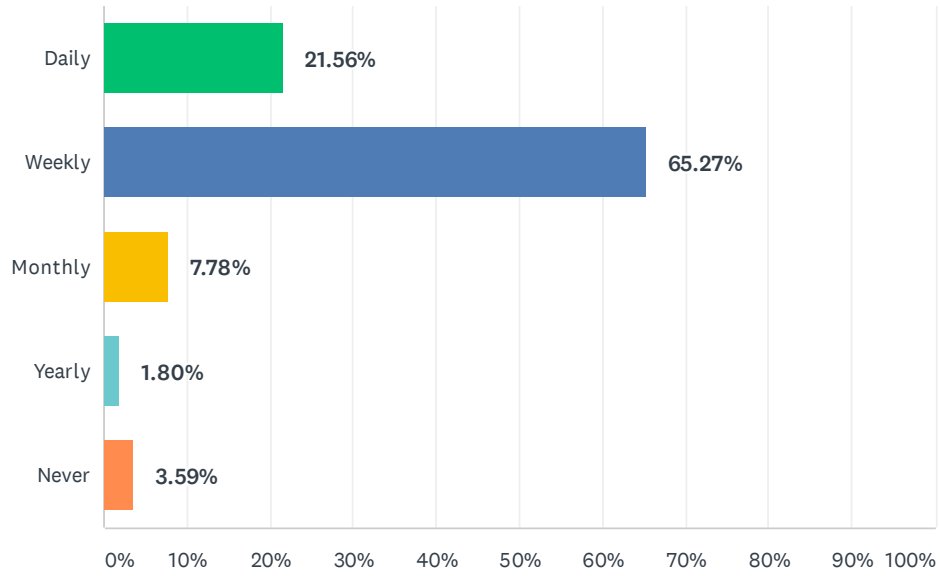
Answered: 167 Skipped: 139



ANSWER CHOICES	RESPONSES	
Daily	4.19%	7
Weekly	31.74%	53
Monthly	50.30%	84
Yearly	11.98%	20
Never	1.80%	3
TOTAL		167

Q7 How often do you read the school eNews?

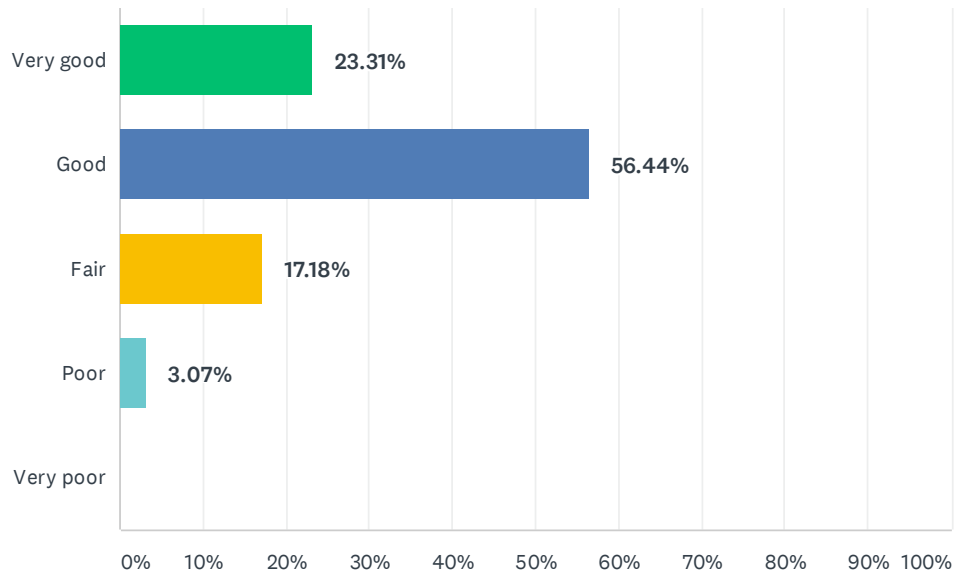
Answered: 167 Skipped: 139



ANSWER CHOICES	RESPONSES	
Daily	21.56%	36
Weekly	65.27%	109
Monthly	7.78%	13
Yearly	1.80%	3
Never	3.59%	6
TOTAL		167

Q8 Generally, the school eNews is...

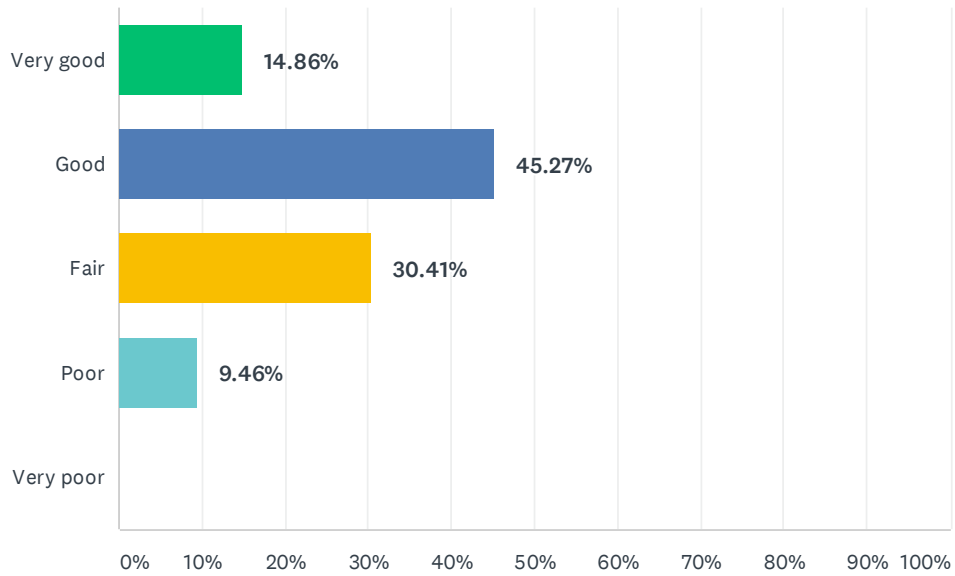
Answered: 163 Skipped: 143



ANSWER CHOICES	RESPONSES	
Very good	23.31%	38
Good	56.44%	92
Fair	17.18%	28
Poor	3.07%	5
Very poor	0.00%	0
TOTAL		163

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

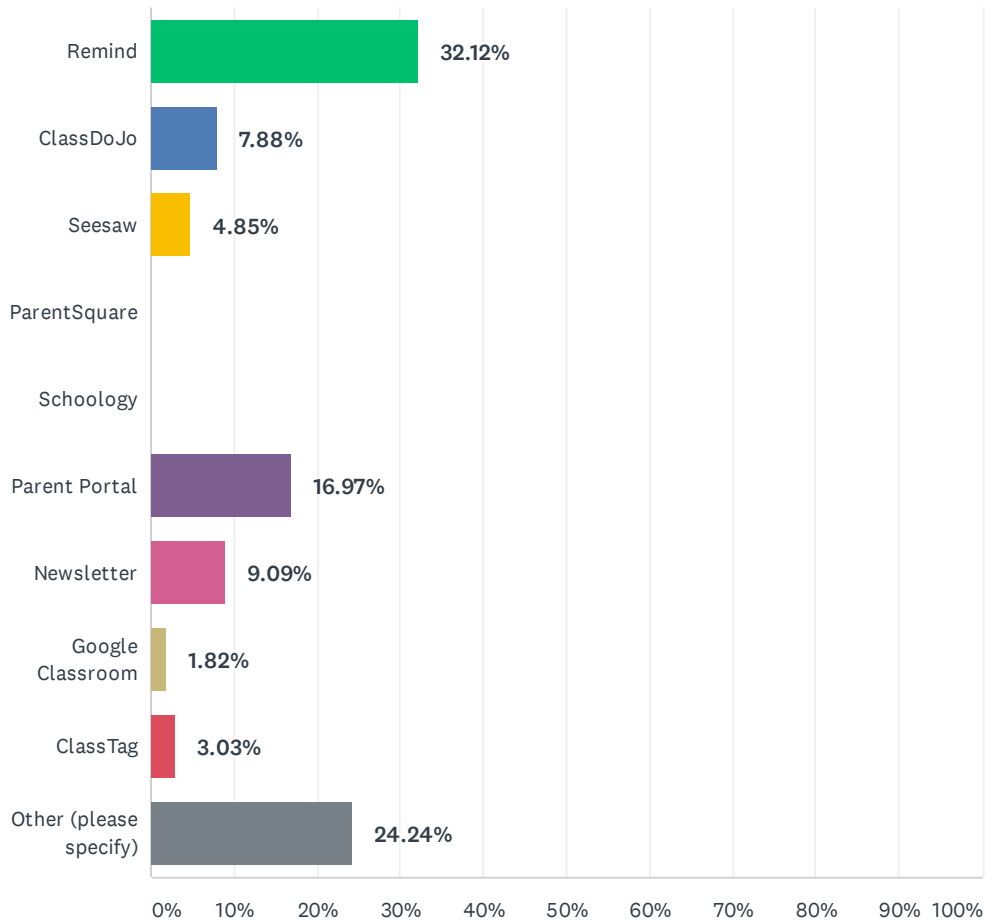
Answered: 148 Skipped: 158



ANSWER CHOICES	RESPONSES	
Very good	14.86%	22
Good	45.27%	67
Fair	30.41%	45
Poor	9.46%	14
Very poor	0.00%	0
TOTAL		148

Q10 What platform would you prefer that teachers use to communicate with you about your student and classroom activities? (select one)

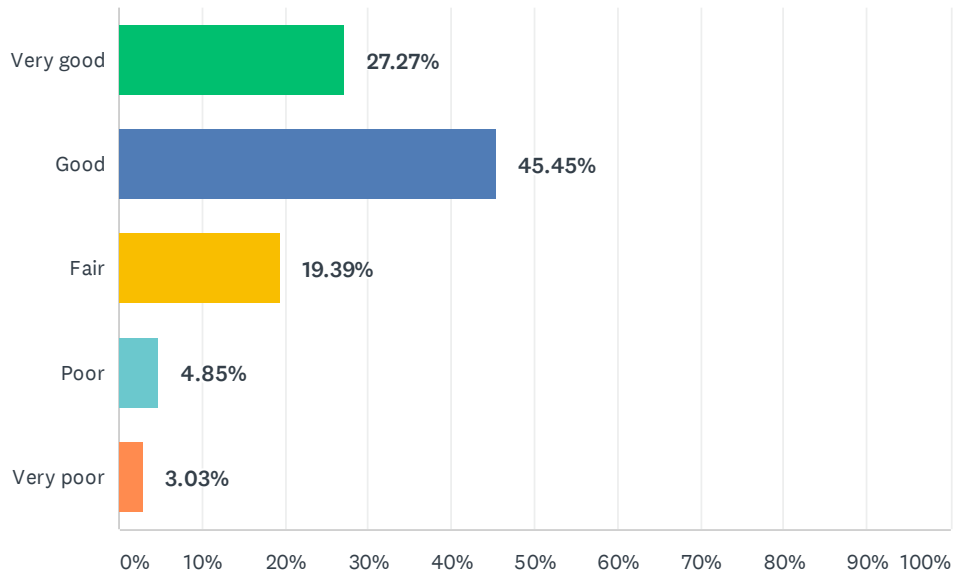
Answered: 165 Skipped: 141



ANSWER CHOICES	RESPONSES	
Remind	32.12%	53
ClassDoJo	7.88%	13
Seesaw	4.85%	8
ParentSquare	0.00%	0
Schoology	0.00%	0
Parent Portal	16.97%	28
Newsletter	9.09%	15
Google Classroom	1.82%	3
ClassTag	3.03%	5
Other (please specify)	24.24%	40
TOTAL		165

Q11 Overall how would you rate your school's two-way communication efforts?

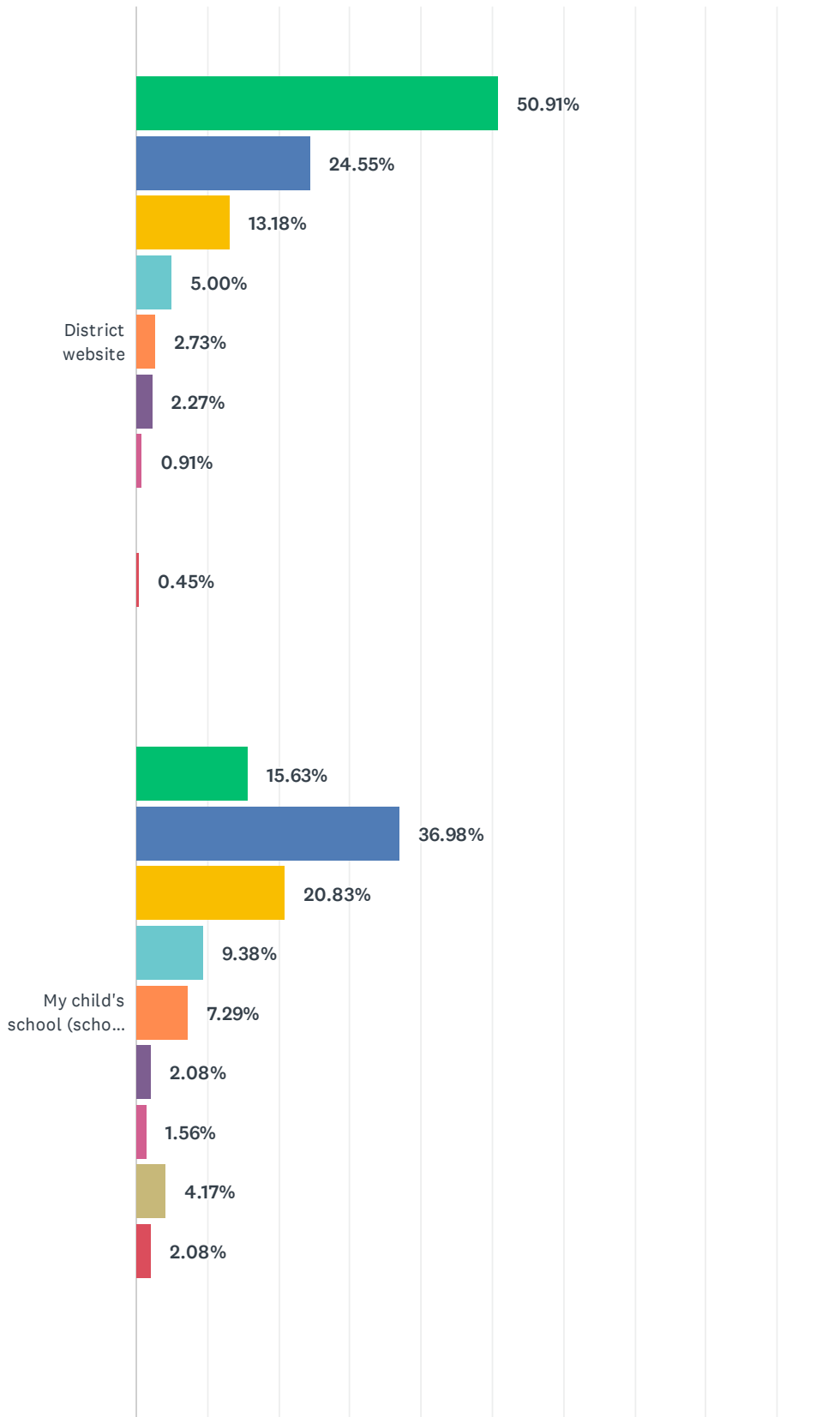
Answered: 165 Skipped: 141



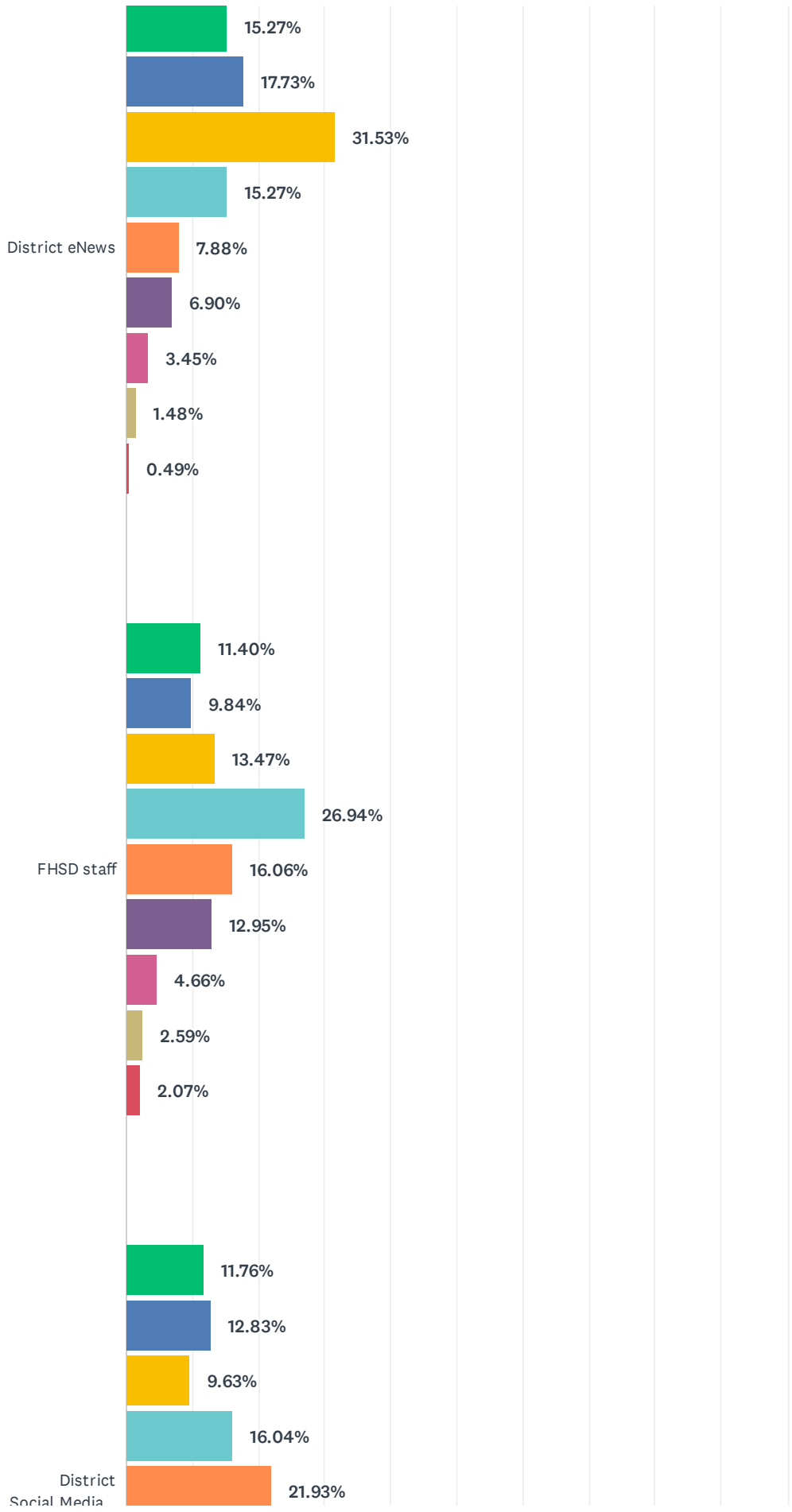
ANSWER CHOICES	RESPONSES	
Very good	27.27%	45
Good	45.45%	75
Fair	19.39%	32
Poor	4.85%	8
Very poor	3.03%	5
TOTAL		165

Q13 When looking for information about the Francis Howell School District, I usually go to... (in order of preference)

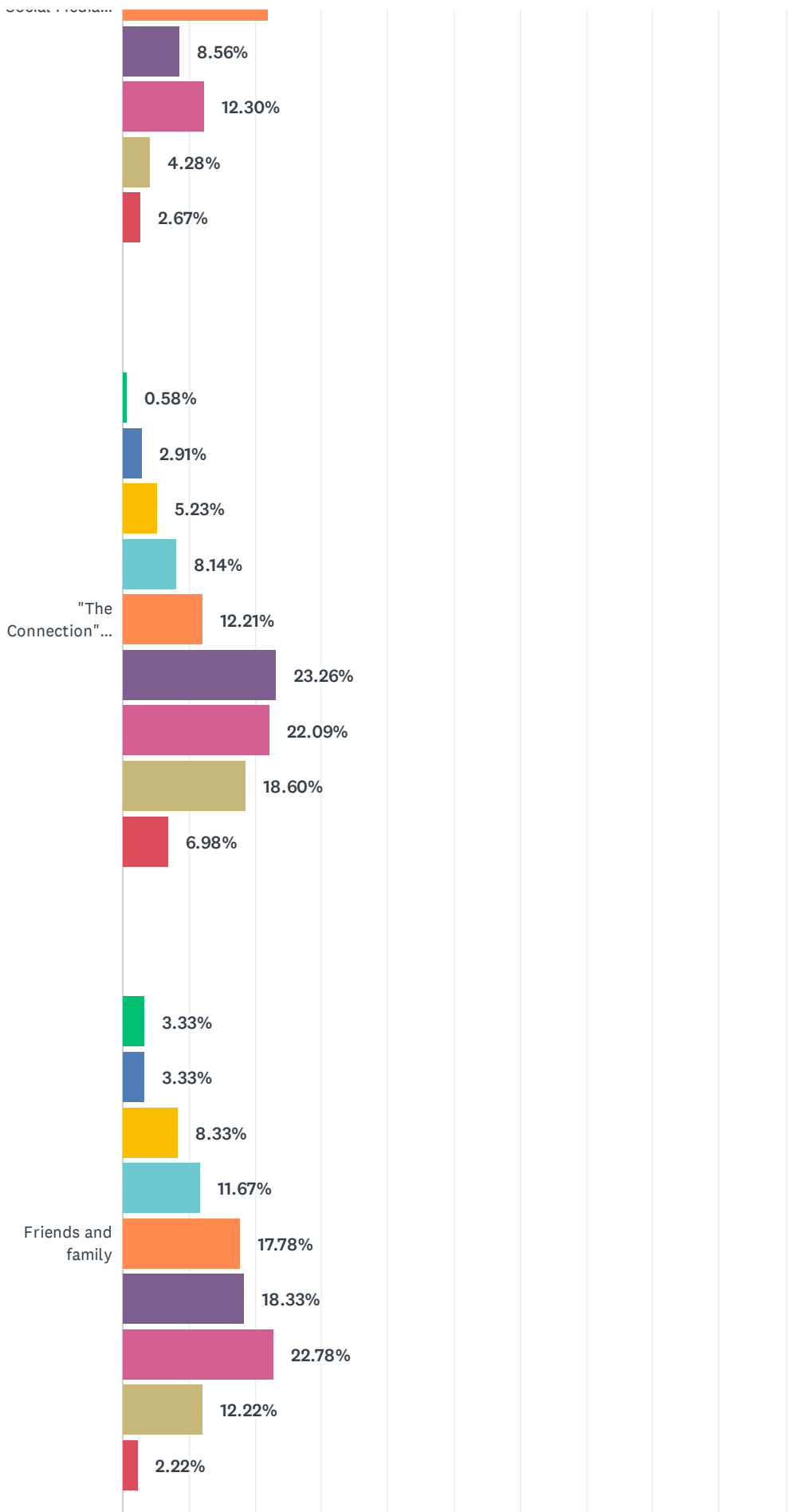
Answered: 227 Skipped: 79



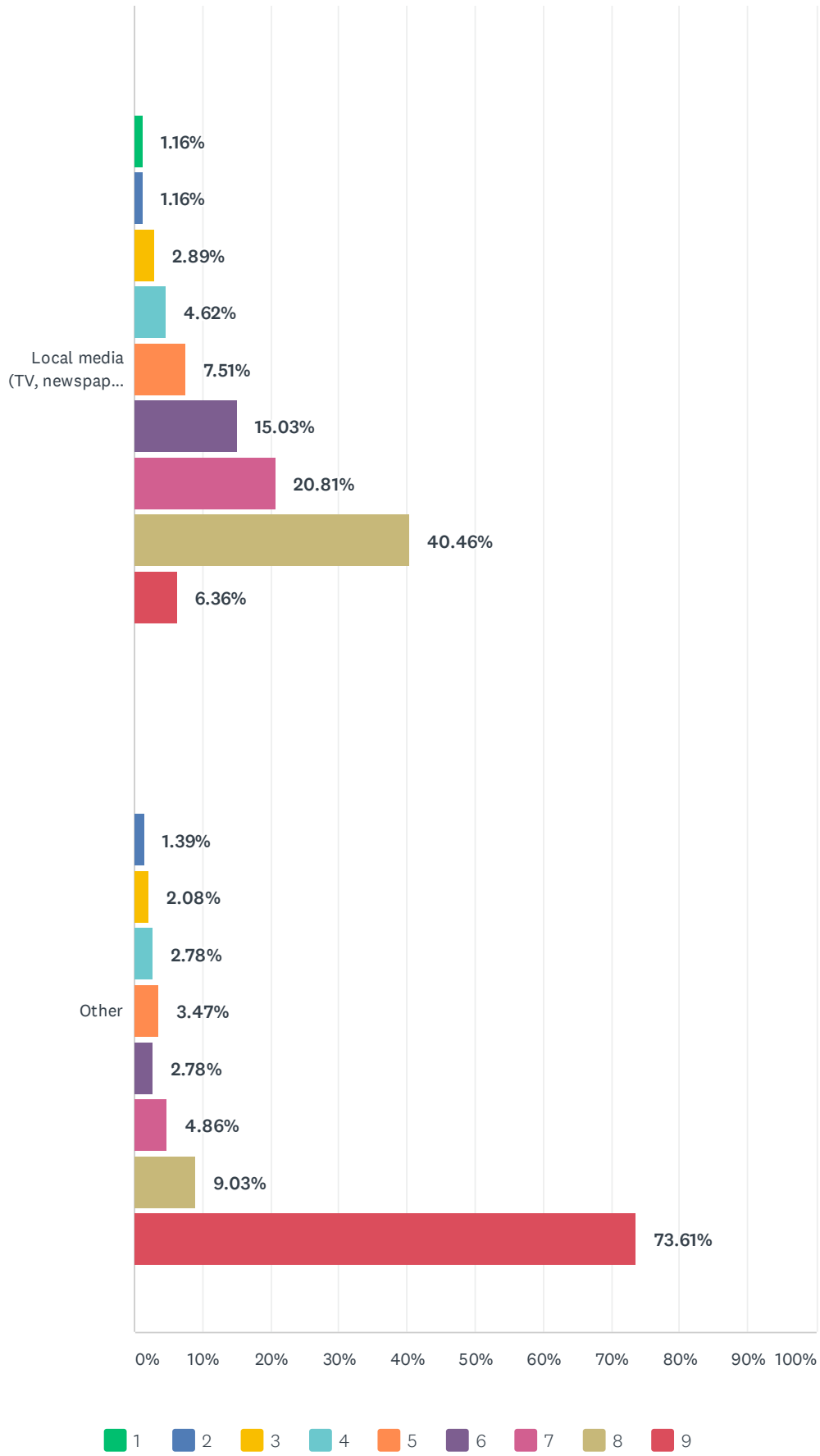
FHSD Communications Survey 2019-2020



FHSD Communications Survey 2019-2020



FHSD Communications Survey 2019-2020

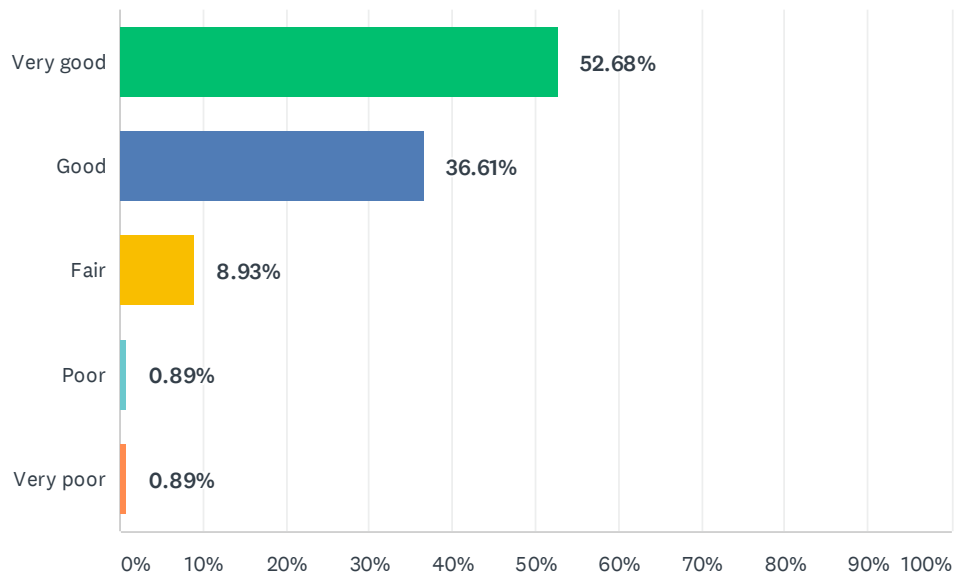


FHSD Communications Survey 2019-2020

	1	2	3	4	5	6	7	8	9	TOTAL	SCOR
District website	50.91% 112	24.55% 54	13.18% 29	5.00% 11	2.73% 6	2.27% 5	0.91% 2	0.00% 0	0.45% 1	220	8.0
My child's school (school website/social media, and/or school publications)	15.63% 30	36.98% 71	20.83% 40	9.38% 18	7.29% 14	2.08% 4	1.56% 3	4.17% 8	2.08% 4	192	6.9
District eNews	15.27% 31	17.73% 36	31.53% 64	15.27% 31	7.88% 16	6.90% 14	3.45% 7	1.48% 3	0.49% 1	203	6.7
FHSD staff	11.40% 22	9.84% 19	13.47% 26	26.94% 52	16.06% 31	12.95% 25	4.66% 9	2.59% 5	2.07% 4	193	5.9
District Social Media (Facebook/Twitter)	11.76% 22	12.83% 24	9.63% 18	16.04% 30	21.93% 41	8.56% 16	12.30% 23	4.28% 8	2.67% 5	187	5.6
"The Connection" newsletter	0.58% 1	2.91% 5	5.23% 9	8.14% 14	12.21% 21	23.26% 40	22.09% 38	18.60% 32	6.98% 12	172	3.7
Friends and family	3.33% 6	3.33% 6	8.33% 15	11.67% 21	17.78% 32	18.33% 33	22.78% 41	12.22% 22	2.22% 4	180	4.4
Local media (TV, newspaper, website)	1.16% 2	1.16% 2	2.89% 5	4.62% 8	7.51% 13	15.03% 26	20.81% 36	40.46% 70	6.36% 11	173	3.1
Other	0.00% 0	1.39% 2	2.08% 3	2.78% 4	3.47% 5	2.78% 4	4.86% 7	9.03% 13	73.61% 106	144	1.7

Q14 Overall, how would you rate the District at communicating emergency information?

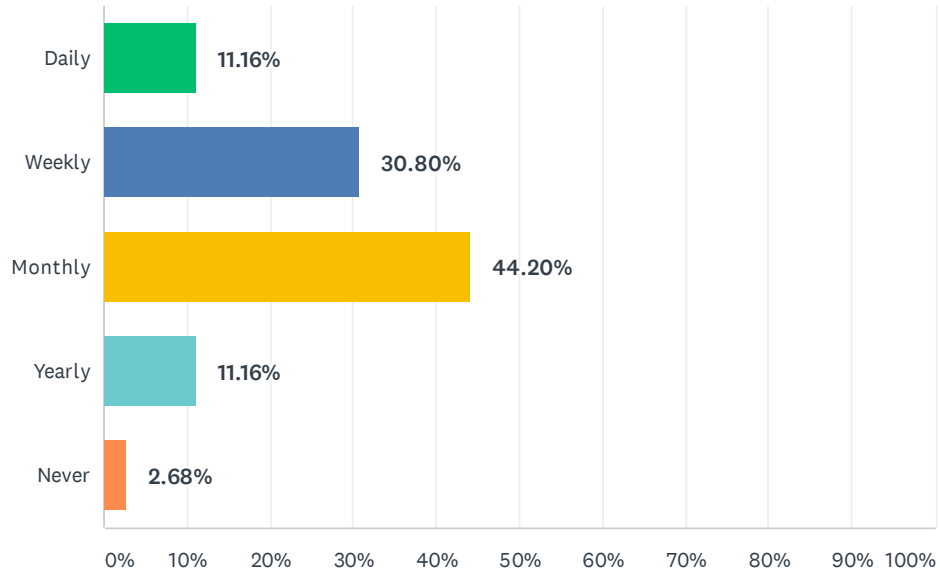
Answered: 224 Skipped: 82



ANSWER CHOICES	RESPONSES	
Very good	52.68%	118
Good	36.61%	82
Fair	8.93%	20
Poor	0.89%	2
Very poor	0.89%	2
TOTAL		224

Q15 How often do you visit the District website?

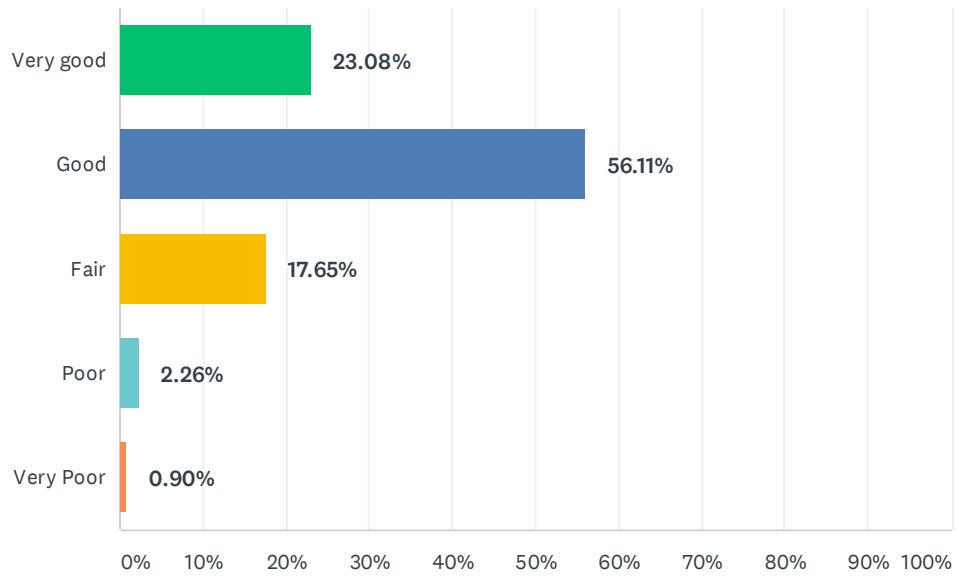
Answered: 224 Skipped: 82



ANSWER CHOICES	RESPONSES	
Daily	11.16%	25
Weekly	30.80%	69
Monthly	44.20%	99
Yearly	11.16%	25
Never	2.68%	6
TOTAL		224

Q16 Overall, how would you rate the District website?

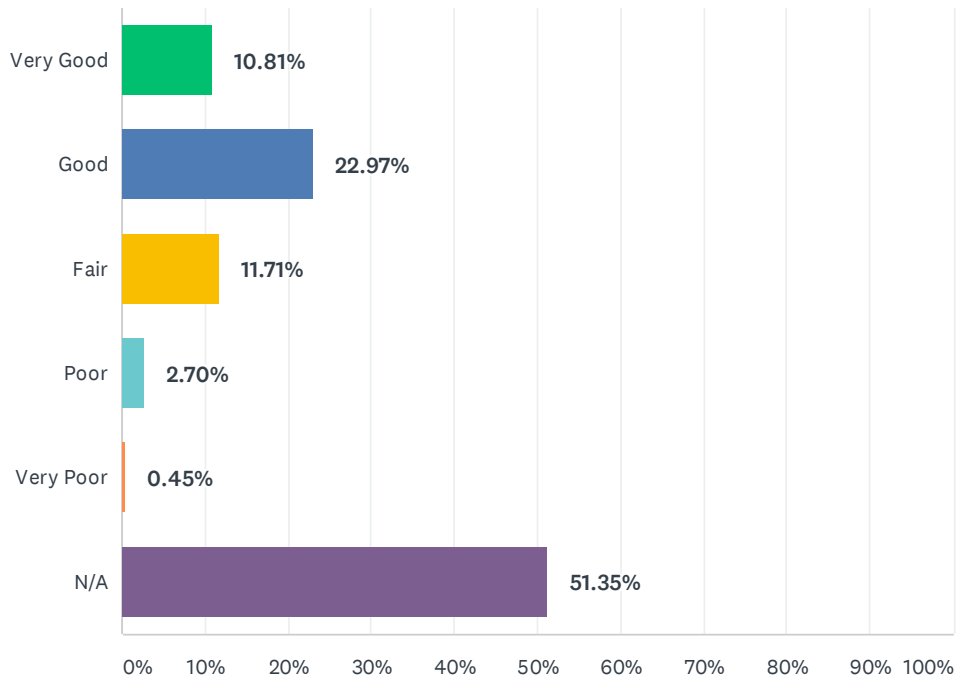
Answered: 221 Skipped: 85



ANSWER CHOICES	RESPONSES	
Very good	23.08%	51
Good	56.11%	124
Fair	17.65%	39
Poor	2.26%	5
Very Poor	0.90%	2
TOTAL		221

Q17 Overall, how would you rate the District mobile app?

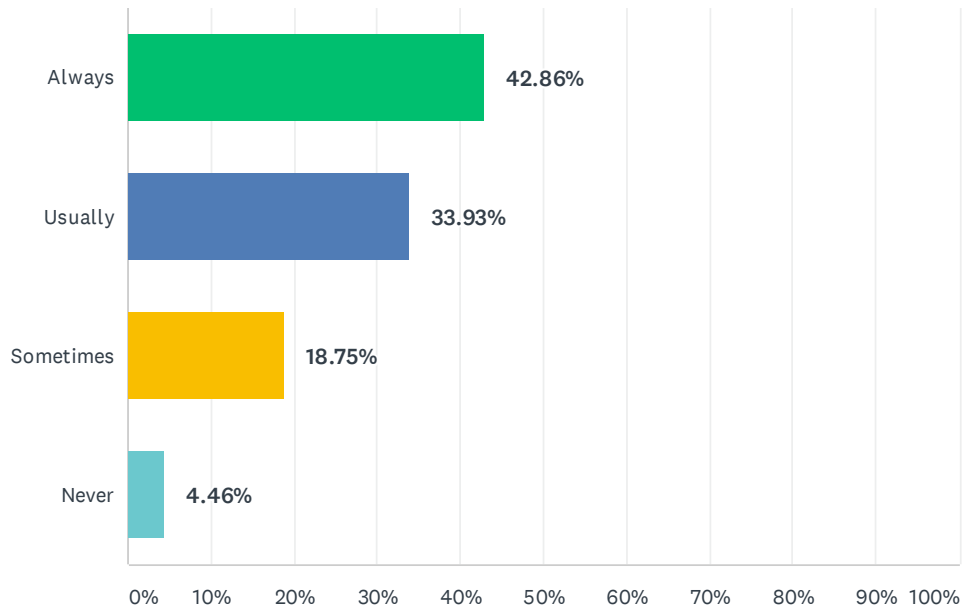
Answered: 222 Skipped: 84



ANSWER CHOICES	RESPONSES	
Very Good	10.81%	24
Good	22.97%	51
Fair	11.71%	26
Poor	2.70%	6
Very Poor	0.45%	1
N/A	51.35%	114
TOTAL		222

Q18 How often do you read the monthly FHSD eNews?

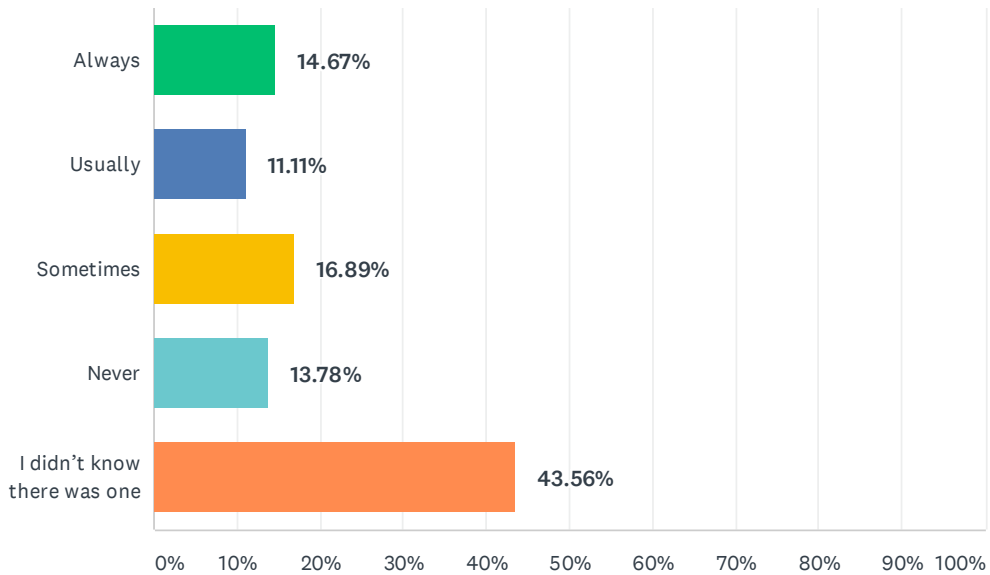
Answered: 224 Skipped: 82



ANSWER CHOICES	RESPONSES	
Always	42.86%	96
Usually	33.93%	76
Sometimes	18.75%	42
Never	4.46%	10
TOTAL		224

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?

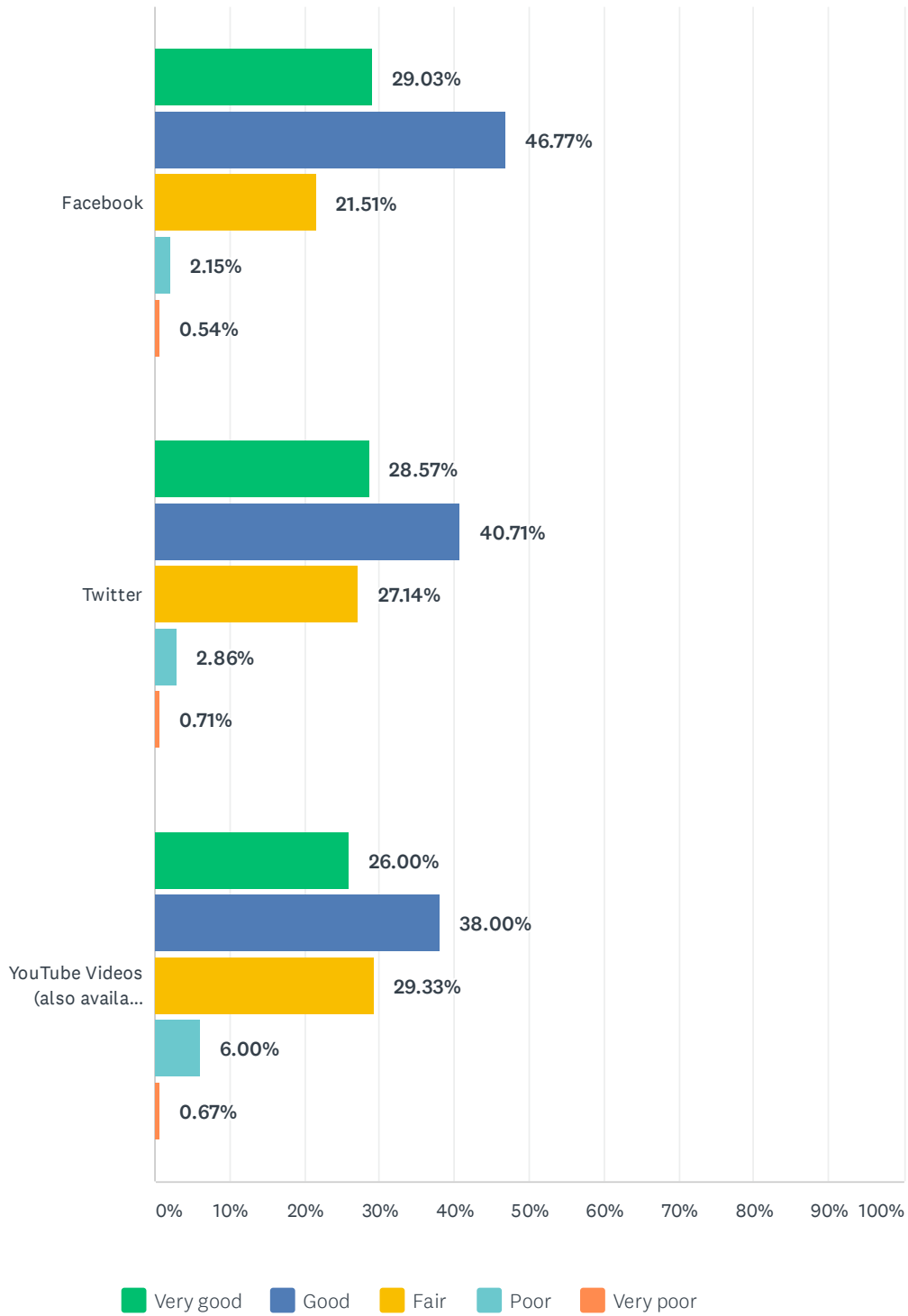
Answered: 225 Skipped: 81



ANSWER CHOICES	RESPONSES	
Always	14.67%	33
Usually	11.11%	25
Sometimes	16.89%	38
Never	13.78%	31
I didn't know there was one	43.56%	98
TOTAL		225

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

Answered: 190 Skipped: 116

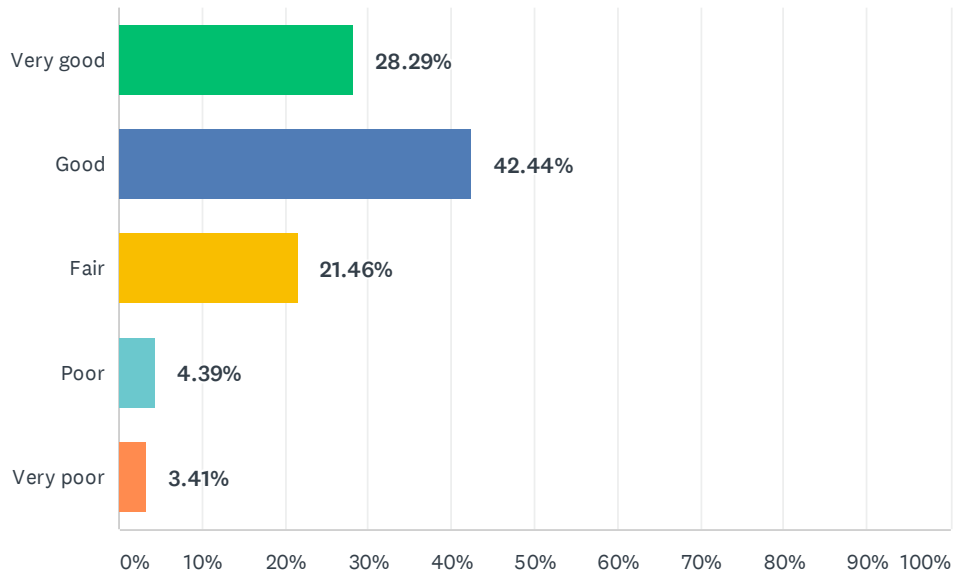


FHSD Communications Survey 2019-2020

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR	TOTAL
Facebook	29.03% 54	46.77% 87	21.51% 40	2.15% 4	0.54% 1	186
Twitter	28.57% 40	40.71% 57	27.14% 38	2.86% 4	0.71% 1	140
YouTube Videos (also available on Facebook)	26.00% 39	38.00% 57	29.33% 44	6.00% 9	0.67% 1	150

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

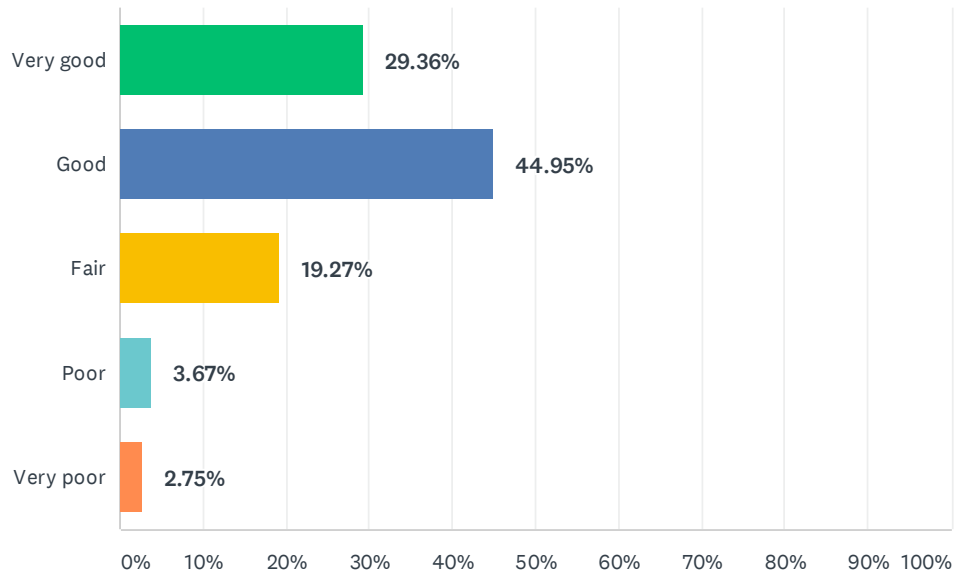
Answered: 205 Skipped: 101



ANSWER CHOICES	RESPONSES	
Very good	28.29%	58
Good	42.44%	87
Fair	21.46%	44
Poor	4.39%	9
Very poor	3.41%	7
TOTAL		205

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

Answered: 218 Skipped: 88



ANSWER CHOICES	RESPONSES	
Very good	29.36%	64
Good	44.95%	98
Fair	19.27%	42
Poor	3.67%	8
Very poor	2.75%	6
TOTAL		218