

1. What school do you represent?

		Response Percent	Response Count
Newton Early Childhood Program	<input type="checkbox"/>	4.8%	1
Angier	<input type="checkbox"/>	4.8%	1
Bowen	<input type="checkbox"/>	4.8%	1
Burr	<input type="checkbox"/>	4.8%	1
Cabot	<input type="checkbox"/>	4.8%	1
Countryside	<input type="checkbox"/>	4.8%	1
Franklin	<input type="checkbox"/>	4.8%	1
Horace Mann	<input type="checkbox"/>	4.8%	1
Lincoln-Eliot		0.0%	0
Mason Rice	<input type="checkbox"/>	4.8%	1
Memorial Spaulding	<input type="checkbox"/>	4.8%	1
Peirce	<input type="checkbox"/>	4.8%	1
Underwood	<input type="checkbox"/>	4.8%	1
Ward	<input type="checkbox"/>	4.8%	1
Williams	<input type="checkbox"/>	4.8%	1
Zervas	<input type="checkbox"/>	4.8%	1
Bigelow	<input type="checkbox"/>	4.8%	1
Brown	<input type="checkbox"/>	4.8%	1
F.A. Day	<input type="checkbox"/>	4.8%	1
Oak Hill	<input type="checkbox"/>	4.8%	1

Newton North		4.8%	1
Newton South		4.8%	1
<b>answered question</b>			<b>21</b>
<b>skipped question</b>			<b>0</b>

**2. What tools do you use to communicate with your parent community and how often do you use each tool? (Check all that apply).**

	Daily	Twice or more/week	Weekly	Bi-weekly	Monthly	As needed	Other	Response Count
Newsletter (paper)	0.0% (0)	0.0% (0)	12.5% (1)	25.0% (2)	0.0% (0)	12.5% (1)	50.0% (4)	8
Newsletter (electronic)	0.0% (0)	0.0% (0)	35.7% (5)	57.1% (8)	7.1% (1)	0.0% (0)	0.0% (0)	14
Email from PTO	0.0% (0)	20.0% (3)	0.0% (0)	13.3% (2)	13.3% (2)	53.3% (8)	0.0% (0)	15
Email/notice from room parent	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (12)	0.0% (0)	12
Email from principal	0.0% (0)	0.0% (0)	6.7% (1)	6.7% (1)	20.0% (3)	66.7% (10)	0.0% (0)	15
Website	33.3% (4)	8.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (6)	8.3% (1)	12
Flyers	0.0% (0)	6.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	93.3% (14)	0.0% (0)	15
Meetings	7.1% (1)	0.0% (0)	7.1% (1)	0.0% (0)	21.4% (3)	42.9% (6)	21.4% (3)	14
Other	0.0% (0)	0.0% (0)	100.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2
Other (please specify)								9
<b>answered question</b>								<b>16</b>
<b>skipped question</b>								<b>5</b>



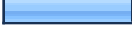

**3. Do you translate communications into language(s) other than English? If so, which tools do you translate? (Check all that apply)**

		Response Percent	Response Count
Don't translate to other language(s)		87.5%	14
Newsletter (paper)		0.0%	0
Newsletter (electronic)		6.3%	1
Email from room parents		0.0%	0
Email from PTO		0.0%	0
Email from principal		0.0%	0
Webiste		0.0%	0
Flyers		0.0%	0
Meetings		0.0%	0
Other (please specify)		12.5%	2
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>5</b>




**4. Must your principal approve your communications before you distribute them to parents?**

		Response Percent	Response Count
Yes		12.5%	2
No		62.5%	10
It depends (please elaborate)		25.0%	4
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>5</b>

## 5. How often do you update your website?

		Response Percent	Response Count
Daily		0.0%	0
<b>Several times/week</b>		<b>37.5%</b>	<b>6</b>
Weekly,		12.5%	2
2-3 times/month		18.8%	3
Monthly		0.0%	0
Less than monthly		0.0%	0
Other (please specify)		31.3%	5
		<b>answered question</b>	<b>16</b>
		<b>skipped question</b>	<b>5</b>

## 6. How do you update your website? (Check all that apply)

		Response Percent	Response Count
<b>Manually</b>		<b>75.0%</b>	<b>12</b>
Automated feed		18.8%	3
Other (please specify)		12.5%	2
		<b>answered question</b>	<b>16</b>
		<b>skipped question</b>	<b>5</b>



## 7. How often do you meet with your principal?

		Response Percent	Response Count
Twice or more/week		6.3%	1
Weekly		12.5%	2
<b>Bi-weekly</b>		<b>50.0%</b>	<b>8</b>
Monthly		18.8%	3
Every other month		12.5%	2
As needed		18.8%	3
Other		0.0%	0
	Other (please specify)		1
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>5</b>

## 8. How do you communicate with faculty? (Choose all that apply)

		Response Percent	Response Count
Directly		56.3%	9
<b>Via principal</b>		<b>81.3%</b>	<b>13</b>
Teacher/staff liaison to PTO		50.0%	8
Other		0.0%	0
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>5</b>

**9. Do you evaluate/collect feedback on your communications tools? If so what feedback have you received from your parent community?**

		Response Percent	Response Count
We do not collect feedback on communications tools		38.5%	5
<b>We do collect feedback</b>		<b>61.5%</b>	<b>8</b>

What feedback have you received (e.g regarding frequency, paper vs. online, content, etc.) 12

answered question 13

skipped question 8

**10. What are your biggest communications challenges?**

	Response Count
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15

answered question 15

skipped question 6

**Page 2, Q2. What tools do you use to communicate with your parent community and how often do you use each tool? (Check all that apply).**

1	we have used our website's homepage to share current information and have begun to implement a plan to reframe it and make it a more effective and useful tool of communication - drive our school community to use it as a resource, including event, school and PTO information, volunteer forms, payment submissions, and much more. We hope to launch it before February.	Nov 2, 2011 7:28 AM
2	We distribute paper copies of biweekly newsletter only to 12 or so families who prefer that to electronic version.	Nov 2, 2011 5:30 AM
3	Bigtent	Nov 1, 2011 6:01 PM
4	We have a weekly newsletter and monthly a note from the principal and co-presidents	Nov 1, 2011 12:16 PM
5	Weekly Monday Notices with only school info pertinent to that week	Nov 1, 2011 10:46 AM
6	The PTO posts PTO/NPS notices as needed to the PTO website, and these are emailed out automatically on the day they are posted. The Principal posts Principal notices as needed to the PTO website, and these are emailed out automatically on the day they are posted. The PTO posts Community Notes as they come in (during the week), and these are emailed out automatically (to those parents who subscribe to them) weekly, at 6PM on Sundays.	Nov 1, 2011 9:50 AM
7	We send out a weekly update and then do an expanded monthly newsletter.	Nov 1, 2011 9:40 AM
8	We use our website to promote all our events, as well as a way for parents to purchase tickets using PayPal.	Nov 1, 2011 9:34 AM
9	Sandwich board in front of the school.	Nov 1, 2011 9:16 AM

**Page 2, Q3. Do you translate communications into language(s) other than English? If so, which tools do you translate? (Check all that apply)**

1	We don't currently, but we have in the past. Japanese, chinese and spanish	Nov 4, 2011 10:36 AM
2	For event and other PTO information we often notify our ESL instructors to ensure communication reaches the families benefitting from their services. Our Cabot Connecting Families Committee members also reach out to ESL families, directly.	Nov 2, 2011 7:28 AM

**Page 2, Q4. Must your principal approve your communications before you distribute them to parents?**

1	Most communications are approved by the principal, unless it is a flyer that has been used previously.	Nov 3, 2011 7:40 PM
2	We send out most communications by email, and she doesn't pre-approve those. But, we do engage her and constantly communicate with her about our plans. We usually show her flyers that go in student folders before we send them home with the kids.	Nov 1, 2011 6:14 PM
3	Depends if it involves the teachers/students too, we need to inform her or if it's only parents and PTO communications we normally don't.	Nov 1, 2011 3:34 PM
4	The PTO posts as we wish, but we sometimes ask the Principal to review a post.	Nov 1, 2011 9:50 AM

**Page 3, Q5. How often do you update your website?**

1	Please see notes from previous question. Additionally, updates vary depending on what's happening. OUR goal is to have a website that can be updated more fluidly - several times/week.	Nov 2, 2011 7:30 AM
2	It is a range, depending on what we have going on. Each PTO Board member can post to the website.	Nov 1, 2011 6:15 PM
3	It updates with our newsletter posts and as needed for other things	Nov 1, 2011 12:18 PM
4	We are in a state of transition...our web site is very poor and in need of revamping.	Nov 1, 2011 10:13 AM
5	As needed - when documents such as meeting minutes or PTO forms are added, or when we are promoting a new event.	Nov 1, 2011 9:35 AM

**Page 3, Q6. How do you update your website? (Check all that apply)**

1	Sorry, not sure what this means.	Nov 1, 2011 6:15 PM
2	i don't know	Nov 1, 2011 9:59 AM

**Page 4, Q7. How often do you meet with your principal?**

1	Scheduled meetings are roughly every six weeks. But we stop in / touch base almost every day.	Nov 1, 2011 9:17 AM
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**Page 5, Q9. Do you evaluate/collect feedback on your communications tools? If so what feedback have you received from your parent community?**

1	Most people prefer online, but some people prefer paper and others do not give online contact information. People have said they don't find out about things but also that they don't read all online communication and sometime delete it before reading it.	Nov 4, 2011 10:40 AM
2	We have not solicited feedback this year. At the Back to School night for the 2010-11 school year, we surveyed parents to determine the best methods of communication. Their preferences were electronic, less paper, and frequency was non-specific. It seems that folks are used to having emails come in at a great rate to their Inboxes and they read or not depending on their interest or time availability. Our electronic communication is an 'opt-in' system at this point. For the most part, our communications are confirmed 'read' by approximately 1/3 of our subscribers. Our system, however, does not account for readership from hand-held devices. Additionally, for communication that MUST reach every family, urgently, which is infrequent, we distribute in paper form, electronic and sometimes, the principal uses the reverse 911 system. None of these systems individually has proven 100% effective, so it is our hope that a combined approach would successfully deliver a communication to everyone.	Nov 2, 2011 7:41 AM
3	People seem happy with what we are doing: newsletter, website, emails, flyers.	Nov 2, 2011 5:32 AM
4	We collected feedback at the end of last year and decided to make some changes to the format of our newsletter, and the Principal decided that she would send additional updates via email directly to parents. We heard that it is important to keep using multiple, frequent methods of communicating with parents,	Nov 1, 2011 6:20 PM
5	We do not have a specific format for obtaining feedback on communication tools. Parents can email PTO with comments, requests, and/or suggestions.	Nov 1, 2011 6:05 PM
6	This question is a problem as some parents prefers emails and some fliers, so we end up doing both most of the times.	Nov 1, 2011 3:38 PM
7	They complain about the quantity of emails from different school sources especially at the beginning of the school year.	Nov 1, 2011 2:29 PM
8	We have received a variety of perspectives. We have found our online newsletter and weekly email notices to be effective. We've been using this format for a few years so families are accustomed to it. We just went to bi-weekly instead of weekly. Mixed reviews. Harder for committees to plan ahead, longer newsletter; but reduced "noise" and focused messages more.	Nov 1, 2011 10:53 AM
9	People prefer receiving things online, but our readership is very LOW.	Nov 1, 2011 10:14 AM
10	Feedback on our as-needed, electronic communications is positive. A very few parents say we email too frequently, but we're getting pretty good at batching up notices so that they make for fewer emails in the week (generally 1 or 2 per week).	Nov 1, 2011 9:53 AM
11	We surveyed our community last year about our communications. Overall, parents were positive about our weekly electronic newsletter and periodic (once/twice a week) email blasts. Comments were that we could streamline the	Nov 1, 2011 9:41 AM

**Page 5, Q9. Do you evaluate/collect feedback on your communications tools? If so what feedback have you received from your parent community?**

weekly newsletter to make the articles and letters shorter. We are currently trying to vary the content to add focus articles from the school (i.e. book recommendations from the Librarian, Teacher's Corner, Did You Know?).

12 We have received very little feedback. We have tried a poll like this and less than 25 people responded. Nov 1, 2011 9:21 AM



**Page 5, Q10. What are your biggest communications challenges?**

1	1. some people don't give online contact information 2. people don't read it if it's not from teacher or principal	Nov 4, 2011 10:40 AM
2	Getting a significant percentage of families to read newzletters, emails.	Nov 3, 2011 7:42 PM
3	Ensuring that PTO communication is actually reaching the full school community. It's been difficult to balance 'overload' and repetition with not enough.	Nov 2, 2011 7:41 AM
4	Striking balance between too much from us and not getting the needed info out to people. We tend to err on side of not sending too much. Then when they do hear from us it means something and we get their attention.	Nov 2, 2011 5:32 AM
5	I think that we do a pretty good job at Franklin with communication, but it would be great to get people to read what we send home and respond without having to send multiple reminders. And, I'd love to eliminate paper communications.	Nov 1, 2011 6:20 PM
6	Limiting the frequency with which we email parents.	Nov 1, 2011 6:05 PM
7	To get people to respond and read emails.	Nov 1, 2011 3:38 PM
8	Getting people to read it.	Nov 1, 2011 2:29 PM
9	Getting people to read what we send out	Nov 1, 2011 12:19 PM
10	Balance of not too much, no too little. Keeping. Ommunications short and to the point so parents actually read and process info	Nov 1, 2011 10:53 AM
11	See above.	Nov 1, 2011 10:14 AM
12	I live in Boston so distance is an issue for me	Nov 1, 2011 10:00 AM
13	5% of our families have given us no way to reach them electronically. We are looking into offering a weekly paper notice to them, generated from our website. We are trying to rationalize the various school and PTO calendars so that people can see the layers they want.	Nov 1, 2011 9:53 AM
14	The balance between making sure that people are informed and inundating people with information.	Nov 1, 2011 9:41 AM
15	There is too much content. People only skim through what is delivered.	Nov 1, 2011 9:21 AM