MEXICO PUBLIC SCHOOLS
Communications Report

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CLIMATE & CULTURE SURVEY RESULTS. In December, our district administered five climate & culture surveys: certified staff, support staff, parents, students grades 4-5, and students grades 6-12. The surveys are one piece of various ways to promote a positive climate and culture. Results are posted on the school district website and will be sent to students and parents after the board meeting. Response rates are below. We had less parents and staff fill out the survey from last year. Ironically, we have a better communications system to reach our audiences this year. However, this could be a testament to the good work being done as people are not as apt to fill out surveys if they are content. The district will use the results to see how we are performing well, what areas arise of concern, and how to continuously improve to meet the goals of our district's strategic plan.

Is our response rate good?

A good response rate for an email survey is 30%.
A good response rate for an internal audience is 20-40%.

- **4-5th students:** 133/350 = **38%**
- **6-12th students:** 763/1170 = **65%**

- **Certified Staff:** 96/231 = **41%**
- **Support Staff:** 41/162 = **25%**

A good response rate for an email survey is 30%.
A good response rate for an external survey is 10-15%.

- **Parents:** 259/2494 =**10%** response rate

How was the survey shared?

- 4-5th Grade Students: Designated Class Time in December
  - Email & Teacher Direction
- 6-12th Grade Students: Designated Class Time in December
  - Email & Teacher Direction
- Parents: December 3 & December 12
  - Email, Text, PSQ App
- Staff: December 3 & December 12
  - Email, Text, PSQ App, Staff Newsletter x2

Note: The survey was not posted on social media, although some parents may have shared it there. School communication's best practice is to meet your audience directly; this was accomplished by using the school messaging system to send the survey and reminders directly to the contact information for staff, parents, & students.

DISTRICT STORIES. *District news stories are posted on the school website at mexicoschools.net. Scroll to the middle of the page and all stories are viewable.*

- January 22 - School Calendar Approved
- January 31 - Safety Patrol
- February 10 - Your Future is Bright Night
- February 11 - Literacy Night