
SANTEE SCHOOL DISTRICT

COMMUNICATIONS AUDIT – JUNE 2021



STEVEN BARATTE | COMMUNICATIONS



PURPOSE

- Gather data, opinions and perceptions from district stakeholder groups
- Determine themes and attitudes with regards to communication
- Generate recommendations to improve the effectiveness and management of communications based on gathered data and information



METHODOLOGY

- One-on-one interviews with all nine principals
- Group interviews with vice principals and school secretaries
- Parents, staff and community member surveys



RESULTS SUMMARY

- In general, communications are seen as positive throughout the district, at all levels
- It is notable that responses are consistent among all surveyed groups
- Communications have improved during the pandemic
- Improvement could be made in frequency and format of communications



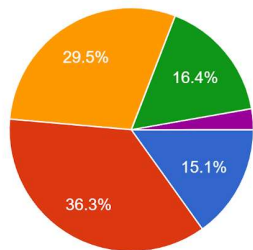
STAFF AND PARENT SURVEY

1. How informed are you about district events, news?
2. Where do you get most of your information about the district? (Select all that apply)
3. Which format would you prefer to receive news or updates? (Select up to three)
4. Is the communication you receive from the district relevant to your work?
5. Thinking about the frequency of communications, do you get information by (choices):
6. Do you have any suggestions for improving district communications?

STAFF – QUESTIONS 1 & 2

How informed are you about district events, news?

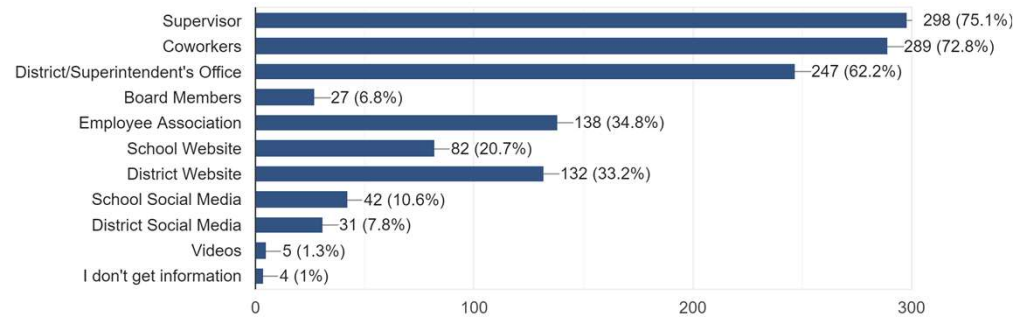
397 responses



- Extremely Informed
- Very Informed
- Mostly Informed
- Somewhat Informed
- Not Very Informed

Where do you get your information about the district? (Select all that apply.)

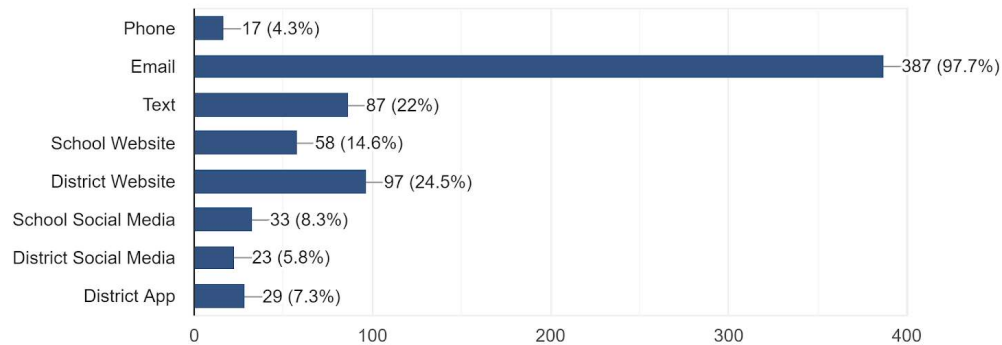
397 responses



STAFF – QUESTIONS 3 & 4

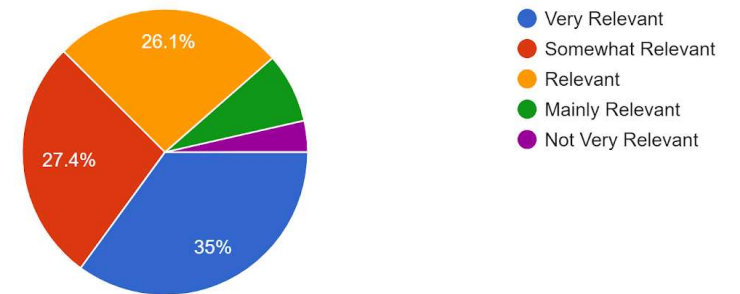
Which format would you prefer to receive news or updates? (Select up to three.)

396 responses



Is the communication you receive from the district relevant to your work?

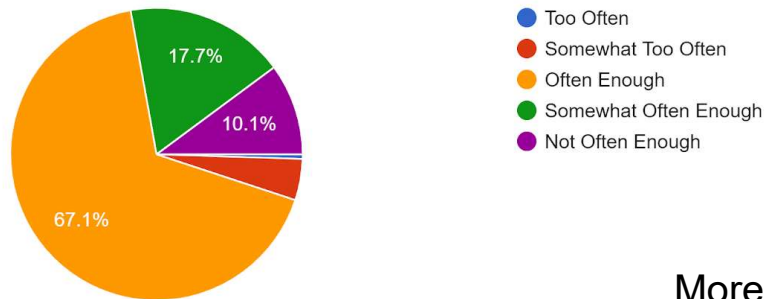
394 responses



STAFF – QUESTIONS 5 & 6

Thinking about the frequency of communications, do you get information:

395 responses



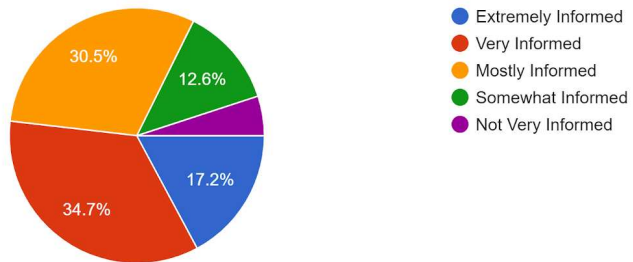
More than 100 responses for the open-ended question about ways to improve communications.

- Some were complimentary.
- Several people suggested getting information in a timely manner and ensuring communication is consistent across the district.

PARENTS – QUESTIONS 1 & 2

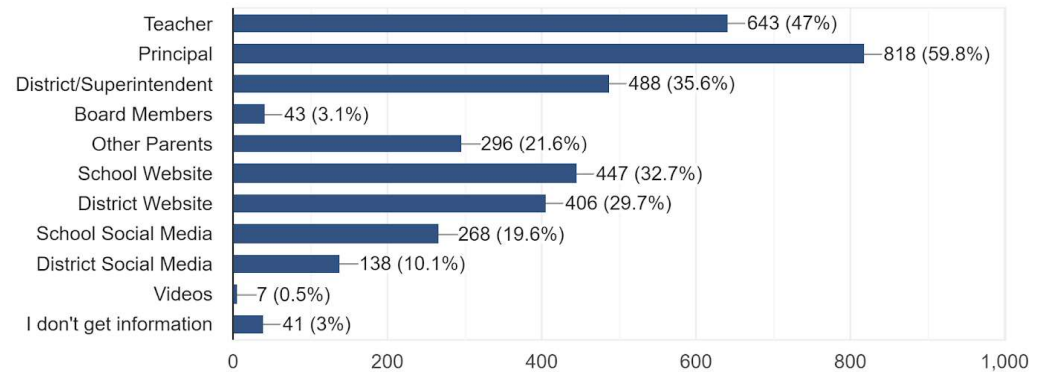
How informed are you about district news and events?

1,376 responses



Where do you get your information about the district? (Select all that apply.)

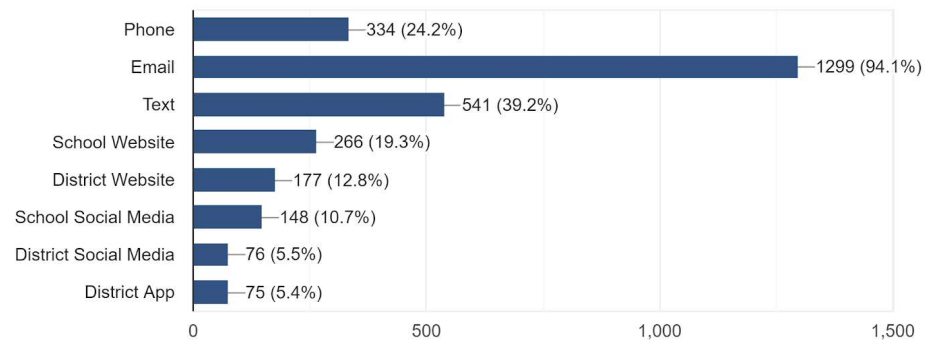
1,369 responses



PARENTS – QUESTIONS 3 & 4

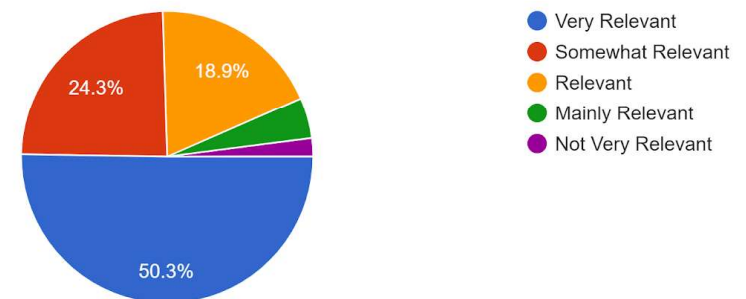
Which format would you prefer to receive news or updates? (Select up to three.)

1,381 responses



How relevant is the communication you receive from your school?

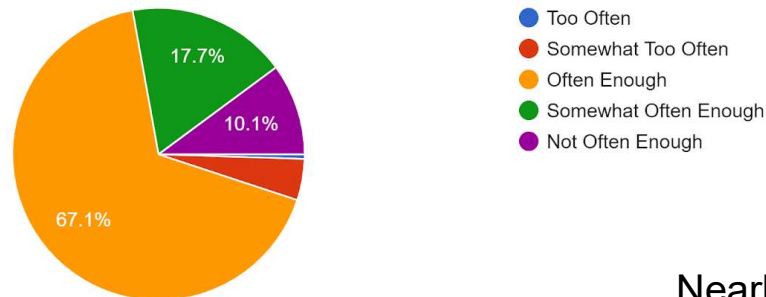
1,373 responses



PARENTS– QUESTIONS 5 & 6

Thinking about the frequency of communications, do you get information:

395 responses



Nearly 300 responses for the open-ended question about ways to improve communications.

- Some were complimentary.
- Mixed response – more/less communication; different format choices.



COMMUNITY SURVEY

- Respondents indicated that they received information from staff, district/superintendent's office, board members, parents, friends, school website, district website, and school social media evenly
- Respondents were satisfied with communications
- Response level was too low to draw any meaningful conclusions or make any recommendations

OPEN-ENDED QUESTION 6 – SUGGESTIONS FOR IMPROVING STAFF SAMPLING

- All principals and schools should hear the same information.
- Parent communications should be sent to staff too; first, if possible.
- Ensure all employees, classified, off-site, etc., have direct access to information.
- Ask staff in the field advice when making decisions and not just assume something or take advice from a select few. Have a wide range of perspectives.
- Capability for office/administration to text parents.
- Program directors should reach out directly to each staff member (email or text).
- District website needs to be easier to use.
- Provide Board meeting notifications and decisions made, in case you are unable to attend a meeting.

OPEN-ENDED QUESTION 6 – SUGGESTIONS FOR IMPROVING PARENT SAMPLING

- A dedicated school app would be good, but since not everyone is tech savvy, texts, emails, and "robocalls" are good to reach everyone who wants to be informed.
- Avoid duplicate communications.
- Ability to opt out of weekly calls; only want calls for emergencies.
- A "lively" communication from schools showcasing student work and highlighting teachers.
- Common district content embed in all school communications.
- Pre-board meeting notification and post-communication with a recap of decisions.
- Utilize various modes of communication, including social media, for news.
- Texting would be convenient as well.



RECOMMENDATIONS

Recommendation 1:

Communicate at least once a week to staff and parents

Recommendation 2:

Communicate with all staff

Recommendation 3:

Consider new modes of communication

Recommendation 4:

Centralize communication

Recommendation 5:

Contextualize the communication



QUESTIONS?

Contact

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