



**Brookfield Public Schools
OFFICE OF THE SUPERINTENDENT**



November 16, 2015

Dear Brookfield Public Schools Community,

There were 639 responses to the October 2015 Communications Survey. Thank you to all who participated in completing the survey.

The major learning for the district and schools includes:

- Most parents and high school students prefer to receive text messages versus emails regarding school or district updates.
- A majority of our learning community does not consistently read the local newspaper or view access television.
- Preference to establish a District Face Book page to post pictures, videos, important notifications, and to share the many district, school, team and individual accomplishments of our students and faculty.
- Requests to evolve the district website and to integrate the webpage more seamlessly with other social media, thus providing consistency among the schools.

The principals are currently reviewing the results of for their individual schools. I have attached the survey results for your review.

As part of our ongoing assessment of our communications, we are developing a comprehensive communication plan, which will be reviewed with the new Board of Education. Once finalized, the plan will be shared with all of you.

Thank you for your attention and survey feedback.

Sincerely,

John W. Barile, Sr.

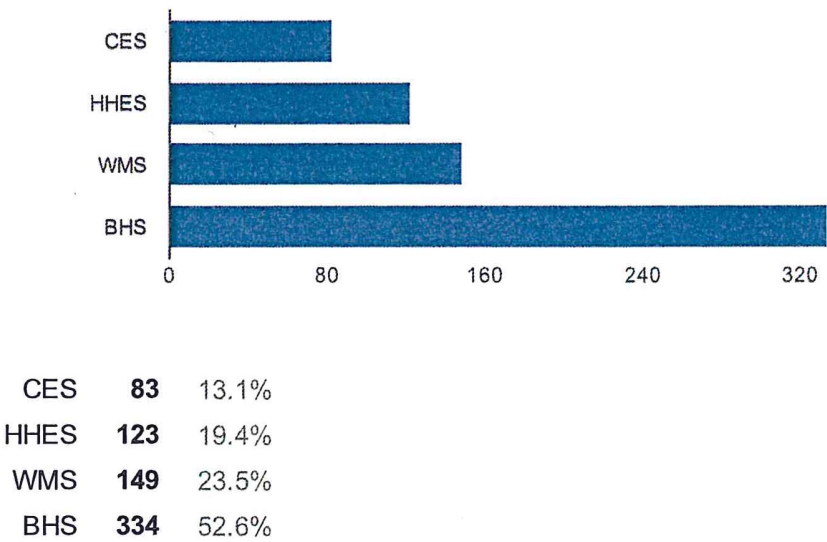
Superintendent

The sole reason for the existence of our profession is the student

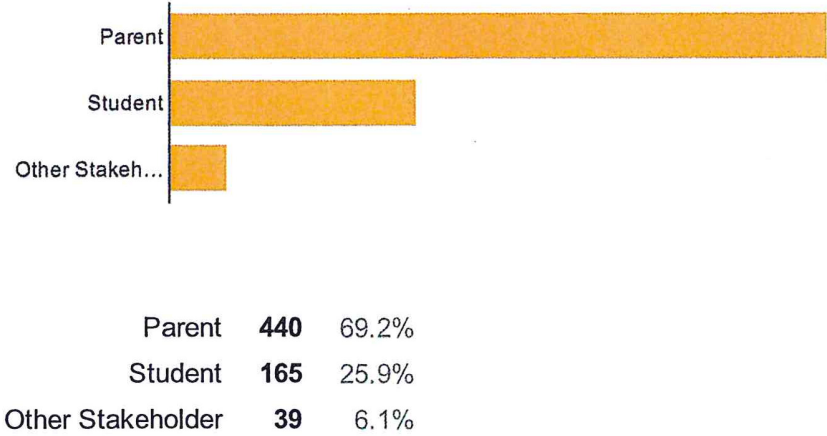
639 responses

Summary

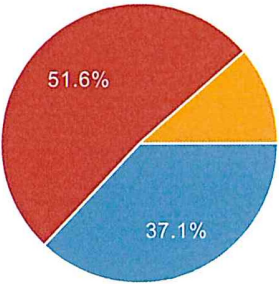
Please indicate the school to which you attribute this survey.



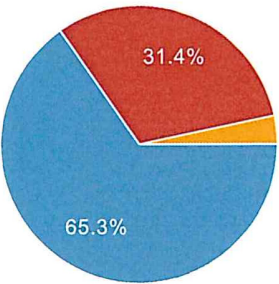
Please indicate your role in the district community.



I read the local community newspaper.

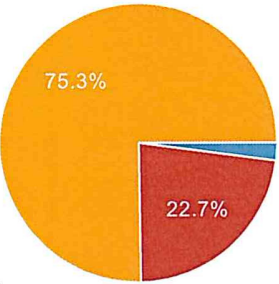


I watch community programming on local access television.



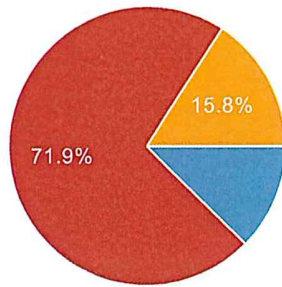
Never	414	65.3%
Sometimes	199	31.4%
Always	21	3.3%

I use text and/or instant messaging to communicate with family, friends and/or colleagues.

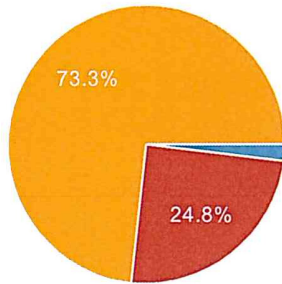


Never	13	2%
Sometimes	144	22.7%
Always	478	75.3%

When they're available, I watch digital videos posted on websites.

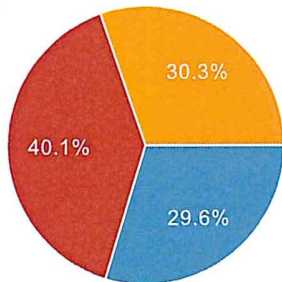


I access the internet from a mobile device such as a cellphone, iPad, iTouch or gaming device.



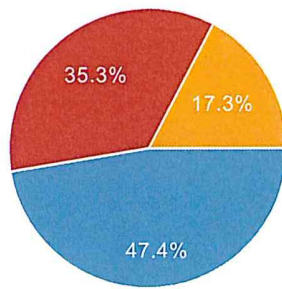
Never	12	1.9%
Sometimes	157	24.8%
Always	464	73.3%

I spend time networking with friends and family on Facebook.

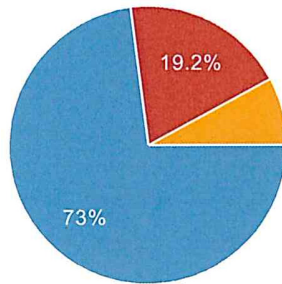


Never	187	29.6%
Sometimes	253	40.1%
Always	191	30.3%

I spend time interacting with businesses and/or community groups on Facebook.

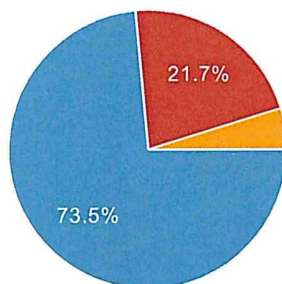


I spend time networking with friends and family on Twitter.



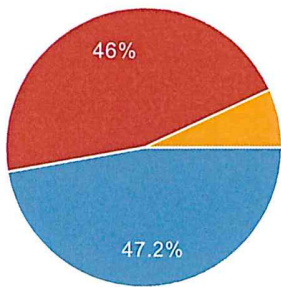
Never	464	73%
Sometimes	122	19.2%
Always	50	7.9%

I spend time following the updates of business and/or community groups on Twitter.



Never	467	73.5%
Sometimes	138	21.7%
Always	30	4.7%

I struggle to keep up with the important messages in my life.

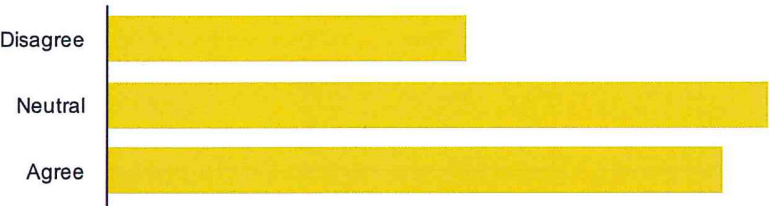


Our school communicates important information such as openings, closings and schedules in a timely and effective manner. [Please indicate the extent to which you agree with the statements below.]



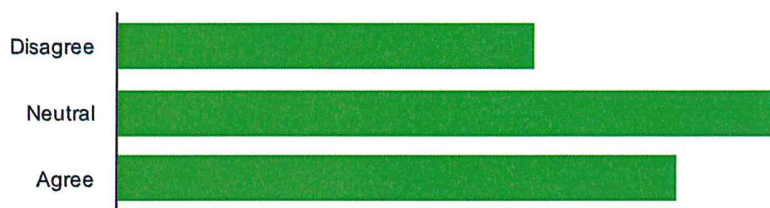
Disagree	61	9.7%
Neutral	105	16.6%
Agree	465	73.7%

Our school regularly communicates student successes including academic achievements, athletic championships, and visual and performing arts accomplishments. [Please indicate the extent to which you agree with the statements below.]

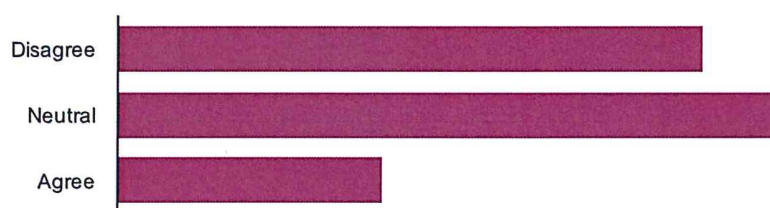


Disagree	137	22%
Neutral	251	40.4%
Agree	234	37.6%

Our school sells itself well by publicly sharing interesting course offerings and after school clubs. [Please indicate the extent to which you agree with the statements below.]

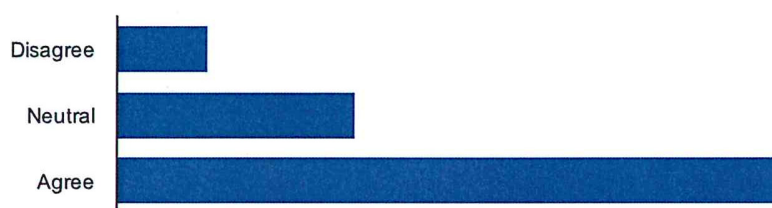


Our school regularly shares news about the qualifications and/or accomplishments of its educators. [Please indicate the extent to which you agree with the statements below.]



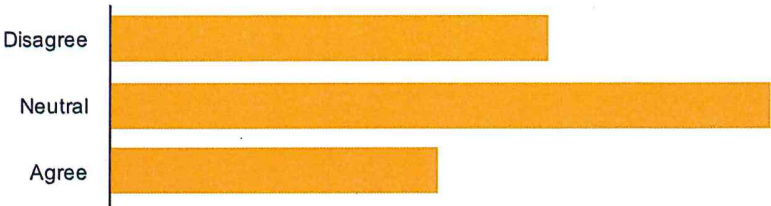
Disagree	240	38.7%
Neutral	271	43.7%
Agree	109	17.6%

I can receive messages from our school in a variety of different ways such as through my cell phone or mobile device, in print or from my computer. [Please indicate the extent to which you agree with the statements below.]

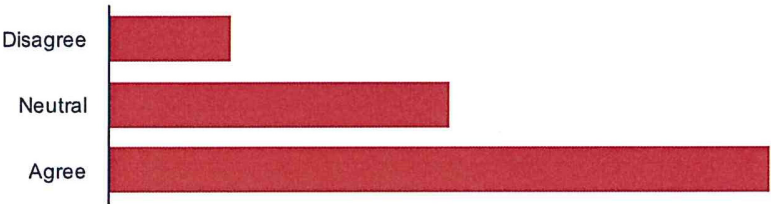


Disagree	58	9.3%
Neutral	150	24%
Agree	416	66.7%

Our school's website is an engaging destination. [Please indicate the extent to which you agree with the statements below.]

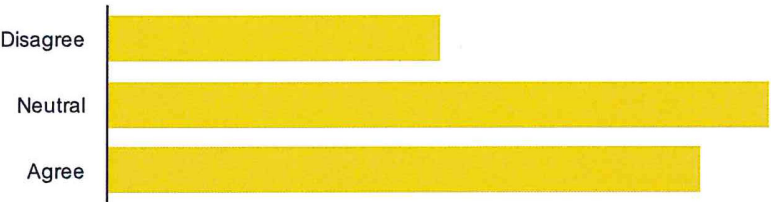


I would like to see more photos and videos of school happenings shared on our school's website. [Please indicate the extent to which you agree with the statements below.]



Disagree	67	10.9%
Neutral	187	30.4%
Agree	362	58.8%

I can find what I am looking for on the school or district website. [Please indicate the extent to which you agree with the statements below.]



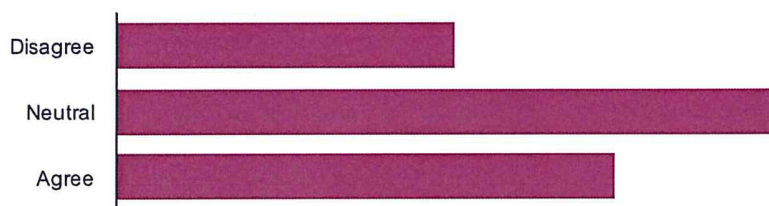
Disagree	130	21%
Neutral	258	41.7%
Agree	231	37.3%

I am satisfied with the way that I'm currently receiving messages from our school district. [Please indicate the extent to which you agree with the statements below.]



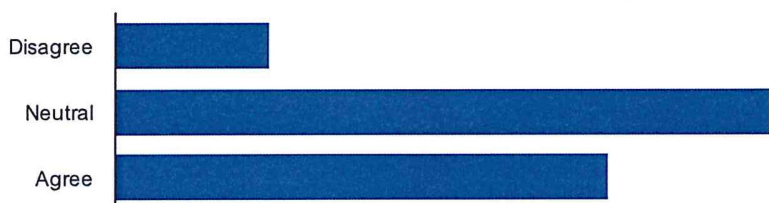
Disagree	68	11%
Neutral	215	34.8%
Agree	335	54.2%

The messages shared by our school regularly catch my attention and stand out from the messages shared by the other organizations such as businesses, community groups and workplaces in my life. [Please indicate the extent to which you agree with the statements below.]



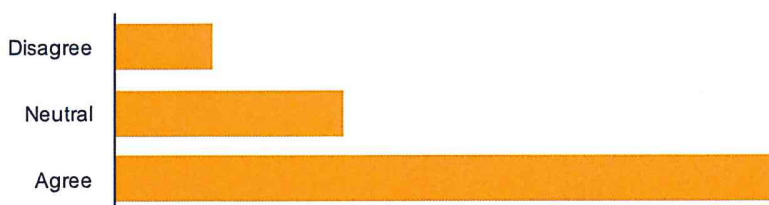
Disagree	139	22.6%
Neutral	271	44.1%
Agree	205	33.3%

Our school's messages leave me confident and proud to live in this community. [Please indicate the extent to which you agree with the statements below.]



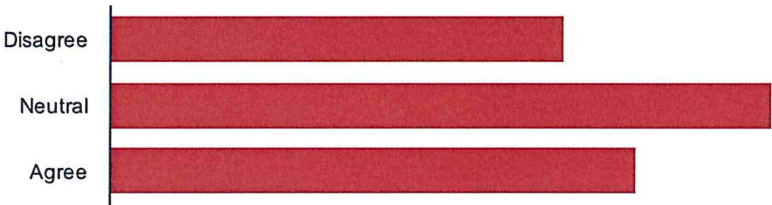
Disagree	73	11.8%
Neutral	312	50.5%
Agree	233	37.7%

My initial impression of my school is positive. [Please indicate the extent to which you agree with the statements below.]



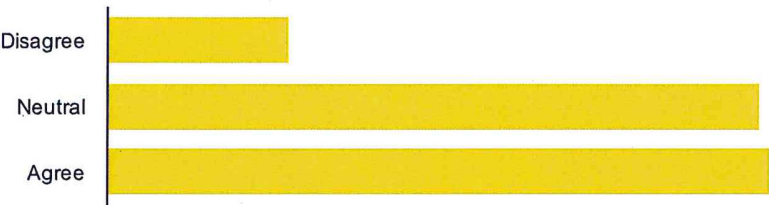
Disagree	62	10%
Neutral	144	23.3%
Agree	412	66.7%

I regularly make personal visits to my child's school. [Please indicate the extent to which you agree with the statements below.]



Disagree	166	27.6%
Neutral	242	40.3%
Agree	193	32.1%

Generally, if I email an administrator, I receive a response within 24 hours. [Please indicate the extent to which you agree with the statements below.]



Disagree	74	12.1%
Neutral	268	43.6%
Agree	272	44.3%

Generally, if I email a teacher, I receive a response within 24 hours. [Please indicate the extent to which you agree with the statements below.]



Disagree	63	10.3%
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