



Educational Service District 112

Staff Climate Survey Proposal

**Prepared by:
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School Perceptions

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Introduction to School Perceptions

School Perceptions LLC is a Wisconsin-based, independent educational research firm that works with school districts, regional service agencies, as well as state and national organizations. **Our mission is to help educational leaders gather, organize and use data to make strategic decisions.**

Since our founding in 2002, over 10,000 schools have used School Perceptions to collect millions of survey responses from students, staff, parents, non-parents and community stakeholders.

Project Leadership

Project management and survey development will be led by Bill Foster, the President and Founder of School Perceptions. After graduating from the University of Wisconsin – Platteville with dual degrees in Engineering and Business Administration, Bill served the Kelch Corporation for 14 years as Vice-President and General Manager. During his time at Kelch, Bill volunteered at a local high school, first working with special needs students and ultimately designing and teaching a class offered to gifted high school seniors. This is when Bill developed an appreciation and passion for education. Bill lives in West Bend, Wisconsin with his wife Mary and three boys.

Sue Peterson will provide strategic communications and additional project management support. Sue has an extensive background in community organizing, program development, grant writing and communications to School Perceptions. She received both her bachelor's and master's degrees from the University of Wisconsin – La Crosse. She has helped non-profits, governmental agencies and school districts with strategic planning, program and charter school development, fundraising, referendum planning and branding. Her work has been featured in both state and national education journals and has received accolades for educational innovation and best practices.

Also working on project management and survey development will be Chelsea Davis, the Research Analyst at School Perceptions. Chelsea graduated from the University of Wisconsin – Whitewater with a degree in Business Administration. While at UW-W, Chelsea played on and captained the Women's Golf Team. She continued her tenure with the team for two more years as the Assistant Head Coach. After graduating, Chelsea spent two years working at Eco-Latch Systems LLC, a company that produced sustainable packaging products for the purpose of maximizing efficiency and lowering material costs during work in process.

Providing software and technical support is Dr. Tim Mikula, Vice President of Technology for School Perceptions. Tim has been a school board member for ten years and a business partner for five years. Prior to joining School Perceptions, Tim was the president and CEO of System Management Software, Incorporated, a software company he founded in 1989 and later sold. In addition to private consulting, Tim has served as an adjunct professor of Computer Science and Statistics at St. Thomas University in St. Paul and as an analyst and consultant for 3M where he focused on Artificial Intelligence product development. He earned his bachelor, masters and doctoral degrees in Computer Science, with minors in Cognitive Science and Artificial Intelligence, from the University of Minnesota.

Six Major Strengths

School Perceptions has a proven record of excellence. The following is a summary of six factors that uniquely position School Perceptions to meet the needs of the Educational Service District 112 and the School Districts they serve.

- 1) **An objective and unbiased process:** Many times, surveys that are designed and administrated by a District are perceived as biased. Consequently, the results are deemed unusable, thus breaking trust with the community and undermining the entire process. By using an objective, independent firm like School Perceptions, the process and results are viewed as credible.
- 2) **A proprietary survey platform:** School Perceptions' web-based survey platform has been built from the ground up to serve the unique needs of school districts. Our system has been proven to be extremely reliable and includes a survey access control system to ensure that an individual can only take the survey once. A paper version of the survey is also available for those without Internet access.
- 3) **Comparable and longitudinal data:** The School Perceptions survey system allows schools to easily compare their results with other schools: If 80% of your staff feel safe at school, is that good or do you have a problem? By using our Master Questions®, we can provide question-level comparisons to other schools of similar size and social-economic settings; however, individual school names are never shared. If the District uses the same survey questions over multiple years, our system will create longitudinal (year over year) comparison reports.
- 4) **A proven key stakeholder engagement process:** We believe the process of asking questions works in two ways. Our process provides valuable insight into the key stakeholders, while at the same time educating people about the District. Our experience has shown that asking the right questions in the right way is central to the success of the project.
- 5) **A plan after the survey:** Gathering good data is only half of the challenge. Using the data to develop an effective plan after the survey is critical to the project's success. We are committed to working with your District to develop a realistic plan of action.
- 1) **A dedication to service and support:** Technology/information specialists available Monday-Friday, 8am-5pm CT. 24 hour, 365 days per year real-time monitoring of company servers. Our staff is dedicated and ready to help your team through each step of the process.

Project Background

Educational Service District 112 serves 30 school districts in six counties in Southwest Washington including one district with 7 schools that would like to quantify staff satisfaction/engagement and identifying areas for improvement. The survey would include all staff members, including administration, instructional and support staff. ESD 112 and the district has developed a survey draft containing eight sections containing a total of 55 multiple-choice questions (agree/disagree) plus an open-ended question for each section.

Project Fees

Phase 1 – Project Management (\$85/hour)

Key elements:

We will work with the District's leadership team to:

- ✓ Define overall objectives
- ✓ Develop the project timeline with key milestones and assignments
- ✓ Provide assistance in developing the survey promotion/communication materials
- ✓ Conduct survey review sessions to customize/refine the survey as needed
- ✓ Secure email list

Phase 2 – Administration (\$750)*

Key elements:

- ✓ Program content utilizing the School Perceptions proprietary software system for all staff members (instructional, support, administrative)
- ✓ Survey distribution via email, personalized letter (hard copy) and/or kiosk code
- ✓ Provide question branching if needed
- ✓ Daily data back-up & all software maintenance

Phase 3 – Online Results Access (Included)

Key elements:

- ✓ Create individualized passwords for school, district and ESA results access
- ✓ Provide full segmentation/reverse segmentation capabilities of online data
- ✓ Telephone assistance to access and analyze results

** Does not include printing or postage*

Other services available for an additional fee:

1) **Written report:** \$400

The report is provided within one week after the survey closes and includes:

- a. Process overview
- b. Demographics
- c. Summary of all data disaggregated by key subgroups
- d. Index analysis by school by subgroup

2) **Comment Analysis:** School Perceptions will organize the respondents' comments into "themes," or topics commonly mentioned, and a sampling of comments will be provided for each theme. This analysis will be charged at \$250.

3) **Additional data analysis:** Additional cross-tab or longitudinal analysis and/or in-depth comment analysis will be charged at \$60/hour.

Please call 262.644.4300 ext. 7000 if you have any questions. If the proposal is acceptable, please sign and date below and fax it to 262.299.0333.

Sincerely,



Bill Foster
School Perceptions LLC

Proposal Accepted: **Educational Service District 112**

Signature: _____ Date: _____