



EDUCATIONAL SERVICE DISTRICT 112

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Woodland Public Schools Climate Survey Update

Date: April 24, 2015
To: Woodland School Board of Directors
Subject: Climate Survey Update
From: Lori Simpson and Sarah Coomber, ESD 112 Communications & Public Engagement

Background

We have been working with Board members Jim Bays and Tina Cayton to create a climate survey for Woodland Public Schools staff. A draft survey is attached for Board review and consideration.

ESD 112 has proposed administering the survey using a third-party research firm, School Perceptions (<http://schoolperceptions.com/>). Founded in 2002 and based in Slinger, Wisconsin, School Perceptions specializes in conducting surveys for schools, educational service agencies, communities and state-level organizations. It helps organizations gather, organize and use data to make strategic decisions.

Methodology

Company president Bill Foster says School Perceptions' survey process is designed to protect participants' anonymity—the District would not be able to trace back individual results or comments—and ensure that each respondent fills out the survey only once.

Additionally, School Perceptions' process enables the resulting data to be mined, so districts are able to understand problems and successes, determine where they are most prevalent and then establish priorities—school by school.

Options

There are two options for the Board to consider:

1. Proceed with a completely customized survey, which is attached.
2. Proceed with a hybrid survey.

A hybrid survey would comprise School Perceptions' pre-made Climate Insights Survey, which contains many items that are nearly identical to the ones in our draft survey. Plus we could insert additional items the Woodland School Board would like to include. The benefit of using School Perceptions' established survey as a base is that Woodland Public Schools would be able to compare its survey results on the pre-made items with results from similar districts.

(You can view a sample Climate Insights Survey here:

<http://www.schoolperceptions.com/spAppSurvey/DL?loginId=HCSQ-SH7Y-4RXD-K3T7.>)

Either way, ESD 112 would manage the survey process and provide oversight on behalf of the District.

Timeline

When there is no customization, the survey can be finalized, distributed and completed within a week. We expect that customization will only take a few extra hours, so if the Board chooses this direction and approves the survey language, we should be able to launch it by the following week. If the Board gives final approval May 11, we propose the survey be open from Monday, May 18 to Monday, May 25. At the beginning of that week all staff members would receive emails, each containing a unique link with a code that can be used only once. Non-responders would also receive a follow-up reminder email.

Once the survey is closed, results will be gathered and summarized. A preliminary report and timeline for next steps will be emailed to staff prior to the last of day of school, June 19.

Cost

We are attaching two proposals from School Perceptions. The first reflects use of the pre-designed Climate Insights Survey, and the second covers the use of a completely customized survey, which would be built at \$85/hour. School Perceptions' Foster said he does not anticipate the cost of the custom survey (proposal 2) exceeding that of a standard survey (proposal 1). The cost of a hybrid survey would be the cost of the base survey plus an additional \$85/hour, with no more than two or three hours anticipated.