

Understanding Our District Through the Eyes of Our Families and Staff

West Clermont Schools Perception Data
December 2020-February 2021



Understanding Our District Through the Eyes of Our Families and Staff:

West Clermont Schools Perception Data

AREA OF FOCUS	QUESTION	DATA SOURCE(S)*
District Communication	<i>How are we doing in keeping you informed at the district level? What suggestions or new ideas do you have about how the district can best communicate with you?</i>	Targeted surveys to both staff and families
Overall Satisfaction with District	<i>Considering your complete experience, how likely would you be to recommend our organization to a friend or colleague?</i>	Net Promoter Score (NPS) Survey
District Strengths and Areas for Growth	<i>What does West Clermont do well and what improvements would you like us to consider?</i>	Thoughtexchange NPS follow-up
Current State of the District	<i>Staff: After watching the State of the Schools presentation, what questions do you have for the superintendent and treasurer?</i>	Thoughtexchange with staff
Priorities of School and District Leaders	<i>As we develop our vision for the future, what do you think are the major issues and trends we should consider?</i>	Thoughtexchange with school principals and assistant principals

* Data collection occurred during December 2020, January 2021, & February 2021



District Communication

How are we doing in keeping you informed at the district level? What suggestions or new ideas do you have about how the district can best communicate with you?



District Communication Survey

Data Source: Targeted Survey to Staff

Staff Preferred Communication Formats:

- Email
- Text
- Phone
- #WCWednesday
- District Website

Key Ideas from Staff Feedback:

- Whenever possible, share information first with staff and then parents.
- Communication has become a strength for the district and it is appreciated.
- Strong support and favorable opinions for the weekly #WCWednesday Staff Update.
- An area for improvement would be having the ability to search archives for specific information in the #WCW.
- Staff values in-person visits and the importance of visibility of district leadership.
- In general, there are too many ways for staff to receive information and no central “place” for them to find things.
- Strong support for district-level texts/mobile notifications with important information and reminders.
- Positive sentiment for Superintendent Articulation Meetings. Helps staff to feel “in the loop.”



District Communication Survey

Data Source: Targeted Survey to Families

Families Preferred Communication Formats:

- Email
- Text
- Phone
- District Website
- Facebook
- Schoology
- WolfPack Hub

Key Ideas from Family Feedback:

- Overall communication from the district is rated very positively.
- Quality and frequency of district communication has increased
- Areas for improvement in district communication include making sure messages/text:
 - Are short in length and direct
 - Are clear and simple to understand
 - Include bullet points
 - Have important information highlighted or written in bold
 - Are targeted to specific audiences whenever possible (*ie. Only send high school info to high school families, etc.*)
 - Include information for all groups of students (*ie. Don't forget preschool, WCOA, Live Oaks, etc.*)
- While they appreciate the district's attempt to share information in lots of different ways, many also feel there are too many places they have to go in order to make sure they know everything. There should be one central place for families to go for everything (*ie. WolfPack Hub*)



Overall Satisfaction with District

Considering your complete experience, how likely would you be to recommend our organization to a friend or colleague?



Overall Satisfaction with District

Data Source: Net Promoter Score (NPS) Survey from CF EdSolutions

The district opted into a pilot with CF Edsolutions to look at stakeholder satisfaction through the Net Promoter Score (NPS) Survey.

Both families and staff answered the question, *“Considering your complete experience, how likely would you be to recommend our organization to a friend or colleague?”*

The range for an NPS is from -100 to 100. An NPS above 0 is considered to be “good,” an NPS above 30 is “great,” and an NPS above 70 is “exceptional.”

West Clermont's NPS Results

- Overall external score: 3
- Overall internal score: 18

CF EdSolutions then engaged with families and staff through a Thoughtexchange to dig down deeper into the meaning of the scores.

Number of Responses: 1,700



District Strengths and Areas for Growth

What does West Clermont do well and what improvements would you like us to consider?



Staff Overall Satisfaction (NPS Follow-Up)

Data Source: Thoughtexchange from CF EdSolutions to Staff

DISCOVER
DASHBOARD

CF Educational Solutions



OVERVIEW

To staff: What does West Clermont Schools do well and what improvements would you like us to consider?



Staff Overall Satisfaction

Themes that Emerged with Staff in the Thoughtexchange

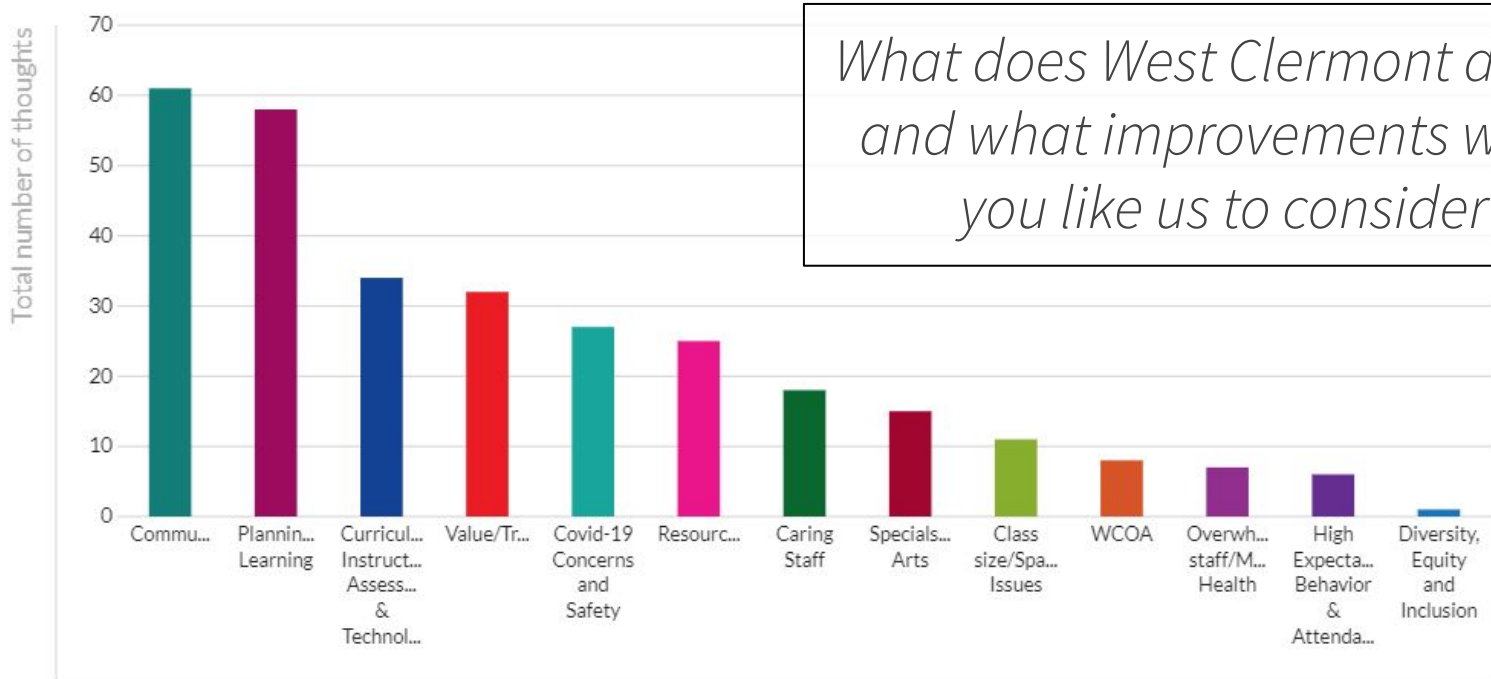
- Communication
- Planning Time/Collaboration/Professional Learning
- Curriculum, Instruction, Assessment & Technology Integration
- Value/Trust
- COVID-19 Safety Concerns
- Resources (lack of)
- Caring Staff
- Specials/Cultural Arts
- Class Size
- WCOA
- Overwhelmed Staff/Mental Health
- High Expectations/Behavior & Attendance
- Diversity, Equity & Inclusion

To see all of the thoughts that were submitted for each theme, [click here](#).



Staff Overall Satisfaction

Thoughtexchange Themes Breakdown



To see all of the thoughts that were submitted for each theme, [click here](#).

Number of Participants:

381



Families Overall Satisfaction (NPS Follow-Up)

Data Source: Thoughtexchange from CF EdSolutions to Families

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DASHBOARD

CF Educational Solutions



OVERVIEW

To parents and community: What does West Clermont Schools do well and what improvements would you like us to consider?



Families Overall Satisfaction

Themes that Emerged with Families in the Thoughtexchange

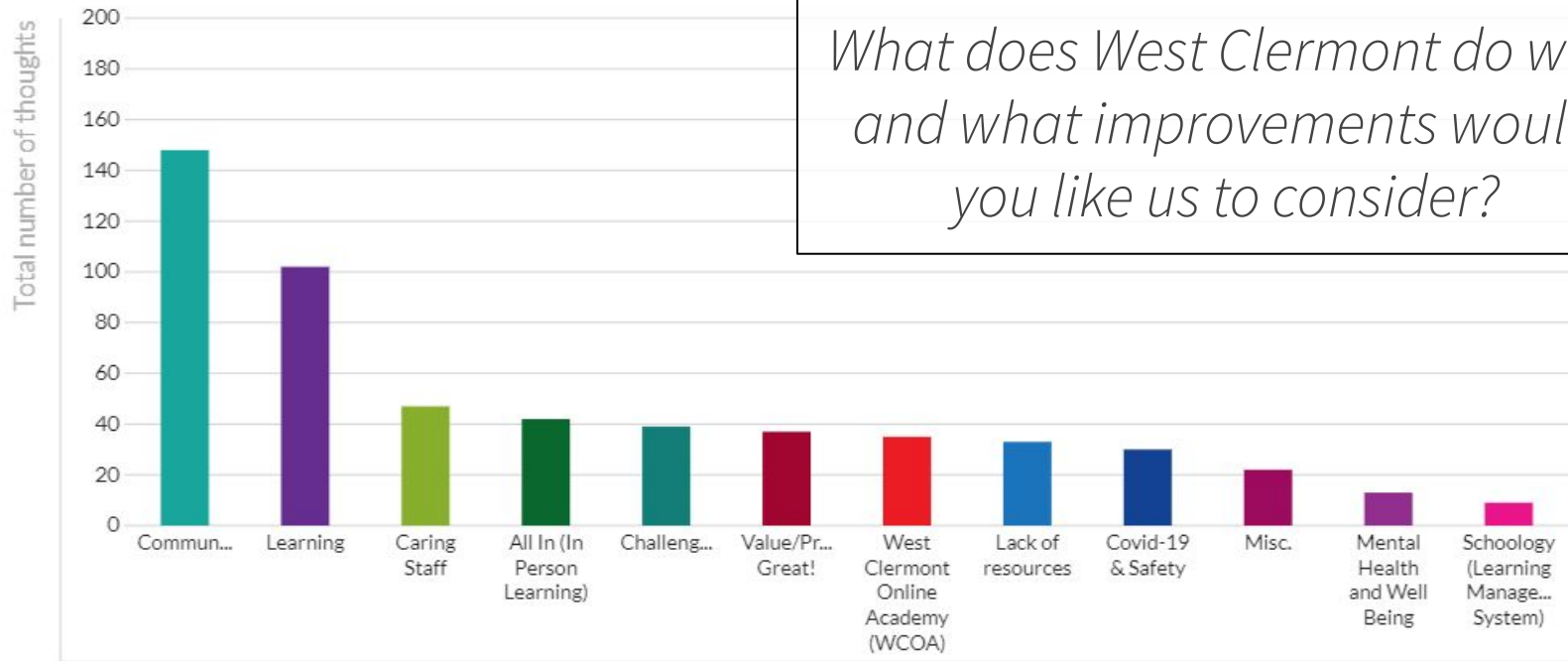
- Communication
- Learning
- Caring Staff
- Challenges
- All-In (in person learning)
- Value/Pride/Doing Great
- WCOA
- Lack of Resources
- COVID-19 & Safety
- Mental Health & Wellness
- Schoology

To see all of the thoughts that were submitted for each theme, [click here](#).



Families Overall Satisfaction

Thoughtexchange Themes Breakdown



To see all of the thoughts that were submitted for each theme, [click here](#).

Number of Participants: 1,111



Current State of the District

After watching the State of the Schools presentation, what questions do you have for the superintendent and treasurer?



Current State of the District

Data Source: Staff Thoughtexchange

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West Clermont Local School District



OVERVIEW

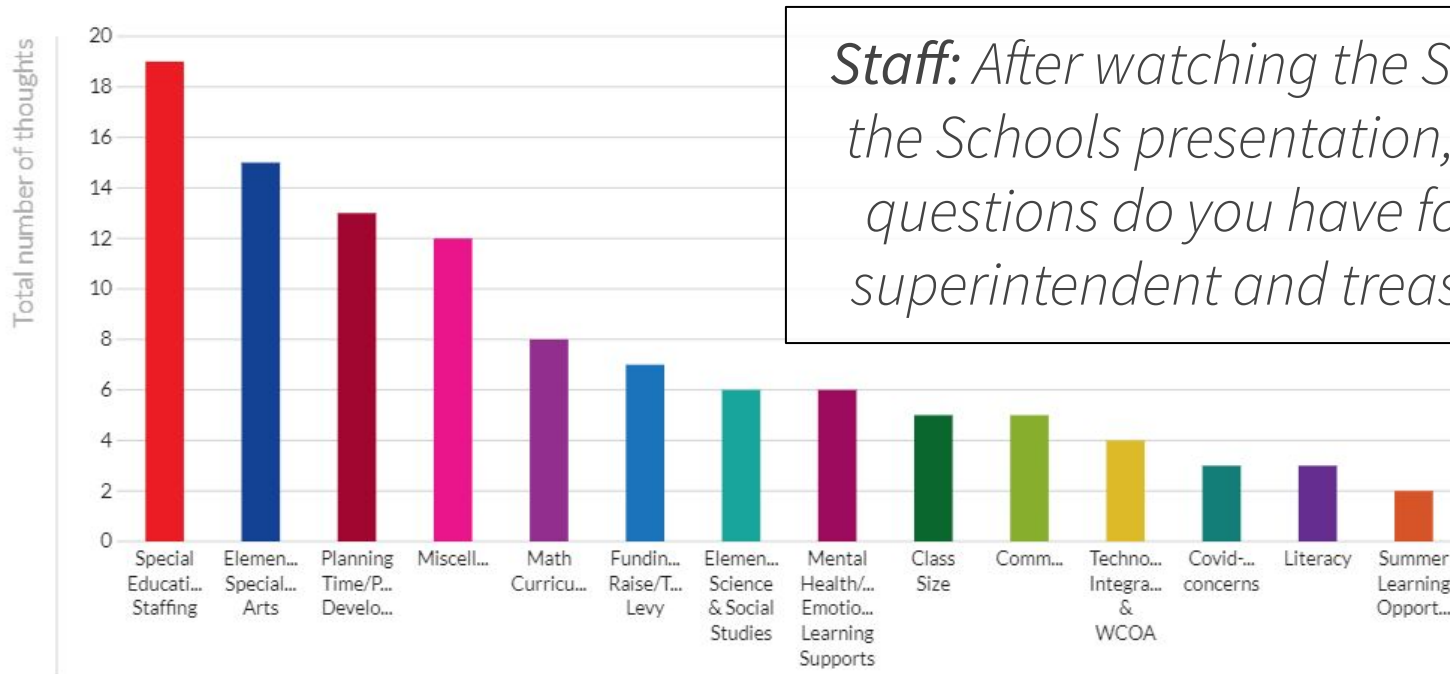
After watching the staff version of the State of the Schools Presentation, what questions do you have for the superintendent and treasurer?

-  105 Participants
-  108 Thoughts
-  2,968 Ratings



Current State of the District

Staff Thoughtexchange Themes Breakdown



To see all of the thoughts that were submitted for each theme, [click here](#).

Current State of the District

Themes that Emerged with Staff in the Thoughtexchange

- Special Education Staffing
- Elementary Specials/Arts
- Planning time and professional development
- Math Curriculum
- Funding/Pay Raise/Tax Levy
- Elementary Science and Social Studies
- Mental Health/Social Emotional Learning Supports
- Class Size
- Communication
- Technology Integration & WCOA
- COVID-19 Concerns
- Literacy
- Summer Learning Opportunities

To see all of the thoughts that were submitted for each theme, [click here](#).



Priorities of School and District Leaders

As we develop our vision for the future, what do you think are the major issues and trends we should consider?



Priorities of School and District Leaders

Data Source: Thoughtexchange with Principals and District Leaders

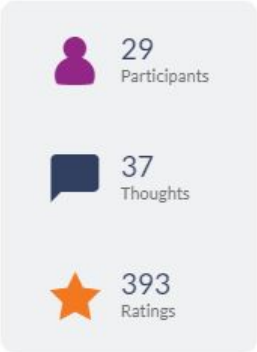
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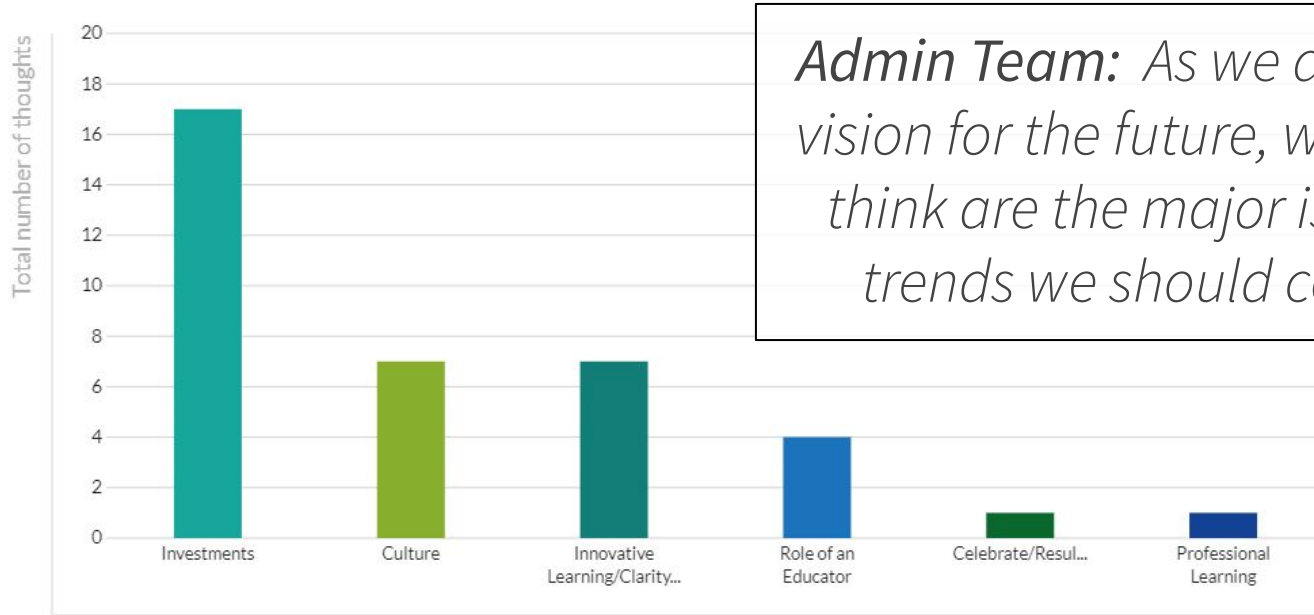
OVERVIEW

As we develop our vision for the future, what do you think are the major issues and trends we should consider?



Priorities of School and District Leaders

Admin Thoughtexchange Themes Breakdown



Admin Team: As we develop our vision for the future, what do you think are the major issues and trends we should consider?

To see all of the thoughts that were submitted for each theme, [click here](#).

Priorities of School and District Leaders

Themes that Emerged with Admin in the Thoughtexchange

- Investments
 - *Top thoughts: Professional learning, intervention, reading specialists, counselors, community mentors, specials, APs, social-emotional learning, mental health, data system, planning time, attendance help, staffing, class size, math curriculum, people*
- Culture
- Innovative Learning/Clarity/Portrait Of A Graduate
- Role of an Educator
- Celebrate/Results/Progress
- Professional Learning

