

Notes for interpreting survey scores:

Strengths

- Scores of 67% favorable are generally considered strengths
- Scores of 75% + favorable are generally considered real strengths
- Compare favorable percentages for your location to a district or national average. Five percent above is a relative strength while 10% above is a very positive strength.
- Review top 10 highest rated items for your location. Identify those that are not among the top 10 highest rated items for either the national or district sample. These tend to be significant strengths of your organization.

Opportunities

- Scores of 20% - 30% unfavorable are generally considered an area for improvement
- Scores of 30%+ unfavorable are generally considered an area for immediate improvement
- Compare unfavorable percentages for your location to a district or national average. Five percent below is an opportunity for improvement while 10% below is a significant risk that should be explored further.
- Review 10 lowest rated items for your location. Identify those that are not among the 10 lowest rated items for either the national or district sample. These tend to be significant weaknesses in your organization.

High Neutrals

- High neutral scores can indicate one of several things. Most notable high neutrals indicate a degree of apathy or ambivalence relate to the topic. High neutrals are typically thought to be either an opportunity in that an organization can sway the thinking of a large percent of the population by addressing the topic or a threat if the topic remains unaddressed (and the stakeholder group becomes even less satisfied).

The notes above are based on the assumption that each location has a significant sample of at least 30 respondents per category. While breakdowns in the data for groups of less than 30 can be interesting, one must consider this data to be anecdotal.

Stakeholder Survey: Next Steps

Once survey data is collected, many schools and school district believe that the hard work is over. Nothing could be farther from the truth. The real work comes in the work that follows the survey. The specific actions taken will be unique to each school and school district. However, the general approach that we believe works best consists of the following steps:

Develop the Complete Picture

Often the survey data will beg more questions than it answers. Small group discussions, one-on-one interviews and focus groups on great ways to ensure that you know what the real issues are. It is critical to not assume you know what survey data is telling you. Ask first and gather the full story.

Summarize the Findings

You will rarely share raw survey data or focus group data. The team should develop a succinct and informative summary that seeks to isolate key findings and prioritize what those findings are. Properly done, this document becomes something that you can share widely with your various constituent groups.

Share the Results

When parents take part in a survey, they typically do so hoping to observe tangible results. We don't believe that there is an implicit contract to share all survey results with parents but we do believe that is it good practice to share highlights of the information with them. In schools where the results are particularly negative, it is oftentimes better to share with parents after some action has been taken to address the issues identified.

Conduct Strategy Sessions

School leadership should generate strategic options for dealing with issues that have been identified. At this point in the process, leadership should know which issues are significant and which are not. It is always worthwhile to discuss a range of potential solutions as these may often be mutual exclusive of one another.

Develop Action Plans

Based on the strategic options, leadership should develop specific action plans and assign accountability for accomplishing the various components. These action plans need not be onerous but they should be designed to properly address the issues at hand.

Implement and Evaluate Progress

As with any action plan, leadership must keep track of progress made and evaluate whether goals have been met. Near-term goals should be articulated in the action plans to measure whether progress has been made. A longer-term goal may be to look for marked improvement on the next annual survey.



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How we can help:

Custom Reports	Cost
<p>Individual Location Report</p> <ul style="list-style-type: none"> • Includes results for the National benchmark, district overall, and the specified individual school for each question. • Report can also contain National benchmark and district results for the location's school type. 	\$75 per report
<p>Individual Comment Report</p> <ul style="list-style-type: none"> • Includes complete transcript of all open-ended comment question responses that were collected through online survey administration for the specified location. 	\$75 per report
<p>Year-on-Year Individual Location Report</p> <ul style="list-style-type: none"> • Includes results for the National benchmark, year-on-year results for the district overall, and year-on-year results for the specified individual school for each question for up to three years of data. • Report can also contain National benchmark and district results for the location's school type. 	\$75 per report
<p>Year-on-Year District Location Report</p> <ul style="list-style-type: none"> • Includes results for the National benchmark, year-on-year results for the district overall, and year-on-year results for all participating locations for each question for up to three years of data. • Report can also contain National benchmark and district results for the relevant school types. 	\$75 per report
<p>Demographic Report</p> <ul style="list-style-type: none"> • Can be for an individual location or all participating locations. • Results can be broken out by any demographic on the survey. • Includes results for the National benchmark, district overall, and the specified school(s) for each question. 	\$75 per report
<p>School Report Package</p> <ul style="list-style-type: none"> • Up to five (5) school breakdown reports. • Reports can include a location report, a comment report, and demographic reports for the specified location. 	\$225 per school

Survey Analysis	Cost*
<p>District Survey Analysis</p> <ul style="list-style-type: none"> • Written overview of district results for the survey(s) conducted. • Topics that can be included in the analysis are described below. Some items may not be available if the survey has only been administered once. <ul style="list-style-type: none"> ○ Quantitative comparison of district dimension average scores to the national average scores ○ Quantitative comparison of district dimension average scores this year to the previous year ○ Quantitative comparison of school dimension average scores to the district average scores ○ Quantitative comparison of school dimension average scores this year to the previous year ○ Ten highest ranked questions for the district for this year and identification of changes from previous year ○ Ten lowest ranked questions for the district for this year and identification of changes from previous year ○ Quantitative district results for the custom, multiple choice questions and comparison to previous year results ○ Highlights of areas of strength and areas of opportunity based on this year’s survey results and comparison to the previous year’s survey results. ○ Identification of which schools drove the areas of strength and the areas of opportunity highlighted 	\$250 per hour*
<p>District Executive Summary</p> <ul style="list-style-type: none"> • Brief written summary of the analysis completed in the District Survey Analysis (cannot be purchased without the District Survey Analysis) 	\$250 per hour*
<p>Individual School Survey Analysis</p> <ul style="list-style-type: none"> • Written overview of the individual school results for the survey(s) conducted. • Topics that can be included in the analysis are described below. Some items may not be available if the survey has only been administered once. <ul style="list-style-type: none"> ○ Quantitative comparison of school dimension average scores to the national average scores for the appropriate school type. ○ Quantitative comparison of school dimension average scores to the district average scores 	\$250 per hour*



<ul style="list-style-type: none">○ Quantitative comparison of school dimension average scores this year to the previous year○ Ten highest ranked questions for the school for this year and identification of changes from previous year○ Ten lowest ranked questions for the school for this year and identification of changes from previous year○ Quantitative school results for the custom, multiple choice questions and comparison to previous year results○ Highlights of areas of strength and areas of opportunity based on this year's survey results and comparison to the previous year's survey results.	
<p>Individual School Executive Summary</p> <ul style="list-style-type: none">● Brief written summary of the analysis completed in the Individual School Survey Analysis (cannot be purchased without the Individual School Survey Analysis)	\$250 per hour*
<p>Significant Change Analysis</p> <ul style="list-style-type: none">● Year-on-year statistical comparison of the current and previous year's survey responses for each of the available dimensions.● Analysis can be done for the district and for individual schools● Written Report will include:<ul style="list-style-type: none">○ Description of statistical method used.○ Report of findings by school by dimension.	\$250 per hour*

*The cost of the survey analysis options is based on an estimated number of hours to complete the project. To receive an estimate please call 888.368.2374 x 802 to discuss the scope of work desired.