

# Stakeholder Survey Solutions

## K-12 Data Solutions



STAKEHOLDER SURVEYS, ALSO KNOWN AS SCHOOL CLIMATE SURVEYS, PROVIDE IMPORTANT INFORMATION TO HELP YOU MEASURE THE PERCEIVED EXPERIENCES, ATTITUDES AND OPINIONS OF STUDENTS, STAFF AND PARENTS. THIS MEASUREMENT HELPS YOU IMPROVE SCHOOL DISTRICT PERFORMANCE.

School districts conduct stakeholder surveys for a variety of reasons. You can use these surveys to assess perceptions of:

- Student motivation and learning environment
- Instructor teaching methods and effectiveness
- Parent involvement

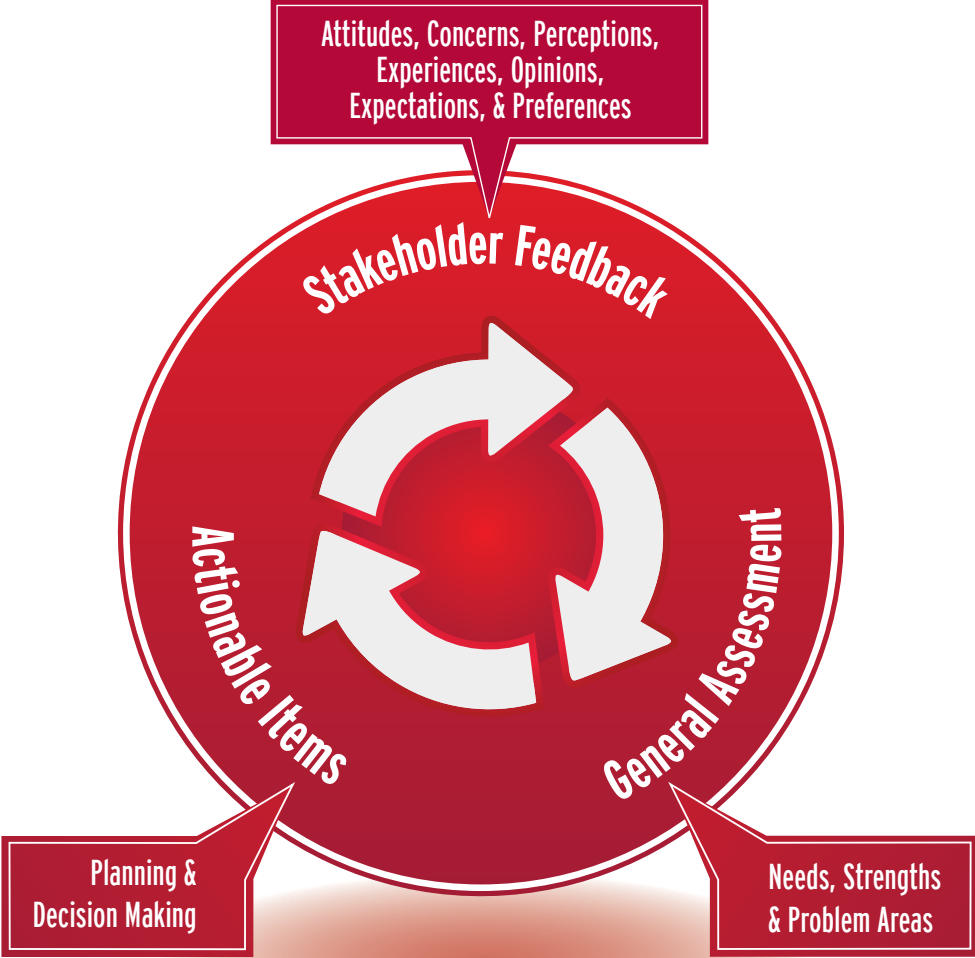
### **Make Informed Decisions**

Without timely and consistently-gathered stakeholder input, you might spend time, money and other resources trying to improve areas that may not actually need improvement in the eyes of the stakeholders. Those resources are then unavailable for improving areas that stakeholders perceive as requiring additional attention.

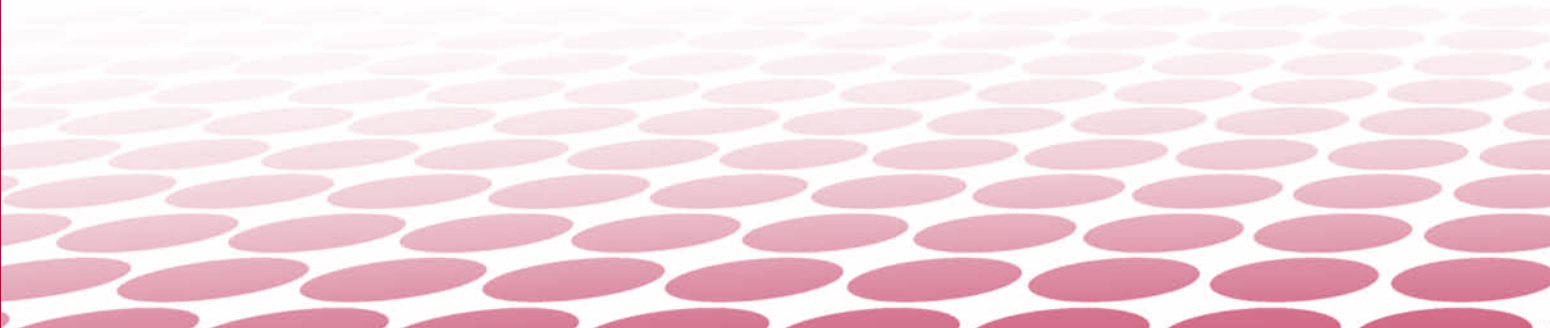
If stakeholders feel that their concerns are not sought or valued by their school district, they will often seek a district and school system that does value this input. In addition, decisions made based on information gathered from stakeholders are better supported—and those initiatives are often more successful.



Data gathered from stakeholder surveys can be used to inform decisions based on current strengths and needs, to help plan and design improvements. They can be used to identify and solve problems faced by districts and schools every day.



Potential Areas of Assessment			
Student & Campus Safety Faculty & Student Relations Facilities	Diversity Staff Development Curriculum	Leadership & Administration Values & Culture Communication	Parental Support Innovation & Technology Transportation



## Improve Understanding

Stakeholder surveys enable the district to better understand the issues, concerns and preferences of all stakeholders.

The most commonly addressed subjects are:

- **Access** - the extent to which all students have equitable access to qualified, effective teachers; accurate, standards-aligned curriculum; and successful interventions. A school district's students have a greater chance of succeeding if they all have the same opportunities and access points, regardless of cultural or socio-economic status.
- **Environment** - the learning environment and sense of belonging and safety for students, parents, and school staff. Students are more likely to do well in school if they feel supported and understood by their teachers and peers at school. Teachers are more likely to be effective if they understand and can relate to the diverse cultures of students in their classroom.
- **Expectations** - fostering high expectations for everyone involved in education. Stakeholder surveys measure achievement, motivation, and cultures, resulting in powerful data that may help students reach their full potential and guide school districts to make adjustments that help meet No Child Left Behind requirements.
- **Strategies** - effective practices for closing the achievement gap. The power and value of these survey instruments will help school districts plan and design specific improvements to close the achievement gap and improve the education environment in which students are expected to learn and teachers are expected to teach.

## Survey Options and Advantages

There are various ways to administer and collect surveys from the different stakeholder groups:

Teachers / Staff	Students
Administered online to all teachers and support staff. <b>Advantage:</b> Quick and easy.	Typically administered to grades 3-12 in the classroom via paper and pencil. <b>Advantage:</b> High response rate due to captive audience.
Parents	
Usually mailed home for middle and high school students; often 'backpacked' home with elementary students. Almost always includes a Business Reply Envelope for the parents to return the survey to Scantron. <b>Advantage:</b> Ensures likelihood of parents receiving the survey, and they are more likely to respond if surveys are sent to a third party.	
Surveys can be administered and taken online, each having numerical codes tying back to a specific school. <b>Advantage:</b> Parents may be more inclined to respond because it is easy and fast.	
Distributed during parent/teacher conferences or other school events. <b>Advantage:</b> Captive audience	

## How Scantron Can Help

Scantron offers a full range of services, software, scanners, and forms to address all phases of your survey, from design and implementation to interpretation and recommendations.

- **Content** – we can use existing content or work with you to develop new survey content
- **Design** – our experts will help you design and structure your surveys, whether they are on paper or online. Surveys can be created in multiple languages, if necessary
- **Deployment** – we'll work with you to determine the best methods of deployment and then carry out those methods to meet your timetable
- **Collection** – we can collect and process all survey responses, paper or online
- **Reporting** – using standard or customized reports, we can provide the response data you need
- **Post-project Consulting** – our survey consultants can help you draw appropriate conclusions, identify meaningful trends and suggest next steps

## A Complete Solution

Stakeholder surveys are a way to gain an understanding of the experiences, attitudes and opinions of stakeholder groups within a school district. Scantron has the expertise and tools to help you obtain the information needed to accurately reach that understanding. When done, you will have a clear picture of current needs, as well as the actions required to foster positive learning and teaching environments.



Please visit us at [www.scantron.com/stakeholdersurveys](http://www.scantron.com/stakeholdersurveys) for a complete overview or call us at 1-800-SCANTRON for more information.

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