



Hillsborough County Public Schools

Foster District Pride with Climate Surveys

Hillsborough County Public Schools (HCPS) in Tampa, Florida, keep their finger on the pulse of school climate and stakeholder perceptions using annual surveys of parents, students, and support staff. These insights drive school improvements that foster a sense of pride and inclusion in their district. Scantron Survey Services is there to make their survey process smooth and efficient.

Hillsborough County Public Schools is a diverse district in Tampa, Florida, with a strong tradition of support for technology and innovation.

- 215 schools
- More than 15,000 certified classroom teachers
- More than 200,000 students

This large education community prides itself on its academic achievements, its respect for diversity, and its ability to provide an educational environment that maps to the experience its stakeholders expect.

The State of Florida requires schools to conduct stakeholder surveys as part of their annual assessment efforts. Hillsborough County Public Schools is up for the challenge.

Yesterday...

In the beginning, HCPS used standardized paper survey forms, but they quickly discovered limitations. "It wasn't the easiest form to use," says Patti Simmons, supervisor of the Office of Strategy Management. "We had to do a lot of data cleaning before we could create reports."

They also explored using a free web-based survey tool. However, parents and teachers weren't convinced the surveys were anonymous.

"Respondents didn't feel as comfortable with the free-service survey as they would with a survey that was more private and protected," notes Simmons.

HCPS worked for several years to create a system using standard forms and low-cost online tools but suspected that they could improve their process and get more reliable results with a customized solution.

To support their efforts, they needed forms tailored to their specific needs and reports that clearly communicated results.

Enter Scantron Survey Services.

Today...

"We had used Scantron's custom forms for other projects," says Simmons. "We knew that Scantron could help us reliably and consistently collect data and get it reported. Then we discovered Scantron Survey Services could provide a secure online solution to give parents response options."

Over time, research around the data necessary to demonstrate school effectiveness evolved, and their program expanded. For example, HCPS qualified for a Bill and Melinda Gates Foundation Empowering Effective Teachers Grant. As part of that initiative, district climate surveys helped evaluate implementation of the grant.

"There is something unique about what Scantron offers in this domain. We needed both paper and web functionality and had some specific reporting and administration requirements that other vendors either didn't understand or weren't prepared to accommodate. Scantron really provides what we need."

*Patti Simmons, Ed. S
Supervisor, Office of Strategy Management, Hillsborough County Public Schools*



“We knew we could improve the survey process and get more valuable feedback if we invited Scantron to help us create a solution.”

**- Patti Simmons, Ed. S
Supervisor, Office of
Strategy Management**

In addition, Hillsborough has supported a shift to giving students more of a voice and surveying their perceptions of the learning process.

Every year, HCPS faces a unique challenge of dynamic enrollment, making it difficult to predict how many forms to print or how much server bandwidth to reserve. Scantron’s flexible approach, supported by in-house experts who can adjust to changing conditions rapidly, makes all the difference. “Scantron enables us to build in some overage but still measure response rates based on actual enrollment,” Simmons notes.

Their biggest return on investment has been improved timeliness and accuracy of the reporting. “We can take quicker and more decisive action now,” says Simmons. “By having results reported faster, we can spend the summer months addressing improvements and planning the next year.”

There are more intangible benefits, as well. “Our audience feels more confident in the results when they’re reported by Scantron,” Simmons notes. “They feel that results are reliable, valid, and objectively reported coming from a provider like Scantron Survey Services who has experience and expertise in these kinds of surveys.”

Tomorrow...

As the relationship has grown, so have the Scantron services used. HCPS started with printing custom forms. They expanded to web forms using Scantron’s secure servers. They leveraged Scantron’s data analysis expertise to develop clear and readable reports at the overview and site levels.

The next improvement could involve returning paper forms directly to Scantron to speed up the reporting process even more. In addition, Scantron’s consultants are helping them create reports that synthesize information from multiple questions to drive quicker action.

Even better, their work with Scantron positions them to respond to changes in state and federal education legislative requirements, such as the Every Student Succeeds Act of 2015, with minimal disruption to existing processes.

“It’s always a work in progress,” says Simmons. “I still see a lot more potential with Scantron. We’re always looking for more opportunities to make the process as efficient and informative as possible.”

Scantron Survey Services is pleased and proud to be a partner with Hillsborough on this journey.



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INFORM DECISIONS TODAY!**

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Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.