The background of the slide features a close-up, slightly blurred image of a wooden pencil with a sharpened lead tip, resting on a sheet of graph paper. A ruler is visible in the upper right corner, showing markings in centimeters. The overall color palette is warm and muted, with shades of beige, brown, and light green.

ROXBURY PUBLIC SCHOOLS

Communication Effectiveness Survey

May 2017

Purpose of Survey

The Roxbury Township Public Schools is striving to become a certified NJ Sustainable School as outlined in the district goals for the year.

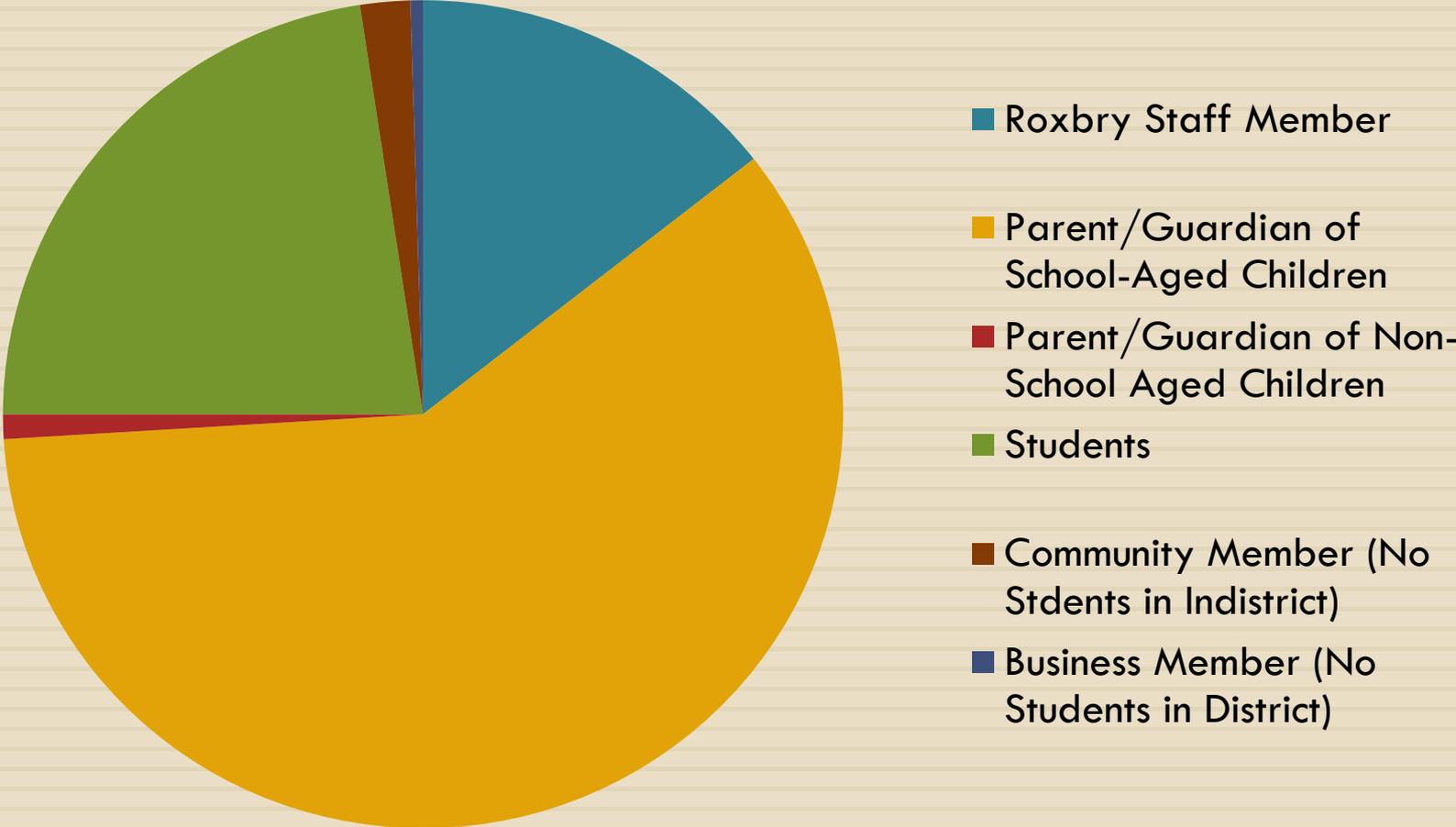
Sustainable Jersey for Schools is a certification program for New Jersey public schools that want to go green, conserve resources, and take steps to create a brighter future, one school at a time.

As part of the certification process, the district needed to evaluate the effectiveness of its communication strategies and requested the Roxbury community's assistance to achieve this goal.

The district was interested in learning more about the thoughts, feelings, and attitudes towards how Roxbury Township Public Schools communicated with parents, students, staff, and the public. They were asked to complete a survey which closed in May 2017.

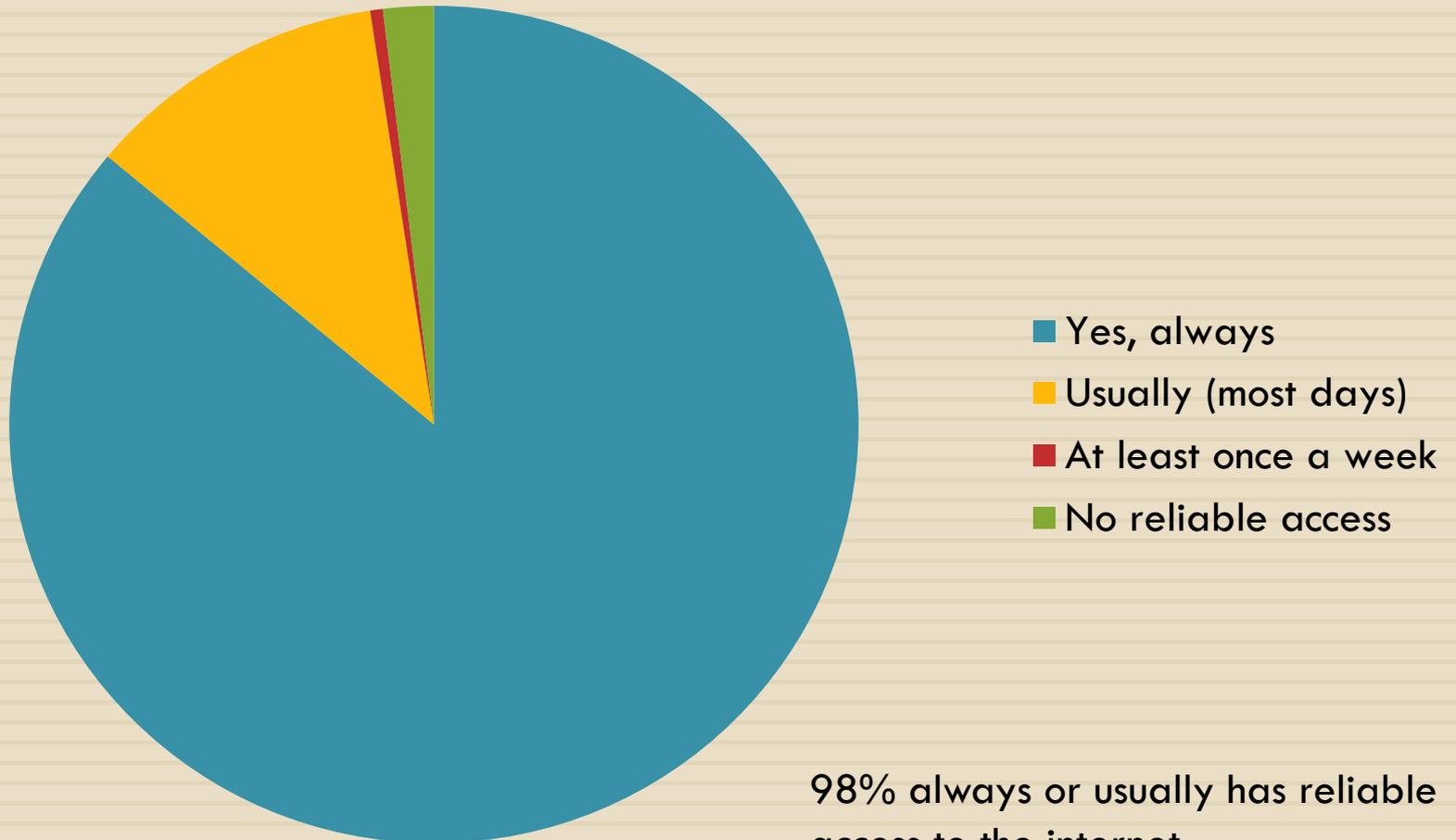
Summary of Results

Stakeholders Surveyed Identified As:



Summary of Results

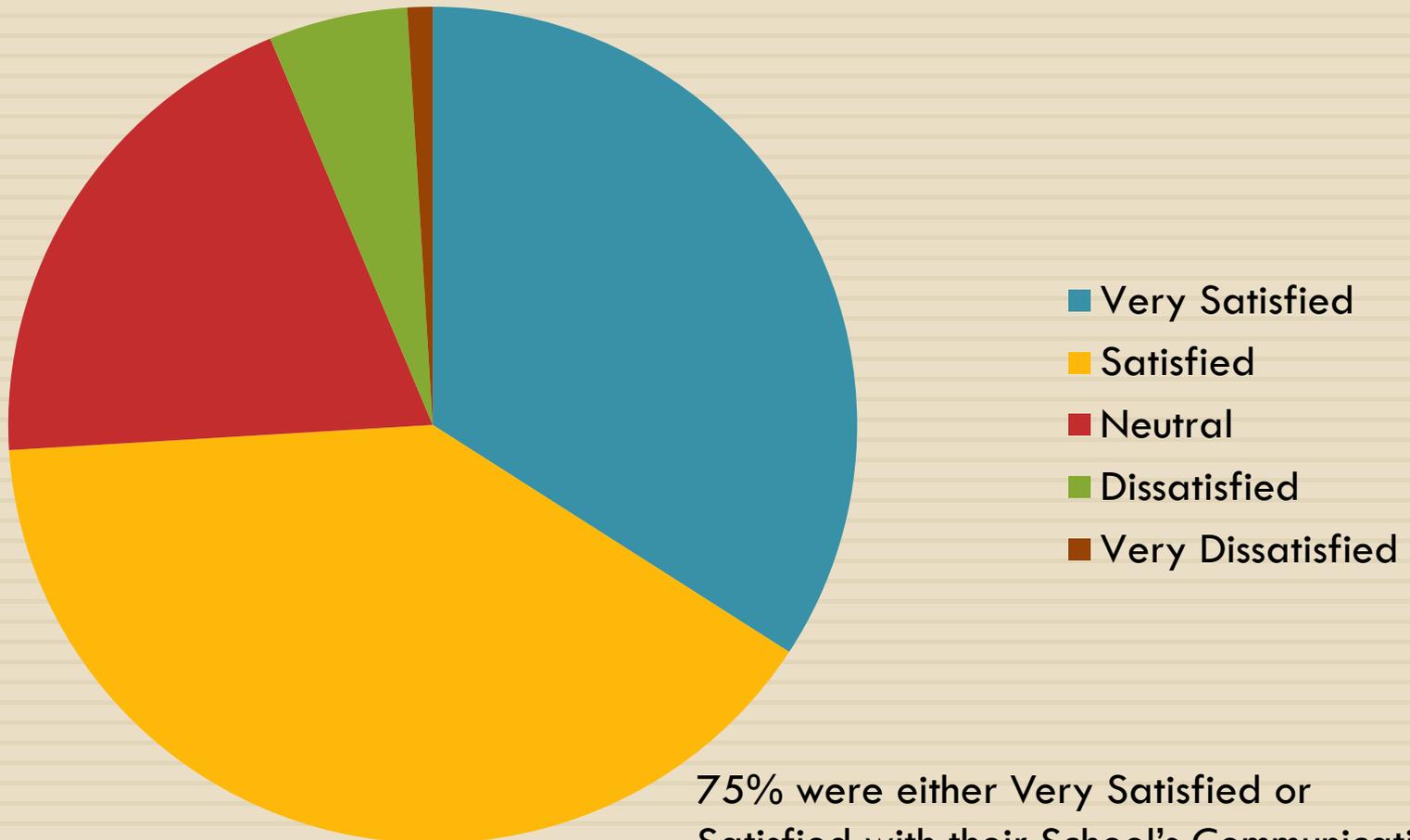
Stakeholders Access to the Internet



98% always or usually has reliable access to the internet

Summary of Results

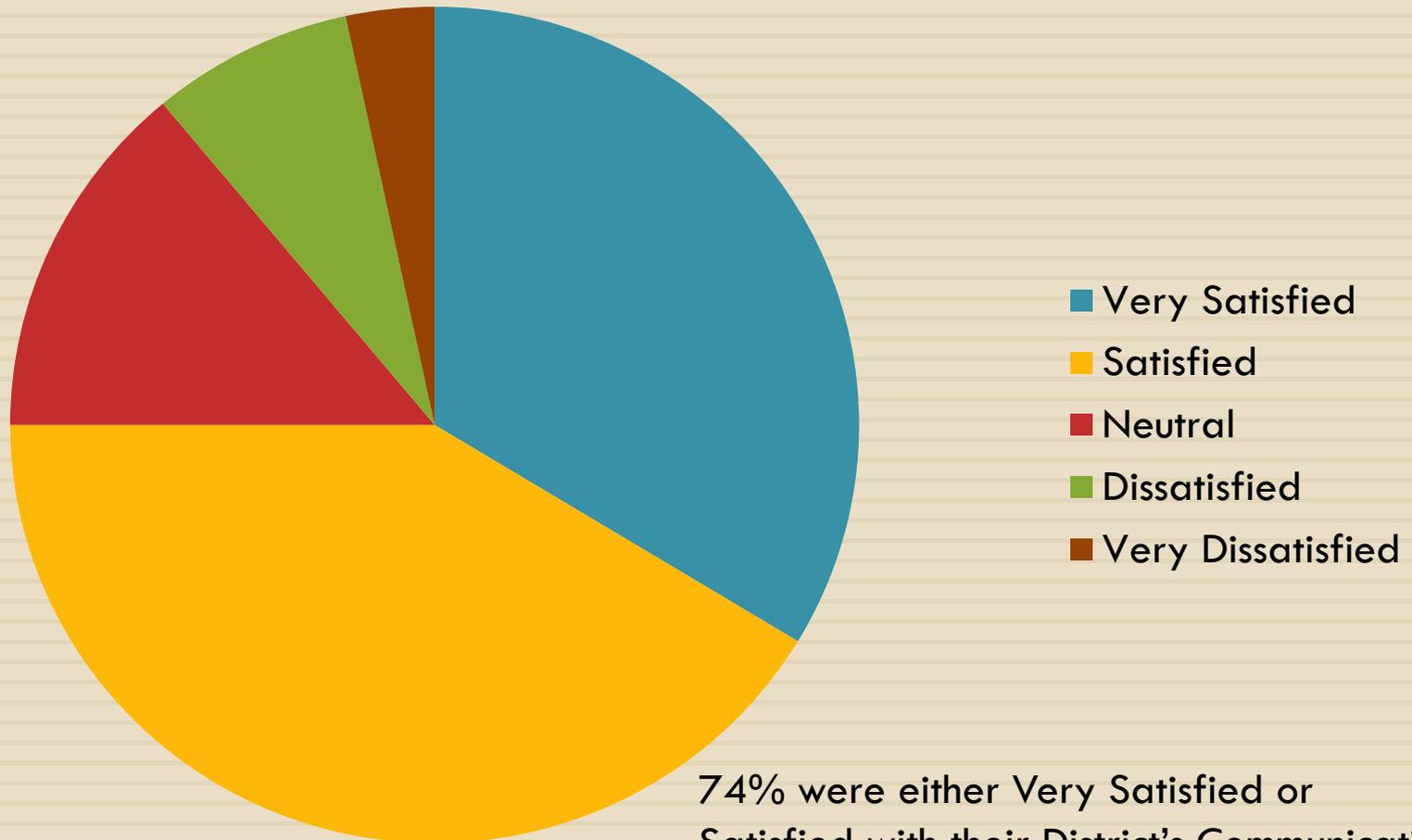
Stakeholders Satisfaction with SCHOOL Communication



75% were either Very Satisfied or Satisfied with their School's Communication

Summary of Results

Stakeholders Satisfaction with DISTRICT Communication



Summary of Results

- **Current Communication Methods (Top 5 out of 21)**
 - Honeywell Notification System from Schools
 - Email/E-newsletters from district/school
 - District website
 - Online Student/Parent Portals (ex. Genesis)
 - Email/E-newsletters from township resources

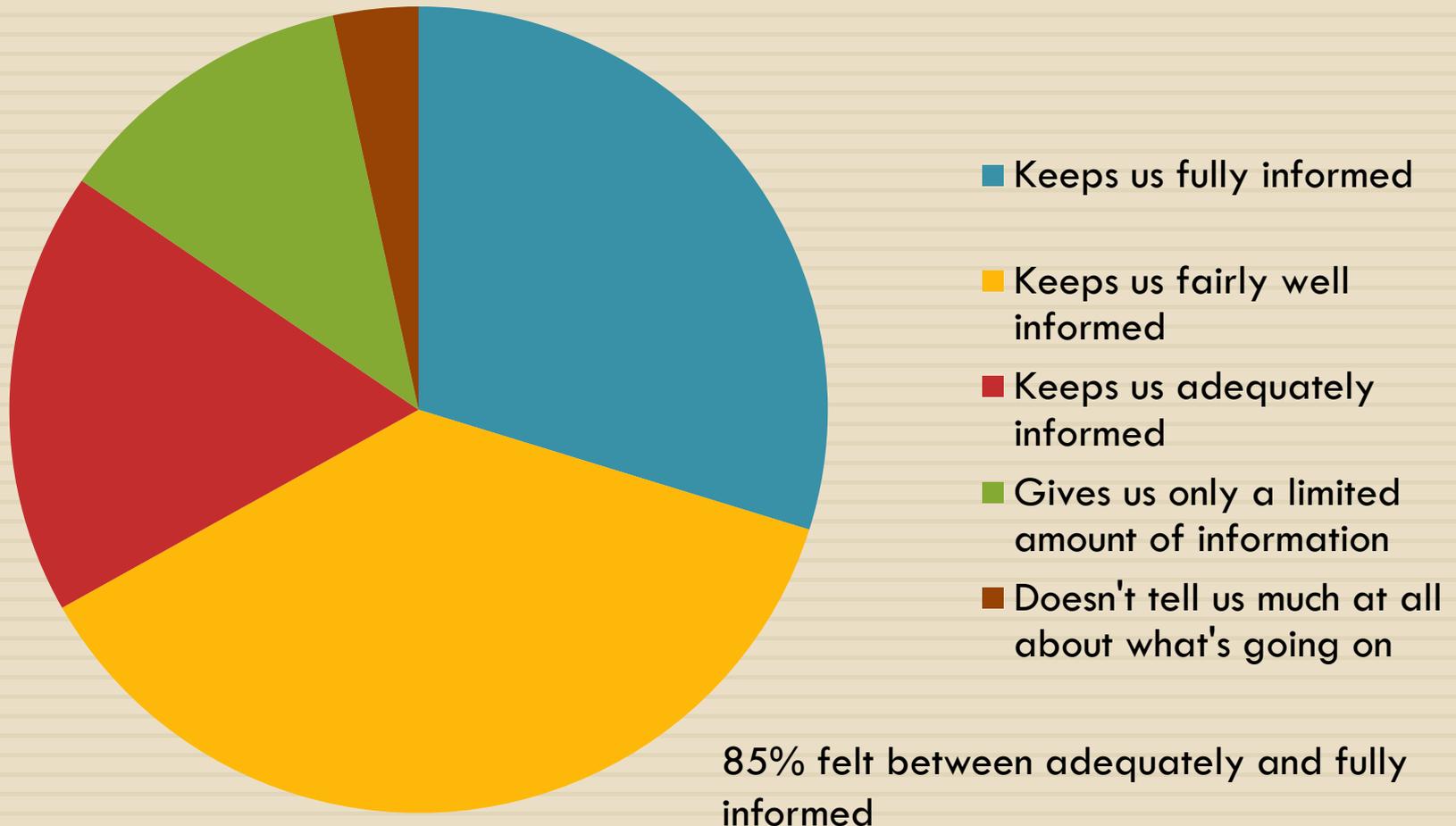
- **Preferred Communication Methods (Top 5 out of 21)**
 - Email/E-newsletters from district/school
 - Honeywell Notification System from Schools
 - Email/E-newsletters from township resources
 - Online Student/Parent Portals (ex. Genesis)
 - Print Publications (OUR Schools, flyers, etc.)

Summary of Results

- Current vs. Preferred Communication
 - Out of the Top 5 options there was an overlap of 4 out of the 5 methods by stakeholders
 - Differences were stakeholders between use of the website versus print publications
- Goal to meet Preferred Methods
 - Only print important events, news, and details when applicable and direct stakeholders to the website
 - Paper based publications will be sent out on a set periodic time table, (ex. OUR Schools newsletter will have a fall and spring edition)

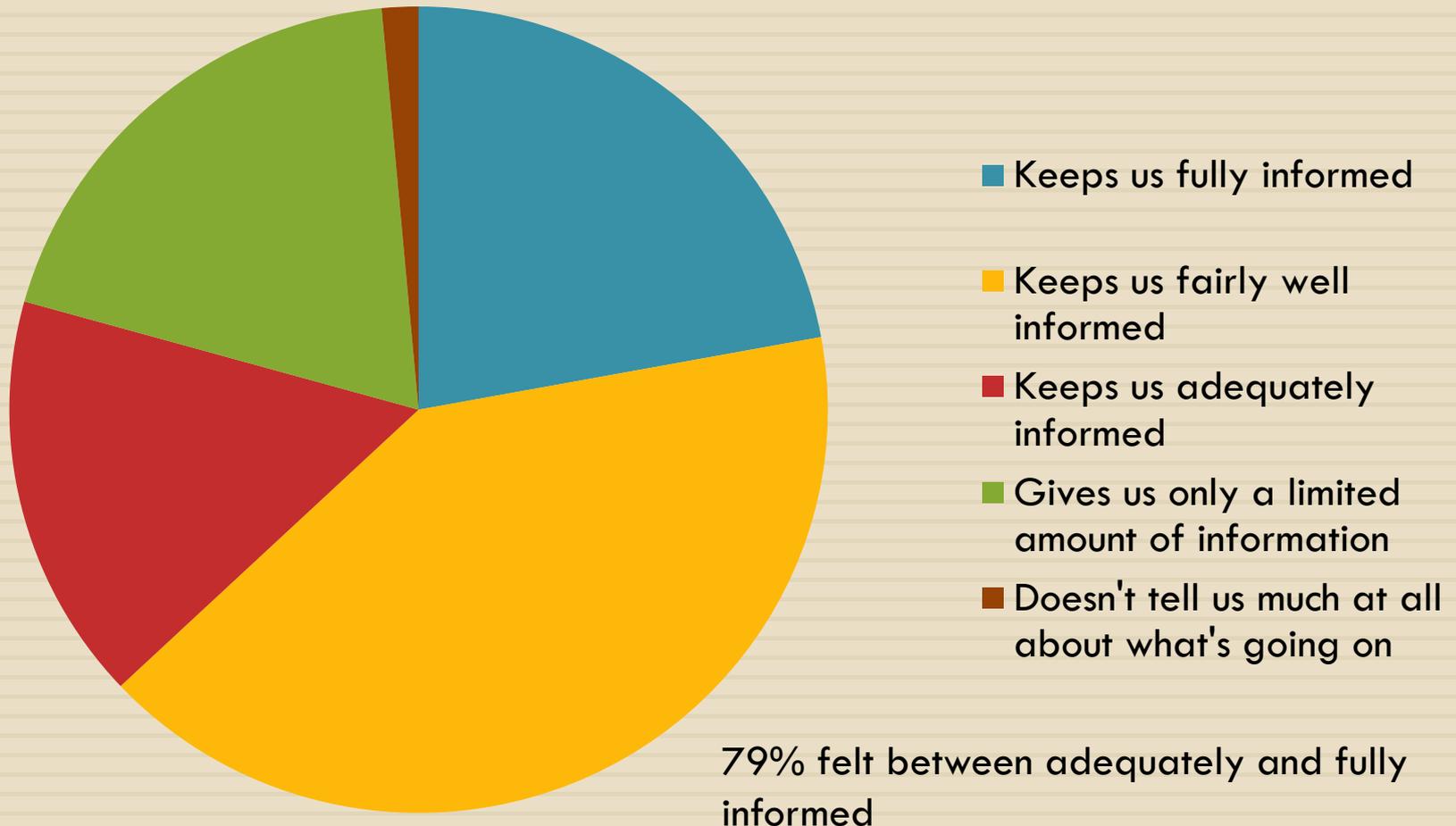
Summary of Results

Impressions of Communications on the School Level



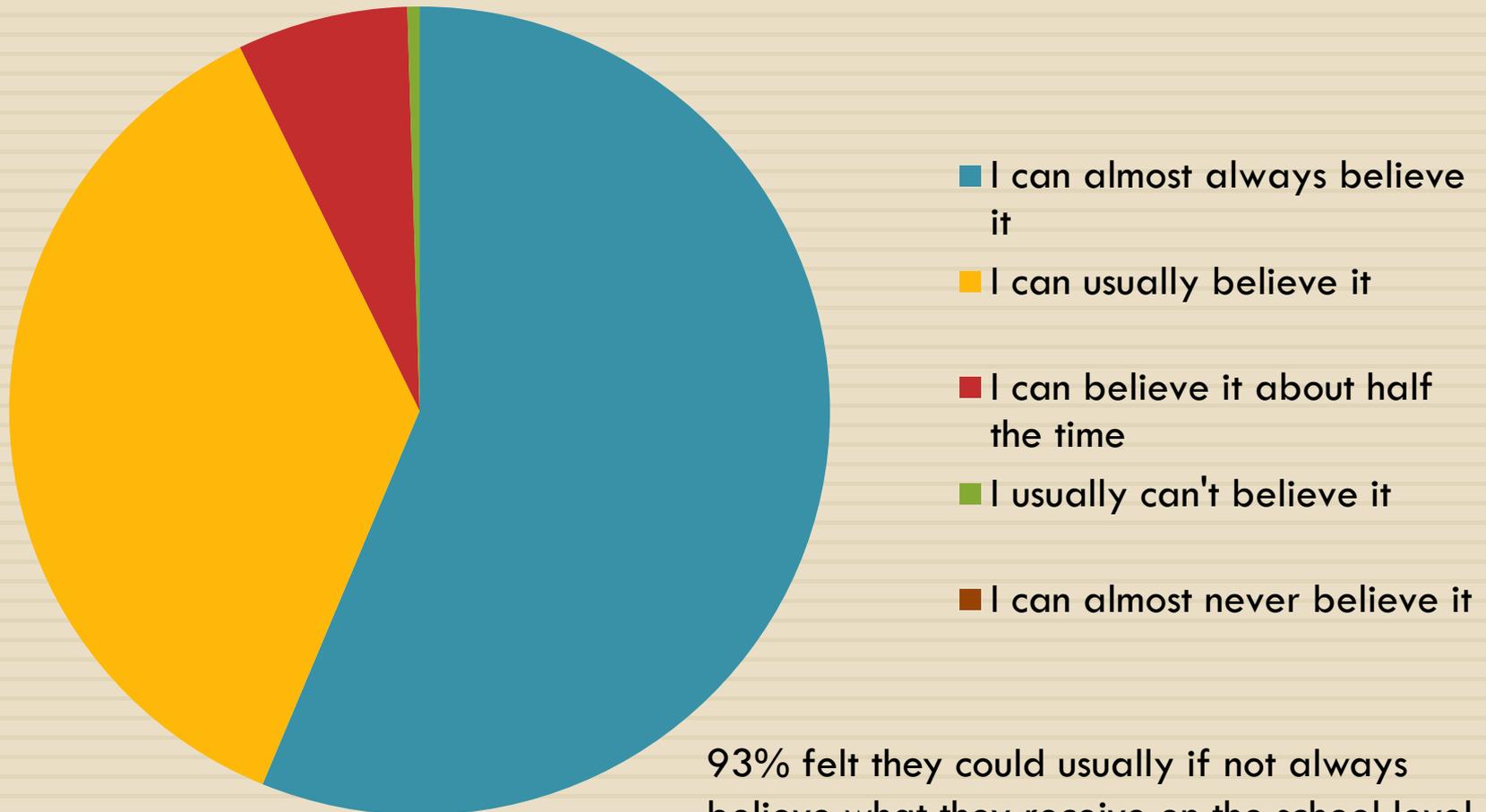
Summary of Results

Impressions of Communications on the District Level



Summary of Results

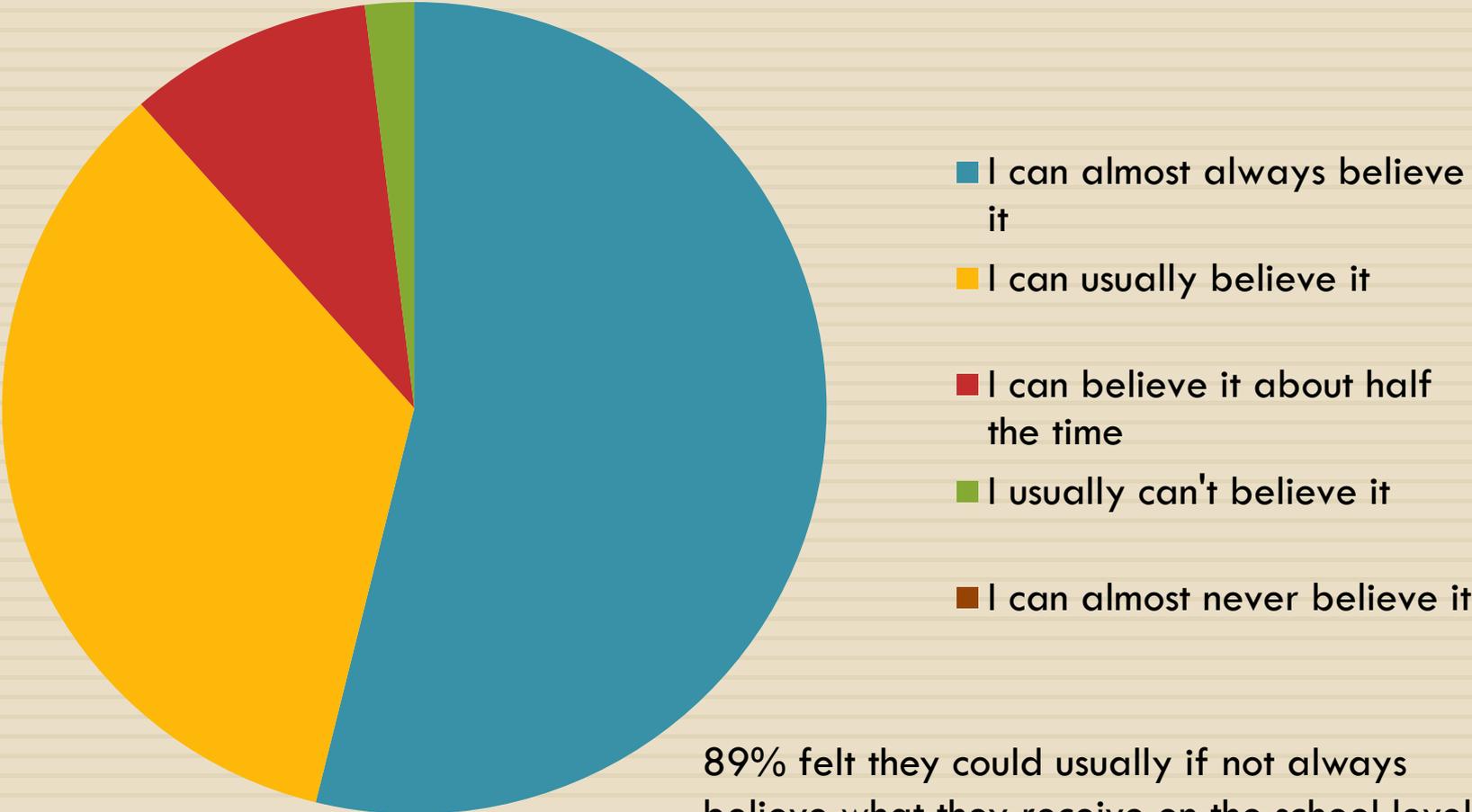
Feelings About the Information at the School Level



93% felt they could usually if not always believe what they receive on the school level

Summary of Results

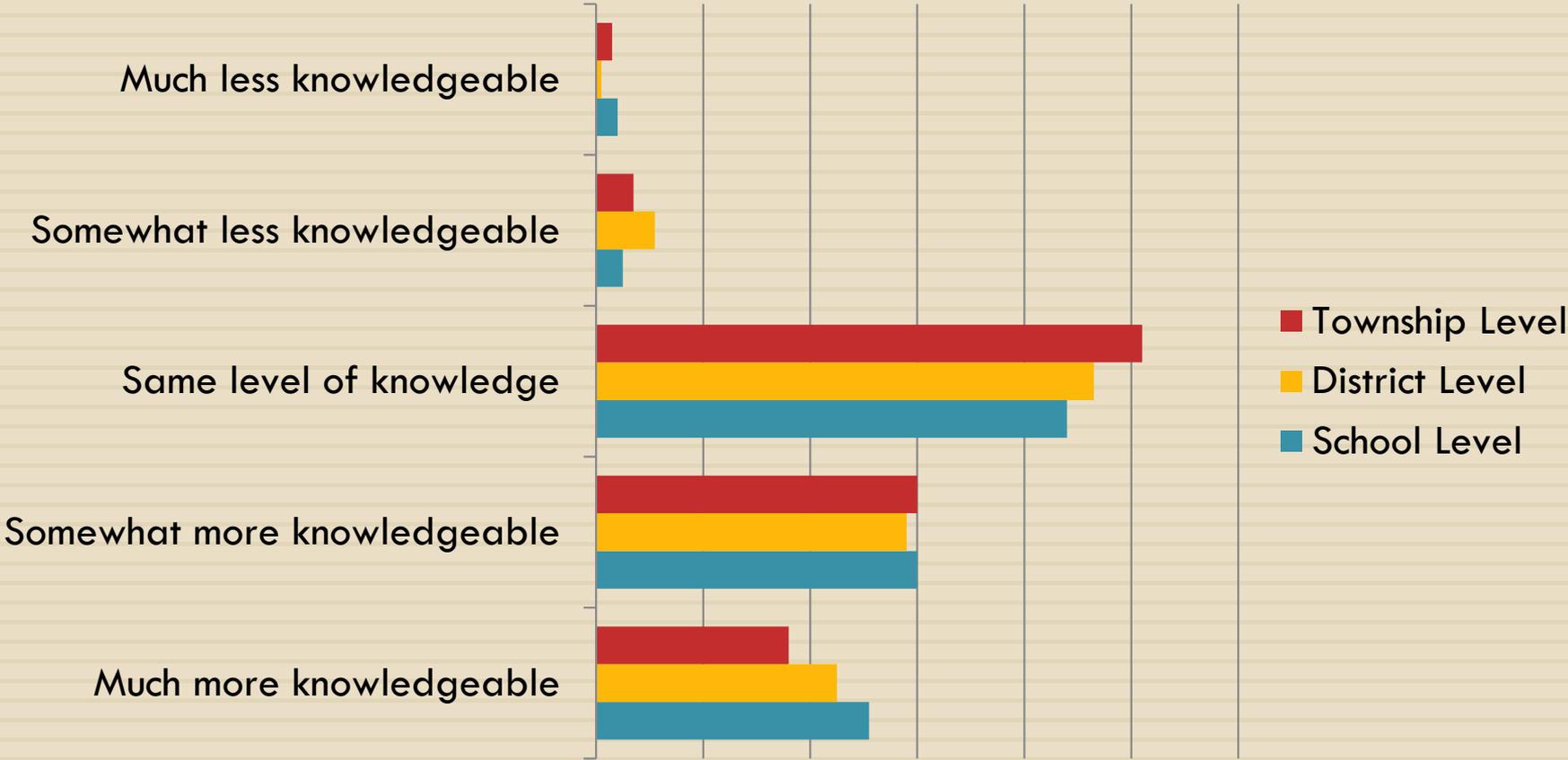
Feelings About the Information at the District Level



89% felt they could usually if not always believe what they receive on the school level

Summary of Results

Compared w/ a year ago, how would you rate your knowledge of the school, district, township?



Summary of Results

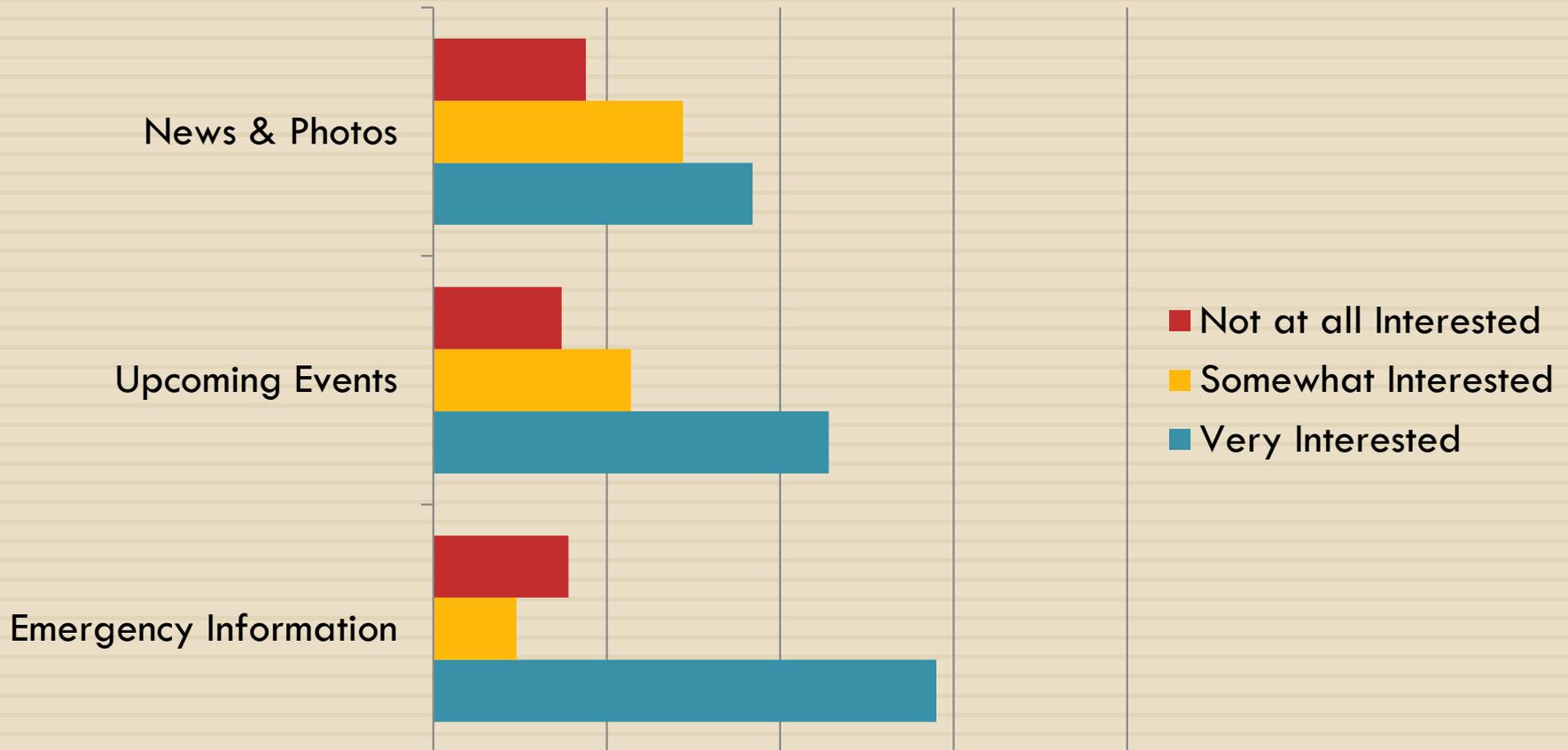
- What information is viewed as VERY IMPORTANT to receive communication on from the SCHOOL? (Top 3 out of 11)
 - Upcoming Events/Programs
 - Program Changes/Updates
 - Strategies/Goals for the Future
- DISTRICT?
 - Upcoming Events/Programs
 - Program Changes/Updates
 - Government affairs affecting the school district
- TOWNSHIP?
 - Upcoming Events/Programs
 - Community Involvement
 - TIED FOR THIRD
 - Products/Services Provided
 - The Overall Financial Picture

Summary of Results

- What topics would you like included in future communications?
 - 21st Century Learning
 - Facilities Upgrades
 - Budget/Negotiations
 - Choice Schools Information
 - Emergency Situations
 - Student and Teacher Accolades (athletics, arts, scholars, etc.)
 - Increased Community Involvement Opportunities
 - Personnel Changes
 - Upcoming Events/Programs
 - Programs/Services Provided

Summary of Results

What information are stakeholders looking for on social media (Facebook/Twitter)?



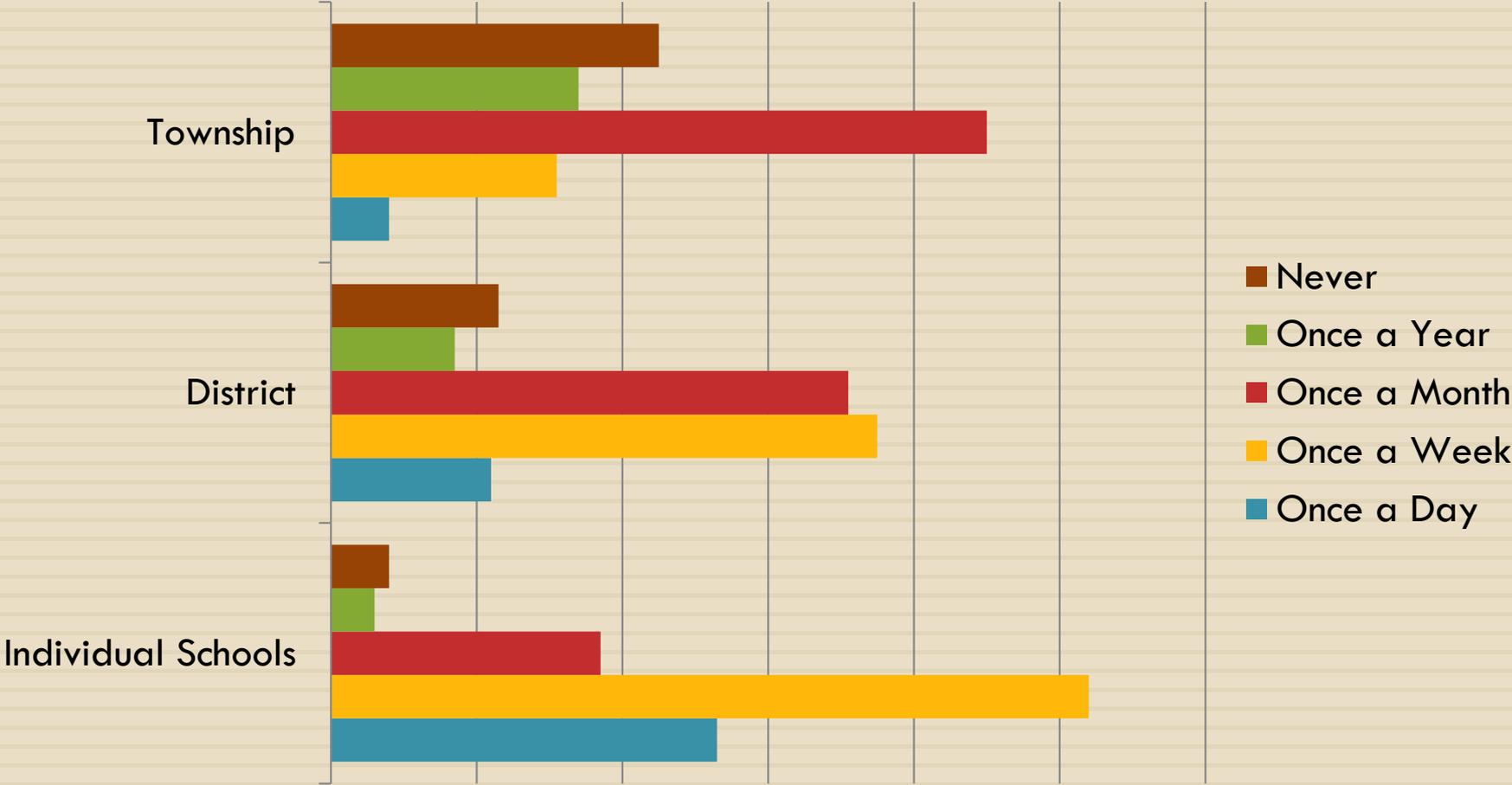
Summary of Results

□ Percentage of overall communication sources that are Excellent-Neutral?

■ School e-newsletter/email -	91.82%
■ School websites -	87.02%
■ School social media -	85.57%
■ District e-newsletter/email -	90.86%
■ District publications -	89.42%
■ District website -	89.43%
■ District social media -	87.49%
■ Township e-newsletter/email -	87.50%
■ Township publications -	89.42%
■ Township website -	87.98%
■ Township social media -	84.61%

Summary of Results

How often are stakeholders visiting our websites?



Summary of Results

- What would make the website more useful for stakeholders? (Top 3 of 7)
 - ▣ Update the information more often
 - ▣ Provide more information on events at all schools
 - ▣ Provide more information on issues before the school board such as budget, policies, and other governance issues
- Goal to Improve Website Usage
 - ▣ Work with Technology and the Schools to make sure content is relevant, up-to-date, and streamlined
 - ▣ Keep School/District calendars up-to-date

Summary of Results

- Participation at Board of Education Meetings
 - Only 3% of respondents attend meetings frequently
 - 31% attend occasionally while 62% never attend
- Goal to improve Board Meeting Presence
 - Send out notifications prior to meeting date via social media, e-newsletters, and press releases
 - Send out follow up press releases and notifications recapping meeting results
 - Try varying meeting locations to include all schools

Summary of Results

- Comments: Ways to Improve Communication Efficiency
 - Streamline use of Honeywell Alert System
 - Provide Meeting Recaps
 - Streamline website and update more frequently
 - Post more information from RELIABLE sources
 - Promote events in a more timely fashion

Summary of Results

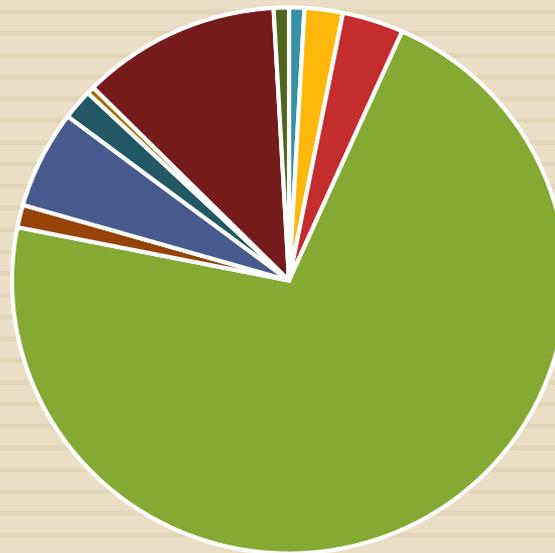
Demographics of Stakeholders

Female: 75%

Male: 15%

No Answer: 9%

Race



African-American

American Indian

Asian

Caucasian

Filipino

Hispanic/Latino

Middle Eastern

Pacific Islander

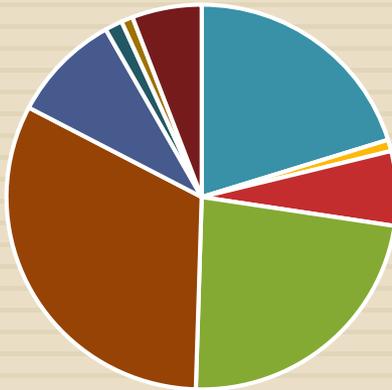
Prefer Not to Answer

Other

Summary of Results

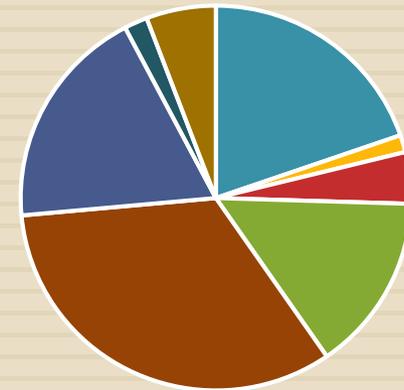
Demographics of Stakeholders

Age



- 6-18 y/o
- 19-25 y/o
- 26-35 y/o
- 36-45 y/o
- 46-55 y/o
- 56-65 y/o
- 66-75 y/o
- 76+
- Prefer Not to Answer

Highest Level of Education



- Still in School
- Some High School
- High School/GED
- Some College
- Bachelors Degree
- Masters Degree
- Doctorate
- Prefer Not to Answer