



NORTH EAST ISD

PARENT & COMMUNITY

FEEDBACK SURVEY

**Preliminary
Results**

PRESENTATION TO THE BOARD OF TRUSTEES

JANUARY 14, 2019

PURPOSE OF THE SURVEY

- What do parents value the most?
- What could the District be offering that it is not currently?

DESCRIPTION OF SURVEY – 17 QUESTIONS

- On a scale from 0-10, how likely are you to recommend NEISD to someone you know?
- Parent familiarity with district offerings
- Student extracurricular participation
- Communication and social media preferences
- Ranking of items within categories
- Ranking of overall categories
- Open-ended question: What would you like to see offered or expanded at NEISD?

SURVEY INVITATIONS & RESPONSES

56,129

Emails sent to
parents

5,600

Responses

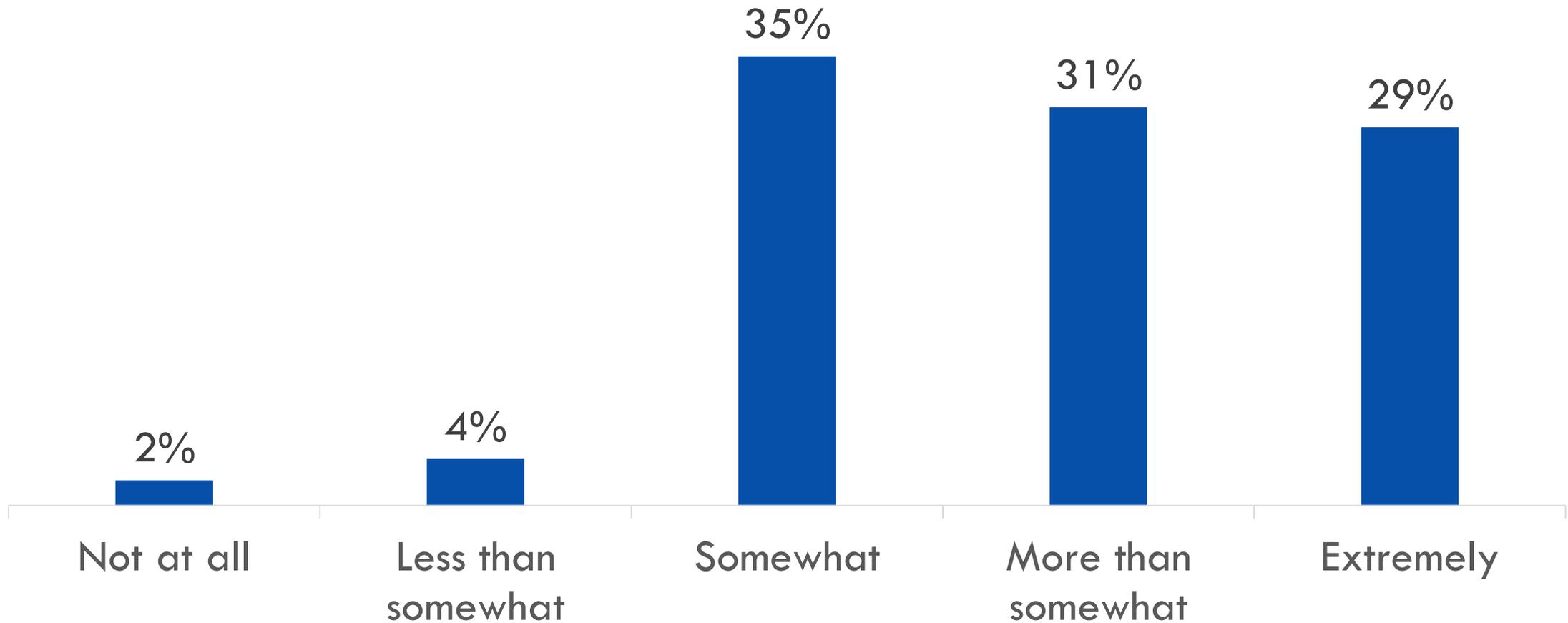
10%

Response rate

HOW LIKELY ARE PARENTS TO RECOMMEND NEISD?

- 49% of parents rated the District a 10/10
- Overall average of 8.6/10

HOW FAMILIAR ARE PARENTS WITH OUR OFFERINGS?



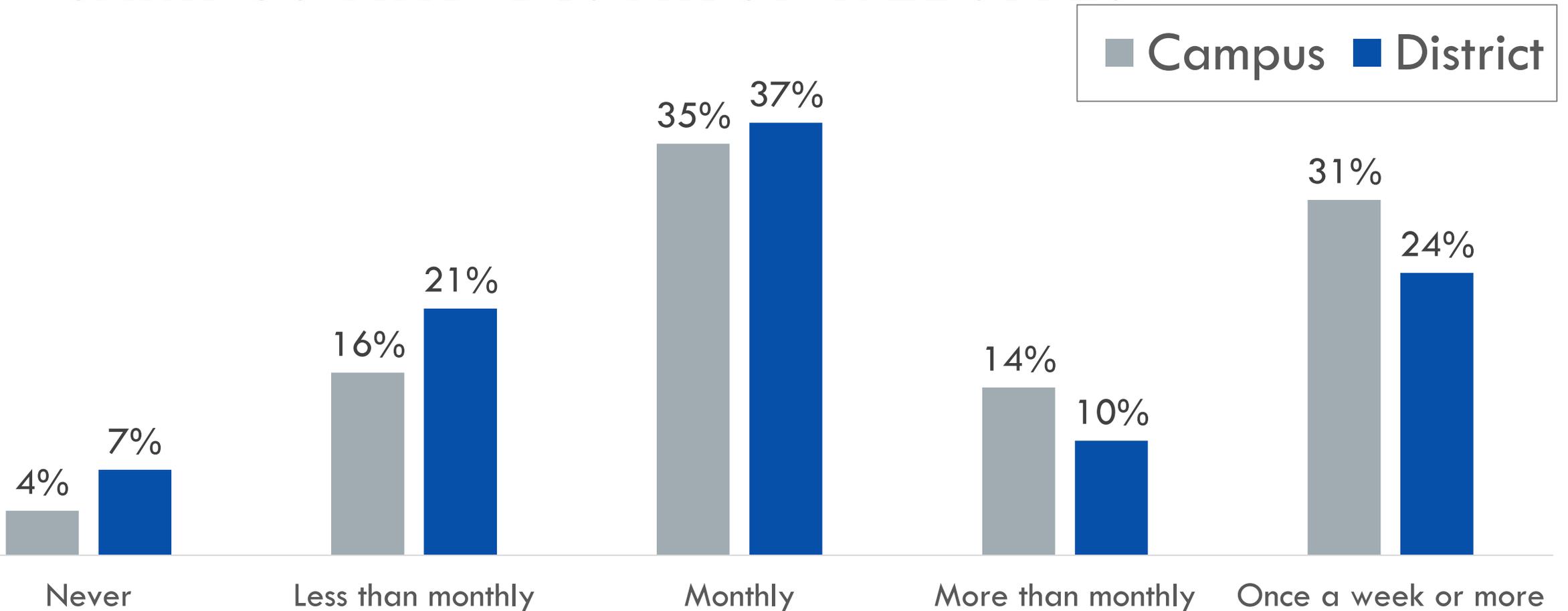
PARENTS' PREFERRED METHODS OF COMMUNICATION

1. Email **94%**
2. Automated calls **33%**
3. Remind app **31%**
4. Printed newsletters sent home with students **21%**
5. Social media **17%**

PARENT SOCIAL MEDIA PARTICIPATION

Social Media Platform	District Page	Campus Pages
Facebook	38.8%	47.0%
Instagram	9.5%	12.8%
Twitter	12.0%	13.8%

HOW OFTEN DO PARENTS VISIT OUR CAMPUS AND DISTRICT WEBSITES?



EXAMPLE OF ITEM

Please click and drag the items that are important to you in the list below into the box on the right to rank the following **school safety** factors in order of importance to you. **1**
- Most important

- Items**
- Resolution of discipline incidents
 - Metal detectors
 - Police officer presence

Rank:	
1	Bullying prevention (including cyber-bullying)
2	Front entrance security

CATEGORIES PARENTS RANKED



Academic offerings

3

AP/Dual Credit/OnRamps - STEAM
Fine Arts - GT - SPED - Foreign languages - Hyper-accelerated math
Dual language - Athletics classes
Pre-K



College & Career

Ability to earn college credits
CTE classes - Magnet programs
Ability to graduate early



Parent & Community Involvement

Family specialists - Watch DOGS
Volunteer opportunities - PTA
Adult & Community Education



School safety

2

Bullying prevention - Metal detectors
Front entrance security
Resolution of discipline incidents
Police officer presence



Staff & facilities

1

Class sizes - Quality of administration
Quality of athletic centers
Diversity of staff - Quality of teachers
Quality of school facilities



Student services

After school programs - School choice
Availability of transportation - SEL
Cafeteria menu options
Counseling services - Health services



STAFF & FACILITIES

TOP 3 MOST IMPORTANT

- Quality of Teachers
- Class Sizes
- Quality of Administration



SCHOOL SAFETY

TOP 3 MOST IMPORTANT

- Bullying Prevention
- Front Entrance Security
- Police Officer Presence



ACADEMIC OFFERINGS

TOP 3 MOST IMPORTANT

- AP/Dual Credit/OnRamps
- STEAM
- Fine Arts



COLLEGE & CAREER OFFERINGS

TOP 3 MOST IMPORTANT

- Ability to Earn College Credits
- Career & Technical Education Classes
- Magnet Programs



STUDENT SERVICES

TOP 3 MOST IMPORTANT

- Social Emotional Learning
- Counseling Services
- After School Programs



PARENT & COMMUNITY INVOLVEMENT TOP 3 MOST IMPORTANT

- PTA
- Family Specialist
- Volunteer Opportunities

WHAT WOULD PARENTS LIKE TO SEE OFFERED OR EXPANDED?

~1,500 open-ended responses

- Middle school soccer
- After school offerings (clubs, tutoring, programs)
- Dual language
- College preparation
- Magnet programs

TAKE A-WAYS AND NEXT STEPS

- Refine survey distribution process based on lessons learned
- Share results with Divisions, Departments, and Principals
- Share results with parents and community