

Communications Survey Results

June 26, 2017

The Webster Groves School District conducted a survey, available both online and as hard copy, for two weeks, ending June 16, 2017. The intent was to gather data about communication preferences of residents as well as feedback on various aspects of the district's performance. Seven hundred eight people completed the survey, the majority of whom have/had or will have children in district schools.

What follows are highlights from the results.

Overall performance

- WGSD received a high rating for its overall performance, with 84 percent of respondents rating it 4 or 5 on a scale of 1 to 5 (with 5 being the top rating).
- Fourteen percent gave the district a 3 and two percent a 1 or 2.

Communication on school issues

- Participants said that they follow school issues very (40 percent) or somewhat (54 percent) closely
- Respondents are most interested in receiving information about curriculum/programs (75 percent), rationales for decisions made by district leadership (67 percent), budget/tax/finance/funding updates (60 percent) and how WGSD performs compared to other districts (57 percent).

Providing information to public/collecting feedback

Respondents preferred the following means of communication:

- Facebook (50 percent)
- District web site (46 percent)
- "Our Schools" newsletter (44 percent)
- Webster-Kirkwood Times (44 percent)

When asked for the best ways for the district to gather information from residents, the majority preferred surveys (83 percent). Other choices include

- Email messages (76 percent)
- Social media (31 percent)
- Meetings (21 percent)

Opportunities to express opinions, contribute to decisions

Most participants said that they had adequate opportunities to express concerns/opinions (75 percent). Eleven percent didn't know and 14 percent did not feel they had adequate opportunities.

Fifty-seven percent said that they had adequate opportunities to contribute to decision-making in the district; 23 percent disagreed.

Use of tax dollars

- Sixty-seven percent of respondents think the district spends its tax dollars efficiently.
- Twenty-six percent don't know and seven percent say the district does not spend tax money very efficiently.