

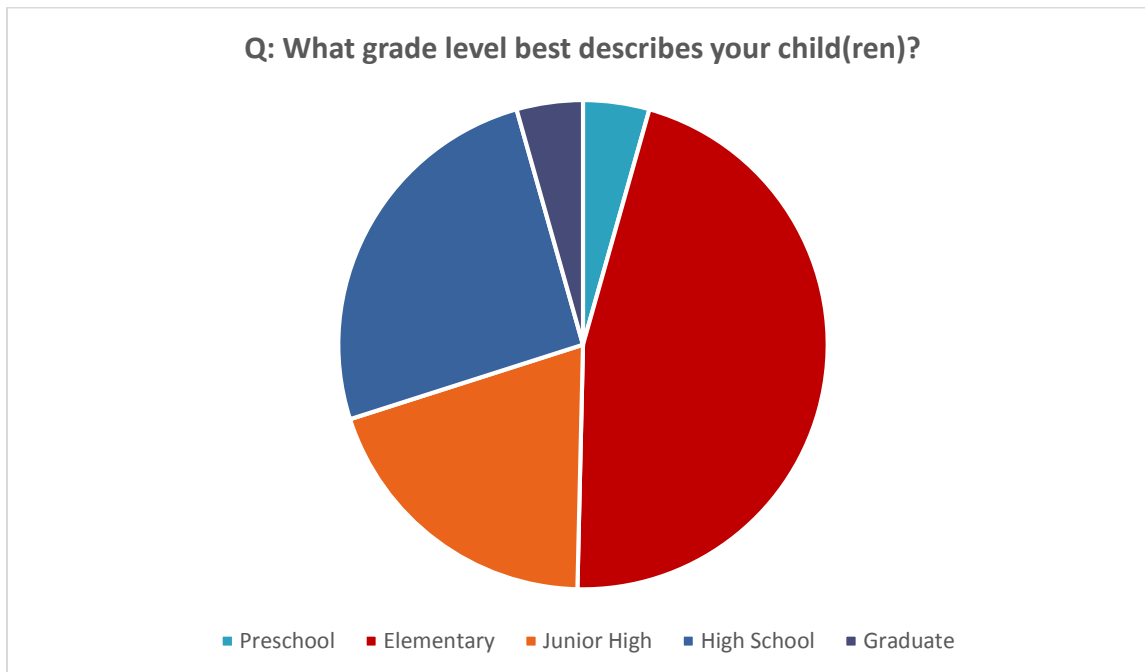


Milford Exempted Village School District Communications Survey-June 2015

SUMMARY

977 Respondents

- 99% have children in Milford Schools
- 78% female
- 22% male



Q: How do you receive most of your information about Milford Schools?

Top responses

Emails from the district	80%
School newsletter	56%
District eNewsletter	51%
Teachers/Staff members	40%
District website	39%
District Facebook page	30%

Q: How would you prefer to receive information from the district?

Top responses

Regular emails	86%
Electronic newsletters	39%
Text messages	35%
Website	34%
Social media	25%

Q: What types of information would you prefer to receive by PHONE CALL?

Emergencies/school closings or delays	88%
Time-sensitive with response required	61%
Transportation (bus routes, problems)	56%
School nutrition or school fees	13%
District and/or school activities	6%
None of the above	5%

Q: Which social media to you use? Check all that apply.

Facebook	79%
Pinterest	26%
LinkedIn	24%
YouTube	23%
Instagram	22%
Twitter	18%
Google+	15%
None	11%
SnapChat	5%
Flickr	<1%
Vine	<1%

Q: Are you connected to Milford Schools via social media?

I am currently connected to Milford Schools	64%
I do not use social media.	15%
I do not wish to connect to Milford Schools.	10%
I did not know I could connect to Milford Schools.	10%
I use different social media than Milford Schools.	2%

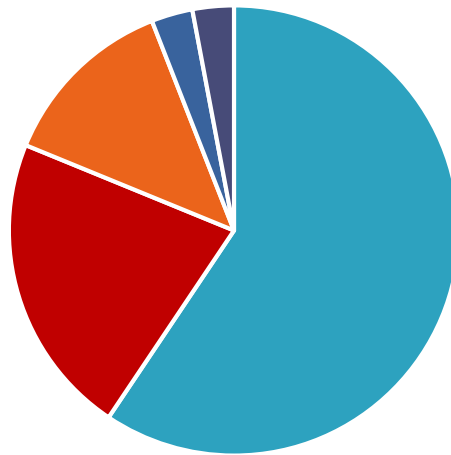
Q: How often do you visit the district website (www.milfordschools.org)?

Occasionally	68%
Often	26%
Never	4%
Daily	3%

Q: What are your primary uses of the district website?

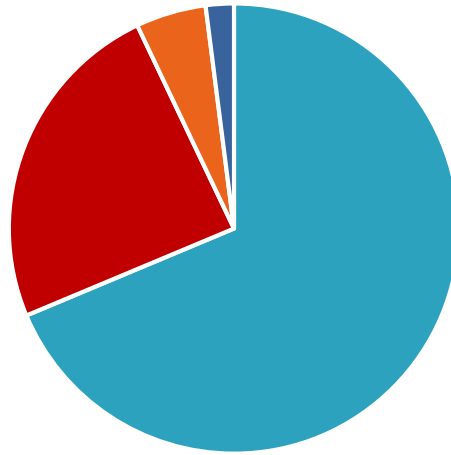
Calendar of events	83%
Staff directory	43%
Latest news	41%
Athletics/Extracurricular	35%
Emergency school information	33%
District/School Newsletters	25%
Board of Education news	13%
Curriculum	12%
Lunch menus	11%
Other	8%
(Responses--link to forms & ProgressBook; employment; EZPay)	
Transportation information	8%

Q: I am satisfied with the efforts that our district makes to collect and act on feedback from parents/community.



■ Agree ■ Somewhat Agree ■ No Opinion ■ Somewhat Disagree ■ Disagree

Q: Milford School District communicates important information in a timely and effective manner.



■ Agree ■ Somewhat Agree ■ No Opinion ■ Somewhat Disagree ■ Disagree

Sampling of comments or suggestions regarding the district's communications efforts.

"Would like to see Progress book have more information for parents with progress updated daily or at least more often."

"If there is a way to stop all subsequent notifications of something like snow days, once a call has been answered, it would be great. Right now we get 6 notifications."

"I would like to see the district do more to recognize academic achievement through various channels."

"Overall the schools do a good job and the district as a whole, I just wish there was more consistency."

"Need more communication on curriculum and state tests."

"Thank you for asking my opinion. I feel well connected with Milford Schools. Through email with our daughter's teacher and through the Milford Schools website. We are very happy."

"A new family FAQ would be good, that outlines some of the items that are a "given" if you've been at school for a while."

"The district needs to put all the information in ONE place."

"I wish the website would have a clearer calendar schedule with all that is going on within the school."

"I would prefer information be passed to parents via emails, not through social media."

"I think Milford School District is awesome. Love the teachers and their communications as well as district-wide is excellent!"