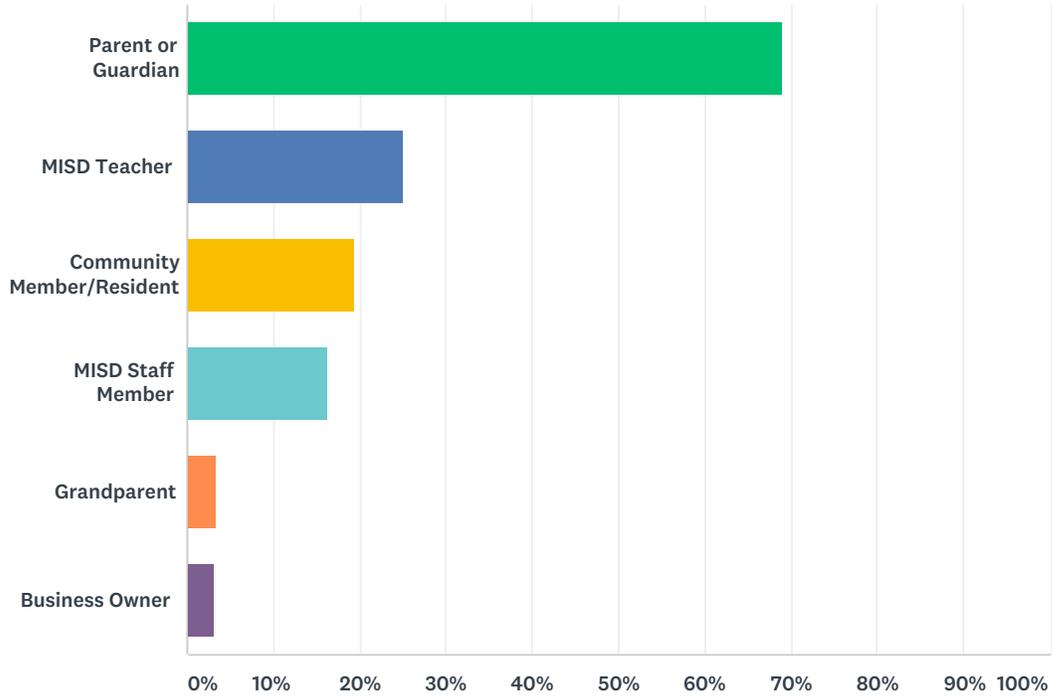


### Q1 What is your role in MISD? Check all that apply.

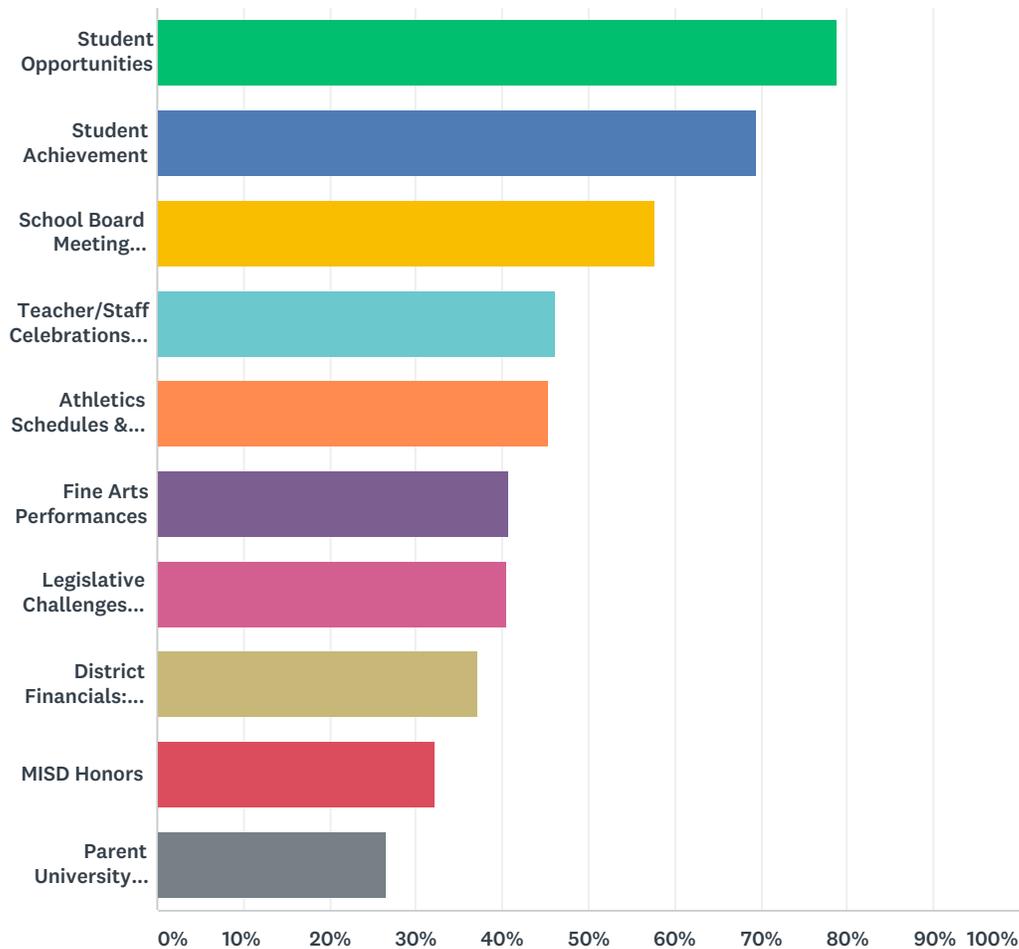
Answered: 758 Skipped: 0



ANSWER CHOICES	RESPONSES	
Parent or Guardian	69.00%	523
MISD Teacher	25.07%	190
Community Member/Resident	19.39%	147
MISD Staff Member	16.23%	123
Grandparent	3.30%	25
Business Owner	3.03%	23
Total Respondents: 758		

## Q2 What type of communication is most important to you? Please check all that apply.

Answered: 758 Skipped: 0

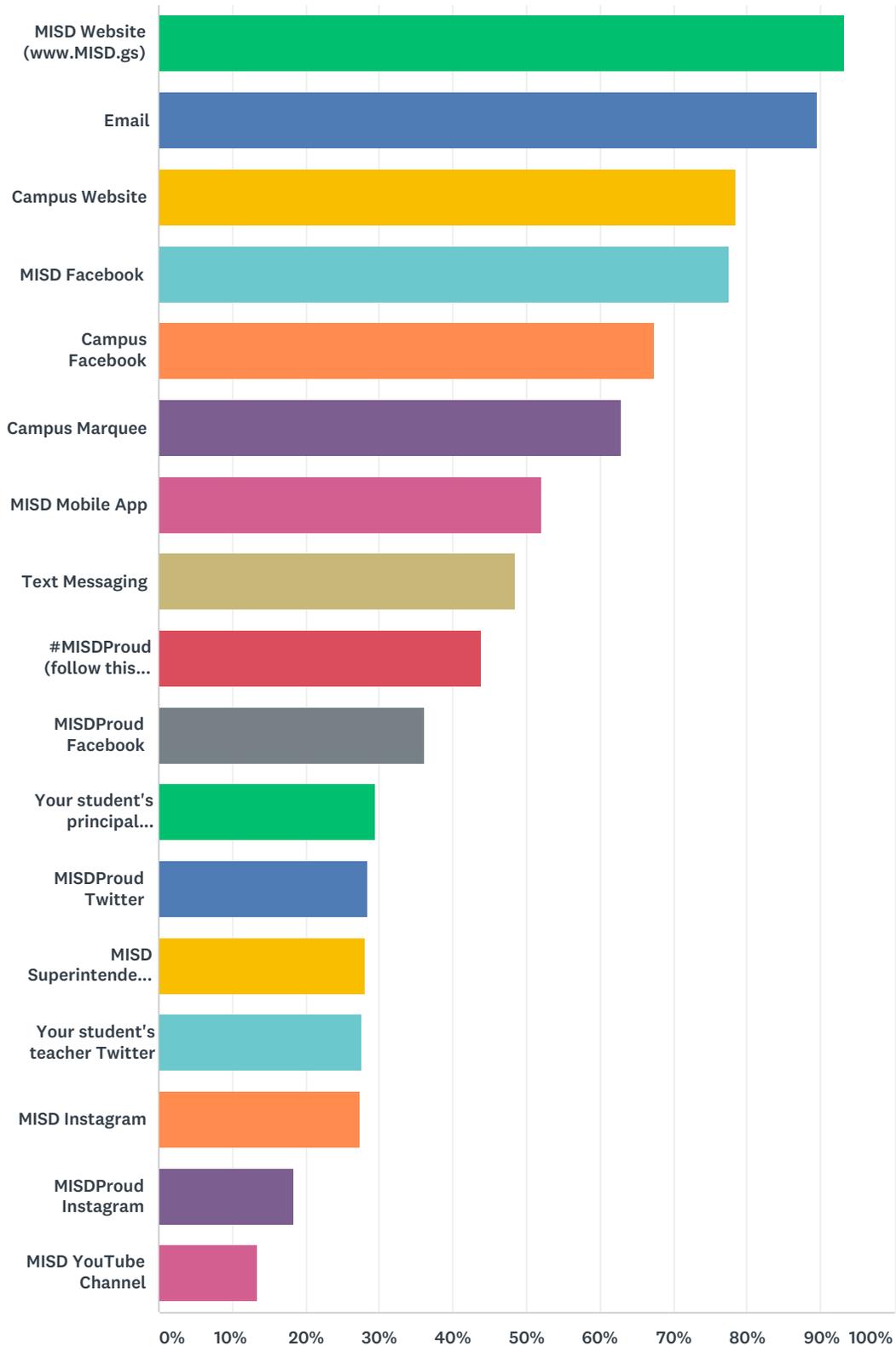


ANSWER CHOICES	RESPONSES	
Student Opportunities	78.89%	598
Student Achievement	69.53%	527
School Board Meeting Information/School Board Information	57.78%	438
Teacher/Staff Celebrations & Recognitions	46.31%	351
Athletics Schedules & Scores	45.38%	344
Fine Arts Performances	40.77%	309
Legislative Challenges Facing MISD	40.63%	308
District Financials: Budget & Bond Dollars	37.20%	282
MISD Honors	32.19%	244
Parent University Learning Opportunities	26.65%	202



### Q3 Select the communication tools below that you are aware MISD provides. Check all that apply.

Answered: 758 Skipped: 0



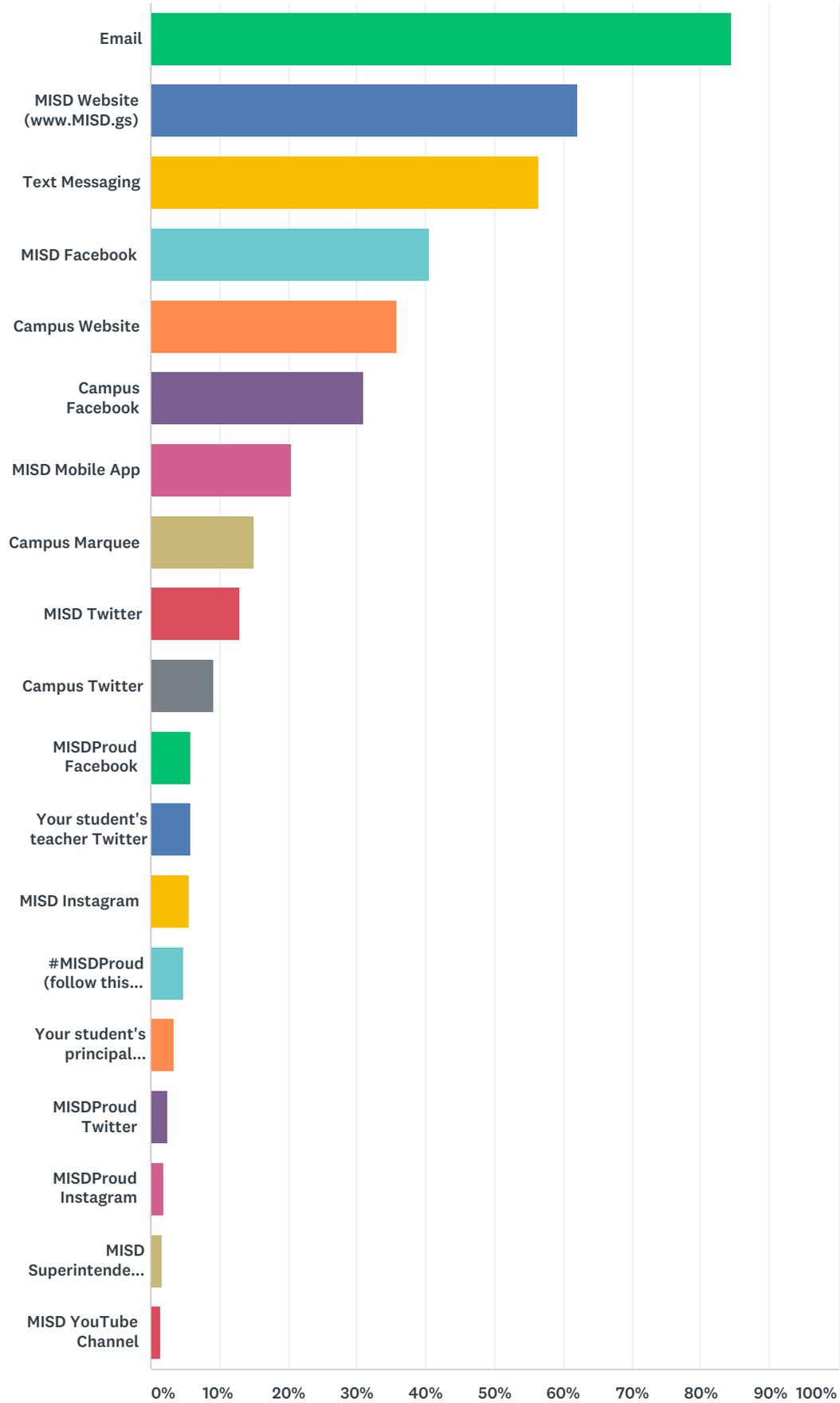
## MISD Communication Survey

ANSWER CHOICES	RESPONSES	
MISD Website (www.MISD.gs)	93.27%	707
Email	89.58%	679
Campus Website	78.50%	595
MISD Facebook	77.57%	588
Campus Facebook	67.28%	510
Campus Marquee	62.93%	477
MISD Mobile App	52.11%	395
Text Messaging	48.55%	368
#MISDProud (follow this hashtag)	43.93%	333
MISDProud Facebook	36.28%	275
Your student's principal Twitter	29.55%	224
MISDProud Twitter	28.36%	215
MISD Superintendent Twitter (@MISDLedbetter)	28.10%	213
Your student's teacher Twitter	27.70%	210
MISD Instagram	27.31%	207
MISDProud Instagram	18.47%	140
MISD YouTube Channel	13.46%	102
Total Respondents: 758		

**Q4 Based upon the variety of communication tools, which ones do you prefer? Check your top five (5) choices.**

Answered: 758 Skipped: 0

# MISD Communication Survey



ANSWER CHOICES

RESPONSES

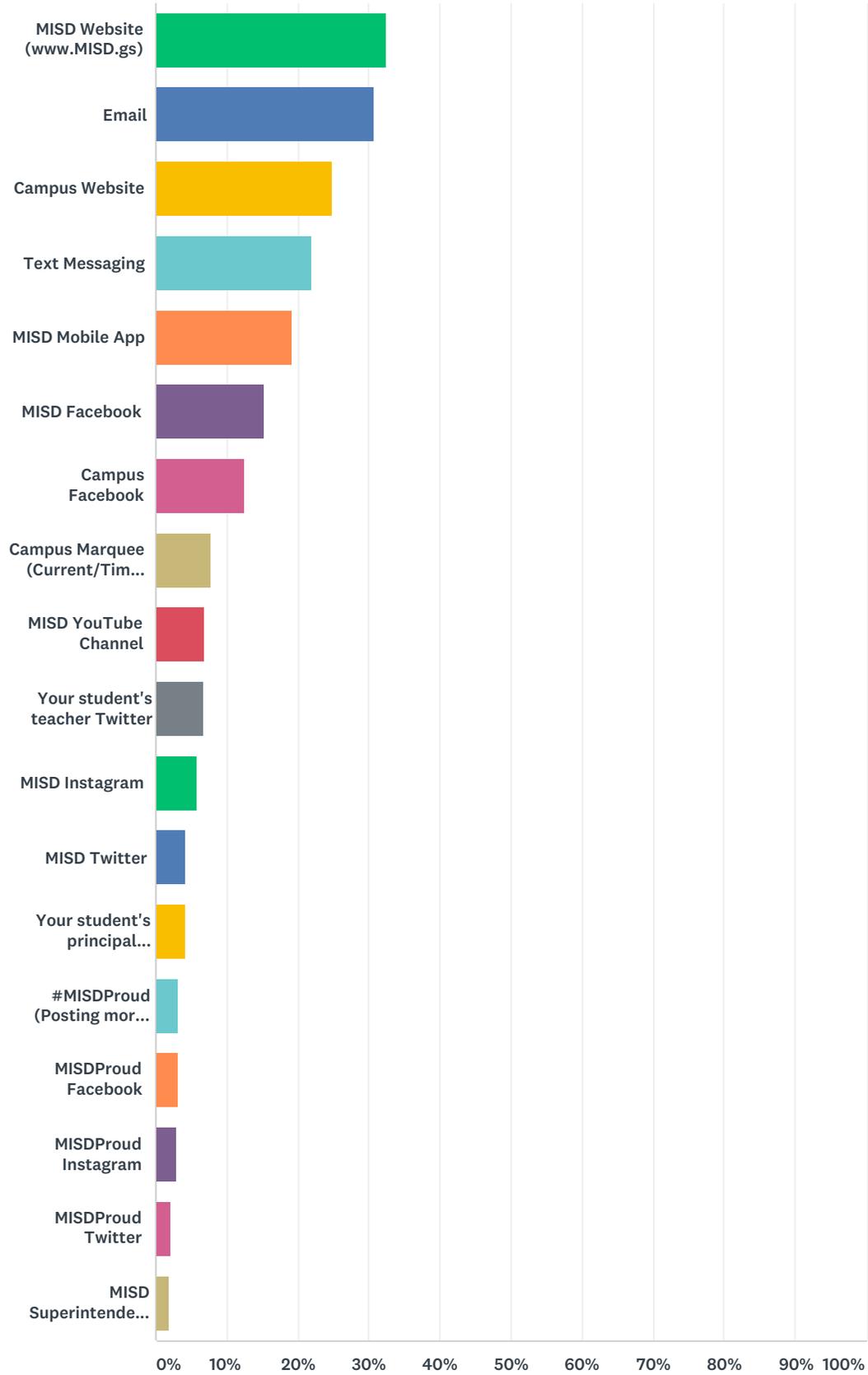
## MISD Communication Survey

Email	84.43%	640
MISD Website (www.MISD.gs)	62.14%	471
Text Messaging	56.46%	428
MISD Facebook	40.50%	307
Campus Website	35.75%	271
Campus Facebook	30.87%	234
MISD Mobile App	20.45%	155
Campus Marquee	15.04%	114
MISD Twitter	12.93%	98
Campus Twitter	9.10%	69
MISDProud Facebook	5.94%	45
Your student's teacher Twitter	5.80%	44
MISD Instagram	5.67%	43
#MISDProud (follow this hashtag)	4.75%	36
Your student's principal Twitter	3.43%	26
MISDProud Twitter	2.51%	19
MISDProud Instagram	1.85%	14
MISD Superintendent Twitter (@MISDLedbetter)	1.58%	12
MISD YouTube Channel	1.45%	11
Total Respondents: 758		

**Q5 From the communication tools listed below, which ones could MISD improve on?**

Answered: 758 Skipped: 0

## MISD Communication Survey



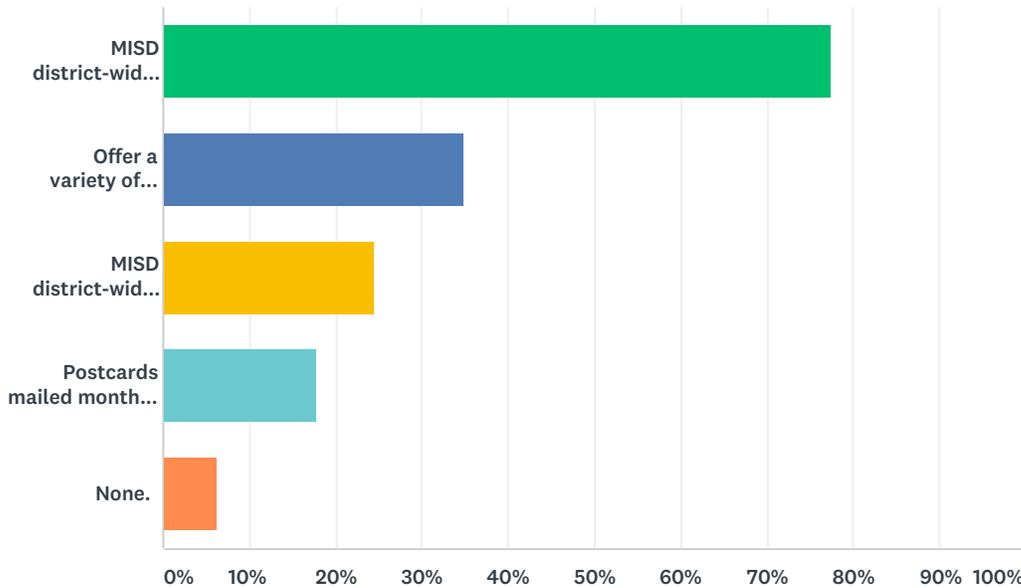
ANSWER CHOICES	RESPONSES	
MISD Website (www.MISD.gs)	32.45%	246

## MISD Communication Survey

Email	30.74%	233
Campus Website	24.93%	189
Text Messaging	22.03%	167
MISD Mobile App	19.26%	146
MISD Facebook	15.17%	115
Campus Facebook	12.53%	95
Campus Marquee (Current/Timely Information)	7.78%	59
MISD YouTube Channel	6.86%	52
Your student's teacher Twitter	6.73%	51
MISD Instagram	5.80%	44
MISD Twitter	4.22%	32
Your student's principal Twitter	4.09%	31
#MISDProud (Posting more to this hashtag)	3.17%	24
MISDProud Facebook	3.17%	24
MISDProud Instagram	2.90%	22
MISDProud Twitter	2.11%	16
MISD Superintendent Twitter (@MISDLedbetter)	1.98%	15
Total Respondents: 758		

Q6 MISD values your feedback! Throughout this school year, we have received input from our parents and staff. Below lists some shared ideas. Which ideas do you feel would be helpful for you to stay informed and assists with fostering our #MISDProud culture? Check your top two (2) ideas.

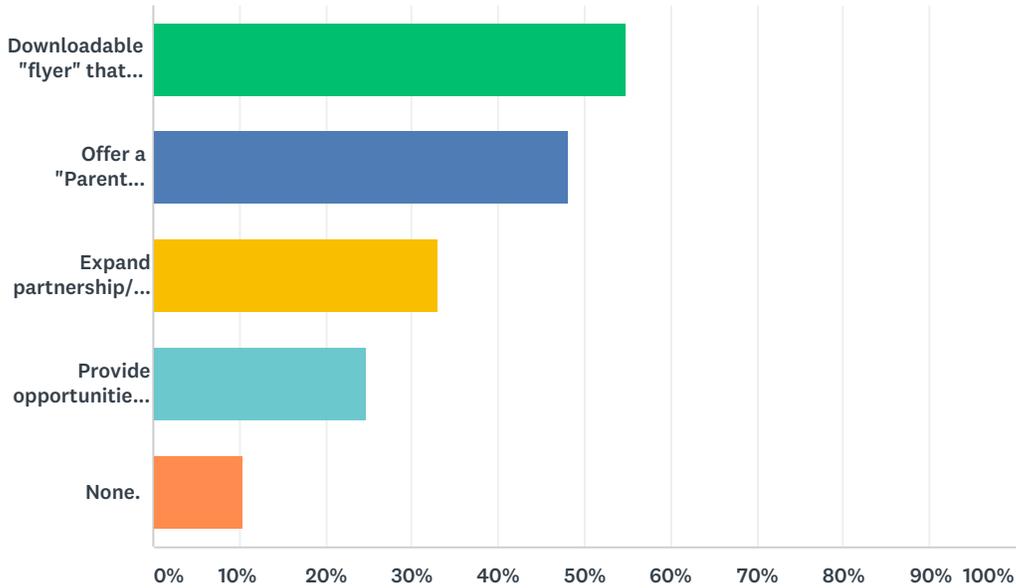
Answered: 758 Skipped: 0



ANSWER CHOICES	RESPONSES
MISD district-wide digital newsletter or magazine emailed to you highlighting student/staff achievement and "news you can use."	77.31% 586
Offer a variety of short videos sharing MISD news, student/staff achievements and parent learning tips.	34.96% 265
MISD district-wide printed newsletter or magazine mailed directly to your home highlighting student/staff achievement and "news you can use."	24.41% 185
Postcards mailed monthly that "bullet points" achievements and MISD updates.	17.81% 135
None.	6.20% 47
Total Respondents: 758	

Q7 In MISD, we believe our parents are our partners maximizing every child's fullest potential. Which tools listed below do you believe will help foster this relationship? Check your top two (2) choices.

Answered: 758 Skipped: 0



ANSWER CHOICES	RESPONSES
Downloadable "flyer" that lists what your child should be able to "know and do" by the end of that school year.	54.75% 415
Offer a "Parent University" online course catalog that lists the many opportunities for MISD parents to learn more about their children's learning experience and caring for the whole child. These opportunities maybe online or face-to-face.	48.15% 365
Expand partnership/volunteer opportunities in our schools.	33.11% 251
Provide opportunities for parents to meet national educational experts on topics, such as classroom technology, navigating social media as a parent, etc.	24.67% 187
None.	10.42% 79
Total Respondents: 758	

**Q8 Please share any additional thoughts about MISD's communication efforts?**

Answered: 151 Skipped: 607