

Key Communicator Survey - Spring 2007

In May 2007, the annual online Key Communicator survey was conducted to assess the effectiveness of the Jeffco Public Schools key communicator network. Requests to take the survey were provided to every key communicator. Key communicators who are not online received a paper version of the survey. Of the 1,107 names in the key communicator database, a total of 222 responded to the survey, which is 30 more surveys than each of the past four years. There were 250 additional names on the key communicator database compared to the 2006 survey. The overall survey response rate was somewhat low at 20%.

Respondents were asked if they were a current or former parent of a Jeffco Schools student – 87% of respondents were parents. Of those parent respondents, 55% are parents of a student currently enrolled in Jeffco Schools.

Overall, survey respondents are satisfied with the key communicator network:

- Nearly all respondents (92%) agree that the information they receive as a key communicator is timely.
- Nearly all respondents (91%) agree that the information they receive as a key communicator is credible.
- For nearly 9 in 10 respondents (87%), the communication they receive educates them about issues in the school district.
- A total of 83% of respondents indicate that the information they receive enables them to share information about the school district with others and that they receive timely information as a key communicator.
- Satisfaction with the opportunity to provide feedback as a key communicator was reported by 71% of respondents. Satisfaction has dropped 14 percentage points from 2006 which should be further addressed.
- Nearly 8 in 10 (78%) respondents report that Communications Services communicates effectively with them as key communicators.
- Nearly two-thirds (64%) of respondents report that the Board of Education provides them, as parents and/or taxpayers, regular opportunities to voice their views on school district matters.
- Slightly less than half (46%) of respondents are satisfied with the way Communications Services responds to their questions/concerns, while a high percentage (51%) are neutral.

Percent of respondents who:	agree/ strongly agree	are neutral	disagree/ strongly disagree	Percentage point change in agreement from 2006
The information I receive as a key communicator is timely.	92%	6%	2%	-4%
The information I receive as a key communicator is credible.	91%	8%	1%	0%
The information I receive educates me about issues in the school district.	87%	9%	4%	-2%
The information I receive enables me to share information about the school district with others.	83%	14%	3%	-5%
I am satisfied with the opportunity I have to provide feedback as a key communicator.	71%	23%	6%	-14%
Overall, Communications Services communicates effectively with me as a key communicator.	78%	18%	4%	-1%
The Board of Education provides me, as a parent and/or taxpayer, regular opportunities to voice my views on school district matters.	64%	26%	10%	-2%
I am satisfied with the way Communications Services responds to my questions/concerns.	46%	51%	3%	-6%

Note: Totals may not add up to 100% due to rounding.

¹ The total number of respondents likely includes some duplicates based on apparent duplicate open-ended comments; however, these apparent duplicates were not removed from the analysis because the process could not be done systematically.

In response to the statement: “I find value in the content addressed at community outreach meetings hosted by the Board of Education”, half (50%) of the respondents agree or strongly agree with this item while 46% are neutral. Nearly 7 in 10 (69%) respondents believe they receive the right amount of information which is a decrease of 10 percentage points from the 2006 survey:

Respondents who replied:	too little	the right amount	Too much
The amount of information I receive is:	30%	69%	2%

The percentage of respondents who share the information they receive as a member of the key communicator network with:

- friends is 76%
- family is 76%
- colleagues is 51%
- neighbors is 45%
- others not listed above is 17%

Compared to the 2006 survey results, the “friends” category has increased by 2 percentage points and the “family” group has increased by 9 percentage points.

For those respondents who said that they share key communicator information, 47% of respondents generally share the information with 1-3 people, 33% of respondents share with 4-6 people, 10% of respondents share with 7-9 and 10% share with 10 or more people.

Compared to the previous survey, the number of people information is shared with generally has remained the same. More than half of respondents (52%) share information frequently while 37% share information infrequently:

Respondents who replied:	always	frequently	infrequently	never
How often do you share the information you receive as a member of the key communicator network?	6%	52%	37%	4%

The following summarizes respondent attendance at the following events:

- Community Budget Forum – 25% (up 1% from 2006)
- Key Communicator Celebration of Excellence – 10% (down 2% from 2006)

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