



Hicksville Public Schools 2019 Community Communications Survey

A Google forms survey was created by Hicksville Public School District's Public Information Department in October and November of 2019 following discussions by the District's Communications Advisory Committee (CAC). The goal of the survey was to uncover a broad range of information about the District's current communications program and demographic data about the respondents. Findings from the survey will guide the creation of a customized Comprehensive Communications Plan for Hicksville Public Schools to meet the Board of Education's Goal 5:

To develop and implement a comprehensive Communications Plan which will strengthen relationships between all District schools and every stakeholder, enhance community pride, and further expand opportunities to welcome families into the schools by the close of the 2019-2020 school year, (1 year); with innovations continuing through the 2023-2024 school year (5 years).

The HPS Communications Plan Survey consisted of 34 questions including multiple choice, Likert, and open-ended narrative options. The survey was open to all adult residents, resident staff members, and MS/HS students. Respondents were asked to complete the survey only once and were assured their identities would be anonymous.

The survey was made available to respondents in English and Spanish. The Spanish version of the survey and translation of the Spanish responses were accomplished by Cindy Garcia, the District's translator.

Before the survey went live, a test run of its functionality and content was run through a Beta test group comprised of 12 members of the CAC. Once the Beta group's suggestions were applied, the survey went live from 11-4-19 to 12-6-19 on the District and all school websites. The survey was also accessible using handheld devices.

Additional announcements requesting the public's response were posted through Twitter; email requests and a draft parent letter were sent to Principals to alert parents; an announcement and information about the purpose and goal of the survey was made at the November PTA Council Meeting; a press release about the survey was emailed to Hicksville

News, Mid Island Times & Patch, palm card invitations were distributed at the November 7th Fall Senior Citizen Luncheon, and placed at the Hicksville Community Parent Center, the Hicksville Public Library, and the Hicksville Community Center.

Included here is a summary of findings. **Highlighted figures represent the majority of responses.**

Respondent totals as of the 12-6-19 survey closing:

Community: 228
Beta: 12
Spanish: 3

Total: 243

NOTES:

1. For questions where the answer was optional, respondent totals are listed. If no total is listed, then all respondents listed above answered the question.
2. Where respondents could choose multiple answers, totals will not equal 100%.

FINDINGS:

1. Are you a resident of the Hicksville School District and a . . . ?

English:	Beta:	Spanish:
93% (212) Parent	41.7% (5) Parent	100% (3) Parent
4.8% (11) Student (MS/HS)	33.3% (4) Resident	
2.2% (5) Resident w/no student in HPS	25% (3) Staff	

2. What age are you?

English:	Beta:	Spanish:
48.2% (110) 41-50 yrs	58.3% (7) 41-50	66.7% (2) 41-50
30.3% (69) 31-40 yrs = 90.3%	25% (3) 61-70	33.3% (1) 31-40
11.8% (27) 51-60 yrs	16.7% (2) 51-60	
5.7% (13) student under 21 yrs		
2.2% (5) 61-70 yrs		
1.3% (3) 22-30 yrs		
0.4% (1) 81-90 yrs		

3. If you are a parent of a current Pre-K to 12th grade student(s), please check all the district schools your child(ren) currently attend(s): NOTE: Having students in multiple schools is possible:

English: (217 respondents)	Beta:	Spanish:
Burns: 6.5% (14)	16.7% (1)	(0)
Dutch: 7.8% (17)	16.7% (1)	33.3% (1)
East: 8.3% (18)	(0)	(0)
Fork: 6.9% (15)	16.7% (1)	(0)
Lee: 12% (26)	(0)	(0)
OCR: 11.1% (24)	16.7% (1)	(0)
Woodland: 6.9% (15)	(0)	(0)
MS: 50.2% (109)	16.7% (1)	33.3% (1)
HS: 33.2% (72)	16.7% (1)	33.3% (1)

4. **If you are a parent of a current Pre-K - 12th grade student(s), what can your child(ren)'s school(s) do to improve its communications with you?**

English/Beta/Spanish combined (Top 10 answers – 203 respondents):

1. Less handouts/paper – email/text parents: 54 (text pref.; want more of both)
2. Nothing/doing well on communications: 31
3. NA: 12
4. Website is difficult to navigate/needs timely updates: 12
5. Create a digest of all major events coming up-deadlines/photos days, etc.): 8
6. Parent alert when child is having difficulty/failing: 7
7. Email/text immediately when something happens: 7 (priority info. first)
8. Send parents weekly emails: 7
9. Power School is difficult to track grades – add end-of-year grade summary/respond to questions promptly: 6
10. Likes receiving Robocalls: 5

5. **In general, what can Hicksville Public Schools do to improve its communications with the Hicksville community?**

English/Beta/Spanish combined (Top 10 answers – 178 respondents):

1. Email & text & phone (less paper): 36 (again, text preferred; text daily announcements)
2. Improve website/more user friendly/more frequent updates/post site map: 18
3. Nothing/good/great job: 17
4. Communication by social media: 11
5. More, open & timely communications (newspaper/social media/website): 10
6. NA/don't know: 9
7. Get out into the community!/more invites to events/involve civics: 8
8. More newsletters: 5
9. Create an app: 5
10. Publish plans on active SD projects; Project Management Template as to help digest and execute on communication of Projects. Status communication regularity/monthly bulletin: 4

6. List three things you like about Hicksville Public Schools:

English/Beta/Spanish combined (Top 15 answers – 190 respondents):

1. Teachers (excellent/caring/amazing/responsive/work ethic/passionate): 79
2. Academic program (selections; sequencing; rigor; quality; continuous improvement): 37
3. Diversity: 31
4. Caring, welcoming school community (small; traditions; culture): 29
5. Staff (pleasant/professional): 28
6. Facilities/maintenance/construction & updates/buildings & grounds: 26
7. Music program: 21
8. Security/student safety: 19
9. Clubs: 15
10. Good communications (calls; notes home; messaging): 14
11. Attention to students' needs (passion; commitment; concern; services): 13
12. Sports: 12
13. Principals: 11
14. Art program: 11
15. Administration/leadership/Superintendent: 9

7. How do you most frequently access the internet (please select one)?

English:	Beta:	Spanish:
Computer/laptop: 31.6% (72)	41.7% (5)	0% (0)
Smartphone/iPad/handheld device: 80.3% (183)	83.3% (10)	100% (3)
Other-than home computer: 7.5% (17)	0% (0)	0% (0)

8. What sources do you use to obtain your general news and information? (check all* that apply): *NOTE: totals will be > 100%

English:	Beta:	Spanish:
TV: 57.9% (132)	66.7% (8)	33% (1)
Radio: 21.1% (48)	16.7% (2)	0% (0)
Internet: 79.8% (182)	66.7% (8)	100% (3)
Newspaper/magazine: 18.9% (43)	58.3% (7)	0% (0)
Social media: 60.5% (138)	41.7% (5)	66.7% (2)
Friends: 38.6% (88)	33.3% (4)	0% (0)

9. What sources of school district news do you most frequently use to obtain information? (check all* that apply): *NOTE: totals will be > 100%

English:	Beta:	Spanish:
Website: 61.4% (140)	91.7% (11)	66.7% (2)
Newsletters: 38.2% (87)	41.7% (5)	33.3% (1)
PTA/SEPTA: 42.1% (96)	66.7% (8)	0% (0)
Social media: 43% (98)	41.7% (5)	0% (0)
Friends: 33.8% (77)	16.7% (2)	33.1% (1)

Other: Child(ren) (4), Emails (3), 1 each: staff, cell texts, mail, Seesaw, flyers, called office

10. What social media do you use? (check all* that apply): *NOTE: totals will be > 100%

English:	Beta:	Spanish:
Facebook: 80.7% (184)	75% (9)	100% (3)
Twitter: 23.2% (53)	66.7% (8)	0% (0)
Instagram: 48.2% (110)	50% (6)	66.7% (2)
Snapchat: 14% (32)	0% (0)	0% (0)
YouTube: 39% (89)	41.7% (5)	100% (3)
None: 8.8% (20)	0% (0)	0% (0)
Other: 4.4% (10)	0% (0)	0% (0)

Other: Whatsapp (5), Reddit (2), TikTok (2), RemindMe (2)

11. When you need to confirm information you heard, what source do you most frequently use? NOTE: totals will be > 100%

English:	Beta:	Spanish:
School/District Main Office: 54.4% (124)	66.7% (8)	33.3% (1)
PTA/SEPTA: 24.1% (55)	33.3% (4)	0% (0)
Friend:		

25.4% (58)	0% (0)	0% (0)
Internet:		
24.1% (55)	8.3% (1)	66.7% (2)
Social media:		
22.4% (51)	0% (0)	0% (0)
District/School website:		
61.4% (140)	33.3% (4)	66.7% (2)
Local Papers/news media:		
7.9% (18)	0% (0)	33.3% (1)
Trusted teacher/staff:		
0.4% (1)	0% (0)	0% (0)

Other: 1 each: email, child, teacher

12. How often do you attend Board of Ed Meetings?

English: (219 responses)	Beta: (11 responses)	Spanish:
Attend all:		
2.7% (6)	54.5% (6)	0% (0)
2 or more per year:		
18.3% (40)	27.3% (3)	0% (0)
Only for Budget presentations:		
9.6% (21)	18.2% (2)	0% (0)
Never:		
69.4% (152)	0% (0)	0% (0)

13. Did you vote in the May 2019 Board election and Budget vote?

English:	Beta:	Spanish:
Yes: 61.4% (140)	75% (9)	0% (0)
No: 38.6% (88)	25% (3)	0% (0)

14. Would you like to learn more about the role and scope of the responsibilities of the Board of Education members?

English: (223 respondents)	Beta:	Spanish:
Yes: 63.7% (142)	100% (12)	66.7% (2)
No: 36.3% (81)	0% (0)	33.3% (1)

15. Have you ever contacted the Board or a Board member with a concern?

English: (224 respondents)	Beta:	Spanish:
Yes: 21.4% (48)	58.3% (7)	0% (0)

No: 78.6% (176)

41.7% (5)

100% (3)

16. Please explain how you feel the Board can more effectively communicate with our community? English/Beta/Spanish combined (Top 15 answers – 142 respondents):

1. Periodic informational emails/texts to the community (include link to Agendas): 29
2. NA/don't know: 13
3. Board newsletters: 11
4. Hold meet and greet /coffee at events/get involved with the community/schools: 11
5. More notifications about when the board meetings are happening and what the topics will be: 11
6. Good the way things are: 9
7. Get BoE on social media: 8
8. Make BoE meetings earlier/shorter: 6
9. More transparency: 4
10. Live stream BoE meetings: 4
11. Forum/discussion page on website: 4
12. Post the minutes to the school website and email that this has been done: 4
13. Mailings: 4
14. Attend PTA meetings: 3
15. Don't know who is on the BoE/what they do/how to contact them: 3

17. How often do you visit the district/school website?

English: (225 respondents)	Beta: (7 respondents)	Spanish:
Once per day: 8.9% (20)	14.3% (1)	0% (0)
2 or more times a week: 33.3% (75)	42.9% (3)	66.7% (2)
Monthly: 49.3% (111)	42.9% (3)	0% (0)
Never: 8.4% (19)	0% (0)	33.3% (1)

18. How easy do you find the district/school website to navigate?
(1 = easy; 5 = difficult)

English:	Beta: (7 respondents)	Spanish:
1: 13.2% (30)	0% (0)	33.3% (1)
2: 18.4% (42)	0% (0)	66.7% (2)
3: 28.1% (64)	57.1% (4)	0% (0)
4: 25.9% (59)	42.9% (3)	0% (0)
5: 14.5% (33)	0% (0)	0% (0)

19. What can the district change to improve website navigability?
(English, Beta, Spanish combined - 141 responses):

1. Menus in alpha order/consistent across site/more user-friendly/simplify/fewer layers/clear tabs: 46
2. Nothing/it's better/improving: 23
3. There is outdated/missing information/broken links/get kicked back: 13
4. NA/don't know: 12
5. Add a better search function/make larger: 8
6. Not user-friendly: 8
7. Too many clicks: 8
8. Make teacher directory easy to find: 6
9. Timely Calendar/bulletins/content: 5
10. Larger school tabs/put school tabs across the top: 4

20. What do you most frequently search for when visiting the district/school website? (English, Beta, Spanish combined - 186 responses):

1. Teacher/staff contacts/information: 57
2. Calendar: 49
3. Upcoming events/announcements: 48
4. PowerSchool (grades): 24
5. News (District/school/parent): 21
6. Athletics: 15
7. Homework: 14
8. Teacher/school/classroom web pages: 14
9. Clubs: 10
10. Menus: 9

21. What additional feature(s) would you like to see added to the district/school website? (English, Beta, Spanish combined - 116 responses):

1. NA/don't know: 10
2. Nothing: 9
3. More photos/gallery/news: 9
4. More sports info./updates: 5
5. Make it easier to find calendar/lunch accounts/forms: 5
6. Add school district app: 4
7. Updated teacher web pages: 4
8. Make email directory easier to use: 4
9. More club info./photos: 3
10. List of resources & services w/links: 3
11. PTA Board contacts/schedules/info.: 3
12. Add FAQs page: 2

22. Would you find an app of the district website for your mobile device more useful than accessing the district website from your phone?

English:	Beta:	Spanish:
	(7 responses)	
Yes: 78.5% (179)	100% (7)	100% (3)
No: 21.5% (49)	0% (0)	0% (0)

23. If so, what features would you want to see included (check all that apply):

English:	Beta:	Spanish:
(201 responses)	(7 responses)	
Parent Portal: 82.6% (166)	100% (7)	100% (3)
Lunch menus: 59.2% (119)	57.1% (4)	100% (3)
Bus schedules: 44.8% (90)	42.9% (3)	100% (3)
Athletic info./schedules: 59.7% (120)	42.9% (3)	66.7% (2)
Latest news/announcements: 59.7% (120)	85.7% (6)	100% (3)
District Directory: 68.2% (137)	100% (7)	100% (3)
Extra Help Schedule: 68.2% (137)	14.3% (1)	100% (3)

Other: Meeting dates/times/locations (4); Club info. (4); extra-curricular (2); calendar (2); direct communication with teachers (2); 1 each: FAQs; PTA; teacher web pages; teacher pages w/homework assignments.

24. If you answered "Other" to Question # 23, please explain:

(English, Beta, Spanish combined - 34 responses):

1. Want Club/specials daily schedules/activities: 6
2. Want app (can't receive phone calls when at work) 3
3. PTA information: 2
4. Theater production times/costs on website: 2
5. Too many clicks: 1
6. More web accessibility on mobile device: 1
7. Talk directly to teachers: 1
8. Lunch account balances: 1
9. ScholarChip app (for funding): 1
10. Half-days/test days: 1
11. Access main calendar: 1
12. FAQs at each level: 1
13. School bus tracking app: 1
14. Teacher directory: 1
15. School-centered photo albums for entire year: 1
16. Calendar of events: 1

25. How often do you communicate with your child(ren)'s school principal?

English:	Beta:	Spanish:
(217 responses)	(6 responses)	
Often: 18.9% (41)	50% (3)	0% (0)

3 or more times per year: 8.3% (18)	0% (0)	0% (0)
Once or twice per year: 29.5% (64)	0% (0)	0% (0)
Never: 43.3% (94)	50% (3)	100% (3)

26. How often do you communicate with your child(ren)'s teachers?

English: (218 responses)	Beta:	Spanish:
Often: 42.2% (92)	50% (3)	0% (0)
Four or more times per year: 21.6% (47)	33.3% (2)	0% (0)
Rarely: 21.6% (47)	0% (0)	0% (0)
Only at P/Teacher Conferences: 12.4% (27)	0% (0)	0% (0)
Never: 2.3% (5)	16.7% (1)	100% (3)

27. "Bulletin Board," the district's printed newsletter, is periodically mailed to homes. How informative do you find the district's newsletters?

English: (222 responses)	Beta: (7 responses)	Spanish:
Very informative: 23.4% (52)	42.9% (3)	33.3% (1)
Moderately informative: 47.3% (105)	42.9% (3)	33.3% (1)
Not very informative: 13.5% (30)	14.3% (1)	33.3% (1)
I do not read the district's newsletter: 15.8% (35)	0% (0)	0% (0)

28. How can the district improve its newsletter?

(English, Beta, Spanish combined - 89 responses):

1. Email it: 13
2. Publish more frequently (monthly/sooner – material is too dated): 12
3. Include more & shorter articles/detailed information/variety/academic focus/more pages: 11
4. Digital version: 9
5. NA: 9
6. It's good/OK: 6
7. More about what's going on in the schools (not just MS/HS): 6
8. I didn't even know about the newsletter/don't receive it: 4
9. Don't know: 4
10. Add a must-know/FAQs: 3

29. Do you use the district's printed calendar sent to your home?

English:	Beta: (7 responses)	Spanish:
Yes: 91.2% (208)	100% (7)	100% (3)
No: 8.8% (20)	0% (0)	0% (0)

30: Would you find a printed calendar where each month was spread over two pages with larger daily boxes more useful than the current format of a single month on a single page?

English: (220 responses)	Beta: (7 responses)	Spanish:
Yes: 31.8% (70)	28.6% (2)	33.3% (1)
No: 68.2% (150)	71.4% (5)	66.7% (2)

31: Would you also use a District e-Calendar?

English:	Beta: (7 responses)	Spanish:
Yes: 74.1% (169)	100% (7)	100% (7)
No: 25.9% (59)	0% (0)	0% (0)

32. How often do you notice our students or our district in the news?

English: (218 responses)	Beta: (7 responses)	Spanish:
Often: 25.7% (56)	28.6% (2)	0% (0)
Hardly ever: 54.1% (118)	42.9% (3)	33.3% (1)
Never: 20.2% (44)	28.6% (2)	66.7% (2)

33. Do you subscribe to or do you regularly purchase a printed newspaper?

English: (222 responses)	Beta: (7 responses)	Spanish:
Yes: 19.4% (43)	28.6% (2)	0% (0)
No: 80.6% (179)	71.4% (5)	100% (3)

34. If so, which one(s)? (English, Beta, Spanish combined - 58 responses):

Hicksville News (Illustrated): 10
Newsday: 32
 NY Times: 9
 Washington Post: 2
 Daily News: 2
 Mid Island Times: 0