

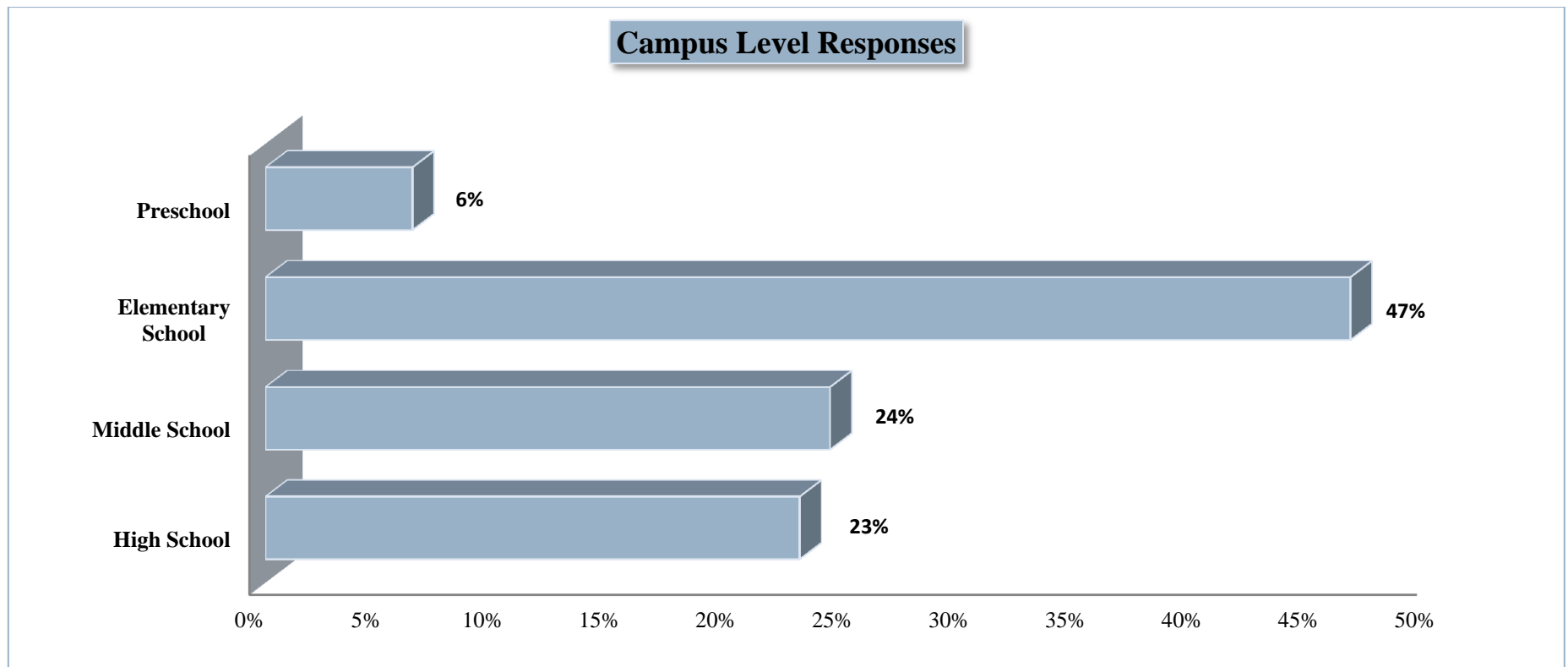
# Northwest ISD

Parent Survey  
2014-2015

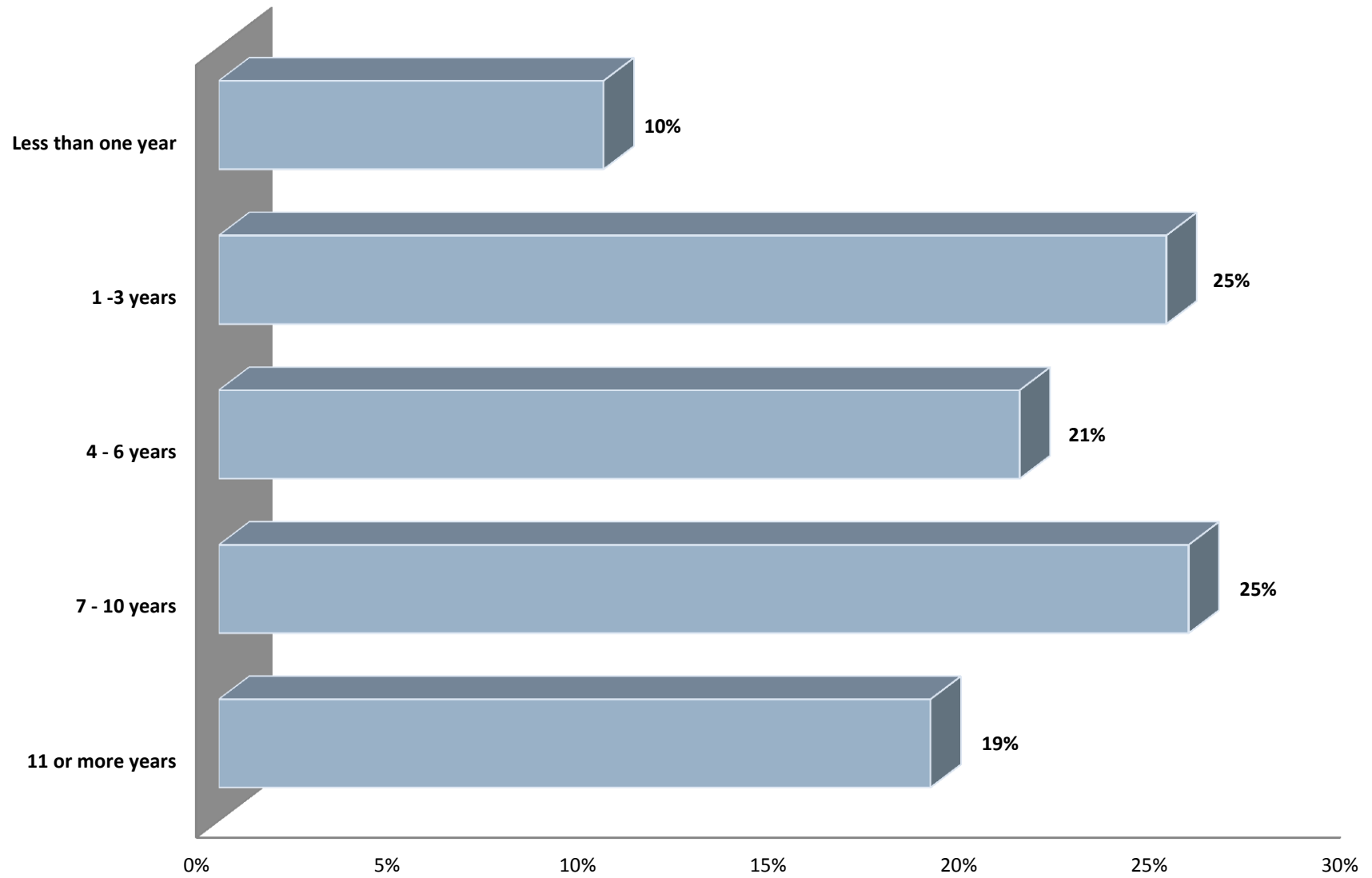
## Parent Survey

In December of 2014, parents and guardians of all Northwest Independent School District (NISD) students were invited to complete a parent satisfaction survey. In future survey references, “parents” will refer to both parents and guardians. Parent survey notification was made through direct e-mail, parent letter mailed directly to students’ homes, NISD website, personal conversations, automated calling system, and various forms of social media. Survey access was obtainable by direct e-mail, NISD website, or paper form and was provided in both English and Spanish. Education Service Center Region 11 was the administrator of the survey and provided parents with a unique survey link through both the district website and e-mail notification. Parents of multiple NISD students received only one e-mail notification.

The survey was available for 14 days during which 2053 respondents provided **2656 individual responses, contributing to an overall 13% response rate.** Although the response rate percentage is down from the 17% in 2013 and the 20% in 2010, **the individual responses increased by 218 and 818 respectively.** The responses represented all the various educational levels of NISD with 6% preschool representation, 47% elementary school representation, 24% middle school representation, and 23% high school representation. The graphic on page three delineates respondents by years in district. Also important to the survey interpretation is that 98% respondents have access to the internet.



### Years in District



## Survey Design

The parent survey consisted of six categories and a district section with both general questions and demographic data. The survey was inclusive of 82 total questions, 74 of which were closed-ended items and eight open-ended response options. Questions were inclusive of both previous parent survey questions and new items. An asterisk will denote questions that are slightly reworded from previous years, but are still comparable. New questions and/or highly modified questions will not be included in the comparison data. Presentation of data reflects the 74 closed-ended questions.

Category	Closed-Ended Questions	Open-Ended Questions
School Climate	8	1
Communications	6	1
Safe and Orderly Environment	6	1
Instructional Program	16	1
Student Support	4	0
Support Services	7	1

District Section	Closed-Ended Questions	Open-Ended Questions
General Questions	27	3

Respondents were given the opportunity to respond to all questions in every category for each campus represented by their child(ren), but only allowed to complete the district section and demographic data one time. In the six categories, participants were allowed to select strongly agree, agree, disagree, or strongly disagree as an answer response. The four-point response scale was used to cause a forced choice, thus not allowing respondents to select neutral as an option. The district section included additional questions which were also designed to cause a forced answer choice, and sometimes allowed for multiple selections.

To show data over time, the following report compared parent survey results from 2010 and 2013 to the results of the 2014 Parent Survey when applicable. Comparison data consisted of the “total percent agree” of responses to each individual survey question. The total percent agree was created by combining the categories of strongly agree and agree from the survey questions. When survey alterations were made, comparison data was also altered to reflect these changes ensuring data showed a comparison of like items.

## Data Overview

The 2014 Parent Survey responses indicated that respondents had a positive overall view of the NISD campuses, with an **89% overall positive response rate**. The overall rate was total calculations of the six categories evaluated based on total percent agree. For overview purposes, all data was rounded to the nearest whole number. Individual category results were also very positive, with all six categories receiving an 87%, or higher, positive response rate and two of the six receiving over a 90% positive response rate.

Longitudinal data also reflected respondents had displayed a steady satisfaction level since the 2010 survey, with overall positive response rates being between 88% and 91% and every category each year being at 86% or higher.

District section data can be found in the last section of this report.

2014 Overall Response Rates	Strongly Agree	Agree	Disagree	Strongly Disagree
<b>School Climate</b>	51.9%	38.6%	7.2%	2.3%
<b>Communication</b>	43.5%	43.8%	9.9%	2.8%
<b>Safe and Orderly Environment</b>	45.3%	43.3%	8.9%	2.5%
<b>Instructional Program</b>	40.5%	46.2%	10.1%	3.1%
<b>Student Support</b>	43.5%	45.1%	8.9%	2.6%
<b>Student Services</b>	47.0%	43.6%	6.5%	3.0%
<b>Average</b>	<b>45.3%</b>	<b>43.4%</b>	<b>8.6%</b>	<b>2.7%</b>

When comparing NISD’s overall total agree percentages, the **results of the 2014 Parent Survey continued to demonstrate a strong positive trend with the overall rate increasing from 88% to 89%** and all the individual category response rates matching and/or increasing those from the 2013 Parent Survey. School Climate and Support Services both reflected a 91% positive response rate, and Instructional Program, Student Support, and Support Services all increased the positive response rate from the previous survey.

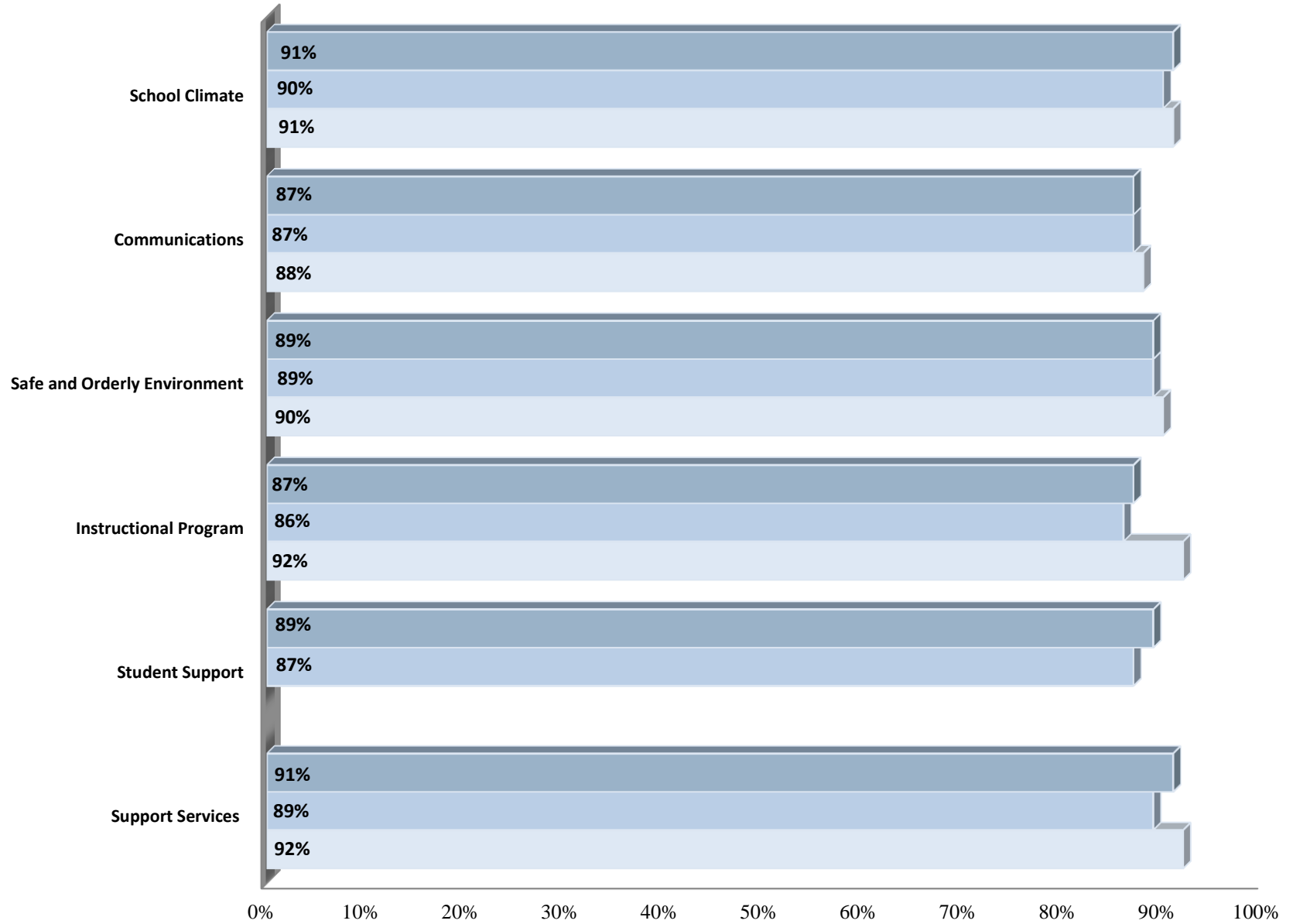
To obtain the calculations above, the total percent agree from each category in 2014 was rounded to the nearest whole number and compared to the total percent agree from the 2013 survey which was only reported as whole numbers. The category growth comparison was then made based on these whole numbers.

NISD comparison data was again found positive when gauged by a question by question analysis. **Of the forty-four comparable questions, the data reflected that twenty one questions increased in positive response rate and only six reflected a decrease.** With all increases and decreases being at, or less than 5%, this data again reflected a steady yet positive trend.

<b>Category</b>	<b>2010</b>	<b>2013</b>	<b>2014</b>
<b>School Climate</b>	91%	90%	91%
<b>Communications</b>	88%	87%	87%
<b>Safe and Orderly Environment</b>	90%	89%	89%
<b>Instructional Program</b>	92%	86%	87%
<b>Student Support</b>	N/A	87%	89%
<b>Support Services</b>	92%	89%	91%
<b>Overall</b>	<b>91%</b>	<b>88%</b>	<b>89%</b>

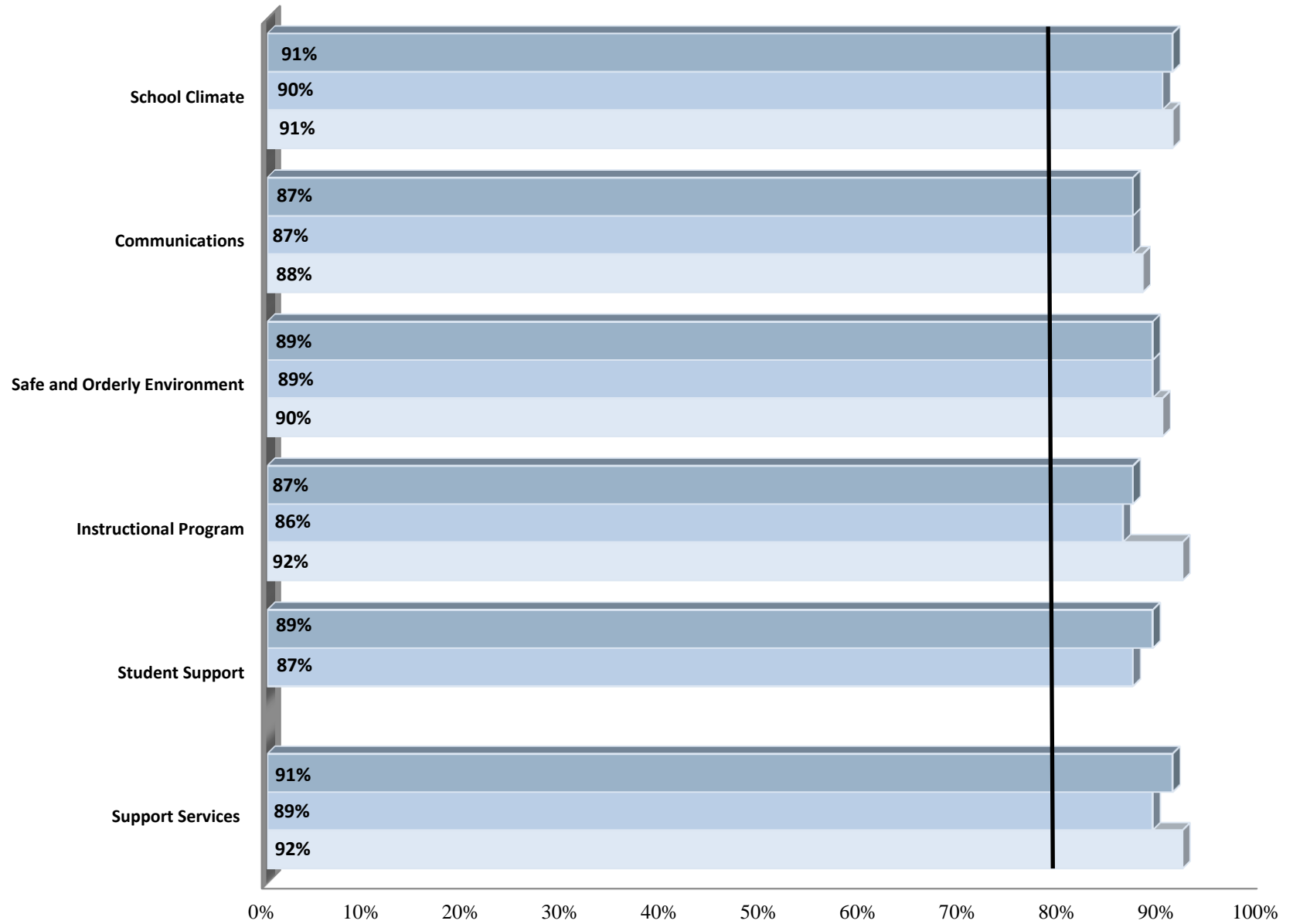
## Overall Comparison

■ 2014 ■ 2013 ■ 2010



## Overall Comparison

■ 2014 ■ 2013 ■ 2010





# Detailed Category Analysis

## School Climate

The first category, School Climate, was evaluated on eight closed-ended questions. The results of these questions conveyed respondents' perception of the overall feeling and/or climate of NISD schools. All questions are reflections of the School Climate questions asked in the 2013 Parent Survey.

**School Climate tied for the highest category in 2014 with an average total agreement rating of 91%**, up one percent from the 2013 survey results. Not only was this the second consecutive year as the highest category, but **all three years the data had been at or above a 90% total positive response rate.**

Of the eight survey questions in 2014, six reflected at or above a 90% positive response rate. Based on longitudinal data results and individual question analysis, one can conclude that respondents had a positive perception of the climate at NISD.

School Climate	Strongly Agree	Agree	Disagree	Strongly Disagree
I feel welcome at my child's school	54.2%	38.6%	5.6%	1.6%
I am provided opportunities to volunteer in my child's school	52.9%	38.3%	7.1%	1.7%
I am adequately informed about activities at my child's school	43.4%	41.6%	12.4%	2.6%
I feel comfortable talking to my child's teacher(s) about my child's progress	57.2%	35.4%	5.7%	1.7%
Students at my child's school are treated fairly regardless of their race, culture, religion, sexual orientation, gender, language, or disabilities	53.1%	39.2%	5.3%	2.3%
The staff at my child's school is approachable and addresses my concerns courteously	50.8%	39.6%	6.8%	2.7%
When I communicate with my child's school regarding a concern, I receive a response in a timely manner	50.1%	38.0%	8.9%	2.9%
My child's principal is actively leading our school toward educational excellence	53.3%	38.1%	5.5%	3.2%
<b>School Climate Average</b>	<b>51.9%</b>	<b>38.6%</b>	<b>7.2%</b>	<b>2.3%</b>
<b>Total Percent Agree 90.5% = 91%</b>				

<b>School Climate</b>	<b>2010</b>	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
I feel welcome at my child's school	93%	93%	93%	0%
I am provided opportunities to volunteer in my child's school	90%	91%	89%	2%
I am adequately informed about activities at my child's school	84%	85%	83%	2%
I feel comfortable talking to my child's teacher(s) about my child's progress	94%	93%	93%	0%
Students at my child's school are treated fairly regardless of their race, culture, religion, sexual orientation, gender, language, or disabilities	N/A	92%	93%	-1%
The staff at my child's school is approachable and addresses my concerns courteously	92%	90%	90%	0%
When I communicate with my child's school regarding a concern, I receive a response in a timely manner	90%	88%	88%	0%
My child's principal is actively leading our school toward educational excellence	92%	91%	92%	-1%
<b>School Climate Average</b>	91%	<b>91%</b>	<b>90%</b>	

## Communications

The second survey category, Communications, was assessed on six closed-ended questions. The results conveyed to what extent the parents felt NISD systems and employees provided adequate information about learning opportunities and activities for their children. All questions were reflections of Communications questions asked in the 2013 Parent Survey.

**The percent of total agreement in this category was 87%, which was the same percent from the 2013 survey and only a 1% difference from the 2010 results.** This continuity of data validated the overall satisfaction parents perceive in regard to NISD communication.

In the Communication category, the School Messenger (automated calling/message system) continued to hold the highest total positive response rate of all six questions, and teacher's websites remained the lowest, at 92% and 82% respectively.

Communications	Strongly Agree	Agree	Disagree	Strongly Disagree
The School Newsletter (print and/or electronic) provides adequate information about learning opportunities and activities at my child's school	42.5%	45.7%	9.1%	2.6%
The principal's email communications provide adequate information about learning opportunities and activities at my child's school	40.5%	43.1%	12.7%	3.7%
The school website provides adequate information about learning opportunities and activities at my child's school	39.0%	47.9%	10.5%	2.6%
The teacher's website provides adequate information about learning opportunities and activities at my child's school	35.1%	46.5%	14.6%	3.8%
The School Messenger (automated calling/message system) provides adequate information about learning opportunities and activities at my child's school	50.0%	41.7%	6.5%	1.7%
The Home Access Center is a useful tool to monitor my child's grades, absences, and discipline	53.7%	37.6%	6.2%	2.5%
<b>Communications Average</b>	<b>43.5%</b>	<b>43.8%</b>	<b>9.9%</b>	<b>2.8%</b>
<b>Total Percent Agree 87.3% = 87%</b>				

<b>Communications</b>	<b>2010</b>	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
The School Newsletter (print and/or electronic) provides adequate information about learning opportunities and activities at my child's school	86%	88%	86%	2%
The principal's email communications provide adequate information about learning opportunities and activities at my child's school	N/A	84%	84%	0%
The school website provides adequate information about learning opportunities and activities at my child's school	87%	87%	87%	0%
The teacher's website provides adequate information about learning opportunities and activities at my child's school	85%	82%	81%	1%
The School Messenger (automated calling/message system) provides adequate information about learning opportunities and activities at my child's school	89%	92%	92%	0%
The Home Access Center is a useful tool to monitor my child's grades, absences, and discipline	92%	91%	92%	-1%
<b>Communications Average</b>	<b>88%</b>	<b>87%</b>	<b>87%</b>	

## Safe and Orderly Environment

Safe and Orderly Environment, the third category, was also evaluated on six closed-ended questions. In this category, each respondent was asked to think about the NISD campus their child(ren) attended and respond accordingly. Five of the six questions were reflections of questions asked in the 2013 Parent Survey. The question denoted by two asterisks had a major alteration from the previous survey so no comparison was available.

\*\*On the 2013 parent survey, respondents were asked if “students do not threaten or bully each other” and data reflected a 67% positive response rate. On the 2014 survey, respondents were asked if “students respect each other” and the positive response rate increased to 84%.

**Safe and Orderly Environment had an overall positive rate with 89%** of responses included in the total percent agree, which was the exact same response rate from the 2013 survey. For the second consecutive year, this category had the second highest overall positive results.

Additionally on the 2014 survey, the responses reflected that **95% of the students feel safe at school**, the highest response rate for this category for the third consecutive year.

Safe and Orderly Environment	Strongly Agree	Agree	Disagree	Strongly Disagree
My child feels safe at school	53.9%	41.0%	4.0%	1.1%
My child's school has clearly defined student behavioral expectations which are consistently and fairly enforced	49.4%	40.4%	7.5%	2.8%
Discipline is consistent and applied fairly to all students at my child's school	42.7%	43.1%	10.4%	3.8%
Teachers and students respect one another at my child's school	44.4%	45.8%	7.5%	2.3%
Students respect each other at my child's school	35.1%	48.7%	13.6%	2.7%
I am aware that my child's school has an emergency response plan	46.4%	40.6%	10.6%	2.3%
<b>Safe and Orderly Environment Average</b>	<b>45.3%</b>	<b>43.3%</b>	<b>8.9%</b>	<b>2.5%</b>
<b>Total Percent Agree 88.6% = 89%</b>				

<b>Safe and Orderly Environment</b>	<b>2010</b>	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
My child feels safe at school	95%	95%	95%	0%
My child's school has clearly defined student behavioral expectations which are consistently and fairly enforced	89%	90%	88%	2%
Discipline is consistent and applied fairly to all students at my child's school	85%	86%	85%	1%
Teachers and students respect one another at my child's school	N/A	90%	87%	3%
Students respect each other at my child's school	N/A	84%	**	
I am aware that my child's school has an emergency response plan	90%	87%	89%	-2%
<b>Safe and Orderly Environment Average</b>	90%	<b>89%</b>	<b>89%</b>	

## Instructional Program

The fourth category, Instructional Program, when evaluated on the sixteen closed-ended questions, **finished strong with 87% of the responses being in total agreement**. This percentage reflected an overall 1% growth from the 2013 survey results. To complete these questions, respondents were asked to reflect on the degree to which the curriculum and instruction at NISD met the needs of their child(ren). When **comparing survey data from 2010 to 2014, Instructional Program showed a 6% variance** when calculating the data based on aligned questions. Excluding the minor wording alterations, denoted by an asterisk, all questions were an exact reflection of Instructional Program questions asked in the 2013 Parent Survey.

Comparing the results from the three individual surveys, the individual questions in Instructional Program also reflected the largest variance in total agree percentages. This is demonstrated by a 7% variance in teachers providing relevant and useful homework and a 9% variance in child(ren) given time and support to master the curriculum.

Some of the highest responses from Instructional Program in 2014 were when parents responded to specific curricular areas, with English Language Arts, mathematics, science, and social studies all receiving 90%, 89%, 95%, and 93% respectively. The questions with the most growth potential were reflected in the area of teacher provided feedback on homework and provided useful information on how parents can help their child in school with each receiving a 76% response rate.

Instructional Program	Strongly Agree	Agree	Disagree	Strongly Disagree
My child's teacher(s) hold and communicate high expectations for all students	50.7%	41.6%	6.1%	1.6%
I am kept informed about what my child is learning in school	42.8%	40.5%	13.2%	3.4%
My child's teacher(s) give relevant and useful homework that extends learning beyond the classroom	38.6%	44.2%	13.3%	3.9%
The feedback my child's teacher(s) provide on homework helps my child learn	34.3%	41.5%	19.2%	4.9%
The teachers give me useful information about how to help my child in school	37.5%	38.1%	18.8%	5.6%
The English-language arts curriculum and instruction my child receives is challenging and relevant to him/her	41.6%	48.8%	7.1%	2.5%
The mathematics curriculum and instruction my child receives is challenging and relevant to him/her	42.2%	47.0%	7.3%	3.5%
The science curriculum and instruction my child receives is challenging and relevant to him/her	42.3%	52.3%	4.0%	1.4%
The social studies curriculum and instruction my child receives is challenging and relevant to him/her	40.0%	52.7%	5.5%	1.8%



<b>Instructional Program (continued)</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
My child is given the time and support needed to master the curriculum at his/her highest potential	37.5%	46.5%	12.0%	4.0%
My child is engaged a majority of the time in his/her learning through quality instruction and participation	39.6%	49.2%	8.6%	2.6%
I feel my child is provided with appropriate opportunities and time to experience technology for learning in his/her classes	42.8%	47.0%	8.0%	2.3%
I feel the instruction my child receives at school is relevant and is preparing him/her for the next level of education in his/her life	42.0%	46.9%	8.4%	2.7%
I am informed about the state and local tests and understand my child's results	38.7%	47.5%	11.0%	2.8%
My child receives adequate counseling to make informed decisions for his/her success	34.9%	47.2%	13.4%	4.4%
My child's school has sufficient resources to provide a quality education program to all students	43.1%	48.0%	6.1%	2.8%
<b>Instructional Program Average</b>	<b>40.5%</b>	<b>46.2%</b>	<b>10.1%</b>	<b>3.1%</b>
<b>Total Percent Agree 86.7% = 87%</b>				

<b>Instructional Program</b>	<b>2010</b>	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
My child's teacher(s) hold and communicate high expectations for all students	94%	92%	92%	0%
I am kept informed about what my child is learning in school	N/A	83%	80%	3%
My child's teacher(s) give relevant and useful homework that extends learning beyond the classroom	90%	83%	83%	0%
The feedback my child's teacher(s) provide on homework helps my child learn	N/A	76%	76%	0%
The teachers give me useful information about how to help my child in school	N/A	76%	74%	2%
The English-language arts curriculum and instruction my child receives is challenging and relevant to him/her	94%	90%	90%	0%
The mathematics curriculum and instruction my child receives is challenging and relevant to him/her	93%	89%	90%	-1%
The science curriculum and instruction my child receives is challenging and relevant to him/her	95%	95%	92%	3%
The social studies curriculum and instruction my child receives is challenging and relevant to him/her	95%	93%	92%	1%
My child is given the time and support needed to master the curriculum at his/her highest potential	93%	84%	84%	0%
*My child is engaged a majority of the time in his/her learning through quality instruction and participation	88%	89%	89%	0%
I feel my child is provided with appropriate opportunities and time to experience technology for learning in his/her classes	92%	90%	89%	1%
I feel the instruction my child receives at school is relevant and is preparing him/her for the next level of education in his/her life	92%	89%	89%	0%
I am informed about the state and local tests and understand my child's results	90%	86%	84%	2%
My child receives adequate counseling to make informed decisions for his/her success	86%	82%	80%	2%
My child's school has sufficient resources to provide a quality education program to all students	94%	91%	91%	0%
<b>Instructional Program Average</b>	92%	<b>87%</b>	<b>86%</b>	

## Student Support

The fifth category, Student Support, was assessed on four closed-ended questions. Responses in this category reflected to what extent the respondents felt their child(ren) were supported and involved in school. All questions were reflections of Student Support questions asked in the 2013 Parent Survey.

With an **89% positive response rate**, Student Support tied with Safe and Orderly Environment for the second highest category. Additionally, with a 2% gain from the 2013 results, Student Support also tied with Support Services for the most improved category.

An affirming 91% of responses reflected that respondents perceived that if their child(ren) had a problem at school there was an adult available to go to for help. Even the lowest percent of total agree reflected that 85% of students were excited to go to school. In addition, Student Support was the only category in the 2014 survey that remained constant or improved on every question in the category.

Student Support	Strongly Agree	Agree	Disagree	Strongly Disagree
My child is excited to go to school	38.2%	46.3%	12.4%	3.1%
If my child has a school problem there is a teacher, counselor, or other staff at school that my child can go to for help	44.3%	46.9%	6.5%	2.3%
If my child has a personal problem there is a teacher, counselor, or other staff at school that my child can go to for help	42.7%	46.4%	8.4%	2.5%
My child takes an interest in the school activities (student clubs, sports, band, Agricultural Science, field trips, other extra-curricular activities) offered at school	48.8%	40.6%	8.2%	2.4%
<b>Student Support Average</b>	<b>43.5%</b>	<b>45.1%</b>	<b>8.9%</b>	<b>2.6%</b>
<b>Total Percent Agree 88.6% = 89%</b>				

Student Support	2010	Total Agree 2014	Total Agree 2013	Change
My child is excited to go to school	N/A	85%	83%	2%
If my child has a school problem there is a teacher, counselor, or other staff at school that my child can go to for help	N/A	91%	91%	0%
If my child has a personal problem there is a teacher, counselor, or other staff at school that my child can go to for help	N/A	89%	87%	2%
My child takes an interest in the school activities (student clubs, sports, band, Agricultural Science, field trips, other extra-curricular activities) offered at school	N/A	89%	88%	1%
<b>Student Support Average</b>	N/A	<b>89%</b>	<b>87%</b>	

## Support Services

The results of the five closed-ended questions made up Support Services, the sixth category. This category was comprised of questions that dealt with the aspects of the campus that were a support to instruction such as food services, transportation, and grounds. All questions were reflections of Support Services questions asked in the 2013 Parent Survey.

**Support Services finished with an overall total agreement of 91%.** The 2% gain from 2013 moved it from second place to tie with School Climate for the best overall category in 2014.

Of the five individual questions, Support Services held the top individual question scores of 2014, as well as the poorest. **97% of responses indicated that the parent's perception was that the respective school is clean and well maintained, the grounds were well maintained, and the health services provided met the needs of their child(ren).** In NISD, 38% of students participated in the food service program. Of those, 75% of the parents reported that it was satisfactory.

Support Services	Strongly Agree	Agree	Disagree	Strongly Disagree
I am satisfied with the food service program at my child's school (38% participation rate)	25.5%	49.7%	16.4%	8.4%
I am satisfied with the transportation services that are provided for my child (40% participation rate)	40.0%	46.5%	8.7%	4.8%
My child's school is clean and well maintained	60.8%	36.6%	2.0%	0.6%
The school grounds at my child's school are well maintained	57.3%	39.4%	2.7%	0.5%
The health services provided at my child's school meets the needs of the students	51.4%	45.6%	2.5%	0.6%
<b>Support Services Average</b>	<b>47.0%</b>	<b>43.6%</b>	<b>6.5%</b>	<b>3.0%</b>
<b>Total Percent Agree 90.6 = 91%</b>				

<b>Support Services</b>	2010	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
I am satisfied with the food service program at my child's school (38% participation rate)	76%	75%	70%	5%
I am satisfied with the transportation services that are provided for my child (40% participation rate)	91%	87%	85%	2%
My child's school is clean and well maintained	99%	97%	98%	-1%
The school grounds at my child's school are well maintained	98%	97%	96%	1%
The health services provided at my child's school meets the needs of the students	98%	97%	96%	1%
<b>Support Services Average</b>	92%	<b>91%</b>	<b>89%</b>	

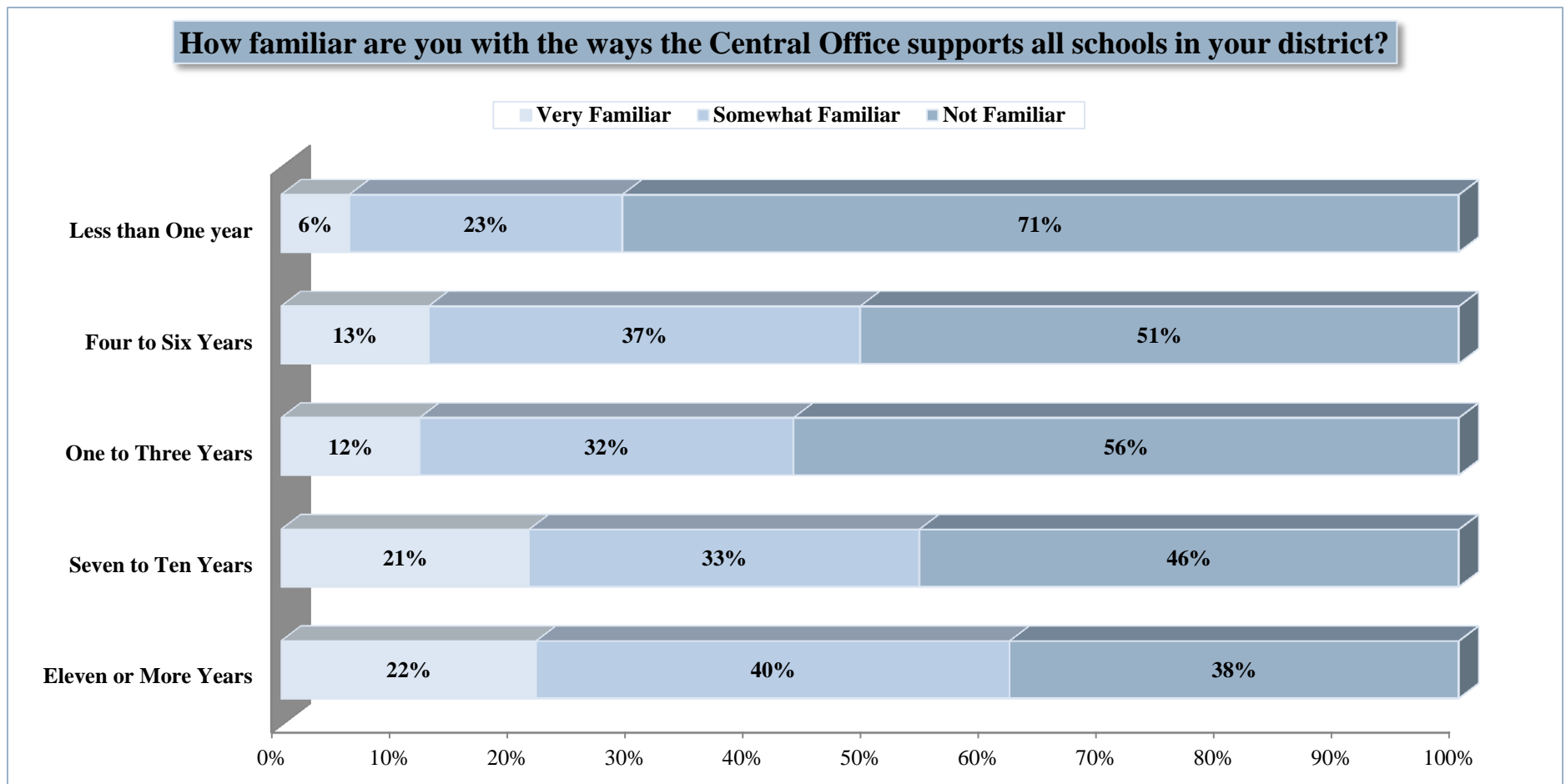
# District Section

## District Leadership/Support

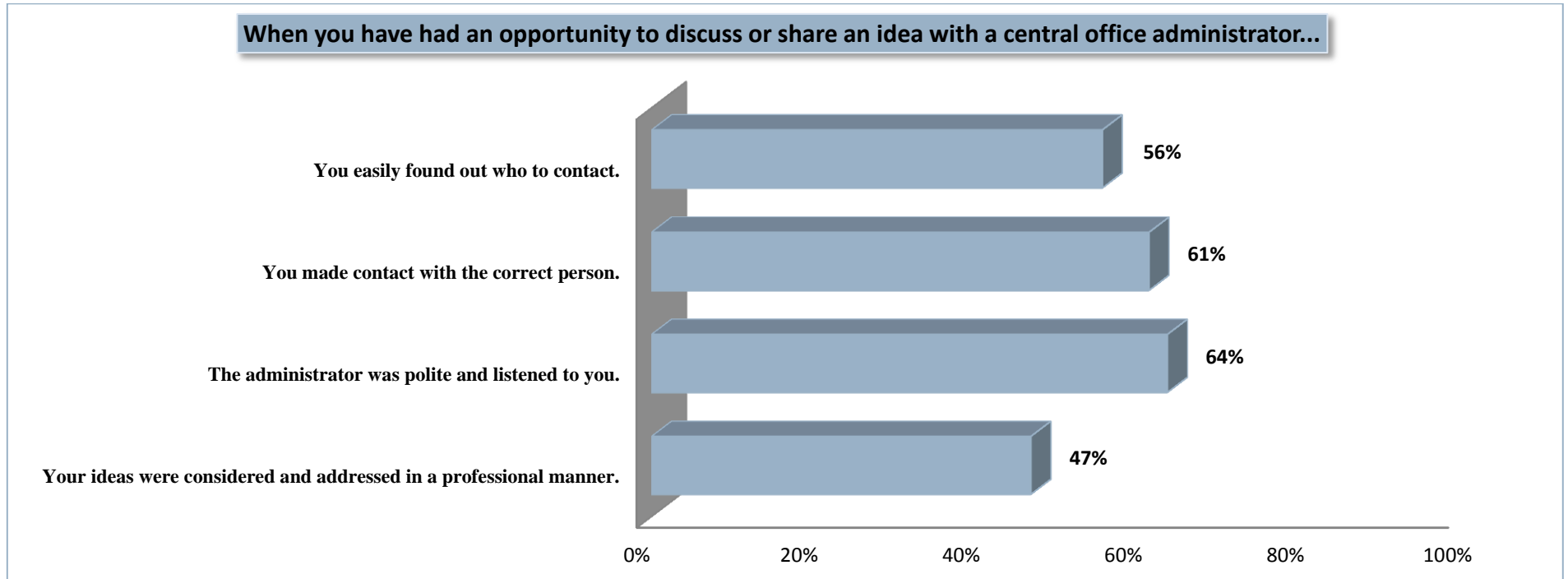
The District Leadership/Support section had a total of 25 potential closed-ended questions, with some allowing for multiple selections. Respondents were permitted to answer each question one time, regardless of the number of children attending NISD, producing a total of 2053 responses. Comparison data provided when alignment of questions allowed.

For reporting purposes, this section was divided into two subcategories of Communication and Budget, each developed with separate narratives.

Prior to analyzing the information to follow, **it should be acknowledged that only 49% of respondents believe they are familiar or very familiar with the ways Central Office supports the schools in the NISD.** The graphic below displayed that parents seem to be more familiar the longer they were involved in the district.



Only 19%, or 398 of 2053 respondents, reported that within the past year they had spoken with a central office administrator. The graph and chart below provided a synopsis of the experience. Each respondent could have selected all answers, therefore each question had a potential of 100%.

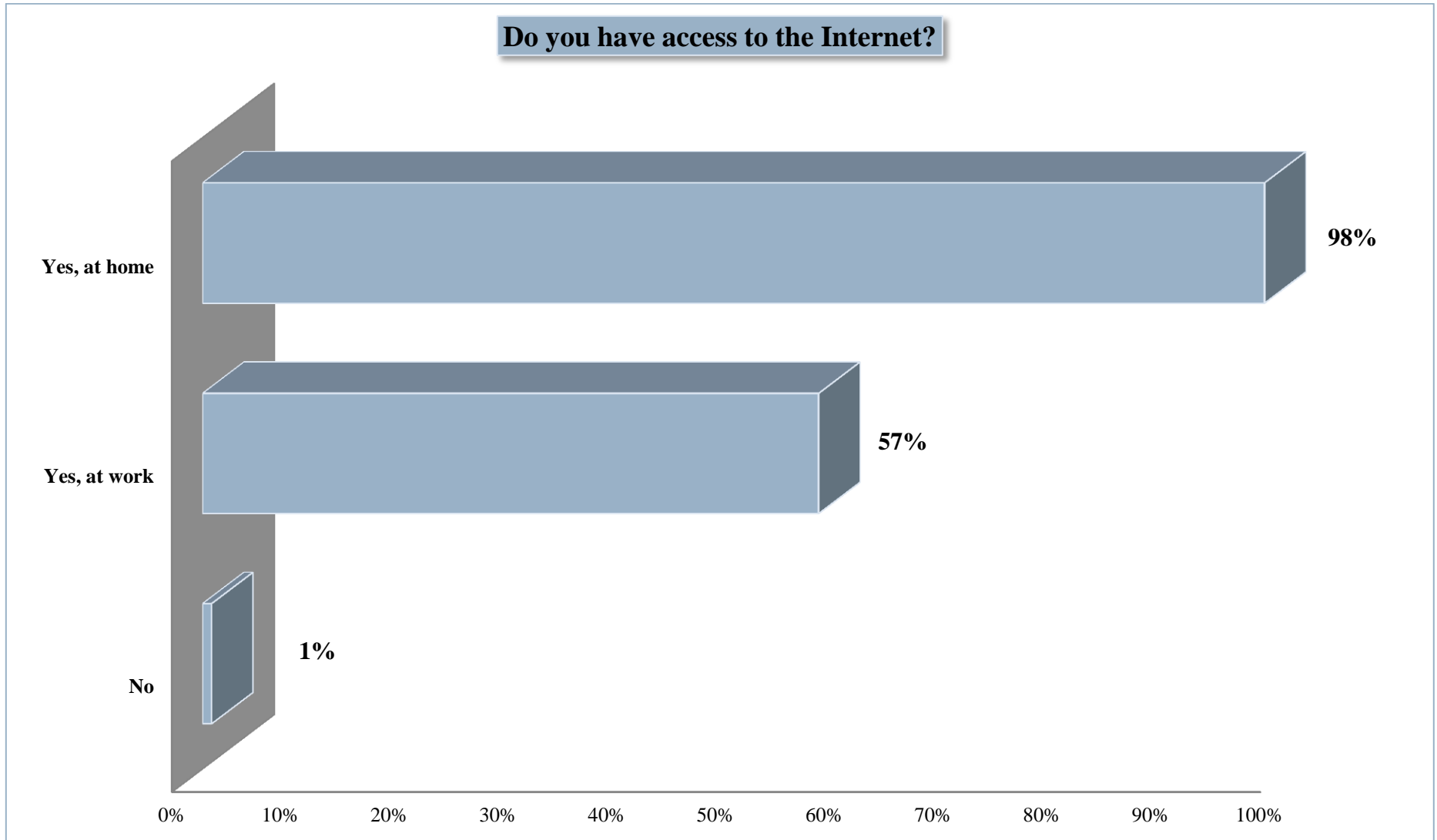


<b>When you have had an opportunity to discuss or share an idea with a central office administrator...</b>	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
You easily found out who to contact	56%	68%	-12%
You made contact with the correct person	61%	79%	-18%
The administrator was polite and listened to you	64%	81%	-17%
Your ideas were considered and addressed in a professional manner	47%	72%	-25%



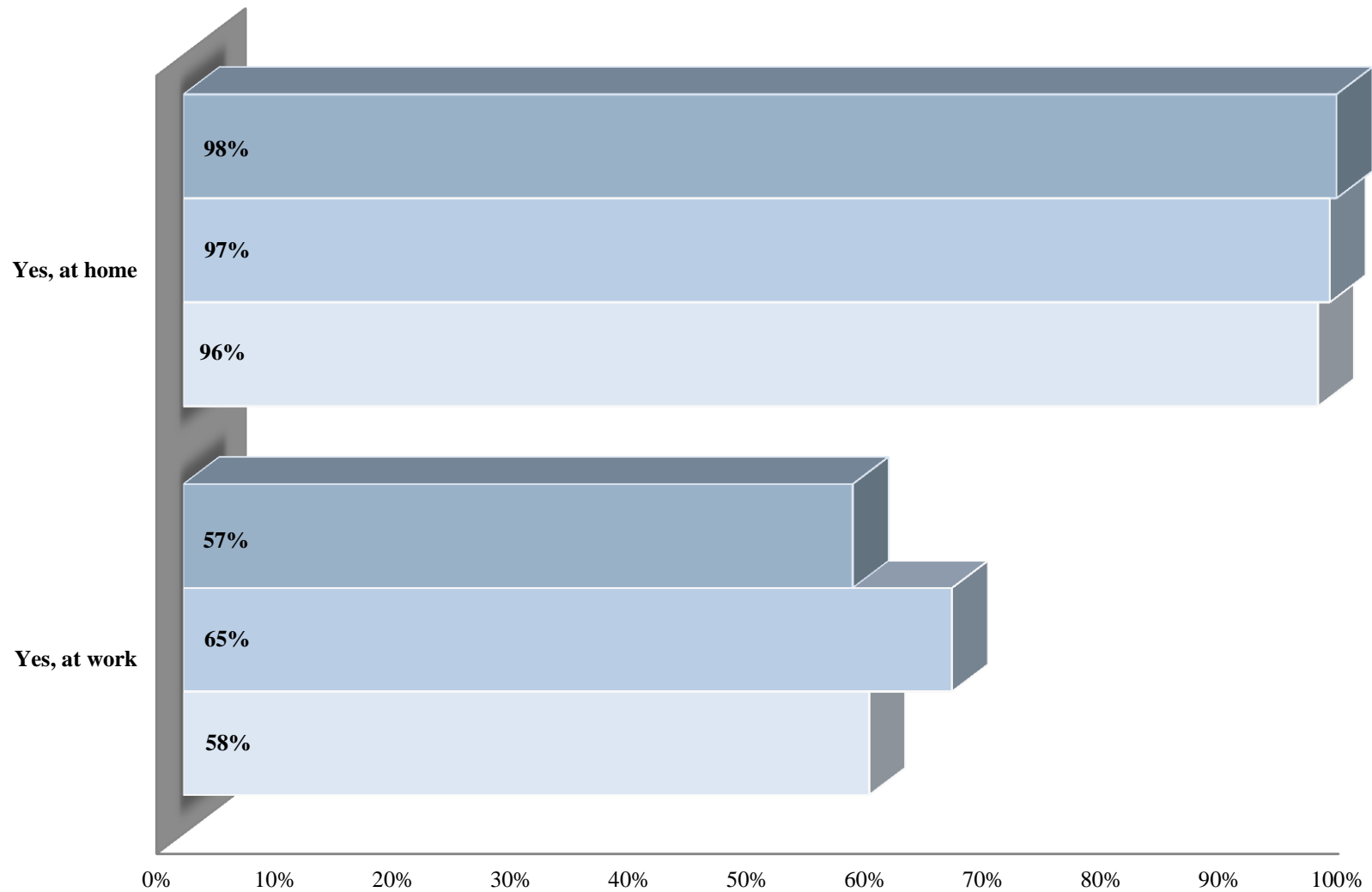
## District Communication

District Leadership/Support Communication was a subset of District Leadership/Support comprised of questions that pertain to district communications as well as parent communications and involvement. When reviewing this section, **please note that 98% of respondents had access to the internet.** Only seventeen respondents in 2014 did not have either work and/or home access, and only six individuals in 2013 reported not having access.



## Do you have access to the Internet?

■ 2014 ■ 2013 ■ 2010



The chart below provided parent perceptions about NISD communications and communication tools.

While **98% of respondents believed the School Messenger was a valuable communication tool to utilize during emergencies, and 94% and 93% respectively, believed that the eNewsttler and NISD website provide comprehensive district information**, other communication modes were not as comprehensive.

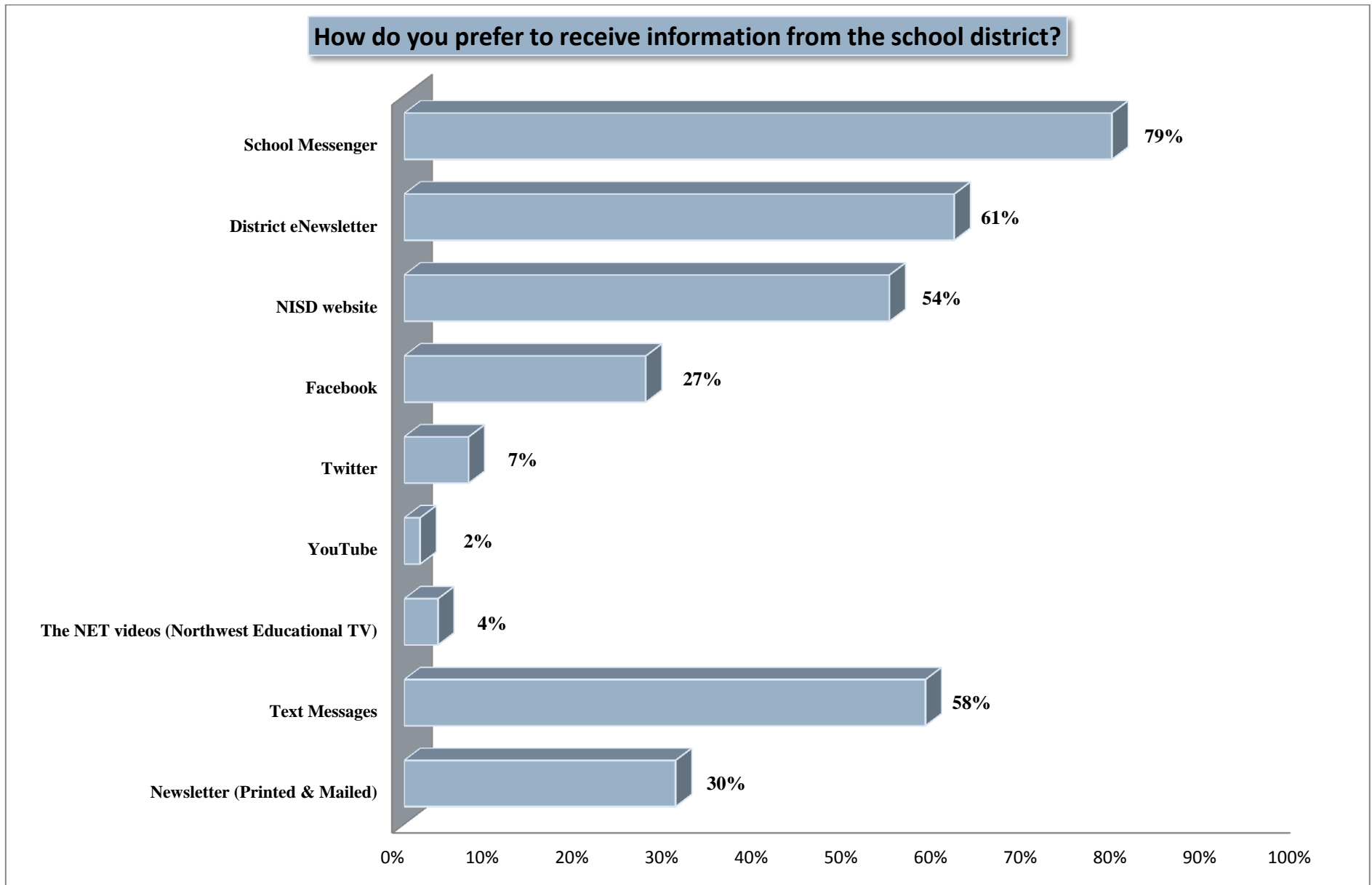
\*\*\*Three asterisks denoted that no comparison was available for questions three, four, and five because these questions were previously written as one.

\*\*Two asterisks denoted no comparison data provided, due to major alterations in question wording. The 2014 question was expanded to include academic programs and school calendar.

<b>District Leadership Communication</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
The School Messenger is a valuable communications tool for notifying parents of school emergencies or school closings	65.7%	31.8%	1.6%	1.0%
These communication sources provide adequate information about the school district				
1) District eNewsletter Northwest News (sent via email)	45.4%	48.4%	4.9%	1.2%
2) NISD website	43.6%	49.3%	5.7%	1.4%
3) Facebook	23.7%	47.7%	21.5%	7.2%
4) Twitter	17.9%	44.8%	27.0%	10.3%
5) YouTube	13.8%	42.4%	31.8%	12.1%
6) The NET videos	15.3%	44.9%	28.7%	11.1%
7) Mobile App	21.5%	47.1%	21.8%	9.5%
I feel the school district adequately informs me about issues and major decisions regarding academic programs, student growth, school finance, school calendar, district policies, etc.	33.1%	50.3%	13.2%	3.4%
The district communicates high expectations in achievement for all students	41.8%	48.5%	7.2%	2.5%
<b>District Leadership Communication Average</b>	<b>32.2%</b>	<b>45.5%</b>	<b>16.3%</b>	<b>6.0%</b>

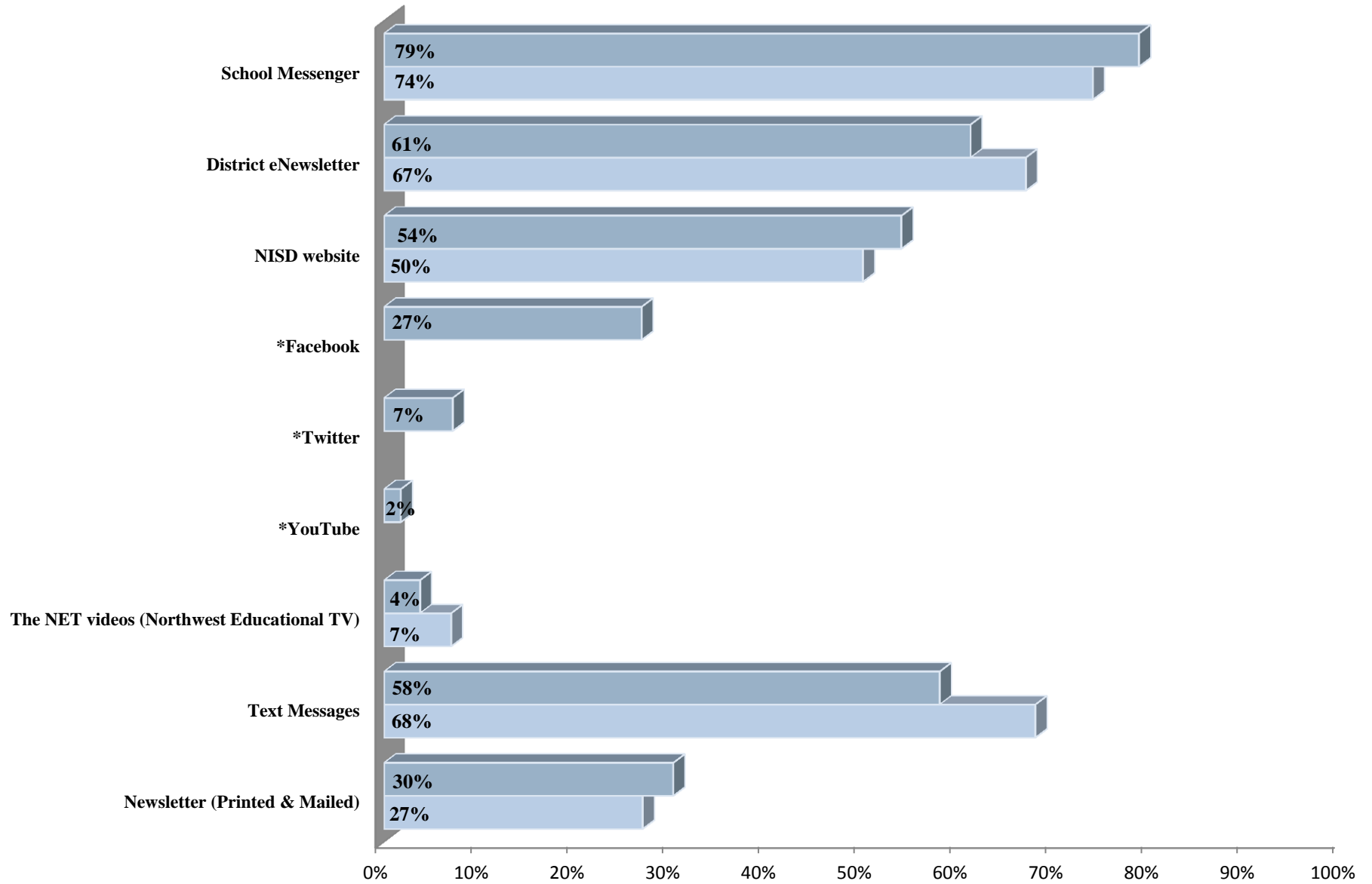
<b>District Leadership Communication</b>	<b>2010</b>	<b>Total Agree 2014</b>	<b>Total Agree 2013</b>	<b>Change</b>
The School Messenger is a valuable communications tool for notifying parents of school emergencies or school closings	N/A	98%	98%	0%
These communication sources provide adequate information about the school district				
1) District eNewsletter Northwest News (sent via email)	N/A	94%	95%	-1%
2) NISD website	N/A	93%	94%	-1%
3) Facebook	N/A	71%	***	
4) Twitter	N/A	63%	***	
5) YouTube	N/A	56%	***	
6) The NET videos	N/A	60%	75%	-15%
7) Mobile App	N/A	69%		
I feel the school district adequately informs me about issues and major decisions regarding academic programs, student growth, school finance, school calendar, district policies, etc.	N/A	83%	**	
The district communicates high expectations in achievement for all students	N/A	90%	91%	-1%

The graphic below provided the methods in which respondents preferred information provided to them. The survey allowed for each respondent to check each one that applied. Therefore, each communication method had a potential of a 100% response.

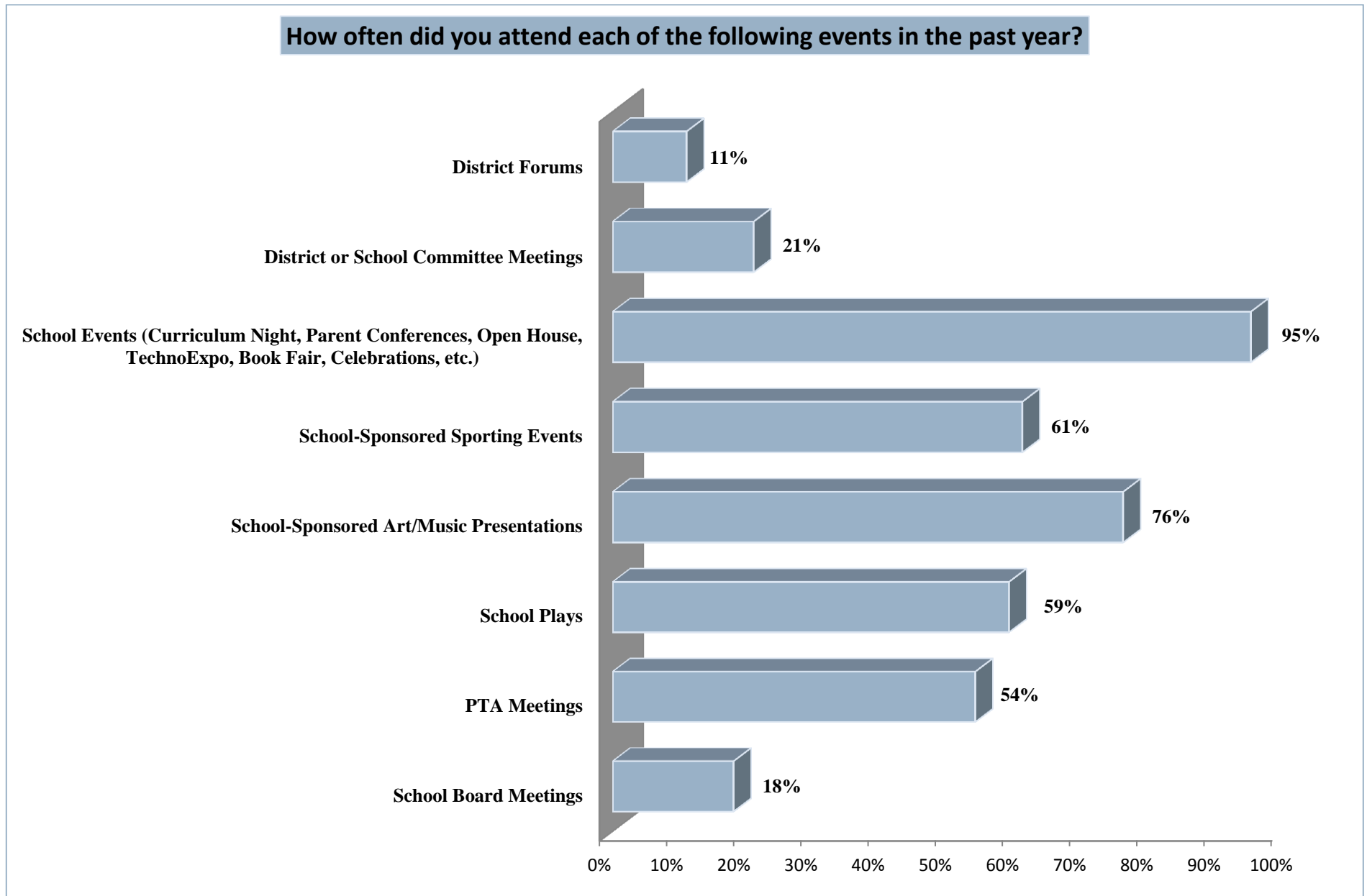


## How do you prefer to receive information from the school district?

■ 2014 ■ 2013

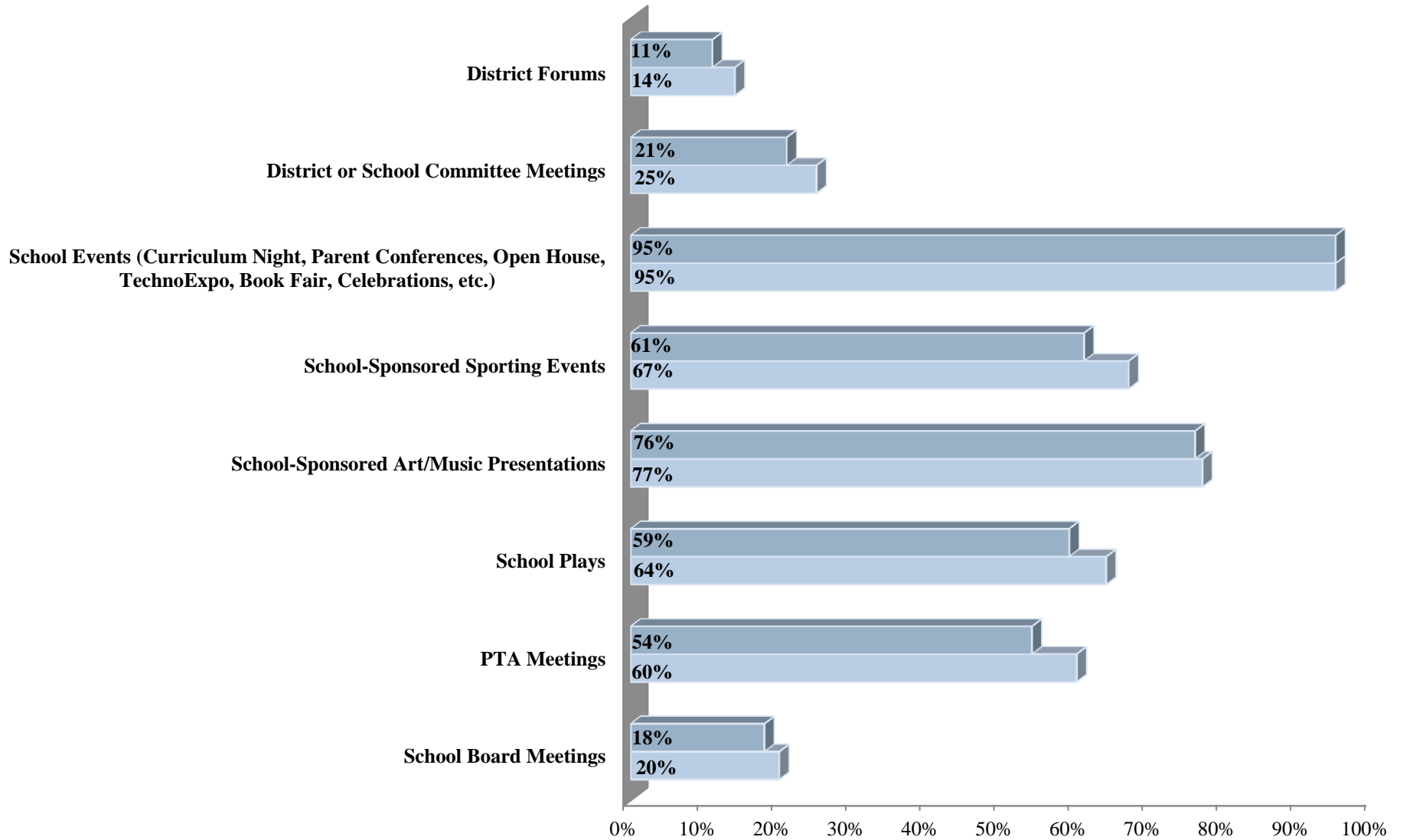


The graph below was a visual representation of parent involvement as reported by survey respondents on the 2014 parent survey. The graphic, on page 31, illustrated a **slight trend of decreased parent involvement from 2013 to 2014.**



## Parent Participation

■ 2014 ■ 2013





## District Budget

District Leadership/Support Budget was a subset of District Leadership/Support comprised of district budget perception data. **Only 49% of respondents on the 2014 Parent Survey believed they were familiar or very familiar with the district's budget constraints.** This number had decreased 17% from the 2013 Parent Survey, where 66% of respondents were familiar with the constraints.

On the 2014 Parent Survey 82% of respondents reported the belief that the current funding level was adequate to meet the community's education needs. This percentage reflected a 9% increase from the same question posed in 2013, where only 73% of respondents reported this.

District Leadership Budget	Strongly Agree	Agree	Disagree	Strongly Disagree
In my opinion, the financial resources of the district are spent wisely	15.9%	68.6%	11.9%	3.6%
The current funding level is adequate to meet the community's education needs	14.7%	66.8%	15.1%	3.5%
<b>District Budget Average</b>	<b>15.3%</b>	<b>67.7%</b>	<b>13.5%</b>	<b>3.6%</b>

District Leadership Budget	2010	Total Agree 2014	Total Agree 2013	Change
In my opinion, the financial resources of the district are spent wisely	N/A	85%	84%	1%
The current funding level is adequate to meet the community's education needs	N/A	82%	73%	9%