

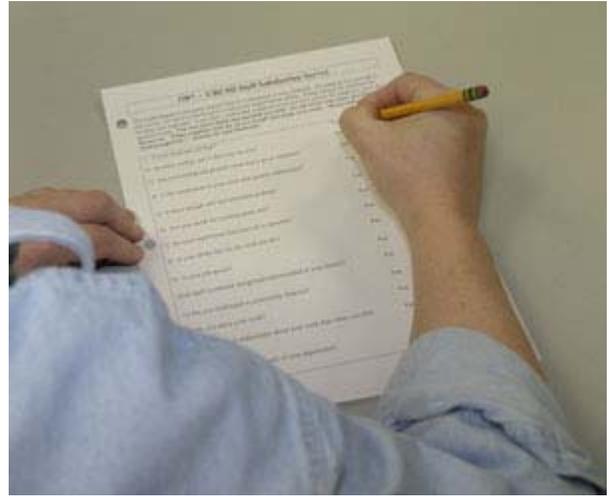
# Cedar Rapids Community Schools

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## District Will Survey Parents, Students and Staff

The District will survey parents, students and staff as part of a total quality measurement of key district stakeholders. The survey of more than 28,000 individuals will be conducted the week of April 16, with the main goal of improving District-wide educational services.

The District is committed to its guiding philosophy of "continuous improvement" and core value of "customer satisfaction". Until now, we've not had a formal and standardized method to determine satisfaction levels of our students, staff, and parents. Once we can measure it, we can work to improve it over time, explained Jay Marino, Associate Superintendent.



Harris Interactive of Rochester, New York, will collect the data using the firm's School Poll Program. The use of the Harris Poll will provide valuable information about the Cedar Rapids Community School District as well as information about other districts across the nation. Students in grades 3-12 will be surveyed, along with teachers and staff, on April 20. Parents will be mailed a survey during the week of April 16 and asked to respond via mail. All responses to the survey questions are confidential and anonymous.

Each stakeholder group will provide input regarding a number of key service areas important to District performance. Results from the survey will focus on three key pieces of information:

- Levels of satisfaction for such areas as atmosphere, equipment and facilities, communications, and administration.
- The frequency of occurrence of specific events within the District, including the availability of extra help during the school year and parental involvement.
- The effect special events have on stakeholder satisfaction, and a prioritized list of issues that should be addressed to improve satisfaction.

"This comprehensive survey will give us detailed and accurate feedback about our performance," noted Dr. Dave Markward, Superintendent. "This feedback, consistency of factual data, will give us a much better idea of our constituents' opinions about the job we are doing and how we can improve."



"For the most part, our schools have dabbled in collecting satisfaction information from students, parents and staff on a "hit or miss" basis. In other words, some schools have been doing their own survey for some stakeholder groups, while other schools have not." For the past 2 years, the district has conducted student "satisfaction and enthusiasm" surveys in grades 3-8. School teams have used this data in their improvement efforts. "Using a norm-referenced survey instrument that is implemented in hundreds of school districts around the country ensures that we will have comparative data. Our district will be able

to measure its results and compare them to similar or like school districts." adds Marino.

"Based on our District vision of Excellence for All, we are committed to improving the quality of education provided for each and every student," Dr. Markward added. "We recognize the need to

actively seek and thoughtfully consider responses from our parents, staff and students regarding our schools and programs. The survey is a quality improvement tool that we will use to assess our current standing and evaluate our progress over time.”

[Click here for more information about the District's survey plan.](#)

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