

2015 District Accountability Report

Tahoma School District

Quality Learning Every Day in Every Classroom for Every Child



**All Students
Future Ready**

Communications

*positive learning-focused cultures promote
shared responsibility and success for all
students*

		Measure	2009	2010	2011	2012	2013	2014
Communication	27.	% Parents – district communication is effective				79%		
Future Ready Skills	28.	% Parents - understand Future Ready				64%		
	29.	% Parents participate in student self-evaluation FR skills						
	30.	% Parent participation in Future Ready planning						

School Community Communications

Communication #27
% Parents – district communication

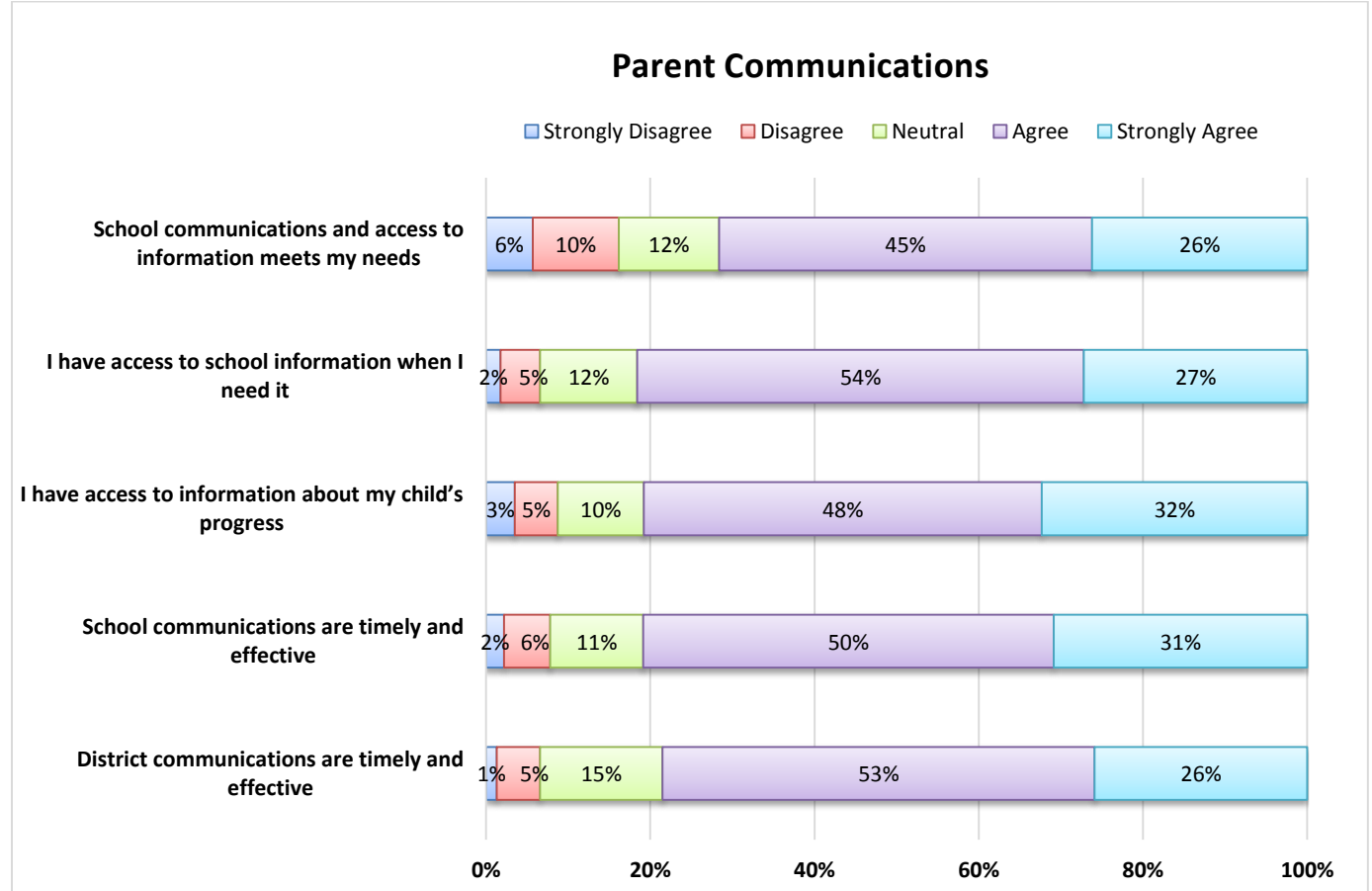
➔ **79% of parents, on average, are in agreement that communications are timely, effective, and they have the information they need about their child.**

Parent Survey

Administration Method: E-mail invitation to all parents (2 reminders with summer newsletters)
Notification and link posted on website
Survey Open: June 24 – September 9, 2012
Participation: 230 unique participants
Uncertainty in Responses: ± 6 at 95% confidence level

Participation across the schools was fairly even

Participants	GPES	LWES	RCES	SLES	CRMS	TMS	TJHS	TSHS	RRC
number (n)	44	70	59	40	35	49	56	54	2
Percent total	14%	23%	19%	13%	12%	16%	18%	18%	0.7%



Communication #27

Parents – district communication

Preferred Methods of Communication

- ➔ Parents prefer communications by e-mail or through the phone system
- ➔ Positive response and comments to principal newsletters
- ➔ Most frequent negative comment was regarding frequency of updating information by teachers; both on their websites and in Skyward (grades)

We use a variety of communication methods with families. Please give us your opinion.	% Parents Preferred or Okay	We use a variety of communication methods with families. Please give us your opinion.	% Parents Preferred or Okay
	Elementary		Secondary
Messages by e-mail	99%	Messages by e-mail	98%
Message through automated phone dialing system	89%	Message through automated phone dialing system	90%
Information sent home through students	77%	Text message sent through phone	72%
Information in the principal's newsletters	76%	Information in the principal's newsletters	69%
Text message sent through phone	73%	Information sent home through students	64%
Messages on the school website	67%	Messages through Skyward (grading program)	61%
Messages on the teacher's website	59%	Messages on the school website	49%
Messages through Skyward (grading program)	49%	Messages on the teacher's website	45%
Through the district newsletter published in the VOICE of the Valley	45%	Through the district newsletter published in the VOICE of the Valley	39%

Rank Order of Communication Preferences with % for each Response Choice

	Preferred	Okay	Not my preference	Please don't use
Messages by e-mail	84%	15%	1%	0%
Message through automated phone dialing system	47%	42%	7%	3%
Text message sent through phone	37%	36%	21%	6%
Information in the principal's newsletters	19%	53%	25%	3%
Information sent home through students	28%	42%	24%	6%
Messages on the school website	14%	46%	37%	3%
Messages on the teacher's website	17%	36%	41%	6%
Messages through Skyward (grading program)	16%	36%	38%	10%
Through the district newsletter published in the VOICE of the Valley	7%	34%	44%	15%

2014-2015

Avenues of Communication:

Website	100 languages available
Tahoma Matters	Twice a month (new company)
Facebook	Daily
Twitter	Daily
Instagram	Twice a week to start
Tahoma App	New this fall
Monthly page in two local papers	25K budget
Blackboard (direct e-mail or voicemail to parents)	
PTA Roundtable	
Community Relations Group	New this year
Community memberships/partners	Rotary/Chamber/Pastors

Social media: Most forms of media are more effective when accompanied by an image or video. Our communications team attempts to use a photo, graphic or video whenever possible to attract more attention. Any priority message needs to be conveyed through multiple channels, repeated and accompanied by images.

- ➔ Goal: Increase the number of videos shared via Facebook, Twitter and Instagram. Currently, we are exploring the best place on the internet to store videos.

Facebook

We have a well-established Facebook account. Kevin and Wendy post something (and sometimes more than one item per day) at least five days a week during the school year.

- ➔ Goal: Continue to increase followers (try to have all staff who use FB follow our page, and move to increase parents and older students). Also increase weekend postings, by scheduling them ahead using Hootsuite.

Facebook data from last year

Sept 2014:	3,682 followers	
Sept 2015:	4,299 followers	(16.8 percent increase)

To compare with other districts: (followers)

Issaquah	4,307
Kent	2,458
Highline	3,025
Renton	2,481
Lake Washington	3,644

Highest engagement (this means someone shared, commented on or otherwise engaged with the post):

1. Richy
2. Windstorm in Nov.
3. Tahoma ranked one of best districts
4. Softball wins state (track and field)
5. MV Parade photos
6. Aerial view new THS
7. Ninth-graders place flags at cemetery
8. THS “We’re just here so we don’t get fined” photo

Highest number of “likes” (a simple click)

1. Richy
2. Track and field/softball
3. Windstorm in Nov.
4. THS “We’re just here so we don’t get fined
5. Rick Bergum
6. King 5 We the People
7. King 5 Sparkle Effect
8. First concrete poured at new HS
9. Tahoma educators rally

When are most of our followers online? Friday, Saturday, Sunday at 9 p.m.

Followers: 74 percent women (most ages 35-44), 25 percent men (most ages 18-24)

Here’s an example of what a good week looks like: (Look at the “this week” box)

Twitter Our account has existed for several years but was not highly used. We renewed our emphasis to begin posting in March 2015. At that time we had about 80 followers and less than 50 tweets.

Now: 332 followers; 479 tweets

Twitter is important because it helps us communicate with a different crowd than those people on Facebook. (We don’t have good data but I believe we have more dads and men in general on Twitter than FB). We also seem to have more students here than on FB.

- ➔ Goal: Continue to retweet “good news,” upcoming events and other items from Tahoma staff, principals and sometimes students. Ex: On the first day, one student congratulated another on seeking out/making

Communication #27

Parents – district communication

Communication 5

welcome a new HS student at lunch, so we re-tweeted that item. Continue to increase followers. Rob is establishing a Twitter account.

Instagram (started 22 weeks ago at 0)

Now: 96 followers; 39 posts

For those of you who haven't used it, Instagram is a bit more artsy. It is photo-based, with text playing a secondary role. You can also share videos on IG, although we have not tried that yet. Hootsuite just started supporting IG, so we will be able to monitor, schedule posts, etc. from there. The other cool thing about having IG on Hootsuite is it will mean we can post from our computers, not just Wendy's phone. Again this is a bit of a different crowd than some of our other platforms, including a few younger students at the middle and jr high level.

➔ Goal: Continue building followers, and work on increasing frequency.

- ➔ 2/3 of parents (64%) are in agreement that they know about Classroom 10 and the district mission and vision
- ➔ 20% of parents in disagreement that they know about the District Outcomes
- ➔ Parent understanding of the district focus on Classroom 10 has the lowest response at 40% with the highest disagreement rate at 30%

Clear and Shared Focus District and School Mission: Quality Learning Every Day in Every Classroom for all Students District and School Vision: Classroom 10 21st Century Learning aligned with the District Outcomes* and Indicators	% Agreement Strongly Agree + Agree	% Disagreement Strongly Disagree + Disagree
The district mission is shared with parents	68%	10%
I know about the six District Outcomes* for students	69%	18%
I see evidence of the District Outcomes in the school work for my child	68%	12%
I understand the district focus on Classroom 10	41%	32%
The district is doing a good job of preparing students for a successful future	72%	9%
Overall Average Responses	64%	16%

Data Source: Parent Survey Spring 2012; 5 Level Scale: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

*Complex Thinker, Self-Directed Learner, Community Contributor, Effective Communicator, Collaborative Worker, and Quality Producer

- The six district outcomes were included in the actual question so lack of knowledge about the term District Outcomes is not a factor for performance on these items. The specific indicators for each outcome were not listed for parents on the survey