Communications Survey

KINROSS HIGH SCHOOL PARENT COUNCIL

NOVEMBER 2023

Additional information presented verbally at the Parent Council Meeting – 21st November 2023

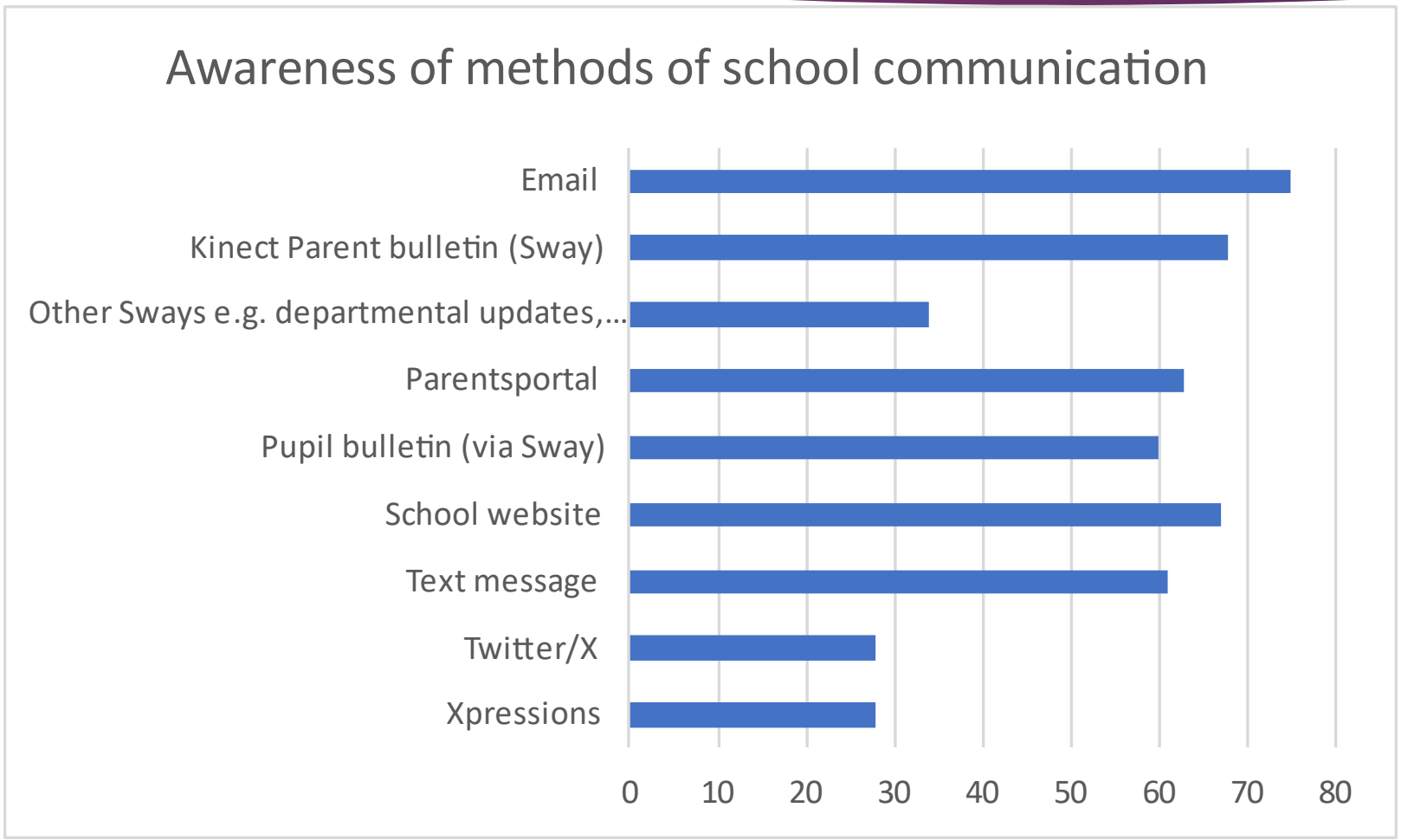
- The aim of the survey to collect feedback from the parent body regarding the methods used by the high school in communicating with parents/carers, with the purpose of suggesting improvements in communication.
- The Parent Council are grateful to everyone who completed the survey and do acknowledge the limitations of the answer options, in a bid to keep the questionnaire simple.
- We recognise that there are some platforms/methods of communication that the school have no control over design/delivery, e.g. ParentsPortal; Twitter; Xpressions.
- Note from discussion that:
  - responses may have been influenced by timing of survey, as website recently been down
  - school website is due for renewal in 2024 and there will be a tender process that follows for this, and the content/design can be reviewed at this time.
  - there is a communication strategy, and this will be updated and issued with the school handbook in December.

Background and method

- Survey issued 30th October to 14th November
- Circulated:
  - as attachment to Parent Council minutes
  - post on Facebook page
- 8 multiple choice questions and one free text question for any comments/reflections
- 75 respondents
- Acknowledge limitations of survey

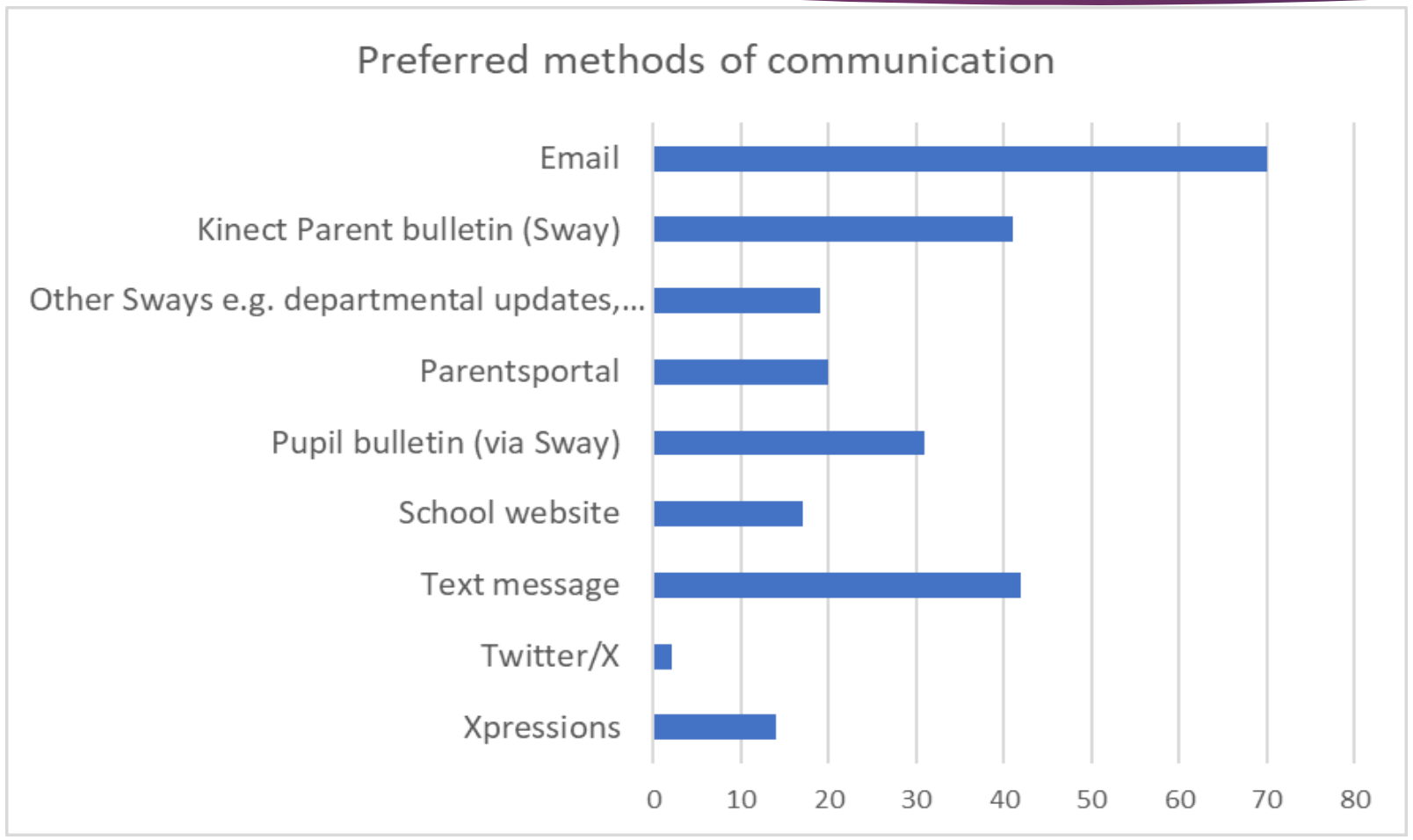
Results

Question 1: Please tick the methods of school communication you are aware of.



Not really aware of any department updates or year group updates

Question 2: Please tick which methods of school communication you prefer.

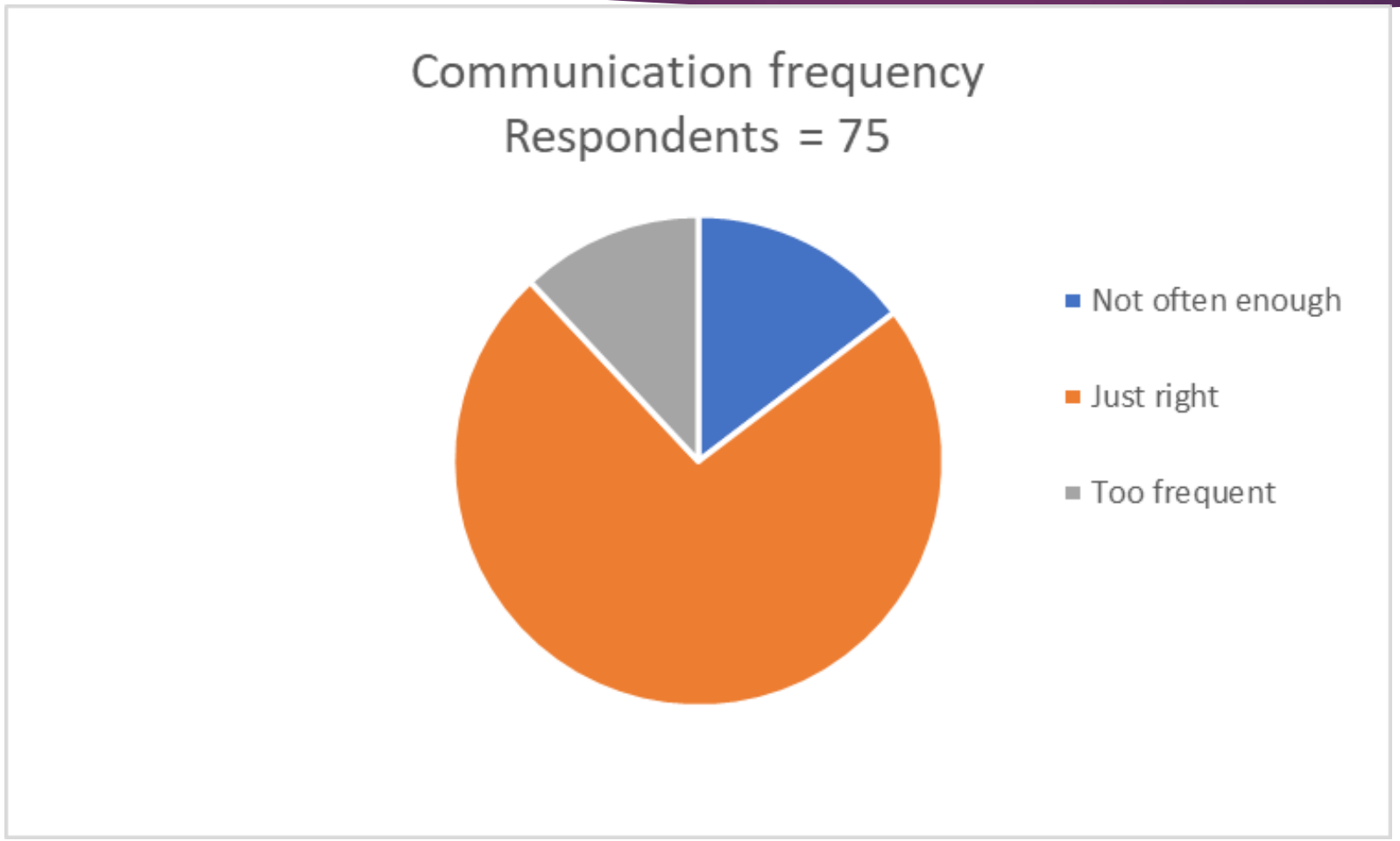


I enjoy the bulletin covering all the clubs etc. and showing the wide range of opportunities on offer.

Love that the absence line is a text one.

Using platforms that require the user to sign up (X, Facebook, etc) is a barrier to accessing information and should not be used. Some parents work in jobs that have a zero-tolerance approach to using social media

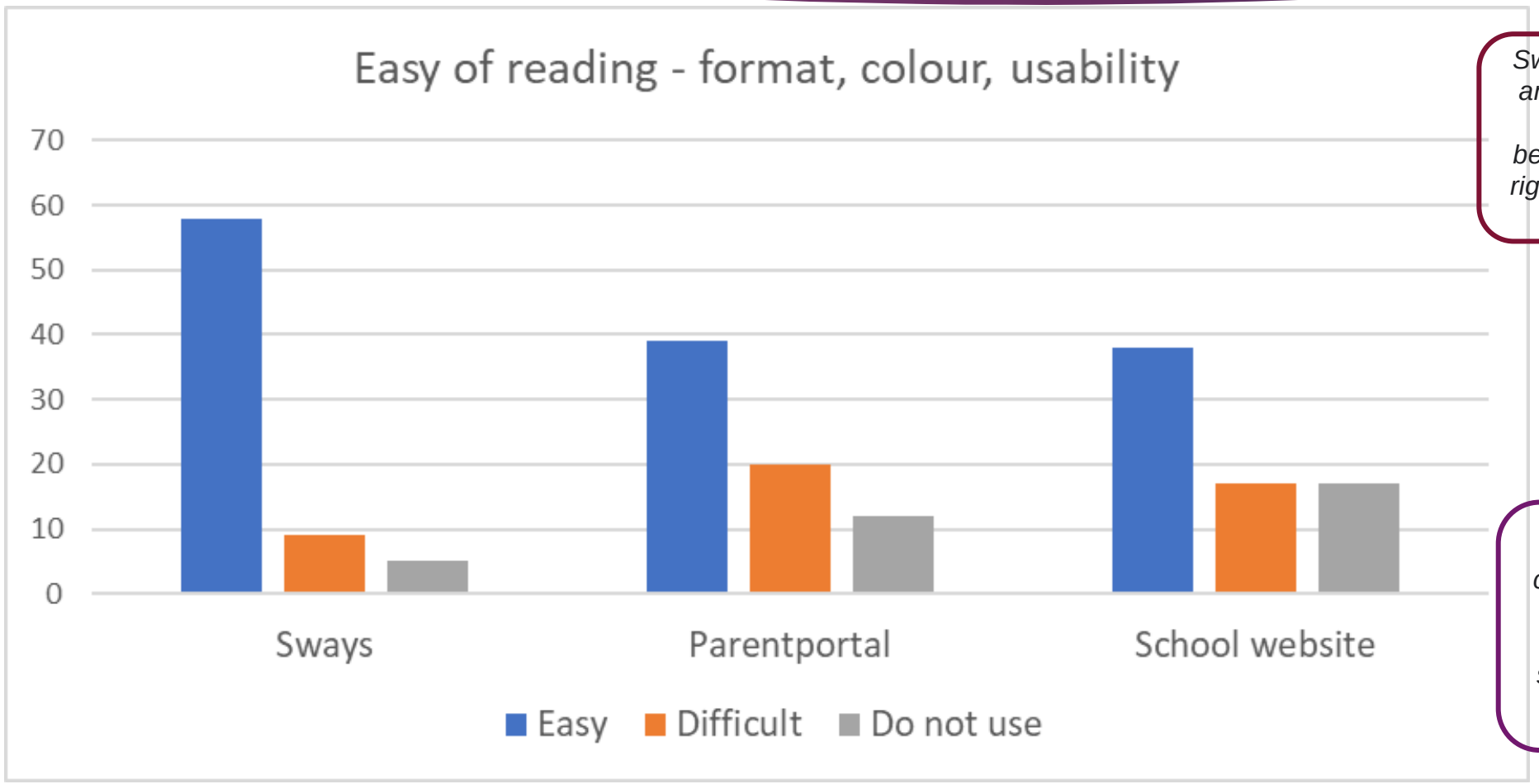
Question 3: Considering the information provided by the school. Is the frequency?



I find the communications are too varied and with no clear line of reference

The volume of emails is the issue.

Question 4: How easy is it for you to read the following forms of communication? Please consider format, colour and usability.

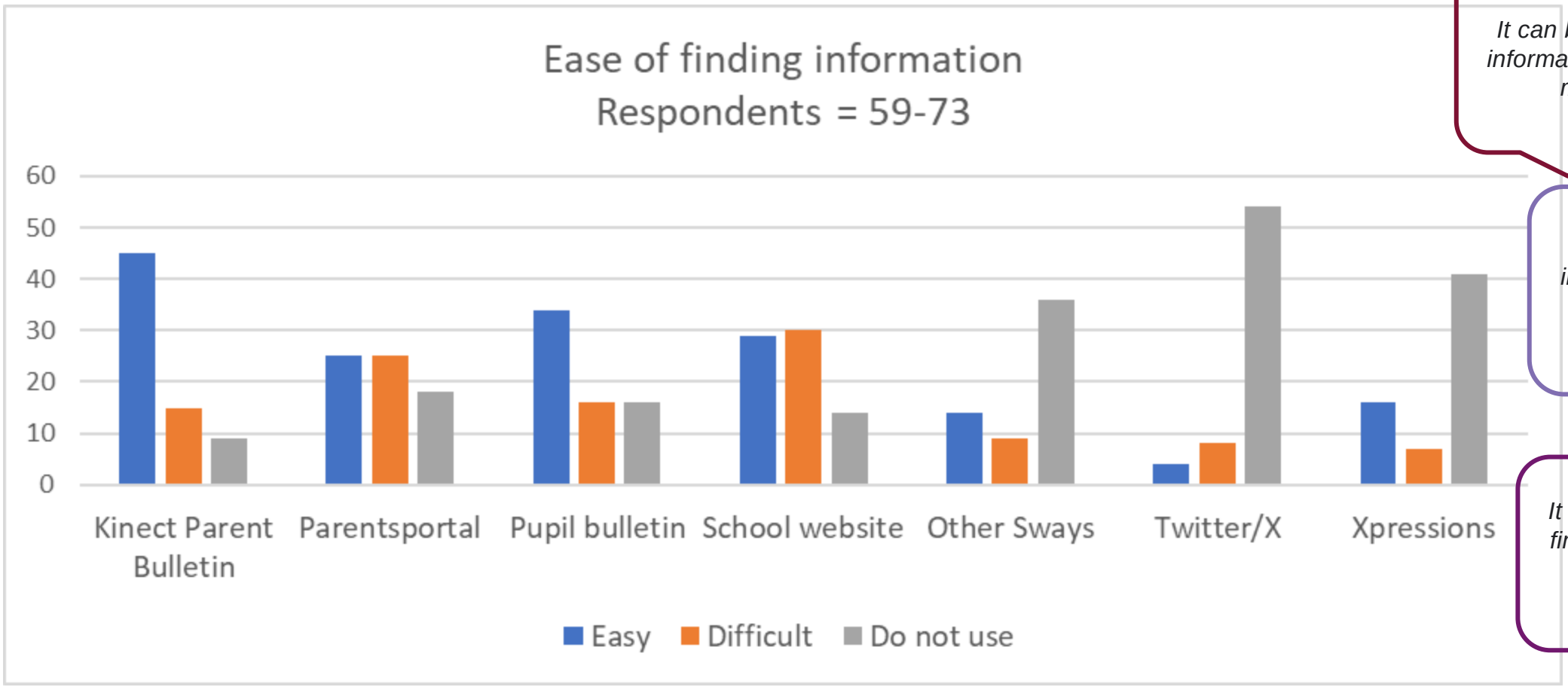


Sways are too busy, colourful and moves as you are trying to read. Sometimes from being read vertical to a swipe right or a PowerPoint that you are unaware of.

Parentsportal does not work for some parents

Website is not as easy to use as it could be, in particular the location of school and relevant PKC policies. The website could hold info in sections rather than in weekly news

Question 5: How easy is it for you to find information you are looking for e.g. who to contact, school policies etc in the following forms of communication?

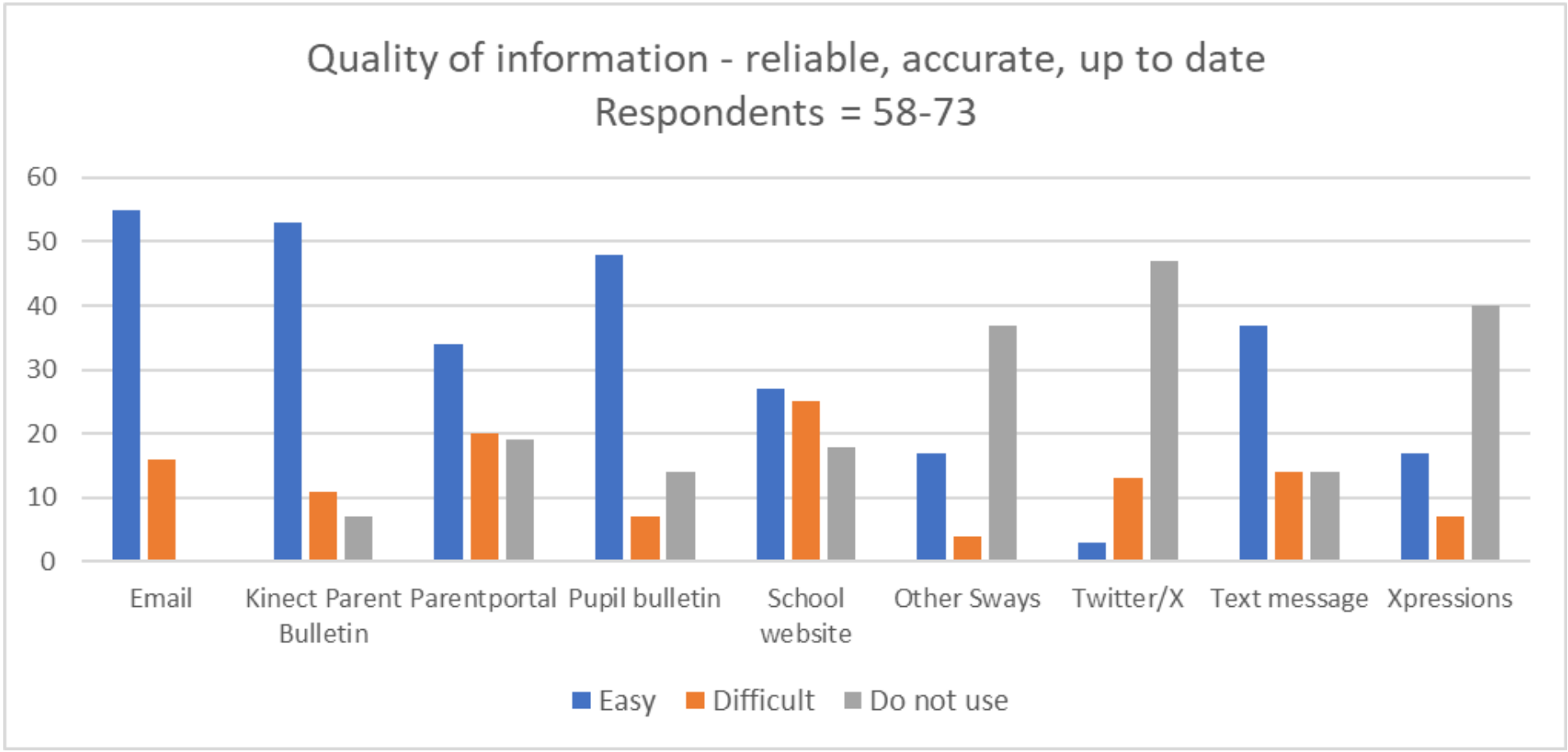


It can be difficult to "re-find" information as it comes on so many platforms.

There are too many different channels of info, so that the info you are looking for is often missed, e.g., S1 adventure day.

It is hard to go back and find info as you have no idea which Sway to search through.

Question 6: How good are the following at providing reliable, accurate and up-to-date information?



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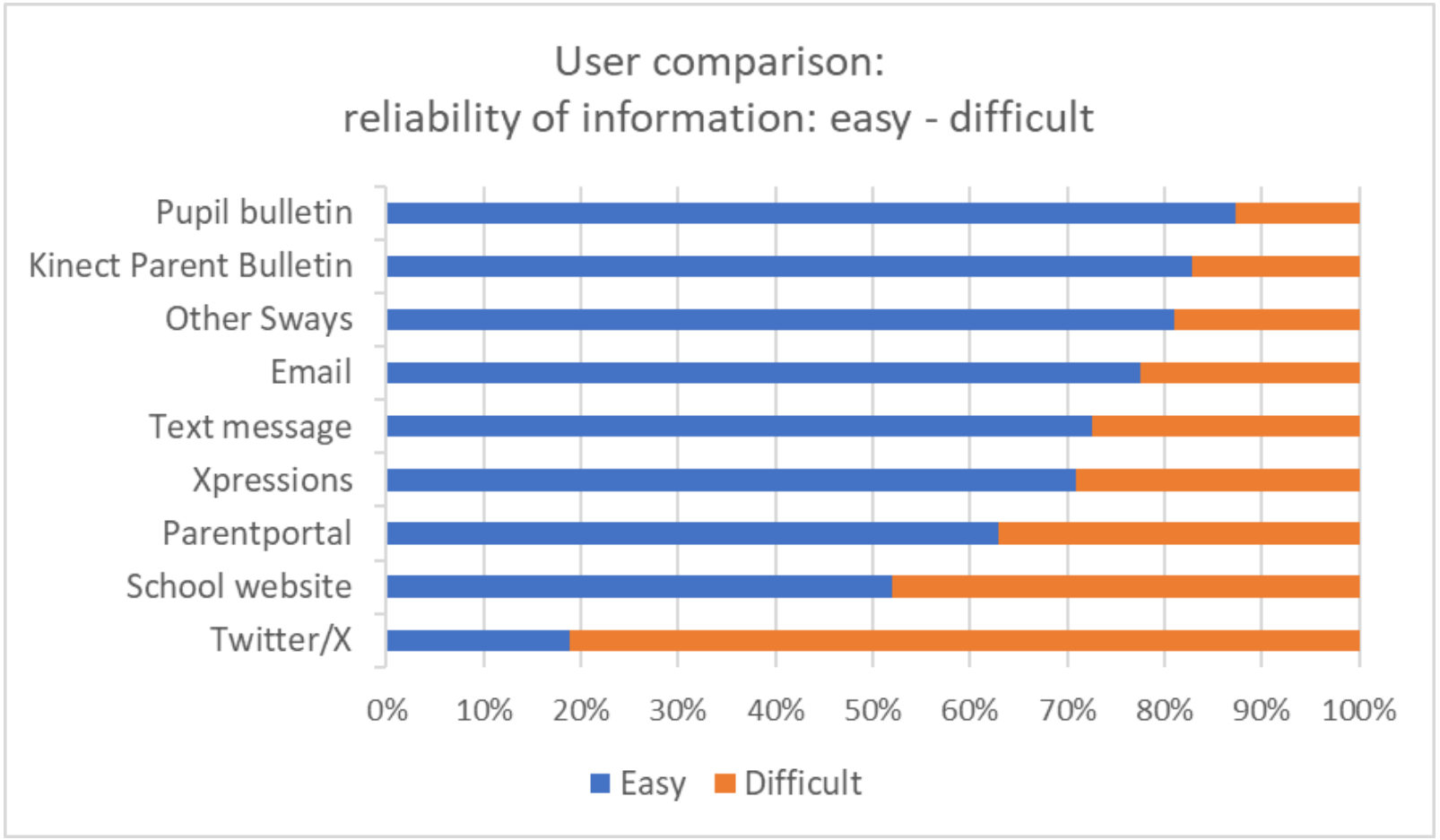
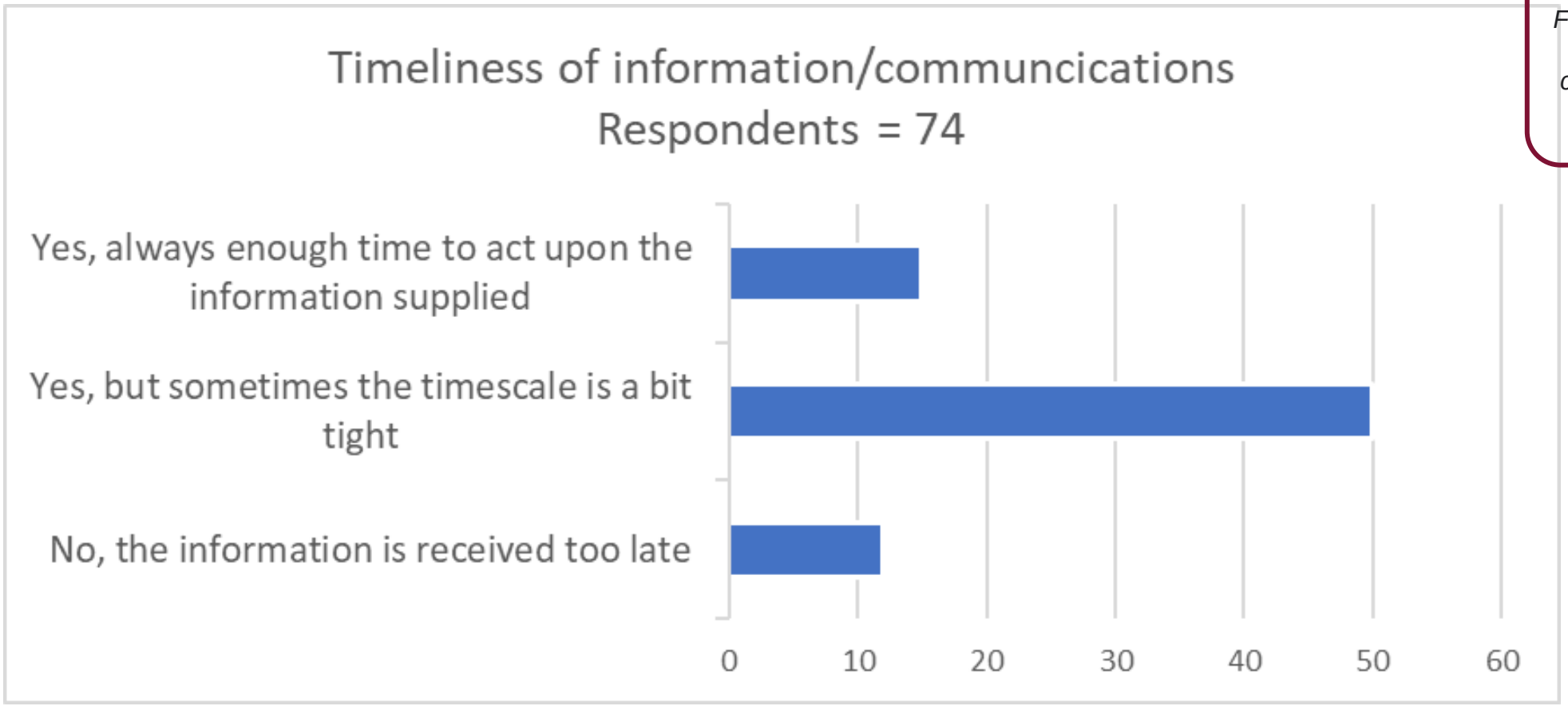


Absence communications can be incorrect.

Communication from school is often incorrect, mainly emails, which results in communication having to be reissued shortly after the first one.

Question 7: Does the information/communications you receive, reach you in a timely manner?

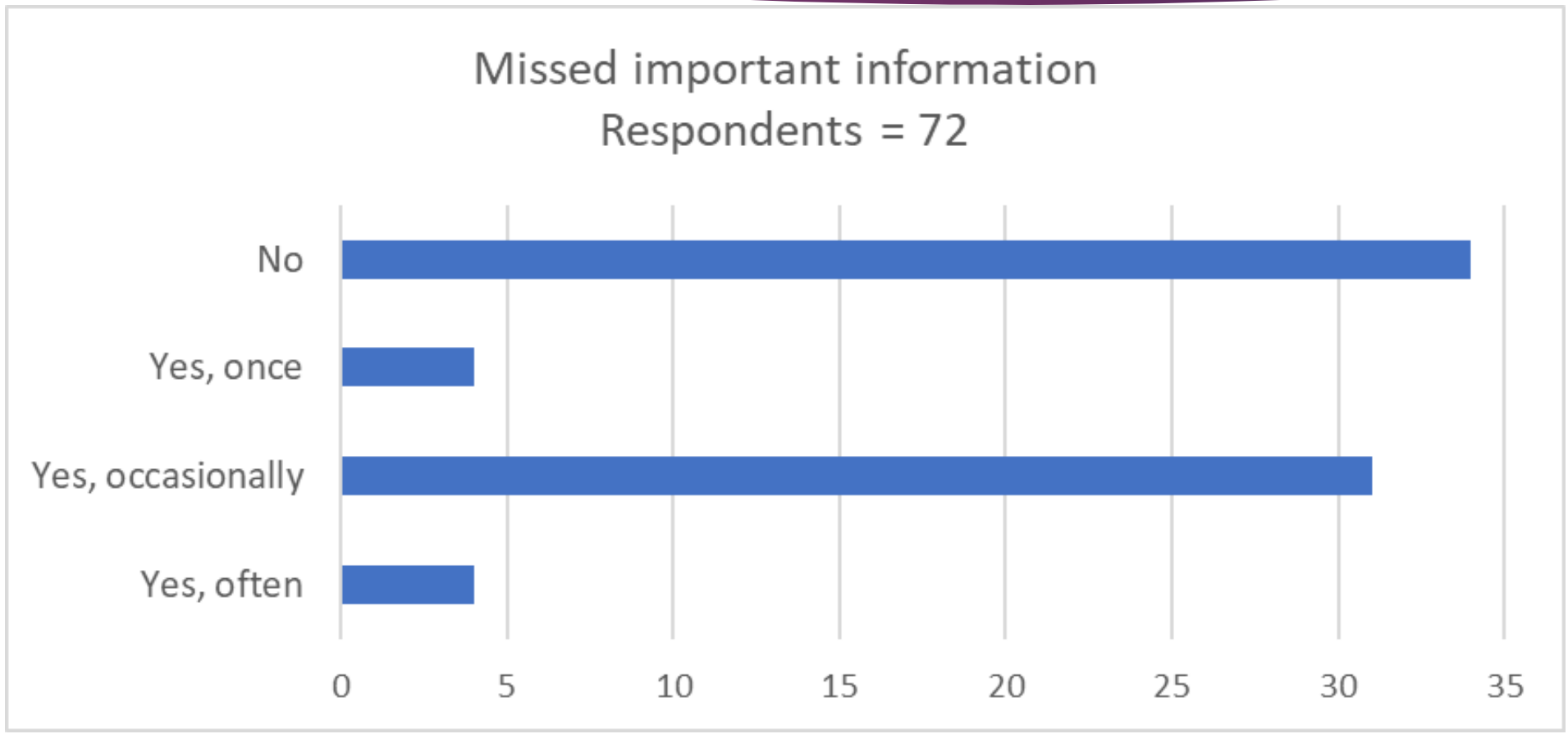


Feel important subject choices and curriculum information could be better managed and more timely dispatched.

Sometimes there are external events mentioned on bulletin which have already passed before the bulletin received.

Give us more than 2-3 days' notice please!!!

Question 8: Have you ever discovered later after the event that you have missed some important information/communication?



Issues with lunch system/choices are emailed to parents asking us to inform children during school hours.

School trip, open meetings at school … dress down day, assemblies … parents evening booking slots … parent forum meeting

Question 9: Any other comments you would like to make.

The emails often come from different email addresses/personal accounts and this makes it very difficult to carry out a search for an email at a later date.

The messaging system on Xpressions doesn't always work. I've previously sent a message to the school to say my child is going to be absent using Xpressions, then received a text to say they've not turned up.

Some of the group call text language is not what I would expect from a school as too informal.

Any time I have had to email the school responses have been fast..

Often the issue is being able to contact the right person at the school …. I tend to phone until I manage to speak to who I need to.

I often find information I am passing to the school gets lost/is not acted upon and the communication with students can be poor.

No one has really explained the different communication methods and the benefits of each e.g. Parentsportal.

Communication could be simpler and more effective … please condense the information into one platform whether this be an app, Parentsportal or email.

Summary and discussion

- Some formats are generally easy to read, but they may be missing information.
- The website is not an easy to use and reliable source of information.
- Timeliness of information supply can be improved.
- There are inaccuracies in information supplied which can result in more communication.
- The number of platforms needs to be streamlined.

Discussion