



February 10, 2021

To: Dr. Mary Whitrock, Superintendent, Ripon Area School District
From: Becky Huenink and Joe Donovan
Re: Parent Satisfaction Survey

The purpose of this document is to report on the recent parent satisfaction survey conducted by the Donovan Group for the Ripon Area School District. This report provides an overview of the methodology used before outlining a summary of the results and a detailed review of the data.

OVERVIEW OF METHODOLOGY

The 2020 version of the Ripon Area School District's Parent Satisfaction Survey is a continuation of a research project developed and first implemented as an online survey in 2017. The purpose of the survey is to elicit responses from parents regarding their perceptions of four factors identified as important performance indicators: (1) the school and learning environment, (2) the relationship between the teacher and child, (3) the principal's leadership and relationships, and (4) the district and superintendent.

The survey comprises 21 questions, each scored on a 5-point Likert scale. The survey allows respondents to participate anonymously. All respondents are provided an opportunity to offer comments at the end of the survey for purposes of clarification and to offer more specific insight and direction.

Data analysis was conducted by the Donovan Group, an independent third party, using accepted practice for quantitative analysis, as used in previous surveys.

GENERAL SUMMARY WITH YEAR COMPARISONS

The Parent Satisfaction Survey was initiated on December 9, 2020, and was available to parents through December 13, 2020. At the close of the data collection period, 321 respondents participated in the survey (an increase from 262 participants in 2019). Each of the respondents identified with at least one school (i.e., having a child in at least one school) within the district.

The table that follows includes an average, based on all the data that was collected in the 2020 survey, for each of the questions asked. These averages are compared with those from the 2017 and 2019 surveys. The column on the far right shows a difference between the 2019 and 2020 averages.

A review of the data suggests that while the number of survey completions is higher this year than in the past (from 211 in 2017 and 262 in 2019 to 321 in 2020), the averages per question are also higher—by a significant margin, in some cases. In fact, with the exception of a single

question, all of the averages were higher than 2017 and 2019. Moreover, the overall satisfaction, calculated by averaging each of the individual question averages, is also higher in 2020 (4.15, compared with 3.87 and 3.85 in 2019 and 2017, respectively).

While each question differs, the compelling story from this data is the ongoing and significant improvement in averages over the years. It is not lost on us that the 2020 survey was conducted during a global pandemic, when satisfaction among parents—as evidenced by surveys in other districts where we have conducted similar surveys—is down markedly. Therefore, we find the 2020 data especially positive and compelling.

Question Summary with 2017 and 2019 Comparison

Category	Question	2017	2019	2020	Diff
School & Learning Environment (Average: 4.27)	My child's learning is a high priority at this school.	4.07	4.05	4.32	0.27
	School rules/discipline plans are enforced consistently at this school.	3.61	3.56	4.10	0.54
	I regularly receive feedback from school staff on how well my child is learning.	3.43	3.42	3.76	0.34
	My family is treated with respect at this school.	4.12	4.19	4.39	0.20
	My child has the necessary classroom supplies and equipment for effective learning.	4.21	4.23	4.41	0.18
	This school provides a safe environment for my child to learn.	4.10	4.07	4.44	0.37
	The school is clean and well maintained.	4.41	4.45	4.45	0.00
Relationship between Teacher & Child (Average: 4.09)	The teachers, staff, and administration at this school demonstrate a genuine concern for my child.	4.00	4.07	4.28	0.21
	I would recommend this school to other parents.	3.98	4.01	4.32	0.31
	I am proud to say I have children at this school.	3.98	3.99	4.30	0.31
	My child is recognized for good work and behavior at this school.	3.71	3.83	3.93	0.10
	My child's teacher has high expectations for learning achievement.	3.96	4.07	4.10	0.03
	My child's teacher cares about my child's success.	4.01	4.14	4.21	0.07
	I receive positive phone calls or notes about my child from school.	3.00	3.16	3.51	0.35
Principal's Leadership and Relationships (Average: 4.11)	The principal at this school is respectful, receptive, and responsive to input.	3.89	3.91	4.19	0.28
	The principal at this school is an effective leader.	3.87	3.86	4.10	0.24
	The principal at this school is responsive to the concerns of parents.	3.80	3.82	4.13	0.31
	The principal and teachers keep me well-informed of activities.	3.79	3.83	4.03	0.20
District & Superintendent (Average: 4.03)	The Superintendent of the School District makes decisions that are in the best interest of children and parents of the district.	3.59	3.47	3.99	0.52

	The Ripon Area School District is headed in the right direction in terms of improving student achievement.	3.60	3.51	3.99	0.48
	I am confident the Ripon Area School District will deal successfully with future educational challenges.	3.68	3.60	4.11	0.51
	Overall Satisfaction	3.85	3.87	4.15	0.28
	Number of Responses	211	262	321	

RESULTS BY CATEGORY PER LEVEL

Next, we would like to provide a breakdown of the 2020 data by grade levels and by question categories.

The levels, which are shown by columns, include the following:

- 1) Barlow Park, Barlow Charter and Journey Charter (grades Early Childhood through 2)
- 2) Murray Park and Quest Charter (grades 3-5)
- 3) Ripon Middle School and Catalyst Charter (grades 6-8)
- 4) Ripon High School (grades 9-12)
- 5) Odyssey Virtual Charter (grades preschool through 12)

The question categories, as noted above, include:

- 1) School and Learning Environment
- 2) Relationship Between the Teacher and Child
- 3) Principal's Leadership and Relationships
- 4) District/Superintendent

Each of the categories is detailed in turn.

School and Learning Environment

Seven questions contribute to the overall parent perception score of their child's School and Learning Environment. The following table outlines this data by school level:

	Barlow Park, Barlow Charter, and Journey Charter (Gr EC-2)	Murray Park and Quest Charter (Gr. 3-5)	Ripon Middle School and Catalyst Charter (Gr. 6-8)	Ripon High School (Gr. 9-12)	Odyssey Virtual Charter (Gr 4PS-12)
My child's learning is a high priority at this school.	4.55	4.58	4.11	4.14	4.00
School rules/discipline plans are enforced consistently at this school.	4.25	4.38	3.92	3.88	4.25
I regularly receive feedback from school staff on how well my child is learning.	3.81	3.88	3.44	3.92	3.44

My family is treated with respect at this school.	4.40	4.57	4.31	4.28	4.31
My child has the necessary classroom supplies and equipment for effective learning.	4.48	4.66	4.30	4.28	4.19
This school provides a safe environment for my child to learn.	4.52	4.61	4.32	4.33	4.44
The school is clean and well maintained.	4.49	4.62	4.32	4.37	4.31
Average	4.36	4.47	4.10	4.17	4.13

In 2019 when comparing parent satisfaction across schools, there appeared a slightly lower level of overall satisfaction among parents whose children attended Ripon High School (3.72), Ripon Middle School (3.78), and Lumen (3.92). The three items that consistently reflected the lowest level of satisfaction scores in 2019 yet have increased significantly in 2020 among parents of Middle School, High School, and Lumen can be seen in the table below:

	Middle School 2019/2021	High School 2019/2021	Lumen 2019/NA
I regularly receive feedback from school staff on how well my child is learning.	3.00/3.44	2.99/3.92	3.20/NA
School rules/discipline plans are enforced consistently at this school.	3.35/3.92	3.18/3.88	3.20/NA
My child's learning is a high priority at this school.	3.81/4.11	3.76/4.14	3.76/NA

School efforts to address these areas should be continued as they have significantly impacted parent satisfaction.

Relationship Between the Teacher and Child

Seven questions contribute to the overall parent perception score of the Relationship Between the Teacher and Child. The following table outlines the averages by school level:

	Barlow Park, Barlow Charter, and Journey Charter (Gr EC-2)	Murray Park and Quest Charter (Gr. 3-5)	Ripon Middle School and Catalyst Charter (Gr. 6-8)	Ripon High School (Gr. 9-12)	Odyssey Virtual Charter (Gr 4PS-12)
The teachers, staff, and administration at this school demonstrate a genuine concern for my child.	4.46	4.54	4.08	4.16	3.88
I would recommend this school to other parents.	4.46	4.58	4.14	4.19	4.00
I am proud to say I have children at this school.	4.36	4.58	4.13	4.18	4.00
My child is recognized for good work and behavior at this school.	4.12	4.07	3.66	3.93	3.50
My child's teacher has high expectations for learning achievement.	4.22	4.42	3.83	4.00	3.81
My child's teacher cares about my child's success.	4.39	4.57	3.90	4.08	3.94

I receive positive phone calls or notes about my child from school.	3.58	3.54	3.06	3.83	3.13
Average	4.23	4.33	3.83	4.05	3.75

For this set of questions, the averages, across the board, are quite high. Once again, the question about feedback, specifically *I receive positive phone calls or notes about my child from school*, has increased over time and still provides the greatest opportunity for staff to impact parent's overall satisfaction. Efforts in this area should continue.

Principal's Leadership and Relationships

Four questions contribute to the overall parent perception score associated with the Principal's Leadership and Relationship. The following table outlines the averages by school level:

	Barlow Park, Barlow Charter, and Journey Charter (Gr EC-2)	Murray Park and Quest Charter (Gr. 3-5)	Ripon Middle School and Catalyst Charter (Gr. 6-8)	Ripon High School (Gr. 9-12)	Odyssey Virtual Charter (Gr 4PS-12)
The principal at this school is respectful, receptive, and responsive to input.	4.19	4.39	4.25	3.98	4.19
The principal at this school is an effective leader.	4.10	4.32	4.14	3.83	4.25
The principal at the school is responsive to the concerns of parents.	4.16	4.38	4.10	3.90	4.19
The principal and teachers keep me well-informed of activities	3.99	4.31	3.85	4.00	3.94
Average 2020	4.11	4.35	4.09	3.93	4.14
Average 2019	3.79	3.98	3.90	3.60	N/A

For this set of questions, the averages were quite similar and have increased significantly from 2019. Principal efforts in terms of being responsive and informative have paid off in terms of increased parents satisfaction and should be continued.

The District/Superintendent

The following table outlines the District/Superintendent averages by school level.

	Barlow Park, Barlow Charter, and Journey Charter (Gr EC-2)	Murray Park and Quest Charter (Gr. 3-5)	Ripon Middle School and Catalyst Charter (Gr. 6-8)	Ripon High School (Gr. 9-12)	Odyssey Virtual Charter (Gr 4PS-12)
The Superintendent of the School District makes decisions that are in	4.06	4.14	3.94	3.86	3.94

the best interest of children and parents of the district.					
The Ripon Area School District is headed in the right direction in terms of improving student achievement.	4.09	4.23	3.82	3.87	3.81
I am confident Ripon Area School District will deal successfully with future educational challenges.	4.24	4.34	3.89	4.01	3.94
Average	4.13	4.24	3.88	3.91	3.90

Here again, the averages for all of the schools were similar. While the scores were quite high, efforts at continued communication with a clear message will help maintain and perhaps increase the scores future.

CORRELATIONS

In an effort to find the questions that were most positively correlated with high levels of overall satisfaction, a Person Coefficient calculation was conducted as the final analysis in this report. Specifically, correlation was calculated for each of the questions and their relationship to the total levels of satisfaction based on a sum of all the responses.

Using this calculation, the numbers will fall between -1 and +1, with a perfect positive correlation between the two variables as +1 and a perfect negative correlation as -1. If no correlation exists between the numbers, the correlation would be zero or near zero.

As would be expected, especially considering that the individual responses for each question were baked into the total satisfaction number, correlation for each item was very high and ranged from "I would recommend this school to other parents" ($r=0.86$) to "I regularly receive feedback from school staff on how well my child is learning" ($r=0.65$).

A complete list of all the questions and their Pearson Coefficients is listed below.

Correlation Summary: Showing r for each question's correlation to total satisfaction

Category	Question	Diff	Rank
School & Learning Environment	My child's learning is a high priority at this school.	0.70	10
	School rules/discipline plans are enforced consistently at this school.	0.71	9
	I regularly receive feedback from school staff on how well my child is learning.	0.65	13
	My family is treated with respect at this school.	0.79	4
	My child has the necessary classroom supplies and equipment for effective learning.	0.68	11
	This school provides a safe environment for my child to learn.	0.76	6
	The school is clean and well maintained.	0.75	7

Relationship between Teacher & Child	The teachers, staff, and administration at this school demonstrate a genuine concern for my child.	0.85	2
	I would recommend this school to other parents.	0.86	1
	I am proud to say I have children at this school.	0.85	2
	My child is recognized for good work and behavior at this school.	0.73	8
	My child's teacher has high expectations for learning achievement.	0.73	8
	My child's teacher cares about my child's success.	0.81	3
	I receive positive phone calls or notes about my child from school.	0.66	12
Principal's Leadership and Relationships	The principal at this school is respectful, receptive, and responsive to input.	0.71	9
	The principal at this school is an effective leader.	0.68	11
	The principal at this school is responsive to the concerns of parents.	0.75	7
	The principal and teachers keep me well-informed of activities.	0.78	5
District & Superintendent	The Superintendent of the School District makes decisions that are in the best interest of children and parents of the district.	0.66	12
	The Ripon Area School District is headed in the right direction in terms of improving student achievement.	0.78	5
	I am confident the Ripon Area School District will deal successfully with future educational challenges.	0.78	5

Category	Question	2020	Diff
School & Learning Environment	My child's learning is a high priority at this school.	4.32	
	School rules/discipline plans are enforced consistently at this school.	4.10	
	I regularly receive feedback from school staff on how well my child is learning.	3.76	
	My family is treated with respect at this school.	4.39	
	My child has the necessary classroom supplies and equipment for effective learning.	4.41	
	This school provides a safe environment for my child to learn.	4.44	
	The school is clean and well maintained.	4.45	
Relationship between Teacher & Child	The teachers, staff, and administration at this school demonstrate a genuine concern for my child.	4.28	
	I would recommend this school to other parents.	4.32	
	I am proud to say I have children at this school.	4.30	
	My child is recognized for good work and behavior at this school.	3.93	
	My child's teacher has high expectations for learning achievement.	4.10	
	My child's teacher cares about my child's success.	4.21	
	I receive positive phone calls or notes about my child from school.	3.51	
Principal's Leadership and Relationships	The principal at this school is respectful, receptive, and responsive to input.	4.19	
	The principal at this school is an effective leader.	4.10	
	The principal at this school is responsive to the concerns of parents.	4.13	
	The principal and teachers keep me well-informed of activities.	4.03	
District & Superintendent	The Superintendent of the School District makes decisions that are in the best interest of children and parents of the district.	3.99	
	The Ripon Area School District is headed in the right direction in terms of improving student achievement.	3.99	
	I am confident the Ripon Area School District will deal successfully with future educational challenges.	4.11	
	Overall Satisfaction	4.15	
	Number of Responses	321	