Campus suite

Website User and Stakeholder Survey Guide

This guide is designed to help you gain a better understanding of the website user communications needs of your school community. Knowing how, when, where and why your visitors use your website can yield useful discoveries that can help you in planning your next website. Your website team can use this survey to gain insights and confirm priorities you've made about the direction of your new website.

1. Ask the right people

Your survey should be distributed to your target audiences and the users themselves who will be managing the content. Make sure you include the following user groups when surveying what's required for your website.

- Parents
- Students
- Faculty
- School staff (including IT staff, and key content contributors)

- Extracurricular groups
- Athletics
- Board of education
- Community supporters

Survey as many as possible to get the broadest and largest sample. In addition to conducting this survey, consider other forums, such as focus groups of staff, parents, and faculty, and Informal meetings to gain insights and buy-in.

2. Ask the right questions

Once you've determined who you're surveying, use the questions below to create your survey. Google Apps for Education and SurveyMonkey make creating surveys and tabulating results pretty much pain free. Professional-looking surveys can be quickly produced with a form using Google Forms. (Survey Gizmo, Constant Contact and Moodle are other popular and affordable online survey services.) You can simply copy and paste the questions if you like, modify them if needed, and even add some of your own.

3. Distribute, collect and tabulate

Links should be emailed directly to your survey participants. Set a deadline for submitting

the completed survey, and use the built-in tabulating tools to organize and analyze your results. Once your results are in, put together a summary document to share with all who participated – your website planning team and all who responded.

Website Planning Survey Questions

NOTE: Some questions and answer choices may need to be modified based on your current website, your school's unique circumstances and other factors.

1. How often do you visit the district website? (select one)
- ❏ More than once a day
- ❏ Daily
- ❏ 2-3 days per week
- ❏ Weekly
- ❏ Occasionally
- ❏ Never

2. How often do you visit the school websites? (select one)
- ❏ More than once a day
- ❏ Daily
- ❏ 2-3 days per week
- ❏ Weekly
- ❏ Occasionally
- ❏ Never

3. When visiting the district/school website, what info are you seeking? (select all that apply)
- ❏ Assignments/homework
- ❏ School resources
- ❏ District/school news
- ❏ Student Information System (e.g. Powerschool, eSchoolPlus)
- ❏ PTA
- ❏ School notifications (delays, closings, etc.)
- ❏ Staff directory
- ❏ Lunch menu
- ❏ Calendar
- ❏ BOE budget and policies
- ❏ BOE agenda and meeting notes

- ❏ Athletics info/schedule
- ❏ Non-athletics extracurriculars
- ❏ Other (please specify)

4. From which sources do you receive most school information? (select one)
- ❏ District/school website
- ❏ Email/school e-newsletters
- ❏ Teachers/staff
- ❏ Word of mouth
- ❏ Teacher/classroom website
- ❏ Social media
- ❏ Telephone
- ❏ PTA
- ❏ Local media
- ❏ No info received

5. How informed are you about events and activities happening at school? (select one)
- ❏ Very informed
- ❏ Informed enough
- ❏ Somewhat informed
- ❏ Not informed

6. How do you stay current on BOE and district initiatives? (select all that apply)
- ❏ District/school website
- ❏ Email/school e-newsletters
- ❏ Teachers/staff
- ❏ Word of mouth
- ❏ Teacher/classroom website
- ❏ Social media
- ❏ Telephone
- ❏ PTA
- ❏ Local media
- ❏ No info received

7. What is the top communication tool you currently use to share information?
- ❏ Email
- ❏ Website
- ❏ Telephone
- ❏ Newsletter

❏ Social media
❏ SMS text notifications

8. Which quicklinks do you use the most? (select all that apply)
❏ Assignments/homework
❏ School resources
❏ District/school news
❏ Student Information System (e.g. Powerschool, eSchoolPlus)
❏ PTA
❏ School notifications (delays, closings, etc.)
❏ Staff directory
❏ Lunch menu
❏ Calendar
❏ BOE budget and policies
❏ BOE agenda and meeting notes
❏ Athletics info/schedule
❏ Non-athletics extracurriculars
❏ Other (please specify)

9. What is the social media network you personally use the most?
❏ Facebook
❏ Twitter
❏ Instagram
❏ Youtube
❏ Pinterest
❏ LinkedIn
❏ Other (please specify)

10. Which topics do you want to hear more about? (select all that apply)
❏ Curriculum
❏ Assessments
❏ Counseling resources
❏ Technology learning
❏ Volunteering
❏ Athletics
❏ Extra curricular
❏ Safety and security
❏ Transportation

- ❏ Budget
- ❏ Instruction supervision/evaluation
- ❏ School culture/climate
- ❏ Health and wellness

11. How do you typically access the school website?
- ❏ Smartphone
- ❏ Tablet
- ❏ Desktop computer

12. What online tools are your teachers using to create classroom websites?
- ❏ Wordpress
- ❏ Google Classroom
- ❏ Weebly
- ❏ Edublog
- ❏ Other (please specify)

Next steps:

1. Build your list of survey participants.
2. Use the questions to create your survey.
3. Distribute your survey (include deadline).
4. Collect, analyze and share results with your planning team and respondents.