

# **Collier County Public Schools Strategic Planning Survey Report**

## **Part 2: Baseline Results for the Purpose of Measuring Future Progress July 20, 2010**

**Survey conducted from May 26 – June 10, 2010**

### **Introduction:**

In August 2009, The District School Board of Collier County and Superintendent Dennis Thompson launched a long-range strategic planning and community engagement process to guide district work for the next three years. The purpose was to create a vision with clear goals for the Collier County Schools and the associated operational plans to implement this vision.

The process was rooted in the context of what the community articulated in the Connect Now Community Statement. Connect Now was an 18-month initiative through The Education Foundation in which citizens all across Collier County participated in 54 conversations around what they wanted for their community and schools. What resulted was a shared statement of the community's priorities around education, which was published in the Naples Daily News April 5, 2009.

The School District contracted Collaborative Communications Group to facilitate the strategic planning process for the ten-month period spanning two phases: 1) Vision and goal-setting and 2) operational implementation.

Phase One was creating a working vision document. After several months of input and revisions through community, teacher, and student focus groups; work from a planning team comprised of community and staff; and working sessions with district leadership and school board, this working document was adopted by the School Board at the March 2010 meeting.

Phase Two began in January 2010 when eight operational planning teams were assembled, comprised of district and school level staff, parents and community members. The work of the teams included analyzing the current situation, setting improvement targets, and prioritizing the most effective strategies to make progress toward the goals. Each operational team developed a goal and supporting objectives and began identifying indicators and strategies that would be most effective.

In the context of the work of the operational teams, a survey was devised to get feedback on the goals and objectives as each team continued to work and to allow for fine-tuning before the draft of the plan was presented at the June School Board meeting.

### **About the survey:**

This online survey was distributed to all Collier County Public Schools' staff, and sent through email distributions within the community through numerous organizations. In addition, Collier County

Public Schools (CCPS) sent out a “phone tree” message through the schools to alert parents that the survey link was live and online. The survey was available in English and Spanish through an online survey, and in Creole through a downloadable/printable version.

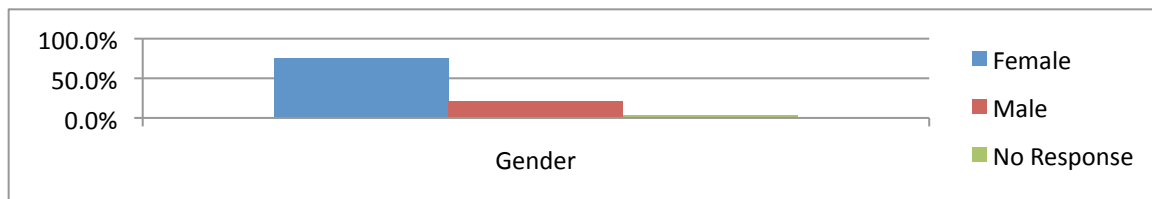
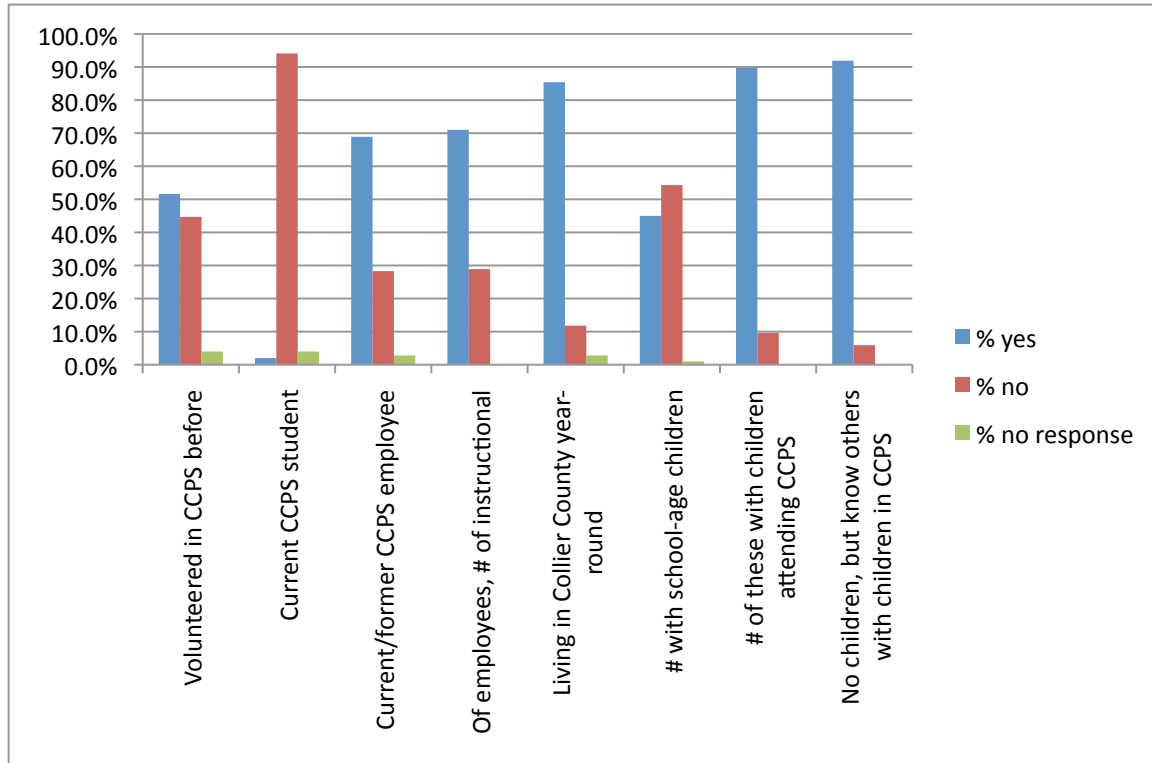
There were **1,187** people who were interested enough to click in and participate in the survey, which is an excellent response, particularly in light of the complexity of the survey. This indicates a high level of engagement. Since all were encouraged to share the survey, a precise response rate cannot be figured because we do not know the number of people who received the link.

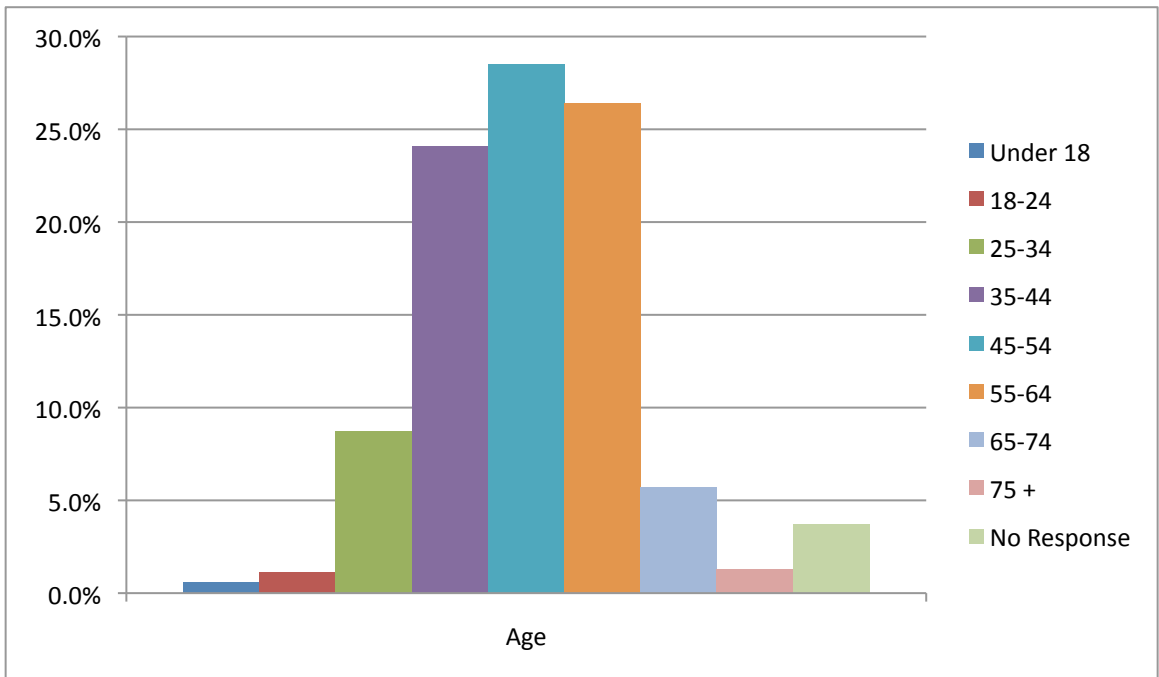
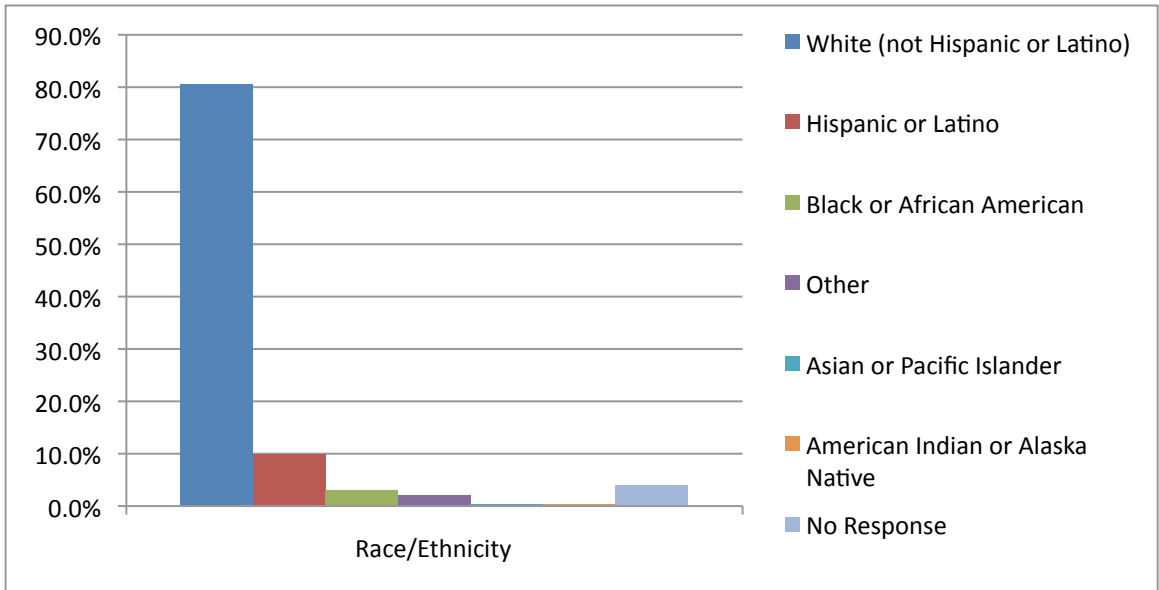
A significant majority (818) identified themselves as current or former CCPS staff, which is just about 70% of the total respondents. Of those who identified themselves as CCPS staff, just over 70% said they were instructional staff.

The survey included:

- Basic demographic data.
- A section of questions asking respondents to share their perspective on the degree of importance of the goals and objectives along with how well the overall vision, mission, goals and objectives reflect what they personally want. The language for the vision, mission, goals and objectives was embedded within the questions.
- A section of questions asking respondents to assess the current status of the District with regard to these draft goals. These will provide the basis of benchmarks to assess future progress over the next three years after the final plan is formally adopted by the Board. **This Part 2 document outlines these results.**

## Characteristics of the Respondents (1,187 respondents):





## **Establishing a Baseline for Measuring Future Progress**

This set of questions took the goals currently being devised through the strategic planning process, and asked respondents their perspective on how the District is currently doing with regard to these proposed goals.

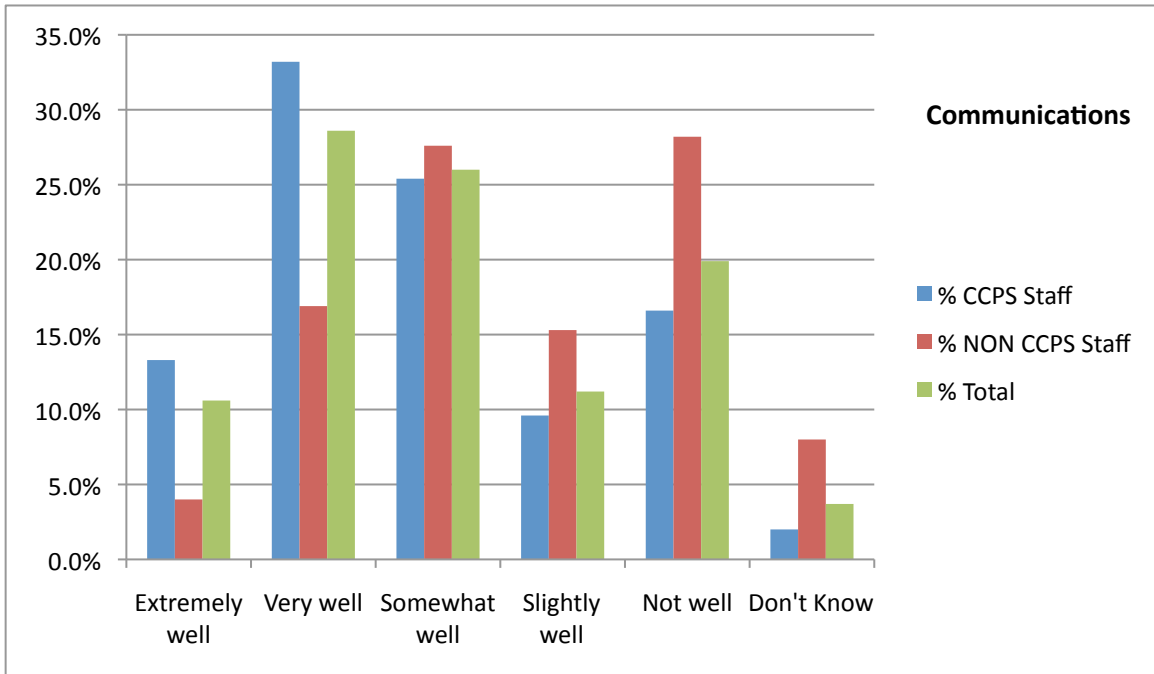
Please note that some respondents did not continue in the survey, so the total respondents decreased by 125. The total number of respondents for each question is stated with the corresponding bar graphs.

For this set of questions, the language of the goal was phrased as the question, and respondents were asked how well the District is currently doing toward achieving the proposed goal. This will provide the basis to measure progress over the next three years.

Each question has a corresponding bar graph which is the the exact breakdown of respondents' answers along with a breakdown of how CCPS Staff answered the question, versus NON CCPS Staff.

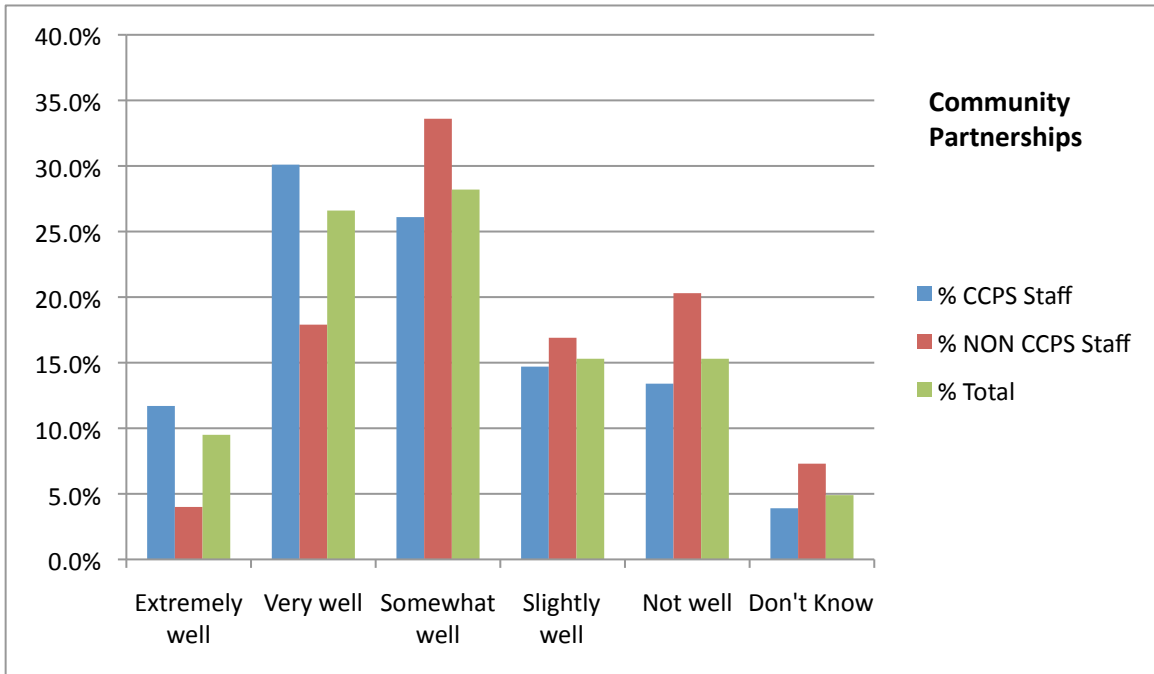
**With regard to Communications, how well is the District currently doing to provide clear, timely information and tools that keep the community informed and engage them in the District's mission?**

**(1,062 total respondents. 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)**



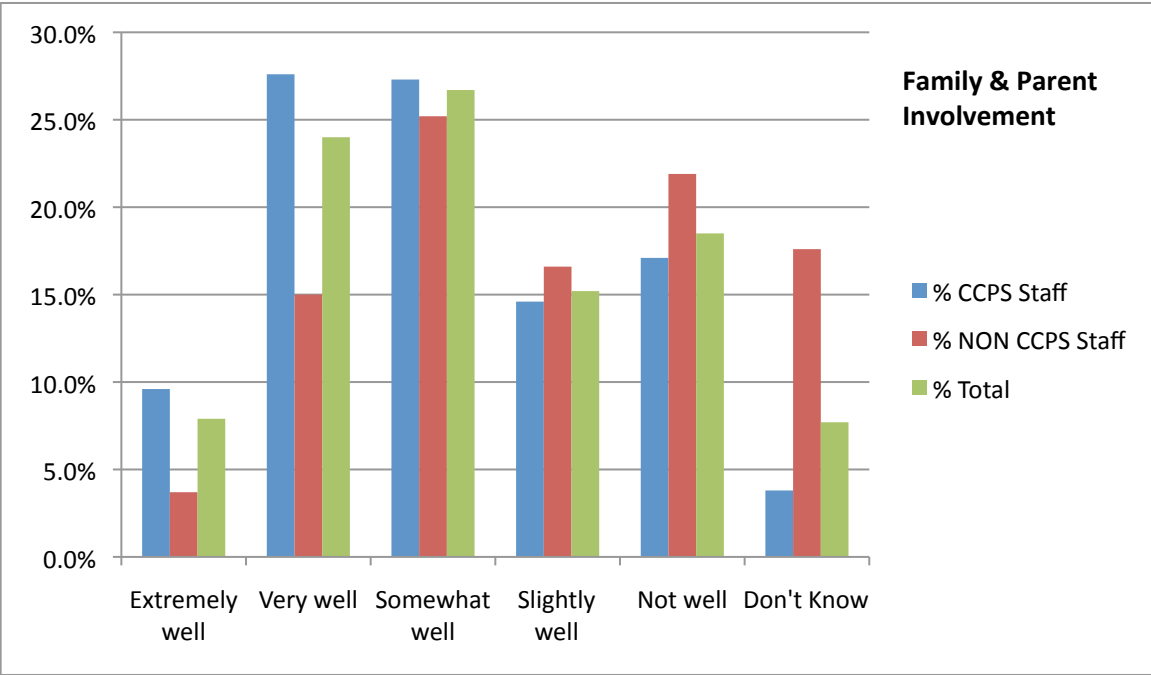
**With regard to Community Partnerships, how well is the District currently doing to nurture and engage an active community of families, organizations and volunteers who will work with the district to help all students succeed?**

**(1,062 total respondents. 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)**



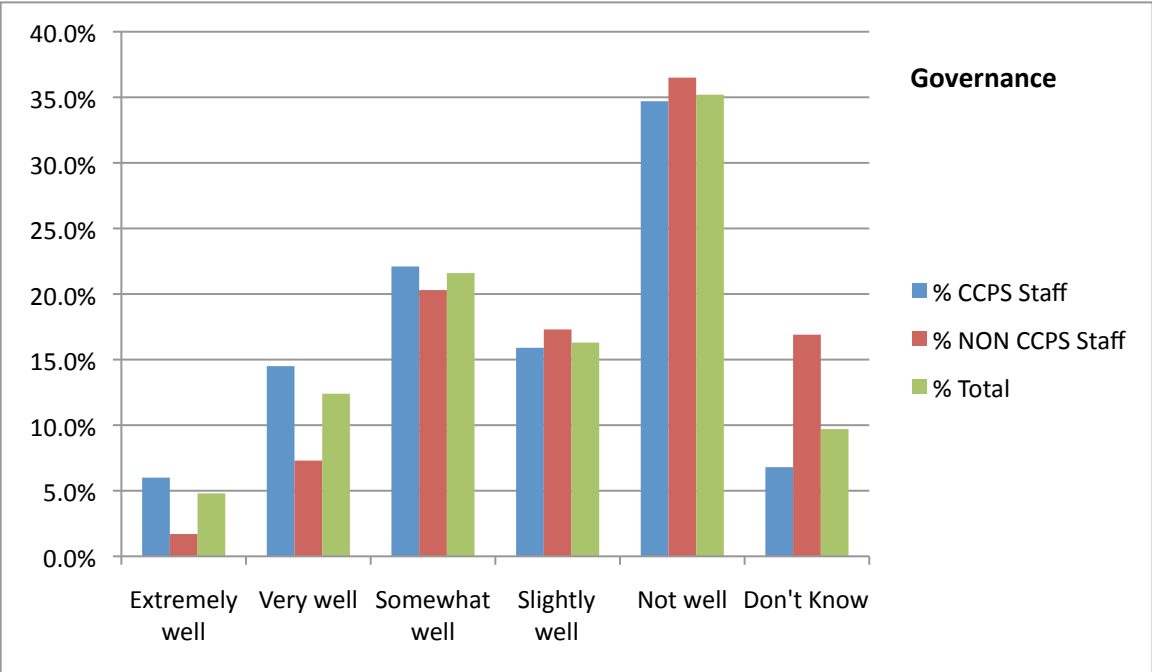
**With regard to Family/Parent Involvement, how well is the District doing to collaborate with families as full partners in the learning and development of their children?**

(1,062 total respondents. 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)



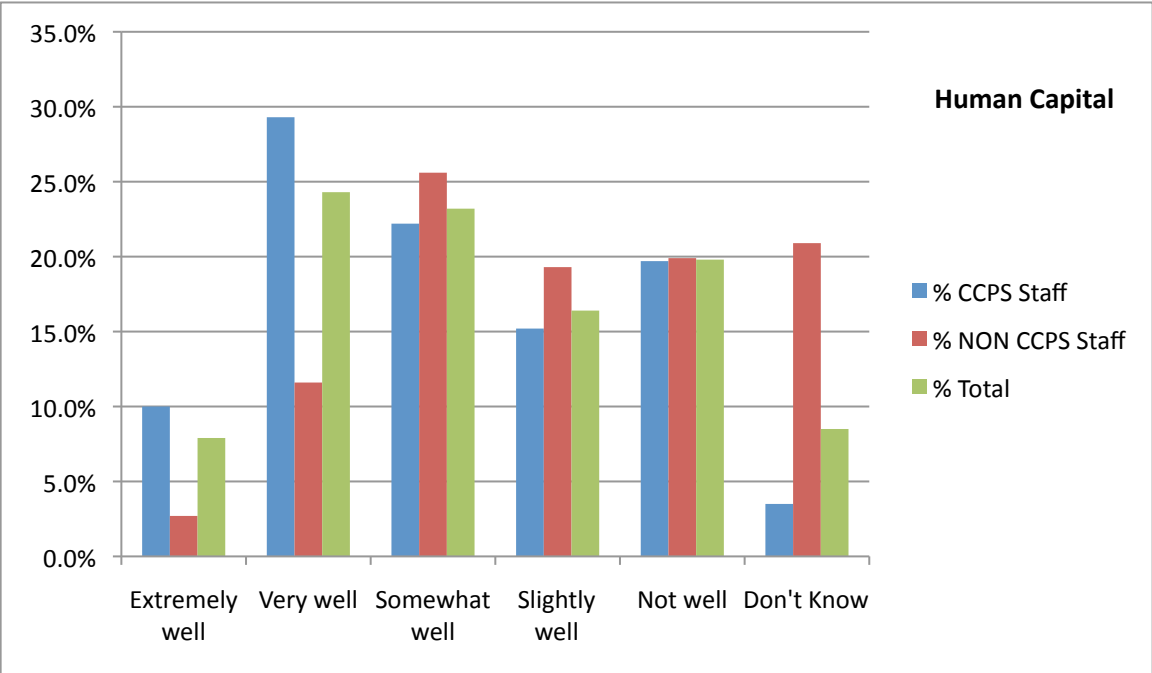
**With regard to Governance, how well is the District doing to develop an effective governance model which will help build a collaborative relationship that inspires trust between the school board and superintendent and empowers all parties to work toward shared goals?**

**(1,062 total respondents. 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)**



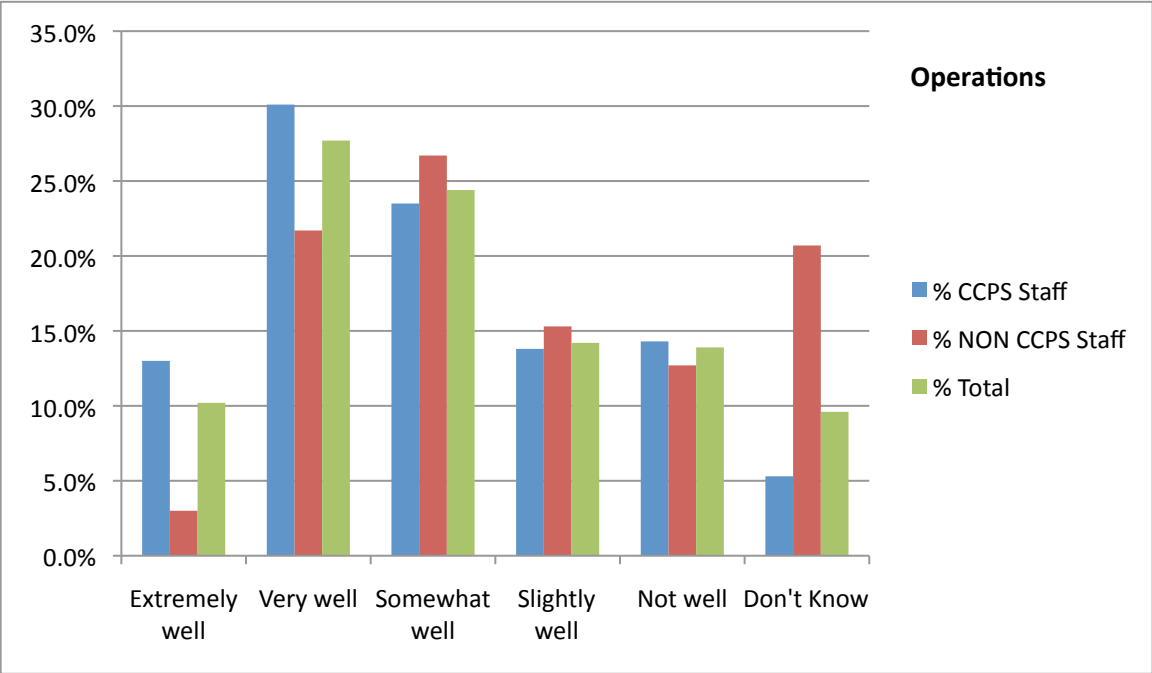
**With regard to Human Capital, how well is the District doing to ensure that each employee is dedicated, collaborative and builds and participates in an inclusive learning community that supports student development and achievement?**

**(1,062 total respondents; 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)**



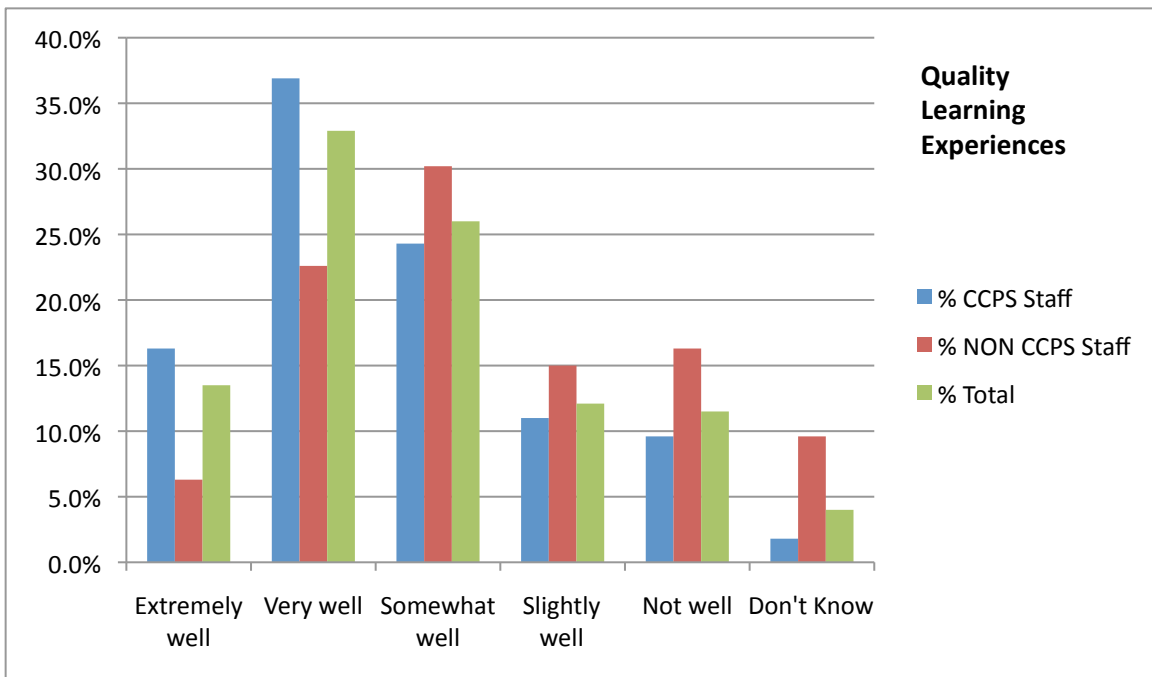
**With regard to Operations, how well is the District doing to provide the environment and prioritize resources and tools to best support learning as financially feasible?**

(1,061 total respondents; 761 CCPS Staff/Former Staff; 301 NON Staff)



**With regard to Quality Learning Experiences, how well is the District doing to provide a safe, caring, rigorous learning environment for a diverse student body that offers multiple opportunities for success and supports student achievement and development?**

**(1,062 total respondents; 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)**



**With regard to Student, Adult and System Performance, how well is the District doing to enhance the current accountability system so that it supports and enables all stakeholders to use evidence/data for decision-making?**

**(1,062 total respondents; 761 CCPS Staff/Former Staff; 301 NON CCPS Staff)**

