



RESULTS FROM SGC SURVEY OF IA FAMILIES

14 December 2022

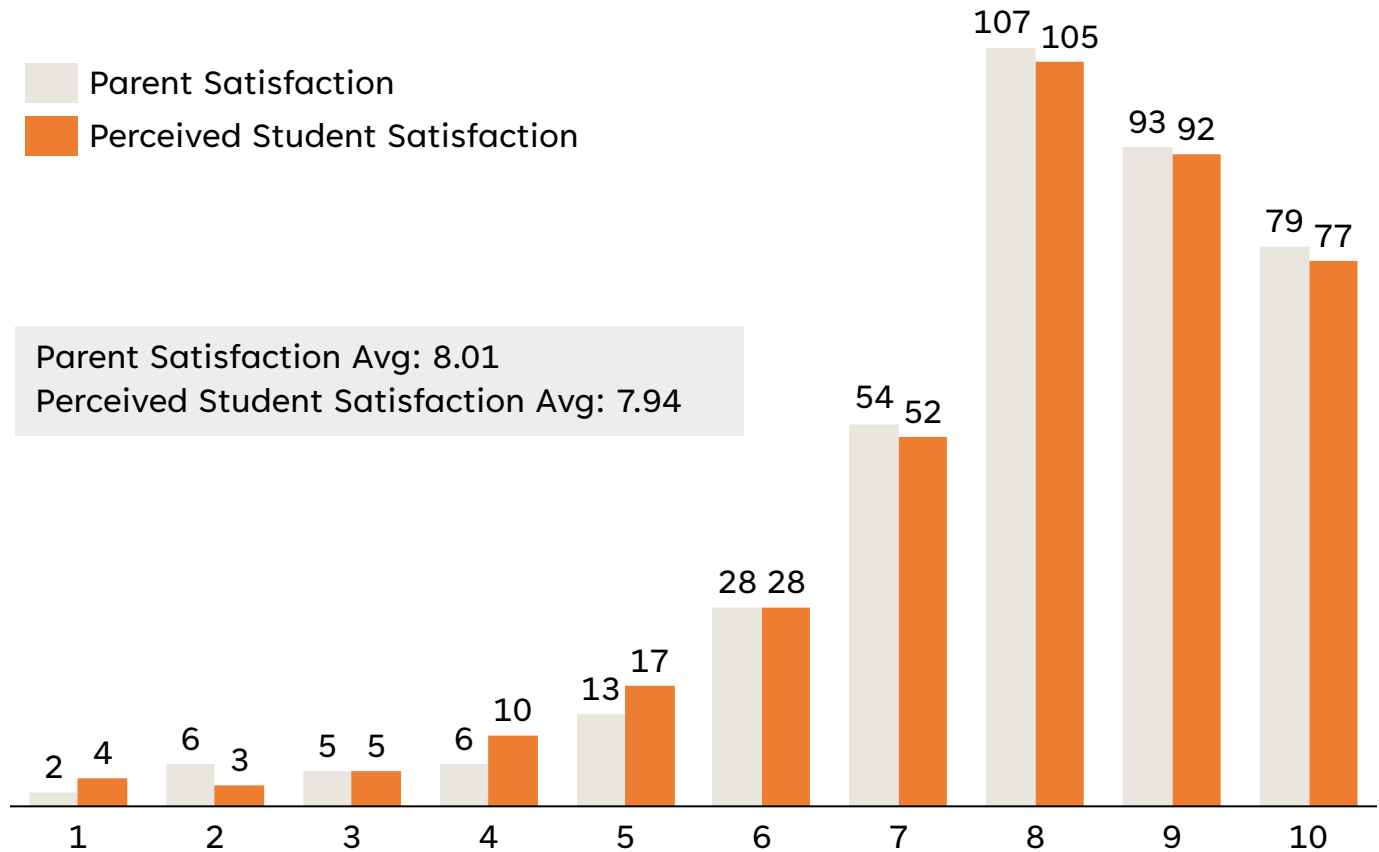
IA FAMILIES SURVEY

- 368 responses representing 387 IA students
- Good mix of families with students in each grade

- Key findings
 - Overall, families are largely aligned with IA's Mission and Vision and the mechanisms that support it
 - Interest in having more sports
 - Strong dislike among some of virtual language classes vs. in-person options
 - Much more significant frustration with communication, particularly around pathway activities
 - Clear need for improvements here
 - Current Net Promoter Score (NPS) is 40 (not bad for our first survey)

PARENT AND STUDENT SATISFACTION

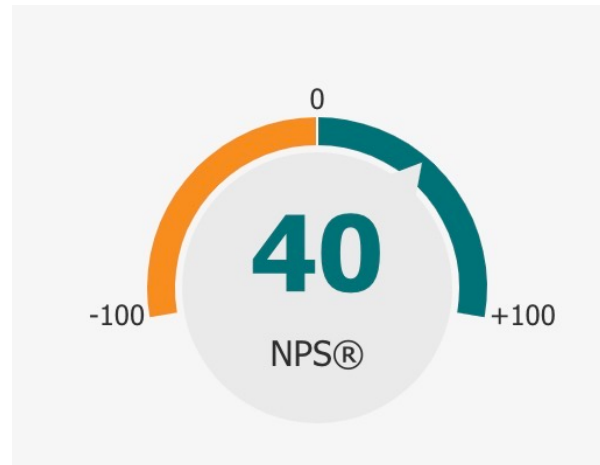
- On a Scale of 1 (not at all satisfied) to 10 (completely satisfied), how satisfied are you with your student's experience at Innovation Academy?
- On a Scale of 1 (not at all satisfied) to 10 (completely satisfied), how satisfied do you perceive your student is at Innovation Academy?



NET PROMOTER SCORE

- Would you recommend that an interested middle school student apply to Innovation Academy?
 - 208 promoters (57%)
 - 99 neutral (27%)
 - 61 detractors (17%)

- $NPS = \text{Promoters \%} - \text{Detractors \%}$



What is a “Good” Net Promoter Score (NPS)?

NPS experts define a “good” score as anything above a 60, regardless of your industry. Some experts, like [the experts at Retently](#), break it down further by denoting scores of 0-30 as “good”, scores of 30-70 as “great”, and a score between 70-100 as “excellent”. However, different industries may have slight variations in what is considered a “good” NPS.

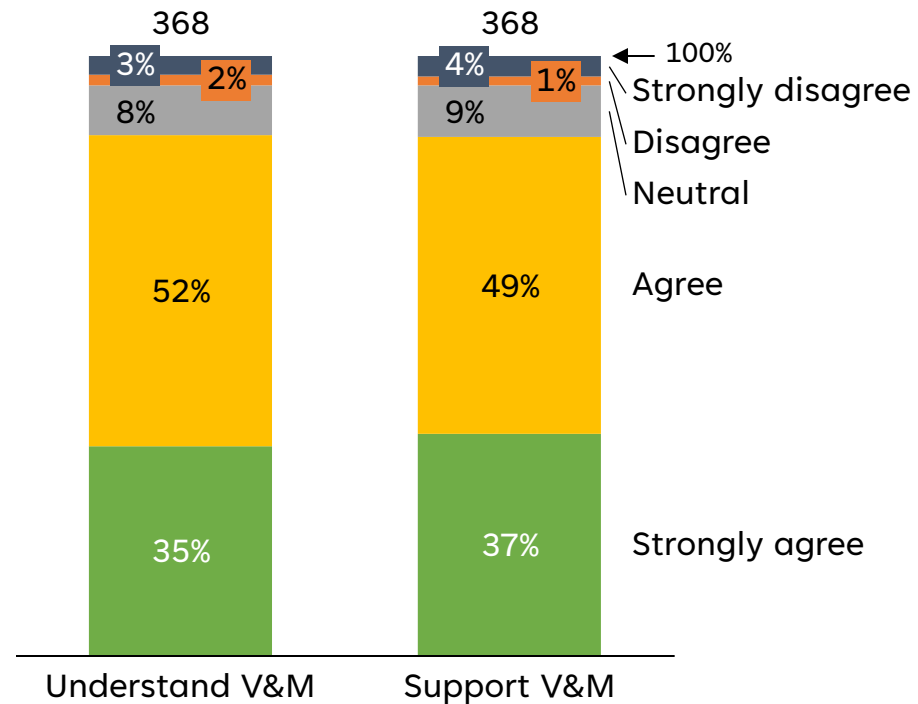
The most relevant way to determine how well your company is doing is to primarily compare yourself to companies within your specific industry.

For example, although a score of 60 or higher is considered a good score regardless of your industry, some industries, like internet service providers, have notoriously low scores. As a result, a score of 25 would blow other companies out of the water, since the average score across internet services is only a 2. That's right, a score of 2. Therefore, an internet company would not want to compare themselves to airlines, who receive average Net Promoter Scores of 44. The results would not communicate anything truly important.

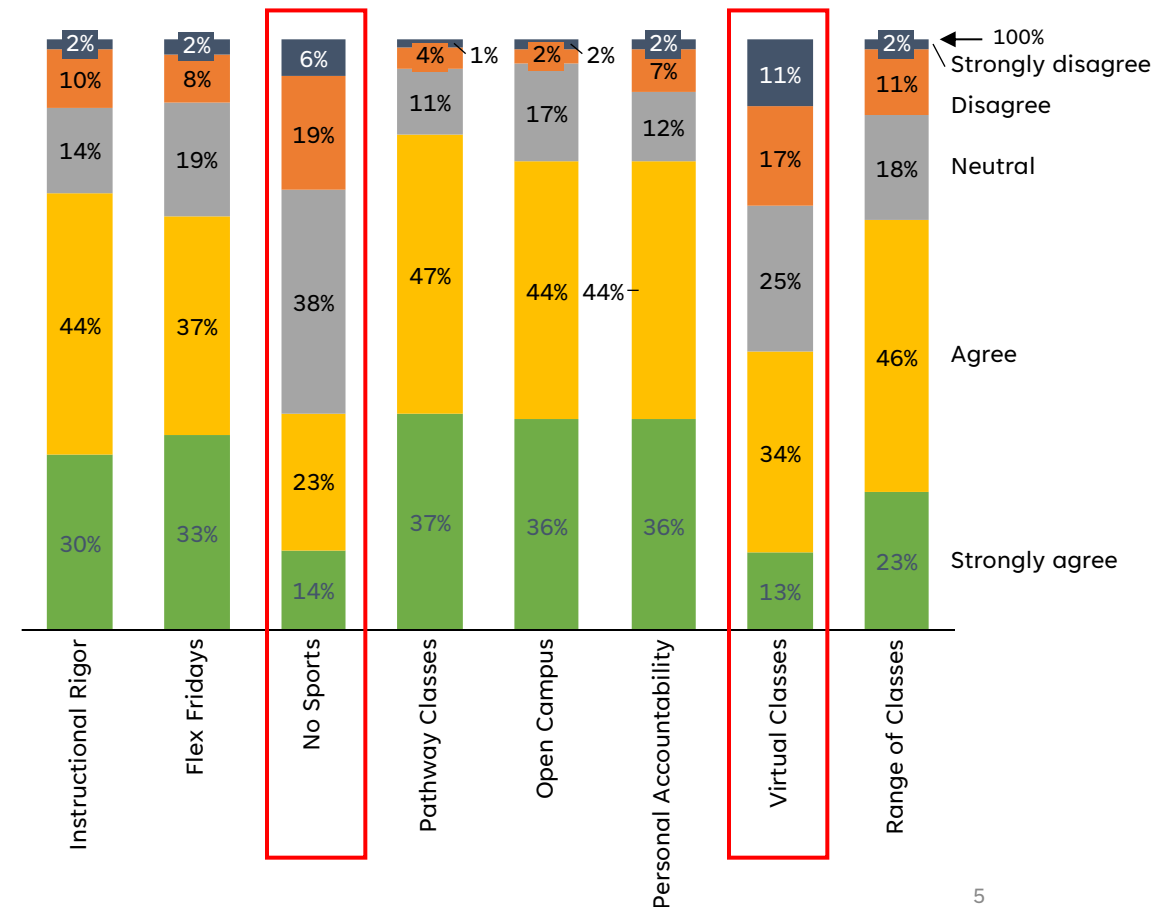
Now we have a baseline on which we can build and improve!

IA'S VISION AND MISSION

- I understand IA's Vision and Mission.
- I support IA's Vision and Mission as it is defined.

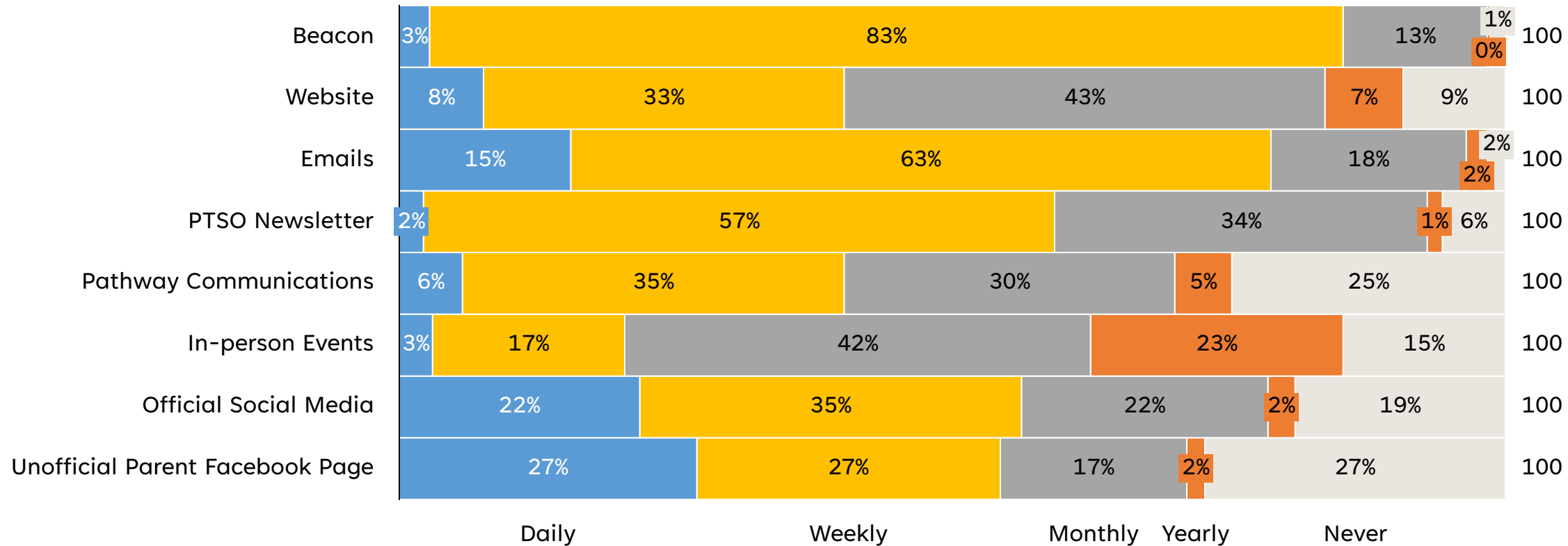


- I believe the following IA program components as currently designed support the achievement of IA's Vision and Mission



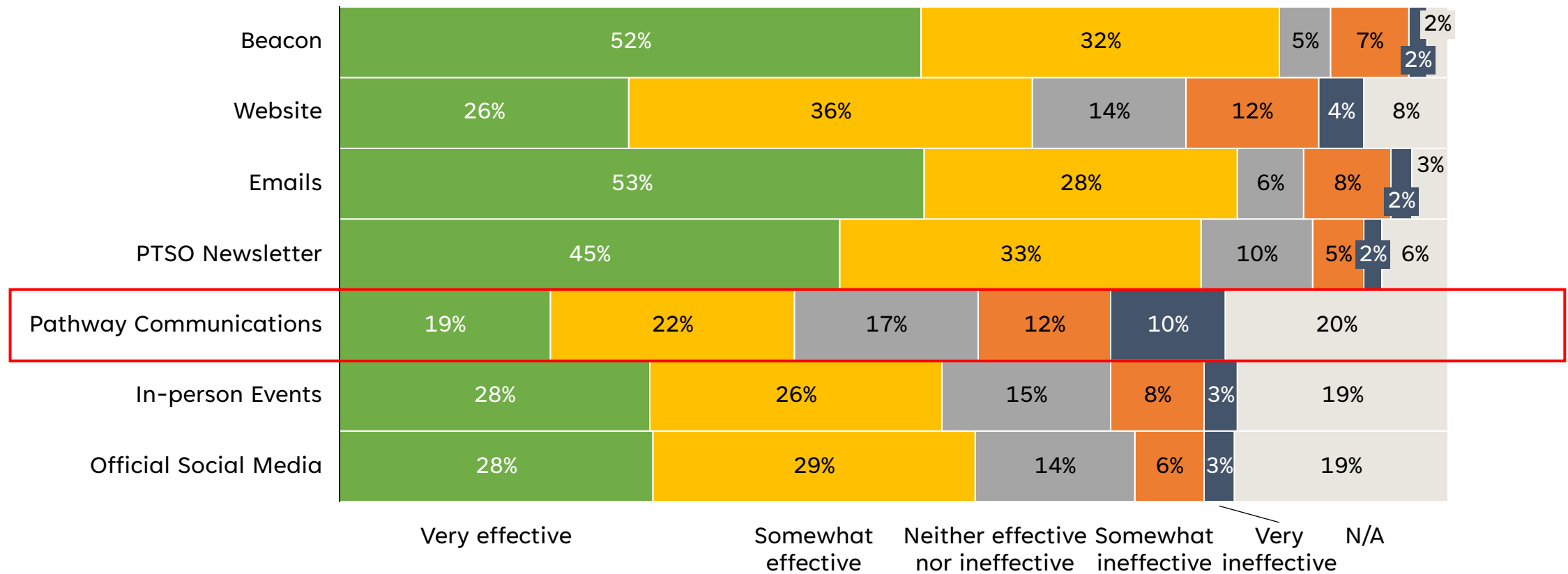
COMMUNICATION VEHICLES USED TODAY

- What frequency do you seek out or receive information about IA from each of the following communication methods?



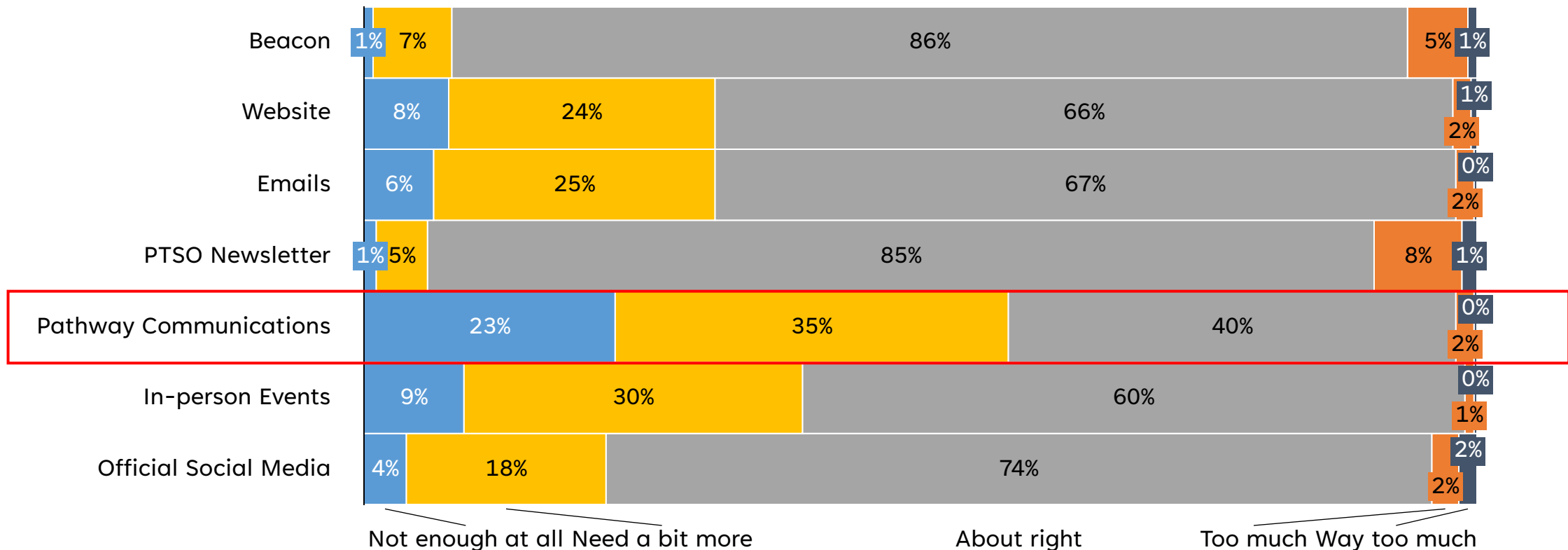
EFFECTIVENESS OF COMMUNICATION VEHICLES

- How would you rate the EFFECTIVENESS of the following communication methods from IA?



FREQUENCY OF COMMUNICATION VEHICLES

- How would you rate the FREQUENCY of the following communication methods from IA?



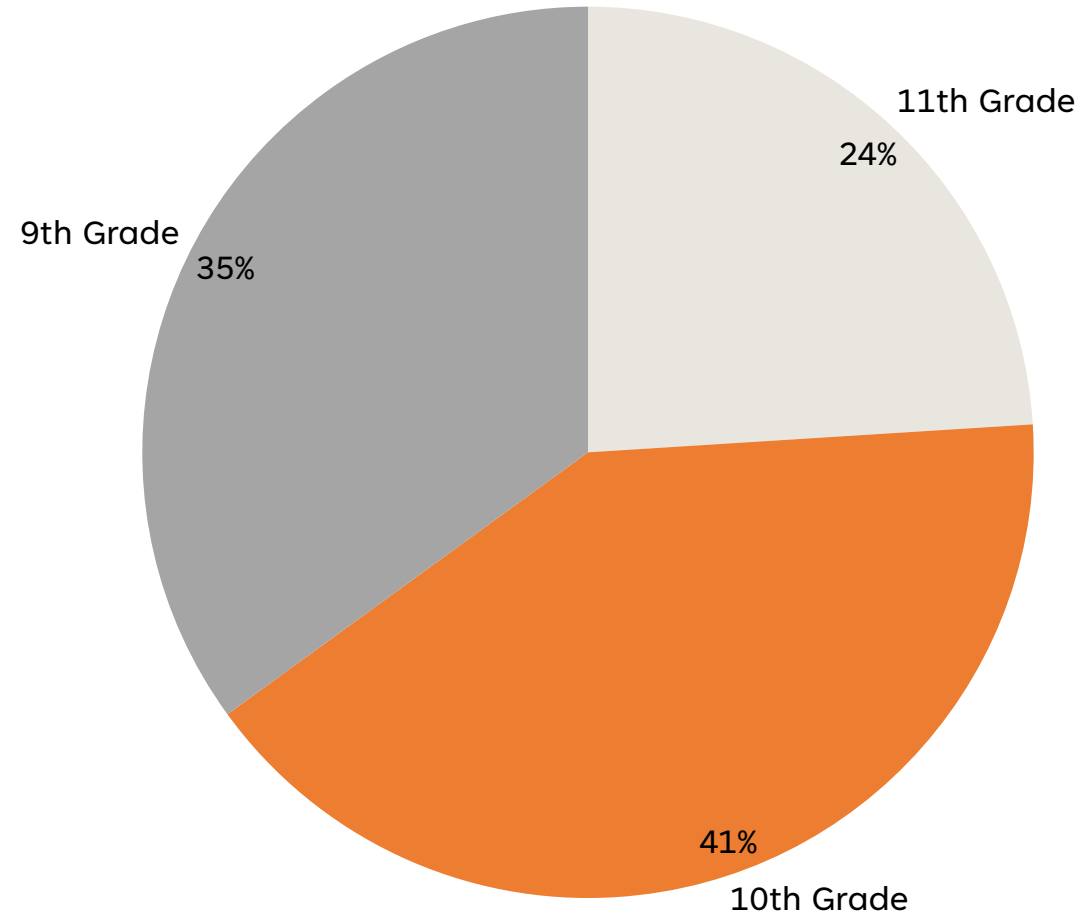
COMMUNICATION PREFERENCES

- In the future, by which communication methods would you most prefer to receive information from IA about each of these topic areas?

Category of Communication	Emails from Administration	IA Beacon/ Website	IA PTSO Newsletter	In-person Events	Official IA Social Media	Recorded voice memos sent to your phone
Integrated school calendar (FCS days, IA days, Pathway calendar)	45%	39%	5%	0%	5%	6%
Schoolwide announcements about academics, grades and testing	70%	17%	2%	1%	3%	7%
Announcements about schoolwide events and activities	38%	35%	13%	1%	7%	6%
School system policy changes	72%	18%	3%	1%	2%	5%
Pathway- specific announcements	68%	18%	2%	1%	4%	6%
Student recognitions and awards	40%	39%	7%	6%	6%	2%
Photos and recaps of school events	19%	48%	13%	1%	18%	1%
Recaps of pathway- specific events and activities	35%	41%	8%	1%	12%	2%
School logistics (weather, traffic, parking, construction, etc.)	53%	17%	4%	1%	7%	19%

DEMOGRAPHICS

- The eldest child who attends IA in my family is in the:



VERBATIMS



Categories of comments on one thing parents would recommend improving about IA (analysis of 125 comments—still in process)

Still to analyze: What the SGC can focus on in the future...

CLUBS	3	CURRICULUM	92
PARTICIPATION	2	ARTS	4
VARIETY	1	CLASSES	5
SCHOOL	3	COUNSELING	9
TRAFFIC	1	ENGINEERING	2
ADMINISTRATION	2	FREEDOM	5
COMMUNICATIONS	22	FRIDAYS	9
CLASSES	1	INTENSITY	17
COLLEGE	2	PHONES	1
COUNSELING	7	SCHEDULE	5
IMPROVE	1	SPORTS	9
PRINCIPAL	1	TEACHERS	4
SCHEDULE	1	TEACHING	1
TEACHERS	6	VIRTUAL	13
FREQUENCY	1	PROJECT-BASED	4
ADMINISTRATION	1	CAREER	2
FRESHMEN	1	OTHER	1
		GRADING	1

NEXT STEPS

- Mr Kent and SGC Outreach team to offer focus groups with parents who responded as interested in a direct dialogue on these and other issues
 - Will likely happen in the first 2-3 weeks of January
- Follow-up discussion with PTSO in the Fiscal Q3 Community Meeting (15 February)
- Use findings to refine the agenda for the SGC for the rest of the year: pick 2-3 issues to tackle and develop solutions