



# COMMUNICATION SURVEY

2022/2023 SCHOOL YEAR



EDUCATION  
CENTRE

433 - 15 Street South



Lethbridge  
SCHOOL DIVISION

**TOTAL RESPONSES: 473**

# COMMUNICATION SURVEY

2022/2023  
SCHOOL YEAR



ONLINE SURVEY

[www.lethsd.ab.ca](http://www.lethsd.ab.ca)



Lethbridge  
SCHOOL DIVISION

FEEDBACK  
OPPORTUNITY

## INTRODUCTION

Parents receive and access communication from three School Division sources: Division, school and classroom. The purpose of this survey was to gain a better understanding of what Division and school level communication sources parents are using, along with parent preferences. The survey also gave parents an opportunity to provide recommendations for improvements. Please note, this survey did NOT address classroom level communication.

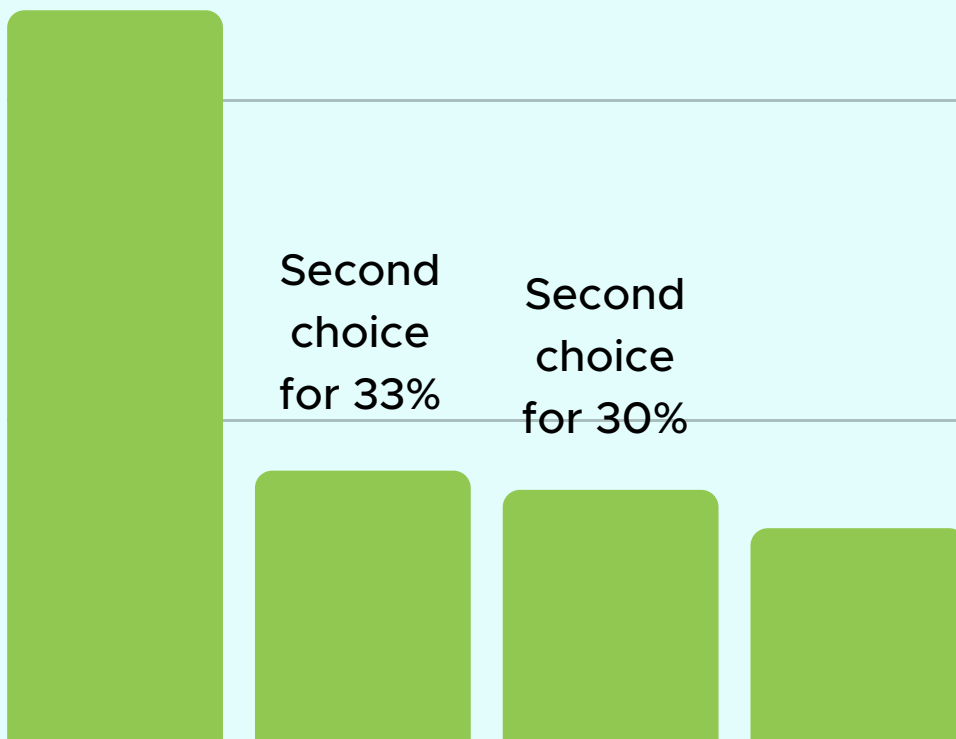


## WE ASKED:

Please rank how you most commonly receive communication from your child's school.

## YOU SAID:

Top choice  
for 88%



Email

School Messenger

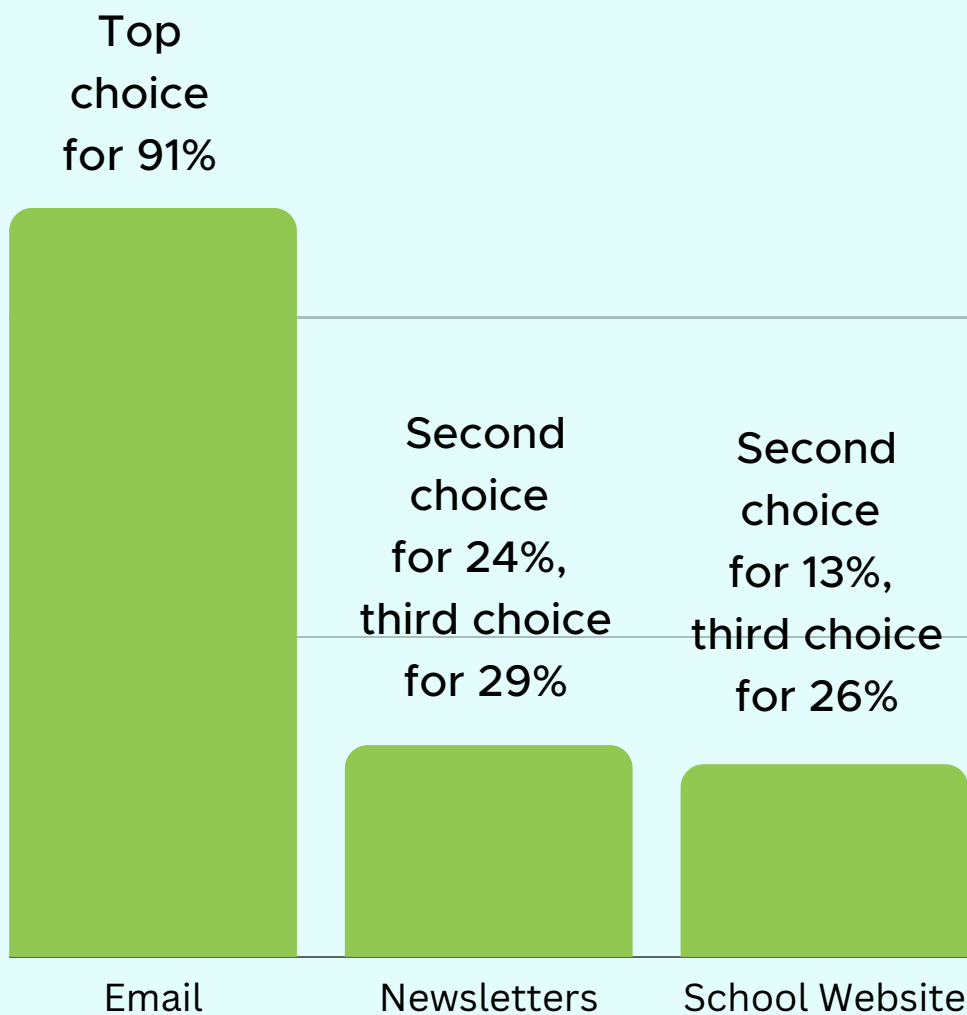
Newsletter

School Website

## WE ASKED:

When receiving general information from a school or from the Division (not classroom), what is the most effective way to ensure the information reaches you?

## YOU SAID:

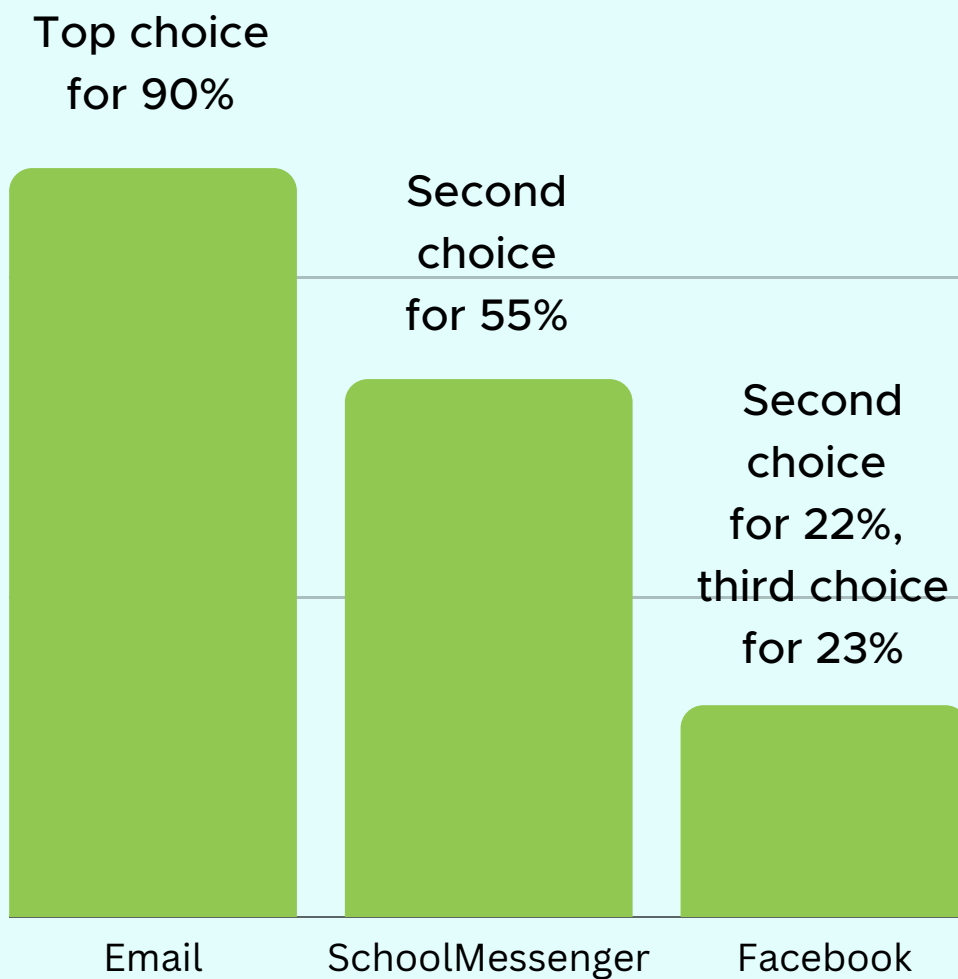


SchoolMessenger ranked  
a very close fourth

## WE ASKED:

Please rank how you most commonly receive or access communication from the Division.

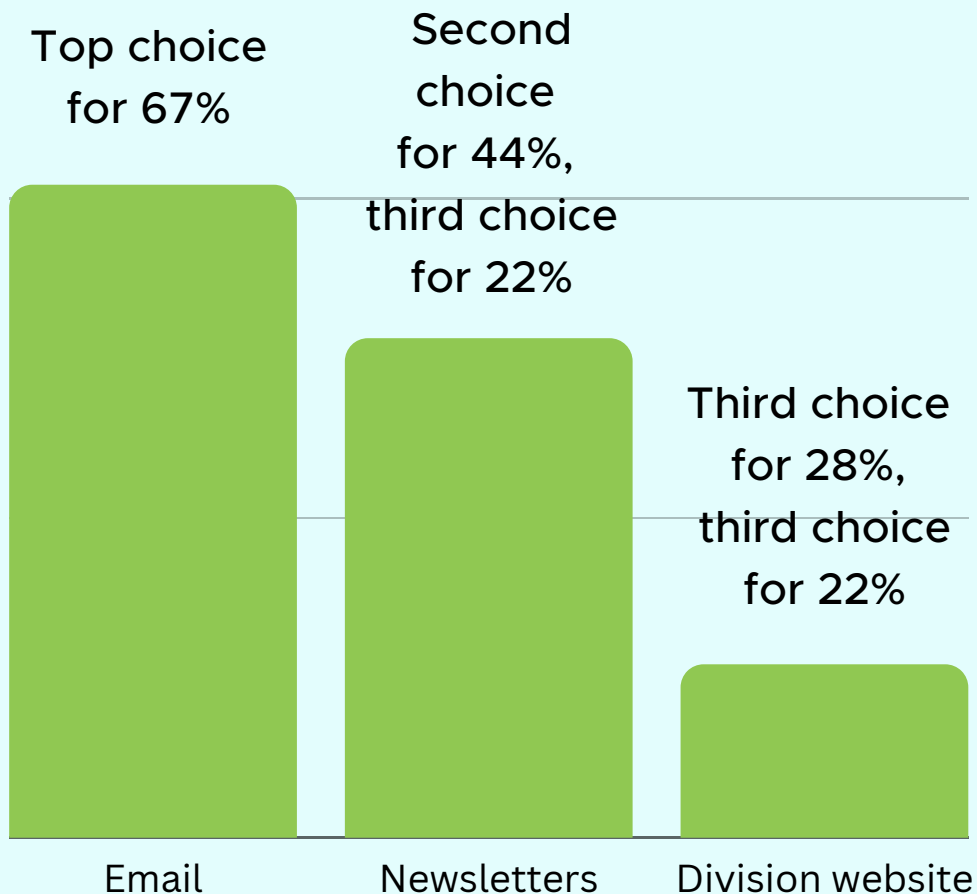
## YOU SAID:



## WE ASKED:

Please rank your preferences in terms of how you would like to receive communication from our Division.

## YOU SAID:



SchoolMessenger ranked  
a very close fourth

## WE ASKED:

How would you rate the Division website in these areas?

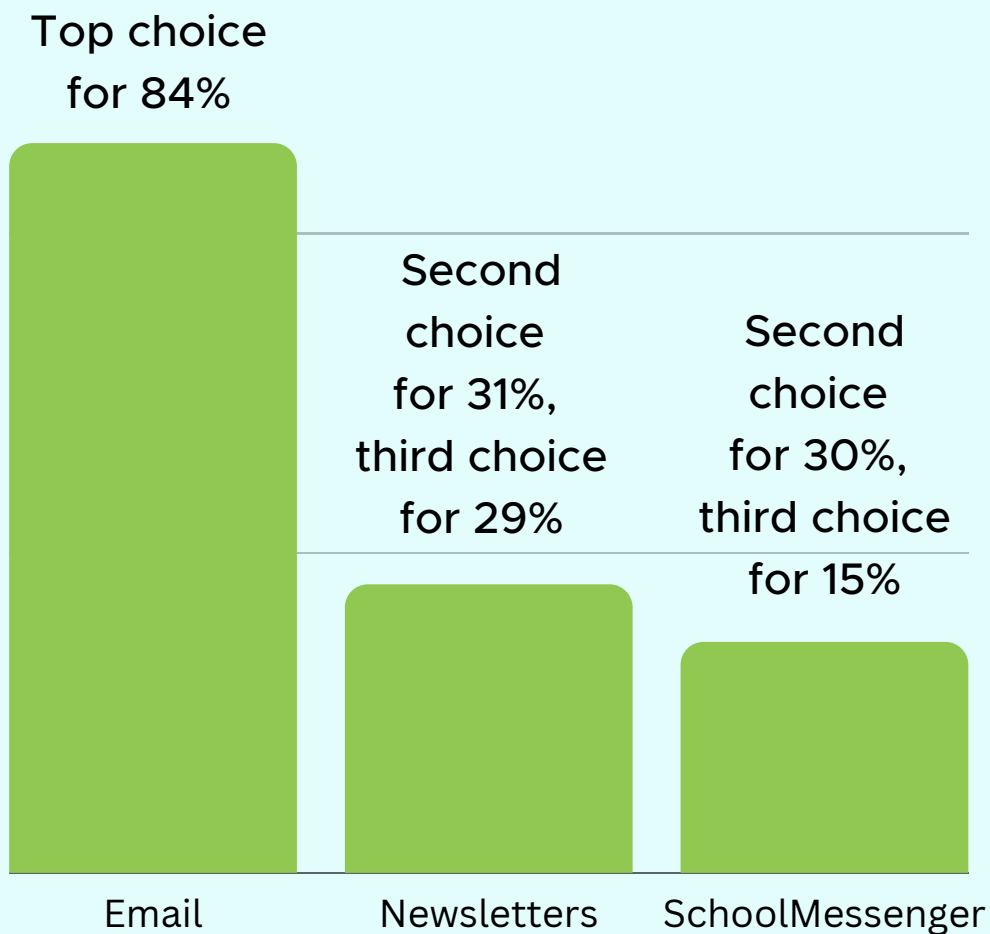
## YOU SAID:



## WE ASKED:

When it comes to special events held at my school (not classroom events), please rank how you most often receive information from the following sources.

## YOU SAID:



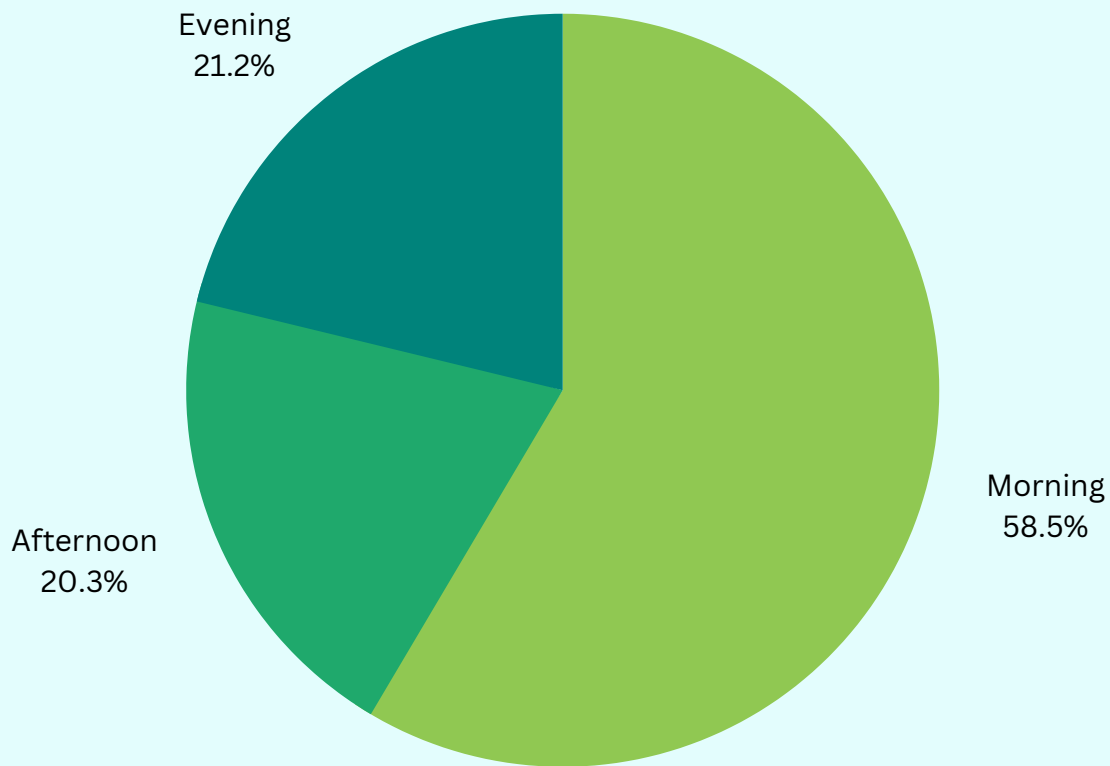
Facebook and the school website were close as fourth and fifth options



## WE ASKED:

What time of day do you prefer to receive communication from the Division or your child's school?

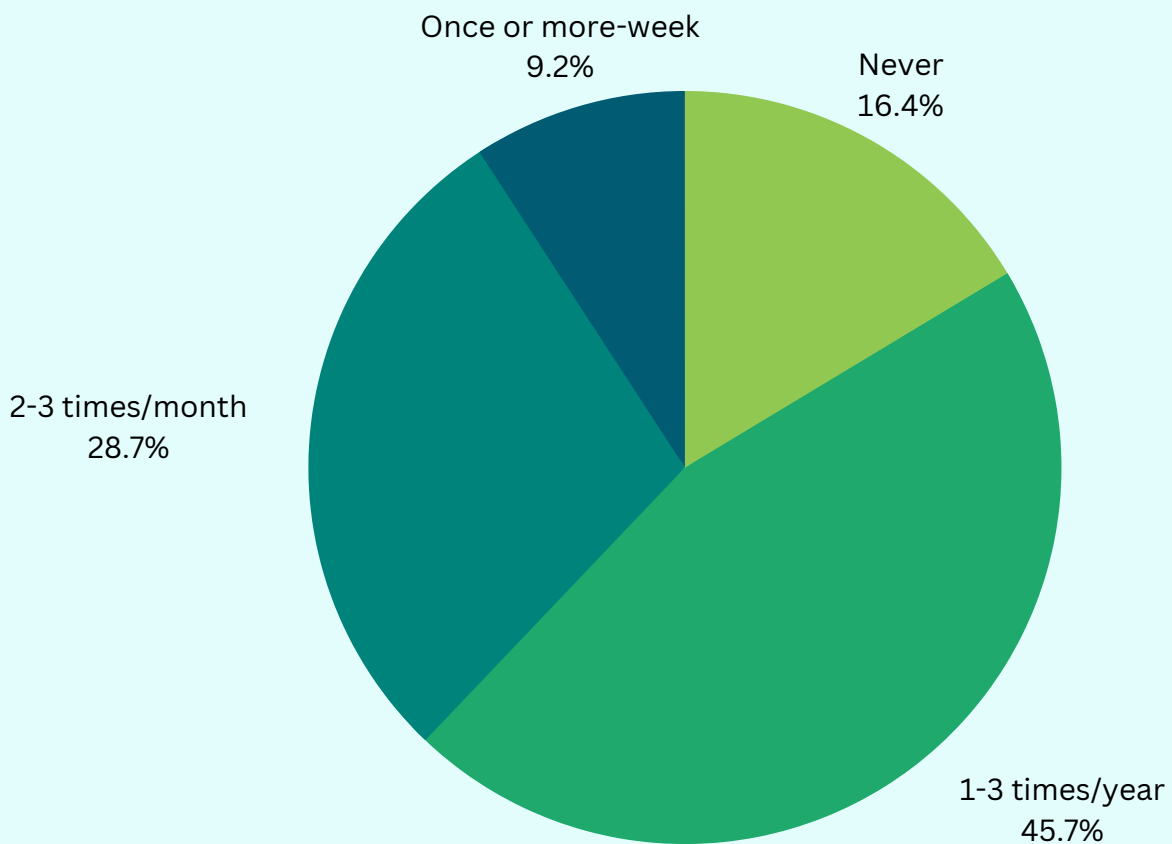
## YOU SAID:



## WE ASKED:

How often do you visit  
the Lethbridge School Division website?

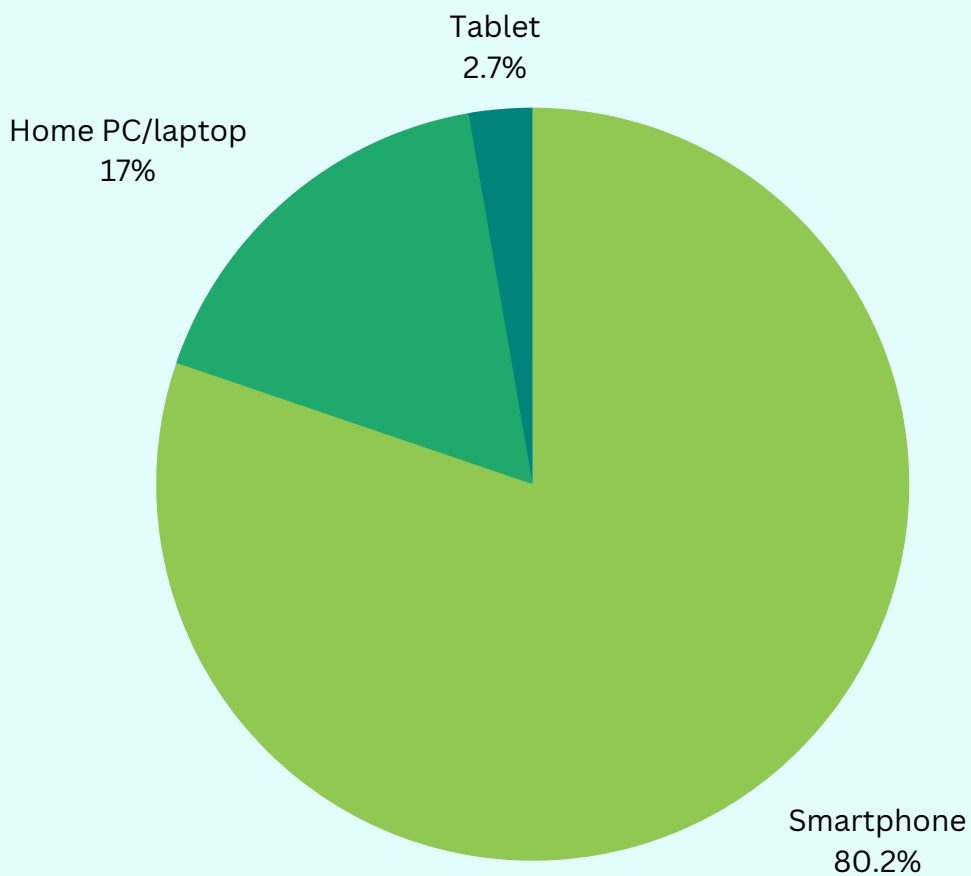
## YOU SAID:



## WE ASKED:

What type of device do you typically use to open communications/messages from the Division or your school?

## YOU SAID:



## **WE ASKED:**

What suggestions do you have to improve the Division website?

## **YOU SAID:**

### **Information for parents:**

Make it easier for parents to find what they need.  
The website is visually overwhelming.

### **Calendar issues:**

Link to calendar directly on home page.  
Easier access to the district calendar.  
The calendar is always difficult to find too.

### **Mobile friendly:**

Website has multiple menus accessed from places that are not always obvious, at least on a mobile.  
Biggest fix is to make it responsive (mobile friendly).  
Ensure information is visible on both smartphones and laptop.

### **Search engine:**

The search isn't as helpful at finding things either  
A user-friendly search bar is needed.  
Search bar to find info instead of looking through drop-down menus.

## **WE ASKED:**

What other communication tools would you like the Division to utilize to better connect with parents and stakeholders in the community?

## **YOU SAID:**

### **Do not add more communication tools:**

Multiple comments were received that asked the Division to not add more communication methods for parents to keep track of.

### **Email by far the most popular method:**

Of the 11 entries, 49 specifically mentioned email as the top choice for communication.

Concise and direct email messages are preferred. Ensure emails do not include downloadable documents.

### **Paper options:**

Ten comments were received regarding the need for paper newsletters and notices.

### **Social media:**

Comments were split on social media, from those you want everything posted on these platforms to those who do not use social media at all.



## **CONCLUSIONS**

Email is the preferred method of communication. SchoolMessenger continues to be a very valuable and useful tool.

Work needs to be done to promote the SchoolGuide app as a one-stop-shop for information and a means to access apps and services parents can utilize.

The Division website needs to be more functional and user friendly for smartphone users.

To be most effective, communication should be delivered to parents in the morning, when possible.

There is still a desire for newsletters, from both the school and Division perspectives.

## **ACTIONS**

Continue utilizing email and SchoolMessenger at the school and Division levels for important communication. SchoolMessenger continues to be a very valuable and useful tool.

Promote the SchoolGuide at the beginning of each school year. Co-ordinate these efforts with schools as they prepare communication in August.

Work with our website provider to make improvement to the mobile version.

Increase communication delivered to parents in the morning, and consider the potential for Division newsletters/information brochures on important topics.