



K–12 Stakeholder Surveys

Stakeholder surveys, also known as school climate surveys, provide important information to help you measure the perceived experiences, attitudes, and opinions of students, staff, and parents. The more you know, the more you improve school district performance and funding. Scantron can help.

School districts conduct stakeholder surveys to assess perceptions of:

- Student motivation and learning environment.
- Instructor teaching methods and effectiveness.
- Parent involvement.

Need Data to Inform Decisions?

With timely and consistently gathered stakeholder input, you won't spend time, money, and other resources on areas that may not actually need improvement in the eyes of the stakeholders. This keeps resources available for improving areas that stakeholders perceive as important.

If stakeholders feel that their concerns are not sought or valued, they will often seek a district and school system that does value this input. In addition, initiatives based on information gathered from stakeholders are better supported—and often more successful.

Want to Improve Your Understanding of What Concerns Stakeholders?

Stakeholder surveys enable districts to understand the issues, concerns, and preferences of all stakeholders.

Commonly addressed subjects include:

- Student and Campus Safety
- Faculty and Student Relations
- Facilities
- Diversity
- Staff Development
- Curriculum
- Leadership and Administration
- Values and Culture
- Communication
- Parental Support
- Innovation and Technology
- Transportation



Data gathered from stakeholder surveys informs decisions based on current strengths and needs, to help plan and design improvements, and to identify and solve problems faced by districts and schools every day.

What Can Scantron Do?

There are various ways to administer and collect surveys from the different stakeholder groups:

Teachers / Staff	Students
Administered online to all teachers and support staff. <i>Advantage: Quick and easy.</i>	Typically administered to grades 3–12 in the classroom via paper and pencil. <i>Advantage: High response rate due to a captive audience.</i>
Parents	
Usually mailed home for middle and high school students; often “backpacked” home with elementary students. Generally includes a business reply envelope for the parents to return the survey to Scantron. <i>Advantage: Ensures likelihood of parents receiving the survey and they are more likely to respond.</i>	
Distributed various ways; can be administered and taken online, each invitation and response having numerical codes tying back to a specific school. <i>Advantage: Parents may be more inclined to respond because it is easy and fast.</i>	
Distributed during parent-teacher conferences or other school events. <i>Advantage: Captive audience.</i>	

Scantron offers a full range of services, software, scanners, and forms to address all phases of your survey—from design and implementation to interpretation and recommendations.

Design—Our experts will help you design and structure your surveys, whether they are on paper or online. We can help create surveys in multiple languages, if necessary.

Deployment—We’ll work with you to determine the best methods of deployment and then carry out those methods to meet your timetable.

Collection—We can collect and process all survey responses, paper or online, freeing your staff from time-consuming additional work.

Reporting—Using standard or customized reports, we can provide the response data you want to drive the

decisions you need, so you can focus on using your data, instead of collecting it. If your district or school participates in a state or federal funding opportunity, we can deliver your results to make reporting easier.

Stakeholder surveys are a way to gain an understanding of the experiences, attitudes, and opinions of stakeholder groups within a school district. Scantron can meet you where you are and get you where you need to be with the expertise and tools you can use to obtain accurate information required to reach that understanding. After your stakeholder survey is complete, you’ll have a clear picture of current needs as well as any actions required to foster positive learning and teaching environments.



Please visit us at
www.scantron.com/K12
for an overview or call
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more information.

About Us

Scantron® provides a comprehensive set of solutions that help improve student outcomes in K–12 education. We offer software and services to meet the needs of customers’ assessment programs regardless of where they are on the technology spectrum—pure paper, pure online, or anywhere in between.