

# Annual District Survey

## Results and Analysis

Keller Independent School District  
December 13, 2016 – January 9, 2017



# Overview

---

Keller Independent School District asked parents, staff members, and community members to provide feedback on building and facility issues, curriculum and instruction, business operations, communications, and accessibility of district leaders. All survey questions focused on the entire district rather than a specific school. Keller ISD will use the survey to improve all students' education.

Topics included:

- Overall perception
- Instructional goals
- Profile of a graduate
- Facilities issues
- Career and technical education
- Board of Trustees
- Leadership team
- District services
- Financial stewardship

The survey was open from Dec. 13, 2016, to Jan. 9, 2017. K12 *Insight* emailed invitations with survey links to parents and employees. A public link was also posted on the district's website. Participants learned about the survey via letters to principals, teachers, and parents.

The survey was available in English, Spanish, and Vietnamese.

This report summarizes survey results. The results do not reflect random sampling; therefore, they should not be generalized to the entire Keller ISD population. Rather, the results reflect only the perceptions and opinions of survey participants.

# Participation

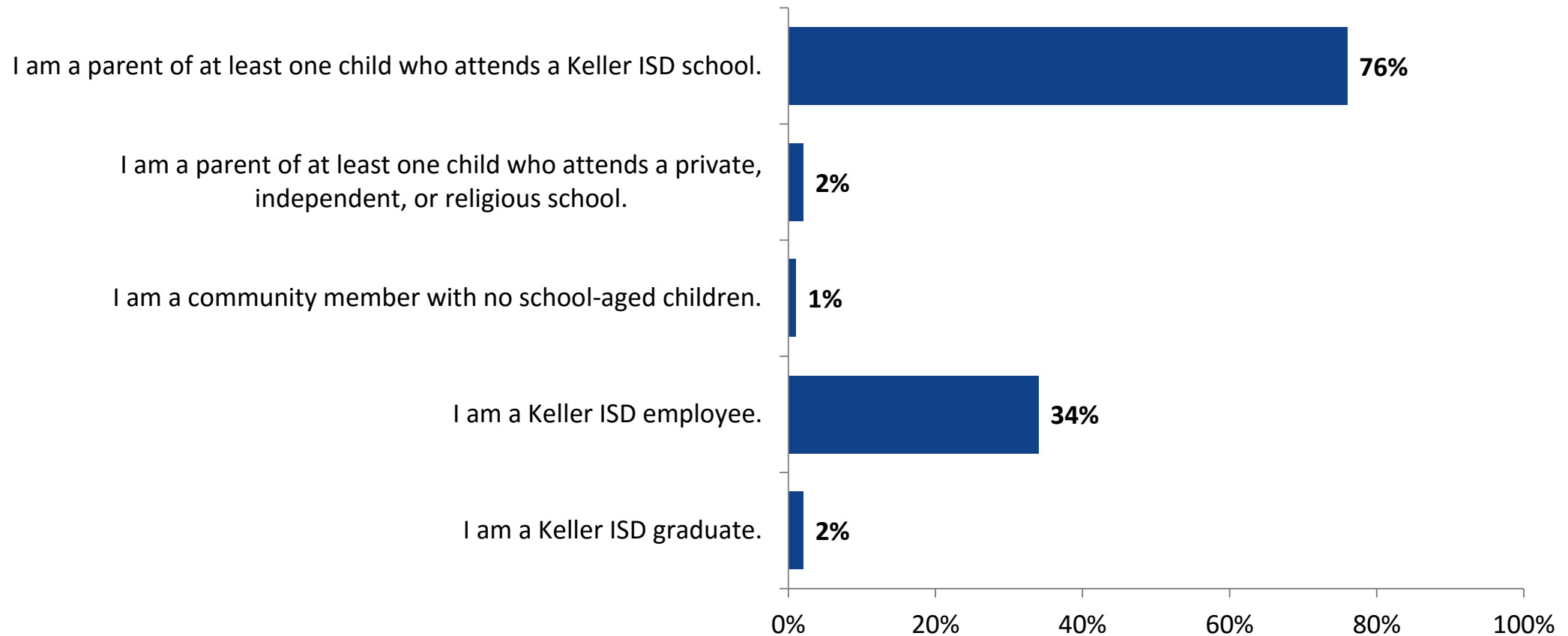
Survey Year	Number of Invitations	Number of Responses via Invitation	Number of Responses via Public Link	Total Responses
2017	37,326	3,621	523	4,144
2016	36,439	2,893	220	3,113
2015	23,897	1,720	384	2,104
2014	24,000	2,645	198	2,843

Language	Number of Responses	Percentage of Total Responses
English	4,115	99.3%
Spanish	27	<1%
Vietnamese	2	<1%

Source	Number of Responses	Percentage of Total Responses
Emailed invitations	3,621	87.4%
Public URL	523	12.6%

# Relationship to Keller ISD

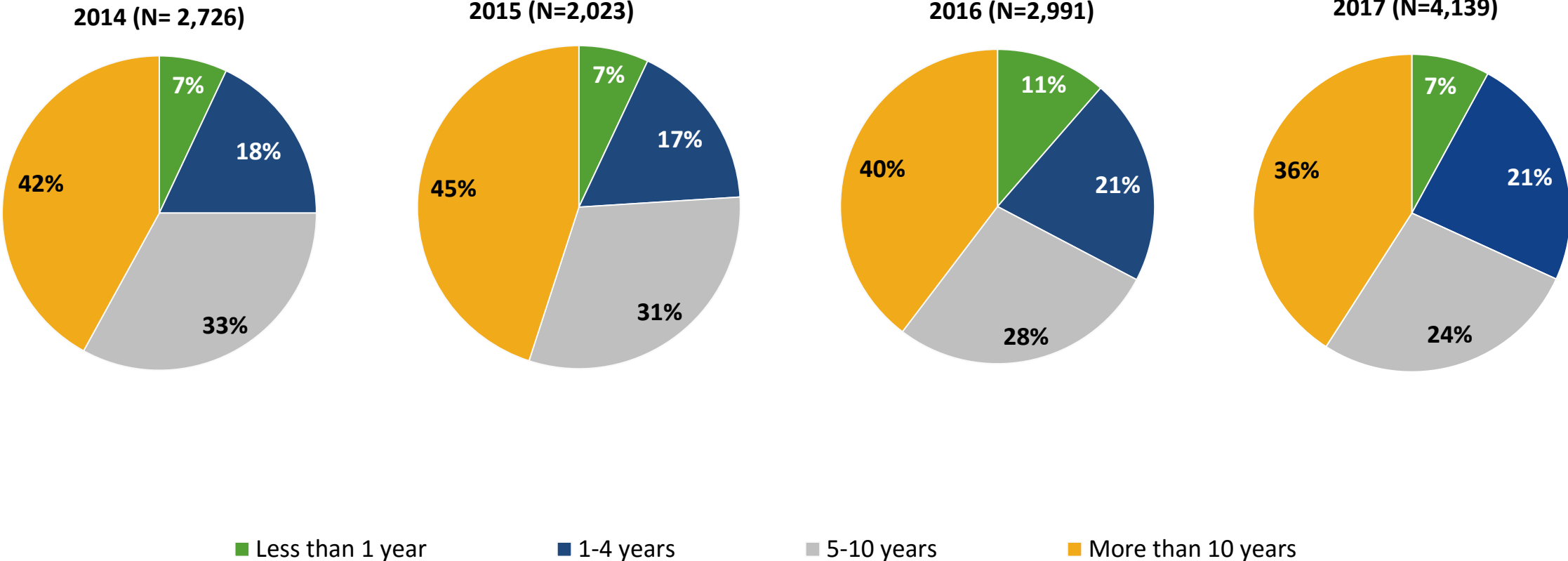
Which best describes your relationship with Keller ISD? (N=4,144)



Note: The sum may exceed 100 percent because participants could select more than one response.

# Time in Keller ISD

How long have you lived within Keller ISD boundaries?

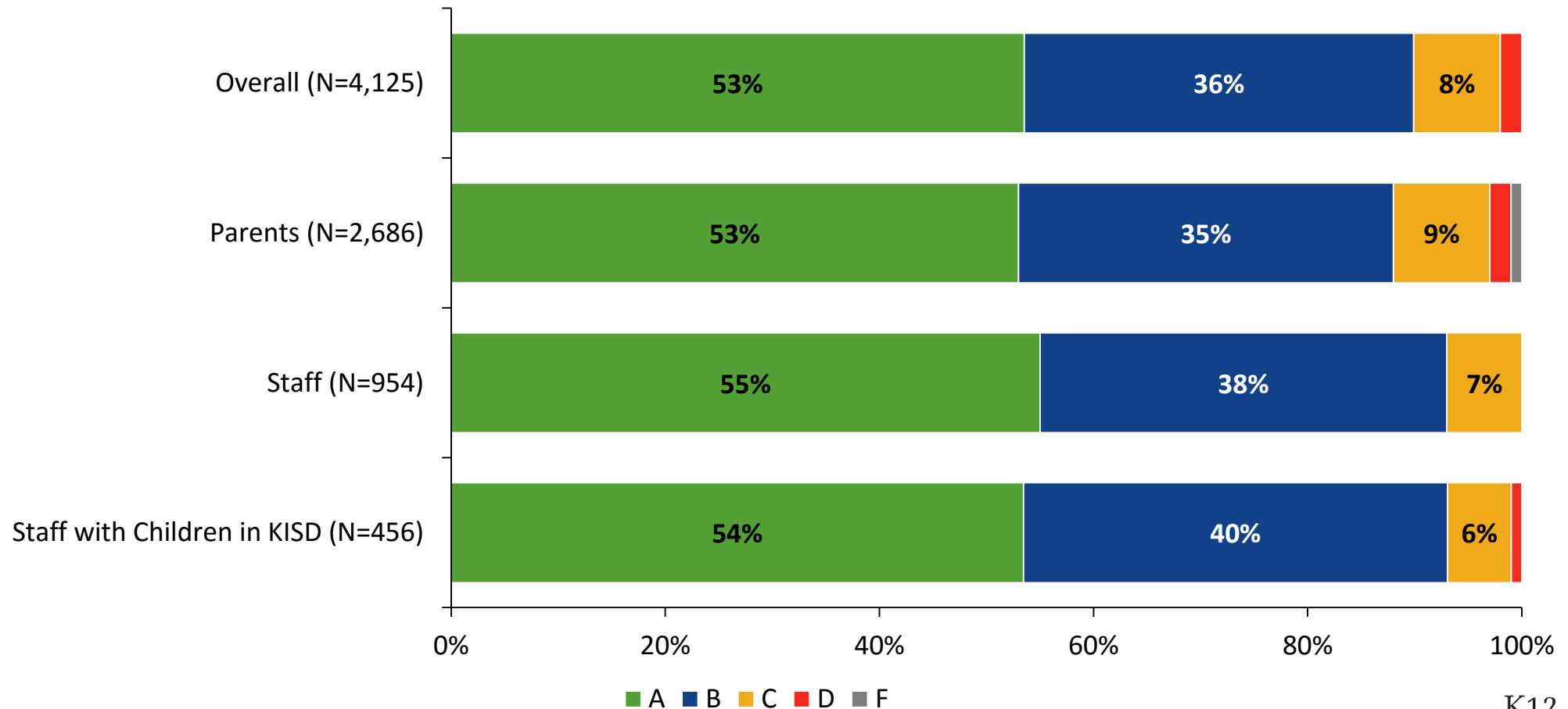


# Main Findings

---

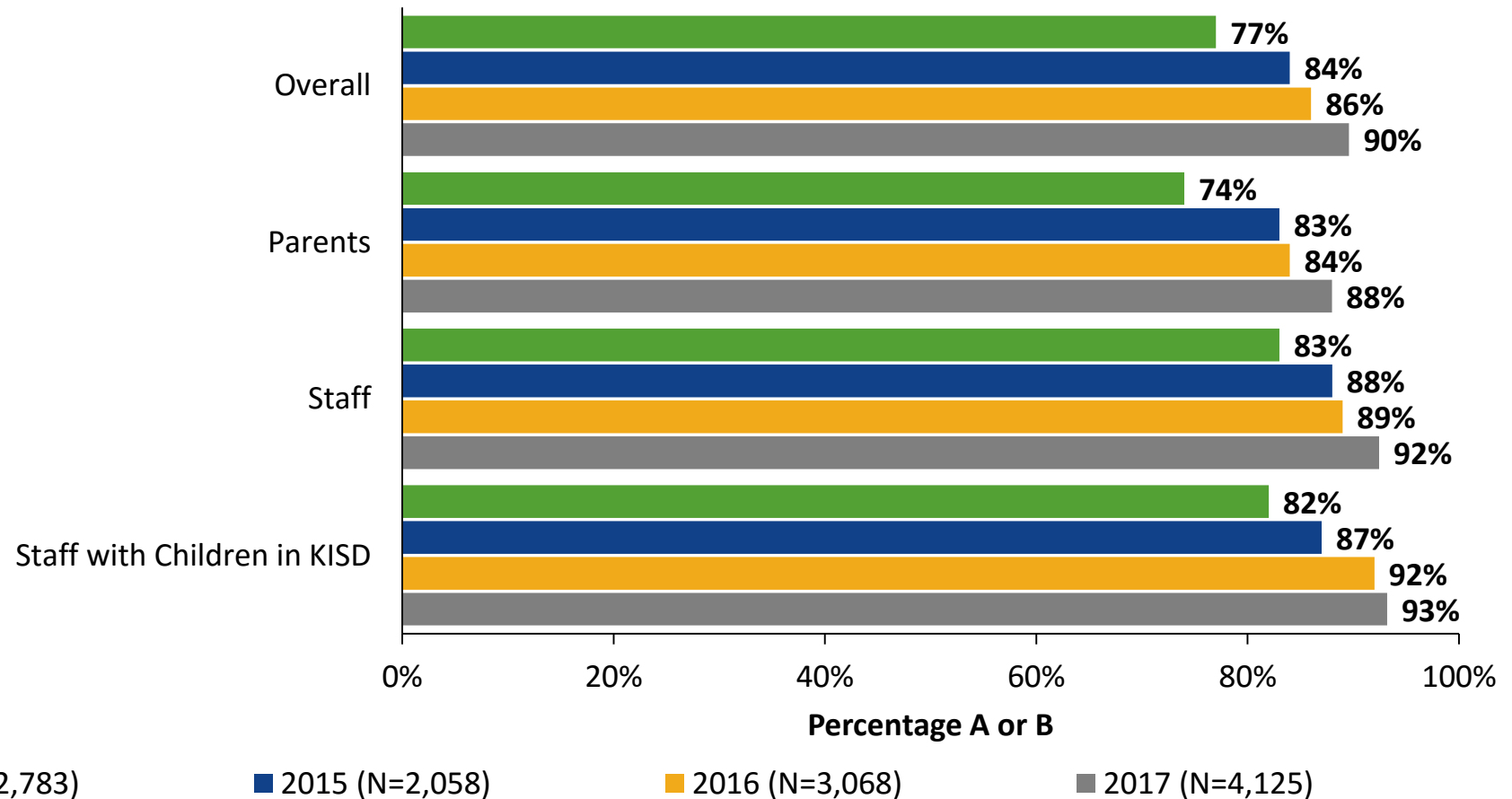
# Overall Perception

Texas is implementing a new rating system for schools that would rate them either A, B, C, D or F. What grade would you give Keller ISD?



# Overall Perception (Continued)

Texas is implementing a new rating system for schools that would rate them either A, B, C, D or F. What grade would you give Keller ISD?





# Improving Keller ISD

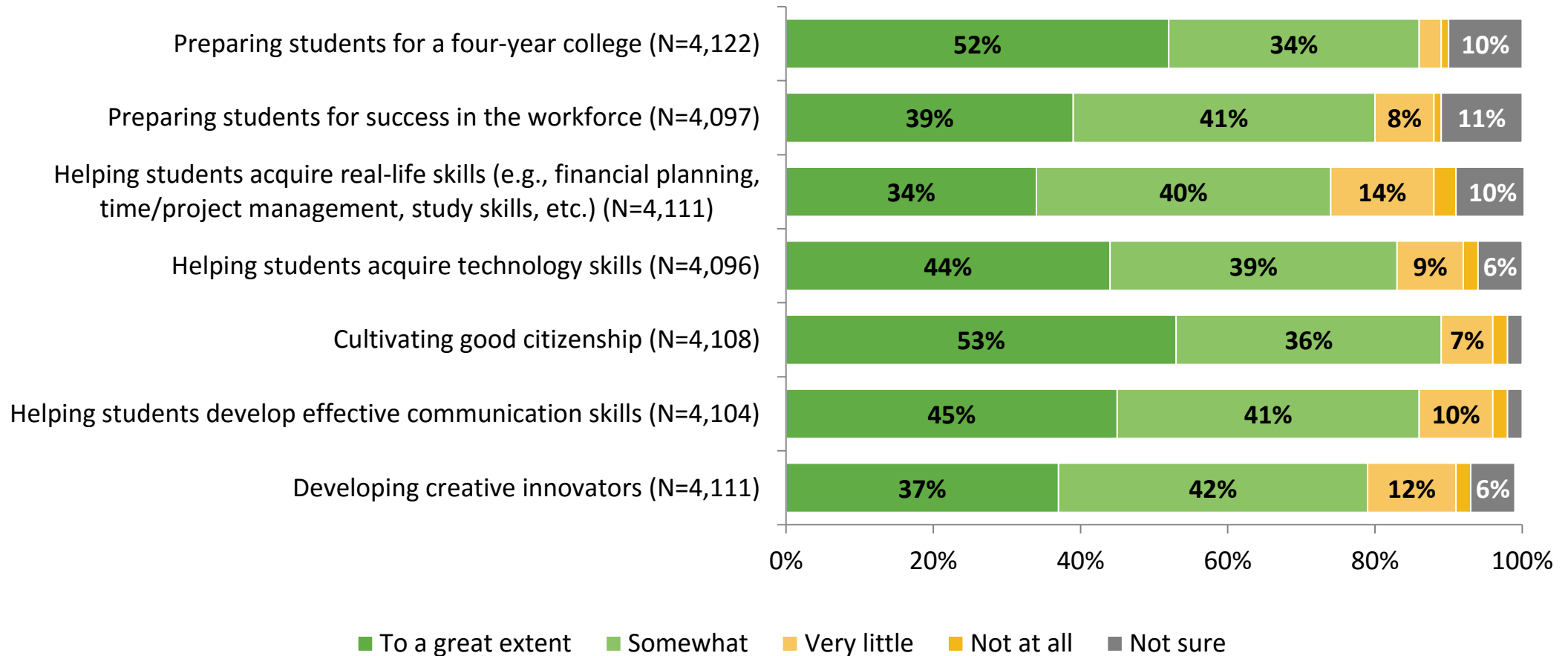
---

Regardless of the letter grade they gave Keller ISD as a whole, participants were asked how Keller ISD could improve. Many participants left positive comments, expressing their satisfaction with the district as a whole or a specific school. Many participants also left comments about how a specific school could improve. When comments related to how Keller ISD as a whole could improve, the following themes emerged:

- **Technology:** Some participants felt the district needed to update the quality and/or quantity of technological resources currently available to students and teachers, or that there should be an equitable distribution of these resources across the district. A subset of comments on this topic were related to building the district's technology infrastructure or improving the district's technology curriculum.
- **Preparation for life after high school.** Some participants felt the district could improve how its preparing students for life after high school. Many of these comments requested there be a greater emphasis on non-academic skills, such as citizenship, creativity, career preparation, organization, motivation, and study skills.
- **Support for teachers.** Some participants requested additional professional development or training for teachers either because they wanted support for teachers (or for themselves) or because they were concerned about the quality of teaching in Keller ISD. Other kinds of support requested were additional time for planning and help with providing academic or behavioral supports to students.
- **Communication.** While some participants requested improved communication regarding district services, most of the comments on this topic were from parents requesting improved communication from their child's school or individual teacher(s) about grading policies, what their child is learning and updates on his/her progress.
- **Advanced Learning Opportunities.** Some participants requested improvements related to advanced learning opportunities, including more resources for Gifted and Talented programs and more enrichment opportunities for AP courses (as opposed to simply increased amounts of homework. On a related topic, there were also requests from parents for more personalized learning experiences tailored to the specific needs of their children.

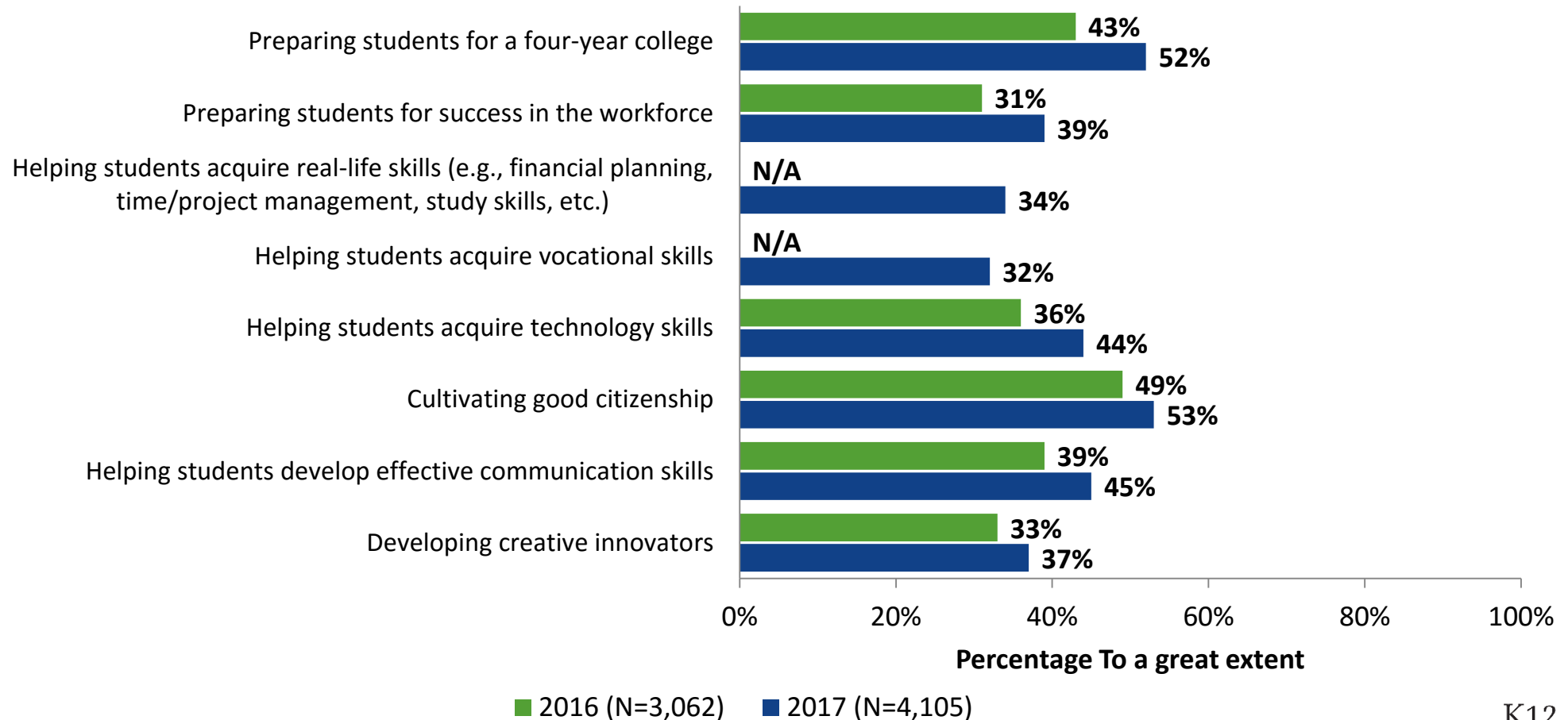
# Achieving Instructional Goals

Keller ISD's mission is to educate our students to achieve their highest standards of performance by engaging them in exceptional opportunities. To what extent do you feel Keller ISD is achieving the following instructional goals?



# Achieving Instructional Goals (Continued)

Keller ISD's mission is to educate our students to achieve their highest standards of performance by engaging them in exceptional opportunities. To what extent do you feel Keller ISD is achieving the following instructional goals?



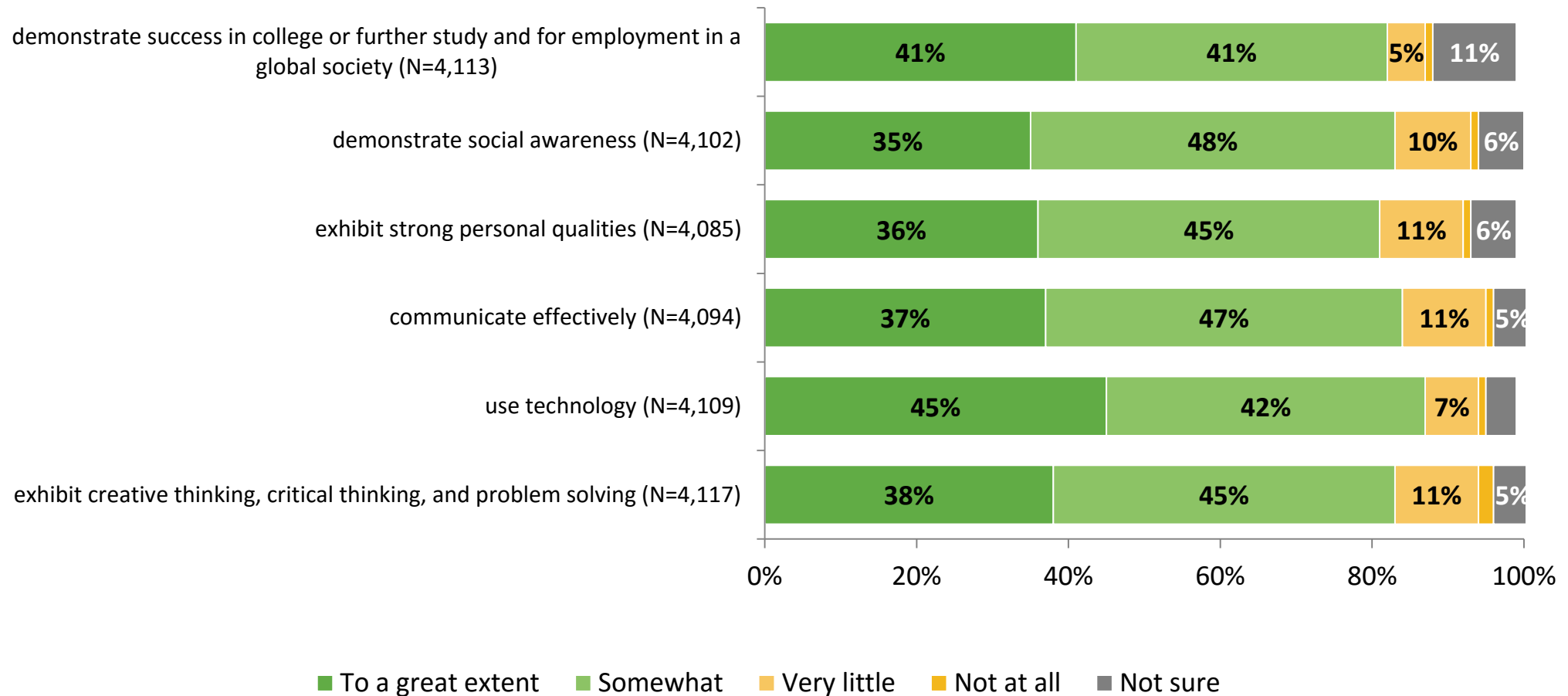
# Profile of a Graduate

Based on the instructional goals, please rank the top five you think Keller ISD students should develop before leaving our schools.

	Overall (N=4,101)	Parents (N=2,668)	Staff (N=949)	Staff with Children in KISD (N=455)
Mastering real-life skills (e.g., financial planning, time/project management, study skills, etc.)	Rank 1	Rank 2	Rank 1	Rank 1
Being prepared for a four-year college	Rank 2	Rank 1	Rank 3	Rank 2
Being prepared for success in the workforce	Rank 3	Rank 3	Rank 2	Rank 3
Developing effective communication skills	Rank 4	Rank 4	Rank 4	Rank 4
Cultivating good citizenship	Rank 5	Rank 5	Rank 5	Rank 5
Mastering technology skills	Rank 6	Rank 6	Rank 6	Rank 6
Becoming creative innovators	Rank 7	Rank 7	Rank 7	Rank 7
Mastering vocational skills	Rank 8	Rank 8	Rank 8	Rank 8

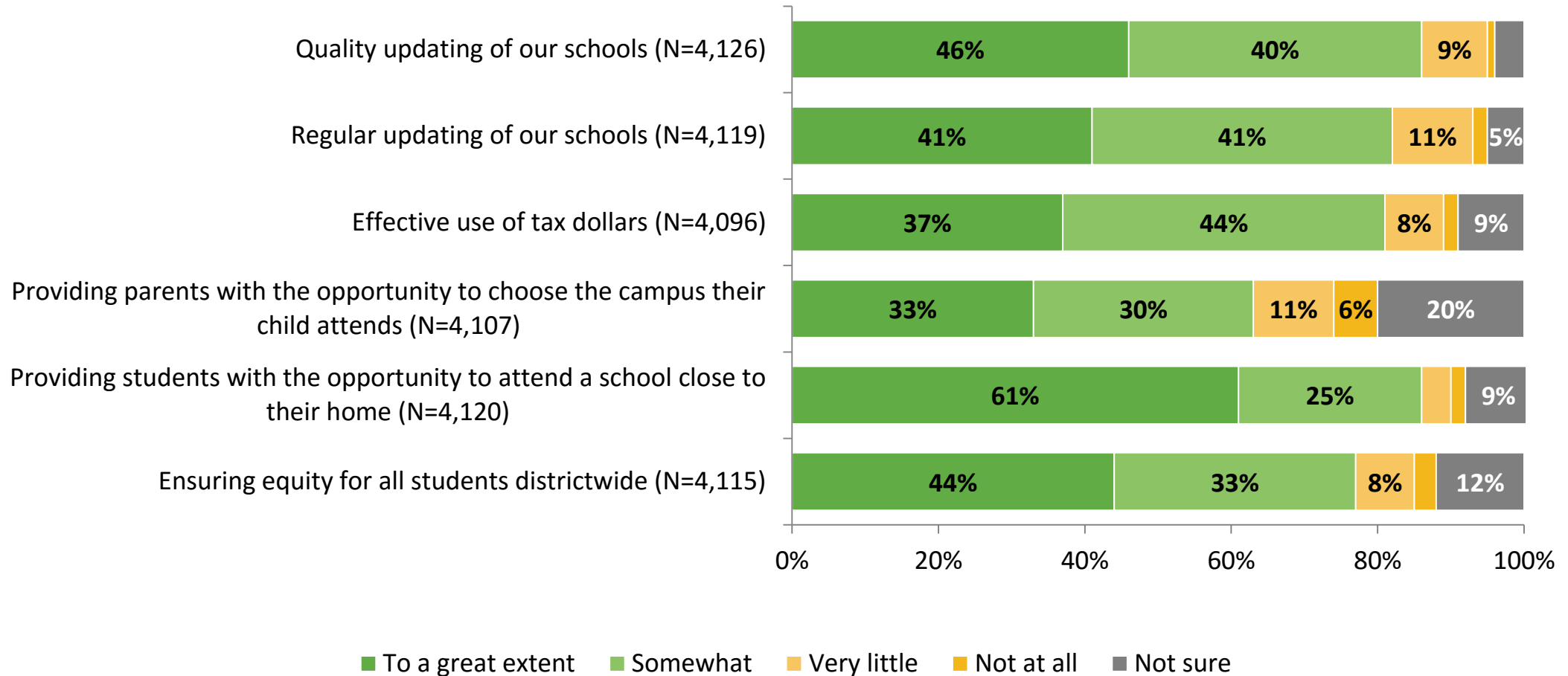
# Profile of a Graduate (Continued)

Keller ISD has specific goals for students after they graduate. The Portrait of a Graduate document describes these goals . To what extent do you feel Keller ISD is preparing students to meet these goals ? Keller ISD schools prepare graduates to ...



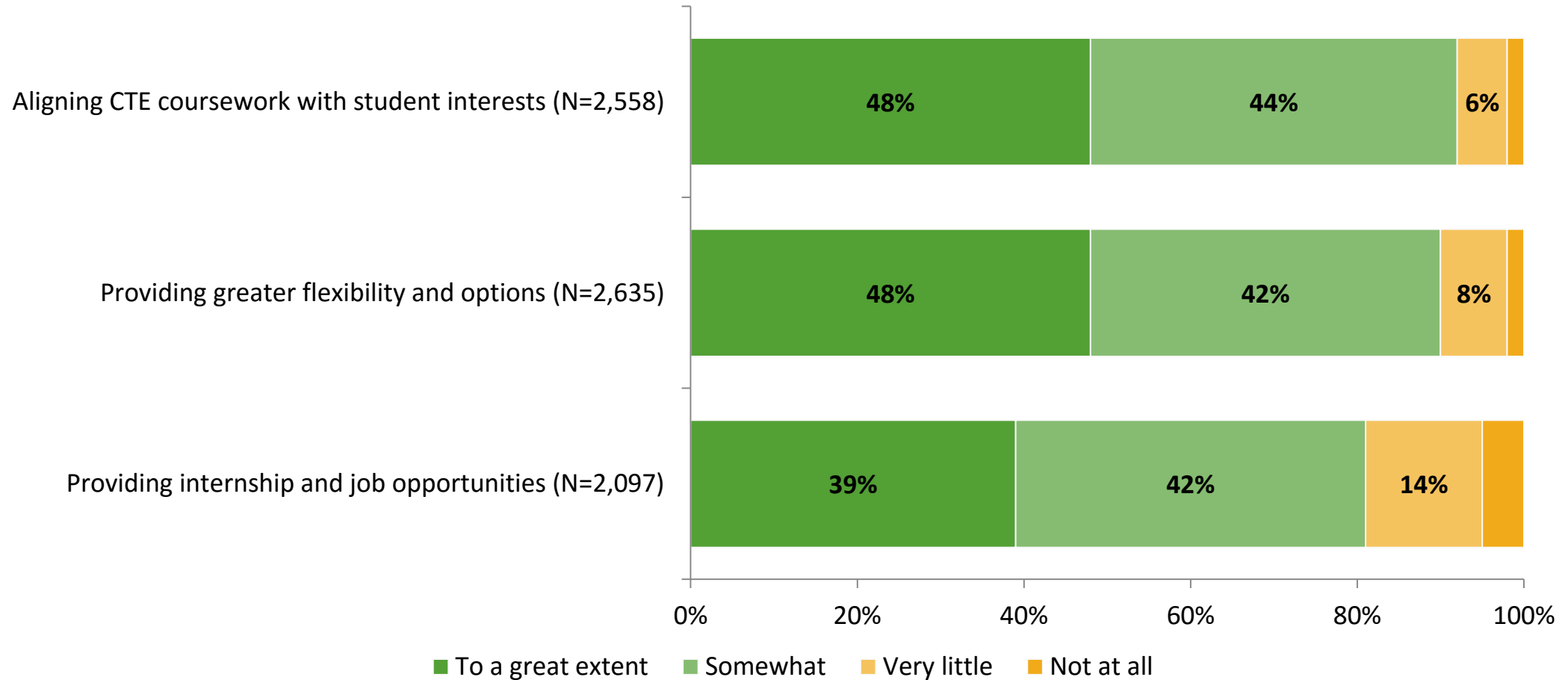
# Facilities

To what extent do you feel Keller ISD is achieving the following goals for facilities planning?



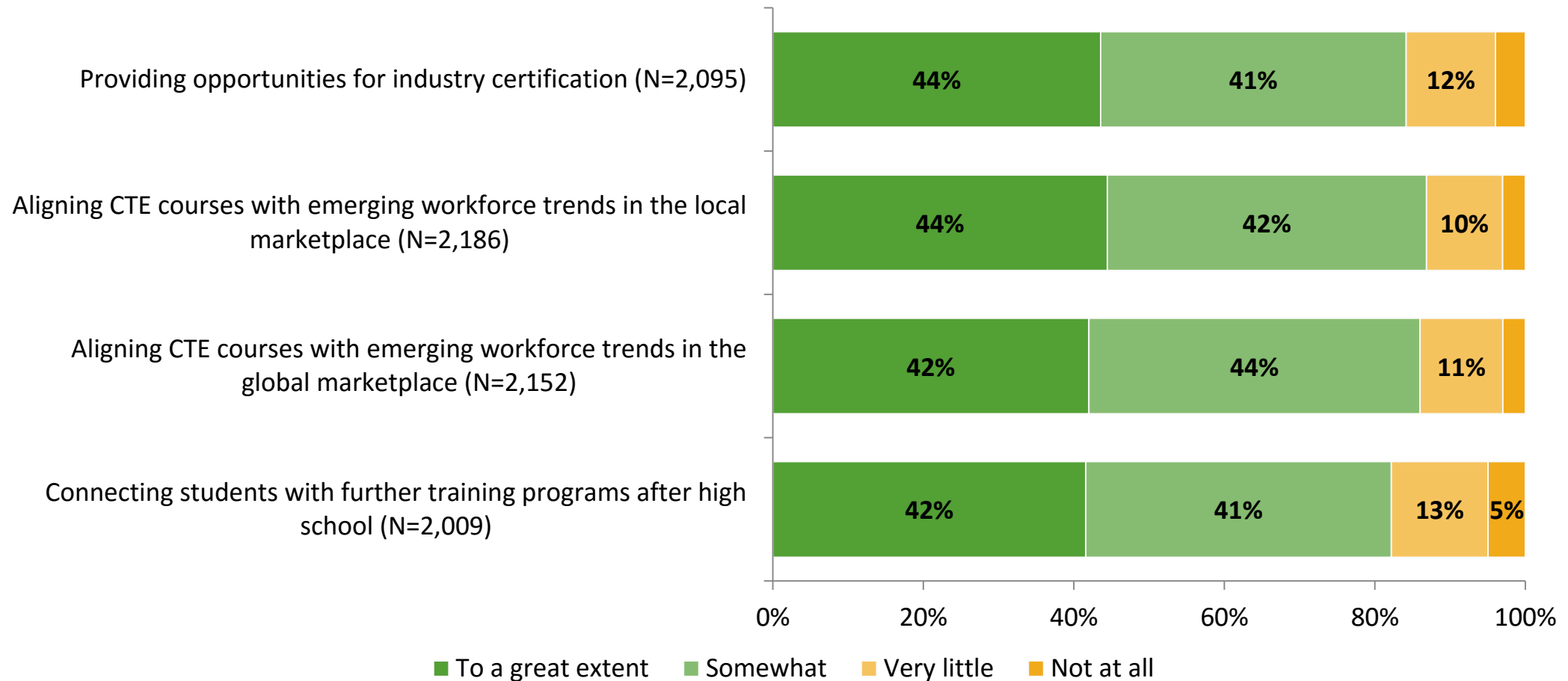
# Career and Technical Education

Career and Technical Education (CTE) provides students with exceptional opportunities to develop skills for the future. To what extent do you feel Keller ISD is achieving the following goals for CTE?



# Career and Technical Education (Continued)

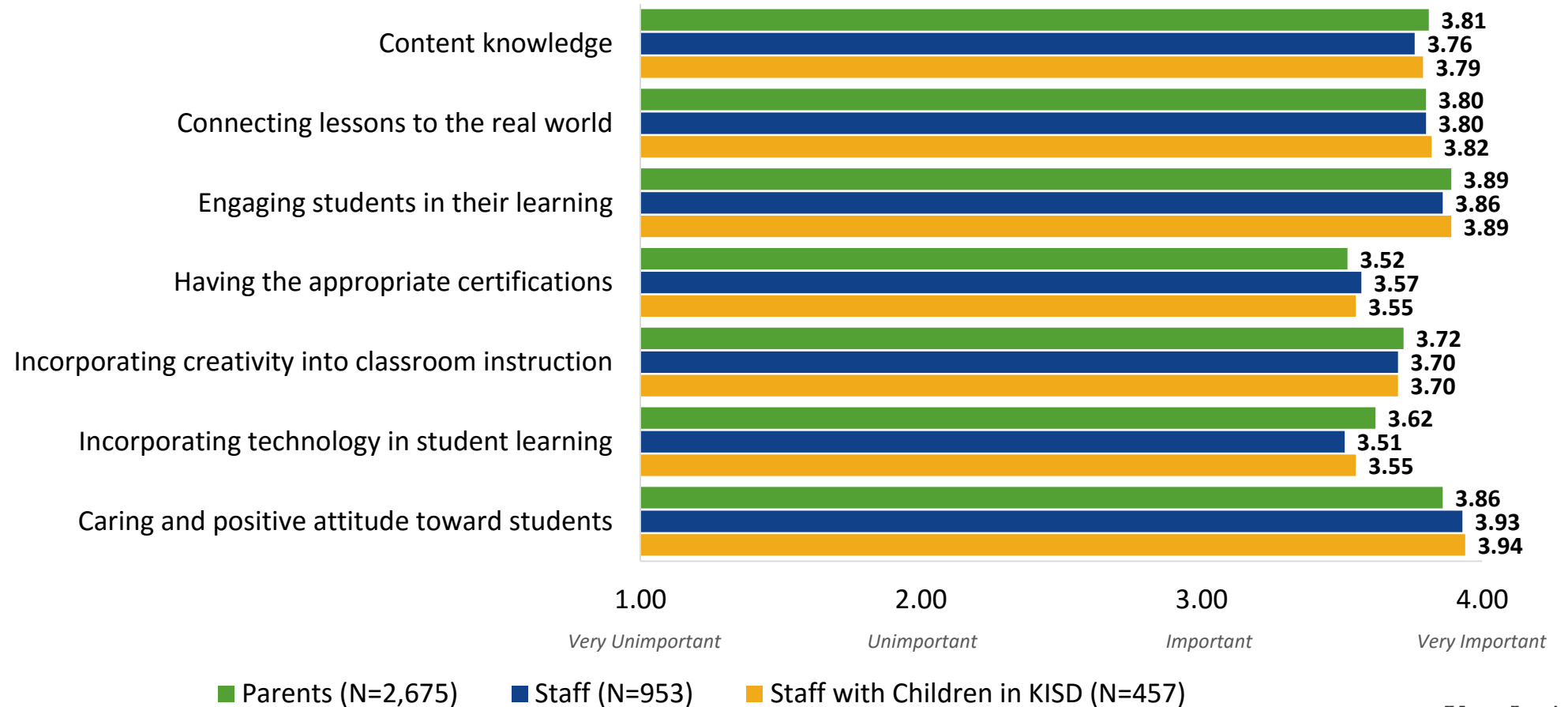
Career and Technical Education (CTE) provides students with exceptional opportunities to develop skills for the future. To what extent do you feel Keller ISD is achieving the following goals for CTE?





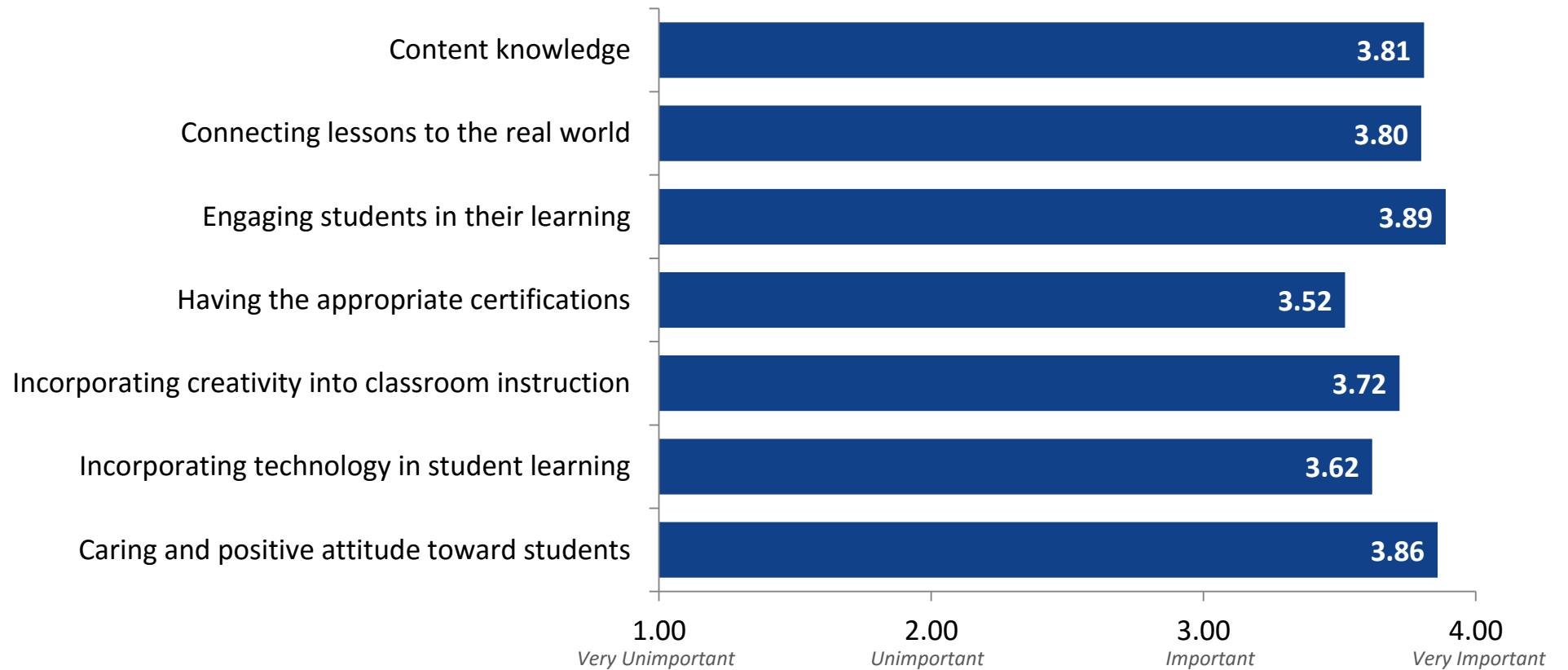
# Hiring Criteria

Keeping in mind Keller ISD's mission, how important is it that new Keller ISD teachers have each of the following qualities?



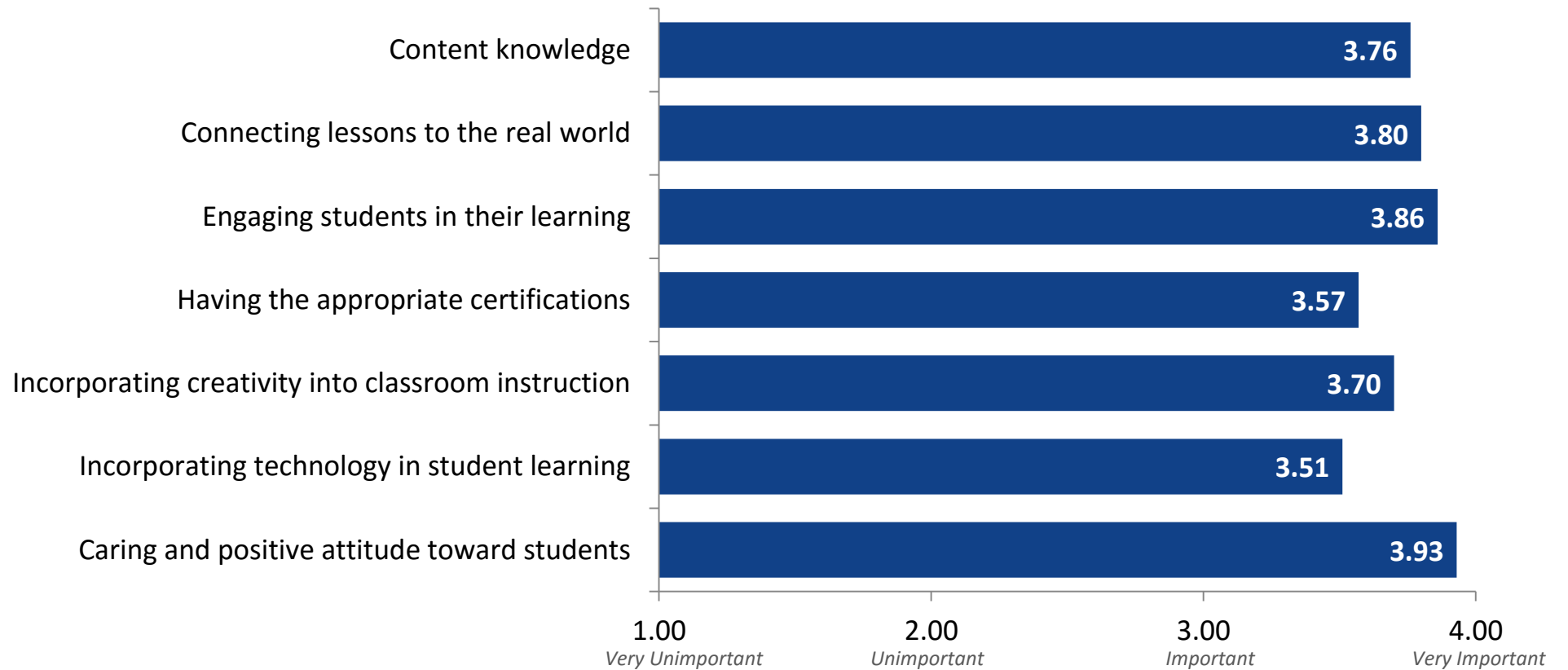
# Hiring Criteria—Parents

Keeping in mind Keller ISD's mission, how important is it that new Keller ISD teachers have each of the following qualities? (N=2,675)



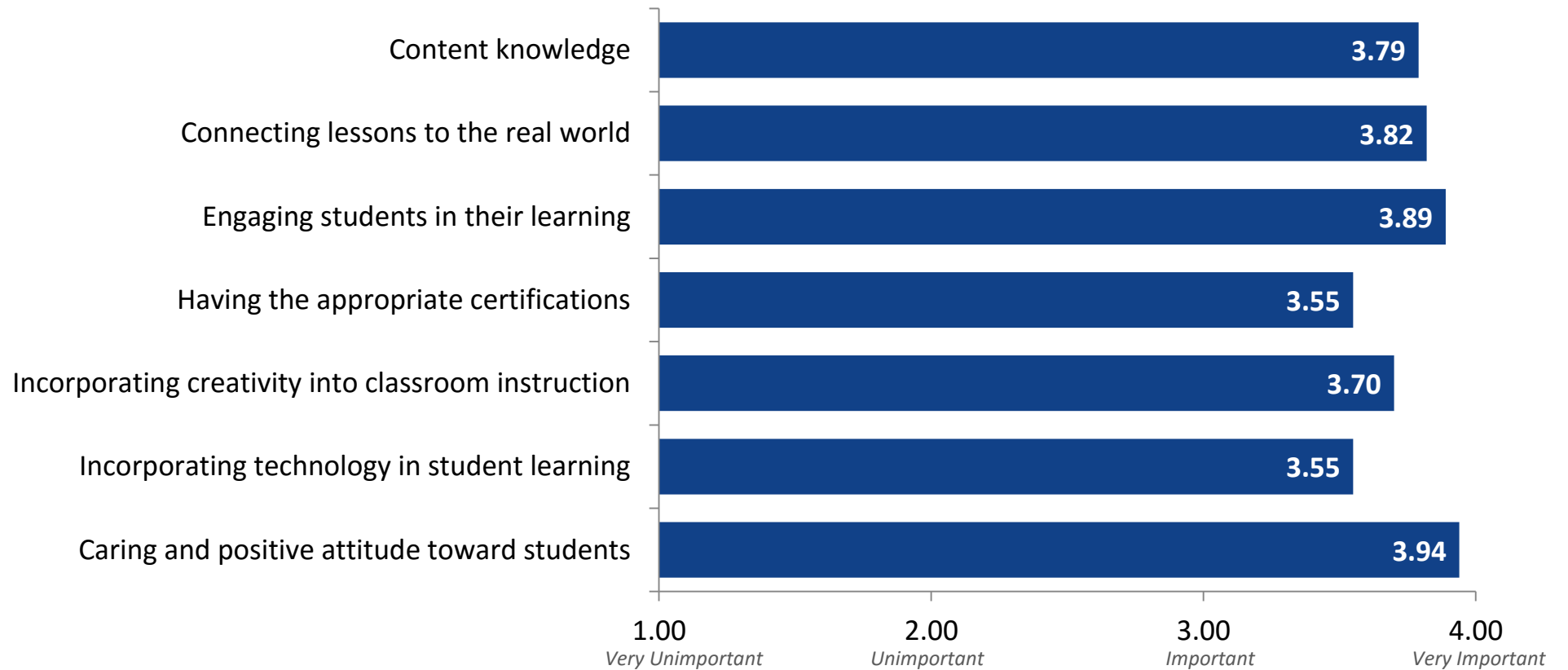
# Hiring Criteria—Staff

Keeping in mind Keller ISD's mission, how important is it that new Keller ISD teachers have each of the following qualities? (N=953)



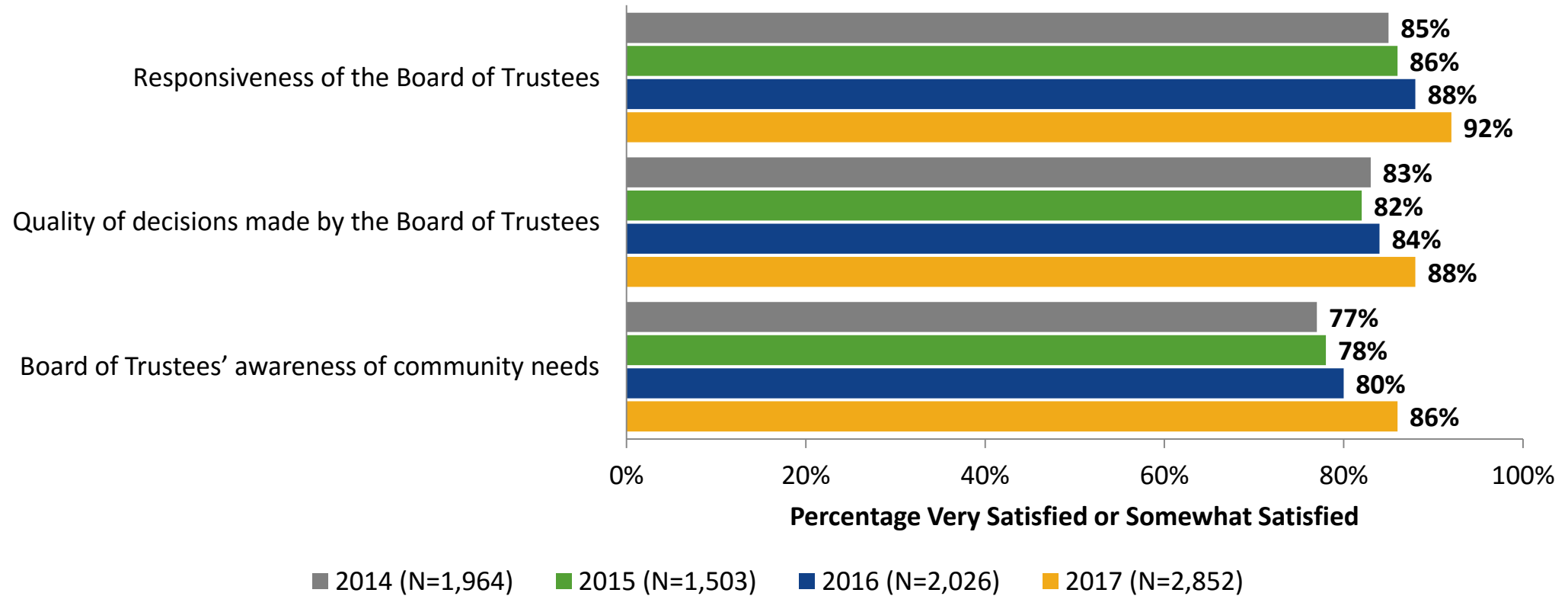
# Hiring Criteria—Staff with Children at Keller ISD

Keeping in mind Keller ISD's mission, how important is it that new Keller ISD teachers have each of the following qualities? (N=457)



# Board of Trustees

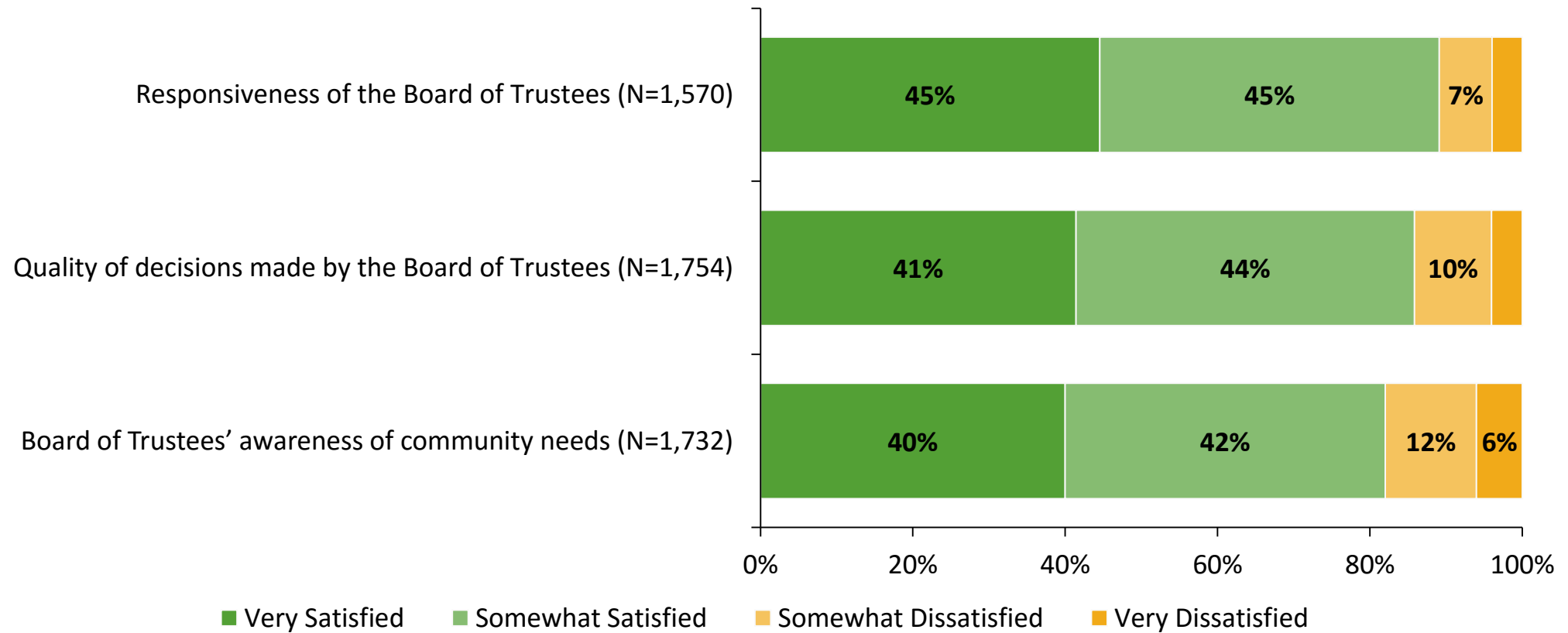
Please rate your level of satisfaction with the Board of Trustees for each of the following areas.



Answer Options: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, No Opinion  
Note: No Opinion responses were excluded from calculations.

# Board of Trustees—Parents

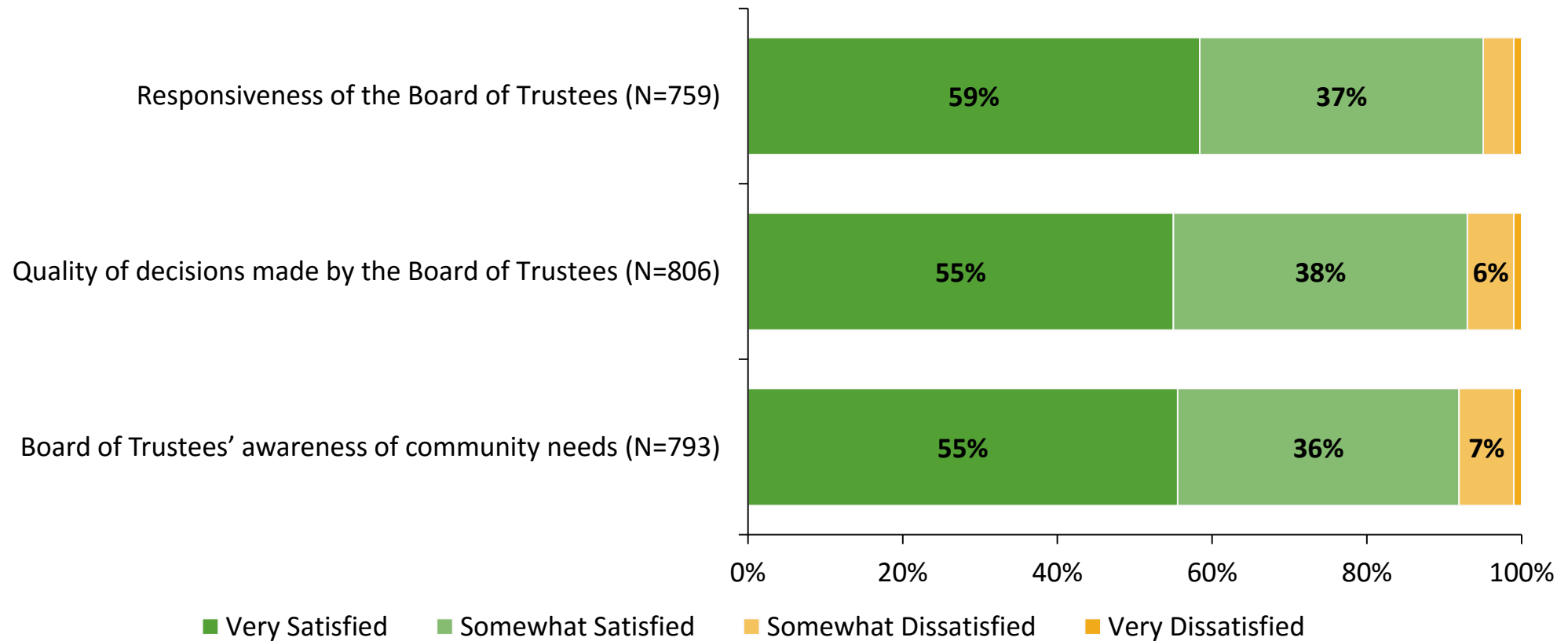
Please rate your level of satisfaction with the Board of Trustees for each of the following areas.



Note: No Opinion responses were excluded from calculations.

# Board of Trustees—Staff

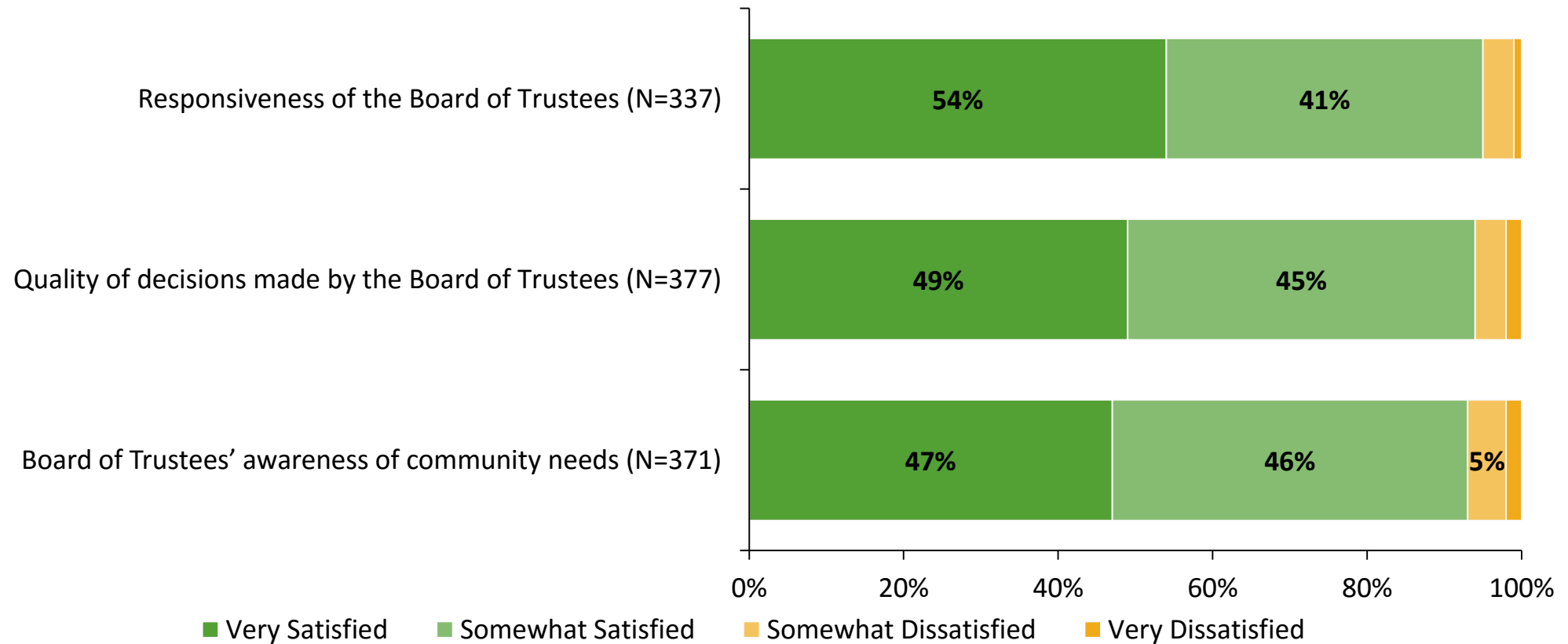
Please rate your level of satisfaction with the Board of Trustees for each of the following areas.



Note: No Opinion responses were excluded from calculations.

# Board of Trustees—Staff with Children at Keller ISD

Please rate your level of satisfaction with the Board of Trustees for each of the following areas.

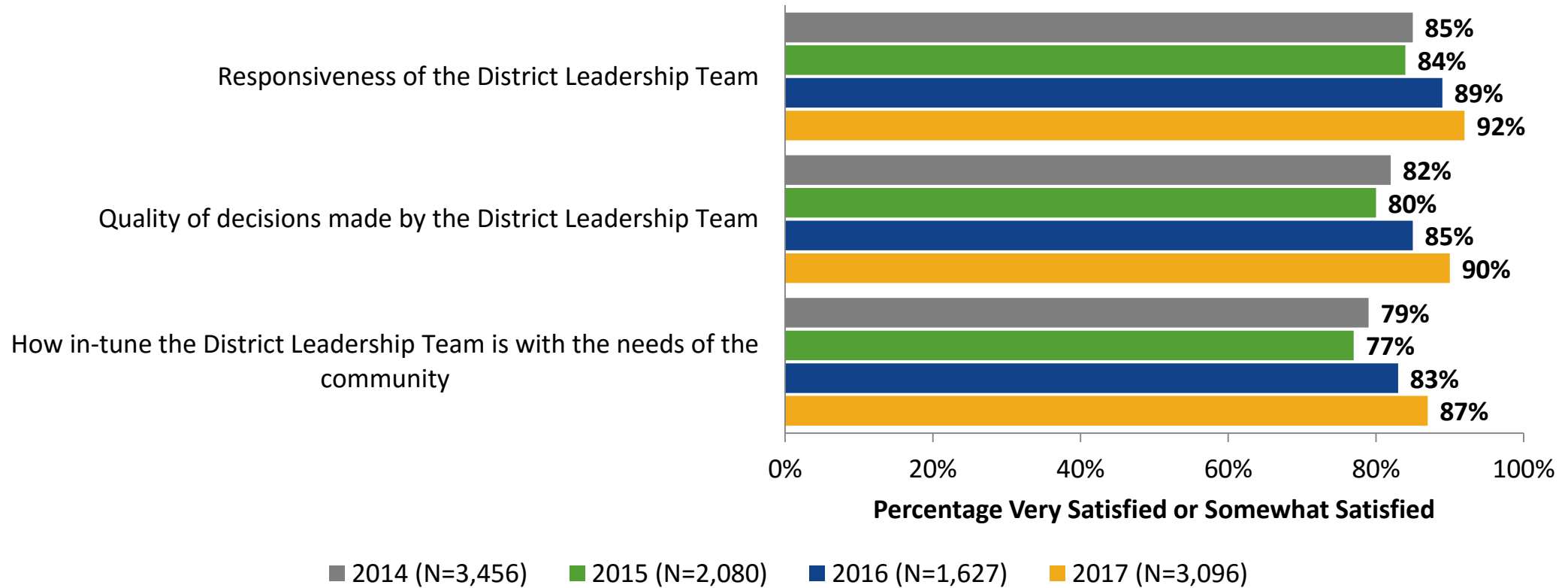


Note: No Opinion responses were excluded from calculations.



# Keller ISD Leadership Team

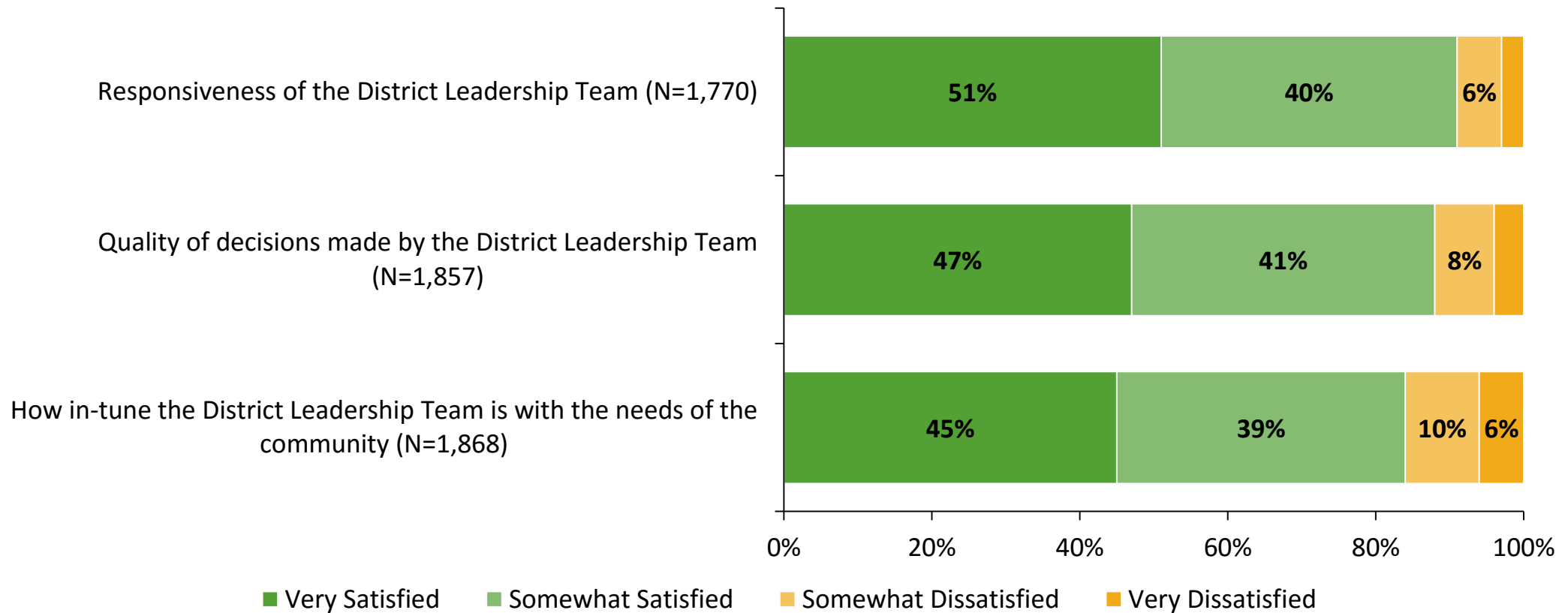
Please rate your level of satisfaction with the superintendent and the Keller ISD Leadership Team for each of the following areas.



Answer Options: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, No Opinion  
Note: No Opinion responses were excluded from calculations.

# Keller ISD Leadership Team—Parents

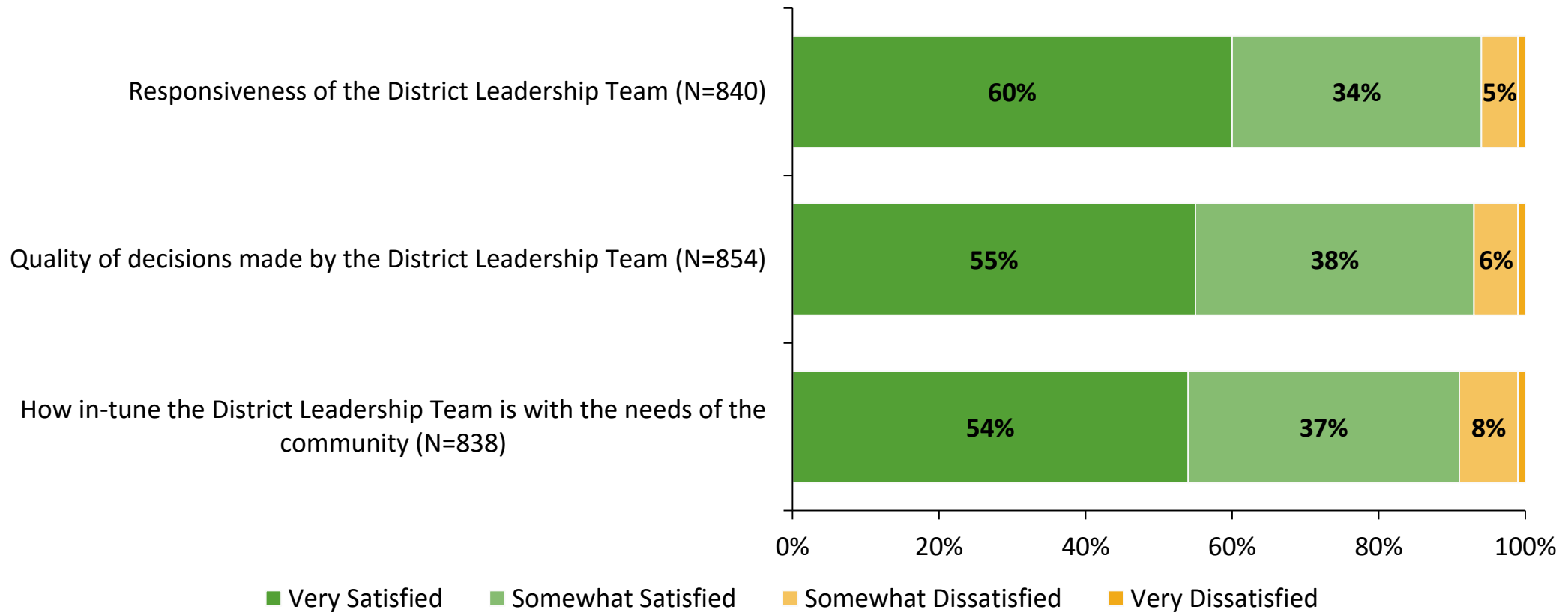
Please rate your level of satisfaction with the superintendent and the Keller ISD Leadership Team for each of the following areas.



*Note: No Opinion responses were excluded from calculations.*

# Keller ISD Leadership Team—Staff

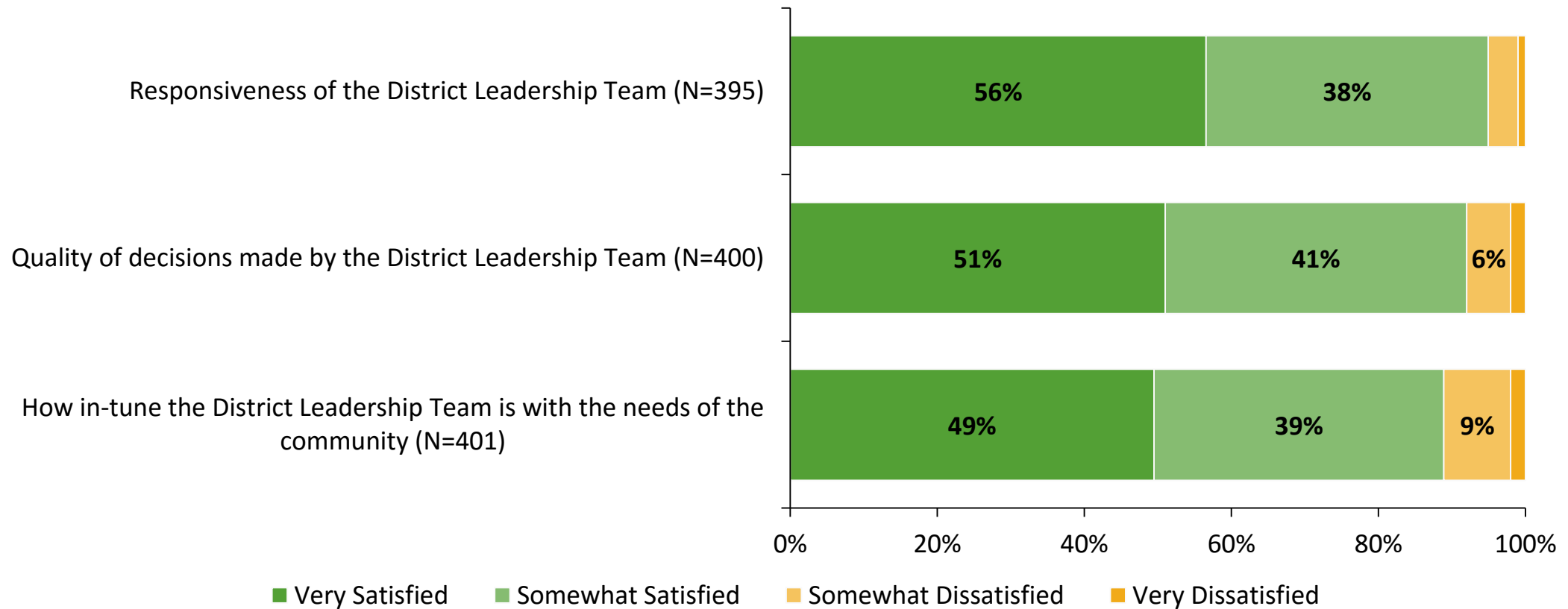
Please rate your level of satisfaction with the superintendent and the Keller ISD Leadership Team for each of the following areas.



*Note: No Opinion responses were excluded from calculations.*

# Keller ISD Leadership Team—Staff with Children at Keller ISD

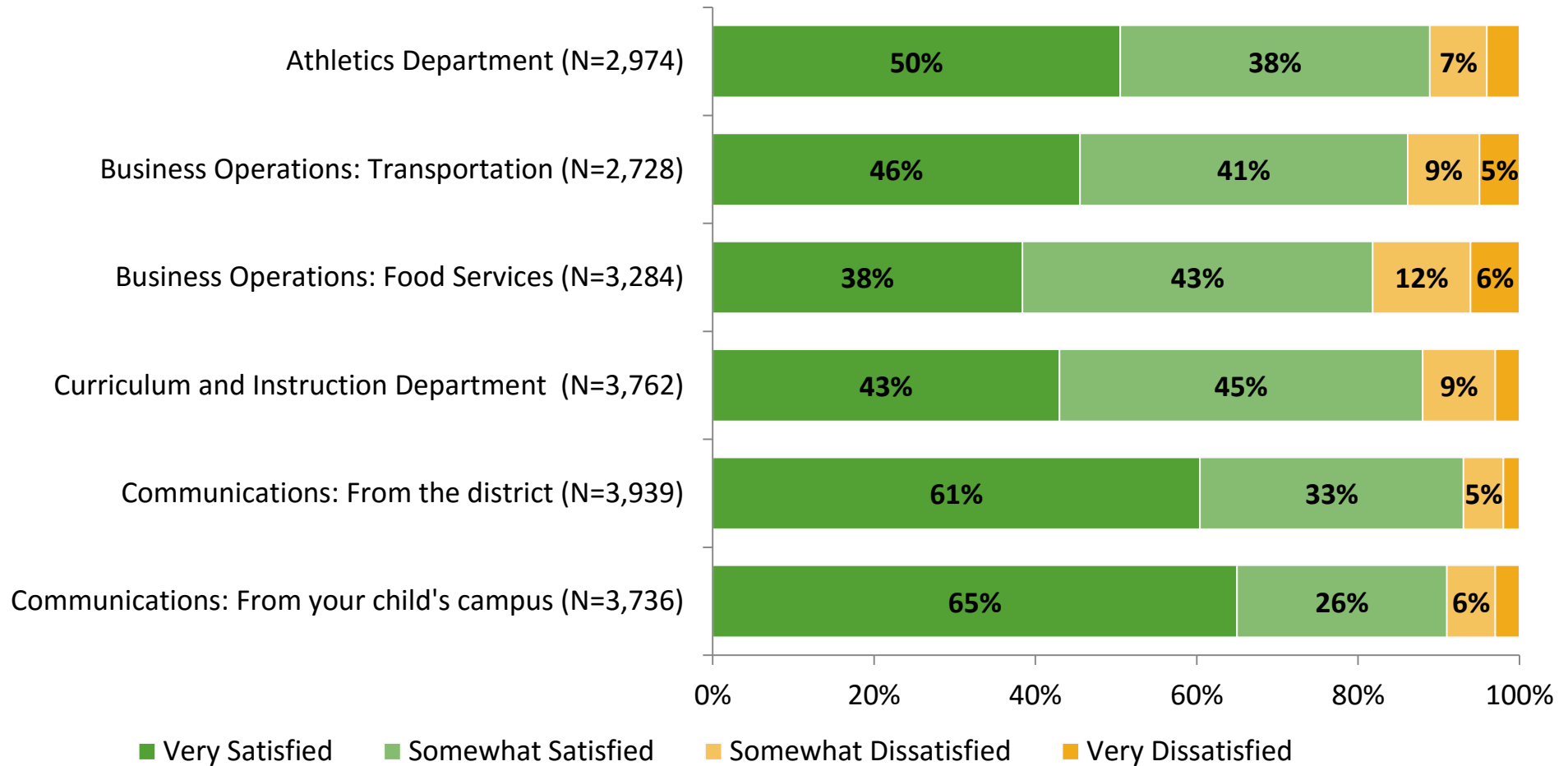
Please rate your level of satisfaction with the superintendent and the Keller ISD Leadership Team for each of the following areas.



*Note: No Opinion responses were excluded from calculations.*

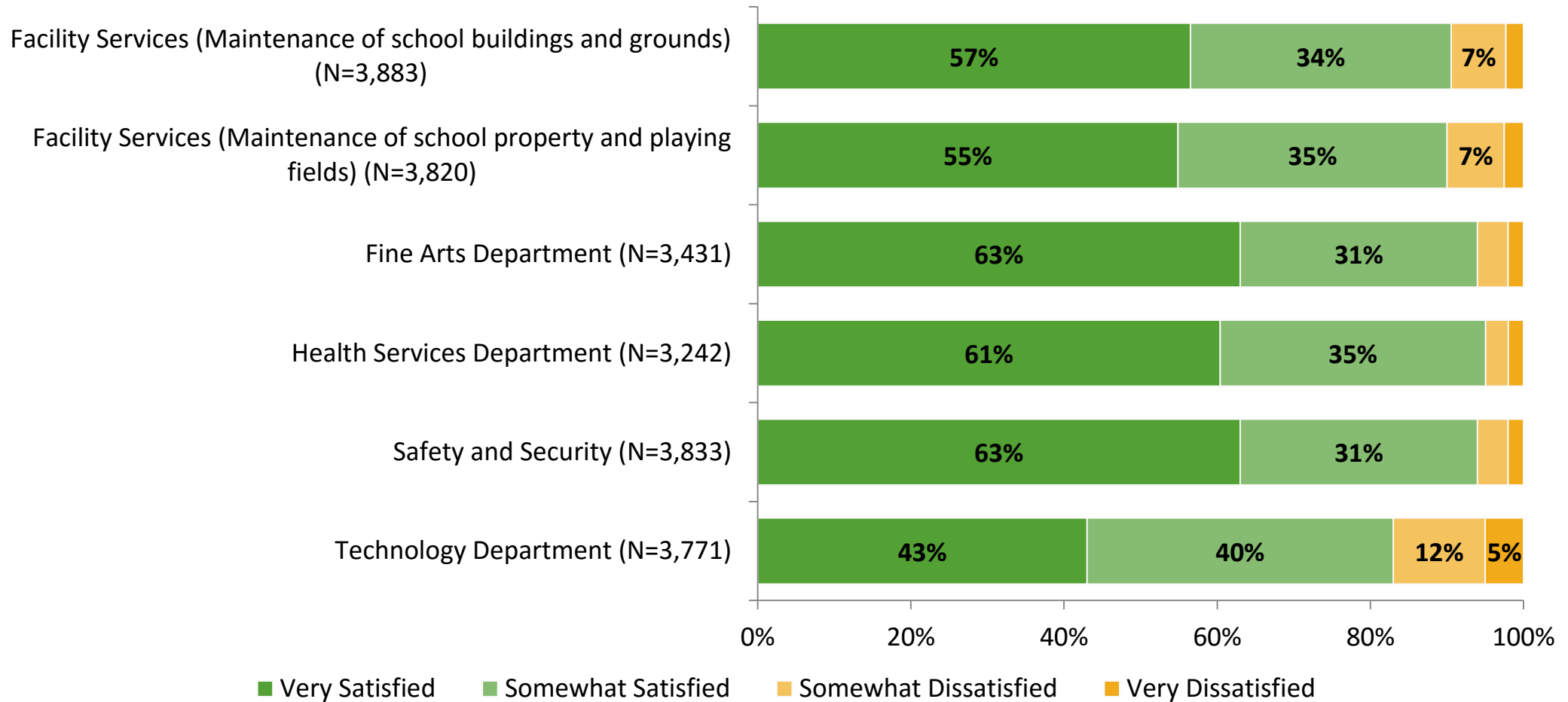
# District Services and Departments

How satisfied are you with the district services and functions provided by each of the following Keller ISD departments?



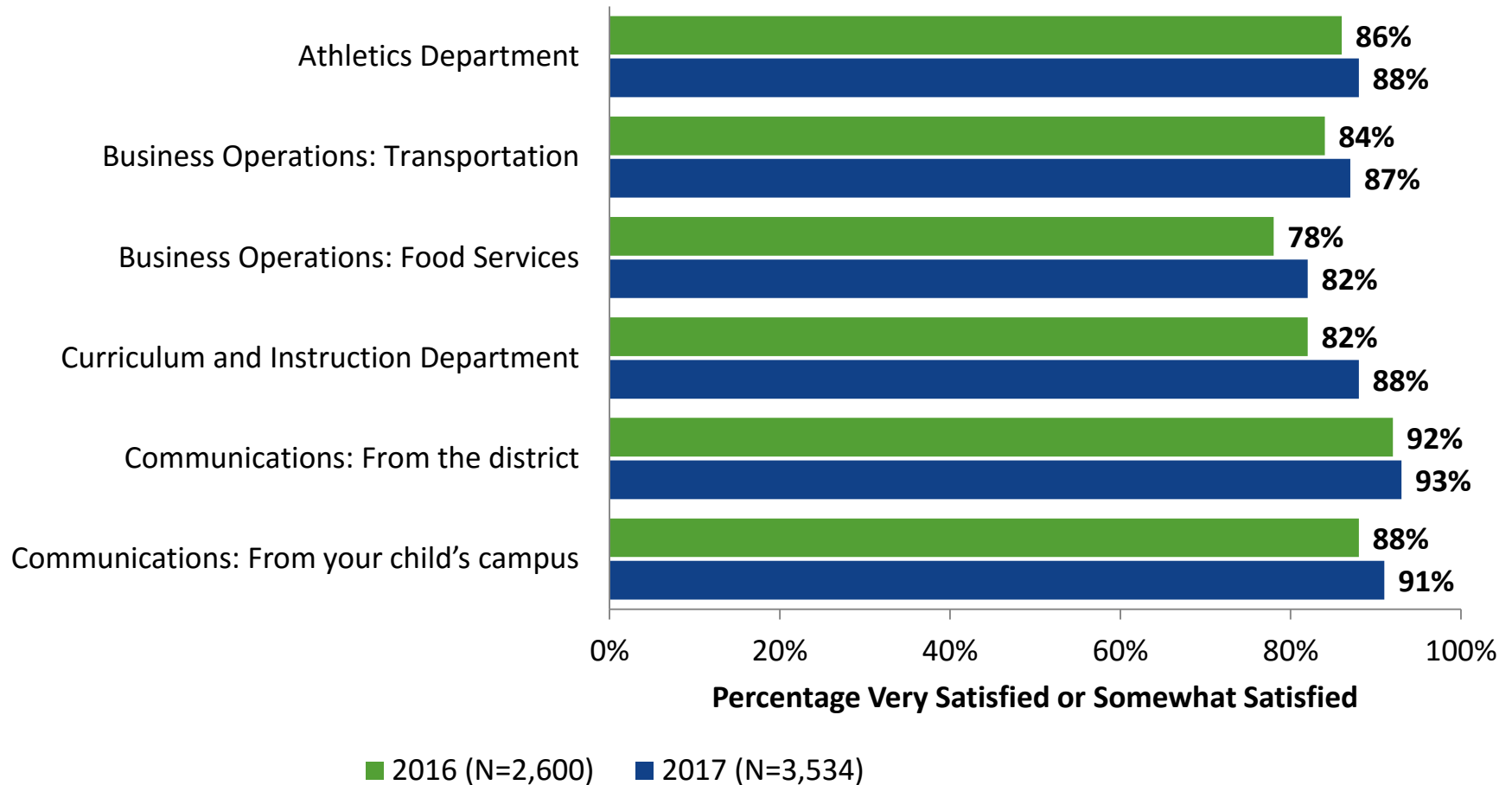
# District Services and Departments (Continued)

How satisfied are you with the district services and functions provided by each of the following Keller ISD departments?



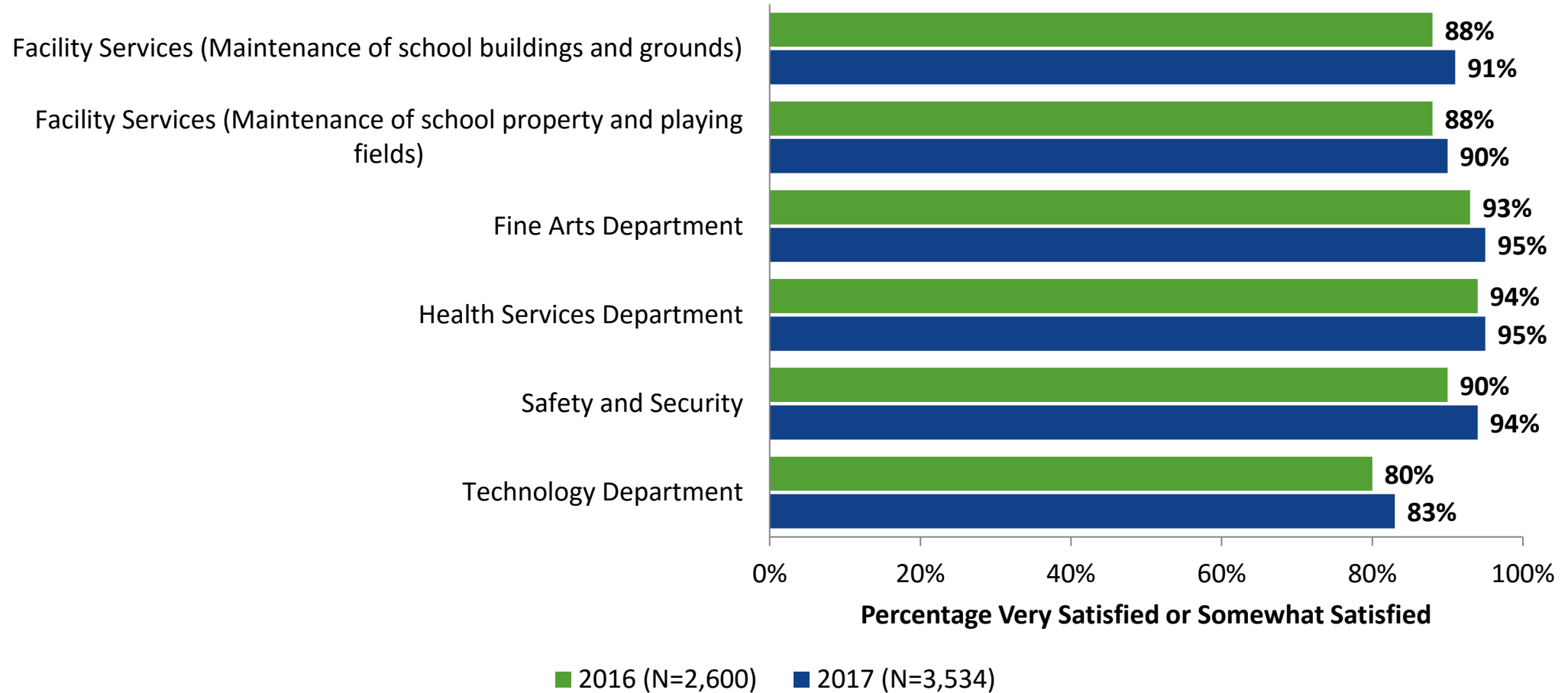
# District Services and Departments (Continued)

How satisfied are you with the district services and functions provided by each of the following Keller ISD departments?



# District Services and Departments (Continued)

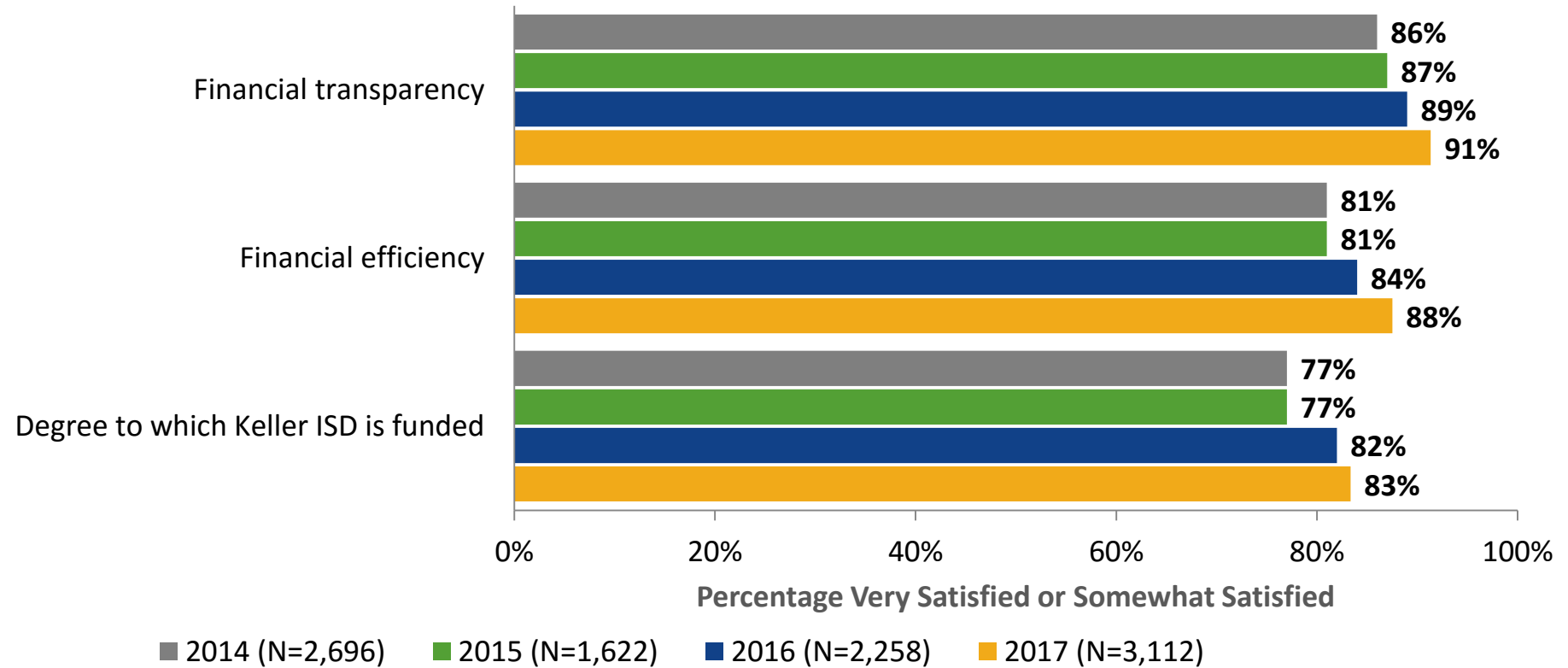
How satisfied are you with the district services and functions provided by each of the following Keller ISD departments?





# Financial Stewardship

Keller ISD strives for excellence in the financial stewardship of its resources. Please rate your satisfaction with each of the following.

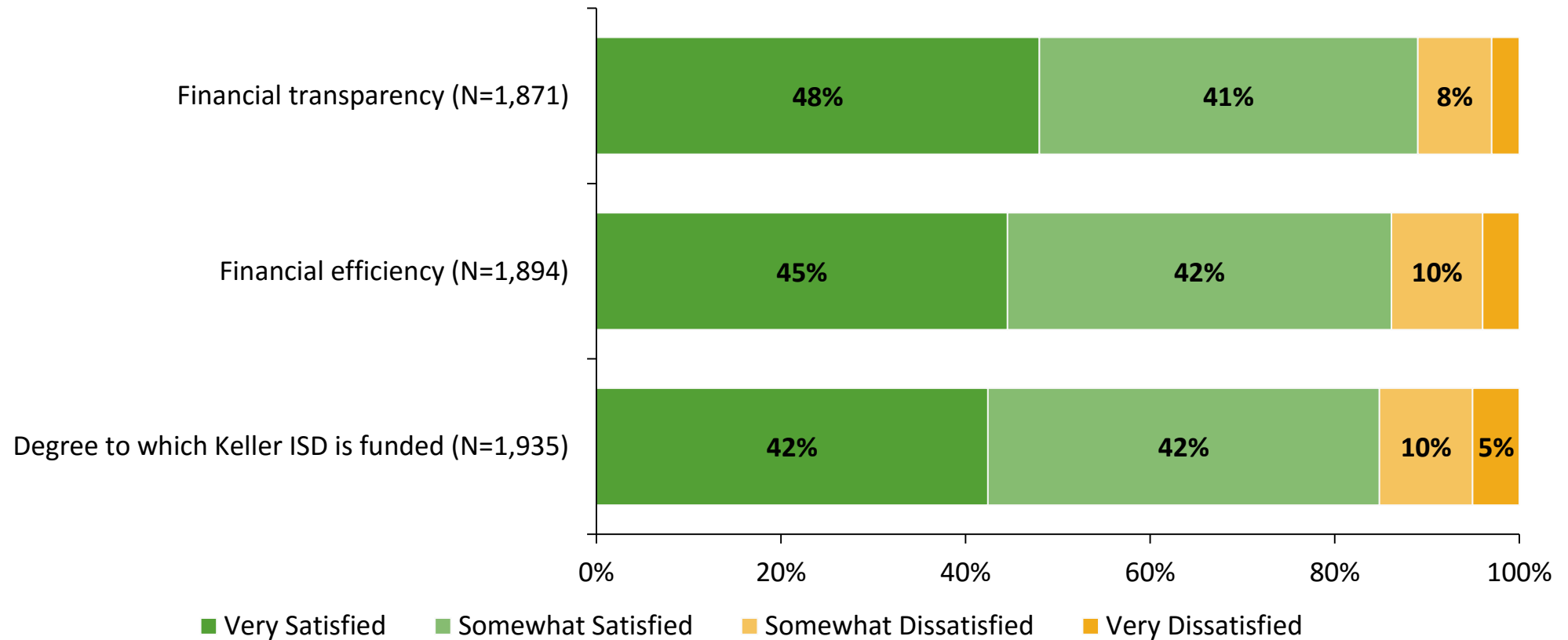


Answer Options: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, No Opinion

33 Note: No Opinion responses were excluded from calculations.

# Financial Stewardship—Parents

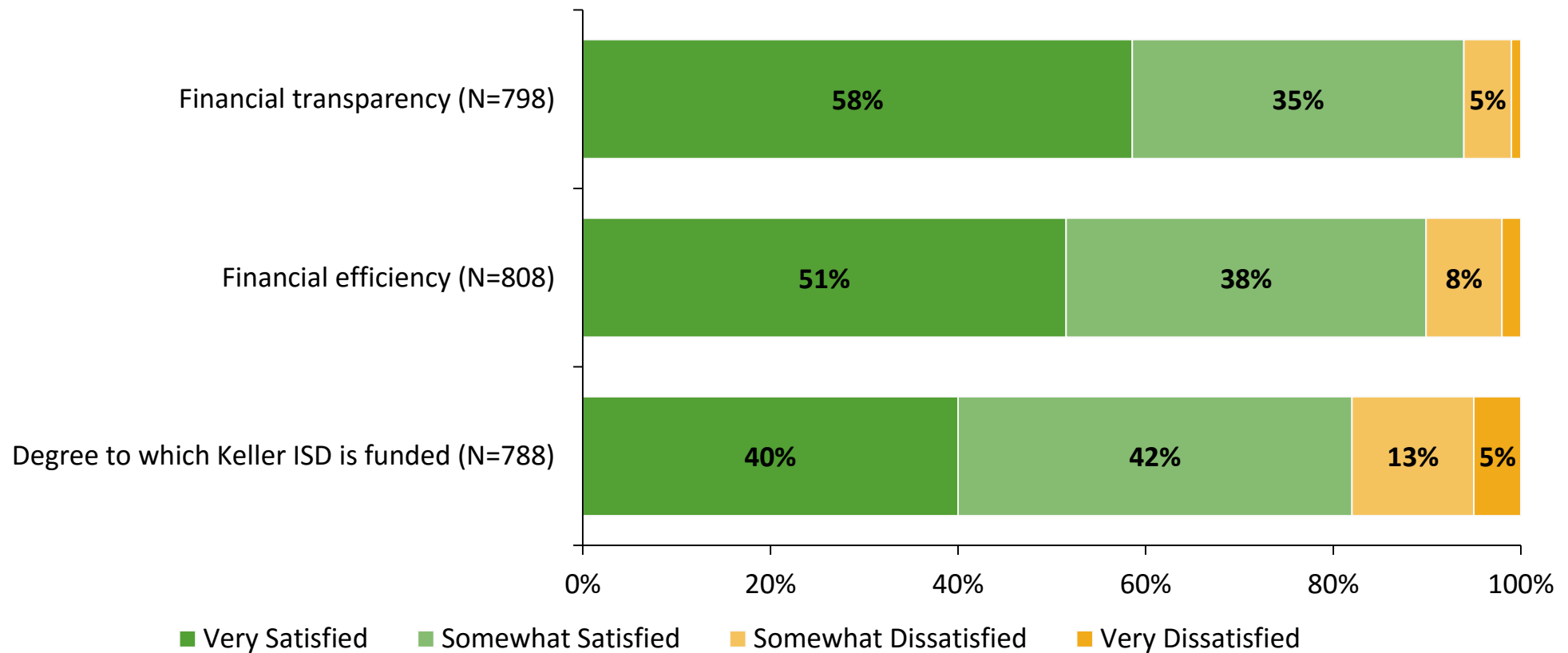
Keller ISD strives for excellence in the financial stewardship of its resources. Please rate your satisfaction with each of the following.



*Note: No Opinion responses were excluded from calculations.*

# Financial Stewardship—Staff

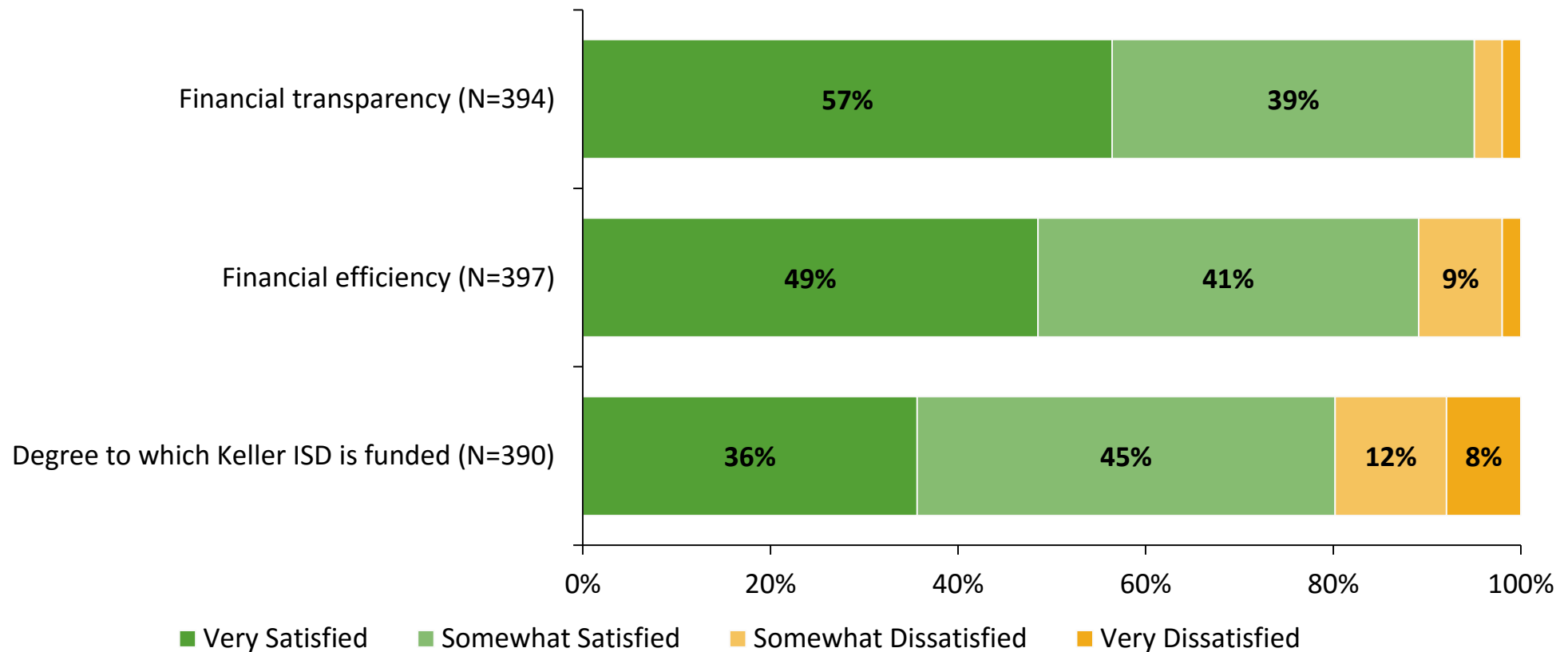
Keller ISD strives for excellence in the financial stewardship of its resources. Please rate your satisfaction with each of the following.



*Note: No Opinion responses were excluded from calculations.*

# Financial Stewardship—Staff with Children at Keller ISD

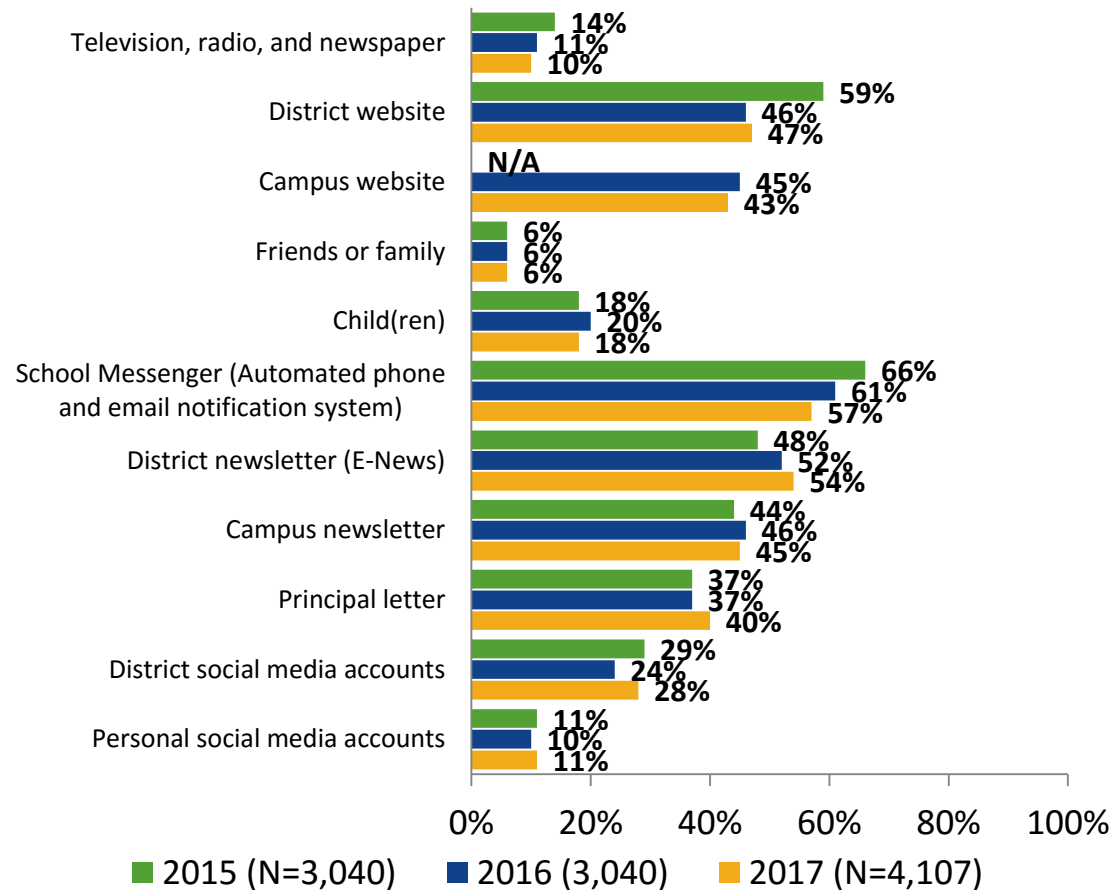
Keller ISD strives for excellence in the financial stewardship of its resources. Please rate your satisfaction with each of the following.



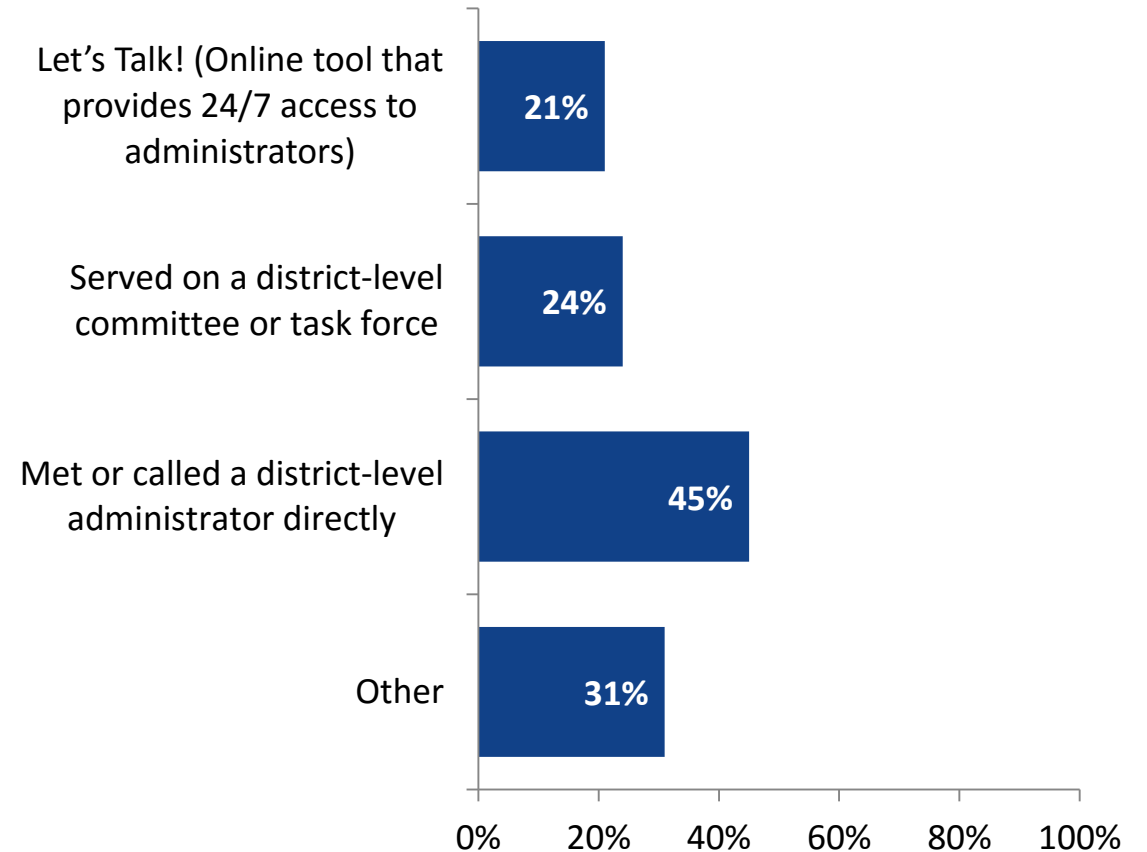
*Note: No Opinion responses were excluded from calculations.*

# Communication Preferences

How do you prefer to receive information about Keller ISD? (Select all that apply)



How have you shared your thoughts, suggestions, and/or concerns with Keller ISD? (Select all that apply) (N=1,837)



# Additional Programs or Initiatives

---

Participants were also asked what academic programs or initiatives would you like Keller ISD to consider adding or emphasizing as the district considers space utilization, balancing enrollment, and meeting the needs of its students. The following themes emerged from the open-ended responses:

- **Technology.** Participants requested more modern technology resources and STEM opportunities (e.g., robotics, engineering, etc.) for students.
- **Foreign language instruction.** Participants suggested offering foreign language courses as part of the curriculum as early as elementary or intermediate school.
- **Non-academic skills.** Participants requested additional emphasis on non-academic skills, such as financial planning, organization, problem solving, and time management.
- **Fine arts.** Participants asked for increased fine arts opportunities for students as well as additional support for existing programs. The KISD Strings program was specifically mentioned.
- **AVID.** Some participants called for the expansion and increased promotion of the AVID program.
- **College and career readiness.** Participants also requested that Keller ISD consider placing more emphasis on college and career readiness.

# Key Insights

---

- The percentage of stakeholders who graded the district overall as an A or a B is the highest it's been in five years. Parent responses had the largest increase, from 84% last year to 88% this year.
- Participants said mastering real-life skills and being prepared for a four-year college were the two most important goals for a Keller ISD graduate. College preparation was ranked first by parents, but mastering life skills was the top goal for all other groups. This finding was also supported by themes that emerged from open-ended comments.
- Satisfaction with the Board of Trustees is also higher than it's been in five years. Most notably, the percentage of respondents who are satisfied with the board's awareness of community needs increased from 80% last year to 86% this year.
- Similarly, perceptions of the Keller ISD leadership team also improved. Most notably, the percentage of respondents who said they are satisfied with the quality of the district leadership team's decisions increased from 85% last year to 90% this year.

## Key Insights (Continued)

---

- The percentage of participants who want to receive information about Keller ISD from the district website has steadily decreased over the past three years, while the percentage of participants who want to receive information via e-news and principal letters has increased. Although the percentage of participants who prefer School Messenger has decreased almost 10 percentage points since 2015, this option still received the highest percentage of responses.
- In next year's survey, the district should consider asking participants how they prefer to communicate *to* the district (e.g., Let's Talk!, email, phone call, committee or task force, in person meetings, etc.) rather than whether or not they have used each method.





---

Learn more: [info@k12insight.com](mailto:info@k12insight.com)

Follow us on Twitter: [@k12insight](https://twitter.com/k12insight)