| AUTHOR | Goldman, Jill; Johnson, Mary |
| :---: | :---: |
| TITLE | Enhancing Parent Involvement in Schools: A Large Scale Parent Survey. |
| INSTITUTION | Caliber Associates, Fairfax, VA.; Dependents Schools (DOD), Washington, D.C. |
| PUB DATE | Apr 96 |
| NOTE | 23p.; Paper presented at the Annual Meeting of the National Council on Measurement in Education (New York, NY, April 9-11, 1996). |
| PUB TYPE | Reports - Descriptive (141) -- Tests/Evaluation Instruments (160) |
| EDRS PRICE | MF01/PC01 Plus Postage. |
| DESCRIPTORS | Data Analysis; Databases; *Data Collection; |
|  | Educational Administration; Elementary Secondary |
|  | Education; *Military Personnel; Parent Attitudes; |
|  | *Parent Participation; Parent School Relationship; |
|  | Program Development; *Program Implementation; Report |
|  | Cards; *Research Methodology; Surveys; Test |
|  | Construction; Test Items |
| IDENTIFIERS | *Dependents Schools |

ABSTRACT
The methodology that has been used over the past 5 years to develop and implement the Parent Survey of the Department of Defense Dependents' Schools (DoDDS), known as the "Report Card from DoDDS Parents," is described. The focus is not on survey results, but on the processes and procedures used to design appropriate instruments, distribute and track the surveys on a large scale, and report findings to key players in the school system. DoDDS, an overseas school system that educates children of military personnel, educated nearly 85,000 students in 1995. The Report Card allows parents the opportunity to express their opinions about the quality of the curriculum, faculty, administration, and auxiliary services. Surveys are distributed to parents of all children, with followup reminders as needed to assure at least a $60 \%$ return rate. Data analyses are conducted to summarize survey results and to produce databases that generate frequency distributions of all survey item responses. School administrators and staff at all levels review the results and identify areas to be addressed in future program development. The program's success has depended on the involvement of key players, easy-to-complete survey instruments, widespread publicity, and effective reporting of findings to parents as well as schools. Appendix A contains a sample report card, and Appendix B is a sample survey findings report. (Contains one figure.) (SLD)

## Enhancing Parent Involvement in Schools: A Large Scale Parent Survey

Current efforts to improve educational systems worldwide increasingly are focusing on the importance of parent involvement. In fact, one of the Goals 2000 of the U.S. Department of Education states: By the Year 2000, every school will promote partnerships that will increase parental involvement and participation in promoting the social, emotional, and academic growth of children. One means of promoting parent involvement in schools is to obtain parent feedback on educational programs. This paper presents the successful approach employed by one school system-the Department of Defense Dependents Schools (DoDDS)-to obtain and assess feedback from over 100,000 parents through the use of a parent survey.

The purpose of this paper is to present the methodology that has been used over the past five years to develop and implement the DoDDS' Parent Survey, known as the "Report Card from DoDDS Parents." The paper's focus is not the survey results, but rather the processes and procedures used to design appropriate instruments, distribute and track surveys on a large scale, and report survey findings to key players in the school system. The following sections describe the project background, survey methodology, and key elements that contribute to the success of the parent survey process.

## 1. PROJECT BACKGROUND

DoDDS is an overseas school system operated under the Department of Defense Education Activity (DoDEA) to provide quality education to the children of military personnel. In 1995, nearly 85,000 students from pre-kindergarten through grade 12 attended 190 DoDDS schools worldwide. As a result of military downsizing, student enrollment has decreased from over 140,000 in the early 1990 's.

In 1989, DoDDS implemented the Report Card From DoDDS Parents Survey to give parents of students the opportunity to express their opinions regarding the quality of DoDDS curriculum, faculty, administration, and auxiliary services. To assess changes and trends in parent perceptions over time, the survey was administered again in 1991, 1993, and recently in 1995. Results of the biennial survey have contributed to quality assessments, program evaluations, and
planning efforts conducted by DoDDS administrators.

## 2. METHODOLOGY

The methodological process of the DoDDS Parent survey, as illustrated in the Exhibit on the following page, begins with survey instrument development and culminates in the widespread dissemination and application of survey findings. The following sub-sections describe the major survey methodology components, including: survey instrument development; survey distribution, control, and return; and reporting and feedback.

### 2.1 Survey Instrument Development

The Report Card From DoDDS Parents Survey was designed to capture meaningful information from parents in an easy-to-complete format. To ensure that areas of interest were addressed on the survey instrument and that proposed questions were easily understandable, survey writers solicited input from school administrators and advisory council members and conducted focus groups with parents. Selected items from the annual Gallup Poll on the public's attitudes toward U.S. public schools were included on the DoDDS survey so that comparisons between the perspectives of parents of children attending DoDDS schools abroad and those of parents of students attending schools in the U.S. could be assessed. To allow for trend analyses over time, the questions on the DoDDS survey have remained basically the same over the four survey administrations, with some edits and additions.

The short six-page survey, included in Appendix A, contains 35 questions. Approximately half of the questions are in the form of a grading scale ( $\mathrm{A}, \mathrm{B}, \mathrm{C}, \mathrm{D}$, or F ) commonly used on student report cards. Survey questions address the following areas:

- Overall quality of DoDDS schools
- Core curriculum and co-curricular activities
- Performance of teachers, principals, and staff
- School/parent interaction and communication


## EXHIBIT DoDDS PARENT SURVEY PROCESS



- School handling of drug and alcohol abuse
- School climate in terms of human/race relations
- Lunch programs and bus services
- Major problem areas in the schools
- Parent and child demographic characteristics.

The final page of the survey allows parents to write additional comments on their child's school or the DoDDS system.

### 2.2 Survey Distribution, Control, and Return

Parent Surveys are distributed to parents of all children enrolled in the DoDDS system. The use of a full census approach, rather than a random sample approach, enhances the role of the survey as an effective tool for communication between parents and the school. The successful promotion of the Parent Survey and a well-orchestrated distribution process have resulted in an impressive return rate of over 50 percent in three of the four survey years.

In the early part of the year of administration (January or February), survey packets equivalent to enrollment plus a slight overage are sent to each of the DoDDS schools. Each packet includes:

- The Report Card From DoDDS Parents Survey
- A letter from the Director of DoDDS encouraging parent participation
- An "Apple Letter" to be sent from parents to their child's school to acknowledge completion of the survey
- A pre-paid business return reply envelope.

Each school principal is responsible for disseminating survey packets to the parents of each child enrolled in his/her school.

Principals promote parent participation through a variety of methods, including letters to
parents, announcements in parent association newsletters, notices posted in community facilities, memorandum from installation commanders, and contests rewarding classes with the highest participation. In advance of the survey distribution, detailed instructions are sent to DoDDS administrators at all levels (i.e., regional directors, district superintendents, and school principals) to guide them through their respective responsibilities in the survey distribution and follow-up processes.

Completed surveys are sent directly from parents to the survey contractor to be scanned. The number of surveys returned from each school is tracked and monitored. During the survey return period, follow-up reminders are issued to schools with return rates of under 60 percent.

### 2.3 Reporting and Feedback

Data analyses of the large data sets (which have included between 40,000 to 70,000 cases per survey year) are conducted to summarize the survey results in a meaningful, consistent, and accurate manner. After the scanning process, survey data are transferred to statistical databases. These databases are used to generate frequency distributions for all survey item responses, calculate mean Grade Point Averages for selected items, and test the associations between selected items. In addition, trend analyses are conducted to compare current and prior year survey responses.

System-wide responses and trend analyses are presented in a comprehensive report distributed throughout the DoDDS system in the fall or early winter of the year of administration. Through the use of text, charts, and graphics the report describes parent responses to all survey items, highlights differences between different school groups (e.g., small, medium, and large schools), compares the DoDDS results to the results of the Gallup Poll, and summarizes conclusions for the DoDDS system.

In addition to the system-wide report, each principal receives a two-page school report with the survey results for their particular school, as well as the comment pages completed for their school. The school report, generated through an automated computer program, presents
the responses for each question on the survey in an easy-to-read format. Two-page reports also are generated by district and region for the "roll-up" responses for groups of schools. To support comparative analyses, additional reports are generated for selected demographic breakouts, for example, by the child's age, the child's racial/ethnic identification, or the length of attendance at their school. A sample two-page report, generated for the DoDDS system as a whole in 1995, can be found in Appendix B.

School administrators and staff at all levels review the results and identify specific areas to be addressed in future program development. Findings from the system-wide report are then publicly reported through briefings and press releases to various forms of news media, including television, radio and newspaper. To complete the "feedback loop," district superintendents and school principals share local results with parents, teachers, military officials, school advisory committees, and other interested parties. Successful initiatives from schools receiving the highest ratings are shared throughout the system so that future improvements can be achieved in the entire school system.

## 3. KEY ELEMENTS FOR A SUCCESSFUL PARENT SURVEY

The DoDDS Parent Report Card Survey has proven to be an effective evaluation tool for collecting parent input on the strengths and weaknesses of the DoDDS system. Several key elements have contributed to the successful application of the survey and its remarkable response rate of approximately half of all parents of students attending the large DoDDS school system. These key elements include:

- Involving key players at all levels in the survey process, including instrument design and survey dissemination
- Using simple, easy-to-complete survey instruments, accompanied by clear instructions, that are not overly burdensome to parents
- Taking a census to ensure each parent's opportunity to participate and to promote
the survey effort
- Distributing the survey and disseminating results in a timely manner during the school year, so that findings can be assessed and appropriately integrated into educational planning efforts
- Promoting survey participation through wide-spread publicity measures
- Effectively reporting findings to all interested parties, including parents
- Assuring parents that their input is important and that school improvement efforts reflect issues reported in parent survey results.

This survey methodology, used effectively in the DoDDS system, could be adopted by other school systems-large and small-to promote greater parent participation in school assessment efforts.

The DoDDS Parent Survey Project was jointly conducted by the Department of Defense Dependents Schools of the Department of Defense Education Activity and Caliber Associates. The following individuals contributed to this five year effort:

DoDDS
Dr. Denise Borders
Dr. Mary Johnson
Dr. Karla Stark
Caliber Associates
Susan Kerner-Hoeg
Jill Goldman
Rebecca Schaffer

To receive a copy of the Report Card From DoDDS Parents 1995 Survey Results or to find out more about DoDDS parent survey efforts, please contact:

Gretchen Ridgeway
Department of Defense Education Activity
4040 Fairfax Drive, 9th Floor
Arlington, VA 22203
(703) 696-4490

For more information about survey methodology, large-scale data analysis, or survey research application, please contact:

Susan Kerner-Hoeg
Caliber Associates
10530 Rosehaven Street, Suite 400
Fairfax, VA 22030
703-385-3200

APPENDIX A
1995 REPORT CARD FROM DoDDS PARENTS SURVEY

11

DEPARTMENT OF DEFENSE DEPENDENTS SCHOOLS 1995 REPORT CARD FROM DODDS PARENTS

This survey is part of our continuing efforts to improve our understanding of how well our educational programs are meeting the needs of your child and your family. Please complete a separate questionnaire for each of your children attending a school in the Department of Defense-Dependents Schools (DoDDS), and answer all of the questions. If you wish to comment on any questions or qualify your ansivers, please use the comments section at the end of the questionnaire. If you have questions regarding this survey, please direct them to the principal of your child's school or write us at the address below:

Thank you for your participation in this important effort.


Department of Defense, Office of Dependents Schools
Parent Survey Project Officer
4040 North Fairfax Drive, 9th Floor
Arlington, Virginia 22203


## PACIFIC

| OKINAliA | OKillin Es | Joy ES | Ofmes | Perry ES |
| :---: | :---: | :---: | :---: | :---: |
| Oechtel ES | Oinser ES | Osan ES | Byrdes | Perry HS |
| Earhart is | Kubasaij 4 ¢ | Puson ES/HS | Cummings Es | Sollars ES |
| $\bigcirc$ Hope Primary School | Lester Mis | Seoul Es | Darby ES |  |
| Kidena ES | Stearley Heights ES | Scoul hs | Edgren HS | Yokota East ES |
| $\bigcirc$ Kadena MIS | Zukeran ES | Tregu ES/hS | King ES/HS |  |
| Okadena HS | KOREi | japan | Kinnick HS | $\bigcirc$ Yoknta HS |
| PANAMA/ISLANDS |  |  | O Lanhames | O zama hs |
|  |  | $\begin{aligned} & \text { Cit Claven Es } \\ & \subset-\text { numar } \end{aligned}$ |  | R.B. Chaifee ES/HS $\bigcirc$ <br> W.T G.Impuon ES $\because$ - : : |

2. What is your child's grade for which this questionnaire is being completed? (Mark only one.)

| $\bigcirc$ Pre K | $\bigcirc 6$ |
| :--- | :--- |
| $\bigcirc K$ | $\bigcirc 7$ |
| $\bigcirc 1$ | $\bigcirc 8$ |
| $\bigcirc 1$ | $\bigcirc 9$ |
| $\bigcirc 3$ | $\bigcirc 10$ |
| $\bigcirc 3$ | $\bigcirc 11$ |
| $\bigcirc 4$ | $\bigcirc 12$ |

3. How long has your child attended this school? (Count this school year as 1 year.)

O 1 year
2 years
3 years
4 years or more

Students are often given grades A, B, C, D, or F to denote the quality of their work. Suppose the schools were graded in the same way. For items 4-18 below, which of the following grades best represents your view of the education your child is receiving at this school?
A-Excellent B-Good C-Satisfactory D-Poor F-Fail N/A-Not Applicable or No Information
4. Reading, English, Language Arts
5. Mathematics
6. Science

## 7. Social Studies

8. Grade the co-curricular activities (music, sports, clubs, pep groups); provided bv the school to meet the needs of your child. (Complete for grades $\dot{4}-12$.)
9. Grade the counseling and guidance services provided by the school. (Grade individual counseling for all grades. For grades $\dot{9}-12$, also consider how well your child is assisted with selection of programs or courses, career, and / or college admission.)
10. Grade how well the teacher(s) meet(s) your child's needs.
11. Grade the school lunch program.
12. Grade the quality of the school communications (newsletters, handbooks, open house, etc.).
13. Grade the promptness, courtesy, and responsiveness of the school staff when you contact the school.
14. Grade how well the school principal meets the needs of your school community.
15. Grade how well the district superintendent meets the needs of your school community:
16. Grade the confidence you have in the school to help prepare your child for the future.
17. Grade the orerall quality of the school your child attends.
18. Grade the public schools of the United States as a whole.

19. To what extent do you use the following to get in
the scale below. (Fill in one bubble for each item.)
A) Newspaper/radio/television
B) Student/student's work
C) Parent-teacher communications and conferences
D) School newsletters
E) Parent-teacher organizations (e.g., PTSA)
F) Other adults in community

Very

| Great | Great | Moderate |
| :---: | :---: | :---: |
| Extent | Slight | Not |
| Extent | Extent | Extent |

A) Newspaper/radio/television
B) Student/student's work
C) Parent-teacher communications and conferences
D) School newsletters
E) Parent-teacher organizations (e.g., PTSA)
F) Other adults in community

| 0 | 0 | 0 |
| :--- | :--- | :--- |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | 0 |


| 0 | 0 |
| :--- | :--- |
| 0 | 0 |
| 0 | 0 |
| 0 | 0 |
| 0 | 0 |
| 0 | 0 |

20. To what degree does your child's school attempt to attract parent participation in school affairs?

O A great deal
A fair amount
Not very much
None at all
O No information
23. How much confidence do you have in your child's school to deal with drug abuse?

O A great deal
O A fair amount
O Not very much
O None at all
OIdon't know
24. How much confidence do you have in your child's school to deal with alcohol abuse?

O A great deal
$\bigcirc$ A fair amount
○ Not very much
O None at all
O I don't know
25. What are the major problems with which your child's school must deal?

## Mark all problems that apply:

Lack of proper financial support
O Lack of bus discipline

- Difficulty getting good teachers
$\bigcirc$ Lack of continuity in staff
○ Poor curriculum/ poor standards
Lack of continuity in programs
O Use of drugs
O Drinking/alcoholism
O Crime / vandalism
Control of access to school grounds
- Lack of needed teachers

O Lack of respect for teachers/ other studentsLack of overall discipline
Fighting on school property
Problems with the lunch program
Lack of teacher training in current educational practices
$\bigcirc$
Lack of proper school facilities
Problems with school administration
Need more college preparation courses
Lack of special education programs
$\bigcirc$ Communications problems
$\bigcirc$ Need more programs to increase parental involvement
$\bigcirc$ Lack of parent interest/involvement in school activities
$\bigcirc$
Problems with the military community
$\bigcirc$ Lack of talented and gifted programs
$\bigcirc$ Lack of after-school programs
O Proper instructional materials are not available
Other
None; there are no major problems at my child's school
26. Which of the following statements best describes the bus service at your child's school?

There is no bus service (Go to Question 27.)

Bus service is available, and there are no problems with it (Go to Question 27.)

Bus service is available, but there are problems with it

Mark the problem areas:Safety of students


Driver's ability to speak and understand English
$\bigcirc$ Student behavior
O Reliability of bus schedule Other
27. Which of the following statements best describes the lunch program at your child's school?

No school lunch program
(Go to Question 29.)
O Snack foods
(Go to Question 28.)
O A cold lunch program
(Go to Question 28.)
O A hot lunch program (Go to Question 28.)
28. Grade the following areas of your child's school lunch program.
 balance
B) Preparation of food
C) Cost of lunch
D) Quantity of food
E) Information about program and menus

32. What is the service of your child's sponsor?Army
Navy
O Air Force
O Marine Corps
Coast Guard
My child's sponsor is not a military servicemember

The following background information is needed for reporting sample characteristics.
30. What is the racial background/ancestry or origin of your child?White, not Hispanic/Spanish
Black, not Hispanic/Spanish
Hispanic/Spanish
Asian/Pacific Islander/Filipino
American Indian or Alaskan Native
Biracial (any two above)
Multiracial (any 3 or 4 above)
O Other
31. Which of the following best describes the current work status of your child's sponsor? (Mark only one.)
33. What is the present pay grade of your child's sponsor? (lf both parents/guardians are servicemembers, mark the higher pay grade.)
$\bigcirc$
Enlisted (E1-E4)
$\bigcirc$
Enlisted (E5-E9)Warrant Officer (W1-W4)
Commissioned Officer (01-03)
Commissioned Officer (04-07+)
O My child's sponsor is not a military servicemember
34. How many children do you have attending a DoDDS school?


1 child
$\bigcirc 2$ children
$\bigcirc 3$ children
$\bigcirc 4$ children
O More than 4 children

O Military servicemember
O U.S. government civilian
$\bigcirc$ Private enterprise civilian
O Other
35. Did you complete a 1993 Report Card from DoDDS Parents questionnaire asking parents their views on education topics and schools in DoDDS?

## COMMENTS

The space below is provided to clarify any of your responses or to make any comments regarding your opinions of DoDDS. You may also write additional comments on a separate sheet of paper and return it with this questionnaire. Do not staple the extra sheet to the questionnaire. Write the name of your child's school on any additional sheet(s). This comment sheet will be returned to your child's school principal a few months after reviewing and summarizing the overall comments for the systemwide report.

Mark here if you are using the Comments Section.
Write in the name of your child's school and grade on the lines below.
SCHOOL NAME $\qquad$
CHILD'S GRADE $\qquad$

Please mark the topic(s) you have commented on:
Overall DoDDS System
Curriculum
OTeachers
$\bigcirc$ Principals
O Facilities
Lunch Program
Bus Service
Discipline Issues
Other
Co-Curricular Activities
$\bigcirc$ Other Staff
Lunch Program
O School CommunicationDiscipline Issues
Other

## APPENDIX B

## SAMPLE TWO-PAGE SURVEY FINDINGS REPORT

1995 REPORT CARD FROM DODDS PARENTS
SYSTEMWIDE REPORT

A graat deal
A fair amount
Not very much
None at all
I don't know
Responses


What effect has the downstzing of the milltary had on DoDDS' ability to provide a
quality education for your child?
ホ่ quaity education for your child?
Strong positive effect
Somewhat positive effect
No effoct
Somewhat negotive effect
Strong negative effect
Responses Responses
$\dot{8}$


26a. Which of the following atatements best deacribes the bus service at your chlld's school?
There is no bus service
Bus service is available, no problems
Bus service is available, there are problems
Responses
28b. Do you feel that the following are problems with the bus service at your child's echool?

$\begin{array}{lllll}\text { Safaty of students } & \text { No } & \text { Yes } & \text { Resp }\end{array}$

Driver's ability to speak' and understand English
Student behavior

Reliability of bus schedule
Other
27. Which of the following statements beat describes the lunch program at your child's school?


NCME Annual Meeting, April 9-1l, 1996

(Specific Document)

## I. DOCUMENT IDENTIFICATION:

| Title: |
| :--- |
| Enhancing Parent Involvement in Schools: A Large Scale Parent Survey |
| Author(s): Jill Goldman and Mary Johnson |
| Corporate Source: Department of Defense Education Activity and <br> Caliber Associates; 10530 Rosehaven Street, Suition Date: 400 |
| Fairfax, VA 22030 |

## II. REPRODUCTION RELEASE:

In order to disseminate as widely as possible timely and significant materials of interest to the educational community, documents announced in the monthly abstract journal of the ERIC system. Resources in Education (RIE), are usually made available to users in microfiche, reproduced paper copy, and electronicloplical media, and sold through the ERIC Document Reproduction Service (EDRS) or other ERIC vendors. Credit is given to the source of each document, and, if reproduction release is granted, one of the following notices is affixed to the document.

If permission is granted to reproduce the identified document, please CHECK ONE of the following options and sign the release below.


## Sign Here, Please

Documents will be processed as indicated provided reproduction quality permits. If permission to reproduce is granted. but neither box is checked. documents will be processed at Level 1.

| Signature: $\qquad$ P7ars fohnson | Position: <br> Educator |
| :---: | :---: |
| Printed Name: <br> Mary Johnson | Organization: Dept. of Defense Education Activity |
| Address: <br> 822 Hyde Road <br> Silver Spring, MD 20902 | Telephone Number: (301) 649-1472 |
|  | Date: April 9; 1996 |

# THE CATHOLIC UNIVERSITY OF AMERICA <br> Department of Education, O'Boyle Hall <br> Washington, DC 20064 <br> 202 319-5120 

March 12, 1996
Dear NCME Presenter,
Congratulations on being a presenter at NCME ${ }^{1}$. The ERIC Clearinghouse on Assessment and Evaluation invites you to contribute to the ERIC database by providing us with a written copy of your presentation.

Abstracts of papers accepted by ERIC appear in Resources in Education (RIE) and are announced to over 5,000 organizations. The inclusion of your work makes it readily available to other researchers, provides a permanent archive, and enhances the quality of RIE. Abstracts of your contribution will be accessible through the printed and electronic versions of RIE. The paper will be available through the microfiche collections that are housed at libraries around the world and through the ERIC Document Reproduction Service.

We are gathering all the papers from the NCME Conference. You will be notified if your paper meets ERIC's criteria for inclusion in RIE: contribution to education, timeliness, relevance, methodology, effectiveness of presentation, and reproduction quality.

Please sign the Reproduction Release Form on the back of this letter and include it with two copies of your paper. The Release Form gives ERIC permission to make and distribute copies of your paper. It does not preclude you from publishing your work. You can drop off the copies of your paper and Reproduction Release Form at the ERIC booth (23) or mail to our attention at the address below. Please feel free to copy the form for future or additional submissions.

Mail to:
NCME 1996/ERIC Acquisitions
O'Boyle Hall, Room 210
The Catholic University of America
Washington, DC 20064
This year ERIC/AE is making a Searchable Conference Program available on the NCME web page (http://www.assessqlent.iupui.edu/ncme/ncme.html). Check it out!


Lawrence M. Rudner, PhD.
Director, ERIC/AE
${ }^{1}$ If you are an NCME chair or discussant, please save this form for future use.

