National PTA | **SCHOOL OF EXCELLENCE**

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Excellence Lesson

Step #2 Overview:
Analyzing Community Feedback

Hello and thank you for your hard work in the School of Excellence program thus far! We are excited to see all you accomplish through the program and provide support along the way. In this video, we will learn a little more about the second half of Step 2: Gathering Community Feedback.

So far, you have deployed one (both!) of the required community feedback methods and questions to gather insights around family engagement trends in your community. Now, it is time to review what you collected!

Why gather community feedback?

The goal of your feedback analysis is to create a snapshot view

- of the general family-school partnerships trends in your community
- aligned to PTA's National Standards for Family-School Partnerships

The goal of your data analysis is to create a snapshot into the family-school partnerships trends in your community generally and, more specifically, aligned to PTA's National Standards for Family-School Partnerships. Based on what you uncover, you will create and implement your Excellence Action Plan throughout the rest of the school year.

Additionally, the information you uncover through your analysis will be what you report back to National PTA through the Community Feedback Form by the deadline – November 15. You are required to complete

this form in order to move forward in the program, so the more you make out of your analysis the easier time you will have when you complete the form.

As a reminder, the purpose of the program is to align your work to these best practices. This is what makes School of Excellence most impactful to PTAs, it provides early direction that can be weaved into your work from the beginning, rather than retroactively applied. By doing the work with intention and focus on best practice, you will take what your PTA is already doing and make it better!

So, your analysis should specifically seek to find at least (1) Standard and Goal that has the most opportunity for improvement in your community. To

support you in analyzing your data, in the next few slides, I will discuss analyzing the community feedback you gather –

The way you gather community feedback – survey or listening session – will inform the way you analyze your results. However, there are several items that are helpful across both methods.

First, before your analysis, name your goals and what you want to learn from the data you collected. For the purpose of the School of Excellence program, these will at least be the Standard and Goal you will focus on in the program, the Focus Area you will choose and your Initial Goal.

Next, we also recommend conducting a SWOT (Strengths, Weaknesses, Opportunities, & Threats) Analysis.
Finally, as you go along, when something surprises you – whether pleasantly or not so pleasantly – take the time to explore why you are surprised. What made you think things in your community were worse or better? Is there some group you missed in your community feedback efforts that may have caused the results to be this way? By exploring those surprises, you can uncover gaps in your results that may lead you to new areas of opportunity or success that you can dig into to take your Excellence Plan to the next level.

Let's look at analyzing the results if you used the survey.

Analyzing Your Community Feedback
Survey Method

- **Begin by** tallying your results to find the response rate for each survey question.
- Find the questions with **the most positive and second most positive responses**
  - If you know where you are doing well, you can use that success to support other work
- Find the questions with the **least positive and second least positive responses**
  - Take special note of the National Standard and Goal for the questions, these are potential places to focus your action plan

Begin broadly, by tallying your results to find the response rate for each survey question. This means finding how many responses were "Always," "Frequently," and so. This will reveal general trends that you can use to uncover areas of opportunity.

As part of this broad analysis look for and take note of questions that have the most positive responses, including the second most positive. Knowing where you are doing well can help you find ways to invest your strengths to improve areas where you're not doing so well. Similarly, look for and take note of questions that have the least positive, including the second least positive.

We recommend finding the second highest response for each question, so that if you results are overwhelmingly positive, you'll have a starting point for finding a place to focus in your work. For example, if the highest response for one question is "Always," but the second highest is "Unknown," that shows a gap in knowledge and understanding of the resources in your community.

After analyzing general trends, focus on uncovering trends related to each of PTAs National Standards, especially related to those that have the least positive responses. These are areas of opportunity for your community and potential places to focus your work in the program. For example, if the questions aligned to Standard 5 overall have fewer positive responses, compared to questions for other Standards, that is likely an indicator that your action plan should focus on Standard 5.

Slide 5 cont.

Analyzing Your Community Feedback
Listening Session Method

- **Begin by** cleaning and organization the notes and information from the session to ensure they are accurate and easy to reference
- **Review the notes and information** from the listening session to find key words and/or topics that were popular or came up often
  - Use buckets that you can group responses and use to find overall trends
- **Outline the trends as strengths and weaknesses**, specifically related to the National Standards

Once you have facilitated listening sessions, you will want to organize the information and notes taken from the session to ensure your conversations as an Excellence Team can be thorough.

You don't need to be a statistics expert to conduct data analysis. Review your notes from the listening session and identify key themes, recurring trends in feedback, and persistent areas for concern. Begin reflecting on what everyone heard, note similarities and differences between people's take aways and outline strong themes that jumped out in your reflection.

Once you have your theme and trends placed into buckets, you will want to further group them into strengths and weakness, especially related to the National Standards and Goals. This is how you will narrow down where you will focus in the program. Ultimately, you may find there is feedback that may not necessarily align. Maintain note of those items as they may be useful down the road in your planning.

Analyzing Your Community Feedback
Final Items to Consider

Consider Additional Information and Question Assumptions
Understanding details not found in your community feedback data, can help you understand potential gaps in the information you collected
- What was the demographic background of attendees? What was their relation to the PTA or school?

Include Asset Mapping In Your Community Feedback Analysis
Identify your available assets and gaps, which will later inform your Excellence action plan and how you achieve your goals
- Consider the trends your found, what materials/supports exist in those areas already? What is missing?

In your reflection, question any assumptions you may be making and ground your takeaways in the feedback you received from families. Similarly, you will want to outline additional considerations, especially those who attended the session. This can reveal gaps in the information you collected and hopefully inform your planning in the program to incorporate those folks.

This means, for example, thinking about
•who all attended and who didn't – how will that impact your data?
•if findings differ for some groups – for example, PTA members vs. non-PTA members
•the demographics of the individuals you spoke to (e.g., think about age, race, religions, sexual orientation, gender, etc.).

Lastly, after analyzing your data and comparing it to your goals, identify your available assets and gaps, which will further inform the needs of your community. (i.e., What resources do you currently have available that fills the needs of some survey respondents and what resources are needed to be created to fill community desires to make greater impact). - This is called asset mapping!

Thanks for checking out this Excellence Lesson discussing Step #2: Gather Community Feedback. Today we covered:

- Analyzing your community feedback and ways to approach analyzing survey feedback and/or listening session feedback

- Tips and considerations to help you develop impactful action plans and goals in the program

Stay tuned in the coming weeks for more information on Step #2, specifically choosing your Focus Area. But in the interim, if you have any questions, be sure to email us at Excellence@PTA.org for any questions. We are here to help! Good luck - Bye!