



**SCHOOL OF
EXCELLENCE**

everychild.one voice.®

**Excellence Chat IV
Completing Step #3 and Preparing for Step #4**

Tuesday, March 19, 2024

Today we'll go over the final program steps – Step #3- Redeploying the final survey, Step # 4- Completing the Community Impact Form, and we will lightly touch on Step #5: Celebrating your Excellence!

Considerations for Checking Back With Your Community in Step #3

- **Use at least the same set of required community feedback questions**
 - This ensures 1:1 comparison between both sets of feedback
 - Add questions to gather specific information on your progress
- **Reach out to your entire school community - aim to maintain positive responses and increase number of responses collected**
 - No minimum number of responses but more responses shows impact and engagement
- **Provide guiding context around the program and the survey to inform responses**
 - Present during a PTA meeting or upcoming event
 - Download and customize the survey addendum in the Excellence Toolkit.

So, what's happening now? Right now in the program your Excellence Team is should begin focusing on a critical portion of Step #3, in which your PTA is once again gathering community feedback to evaluate your progress over the school year. The results and your takeaways will be used in completing Step #4: the community impact form.

As you know, National PTA has provided a required community feedback questions that align to each of the six National Standards for Family-School Partnerships and the goals outlined for each Standard. You are required to use the survey questions as provided by National PTA. Additionally, in gathering community feedback in Step #3, your paramount concern is collecting results that reflect your PTA's efforts in creating and implementing your Excellence Action Plan based on your survey results from Step #2. As such, you will need to use the same questions you collected in the fall to understand your progress.

Be sure to reach out to your entire school community including families, administrators, teachers. Remember, there is no minimum number of survey responses required but your PTA should be able to speak to the number of responses collected for the final survey and compare them to the initial survey. The aim to grow the number of responses from those collected at the start of the school year and to collect as many responses as possible. More results will help to show your impact and tell your story. This in and of itself will show an increase in engagement.

It is highly recommended that you provide guiding context around the program and the survey to inform the responses you collect. This will also help with receiving more responses as people will feel more comfortable responding to a survey when they know their responses are being put to good use. You can provide context in a bunch of different ways. For example, you could launch your efforts to gather feedback in a PTA meeting or event and present on your work in the program and how people can provide feedback. Download and customize the survey addendum in the Excellence Toolkit to guide your work!

Methods for Gathering Feedback

We highly recommend using, in some way, the same method from Step #2 for comparative results.

Host a Listening Session

- **Benefits—**
 - Community building through meaningful conversations
 - Limits survey fatigue
- **Considerations—**
 - When/where influences attendance and inclusion
 - Each session requires a facilitator and a note taker

Deploy a Survey

- **Benefits—**
 - Allows for more private and potentially accurate responses
 - Larger reach in community
 - Ability to analyze numbers to
- **Considerations—**
 - Survey fatigue
 - Fewer in-depth details and perspectives

Stay tuned for Excellence Lesson 8 for more details and tips!

As you know, National PTA provides two methods for gathering feedback from your community – deploying a Community Feedback Survey and conducting a Community Feedback Listening Session. On the screen there are a few benefits and considerations to keep in mind as you discuss your survey method with your Excellence Team. For example, considering survey fatigue and what other school-based surveys you might be competing against. These details and more will be further explored in Excellence Lesson 8, which we will share in an upcoming Newsletter. In the interim, we wanted to raise one important element around how you collect feedback in Step #3.

It is highly recommended that you use the same method you used in the fall to collect a substantial portion of your responses to help you in gathering comparative results. For example, if your PTA use only listening sessions in the Fall, you will want to do the same to ask the same discussion prompts that National PTA requires. However, if you'd like to diversify your responses this time around you can also deploy one of the required sets of survey questions in case you want to expand your outreach.

Similarly, if you used a survey in the Fall you would use surveys once again and use the same question set – either Goal 1 or Goal 2. If your PTA deployed the full set of 52 questions in the Fall, you are welcome to select only (1) set of questions to deploy in the Spring if the smaller set is easier for your community and especially if they are relevant to your PTA's Excellence Action Plan. However, you will need to use the full set of either Goal 1 or Goal 2 questions – you cannot pick and choose.

Again, in the coming weeks we will provide more details, tips, trick and advice in our upcoming Excellence Lesson and the Toolkit. Stay tuned and, as always, don't forget to email Excellence@PTA.org with any questions.

Previewing the Community Impact Form

Form available later this spring in the Excellence Toolkit.

Two major, and highly considered, components:

1. Confirm community feedback gathered in Step #3

- Share how many you engaged and the method(s) you employed.
- Verify you used the required questions and methods.
- Summarize three key findings (e.g., respondent demographics, key themes or patterns) from your results.

To complete the School of Excellence program and remain in consideration for the designation, you will submit your Community Impact Form in the program platform by June 15 by 11:59 PM PST. The form will be available later in the spring. But we wanted to preview the requirement as it can help inform your remaining work in the program, including wrapping your Excellence Action Plan and gathering community feedback.

The Community Impact Form has 2 main requirements:

1. Confirm your community feedback gathered in Step #3: Share how many you engaged and the method(s) you employed. While, again there is no minimum, you are required to report (in a whole number) how many folks you surveyed, you will reflect on this information in the Community Impact Form.
 - Verify you used the required questions and methods, just as you did in Step #2, by sharing your results
 - Summarize three key findings (e.g., respondent demographics, key themes or patterns) from your results. Consider things like
 - the demographics of respondents (e.g., think about age, race, religions, sexual orientation, gender, etc.). Where there certain groups missing from your sample that were included in your feedback from Step #2? Or vice verse? How might that have influenced your results?
 - key themes that emerged in your community feedback around respondent's perceptions on family-school partnerships at your school? Are there any new trends from the fall? Is there marked improvement in the areas you expected?

Previewing the Community Impact Form

Form available later this spring in the Excellence Toolkit.

Two major, and highly considered, components:

2. Highlight your action plan and program success

- Explain how you used the community feedback from Step #2.
- Identify and elaborate on how you incorporated at least one of the National into your efforts.
- Providing measurable outcomes that reflect the work you did.
- Sustaining your efforts and setting a new goal.

To complete the School of Excellence program and remain in consideration for the designation, you will submit your Community Impact Form in the program platform by June 15 by 11:59 PM PST. The form will be available later in the spring. But we wanted to preview the requirement as it can help inform your remaining work in the program, including wrapping your Excellence Action Plan and gathering community feedback.

The Community Impact Form has 2 main requirements:

2. Highlight your action plan and program accomplishments: This is your opportunity to share what you've done to enhance your community's approach within your selected Standard/s and focus areas you selected, and demonstrate the impact you've made. More specifically, you will

- Explain how you used the community feedback from Step #2.
- Identify and elaborate on how you incorporated at least one of the National into your efforts.
- Providing measurable outcomes that reflect the work you did.
- Outline how your PTA intends to continue your work or a new goal you've set based on your feedback from Step #3 and progress in the program. The School of Excellence program is designed to build the work upon itself, and we hope that your efforts will continue/grow next year and beyond.



Discussion

- Collaborate on gathering feedback in Step #3
- Brainstorm for the Community Impact Form in Step #4

Previewing the Community Impact Form in Step #4

- Explain how you used the community feedback you gathered in Step #2 to inform your work. Focus on the positive and highlight the work that shows off your greatest accomplishments in the program.
- Identify and elaborate on how you incorporated at least one of the National Standards for Family-School Partnerships into your efforts. Be specific and provide examples that share the transformative work you did.
- Provide measurable outcomes that reflect the work you did in the program. Consider quotes, metrics, performance indicators and similar that contextualize and provide evidence of your successes in the program.
- Outline how you will maintain your efforts from this year and set a new family engagement goal. Consider if your PTA will continue focusing on the same area(s) you did this year or if you will set a new goal moving forward.

**National
PTA[®]**



**SCHOOL OF
EXCELLENCE**

everychild.one voice.[®]

THANK YOU FOR JOINING

Email Excellence@PTA.org

Email us at Excellence@PTA.org with any questions along the way. We can't wait to see your Community Impact Forms!