

Budget Shortfall Surveys & Other Innovative Solutions for Superintendents

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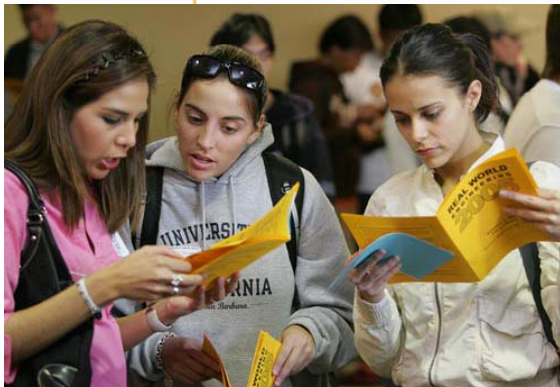


Your Constituency



{teachers,
principals and
staff}

{students}



{community}



Decisions
Communication



{parents}

On-going Innovation



Decisions



D³

Communication



D²-C

The Challenge: Budget Shortfall



School districts will feel budget pinch

Governor proposes to cut aid

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[Michele McClintick](#)

LANCASTER, N.Y. (WIVB) - Some very painful decisions await school districts in western New York. They are all expected to see their state funding slashed dramatically. And Monday night, taxpayers in one town told school leaders where those cuts should come.

Edward Myszka said, "My goal as superintendent is to maintain our current programs."

But Lancaster School Superintendent Edward Myszka admits that's going to be difficult now. Under Governor



Manage program spending/size within
the reduced budgets

Opportunity?



- #1: Identify and weed out inefficiencies.
- #2: Be a consultative leader.
- #3: Build solidarity by rallying everyone around this common challenge.



- Survey #1: [Community Consult Survey](#)
How do you feel about cuts in each of the following areas?
- Survey #2: [Efficient Schools Survey](#)
Ask everyone for their creative suggestions for further savings

Budget Shortfall Surveys



1. Survey of {teachers, principals, staff, students, parents, community}
2. Survey via {email, website, paper, phone}
3. Surveys customized to match exact district needs
4. Managed by third party for candid feedback
5. Real-time report access
6. Results: {informed decisions, educate about challenge of budget cuts, build solidarity}

Common Perceptions on Surveys



- Boring
- Nice-to-have, rarely need-to-have
- Non-strategic (do they ever make a difference?)
- Expensive
- Not easy to do

Surveying (if you want to do it right) is Not Easy



- Content: How do I ensure my survey:
 - Will answer my questions? (ask the right Q's)?
 - Is bias-free (age/grade/education-level)-appropriate?
 - Doesn't offend *anyone*?
 - Doesn't become a PR fiasco for my District?
- Expertise and Best Practices:
 - Length of survey
 - Day/time, time of year to launch, how many /year?
 - Email, paper, phone, all of the above?

Final Product: Data or Insight?



OR



Making Surveys Valuable



1. A survey must provide clear understanding of the target audience's perception on the issue at hand.
2. Such understanding should fill critical data gaps and facilitate better decision-making.
3. A survey must communicate with and educate survey participants.
4. Surveys build and perpetuate a culture of listening and a culture of trust.
5. Survey logistics should not be your headache.

Survey Areas



1. Cyber-bullying and overall safety
2. School strategic plan
3. Bond referendum
4. Identification of highly qualified teachers
5. First-year teacher engagement tracking
6. Staff exit surveys
7. School climate
8. Professional development and title



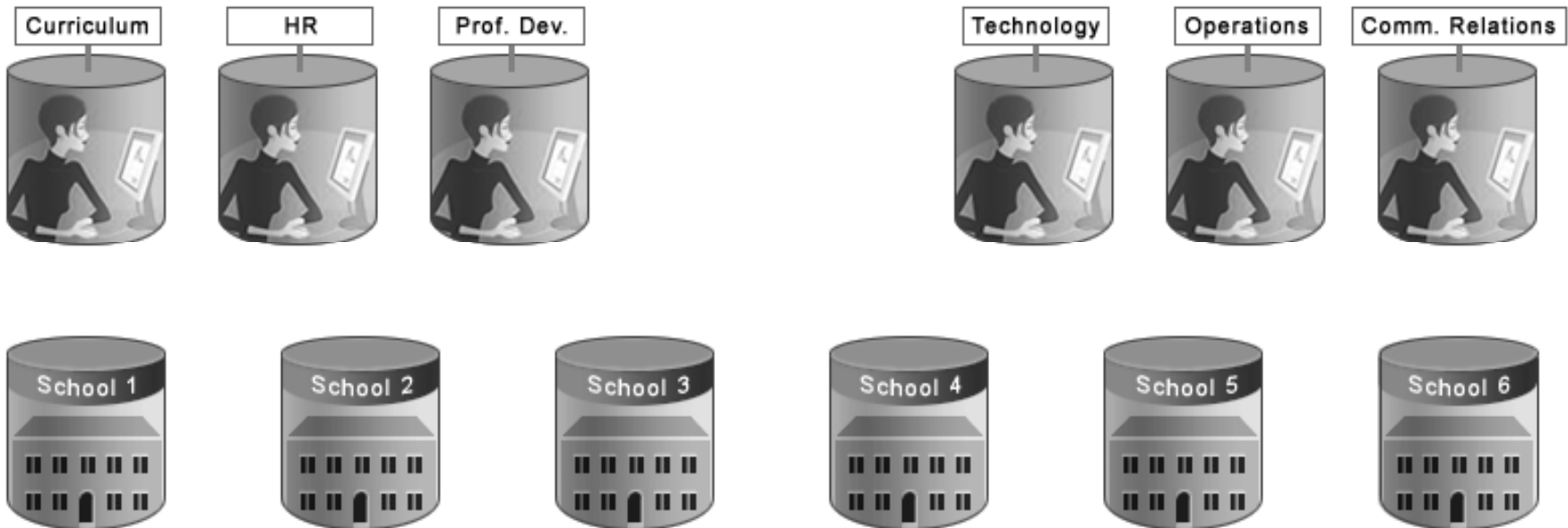
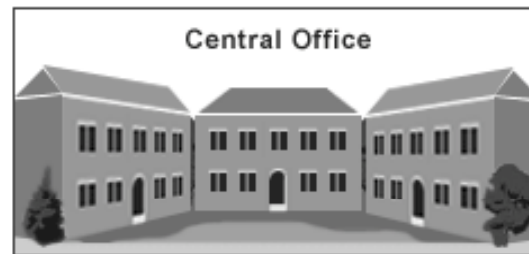
“...four general themes within the role (of Superintendent):

- ✓ change as a constant,
- ✓ human relations as essential
- ✓ skillful management of resources as a priority
- ✓ personal and professional well-being as a need.”

(From NYSCOSS' *Pathway to Superintendency Workshop*)

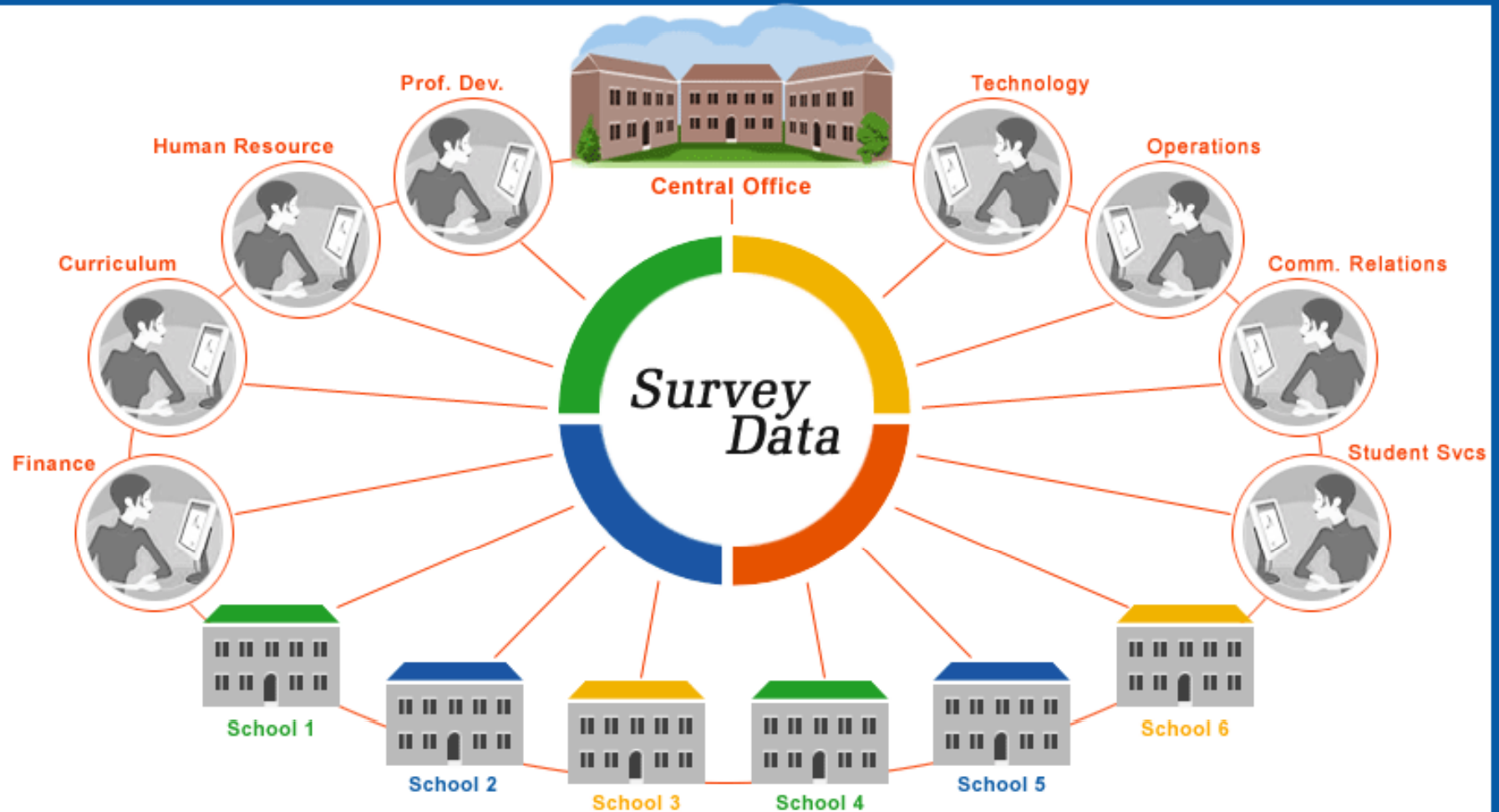
Silo vs. Systemic Surveying

Without a **districtwide survey strategy** every department and school makes up its own



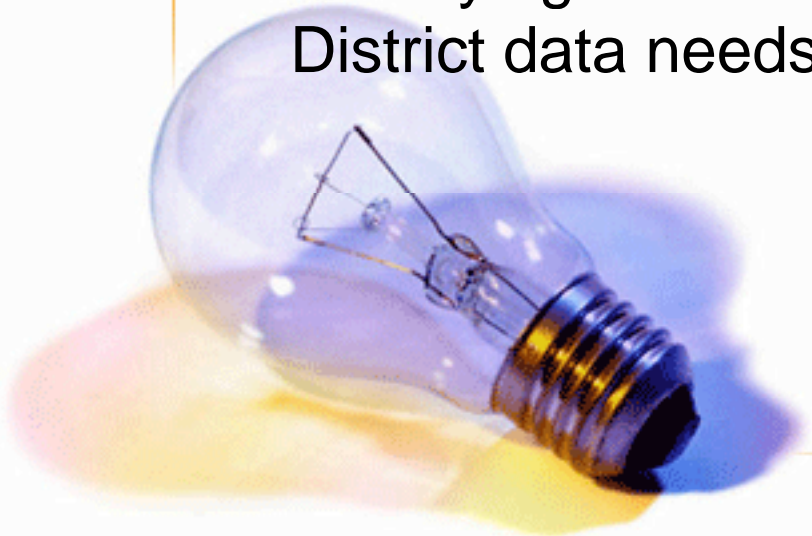
Silo vs. Systemic Surveying

K12 Insight's experts help formulate a districtwide strategy on surveys



Benefits of Systemic Surveying

1. Year-over-year trends
2. Survey calendar to avoid ad-hoc survey
3. Data silos must be avoided:
 - No visibility/control/accountability
 - Can't be shared, lost when “owner” leaves
4. Surveying as a strategic activity aligned with District data needs and survey Best Practices



Questions?



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<http://k12insight.com/k12-budget-shortfall-surveys.html>

[High Impact Surveys for America's Public Schools](#)