

Speak Up 2015  
State Data  
Communication Officers

State: IN

Results based on 10 survey(s).

*Note: Survey responses are based upon the number of individuals that responded to the specific question.*

**1 Which of these titles best represent your responsibilities within the district? Or share with us your actual title!**

Response	# of Responses	% of Responses	National %
Associate/Assistant Superintendent for Communications	1	12%	2%
Associate/Assistant Superintendent for Marketing	0	0%	0%
Associate/Assistant Superintendent for Community Relations & Engagement	0	0%	1%
Associate/Assistant Superintendent for Community Engagement	0	0%	0%
Director of Communications / Chief Communications Officer	3	37%	36%
Director of Social Media	1	12%	1%
Director of Public Relations	0	0%	8%
Public Information Officer	0	0%	10%
Communications Specialist	0	0%	10%
Media Relations Specialist	0	0%	0%
Other	3	37%	32%

**2 As a district leader you are faced with many challenges. Which of the following qualify as your top challenges - the ones most likely to "wake you up" in the middle of the night? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Adequate funding	2	25%	39%
Adequate technology to support communications goals (e.g. websites, mobile app, mass notification tools, social media management)	1	12%	23%
Adopting new communication technology tools such as with social media	2	25%	25%
Combating negative attacks on public education	5	62%	45%
Communications with parents	2	25%	38%
Crisis communications – getting correct information out quickly or message management and response	4	50%	50%
Developing media skills within the administrative ranks	1	12%	21%
High school graduation rates	0	0%	7%
Lack of proactivity in strategic communication	2	25%	28%
Managing media relationships	2	25%	15%
Reaching the right audiences with the right communications channels	3	37%	35%
Recruitment and retention of highly qualified teachers	3	37%	15%
School safety	4	50%	29%
Serving diverse student populations	1	12%	24%

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Sharing information about state or standardized testing and student achievement results	3	37%	7%
Staff morale/motivation	5	62%	39%
Student access to technology and the Internet outside of school	1	12%	10%

**3 Which of these mobile devices do you have for your own use? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Cell phone without Internet	1	12%	7%
Smartphone with Internet (e.g. iPhone, Samsung Galaxy)	7	87%	94%
Laptop	6	75%	84%
2-in-1 laptop (a laptop that can turn into a tablet)	4	50%	10%
Web-based laptop (e.g. Chromebook)	1	12%	10%
Tablet (e.g. iPad)	5	62%	68%
Digital reader (e.g. Kindle, Nook)	2	25%	22%
Smartwatch (e.g. Apple watch, Android Wear)	0	0%	4%

**4 How would you rate your technology skills?**

Response	# of Responses	% of Responses	National %
Advanced - My skills are more advanced than most adults I know	5	62%	59%
Average - My skills are similar to those of the adults I know	3	37%	40%
Beginner - I'm just learning to use technology tools	0	0%	1%

**Besides having strong subject area knowledge (e.g. English, math, science, history) which of these**

**5 college and workplace skills do you think are most important for students to learn to be successful in the future? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Ability to communicate in more than one language	0	0%	37%
Ability to learn new skills independently	7	87%	74%
Ability to work with a diverse group of people	6	75%	81%
Appreciation of the arts	1	12%	24%
Awareness of global issues	5	62%	50%
Being creative and "thinking outside of the box"	5	62%	70%
Critical thinking and problem solving skills	7	87%	90%
Effective communications through public speaking	3	37%	57%
Effective communications through writing	8	100%	75%
Financial literacy - understanding personal finances	6	75%	58%
Information and media literacy skills	2	25%	38%
Leadership skills	3	37%	60%
Research skills	5	62%	43%
Teamwork and collaboration skills	7	87%	80%
Technology skills	7	87%	67%
Understanding of civics and community responsibilities	3	37%	47%
Other	1	12%	4%

**6 Based upon your response to the question above, what do you think is the best way for today's youth to acquire these skills? (Check all that apply)**

Response	# of Responses	% of Responses	National %
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Conduct scientific experiments or research projects	2	22%	27%
Gain work experience through a job, internship, or volunteering	8	89%	86%
Keep updated on global current affairs	2	22%	33%
Learn an additional language	0	0%	31%
Participate in a team sport or academic group	8	89%	59%
Participate in after school or summer academic programs	5	56%	42%
Participate in school leadership opportunities	5	56%	77%
Pursue artistic and/or performance interests	1	11%	32%
Pursue public speaking opportunities through clubs or volunteer activities	3	33%	50%
Take a coding or programming class	1	11%	25%
Take a special course to improve technology skills	3	33%	33%
Take advanced science or math classes	4	44%	33%
Take fully online or virtual courses	1	11%	12%
Take pre-professional or vocational classes	3	33%	38%
Use technology outside of school to pursue academic interests	6	67%	56%
Use technology within his/her classes	5	56%	71%
Work on group projects in class	7	78%	61%
Other	1	11%	5%

**7 Which of these methods do you think are the most effective for helping your district reach its goals for communications? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Automated phone messages about student's academic performance (audience dependent)	3	33%	25%
Automated phone messages about student's attendance	5	56%	31%
Broadcast or announcement messages to student's home or parents' email	8	89%	58%
Class blogs	1	11%	23%
Face-to-face meetings	6	67%	74%
Hard copy flyers or newsletters that are sent home with the student or mailed to their home	1	11%	25%
Listserv messages or newsletters	1	11%	29%
Local newspaper or public TV announcements	6	67%	36%
Mobile app	3	33%	49%
Parent association meetings	4	44%	38%
Personal emails	4	44%	59%
Personal phone calls	5	56%	55%
School blog postings	3	33%	25%
School, classroom, or district informational website	9	100%	74%
School or district Facebook account	6	67%	76%
School portal that includes information on grades and assignments	7	78%	68%
Skype, iChat, or Google hangouts for teacher-parent meetings	1	11%	17%
Text message to parent mobile device	5	56%	64%
Use Twitter to send updates	4	44%	48%

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Other	1	11%	6%
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**8 Are you providing information to parents about any of these topics?**

Response	# of Responses	% of Responses	National %
Apps or software that could help students with learning at home	3	33%	48%
Availability of online classes for students	5	56%	33%
Different types of classroom models that are being implemented	5	56%	40%
Federal government policies for education	1	11%	25%
How data about students collected through digital products is being used and protected	1	11%	23%
How parents and teachers can work together to improve learning opportunities for my child	3	33%	65%
Internet safety	5	56%	68%
New curriculum standards	5	56%	63%
Online state and standardized testing	6	67%	63%
School performance data and ranking compared to other schools	7	78%	63%
State government programs and funding changes	4	44%	35%
Teacher hiring and evaluation systems	2	22%	17%
Technology in use at school	5	56%	75%
Types of workplace skills students could learn at school	3	33%	40%
What technology parents should have at home to help their child succeed in school	2	22%	24%
Other	0	0%	5%

**9 What are the primary audiences that you are addressing with your communications strategies? (Check all that apply)**

Response	# of Responses	% of Responses	National %
After school providers	1	11%	14%
Alumni of your schools	5	56%	37%
Business leaders	6	67%	59%
Business partners and program sponsors	5	56%	58%
Civic leaders	6	67%	59%
Former employees	1	11%	15%
Informal education institutions in the community	1	11%	13%
Parents of children who are too young to attend now	4	44%	48%
Parents of students who have graduated from our school	3	33%	34%
Parents of school-aged children	9	100%	93%
School board members	8	89%	68%
Senior citizens in the community	3	33%	45%
Students	7	78%	80%
Teachers	8	89%	86%
Voters	4	44%	56%

**10 What percentage of your time is spent on communications and public relations responsibilities? (Select the closest approximation)**

Response	# of Responses	% of Responses	National %
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Less than 25%	2	22%	7%
25%	1	11%	9%
50%	0	0%	16%
75%	2	22%	31%
100%	4	44%	37%

**11 What challenges do you face addressing the communications goals within your district?**

Response	# of Responses	% of Responses	National %
Culture of political divisiveness	2	22%	30%
Entrenched negative viewpoints on the district's performance	4	44%	28%
Fear of the use of social media	2	22%	27%
Funding to support communications initiatives	5	56%	43%
Lack of comfort with how to use social media and digital tools effectively	2	22%	26%
Lack of district vision or changing priorities for communications	2	22%	25%
Lack of information about impact of our communications efforts	3	33%	34%
Lack of information about what tools are most effective with our audiences	1	11%	27%
Lack of understanding about effective communication strategies	0	0%	23%
Language barriers within community audiences	1	11%	30%
Leadership changes	3	33%	22%
Leadership style prevents authentic transparency	0	0%	18%
Limited Internet and cell phone coverage in our community	0	0%	15%
Limited specialization of staff to launch and maintain communications vehicles	5	56%	31%
Not all families or parents have access to the Internet	8	89%	54%
Pressure to keep the social media sites vibrant and updated	5	56%	28%
Wide geography with diverse community goals	0	0%	15%
Other	4	44%	14%

**12 What are your priorities for your communications efforts this year? (Check all that apply)**

Response	# of Responses	% of Responses	National %
Build or enhance district brand/reputation	5	56%	69%
Building trust and confidence in our local schools	5	56%	64%
Communicate expectations regarding results from new standardized tests	1	11%	19%
Develop stronger relationships with traditional and social media representatives	2	22%	25%
Educate community about key issues in the education sector today	3	33%	39%
Enhance collaborative opportunities with community partners	2	22%	53%
Establish connections with community groups	4	44%	40%
Increase awareness of the district in the public eye	7	78%	55%
Increase parental knowledge about school and district policies and programs	7	78%	50%
Increase stakeholder engagement	6	67%	62%

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Manage or dispel “bad news” about the district	6	67%	44%
Prepare community for an upcoming bond or parcel tax vote	1	11%	24%
Provide training to staff about effective communications	3	33%	32%
Share “good news” about school and district success stories	8	89%	81%
Other	2	22%	7%

**13 Thinking about all of the communications vehicles you use to address district goals, what percentage of your outbound communications pieces are digital or online (versus only available in print formats)?**

Response	# of Responses	% of Responses	National %
Less than 25%	0	0%	4%
25%	0	0%	6%
50%	2	22%	17%
75%	4	44%	58%
100%	3	33%	15%

**15 Gender**

Response	# of Responses	% of Responses	National %
Female	6	67%	76%
Male	2	22%	19%
Decline to state	1	11%	5%

**16 At the end of this school year, how many years of leadership/administrative experience will you have?**

Response	# of Responses	% of Responses	National %
This is my first year	1	11%	2%
1 to 3	0	0%	15%
4 to 10	1	11%	28%
11 to 15	1	11%	19%
16+	6	67%	36%

**17 Race or Cultural Identity**

Response	# of Responses	% of Responses	National %
American Indian/Alaskan Native	0	0%	0%
Asian	0	0%	2%
Black/African-American	0	0%	5%
Caucasian/White (non-Hispanic)	7	87%	81%
Hispanic/Latino	0	0%	6%
Native Hawaiian/Other Pacific Islander	0	0%	0%
Decline to state	1	12%	6%
Other	0	0%	0%

**18 What is your highest level of educational attainment?**

Response	# of Responses	% of Responses	National %
Associate degree	0	0%	2%
Bachelor's degree	4	44%	54%
Master's degree in education	2	22%	11%

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Master's degree in an area other than education	2	22%	22%
Doctorate degree (Ed.D., Ph.D.)	0	0%	4%
Other	2	22%	11%

**19 Are you a member of NSPRA?**

Response	# of Responses	% of Responses	National %
Yes	4	44%	46%
No	5	56%	54%

**20 Are you a member of a NSPRA state chapter?**

Response	# of Responses	% of Responses	National %
Yes	3	37%	61%
No	5	62%	39%