



# Lake Shore

## Central School District

### NEWS & Notes Reader Survey January 2022

Sixty-four people, about 13.4% of LSCSD employees, responded to the recent survey about News & Notes (N&N).

Of those respondents, 96.8% said they read N&N usually (35.9%/23) or all of the time (60.9%/39) time and 3.1% (17) said they read it occasionally.

Most respondents, 43.8% (28) said they prefer the new N&N format showing just one photo and a small amount of text with a READ MORE hotlink to see the full article and more photos. The traditional N&N, with the full article and photos within the pages, was preferred by 17.2% (11), and 39.1% (25) had no opinion.

When asked about the frequency of N&N, 56.3% (36) said they like to see it every two weeks (after every Board of Education meeting), 25% (16) said they would like a monthly N&N, 7.8% (5) wanted a weekly N&N, and 10.9% (7) had no opinion.

What they read in N&N:

Superintendent's Message	85.9% (55)
BOE Personnel Actions	76.6% (49)
Reports Given at BOE Meetings	51.6% (33)
Photos/Articles About Students	87.5% (56)
Photos/Articles About Staff	84.4% (54)
Info About Upcoming Events	87.5% (56)
Info About the Capital Project	59.4% (38)
OTHER	7.8% (5)

57.8% (37) of respondents said they use the hotlinks in N&N some of the time, 32.8% (21) don't use them at all, and 9.4% (6) said they use them all of the time.

When asked about the number of photos in N&N, 62.5% (40) said the number was just right, 10.9% (7) wanted to see more, and 26.6% (17) had no opinion.

Regarding article length, 51.6% (33) said it was just right, 29.7% (19) said there was a good mix of long and short articles, 17.2% (11) had no opinion, and 1.6% (1) said the articles were too long.

When asked what they liked best about N&N, comments included:

“Photos of students and activities from other buildings and keeping up to date on district happenings.”

“It can be easy to tunnel vision your class/school.”

“(It) keeps us connected as staff. Highlights people doing an awesome job, which is motivating and inspiring.”

Suggestions for improvement included focusing on student learning and useful tips for staff and community, encouraging more people to submit information, and adding a spot for upcoming events.

“We all need to see the good in a very stressful time,” one respondent declared.

### **What do you like best about News & Notes? 38 responses**

- the photos of students and their activities from various buildings
- The Board of Ed meeting notes
- Short summary picture and link to more! Also the board news in the first column
- It's nice to see and hear what is going on in our schools.
- I like to see what is going on within other buildings.
- District wide information. It can be easy to tunnel vision on your class/school
- I like the new layout!
- Keeps me in the loop
- I enjoy seeing what is being done in other school buildings and keeping up to date with district wide happenings.
- I like hearing about what is happening in other district buildings. It helps me to stay connected.
- I like all the pictures
- I think seeing highlights from The entire districts. It's nice to be informed what is going on.
- Knowing what is going on in the district and with my other colleagues!
- Hearing about new and exciting things going on in our district
- The updates that support staff doesn't hear or see about
- Great way to Inform staff of things that are happening in other buildings, keeps us connected as staff. Highlights people doing an awesome job, which is motivating and inspiring
- That it updates us on things going on, we may not know about otherwise.
- It keeps me updated on the district. It keeps us in the loop on what's happening.
- Pictures and Superintendent's Message
- Events happening at schools
- Lets you know what is going on in other parts of the district.
- The ability to get a snapshot of happenings around the district.
- It's a good way for me to keep up to date on what's happening across the district and not just in my building.
- It's keep me up to date on happenings around the district.

- I love the pictures and little articles about things students are doing in our schools and the capital project updates.
- Photos of great things going on in the district
- nice summary
- I like to see what's going on in the other buildings.
- informative
- The communication is so important - it keeps us all on the same page.
- General information
- It is a consistent form of communication from the district
- Seeing what is happening across the district
- It's information from top to bottom on our district
- keeps us updated on ALL things in the district
- general district updates
- It opens my eyes to what is going on around the district.
- I like communication from the district office and knowing what is going on within the district on a faculty level.

### What would you suggest to improve News & Notes? 19 responses

- Nothing
- I like the idea of sharing good news.
- Don't be afraid to make it longer if you have more to share. I really like to see what colleagues and students are doing!
- no suggestions at this time
- I enjoyed the new format. Weekly emails from the new superintendent (which are awesome) allow for more concise News & Notes issues.
- Honestly I can't think of anything.
- Maybe once a month. When it's too frequent it's not read as much
- Focus on student learning and useful tips for staff and community
- Submissions seems to be from the same people maybe ask for updates so people feel they can submit.
- Maybe featuring a building in the district each month. I know that we are constantly featuring all the great happenings around the district, but perhaps making sure that each month a district building is featured would be a nice touch.
- Nothing
- N/A
- None at this time
- No opinion
- maybe a spot for upcoming events?
- Focus on the positive events and activities that are happening across the district, we all need to see the good in a very stressful time.
- none

- I like knowing what is going on within our district- in regards to faculty. I think there are other places to sing the praises of our students

### Any optional comments? 12 responses

- none
- Thank you!
- I liked the important info in the first column and then interest stories short but available for more info, 1 pic.
- N/A
- Maybe a focus on new teachers, as a “get to know you”
- Please don't put anything important to the staff I'm there that you're not going to post anywhere else. It could be missed or not read at all. All important Info to staff should be put in a separate email
- Thanks for keeping us informed!
- Great job Jane!
- I was not able to view the today's "new version" of News and Notes. I received an error message.
- I enjoy reading the Newsletter to see what is going on in the District.

I don't think News and Notes needs to be weekly, but I love the Friday email from Dan. Thank you for the open communication. It is something that has been lacking in the district for far too long.