

Hammer Montessori Foundation 2016 Family Survey Results



ABOUT THE SURVEY

This report presents the results of the 2016 Hammer Montessori Family Survey. The purpose of the survey was to collect family perspectives on current and future activities of the Hammer Montessori Foundation. The survey results will inform the HMF's strategic planning process for the 2016-17 school year.

The survey was open online from March 11-28, 2016. The initial invitation was sent via the Thursday Envelope and BigTent; paper and Spanish language versions of the survey were available by request. Reminders were sent weekly during the survey period via BigTent. This report presents the quantitative results of the survey.

ABOUT THE RESPONDENTS

A total of 122 survey responses were received, representing approximately 45% of the 270 families at Hammer Montessori. This response rate is higher than 2015, when 81 responses were received (30% response rate).

The following charts show survey response rates by the number of children responding families have had attending Hammer Montessori currently or in the past, and by grade level.

Fig. 1: Response Rates by Number of Children Having Attended the School

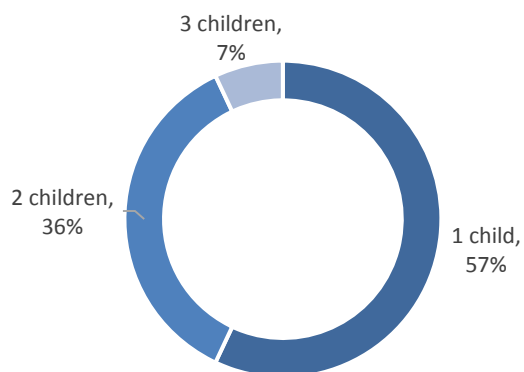
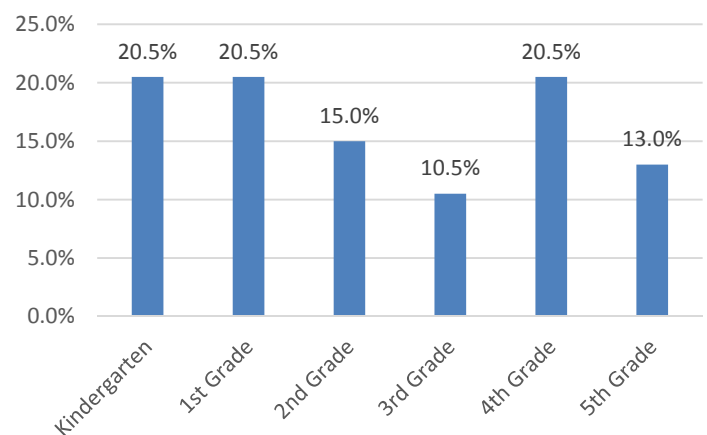
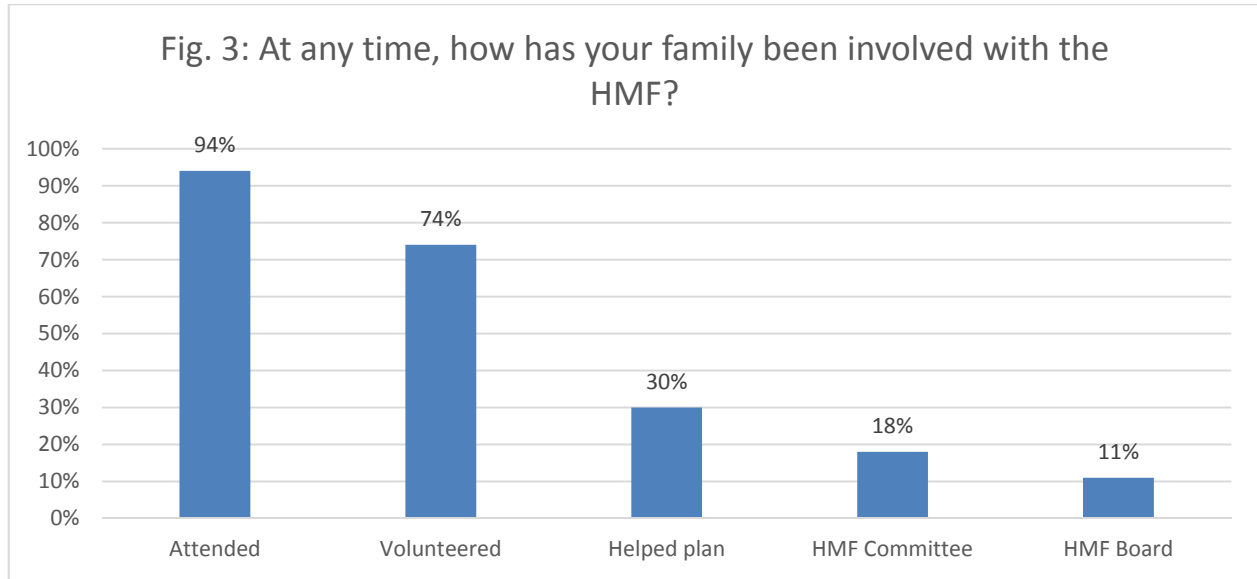


Fig. 2: Respondents by Children's Grade Level (N=122)



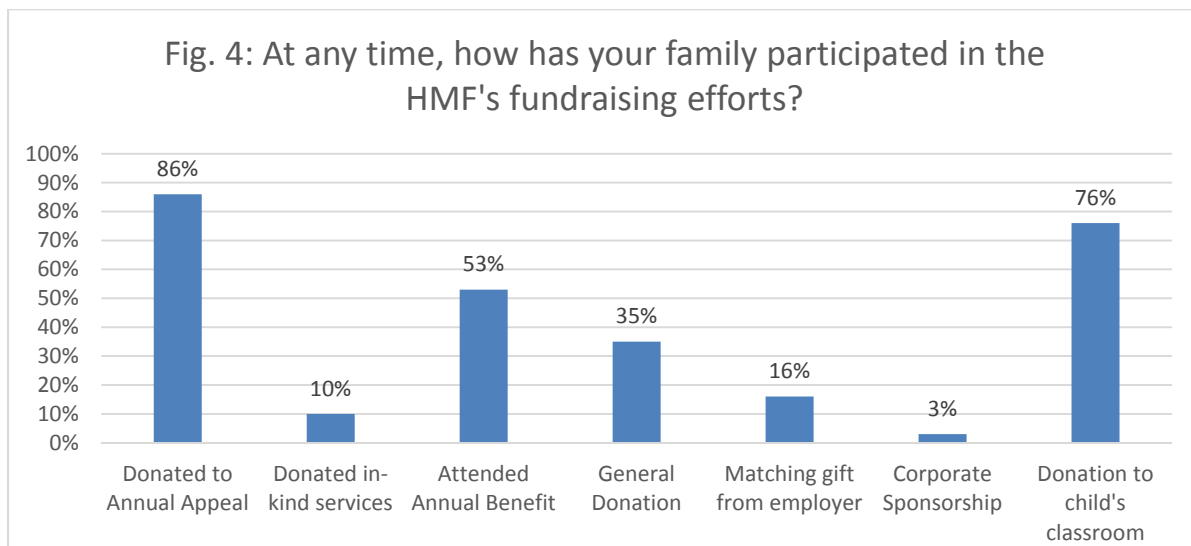
HMF INVOLVEMENT

The following chart shows that nearly all responding families have participated in at least some HMF programs and events. We have a strong number of volunteers for programs and events, but could use greater participation in the areas of planning and committee service.

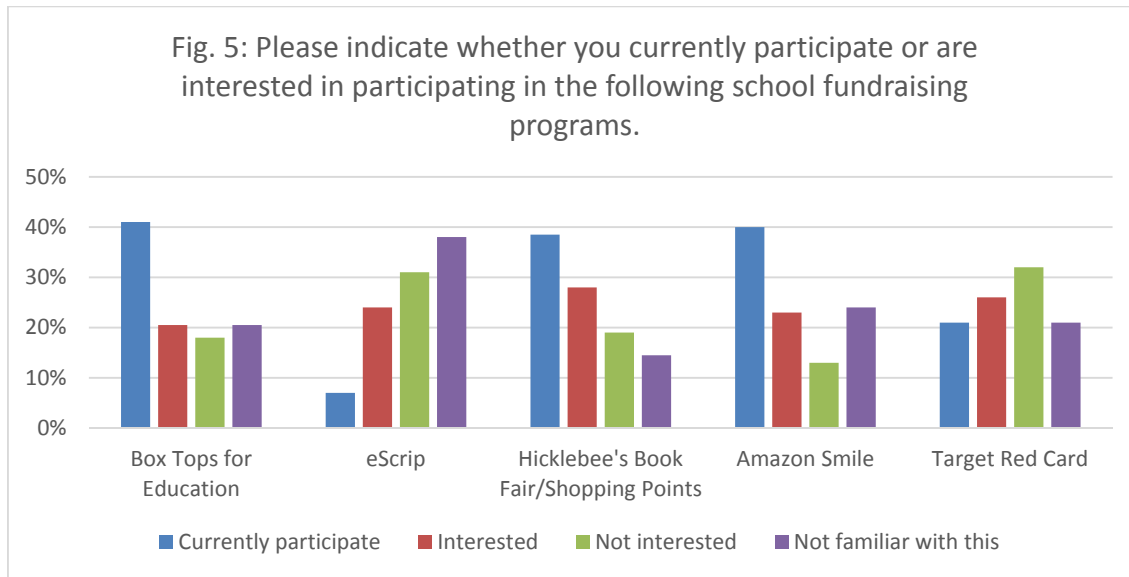


FUND DEVELOPMENT

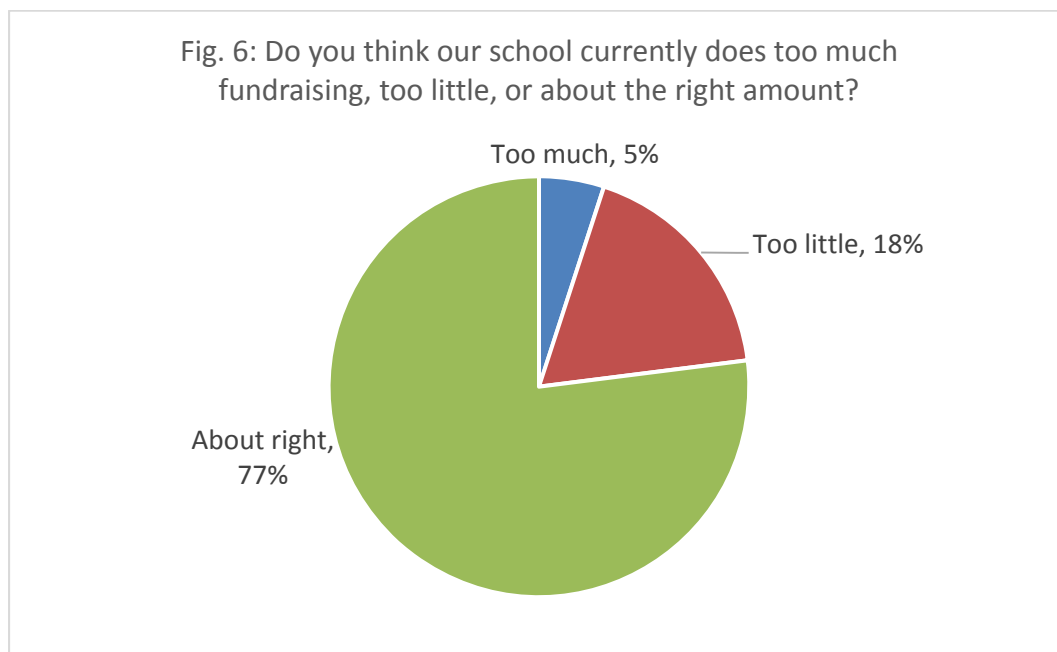
Figure 4 indicates that nearly all responding families have participated in HMF fundraising efforts. The annual appeal received the greatest participation rate (86%), followed by donations to individual classrooms (76%), Annual Benefit (53%), and General Donations (45%). In-kind services (10%), matching gifts from employers (16%), and corporate sponsorships (3%) were less common.



We also asked about participation and interest in several fundraising programs that HMF currently participates in. Figure 5 shows that among current programs, Box Tops for Education, Hicklebee’s programs, and Amazon Smile receive the greatest participation. Fewer responding families are currently participating in the Target Red Card and eScrip, but many express interest in these programs so there may be room for growth. More frequent reminders about these programs throughout the year would be helpful to increase participation.



Importantly, the vast majority of our responding families (77%) indicated that the current level of HMF fundraising is about right. Another 18% of respondents felt that the current level was too low, and just 5% felt it was too high. We will keep this feedback in mind when planning our fund development strategies for the coming year.



We asked several additional questions about the Annual Benefit this year, after noticing that attendance has been declining over the last several years. Among survey respondents, 35% indicated that they had attended this year's benefit while 65% said they did not attend. Figure 7 shows that among those who attended the Annual Benefit this year, the top rated considerations were the opportunity to financially support school programs through the HMF (94% major factor), and socializing with other Hammer families and teachers (86% major factor).

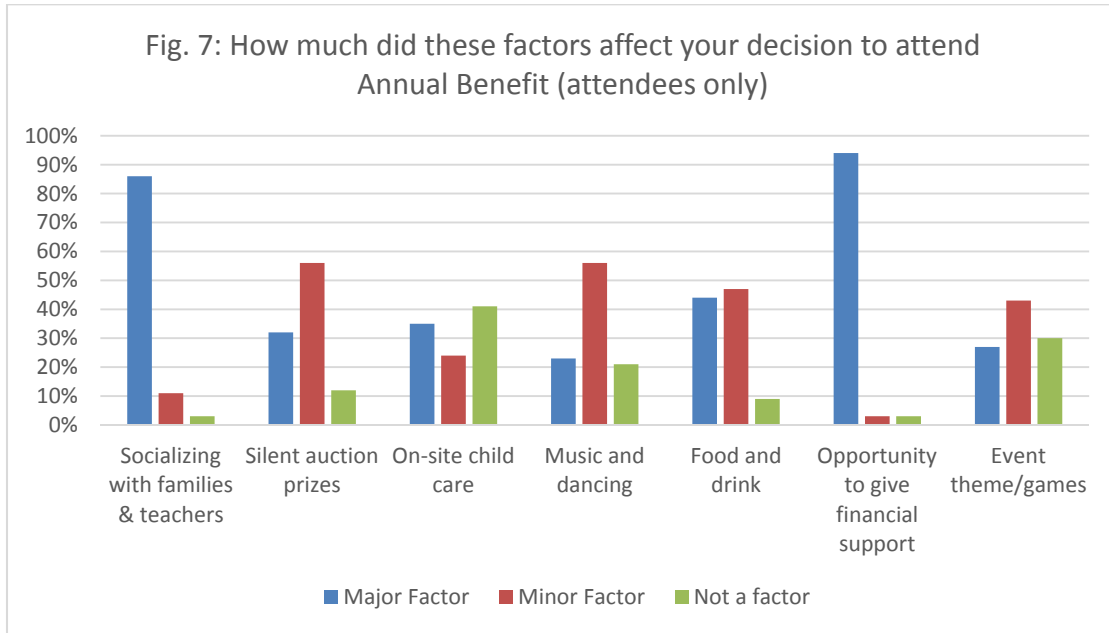
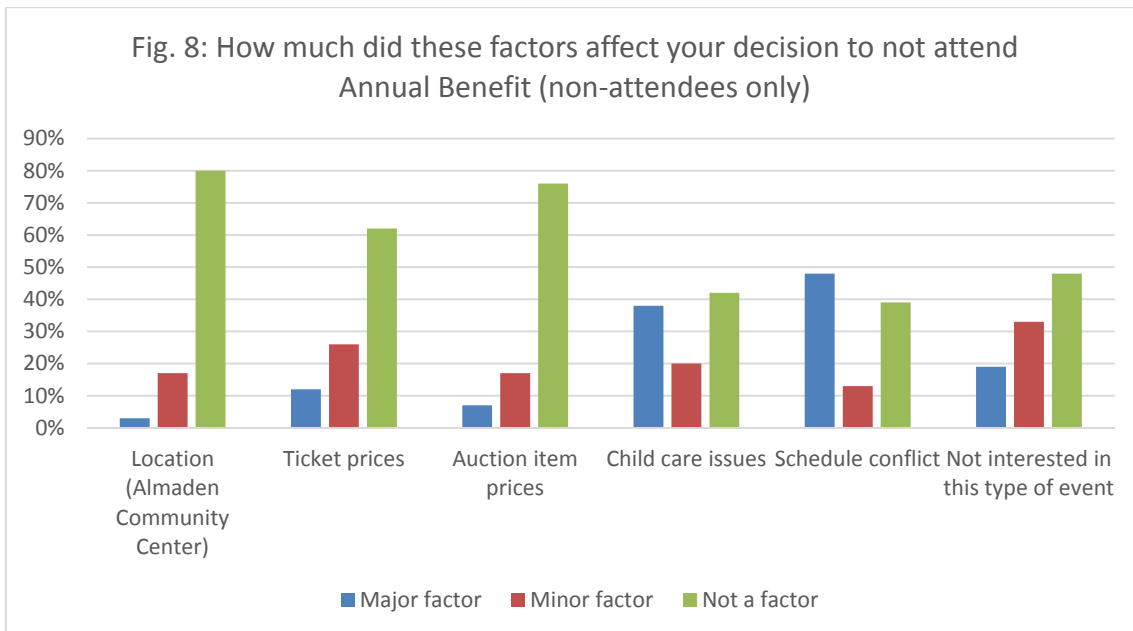
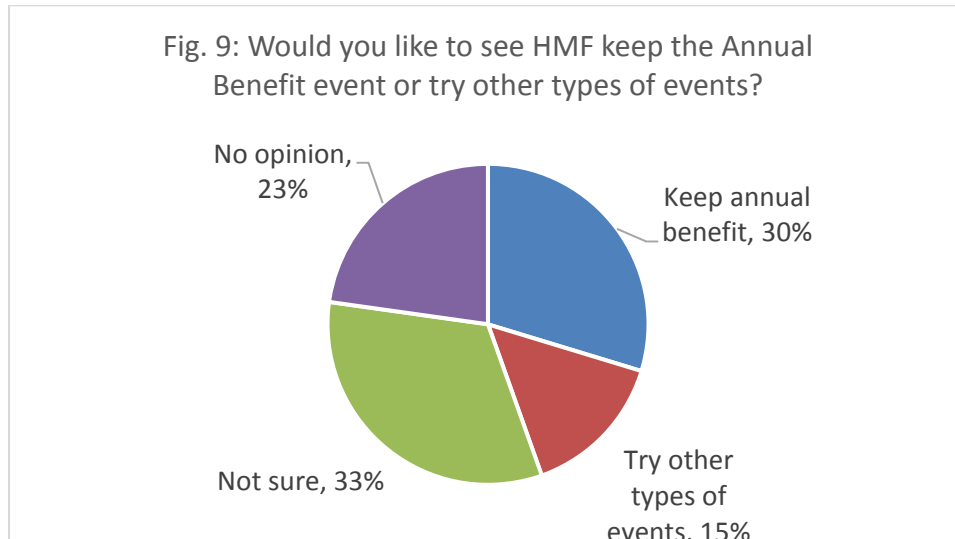


Figure 8 shows that among those who did not attend the benefit this year, major considerations included schedule conflicts (48% major factor), and child care issues (38% major factor). Lack of interest in this type of event (19% major factor), ticket prices (12% major factor), and auction item prices (7% major factor) were also rated as moderate considerations.



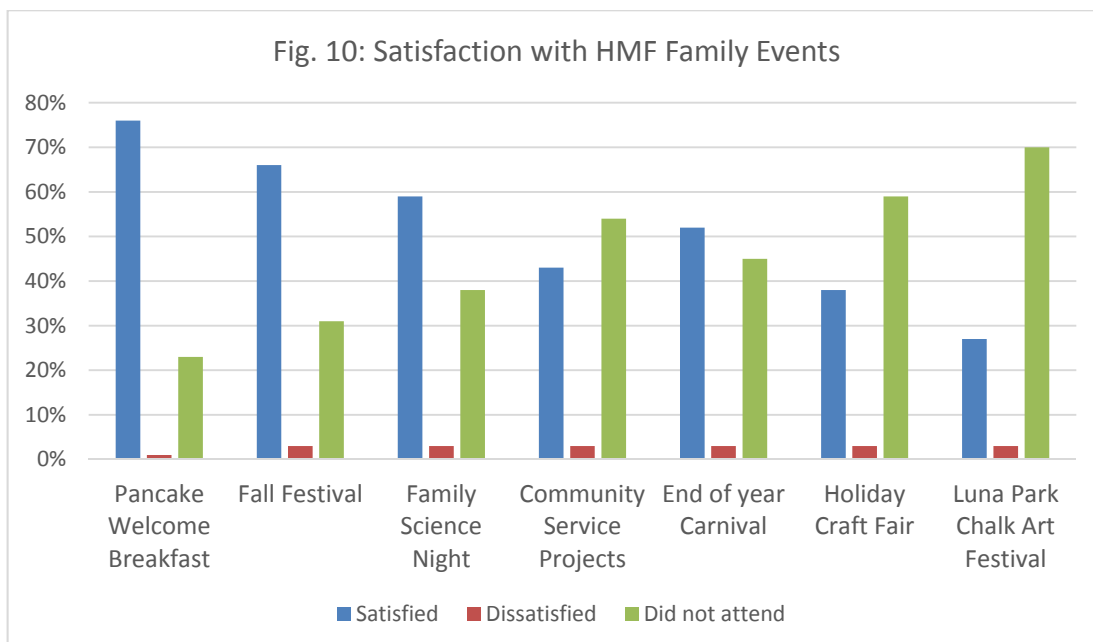
We also asked whether people would like to see the HMF hold the Annual Benefit event again next year, or move to other types of fundraising events. Opinion was mixed, as shown in Figure 9 below. While more respondents favored keeping the annual benefit (30%) than not (15%), the majority of people were either unsure (33%) or had no opinion on this (23%).



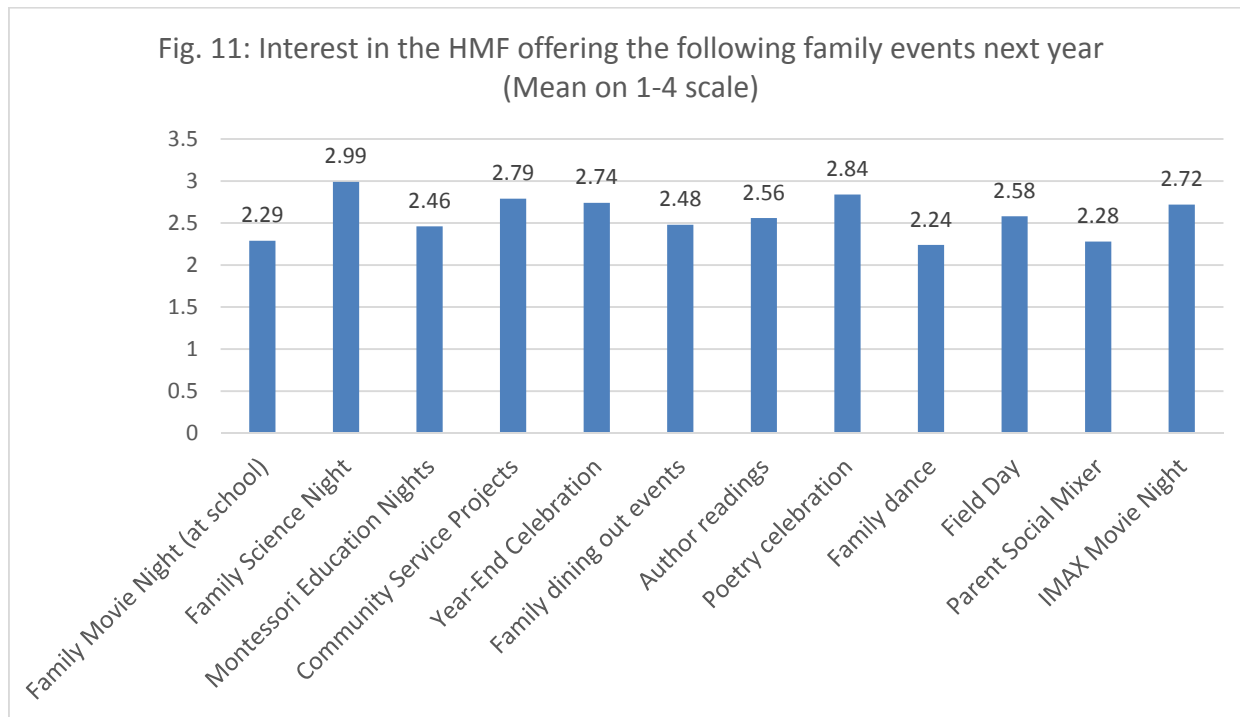
In addition to these quantitative ratings, we also asked for open-ended feedback about the things that people liked about the benefit, and suggestions for improvement. Many of you responded with thoughtful comments and ideas – thank you! We will take this feedback into careful consideration in planning whether to continue this event in the future or try something different.

SATISFACTION WITH HMF FAMILY EVENTS

As Figure 10 shows, our responding families indicated strong levels of satisfaction with HMF events over the past year, although attendance levels varied greatly.



In thinking ahead to next year, respondents indicated the strongest interest in continuing the Family Science Night, Poetry Celebration, Community Service events, and Year-End celebration as shown in Figure 11 by the comparison of mean ratings on a scale ranging from 1 (not interested) to 4 (extremely interested).



SATISFACTION WITH HMF-SUPPORTED SCHOOL PROGRAMS

We asked survey respondents to rank order the school programs that HMF currently supports in terms of their importance. As the mean ratings show, ongoing in-class programs such as music and art were rated as most important (mean rank order = 1.30), followed by residencies such as poetry or the Marine Science Institute (mean rank order = 3.16), and field trips (mean rank order = 3.18). In-class workshops of one visit were ranked slightly lower (mean = 3.24), and in-school assemblies were ranked as least important (mean = 4.12).

| Program | Mean Rank Order (1 = highest priority) |
|-------------------------|----------------------------------------|
| 1. In-class programs | 1.30 |
| 2. Residencies | 3.16 |
| 3. Field trips | 3.18 |
| 4. In-class workshops | 3.24 |
| 5. In-school assemblies | 4.12 |

We also asked survey respondents to rank order the importance of different types of enrichment activities to them. As the mean ratings below show, visual arts were rated most important (mean rank order = 2.40), followed by science (mean rank order = 2.55), and performing arts (mean rank order = 2.75). Computer and engineering-related activities were ranked slightly lower (mean = 3.39), and before- or after-school foreign language instruction was ranked as the least important priority (mean = 3.90).

| Enrichment Activity | Mean Rank Order (1 = highest priority) |
|---------------------------------------------------------|----------------------------------------|
| 1. Visual Arts | 2.40 |
| 2. Science | 2.55 |
| 3. Performing Arts | 2.75 |
| 4. Computer/Engineering-related activities | 3.39 |
| 5. Before- or After-school foreign language instruction | 3.90 |

OVERALL SATISFACTION WITH THE HMF

Finally, we asked our Hammer families to rate their satisfaction with various aspects of the HMF’s work. These ratings are presented in two different formats below. Figure 12 shows the percentage of respondents rating each category as Poor/Fair, Good, or Excellent, (or Don’t Know/Unable to rate). Figure 13 shows the mean ratings for each category based on the same 1 (poor) to 4 (excellent) scale (with the “don’t know” responses excluded). We are pleased to report that the mean rating for overall effectiveness of the HMF was 3.38 out of 4 points.

Looking at the ratings in specific areas, both charts indicate that the HMF is rated highest in providing value for students, value for teachers, volunteer opportunities, frequency of communication, and opportunities for input. The HMF received lower satisfaction ratings with regard to value for parents, and visibility in the school community. This is very useful feedback to help us focus on increasing our efforts in these areas in the coming year!

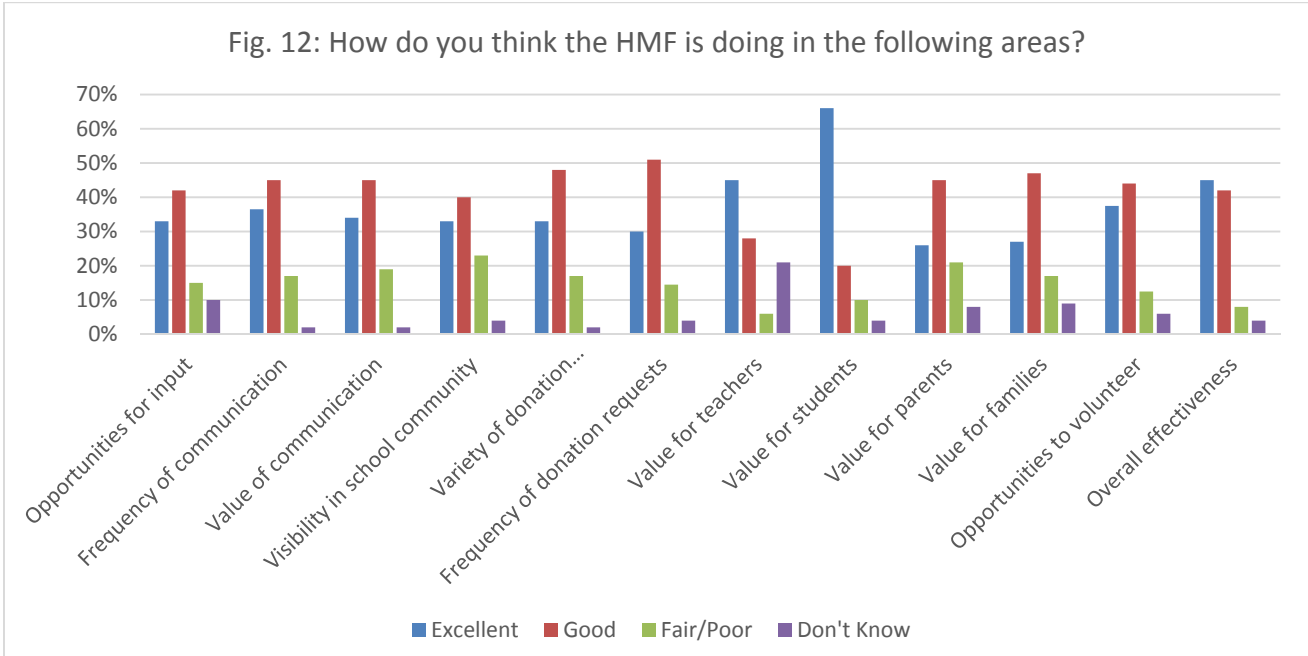
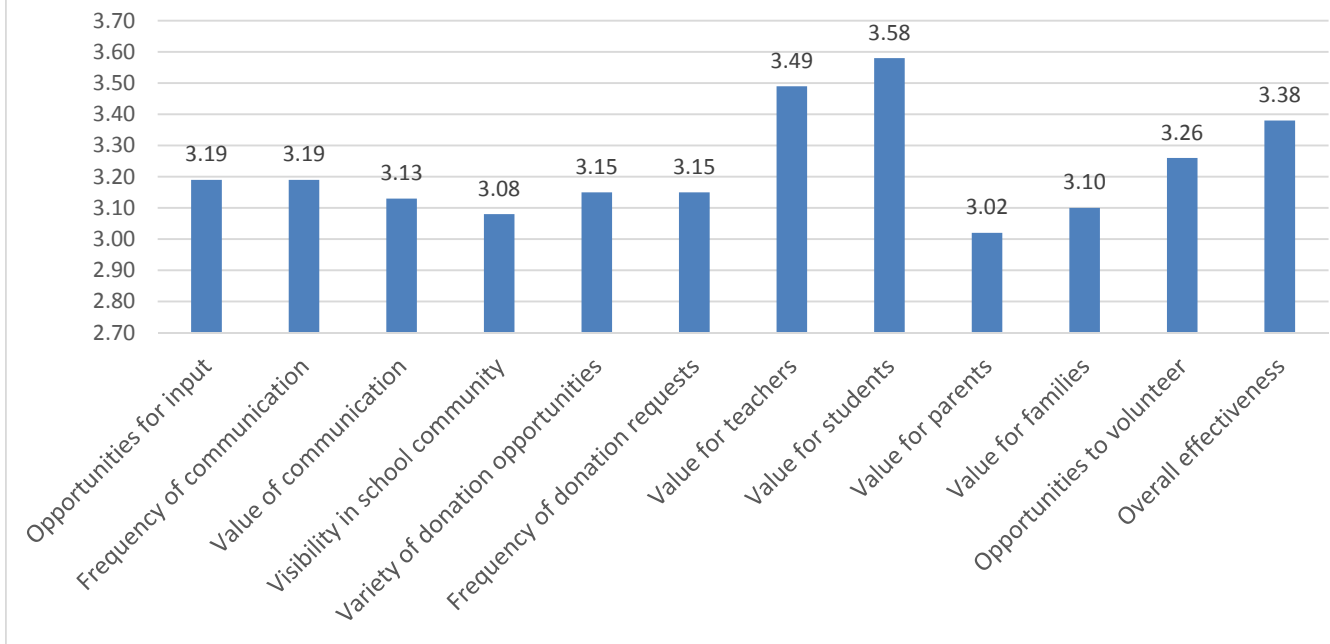


Fig. 13: Satisfaction with HMF Functions (Mean on 1-4 scale)
 (Based on same data as Fig. 13, excluding "Don't Know")



THANK YOU

Thank you again to all who participated in this family survey. Your opinions and comments are essential in making sure that the HMF is effectively representing our collective priorities for our kids and our school.

Additional ideas, suggestions, and comments can also be communicated to the HMF throughout the year by emailing the President or Community Engagement Director.

Current contact info available at: <http://www.sjUSD.org/hammer/hammer-montessori-foundation>

