



# Aldrin PTA Engagement Survey

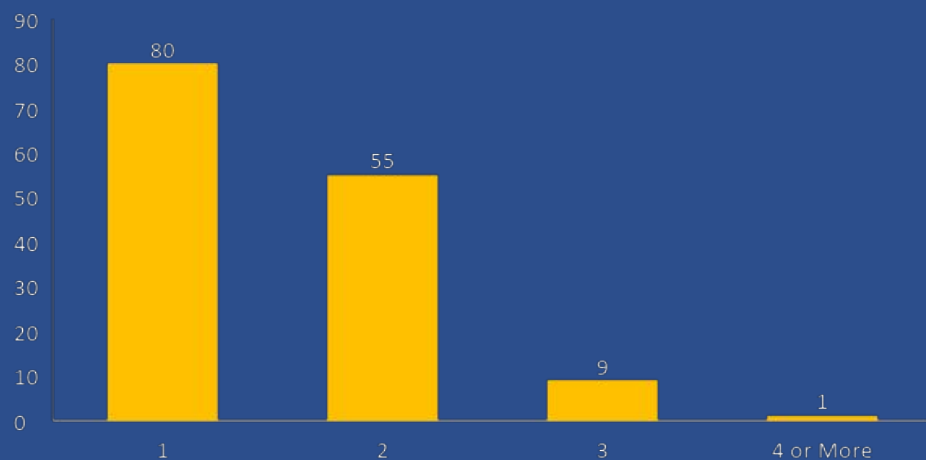
April 2019



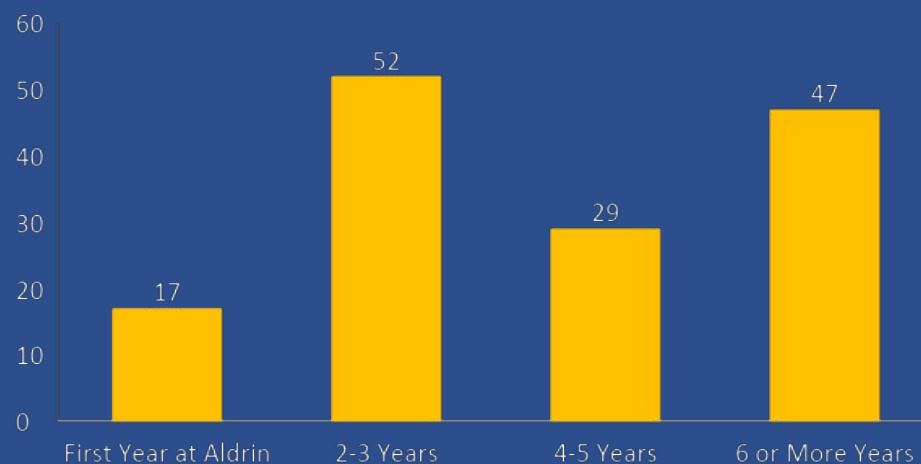
# Demographics

*Of the 490 families at Aldrin, 145 or 30% participated in the survey.*

Number of Children Attending Aldrin



Years at Aldrin





# Misconceptions About the PTA

*In analyzing the survey data we realized there are several misconceptions about the role of the PTA at Aldrin.*

1. The PTA does not schedule or manage parent teacher conferences.
2. 6 of 7 PTA meetings occur at night to accommodate working parents.
3. PTA meetings are available via Facebook Live so that people can attend remotely.
4. The PTA has started trial offering babysitting and pizza at PTA meetings to encourage attendance.
5. The PTA runs the Backpack Program to ensure children who need food over weekends and holidays are taken care of, as well as providing food baskets at Thanksgiving and Christmas in conjunction with The Wish List Project
6. PTA information is often distributed via room parents to target specific grades or more personally reach out.
7. The PTA reaches out to local high school and middle school students to solicit volunteers as well as noting those jobs on the sign up that are appropriate for them.
8. The PTA has begun sending the newsletter in Spanish once per month and is attempting to translate as many flyers as possible but could use additional volunteers to help with translating.
9. PTA meetings are made to share information and solicit opinions. While recommendations are crafted by the board prior to the meeting, decisions are made in the general meetings.
10. The PTA reimburses every teacher a set amount for classroom supplies.

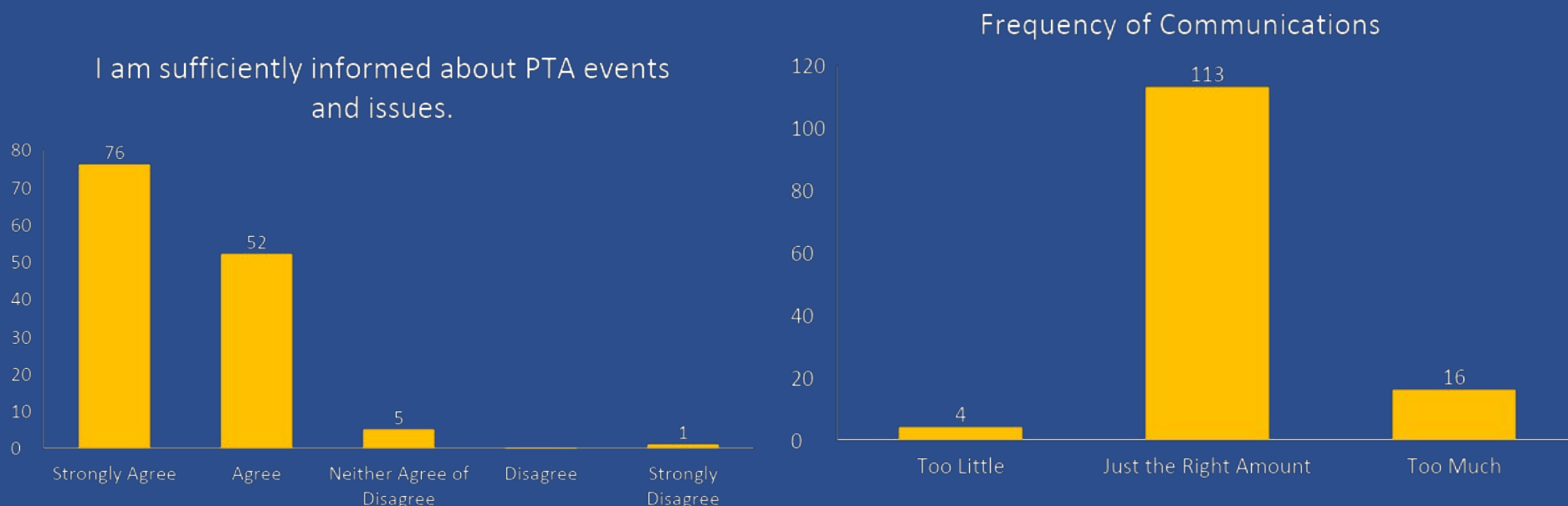


# Communications



# Communications - Frequency

*The majority of families at Aldrin feel that they are sufficiently informed about PTA events and issues and that the frequency of PTA communications is appropriate.*

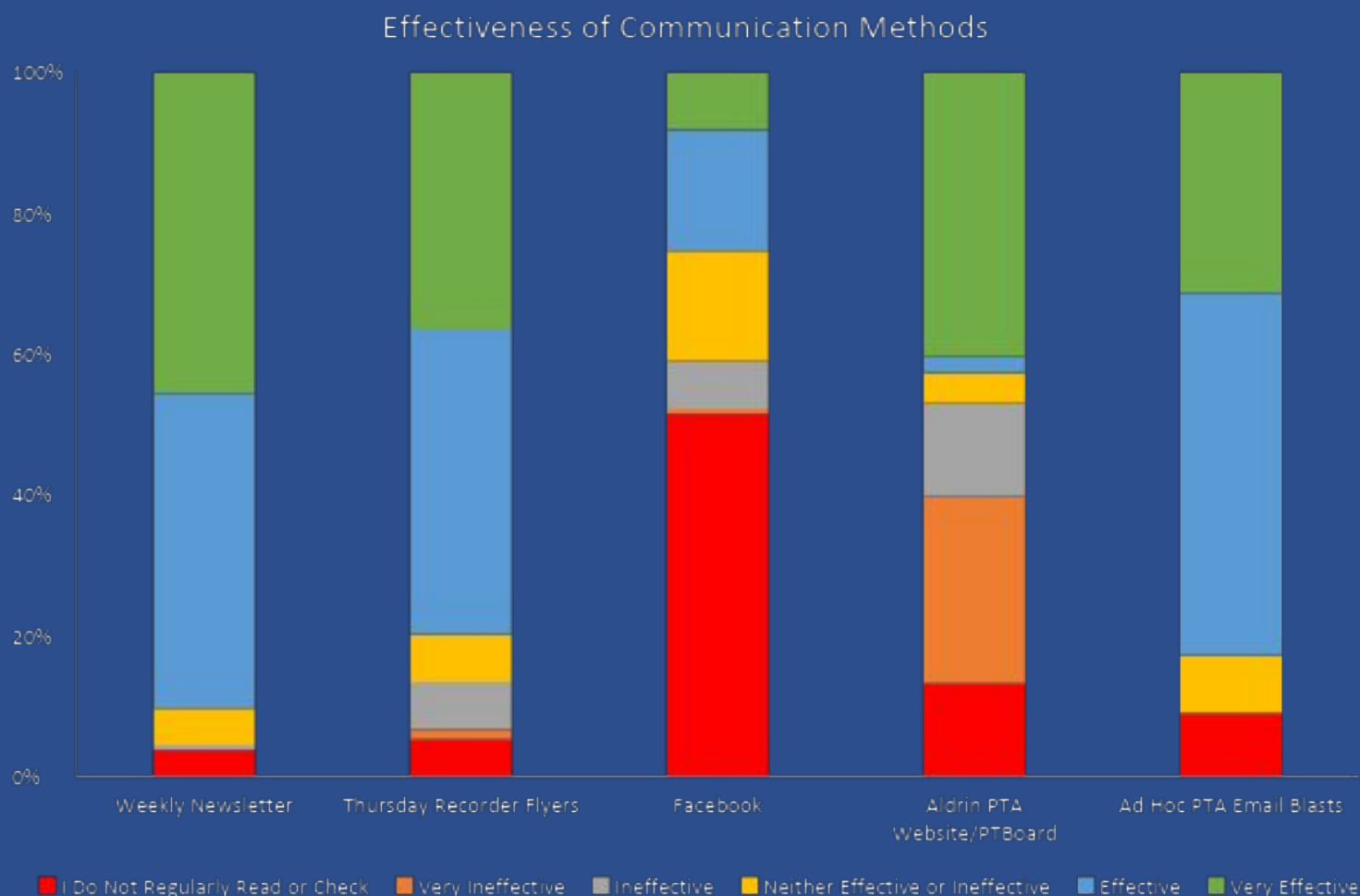


"I would like to have a monthly "From the desk of the Principal" type video or phone message communication that spotlights all the great things going on or things coming up. Social media 101 shows people are more likely to watch a video than read a slew of emails."



# Communications - Effectiveness

*Opportunities exist to make the PTA Facebook page and website more impactful. Many schools have PTA Facebook pages that have more of a conversational aspect to them and serve as a place to ask questions and get quick answers from the community. Potential to add a Facebook Facilitator position to facilitate.*

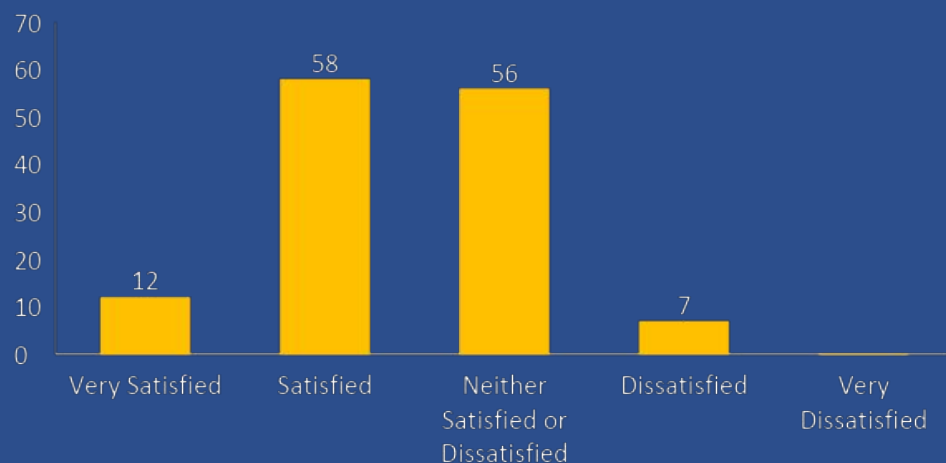




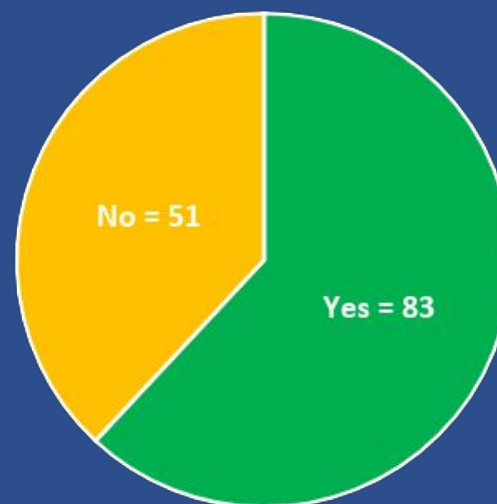
# Communications - PTBoard

*Families are overall satisfied or ambivalent to the PTBoard platform. Additional work needs to occur to ensure families are aware of and register for PTBoard. Additionally, the Board should assess the PTBoard modules that were implemented this year to ensure they are working effectively (e.g., volunteer sign-ups).*

Satisfaction With PTBoard (navigate messages, calendar, directory and volunteer sign-ups)



Families Signed Up For PTBoard





# Next Steps

## Communications

- ☐ Encourage communication and discussion on the PTA Facebook page such that it becomes a parent community forum and not just PTA announcements.
- ☐ Conduct an outreach campaign at Kindergarten orientation, Popsicles on the Playground, and Back to School Night to sign families up for PTBoard.
- ☐ Audit the current modules of PTBoard to make sure they are functioning effectively.
- ☐ All PTA communications now start with “Aldrin PTA”





# Volunteering



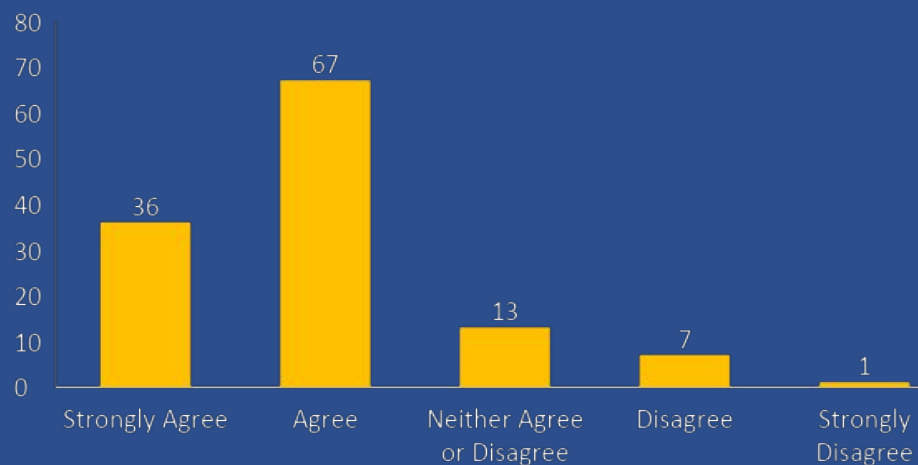
# Volunteering - Opportunities

*Most parents appear to understand the volunteer needs but are not interested in taking on leadership positions.*

"Identify more opportunities for working parents to help outside of working hours including opportunities to donate items."

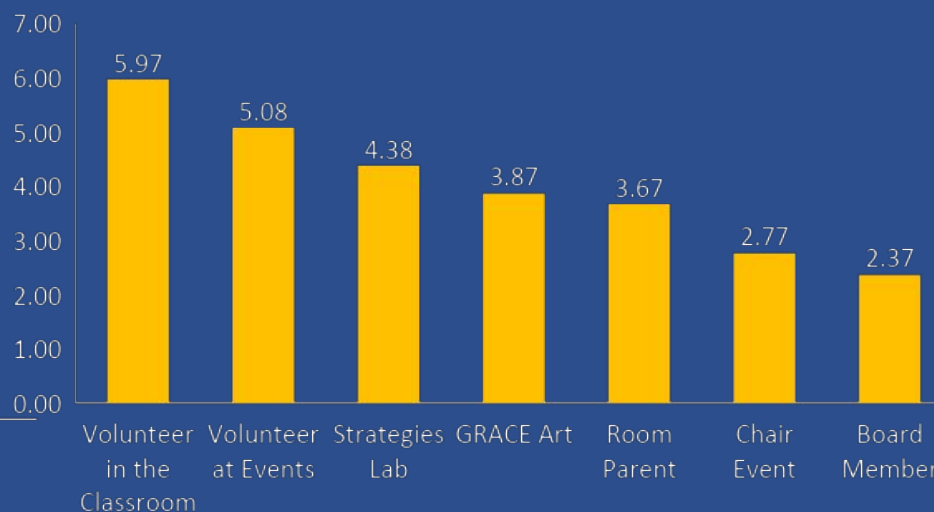
"Ask teachers to reach out on behalf of the PTA at the beginning of the school year to ask for volunteers for "your" PTA asking parents to volunteer to benefit your own kids."

I Have a Clear Understanding of Aldrin's Volunteer Needs and Know How to Become Involved.



"Create a volunteer directory of opportunities including time commitment and responsibilities."

Likelihood to Volunteer



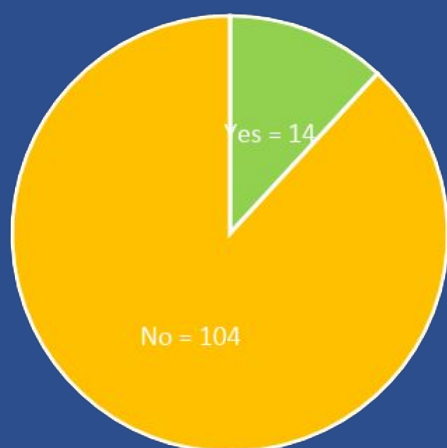
"The quarterly checklist is very helpful and effective. Texting short messages with volunteer sign ups would be helpful as well."



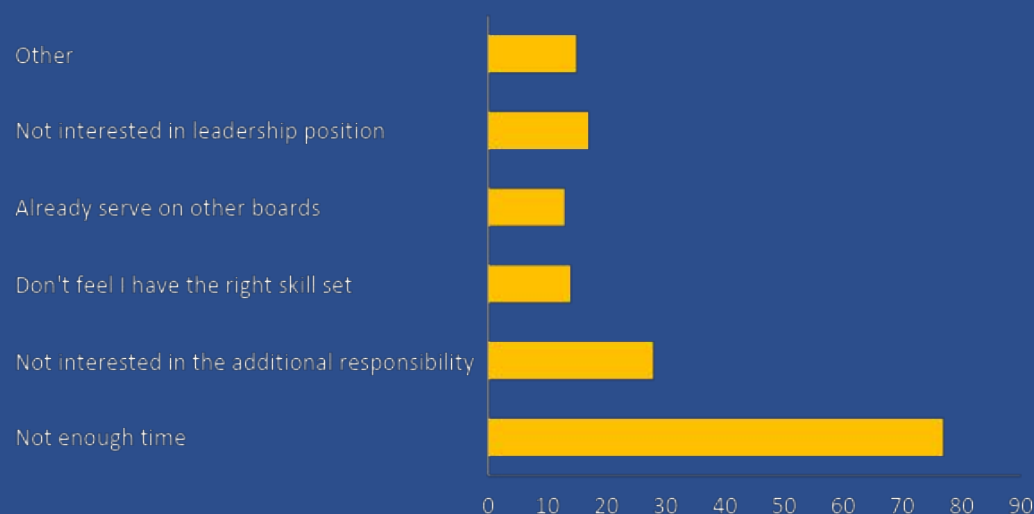
# Volunteering – Leadership Roles

*Parents don't have the time to commit to board or chair positions and don't want the additional responsibility. There is a perception that there is a small group of people doing the lion's share of the work and that group can be intimidating.*

Are You Willing to Serve on the Board or as a Chairperson?



What keeps you from taking on a board or chair position?





# Next Steps

## Communications

- ☐ Encourage communication and discussion on the PTA Facebook page such that it becomes a parent community forum and not just PTA announcements.
- ☐ Conduct an outreach campaign at Kindergarten orientation, Popsicles on the Playground, and Back to School Night to sign families up for PTBoard.
- ☐ Audit the current modules of PTBoard to make sure they are functioning effectively.
- ☐ All PTA communications now start with “Aldrin PTA”

## Volunteering

- ☐ Continue creating and distributing the quarterly checklist.
- ☐ Create an online directory of volunteer opportunities including opportunities that can be completed from home and can be completed by non-English speakers.
- ☐ Host a parent social to promote networking, inclusion and awareness of board and chair opportunities.

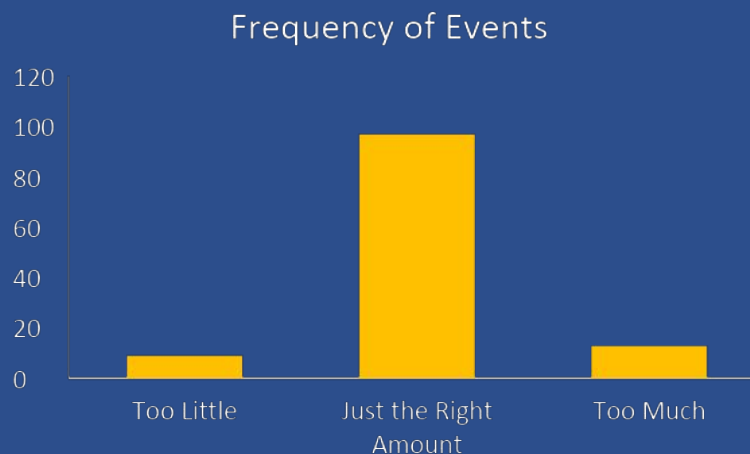
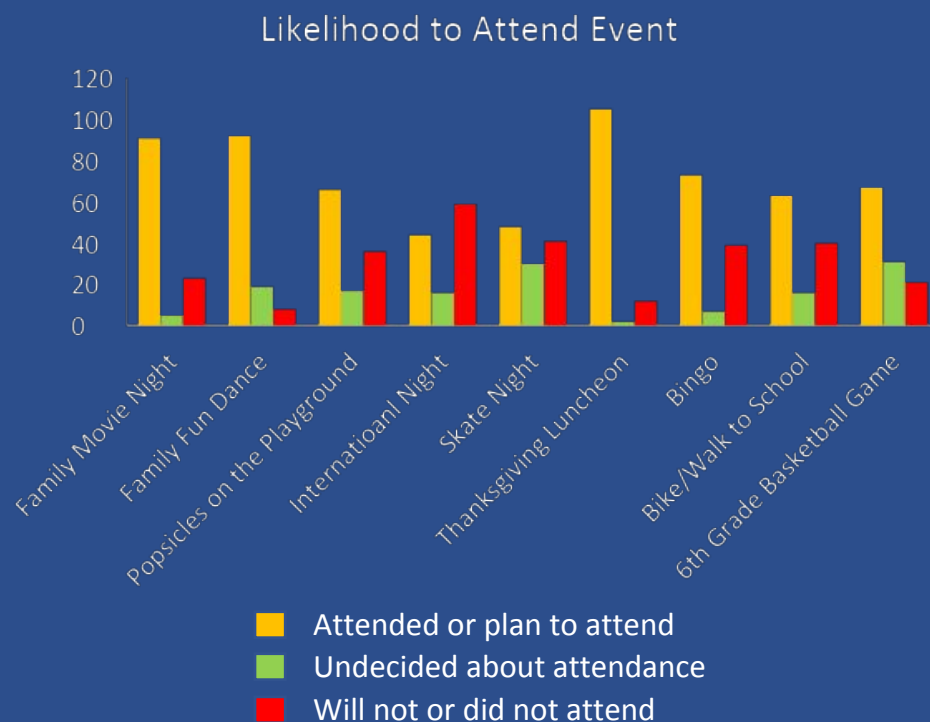


# Family Events



# Family Events – Quality of Events

*Parents like having a mix of types of events to attend and feel like the number of events are appropriate. The volunteer effort required to conduct the events would indicate that we could prioritize and refine the portfolio of events.*



"The PTA does so much and it is very evident. If anything, I think you could pull back 1-2 events."



# Family Events – Ideas for Events

## Increasing Volunteer Engagement

- “Ask teachers to advertise events and volunteer needs.”
- “Targeted advertising to specific grades.”
- “Put flyers in Thursday Recorders asking for volunteers.”
- “Partner new volunteers with experienced volunteers.”
- “Help parents understand why the volunteers are needed.”
- “Host fewer events...consider splitting events between K-3 and 4-6.”

## Creating a New Aldrin Event

- Fun Run
- Talent Show
- Food Festival
- Art Related Event
- Outdoor Physical Games
- Class Parties for events like Valentines Day
- Kickball Game
- First Responders Day
- Food Truck Fridays
- Meditation Event
- Jump Night
- Book Swap Bingo
- Offsite Events like Paintball
- Soccer Game
- Science Olympics
- Bike Rodeo
- Pancake Breakfast
- Parents Only Mixer



# Next Steps

## Communications

- ☐ Encourage communication and discussion on the PTA Facebook page such that it becomes a parent community forum and not just PTA announcements.
- ☐ Conduct an outreach campaign at Kindergarten orientation, Popsicles on the Playground, and Back to School Night to sign families up for PTBoard.
- ☐ Audit the current modules of PTBoard to make sure they are functioning effectively.
- ☐ All PTA communications now start with “Aldrin PTA”

## Volunteering

- ☐ Continue creating and distributing the quarterly checklist.
- ☐ Create an online directory of volunteer opportunities including opportunities that can be completed from home and can be completed by non-English speakers.
- ☐ Host a parent social to promote networking, inclusion and awareness off board and chair opportunities.

## Family Events

- ☐ Review the list of events to see if there are opportunities to refine the number and types of events.
- ☐ Specifically look to remove Family Fun Dance given the number of events in the spring.



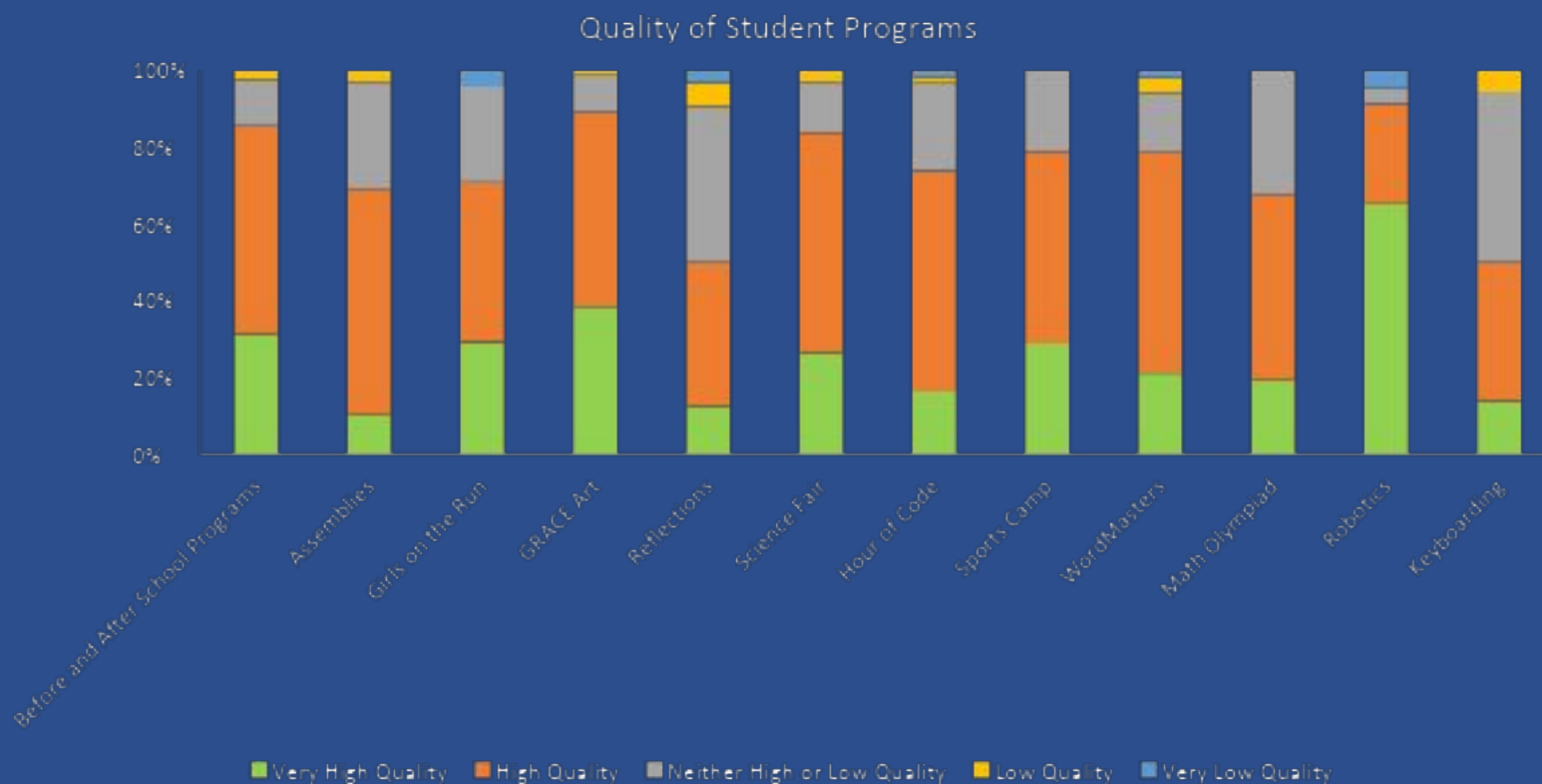


# Student Programs



# Student Programs – Quality of Programs

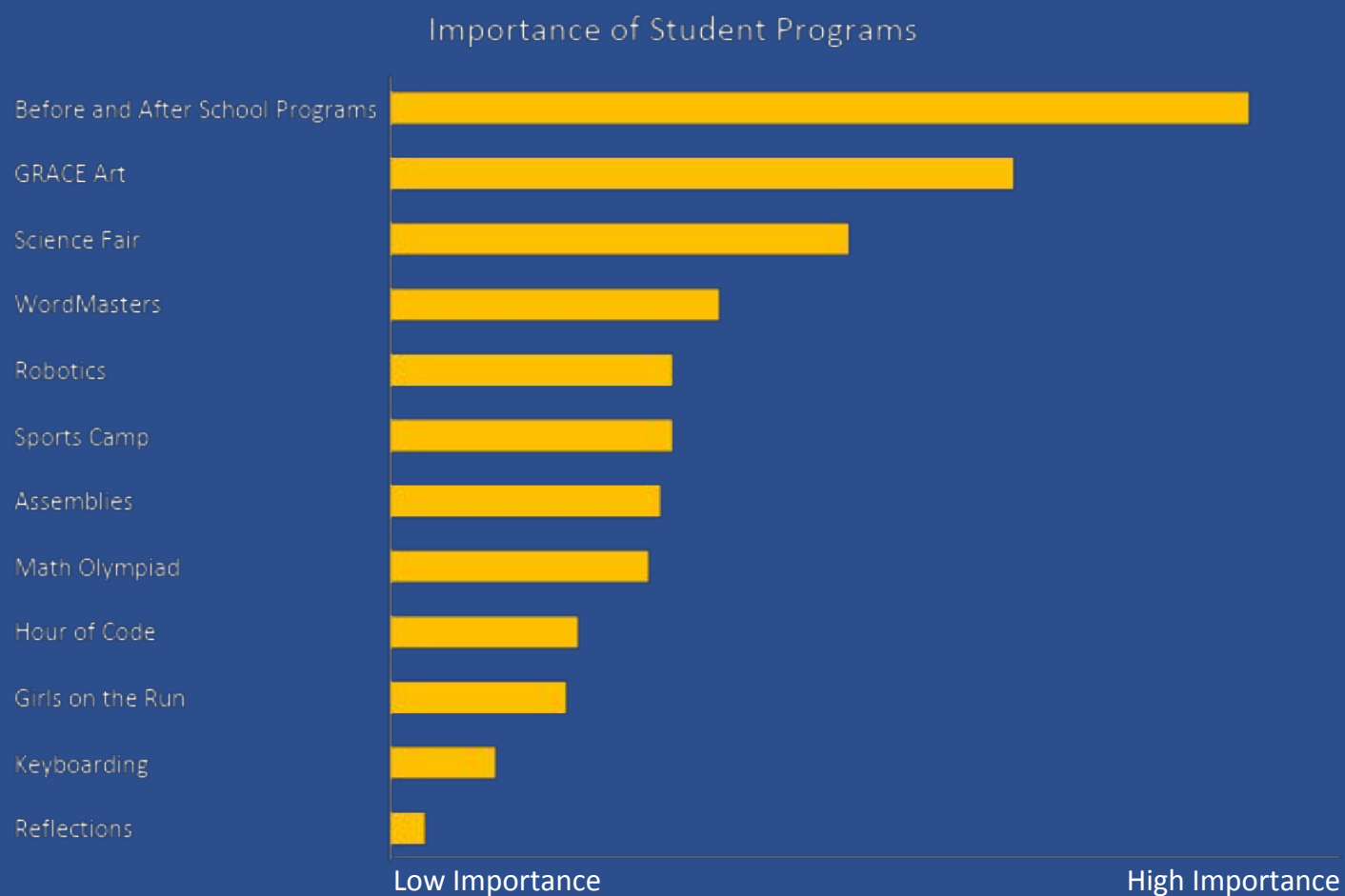
*With the exception of Reflections and Keyboarding, parents found the Student Programs to be of high quality.*





# Student Programs – Prioritization of Programs

*When asked which three programs were most important for us to offer, parents had a clear preference for Before and After School Programs, GRACE Art and Science Fair.*





# Student Programs – Ideas for Programs

## Increasing Volunteer Engagement for Student Programs

“Provide a list of programs and information about each program and what type of volunteering is needed. Include requests in Thursday Recorders.”

“Produce more communications and information in multiple languages.”

“Simply state that without parent volunteer support programs and events won’t exist.”

## Creating a New Aldrin Program

- Before or After School Math Tutoring
- Geography Bee
- 4<sup>th</sup> – 6<sup>th</sup> Grade Spelling Bee
- Community Volunteering Program
- Odyssey of the Mind
- After School Strategies Lab or Coding
- After School Outside Games
- More Adaptive After School Activities
- Shark Tank/Entrepreneur Club
- Importance of Self Assessment Program
- Tree Frog Treks
- Peer Support Program
- Boys Club
- Boys on the Run
- Drama Club and Performance
- Celebrating Robert E. Simon
- Journalism or Pen Pal Program
- Cooking Class



# Next Steps

## Student Programs

- ☐ Review current offering of programs to see if there is interest in leading an effort to add programs.
- ☐ Look for ways to make Reflections and Keyboarding more appealing to the community.



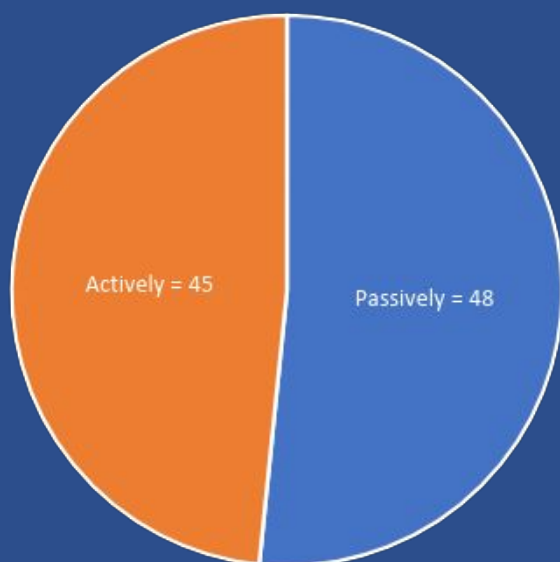
# Fundraising



# Fundraising – Contribution Preference

*Parents prefer a variety of ways to contribute. Simplifying our fundraising efforts would allow the PTA and parents to focus their efforts while still offering variety.*

Contribution Preference



Contribution Preference

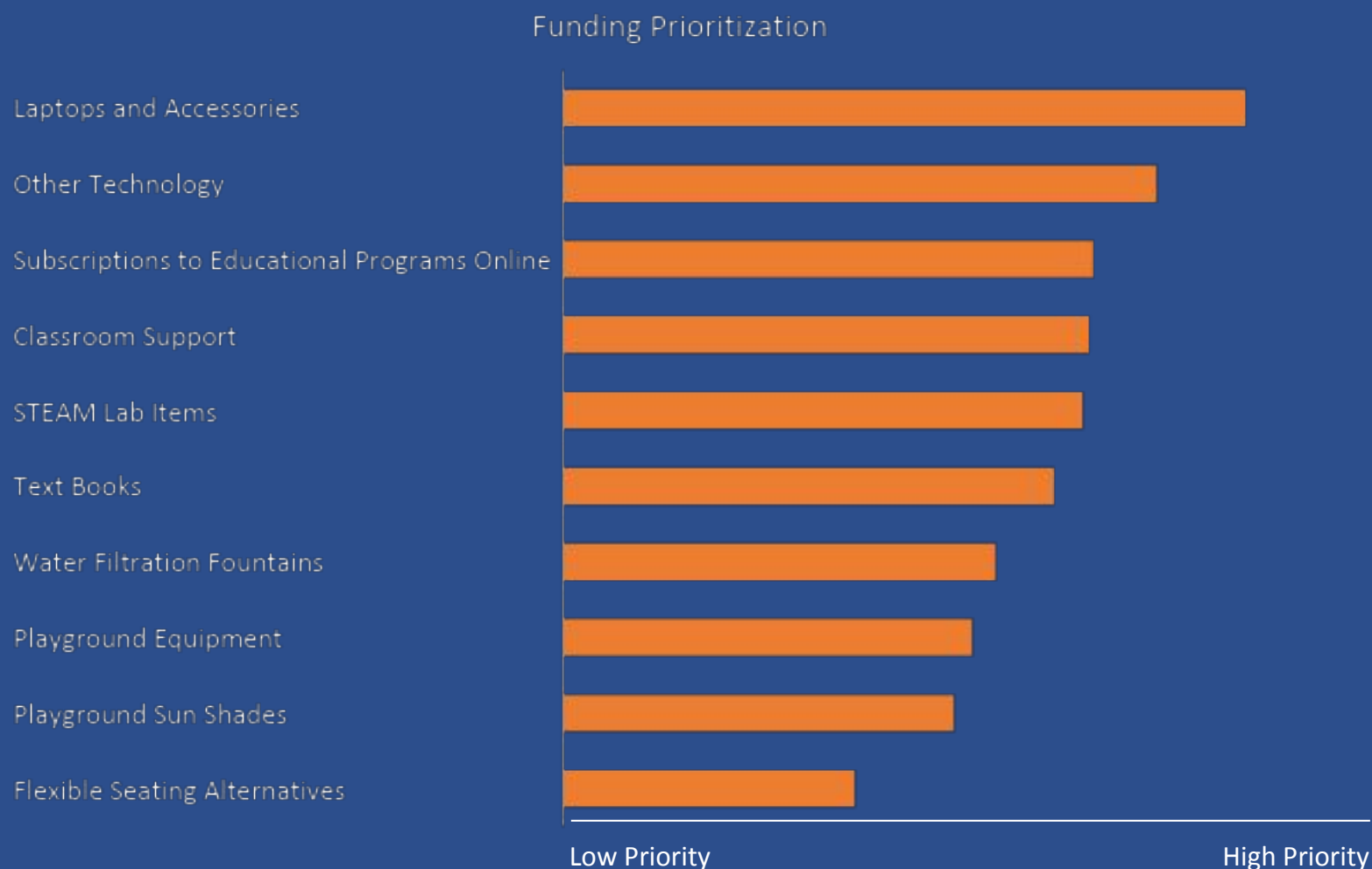


“The Aldrin PTA does a great job soliciting membership and donations. I think as long as the language is inclusive, and says things like, ‘even \$1 helps,’ families will be encouraged.”



# Fundraising – Spending Priorities

*Parents have a clear preference to spend available funds on technology and classroom support materials.*







# Fundraising – Additional Ideas for Funding

- Pay teachers to lead academic student programs like Math Olympiad
- Expand STEAM Lab
- Daily vacuuming and cleaning of classrooms as well as bigger spaces for kids coats and backpacks
- Math practice text books and additional math education resources including a math resource teacher
- Additional funding for Robotics Program
- Additional coding tools
- Improve school lunch offerings
- New goal posts and nets on kickball and soccer fields
- Basketball court near the playground
- SOL Practice Books
- Laptops for all staff
- Outdoor track
- Tutoring
- Recess Games/Soccer Balls
- AV Studio to have student run morning new program similar to Crossfield Elementary



# Next Steps

## **Student Programs**

- ☐ Review current offering of programs to see if there is interest in leading an effort to add programs.
- ☐ Look for ways to make Reflections and Keyboarding more appealing to the community.

## **Fundraising**

- ☐ Replace Original Works and the Silent Auction with a Fun Run Fundraiser in the spring.
- ☐ Reduce the number of Dining for Dollars events from monthly to four.
- ☐ Solicit administration and parent feedback on spending priorities in March to ensure time to research, cost and adequately consider all proposals.
- ☐ Earmark \$10k in the budget every year for technology spend determined by the administration before allocating funds to other projects.



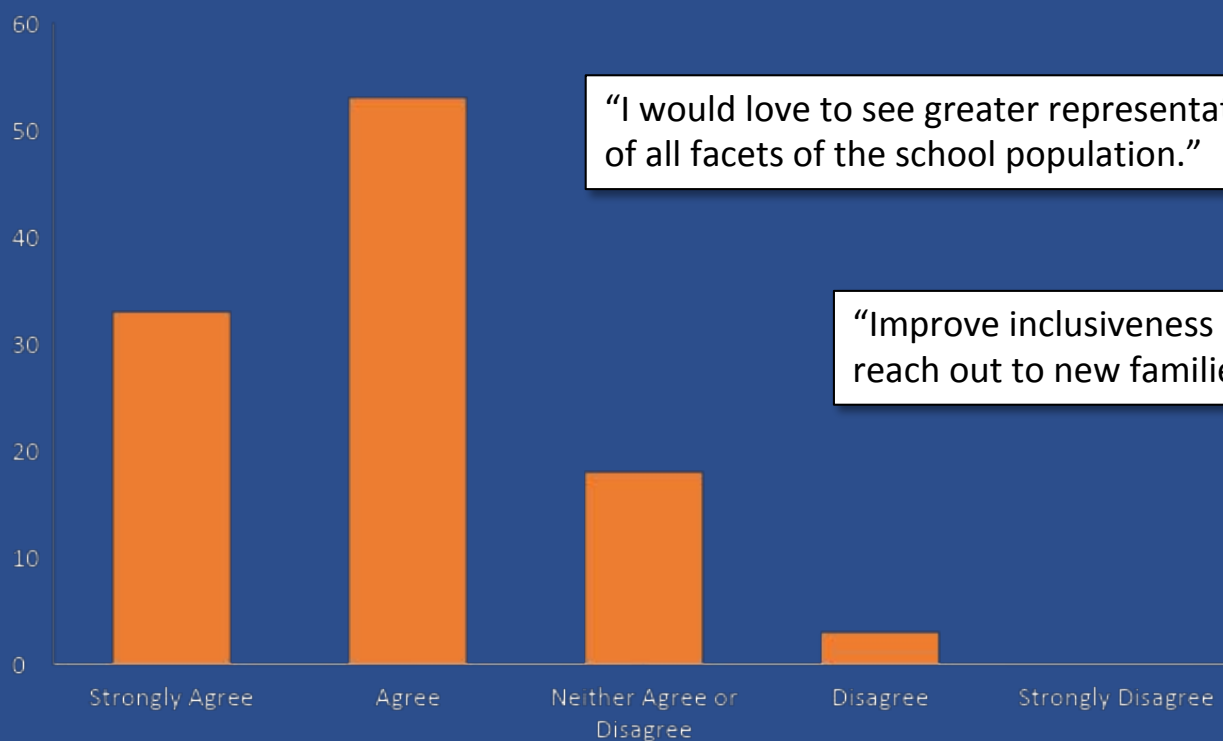
Other



# Other – Meeting Community Needs

*The PTA appears to be meeting the needs of the current community, however there is a need for additional diversity across the PTA leadership and chairs as well as a forum to share feedback with administration.*

Meeting the Needs of the Entire Community



"I would love to see greater representation of all facets of the school population."

"Improve inclusiveness and proactively reach out to new families."

"Continue to collaborate with administration to foster discussions and communications on Homework Policy. Aldrin's Homework Policy is out of alignment with desires of parents and needs of kids."



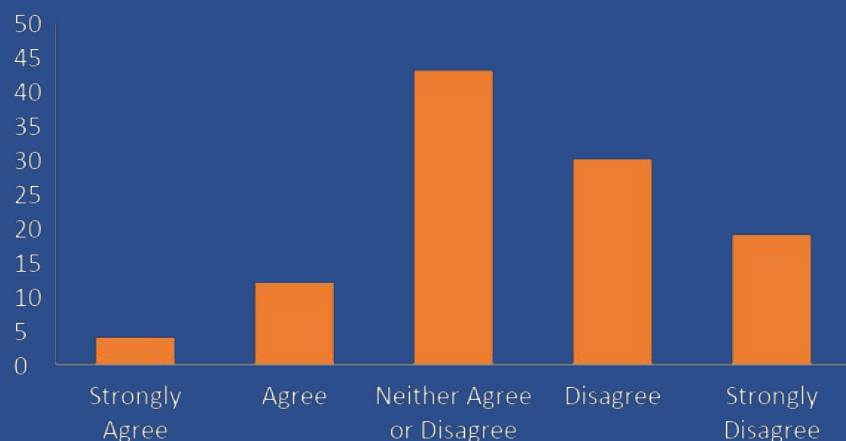
# Other – PTA Meeting Attendance

*The majority of parents do not attend PTA meetings, though parents have appreciated the Facebook Live option and babysitting offering.*

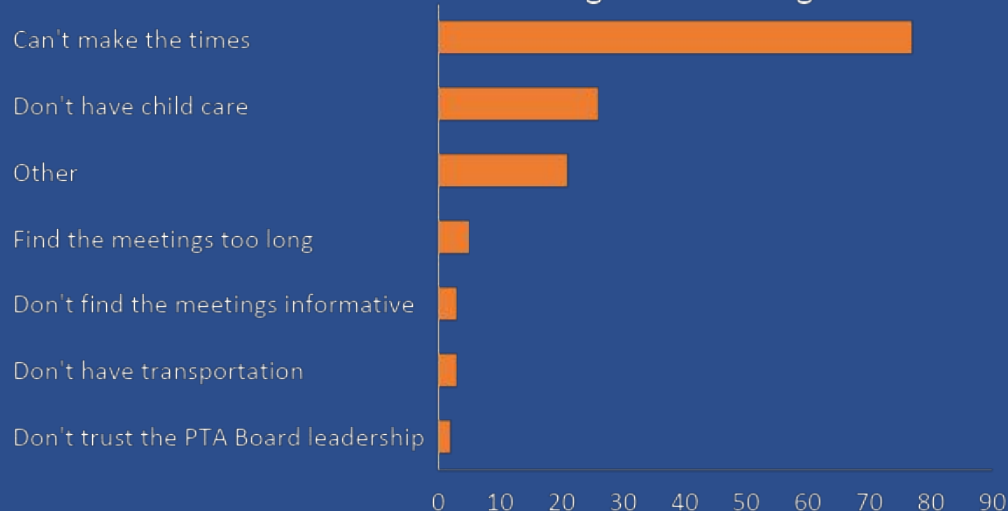
“Job gets done without me and I trust the PTA leadership.”

“Prefer to receive information online.”

Regularly Attend Meetings or Log On to Facebook Live



Reasons for not Attending PTA Meetings



“Uncomfortable coming after years of not going.”

“Afraid if I attend the meeting I will volunteer for something.”

“Advertise the agenda for the meeting.”

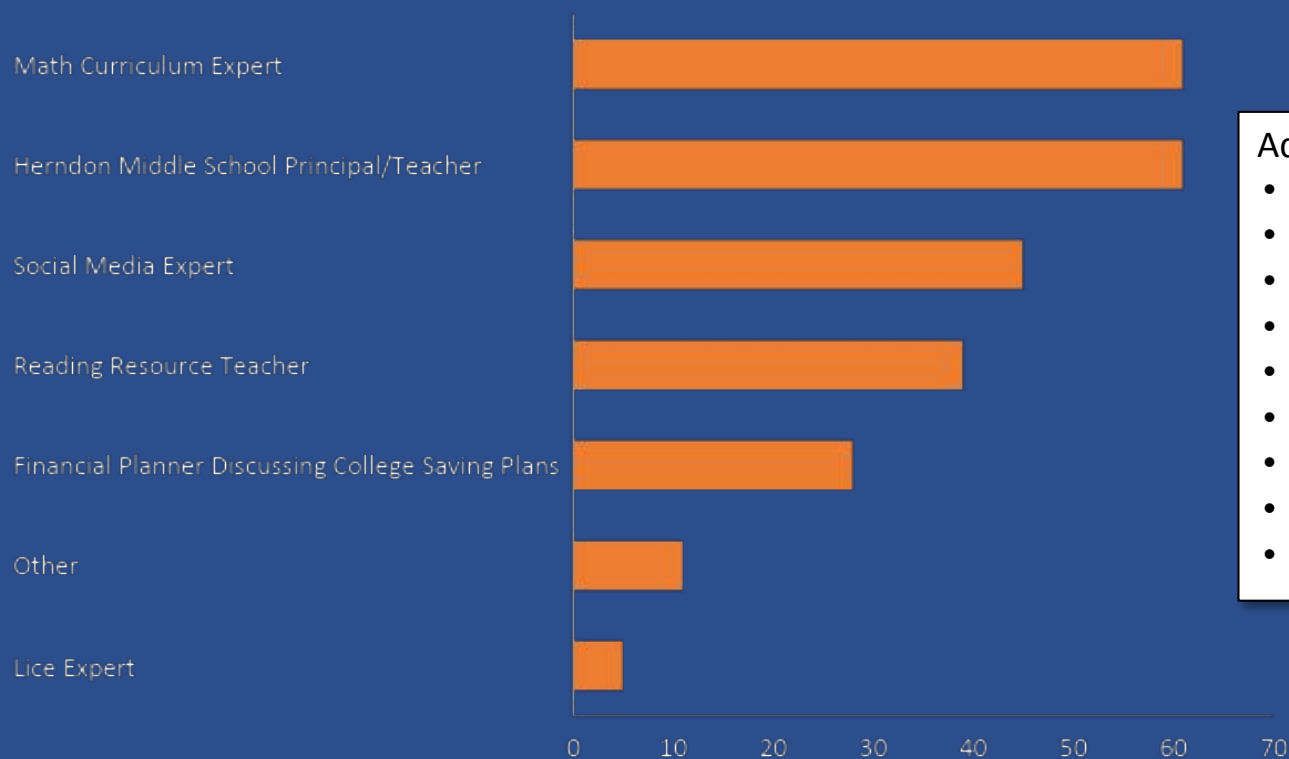
“Send text reminder of meetings.”



# Other – Meeting Speaker Ideas

*Parents would like to hear from experts in Math, Reading, Social Media and representatives from Herndon Middle and High School.*

Potential PTA Meeting Guest Speakers



## Additional Ideas:

- Summer academic programs
- Social psychologists at Aldrin
- Review of Student Programs
- Chris Lewis (AART)
- Nutritionist
- Organizational skills for kids
- FCPS Budget experts
- Herndon/Langston AAP
- Vaping education



# Next Steps

## Student Programs

- ☐ Review current offering of programs to see if there is interest in leading an effort to add programs.
- ☐ Look for ways to make Reflections and Keyboarding more appealing to the community.

## Fundraising

- ☐ Replace Original Works and the Silent Auction with a Fun Run Fundraiser in the spring.
- ☐ Reduce the number of Dining for Dollars events from monthly to four.
- ☐ Solicit administration and parent feedback on spending priorities in March to ensure time to research, cost and adequately consider all proposals.
- ☐ Earmark \$12k (is this the number) in the budget every year for technology spend determined by the administration before allocating funds to other projects.

## Other

- ☐ Continue to advertise Facebook Live meeting option as well as offer babysitting.
- ☐ Look into opt-in text communication platform to easily reach parent community.
- ☐ Create a “What’s Bothering You” mailbox where parents can share issues they would like the PTA to address with administration.
- ☐ Streamline the update portion of PTA meetings to focus on one representative from the PTA and administration.