

## Harris Interactive® School Poll<sup>SM</sup>

*"This study has been instrumental in aligning the needs of the parents and students with the goals of the districts and schools that I have served in four states. The results are evident in terms of improved student achievement as well as the passage of significant bond issues."*

*Mr. Robert Moore, Superintendent,  
Victoria Independent School District, TX*

### Information – the #1 management tool for school leadership

School administrators are entrusted with the future. As such, everyone agrees they play a pivotal role in any community. Not everyone agrees, however, on the most important issues a school district faces, making the job of school leadership one of managing a seemingly infinite number of priorities with very finite resources.

Harris Interactive has developed a proven tool to help school districts gain an accurate understanding of the opinions and issues of their key constituencies – parents, teachers and students. Since understanding the issues is only part of the challenge, Harris Interactive School Poll also helps leadership understand the key drivers of satisfaction, and the relative impact of improving satisfaction in different areas.

The end result is school leadership informed by a true picture of the most impactful issues, guided by a set of priorities leading towards greater satisfaction and achievement.

### How does it work?

Harris Interactive School Poll administers three sets of surveys: one each to parents, teachers and students. Questionnaires are standardized, based on our experience



in hundreds of school districts, with opportunity for customization based upon your district's specific needs. We assist with administering the surveys (either online or in a paper-and-pencil format), compile the data and analyze it in preparation for a final report. This document serves as a definitive summary of the issues facing a district and a prioritization of the issues needing leadership's focus.

Our goal is to ensure that your district understands how to read and internalize the results. We offer half day and full day "deep-dive" sessions to introduce your leadership to the survey data and explain how to move quickly on your results. These sessions also provide insightful comparisons of your data to our database of schools around the country.

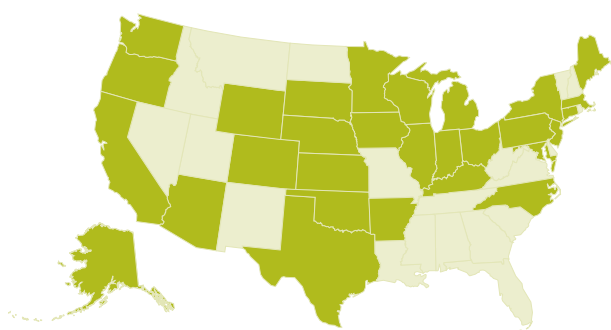
*"As a new superintendent coming into Springfield, it was extremely important for me to understand our customers' perception of Springfield Public Schools in order to maximize the effectiveness of district-wide reform efforts. School Poll allowed the district to move beyond the anecdotes and provided scientifically-based data that, for the first time ever, defined the district's level of customer satisfaction. What is most useful about the School Poll tool is the specificity of the data, which makes it possible for the district to focus on issues that have the most negative impact across our customer base and measure our progress."*

*Dr. Alan J. Ingram, Superintendent  
Springfield Public Schools*

# Harris Interactive School Poll

*"[The survey] played a significant role in our journey towards excellence in the Pearl River School District. We were looking for a solid instrument that measured satisfaction across our key constituent groups. We also wanted to measure ourselves against the highest standards we could find. Harris Interactive worked willingly to accommodate our needs."*

**Sandra Cokeley, APR, Director of Quality and Community Relations**  
Pearl River School District, NY



■ States With Harris Interactive School Poll Clients

## Who uses it?

School districts in 28 states from Alaska to Arkansas and California to Connecticut, with anywhere from 200 students in one building to 45,000 students in 85 buildings, have used this process to construct long range plans, set priorities for annual building-level plans, and to build consensus around improvement efforts. The study is priced on a per-building basis, and in light of the impact it has on continuous improvement efforts, most districts find it to be an affordable strategic planning and management tool. If you are interested in speaking with someone who has used this process in the past, contact us for a list of references at districts across the U.S.

## The Harris Interactive Youth and Education Research Team

A national leader in education research, the team's experience is rounded out by millions of contacts with children and parents on behalf of public policy and youth market research, giving an unparalleled 360 degree view of America's youth. The Harris Interactive School Poll is widely recognized as the most effective research and management tool available to school districts today.

*"We have used the Harris Interactive School Poll annually for the past twelve years. As an organization that prides itself on data-driven decision-making, we have been very pleased by how the data derived from these surveys has allowed us centrally to better serve our schools, but more importantly, how it has allowed our schools to better serve their students."*

**Tung Le, SVP of Research and Accountability**  
EdisonLearning, NY

## Contact Us

To learn more about Harris Interactive School Poll, please visit [www.harrisinteractive.com/schoolpoll](http://www.harrisinteractive.com/schoolpoll)

To discuss this or another research project, please call **877 919 4765** or email [info@harrisinteractive.com](mailto:info@harrisinteractive.com)

AHEAD OF WHAT'S NEXT.

877.919.4765 [info@harrisinteractive.com](mailto:info@harrisinteractive.com) [www.harrisinteractive.com](http://www.harrisinteractive.com)

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