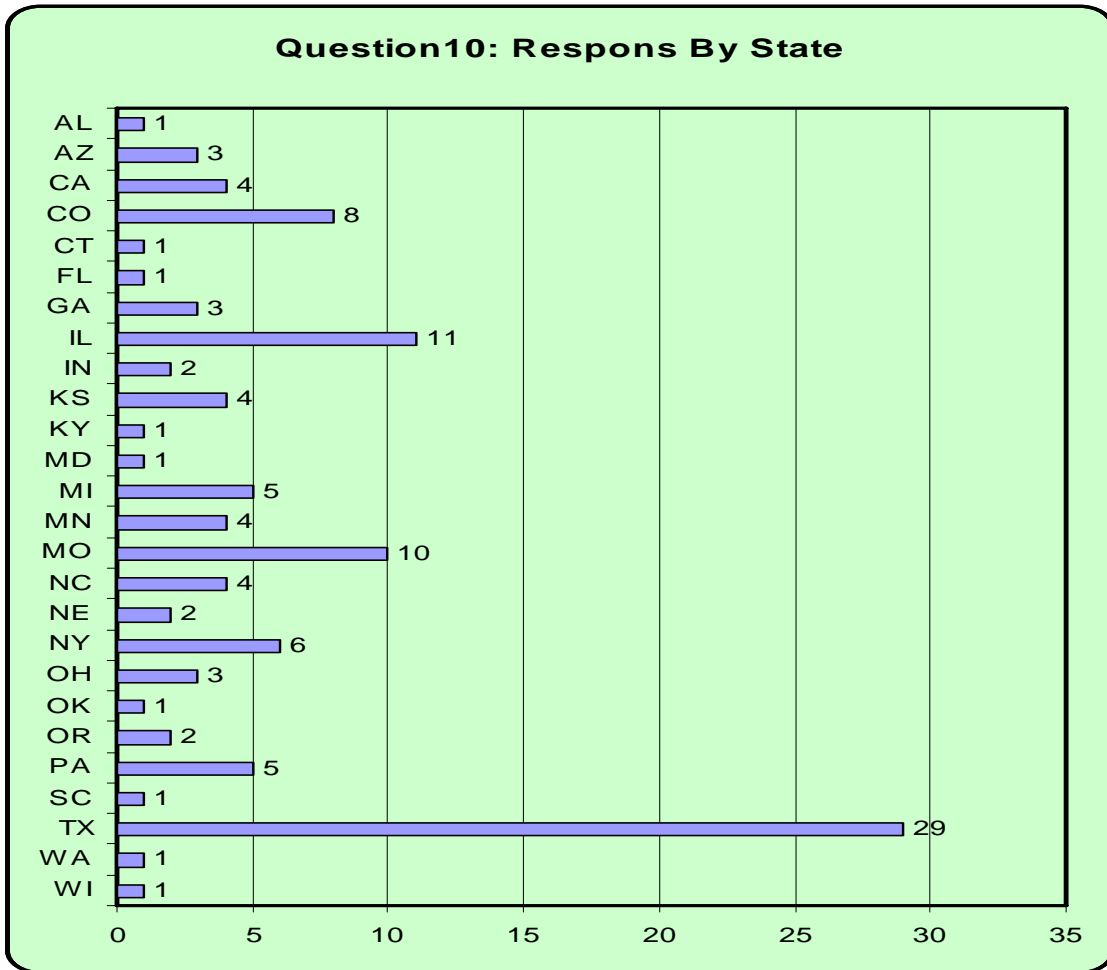
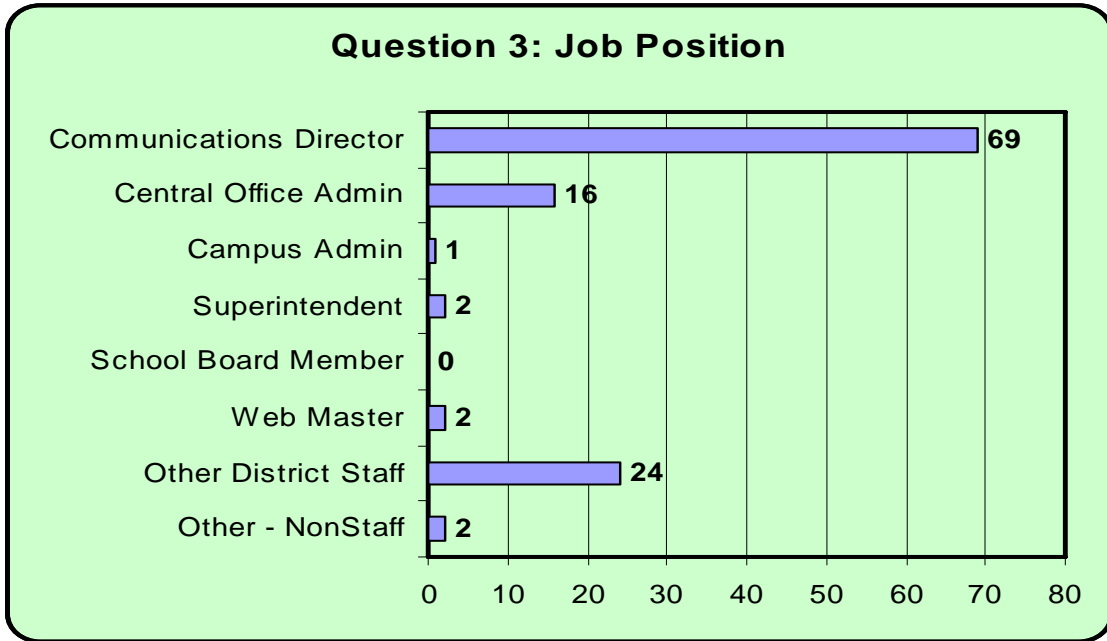
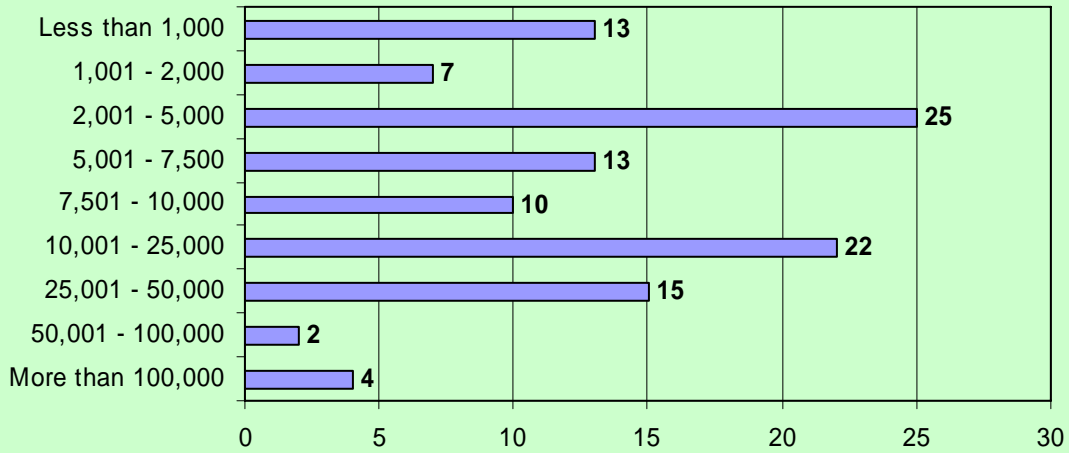


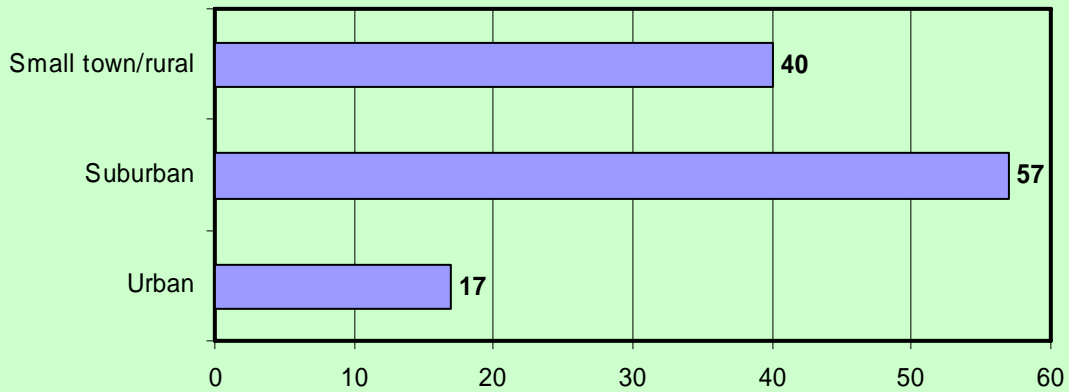
## Appendix A: Survey Questions



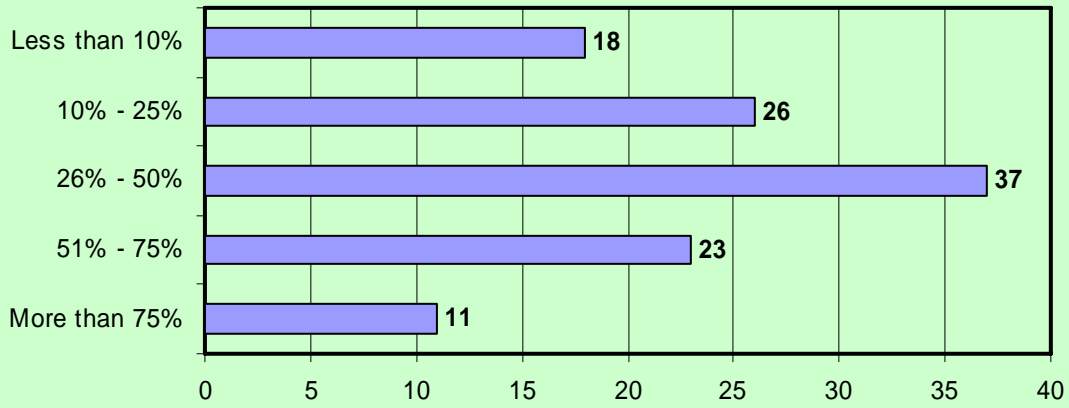
### Question 12: Student Enrollment

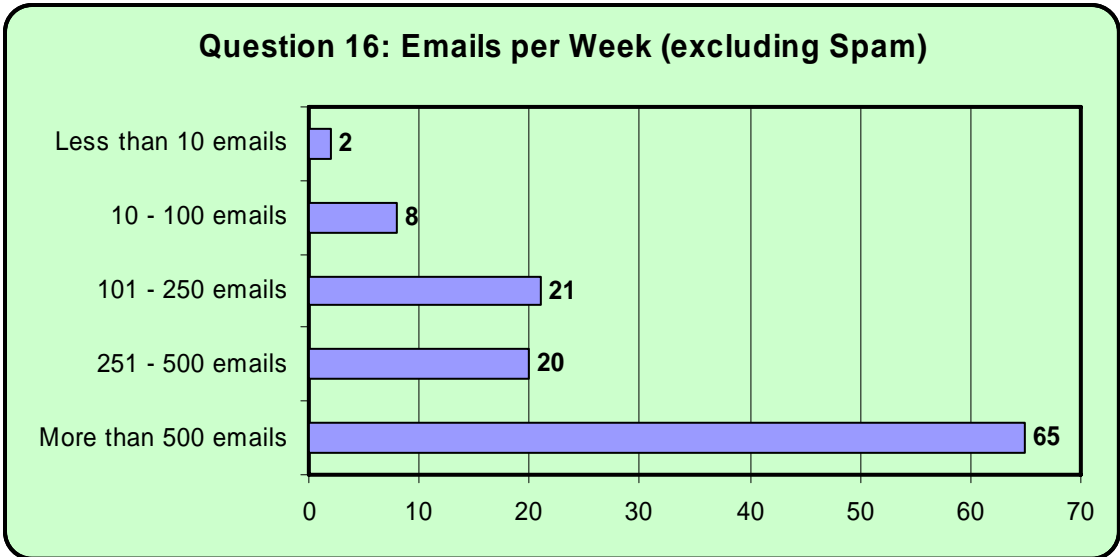
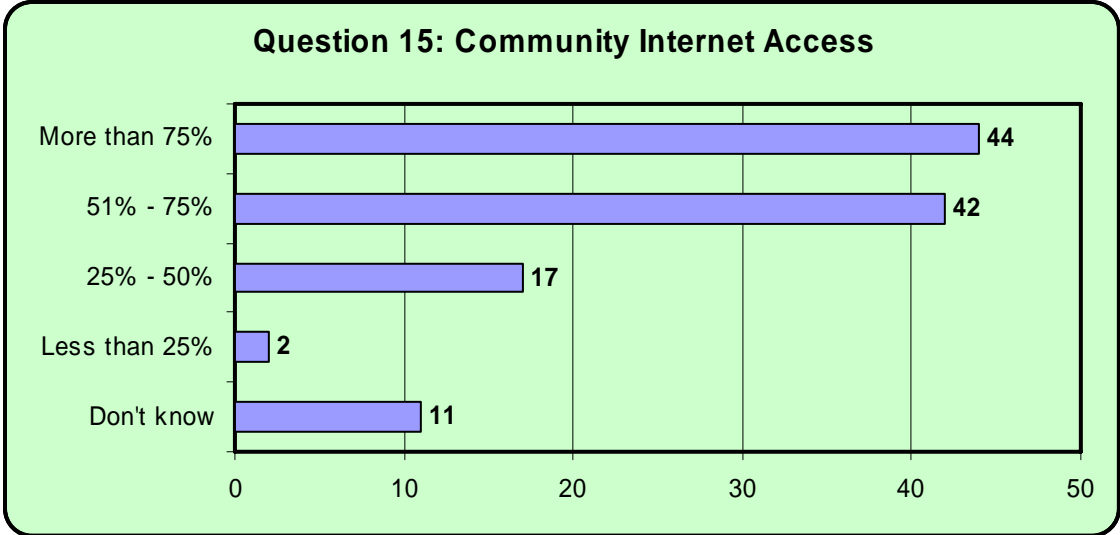


### Question 13: Community Description

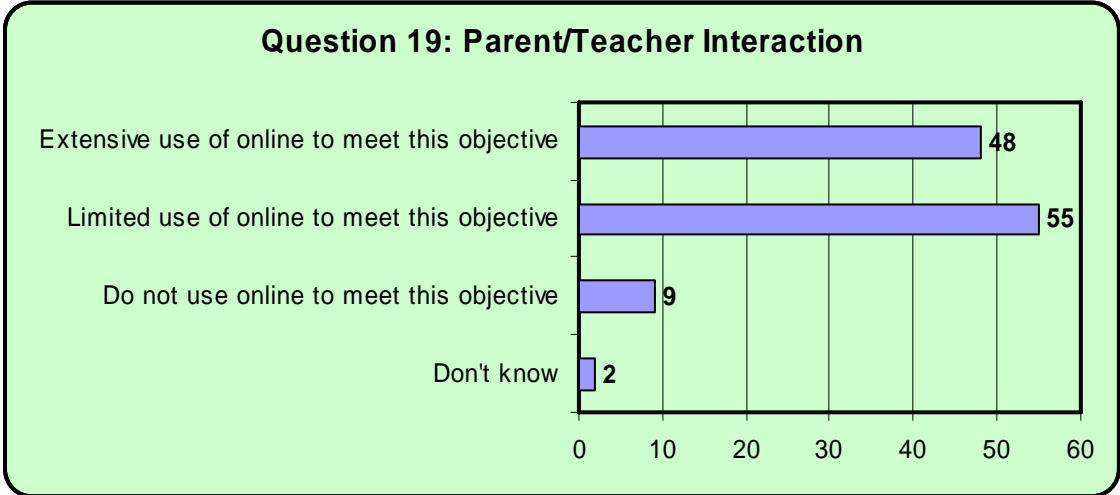


### Question 14: Free & Reduced Lunch

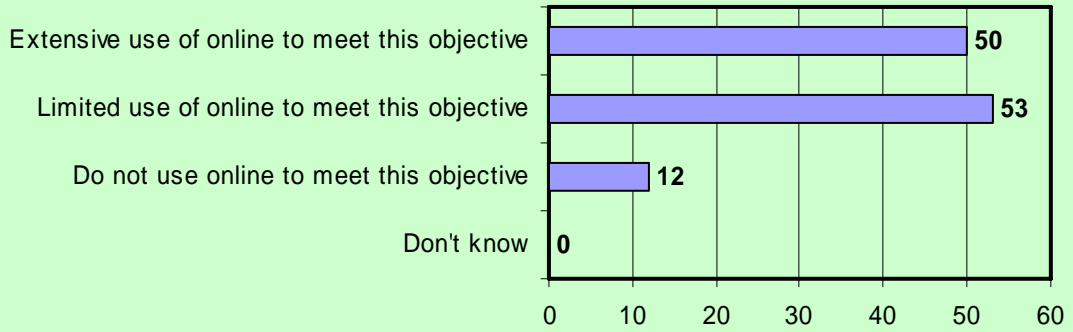




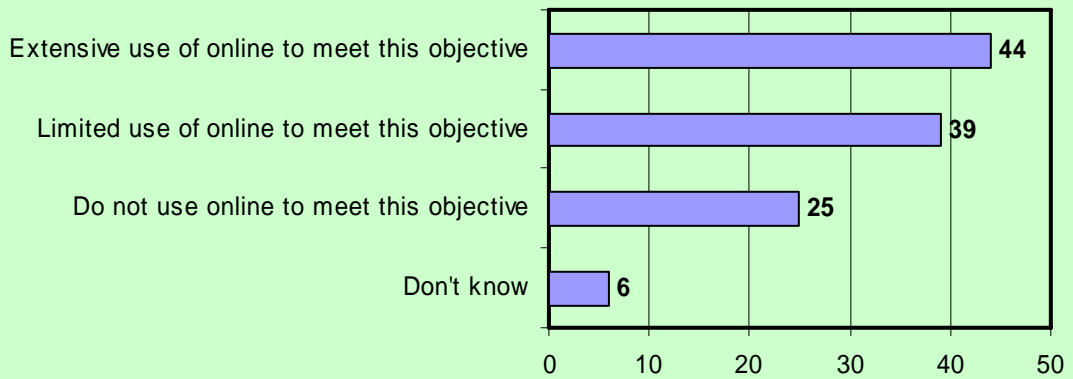
Rate the following five communication objectives at your district.



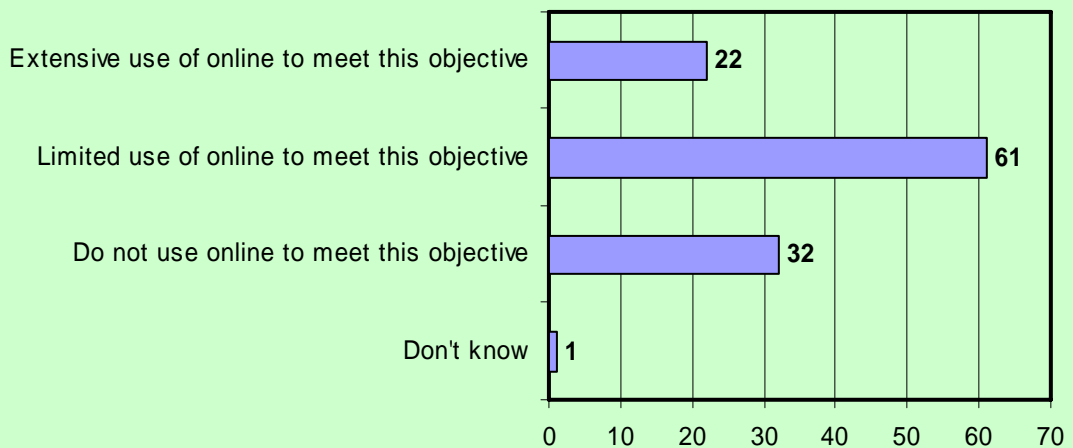
### Question 20: Community Alerts



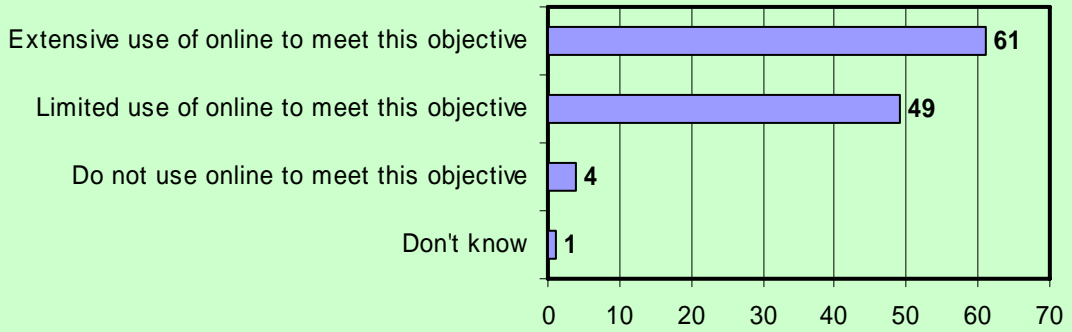
### Question 21: Key Communicator Network



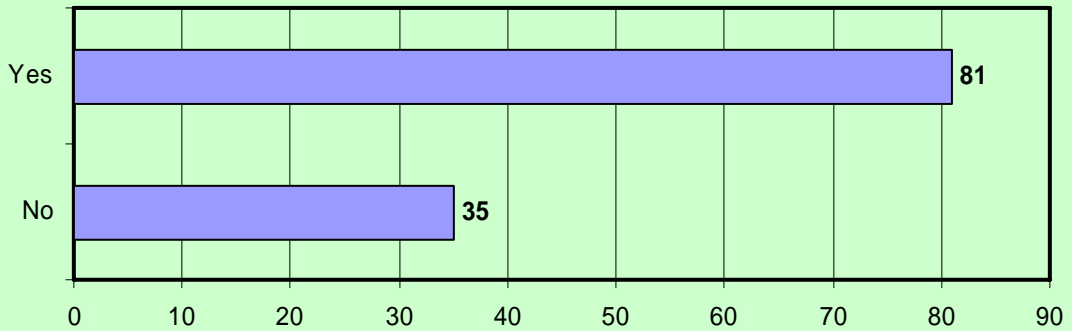
### Question 22: Community Feedback



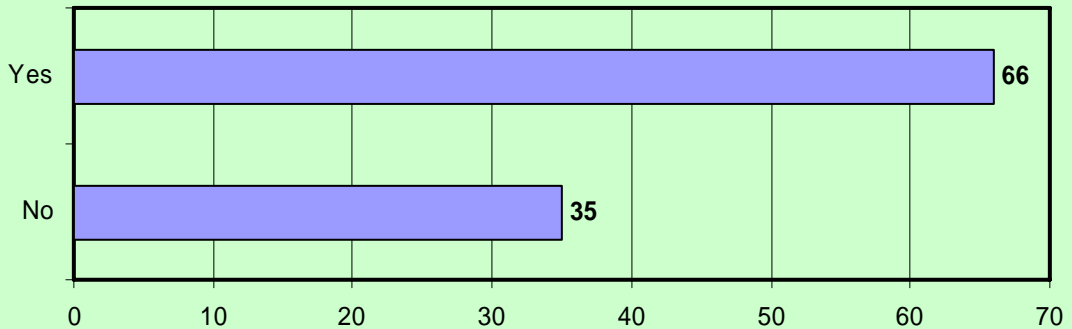
### Question 23: Inform about District Successes



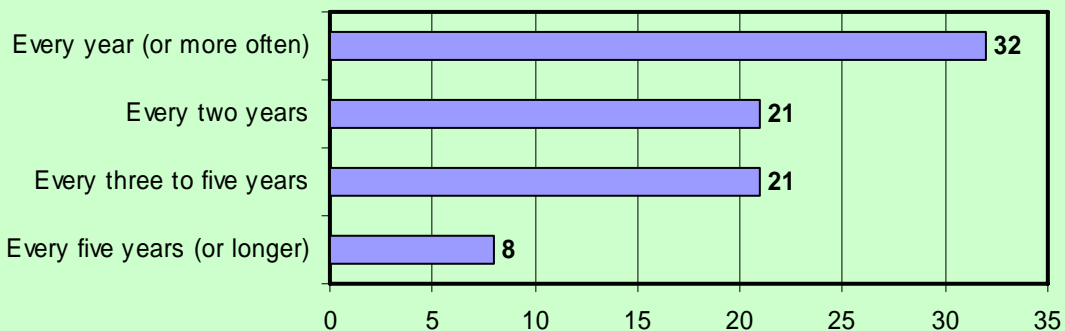
### Question 24: Written Communications Plan



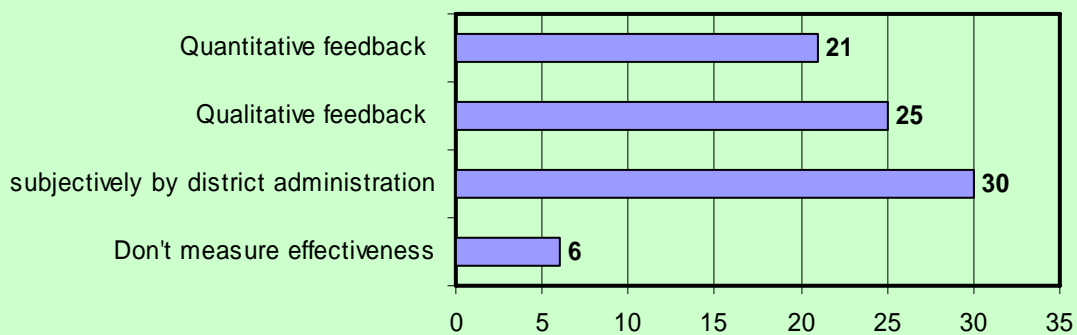
### Question 25: Plan includes Online Section?



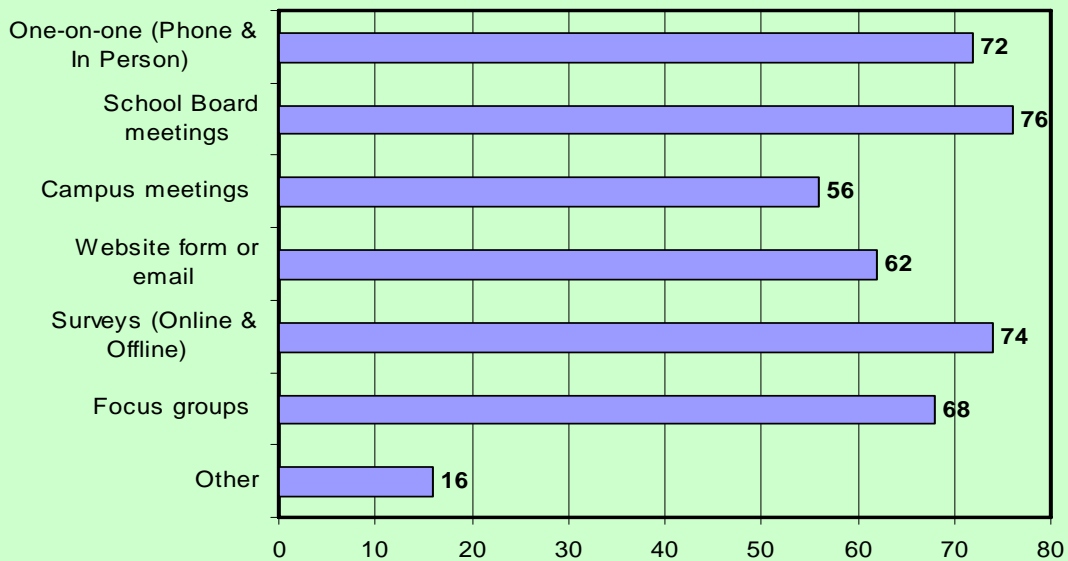
### Question 26: Communication Plan Updated



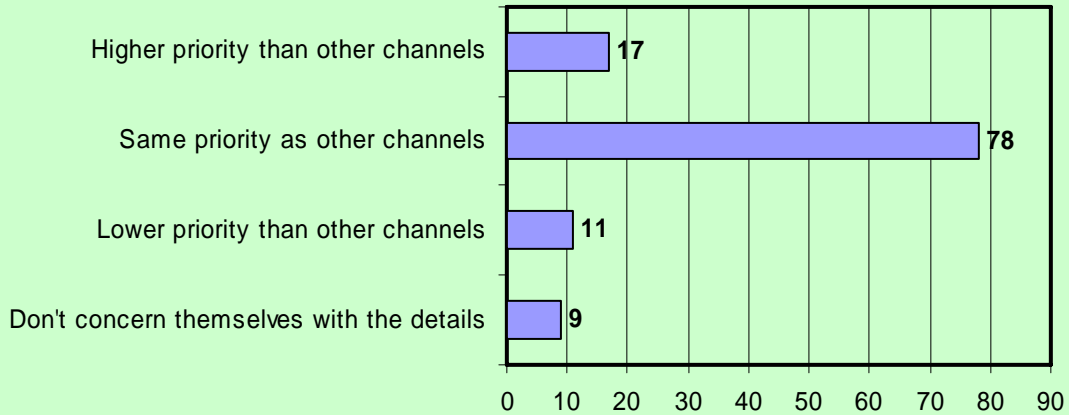
### Question 27: Measure Plan Effectiveness



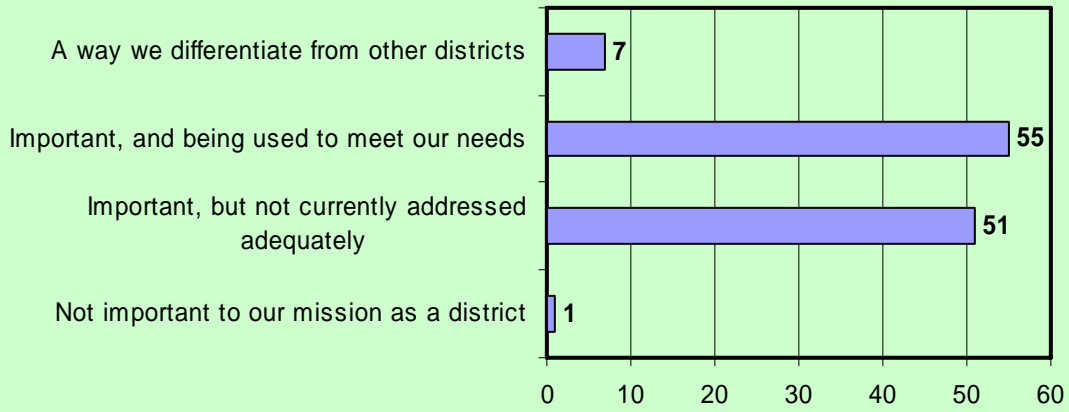
### Question 28: How Do You Gather Community Input?



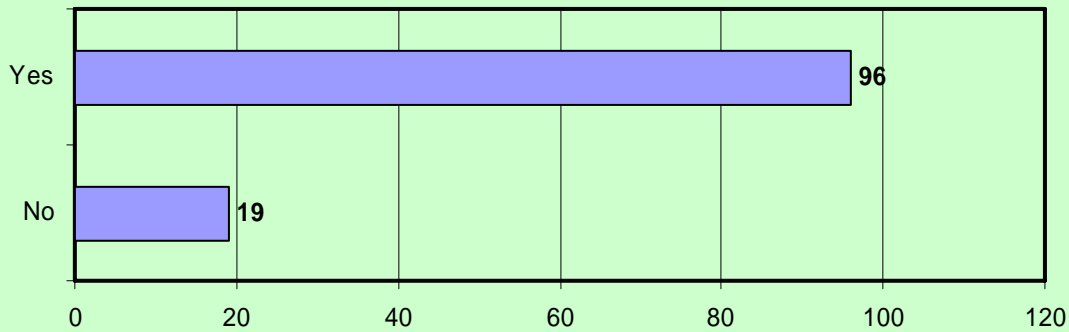
**Question 30: "My Board considers Online Communications to be..."**



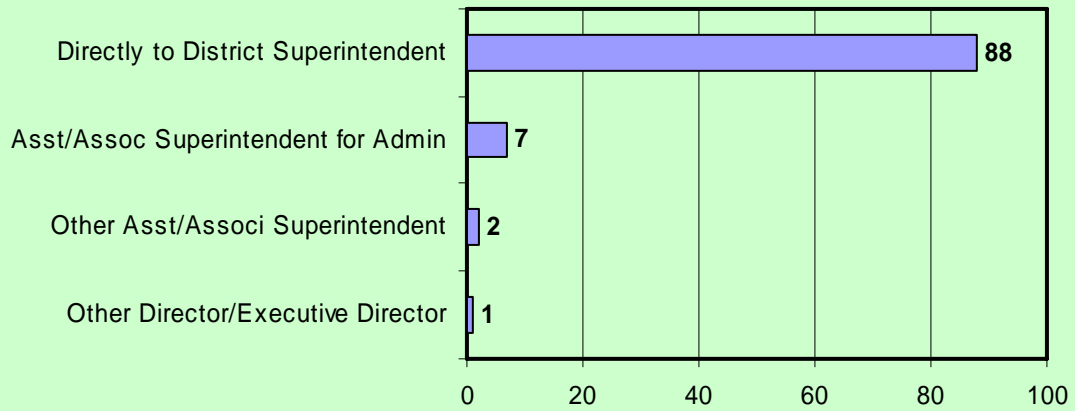
**Question 31: "In our district online communications is..."**



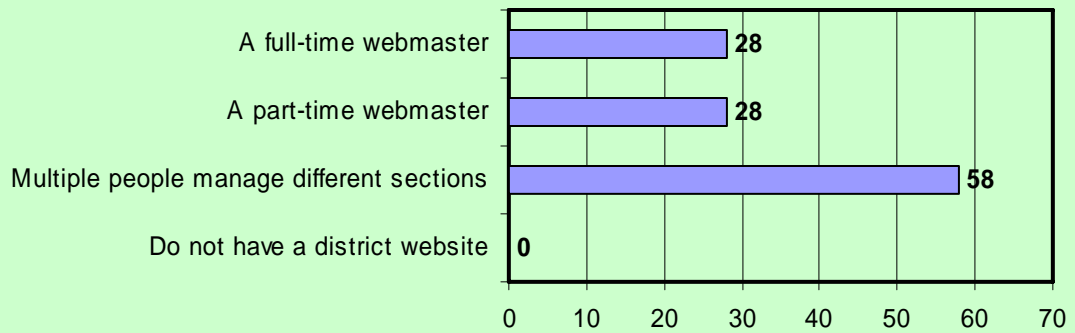
**Question 33: Dedicated Communications Director/PIO**



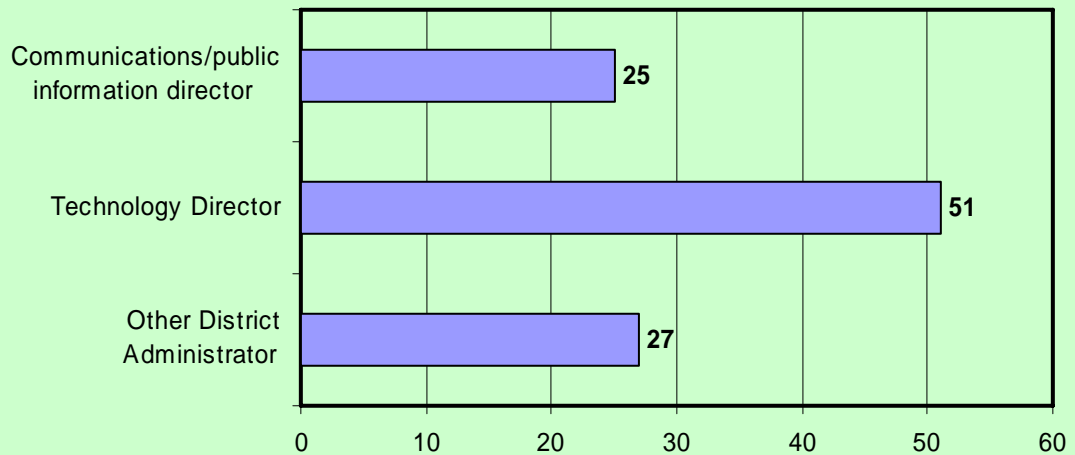
### Question 34: Communications Reports To...



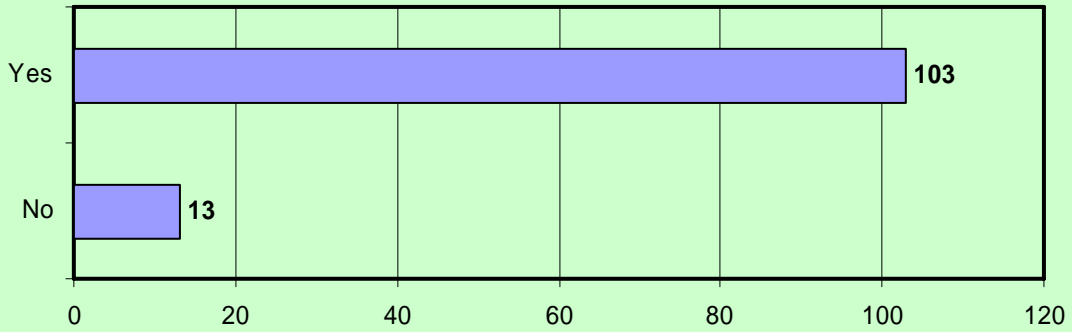
### Question 35: Who Manages District Web Site



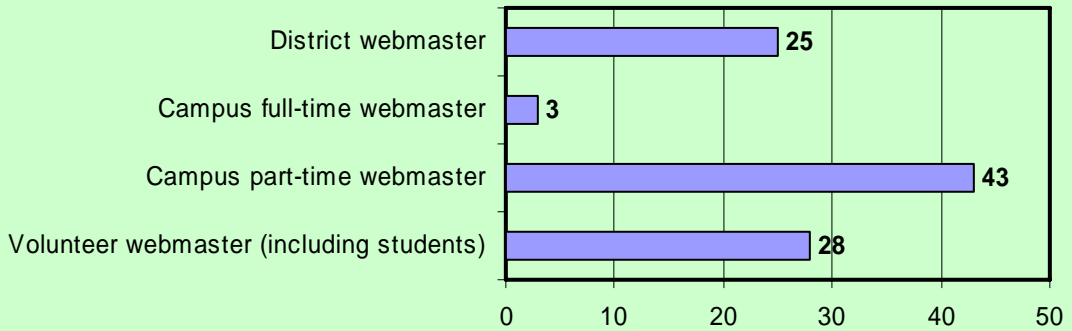
### Question 36: Webmaster Report To...



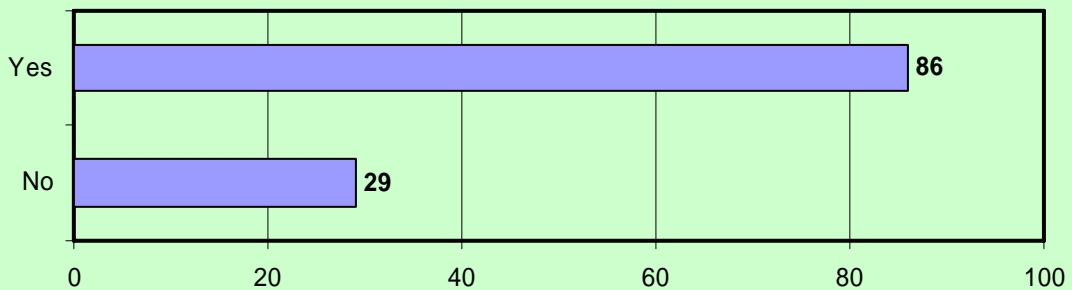
### Question 37: Websites for each school



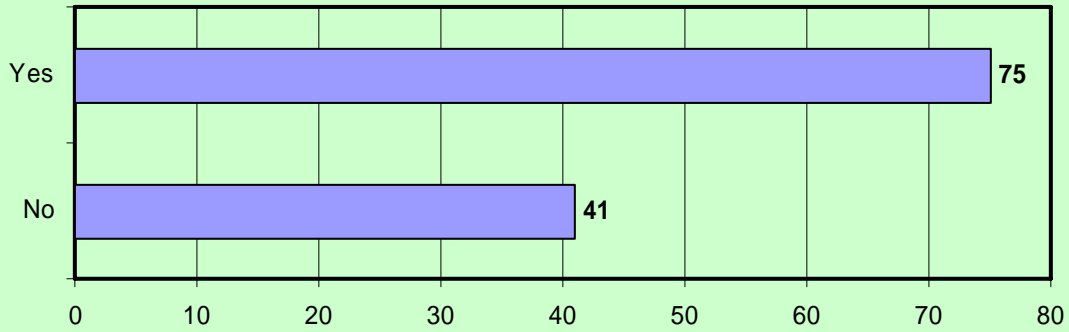
### Question 38: Who Manages School Websites



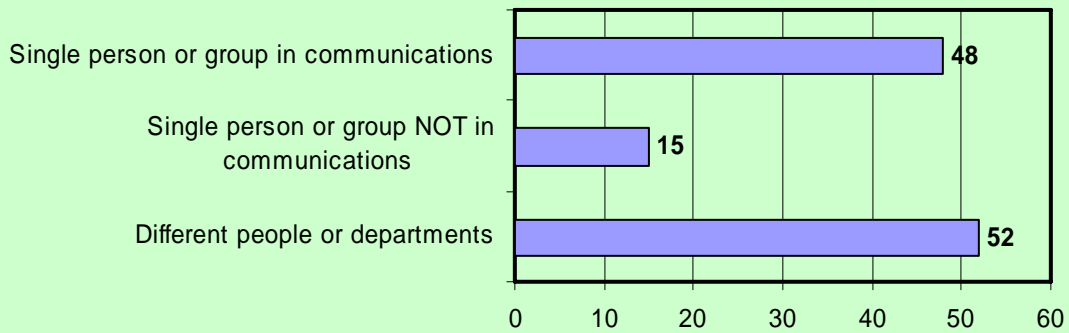
### Question 40: Content/Layout Standards at School/Dept. web sites



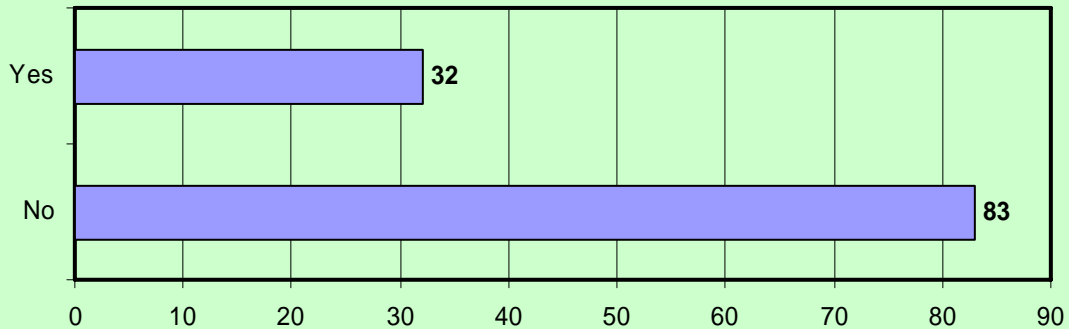
### Question 41: Track/Review web site activity



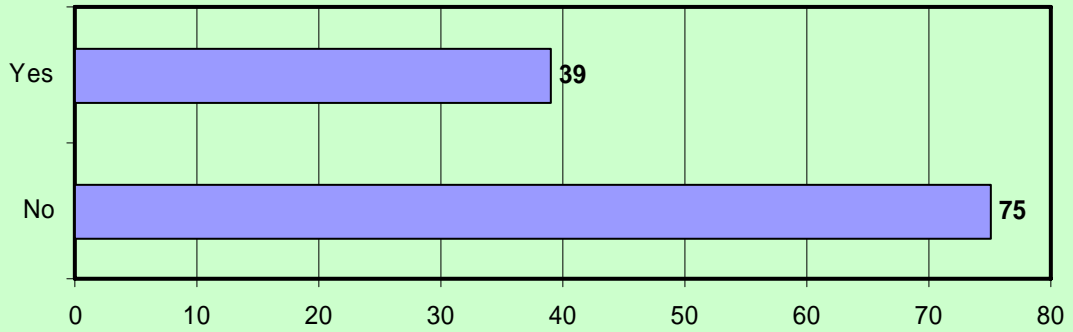
### Question 42: Who Receives District Email



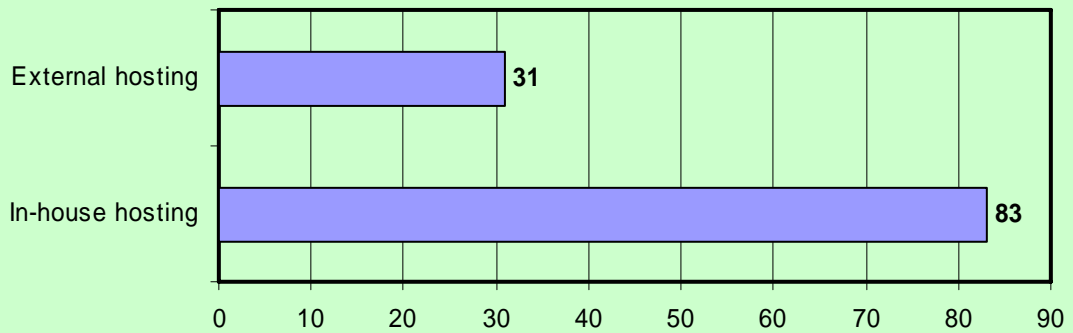
### Question 43: Track Responses to Incoming Email



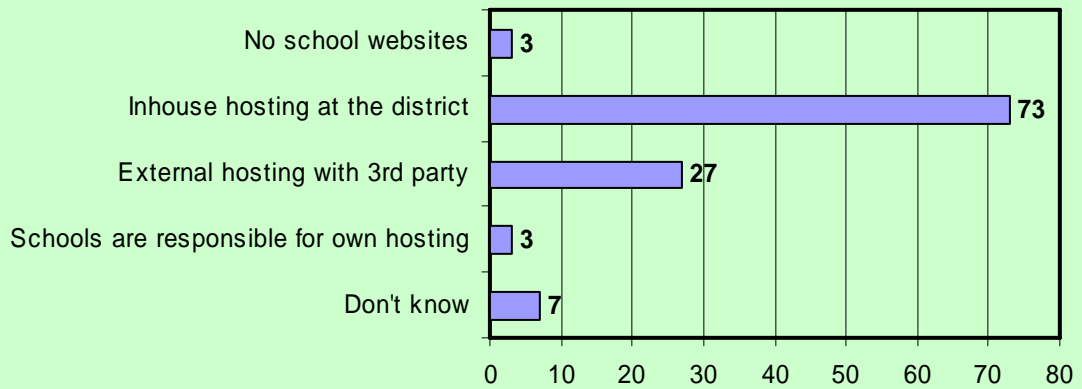
### Question 44: Online Feedback form for Change Requests

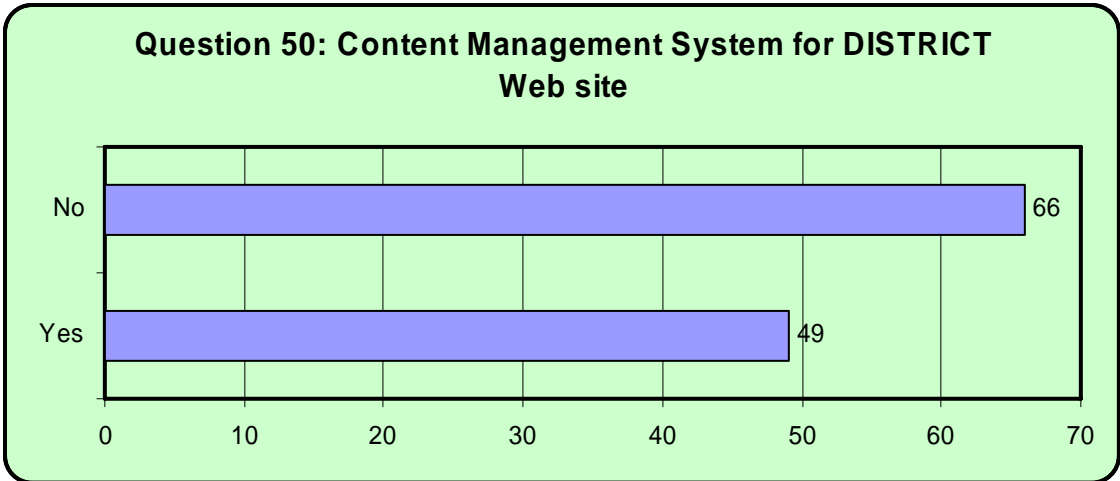
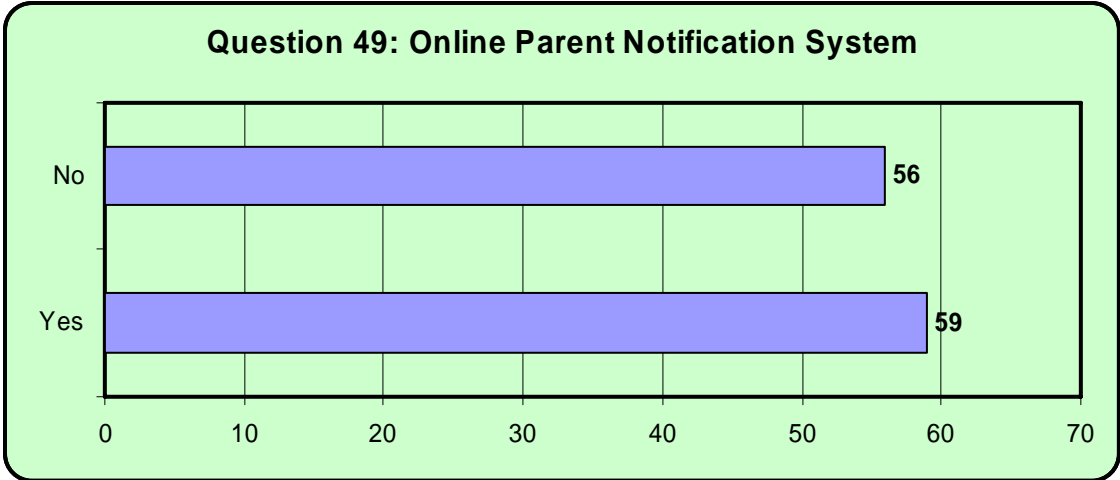
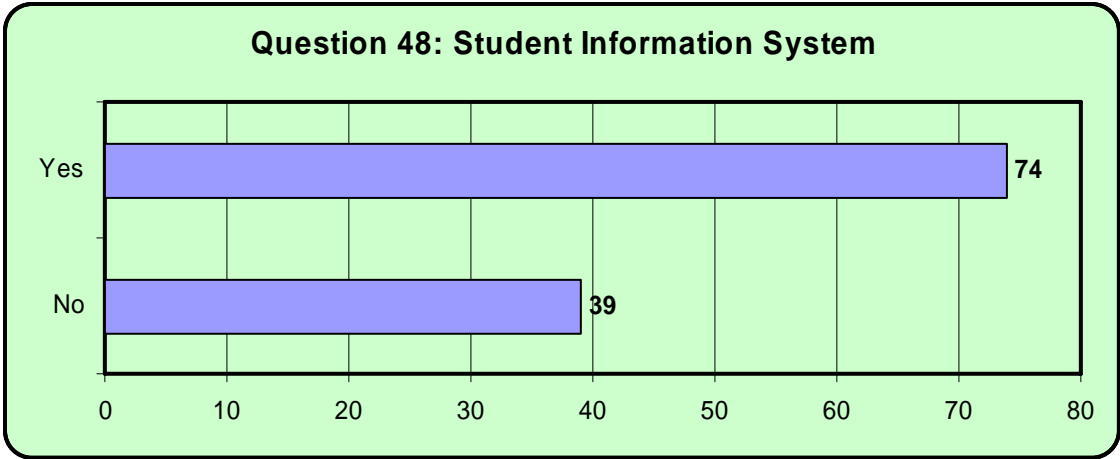


### Question 46: District Web site Hosted

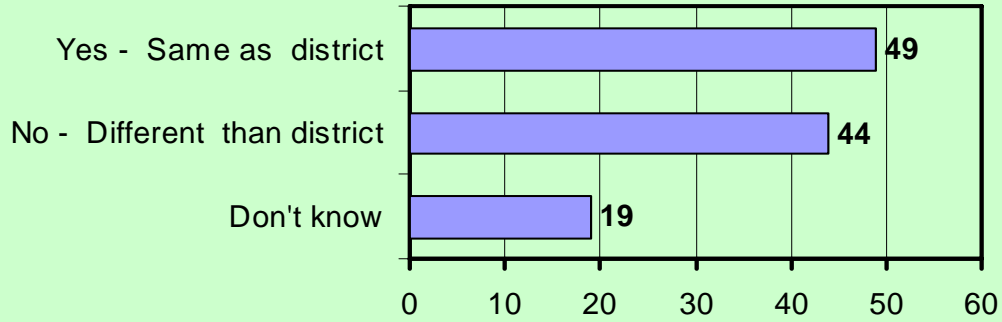


### Question 47: School Website Hosted

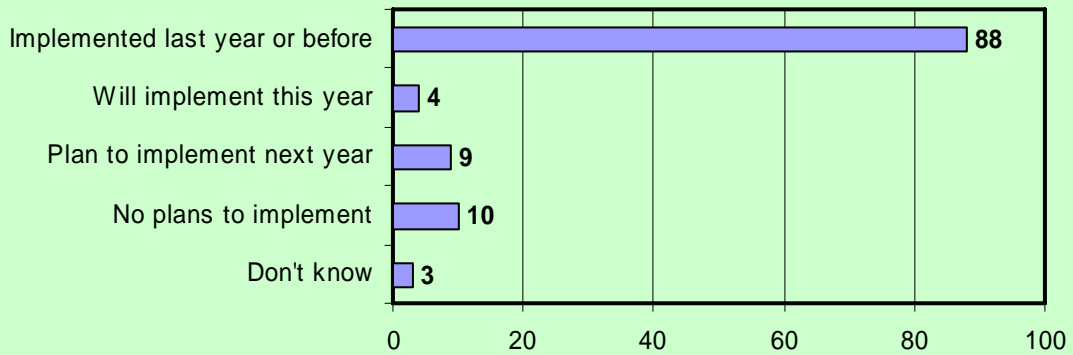




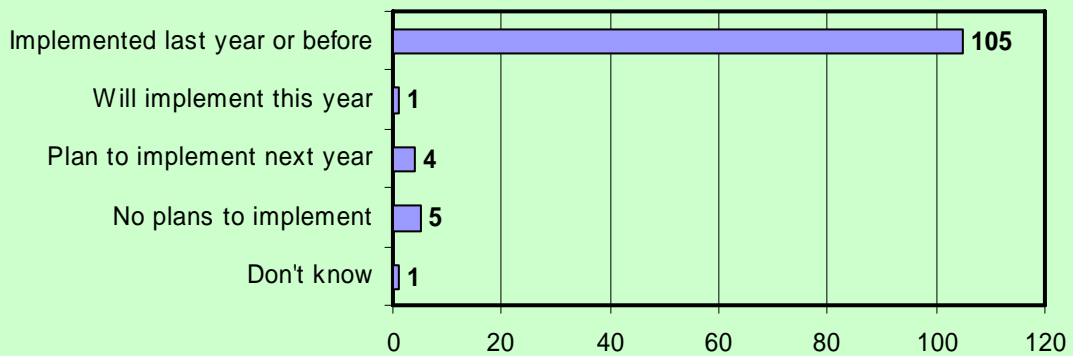
**Question 51: Content Management System for SCHOOL Websites**



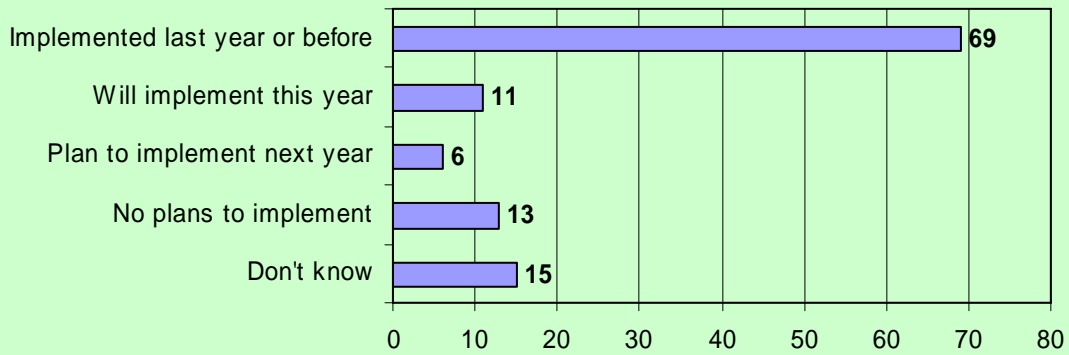
**Question 53: Event Calendar (excluding PDF)**



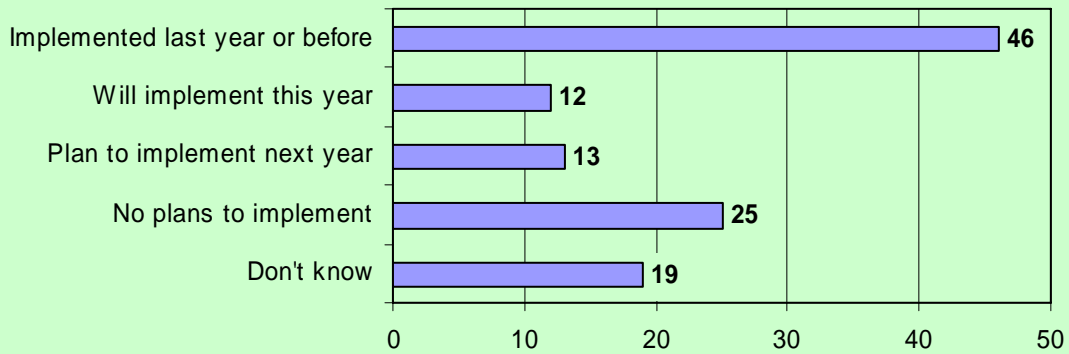
**Question 54: Staff webmail access**



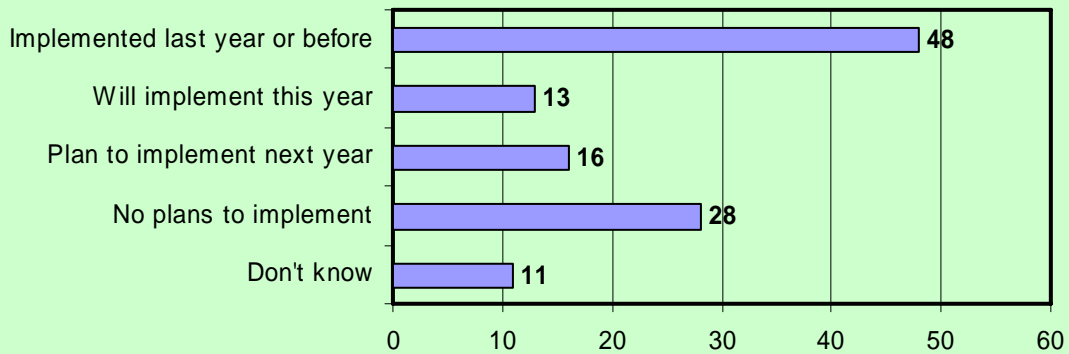
### Question 55: Secure staff portal



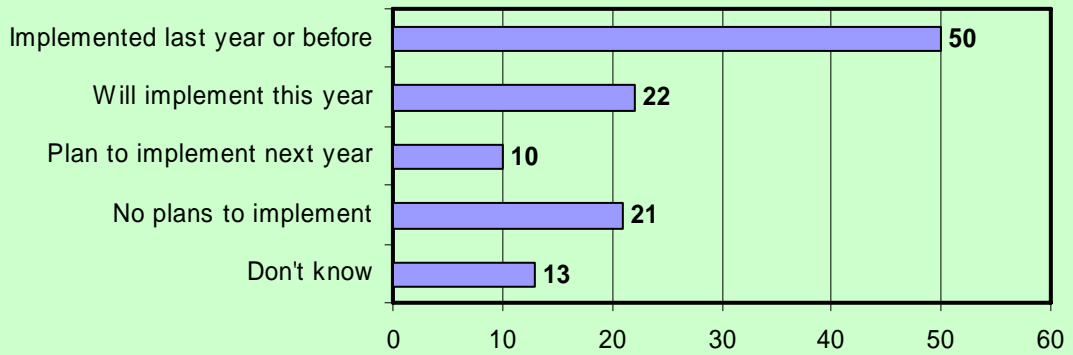
### Question 56: Parent or Community Portal



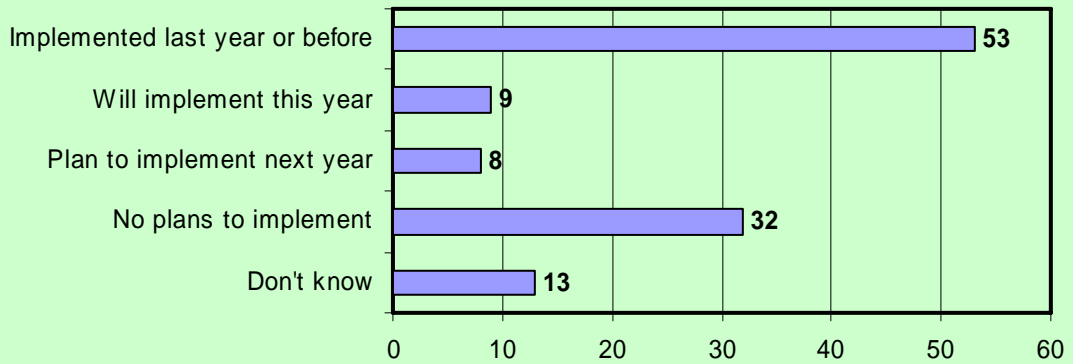
### Question 57: eNewsletter Sign-up and Publication



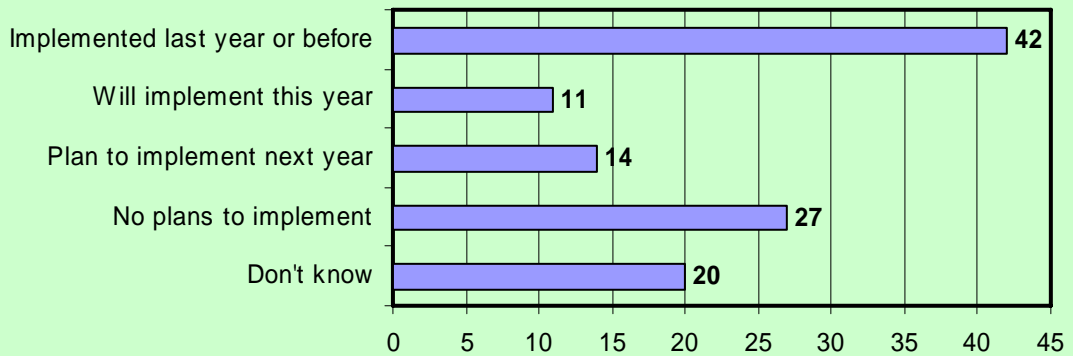
### Question 58: Online Emergency Notification



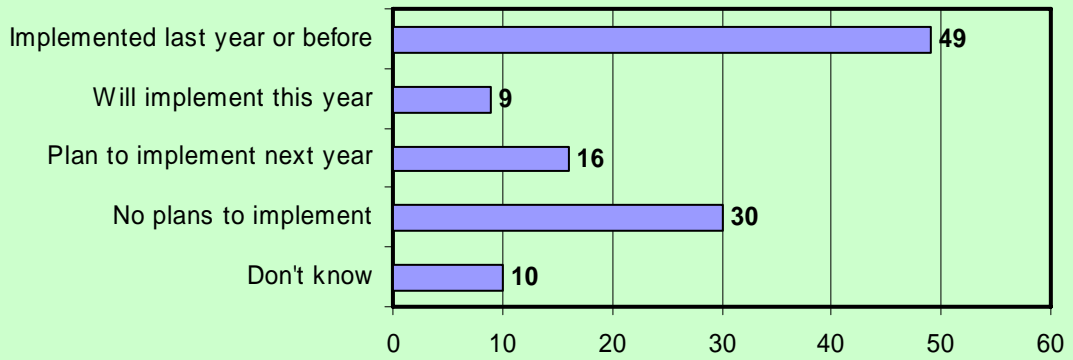
### Question 59: Online Lunch menu & pre-payment



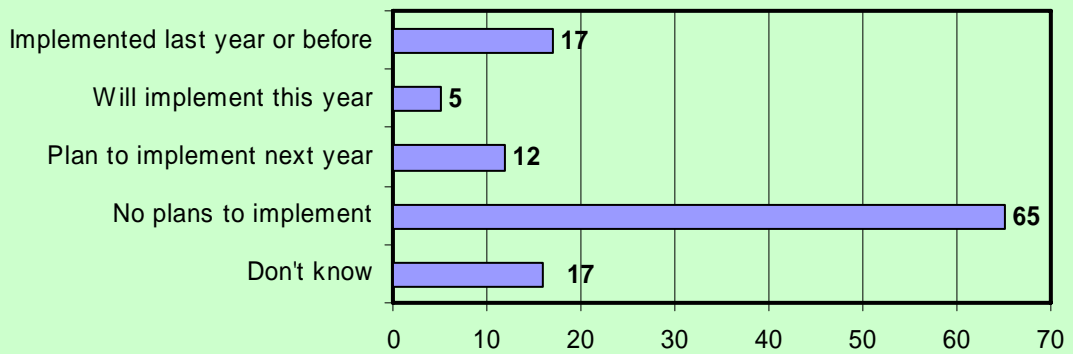
### Question 60: Searchable Knowledgebase



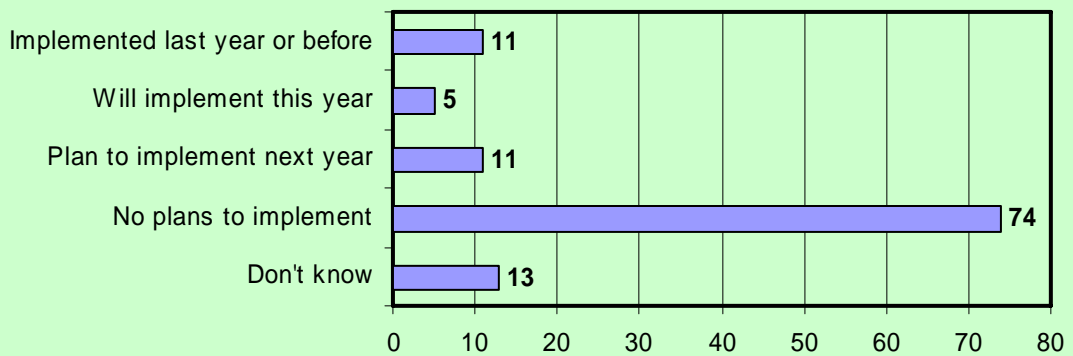
### Question 61: Online Surveys or polls



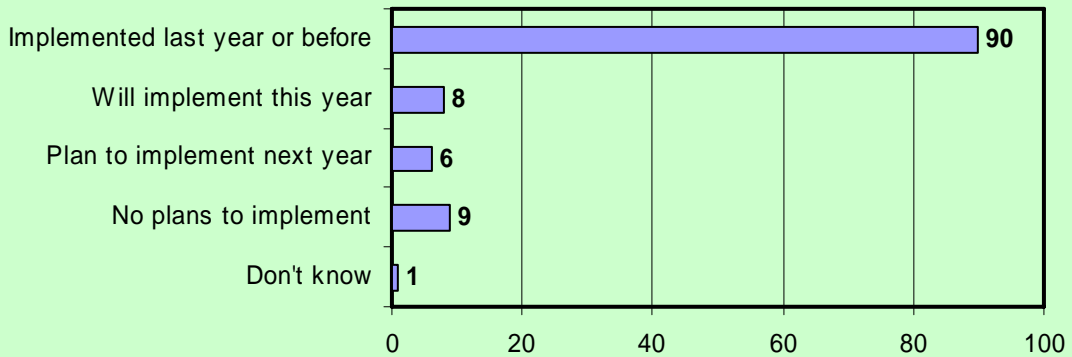
### Question 62: Dynamic Board Agenda and online voting



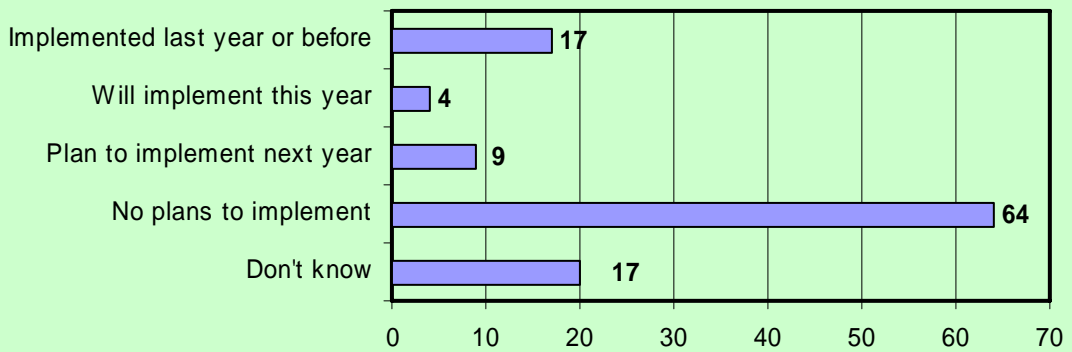
### Question 63: Podcasts (excluding instructional use)



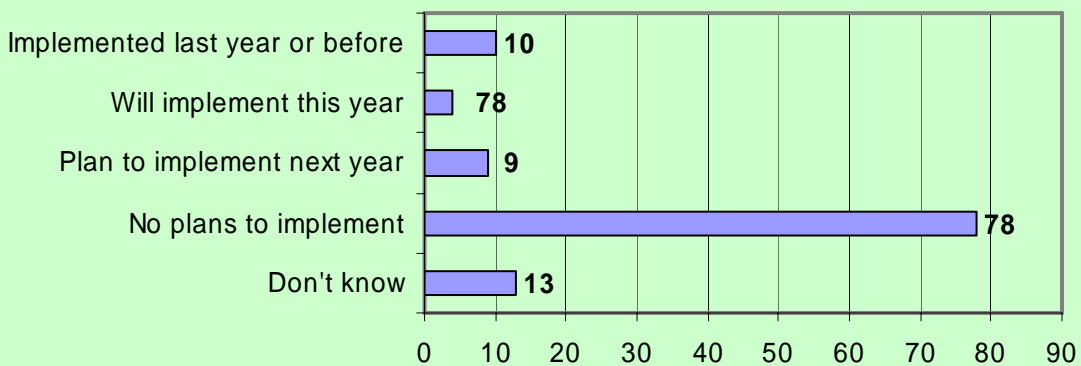
### Question 64: Downloadable Forms/Applications



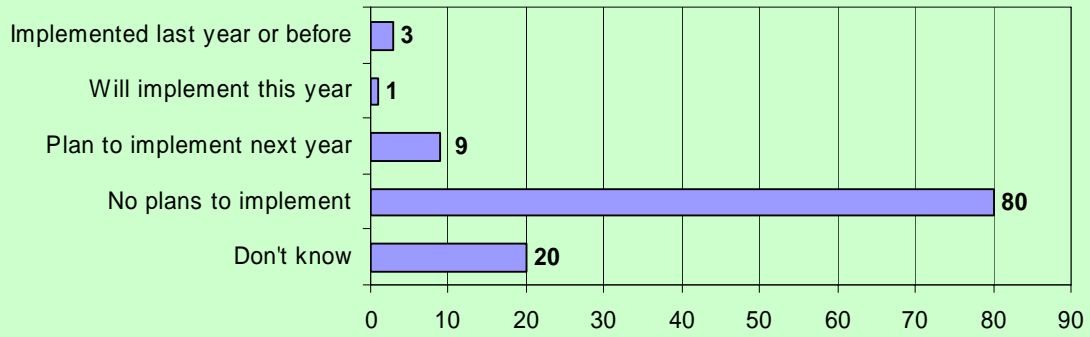
### Question 65: Volunteer Registration & Notification



### Question 66: Web Logs (blogs)



### Question 67: Community Discussion Forums



## **Appendix B: Internet References**

The following are web resources used as reference in preparing and compiling this report –

Pew Internet and American Life Project

[http://www.pewinternet.org/PPF/r/182/report\\_display.asp](http://www.pewinternet.org/PPF/r/182/report_display.asp)

National School Board Association

*Communications Plan:*

<http://www.nsba.org/sbot/toolkit/tcp.html>

*Strategic Planning & Communications:*

<http://www.nsba.org/sbot/toolkit/Communicate.html>

National School Public Relations Association

*Communications & Accountability Project:*

<http://www.nspra.org/cap.htm>

US Census Bureau

*America's Family and Living Arrangements:*

<http://www.census.gov/population/www/socdemo/hh-fam.html>

Colorado School Public Relations Association

<http://www.cospira.org>

Relatrix Corporation

<http://www.relatrix.com>