

Hardy PTO

Summary of Survey Results

Fall 2011

Overview

Date: September 6, 2011 – October 19, 2011
Delivery: Executed online and publicized via email
Respondents: 75 (34%) of ~221 families completed surveys

Summary of Findings

Parents found the PTO somewhat more effective at fundraising than community-building, although both were rated as quite effective. The most valued activities were communication items (Hardy Directory, Weekly Email Updates, Monthly Newsletters), Creative Arts & Science programs, the Auction, and Field Day. A majority of respondents liked the mix and amount of fundraising activities, although many would prefer fewer activities. Several parents also commented that they would like fewer fundraisers. Parents were slightly more likely to attend PTO meetings in the evening than in the morning. The most common comment was that parents appreciated the work of the PTO.

Detailed Findings

Mission Effectiveness (1=Not at all effective, 4=Extremely effective)

3.66 Fundraising
3.20 Community-Building

Overall Most Highly Valued Activities/Resources (1=Not at all valuable, 4=Extremely valuable)

3.76 Hardy Directory
3.61 Weekly Hardy Update Emails
3.61 Monthly Hardy Headlines Newsletters
3.61 Creative Arts & Science Field Trips
3.60 Creative Arts & Science In-Class Demonstrations
3.58 Auction
3.56 Creative Arts & Science Assemblies
3.56 Field Day

Mix of Fundraising Activities (1=Strongly disagree, 6=Strongly agree)

4.80 I liked the mix of fundraising activities.
3.61 I prefer fewer fundraising activities.
2.52 I prefer more fundraising activities.

Likelihood to Attend PTO Meeting

76% A weekday evening
65% A weekday morning

Value of Fundraising Activities (1=Not at all valuable, 4=Extremely valuable)

- 3.58 Auction
- 3.48 PTO Membership Drive
- 3.29 Book Fair
- 3.04 Beach Party (postponed this year)
- 2.92 Photo Session Fundraiser
- 2.26 Box Tops for Education

Value of Community-Building Activities (1=Not at all valuable, 4=Extremely valuable)

- 3.22 Kinderkick
- 3.07 Welcome New Families
- 2.99 Fall Gathering
- 2.94 Hardy Apparel and Gear
- 2.94 Movie Night
- 2.92 Wellesley Parade
- 2.81 Skating Party

Value of Community Services Activities (1=Not at all valuable, 4=Extremely valuable)

- 3.23 Beautification
- 3.13 Tornado Relief Food Drive
- 3.12 Japan Relief Donation Drive
- 3.10 Hardy Goes Green
- 3.08 Cradles to Crayons Donation Drive
- 3.08 Book Drive for Everett School in Boston
- 2.57 UNICEF Halloween Donation Drive

Value of Learning & Teacher Support Activities (1=Not at all valuable, 4=Extremely valuable)

- 3.61 Creative Arts & Science Field Trips
- 3.60 Creative Arts & Science In-Class Demonstrations
- 3.56 Creative Arts & Science Assemblies
- 3.56 Field Day
- 3.43 Room Parents
- 3.42 Nature Walks
- 3.38 Love Your Library (book donation program)
- 3.07 Summer Reading Challenge

Value of Communication & Information Resources (1=Not at all valuable, 4=Extremely valuable)

- 3.76 Hardy Directory
- 3.61 Weekly Hardy Update Emails
- 3.61 Monthly Hardy Headlines Newsletters
- 3.20 Hardy PTO Website

Suggestions

General

- Appreciate the work of the PTO (16)
- PTO needs to be more inclusive (2)
- Work on enhancing programs in place

Fundraising

- Reduce fundraisers (5)
- Reduce fundraisers to those that raise significant revenue
- Increase dues (2)
- Adjust dues relative to number of children at Hardy
- Create a Hardy Cookbook
- Bring back the wrapping paper fundraiser
- Likes mix of fundraising activities (2)
- Disliked auction (4)
- Bookfair adds pressure to hectic start of year
- Increase fundraisers with fewer volunteers (i.e. photo shoot)
- Use Box Tops as fundraiser
- Communicate fundraising calendar to assist with family budgeting

Community Building

- More movie nights
- Increase community building (3)
- More events for those who can't meet others in pick up drop off, such as picnic, parent socials, etc.
- Cut down on social events
- Love skating party
- Add pick up and drop off activity hosted by grades with teachers/parents/staff mixing
- Have 5th grade buddy parents for new and kindergarten families and a way to know new families early in year

Community Service

- Keep donations more local so kids can see impact of efforts
- Kids need more exposure to outside world
- Have school wide pajama day combined with Cradles for Crayons

Learning and Teacher Support

- Would like curriculum gaps to be met and more special clubs and activities
- Bring in Circus Smirkus
- Author in residence seems excessive
- Field trips should be reviewed

Communication and Information Resources

- Keep parents informed about use of funding
- Ask teachers to highlight what activities PTO and CAS pay for
- Continue email communication
- Would like a calendar that syncs with home calendar
- Communication has improved
- Love the new Hardy website (2)
- Would like distinction in emails of Hardy vs. 3rd party activities
- Would like content in weekly emails
- Would like a clearer picture of the financial gap

Suggestions for Speakers/Topics at PTO Meetings

- Internet safety and bullying (3)
- Alternate morning and evening meetings and provide a schedule for meetings for the year
- MCAS—preparation and how tests are scored and used
- Parenting topics (3)
- Homework
- Psychiatrists to remind us to keep it all in perspective and lighten pressure
- Open Circle
- Motivational speaker for women who are struggle and those wishing to re-enter workforce
- Best educational apps for kids on new iPads

Demographics

The demographics of survey participants appeared similar to that of Hardy community.

Grade(s) of Children at Hardy

K	29%
1	21%
2	33%
3	19%
4	23%
5	15%

Years at Hardy

1	19%
2	19%
3-4	29%
5-6	16%
7+	16%

Volunteering/Participation

PTO Officer	6%
PTO Committee Chair	12%
PTO Committee Member	12%
PTO event/activity volunteer	45%
Field trip volunteer	74%
Classroom volunteer	74%
Class party/event volunteer	73%
Attended PTO meeting	41%
Attended PTO-run event (e.g. Fall Gathering, Auction)	80%
Attended school assembly	81%