

Feedback from communication survey of schools

Thanks again to everyone who responded to our communication survey of schools last term, and a special thank you to everyone who volunteered to help us improve the way we communicate. We will be contacting you soon to move things forward.

The key findings are listed below.

261 schools replied, a very good response rate of 58%.
85% replied on paper, 5 electronically.

87% feel that the LEA keeps them informed.
81% feel they know who to contact at the LEA when they need help or information.
42% feel comfortable dealing with the media.
60% prefer the LEA to communicate with them by paper, compared with 27% via electronic means.

76% are satisfied with our response by telephone.
59% are satisfied with our response by fax.
57% are satisfied with our response by email.
58% are satisfied with our response by letter.
Around 20% were neither satisfied nor dissatisfied.

86% are aware of the weekly electronic courier for schools. 14% say they read it.

90% feel that a short communication guide for schools would be useful.
83% feel that media/communication training and workshops would be useful.
87% would be interested in how to publicise good news.
90% would be interested in how to deal with the media.
89% would be interested in how to write a press release.
93% would be interested in top tips/golden rules for communication.
97% would be interested in communicating in a crisis.
70% would prefer training sessions to be held during school hours.

71 people volunteered to help us improve communications. This is very encouraging and we hope to work closely with these volunteers this year, and to make real improvements in the way we communicate with schools.

We have kept this summary as short as possible. If you would like more information contact Marion Forsyth, Communications Officer Education, on 01603 224277, or email: marion.forsyth.cex@norfolk.gov.uk