



ROSE TREE MEDIA SCHOOL DISTRICT

2023 COMMUNICATION AUDIT REPORT

308 N. Olive St
Media, PA 19063

www.rtmsd.org

INTRODUCTION

The Rose Tree Media School District partnered with the Donovan Group to conduct a communication audit and facilitate a planning process. This initiative includes the two primary deliverables:



Communication Audit



Communication Plan



COMMUNICATION INVENTORY RESULTS

The Donovan Group conducted a review of RTMSD's current communication practices from an outsider's perspective. This provided a broad overview of the district's current communication practices in its efforts to reach and engage staff and community members.



Website



Newsletters



Video



Email



SIS



Texts



Social Media



COMMUNITY INVENTORY RESULTS

Schools:

- Glenwood Elementary
- Indian Lane Elementary
- Media Elementary
- Rose Tree Elementary
- Springton Lake Middle School
- Penncrest High School

COMMUNICATION SURVEY



November 9–21, 2023



Donovan Group survey engine



757 responses, including 77 staff members

COMMUNITY SURVEY REPORT

14. WHAT WOULD BE THE BEST WAYS FOR THE RTMSD TO COMMUNICATE WITH YOU IN GENERAL AS A DISTRICT RESIDENT OR PARENT/CAREGIVER?

Looking at the best ways for the district to communicate with residents and parents/caregivers, email is the number one preferred method, by far. Only school e-newsletters come close and it's safe to assume those e-newsletters arrive in email inboxes. Text messages and school or district websites appear to be somewhat popular sources as well.



COMMUNITY SURVEY REPORT

18. WHAT TYPES OF INFORMATION WOULD YOU LIKE TO RECEIVE FROM THE RTMSD AS A DISTRICT RESIDENT/CAREGIVER?

District residents and parents/caregivers report that they are most interested in receiving information about academic progress, school or district events, co-curricular activities/clubs, and support services for students.

| | |
|------------------------------------|------|
| Academic programs | 4.54 |
| School/district events | 4.26 |
| Co-curricular activities/clubs | 4.07 |
| Support services for my child(ren) | 3.91 |
| Athletics | 3.66 |
| Capital improvements/facilities | 3.63 |
| School board agendas & minutes | 3.53 |

Average star rating.

COMMUNITY SURVEY REPORT

20. I AM SATISFIED WITH THE QUALITY OF THE COMMUNICATIONS I RECEIVE FROM RTMSD.

In the next several questions, 30% of respondents offer a “neutral” or “no opinion” response. This may be a result of those who do not have children currently enrolled in the district feeling a disconnect. Regardless, this leaves only about 70% of respondents to answer favorably or unfavorably. We see about 44% of respondents indicating that they are satisfied with the quality of communications received from the district, while 28% are not satisfied.

| | |
|--------------------|--------|
| Strongly agree | 12.79% |
| Agree | 31.76% |
| Neutral/No opinion | 27.21% |
| Disagree | 17.79% |
| Strongly disagree | 10.44% |

COMMUNITY SURVEY REPORT

22. I AM SATISFIED WITH THE FREQUENCY OF THE COMMUNICATIONS I RECEIVE FROM THE ROSE TREE MEDIA SCHOOL DISTRICT.

Looking at the frequency of communication, only about 41% of respondents expressed satisfaction, while 27% indicated that they were dissatisfied. With one quarter of survey respondents indicating they are 65 years old and over, these residents may not be receiving regular communications from the district. This presents an opportunity for the district to engage these members of the community.

| | |
|--------------------|--------|
| Strongly agree | 12.21% |
| Agree | 28.97% |
| Neutral/No opinion | 31.47% |
| Disagree | 16.91% |
| Strongly disagree | 10.44% |

COMMUNITY SURVEY REPORT

26. I AM SATISFIED WITH THE QUALITY OF THE COMMUNICATION I RECEIVE FROM MY CHILD'S SCHOOL. (CURRENT FAMILIES)

The average ratings for quality of communication are just slightly lower than that of timeliness, but still in the lower 4 and upper 3 range, indicating a generally high level of satisfaction. As we see in comments, streamlining information may be helpful in this regard.

| | |
|-------------------------------|------|
| Glenwood Elementary School | 4.42 |
| Indian Lane Elementary School | 4.32 |
| Media Elementary School | 4.22 |

| | |
|------------------------------|------|
| Rose Tree Elementary School | 3.91 |
| Springton Lake Middle School | 3.97 |
| Penncrest High School | 3.99 |

37. WHAT TYPE OF NEWS AND INFORMATION WOULD YOU LIKE TO RECEIVE FROM THE DISTRICT? (STAFF)

Each item has been ranked between one and five stars. The highest star ratings are marked in blue while the lowest star ratings are in red. District news, events and activities, board agendas and minutes, and staffing/HR updates are the most popular information types staff would like to receive. Athletics and co-curricular activities are of least interest to the staff surveyed.

| Answer | 1 star | 2 stars | 3 stars | 4 stars | 5 stars |
|--|--------|---------|---------|---------|---------|
| School district news | 2.60% | 3.90% | 9.09% | 23.38% | 61.04% |
| School district events and activities | 2.60% | 6.49% | 22.08% | 24.68% | 44.16% |
| School board agendas and minutes | 6.49% | 11.69% | 18.18% | 22.08% | 41.56% |
| School district budget updates | 10.39% | 10.39% | 31.17% | 16.88% | 31.17% |
| Staffing/HR updates | 2.60% | 6.49% | 18.18% | 24.68% | 48.05% |
| Athletics information | 27.27% | 18.18% | 24.68% | 16.88% | 12.99% |
| Co-curricular activities/clubs | 23.38% | 23.38% | 22.08% | 18.18% | 12.99% |
| Student accomplishments, activities and awards | 9.09% | 11.69% | 24.68% | 15.58% | 38.96% |
| Volunteer opportunities | 20.78% | 12.99% | 25.97% | 19.48% | 20.78% |
| Well-being initiatives | 14.29% | 9.09% | 22.08% | 24.68% | 29.87% |

COMMUNITY SURVEY REPORT

COMMUNITY SURVEY REPORT

40. I AM SATISFIED WITH THE QUALITY OF THE INFORMATION I RECEIVE FROM THE DISTRICT.

A slight majority of staff respondents (53%) indicated satisfaction about the quality of information they receive from the district, while 18% expressed dissatisfaction. 28% of staff respondents expressed no opinion.

**This question applies only to staff.*

| | |
|--------------------|--------|
| Strongly agree | 11.69% |
| Agree | 41.56% |
| Neutral/No opinion | 28.57% |
| Disagree | 16.88% |
| Strongly disagree | 1.30% |

41. I AM SATISFIED WITH THE TIMELINESS OF THE INFORMATION I RECEIVE FROM THE DISTRICT.

Timeliness fares slightly better with 55% of staff respondents expressing satisfaction. Fewer than 18% feel dissatisfied with the timeliness of information.

**This question applies only to staff.*

| | |
|--------------------|--------|
| Strongly agree | 10.39% |
| Agree | 45.45% |
| Neutral/No opinion | 25.97% |
| Disagree | 16.88% |
| Strongly disagree | 1.30% |

COMMUNITY SURVEY REPORT

54. OVERALL, I AM SATISFIED WITH THE ROSE TREE MEDIA SCHOOL DISTRICT.

In total, more than 70% of district residents who responded to this survey indicated general satisfaction with the Rose Tree Media School District. This is a sizable majority the district should feel good about, while it still leaves room for outreach and growth.

| | |
|--------------------|--------|
| Strongly agree | 26.42% |
| Agree | 43.99% |
| Neutral/No opinion | 11.89% |
| Disagree | 10.04% |
| Strongly disagree | 7.66% |



RECOMMENDATION

EXPAND COMMUNICATIONS TO ALL DISTRICT RESIDENTS

The district should seek to engage all residents, including those who do not have children in the schools. This can be done via news releases, mailers, and other outreach and engagement efforts. The district can also better promote the digital signup for its electronic communications, including its e-newsletter, the RTM Reporter. It may also want to consider making the publication of the district newsletter monthly rather than quarterly.



RECOMMENDATION

ENHANCE STAFF ENGAGEMENT

The district should seek to improve its communication with staff, perhaps through a regularly published staff communication. Staff seek more information from the superintendent and school board, among other departments at the district level. The district and schools should also ensure that all employees receive all pertinent communications, including Education Center staff and employees who serve multiple buildings.



RECOMMENDATION

TARGET ENGAGEMENT AND OUTREACH IN EDGMONT

The district should look to better engage and communicate with Edgmont Township residents. These communications and connections will likely focus on the new elementary school, but it would also be helpful to reach this audience with a wide range of positive news and updates from RTMSD.



RECOMMENDATION

BROADEN DISTRIBUTION OF BOARD SUMMARIES

The district currently publishes summaries of each board meeting on its website. This monthly publication was recognized by the National School Public Relations Association with an Award of Excellence in 2023. Efforts should be made to distribute these summaries more intentionally and to a wider audience so that district families, residents, and staff can remain engaged and updated on the priorities and the work of the board.



RECOMMENDATION

INCREASE MEDIA RELATIONS

There are many positive things happening throughout RTMSD schools. The district should take the opportunity to share positive news and highlights with the local media through more regularly distributed news releases, in addition to social media. Local media is a potentially important source of information about the district and its schools among residents who do not have students currently enrolled in the district.



COMMUNICATION GOALS

1. **Actively communicate about the great things happening in its schools.**
2. **Engage residents who do not have a direct connection to the district and its schools.**
3. **Communicate more effectively with teachers and staff, leading to a strong internal understanding of its vision, goals, and key messages.**
4. **Establish clear internal processes for communicating with and engaging internal and external audiences.**



**THANK
YOU**

