ThoughtExchange

Exchange Summary

South Seneca Central School District

October 8, 2021

What are your best thoughts about district-wide communications?

PARTICIPATION
Breakdown of Participation

40
Participants

33
Thoughts

515
Ratings

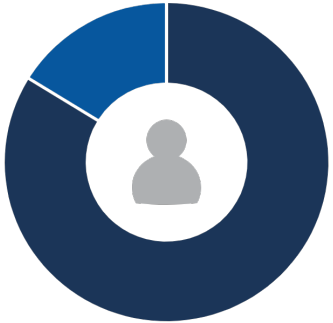
PARTICIPATION
Breakdown of Participation

Have you visited the South Seneca Central School District website in the past 3 months?

%		Answer
97%	(38)	yes
3%	(1)	no

PARTICIPATION
Breakdown of Participation

Do you follow South Seneca Central School District on any social media outlets, such as: facebook, Twitter, instagram?



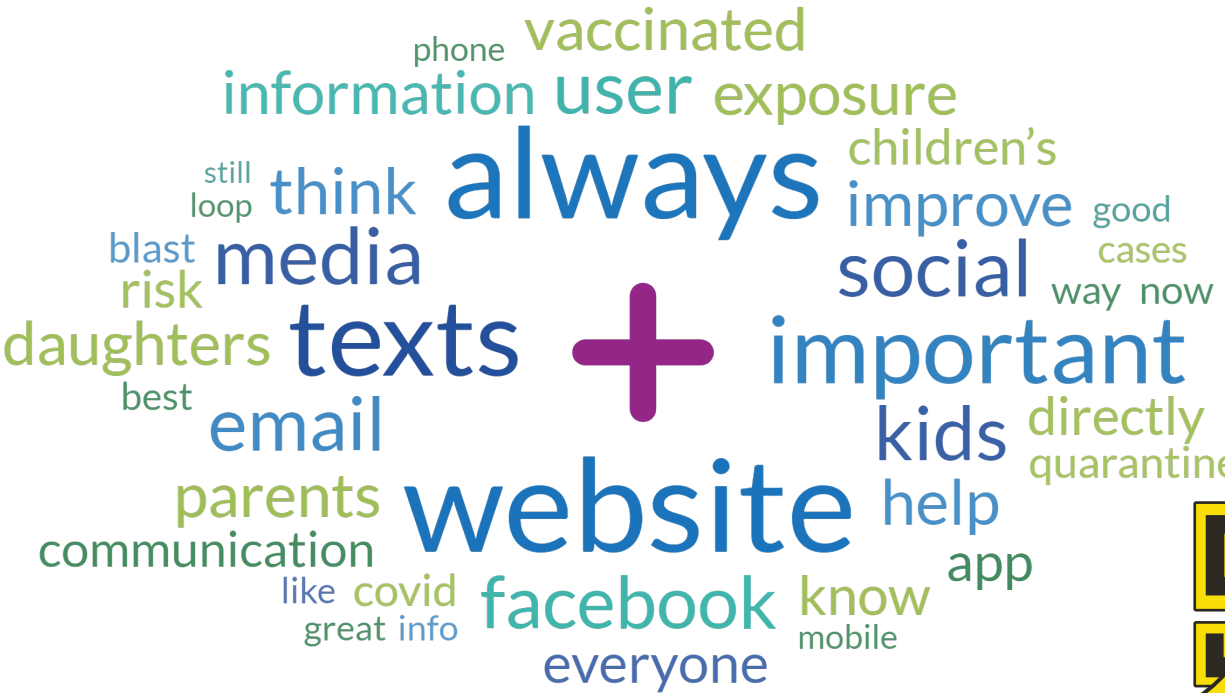
%		Answer
84%	(32)	yes
16%	(6)	no

PARTICIPATION
Breakdown of Participation

Do you follow South Seneca Central School District using our mobile app?

%		Answer
63%	(24)	yes
37%	(14)	no

WORDCLOUD
Top Rated



THOUGHTS
Key Thoughts

So good to convert the robocalls to texts! Much rather see the texts than listen to the voicemail

4.3 ★★★★☆ (26)
Ranked #1 of 28

Use email for important information. One does not always think to check individual websites or apps.

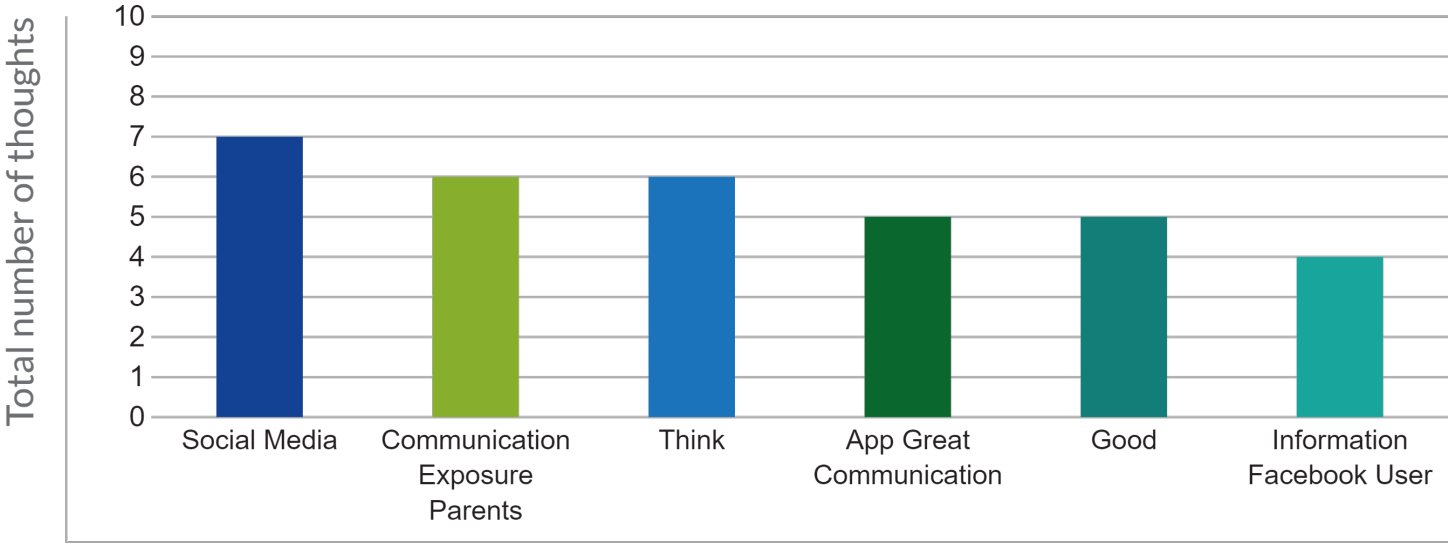
4.2 ★★★★☆ (16)
Ranked #2 of 28

Robo calls and text messages are very effective. for people not on social media

4.1 ★★★★☆ (14)
Ranked #3 of 28

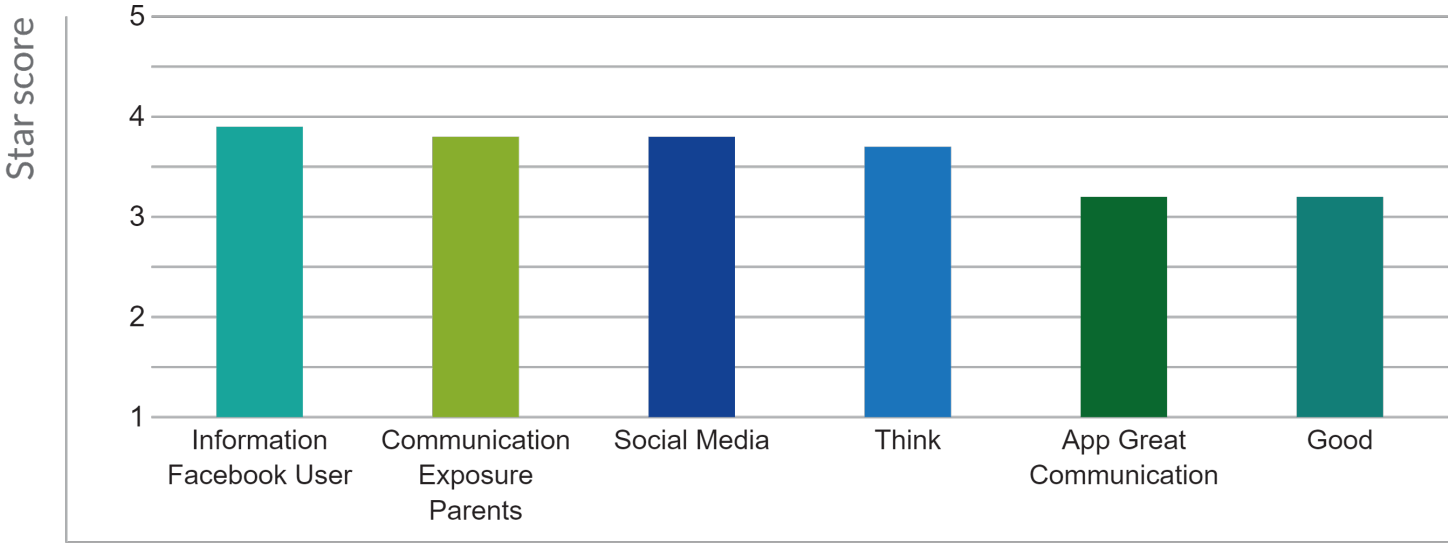
AI GENERATED THEMES

Top Themes by total thoughts



AI GENERATED THEMES

Top Themes by star score



THOUGHTS
Information Facebook User

District website is not informative or user friendly. It lacks ALOT of information	3.8	(8)
When incidents happen, parents should be informed directly before it hits facebook	3.8	(8)
I think the school is doing a decent job, but shouldn't rely so much on Facebook - not everyone uses that platform. Not a Facebook user	3.7	(15)

THOUGHTS
Communication Exposure Parents

Communication between parents and high school staff is minimal at best 3.8 ★★★★☆ (7)

The school district needs to communicate exposure risks to vaccinated children's parents also My family has an infant and toddler too young to be vaccinated. My vaccinated daughters exposure at school is important for my family to know about. 3.7 ★★★★☆ (8)

Communication regarding COVID exposure and following procedures is terrible school needs to make sure all staff has a plan in place for smooth transition to remote learning and communicate that plan correctly 3.6 ★★★½☆ (25)

THOUGHTS
Social Media

Robo calls and text messages are very effective. for people not on social media — 4.1 ★★★★☆ (14)

Communication with parents and employees could be better. Not everyone is on social media, not everyone has the app, nor checking the website daily. — 3.9 ★★★★☆ (21)

Social media should not be used for important communication unless the person posting understands how to use boosts, hash tagging, and target audience Unless all these tools are used, posts may not appear in feeds and community members miss communications. — 3.6 ★★★½☆ (26)

THOUGHTS
Think

Use email for important information. One does not always think to check individual websites or apps.

4.2 ★★★★☆ (16)

I think there needs to be more supervision on the playground, and in the cafeteria To help kids make better choices, and to keep an eye on bullies

3.7 ★★★★☆ (24)

The website needs some revamping. Most important info at the top. I had to go searching the entire page for the start date of school. It should be at the top, front and center.

3.7 ★★★★☆ (7)

THOUGHTS
App Great Communication

I noticed the daily menus are on the app now-- great idea That's a quick and easy way to find them — 3.6 ★★★½☆ (25)

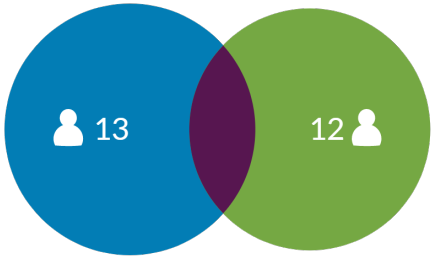
I love the mobile app it's timely and comes straight to my phone — 3.1 ★★★☆☆ (26)

The mobile app is a great way to communicate Everyone uses phones now- it's the best place to receive information — 3.0 ★★★☆☆ (27)

THOUGHTS
Good

So good to convert the robocalls to texts! Much rather see the texts than listen to the voicemail	4.3	(26)
So far I think it's been good Notices are sent out when there is a positive case quickly, nice for parents to be in the loop	3.0	(26)
Good	2.8	(24)

DIFFERENCES
Good [13 | 12]



Side A

Communication is great! To get info

★ 4.4 ★ 1.5

So far I think it's been good Notices are sent out when there is a positive case quickly, nice for parents to be in the loop

★ 4.6 ★ 1.5

Side A/B Common (high)

So good to convert the robocalls to texts! Much rather see the texts than listen to the voicemail

★ 4.5 ★ 4.5

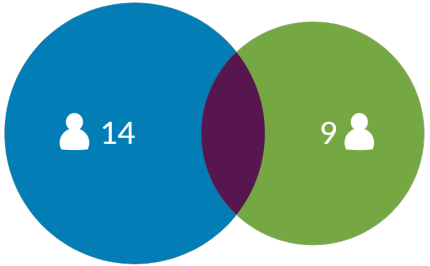
Use email for important information. One does not always think to check individual websites or apps.

★ 4.2 ★ 4.8

Side B

No thoughts

DIFFERENCES
Social Media [14 | 9]



Side A

Text, email, or robocalls should go out to all parents with students in grade levels where a student or teacher is confirmed positive for COVID pictures on social media show students not properly using masks. Cases may be missed based on only getting part of the story.

★ 4.9 ★ 1.6

Side A/B Common (high)

So good to convert the robocalls to texts! Much rather see the texts than listen to the voicemail

★ 4.5 ★ 4.6

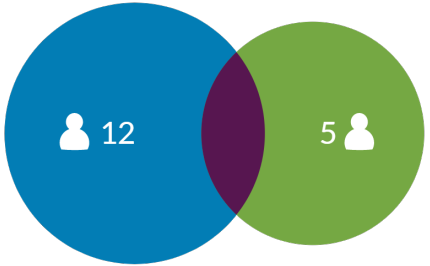
Use email for important information. One does not always think to check individual websites or apps.

★ 4.9 ★ 4.0

Side B

No thoughts

DIFFERENCES
Communication and Exposure [12 | 5]



Side A

Communication regarding COVID exposure and following procedures is terrible school needs to make sure all staff has a plan in place for smooth transition to remote learning and communicate that plan correctly

★ 4.9 ★ 1.8

Side A/B Common (high)

So good to convert the robocalls to texts! Much rather see the texts than listen to the voicemail

★ 4.4 ★ 4.8

I think there needs to be more supervision on the playground, and in the cafeteria To help kids make better choices, and to keep an eye on bullies

★ 4.3 ★ 4.0

Side B

No thoughts

WRAP UP
Next Steps

Thanks for participating

We'll be carefully considering what we learned and sharing our actions back with you.