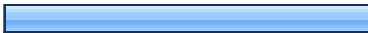














1. Which of the following best describes your job title?

|   |   | Response Percent         | Response Count |
|---|---|--------------------------|----------------|
| District communications/community relations/PR professional (also select this answer if you wear many hats and one of these is as the district's communication officer/webmaster) |    | 54.9%                    | 56             |
| Communications consultant   |    | 4.9%                     | 5              |
| Communications pro not working in a school district or as a consultant  |    | 4.9%                     | 5              |
| Administrative assistant or support staff (with no or very little communication-related job duties)   |   | 1.0%                     | 1              |
| Superintendent, treasurer or other administrative staff   |  | 28.4%                    | 29             |
| Board member  |   | 0.0%                     | 0              |
| Other (please specify)  |  | 5.9%                     | 6              |
|   |   | <b>answered question</b> | <b>102</b>     |
|   |   | <b>skipped question</b>  | <b>0</b>       |







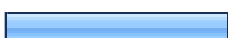



## 2. How many people work in your communications department?

|                    |   | Response Percent | Response Count |
|--------------------|---|------------------|----------------|
| Just me            |  | 62.5%            | 35             |
| 2                  |  | 19.6%            | 11             |
| 3                  |  | 8.9%             | 5              |
| 4 or more          |  | 8.9%             | 5              |
| Comment (optional) |   |                  | 3              |
| answered question  |   |                  | 56             |
| skipped question   |   |                  | 46             |









## 3. In the last 5 years, has your district hired a communication consultant(s)?

|                   |   | Response Percent | Response Count |
|-------------------|---|------------------|----------------|
| No                |  | 53.6%            | 30             |
| Not sure          |  | 3.6%             | 2              |
| Yes               |  | 42.9%            | 24             |
| answered question |   |                  | 56             |
| skipped question  |   |                  | 46             |







#### 4. What services was the consultant hired to perform? (Select all that apply)

|  |   | Response<br>Percent      | Response<br>Count |
|--|---|--------------------------|-------------------|
| Levy campaign/community engagement           |    | 50.0%                    | 12                |
| Social media/webmaster duties                |    | 16.7%                    | 4                 |
| Crisis communication/spokesperson duties     |    | 29.2%                    | 7                 |
| Writing newsletters/publications             |    | 12.5%                    | 3                 |
| Designing publications                       |    | 37.5%                    | 9                 |
| Website design                               |    | 20.8%                    | 5                 |
| Strategic/marketing/communications planning  |    | 33.3%                    | 8                 |
| Act as the chief communications officer      |   | 8.3%                     | 2                 |
| Support for the chief communications officer |  | 12.5%                    | 3                 |
| Other (please specify)                       |  | 8.3%                     | 2                 |
|  |   | <b>answered question</b> | <b>24</b>         |
|  |   | <b>skipped question</b>  | <b>78</b>         |

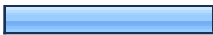



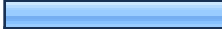

**5. Which of the following best matches your salary? (Remember, we do not collect your email address — all responses are confidential)**

|   |   | Response Percent | Response Count |
|---|---|------------------|----------------|
| \$1 - \$29,000                          |  | 3.6%             | 2              |
| \$30,000 - \$39,000                     |  | 9.1%             | 5              |
| \$40,000 - \$49,000                     |  | 16.4%            | 9              |
| \$50,000 - \$59,000                     |  | 14.5%            | 8              |
| <b>\$60,000 - \$69,000</b>              |  | <b>23.6%</b>     | <b>13</b>      |
| \$70,000 - \$79,000                     |  | 12.7%            | 7              |
| I'd rather not say                      |  | 7.3%             | 4              |
| If higher than \$80,000, please specify |  | 12.7%            | 7              |
| <b>answered question</b>                |   |                  | <b>55</b>      |
| <b>skipped question</b>                 |   |                  | <b>47</b>      |




## 6. How long have you been involved with school communications/public relations?

|                          |   | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| 0-3 Years                |  | 21.8%            | 12             |
| 4-6 Years                |  | 14.5%            | 8              |
| 7-10 Years               |  | 12.7%            | 7              |
| 11-15 Years              |  | 20.0%            | 11             |
| 16-20 Years              |  | 16.4%            | 9              |
| More than 20 Years       |  | 14.5%            | 8              |
| <b>answered question</b> |   |                  | <b>55</b>      |
| <b>skipped question</b>  |   |                  | <b>47</b>      |



## 7. What type of support do you receive from your district/school? (Check all that apply)

|                              |   | Response Percent | Response Count |
|------------------------------|---|------------------|----------------|
| Secretarial                  |  | 30.9%            | 17             |
| Assistant                    |  | 14.5%            | 8              |
| Graphic Design               |  | 21.8%            | 12             |
| <b>Web Management/Design</b> |  | <b>36.4%</b>     | <b>20</b>      |
| None                         |  | 32.7%            | 18             |
| Other (please specify)       |  | 9.1%             | 5              |
| <b>answered question</b>     |   |                  | <b>55</b>      |
| <b>skipped question</b>      |   |                  | <b>47</b>      |



**8. Does your district have a designated communication professional(s), or are communication-related duties split between district staff? (Select the best answer)**

|  |  | Response Percent         | Response Count |
|--|--|--------------------------|----------------|
| The district has at least one full-time designated communication pro |  | 89.1%                    | 49             |
| The district has at least one part-time designated communication pro |   | 7.3%                     | 4              |
| Communication duties are split between district staff                |   | 3.6%                     | 2              |
| Hired consultants handle communication duties                        |  | 0.0%                     | 0              |
|  | Other (please specify)   |                          | 3              |
|  |  | <b>answered question</b> | <b>55</b>      |
|  |  | <b>skipped question</b>  | <b>47</b>      |


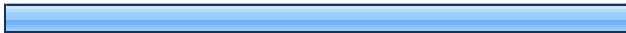




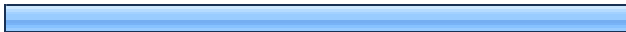
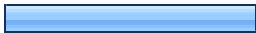
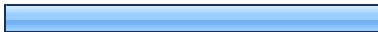
**9. Are you currently under contract and/or working as a communications consultant for a school district(s)?**

|     |  | Response Percent         | Response Count |
|-----|--|--------------------------|----------------|
| Yes |  | 71.4%                    | 5              |
| No  |   | 28.6%                    | 2              |
|     |  | Comment (optional)       | 0              |
|     |  | <b>answered question</b> | <b>7</b>       |
|     |  | <b>skipped question</b>  | <b>95</b>      |

**10. Are you considered a full- or part-time employee of the district(s)? (In at least one school district)**







|  |   | Response Percent         | Response Count |
|--|---|--------------------------|----------------|
| <b>I am considered a full-time district employee</b>                           |  | 60.0%                    | 3              |
| I am considered a part-time district employee                                  |   | 0.0%                     | 0              |
| I am under contract, but not considered a full- or part-time district employee |  | 40.0%                    | 2              |
| I am not under contract, however, I am doing some consulting for a district(s) |   | 0.0%                     | 0              |
|  |   | <b>answered question</b> | <b>5</b>       |
|  |   | <b>skipped question</b>  | <b>97</b>      |

**11. In the district(s) where you are working now, what communication duties were you hired to perform? (Select all that apply)**





|  |   | Response Percent         | Response Count |
|--|---|--------------------------|----------------|
| Levy campaign/community engagement                 |    | 60.0%                    | 3              |
| <b>Social media/webmaster duties</b>               |   | 100.0%                   | 5              |
| Crisis communication/spokesperson duties           |    | 60.0%                    | 3              |
| <b>Writing newsletters/publications</b>            |   | 100.0%                   | 5              |
| <b>Designing publications</b>                      |   | 100.0%                   | 5              |
| Website design                                     |   | 80.0%                    | 4              |
| <b>Strategic/marketing/communications planning</b> |   | 100.0%                   | 5              |
| Act as the chief communications officer            |  | 40.0%                    | 2              |
| Support for the chief communications officer       |  | 60.0%                    | 3              |
| Other (optional)                                   |   | 0.0%                     | 0              |
|  |   | <b>answered question</b> | <b>5</b>       |
|  |   | <b>skipped question</b>  | <b>97</b>      |








**12. What type of support do you receive from the district/school? (Check all that apply)**

|                          |   | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| Secretarial              |  | 40.0%            | 2              |
| Assistant                |  | 20.0%            | 1              |
| Graphic Design           |  | 20.0%            | 1              |
| Web Management/Design    |  | 20.0%            | 1              |
| None                     |  | 20.0%            | 1              |
| Other (please specify)   |  | 20.0%            | 1              |
| <b>answered question</b> |   |                  | <b>5</b>       |
| <b>skipped question</b>  |   |                  | <b>97</b>      |






**13. How long have you been involved with communications/public relations?**

|                          |   | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| 0-3 Years                |  | 40.0%            | 2              |
| 4-6 Years                |   | 0.0%             | 0              |
| 7-10 Years               |  | 20.0%            | 1              |
| 11-15 Years              |  | 20.0%            | 1              |
| 16-20 Years              |  | 20.0%            | 1              |
| More than 20 Years       |   | 0.0%             | 0              |
| <b>answered question</b> |   |                  | <b>5</b>       |
| <b>skipped question</b>  |   |                  | <b>97</b>      |




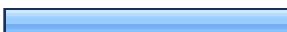
**14. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)**

|  |   | Response Percent | Response Count |
|--|---|------------------|----------------|
| \$1 - \$29,000                                 |   | 0.0%             | 0              |
| <b>\$30,000 - \$39,000</b>                     |  | <b>20.0%</b>     | <b>1</b>       |
| <b>\$40,000 - \$49,000</b>                     |  | <b>20.0%</b>     | <b>1</b>       |
| \$50,000 - \$59,000                            |   | 0.0%             | 0              |
| <b>\$60,000 - \$69,000</b>                     |  | <b>20.0%</b>     | <b>1</b>       |
| \$70,000 - \$79,000                            |   | 0.0%             | 0              |
| <b>I'd rather not say</b>                      |  | <b>20.0%</b>     | <b>1</b>       |
| <b>If higher than \$80,000, please specify</b> |  | <b>20.0%</b>     | <b>1</b>       |
| <b>answered question</b>                       |   |                  | <b>5</b>       |
| <b>skipped question</b>                        |   |                  | <b>97</b>      |





**15. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)**

|   |   | Response Percent | Response Count |
|---|---|------------------|----------------|
| \$1 - \$29,000                          |   | 0.0%             | 0              |
| \$30,000 - \$39,000                     |  | 14.3%            | 1              |
| <b>\$40,000 - \$49,000</b>              |  | <b>28.6%</b>     | <b>2</b>       |
| \$50,000 - \$59,000                     |   | 0.0%             | 0              |
| \$60,000 - \$69,000                     |  | 14.3%            | 1              |
| \$70,000 - \$79,000                     |   | 0.0%             | 0              |
| <b>I'd rather not say</b>               |  | <b>28.6%</b>     | <b>2</b>       |
| If higher than \$80,000, please specify |  | 14.3%            | 1              |
| <b>answered question</b>                |   |                  | <b>7</b>       |
| <b>skipped question</b>                 |   |                  | <b>95</b>      |

## 16. How long have you been involved with communications/public relations?

|                                     |   | Response Percent | Response Count |
|-------------------------------------|---|------------------|----------------|
| 0-3 Years                           |  | 28.6%            | 2              |
| 4-6 Years                           |  | 14.3%            | 1              |
| 7-10 Years                          |   | 0.0%             | 0              |
| 11-15 Years                         |   | 0.0%             | 0              |
| 16-20 Years                         |  | 14.3%            | 1              |
| <b>More than 20 Years</b>           |  | <b>42.9%</b>     | <b>3</b>       |
| I am not involved in communications |   | 0.0%             | 0              |
| <b>answered question</b>            |   |                  | <b>7</b>       |
| <b>skipped question</b>             |   |                  | <b>95</b>      |

## 17. What type of school district(s) do you serve? (Check all that apply)

|                            |  | Response Percent | Response Count |
|----------------------------|--|------------------|----------------|
| <b>Public</b>              |  | <b>80.4%</b>     | <b>74</b>      |
| Private                    |  | 0.0%             | 0              |
| Educational Service Center |   | 6.5%             | 6              |
| Vocational                 |   | 15.2%            | 14             |
| Other (please specify)     |   | 2.2%             | 2              |
| <b>answered question</b>   |  |                  | <b>92</b>      |
| <b>skipped question</b>    |  |                  | <b>10</b>      |

**18. How large is the school district(s) that you serve? (Check all that apply)**

|                               |  | Response Percent | Response Count |
|-------------------------------|--|------------------|----------------|
| 1 - 999 students              |  | 14.1%            | 13             |
| <b>1,000 - 4,999 students</b> |  | <b>50.0%</b>     | <b>46</b>      |
| 5,000 - 9,999 students        |  | 16.3%            | 15             |
| 10,000 - 14,999 students      |  | 8.7%             | 8              |
| 15,000 - 20,000 students      |  | 2.2%             | 2              |
| More than 20,000 students     |  | 8.7%             | 8              |
| <b>answered question</b>      |  |                  | <b>92</b>      |
| <b>skipped question</b>       |  |                  | <b>10</b>      |

**19. In the district(s) that you serve, what is the percentage of free and reduced price lunches ? (Select all that apply)**

|                          |  | Response Percent | Response Count |
|--------------------------|--|------------------|----------------|
| 0-9%                     |  | 7.6%             | 7              |
| 10-29%                   |  | 17.4%            | 16             |
| <b>30-49%</b>            |  | <b>34.8%</b>     | <b>32</b>      |
| 50-74%                   |  | 19.6%            | 18             |
| 75-100%                  |  | 12.0%            | 11             |
| Not Sure                 |  | 10.9%            | 10             |
| <b>answered question</b> |  |                  | <b>92</b>      |
| <b>skipped question</b>  |  |                  | <b>10</b>      |

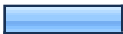











**20. Which of the following best describes the community(s) that you serve? (Check all that apply)**

|                        |  | Response Percent | Response Count |
|------------------------|--|------------------|----------------|
| Suburban               |  | 54.3%            | 50             |
| Urban                  |  | 16.3%            | 15             |
| Rural                  |  | 48.9%            | 45             |
| Other (please specify) |  | 3.3%             | 3              |
| answered question      |  |                  | 92             |
| skipped question       |  |                  | 10             |

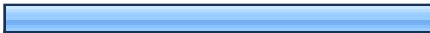






**21. In what region is the district/school(s) that you serve located? (Please select all that apply)**

|                   |  | Response Percent | Response Count |
|-------------------|--|------------------|----------------|
| Northeast         |  | 27.2%            | 25             |
| Northwest         |  | 18.5%            | 17             |
| Southeast         |  | 12.0%            | 11             |
| Southwest         |  | 23.9%            | 22             |
| Central           |  | 23.9%            | 22             |
| answered question |  |                  | 92             |
| skipped question  |  |                  | 10             |

**22. What hot topic(s) is your district/school(s) currently facing? (Select all that apply)**

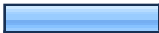






|  |   | Response<br>Percent | Response<br>Count |
|--|---|---------------------|-------------------|
| Growth   |    | 17.4%               | 16                |
| Campaign Issues                                      |    | 26.1%               | 24                |
| Construction Related Items                           |    | 21.7%               | 20                |
| Recruitment  |    | 26.1%               | 24                |
| Searching for a new superintendent                   |    | 8.7%                | 8                 |
| <b>Finances</b>                                      |    | <b>56.5%</b>        | <b>52</b>         |
| Charter Schools                                      |    | 12.0%               | 11                |
| Reorganization of neighborhood schools/redistricting |    | 9.8%                | 9                 |
| Negotiations   |    | 28.3%               | 26                |
| Records Disposal/Open Records                        |  | 6.5%                | 6                 |
| None apply   |  | 5.4%                | 5                 |
| Other (please specify)                               |  | 29.3%               | 27                |
| <b>answered question</b>                             |   |                     | <b>92</b>         |
| <b>skipped question</b>                              |   |                     | <b>10</b>         |

**23. Do you feel you have a strong background in any of the following areas of public relations? (Check all that apply)**




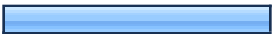
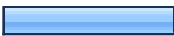



|   |   | <b>Response Percent</b>  | <b>Response Count</b> |
|---|---|--------------------------|-----------------------|
| <b>Media Relations</b>                                      |  | <b>64.2%</b>             | <b>61</b>             |
| Building Relationships with Community Organizations/Leaders |  | 57.9%                    | 55                    |
| Communication with Parents                                  |  | 37.9%                    | 36                    |
| Crisis Communication  |  | 27.4%                    | 26                    |
| Publications (including Web Sites)                          |  | 56.8%                    | 54                    |
| E-Communications  |  | 47.4%                    | 45                    |
| Other (please specify)                                      |  | 12.6%                    | 12                    |
|   |   | <b>answered question</b> | <b>95</b>             |
|   |   | <b>skipped question</b>  | <b>7</b>              |



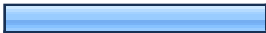












**24. Which area(s) of public relations would you like to learn more about? (Check all that apply)**

|  |   | <b>Response Percent</b>  | <b>Response Count</b> |
|--|---|--------------------------|-----------------------|
| Media Relations                                    |  | 23.2%                    | 22                    |
| Relationships with Community Organizations/Leaders |  | 43.2%                    | 41                    |
| Communication with Parents                         |  | 27.4%                    | 26                    |
| Crisis Communication                               |  | 41.1%                    | 39                    |
| Publications (including Web Sites)                 |  | 28.4%                    | 27                    |
| <b>E-Communications</b>                            |  | <b>45.3%</b>             | <b>43</b>             |
| Other (please specify)                             |  | 18.9%                    | 18                    |
|  |   | <b>answered question</b> | <b>95</b>             |
|  |   | <b>skipped question</b>  | <b>7</b>              |



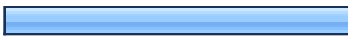



**25. What kinds of professional development opportunities keep you engaged? (Check all that apply)**

|  |  | Response Percent         | Response Count |
|--|--|--------------------------|----------------|
| Hands-on Activities                                |   | 61.1%                    | 58             |
| Speakers/Seminars                                  |   | 57.9%                    | 55             |
| Brief Regular Networking Opportunities             |   | 37.9%                    | 36             |
| Less-regular Major Events that Focus on Hot Topics |   | 40.0%                    | 38             |
| Daylong Sessions                                   |   | 25.3%                    | 24             |
| Motivational - Energizing                          |   | 34.7%                    | 33             |
| <b>Regional workshops/events</b>                   |   | <b>64.2%</b>             | <b>61</b>      |
| Other (please specify)                             |  | 10.5%                    | 10             |
|  |  | <b>answered question</b> | <b>95</b>      |
|  |  | <b>skipped question</b>  | <b>7</b>       |

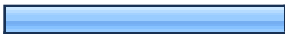


**26. Would you be interested in professional development opportunities related to any of the following topics? (Check all that apply)**

|                                  |   | Response Percent         | Response Count |
|----------------------------------|---|--------------------------|----------------|
| School Law                       |    | 38.9%                    | 37             |
| School Financing                 |    | 37.9%                    | 36             |
| <b>Communication Technology</b>  |    | <b>54.7%</b>             | <b>52</b>      |
| Working with the Media           |    | 28.4%                    | 27             |
| Marketing                        |    | 43.2%                    | 41             |
| Campaign Issues                  |    | 30.5%                    | 29             |
| Building Community Relationships |    | 53.7%                    | 51             |
| FERPA/Open Records Act           |    | 17.9%                    | 17             |
| Personal Motivation              |    | 25.3%                    | 24             |
| Customer Service                 |  | 25.3%                    | 24             |
| Electronic Communication Tools   |  | 53.7%                    | 51             |
| Opposition Groups                |  | 25.3%                    | 24             |
| Other (please specify)           |  | 5.3%                     | 5              |
|                                  |   | <b>answered question</b> | <b>95</b>      |
|                                  |   | <b>skipped question</b>  | <b>7</b>       |

**27. Which of the following factors most influence your decision regarding attending conferences? (Select your top two)**

|                               |  | Response Percent         | Response Count |
|-------------------------------|--|--------------------------|----------------|
| Topic                         |  | 68.4%                    | 65             |
| Location                      |   | 50.5%                    | 48             |
| Cost                          |   | 51.6%                    | 49             |
| Timing                        |   | 42.1%                    | 40             |
| Other Duties in Your Position |   | 23.2%                    | 22             |
| Other (please specify)        |   | 3.2%                     | 3              |
|                               |  | <b>answered question</b> | <b>95</b>      |
|                               |  | <b>skipped question</b>  | <b>7</b>       |

**28. Which of the following options would you prefer regarding conference events?**

|  |   | Response Percent         | Response Count |
|--|---|--------------------------|----------------|
| Two conference events each year, both located in one central area of Ohio                        |  | 42.1%                    | 40             |
| <b>One conference event each year in Central Ohio and one conference event in a local region</b> |  | 47.4%                    | 45             |
| Other (please specify)   |  | 10.5%                    | 10             |
|  |   | <b>answered question</b> | <b>95</b>      |
|  |   | <b>skipped question</b>  | <b>7</b>       |

**Page 1, Q1. Which of the following best describes your job title?**

|   |   |                       |
|---|---|-----------------------|
| 1 | assistant superintendent  | Feb 28, 2014 8:12 AM  |
| 2 | I work as a consultant, but for 5 years have functioned as Director of Special Projects and Communications for a district, almost full time.  | Feb 19, 2014 12:15 PM |
| 3 | My title doesn't describe my position. It is Media Specialist, as if I assist with multimedia technical know-how. I do wear many hats, though, just not a webmaster at all - I simply provide things to be posted on our site from time to time, but as a part-timer, it would be very difficult to maintain our website. | Feb 19, 2014 11:44 AM |
| 4 | Graphic Designer and webmaster for ESC  | Feb 19, 2014 8:35 AM  |
| 5 | education communicator  | Feb 18, 2014 3:52 PM  |
| 6 | Superintendent's Secretary (Administrative Assistant) - somewhat involved in communications in our district   | Feb 11, 2014 8:57 AM  |

**Page 2, Q1. How many people work in your communications department?**

|   |  |                       |
|---|--|-----------------------|
| 1 | Really me and a secretary part-time  | Feb 19, 2014 12:32 PM |
| 2 | I currently have 2 part-time, unpaid interns helping out. I do all of the PR, but do have someone who posts items to the website for me. | Feb 11, 2014 12:51 PM |
| 3 | Public Relations Supervisor Recruitment Coordinator Administrative Assistant   | Feb 11, 2014 10:14 AM |

**Page 3, Q1. What services was the consultant hired to perform? (Select all that apply)**

|   |  |                       |
|---|--|-----------------------|
| 1 | I am aware of two times the superintendent utilized Hennes Paynter Comm. for specific, short term proactive crisis intervention. One was to proof and comment on a letter he had written to a reporter and another, the same service for parent/community letter or release.   | Feb 19, 2014 12:07 PM |
| 2 | We have a web design company that does complicated designs my office cannot handle. This is usually a once a year project to update the site. We have a graphic designer that designs templates a few large pieces for us throughout the year. We have hired 2 separate consultants over the last five years to focus mostly on strategy and a little on assisting with day-to-day tasks. We ended up cancelling our contracts with both. It has not worked out for our district to outsource this type of work. | Feb 11, 2014 10:19 AM |

**Page 3, Q2. Which of the following best matches your salary? (Remember, we do not collect your email address — all responses are confidential)**

|   |             |                       |
|---|-------------|-----------------------|
| 1 | 84k         | Mar 1, 2014 1:22 PM   |
| 2 | \$85,000    | Feb 19, 2014 12:32 PM |
| 3 | Raather not | Feb 19, 2014 10:10 AM |
| 4 | 90,000      | Feb 18, 2014 4:54 PM  |
| 5 | \$82K       | Feb 18, 2014 2:57 PM  |
| 6 | \$81,000    | Feb 11, 2014 4:10 PM  |
| 7 | \$95,000    | Feb 11, 2014 2:36 PM  |

**Page 3, Q4. What type of support do you receive from your district/school? (Check all that apply)**

|   |   |                      |
|---|---|----------------------|
| 1 | videographers/TV and radio production       | Feb 27, 2014 5:34 PM |
| 2 | editorial writer, and a television producer | Feb 18, 2014 4:54 PM |
| 3 | web design, but no web management           | Feb 12, 2014 2:36 PM |
| 4 | Part-time secretary                         | Feb 11, 2014 2:12 PM |
| 5 | writing/photography                         | Feb 11, 2014 8:34 AM |

**Page 3, Q5. Does your district have a designated communication professional(s), or are communication-related duties split between district staff? (Select the best answer)**

|   |  |                       |
|---|--|-----------------------|
| 1 | I'm a full-time employee. I'm the communications coordinator, which is my main function, but I'm also the executive assistant to the superintendent and the board. | Mar 6, 2014 2:41 PM   |
| 2 | I'm it!  | Feb 12, 2014 2:36 PM  |
| 3 | We have one full-time communication pro  | Feb 11, 2014 10:19 AM |

**Page 5, Q3. What type of support do you receive from the district/school? (Check all that apply)**

|   |   |                      |
|---|---|----------------------|
| 1 | Newsletter coordinator, and television producer | Feb 18, 2014 4:56 PM |
|---|---|----------------------|

**Page 5, Q5. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)**

|   |        |                      |
|---|--------|----------------------|
| 1 | 90,000 | Feb 18, 2014 4:56 PM |
|---|--------|----------------------|

**Page 6, Q1. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)**

|   |          |                     |
|---|----------|---------------------|
| 1 | \$89,000 | Mar 5, 2014 2:03 AM |
|---|----------|---------------------|

**Page 7, Q1. What type of school district(s) do you serve? (Check all that apply)**

|   |         |                       |
|---|---------|-----------------------|
| 1 | Charter | Feb 19, 2014 10:40 AM |
|---|---------|-----------------------|

|   |               |                      |
|---|---------------|----------------------|
| 2 | Career Tech!! | Feb 12, 2014 3:52 PM |
|---|---------------|----------------------|

**Page 7, Q4. Which of the following best describes the community(s) that you serve? (Check all that apply)**

|   |  |                       |
|---|--|-----------------------|
| 1 | Small city surrounded large suburban/rural communities | Feb 19, 2014 12:10 PM |
|---|--|-----------------------|

|   |                                   |                      |
|---|-----------------------------------|----------------------|
| 2 | Diverse county. Suburban to rural | Feb 18, 2014 2:57 PM |
|---|-----------------------------------|----------------------|

|   |                |                       |
|---|----------------|-----------------------|
| 3 | small town USA | Feb 14, 2014 11:43 AM |
|---|----------------|-----------------------|





**Page 7, Q6. What hot topic(s) is your district/school(s) currently facing? (Select all that apply)**

|    |   |                       |
|----|---|-----------------------|
| 1  | Looking for new Treasurer as of 12-31-2014.   | Mar 7, 2014 8:23 AM   |
| 2  | STEM 3rd Grade Reading Guarantee  | Mar 5, 2014 10:05 AM  |
| 3  | budget cuts   | Mar 4, 2014 10:38 PM  |
| 4  | Curriculum.   | Mar 4, 2014 10:11 PM  |
| 5  | Achievement gap   | Mar 1, 2014 1:23 PM   |
| 6  | Preparing for online testing Improving internal and external communications   | Feb 27, 2014 8:05 PM  |
| 7  | We have passed two levies and have three year agreements with our bargaining units in place. Now we need to build on that positivity by engaging our community. We need newsletters, Facebook, improved website, etc. | Feb 20, 2014 7:08 AM  |
| 8  | internal communications with staff, many of whom are fairly new, most of whom are already very busy.  | Feb 19, 2014 12:16 PM |
| 9  | Open enrollment   | Feb 19, 2014 11:16 AM |
| 10 | We have a bond issue on the May 6 ballot to build three new schools. Aging buildings is a huge issue  | Feb 19, 2014 10:11 AM |
| 11 | After merging with a neighboring ESC two years ago, we are still challenged with building our culture over a large geographical area.   | Feb 19, 2014 9:39 AM  |
| 12 | levy  | Feb 19, 2014 8:38 AM  |
| 13 | Name change, rebranding the district.   | Feb 19, 2014 8:20 AM  |
| 14 | Revising the negative stigma attached to career centers.  | Feb 19, 2014 8:00 AM  |
| 15 | Accessibility to technology in the classroom and for the community/students.  | Feb 18, 2014 4:51 PM  |
| 16 | Implementing Technology (PARCC, BYOD)   | Feb 18, 2014 4:42 PM  |
| 17 | dysfunctional school board  | Feb 18, 2014 4:03 PM  |
| 18 | Common core explanations; cyberbullying and drug use; new website   | Feb 18, 2014 3:12 PM  |
| 19 | snow days! increasing open enrollment numbers   | Feb 14, 2014 11:43 AM |
| 20 | Moving school time requirements from days to hours.   | Feb 12, 2014 10:41 AM |
| 21 | -OSFC "number" coming up & facility master plan needs -SLO's and teacher/principal evaluation changes -Ohio's New Learning Standards  | Feb 11, 2014 4:13 PM  |
| 22 | OTES/OPES, third grade reading guarantee, calamity days, Common Core, PARCC assessments, etc.   | Feb 11, 2014 2:14 PM  |
| 23 | Monitoring social media feeds that include students or naysayers  | Feb 11, 2014 2:14 PM  |
| 24 | school logo wars between the boosters and other youth athletic groups. district is  | Feb 11, 2014 12:54 PM |

**Page 7, Q6. What hot topic(s) is your district/school(s) currently facing? (Select all that apply)**

|    |   |                      |
|----|---|----------------------|
|    | involved by default.  |                      |
| 25 | Make-up days and how they affect staff, students, surrounding districts, cafeterias, and etc.                 | Feb 11, 2014 8:59 AM |
| 26 | declining enrollment  | Feb 11, 2014 8:46 AM |
| 27 | student achievement, district improvement plan, curriculum-based news, explaining state learning expectations | Feb 10, 2014 8:24 PM |

**Page 8, Q1. Do you feel you have a strong background in any of the following areas of public relations? (Check all that apply)**

|    |  |                       |
|----|--|-----------------------|
| 1  | school finance   | Mar 5, 2014 7:26 AM   |
| 2  | Finance  | Mar 1, 2014 2:33 PM   |
| 3  | strategic planning, grant writing, running successful levies, data analysis              | Feb 19, 2014 12:21 PM |
| 4  | I don't feel I have strengths in any of these areas.                                     | Feb 19, 2014 7:05 AM  |
| 5  | Marketing Communications, social media   | Feb 18, 2014 5:23 PM  |
| 6  | None Apply   | Feb 18, 2014 4:18 PM  |
| 7  | Leadership training; politics  | Feb 18, 2014 3:05 PM  |
| 8  | I wouldn't say a strong background in any of the above.                                  | Feb 18, 2014 2:49 PM  |
| 9  | Social Media   | Feb 12, 2014 2:39 PM  |
| 10 | Social media   | Feb 11, 2014 2:16 PM  |
| 11 | I have a degree in Communications with a concentration in Organizational Communications. | Feb 11, 2014 9:02 AM  |
| 12 | Campaigning  | Feb 11, 2014 8:49 AM  |



**Page 8, Q2. Which area(s) of public relations would you like to learn more about? (Check all that apply)**

|    |  |                       |
|----|--|-----------------------|
| 1  | school finance   | Mar 5, 2014 7:26 AM   |
| 2  | Student recruitment  | Mar 1, 2014 2:33 PM   |
| 3  | Social Media use   | Feb 28, 2014 8:28 AM  |
| 4  | Social media   | Feb 27, 2014 8:08 PM  |
| 5  | Managing Social Media, measuring RIO   | Feb 20, 2014 3:12 PM  |
| 6  | Website  | Feb 20, 2014 2:01 PM  |
| 7  | communications with students of various ages   | Feb 19, 2014 12:21 PM |
| 8  | Social/blog  | Feb 19, 2014 12:06 PM |
| 9  | Social Media   | Feb 19, 2014 9:34 AM  |
| 10 | Selfishly, opportunities for new business and to participate in panels and present seminars. | Feb 18, 2014 5:23 PM  |
| 11 | Social Media   | Feb 18, 2014 3:47 PM  |
| 12 | social media   | Feb 18, 2014 3:05 PM  |
| 13 | Social media, mobile apps  | Feb 14, 2014 11:46 AM |
| 14 | Always social media updates and uses   | Feb 12, 2014 3:54 PM  |
| 15 | Social media   | Feb 11, 2014 2:16 PM  |
| 16 | Social Media Google and Schools  | Feb 11, 2014 9:07 AM  |
| 17 | New strategies to evaluate the success/impact of communications initiatives.                 | Feb 11, 2014 8:40 AM  |
| 18 | Election-related issues are always important.  | Feb 10, 2014 8:28 PM  |

**Page 8, Q3. What kinds of professional development opportunities keep you engaged? (Check all that apply)**

|    |  |                       |
|----|--|-----------------------|
| 1  | Webinars would be really useful to be able to participate in prof. dev. activities when it's difficult to get away.  | Mar 6, 2014 2:44 PM   |
| 2  | On-demand webinars or videos   | Mar 1, 2014 1:25 PM   |
| 3  | Depends on the topic/presenter   | Feb 19, 2014 12:06 PM |
| 4  | SEO,   | Feb 19, 2014 11:48 AM |
| 5  | workshops in the northeast area - we have a hard time spending an entire day to go to Columbus.  | Feb 18, 2014 3:05 PM  |
| 6  | Consider web-based options so we don't have to leave our school districts for an entire day to gain some professional development.   | Feb 12, 2014 10:11 AM |
| 7  | Daylong sessions that focus on the nitty-gritty of a topic. For instance, I could easily attend an entire day session about social media analytics (Google and Facebook) - how to interpret, how to use that info to grow your site, etc.  | Feb 11, 2014 4:30 PM  |
| 8  | I find I learn the most when networking with other PR professionals. We all have great ideas and when we combine and then build on them, even better results come out of that collaboration. I learn the least from experts who want to speak with us about the latest trend or topic in the hopes of selling their product to us. | Feb 11, 2014 10:26 AM |
| 9  | Webinars   | Feb 11, 2014 8:40 AM  |
| 10 | electronic resources, twitter chats, one-on-one meetings with clients  | Feb 10, 2014 8:28 PM  |

**Page 8, Q4. Would you be interested in professional development opportunities related to any of the following topics? (Check all that apply)**

|   |  |                       |
|---|--|-----------------------|
| 1 | Social Media and Communication   | Feb 19, 2014 9:34 AM  |
| 2 | Leverage Social Media Channels, Blogging   | Feb 18, 2014 3:47 PM  |
| 3 | Facilitation of groups - often engaging the community includes group facilitation or tips on leading professional development opportunities for administrators in your district. Ways to creatively lead other peopel.   | Feb 12, 2014 10:11 AM |
| 4 | Getting schools engaged with community events.   | Feb 11, 2014 9:41 PM  |
| 5 | Tea Party's efforts to organize and take control of local school boards.<br><a href="http://kwgn.com/2014/02/08/video-jeffco-schools-superintendent-resigns-at-explosive-board-meeting/">http://kwgn.com/2014/02/08/video-jeffco-schools-superintendent-resigns-at-explosive-board-meeting/</a><br><a href="http://thinkprogress.org/education/2011/07/11/265663/voucher-tea-party-go-away/">http://thinkprogress.org/education/2011/07/11/265663/voucher-tea-party-go-away/</a> | Feb 11, 2014 8:40 AM  |

**Page 8, Q5. Which of the following factors most influence your decision regarding attending conferences?  
(Select your top two)**

|   |   |                       |
|---|---|-----------------------|
| 1 | it seems that it has become more vendor driven, and we're pretty well covered with technology, solutions, etc, I'd prefer more success stories from districts, esp if they break down the specific details. | Feb 19, 2014 12:21 PM |
| 2 | How the conference was the year before  | Feb 12, 2014 3:54 PM  |
| 3 | If the topics are relevant and I think I will benefit from coming, the cost (within reason) can be justified and I can work around my other duties to make sure I'm able to attend.                         | Feb 11, 2014 10:26 AM |

**Page 8, Q6. Which of the following options would you prefer regarding conference events?**

|    |   |                       |
|----|---|-----------------------|
| 1  | either - would that be one event in each region (like the 2nd one would be held regionally) or just in one region?  | Mar 5, 2014 10:55 AM  |
| 2  | Two regional events. Traveling to Columbus is never convenient.   | Feb 20, 2014 2:01 PM  |
| 3  | uncertain   | Feb 19, 2014 12:06 PM |
| 4  | All regionalized meetings   | Feb 19, 2014 10:30 AM |
| 5  | Keep one central conference and perhaps do a series of smaller regional conferences held in (for example), Toledo, Akron, Cincinnati, and (depending on interest) Athens. | Feb 18, 2014 5:23 PM  |
| 6  | Regional workshops and conferences with hands on activities.  | Feb 18, 2014 3:05 PM  |
| 7  | One conference event in central ohio  | Feb 12, 2014 3:54 PM  |
| 8  | I prefer the both in central are of Ohio but that's because where I am located.   | Feb 12, 2014 10:11 AM |
| 9  | One conference and one or two webinar opportunities.  | Feb 11, 2014 8:40 AM  |
| 10 | organized twitter chats. I would check option 1, but it would skew the data as my region is central Ohio.   | Feb 10, 2014 8:28 PM  |