Grove Street School

473 Grove Street

Irvington, New Jersey 07129

1 (800) 228-4812

TO: Cordelia Twomey, Superintendant of Schools

FROM: October Hudley, School Leadership Council Chairperson

DATE: August 6, 2013

SUBJECT: Request Permission for Questionnaire to Be Completed by Students

Grove Street School Elementary School is a Pre-School to fifth grade school. The school

was granted **$**4 million to convert the school to a Blue Ribbon School. There is a need for Grove Street School to stand out among other elementary schools throughout the state of New Jersey. Input is needed from administration, parents, teachers, support staff, students and the community to determine what is the school’s attributes. The school’s administration has to conduct a data analysis on the following parameters: physical, psychological, and socio-economic. Physical parameters pertain to the structure of the building, for example, library, technology center, and the playground. The psychological parameters represent parent involvement in the school’s Parent Teacher Association and their child’s academics. The socio-economic factor includes cultural activities and community involvement (Kemp, et al., 2004).

The School Leadership Council Committee feels there is a need of student involvement in the decision-making process in developing branding for Grove Street School. We will be requesting permission for parents to complete a release form to give the students permission to complete the questionnaire. Once the signed consent forms are returned to the school, we will be requesting the classroom teachers to distribute the questionnaire to the students to complete. A member of the School Leadership Council Committee will be assigned to collect the questionnaires from the students.

Thank you for cooperation. If you have any questions I can be reached at 1 (800) 228-4812 or feel free to email me at ohudley@leagueducators.com.

Grove Street School

473 Grove Street

Irvington, New Jersey 07129

1 (800) 228-4812

TO: Renee Brown, President Grove Street School PTA

FROM: October Hudley, School Leadership Council Chairperson

DATE: August 6, 2013

SUBJECT: Request Permission for Questionnaire to be Completed by Parents of the Grove

Street School Parent Teacher Association

The school was granted 4 million dollars to convert Grove Street School to a Blue Ribbon School. There is a need for Grove Street School to stand out among other elementary schools throughout the state of New Jersey. A focus group interview is needed to determine the schools attributes and needs; therefore, we are requesting parent participation from the Grove Street School Parent Teacher Association.

The school administration has to do a data analysis on the following parameters; physical, psychological, and socio-economic. Physical parameters pertain to the structure of the building, for example, library, technology center, and the playground. The psychological parameters represent parent involvement in the school’s Parent Teacher Association and their child’s academics. The socio-economic factor includes cultural activities and community involvement (Kemp, et al., 2004).

The School Leadership Council Committee feels there is a need for parent involvement in the decision making process in developing branding for Grove Street School. We are requesting permission for the parents to participate in a focus group interview discussion and utilize the questions from the Grove Street School Leadership Council as a guide. We would like you to select someone to facilitate the discussion and another person to record the session at the Parent Teacher Association meeting. A member of the School Leadership Council Committee will come to the meeting to collect the video for review at the next council meeting.

Thank you for cooperation. If you have any questions I can be reached at 1 (800) 228-4812 or feel free to email me at ohudley@leagueducators.com.

Branding Questionnaire Grades 3-5

Instructions: Please answer all the following questions. Do not write your name on the questionnaire sheet.

1. What is your grade level? (Please circle one)

Third Fourth Fifth

1. What school activities do you like the most about the school? (Please circle one)

Playground Technology Center After-School Programs Security

1. Choose a branding name and symbol that best fits the school. (Please circle one)

The Bulldogs The Eagles Soar (no s) The Blue Knights

1. What would you say are the best qualities of the teachers? (Put check (s) next to choices)

Care about the students Understand the subject area

Passionate about teaching Involved in the community

1. List three reasons why you like the school?

(1)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(2)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(3)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your favorite club? Explain why?
2. What are the best ways to advertise the school? (Please circle one)

Posters Robo Calls Newspapers Word of mouth

1. What would you say to other students is the best quality of the school?

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1. Do you feel the school is safe? (Please circle one)

Yes or No

If no, why not?

1. What are your favorite subjects? Please explain.

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Make it look user-friendly. Get it on one page.

Branding Questionnaire for the parents

Instructions: Please discuss the following questions during your meeting.

1. What is your child or children grade level(s)?

Pre-K Kindergarten First Second Third Fourth Fifth

1. What do you think is the most important topic about the school? (Please explain why)

Playground Technology Center After-School Programs Security

1. Choose a branding name and symbol that best represents the school.

The Bulldogs The Eagles Soar The Blue Knights

1. What would you say are the best qualities of the teachers? (Please explain why)

Care about the students Understand the subject area

Passionate about teaching Involved in the community

1. Discuss three reasons why you like the school?
2. What clubs do you child belong to? This way you know if the child is engaged.
3. What clubs should the school provide? Explain why?
4. What are the best ways to advertise the school?

Posters Robo Calls Newspapers Word of mouth

1. What would you say to another parent is the best quality of your school?
2. Do you feel the school is safe? (Please please explain)
3. What academic subjects do you think the school should provide? Please explain.

Assignment Guidelines

1. Indentify the Information Needed

Information needed for efforts to “brand” Grove Street School to promote recruitment of students in order to increase enrollment.

1. Indentify the Best Sources of Information

Questionnaires completed by the students are the best sources of information. The students are aware of the school’s programs and needs of the school.

1. Identify Appropriate Methods in Collecting Primary Data

Focus group interviews by the parents that allowed them to share their views on the highlights of the school and to voice their concerns.

1. Prepared Data Collection Instruments

Questionnaire Form

Focus Group Interview Questions

1. Transmittal Message

A memorandum was written to the Superintendent of schools requesting permission to distribute student questionnaire forms.

A memorandum was written to the president of the Grove Street School Parent Teacher Association requesting interview questions to be addressed to the Focus Group.

1. Ethical issues
   1. The questionnaire did not give many open ended questions where students could express their own ideas.
   2. Students should have been given a choice of a mascot to represent their school.
   3. Names not needed on questionnaire forms in order to protect the rights of privacy to the students.
   4. When recording devices were used, a media release form should be signed by all giving permission for recording to take place.

BIBLIOGRAPHY

Kemp, S.M., Kemp, & Kemp, S. (2004). *Business Statistics DeMystified* *A Self-Teaching Guide* (pp. 323-326).

Kuiper, S. (2009). *Contemporary Business Report Writing* (4th ed.). Cincinnati, OH:

Cengage Learning.

Kumar, S., Kumar, D., & Kumar, A. (2013, August 5), Branding for schools “From good to have” to “must have”. *Knowledgefaber*. Retrieved from http://knowledgefaber.com/knowledge-base/16-media-a-education-/31-branding-for-schools-qfrom-good-to-haveq-to-qmust-haveq-

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| --- | --- |
| **ELEMENT** | **GRADE** |
|  | **E**xcellent, **A**verage, **U**nacceptable |
| Research |  |
| Content |  |
| Writing and Mechanics |  |
| Presentation |  |
|  |  |
| Letter Grade for #3 |  |

This is almost perfect. Do not change anything but:

Fix all grammar mistakes.

Make the questionnaires look inviting, so people want to fill them out. Now it look like a worksheet.

Have a different look to the questionnaires for the children and the parents.