



PRESS RELEASE

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Poway Unified School District Launching Communications Survey

Poway Unified School District is asking parents and community members to share feedback through a Communications Survey launching on December 4, 2013. Designed and administered by independent technology and communications firm K12 *Insight*, the survey covers topics such as satisfaction with district- and school-level communications, preferences for receiving information and the importance of various types of information.

One of the primary goals of the district's ongoing strategic partnership with K12 *Insight* is to develop a communication framework that can be implemented at both the school and district level, and this survey is a vital part of that initiative.

"While it's important that we continue providing the community with ongoing information about schools, programs and students, it's equally important that we hear from all of our stakeholders," said Poway Unified School District Superintendent, Dr. John Collins. "And we must have communication strategies in place that promote transparency, trust and collaborative decision-making with the entire Poway Unified community."

Parents who have provided the district with their email addresses will receive email invitations to participate, while the survey will also be accessible to all parents and community members through a public link on the district's website.

To encourage candid feedback and widespread participation, all responses will be anonymous and confidential.

Once the survey has closed on Friday, December 20, 2013, the district will share results, along with an explanation of how the data will assist the district in improving its communications plans and initiatives.

"Our goal is to provide every student with a challenging 21st century education experience," Collins said. "Our success depends on developing and maintaining a two-way dialogue that fosters collective engagement among all stakeholders. By working together, we can create a learning culture that supports professional development and student achievement."

To access the survey via the district website, please visit www.powayusd.com.

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