

## Groton Community School Family Survey Highlights 2020-2021

Thank you to all that participated in this year's Family Survey. We know your time is precious and we are grateful that 32 families provided feedback on their GCS experience. We examine your comments and input closely every year and it continues to guide us in our annual self-evaluation in addition to helping us make improvements and adjustments in our upcoming school year. We're so pleased that 94% of the respondents indicated that they were "Extremely Satisfied" with GCS overall, but we know there is always room for improvement! A summary of our results are as follows:

GCS undertakes a variety of efforts to get the word out about our wonderful school, but it appears as though we rely on our families the most! More than 81% of our surveyed families said they found out about GCS through family or friends. Thank you for supporting our school in this way. Your opinion matters and people are listening! This year 31% of our families discovered GCS as a result of our road sign. Is this a result of the various inspirational messages that our Board works hard to post there or is this a reminder that "old fashioned" advertising is as important as ever? Either way, we will continue to be mindful of this, particularly at a time when we can be inundated with email and other social media items.

Speaking of our internet presence, 81% of families indicated that they utilize [www.grotoncommunityschool.org](http://www.grotoncommunityschool.org). It is our goal to make GCS's website more interactive so families feel the site is useful to them on a daily basis. Families indicated that they use the website to access the school calendar, Covid screening materials, and fundraising information. Classroom emails are listed in the Staff Directory online, and events are communicated in the GCS Happenings on the home page as well as the GCS online calendar.

Several people did comment on our social media presence. Many families are aware of our Facebook presence, however very few are aware that we also have a presence on Instagram, LinkedIn, and Twitter. While some respondents indicated that they feel Facebook is a useful tool, we believe it should not be relied upon as a sole source of information sharing.

We appreciate the feedback on our Covid procedures. Respondents generally felt that Covid procedures were handled well. "The school did an excellent job keeping people safe while maintaining as much normalcy as possible!!!" We appreciate that this was a difficult year with changing guidance and an entirely new process for drop-off, pick-up, illness, and school vacations. Covid protocols were handed out at the start of the school year, and also maintained on the Family Login page of the school website. We are all looking forward to more "normals" in the future!

Our fundraising team has been hard at work this year! They strived to offer a variety of fundraising options that were safe, fun, and added value to the GCS experience. Respondents commented that fundraisers were "organized and well done", "creative and engaging", and "they never felt pressured to participate." Covid certainly forced our fundraising team to think outside the box and while we look forward to running the Home Tour in November of 2022, we are excited to offer the Community Tour in October of 2021. The feedback we received regarding the Community Tour was incredibly positive. One respondent commented, "The Community Tour was wonderful. I know it replaced the Home Tour, but it was so fun and I think should be considered again!" Another new addition was the GCS Workshop series and feedback included the comment that "the additional zoom fundraiser events were a blast!!!" However, a few families commented on the amount of fundraisers and the way in which they are spaced out. This is helpful to hear as fundraising is essential for closing the gap between what is charged for tuition and the actual cost of running the school. We will continue to work to inform families of upcoming fundraising opportunities and timing.

We were so pleased to see that a number of you felt comfortable giving to the Annual Fund, an important aspect of our nonprofit school to meet our operating budget, and also to provide additional funding for special projects. This

year a portion of our Annual Fund is going to Playscape enhancements, including our new swing set, spinners and picnic tables (coming soon). We believe it is important for our families to understand how the Annual Fund works to serve our children.

Finally, approximately 60% of you have visited the **Forward Motion** website. As you are aware, the purpose of the **Forward Motion Project** is to create a wonderful home for our GCS students, families, and staff that will meet our needs now and in the future. We are so grateful to have been able to move in to our new space in December despite all the Covid-related challenges. Families commented on the positive way the new environment has impacted their children and feel the space “assists teachers in providing the best experience for our kids.” Another family commented that the most important aspect of Forward Motion is the ability to “provide appropriate facilities to further the school's mission now and into the future.” Several people also commented that they are excited to see the entire project completed, a sentiment we all share!

***Some Comments Shared with Us Were:***

*“GCS has exceeded my expectations! I absolutely love the staff and facility. So happy that as my first child ages out my next one is starting!”*

*“We love and trust you guys. Thank you for being with us through this challenging year.”*

*“Overall very happy with the experience especially during the pandemic. These were just a couple of suggestions that we thought could be helpful for all parents. We love the new facilities and we are looking forward to next year! Thank you for everything!”*

*“I would like to reiterate again how thankful we are to have had the opportunity to have our children attend GCS this year (and in years past). When we talk about our children's school and recommend it to others, it's difficult to explain exactly why we love GCS so much, but I suspect it is our level of trust and respect for the people there. These individuals are a loving family and they make up a wonderful community. Kudos to you all on a job well done during one of the most difficult years to be in education. We can't thank you enough!”*