

Popular Surveys

Graduate Study

Graduate studies are valuable tools to collect information from a key group of stakeholders who are closest to the source – recent graduates. Graduate surveys are designed to assess the paths that students have chosen after high school and the degree to which the community's schools have prepared them for these chosen paths. Surveys provide a demographic picture of the graduate population (i.e. where are they now – at a university, community college, trade school, or in the work force?) and assesses graduates' perceptions of how well the school district prepared them for the next steps in their life. In addition to traditional survey methods, ECRA uses current online social networking tools to reach graduates and ensure an optimal response.



Board of Education Function and Appraisal

The ECRA Board Function and Appraisal Survey allows Board of Education members to step back from routine governance matters and candidly reflect on how well the board is meeting its responsibilities. It helps boards reflect upon how they function, and establishes a common understanding of roles and responsibilities. The ECRA Board Function and Appraisal model establishes a framework that allows for productive dialogue concerning improved board function, and distinguishes the role of the board and that of administration. The model focuses on two levels of the engagement process: *Generative and Empirical*.



Stakeholder Focus Groups

When educational leaders are faced with tough decisions, stakeholder focus groups can often produce new ideas or offer in-depth exploration of issues that lead to a clearer pathway to the future. ECRA focus groups are an empowering, interactive experience designed to identify challenges within the district and opportunities to improve the quality of education provided. The ECRA focus group experience has been proven to generate valuable data based on the input of Board of Education members, administrators, teachers, students, parents and community members

without children in the schools. At the same time, participants feel empowered as vital contributors to the decision-making process and future development of their community's school districts.

What school leaders are saying about the ECRA Focus Group experience...

"The ECRA focus group process was stimulating and helpful. The questions were very thought-provoking, and you collected a large amount of data in very little time. I look forward to putting our ideas into action."

How school communities have benefited from the ECRA Focus Group experience...

"This was a good opportunity for community members to voice their concerns without negativity. The process was extremely helpful in identifying the positive, wonderful aspects of our school district. The focus group provided the forum for stating our needs, and highlighted what great potential we have. It gave us a chance to be an integral part of decision-making for the benefit of our children."



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Surveys & Focus Groups

Stakeholder Information Solutions

Customized Surveys

Surveys provide valuable insight from key stakeholders on issues important to you. Educational institutions choose ECRA for a diverse variety of survey needs, such as stakeholder satisfaction, demographic studies, transportation needs, climate improvement, facilities growth, Board of Education function and more. ECRA works with organizations to identify challenges and incorporate unique goals into the development of large- and small-scale surveys aimed at the audiences leaders want to target. ECRA then collects and analyzes the information needed to acquire answers and set future initiatives. The survey instruments can be reused or adapted over time to monitor feedback and measure growth.



State-of-the-Art Methodology

Proven research methods and best practices are incorporated into all of our survey designs. Our surveys begin with a mixed-method design that uses qualitative and quantitative data. The quantitative data produced from the surveys are analyzed using advanced survey methodology similar to that used by major government agencies, such as the U.S. Census, Department of Education and other highly reputable survey research firms such as Gallup Poll and Nielsen.



Stratification and weighting techniques are used if needed to ensure that major subpopulations are appropriately represented in the data. Such methods help to ensure that all inferences drawn from the sample data are valid and represent the entire population of interest. The qualitative data from the surveys are analyzed via grounded theory under a mixed methods framework. Qualitative data is used to provide richer inferences and substantiate quantitative findings.

Surveys are distributed through a variety of media using sophisticated sampling techniques to target critical stakeholder groups and populations. ECRA offers several survey options to achieve the greatest response, including paper and pencil through mailing and other forms of distribution, by telephone, and online.

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Parent and Community Satisfaction

Parents – as well as community members who do not have children in school – are strong allies in identifying strengths and areas for improvement in a school district. Parent and community surveys help educators determine perceptions currently affecting the school district and major issues it will face in the future. They are designed to take an introspective look into critical perceptions, and include demographic items to provide for in-depth analysis of the results.

Administrator/Faculty/Staff Curriculum and Climate Surveys

Administrators, faculty and staff members have a unique perspective of multiple components of the educational arena, and feel valued when their input is requested in the decision-making process. Surveys of this stakeholder group often focus on issues that pertain to curriculum, instruction, curriculum implementation, assessment, school climate, quality of programs and other school structures. An effective survey process can lead to improvement in the schools and employee job satisfaction, ultimately creating a positive effect on student achievement.

