Florida Virtual School Stakeholder Surveys: Executive Summary 2014-15

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InMoment Data Science Lab
Heather Cameron-Bevan, M.Ed., MBA

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Executive Summary

Florida continues to support the development of Florida Virtual School (FLVS) as a resource for addressing the technological and learning needs within its Kindergarten-12 student population. FLVS Part Time students completed 394,712 course enrollments during the 2014-15 school year.

FLVS has an ongoing process for conducting surveys of the various stakeholders it serves and uses the data to monitor organizational performance and evaluate areas for improvement. Individual findings from the surveys FLVS administered to its stakeholders are summarized in four separate annual reports (Student-Parent, Franchise, School, and District Survey Reports for 2014–15).

This report provides an executive summary of the major findings from these surveys. Detailed year-to-year comparison summarizing the Student-Parent survey results is located in the appendix. Due to significant survey changes to the School and District survey, a year-to-year comparison was not conducted. Tables 1 and 2 summarize total responses collected for the Student, Parent, School, and District surveys.[1]

Table 1. FLVS Student-Parent Responses Collected, 2014–15

Survey	Student Response Count	Parent Response Count
Early Course	36,855	2,101
Midcourse	25,539	1,368
End of Course	18,728	1,204

Table 2. FLVS Annual Survey Response Rates, 2014–15

Survey	Total Sent	Number Returned	Response Rate
School	10,975	536	4.9%
District	99	21	21.0%

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[1] Counts include responses captured for Franchise schools.

Reactions from Students and Parents

Overall Satisfaction

Both students and parents rated teacher satisfaction one of the highest of all survey questions asked. Students and parents were also quite satisfied with the course overall. Results were strong, but not as high when evaluating their FLVS course as being the best learning experience they have ever had. These numbers continue to strengthen year over year (see appendix).There was a high likelihood to take another course from the teacher as well as recommend FLVS to a friend. Parents showed more likelihood to recommend FLVS to a friend.

Similar, yet slightly lower, satisfaction results were found for students and parents who used FLVS Franchises to deliver their online curriculum.

Teacher Quality

Both students' and parents' responses indicated overall communication with their teacher was excellent. The majority of students and parents were contacted within one day to their requests and if contacted, satisfaction of the response time was excellent. Teachers were available for learning needs when needed. The highest scores of all questions in the surveys came from both students (88.2 percent) and parents (87.7 percent) regarding level of care the teacher showed in student success.

FLVS Franchise students and parents offered similar, yet slightly lower, results for franchise teachers.

Course Quality

Overall, both students and parents indicated course materials helped to understand the subject matter. Ease of finding their way through course lessons was also excellent. Students and parents also showed high agreement towards the course being set up in the way the student likes to learn, as well as course materials and resources being interesting and new. Course quality underperformed in comparison to teacher quality.

Reaction from Schools and Districts

Support to Schools and Districts

In general, both school and district personnel indicated they received what was needed with the services FLVS provided to their students, as well as the support and communication provided to their school or district.

School contacts reported positive experiences with FLVS. Respondents indicated communication between FLVS and schools has been more than sufficient based on their familiarity with the Terms of Agreement and the Counselor Resources Web page and their satisfaction with the support from their primary FLVS contacts.

District contacts reported positive experiences with FLVS. Respondents indicated communication between FLVS and districts has been more than sufficient in terms of receiving policy and procedure information from FLVS and support from their primary FLVS contacts.

District Relations Manager Partnership

Both school and district personnel responded overwhelmingly positive to questions regarding their District Relations Manager (DSM) partnership.

School contacts reported having a strong partnership with FLVS DRMs. The majority of respondents felt DRMs were always accessible to help resolve concerns, were responsive to inquiries, and provided support relating to FLVS information. Additionally, they see DRMs as valuable support.

District contacts reported having a strong partnership with FLVS DRMs. All respondents felt DRMs were always accessible to help resolve concerns, were responsive to inquiries, and provided support relating to FLVS information. Additionally, they see DRMs as valuable support.

Open ended comments were solicited to gain additional insights on what school and district contacts found most valuable about the support they received from the DRMs and in what ways they could have better supported their school.

School comments were related to responsiveness, accessibility, availability, helpfulness, supportive, and efficiency pertaining to communication on questions or concerns were the key themes. Two comments specific to better support were responding to emails in a timely manner and more access to the FLVS curriculum for religious-based schools.

No improvement comments were triggered for the district contacts. Responsiveness and helpfulness were the key communication themes as well as prompt attention to resolve issues or problems.

Student Monitoring

Roughly 70 percent of school respondents indicated FLVS provided the information needed to monitor the progress of their schools' FLVS students.

Sixty-seven percent of district respondents indicated FLVS provided the information needed to monitor the progress of their district's FLVS students. There is an opportunity for improvement with one-fourth of respondents who indicated they were not being provided with the information needed.

Awareness and Participation

School contacts indicated there was a moderate to high level of awareness of the FLVS program. Sixty-eight percent of school respondents reported more than half of their students were aware of FLVS. Although 63 percent of the respondents say their schools encourage enrollment with FLVS, 42 percent indicated that specific limitations are placed on students when scheduling FLVS courses. School staff indicated students primarily learn about FLVS from their school counselor or friends. School staff most often indicated students integrate FLVS as part of their regular school schedule both at home and at school and integrate FLVS for extra credit or to make up a grade most often at home.

District contacts indicated there was a high level of awareness of the FLVS program among both the high schools and students in their districts. More than half of their high school students are aware of FLVS according to 86 percent of the respondents. Nearly all districts thought most high schools in their district were aware of FLVS. Regarding student participation in FLVS, half of respondents indicated not placing any limits on access to FLVS courses. More than two-thirds of respondents indicated they specified policies related to FLVS participation in their Student Progression Plans. The majority of respondents have used FLVS to accommodate unique student situations. A small group (29 percent) indicated implementing specific strategies to encourage minority enrollment. This could be a result of the specific districts responding to the survey. There may be districts without a need for this kind of outreach based on their student ethnicity enrollment mix.

Quality and Benefits to Schools and Districts

There was strong agreement from school contacts that FLVS benefited both the schools and students. The majority of school respondents considered FLVS to be a strong key partner and were satisfied with the quality of their experience.

There was strong agreement from the district contacts that FLVS benefited both the district and students as well as being a strong key partner.

Potential Barriers and Concerns to Schools and Districts

School contacts reported a lack of technology in general could be a barrier to accessing FLVS. The lack of technology at home was reported as a greater challenge for students to access FLVS compared to technology at school. Forty-four percent of respondents reported little to no technical problems with their courses and 20 percent indicated experiencing minor technical problems at some point with their course(s). Respondents strongly indicated having little to no concerns about either FLVS courses or teachers.

District contacts reported a lack of technology in general could be a barrier to accessing FLVS. The lack of technology at school and/or at home reported to be a barrier is less than one-third of the cases (22 percent and 28 percent respectively). The majority of district respondents indicated having little to no concerns about either FLVS courses or teachers.

Appendix. Year-To-Year Comparison

Surveys and Response Rates

Student and Parent Surveys

Each year, Florida Virtual School (FLVS) conducts surveys of its students and their parents to learn more about the strengths and weaknesses of its virtual education program. This report provides results segmented by student and parent completed surveys. Surveys were administered to enrolled students via email to evaluate three phases within a student's FLVS course:

- **Early Course**: Between day 21 and day 27 of their course, students receive a survey addressing both course and teacher quality (9 items).

- **Midcourse**: Upon approximately 45 percent completion of the course, students receive a survey addressing the same topics (using the same items) as the early-course survey (9 items).

- **End of Course**: Upon 90 percent course completion, students receive a survey addressing the same topics (repeating the same 9 questions) as the previous two surveys. This survey also asked five additional items related to overall satisfaction with the course and teacher (14 items total).

Survey	Student		Parent	
	Response Count 2013-14	Response Count 2014-15	Response Count 2013-14	Response Count 2014-15
Early Course	65,688	36,855	3,426	2,101
Midcourse	104,421	25,539	5,171	1,368
End of Course	61,814	18,728	5,177	1,204

Annual Surveys

Florida Virtual School conducts an annual school and district survey to gather feedback and data from the staff with whom it partners. Contacts were invited via email to participate in the survey during the summer of 2015.

Survey	Response Rate 2013-14	Response Rate 2014-15
School	9.0%	4.9%
District	23.5%	21.0%

Student and Parent Surveys

All Respondents

Below presents the average score for each rating question year over year segmented by all student and parent responses.

Overall Satisfaction

Overall Satisfaction	Student Score	Parent Score
Course Satisfaction 2013-14	79.7	83.6
Course Satisfaction 2014-15	81.8	85.2
Teacher Satisfaction 2013-14	87.5	88.3
Teacher Satisfaction 2014-15	87.0	87.3
Learning Experience 2013-14	71.0	74.0
Learning Experience 2014-15	74.9	79.3
Take Another Course From Same Teacher 2013-14	80.1	86.0
Take Another Course From Same Teacher 2014-15	82.7	86.6
Recommend FLVS 2013-14	81.0	87.3
Recommend FLVS 2014-15	81.1	88.4

Teacher Quality

Teacher Quality	Student Score	Parent Score
Teacher Communication 2013-14	82.4	87.2
Teacher Communication 2014-15	83.3	87.0
Response Time 2013-14	84.6	86.9
Response Time 2014-15	84.9	87.3
Learning Needs 2013-14	87.0	87.7
Learning Needs 2014-15	86.7	87.2
Level of Care 2013-14	87.8	88.4
Level of Care 2014-15	87.3	87.8

Course Quality

Course Quality	Student Score	Parent Score
Course Materials New 2013-14	79.2	81.8
Course Materials New 2014-15	80.2	83.9
Course Navigation 2013-14	82.6	82.8
Course Navigation 2014-15	84.4	85.5
Course Set Up 2013-14	73.6	77.2
Course Set Up 2014-15	77.1	83.2
Course Materials and Resources 2013-14	74.4	78.3
Course Materials and Resources 2014-15	77.2	83.0

Annual Surveys

Due to significant survey changes, only current 2014-15 school year results are shown.

School

Question	Score 2014-15
Are you familiar with the Counselor Resource page of the FLVS website? (Yes/No)	64.8
Are you familiar with the "Terms of Agreement" between your district and FLVS? (Yes/No)	69.2
Have you or other school personnel been in touch with your primary FLVS contact? (Yes/No)	70.3
You are satisfied with level of service you receive from your primary FLVS contact. (Strongly Agree to Disagree 5 point rating scale) Administrator	79.9
You are satisfied with level of service you receive from your primary FLVS contact. (Strongly Agree to Disagree 5 point rating scale) Guidance Counselor	84.0
Do you receive FLVS information from the FLVS District Contact person in your district? (Yes/No) Administrator	81.1
What percentage of your schools students are aware of FLVS? *Awareness greater than 70%*	54.0
Do you feel the District Relations Manager (DRM) is accessible to help you resolve concerns regarding your FLVS needs? (Yes/No)	98.9
Do you find the DRM to be responsive regarding your inquiries regarding FLVS questions? (Yes/No)	98.4
Do you believe the DRM provides support as it relates to FLVS information? (Yes/No)	99.5
Considering your overall experience with FLVS, do you see the DRM as a valuable support? (Yes/No)	98.9
FLVS provides you with the information you needed to monitor the progress of your FLVS student. (Strongly Agree to Disagree 5 point rating scale)	74.0
You or school personnel use FLVS administrative accounts to monitor student progress over the Web. (Strongly Agree to Disagree 5 point rating scale)	75.6
Your school encourages enrollment in FLVS courses. (Strongly Agree to Disagree 5 point rating scale)	71.0
Your school places specific limitations on students when scheduling FLVS courses. (Strongly Agree to Disagree 5 point rating scale)	53.6
You are satisfied with quality of your school's experience with FLVS. (Strongly Agree to Disagree 5 point rating scale)	73.8
Florida Virtual School benefits your students. (Strongly Agree to Disagree 5 point rating scale)	76.5

	Score
Florida Virtual School benefits your school. (Strongly Agree to Disagree 5 point rating scale)	71.3
You consider Florida Virtual School to be a key partner to your school. (Strongly Agree to Disagree 5 point rating scale)	67.5
Your students experience little to no technical of technical problems in their FLVS courses. (Strongly Agree to Disagree 5 point rating scale)	58.3
The lack of school technology has been a barrier for some students to access Florida Virtual School courses. (Strongly Agree to Disagree 5 point rating scale)	28.1
The lack of home technology has been a barrier for some students to access Florida Virtual School courses. (Strongly Agree to Disagree 5 point rating scale)	53.0
Have you had any concerns about FLVS courses this past school year? (Yes/No)	19.5
Have you had any concerns about FLVS teachers this past school year? (Yes/No)	18.8

District

Question	Score 2014-15
FLVS policies and procedures are clearly communicated to the affiliated districts. (Strongly Agree to Disagree 5 point rating scale)	75.0
You receive sufficient support from your primary FLVS contact. (Strongly Agree to Disagree 5 point rating scale)	82.5
Have you or other school personnel been in touch with your primary FLVS contact? (Yes/No)	90.5
FLVS provides you with the information needed to monitor the progress of your district's FLVS students. (Strongly Agree to Disagree 5 point rating scale)	66.7
District personnel use FLVS administrative accounts to monitor student progress over the Web. (Strongly Agree to Disagree 5 point rating scale)	66.7
Do you feel the District Relations Manager (DRM) is accessible to help you resolve concerns regarding your FLVS needs? (Yes/No)	100
Do you find the DRM to be responsive regarding your inquiries regarding FLVS questions? (Yes/No)	100
Do you believe the DRM provides support as it relates to FLVS information? (Yes/No)	100
Considering your overall experience with FLVS, do you see the DRM as a valuable support? (Yes/No)	100
What percentage of high schools in your district are aware of FLVS? *Awareness greater than 70%*	100
Are high school students in your district aware of FLVS? *Awareness greater than 70%*	62.0
Your district places specific limitations on students when scheduling FLVS courses. (Strongly Agree to Disagree 5 point rating scale)	38.9

Your district ensures all students have access to FLVS courses if needed. (Strongly Agree to Disagree 5 point rating scale)	81.9
Does your district Student Progression Plan specify policies regarding students' participation in FLVS courses? (Yes/No)	66.7
Does your district implement any specific strategies to encourage minority enrollment in FLVS? (Yes/No)	28.6
Has your district utilized FLVS to accommodate students with extraordinary circumstances? (Yes/No)	90.5
Florida Virtual School benefits your students. (Strongly Agree to Disagree 5 point rating scale)	80.0
Florida Virtual School benefits your district. (Strongly Agree to Disagree 5 point rating scale)	76.3
You consider Florida Virtual School to be a key partner to your school. (Strongly Agree to Disagree 5 point rating scale)	78.8
Has the lack of school technology been a barrier for some students in accessing FLVS courses?	36.1
Has the lack of home technology been a barrier for some students in accessing FLVS courses?	51.4
Have you had any concerns about FLVS courses this past school year? (Yes/No)	22.2
Have you had any concerns about FLVS teachers this past school year? (Yes/No)	16.7

inmoment

310 East 4500 South, Suite 450
Salt Lake City, UT 84107
1-800-530-4251

www.inmoment.com

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