

Florida Virtual School Stakeholder Surveys: Executive Summary 2013-14

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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 K-12 student population. FLVS part time students completed 362,401 course enrollment's during the 2013-14 school year.

FLVS has an ongoing process for conducting surveys of the various stakeholders it serves and uses this data to monitor organizational performance and evaluate areas for improvement. FLVS gathers feedback and data through 4 channels: annual survey of school and district personnel as well as ongoing course and teacher feedback primarily from students and secondarily from parents. Student and parent feedback is collected at three points during a student's FLVS course: during early course, approximately mid-point in the course, and at the end of the course. The surveys are administered to every student online via an e-mail invitation.¹ The findings from the surveys FLVS administers to its stakeholders are summarized in five separate annual reports (Franchisee, Student, Parent, School, and District Survey Reports for 2013–14).

This report provides an executive summary of the major findings from these surveys. A more detailed year-to-year comparison, included in the appendix, summarizes year over year results. Tables 1 and 2 summarize total responses collected for the Student, Parent, School and District surveys.

Table 1. FLVS Student-Parent Responses Collected, 2013–14

Survey	Student	Parent
	Number Collected	Number Collected
Early Course	65,688	3,426
Mid-Course	104,421	5,171
End-of-Course	61,814	5,177

Table 2. FLVS Annual Survey Response Rates, 2013–14

Survey	Total Sent	Number Returned	Response Rate
School	8,765	808	9.2%
District	98	23	23.5%

¹ Phase surveys were set up to accept 45 responses per month by teacher. Once teacher limit was met, no further surveys were accepted and limits renewed at the beginning of each month.

Course Quality

Both students and parents were generally satisfied with course quality in regards to course materials, set up, navigation and course materials and resources being interesting and new. Students provided lower scores than parents specific to course set up and materials and resources being interesting and new. Course quality underperformed significantly in comparison to teacher quality.

Teacher Quality

Both students and parents indicated high satisfaction with the quality of FLVS teachers. Parents rated overall communication and response time with their child's teacher much higher than did students. Both students and parents indicated teachers replied to calls, texts, or emails within one day. Students and parents were also very satisfied with the course teacher's understanding of learning needs as well as the level of care the teacher exhibited toward the students/their child's success in the course.

Overall Satisfaction

Both students and parents were strongly satisfied with their FLVS course teacher and generally satisfied with their overall course experience. Students provided lower scores for overall course quality compared to parents. Parents expressed a much higher likelihood to recommend FLVS and have their child take another FLVS course from same teacher. Both students and parents were in lower agreement towards FLVS course being one of the best learning experiences.

Franchisee Performance

Findings are consistent with the above for course, teacher quality and overall satisfaction outcomes. Students and parents of the franchise partners delivering FLVS curriculum overall gave higher scores.

Support for 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.

Schools indicated communication between FLVS has been sufficient in terms of being familiar with the counselor resource and procedure information from FLVS and support from their primary FLVS contacts. Districts 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.

Over one-quarter of school respondents reported not being familiar with the Counselor Resources page on the FLVS website or with the terms of agreement.

The majority of school respondents indicated FLVS provided information needed to monitor students' progress as well as school personnel also using FLVS administrative accounts. The majority of district respondents indicated FLVS provided information needed to monitor their districts student progress. There is an opportunity for improvement since just under one-third of respondents indicated not being provided with the information needed. There was a stronger response to having used the FLVS administrative accounts to monitor progress over the web.

Student Recruitment and Participation

At the school level, respondents reported a moderate level of awareness of the FLVS program among high school students. Under half (44%) of school respondents reported 70 percent or more of their students were aware of FLVS. The main areas students learned about FLVS were through either a school counselor, a curriculum guide provided by the school, and friend or family member. Regarding student participation, the majority of respondents indicated students utilized the program before or after school at home for extra credit or to make up a grade, followed by taking courses at school as part of their regular school schedule. Respondents also highly encouraged enrollment in FLVS courses, although placing course limitations with regards to access was reported at 45 percent.

At the district level, respondents reported a high level of awareness of the FLVS program among high school students. Over three-quarters of district respondents reported 70 percent or more of their students were aware of FLVS. Regarding student participation, all respondents indicated not placing any limits on access to FLVS courses and the majority indicated they specified policies related to FLVS participation in their Student Progression Plans. A very small group 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

Majority of the school respondents indicated FLVS provided either an excellent or good experience. In addition, a high percentage of respondents indicated FLVS benefited their students and their schools.

All districts agreed FLVS provided a benefit to both the district and its students. Most have utilized FLVS to accommodate students with extraordinary circumstances.

Barriers to Schools and Districts

School contacts reported at a higher rate their students sometimes having had technical problems which interfered with getting the work done. Also, the lack of technology is much less of a barrier accessing at school compared to when accessing at home. School respondents indicated having very few concerns about FLVS courses.

District contacts reported a lack of technology in general could be a barrier to accessing FLVS. The lack of technology at home was a greater challenge for students to access FLVS compared to technology at school. Just under half of district respondents did indicate having had concerns about FLVS courses.

Appendix. Year-Over-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 as well as to obtain course-specific feedback. Surveys are administered to enrolled students via e-mail to evaluate three phases of a student's FLVS course:

- **Early Course:** Between day 21 and day 27 of their courses, students and parents receive a survey that addresses course quality and teacher quality (9 items).
- **Mid-Course:** Upon approximately 45% completion of the course, students and parents receive a survey that addresses the same topics (using the same items) as the early-course survey (9 items). This survey replaced the Late Course survey administered during the 2012-13 school year.
- **End-of-Course:** Upon 90% course completion, students and parents receive a survey that addresses the same topics (repeating the same items) as the previous two surveys. It asks five additional items related to overall satisfaction with the course and teacher (14 items).

Survey	Student		Parent	
	Responses Collected 2012-13	Responses Collected 2013-14	Responses Collected 2012-13	Responses Collected 2013-14
Early Course	142,436	65,688	6,363	3,426
Late Course	92,469		4,532	
Mid-Course		104,421		5,171
End-of-Course	83,964	61,814	6,778	5,177

Annual Surveys

Florida Virtual School (FLVS) conducts an annual school and district survey to gather feedback and data from the staff with whom it partners. Contacts were invited via e-mail to participate in the survey during the summer of 2014.

Survey	Response Rate 2012-13	Response Rate 2013-14
School	20%	9.0%
District	25%	23.5%

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.

Course Quality

Course Quality	Student Score	Parent Score
Course Materials New 2012-13	78.8	81.5
Course Materials New 2013-14	79.2	81.8
Course Navigation 2012-13	82.3	82.0
Course Navigation 2013-14	82.6	82.8
Course Set Up 2012-13	72.3	76.6
Course Set Up 2013-14	73.6	77.2
Course Materials and Resources 2012-13	74.0	78.2
Course Materials and Resources 2013-14	74.4	78.3

Teacher Quality

Teacher Quality	Student Score	Parent Score
Teacher Communication 2012-13	82.6	87.6
Teacher Communication 2013-14	82.4	87.2
Response Time 2012-13	83.9	87.1
Response Time 2013-14	84.6	86.9
Learning Needs 2012-13	86.2	87.8
Learning Needs 2013-14	87.0	87.7
Level of Care 2012-13	87.8	89.2
Level of Care 2013-14	87.8	88.4

Overall Satisfaction

Overall Satisfaction	Student Score	Parent Score
Course Satisfaction 2012-13	79.2	83.8
Course Satisfaction 2013-14	79.7	83.6
Teacher Satisfaction 2012-13	87.9	89.1
Teacher Satisfaction 2013-14	87.5	88.3
Learning Experience 2012-13	69.3	73.5
Learning Experience 2013-14	71.0	74.0
Take Another Course From Same Teacher 2012-13	79.6	86.7
Take Another Course From Same Teacher 2013-14	80.1	86.0
Recommend FLVS 2012-13	83.2	88.0
Recommend FLVS 2013-14	81.0	87.3

Annual Surveys

Below presents the % yes response for each question year-over-year unless otherwise stated.

School

Question	Score 2012-13 <i>N = 1,462</i>	Score 2013-14 <i>N = 808</i>
Are you familiar with the Counselor Resource page of the FLVS website?	76%	73%
Are you familiar with the “Terms of Agreement” between your district and FLVS?	75%	73%
Have you or other school personnel been in touch with your primary FLVS contact?	79%	73%
Please rate the level of service you receive from your primary FLVS contact (Excellent to Poor 4 point rating scale). Administrator	90%	87%
Please rate the level of service you receive from your primary FLVS contact (Excellent to Poor 4 point rating scale). Guidance Counselor	89%	89%
Do you receive FLVS information from the FLVS District Contact person in your district?	71%	70%
Does FLVS provide you with the information you need to monitor the progress of your FLVS students?	90%	80%
Do school personnel use FLVS administrative accounts to monitor student progress over the web?	81%	75%
Does your school encourage enrollment in FLVS courses?	89%	84%
Approximately what percentage of your schools students are aware of FLVS? <i>Awareness greater than 70%</i>	53%	54%
Does your school place any specific course limitations on students regarding access to FLVS?	42%	45%
Please rate the quality of your school’s experience with FLVS (Excellent to Poor 4 point rating scale).	80%	78%
Does FLVS benefit your students?	94%	95%
Does FLVS benefit your school?	88%	85%
Please rate the level of technical problems experienced by students in their FLVS course (Sometimes only).	79%	72%
Has the lack of school technology been a barrier for some students in accessing FLVS courses?	23%	18%

Has the lack of home technology been a barrier for some students in accessing FLVS courses?	60%	50%
Do you have any concerns about FLVS courses?	23%	22%

District

Question	Score 2012-13 N = 16	Score 2013-14 N = 23
Are FLVS policies and procedures clearly communicated to the affiliated districts?	94%	96%
Do you receive sufficient support from your primary FLVS contact?	94%	87%
Does FLVS provide you with the information you need to monitor the progress of your district's students?	88%	70%
Do district personnel use FLVS administrative accounts to monitor student progress over the web?	81%	78%
Are high school students in your district aware of FLVS? <i>Awareness greater than 70%</i>	76%	78%
Does your district ensure that all students have access to FLVS courses?	94%	100%
Does your district Student Progression Plan specify policies regarding students' participation in FLVS courses?	81%	70%
Does your district implement any specific strategies to encourage minority enrollment in FLVS?	31%	17%
Does FLVS benefit your students?	100%	100%
Does FLVS benefit your district?	100%	100%
Has your district utilized FLVS to accommodate students with extraordinary circumstances?	100%	87%
Has the lack of school technology been a barrier for some students in accessing FLVS courses?	44%	30%
Has the lack of home technology been a barrier for some students in accessing FLVS courses?	56%	57%
Have you had any concerns about FLVS courses?	41%	43%



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