



Association of Metropolitan School Districts

2023 COMMUNICATIONS SURVEY

*A survey of membership on the
effectiveness of AMSD Communication Strategies*

June 2023

27 respondents

13 Superintendents, 10 School Board Members, 4 Other



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AMSD Day at the Capitol 2023

More than 100 school board members, superintendents, district staff, parents, and students attended AMSD's Day at the Capitol on Wed., March 8

Did you attend the Day at the Capitol?			
	Yes	No	
	11	16	
Did you find the day valuable?			
	Very valuable	Somewhat valuable	Not at all.
	11	2	0
Was the time convenient?			
	Easy	Neither difficult or convenient	Difficult
	7	4	0
What could make the day better?			
Appreciated the agenda and tips for how and when to meet with legislators.			
Can't think of anything...			
Help in coordinating visits with legislators. It was very challenging for us to get a hold of our legislators and find times to meet.			
I thought it went perfectly. Thank you for organizing this event.			
I would have loved a few points during the day where people could come back together - for lunch, or between committee hearings. Optional, for sure, but just a particular time and place where people would know they could reconnect w/ AMSD and each other throughout the day.			
More districts participating			
More time with Chairs/Leadership for Q/A or to relay to them our thanks/challenges (although I understand why this is difficult/impossible)			
Not sure			
Provide more training (like legislative action at the Capitol 101) in the morning before board members leave to do their meetings and attend sessions. I had 2 new board members with me & they were very confused. MSBA does a good job before their day at the Capitol to provide that info.			
Well done!			



**Association of Metropolitan School Districts
Communicating with Legislators**

*How frequently you communicated with elected officials,
AMSD Calls to Action, and Legislative Alerts*

Did you communicate regularly with your elected representatives during the legislative session?	Not at all	1-2 times during the session	About once a week	Every other week or so	Monthly	Other (please specify)
	2	5	7	7	3	<ul style="list-style-type: none"> • Local legislators "in general"; committee chairs & members/Leadership at critical points of hearings or floor votes. • Sometimes a different legislator each week, sometimes more than one, using different methods (in person, text or email) • We mobilized during the high intensity issues - about once a week at the end

Did you find our communications helpful in establishing dialogue with your local legislators about key issues?	Not helpful	Somewhat helpful	Very helpful	Comments
	0	6	21	<ul style="list-style-type: none"> • AMSD summaries were well-worded and helpful in crafting my own letter language • Both the weekly Superintendent Zoom meetings and the regular emails summarizing Legislative updates were extremely helpful. • Intermediate priorities are slightly different but I appreciated the information • Loved how easy AMSD made it for us!!! • Need more sample dialogues information • While the detail and context is great to have, it would also be great to have simplified versions of the messages that help make the communication more concise.



Association of Metropolitan School Districts
Communicating with Legislators

*How frequently you communicated with elected officials,
 AMSD Calls to Action, and Legislative Alerts*

Would you have liked to receive email communications and calls for engagement more or less frequently?	More frequently	Less frequently	The amount of communication was appropriate	What could make our legislative alerts better?
	2	0	25	<ul style="list-style-type: none"> • AMSD legislative alerts were just perfect. You didn't send them so often that they became meaningless. When they did come - we paid attention and responded! • I appreciated the partnership with MASA, they sent the templates with messages that aligned with most AMSD messages that we were able to send directly to our representatives. • Keep doing what you doing • N/A- The Legislative alerts summarize the information I need and also provide links so that I can dive deeper into a bill and watch parts of the session. • Phone alerts are extremely helpful • Provide specific wording (with areas to trail or to individual districts). Many board members either don't have the knowledge or time to write their own messages. • Talking point are sometimes a lot. Good to have the context and would be helpful to also have shorter versions that make the key point a little faster. • talking points/financial details appreciated • The legislative information was extremely helpful. One way to make them more useful would be some key messaging for board members. When I talk to a legislator, I usually only have 5-10 minutes to speak. Help me understand what is most important today, what actions I should be asking my legislator to take, what harmful repercussions a-b-c legislation could have, and most importantly who I should be reaching out to. • These are really well done and grately appreciated! • They were excellent. and very helpful to me!



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AMSD EVENTS

*Importance of different hosted events
throughout the Session and year*

AMSD Monthly Board Meetings (no meeting in June or July)	★	★★	★★★	★★★★	★★★★★
			2	1	22
AMSD Policy Conference (Annually held in November)	★	★★	★★★	★★★★	★★★★★
		1	5	8	10
AMSD Legislative Preview (Annually held in January)	★	★★	★★★	★★★★	★★★★★
				6	19
AMSD Day at the Capitol (Annually held in March)	★	★★	★★★	★★★★	★★★★★
			5	9	10



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COMMUNICATION PLATFORMS**

*Which AMSD resources you use to stay informed
about what is happening at the Capitol*

	Often	Sometimes	Rarely	Never
Email Updates	24			
AMSD Webpage	3	14	6	1
Connections Newsletter	15	8	1	
Bill Tracker	9	10	3	
Position Papers	7	13	3	
Other research (Cross-Subsidy Comparisons, etc.)	10	6	6	
Facebook		3	6	16
Twitter	2	6	4	13
Other				
There are times when I email, Text or call Scott Croonquist for specific questions and he has always responded in a timely manner.				



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AMSD CORRESPONDENCE

How do you engage the following correspondence from AMSD?

AMSD Email Updates	I open and read every email	Sometimes	Rarely	Never
	23	2		

Connections	I open and read every email	Sometimes	Rarely	Never
	14	9	1	

How do you use the Executive Director's AMSD Email Updates?

I read it in my email.	Always	Sometimes	Rarely	Never
	24	1		

I forward the email to district staff.	Always	Sometimes	Rarely	Never
	8	9	2	4

I forward the email to parents, parent groups or non-district employees.	Always	Sometimes	Rarely	Never
		3	9	10

Comments:

- Clear info on important issues
- I share info with people via conversation but I do not forward emails
- Last two questions could use an “often” choice. The difference between Always and Sometimes seems too large.



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AMSD CORRESPONDENCE

How do you engage the following correspondence from AMSD?

What do you find most useful about the email updates?

- Bite-sized info, covers a lot of topics with latest status. Appreciate the key takeaway message in the intro. Media recap and committee recaps helpful.
- brief summaries
- Concise yet complete. Well-written. Timely.
- I feel more connected to what is happening in the field especially here in MN. It's very informative and relevant.
- One stop spot to keep up with issues important to educators, parents, students
- The information/data. They are also very timely.
- The summarization of key issues and the impact for schools.
- They are timely and I can go back and refer to them.
- They are timely and provide a lot of resources. The updates also provide me with crucial information that has already been summarized for me- which is incredibly helpful.
timely info
- Timely, relevant information
- Trusted quality summary that I know I can send along to my board members, share with my cabinet team and aspects with principals when appropriate.
- Updates on the legislation and where they are at are extremely helpful.
- Very informative and keeps me updated!
- Very succinctly written. Excellent visuals with easy talking points we could use in every day interactions.

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AMSD EMAILS

Do you have any suggestions for improving AMSD's email correspondence?

Comments:

- Adding any calls to action to this as a section that's more about "need to do" would put it all in one place in addition to the one-off emails.
- I think you've struck a good balance. :)
- Keep it up! This is my 8th year on the board, and AMSD is a great resource. I often check out info on the AMSD resources web links. Hope it remains accessible for info updates when I am off the board.
- keep up the great work!
- No
- no
- No need to change anything. MailChimp is a great format for visually organizing the information. (Yay Troy!)
- None
- None
- Not really. They are really helpful.



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SUPERINTENDENT ZOOM MEETINGS

Did you participate in the superintendent zoom meetings over the past year?

Yes, I participated regularly.	Yes, I participated in most of the zoom meetings.	I participated in a few of the meetings.	No.
11	1		

How frequently would you like to meet next year?

Weekly	Bi-weekly	Once a month.	As needed.
1	4	8	

Comments:

- Also depends on if there is something eminent, and willing to meet more frequently.
- As needed could also apply here



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SCHOOL BOARD MEMBER ZOOM MEETINGS

Did you participate in the school board member zoom meetings over the past year?

Yes, I participated regularly.	Yes, I participated in most of the zoom meetings.	I participated in a few of the meetings.	No.
5	2	4	
Would you like them to continue? Yes			
	8		

How frequently would you like to meet next year?

Once a month.	Every other month	As needed.	
4	1	5	

Comments:
• Maybe quarterly?

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AMSD WEBSITE

How often you visit the web page for the specific purposes

Contact Information for AMSD Member Districts and Legislators	Once a week or more	Once a month or more	3-6 times a year	Never
	1	1	7	7
Legislative Session Information	Once a week or more	Once a month or more	3-6 times a year	Never
	2	5	7	2
AMSD Position Papers	Once a week or more	Once a month or more	3-6 times a year	Never
		6	8	3
Research and Statistics	Once a week or more	Once a month or more	3-6 times a year	Never
		6	8	2
Current and Past AMSD Presentations	Once a week or more	Once a month or more	3-6 times a year	Never
		8	6	3
Connections Newsletters	Once a week or more	Once a month or more	3-6 times a year	Never
	1	4	5	7
Board of Directors Meeting Handouts	Once a week or more	Once a month or more	3-6 times a year	Never
		13	2	2
Calendar of Meetings and Events	Once a week or more	Once a month or more	3-6 times a year	Never
		8	7	2
Other (please specify)	I receive the Connections newsletter in my email, so I don't go to the website to find it.			

Website feedback: Is there any content not provided, or anything that could improve the usability of the AMSD web page?

Comments:

- I go to the AMSD website frequently and have always found it easy to navigate.
- Love the easy access to resources. I could not be happier with the communication and resources provided by AMSD
- None
- nothing that I can think of
- Website is pretty easy to navigate, thanks!

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FINAL COMMENTS

Comments:

- A huge thank you to Scott and the team. You each bring such strong credibility that is transferred as we work with our boards and stakeholders.
- Great work this year, as always! Thanks!!
- I am a fairly new school board member...going on 2 years. All info and conferences have been helpful to me. Thank you!
- I am a super-fan of AMSD! For more helpful than any other professional organization I am a part of. Thank you for your amazing leadership!
- I appreciate Scott's quick replies to my questions and proofing materials I shared with legislators
- I appreciate the opportunity to provide feedback
- Thank you for offering the hybrid opportunity for meetings
- Thank you so much and great job!!
- Thank you!
- Thanks for your informative data and action on issues. I find AMSD resources more on point than MSBA.
- The work of AMSD and the network it provides truly supports me and helps me lead my district. Thank you!

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