

SCHOOL – WHANAU - COMMUNITY - COMMUNICATIONS

*Ko Hikaroroa te mauka
Ko Waikowaiti te awa
Ko ngā waka ; ko Uruao, ko Araiteuru ko Takitimu hoki
Ko Waitaha, Mamoe, Kai Tahu ka Iwi
Ko Ka Hapū ko Kāti Huirapa,
Ko te marae te Puketeraki
Ko Pat Newman ahau.*

Some findings related to a study of approximately 400 schools throughout New Zealand, arising from a Sabbatical undertaken by Pat Newman, Hora Hora School Principal, Whangarei, in Term 1 2013.

Acknowledgements

In undertaking this study I would like to acknowledge firstly the Ministry of Education, School Trustees Association, New Zealand Educational Institute and above all, the Hora Hora School Board of Trustees, for giving me the opportunity to participate in a sabbatical.

Secondly I wish to acknowledge the principals who gave me their time to either visit their schools or contact them, in order to discuss in depth the area of school – whanau – community – communications, , which allowed me to fine tune and develop the in depth survey that I used for my findings.

Hayley Read	Whangarei Intermediate School Whangarei - Te Tai Tokerau
Bruce Crawford	Hikurangi Primary School Hikurangi – Te Tai Tokerau
Cleve Bloor	Maunu primary School Whangarei – Te Tai Tokerau
Robert Clarke	Whau Valley School Whangarei – Te Tai Tokerau
Keri Milne-Ihimaera	Moerewa Primary School Moerewa – Te Tai Tokerau
Peter Witana	Kawakawa Primary School – Te Tai Tokerau
Tony Westrupp	Kaukapakapa School – Kaukapakapa – Rodney
Whetu Cormack	Bathgate Primary School Dunedin – Otago
Tania Pringle	Seddon Primary School Seddon – Marlborough
Murray Hewson	Witherlea Primary School Blenheim – Marlborough
Alan Straker	Whitney Street School Blenheim – Marlborough
Brent Godfery	Pembroke Street School Oamaru – North Otago
Denis Cocks	Commissioner of Schools Christchurch – Canterbury

I would also like to thank the 400 school principals from throughout Aotearoa who gave of their time in responding to the survey I developed as a result of the above school visits and discussions. This survey forms the basis for the findings and statements I will make in this report.

Purpose of the Study:

The main purposes of the study were:

- to look at the types of interactions of schools throughout Aotearoa, with whanau and their communities

- To see the effect of the demographics of a school(size, situation, decile, % Maori) in relation to communicating with their whanau and communities
- To see if any specific types/forms of communications were more effective or less effective, when communicating with whanau and community.

Background and Rationale:

Effective communications between schools, whanau and communities is crucial to ensure the partnership between these groups is a genuine partnership. The advent of various new communication tools/methods, has seen a diversity in how schools carry out their part of the process. Generally schools spend considerable time, effort and funding towards communications, but no one has looked into the effectiveness of these, and the differences based upon demographics, which make some communications more effective than others.

Methodology

13 Principals, schools across NZ, were visited or contacted in the initial planning stages to discuss how their schools:

- communicated with whanau and communities
- problems associated with their communications
- used newer technologies in their communications
- any future plans

These schools were selected to cover a diversity of differences from location, type, decile, % Maori etc.

The information gained was used to design an electronic survey that was placed on the Internet for ease of access. The data analysis software used to write the survey and interpret the results was a programme called WISCO Survey .

Once the survey was developed and placed upon the Internet, I emailed 600 New Zealand Principals, randomly selected through the simple process of selecting every fourth school on the database of all NZ Schools, and sending the principal an email request to fill in the survey and giving the Internet URL for the survey. The survey received 400 responses. Two thirds of principals requested responded. A huge return rate which ensures a very valid result for the information required.

The responses were then automatically inputted into the Survey Package (WISCO Survey) for analysis.

Schools Communicating with Parents and their Communities

This is totally anonymous- you will not be identified

1. The size of your school is

- U1 U2 U3 U4 U5
 U6 U7 U8 and bigger

2. The type of your school is

- Contributing Primary Full Primary Intermediate
 Middle Secondary Kura Kaupapa Maori Primary
 Wananga Area Year 6-13

3. The decile of your school is

- 1 2 3 4 5 6 7 8 9 10

4. Your school is found in what area of NZ? (If your area is not specifically named, please choose the closest)

- Te Tai Tokerau
 Auckland City and Region
 Waikato
 Coromandel and Bay of Plenty
 East Coast, Gisborne,
 Napier, Hastings Region
 Central North Island
 Taranaki
 Wellington and Region
 Nelson Marlborough
 Canterbury, North Canterbury, Mid Canterbury South Canterbury
 North Otago, Otago Central Otago
 Southland
 West Coast

5. % of students in your school who are Maori

0 - 10% 11 - 20% 21 - 30% 31 - 40% 41 - 50% 51 - 60% 61 - 70% 71 - 80% 81 - 90% 91 - 100%

6. % of students in your school who are Pasifika?

0 - 10% 11 - 20% 21 - 30% 31 - 40% 41 - 50% 51 - 60% 61 - 70% 71 - 80% 81 - 90% 91 - 100%

7. % of students in your school who are Asian?

0 - 10% 11 - 20% 21 - 30% 31 - 40% 41 - 50% 51 - 60% 61 - 70% 71 - 80% 81 - 90% 91 - 100%

8. Which of the following Communication Tools, do you use in your school, to communicate with your parents and community? (This is not referring to communications about individual students directly to their parents, rather more the "General information" type communication. Includes class communications. Please tick each one that you have used this year.)

- Newsletters - Paper
- Newsletters - Email
- Website
- Blog Site
- Notice / Bill Boards at School Entrance - Manual
- Electronic Notice /Bill Boards at School Entrance
- Parental and or Community Meetings
- Media Advertisements
- School Cryer (Like Town Cryer)
- Texts
- Notices in Shops etc
- Visiting and talking to groups within the community
- Twitter
- Transitioning Visits
- School Information Booklet
- Assemblies Open to Parents/Communities
- Open Days

Other

9. How often does your school, either as a whole or as a Team have specific Open Day Type Days(Different to and Open Door Policy)

- Weekly Fortnightly Monthly
- One a term Twice a year Only for a specific reason
- Usually never

10. How often do you send out a newsletter to parents and/or community?

- Weekly Fortnightly Monthly
- One a term Twice a year Only for a specific reason

11. What is roughly the % of your parents who now receive their newsletter by email rather than in paper format?

- None 1-25% 25-50% 51-75% 76-100%

12. How often do you send out a Text to parents and/or community?

- Weekly Fortnightly Monthly
- One a term Twice a year Only for a specific reason
- Never

13. What is roughly the % of your parents who now receive Text messages from you in relation to school?

- None 1-25% 26-50% 51-75% 75-100%

14. How often do you send out a Twitter to parents and/or community?

- Weekly Fortnightly Monthly
- One a term Twice a year Only for a specific reason
- Never

15. What is roughly the % of your parents who now receive Twitter messages from you in relation to school?

- None 1-25% 26-50% 51-75% 75-100%

16. How often does your school update its website roughly?

- Weekly Fortnightly Monthly
 One a term Twice a year Only for a specific reason
 Not often at all

17. Please rank each of the Communication Tools with regards their effectiveness, in getting the message communicated to parents/community

	90-100% people involved take notice	75-89% people involved take notice	50-74% people involved take notice	Under 50% people involved take notice	No Response
Newsletters - Paper	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Newsletters - Email	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Website	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Blog Site	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Notice / Bill Boards at School Entrance - Manual	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Electronic Notice /Bill Boards at School Entrance	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Parental and or Community Meetings	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Media Advertisements	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
School Cryer (Like Town Cryer)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Texts	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Notices in Shops etc	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Visiting and talking to groups within the community	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Twitter	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Transitioning Visits	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
School Information Booklet	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Assemblies Open to Parents/Communities	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>
Open Days	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/>

18. How often do you send out a Blog Updater to parents and/or community?

- Weekly Fortnightly Monthly
 One a term Twice a year Only for a specific reason
 Never

19. What is roughly the % of your parents who now are involved in your Blog Messaging?

- None 1-25% 26-50% 51-75% 75-100%

20. How often do you update your Website for information for parents and/or community?

- Weekly Fortnightly Monthly
 One a term Twice a year Only for a specific reason
 Never

21. Do you have a regular School Assembly that parents and community can come to?

- Weekly Fortnightly Monthly
 One a term Twice a year Only for a specific reason
 Never

22. For Te Waipounamu Principals(Mainlanders/South Islanders) only! Have you heard or used a resource for working with your Maori Communities, called Te Kete o Aoraki?

- Yes heard about it but not seen it Yes have used
 Yes still using it at times Never heard of it

Your Information

Your Name

Email Address

I.P. Address

FINDINGS – RESULTS

The overall response to the survey from ALL SCHOOLS was as follows.

<u>1 Size</u>	<u>No Responses</u>	<u>ALL %</u>
U1	43	11
U2	40	10
U3	41	10
U4	123	31
U5	94	24
U6	40	10
U7	12	3
U8 and +	7	2
<u>2 TYPE</u>		<u>ALL %</u>
Contributing		42
Full Primary		42
Intermediate		6
Middle		0
Secondary		1
Kura Kaupapa Maori		1
Wananga		0
Area		7
Year 6-13		1
<u>Decile</u>		<u>ALL %</u>
1		8
2		12
3		8
4		9
5		10
6		10
7		10
8		12
9		10
10		9
<u>4 Region</u>		<u>ALL %</u>
TE TAI TOKERAU		10
AUCKLAND/REGION		21
WAIKATO		9
COROMANDEL AND BAY OF PLENTY		8
EAST COAST GISBORNE		1
NAPIER HASTINGS REGION		5
CENTRAL NORTH ISLAND		4
TARANAKI		3
WELLINGTON AND REGION		12

NELSON AND MARLBOROUGH	4
CANTERBURY-NTH-MID-STH	12
OTAGO-OTAGO-CENTRAL	6
SOUTHLAND	1
WEST COAST	3
NO RESPONSE	1
5 Percentage Maori	
	ALL %
0-10%	30
11-20%	27
21-30%	12
31-40%	8
41-50%	5
51-60%	2
61-70%	1
71-80%	6
81-90%	2
91-100%	6
6 Percentage Pasifika	
	ALL %
0-10%	82
11-20%	8
21-30%	3
31-40%	1
41-50%	2
51-60%	0
61-70%	0
71-80%	1
81-90%	1
91-100%	0
7 Percentage Asian	
	ALL %
0-10%	78
11-20%	10
21-30%	4
31-40%	2
41-50%	3
51-60%	0
61-70%	0
71-80%	0
81-90%	0
91-100%	0
8 Communication Tools used	
	ALL %
Newsletters Paper	93
Newsletters Email	82
Website	88

Blog Site	34
Notice Bds/Manual	62
Electronic Notice Boards	8
Parental/Community Meetings	83
Media Advertisements	28
School Cryer	0
Texts	42
Notices in Shops	19
Visiting/talking to groups	40
Twitter	12
Transitioning Visits	68
School Information Booklet	90
Assemblies Open to Parents etc.	91
Open Days	60
9 How often do you have Open Days?	
	ALL %
Weekly	0
Fortnightly	0
Monthly	2
One a Term	28
Twice a Year	24
Only for a specific reason	34
Usually Never	10
10 How often do you send newsletters home?	
	ALL %
Weekly	58
Fortnightly	34
Monthly	2
One a Term	0
Twice a year	0
Only for a specific reason	0
No response	5
11 What is % of parents who now receive their newsletters by email?	
	ALL %
None	16
1-25%	36
26-50%	18
51-75%	10
76-100%	18
No response	2
12 How often do you send out a Text to parents/community?	
	ALL %
Weekly	14
Fortnightly	3
Monthly	1
One a Term	1
Twice a year	0
Only for a Specific reason	45

Never		33
13 The % of parents who now receive Text Messages from you re school?		
	ALL %	
None		32
1-25%		33
26-50%		9
51-75%		6
76-100%		16
No response		3
14 How often do you send out a Twitter to parents and/or community?		
	ALL %	
Weekly		4
Fortnightly		3
Monthly		1
One a Term		0
Twice a year		0
Only for a specific reason		5
Never		83
15 What is the % of parents who now receive Twitter Messages from you re school?		
	ALL %	
None		80
1-25%		6
26-50%		4
51-75%		1
76-100%		2
No response		7
16 How often does your school update it's Website?		
	ALL %	
Weekly		37
Fortnightly		16
Monthly		14
One a Term		8
Twice a year		2
Only for a specific reason		10
Not often at all		6
No response		7
17 Ranking for Effectiveness. Highest % most effective 50+% effective shown		
	ALL %	
Newsletters Paper		85
Newsletters Email		68
Website		51
Blog Site		22
Notice Bds/Manual		34
Electronic Notice Boards		9
Parental/Community Meetings		45
Media Advertisements		13
School Cryer		1
Texts		32

Notices in Shops	10
Visiting/talking to groups	28
Twitter	8
Transitioning Visits	55
School Information Booklet	71
Assemblies Open to Parents etc.	53
Open Days	54
18 How often do you send out a Blog Updater to parents/community?	
	<u>ALL %</u>
Weekly	9
Fortnightly	5
Monthly	4
One a Term	2
Twice a year	0
Only for a specific reason	9
Never	70
<u>What is the rough % of parents who now are involved in your Blog messaging?</u>	
	<u>ALL %</u>
None	63
1-25%	22
26-50%	6
51-75%	5
76-100%	0
No response	4
<u>Do you have a regular School Assembly that parents/community can attend?</u>	
	<u>ALL %</u>
Weekly	43
Fortnightly	32
Monthly	10
One a Term	7
Twice a year	1
Only for a specific reason	5
Never	1

OVERALL COMMENTS

(1)600 Principals were contacted by email asking them to respond to the survey. 400 of them responded, a 66% return rate.

(2)Decile ratings(Q3) were relatively even in responses.

(3)30% of the schools(Q5) had less than 10% Maori pupils. 82% (Q6) had less than 10% Pasifika. 78% of schools (Q7) had less than 10% Asian Pupils.

(4)The most used tools overall for communicating were as follows:-

Method	% Using	Effectiveness Ranking
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Paper based newsletters	93%	85%
Open Assemblies	91%	53%
School Information Booklets	90%	71%
School Website	88%	51%
Parent/Whanau/Community Meetings	83%	45%
Email Newsletters	82%	68%

(5) Overall ranking for effectiveness for communicating was as follows:-

Method	% Using	Effectiveness Ranking
Paper based newsletters	93%	85%
School Information Booklets	90%	71%
Email Newsletters	82%	68%
Transitioning visits	68%	55%
Open Days	60%	54%
Open Assemblies	91%	53%

(6) 82% send either weekly or fortnightly newsletters home. 52% either have none or less than a quarter of parents getting emailed newsletters

(7) 17% are sending either weekly or fortnightly texts to parents/community members

(8) 53% update their school websites either weekly or fortnightly

(9) 75% have Open Assemblies either weekly or fortnightly.

(10) 9% Blog weekly, but 63% of parents don't receive Blogs.

RESULTS BASED UPON THE PERCENTAGE OF MAORI PUPILS

How to read tables. See the first table below – Q1, which refers to School Size.

7% of U1 Schools have 0-10% Maori Pupils.

15% of U2 Schools have 0-10% of Maori Pupils.

8% of U3 Schools have 0-10% of Maori Pupils.

33% of U4 Schools have 0-10% of Maori Pupils.

18% of U5 Schools have 0-10% of Maori Pupils.

11% of U6 Schools have 0-10% of Maori Pupils.

5% of U7 Schools have 0-10% of Maori Pupils

1 Size	No Responses	ALL %	0-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%
U1	43	11	7	7	4	15	19	29	0	18	0	50
U2	40	10	15	7	4	12	14	0	20	0	0	18
U3	41	10	8	9	6	9	24	14	40	5	25	18
U4	123	31	33	29	38	30	10	14	40	27	62	14
U5	94	24	18	35	29	21	10	29	0	41	12	0
U6	40	10	11	7	15	9	24	14	0	5	0	0
U7	12	3	5	3	4	3	0	0	0	0	0	0
U8 and +	7	2	2	3	0	0	0	0	0	0	0	0
2 TYPE			%	%	%	%	%	%	%	%	%	%
Contributing		42	42	41	52	36	38	57	40	59	38	5
Full Primary		42	44	40	40	48	48	43	60	27	0	64
Intermediate		6	2	5	6	15	14	0	0	9	12	0
Middle		0	0	0	0	0	0	0	0	0	0	0
Secondary		1	1	2	0	0	0	0	0	0	0	0
Kura Kaupapa Maori		1	0	0	0	0	0	0	0	0	0	23
Wananga		0	0	0	0	0	0	0	0	0	0	0
Area		7	8	9	4	0	0	0	0	5	50	9
Year 6-13		1	1	2	0	0	0	0	0	0	0	0
Decile			%	%	%	%	%	%	%	%	%	%
1		8	1	4	6	3	0	14	20	18	75	41
2		12	2	6	8	9	24	14	20	68	25	32
3		8	3	3	8	18	24	14	20	9	0	9
4		9	5	5	15	24	24	29	20	5	0	5
5		10	4	11	19	21	19	14	0	0	0	5
6		10	4	18	15	0	5	14	0	0	0	0
7		10	11	18	8	9	5	0	0	0	0	0
8		12	19	17	10	3	0	0	0	0	0	0
9		10	14	14	8	9	0	0	0	0	0	0
10		9	23	6	0	3	0	0	20	0	0	9

COMMENTS

The smaller the school and the lower the decile, the greater percentage of pupils who are Maori.

4 Region		%	%	%	%	%	%	%	%	%	%	%
TE TAI TOKERAU	10	2	6	4	15	24	29	0	50	38	23	
AUCKLAND/REGION	21	31	23	29	12	10	0	20	0	0	0	
WAIKATO	9	7	7	8	12	19	14	40	14	0	18	
COROMANDEL AND BAY OF PLENTY	8	1	1	15	12	14	43	20	27	12	23	
EAST COAST GISBORNE	1	0	0	0	3	5	0	0	0	12	5	
NAPIER HASTINGS REGION	5	4	4	2	12	5	0	20	0	0	14	
CENTRAL NORTH ISLAND	4	1	5	4	3	10	0	0	5	0	5	
TARANAKI	3	1	4	2	0	5	0	0	0	38	5	
WELLINGTON AND REGION	12	11	11	21	21	10	14	0	5	0	5	
NELSON AND MARLBOROUGH	4	6	6	6	3	0	0	0	0	0	5	
CANTERBURY-NTH-MID-STH	12	18	22	2	0	0	0	0	0	0	0	
OTAGO-OTAGO-CENTRAL	6	9	7	2	3	0	0	0	0	0	0	
SOUTHLAND	1	1	1	4	3	0	0	0	0	0	0	
WEST COAST	3	8	2	0	0	0	0	0	0	0	0	
NO RESPONSE	1	2	2	0	0	0	0	0	0	0	0	
5 % Maori		%	%	%	%	%	%	%	%	%	%	%
0-10%	30	100										
11-20%	27		100									
21-30%	12			100								
31-40%	8				100							
41-50%	5					100						
51-60%	2						100					
61-70%	1							100				
71-80%	6								100			
81-90%	2									100		
91-100%	6										100	

COMMENTS

Te Tai Tokerau Schools responding have highest number of Maori pupils. 23% of them 91-100% Maori

6 % Pasifika		%	%	%	%	%	%	%	%	%	%
0-10%	82	91	80	67	76	81	100	80	83	88	0
11-20%	8	2	11	6	6	5	0	20	18	12	0
21-30%	3	1	0	12	6	10	0	0	0	0	0
31-40%	1	2	0	0	6	0	0	0	0	0	0
41-50%	2	1	1	6	6	5	0	0	0	0	0
51-60%	0	0	1	0	0	0	0	0	0	0	0
61-70%	0	0	0	0	0	0	0	0	0	0	0
71-80%	1	0	1	4	0	0	0	0	0	0	0
81-90%	1	1	3	2	0	0	0	0	0	0	0
91-100%	0	2	0	0	0	0	0	0	0	0	0
7 % Asian		%	%	%	%	%	%	%	%	%	%
0-10%	78	65	79	79	85	90	100	100	100	100	0
11-20%	10	12	10	10	15	5	0	0	0	0	0
21-30%	4	11	1	6	0	5	0	0	0	0	0
31-40%	2	2	3	2	0	0	0	0	0	0	0
41-50%	3	8	2	0	0	0	0	0	0	0	0
51-60%	0	0	0	0	0	0	0	0	0	0	0
61-70%	0	0	0	0	0	0	0	0	0	0	0
71-80%	0	0	0	0	0	0	0	0	0	0	0
81-90%	0	0	0	0	0	0	0	0	0	0	0
91-100%	0	0	0	0	0	0	0	0	0	0	0

COMMENTS

78% of schools have 1 – 10% of Asian pupils. The more Maori pupils in a school the less Asian pupils.

8 Communication Tools used		%	%	%	%	%	%	%	%	%	%
Newsletters Paper	93	86	94	96	100	100	100	100	100	100	91
Newsletters Email	82	92	85	81	79	71	71	80	77	62	50
Website	88	93	93	96	91	81	71	80	77	88	45
Blog Site	34	44	39	31	24	24	43	20	9	38	9
Notice Bds/Manual	62	64	58	65	76	76	57	80	64	12	50
Electronic Notice Boards	8	9	9	8	9	0	0	0	9	0	0
Parental/Community Meetings	83	91	79	94	79	81	86	80	55	62	82
Media Advertisements	28	26	28	35	18	43	0	20	23	25	23
School Cryer	0	0	1	0	0	0	0	0	0	0	0
Texts	42	47	42	40	39	43	14	40	23	25	45
Notices in Shops	19	21	16	17	9	10	0	20	14	38	55
Visiting/talking to groups	40	31	44	42	55	38	43	40	32	38	59
Twitter	12	18	11	6	9	0	0	20	9	0	5
Transitioning Visits	68	68	71	77	73	71	71	80	55	75	32
School Information Booklet	90	92	87	96	85	90	100	100	91	100	68
Assemblies Open to Parents etc	91	92	89	92	94	95	100	100	91	62	91
Open Days	60	60	61	54	61	57	86	80	45	88	55
9 How often do you have Open Days?		%	%	%	%	%	%	%	%	%	%
Weekly	0	0	1	0	0	0	0	0	0	0	0
Fortnightly	0	0	0	0	0	0	0	0	0	0	0
Monthly	2	3	0	2	6	5	0	0	0	0	9
One a Term	28	23	28	35	27	19	86	20	32	25	36
Twice a Year	24	22	30	25	15	29	14	40	5	50	18
Only for a specific reason	34	42	35	29	30	48	0	40	27	25	18
Usually Never	10	9	4	8	21	0	0	0	36	0	14
10 How often do you send newsletters home?		%	%	%	%	%	%	%	%	%	%
Weekly	58	59	62	54	52	57	71	60	68	25	50
Fortnightly	34	32	32	35	36	43	29	40	23	75	41
Monthly	2	1	4	4	3	0	0	0	5	0	0
One a Term	0	0	0	0	3	0	0	0	0	0	0
Twice a year	0	0	1	0	0	0	0	0	0	0	5
Only for a specific reason	0	0	0	0	0	0	0	0	0	0	0
No response	5	8	1	6	6	0	0	0	5	0	5

COMMENTS

(1) Schools with very high % Maori are less likely to favour the use of email newsletters, website or electronic forms of communication, except the opposite occurs for texting. This would be likely as many Maori in lower socioeconomic situations don't have land based phones, and rely on prepaid mobile phones for communication.

(2) Schools with highest % of Maori have lowest % of use of formal transitioning visits. Probably because they are an integral part of their Kaupapa.

(3) Higher % of Maori Pupils tend to use more "kanohi ki te kanohi" communications - (face to face).

(4) Schools with highest % Maori, tend to send fortnightly newsletters home.

		%	%	%	%	%	%	%	%	%	%
11 What is % of parents who now receive their newsletters by email?											
None	16	15	14	15	18	24	29	20	14	0	32
1-25%	36	27	30	48	24	52	29	60	68	100	41
26-50%	18	14	24	17	30	14	29	20	5	0	14
51-75%	10	11	16	8	18	0	14	0	0	0	5
76-100%	18	32	15	12	9	10	0	0	5	0	0
No response	2	2	1	0	0	0	0	0	9	0	9
12 How often do you send out a Text to parents/community?											
Weekly	14	20	9	12	9	5	14	20	14	38	23
Fortnightly	3	6	1	0	3	5	14	0	0	0	9
Monthly	1	0	1	4	3	0	0	0	0	0	0
One a Term	1	2	10	0	3	0	0	0	0	0	0
Twice a year	0	0	0	4	0	0	0	0	0	0	0
Only for a Specific reason	45	38	51	50	42	52	29	60	41	62	32
Never	33	32	35	29	36	38	43	20	45	0	32
13 The % of parents who now receive Text Messages from you re school?											
None	32	32	34	31	36	33	43	20	45	12	27
1-25%	33	25	31	38	30	52	57	40	32	88	32
26-50%	9	12	6	12	9	14	0	40	9	0	5
51-75%	6	8	5	4	9	0	0	0	5	0	18
76-100%	16	22	21	12	9	0	0	0	9	0	9
No response	3	2	5	2	6	0	0	0	0	0	9
14 How often do you send out a Twitter to parents and/or community?											
Weekly	4	5	4	2	6	0	0	20	5	0	0
Fortnightly	3	8	1	0	0	0	0	0	0	0	0
Monthly	1	0	1	4	0	0	0	0	5	0	5
One a Term	0	0	0	0	0	0	0	0	0	0	0
Twice a year	0	0	0	0	0	0	0	0	0	0	0
Only for a specific reason	5	5	11	0	3	0	0	0	0	0	0
Never	83	78	80	94	79	0	0	80	86	0	86

COMMENTS

(1) Higher % Maori, less whanau receives their newsletters by email and vice versa.

(2) Texting used more often in schools with higher % of Maori pupils

(3) Texting becoming more prevalent in all schools as a communication tool.

(4) Twitter rarely used by schools as a communication tool.

15 What is the % of parents who now receive Twitter Messages from your school?		%	%	%	%	%	%	%	%	%	%
None	80	76	76	83	82	100	100	80	86	100	86
1-25%	6	8	6	4	9	0	0	0	9	0	0
26-50%	4	10	3	2	0	0	0	20	5	0	0
51-75%	1	1	0	0	3	0	0	0	0	0	5
76-100%	2	1	6	0	0	0	0	0	0	0	0
No response	7	5	10	10	6	0	0	0	0	0	9
16 How often does your school update it's Website?		%	%	%	%	%	%	%	%	%	%
Weekly	37	42	40	23	52	33	14	60	27	12	9
Fortnightly	16	22	14	27	3	29	0	0	0	25	5
Monthly	14	12	11	23	18	24	29	0	5	50	5
One a Term	8	5	1-0	15	12	0	29	20	5	0	9
Twice a year	2	2	2	0	0	0	0	0	9	0	5
Only for a specific reason	10	6	14	8	12	5	14	20	23	12	5
Not often at all	6	2	7	4	3	5	14	0	5	0	45
No response	7	11	2	0	0	5	0	0	27	0	18
17 Ranking for Effectiveness. Highest % most effecti 50+% effective shown		%	%	%	%	%	%	%	%	%	%
Newsletters Paper	85	81	86	75	90	95	100	100	91	100	92
Newsletters Email	68	77	71	61	72	44	72	60	63	36	41
Website	51	62	60	41	51	29	28	20	27	50	23
Blog Site	22	32	25	16	18	5	14	0	14	38	0
Notice Bds/Manual	34	33	26	42	42	29	42	60	46	12	37
Electronic Notice Boards	9	7	12	8	9	0	14	0	14	0	0
Parental/Community Meetings	45	50	47	32	36	48	58	60	50	0	63
Media Advertisements	13	13	11	10	21	10	0	20	19	0	19
School Cryer	1	0	1	2	0	0	0	0	0	0	5
Texts	32	30	34	35	45	19	14	40	32	0	37
Notices in Shops	10	10	8	4	3	5	0	0	9	50	45
Visiting/talking to groups	28	19	25	22	39	29	57	0	32	38	55
Twitter	8	10	9	4	12	0	0	20	10	0	10
Transitioning Visits	55	51	60	62	66	62	71	40	50	24	32
School Information Booklet	71	63	74	68	81	81	72	100	78	74	54
Assemblies Open to Parents etc	53	52	58	40	57	48	86	80	46	24	64
Open Days	54	51	63	40	51	67	57	80	45	63	55

COMMENTS

(1) Schools with the higher % of Maori Pupils are less likely to update their website. I am guessing this is due to the fact that the higher % of Maori pupils is found in the smallest schools. Less people to do the job perhaps?

(2) % Maori Pupils does not effect the use of Newsletters as a communication tool.

(3) Schools in the highest two bands of % Maori find putting notices in shops and talking to groups quite effective; no other schools see the same usefulness, especially with respect to the shop notices. Again I am guessing that as these schools tend to be smallest, and in more rural areas, the "local" shop is an important communication tool for such communities.

(4) Using an information booklet is ranked highly in effectiveness by most, mostly ranked second in effect to that of paper newsletters. No real difference based upon % of Maori.

(5) Interesting. Assemblies used regularly by all BUT not highly rated for communicating. Again no real difference based upon % of Maori.

18 How often do you send out a Blog Updater to parents/community?		%	%	%	%	%	%	%	%	%	%
Weekly	9	14	7	8	9	0	0	20	0	0	0
Fortnightly	5	4	4	6	6	0	0	0	9	10	0
Monthly	4	2	7	8	0	0	0	0	0	0	0
One a Term	2	2	1	2	3	0	29	0	0	0	0
Twice a year	0	0	0	0	0	0	0	0	0	0	5
Only for a specific reason	9	13	7	15	9	14	0	0	0	0	0
Never	70	63	72	60	73	86	71	80	91	90	92
What is the rough % of parents who now are involved in your Blog messaging?		%	%	%	%	%	%	%	%	%	%
None	63	50	63	56	67	90	71	60	91	90	95
1-25%	22	36	15	33	15	10	14	20	9	0	5
26-50%	6	4	8	4	6	0	14	20	0	0	0
51-75%	5	4	6	4	9	0	0	0	0	10	0
76-100%	0	0	0	2	0	0	0	0	0	0	0
No response	4	6	8	0	3	0	0	0	0	0	0
Do you have a regular School Assembly that parents/community can attend?		%	%	%	%	%	%	%	%	%	%
Weekly	43	38	35	48	55	29	86	40	64	50	50
Fortnightly	32	32	34	33	27	57	14	60	23	12	18
Monthly	10	14	13	4	6	10	0	0	5	0	5
One a Term	7	7	11	4	3	5	0	0	0	38	9
Twice a year	1	0	0	0	3	0	0	0	5	0	5
Only for a specific reason	5	8	2	8	3	0	0	0	5	0	9
Never	1	0	3	2	0	0	0	0	0	0	5

COMMENTS

(1) Blogs not yet a normal communication tool in any school.

(2) A noticeable difference here is in the 81 – 90% Maori Pupils area, where there are a significant number of schools that only have an assembly once a term. Most others are either weekly or every two weeks.

RESULTS BASED UPON DECILE OF SCHOOLS

1 Size	No Responses	ALL %	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
U1	43	11	17	15	20	8	13	18	10	4	2	0
U2	40	10	3	15	13	3	8	15	20	10	10	3
U3	41	10	17	4	17	17	10	5	7	6	18	5
U4	123	31	40	23	37	28	23	20	37	48	25	27
U5	94	24	13	32	0	33	23	30	22	21	18	41
U6	40	10	0	6	3	11	21	12	5	6	10	19
U7	12	3	7	2	0	0	3	0	0	2	10	3
U8 and +	7	2	0	2	0	0	0	0	0	2	8	3
2 TYPE			%	%	%	%	%	%	%	%	%	%
Contributing		42	37	43	20	42	41	55	37	46	35	54
Full Primary		42	43	38	63	42	49	25	56	31	48	41
Intermediate		6	3	9	3	11	10	5	0	2	10	3
Middle		0	0	0	0	0	0	0	0	0	0	0
Secondary		1	0	2	0	0	0	0	0	0	5	0
Kura Kaupapa Maori		1	3	4	7	0	0	0	0	0	0	0
Wananga		0	0	0	0	0	0	0	0	0	0	0
Area		7	13	2	7	6	0	15	7	17	0	0
Year 6-13		1	0	2	0	0	0	0	0	2	0	3
Decile			%	%	%	%	%	%	%	%	%	%
1		8	100									
2		12		100								
3		8			100							
4		9				100						
5		10					100					
6		10						100				
7		10							100			
8		12								100		
9		10									100	
10		9										100

4 Region		%	%	%	%	%	%	%	%	%	%
TE TAI TOKERAU	10	23	26	10	11	8	10	2	6	12	0
AUCKLAND/REGION	21	27	15	13	11	15	20	15	31	30	27
WAIKATO	9	17	15	13	6	10	5	10	4	15	0
COROMANDEL AND BAY OF PLENTY	8	13	15	7	11	15	5	5	0	5	3
EAST COAST GISBORNE	1	0	2	0	3	0	0	2	0	0	0
NAPIER HASTINGS REGION	5	3	4	27	6	3	8	0	4	0	0
CENTRAL NORTH ISLAND	4	3	2	7	6	3	5	7	2	2	0
TARANAKI	3	10	2	7	3	5	2	2	0	0	0
WELLINGTON AND REGION	12	3	13	3	19	8	8	15	6	8	38
NELSON AND MARLBOROUGH	4	0	2	3	6	8	10	10	4	0	3
CANTERBURY-NTH-MID-STH	12	0	2	3	6	8	5	24	27	20	14
OTAGO-OTAGO-CENTRAL	6	0	0	0	11	8	10	5	6	8	11
SOUTHLAND	1	0	0	0	0	10	0	0	2	0	0
WEST COAST	3	0	2	3	3	0	12	2	4	0	0
NO RESPONSE	1	0	0	3	0	0	0	0	2	0	5
5 % Maori			%	%	%	%	%	%	%	%	%
0-10%	30	3	6	13	17	13	30	32	48	42	76
11-20%	27	13	13	10	14	31	48	46	38	38	16
21-30%	12	10	9	13	19	23	18	10	10	10	0
31-40%	8	3	6	20	22	18	0	7	2	8	3
41-50%	5	0	11	17	14	10	2	2	0	0	0
51-60%	2	3	2	3	6	3	2	0	0	0	0
61-70%	1	3	2	3	3	0	0	0	0	0	0
71-80%	6	13	32	7	3	0	0	0	0	0	0
81-90%	2	20	4	0	0	0	0	0	0	0	0
91-100%	6	30	15	7	3	3	0	0	0	0	0

6 % Pasifika		%	%	%	%	%	%	%	%	%	%
0-10%	82	53	62	77	69	95	90	90	92	88	95
11-20%	8	13	6	10	17	3	8	10	2	8	5
21-30%	3	0	6	3	8	3	0	0	4	0	0
31-40%	1	0	4	10	0	0	0	0	0	0	0
41-50%	2	3	15	0	0	0	0	0	0	0	0
51-60%	0	0	2	0	0	0	0	0	0	0	0
61-70%	0	0	0	0	0	0	0	0	0	0	0
71-80%	1	10	0	0	0	0	0	0	0	0	0
81-90%	1	13	2	0	0	0	0	0	0	0	0
91-100%	0	3	0	0	3	0	0	0	0	0	0
7 % Asian		%	%	%	%	%	%	%	%	%	%
0-10%	78	80	81	93	86	92	90	80	71	70	54
11-20%	10	3	13	7	6	5	2	12	4	12	19
21-30%	4	0	4	0	6	0	5	2	4	2	22
31-40%	2	0	0	0	3	0	2	0	2	8	0
41-50%	3	0	0	0	0	0	0	2	17	5	0
51-60%	0	0	0	0	0	0	0	0	0	0	0
61-70%	0	0	0	0	0	0	0	0	0	0	0
71-80%	0	0	0	0	0	0	0	0	0	0	0
81-90%	0	0	0	0	0	0	0	0	0	0	0
91-100%	0	0	0	0	0	0	0	0	0	0	0

COMMENTS

(1)The higher the decile the higher % of Asian Pupils and a lower % of Maori and Pasifika Pupils.

1 Size	No Responses	ALL %	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
8 Communication Tools used			%	%	%	%	%	%	%	%	%	%
Newsletters Paper		93	93	100	100	100	100	92	100	92	82	73
Newsletters Email		82	43	66	70	78	90	90	95	85	100	97
Website		88	70	72	80	92	92	95	88	96	98	97
Blog Site		34	33	4	13	47	33	62	29	42	40	49
Notice Bds/Manual		62	40	62	67	81	72	52	61	58	62	76
Electronic Notice Boards		8	10	11	3	3	3	8	5	2	15	22
Parental/Community Meetings		83	80	767	80	89	82	80	90	67	95	92
Media Advertisements		28	23	23	33	42	44	20	24	40	5	27
School Cryer		0	0	0	0	0	0	2	0	0	0	0
Texts		42	27	38	37	44	33	45	39	56	42	59
Notices in Shops		19	27	19	23	28	21	25	15	12	15	16
Visiting/talking to groups		40	40	38	37	58	56	35	37	17	42	54
Twitter		12	7	0	7	11	10	8	12	21	15	27
Transitioning Visits		68	50	74	53	69	79	68	68	56	82	86
School Information Booklet		90	83	83	80	94	92	90	100	83	98	92
Assemblies Open to Parents etc		91	87	96	80	86	95	95	88	94	92	95
Open Days		60	73	57	53	67	54	42	61	65	60	73
9 How often do you have Open Days?			%	%	%	%	%	%	%	%	%	%
Weekly		0	0	2	0	0	0	0	0	0	0	0
Fortnightly		0	0	0	0	0	0	0	0	0	0	0
Monthly		2	0	2	10	3	0	0	5	0	2	3
One a Term		28	43	40	23	33	23	20	17	23	28	38
Twice a Year		24	27	634	17	31	31	30	27	31	12	24
Only for a specific reason		34	17	13	40	25	36	48	37	35	40	27
Usually Never		10	13	2	10	8	10	2	15	8	10	8
10 How often do you send newsletters home?			%	%	%	%	%	%	%	%	%	%
Weekly		58	37	60	57	47	54	60	59	71	68	62
Fortnightly		34	43	30	30	50	41	40	34	27	20	32
Monthly		2	17	4	3	0	0	0	0	0	2	0
One a Term		0	0	0	0	3	0	0	0	0	0	0
Twice a year		0	0	0	0	0	3	0	0	0	2	0
Only for a specific reason		0	0	0	0	0	0	0	0	0	0	0
No response		5	3	6	10	0	3	0	7	2	8	5

COMMENTS

(1)Decile 4 and below are less likely to email newsletters; in Decile 1 less than half do this.

(2)Decile 1 and 2 less likely to use their own Web sites for communications.

(3)The trend is that the higher the decile the more use of Texting as a communication tool.

(4)School information books more often used as the decile rating increases.

(5)Decile 1 schools tend to have less regular newsletters home.

(6) Decile 1 & 2 more likely than all other schools to have open days once a term

(7) Decile 1 & 2 are less likely than all other schools to only have open days for a specific reason

1 Size	No Responses	ALL %	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
11 What is % of parents who now receive their newsletters by email?			%	%	%	%	%	%	%	%	%	%
None		16	40	19	30	11	15	15	2	12	2	14
1-25%		36	47	60	40	50	36	35	37	29	18	5
26-50%		18	0	13	20	17	28	12	24	33	25	0
51-75%		10	0	2	7	11	18	25	15	4	18	8
76-100%		18	0	0	0	11	3	12	22	21	35	70
No response		2	3	6	3	0	0	0	0	0	2	3
12 How often do you send out a Text to parents/community?			%	%	%	%	%	%	%	%	%	%
Weekly		14	23	11	13	8	15	5	17	25	15	14
Fortnightly		3	0	9	3	3	0	8	0	4	5	0
Monthly		1	0	2	3	3	0	0	2	0	0	0
One a Term		1	3	0	0	0	0	2	0	0	0	0
Twice a year		0	0	4	0	0	0	0	0	0	42	0
Only for a Specific reason		45	33	38	33	64	46	40	54	46	35	57
Never		33	40	34	47	19	38	40	24	23	2	30
13 The % of parents who now receive Text Messages from you re school?			%	%	%	%	%	%	%	%	%	%
None		32	40	32	40	22	31	38	27	27	35	27
1-25%		33	33	38	40	58	38	30	39	15	25	24
26-50%		9	7	15	3	6	10	8	5	23	2	8
51-75%		6	10	2	10	3	3	8	10	6	8	8
76-100%		16	7	9	7	6	10	18	17	29	22	32
No response		3	3	4	0	6	8	0	2	0	8	0
14 How often do you send out a Twitter to parents and/or community?			%	%	%	%	%	%	%	%	%	%
Weekly		4	7	0	0	8	8	2	5	0	5	5
Fortnightly		3	0	0	0	0	0	5	0	17	2	0
Monthly		1	0	0	7	0	0	0	2	0	5	0
One a Term		0	0	0	0	0	0	0	0	0	0	0
Twice a year		0	0	0	0	0	0	0	0	0	0	0
Only for a specific reason		5	0	0	0	3	3	0	5	6	12	24
Never		83	93	91	93	86	85	90	85	73	65	70

COMMENTS

(1)The higher the decile the more likelihood of parents receiving their newsletters by email

(2)Lower decile far less likely to use Twitter.

(3)Highest % of parents getting Text messages, are in the higher decile schools

(3)Most schools use Text for specific reason/message.

1 Size	No Responses	ALL %	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
15 What is the % of parents who now receive Twitter Messages from you re school?			%	%	%	%	%	%	%	%	%	%
None		80	90	96	87	86	87	88	80	75	65	59
1-25%		6	7	0	0	8	0	2	10	2	12	14
26-50%		4	3	0	3	3	8	2	0	19	2	3
51-75%		1	0	0	3	3	0	0	0	0	2	5
76-100%		2	0	0	0	0	3	2	0	2	8	5
No response		7	0	4	7	0	3	5	10	2	10	14
16 How often does your school update it's Website?			%	%	%	%	%	%	%	%	%	%
Weekly		37	17	23	50	19	33	38	54	25	52	57
Fortnightly		16	10	13	7	25	23	22	15	10	12	22
Monthly		14	20	13	10	22	21	12	5	15	20	5
One a Term		8	17	2	10	17	10	10	2	6	10	5
Twice a year		2	0	2	0	6	0	0	0	6	0	3
Only for a specific reason		10	7	17	13	8	5	10	17	17	2	3
Not often at all		6	23	9	10	3	3	8	7	2	0	0
No response		7	7	21	0	0	5	0	0	19	2	5
17 Ranking for Effectiveness. Highest % most effect! 50+% effective shown			%	%	%	%	%	%	%	%	%	%
Newsletters Paper		85	93	96	90	86	89	85	78	96	68	73
Newsletters Email		68	34	55	47	70	75	65	73	84	87	84
Website		51	40	28	40	44	55	45	61	57	65	86
Blog Site		22	13	4	14	25	13	27	36	33	22	35
Notice Bds/Manual		34	33	36	20	53	44	25	29	41	26	33
Electronic Notice Boards		9	10	17	3	6	3	5	4	8	9	16
Parental/Community Meetings		45	46	47	57	53	33	32	44	58	44	41
Media Advertisements		13	3	17	6	23	31	10	12	12	0	11
School Cryer		1	3	0	0	0	0	2	2	0	0	0
Texts		32	20	34	33	23	39	33	53	24	34	33
Notices in Shops		10	23	12	10	17	11	15	10	0	4	8
Visiting/talking to groups		28	34	32	20	48	32	28	7	12	22	32
Twitter		8	7	4	13	6	11	5	7	6	9	16
Transitioning Visits		55	44	55	47	67	67	47	59	55	60	62
School Information Booklet		71	66	73	63	84	73	63	69	73	75	68
Assemblies Open to Parents etc		53	53	53	33	61	56	52	47	45	63	70
Open Days		54	53	55	50	58	58	50	52	58	55	46

COMMENTS

(1) The higher the decile, the less likely Twitter will be used.

(2) The lower the decile, there is less likely hood that the School website will be updated.

(3) Decile 4 and above schools, rate electronic emails as far more effective in communicating than decile 1, 2, 3.

(4) Decile 10 sees the website as a far more effective communications tool, than other schools in their rating.

(5) Most ranked the paper newsletter as the most important communication method.

1 Size	No Responses	ALL %	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
18 How often do you send out a Blog Updater to parents/community?			%	%	%	%	%	%	%	%	%	%
Weekly		9	7	0	3	3	8	8	7	10	15	30
Fortnightly		5	17	0	3	3	3	10	5	2	5	5
Monthly		4	0	0	0	3	8	8	2	2	8	5
One a Term		2	0	0	0	3	5	0	0	4	2	0
Twice a year		0	3	0	0	0	0	2	0	0	0	0
Only for a specific reason		9	0	6	7	22	8	5	7	25	0	8
Never		70	73	89	87	67	69	68	78	56	60	49
What is the rough % of parents who now are involved in your Blog messaging?			%	%	%	%	%	%	%	%	%	%
None		63	77	94	83	56	64	52	61	48	50	43
1-25%		22	10	4	13	28	15	35	17	35	28	32
26-50%		6	3	0	3	8	8	10	10	6	2	8
51-75%		5	10	0	0	6	5	2	2	8	5	11
76-100%		0	0	0	0	0	0	0	2	0	0	0
No response		4	0	2	0	3	8	0	7	2	15	5
Do you have a regular School Assembly that parents/community can attend?			%	%	%	%	%	%	%	%	%	%
Weekly		43	17	45	57	42	51	58	41	33	42	22
Fortnightly		32	10	34	27	39	28	28	29	33	35	46
Monthly		10	27	11	7	3	3	5	7	21	8	16
One a Term		7	7	2	7	3	8	10	12	6	5	11
Twice a year		1	0	0	0	6	0	0	0	0	0	0
Only for a specific reason		5	20	9	3	3	5	0	10	4	5	3
Never		1	17	0	0	6	3	0	0	0	0	3

COMMENT

(1) Over two thirds of schools have an assembly either weekly or every two weeks.

(2) Blogs not used by many.

RESPONSES BASED UPON SIZE OF SCHOOL

1 Size	No Responses	ALL %	U1%	U2%	U3%	U4%	U5%	U6%	U7%	U8 and above%
U1	43	11	100							
U2	40	10		100						
U3	41	10			100					
U4	123	31				100				
U5	94	24					100			
U6	40	10						100		
U7	12	3							100	
U8 and +	7	2								100
2 TYPE			%	%	%	%	%	%	%	%
Contributing		42	14	28	34	37	65	60	50	0
Full Primary		42	79	55	59	47	24	12	17	17
Intermediate		6	0	0	0	2	7	18	33	17
Middle		0	0	0	0	0	0	0	0	0
Secondary		1	0	0	0	0	0	0	0	50
Kura Kaupapa Maori		1	7	2	0	1	0	0	0	0
Wananga		0	0	15	0	0	0	0	0	0
Area		7	0	0	7	12	1	5	0	17
Year 6-13		1	0	0	0	1	1	2	0	0
Decile			%	%	%	%	%	%	%	%
1		8	12	2	12	10	4	0	17	0
2		12	16	18	5	9	16	8	8	17
3		8	21	10	12	9	0	2	0	0
4		9	7	2	15	8	13	10	0	0
5		10	12	8	10	7	10	20	8	0
6		10	16	15	5	7	13	12	0	0
7		10	9	20	7	12	10	5	0	0
8		12	5	12	7	19	11	8	8	17
9		10	2	10	17	8	7	10	33	50
10		9	0	2	5	8	16	18	8	17

COMMENTS

- (1) Of all full primary schools, most are in the U1 - U4 size
- (2) Most intermediate schools are U5+
- (3) Smaller schools tend to have higher % of decile 1, 2 or 3 schools.

4 Region	No Responses	ALL %	U1%	U2%	U3%	U4%	U5%	U6%	U7%	U8 and above%
TE TAI TOKERAU		10	21	2	15	9	11	12	0	0
AUCKLAND/REGION		21	0	5	5	20	31	40	75	50
WAIKATO		9	19	18	17	8	2	2	17	0
COROMANDEL AND BAY OF PLENTY		8	5	12	7	7	7	15	0	17
EAST COAST GISBORNE		1	0	0	2	1	2	0	0	0
NAPIER HASTINGS REGION		5	16	5	7	2	3	2	0	0
CENTRAL NORTH ISLAND		4	7	5	7	2	2	0	0	0
TARANAKI		3	12	0	5	3	0	0	0	0
WELLINGTON AND REGION		12	5	10	7	14	18	8	8	0
NELSON AND MARLBOROUGH		4	7	2	2	6	5	2	0	0
CANTERBURY-NTH-MID-STH		12	2	12	17	14	11	12	0	33
OTAGO-OTAGO-CENTRAL		6	2	5	7	9	4	5	0	0
SOUTHLAND		1	0	0	0	3	1	0	0	0
WEST COAST		3	5	22	0	1	0	0	0	0
NO RESPONSE		1	0	0	0	2	0	0	0	0
5 % Maori			%	%	%	%	%	%	%	%
0-10%		30	19	45	24	33	23	32	50	50
11-20%		27	16	20	24	25	39	20	25	50
21-30%		12	5	5	7	15	15	18	17	0
31-40%		8	12	10	7	8	7	8	8	0
41-50%		5	9	8	12	2	2	12	0	0
51-60%		2	5	0	2	1	2	2	0	0
61-70%		1	0	2	5	2	0	0	0	0
71-80%		6	9	0	2	5	10	2	0	0
81-90%		2	0	0	5	4	1	0	0	0
91-100%		6	26	10	10	2	0	0	0	0

(1) Obviously rurality has a major part on the % of schools that are smaller.

(2) % Maori Pupils is far lower in larger schools.

6 % Pasifika			%	%	%	%	%	%	%	%
0-10%	82		88	98	78	78	84	85	58	33
11-20%	8		0	0	15	12	3	8	17	17
21-30%	3		0	2	2	2	4	5	0	0
31-40%	1		7	0	0	2	0	0	0	0
41-50%	2		0	0	0	2	2	2	17	17
51-60%	0		0	0	0	0	1	0	0	0
61-70%	0		0	0	0	0	0	0	0	0
71-80%	1		0	0	0	2	0	0	8	0
81-90%	1		0	0	0	0	5	0	0	0
91-100%	0		0	0	2	1	0	0	0	0
7 % Asian			%	%	%	%	%	%	%	%
0-10%	78		95	92	85	80	73	65	33	33
11-20%	10		2	8	0	10	12	18	33	17
21-30%	4		2	0	5	0	5	18	0	50
31-40%	2		0	0	5	1	2	0	17	0
41-50%	3		0	0	2	7	0	0	17	0
51-60%	0		0	0	0	0	0	0	0	0
61-70%	0		0	0	0	0	0	0	0	0
71-80%	0		0	0	0	0	0	0	0	0
81-90%	0		0	0	0	0	0	0	0	0
91-100%	0		0	0	0	0	0	0	0	0

COMMENT

(1)Smaller schools have less % numbers of either Asian or Pasifika pupils

3 Communication Tools used			%	%	%	%	%	%	%	%
Newsletters Paper	93		98	98	100	93	91	92	67	67
Newsletters Email	82		65	92	78	85	85	85	67	83
Website	88		58	82	83	93	98	95	92	100
Blog Site	34		21	35	32	38	38	30	17	67
Notice Bds/Manual	62		56	55	73	64	61	65	67	50
Electronic Notice Boards	8		0	2	0	2	16	18	42	33
Parental/Community Meetings	83		81	90	88	80	77	92	100	83
Media Advertisements	28		14	25	32	35	22	35	17	0
School Cryer	0		0	0	0	0	1	0	0	0
Texts	42		35	42	46	46	36	45	42	50
Notices in Shops	19		26	35	29	19	9	20	0	17
Visiting/talking to groups	40		49	30	39	40	39	42	58	50
Twitter	12		7	2	10	15	14	12	8	0
Transitioning Visits	68		33	72	61	74	70	75	100	100
School Information Booklet	90		70	95	90	89	98	88	92	83
Assemblies Open to Parents etc	91		74	95	98	93	93	95	92	33
Open Days	60		42	55	71	67	56	60	75	50
How often do you have Open Days?			%	%	%	%	%	%	%	%
Weekly	0		0	2	0	0	0	0	0	0
Fortnightly	0		0	0	0	0	0	0	0	0
Monthly	2		2	0	7	2	0	8	8	0
One a Term	28		30	30	41	18	36	25	50	0
Twice a Year	24		14	18	20	28	26	25	33	17
Only for a specific reason	34		37	32	27	44	28	35	8	50
Usually Never	10		16	15	2	9	11	5	0	0

COMMENTS

- (1) Significantly less U1 schools use websites
- (2) Electronic notice boards are not used in U1-U4, significant use in U7 - U8+
- (3) Media advertising used minimally across schools; not at all in U8+
- (4) Texts used consistently in approximately one third to a half of all schools
- (5) U1 schools tend not to have transition visits; all U7+ do.
- (6) Assemblies viewed positively by those in U2-U6, less so in U1 and minimally in U8+.

10 How often do you send newsletters home?			%	%	%	%	%	%	%	%
Weekly	58	47	62	63	68	54	42	50	33	
Fortnightly	34	44	35	32	24	36	50	42	33	
Monthly	2	0	0	2	0	6	2	8	0	
One a Term	0	0	0	0	0	1	0	0	0	
Twice a year	0	2	0	2	0	0	0	0	0	
Only for a specific reason	0	0	0	0	0	0	0	0	0	
No response	5	7	2	0	8	2	5	0	33	
11 What is % of parents who now receive their newsletters by email?			%	%	%	%	%	%	%	%
None	16	26	12	20	11	17	20	17	17	
1-25%	36	37	32	56	37	33	32	25	0	
26-50%	18	21	18	10	26	17	8	17	0	
51-75%	10	7	18	10	9	13	12	0	0	
76-100%	18	5	15	5	16	20	28	42	83	
No response	2	5	5	0	2	0	0	0	0	
12 How often do you send out a Text to parents/community?			%	%	%	%	%	%	%	%
Weekly	14	19	8	12	19	12	10	25	17	
Fortnightly	3	5	5	5	2	2	0	8	17	
Monthly	1	0	0	0	1	2	0	8	0	
One a Term	1	0	0	0	0	0	2	17	0	
Twice a year	0	0	0	0	2	0	0	0	0	
Only for a Specific reason	45	35	38	46	54	45	42	25	33	
Never	33	42	45	37	20	37	45	17	33	
13 The % of parents who now receive Text Messages from you re school?			%	%	%	%	%	%	%	%
None	32	40	42	29	21	40	42	17	0	
1-25%	33	26	22	39	38	35	22	33	33	
26-50%	9	7	2	15	11	9	8	17	0	
51-75%	6	12	5	2	6	4	15	8	0	
76-100%	16	14	22	12	21	9	10	25	33	
No response	3	2	5	2	2	3	2	0	33	

COMMENT

(1)The bigger the size of the school, the more likely parents will receive their newsletters by email.

14 How often do you send out a Twitter to parents and/or community?			%	%	%	%	%	%	%	%
Weekly	4	2	0	5	2	7	5	8	0	
Fortnightly	3	0	0	2	7	1	0	0	0	
Monthly	1	5	0	0	2	0	0	0	0	
One a Term	0	0	0	0	0	0	0	0	0	
Twice a year	0	0	0	0	0	0	0	0	0	
Only for a specific reason	5	0	2	7	4	7	8	17	0	
Never	83	88	90	83	79	82	88	75	67	
15 What is the % of parents who now receive Twitter Messages from you re school?			%	%	%	%	%	%	%	%
None	80	91	90	80	76	76	82	75	50	
1-25%	6	2	2	7	7	7	0	8	0	
26-50%	4	0	0	5	10	3	2	0	0	
51-75%	1	2	0	2	0	1	5	0	0	
76-100%	2	0	0	0	1	3	5	17	0	
No response	7	5	8	5	7	10	5	0	50	
16 How often does your school update it's Website?			%	%	%	%	%	%	%	%
Weekly	37	21	32	34	31	45	50	75	33	
Fortnightly	16	12	12	15	15	18	25	17	17	
Monthly	14	5	18	12	18	16	8	0	33	
One a Term	8	9	8	7	9	7	12	0	17	
Twice a year	2	5	0	2	3	0	0	0	0	
Only for a specific reason	10	16	8	17	11	10	0	0	0	
Not often at all	6	21	12	7	3	2	2	8	0	
No response	7	12	10	5	10	2	2	0	0	

(1) Twitter is rarely used for school communication

(2) Two thirds of schools using a website update the site at a frequency of at least weekly to monthly. Of these schools, school size is not a major factor.

17 Ranking for Effectiveness. Highest % most effective 50+% effective shown		%	%	%	%	%	%	%	%
Newsletters Paper	85	95	87	83	79	82	88	66	50
Newsletters Email	68	61	72	56	75	63	69	75	83
Website	51	30	28	46	54	59	78	66	34
Blog Site	22	18	18	17	24	24	30	16	17
Notice Bds/Manual	34	30	23	39	36	28	45	50	34
Electronic Notice Boards	9	7	0	2	5	12	17	42	34
Parental/Community Meetings	45	55	53	52	43	40	33	67	33
Media Advertisements	13	14	10	14	14	8	20	8	0
School Cryer	1	0	0	0	2	1	0	0	0
Texts	32	45	36	29	32	27	31	50	17
Notices in Shops	10	18	23	7	11	7	2	0	0
Visiting/talking to groups	28	47	20	27	20	26	38	50	0
Twitter	8	6	2	14	8	9	7	8	0
Transitioning Visits	55	44	43	59	53	54	85	84	50
School Information Booklet	71	53	63	79	66	74	87	92	84
Assemblies Open to Parents etc	53	49	50	59	48	59	65	64	0
Open Days	54	54	49	71	47	54	58	75	50
18 How often do you send out a Blog Updater to parents/community?		%	%	%	%	%	%	%	%
Weekly	9	7	2	10	7	14	10	8	0
Fortnightly	5	5	2	2	6	6	2	8	0
Monthly	4	2	5	2	4	4	2	0	0
One a Term	2	0	0	2	2	1	8	0	0
Twice a year	0	2	0	0	0	0	0	0	0
Only for a specific reason	9	5	5	0	15	11	5	0	17
Never	70	79	82	80	64	64	72	67	50

COMMENTS

- (1) As the U grade increases there is a lowering of the rating of effectiveness of paper newsletters; and an increase in the view that email newsletters are more effective.
- (2) U3 and higher schools, rate the effectiveness of the website significantly higher than the U1 and U2
- (3) Media advertising is seen as minimally effective by all schools; with U8+ believing there is no effectiveness at all.
- (4) Shop notices are seen as having some value by U1 & 2 but of no value by U7+
- (5) Twitter is not seen as useful by any.
- (6) U6 and U7 schools rate transition visits as more effective than all other tools...
- (7) U1 schools rate the significance of the booklet considerably lower than all others
- (8) U8+ do not see any value in Assemblies as a means of communicating with parents; all others give this opportunity some significance.
- (9) Open days are rated strongly across all schools.

I Size	No Responses	ALL %	U1%	U2%	U3%	U4%	U5%	U6%	U7%	U8 and above%
J1	43	11	100							
J2	40	10		100						
J3	41	10			100					
J4	123	31				100				
J5	94	24					100			
J6	40	10						100		
What is the rough % of parents who now are involved in your Blog messaging?			%	%	%	%	%	%	%	%
None	63	81	65	68	59	62	55	58	33	
1-25%	22	7	30	20	28	19	20	17	17	
26-50%	6	7	0	7	4	9	8	8	0	
51-75%	5	5	5	0	6	6	5	0	0	
76-100%	0	0	0	0	0	1	0	0	0	
No response	4	0	0	5	2	3	12	17	50	
Do you have a regular School Assembly that parents/community can attend?			%	%	%	%	%	%	%	%
Weekly	43	42	52	59	40	39	32	58	33	
Fortnightly	32	19	22	27	15	35	48	17	17	
Monthly	10	5	12	5	14	11	8	8	0	
One a Term	7	19	2	5	10	11	5	0	0	
Twice a year	1	7	0	0	2	0	0	0	0	
Only for a specific reason	5	5	10	5	14	4	5	17	17	
Never	1	5	0	0	2	0	2	0	0	

COMPARING DECILE 1 SCHOOLS WITH 90-100% MAORI and DECILE 10 SCHOOLS WITH 1 – 10% MAORI

1 Size	No Responses	ALL %	Decile 1 90-100% Maori			Decile 10 1 - 10% Maori						
U1	43	11	44			0						
U2	40	10	11			0						
U3	41	10	22			7						
U4	123	31	22			25						
U5	94	24	0			46						
U6	40	10	0			14						
U7	12	3	0			4						
U8 and +	7	2	0			4						
2 TYPE			%	%	%	%	%	%	%	%	%	%
Contributing		42	11			54						
Full Primary		42	67			39						
Intermediate		6	0			4						
Middle		0	0			0						
Secondary		1	0			0						
Kura Kaupapa Maori		1	11			0						
Wananga		0	0			0						
Area		7	11			0						
Year 6-13		1	0			4						
Decile			%	%	%	%	%	%	%	%	%	%
1		8	100			0						
2		12	0			0						
3		8	0			0						
4		9	0			0						
5		10	0			0						
6		10	0			0						
7		10	0			0						
8		12	0			0						
9		10	0			0						
10		9	0			100						

COMMENT

(1)44% of Decile 1 schools with 90 – 100% Maori Pupils are U1 in size. Conversely there are no Decile 10 schools with only 1 – 10% Maori pupils at U1 Level. Decile 10 schools with low Maori Pupil Numbers are generally U4 and larger. Is this rurality of Maori population or the movement to Kura Kaupapa that are generally smaller schools?

(2)The decile 1 schools with 90-100% Maori are mainly Full primary Schools. The decile 10 with low Maori numbers are mainly Contributing Schools.

4 Region		%	%	%	%	%	%	%	%	%	%
TE TAI TOKERAU	10	33			0						
AUCKLAND/REGION	21	0			32						
WAIKATO	9	44			0						
COROMANDEL AND BAY OF PLENTY	8	22			0						
EAST COAST GISBORNE	1	0			0						
NAPIER HASTINGS REGION	5	0			0						
CENTRAL NORTH ISLAND	4	0			0						
TARANAKI	3	0			0						
WELLINGTON AND REGION	12	0			39						
NELSON AND MARLBOROUGH	4	0			4						
CANTERBURY-NTH-MID-STH	12	0			14						
OTAGO-OTAGO-CENTRAL	6	0			7						
SOUTHLAND	1	0			0						
WEST COAST	3	0			0						
NO RESPONSE	1	0			4						
5 % Maori			%	%	%	%	%	%	%	%	%
0-10%	30	0			100						
11-20%	27	0			0						
21-30%	12	0			0						
31-40%	8	0			0						
41-50%	5	0			0						
51-60%	2	0			0						
61-70%	1	0			0						
71-80%	6	0			0						
81-90%	2	0			0						
91-100%	6	100			0						

COMMENT

The Decile 1, with 90-100% Maori are mainly in Te Tai Tokerau, Waikato and Coromandel/Bay of Plenty Regions. The Decile 10 with 1 – 10% Maori are in Auckland, Wellington Region, and Te Waipounamu.

8 Communication Tools used		%	%	%	%	%	%	%	%	%	%
Newsletters Paper	93	78			64						
Newsletters Email	82	56			96						
Website	88	44			96						
Blog Site	34	22			43						
Notice Bds/Manual	62	44			82						
Electronic Notice Boards	8	0			18						
Parental/Community Meetings	83	78			93						
Media Advertisements	28	22			29						
School Cryer	0	0			0						
Texts	42	44			57						
Notices in Shops	19	56			11						
Visiting/talking to groups	40	44			50						
Twitter	12	0			21						
Transitioning Visits	68	33			82						
School Information Booklet	90	67			93						
Assemblies Open to Parents etc	91	89			96						
Open Days	60	67			82						
9 How often do you have Open Days?		67	%	%	%	%	%	%	%	%	%
Weekly	0	0			0						
Fortnightly	0	0			0						
Monthly	2	0			4						
One a Term	28	44			39						
Twice a Year	24	22			25						
Only for a specific reason	34	22			25						
Usually Never	10	11			7						

COMMENT

Decile 1 Maori Pupils 90-100% use paper newsletters, local shop notices, to a much higher degree than Decile 10 schools with low % of Maori.

On the other hand there are marked and clear differences. Decile 10 Schools with only 1 – 10% Maori use, email newsletters, Websites, Blogging, Notice Boards, Transition Visits, School Information Booklets and Open days to a much higher level.

10 How often do you send newsletters home?		%	%	%	%	%	%	%	%	%	%
Weekly	58	67			65						
Fortnightly	34	33			36						
Monthly	2	0			0						
One a Term	0	0			0						
Twice a year	0	0			0						
Only for a specific reason	0	0			0						
No response	5	0			0						
11 What is % of parents who now receive their newsletters by email?		%	%	%	%	%	%	%	%	%	%
None	16	44			14						
1-25%	36	44			4						
26-50%	18	11			0						
51-75%	10	0			4						
76-100%	18	0			75						Email newsletters have a low us
No response	2	0			4						
12 How often do you send out a Text to parents/community?		%	%	%	%	%	%	%	%	%	%
Weekly	14	33			18						
Fortnightly	3	0			0						
Monthly	1	0			0						
One a Term	1	0			0						
Twice a year	0	0			0						
Only for a Specific reason	45	33			50						
Never	33	33			32						
13 The % of parents who now receive Text Messages from you re school?		%	%	%	%	%	%	%	%	%	%
None	32	32			29						
1-25%	33	22			25						
26-50%	9	11			11						
51-75%	6	22			0						
76-100%	16	11			36						
No response	3	0			0						

COMMENT

(1)88% of Decile 1 Schools with 90-100% Maori have either no parents or a small % of parents receiving their Newsletters by email while on the other hand, Decile 10 Schools with 1 – 10% Maori, have only 18% of parents in that category.

(2)The Decile 1 Schools with 90-100% Maori are using weekly Texting to a far greater degree, but still have less than all their parents receiving their texts.

14 How often do you send out a Twitter to parents and/or community?		%	%	%	%	%	%	%	%	%	%
Weekly	4	0			7						
Fortnightly	3	0			0						
Monthly	1	0			0						
One a Term	0	0			0						
Twice a year	0	0			0						
Only for a specific reason	5	0			18						
Never	83	100			75						
15 What is the % of parents who now receive Twitter Messages from your school?		%	%	%	%	%	%	%	%	%	%
None	80	100			64						
1-25%	6	0			18						
26-50%	4	0			4						
51-75%	1	0			0						
76-100%	2	0			4						
No response	7	0			11						
16 How often does your school update it's Website?		%	%	%	4	%	%	%	%	%	%
Weekly	37	11			57						
Fortnightly	16	11			25						
Monthly	14	11			4						
One a Term	8	0			7						
Twice a year	2	0			4						
Only for a specific reason	10	11			0						
Not often at all	6	44			0						
No response	7	11			4						As seen in other responses

COMMENT

(1)Twitter the domain of the affluent. School Website updating clearly done more regularly in the Decile 10 low Maori Population Schools.

17 Ranking for Effectiveness. Highest % most effective 50+% effective shown		%	RANKING	%	%	RANKING	%	%	%	%	%
Newsletters Paper	85	99	1			65	3				
Newsletters Email	68	44				82	2				
Website	51	33				90	1				
Blog Site	22	0				32					
Notice Bds/Manual	34	44				33					
Electronic Notice Boards	9	0				16					
Parental/Community Meetings	45	66	3			32					
Media Advertisements	13	0				7					
School Cryer	1	11				0					
Texts	32	33				28					
Notices in Shops	10	44				7					
Visiting/talking to groups	28	55	5			29					
Twitter	8	11				18					
Transitioning Visits	55	44				61	5				
School Information Booklet	71	66	3			61	5				
Assemblies Open to Parents etc	53	67	2			64	4				
Open Days	54	56	4			51					
18 How often do you send out a Blog Updater to parents/community?		%	%	%	%	%	%	%	%	%	%
Weekly	9	0				29					
Fortnightly	5	0				4					
Monthly	4	0				7					
One a Term	2	0				0					
Twice a year	0	11				0					
Only for a specific reason	9	0				7					
Never	70	89				50					
What is the rough % of parents who now are involved in your Blog messaging?		%	%	%	%	%	%	%	%	%	%
None	63	89				43					
1-25%	22	11				39					
26-50%	6	0				4					
51-75%	5	0				7					
76-100%	0	0				0					
No response	4	0				7					

COMMENT

(1)A real noticeable difference between what is seen as the most effective forms of communications, between the two types of schools. The differences seem to be based around economics and costs, not only of the school, but of the community and parents as well.

Overall

Texting for specific reasons appears to be a fairly effective and growing form of communication.

Websites are used by mainly the Higher Decile schools as a regular updated form of communication.

Twitter, Blogs are rarely used.

Written communications in the way of newsletters are still the most used form of communication for all school. However the more affluent the community, the more likely that it is sent to parents and community by email.

Assemblies open to parents and communities are used widely. They are not seen as effective communication tools however. Interesting, and probably because they communicate a wider message to those involved, rather Than the specifics found in newsletters etc.

Schools are exploring different types of communications, and the challenge for all still remains, around how do you get community and parents to actually take on board the messages sent to them