



TRAC - Technology Review and Adoption Committee

Project Submission Form

Project Name: Survey Data Warehouse

Date: January 8, 2007

Business Owner (Department): CQI

Author(s): Brian Hales

TRAC/Cabinet Sponsor: Pat McGraw

Project Manager(s): Joyce Hauk

Supporting EL(s): G1, EL 1.0, 1.1, 1.2, 1.3

ITS Project Liaison: TBD

Problem

Problem Description

- The CQI department conducts annual parent, student and staff surveys to provide perception data for school improvement and district initiatives. This data is currently distributed through manual data entry into Excel spreadsheets included in School Improvement workbooks or emailed to the survey administrator. Any subsequent data analysis (comparisons, disaggregations, data mining, historic trends) must also be done manually. As the district continues to acquire perception data there is compounding demand for a comprehensive data management system.

Cause

Cause Description

- Perception surveys have been conducted in one form or another since 2000. It was not until 2006 that the district officially recognized perception data as an important indicator of system progress. Now that this data is included in both school and district balanced scorecards, users are asking for more disaggregated access to their survey results.

Treatment

Technical Details

- System surveys include annual parent, student, and staff surveys. Other surveys conducted annually include student risk behavior surveys, a high school senior survey, a staff core values survey, and leadership 360 surveys.
- The keystone data points for these surveys include location (either a school site or a department) and year.
- The surveys are currently conducted in PHP Surveyor, an open-source application that utilizes a SQL database. Results are exported as tab-delimited text files.
- The survey questions contain several threads. For example, the student survey contains common questions, but some are asked slightly differently at the primary, intermediate, middle, and high school levels, as appropriate. In addition, several questions are asked on parent, student, and staff surveys to allow comparison between stakeholder groups. Questions are also asked within several themes (aggregates) to provide natural groupings around school climate, academic climate, work climate, and staff motivation.
- Each survey includes appropriate demographics, such as gender and grade level on the parent and student surveys and position and years of service on the staff survey.
- The surveys include common questions asked each year as well as specific questions asked in only one year. Each survey also includes qualitative data (comments) that communicate the emotion of the survey taker.
- Future enhancements of this resource might include additional district-wide surveys (Developmental Assets, Staff Core Values, etc.) and other survey information needed for monitoring reports (Hill external surveys, benefits survey, leadership 360 surveys, etc.).

Testing / Evaluation Plan

- Initial testing will be conducted by CQI staff familiar with stakeholder requests for information. This testing phase will be ongoing with key milestones identified in the project plan.
- System testing will involve the creation of two focus groups. School administrators will form one focus group to provide leadership feedback on access and usability of this resource, with particular emphasis on the student and parent surveys. Department administrators will provide similar feedback, with particular emphasis on the staff survey.

Implementation Plan

- The project will involve implementation in three phases. Phase one will involve interfacing with the SCORE data warehouse to provide strategic trend measures for school and district balanced scorecards. Phase two will involve utilization by school and department staff of perception information for school and department improvement efforts. Phase three will focus on addition survey information needed for monitoring and state reporting.

Training / Staff Development Plan

- Training will be designed as a “train the trainer” model to build capacity for usage of this resource. Feeders and departments will be asked to provide one administrator to become an expert, than act as a resource for training and supporting the remaining administrators.
- In addition to the cadre of experts described above, the CQI department will offer some form of staff development course on the utilization of this resource as a tool for school or department improvement efforts, with a focus on the PCTR cycle of improvement.

Result

Monitoring Plan

- Once the Survey data warehouse is fully implemented, the project team will conduct follow up meetings with the trainer/experts at each school or feeder. The focus groups used during the testing phase will be reconvened to provide additional information for additional training or needed changes. In addition, CQI customer contacts regarding this resource will be monitored to identify gaps in deployment of this resource.
- Ongoing, the project will be monitored periodically by the CQI department with input from the Directors of Schools and Cabinet. Emphasis will be given to ease of use and accuracy of information to ensure data integrity.

Maintenance and Support

- General maintenance of data integrity will be provided by the CQI department. The CQI department will also be responsible for cleaning and coordinating the entry of new data and information as it becomes available. This will involve thorough data definitions when new measures are added as well as any additional training necessary with new employees or new information.
- Technical support will be provided by ITS in the form of ongoing maintenance to the file servers and database structures, as appropriate.

Project Cost and Funding

Account Code:

Cost Estimate

Funding Source
(Cap Reserve, General, Salary, etc...)

Project Cost - Software, Hardware, Services (Implementation)

Annual Support and Maintenance Costs (Ongoing costs)

Additional Full Time/Part Time Employee Requirements

Project Milestone

Date Estimate

Project Start Date	[mm/dd/yy]
Milestone #1	[mm/dd/yy]
Milestone #2	[mm/dd/yy]
Project End Date	[mm/dd/yy]

SUPPORTING DOCUMENTS

Please attach any supporting documents that would further define this technology project including quotes, project plans, white papers, or other technical documents.

APPROVALS

Prepared By _____
Project Manager

Approved By _____
TRAC/Cabinet Sponsor

CIO