

PSA Survey

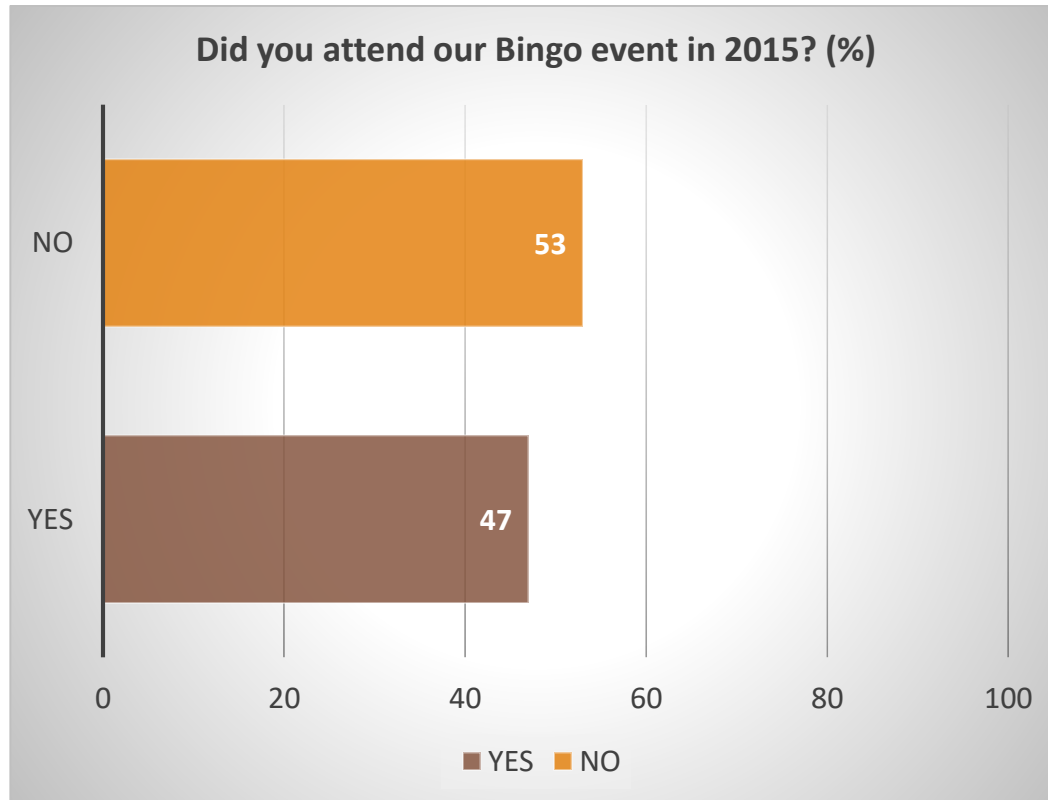
KINGSWOOD ELEMENTARY SCHOOL

JUNE 2016

Overview

- PSA survey – issued via email in June 2016 to all KES parents
- 130 families responded
- 16 questions included in the survey focusing on:
 - Fundraising events
 - Lunchtime programs
 - Communications
 - Branded clothes
 - Volunteer interest
- Primary objectives:
 - Gather feedback on existing programs
 - Solicit ideas for coming year relative to PSA's mandate
 - Gauge level of interest in volunteering and/or sponsoring KES events

Feedback on Bingo Event



Reasons for not attending:

- Conflicted with another event (38)
- Children not interested (6)
- Event was too busy/noisy in previous years (4)
- Didn't know about event (4)
- Children were ill (3)

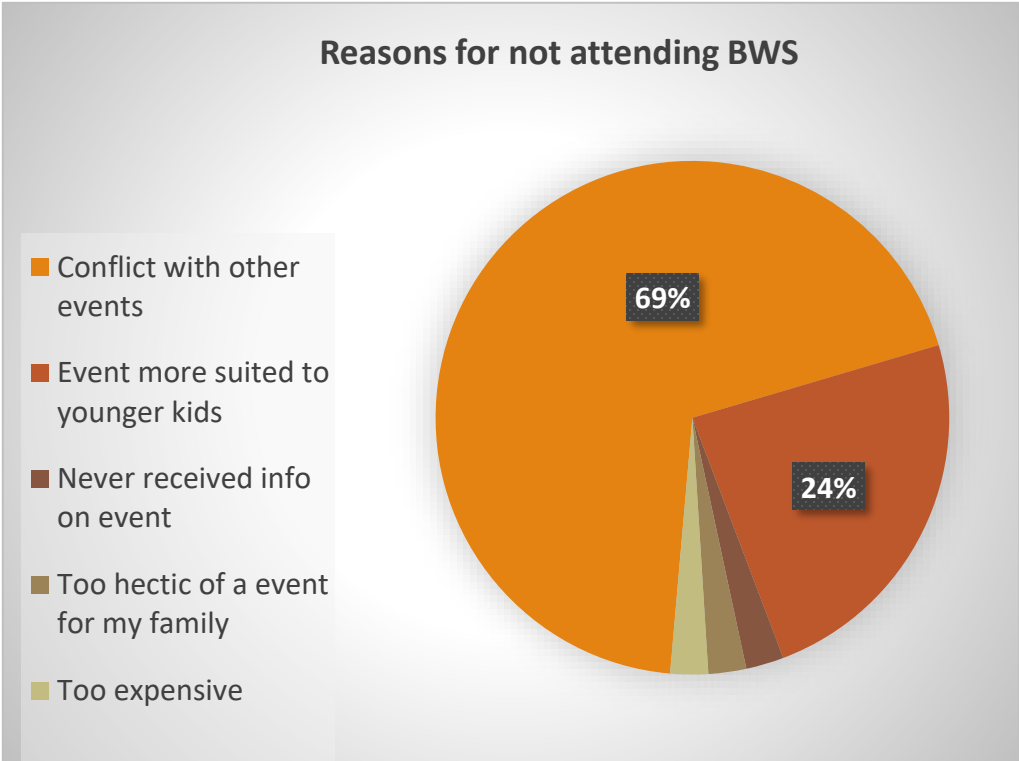
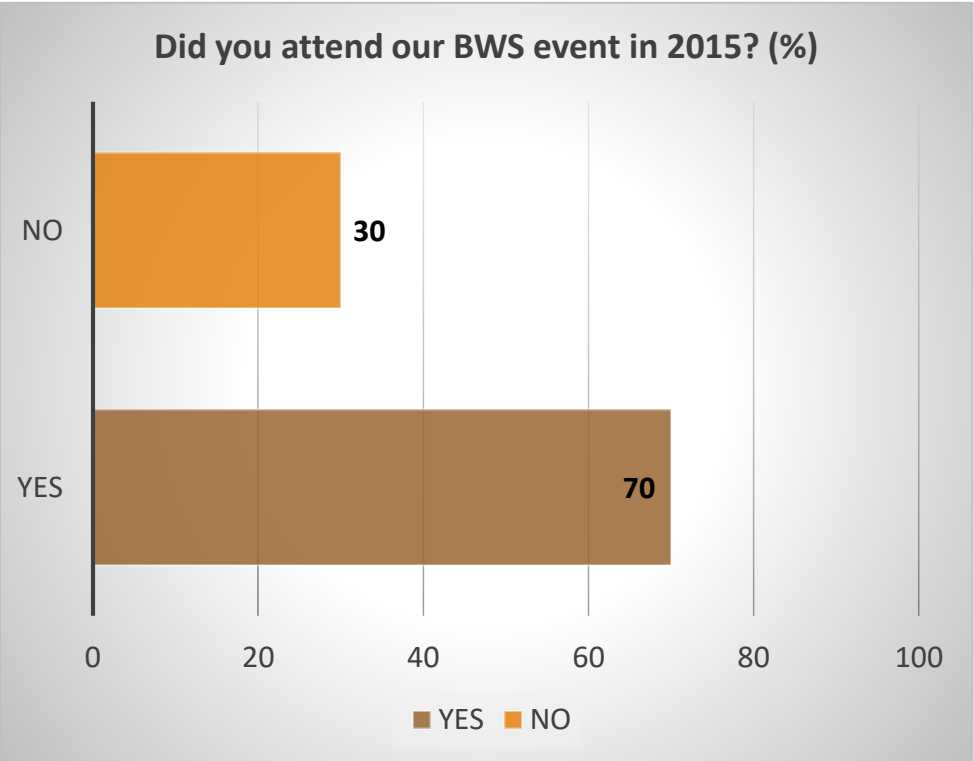
Suggestions to Improve Bingo Event

87% of respondents said 'don't change a thing' about the Bingo event

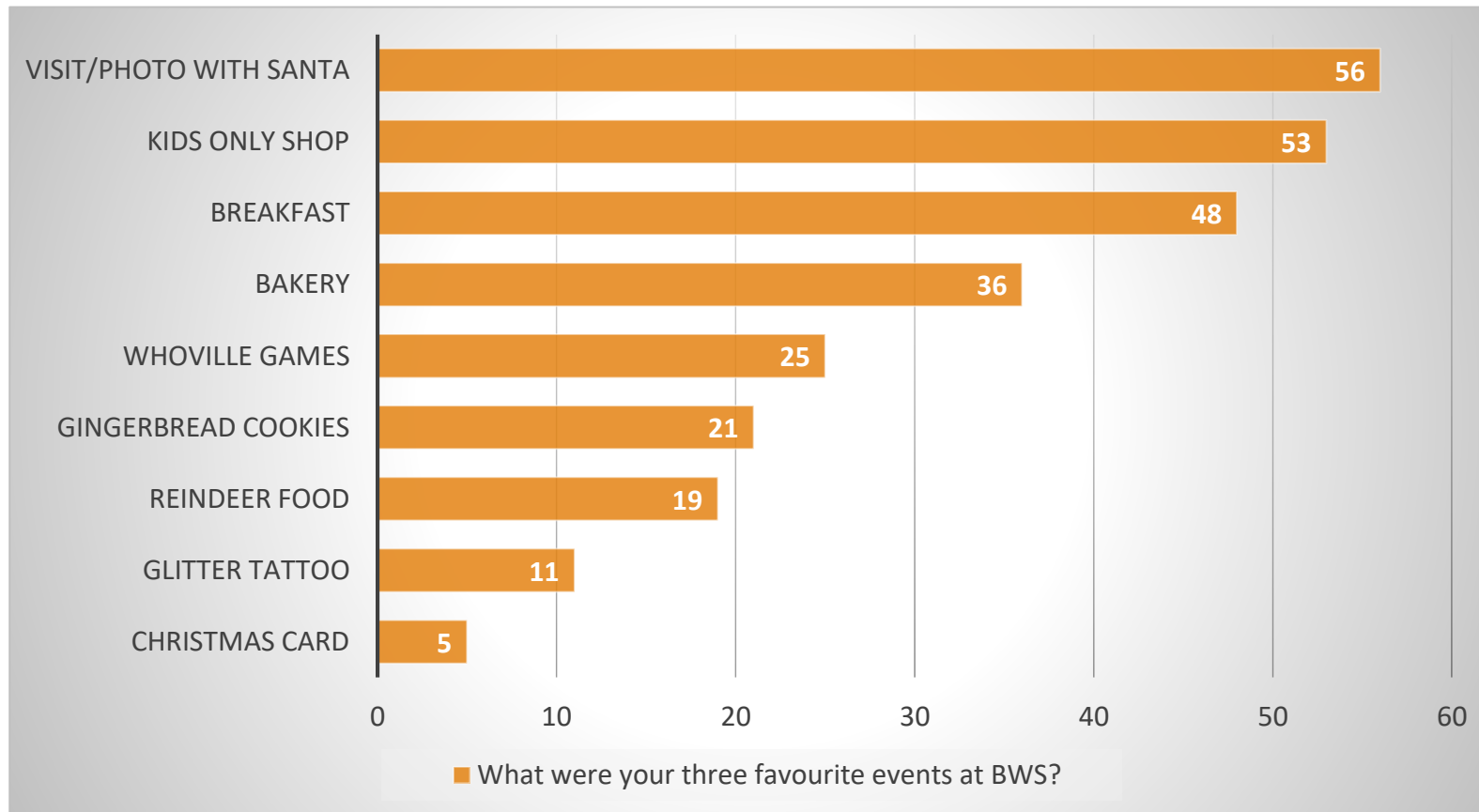
Remaining respondents suggested the following:

- When there is more than one Bingo, give non-winners a small prize
- Do not provide noise makers (whistles) to the students as prizes for the pencil pull – there's enough going on already in the gym
- Hold the event a little earlier given younger aged school children
 - Can younger kids be moved to cafeteria half way through to do something else (don't have attention span of older kids) or;
 - Could a separate station be set up in the gym for siblings not playing bingo to colour or play board games (less kids running around)
- Offer alternate snacks other than popcorn (eg. chips, cheesies)
- Break up Bingo with intermission and do a small activity with children to expel energy (eg. mini dance)
- Need more chairs and tables
- Consider reducing number of games from 10 to 8
- Difficult to hear caller last year with kids running around the gym

Feedback on Breakfast with Santa



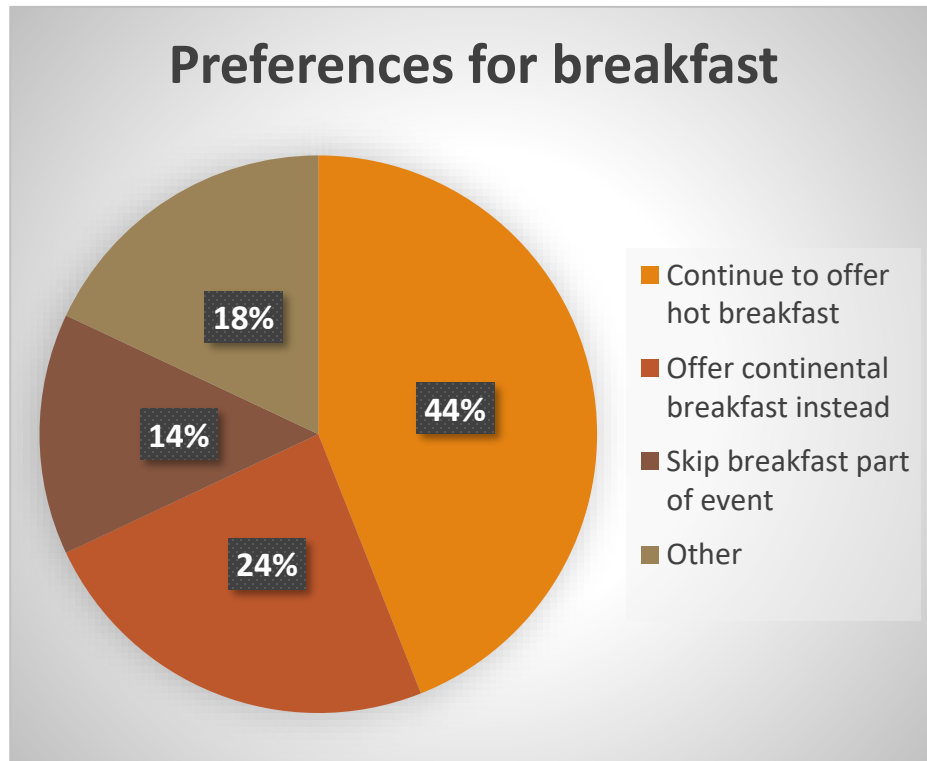
BWS Favourite Activities & Events



Suggestions to Improve BWS

- Kid's only shop was fantastic – promote it even more so that you have more donations
- Should not have to pay an additional \$5 for the Santa photo
- It would be great to add more activities and games for grades 4-6
- Whoville games need to be revamped
- Change can be refreshing -- a celebration of winter holidays and Santa doesn't have to solely be coined BWS
- Less crafty type stations
- Change the breakfast
 - Snacks, coffee and hot chocolate from Tim Horton's are great but pancake breakfast is terrible
 - We didn't buy tickets for the food this year because it has been consistently terrible the last couple of years

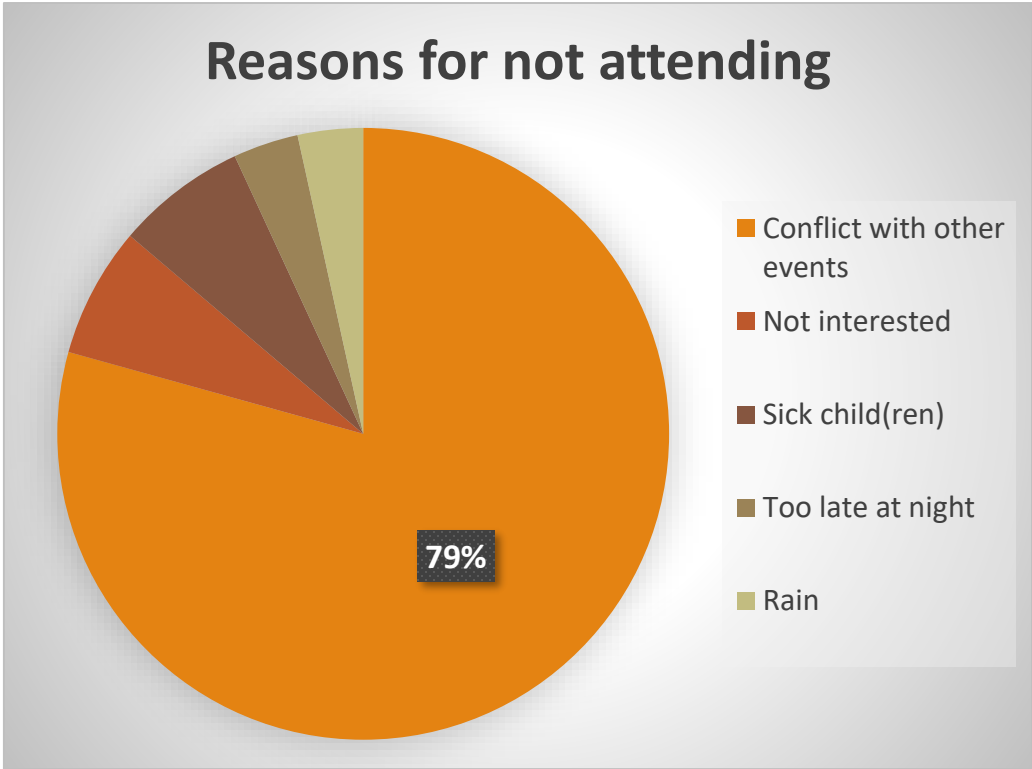
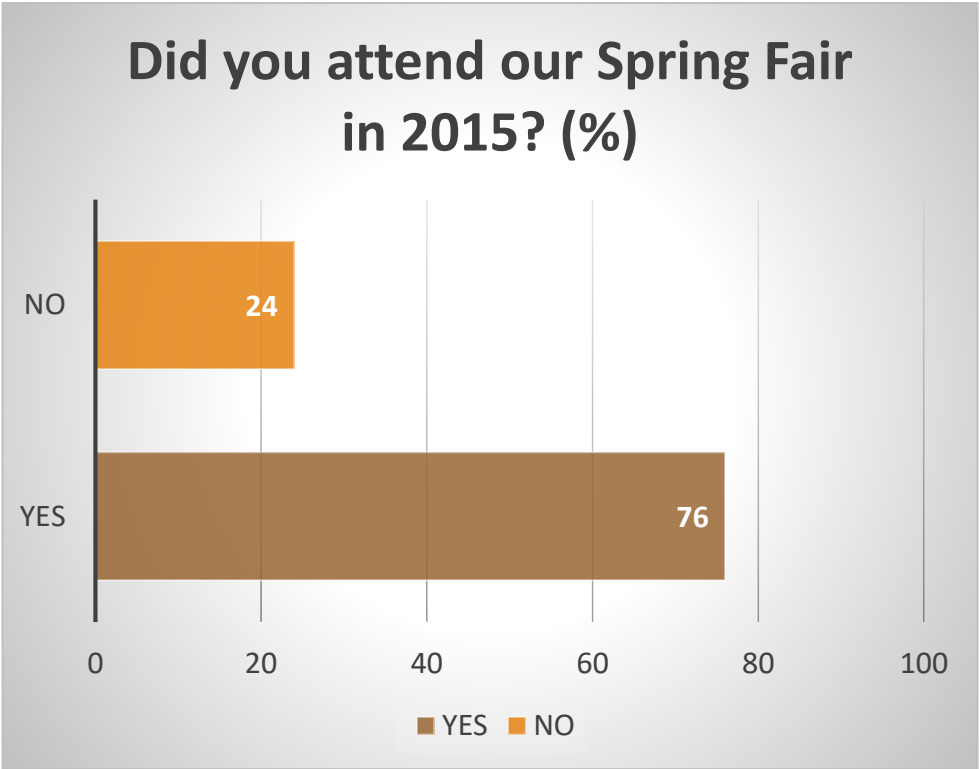
Feedback on Changing BWS breakfast



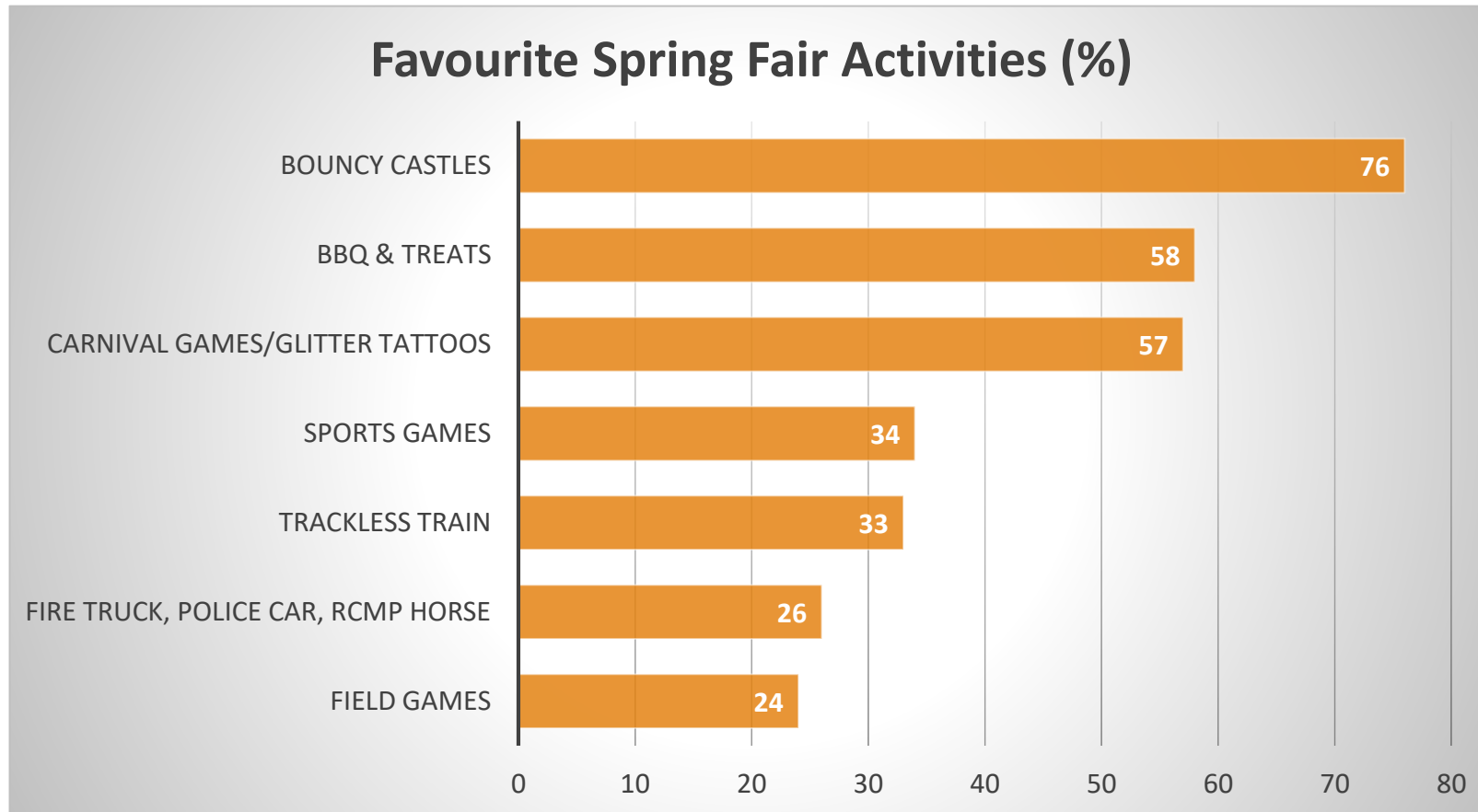
Comments

- All you need is muffins, fruit, milk and coffee
- Promote healthy eating – fruit kabob station, oatmeal, yogurt
- Offer home made pancakes
- Change pancakes for something healthier (they taste like cardboard)
- Eggs would be a nice addition
- Quality of breakfast needs to improve overall to justify the \$25 price tag for four people
- Add options for children who are sensitive to dairy products
- Love the social part of breakfast – catching up with other parents.
- Very impressed with Tim Horton's spread – those choices are great for my family.

Feedback on The Spring Fair



Favourite Part of the Spring Fair



Suggestions to Improve Spring Fair

- Loved having it on Friday night – great atmosphere and start for the weekend. Hope you keep it on that day rather than the weekend when it's busier with sports.
- More bouncy castles would be an added bonus to eliminate the line-ups, and lowering the number of tickets to go in a bouncy castle for 2 minutes.
- Should be on a Sunday afternoon when most people are free.
- LOVED having it indoors! It's not cold there! Just wondering if you had it on the weekend in the afternoon if it would be easier to find volunteers? It seems to be a struggle every year...
- Consider moving it back to a Saturday morning. Friday night after a long week is exhausting :)
- Could it be held on Saturday? Friday night is difficult / rushed to attend for working parents and is late for younger children - even grade primary and grade 1 students.
- The time of this event needs to change. Having it immediately after school, when Excel hasn't even finished for the day is poor planning on behalf of the PSA. It forces those who do not want to attend into attending as it's an "in your face" event as soon as you exit the cafeteria with your child from Excel for the day. It should be held on the weekend, giving parents the option to attend or not attend.

Suggestions to Improve Spring Fair

- Face painting and cookie decorating (stations similar to breakfast with Santa) could be easy and allow for more activities and in turn, shorter lines.
- Lower the prices for everything, especially the games. Every game should be a winner, even if it is something small.
- Add Toddler friendly games
- Publish the ticket requirements with the ticket pre-purchase form, so i can calculate how many i need in advance.
- My kids would love to see the dunk tank back.
- Have seen classroom raffle baskets at other schools - each classroom has a theme and items are donated to create a basket that people purchase raffle tickets on. A big seller at another school was helium balloons- kids picked the balloon that they wanted and it was filled for them. Silent Auction items (if there were items being donated)
- More focus on activities and healthy food options
- Add a photo booth for older girls

Other Fundraising Ideas

- Bring art auction/dance back (or hold kid's art auction)
- Bring magazine fundraiser back
- Kid's dance and charge for admission, snacks
- More 50/50 tickets, community chest draws
- Sell plants/seeds (Vesey's)
- Ask each family for a certain \$\$ instead of fundraising
- How about a gift wrapping service and babysitting before Christmas?
 - Parents drop off their children, go shopping
- Paint night for families and/or kids
- Sell chocolate bars/fudge at Christmas

KES Branded Clothing Program Feedback

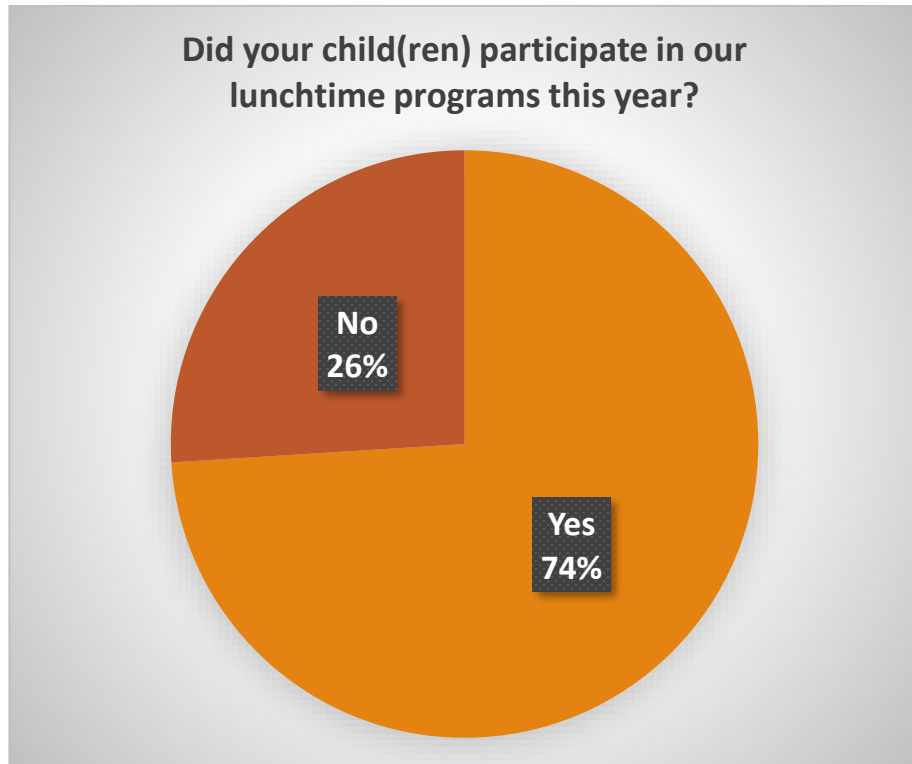
Quality

- I think it's great! Love that this is available!
- Excellent!! Keep it, the clothes are quality.
- I thought the clothes were a great addition this year! The children got hoodies and sweatpants and they've held up really well!
- Monogramming would be nice (if it isn't already available).
- Happy with our purchases! liked that you had a display of sizes - that should be standard at all events
- Great idea and good choice on supplier - clothing we purchase is holding up well.
- Some shrinkage occurred

Other Feedback

- Older children don't really want to wear the school logo anymore.
- I like the idea in general although the item costs seemed a bit high.
- Better sizing. We were unable to get to the school when it is open, and the size purchased was smaller than expected.
- Add yoga pants and zip up yoga style jackets. Maybe a color change-something bright and cheery

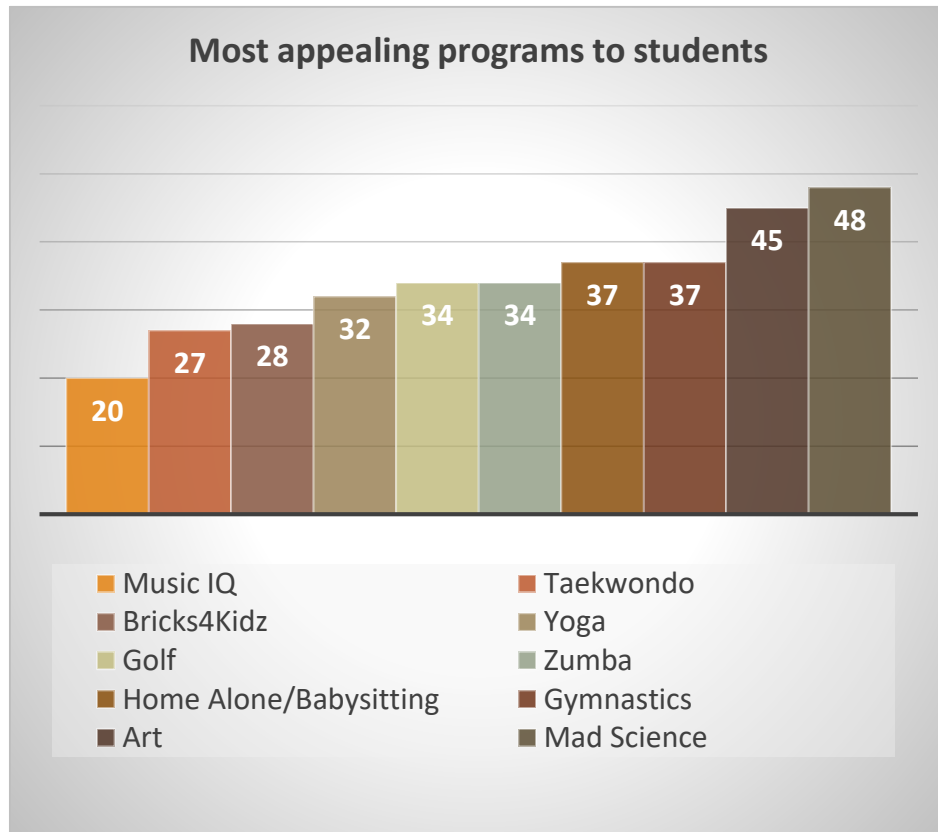
Lunchtime Program Activities



If not, why?

- Cost prohibitive (especially with more than one child)
- Students would rather play outside
- Activities seem tailored to younger kids
- Children not interested (even if parents wanted them to participate)
- Limited registration numbers for each program
- Didn't know if children with EPA can do the programs

Which current programs are most appealing to your children?



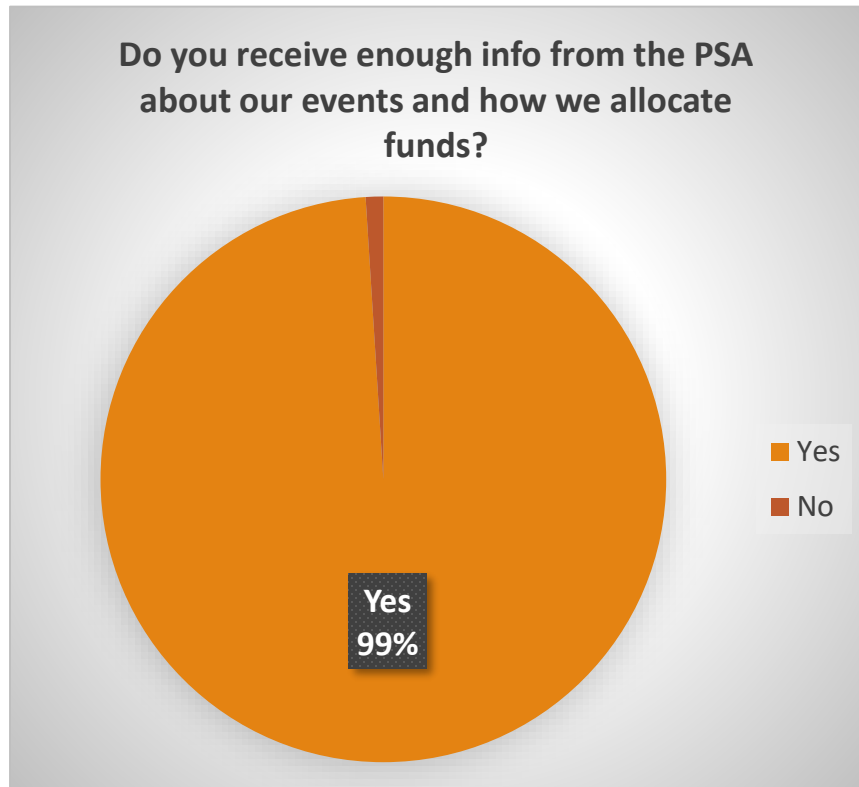
What other programs should we investigate?

- Basketball
- Soccer
- Dance
- Ball Hockey
- Volleyball
- Music
- Tennis
- Badminton
- Table Tennis
- Drama / theatre
- Computer coding
- Chess
- Creative writing
- Geocaching

Other Feedback

- Re-introduce intramurals at lunch for older grades so they can play various sports (teachers or parents could help volunteer)
- More options are needed for younger kids
- Add more spaces to the art program
- If possible, encourage the club provider to invite parents to view the last session so that they can see what their children have accomplished

Communications from PSA to KES Parents



Feedback on communications:

- Continue to provide information as to where the funds are allocated. The school has large fundraising events so it's important to understand where the money goes.
- You are all so wonderful, our school is incredibly fortunate to have such a dedicated volunteer PSA. Thank you so much.
- Class parents are a great addition, maybe select them at the beginning of the school year.
- Loved the newsletter.
- Only received a couple newsletters. Was unaware they were bi-monthly.

Other Programs for the PSA to Consider

- **Breakfast program**. KES is one of the only elementary schools in the province without a breakfast program. The need for breakfast goes well beyond an income related need and KES students would benefit greatly from a universal breakfast program. Funding is available through HRSB for programs.
- I think the PSA has an obligation to address the **food served in the cafeteria** - either with the administration of KES or with Chartwells. The options for healthy lunches is completely inadequate and variety is non-existent. The food that is served is highly processed and full of sugar and Chartwells should be requested to provide information to parents and an explanation as to why the menu is set up as it is. The current menu has pancakes AND waffles served twice in more than one week - given what I have seen come out of that cafeteria, I highly doubt that these options are healthy versions. More likely they are processed, frozen version with little to no nutrients and no fibre. The same goes for the grilled "cheese" sandwich, "chicken" fingers and "chicken" burger. Of the 25 options offered in June, 14 of them are these items. The other ones are pizza (again, more than likely the frozen version) and ham which I can guarantee is processed and full of salt. There needs to be a move towards healthier options and more variety. The Nourish Your Roots program is an excellent move but the push towards healthier eating needs to encompass the whole school.
- Perhaps out of your realm, but would love a **paid PD day program** (perhaps in lieu with excel staff? first choice) or maybe one of the activity lunch program crews?
- Consider march camps and summer camps too
- An activity in the winter/spring months; maybe a **winter picnic movie** in the gym? Families could bring their own blanket or camping chairs to reduce setup and cleanup times.
- **Community talks** from community reps, ie police regarding Internet safety, bullying, street smarts for kids etc
- I wonder if there is a market for **educational programs** targeted to parents/families like Healthy Cooking, Create Your Own Vegetable Garden at Home, Improve Your Outdoor Play Space, Why Outdoor Play is Important for Child/Youth Development, Simple Home repairs, etc.
- **Basic First Aid and Basic keyboarding/typing** aimed at the grade 5/6 level

Additional Feedback

I really enjoyed the newsletters this year. One 'nice to have' on the last one of the year would be a **list of volunteers for the events** -- not only the chairs of each event but the actual volunteers included to thank them for participation. It would create awareness amongst the parent population that it really does take a small village to have a successful event and it's a simple and nice way of recognizing all of the helpful hands! The volunteer tea is lovely but many folks are unable to attend due to work and other commitments. Thank you!

Corporate sponsorship related to foods and beverages would need to follow the **school food and nutrition policy**

This is just a suggestion but maybe next teachers appreciation, it should be named **staff appreciation**.

There are certain people in the school that have been trained in First Aid, we have been told it would be a good idea that there be a **defibulator in the school** and someone on staff be responsible for its care. (ex battery etc.)

Thank you for all you do!

You have done a fantastic job this year! I'm so impressed with the level of professionalism in everything you've done this year.

I would like to see the **green field behind the school** available as a space that our kids can use for activities for all ages!

Additional Feedback

- Thank you for all of the **hard work** an effort by the PSA. The dedication truly shows :)
- The **newsletters** are a great communication tool to share how the money is spent.
- Thank you for all the work you do! The students at Kingswood are very lucky!
- Would love to see the purchase and implementation of **Buddy Benches** for those who have some trouble making friends.
- I think the changes that the PSA made this year were all great! You all did a tremendous job, thank you for all of your hard work!
- Great job this year PSA! Thank you for your efforts :)
- All of the events are always very well run and loved by the kids... But they also take so much work and seem to often rely on the same pool of volunteers. There are other schools in the area that put their focus on **one larger event during the year** (e.g. A big spring fair) and they raise a considerable amount of money (like 25k+). I appreciate that part of having multiple events creating community and school spirit etc. but I think it is interesting to see what others are doing (and how successful they are!) Oh and I LOVE the newsletter!!! Great addition!
- **PSA news letter**. I just wanted to comment that I thought this was a wonderful document! Thank you for this.

Additional Feedback

- **Thank you** for all that you do for our school!
- Great job! Your **effort and time are appreciated!** Thanks for helping make Kingswood one of the best Elementary schools!
- Keep up the **great work**. We love the events, the care and the thoughtfulness in everything you offer. Kudos.
- Nothing further, other than to say **great job** - it is appreciated!
- For the "Breakfast with Santa," **more emphasis should be placed on the meaning of Christmas** instead of the cash grab of this event. It's not even "Breakfast with Santa." It's "Pay another \$5 per child if you'd like to see Santa up on the stage." What does this teach our children at this time of the year? I'd rather eliminate this event and focus on fundraising to adopt a family or two in need. I don't believe in a school fundraising for their own purposes at Christmas time when ever other venue has their hand out at the same time. It seems like the PSA is cashing in on the commercialism of Christmas, just like the malls, instead of putting on a family fun and affordable event. Although we live in Kingswood, please remember that there are a number of families within our subdivision who cannot afford to be spending \$50+ at this event, especially during this time of year, but feel like they have to because it's so publicized to the children, many feel they "have to attend."
- We have wondered in the past if there is a **mechanism to make a direct donation to one of the PSA targeted items/funds**. Thanks for all your hard work!
- You are doing **great work!**

Additional Feedback

- Teacher appreciation day. I think this is a great idea. However, I think perhaps the **focus should be more on the students doing something nice for the teachers** (such as writing thank you cards, kind comments in a jar, etc) rather than a collection of money from the parents to go toward a gift certificate for the teacher. Some teachers received a very large certificate (\$10 from each child) which I was uncomfortable doing for one teacher and not another. Perhaps guidelines could be put in place for next year? I think the whole point is to talk to our kids about taking time to express thanks and kindness to their teachers. I really don't think gift certificates are necessary for this activity, especially when considering the coordination of collecting such money be it by cash or e-transfers.
- The teacher appreciation was a **great idea but poorly executed**. Class parents were not given enough notice and either had to pay out of pocket or had to ask parents for money. Neither of which is a good option. The volunteer appreciation continental breakfast in the library was lovely and I would like to see that considered as an option for the teachers.
- Has anyone **every looked into Scotiabank as part of the fundraising efforts**? Other schools have used them to earn up to \$5000. The newsletters are great - but is there a way to cut down on copies going home. Families are receiving 2 or 3 copies. Maybe only send them home with the youngest sibling or only child?
- **Excellent job**. Appreciate all of the hard work
- Great work!

Next Steps

- PSA survey feedback will be shared with minutes and covered in the PSA newsletter
- Fundraising chairs will review feedback on events and incorporate suggestions where possible and where it makes sense to do so.
- PSA to contact 18 parents who are interested in becoming involved in our association this year.
- PSA to contact 4 KES parents who expressed an interest in sponsoring our events this year.

Notes