



Seguin

exceptional students to exceptional citizens

INDEPENDENT SCHOOL DISTRICT

2022 REPORT

VISION WEEK

DIVERSA

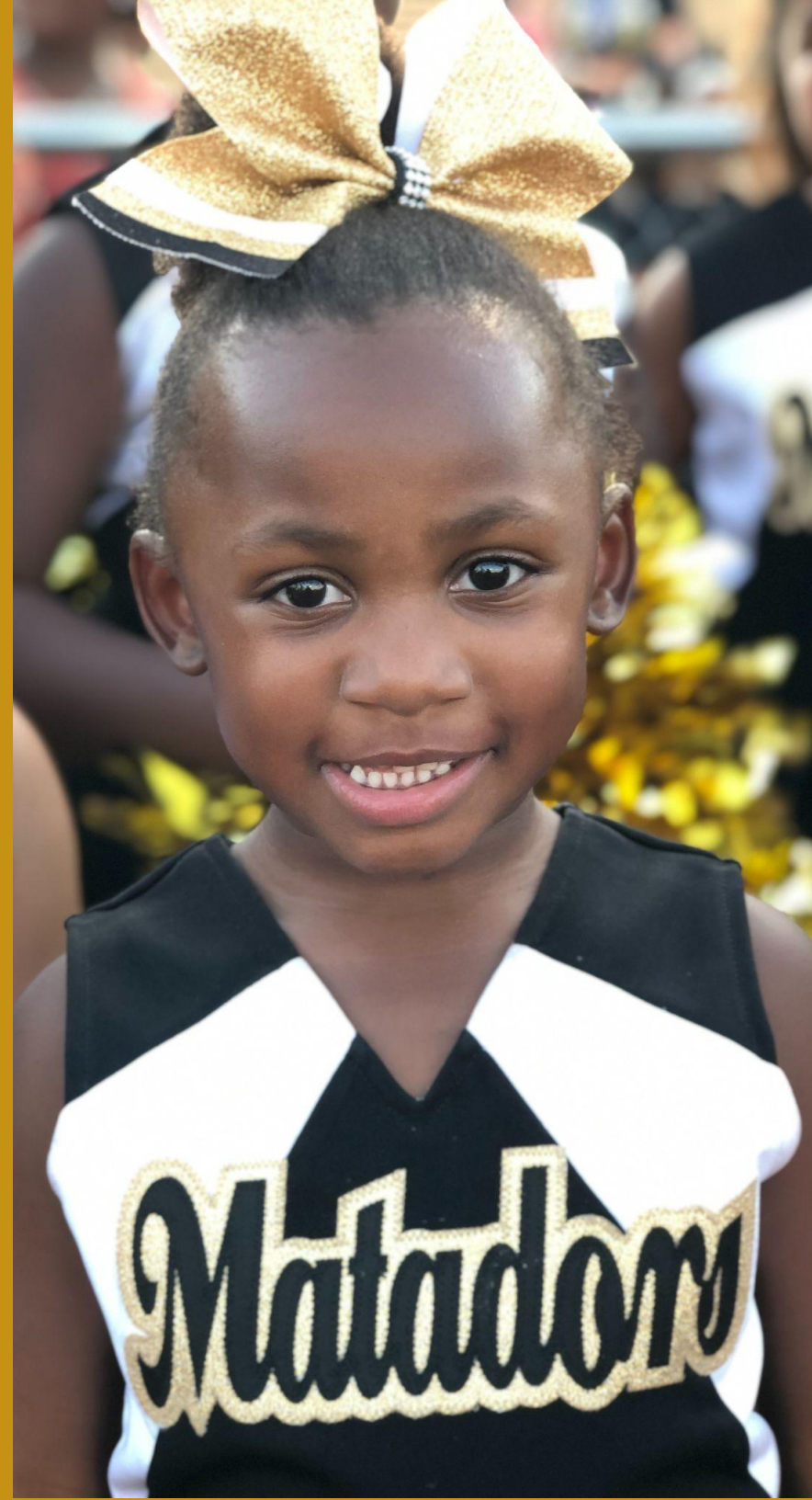


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What is Vision Week?

A week-long series of events to gather input from students, families, and community members about **ensuring great opportunities** for their students.

This report unpacks the hopes, excitement, and areas of opportunity as named by SISD's parents, students, and community members.

“

I appreciate the Seguin community taking time to participate in the Vision Week process. The input gathered through the stakeholder surveys is valuable to us, especially as it relates to our fidelity with the new strategic plan. While the strategic plan serves as the roadmap for our daily operations and ultimately across-the-board improvement, the community feedback shared during Vision Week serves as a foundation for our road to excellence.

- Dr. Matthew Gutierrez, Seguin ISD Superintendent



Engagement Reach

We led targeted outreach efforts to reach community members across 13 elementary, middle, and high school campuses in Seguin ISD. Within that target, we received **3635** responses during Vision Week.



1178

**3RD-5TH GRADE
STUDENTS**

English: 1113
Spanish: 65



1931

**6TH-12TH GRADE
STUDENTS**

English: 1910
Spanish: 21



354

**SISD
PARENTS**

English: 352
Spanish: 2



25

**NON-SISD
PARENTS**

English: 24
Spanish: 1



147

**COMMUNITY
MEMBERS**

English: 143
Spanish: 4

Traditional Outreach

We leveraged traditional platforms such as SeeSaw, Google Class, School Messenger, social media email, phone calls, and text messages. We were intentional about deploying other strategies to ensure we heard from as many families as possible.

Community Marketing

We used QR codes on posters and flyers to reach parents and community members.

Student Engagement

Students across Seguin ISD's 13 campuses shared their feedback in a student friendly digital survey.

NET PROMOTER SCORE (NPS) OVERVIEW

All survey respondents were asked,
Would you recommend Seguin ISD to a friend?

Respondents provided an answer on a 0-10 scale.

9-10

PROMOTER

Promoters respond with a score of 9 or 10 and are typically loyal and enthusiastic Seguin ISD community members.

7-8

PASSIVE

Passives respond with a score of 7 or 8. They are satisfied with the Seguin ISD experience but not happy enough to be considered promoters.

0-6

DETRACTOR

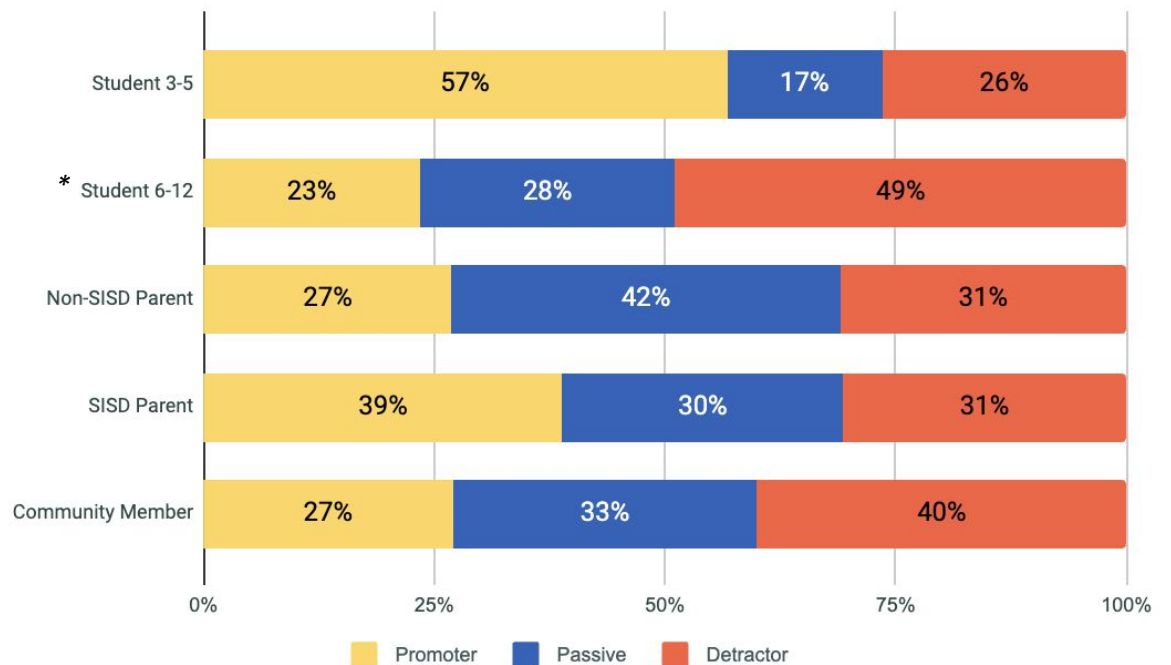
Detractors respond with a score of 0 to 6. These are unhappy community members that are unlikely to recommend Seguin ISD, and may even discourage others from enrolling in Seguin ISD schools.

Would you recommend your school to a friend, sibling or family member?

3rd-5th graders showed the highest level of campus approval, with 57% considered promoters.

39% of SISD parents were promoters with 31% considered detractors.

27% of community members were promoters with 40% considered detractors.



*84% of respondents were from the same middle school

KEY STUDENT FINDINGS

Extracurriculars

- Middle and high school students enjoy the extracurriculars offered at Seguin ISD. Athletics was named as the main extracurricular students were interested in.
- 85% of 6-12th grade students are already participating in extracurricular or co-curricular activities.
- However, those who are not participating said they need help signing up, are working, or are not interested.

Absenteeism

- 6th-12th grade students shared that health issues and school start time were the primary reasons for their absences. Other notable mentions were mental health issues and responsibilities at home.

Connection

- Students of all grade bands named teachers and opportunities to socialize as a few reasons they love school.
- 3-5th grade students love having the opportunity to build meaningful relationships with both their peers and teachers.
- However, 6-12th grade students named having more quality teachers would motivate them to attend school more consistently.

Student Experience

- Middle and high school students do not feel that their voices are being heard or their feedback taken into consideration.
- Nearly half of 3-5th grade students prefer technology and creative arts as their preferred methods of learning.

KEY PARENT FINDINGS

Communication & Feedback

- Parents desire more frequent touch points with teachers and a streamlined way to communicate, with all schools using the same platform.
- Parents desire predictability in communication with a calendar or clear cadence in place.
- Less than 50% of promoters felt that feedback provided by parents was implemented.
- The top reason parents name for middle school students not participating in extracurricular activities was lack of awareness of options

Parents as Partners

- Parents are eager to be viewed as a partner in their students' education, which also may be accomplished through a more streamlined school communication system.
- Parents seek more frequent access to their child's campus to be involved in engagement opportunities.

Academic Opportunities

- Parents would like to see a full day of GT programming incorporated into the schedule.
- Parents hope for smaller class sizes. They believe teachers have a difficult time focusing on instruction and individualized student support due to class size.
- Parents state that great teachers and a welcoming school environment are the most important factors in considering the quality of a school.
- Only 14% of parents feel tutoring is an important factor in their child's school environment.

Classroom Safety & Bullying

- Parents voiced concerns about bullying in the classroom from both students and teachers.
- Parents don't feel bullying is taken seriously when reported or go without appropriate follow up or consequences.

KEY MESSAGING

Parents

- Communicate how innovative school models will prioritize teachers who can build strong relationships with students. Only 7% of parents named content expertise as a marker for a great teacher.
- Any school action pursued should include and communicate strong parent partnerships and a safe, welcoming environment.
- For all events, communicate with parents at least two weeks in advance to give them ample time to plan for attendance.

Students

- Market innovative school models for 6-12 students that highlight programs with tangible skill building for professional experiences or adult life as a citizen.
- Prioritize extended year over extended day in innovative school models for 6-12 students as many expressed discontentment with school start time and length of school day.

Community

- To bring in families currently not enrolled in SISD into the district, communicate the college and career readiness programs offered.
- Prioritize the focus on strength of academic programs over athletics or other extracurricular as many non-SISD parents expressed concerns with the weight that SISD prioritizes sports programs.

STAKEHOLDER-CENTERED RECOMMENDATIONS

1

Ensure any school model prioritizes highly effective teachers and school leaders, as well as a welcoming campus environment.

2

Consider elementary innovative campus model at Weinert, Koennecke, Jefferson incorporating creative arts, technology, and leadership opportunities.

3

Streamline teacher and campus communication to parents using one consistent app/platform district-wide with predictable or standardized cadence.

4

Create district-wide reporting and response policy for bullying with parent, student, and staff input.

5

Integrate "extracurricular" fair into open house/meet the teacher nights so families and students can learn about all options offered.

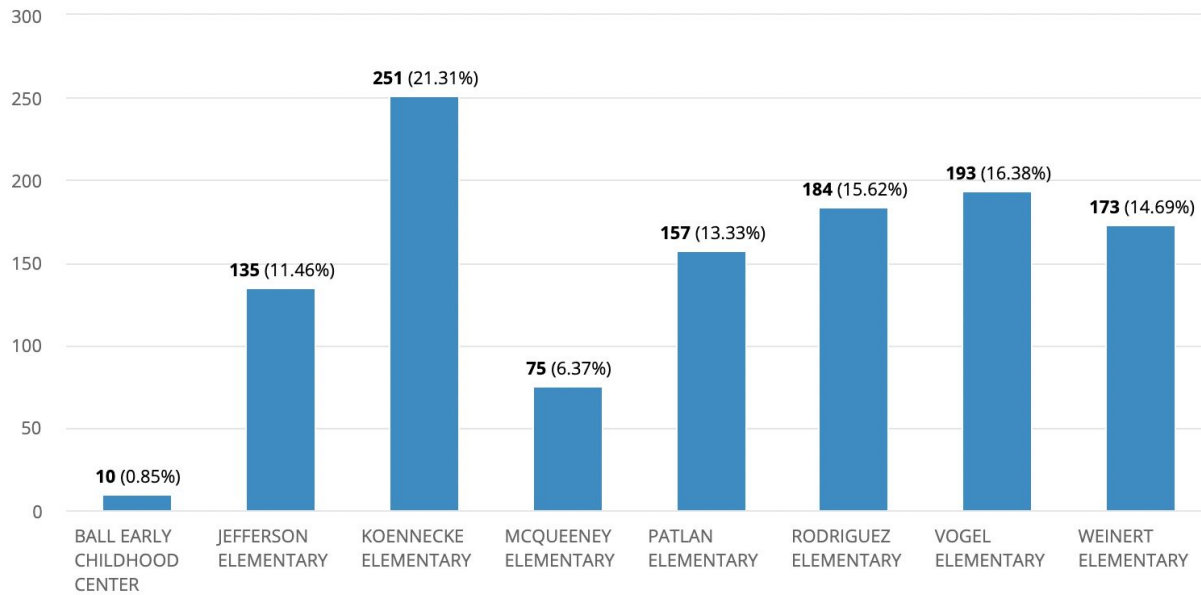
6

Any school action pursued should include and communicate strong parent partnerships and a safe, welcoming environment.

3RD-5TH GRADE STUDENT RESPONSES

Which school do you attend?

Of the 1178 3rd-5th grade survey responses, the majority (21%) come from Koennecke Elementary School.



“

The teachers are so nice. Their teaching is the best. I love going to specials. I learn a lot.

- SISD Student

”

I love technology and coding and making robots and helping people.

“

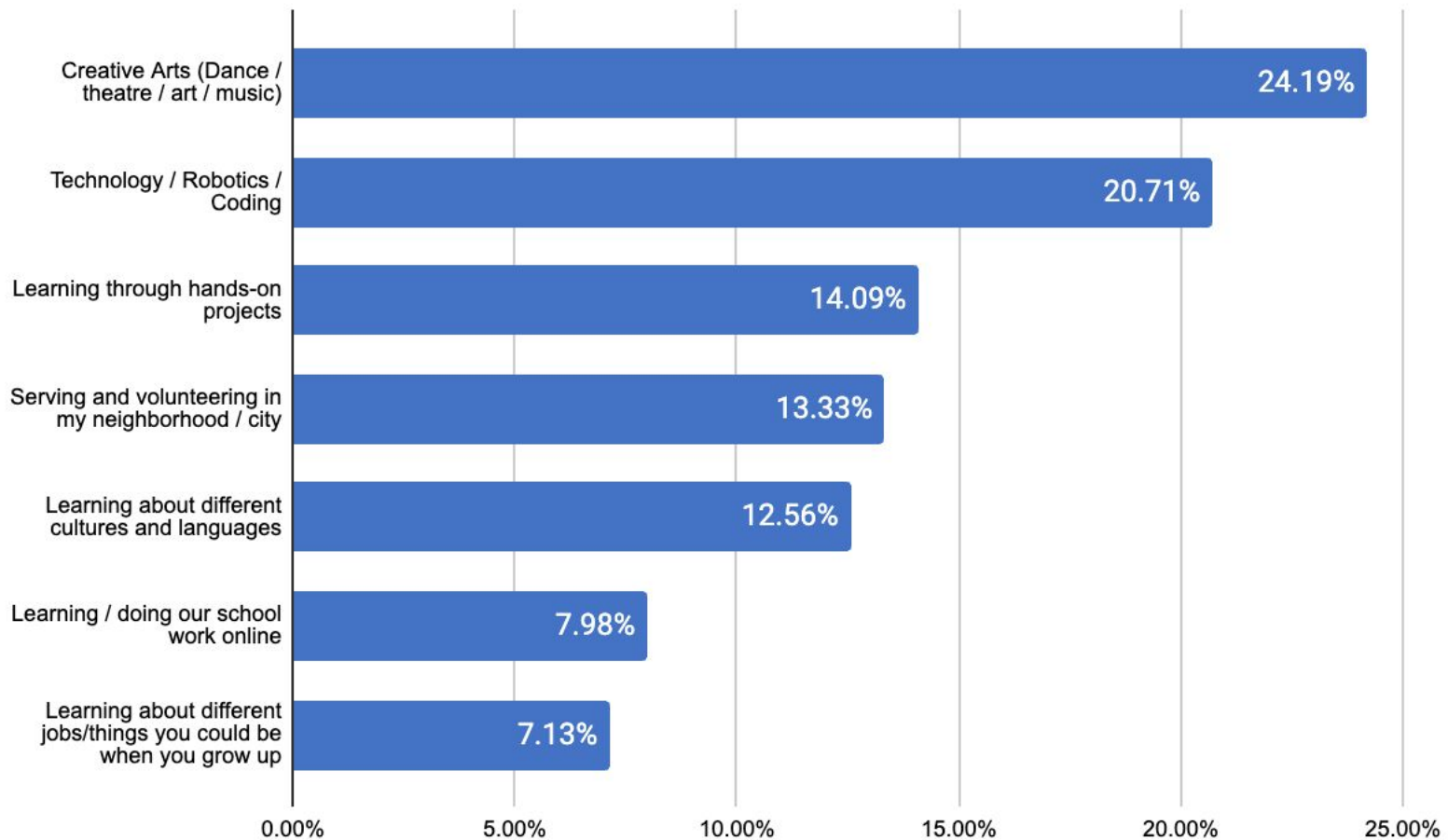
I love school because of learning and seeing my friends.

- SISD Student

- SISD Student

Which of these is your favorite way learning?

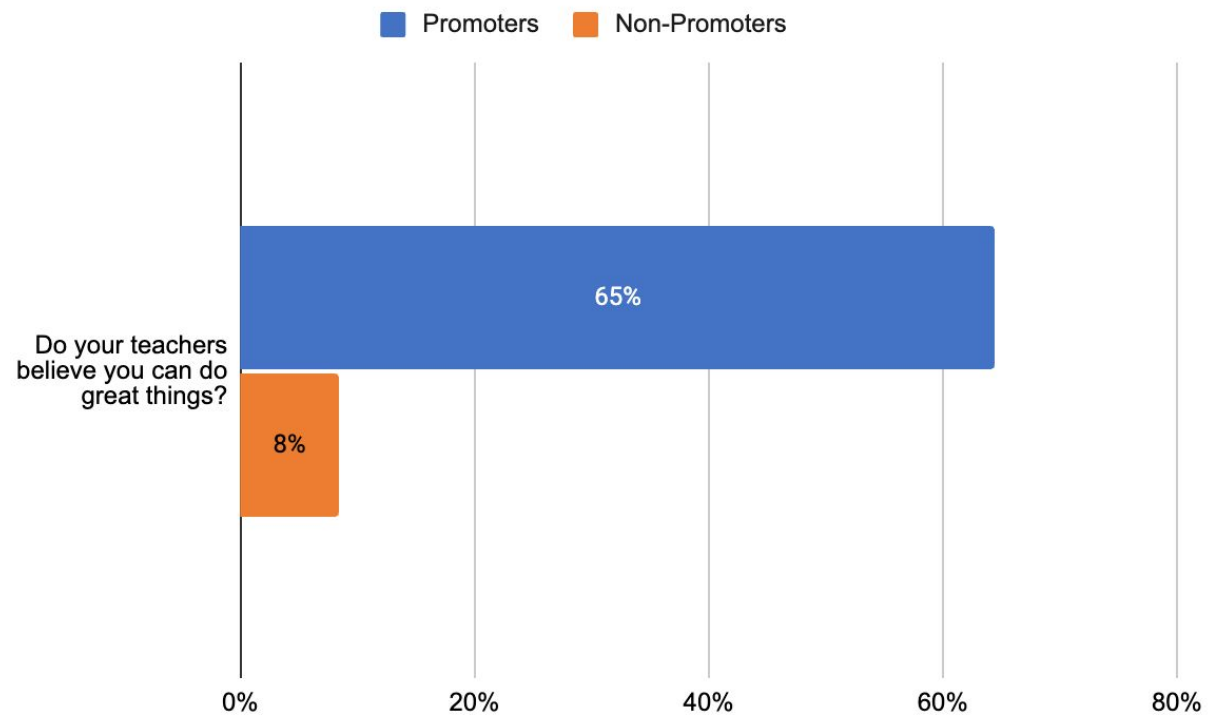
3rd-5th grade students preferred creative arts and technology as their preferred method of learning.





Do your teachers believe you can do great things?

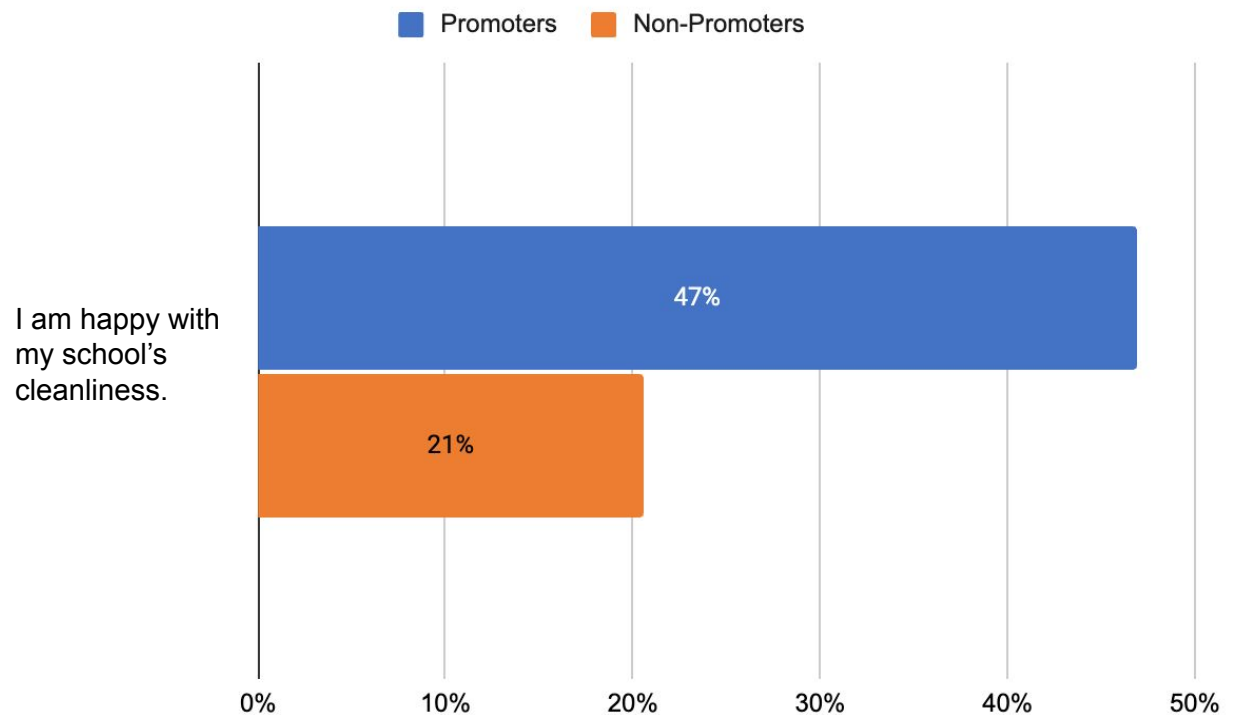
65% of promoters in 3-5th grade felt their teachers and staff believed in them, while only 8% of non-promoters* felt this way. *Non-promoters are passives and detractors combined.





How happy are you with your school's cleanliness?

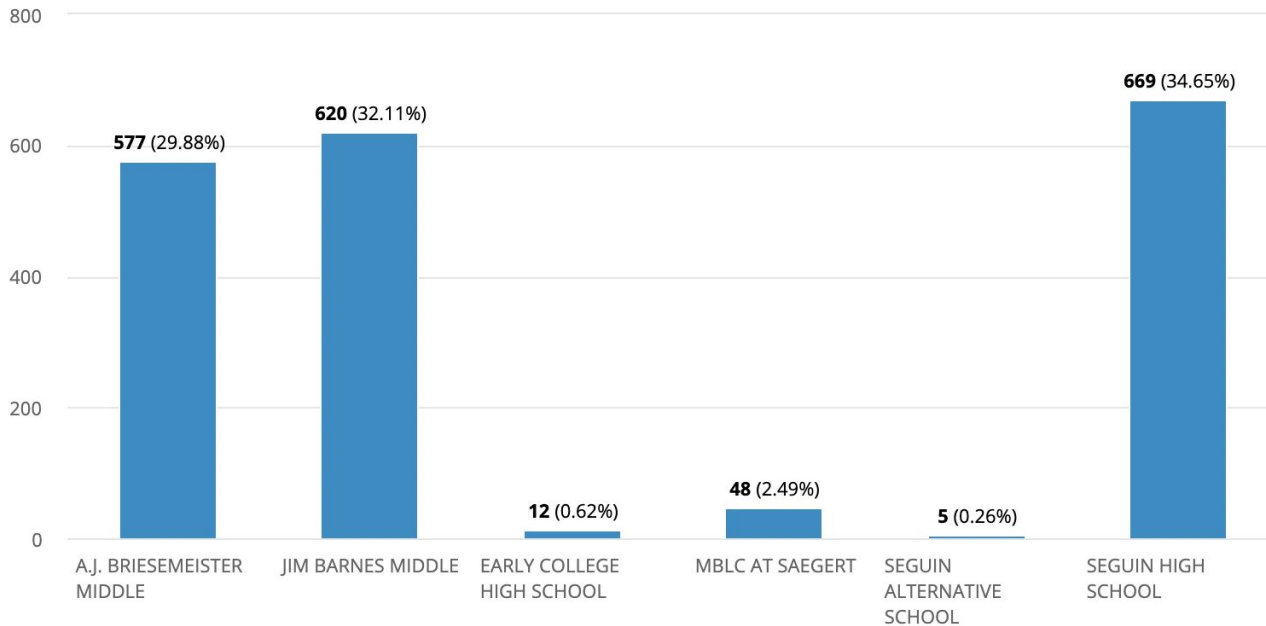
47% of promoters in 3-5th grade were satisfied with their school's cleanliness, while only 21% of non-promoters felt this way. *Non-promoters are passives and detractors combined.



6TH-12TH GRADE STUDENT RESPONSES

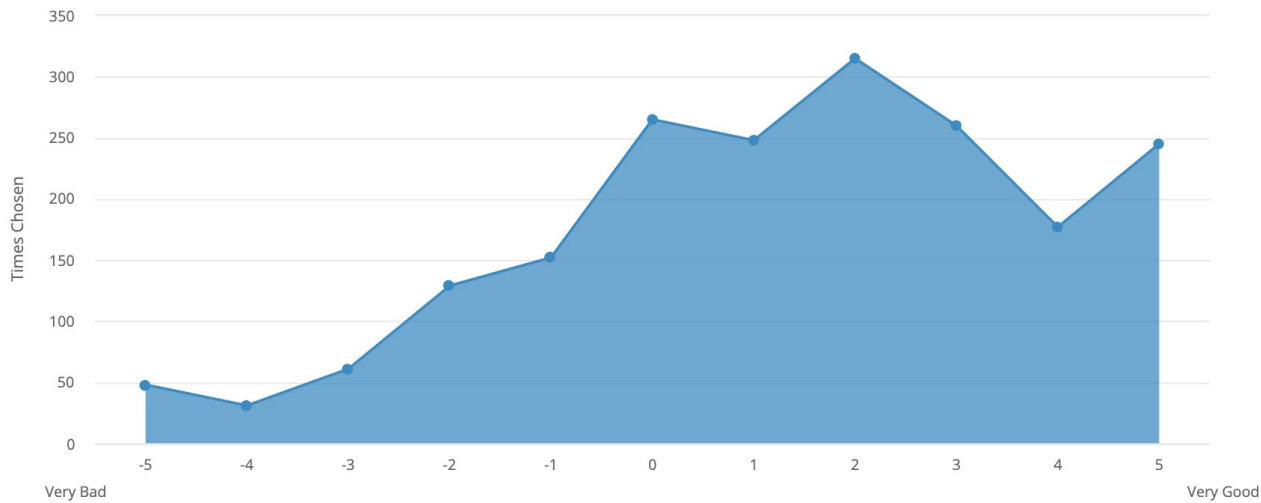
Which school do you attend?

Of the 1931 6th-12th grade survey responses, the responses were majority split between A.J Briesemesiter Middle, Jim Barnes Middle, and Seguin High School.



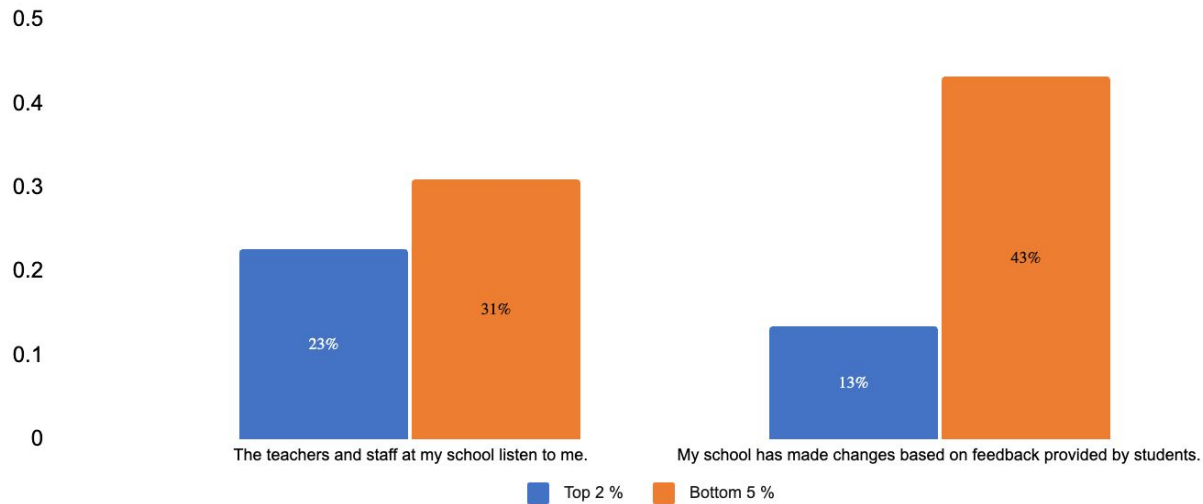
What is your overall student experience?

65% of 6th-12th grade students indicated an above average student experience.



School-Based Questions

6th-12th grade students heavily felt that their voices were not being heard and their feedback not taken into consideration.



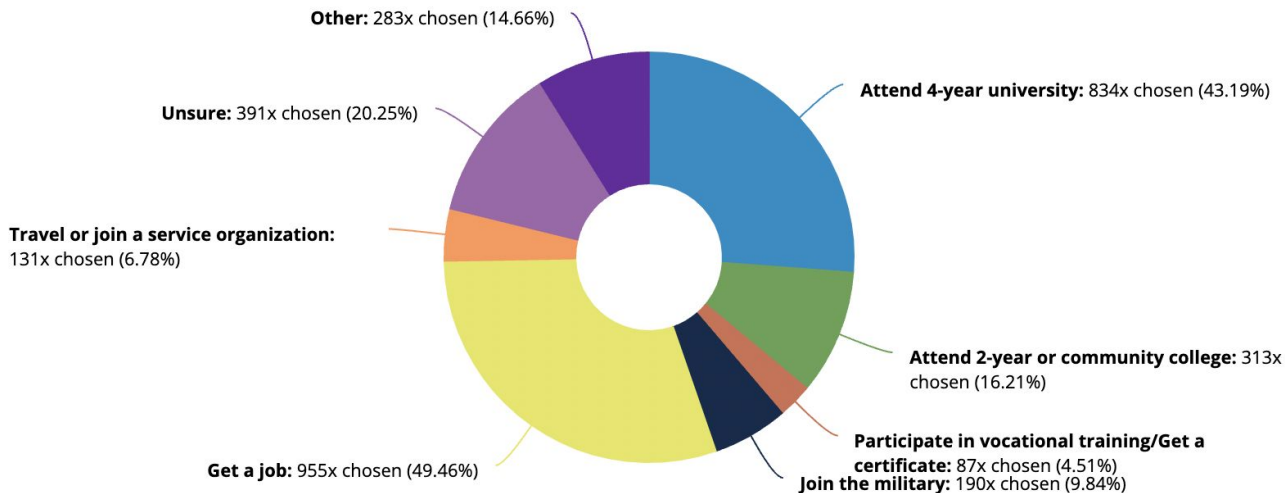
**These questions were asked on a scale of -5 to 5. Top 2% are the students who selected 4 and above. Bottom 5% are the students who selected 0 or below.*



What are your goals after graduating high school?

49% of secondary students want to get a job after high school graduation, and 43% of students wish to attend a 4-year university.

Only 16% of students named a 2-year program or community college as their desired next step.



“

The things I love about this school is that there are teachers that help you out with stuff that happens at home and they actually care. If you need anything all you have to do is ask and they'll try and provide it for you.

- SISD Student

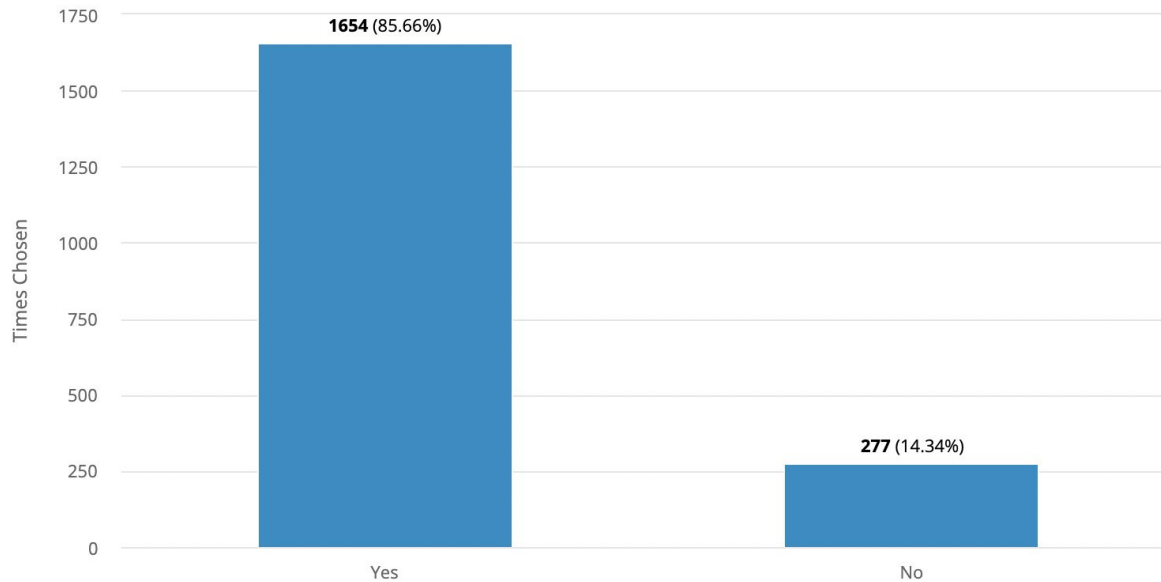
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What I love about this school is how all the teachers don't give up and keep us updated on the progress in school and make sure we get done what we came for.

- SISD Student

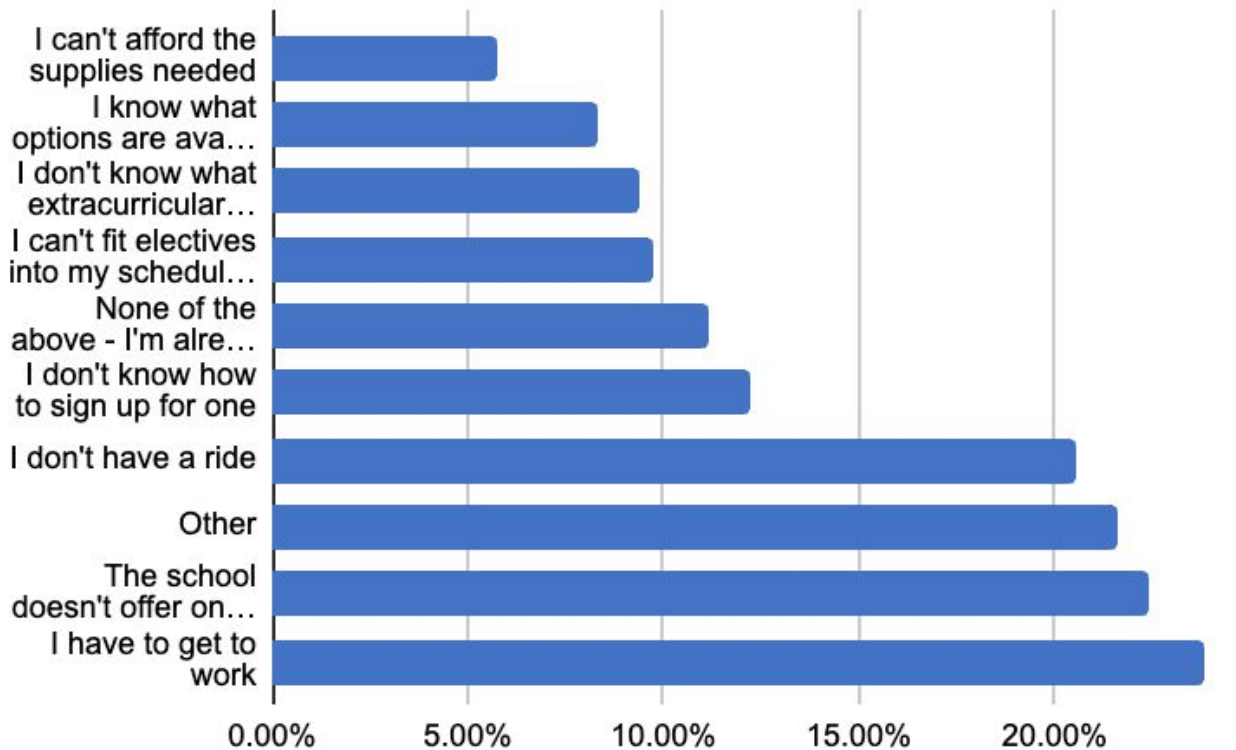
Extracurricular & Co-Curricular Activities

86% of 6-12th grade students said they were already participating in extracurricular or co-curricular activities.



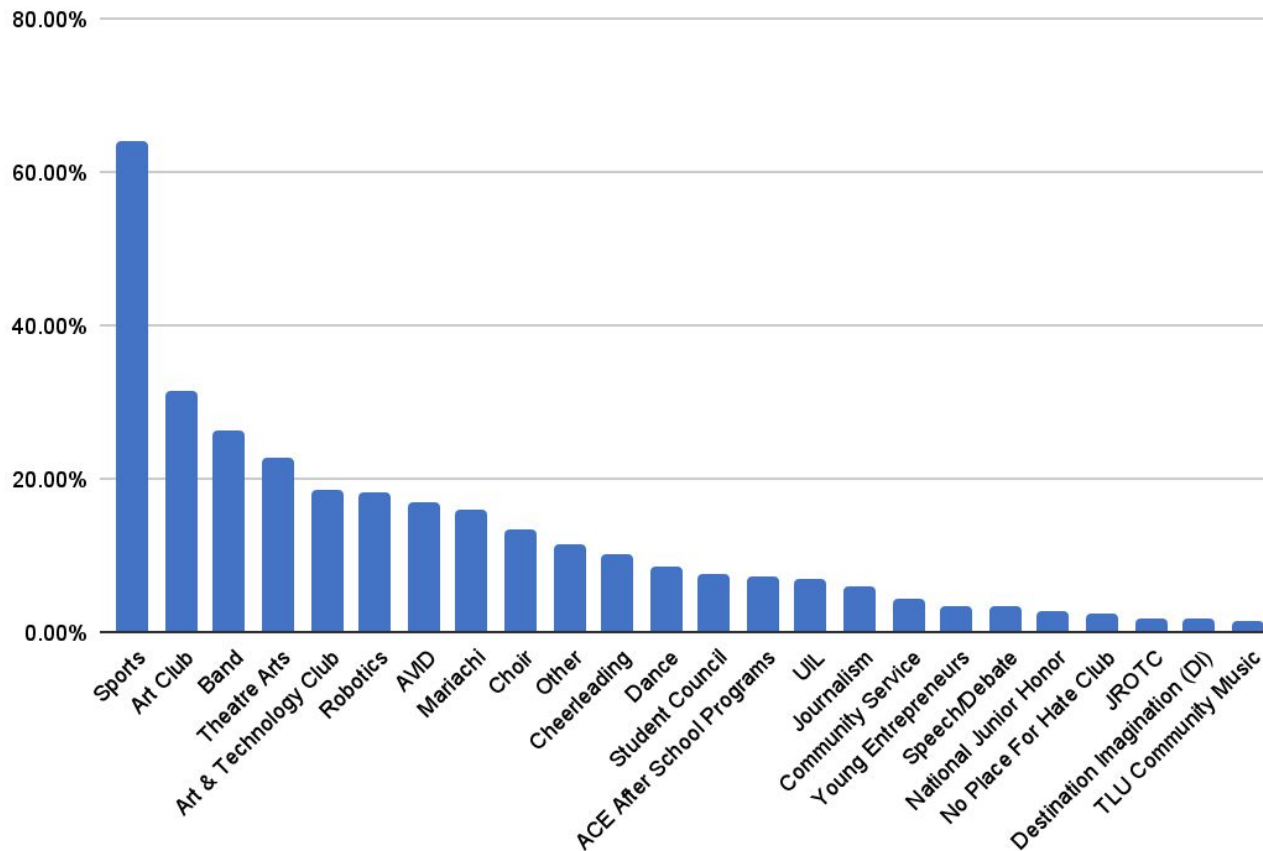
Which of the following factors keep you from participating in an activity or elective?

24% of students who are not participating in extracurricular or co-curricular activities said they cannot because of work.



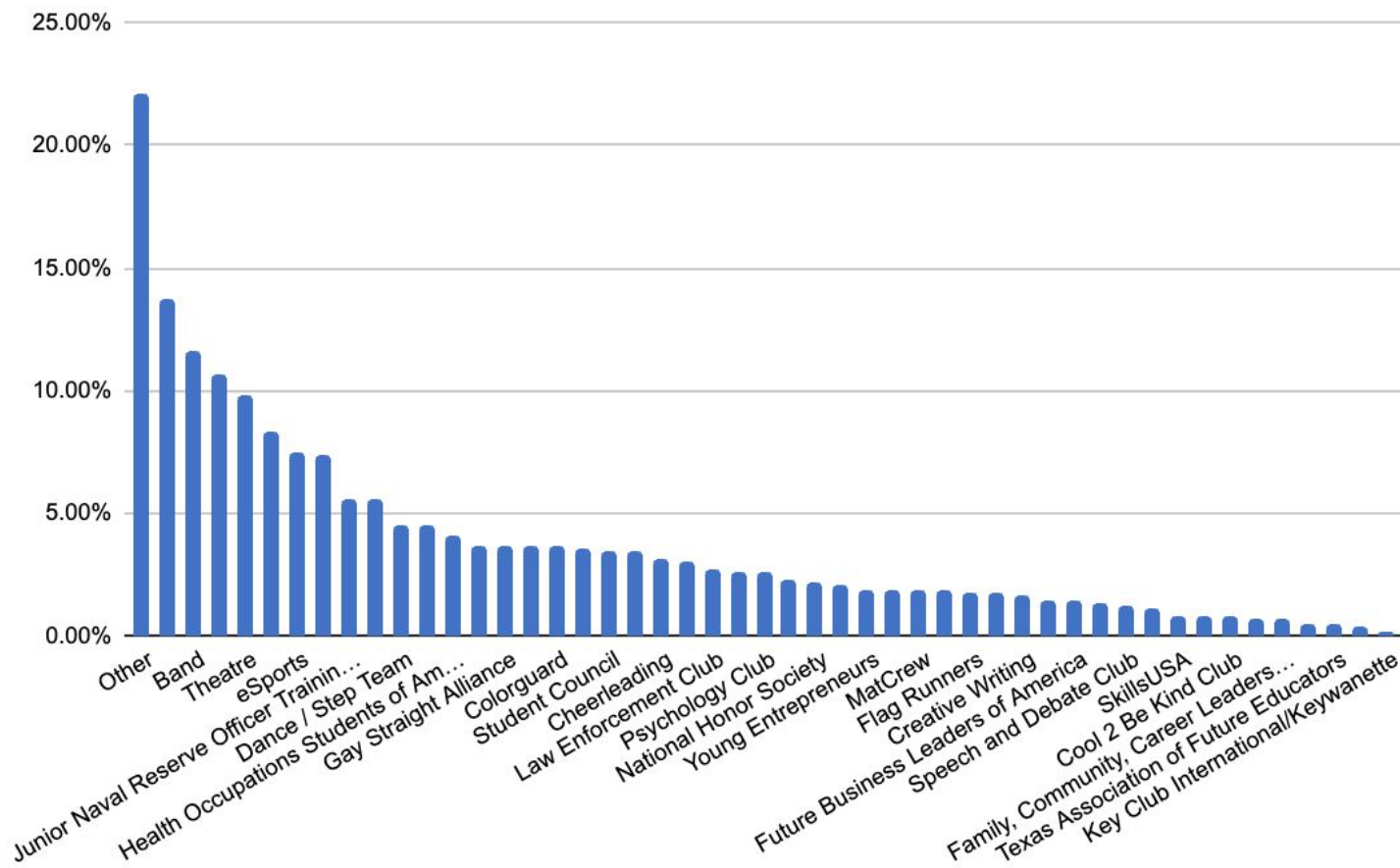
Middle School: Which of the following activities or electives are you interested in?

The top three extracurricular or co-curricular activities middle school students were interested in are Sports, Art Club, and Band.



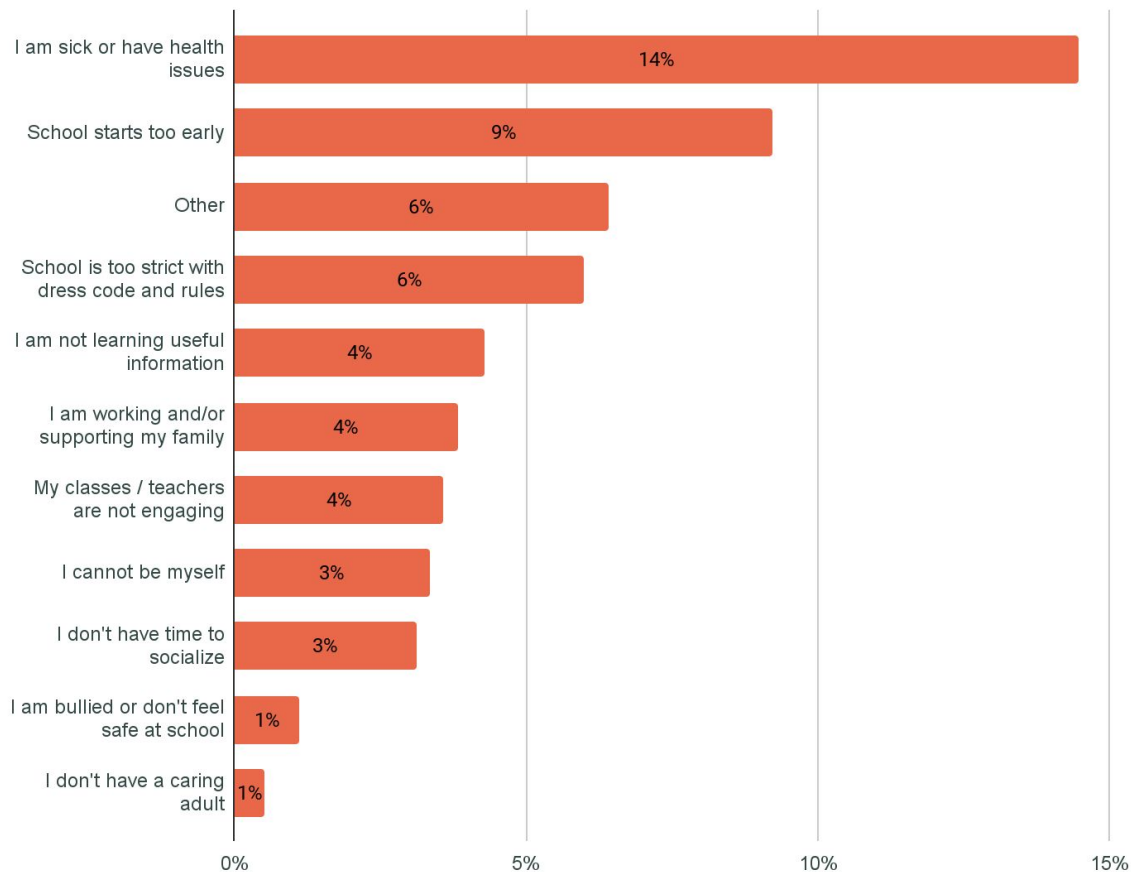
High School: Which of the following activities or electives are you interested in?

The top three extracurricular or co-curricular activities high school students were interested in are Athletics, Avid, and Band.



Which of the following are reasons you have been absent in the last year?

Health issues were named as the primary reason for 6th-12th grade absences with school start time coming in second. All of the students who selected school start time were high school students.

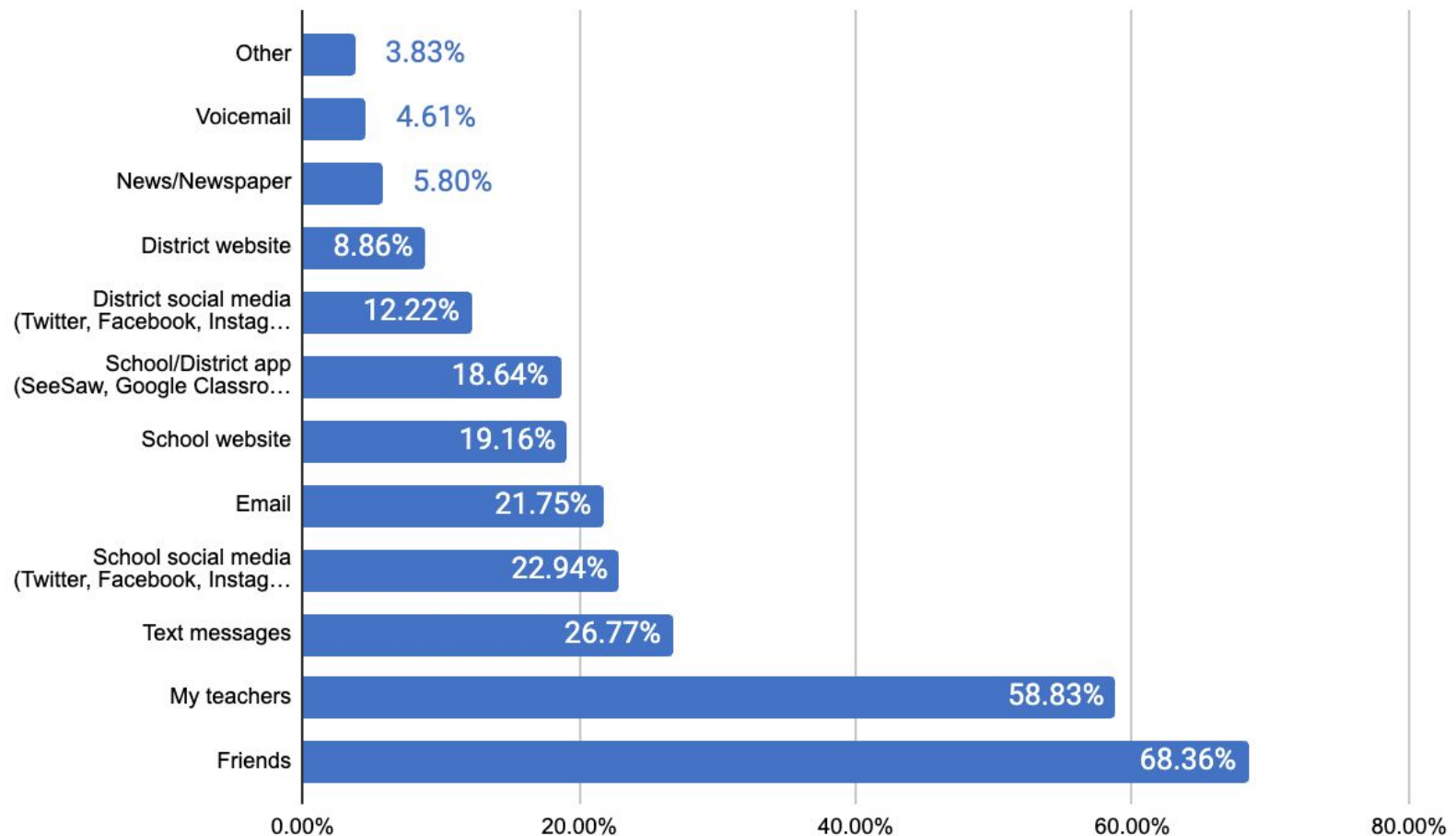


Note: Students who said they have 'great attendance' were not included in these results.



How do you prefer to hear about what's going on in your school?

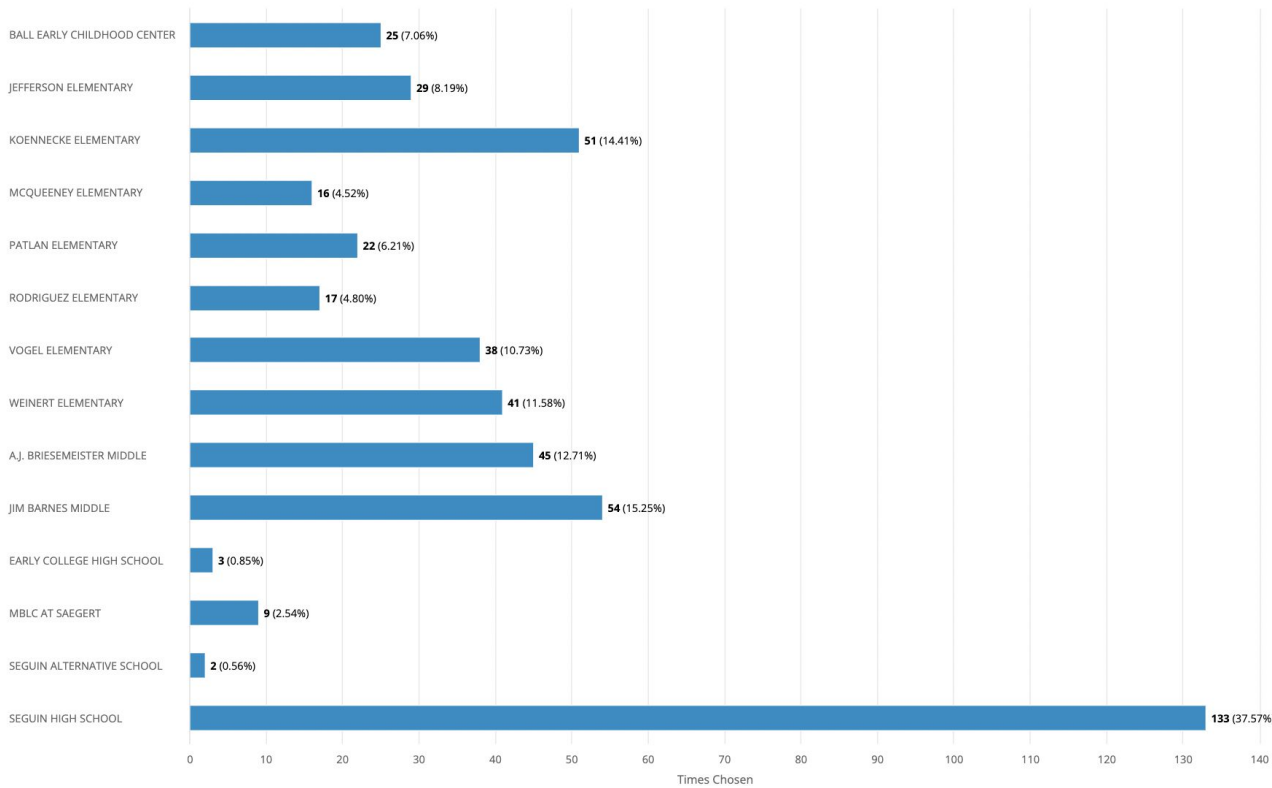
Majority of 6-12th grade students hear about what is going on in their schools through their friends and teachers.



GENERAL PARENT RESPONSES

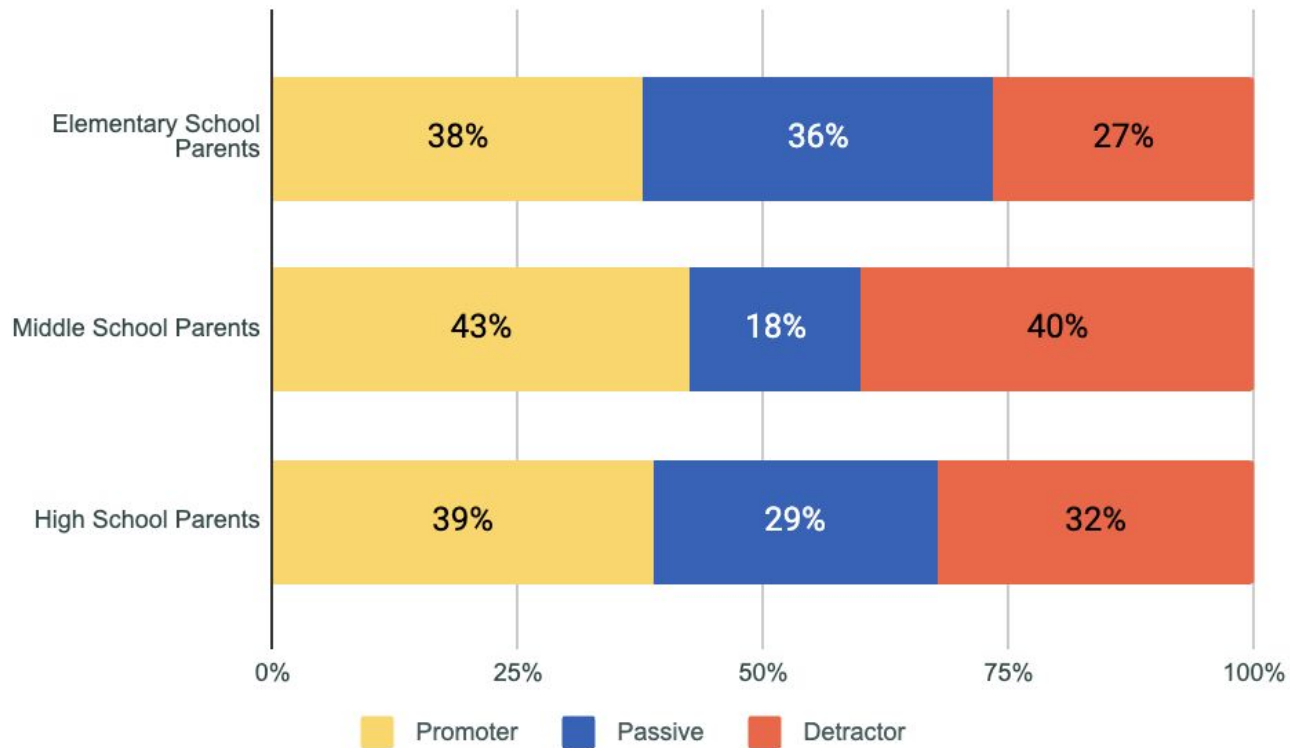
Which school does your child attend?

The 354 parent survey responses represent voices across all Seguin ISD campuses, with 38% coming from Seguin High School.



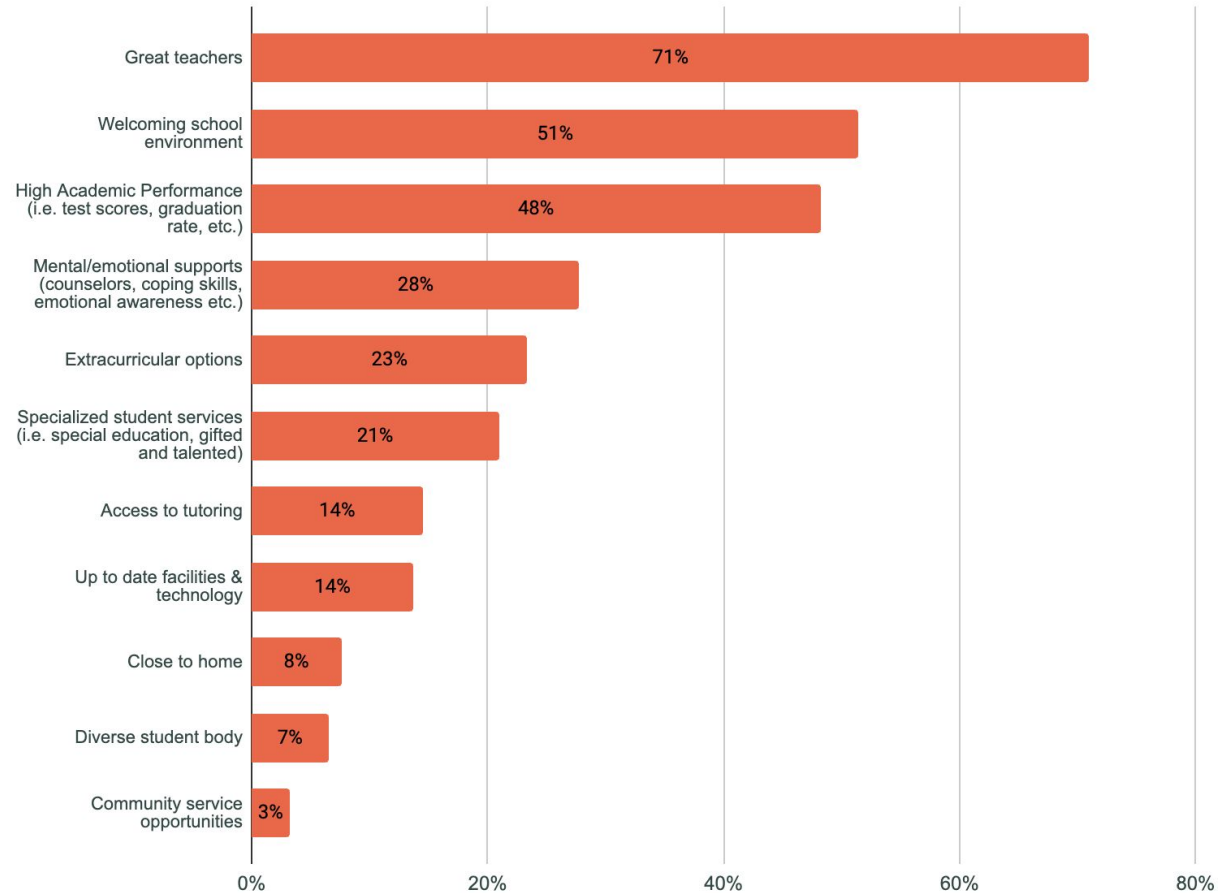
NPS Breakdown

While the highest percentage of Promoters were parents of middle schoolers, they also made up the highest percentage of Detractors showing a wide range of support.



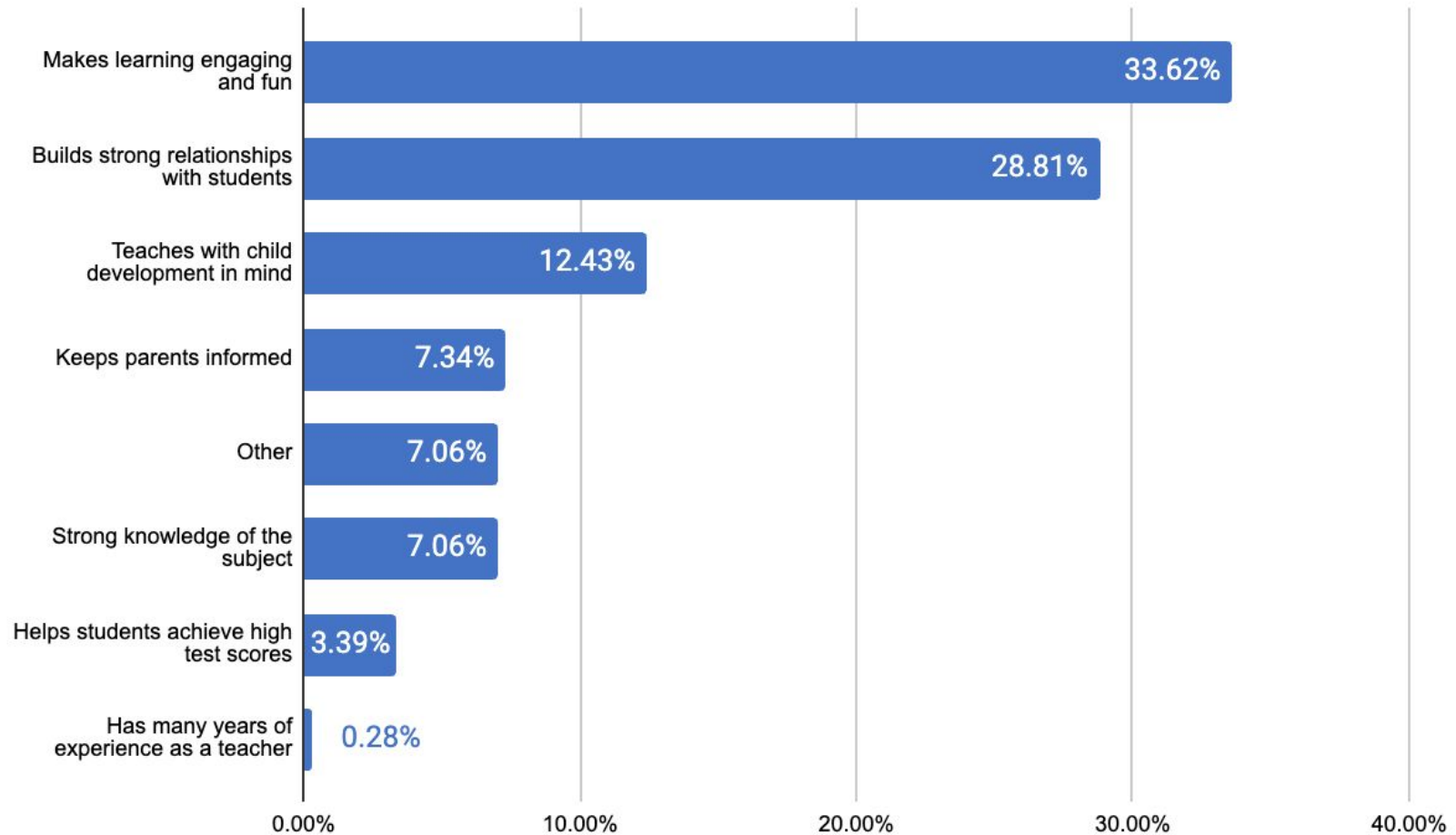
Which of these factors are most important to have in your child's school?

Parents/ Caregivers named great teachers and a welcoming environment as the most important factors in their child's school.



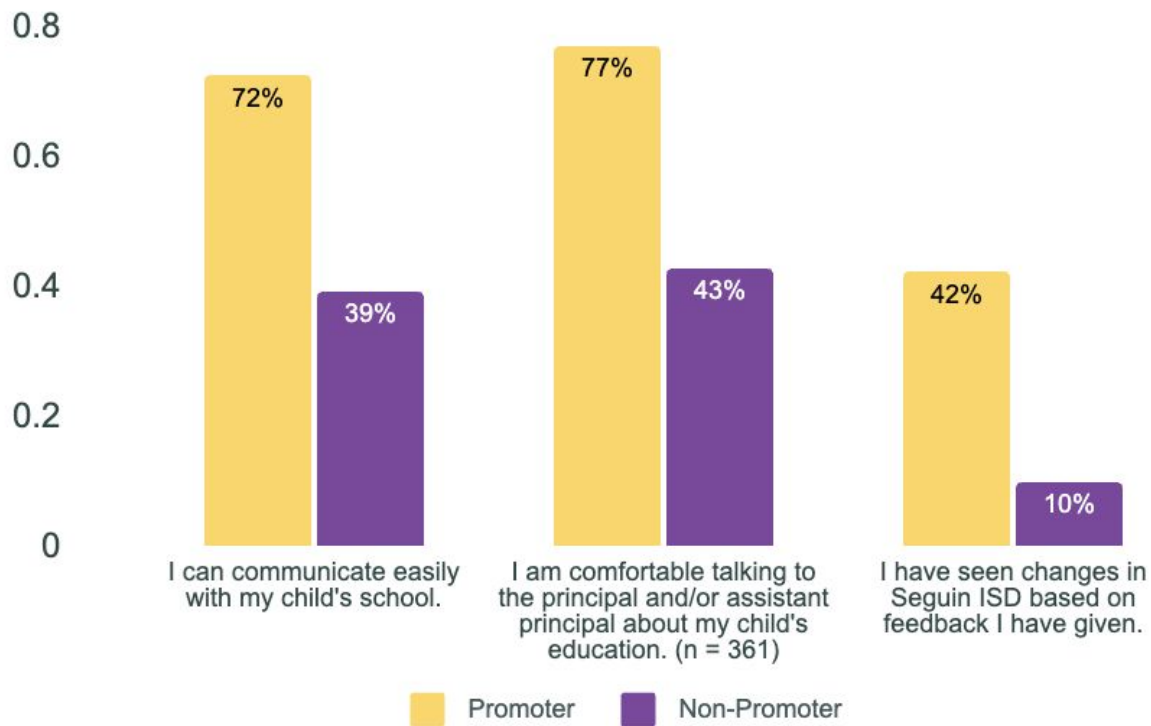
What makes a great teacher?

Parents/ Caregivers felt a great teacher builds strong relationships with students and makes learning engaging and fun.



School-Based Questions

Parents/ Caregivers who were Non-Promoters felt they could not communicate with their child’s school. They also did not feel like their feedback was implemented.



*These questions were asked on a scale of -5 to 5. Top 2% are the students who selected 4 and above. Bottom 5% are the students who selected 0 or below.



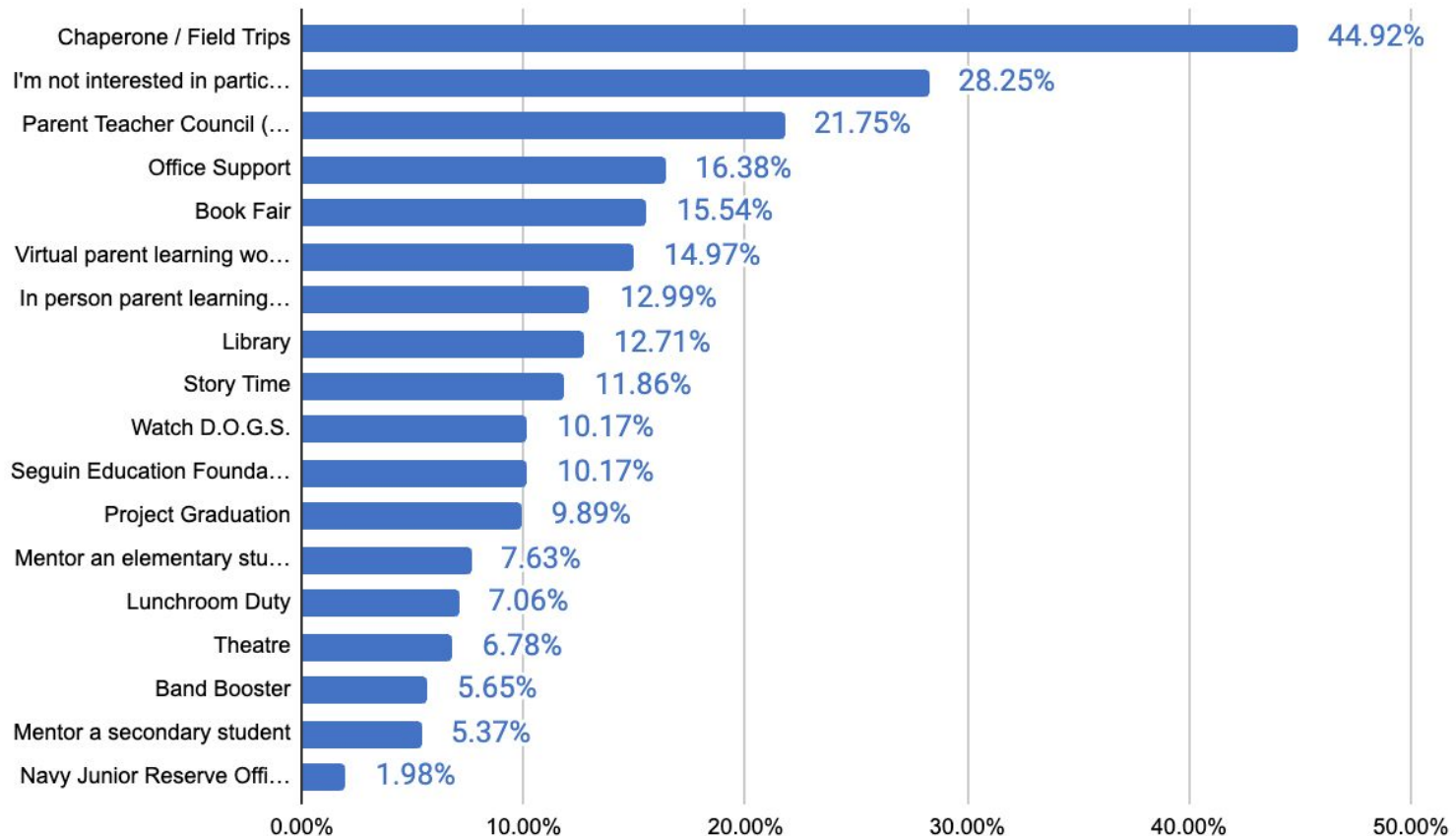
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My students take responsibility for their learning. They've been incredibly blessed to be taught by some of the best who understand their needs and find ways to challenge them beyond given curriculum. Librarians have played a big part in this as well.

- SISD Parent

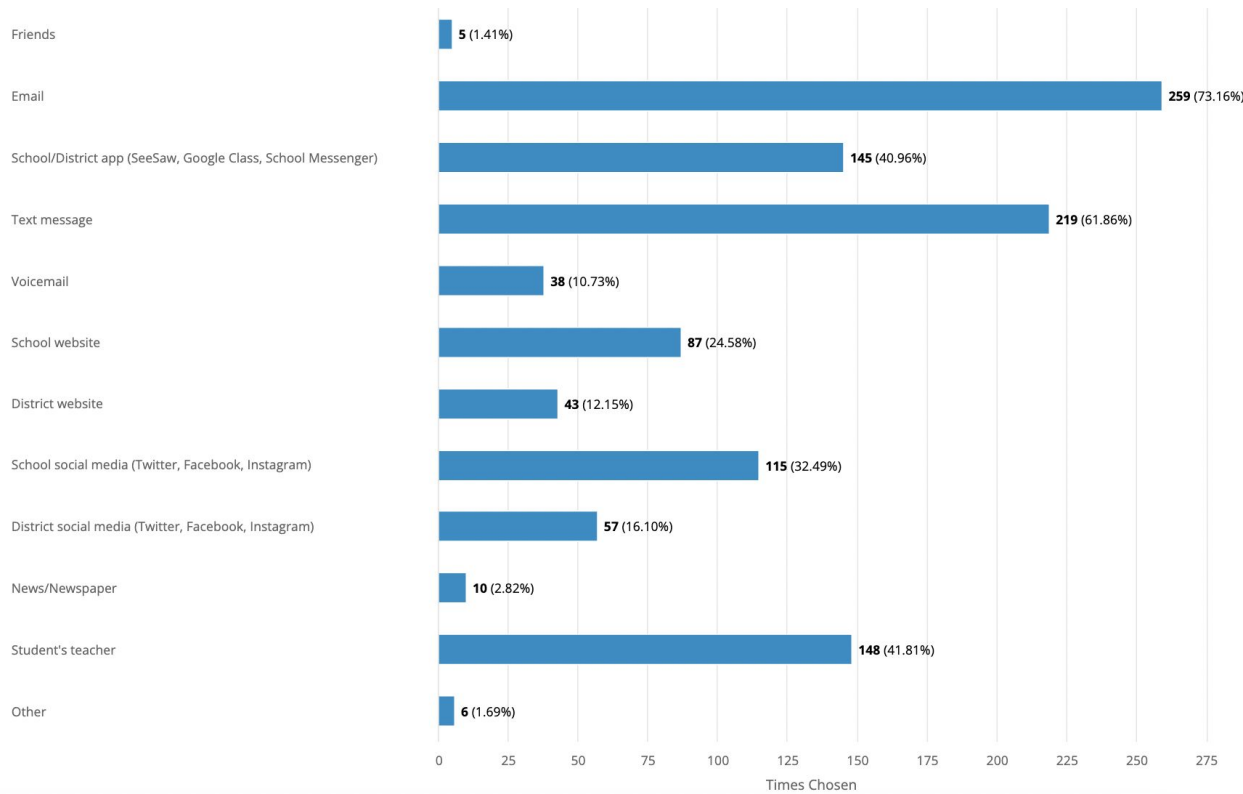
Which of these parent engagement opportunities would you be interested in?

45% of parents / caregivers are interested in chaperoning field trips, and 28% of parents/ caregivers are not interested in participating in engagement opportunities.



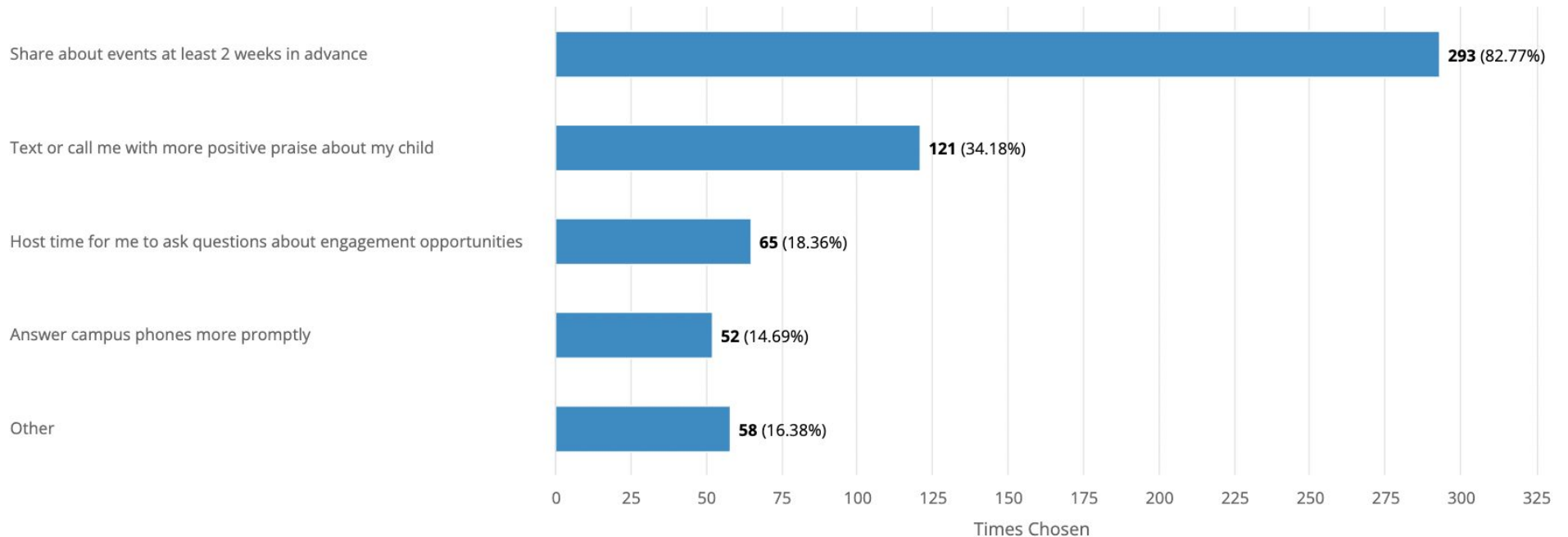
Where do you mostly hear about what's going on in Seguin ISD?

Seguin ISD parents/ caregivers lean on email and text message communications to hear about district news, updates, and events.



How can Seguin ISD's schools improve their communication with you?

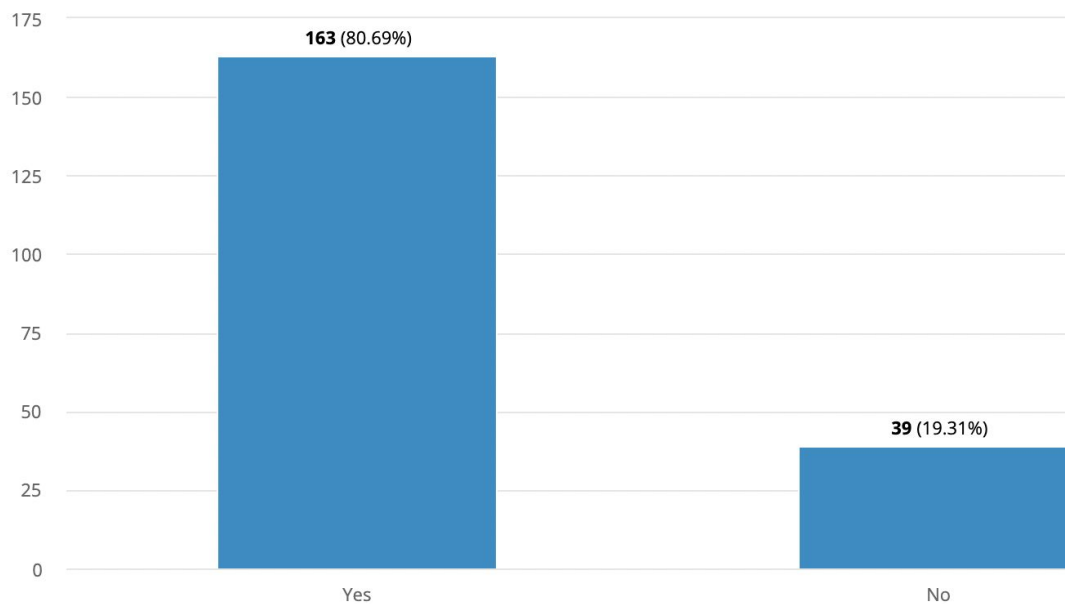
Parents/ Caregivers want communication at least two weeks in advance as well as more positive communication about their children.



ELEMENTARY PARENT RESPONSES

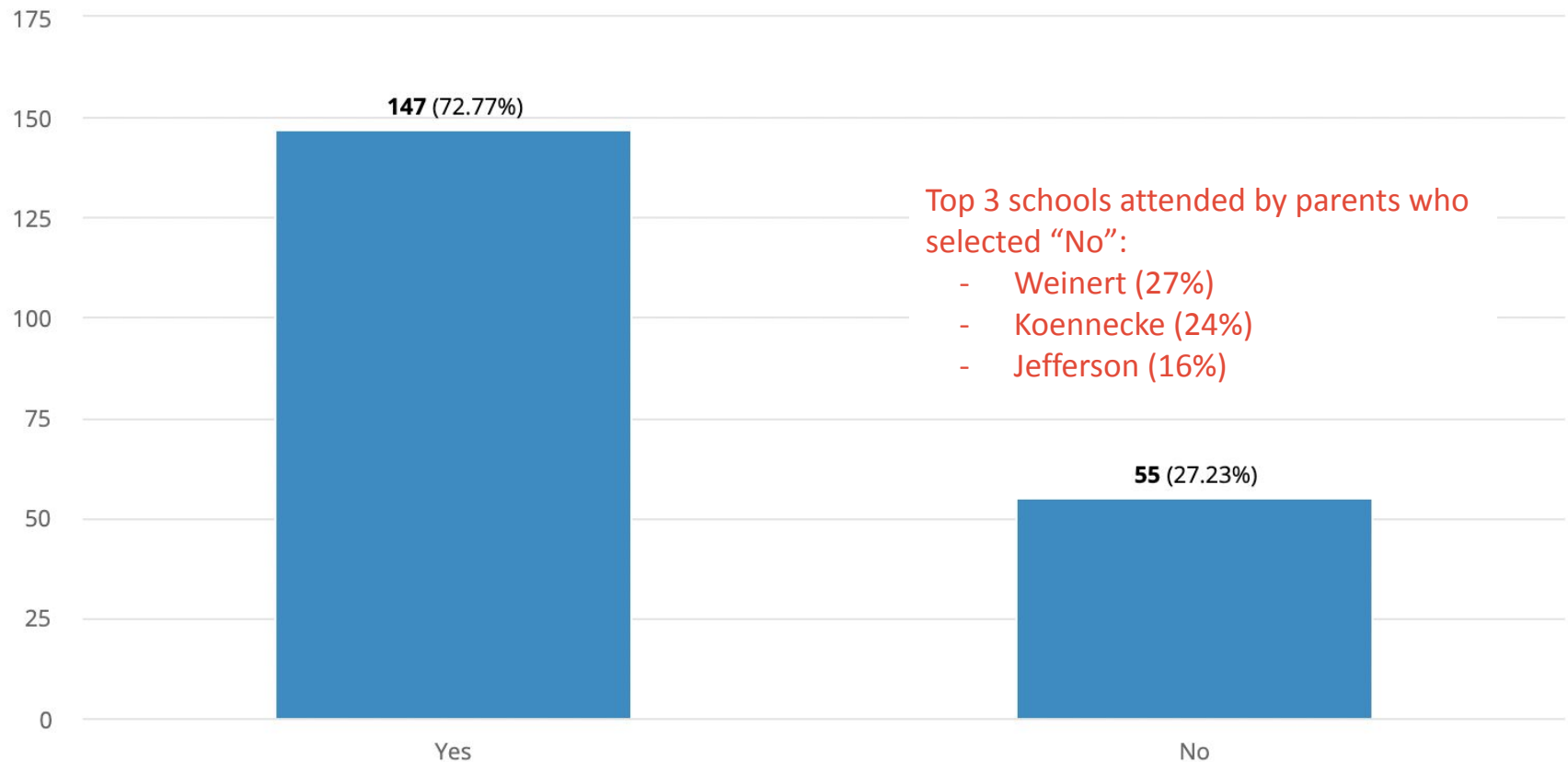
Do you feel like your child is engaged in learning every day?

81% of parents/ caregivers of elementary students said their children are engaged in learning every day.



Are you satisfied with the academic opportunities offered at elementary schools in Seguin ISD?

73% of parents/ caregivers of elementary students said they are satisfied with the academic opportunities offered at elementary schools in Seguin ISD.



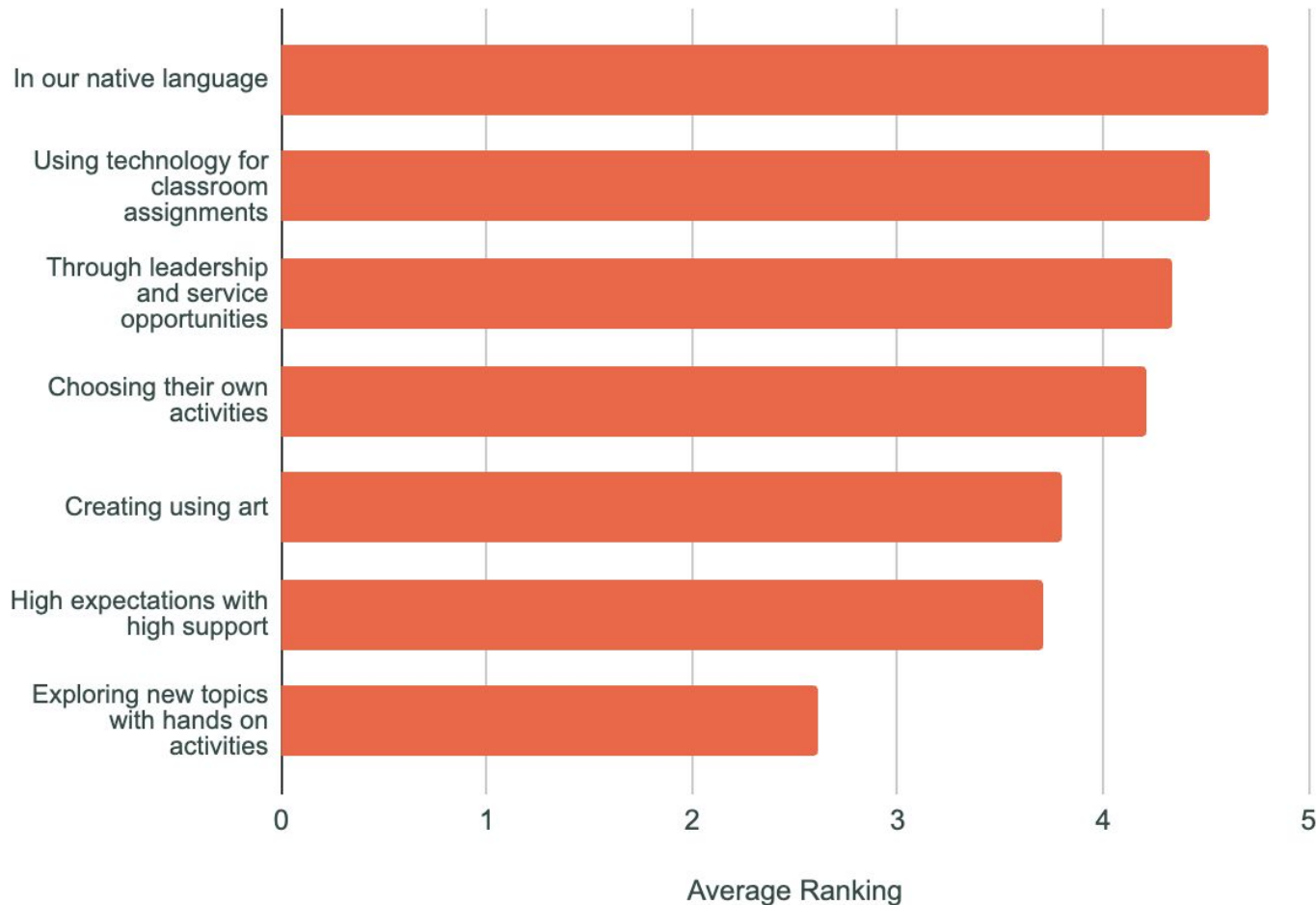
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I feel that the teachers genuinely care about my child's success, but it seems that they are overwhelmed with behavioral problems. Therefore, their planning time cannot be used effectively for them to collaborate with their peers and parents.

- SISD Parent

Rank how your child learns best.

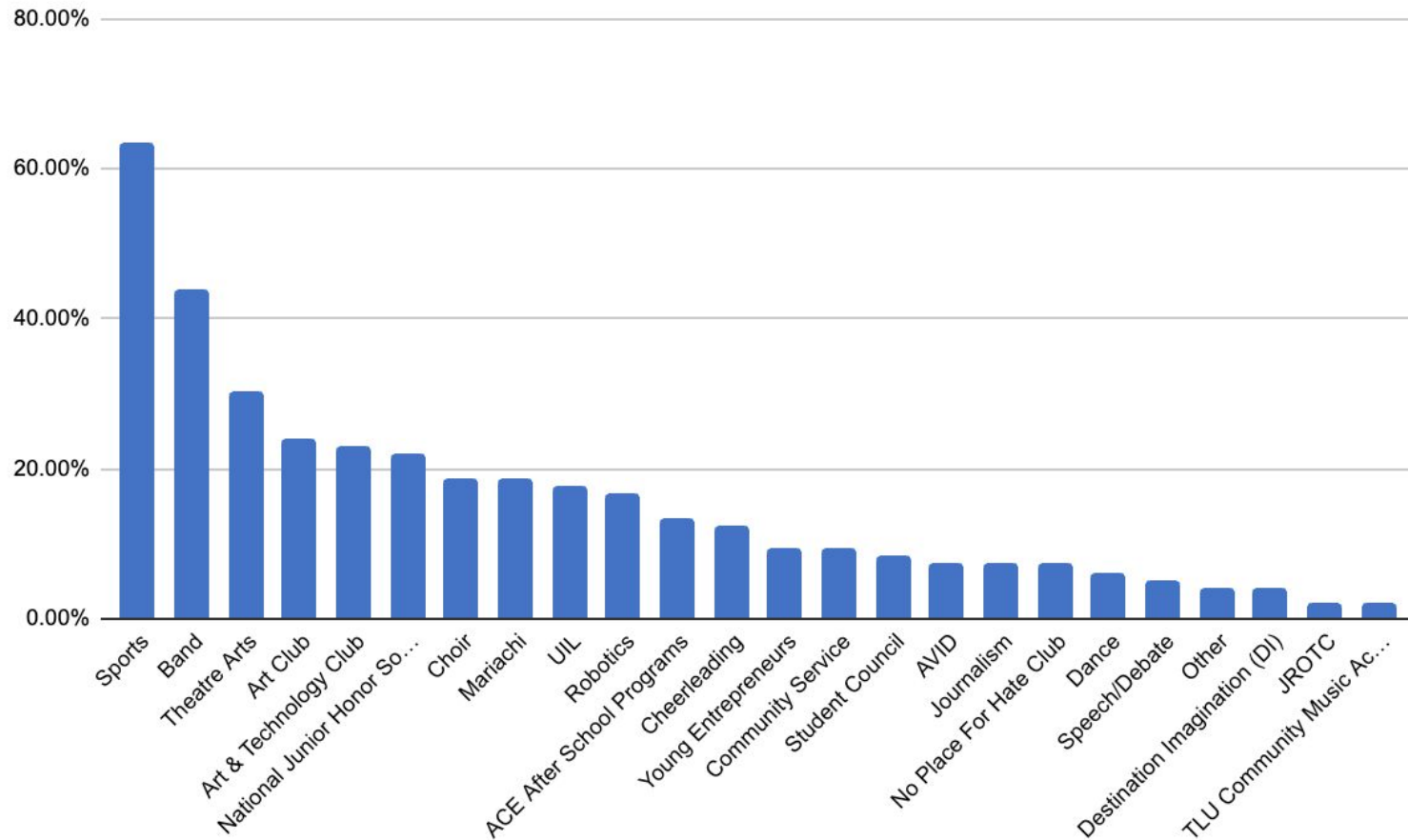
Parents/ Caregivers of elementary students said their children learn best in their native language and by using technology for classroom assignments.



MIDDLE SCHOOL PARENT RESPONSES

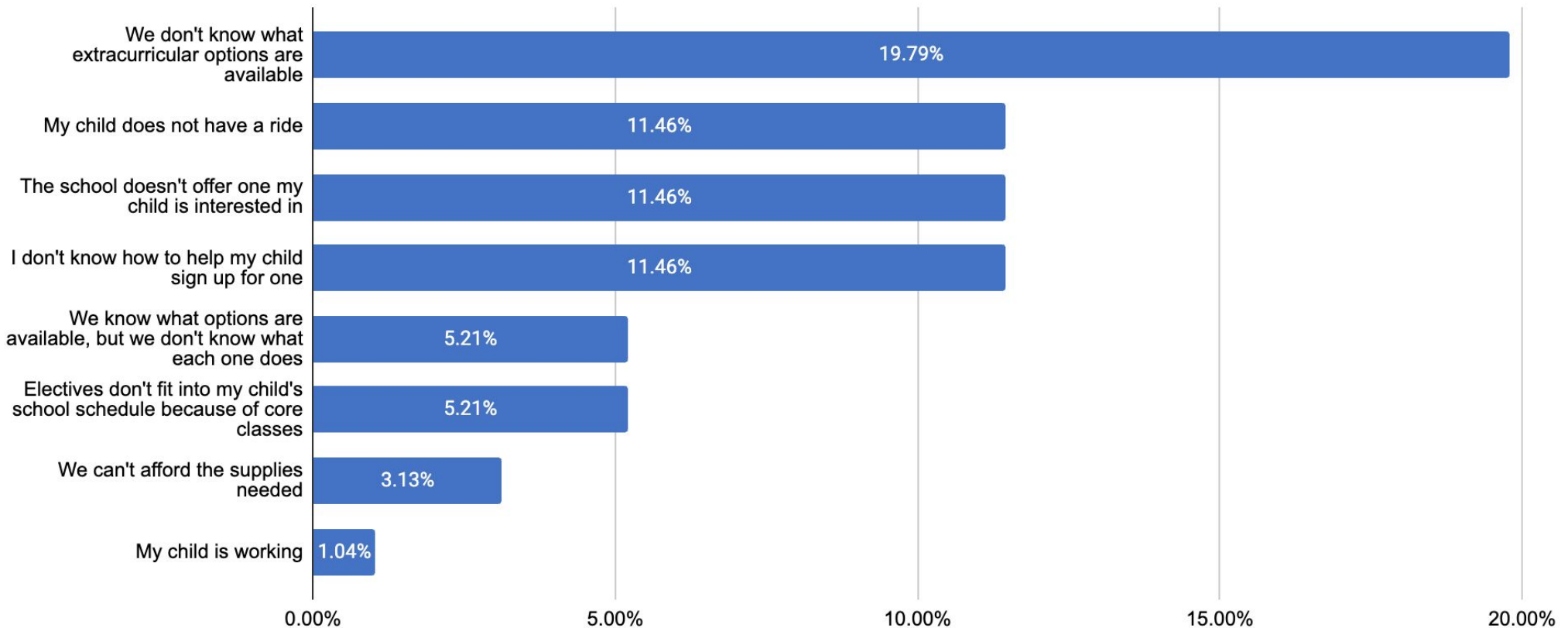
Which of the following activities or electives is your child interested in?

The top extracurricular or co-curricular activities parents of middle school students said their children were interested in are Sports, Band, and Theatre Arts.



Which of the following factors keep your child from participating in an extracurricular activity?

20% of parents of middle school students said their children do not participate in extracurricular or co-curricular activities because they do not know what options are available.



“

There are some on the list above that we had no idea were offered and don't know how to sign up for. Also, many after school things conflict with each other so if you are in sports, it is hard to do any other clubs.

- SISD Parent

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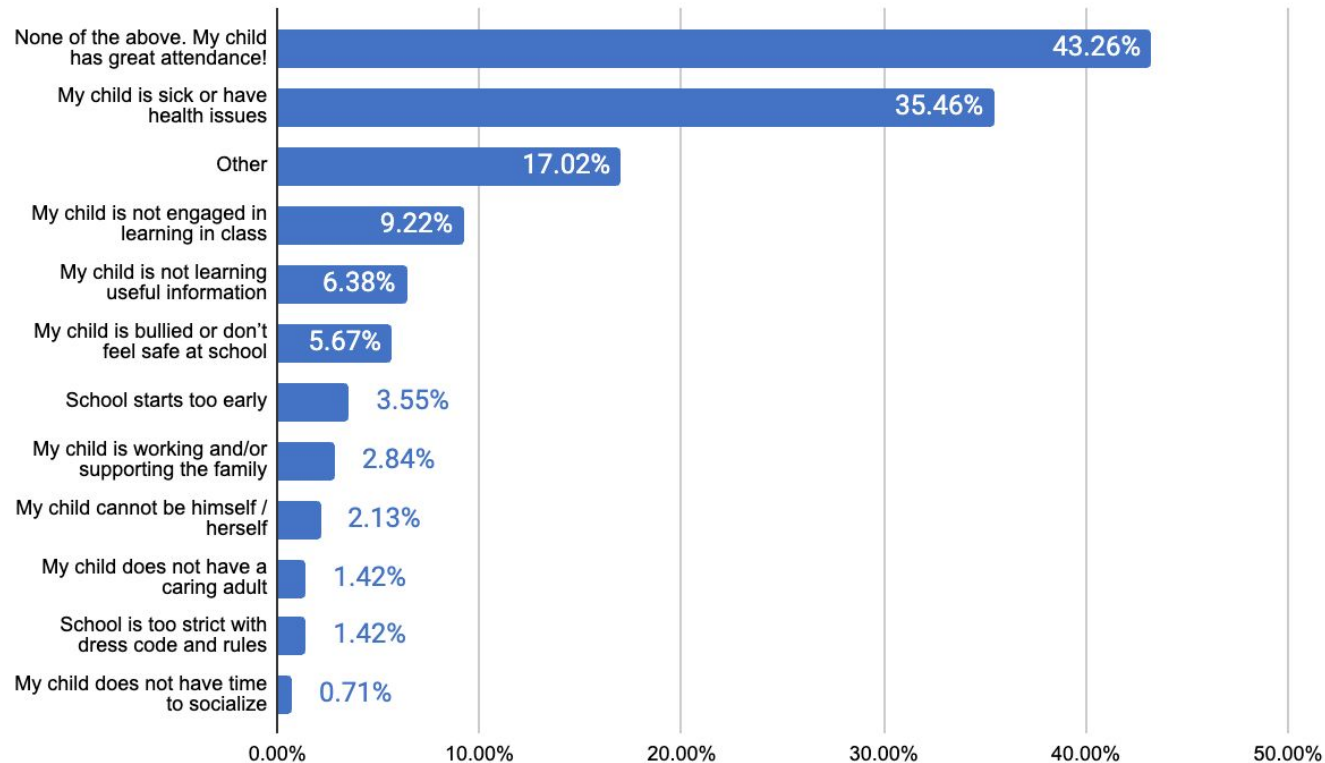
My child can participate in what he is interested in, but I think extra curricular activities should be limited and more focus put on core content. Too many electives are scheduled.

- SISD Parent

HIGH SCHOOL PARENT RESPONSES

Which of the following are reasons your child was absent in the last year?

35% of parents of high school students said their children were absent in the last year due to health issues. For the 17% of parents who said “Other”, majority named COVID and mental health issues, like anxiety and depression, as primary reasons for their child’s absences. Other notable mentions included negative relationships with teachers.



“

Seguin ISD needs to obtain a better selection of teachers who passionately care for the student's best interests. As a parent, my child has been faced with multiple teachers who show no compassion. It almost seems they are there just for a paycheck, which is discouraging.

- SISD Parent

”

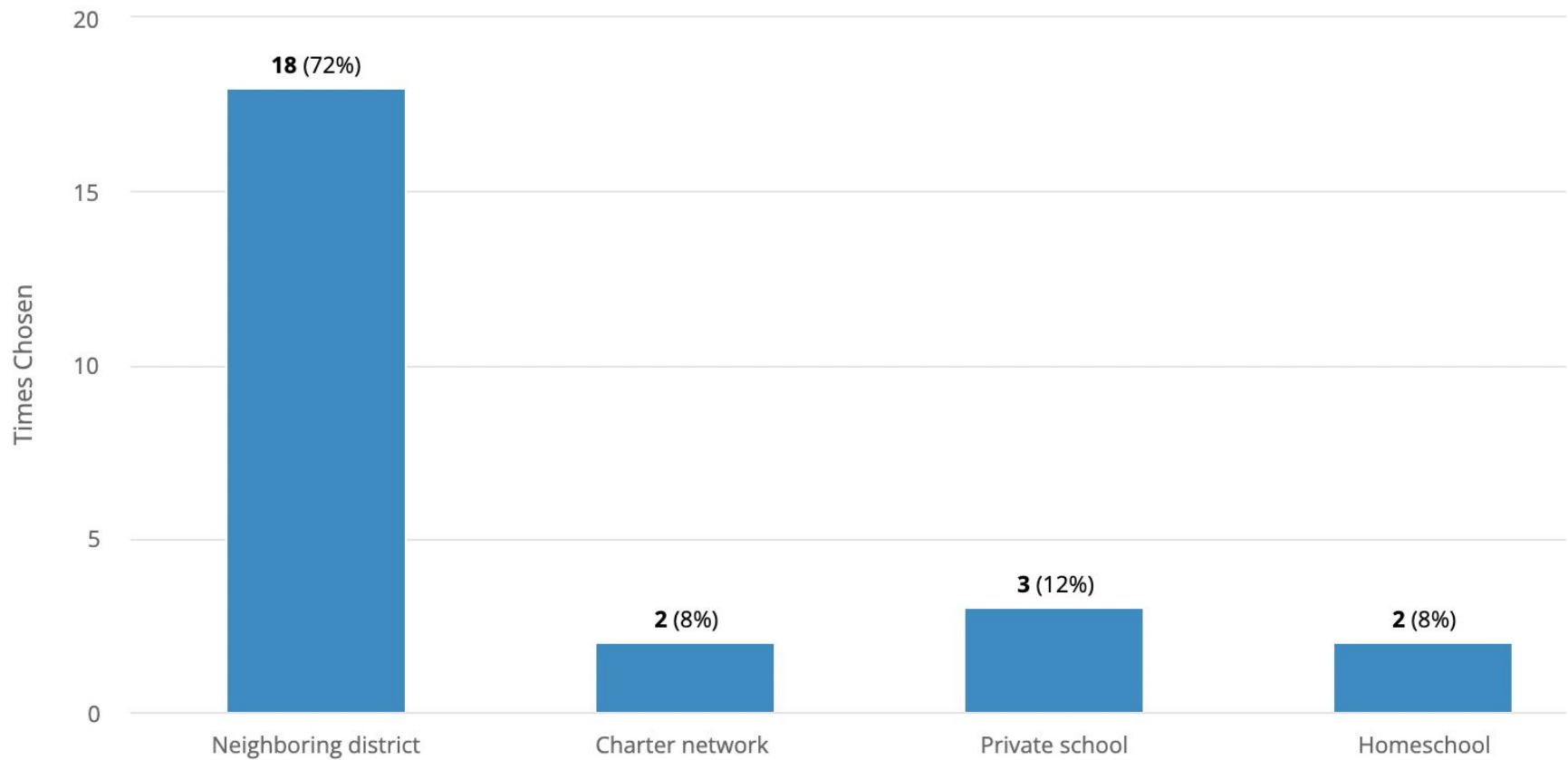
Teachers don't teach anymore they rely on electronics to do their jobs. They're not as hands on. Principals are inconsistent with discipline and will pick and choose who to discipline and who not to.

- SISD Parent

NON SISD PARENT RESPONSES

Where does your child attend school?

Out of the 25 parents without students at SISD, 72% send their children to a neighboring school district.



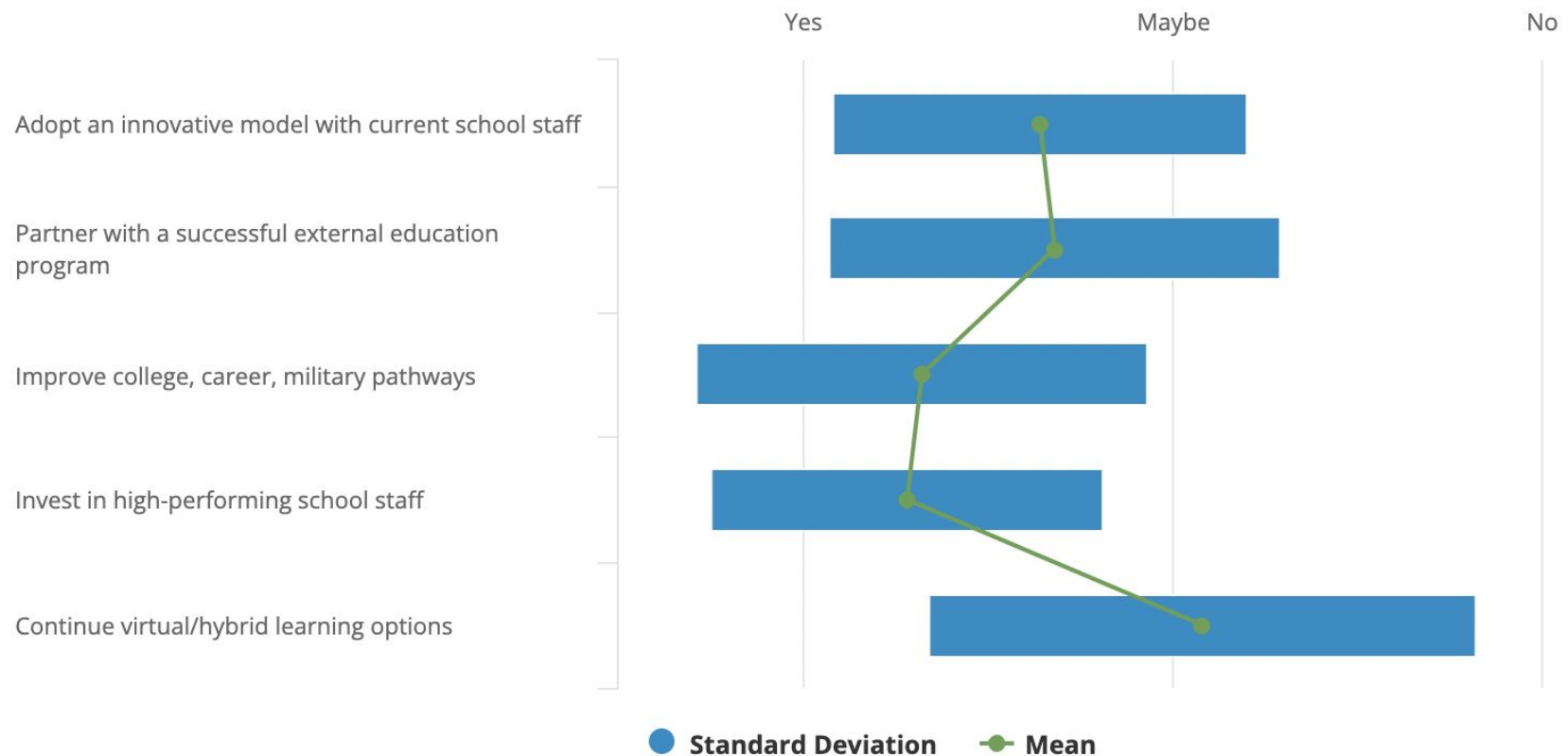
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It is hard to know where to begin. My oldest graduated from SHS, and the lack of support for science, honor societies, and arts programs are disappointing. In order to have a competitive program for students that would otherwise go off to other schools, there needs to be more support for these programs as well as STEM. I am tired of seeing over promotion of athletics and not as much support and opportunities for the students who achieve off field.

- Non SISD Parent

Which models do you think Seguin ISD should consider to ensure a great school for every student?

Non district parents believe SISD should improve college, career, and military pathways and invest in higher-performing school staff.



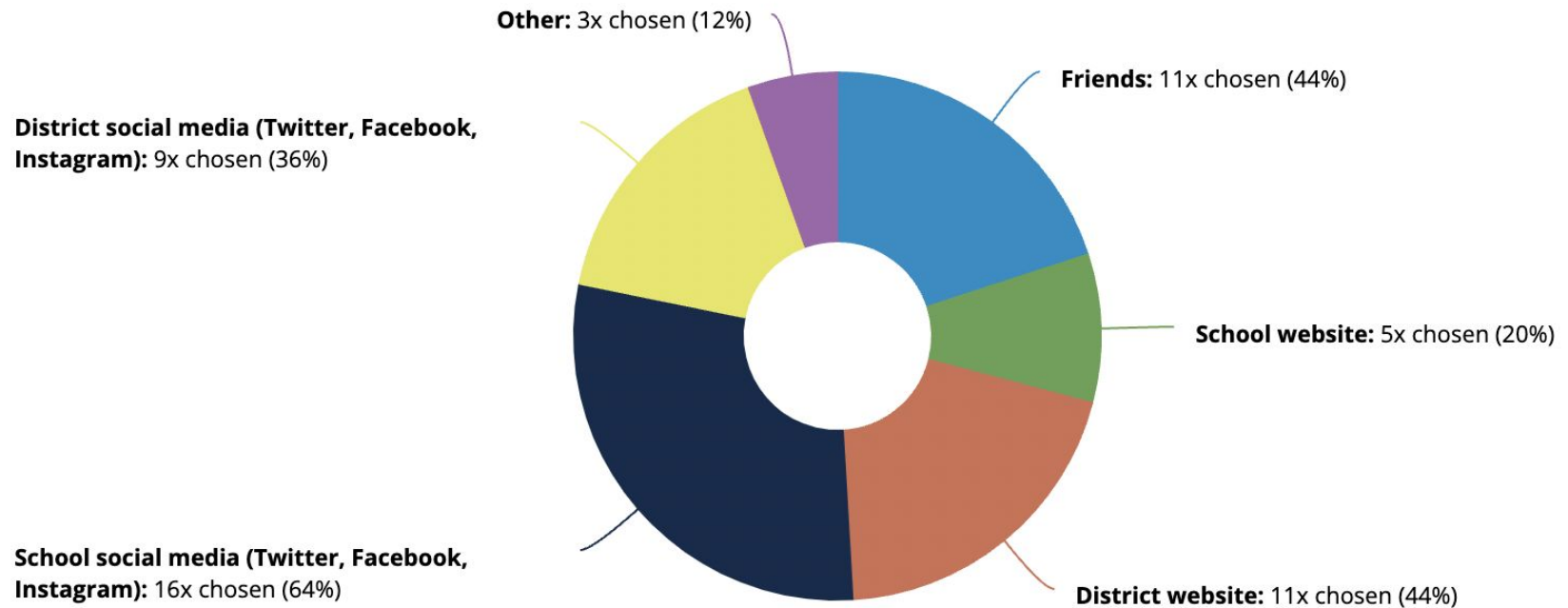
“

We need to focus on STEM and Art (STEAM). What the young kids see the older kids doing becomes the pattern they want to follow. If the older kids are all into sports, that is what the younger kids will want to get involved in. Sports should be EXTRA-curricular.

- Non SISD Parent

Where do you mostly hear about what's going on in Seguin ISD?

64% of non-SISD parents hear about SISD through school social media.



ADDENDUM

HIGH SCHOOL FOCUS GROUP

HIGH SCHOOL ABSENTEEISM FOCUS GROUP FINDINGS

Classroom Content

- Students want to learn more hands-on, project based activities that apply to their future (budgeting, managing money, criminal justice).
- If the above programs exist, students didn't know about them or didn't feel they had access to them due to their attendance issues.

Teacher Quality

- Students feel that teachers do not provide enough one-on-one support in the classroom. They feel teachers move on too quickly to a new concept without checking for understanding.
- They would like to see teachers actively walking around the room asking each student if they need assistance or additional explanation.

Culture of Consistency & Trust

- Students don't feel adults have their best interest in mind. They shared an unwillingness to engage in dialogue with adults out of fear information will be used in a retaliatory way.
- Students feel that adults who enforce the rules are biased and target certain groups of students while being lax with others. The groups who were given most leeway were athletes, cheerleaders, and other students who performed on the field.

Mental Health Support

- Many students expressed having general anxiety or social anxiety as well as depression.
- Students do not feel supported and have expressed feeling outcasted or ostracized if adults learn of their mental health needs.

“

I feel like people who are in positions of power, like teachers and admin, are nitpicking and abusing their power. But the nitpicking isn't even consistent.

- SISD Absenteeism Student

”

Teachers aren't able to read the room - students who are confused continue to feel confused.

“

I didn't feel like I could do any of the things I was interested in, like cosmetology, because I was so behind on my credits and had to spend all of my time catching up on credits to even do the track I wanted to.

- SISD Absenteeism Student

- SISD Absenteeism Student

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