



Education E-Newsletter



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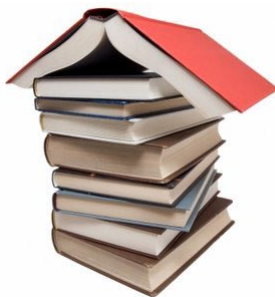
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Building Relationships with the Community and Parents Adds Promise to Your School's Success Stories

By Michelle Sears, Director of Client Relations



As market researchers, we have always provided schools with valuable information that they can use to positively impact the role the school has in their student's education. Whether it is support from the community on an upcoming millage request, to tracking the success of recent high school graduates, we have been there providing information and planning that makes the difference.

"Forging Relationships with the Larger Community Pays Off Big-Time," by George

Pawlas, author and educator, emphasizes what we have been doing for school districts for the past 20 years -- parent and community surveys. Pawlas states, "Schools cannot afford to function independent of other segments of their communities. Now, more than ever, it is essential that schools form relationships with community members, groups, and agencies for the mutual benefit of the students and the school."

Most schools hold meetings open to the community to gauge the perceptions of community members. For school districts, it is essential to listen to the voice of the community as whole, versus only listening to the people who want to provide feedback to your school. Telephone surveys can provide a statistically accurate portrait of how your school is perceived in the eyes of the community. More specifically, nearly 70 percent of adults do not have school-aged children, but those same adults do have a say in determining the direction of the schools within their district. "That's why school boards and school principals are wise to continuously funnel news to the public about their schools' programs, successes, and needs," said Pawlas.



Featured Article

[More Tips For Great Newsletters](#)

General suggestions for items that many principals and educators include in their school newsletters.

By George Pawlas

Useful Links

[When Teaching Becomes Dangerous](#)
Teacher OK after crashing into bear on bicycle

[All About Widgets](#)
Provides the tools for you to stay up to date on the most important education news, the most recent top jobs, and job and teacher resources. Widgets are available for news and resources from the Education Week, Teacher Magazine, and TopSchoolJobs.org sites.

It is no question that parents play an active role in their child's education and that parent involvement increases achievement, behavior, attendance, and graduation rates. Most parents live busy lives and it can be challenging to provide the school with feedback without being asked. Parent surveys can provide schools the opportunity for parents to express their needs and concerns to the school in a confidential manner. Involving parents in the future direction of the school reinforces its accountability and responsiveness to the concerns and expectations parents have for their children's school.

Parent and community surveys provide the district with information they cannot get through suggestion boxes, school meetings, e-mails, and parent-teacher conferences. They can provide your school with an accurate portrayal of how both parents and the community feel about the allocation of resources, planning procedures, expectations, evaluate programs and services, and evaluate facility issues, etc.

Perspectives Consulting Group, Inc. has worked with a variety of educational institutions and organizations including: schools, school districts, intermediate school districts, colleges, and universities. We have conducted parent and community surveys for bond proposals, benchmarking surveys for planning purposes, feasibility studies for new facilities, communication and awareness assessments, student, staff, and graduate satisfaction studies, and studies of educational accountability. For more information, contact Michelle Sears via e-mail at msears@perspec.com, by phone (800) PCG-9994, or visit our website at www.perspec.com.

Source: Pawlas, George. "Forging Relationships with the Larger Community Pays Off Big-Time." *Education World* (September 2007).

Top Three Traits Every Educator Should Have

By Katie Smith, Marketing Intern

Websites like RateMyProfessors.com and RateMyTeachers.com give students the ability to form opinions about prospective teachers before having to attend class. These websites allow students to rate and make comments about teachers in high schools and colleges throughout the U.S., which are made public to anyone who searches through the websites. The negative aspect about these websites is that students are now making judgments about future teachers based on other student's ratings, and not their own personal experience. On the positive side, these websites offer a lot of direct insight from students, which give opportunities to identify traits and qualities of effective and non-effective teachers from the perspective of the student.

According to the article, "The Ideal Professor," a study was done on the student ratings of teachers on RateMyProfessors.com of three universities in Pennsylvania. Both positive and negative teacher comments/ratings were collected and analyzed to determine the top three categories that students rate teachers on:



1. Knowledge and Presentation - It is very important for the teacher to be knowledgeable in the area they are teaching. If educators cannot get the idea and information across to the students at their level of knowledge and experience, it makes the student believe that the teacher does not actually know what they are talking about. Teachers who rely on PowerPoint slides, and book/lecture notes were highly criticized by students, where as those who found creative strategies to engage their classroom were rated high on the scale. The overall tenor of comments described that students do not mind working for the grade if the teacher knows what they are teaching, and are able to present it in such a manner that the students can understand and apply it.

[Save the Children](#)
Read the latest issue brief that discusses protecting children during emergency situations.

[21 Classes- Cooperative Learning](#)
Get your students blogging and create a virtual classroom by using this web-based service.

Did You Know?

- On average, high school seniors were only able to answer 48.3 percent of questions about personal finances and economics correctly
- 16.8 percent correctly answered that stocks likely would offer the higher growth over 18 years of saving a for a child's education



- While 37.3 percent thought a U.S. savings bond, one of the most conservative investments, would offer the highest growth

Source: "The 2008 Survey of Personal Financial Literacy Among High School Students." *Associated Press*, Vol. 27, Issue 33, page 5.

Featured Blog

2. Personal Qualities of the Teacher - Being respectful and compassionate are the two most important personality traits for teachers to have. Without respect and compassion, students have no desire to learn from somebody who doesn't seem to have an interest in their personal success. Students rated teachers highly who exhibited not only interest, but passion in what they were teaching and who they were teaching. Things like physical attributes were rarely commented on, where as accents were sometimes expressed as a problem when trying to understand what was being taught.

3. Professional/Instructional Qualities - Students are very aware when their teachers are "on top of things" in the classroom. They notice when teachers are organized and are able to teach in an effective manner. Students like expectations to be thoroughly explained, such as through syllabi and course requirements, and want the opportunity to ask questions if needed. Students want to have meaningful homework assignments as opposed to busy work, and interest in material being taught that will be applicable to their futures.

Perspectives Consulting Group, Inc. can obtain and analyze student perceptions through customized student surveys in order to determine where teachers in your district fall within these three categories. The information provides insight which allows the district to act before any significant problems arise, and can be used to provide direction for planning purposes. For more information, please contact Michelle Sears at msears@perspec.com or at (800) PCG-9994.

Source: Helterbran, Valeri R. "The Ideal Professor: student perceptions of effective instructor practices, attitudes, and skills." The Education Journal (September 2008).

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[Motivation Matters](#)



By Kevin Bushweller

Education CD-ROM



A resource developed for educational institutions. The CD-ROM includes all the information about Perspectives Consulting Group, Inc.: who we are, and what we do. Request a copy of our Education CD-ROM by emailing info@perspec.com or call (800) 724-9994.

Education is learning what you didn't even know you didn't know.

-Daniel J. Boorstin

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