

Lindbergh Schools Parents Focus Group

After reviewing the Lindbergh School District's website and the materials provided, many common themes have risen to the surface. To start, the most frequently vocalized critiques of the website are with its content. Parents are visiting both the district and school websites to get updates on news and general happenings that pertain to them and their children. Active parents want easy to obtain and fresh content.

The most common piece of information that the parents mentioned was grades. Parents are intensely interested in their children's grades and visit the SIS Portal frequently to be updated on this aspect. Parents want a more direct path to their child's grades, and easier access to any assignments that their child may need to make up.

Another area of major interest with parents was school calendars. Parents mentioned having to visit many different calendars frequently to write down dates and times of the practices and events that their children are involved with. Parents depend on this information in the school's regular and extracurricular calendars to plan their lives.

In a similar vein, both scheduled and unscheduled school closings are another piece of information that parents cited as being very important to them. One parent went as far as to tell a story about a school closing at 1:00 that was not circulated very well. She wanted to emphasize how vital this information is to the planning that is required by parents to make special arrangements to pick up their children mid-day.

In the past, information has been so difficult to find that many parents and teachers have found other avenues to find and deliver content quickly. For instance, when there was a need for information to be available online for PTO meetings, members of that PTO group created a site where they could display updated information on their meetings and upcoming events, because they had no means of integrating that information into the district's website.

Another method that parents use frequently to be updated on the happenings in the district is Facebook. Teachers and schools that are using Facebook as a means of getting general updates out to the parents have received high praise. Parents enjoy being able to use a service that they already use for other social interactions as a platform to be informed about what is happening with their children at school. Both school Facebook pages and individual teacher Facebook pages were mentioned as a great resource.

Parents want easy to obtain and fresh content. They want a centralized place where they can manage calendars, grades, and general information. Currently parents are using many different sources from outside PTO websites to Facebook to obtain the information most important to them and their family's lives. It is important to provide them with a more centralized strategy for content delivery that consolidates Lindbergh's current digital real estate with easy access to all third party sites and reorganizes the content provided based on the intensity of the need for that information.