YouthTruth
STUDENT SURVEY
A NATIONAL NONPROFIT

December 21, 2017

Dear San Leandro Unified School District team,

We are pleased to share the following proposal to partner with San Leandro Unified School District to gather valid, reliable, and comparable feedback through YouthTruth's research-based perception surveys. YouthTruth can help San Leandro USD gather feedback from students as well as school staff and family members to drive high-performing schools and monitor progress against the district's blueprint for excellence.

In particular, YouthTruth can provide this support by:

1. Providing comprehensive district-wide **student feedback** on topics that research says matter most to student academic outcomes and creating a healthy and happy school climate and culture;
2. Complementing the student feedback with insights from **parents/guardians** on themes such as engagement, relationships, school safety, and culture through the Family Survey;
3. Gathering comprehensive **staff feedback** on topics such as engagement, culture, professional development and support, and empowerment;
4. Delivering robust interactive reports within about seven business days that are designed for each audience to be tools for **school improvement** and building a culture of continuous improving and learning; and
5. Engaging in capacity-building training and **professional development** for school leaders, student leaders, and district administrators to get the most out of survey efforts.

We are committed to making student and stakeholder feedback efficient, cost-effective, and actionable. Because student perceptions are linked to their academic outcomes, San Leandro USD can use YouthTruth data immediately to accelerate improvements in each school and throughout the district.

We welcome the opportunity to discuss the proposal and tailor the scope even more to your unique needs and budget.

Best regards,
Sachi

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Materials included separately:

- YouthTruth Survey Questions

Part 1. YouthTruth's Value as a Strategic Partner

YouthTruth is a national nonprofit that harnesses student and stakeholder perceptions to help educators accelerate improvements. Through validated survey instruments and tailored advisory services, YouthTruth partners with districts, states, and educational organizations to enhance learning for all students.

YouthTruth was developed by the Center for Effective Philanthropy (CEP) and the Bill and Melinda Gates Foundation and has surveyed over 650,000 students across 38 states. CEP has a 16-year history and expertise in helping organizations, including many of the largest philanthropic funders in the country, use comparative survey data to inform their decision-making. This experience, combined with the YouthTruth team's deep involvement in student survey work, positions YouthTruth as a strong strategic partner for San Leandro USD.

In partnering with our clients, YouthTruth provides comprehensive and customized survey services. Our offerings and benefits include:

- Rigorous, validated student survey instruments
- Deep expertise in education, survey design, research methodology, and data analysis
- Rapid delivery of online, interactive reports at multiple levels for district leadership and principals
- State-of-the-art online interactive data visualization platform
- Experience managing complex projects, and a high degree of client service orientation
- Follow-up advisory services to support district leaders and school leadership teams in interpreting and making the most out of the data gathered

Survey Topics and Administration

YouthTruth's survey instruments are comprehensive, but at the same time designed to be completed within 15-20 minutes. Our online surveys can be taken on any device that connects to the internet: computers, tablets, even smart phones. Respondents can toggle to take the survey in English or Spanish, and we can customize to include additional languages as well. To experience a survey from a user perspective, please click through a sample excerpt of the high school student survey here: **hssample.whatsyourtruth.org.**

YouthTruth's Student Surveys include age- and reading-level appropriate versions for elementary, middle and high school (see attached full list of student survey questions).

- **YouthTruth's high school student survey** topics include: student engagement, academic rigor, relationships with teachers, relationships with peers (including bullying), school culture, and college and career readiness.
- **YouthTruth's middle school student survey** topics include: student engagement, academic rigor, relationships with teachers, relationships with peers (including bullying), and school culture.
- **YouthTruth's elementary school student survey** topics include: student engagement, academic expectations, personal relationships (including bullying), instructional methods, relevance, and classroom culture.

YouthTruth's Staff Survey represents the following four core themes: culture & communication, relationships, engagement & empowerment, and professional development & support. Overall strengths and areas for improvement, recommend rate, and indexed qualitative comments are also included in the reporting. On average, staff members take 20 minutes to complete the survey. To explore a sample survey, visit: **staffsample.ytsurvey.org.**

YouthTruth's Family Survey represents the following six core themes: school culture, engagement & empowerment, relationships, communication & feedback, school safety, and resources. Overall strengths and areas for improvement, recommend rate, and indexed qualitative comments are also included in the reporting. On average, family members take 20 minutes to complete the survey. To explore a sample survey, visit: **familysample.ytsurvey.org.**

Survey Results, Analysis, and Reporting

YouthTruth will provide school-level reporting, as well as district-level findings. Principals receive school-level reports that show average ratings in their school, as well as differences across subgroups, while district leaders receive district-level reports to easily compare results across schools and subgroups.

The YouthTruth online, interactive reports are typically delivered within seven business days. With YouthTruth reports, education leaders can:

- Disaggregate results by demographic subgroups:
  - Secondary student survey results can be disaggregated by grade-level, gender, race/ethnicity, ELL, SPED and FRPL. Elementary student survey results can be disaggregated by gender and grade level.
  - Disaggregate staff survey results by gender, race/ethnicity, role, years in role, tenure at school, and for instructional staff, years of teaching experience and teacher training.
  - Disaggregate family survey results by gender, race/ethnicity, child's grade level, relationship to child, level of education, FRPL, primary home language, number of children attending the school.
- Compare results to other schools across the country and to other schools with like characteristics, such as suburban, urban, large-school, small-school, high-poverty, PBL, etc.
- Review qualitative comments indexed by theme.
- Share customized report summary with other stakeholders (with sensitive information redacted).
- Access follow-up resources for action planning.

Introduction to Reports

To view sample student survey reports, please visit **youthtruth.surveyresults.org/public/OSE-HS**.

YouthTruth reports are best experienced online to understand their full interactive functionality. For an example of the types of data files and reports that YouthTruth provides, please use the above link to access an online interactive report. For a brief introduction to our reports, please find three screenshots below.

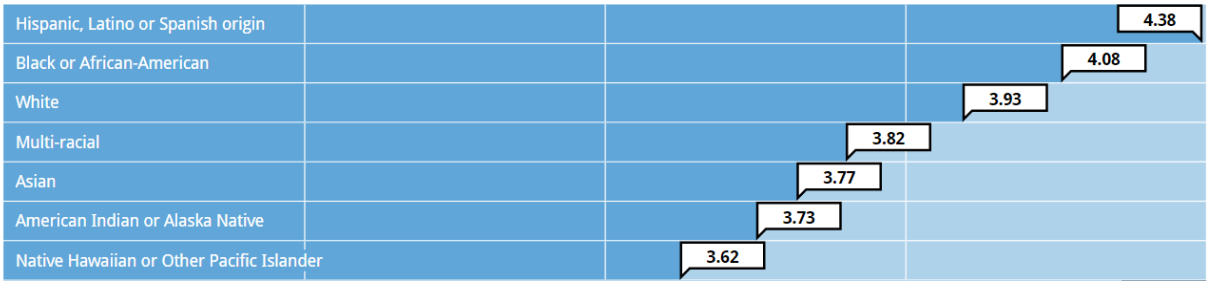
1. The following image is from the **Key Ratings** page of a high school student survey report, which illustrates findings at-a-glance. In a school-level report, Key Ratings represents feedback across all students at the school. In a district-level report, it represents results for the median-rated school in the district. Key Measures aggregate results from all of the questions in a topic. In this way, the users can see at a glance how students feel about each key theme.

   In the example below, the school has surveyed three times, as illustrated by the three points in the Trend Data. The Average Rating provides the average response across a topic, from 1 (Strongly Disagree) to 5 (Strongly Agree). The Percentile Rank provides a national comparison as well as a local/similar comparison. The white flag provides the national comparison, letting the user know that a 4.07 for student Engagement is above 96% of other participating high schools across the country. The school is in the 96% percentile for Student Engagement, and also leads all the other schools in Cooke County School District. The grey line for Cooke County's district results illustrates the range of responses, with the dash representing the median high school in Cooke County.



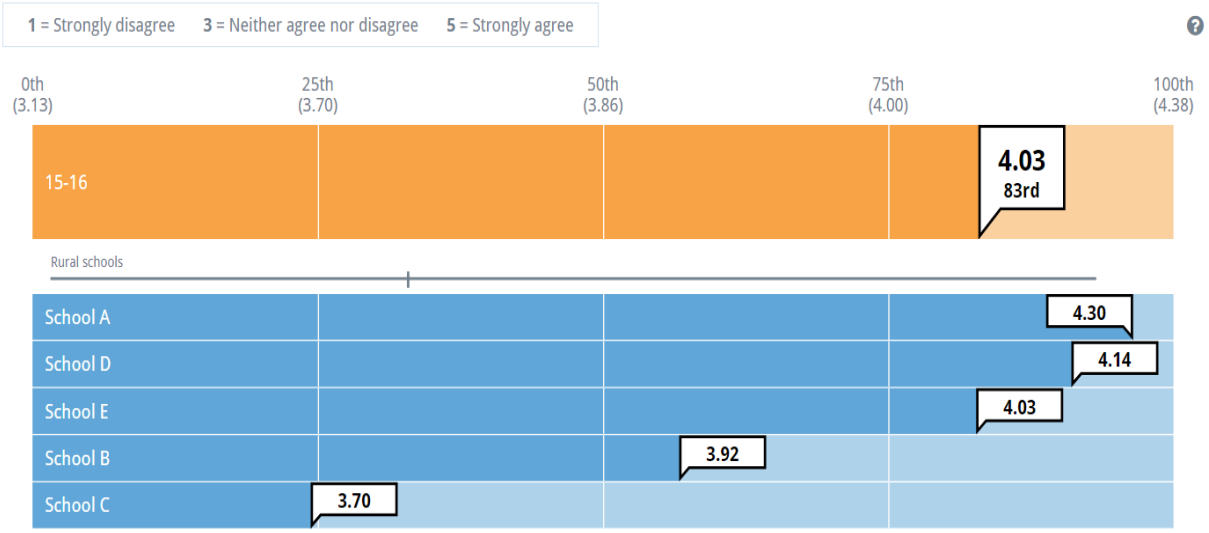
2. The reports also provide aggregated and disaggregated **results for each question** in the survey. For example, all secondary students provide their feedback to the statement: "Most adults in this school treat students with respect" (5 = strongly agree; 1 = strongly disagree). The following sample chart provides context for how a school leaders would view results. Each blue bar presents the average for each demographic subgroup. For example, in this sample data, Hispanic/Latino students have the most positive perceptions of respect (average response = 4.38). White students have lower perceptions (average = 3.93).

   "Most adults in this school treat students with respect."



3. The next chart provides the district-wide results for the survey question, "I can usually be myself around other students at this school." Students across Cooke County School District averaged 4.03, which is in the 83rd percentile compared to other student perceptions across the country. The ranking is also more favorable than the typical Rural high school. However, schools within the district received a range of responses, with school averages ranging from 4.30, at the highest to 3.70 at the lowest.

   "I can usually be myself around other students at this school."



Project Management for High Response Rates

As a mission-driven organization, we believe that stakeholder feedback is most helpful when all students in a school are heard, and not just small samples. As such, we dedicate resources to ensuring representative response rates.

Here are the average response rates for student surveys in the following school levels:

- The average response rate for **elementary schools** in the YouthTruth comparative dataset is 88%.
- The average response rate for **middle schools** in the YouthTruth comparative dataset is 94%.
- The average response rate for **high schools** in the YouthTruth comparative dataset is 75%.

Part 2. Three-Phrase Work Plan At-A-Glance

YouthTruth typically uses the following work plan to manage implementation and ensure success. YouthTruth recommends following the below work plan each year for surveying students and family members in San Leandro USD. The three phases are: 1) Pre-survey, 2) During Surveying, and 3) Post-survey.

Phase	Timeline	Activity	Lead	Activity Outcome
I. Pre-Survey	~4 weeks prior to surveying	**Pre-survey Call** (30 minutes)	**YouthTruth Client Services**	• Identify and introduce key team members • Review scope, project plan & timeline, and any additional needs or customizations
	~3 weeks prior to surveying	**Kickoff Webinar with principals** (30 minutes)	**YouthTruth Client Services**	• District and school leaders as well as implementation contacts will understand all processes and responsibilities for surveying
	~3 weeks prior to surveying	**Announcement and Coordination**	**Leaders at Participating Schools** (with YouthTruth support)	• Survey participants will understand when, how, and why the surveying is being planned
	~ 2 weeks prior to surveying	**Implementation Guides Released**	**YouthTruth Client Services**	• Schools will receive individual Survey Implementation Guides
II. During Surveying	During surveying	**Gather Survey Data**	**Leaders at Participating Schools** (with YouthTruth support)	• Surveys are launched and school leaders encourage as many stakeholders as possible to respond
	Weekly	**Response Rate Monitoring**	**YouthTruth Client Services**	• YouthTruth provides real-time (hourly) response rate updates and sends weekly reports
III. Post-Survey	~7 business days after survey closes	**Analysis and Reporting**	**YouthTruth Analyst Team + Client Services**	• YouthTruth analyzes data and produces audience-appropriate reports • Online, interactive, reports released.
	After reports are delivered	**In-Person Workshop with YLC and school leaders**	**YouthTruth Partnerships**	• Discuss results, report features, and follow-up resources to equip leaders to understand and take action based upon the data

Part 3. Using YouthTruth Data to Accelerate Change

YouthTruth provides professional development to build organizational capacity for interpreting and taking action on student perception data.

Facilitated by YouthTruth data and education experts, all YouthTruth professional development services lead district and school leaders in discussion and hands-on exercises to:

- Understand key findings and trends across the district and within each school
- Identify strategies for using this data with the staff and school community
- Share best practices across schools
- Begin action planning from results

Participants come away with actionable steps for using their stakeholder feedback. School leaders often remark about how helpful it is to carve out dedicated time, have "third-party" facilitators, and a valuable structure for busy principals to reflect and discuss their school climate.

YouthTruth recommends the following workshop structure for San Leandro Unified. We're happy to adjust the focus and audience based on the district's needs.

Student Voice Workshop with Students and School Leadership Teams

In the Student Voice Workshop, YouthTruth facilitator(s) will present in person to students and school leaders and engage in hands-on discussions about the data, its insights, and how to plan for action. The workshop provides a model of how to explore the data, and how to have productive conversations when the results might be surprising.

This workshop is recommended for students in grades 5 and up. Each school will send its YLC students and at least one administrator. YLC students will prepare a presentation for the School Board about the YouthTruth results.

The Student Voice Workshop provides a powerful opportunity for shared understanding across the student, school leader, and district leadership communities as well as the opportunity to empower student-driven ideas, questions, and goals.

Part 4. Budget Proposal

Cost Breakdown	Unit Price	Surveying Students, Families, and Staff in 12 schools
Project Management		
♦ Project management and support for surveys ♦ Pre-survey engagement with district and school-level staff to prepare for survey administration ♦ Response rate tracking + notifications ♦ District reports synthesizing feedback across schools and subgroups	**$200 /school**	**$2,400** ($200 x 12 schools)
Survey Administration, Analysis and Reporting		
YouthTruth Student Survey	~~$1,200/school~~ **$1,000/ school** with multi-year agreement	**$12,000** ($1000 x 12 schools)
Project Based Learning Additional Topic	**$50 per topic /school**	**$600** ($50 x 12 schools)
YouthTruth Family Survey	**$500/ school**	**$6,000** ($500 x 12 schools)
YouthTruth Staff Survey	**$300/ school**	**$3,600** ($300 x 12 schools)
Advisory Services		
Student Voice Workshop with Students and School Leadership Teams	~~$4,500~~ **$2,500 local discount**	**$2,500**
ANNUAL TOTAL		**$27,100**