

# 2020 NSPRA Member Survey

## Back-to-School and Parent Communication Plans

**253**  
respondents

**86%**  
represent preK-12 districts

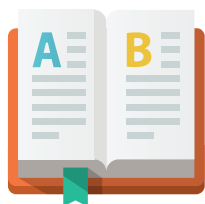
**76%**  
of districts with 25 or fewer schools

Completed July 2, 2020

### Insights:

Insights from the survey have highlighted **5 challenging questions** facing school districts and school district communicators right now.

- When are we going back to school?
- How do we keep students and staff healthy?
- How will learning be different?
- What can parents do to get ready?
- How do we communicate this information?



**85%**

of respondents anticipate starting the 2020-2021 academic school year **on time\***

\*Responses as of July 2, 2020

**79%**



of surveyed respondents said their **use of email** has increased over the past several months, as did use of **school communication platforms** and **social media**

**95%**

of NSPRA members surveyed **provided school-assigned curriculum for at-home learning**



### How successful was your at-home learning program?



**8%**  
Very successful



**44%**  
Somewhat successful



**44%**  
Mixed



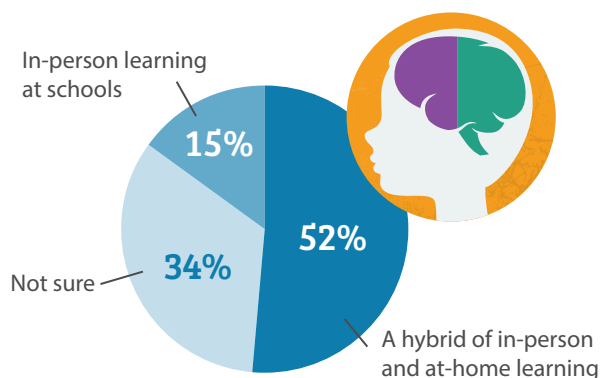
**4%**  
Somewhat unsuccessful



**0%**  
Unsuccessful

# NSPRA Member Survey

## NSPRA members' 2020-2021 plans for learning

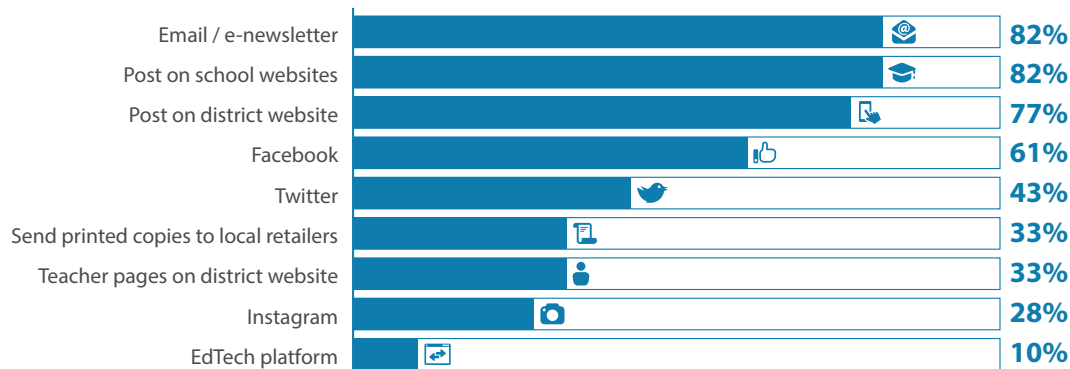


### "One of the biggest challenges in communicating

back-to-school information to parents over the summer has been timing. Deciding, formulating and communicating the plan and giving families enough lead time to be prepared."

—NSPRA survey respondent

## Top communication channels for posting and sharing back-to-school lists with parents



## Most requested supplies schools ask parents to purchase for students



In addition to standard back-to-school supplies this year, a large majority of NSPRA survey respondents are requesting parents to purchase hand sanitizer, disinfectant wipes, and tissues for students.