

Superintendent Search Survey

Results and Analysis

GRRecruiting

Sioux City Community Schools



Overview of Study

A superintendent has many responsibilities in a school district to include implementing the mission and vision of the district, setting and guiding district priorities, engaging with the community, and leading by example. To fulfill these responsibilities the superintendent needs the support of parents, staff members, students, and community members. Ensuring support of these stakeholders requires the ability for them to provide input on the desired characteristics and their immediate priorities. Gathering their feedback during the hiring process allows them to help identify a superintendent candidate who can guide the district towards its goals.

The Superintendent Search Survey was developed by GRRecruiting in collaboration with K12 *Insight*. The survey was open from September 28 to October 14, 2022.

It was distributed to the community through a public URL.

The survey was available in English, Oromo, Spanish, Somali, Tigrinya, and Vietnamese.

Results do not reflect random sampling; therefore, they should not be generalized to all stakeholders. Rather, results reflect only the perceptions and opinions of survey participants.

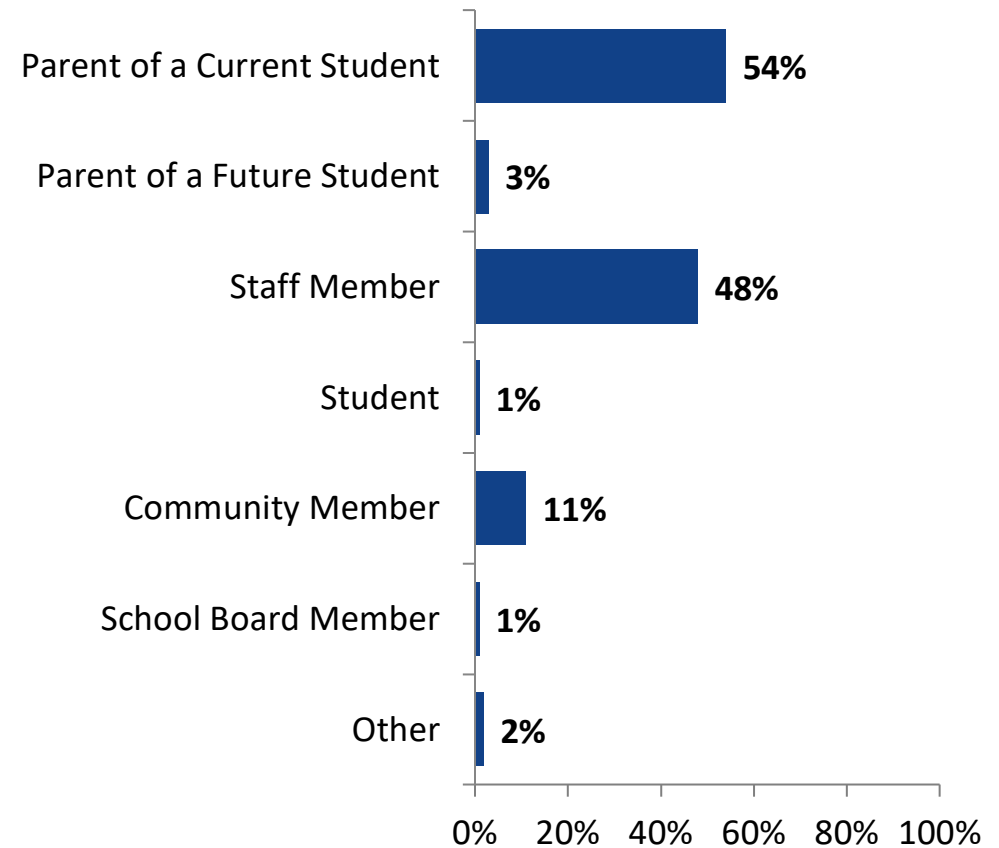
Data labels less than 5 percent are not shown in charts and graphs. Percentages may not total 100 due to rounding.

A separate report with all the responses to the open-ended questions was also provided.

Participation and Relationship to the District

Which of the following describes your relationship to the district? (N=1,121)

Responding Group	Public Access Link Responses
Families and Community Members	1,121



Percentages added may exceed 100 since a participant may select more than one answer for this question.

Top Selling Points

What are the three greatest selling points about your school, district, or community that would make it attractive for new superintendent applicants? (N=3,363)

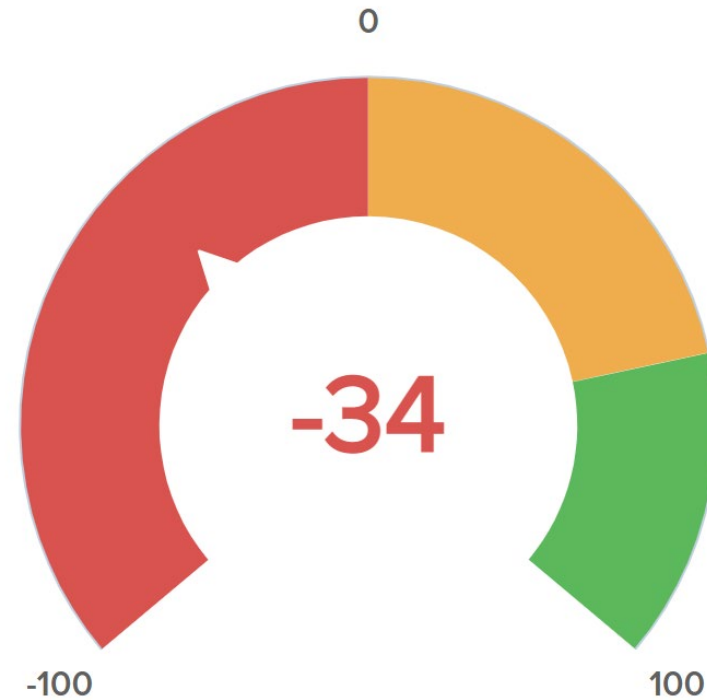
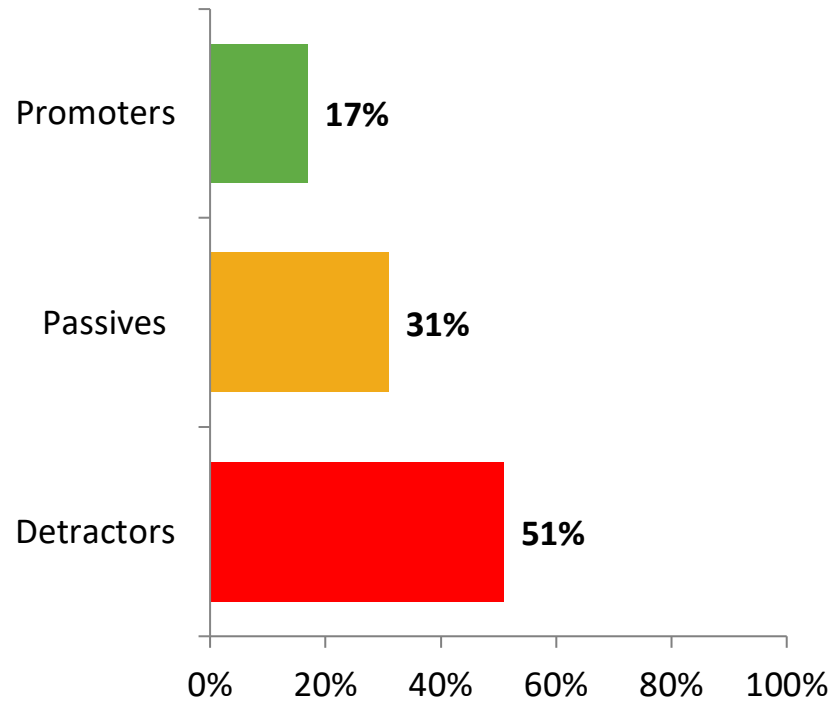
Participants said the **number one selling point** is that the district has a **strong sense of community** and is an **involved** and **supportive community**.

Participants said the **second selling point** is the **hard working, dedicated, and caring teachers and staff**.

Participants said the **third selling point** is the **diverse community** and **student body**.

District Net Promoter Score

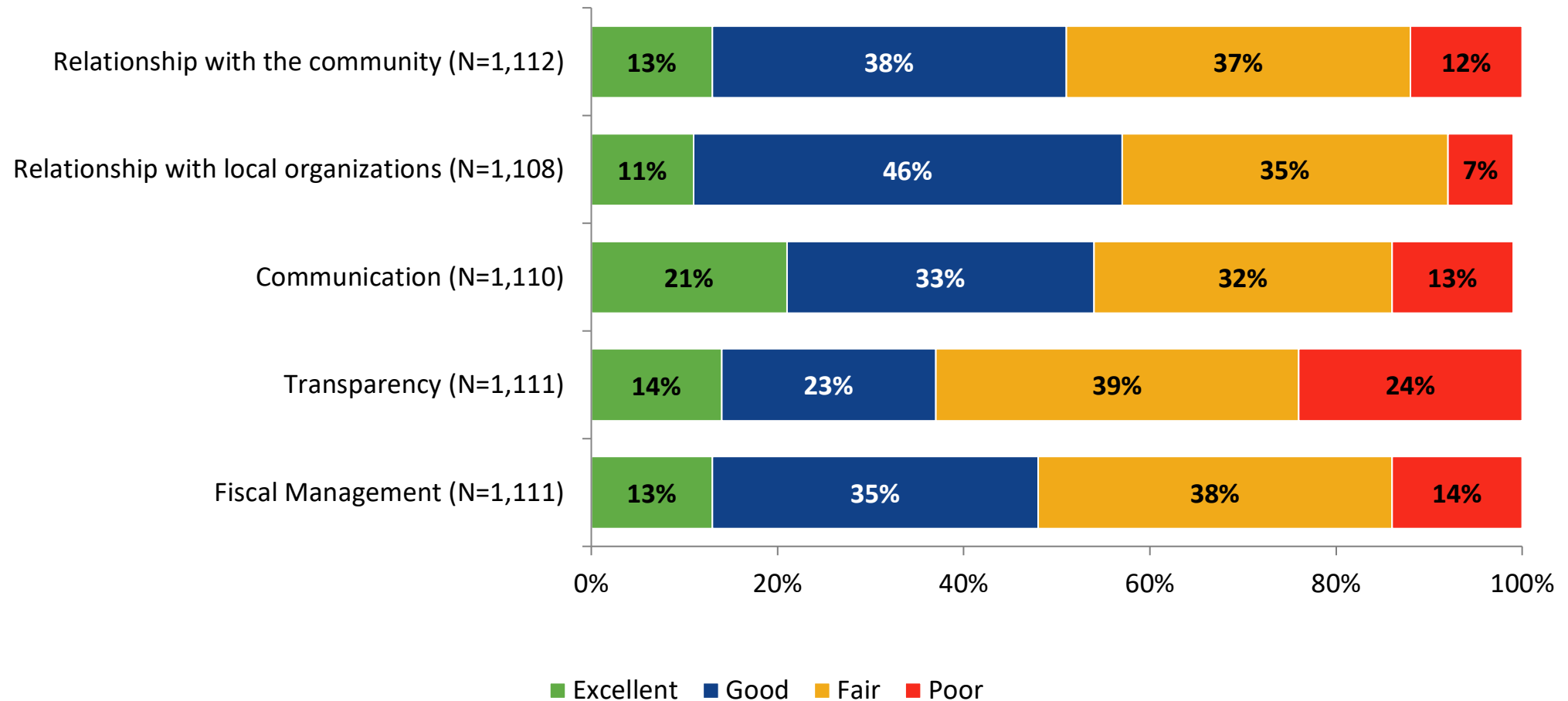
How likely are you to recommend the district to a family member or friend? (N=1,069)



Net Promoter Score® (NPS) gauges customer loyalty. Those who give a score of 0 to 6 are classified as Detractors, those who respond with a 7 or 8 are Passives, and customers who choose 9 or 10 are Promoters. The overall NPS score is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

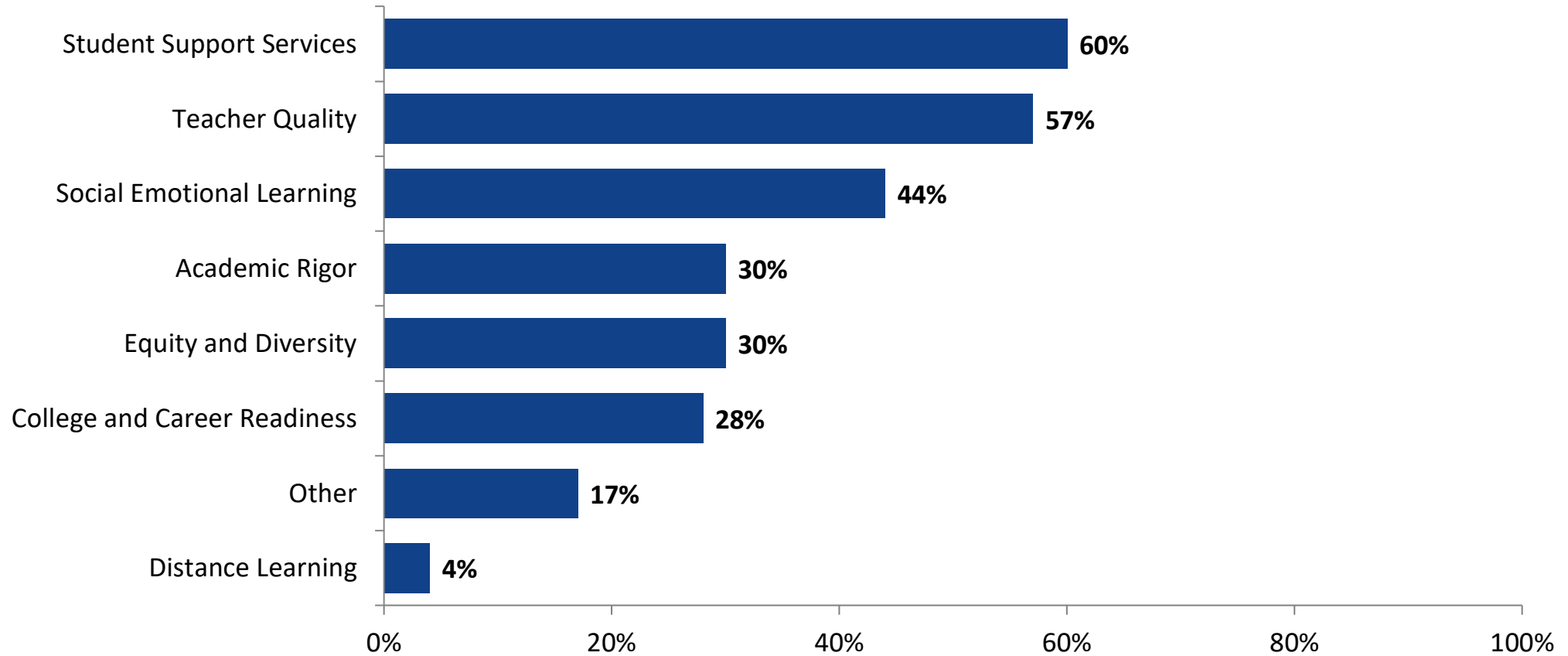
Aspects of the District

Please rate the quality of the following aspects of the district.



Critical Issues

On which of the three critical issues below should the new superintendent immediately focus? (N=1,118)



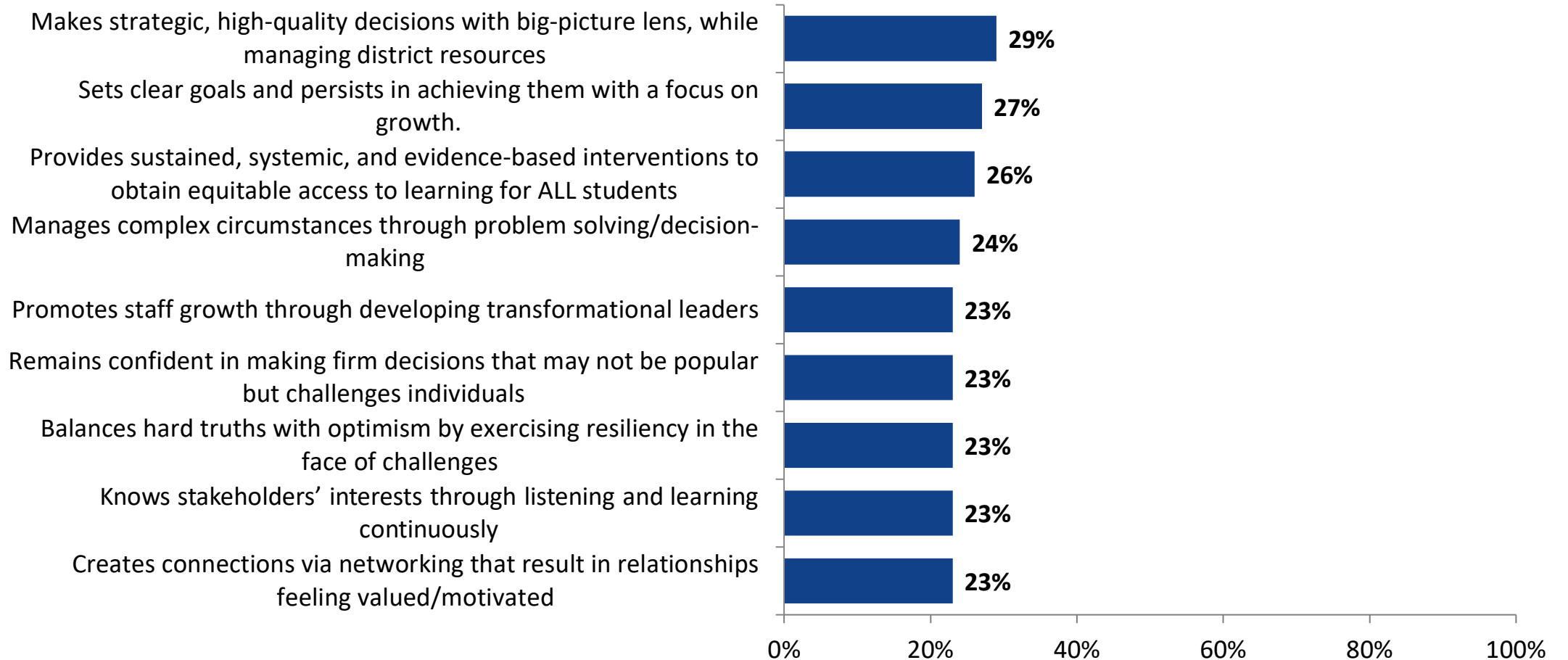
Valued Traits of Great Leaders (Top 8)

Please select the eight components you think are most important for the next superintendent to have. (N=1,117)



Valued Traits of Great Leaders (Continued)

Please select the eight components you think are most important for the next superintendent to have. (N=1,117)



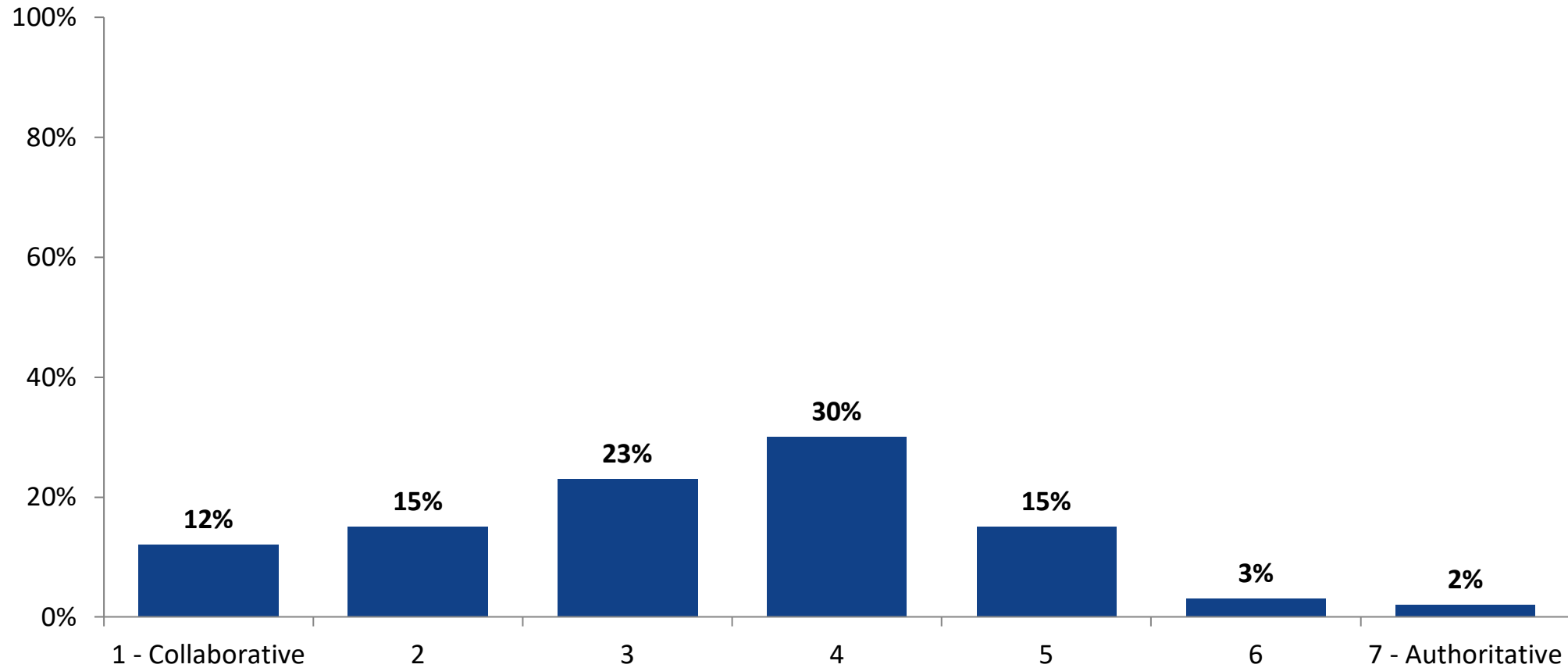
Valued Traits of Great Leaders (Continued)

Please select the eight components you think are most important for the next superintendent to have. (N=1,117)



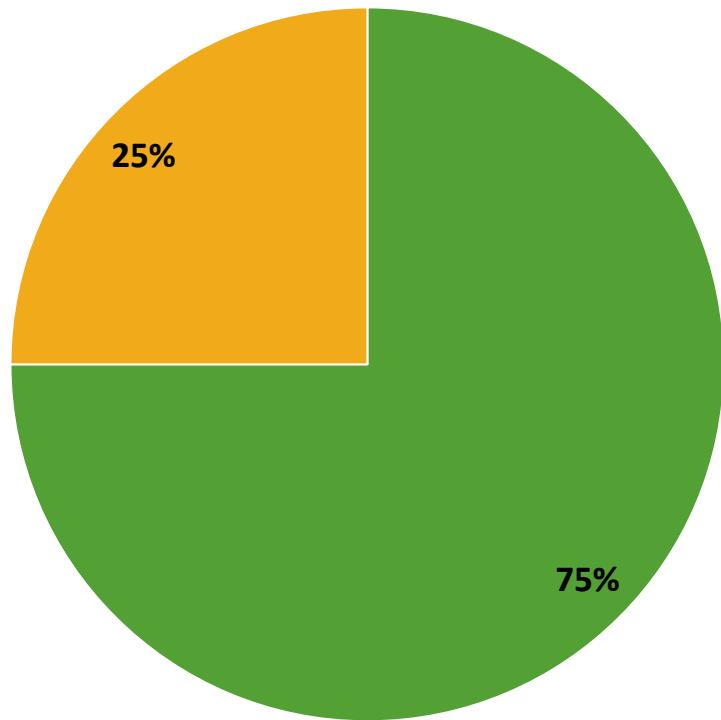
Leadership Style

Considering leader styles where 1 is collaborative and 7 is authoritative, which style leader would best serve this district? (N=942)



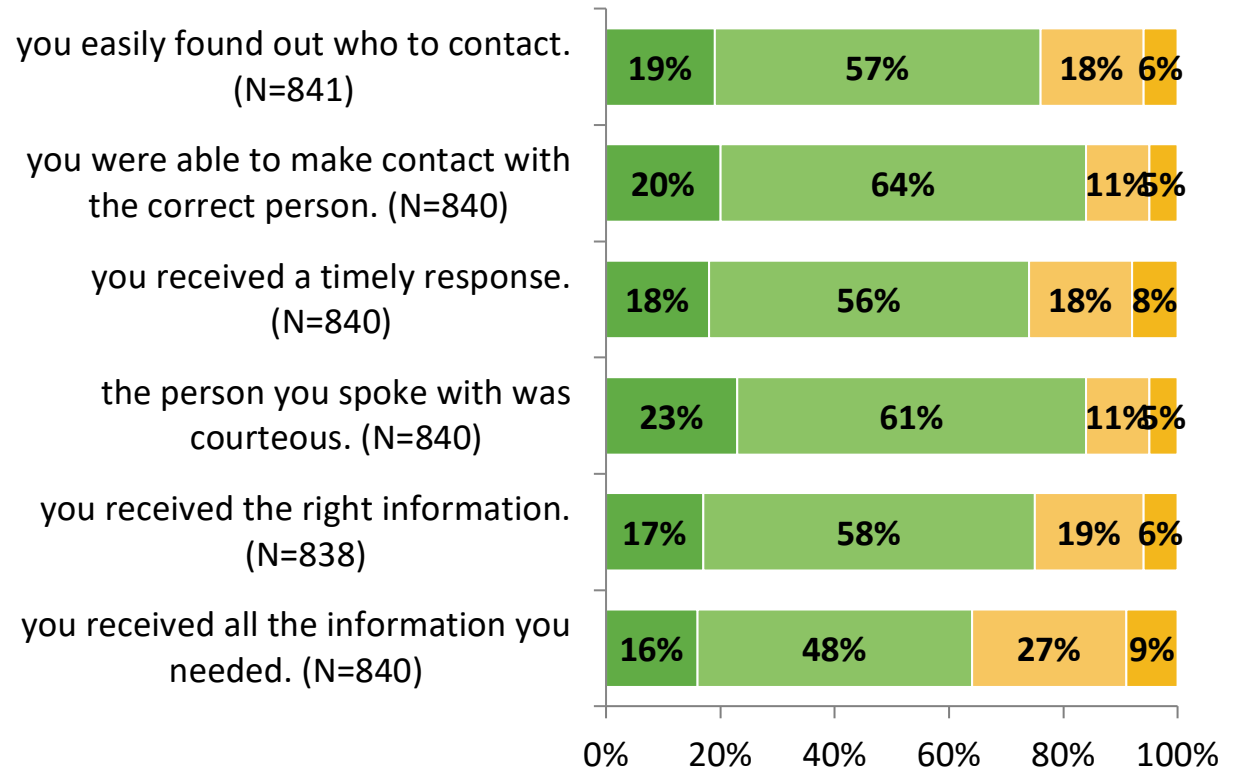
Interactions with District Staff

Have you ever needed to speak with the superintendent, a district staff member, or a school staff member?
(N=1,116)



■ Yes ■ No

When you have needed to speak with the superintendent, a district staff member, or a school staff member ...

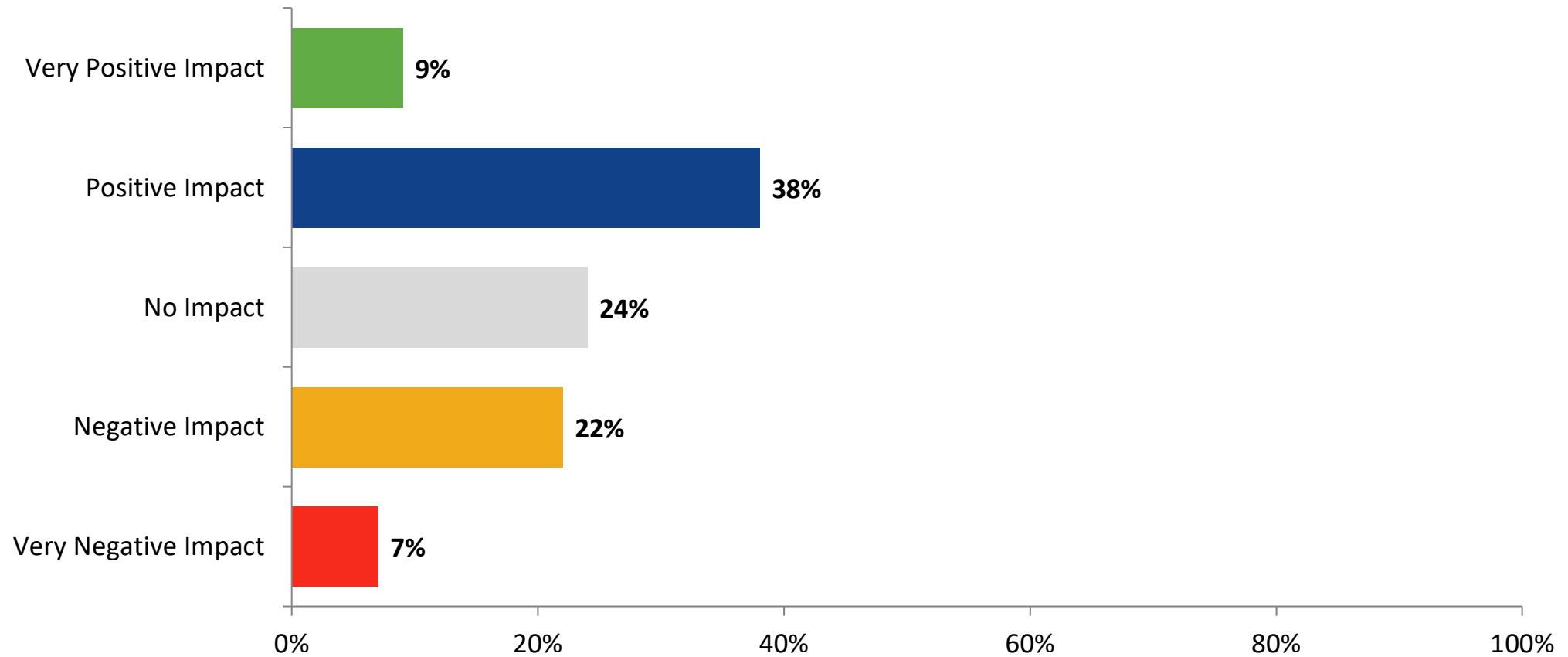


■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree

Note: Only participants who said they had interacted with the superintendent, a district staff member, or a school staff member answered these questions.

Impact of Past Interactions

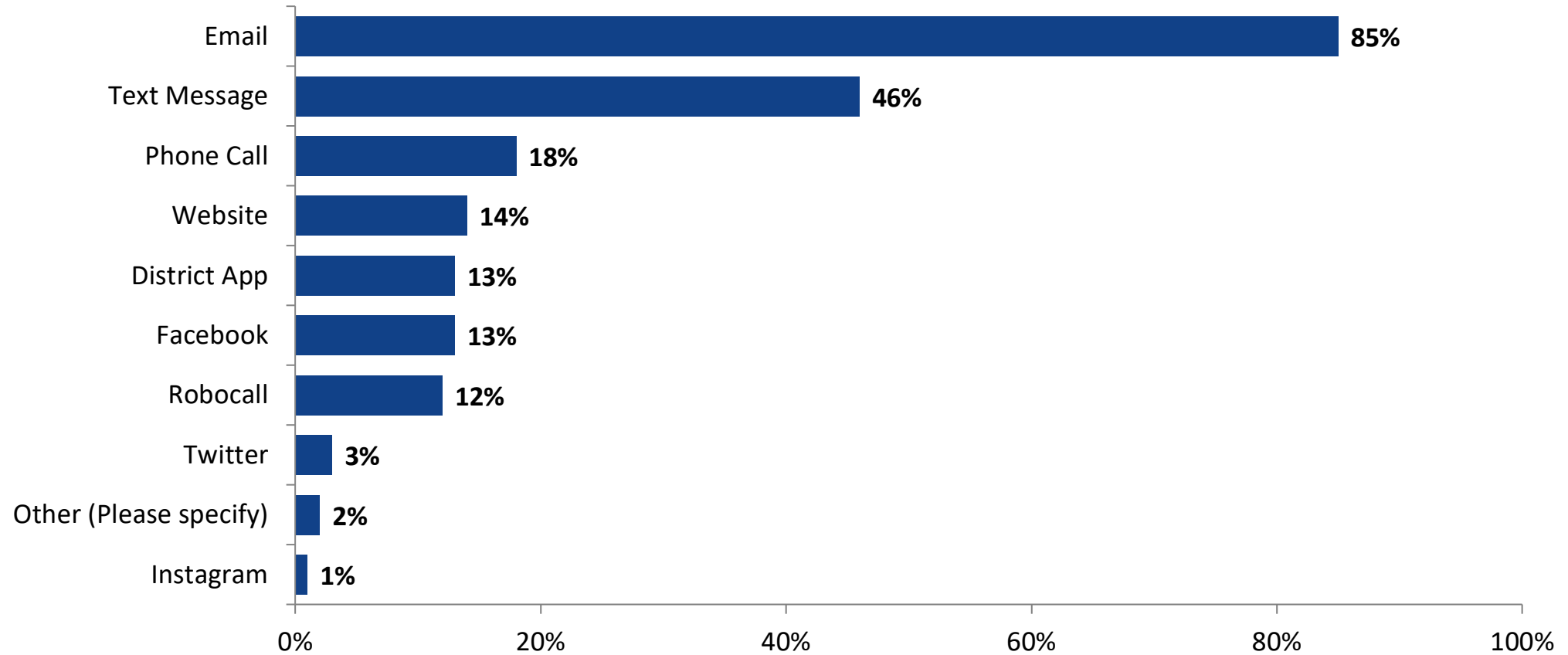
What type of impact has your past interactions had on how you feel about the district? (N=842)



Note: Only participants who said they had interacted with the superintendent, a district staff member, or a school staff member answered these questions.

Receiving Communication

How would you prefer to receive information from the new superintendent? (N=1,110)



End of Presentation



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