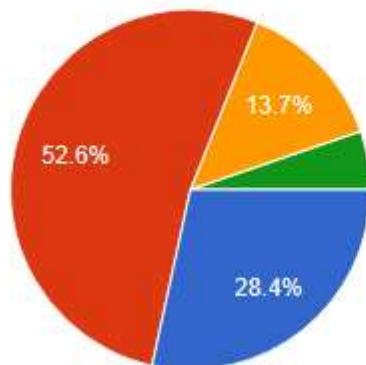# Mowden School Website Survey Analysis

## 1a. When did you last visit our school website?

95 responses

- Within the last week
- Within the last month
- Since the start of the school year
- I can't remember, it was so long ago
- I've never visited the school website

52.6% | 13.7% | 28.4%

1b. What was the purpose of visiting the website?

Summarised: Holiday/Term dates x 44; look at school photos x 19; check letters x 12; uniform (incl. ordering) x 6; find diary dates x 4; school closure info (e.g. snow) x 3; book parents evening x 3; booking holiday info x 3; Parentpay x 2; school news/events x 2. The following were all mentioned once: browsing only; school trip info; after school club number; N/A; lunch menu; job vacancies; school meal account.

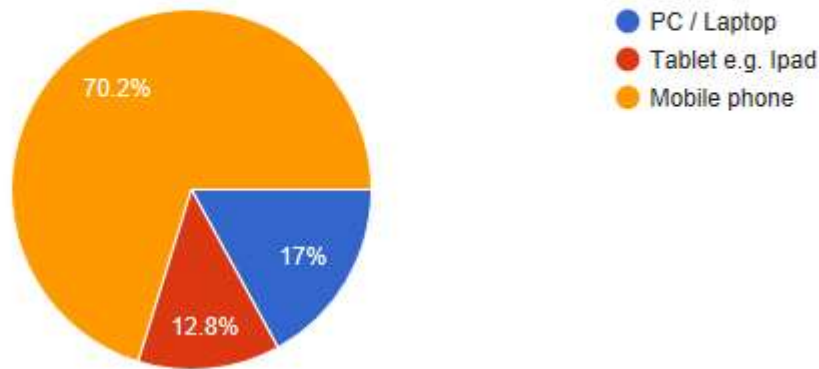## 1c. When we had the recent snow, did you visit the website for information about closure?
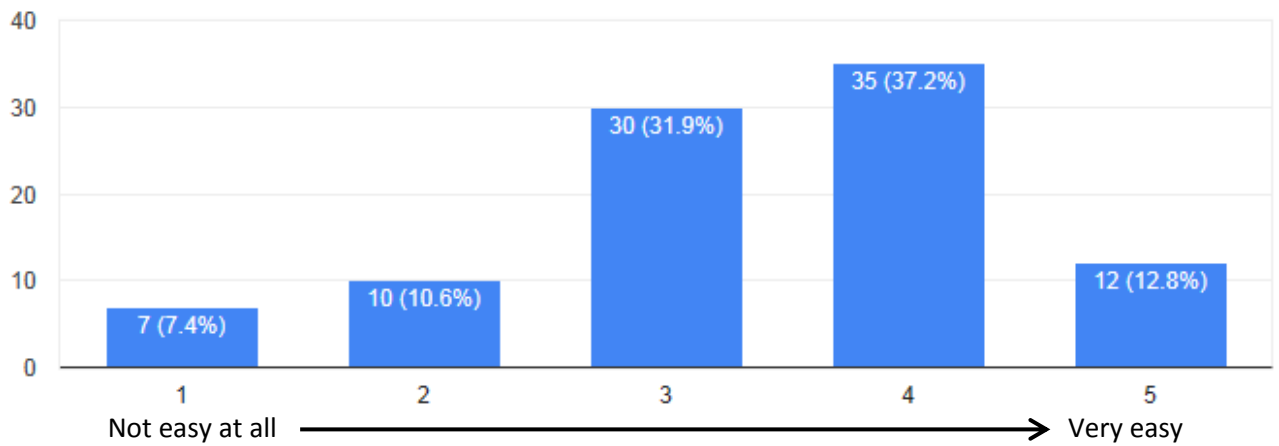
95 responses

- Yes
- No

75.8% | 24.2%
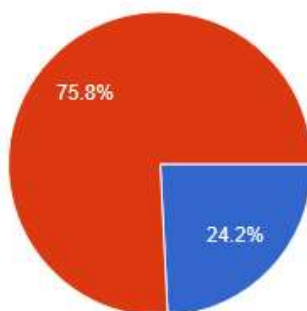
2a. How do you normally access our website?

94 responses

- PC / Laptop
- Tablet e.g. Ipad
- Mobile phone

70.2%
17%
12.8%

2b. How easy do you find what you need?

94 responses

7 (7.4%) 10 (10.6%) 30 (31.9%) 35 (37.2%) 12 (12.8%)

1   2   3   4   5

Not easy at all ⟶ Very easy

2c. How easy do you find the website to navigate generally?

94 responses

4 (4.3%) 13 (13.8%) 30 (31.9%) 36 (38.3%) 11 (11.7%)

1   2   3   4   5

Not easy at all ⟶ Very easy
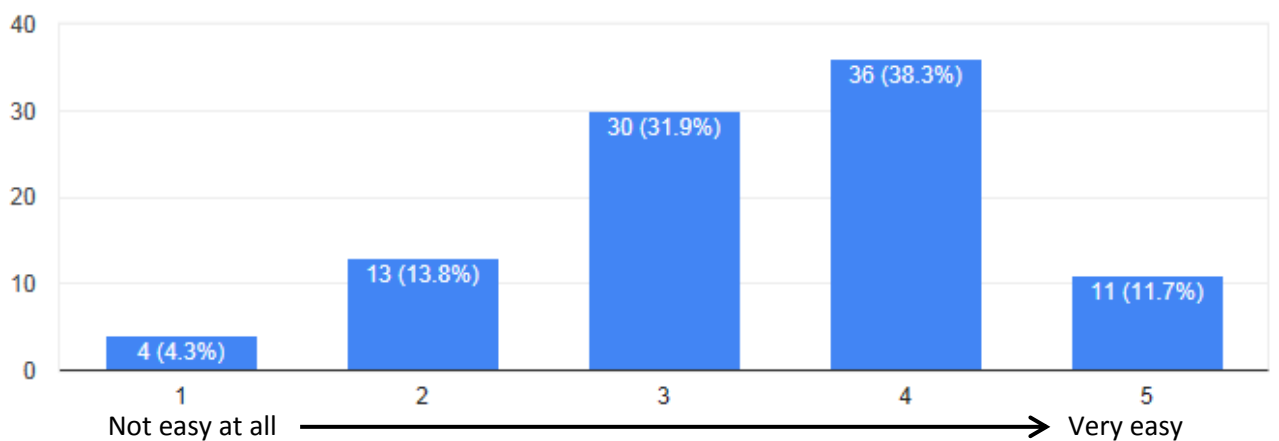
2d. What, if anything, would you like to see added / more of ?

All directly quoted:

N/A (x3)

News stories and a more visible calendar.

Copies of all letters that go home

More advance on teacher training days

can find all things I need

I think there is sufficient information on the website

Parent login for photos and updates on development.

Think the access to important info should be easier. Maybe secure parents area where letters home are posted / easier to find term dates etc / submit forms securely - i.e. holiday requests or change of lunch type

Letters/calendar

Information on academic targets per year group, homework/spellings, current performance of child

Help for parents that work full time

All letters that are sent home

Spellings? We run the school fb page and parents always lose their spellings

Letters home on a quick link

Nothing

Just to be regularly updated. To have access to child's homework- spelling etc. PE timetable

Maybe 'news' i.e what's going on in school brief snap shots

Most things are already there

Photos of activities they have been doing

Icons with links rather than long list of options. School calendar.

Photos from school

Staff profiles would be nice

It would be nice for each class to have a section, where you can see what work they have been doing but I appreciate teachers have a busy enough life already!

An easier to navigate menu/simpler page navigation structure.

Nothing

Photos of events - know they are there somewhere but is tricky to find

Information remained

I struggle to find the content as it is so unable to answer correctly

All letter added, more clearly labled

Maybe instead of having all the information in hyper links in another link maybe have some sort of "app" on a home screen such as ... school holiday dates ... school dinner menu .... year 6 residential trip

General school day stuff net ball and the club info

Clearer layout

I feel it's very informative and covers a breadth of information.

Calendar doesn't always contain everything that's going on

Letters home

I do for parents about learning resources, eg guides how to help with homework (I have no idea what a subjunctive clause is, and apparently I do multiplication all wrong!)

Easier to navigate. More logical menu options

More day to day information, it to be easier to see timetable information. Maybe options to enquire about after school activities or to put names on waiting lists.

More information about Mowden Maths Challenge

Nothing

More communication

2e. Do you have any thoughts on our website?

All directly quoted:
No (x5)
I would like to see more video content and for it to be better on a mobile device.
All ok
It is well presented and easy to navigate.
Lots of information but a bit 'wordy' perhaps could have more of a 'cleaner' look, it seems very busy on first appearance
Feels a bit dated
Too many headings, not easy to find the info you need!
I find it hard to navigate
It is very text/mission statement 'heavy'; greater emphasis on clear navigation would be an improvement
Could be more mobile phone friendly
Needs neatening up with parent info like term times, holiday form and letters home in a more easily accessible place. Love that letters home are there.
N/A
I believe it is fine for what I look at it for
I find it useful for key information and to check I've not missed any letters home
Better navigation
I like the photographs to see what has been going on. I find it to be very informative.
Cluttered. Too much scrolling.
Does seem cluttered and things aren't where expect them to be
More easy
I find it quite old fashioned and slow also difficult to navigate
Colourful and easy to navigate
I think it isn't so easy to navigate, when I go to look for school holiday dates it takes you to the holiday absence forms
It's easy to navigate, but it's hard to use on a mobile, a Mowden schools app would be brilliant!
Far too much text. Too much information on the screen in one go.
It's one of the best school websites I have seen and I feel it is kept up to date
Has improved, like seeing the photos
That poem is lovely but I don't need it to fill my screen when I log on using my phone
Some of the headings are not logical (eg holidays doesn't link to term dates)
It is very informative if you have the time to spend trying to find what you need.
It could be made easier to navigate
It's not particularly user friendly and is quite old fashioned.
The website is very informative particularly the letters home I check that and the calendar for class assemblies etc.
Generally very good and informative. Really like to look at pictures of school events.
Nothing

3a. Does the website reflect your wider view of our school?

All directly quoted:
Yes (x32)
No (x11)
Yes briefly.
I only go on to find the information i need
No - website feels old fashioned
I don't think it highlights all of the wider activities / focus points. Some of these would probably need to be password controlled - ie progress on Maths challenge
I feel that the school and its ethos is more modern than the website appears
Looks a little outdated and that is not in keeping with the overall impression of the school
Not really applicable
Not sure
I don't feel it reflects the partnership view - it's more an information source but the only thing that changes is the letters home and pictures added to the gallery
Don't know
No, but may have affected my choice of school when the children were moving from nursery.
It did before my child became a pupil
It's a bit old fashioned and the school is not.
Not sure

Yes I think so.
The website does not do the school justice at all...
Not really
Some times
I think so
Not really
Yes but needs improvement
On the whole I just go on for information so aren't necessarily looking at other things. But I do know you up date it in regard to any school event that has taken place. It appears to be somewhere where achievements are celebrated.
I've never really looked at it that closely. I just visit it for information.
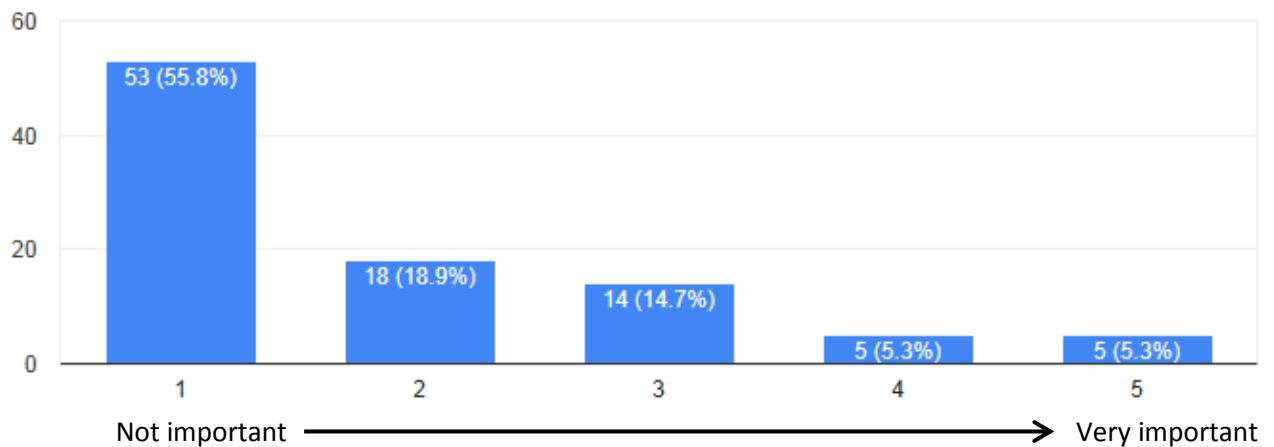Nope
I think the website lets you down
Yes I think it does
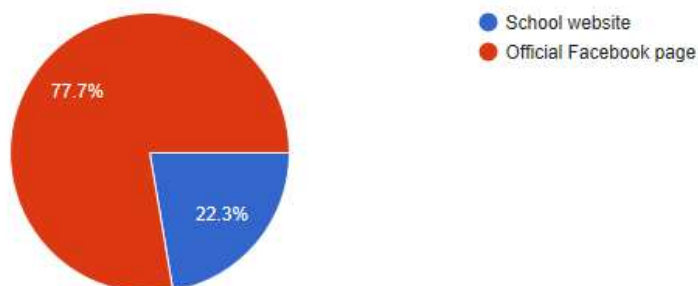The website lets the school down & should be better

3b. When choosing our school, how important was our website in that decision?

95 responses

3c. If school also had an official Facebook page, which would you be more likely to visit for news?

94 responses

- School website
- Official Facebook page

77.7%

22.3%

Commentary

By the very fact that we've conducted a survey, parents may have guessed that we are thinking of making some changes and improvements to our school's online presence. These results have been very useful therefore.

Some key points from the results
- The school website is quite well used.
- 70% of parents view it on a mobile phone.
- The mobile version is not very good.
- Some parents (approximately 20%) don't find the website easy to use/navigate but most do.
- Opinion is spilt. Individual comments show that some parents like our website, whilst others don't so much.
- Visits to the website are mostly to find out specific information, but looking at such as the photos is also popular.
- Facebook would be a more popular way to share information for most parents.
- The website was not that important to parents when choosing our school.

Possible next steps for school
- Improve the mobile version of the website – it is how most parents access the website and through this survey we have discovered it isn't very good.
- Consider how the website could be redesigned, to perhaps be less complicated/text-rich, as well as a little easier to navigate. If 80% of all website visits are for dates, photos, and letters (which this survey has shown) then perhaps these pages need greater prominence.
- Consider having Facebook as an additional online feature.
    - If three quarters of parents would be more likely to use Facebook for school news than the website, then this is something worth exploring. The website could still be in place for all detailed information, with a school Facebook page complementing this perhaps with regular, shorter snapshots of news, dates and events.
    - Aspects of usage (e.g. not allowing replies) and content (e.g. photos, if previously school has said 'please don't share your photos on social media' and now we start doing it) need to be thought out carefully, but this does seem like a good opportunity.
- Separate to this survey, we will soon be bringing a few of our online admin facilities into one app for parents. This will include payments, texts and parents evening bookings.
- Finally, we won't place too much emphasis and energy on all of this. Many parents already like what we have online, and very few chose our school on the basis of the website. In a modern world, this is quite refreshing.

Thank you for your help.

Mr King .