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Thank you for taking the time to participate in this survey. It will take 15 minutes. We are assessing the 2013 Magnet Schools Assistance Program (MSAP) grantees' current technical assistance needs, and this survey is part of our initial data collection effort. There are no right or wrong answers. We are interested in identifying your needs in program implementation and management to provide you with the most relevant and focused technical assistance.

Background

1. How many years have you worked in K-12 education?

- 0-2 years
- 3-5 years
- 6-8 years
- 9 or more years

2. How many years have you worked for the district?

- 0-2 years
- 3-5 years
- 6-8 years
- 9 or more years

3. Has your district hired a new superintendent?

- Within past 3 months
- Within past 6 months
- Within past 9 months
- Within past 12 months
- No

Project Management

4. What are your MSAP schools' major project management challenges? *(Please select all that apply.)*

- Lack of district-level buy-in
- Lack of school-level buy-in
- Recruiting qualified staff (e.g., theme-based teachers, evaluators, or marketing experts)
- Implementing plans
- Communicating across stakeholders
- Other, specify: _____
- Do not know

5. Please characterize your district and MSAP-funded schools' readiness to transition to a new or significantly revised magnet school by rating your agreement with the following statements as:

- 1=Strongly disagree
- 2=Disagree
- 3=Agree
- 4=Strongly agree

Statements	Rate			
	1	2	3	4
District				
a. Most district leaders have communicated that they believe it is necessary to transition the funded schools to a new or revised magnet program.				
b. The district leaders have shown their commitment to transitioning the schools.				
c. The district has a process for staff to ask questions and share concerns about the transition.				
d. The district responds to staff questions and concerns quickly and transparently.				
e. The district has managed change well in the past.				
f. The district has a history of doing what it says it will do.				
g. The project director has developed a plan to communicate with school staff about the MSAP project and generate buy-in.				
h. The project director has a specific management approach and strategies in place for implementing and managing the grant.				
School	1	2	3	4
i. Most of the school employees have communicated that they believe it is necessary to transition to a new or revised magnet program.				
j. In general, the principals support the transition.				

Statements	Rate			
k. Schools communicate the details of the magnet-school transition to those who will be most affected by it.				
l. The schools have processes for staff to ask questions and share concerns about the transition.				
m. The schools respond to staff questions and concerns quickly and transparently.				
n. The schools have managed change well in the past.				
o. School staff can usually count on receiving professional development when they take on new roles and tasks.				
p. School staff members generally understand how things will be different when the transition has occurred.				

Marketing and Recruitment

6. Please indicate which entity has primary responsibility for your MSAP project's marketing and student recruitment. (Please select one.)

- Local education agency, specify department: _____
- MSAP project
- Magnet school

7. Do your district, MSAP project, and/or MSAP schools have a designated student recruitment/application period? Yes No

If yes, when is it? _____

8. What are your MSAP schools' major challenges when recruiting targeted students? (Please select all that apply.)

- Poor school image
- Lack of student transportation
- Highly competitive school choice market
- High percentage of racial/ethnic segregation
- Changes in demographics/population
- Public awareness
- Recruiting diverse students and families from outside traditional school boundaries
- Other, specify: _____
- Do not know

9. What is your MSAP project's level of experience with marketing? (Please select only one.)

- Very little to no experience
- Some experience of basic marketing campaigns (e.g., distributing letters and flyers)
- Experience creating a recognizable magnet school brand
- Experience implementing an extensive marketing campaign
- Experience creating a recognizable brand and implementing a successful marketing campaign

10. For each of the marketing and recruitment strategies/activities below, indicate whether the strategy/activity has been, will be, or will not be implemented in the majority of your MSAP schools, and indicate how difficult that strategy/activity has been or will be to implement on average by rating your agreement with the following statements in each category as:

Implementation

- 1 = Implemented
- 2 = Will implement this grant cycle
- 3 = Will not implement

Difficulty

- 1 = Not at all difficult
- 2 = Somewhat difficult
- 3 = Very difficult

Marketing and student recruitment strategies						
	Implementation			Difficulty		
	1	2	3	1	2	3
<i>In the area of student recruitment</i>						
a. Establishing a student recruitment team						
b. Setting annual and overall student recruitment goals						
c. Assessing the school choice market						
d. Identifying the target student groups						
e. Establishing strategies to retain current students						
f. Developing a student recruitment plan						
<i>In the area of branding:</i>						
g. Assessing the public image of the project's MSAP school(s)						
h. Establishing a consistent message that communicates the desired public image for each MSAP school						
i. Creating a logo that reflects your desired image for each MSAP school						
j. Creating a tagline that reflects your desired image for each MSAP school						
<i>In the area of marketing:</i>						
k. Developing a marketing plan						
l. Creating a user-friendly, informative school website(s) that is marketing focused						
m. Evaluating your marketing activities and strategies						

Magnet Curriculum

11. Please indicate which entity has primary responsibility for your MSAP project’s curriculum development. (Please select one.)

- Local education agency, specify department: _____
- MSAP project
- Magnet school

12. What are your MSAP schools’ major magnet curriculum challenges? (Please select all that apply.)

- Aligning with state assessment standards
- Considering all students’ needs
- Providing various learning formats
- Setting learning objectives within and across grade levels
- Linking to teacher professional development
- Linking to teacher evaluation
- Other, specify: _____
- Do not know

13. For each of the magnet curriculum strategies/activities below, indicate whether the strategy/activity has been, will be, or will not be implemented in the majority of your MSAP schools, and indicate how difficult the activity has been or will be to implement on average by rating your agreement with the following statements in each category as:

Implementation

- 1 = Implemented
- 2 = Will implement this grant cycle
- 3 = Will not implement

Difficulty

- 1 = Not at all difficult
- 2 = Somewhat difficult
- 3 = Very difficult

Theme-based curriculum development strategies	Implementation			Difficulty		
	1	2	3	1	2	3
<i>In the area of curriculum development:</i>						
a. Assessing current school curricula for theme-based integration.						
b. Establishing curriculum development teams						
c. Setting annual and overall curriculum development goals						
d. Determining which subject areas, courses, or grades are initially expected to integrate the theme into the curriculum						
e. Creating a plan for what full implementation will look like						
f. Establishing a framework to use when developing curricula						
g. Establishing a protocol to use for developing and mapping curricula						
h. Identifying promising practices and structures for integrating the magnet theme						
i. Identifying perceived barriers to integrating the theme						
j. Providing support to align theme integration with State standards						

Theme-based curriculum development strategies	Implementation			Difficulty		
	1	2	3	1	2	3
<i>In the area of curriculum development:</i>						
k. Providing support to enhance curriculum development teams' knowledge of innovative strategies for theme integration						
l. Identifying community partners that can provide instructional support and/or staff professional development on the theme.						
m. Setting aside time for curriculum development teams to work together						
n. Developing curricula for theme-specific courses						
o. Purchasing curricula for theme-specific courses						

Technical Assistance Needs

14. Please identify the top project management, marketing, and/or curriculum development technical assistance need(s) that you and your staff have as a result of starting the MSAP project.

15. Do you have an immediate technical assistance need that was not discussed?

- No
 Yes, please explain: _____

16. Are there any required state- or districtwide initiatives that may conflict with your planned magnet program?

- No
 Yes, please explain: _____

17. Please select your top three preferred methods for receiving information, strategies, and guidance that will help you implement and manage your MSAP project.

- | | |
|---|---|
| <input type="checkbox"/> Conference workshop | <input type="checkbox"/> Web-based course |
| <input type="checkbox"/> Webinar | <input type="checkbox"/> Online community of practice |
| <input type="checkbox"/> Consultation with MSAP Center content expert | <input type="checkbox"/> Other, specify: _____ |
| <input type="checkbox"/> Toolkit | <input type="checkbox"/> Other, specify: _____ |

18. Additional Comments: _____

