Overview

- First survey of its kind district-wide

Goals

- Better understand parents and student access to technology outside of school
- Learn parent preferences for how SFUSD uses technology to communicate urgent and non-urgent updates

- 94 of 103 schools participated
  - All participating schools received school-level data

- 16,682 respondents
Response Rates by Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Response Rate</th>
<th>District Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>51.1%</td>
<td>40.9%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>16.1%</td>
<td>27.2%</td>
</tr>
<tr>
<td>White (Not Hispanic)</td>
<td>15.6%</td>
<td>12.9%</td>
</tr>
<tr>
<td>African-American</td>
<td>4.1%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Multi-Racial/Ethnic</td>
<td>3.2%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Pacific Islander/...</td>
<td>1.3%</td>
<td>1.6%</td>
</tr>
<tr>
<td>American Indian/...</td>
<td>0.3%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
Most Households Have Internet

- All respondents: 94.0%
- White (Not Hispanic): 99.4%
- Other Asian: 97.4%
- Multi-Racial/Ethnic: 96.6%
- Chinese: 95.8%
- Other: 94.5%
- Pacific Islander/Samoan: 90.3%
- Hispanic/Latino: 85.0%
- African-American: 83.1%
- American Indian/Alaska...: 78.6%
Internet access declines slightly with level of education completed
Primary Device Used by Parents

By race/ethnicity

- Computer
- Mobile phone
- Tablet
- Don't use Internet

By race/ethnicity:
- All respondents
- African-American
- American...
- Chinese
- Hispanic/Latino
- Pacific Islander/Samoan
- Other Asian
- White (Not Hispanic)
- Multi-Racial/Ethnic
- Other
84% of children have access to a computer with Internet.
60% of children have access to a mobile device with Internet

![Bar chart showing the percentage of children with internet access by race/ethnicity]
% of children with mobile device access inverse to level of education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondents</td>
<td>58.2%</td>
<td>41.8%</td>
</tr>
<tr>
<td>More than 4-year...</td>
<td>50.4%</td>
<td>49.6%</td>
</tr>
<tr>
<td>4-year college degree</td>
<td>55.6%</td>
<td>44.4%</td>
</tr>
<tr>
<td>2-year college degree</td>
<td>58.6%</td>
<td>41.4%</td>
</tr>
<tr>
<td>Some college</td>
<td>62.0%</td>
<td>38.0%</td>
</tr>
<tr>
<td>High school or GED</td>
<td>63.0%</td>
<td>37.0%</td>
</tr>
<tr>
<td>Less than high school</td>
<td>59.8%</td>
<td>40.2%</td>
</tr>
</tbody>
</table>
Top 6 Non-Urgent Communications Preferences

- **First choice**
- **Second choice**
- **Third choice**

<table>
<thead>
<tr>
<th>Communication</th>
<th>First choice</th>
<th>Second choice</th>
<th>Third choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person at a meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed materials in the mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text message</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone call</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed handouts sent home with child</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

0% 20% 40% 60% 80% 100%
Main Takeaways

- Most households have Internet access at home (94%)

- Parents want text messaging for urgent communications

- African-American, Latino, Native American/Alaska Native, Pacific Islander/Samoan households use mobile phones for Internet access as much as or more than computers

- Tablet use around 20% for all subgroups

- Preference for email and handouts taken home by child for non-urgent communications
Recommendations

- Create a mobile version of SFUSD.edu
  - Ensure robust Spanish-language content

- Invest in a text messaging system for emergency communications

- Use email more for communicating with families
  - Have email addresses in information system
Download a full version of the report at:

www.sfusd.edu/techsurvey