



International Survey Associates

Measure Attitudes, Perceptions, Behaviors Chart a Course to Greater Academic Achievement

Dear Educator:

According to Education Week, a major study demonstrates that programs such as drug-abuse prevention and anti-bullying efforts lead to greater academic achievement.*

Pride Survey research also shows the positive effects of pro-social behavior on grades. For example, students who never use drugs are **six times more likely to make good grades** than students who use drugs frequently.

These are two reasons why schools use Pride Survey data to chart a course to greater academic achievement.

Pride Surveys collects **reliable** and **valid** data from students, parents and school faculty/staff, giving you a data-rich context for adolescent development.

Since 1982 we have conducted more than 68,000 school building level surveys in all 50 states. Our easy-to-use surveys meet the 2013 Safe and Drug-Free Schools and Communities' requirement that programs **"be based on an assessment of objective data."** They are consistent with the Uniform Data Set recently issued by the U.S. Department of Education as required by Federal law.

Let us help you keep your schools safe, healthy, and academically strong. I look forward to hearing from you.

Sincerely yours,

Wendy McGrath

Director of Customer Relations

(800) 279-6361

*View the Education Week article at <http://www.edweek.org/ew/articles/2007/12/19/16social.h27.html>



International Survey Associates

“We have been surveying our 6th-12th grade students for years and these trend data help us know where our gains are, where our deficits are, and what we need to do to keep drug use and violent behaviors down in our community.”

Nancy Fortner
Director of Guidance Programs
Huntsville City Schools, Alabama



Assessment and Planning

Ms. Fortner and her colleagues in Huntsville are on the right track. Research at the National Institute on Drug Abuse (NIDA) found that effective prevention begins when a community “identifies the specific drugs and other child and adolescent problems in the community.”

<http://www.drugabuse.gov/pdf/prevention/Red-Book.pdf>

Evaluation

Huntsville Schools use Pride Surveys data to watch trends. Again, this is the prevention strategy recommended by NIDA research: An effective prevention plan “incorporates ongoing assessments to evaluate the effectiveness of prevention strategies.”

Public Awareness

NIDA research also found: “The results of assessment can be used to raise community awareness of the nature of the problem and guide the selection of programs most relevant to the community’s needs.”

Sustainability

In a time of diminishing prevention resources, many school districts have found that data can lead to award-winning grants. In fact, the Federal government and most state agencies hold grantees accountable for using resources wisely and achieving program results.

What if my state already conducts a statewide survey?

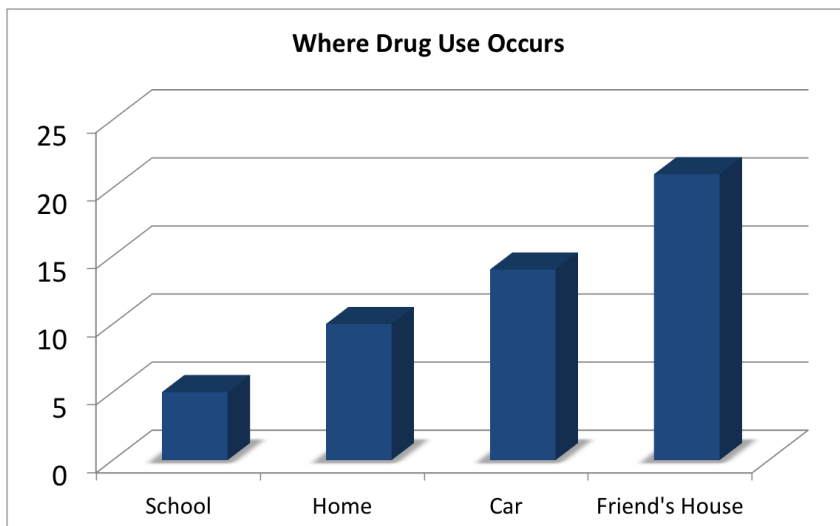
The extent and nature of adolescent problems can vary widely from one school building to the next – even in the same school district. Many statewide surveys furnish county-level data at best. You cannot extrapolate sub-county data from county-level estimates. The best most effective individual school policy decisions are made using school level data.



International Survey Associates

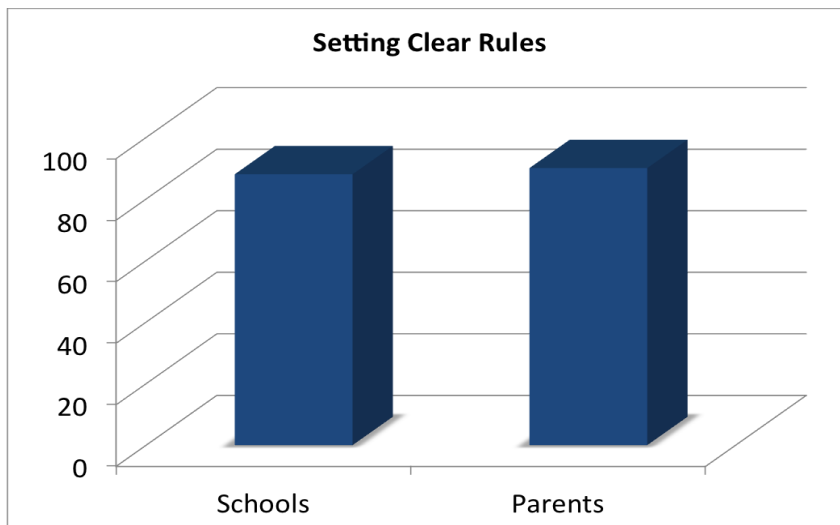
Data Highlight the Good Work Schools Are Doing

Schools are often blamed for problems that originate outside school. Pride Surveys' data encourage community-wide ownership of adolescent problems.



MYTH: We often hear about the “school drug problem.”

FACT: School is the least likely place for adolescent drug use.



MYTH: Schools provide an undisciplined and unruly environment.

FACT: Schools are as likely as parents to set clear rules for adolescents.

Source: Pride Questionnaire for Grades 6-12 National Summary

The above charts are based on national statistics. When you use Pride Surveys you can provide these locally-specific facts to your community.



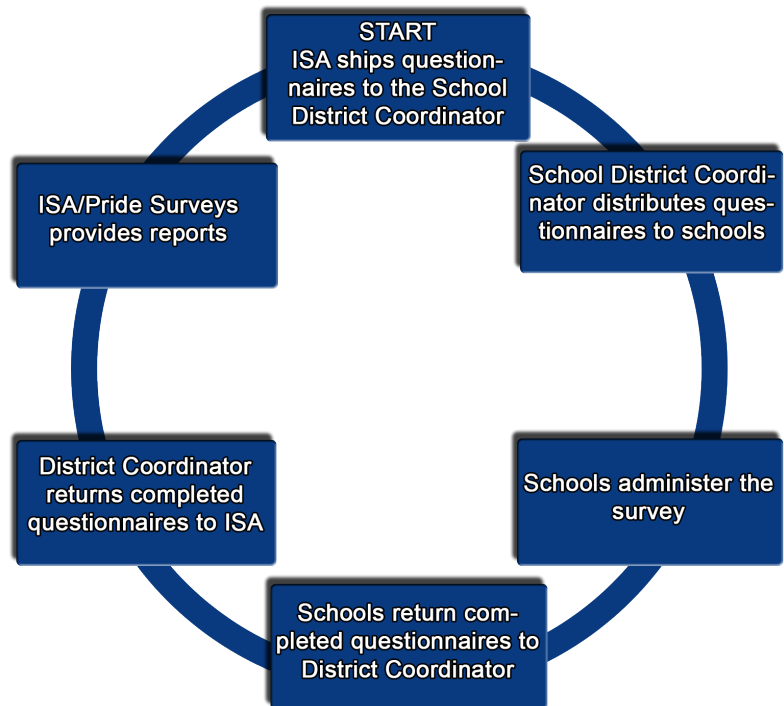
International Survey Associates

Easy, Fast, and Low Cost Data Collection

1 When you conduct a Pride survey, you tell us the number and names of schools to be surveyed, and the number of students in each school. If using the parent and faculty/staff instruments you will provide the number of questionnaire forms needed.

For the most representative findings, cost effectiveness, and to avoid singling out classes or students, we recommend that you survey all students rather than conduct a random sample.

2 A survey coordinator at each site will receive a shipment of questionnaires. School faculty will conduct the survey. Detailed instructions are provided for the district and the school building coordinators.



3 After the questionnaires have been completed by the respondents, the questionnaires are returned to Pride Surveys where the instruments are scanned and analyzed. Our computer filtering system can detect obvious distortions, and those questionnaires are eliminated from the findings. Detailed electronic reports by email or CD-Rom when requested* are returned to you for the school district and for each school building. In addition, you receive a hard copy executive summary for each district and school building.

*TES and LES surveys are reported on an intuitive electronic dashboard and DO NOT include a CD.

Note: For Online surveys we use the same basic process, however there are codes that are emailed instead of actual surveys sent.



International Survey Associates

Products and Services

THE PRIDE TES AND LES

Pride Learning and Teaching Environment Surveys provide a context by which whole schools are measured. Students, teachers and administrators as a team, not as individuals, can then address the weaknesses within a school, and build upon the strengths. Both survey questionnaires have undergone more than three years of psychometric testing of responses drawn from 72,000 teachers and 240,000 students. Data produced by the Pride Learning and Teaching Environment Surveys have been found reliable and valid, and they strongly correlate to academic achievement.

The Pride Learning and Teaching Environment Surveys are unique in that some two-dozen parallel items allow administrators to compare teacher and student responses side-by-side. An intuitive electronic dashboard takes the guesswork out of interpreting survey findings by graphically displaying large data sets in easy to interpret domains (categories) and scales that are not available from other companies. You can view a demo of the dashboard at dbdemo.pridesurveys.com, where you can also locate development documents and additional information on the surveys.

The Pride Teaching Environment Survey Measures

- Career and intentions
- School Leadership
- Shared Decision Making
- School Climate
- Students and Learning
- The Teaching Experience

The Pride Learning Environment Measures

- School Climate
- Student Teacher Relationships at School
- Students and Learning
- Teacher Involvement
- Students at Home and in the Community
- Student Alcohol Tobacco and Other Drug Use
- Student Mental Health
- Other Student Behaviors such as:
 - Violence
 - Bullying
 - Absenteeism and Suspension

The Learning Environment Survey is designed with educators and prevention providers in mind and is effective for use with several different grants that schools and prevention providers need. Please contact us for additional details. Or for an extended description, go to

<http://www.pridesurveys.com/supportfiles/tes-les-package2013.pdf>.



International Survey Associates

PARENT ENGAGEMENT AND PERCEPTION SURVEY

Get your parents involved with Pride Surveys. This survey is an updated version of our Parent Survey and can be tied to the Teaching Environment and Learning Environment Survey to help gather a 360 degree view of the perceptions surrounding the school.

Topics Include:

- School Engagement
- Family Engagement
- Academic Achievement
- General School Life
- Student Safety
- Impressions About Drug Use

GRADES 6-12 QUESTIONNAIRE

The Pride Questionnaire for Grades 6-12 asks students to report:

- Incidence of alcohol, tobacco and drug use
- Age of onset of drug use
- Perceived risk of drugs
- Parents'/friends' approval of student use of drugs or threatening behavior
- Risk and protective factors
- Discipline problems at school and outside school
- Feeling of safety at school and in neighborhood
- Time of day/week for using drugs
- Ease of obtaining drugs
- Location of drug use
- Effect of using drugs
- Personal and family information
- Academic achievement
- Activities at school and in community
- Family life



International Survey Associates

GRADES 4-6 QUESTIONNAIRE

The Pride Questionnaire for Grades 4-6 asks the younger student to report:

- Alcohol, tobacco and drug use within past year
- Friends' drug use
- Perception of harmful effects of drugs
- Tolerance for drug use
- Drug use and violent behaviors at school and outside school
- Cigarette smoking
- Source of drugs
- Accessibility of drugs, cigarettes, weapons
- Student information
- Student characteristics
- Academic achievement
- Conduct at school
- Family life and discipline
- Leisure-time activities
- Violent behaviors

RISK AND PROTECTIVE FACTOR QUESTIONNAIRE for GRADES 6-12

With the expert assistance of Dr. Jack Pollard of the University of Washington, Pride Surveys has introduced its Risk and Protective Factor (RPF) Survey, a shortened version of the Communities That Care Youth Survey. Dr. Pollard was instrumental in the early development of the CTC Youth Survey.

Our RPF Survey contains the risk and protective factor items that show the strongest correlation to drug use. It is appropriate for students in grades 6 to 12.

The RPF Survey Report contains scale scores, familiar to previous users of the CTC Youth Survey, as well as percentage responses for each risk and protective factor item.

The 4-page survey instrument can be administered by those who have used the original Pride Surveys Questionnaire for Grades 6 to 12 without loss of longitudinal core data. It is also appropriate for sites that have not conducted a student survey.

Pride Surveys also offers an exact replica of the 12-page version of the Communities That Care Youth Surveys. The survey has been revised to meet the DFC requirement for Core Measures



International Survey Associates

COMMUNITIES THAT CARE YOUTH SURVEY

Sites that previously administered the Communities That Care Youth Survey, offered by the Channing Bete Company, can continue to collect data using our CTC Youth Survey.

The 12-page questionnaire and report have been duplicated by Pride Surveys. The only changes have been to update the core measures required for DFC and STOP Act grantees.

Like all customers who use one of our stock surveys, you will receive a guaranteed two week turn-around once all completed questionnaires are received in our processing center.

FACULTY & STAFF QUESTIONNAIRE

Available in paper and Web-based format

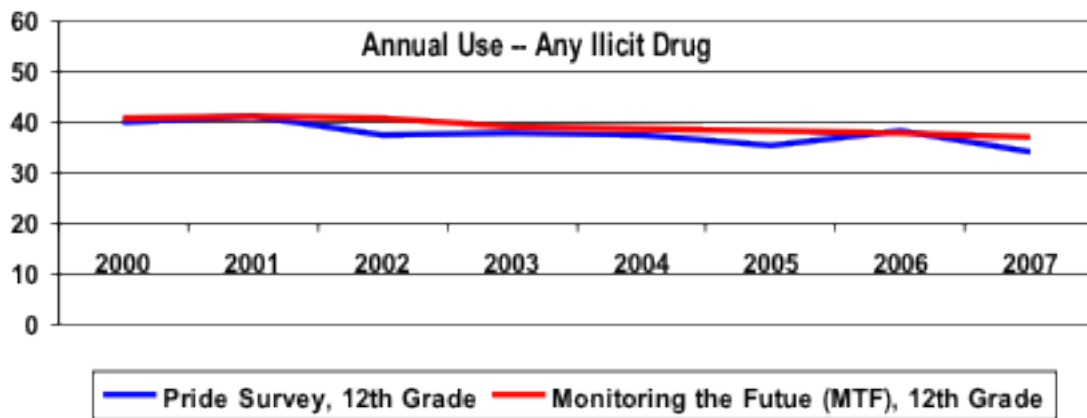
Teachers and other school personnel serve in the front-line for protecting your students. With Pride Surveys, find out how your school can better support their efforts. This questionnaire captures information including: harmful effects of drugs; perception of student drug use and school safety; perception of parental involvement with student behaviors; knowledge of school policy related to drug use and violence; training needs and more. Both the paper and pencil and Web-based version ask the same questions.



International Survey Associates

Assured Reliability and Validity

Pride Surveys have undergone years of testing for reliability and validity. In addition, results from the Pride Questionnaire for Grades 6-12 are compared with the federally-funded Monitoring the Future Survey (MTF). The chart and table below demonstrate the consistency in findings.



RELIABILITY AND VALIDITY STUDIES ON THE WEB

Pride Questionnaires for Grades 4-6 and 6-12 <http://www.pridesurveys.com/WhyPrideSurveys.html#reliable>

Communities That Care Youth Survey

http://www.pridesurveys.com/supportfiles/CTC_reliability.pdf

The Pride Surveys Risk and Protective Factor questionnaire blends two previously tested instruments: the Pride Survey for Grades 6-12 and the Communities that Care Youth Survey. Further testing was conducted in December 2006 in schools in Brooklyn and Queens, New York.

TO ORDER:

Go to www.pridesurveys.com and click on the “**Order Now**” Tab.

Thanks for using Pride Surveys!