

Tuesday, May 27, 2014 12:19:21 PM Pacific Daylight Time

Subject: Research on AP trends and materials

Date: Tuesday, May 27, 2014 9:35:31 AM Pacific Daylight Time

From: Isurus Market Research

To: Micek, Matt

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AP Educators,

We would greatly appreciate your participation in an important nationwide survey about trends in AP and the materials used for AP instruction in your school. We are interested in hearing from teachers of many **AP courses**.

If you have received this email, it is because we want to hear from you about your AP experience.

The survey takes 15 minutes. The first 100 teachers who complete the survey will receive an electronic \$20 gift certificate to Amazon.com immediately upon completing the survey.

All teachers who complete the survey will be placed in a drawing to win an iPad (Wi-fi, 32 gb).

The research is sponsored by a major educational publisher. Feedback from teachers like you guides the future development of AP programs. Your responses are strictly confidential and anonymous.

In order to complete the survey you will be directed to a secure Web site. Please click on the link below (or copy and paste into your browser) to access the survey and follow the instructions on screen.

http://surveys20.bayasoft.com/Isurus_0019/index.aspx?l=1&s=1273277

If you have any problem accessing the survey or any questions about the survey, please contact John M. Cole at researchreplies@isurusmrc.com.

Sincerely,

John M. Cole
Isurus Market Research and Consulting
204 Andover St.
Andover, MA 01810

Researchreplies@isurusmrc.com

This is a commercial message.

Welcome to our survey!

This research is sponsored by a major educational publisher.

Feedback from teachers like you guides the future development of AP programs and materials.

Your responses are strictly confidential and anonymous. Thank you for your time and candid feedback.

[Continue](#)

2 % Complete

Do you currently teach an AP course?

- Yes
- No

Continue

3 % Complete

At what kind of school do you teach?

- Public school
- Magnet or exam school
- Specialized school, such as Arts Academy
- Charter school
- Private independent non-sectarian school
- Private religious school
- Another type of school (specify)

Continue

5 % Complete

Which of the following AP course(s) do you or did you teach in the 2013 - 2014 school year? (Please select all that apply.)

- AP Physics C
- AP Microeconomics
- AP Physics B
- AP Calculus BC
- AP Macroeconomics
- AP Human Geography
- AP Environmental Science
- AP Spanish Language
- AP Chemistry
- AP Statistics
- AP Biology
- AP World History
- AP Psychology
- AP US Government
- AP Calculus AB
- AP English Literature and Composition
- AP US History
- AP English Language and Composition

[Continue](#)

6 % Complete

The questions on this survey will cover teaching AP courses generally and on the course you teach: AP Statistics.

[Continue](#)

7 % Complete

Which of these AP Statistics textbooks are you familiar with?

	Have not heard of	Heard of, but not familiar with	Somewhat familiar with	Very familiar with	Have used in the past	Currently use as a supplement	Currently use as the primary text	Not sure
Yates, <i>The Practice of Statistics</i> (Freeman)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bock, <i>Stats: Modeling the World</i> , (Pearson)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peck, <i>Statistics: Learning from Data</i> , Brooks/Cole (Cengage Learning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue

28 % Complete

For how many years have you used your current textbook?

9

Continue

41% Complete

Overall how satisfied are you with the current textbook you use in your AP Statistics course?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Continue

42% Complete

When did your school last evaluate AP Statistics textbooks and make an adoption decision?

- Within the last 3 years
- More than 3 years ago
- Not sure

Continue

47% Complete

How valuable would each of the following be for working with students before the formal course starts?

	Very valuable	Valuable	Potentially valuable	Not valuable	Already have this	Not sure
A short online course focusing on...						
study skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
prerequisite knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
critical thinking skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A diagnostic program to identify gaps in...						
study skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
prerequisite knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
critical thinking skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curriculum and lesson plans for...						
A multi-day or week session of pre-course work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short individualized pre-course assignments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue

87% Complete

Which of the following motivated you to attend the event you attended or will attend? (Please rank your top 3 choices.)

Learn more about the course and exam redesign	<input type="text" value="2"/>
Get some new ideas for teaching my AP course(s)	<input type="text" value="1"/>
See and hear about new textbooks and materials	<input type="text"/>
Get some sample textbooks	<input type="text"/>
Meet other AP teachers, network	<input type="text"/>
Get continuing education or other certification credit	<input type="text"/>
School/district/administration requirement	<input type="text"/>
Learn more about using technology in teaching AP	<input type="text" value="3"/>
Other (please specify) <input type="text"/>	<input type="text"/>

[Continue](#)

92% Complete