



*Perrysburg
Schools*

Third Annual Public Opinion Survey Report

August 17, 2015

Executive Summary

This study was conducted to measure the perceptions, opinions and attitudes of residents in the community regarding Perrysburg Schools. It is designed to assist the district's administrative team with goal setting in regards to the strategic plan, as well as set benchmarks.

Methodology

The data were collected using a mailed survey to a random sample of registered, active voters. The response rate was 30%, compared to last year's 29%. A total of 575 individuals took the survey this year. The deadline posted on the survey was July 1 but it was closed to respondents as of July 29. Surveys received after July 29 were read but not included.

Key Findings

- 65% of respondents said the district's overall grade should be "A," 27% said it should be "B," 6% said it should be "C" and less than 2% said it should be "D" or "F." Compared to the 2013 survey, A's increased by 8%, primarily a result of a shift from B to A with the other areas seeing little change.
- 28% of respondents are parents of current students.
- 75% of respondents have a bachelor's degree or higher.
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, television news, *Toledo Blade*, word-of-mouth from friends, school newsletters and the district's web site. There was very little movement in this breakdown since the previous survey.

- When asked how they would prefer the district share news and information with them, respondents ranked “email newsletter” highest at 46%, followed closely by “media (television, radio, newspapers)” at 45%, “printed newsletter via US Mail” at 42%, “web site” at 33% and “Facebook” at 18%. The order of top choices did not change since the previous survey.
- Areas perceived as the district’s greatest strengths (over 90% of respondents agree or strongly agree) include: Supportive Community, Faculty & Staff, Band, Safe Environment, Performing Arts, Vocal Music, Academic Program/Curriculum, Extracurricular Activities, Orchestra, Visual Arts, Well-Maintained Facilities, Emphasis on Improvement. There were no major shifts in this area since the last survey.
- 95% of respondents have a high-speed Internet connection in their home.
- 2% of respondents do not have at least one smart phone, 5% do not have at least one tablet, 16% do not have at least one desktop computer and 3% do not have at least one laptop computer.

Recommendations

- Moving more percentage points to “A” should continue to be a major goal for the district.
- The district should remain focused on providing information through the *Perrysburg Messenger Journal*, *Toledo Blade*, television news, word-of-mouth, the district’s web site, the biannual mailed newsletter and school newsletters. Developing an email newsletter is also recommended. Though Facebook is not ranked as high at this point, the district’s audience has been rapidly growing since the start of its social media campaign in May 2011. Social media also has a strong role in the word-of-mouth information flow.

- The stakeholder opinions in all areas measured in the strengths question—as well as the text responses that were coded by department—should be carefully considered by the administrators for strategic planning and goal-setting for the coming school year.
- The district should focus its communications not just on the accomplishments of the district but also on the challenges it is facing in order to paint a full picture to its stakeholders.

Methodology

The data were collected using a mailed survey to a random sample of registered, active voters.

The response rate on the survey's random sample is 30%, compared to 2013's 29%. A total of 575 individuals took the survey this year.

The survey was conducted June 26-July 29, 2015 (the deadline on the survey was July 1). The five surveys received on or after July 29 not included in the analysis but they were read.

The list from which the mailing sample was drawn came from the Wood County Board of Elections. The list of active voters, defined as voters who participated in the November 4, 2014 General Election, totaled 10,154. A simple random sample of 1,942 was taken from the active voter list, allowing for a 95% confidence level. The standard that is accepted in research studies is 95%, which is what was used last year when a sample of 2,101 was drawn from 16,795 active voters. Since the overall results were duplicated in 2013 with a 99% confidence level compared to the previous year's 95%, the researcher returned to a 95% confidence level sample this time and shifted to taking the survey every other year. With the large movement in overall rating this year, the district should consider moving back to making the survey annual. No other significant changes were noted, however.

The confidence interval, also known as the margin of error, is the range of values within which a population parameter is estimated to lie. The confidence level for this study is +/-2. It is important in this study to consider non-response bias, because those who respond may systematically differ from those who do not.

The mailing was printed, addressed and mailed by Welch Publishing. A total of \$2,460.56 was spent on the project, not counting the donated use of SurveyMonkey® and the time of the researcher, who is a salaried employee. 1,942 surveys were mailed, which included outer and return envelopes, survey and cover letter (\$813) as well as return postage (\$951.58) and they were mailed 1st class bulk (\$345.50). The survey was also made available to the sample via a direct link on the printed survey to a SurveyMonkey® version of the survey, but almost all responses came back as hard copies through the U.S. Mail. The hard copy responses were hand-entered into SurveyMonkey®, which took 26 hours at the secretarial substitute rate of pay, which is currently \$13.48, for a total of \$350.48.

Key Findings

- 65% of respondents said the district's overall grade should be "A," 27% said it should be "B," 6% said it should be "C" and less than 2% said it should be "D" or "F." Compared to the 2013 survey, A's increased by 8%, primarily a result of a shift from B to A with the other areas seeing little change.
- 28% of respondents are parents of current students.
- 75% of respondents have a bachelor's degree or higher.
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, television news, *Toledo Blade*, word-of-mouth from friends, school newsletters and the district's web site. There was very little movement in this breakdown since the previous survey.
- When asked how they would prefer the district share news and information with them, respondents ranked "email newsletter" highest at 46%, followed by "media" at 45%, "printed newsletter via US Mail" at 42%, "web site" at 33% and "Facebook" at 18%. The order of top choice did not change since the previous survey.
- Areas perceived as the district's greatest strengths (more than 90% of respondents agree or strongly agree) include: Supportive Community, Faculty & Staff, Band, Safe Environment, Performing Arts, Vocal Music, Academic Program/ Curriculum, Extracurricular Activities, Orchestra, Visual Arts, Well-Maintained Facilities, Emphasis on Improvement. There were no major shifts in this area since the last survey.
- 95% of respondents have a high-speed Internet connection in their home.

- 2% of respondents do not have at least one smart phone, 5% do not have at least one tablet, 16% do not have at least one desktop computer and 3% do not have at least one laptop computer.
- 27% of respondents reporting having lived in the district for 11-20 years, 26% lived here for longer than 30 years, 18% have lived here for 21-30 years and 17% have lived here for 5-10 years. Only 12% have lived here less than 5 years. These are very similar to the 2013 findings.
- 192 respondents (33%) have children or grandchildren who are Perrysburg graduates, 85 respondents (15%) have children or grandchildren who are too young to attend school and 38 respondents (7%) have students currently in private or parochial schools.
- The free text comments were coded by topic; some comments received multiple codes. There were 457 respondents for the question about the district's strengths and 475 for the district's challenges. The top three strengths are Academics/College Prep (176 mentions, or 39%), Employees (145 mentions, or 32%) and Community Support (81 mentions, or 18 percent). The top three challenges are balancing financial concerns/levies (179 mentions, or 38% of responses), growth of the student population (147 mentions, or 31% of responses), and Diversity/Meeting the Needs of All Students (41 mentions, or 9% of responses).

Recommendations

- The results of the survey clearly indicate that there is strong support for Perrysburg Schools. It is a vote of confidence that 65% of respondents said the district's overall grade should be "A." The fact that 27% said it should be "B" shows that there are areas where the district should continue to improve. Moving percentage points from "B" to "A" should be a major goal for the district.
- We know that, although 65% of voters think we do a great job educating students, only 51% voted for the district's operating levy in 2012 and only 53% voted for the district's bond issue in 2014. It is possible that those who voted for the levy were biased towards being more likely to respond to the survey. It may also show that some voters understand that the district does a good job but still did not vote in support of a particular levy.
- The district should remain focused on providing information through the *Perrysburg Messenger Journal*, *Toledo Blade*, television news, word-of-mouth, the district's web site and school newsletters. Developing an email newsletter that is also offered via US Mail is also recommended. Though Facebook is not ranked very high at this point, the district's audience has been rapidly growing since the start of its social media campaign in May 2011. Social media also has a strong role in the word-of-mouth information flow (39% of respondents get information from friends).
- The stakeholder opinions in all areas measured in the "strengths" question—as well as the text responses that were coded by department—should be carefully considered by the administrators for strategic planning and goal-setting for the coming school year.

- The district should focus its communications not just on the accomplishments of the district but also on the challenges it is facing in order to paint a full picture to its stakeholders.
- Word-of-mouth is an important method by which members of the public obtain information, so it is critical that the district maintain clear communications with parents and staff at all times, so they are able to share accurate and timely information with the community.
- Though 95% of respondents said they have a high-speed Internet connection and an overwhelming majority of residents have one or two smart phones, tablets and laptop computers, it should be noted that a desire to be communicated with via email is valued only slightly more than the media and printed newsletters. The top source that respondents currently use to obtain information about the district is our local newspaper, *Perrysburg Messenger Journal*. At this time, print continues to be an absolutely necessary component in the district's communications with the community.

Summary

Overall, the community's stakeholders strongly value Perrysburg Schools, but there is always room to improve. The district's administration should consider carefully the perceptions of the district's strengths and the comments provided by survey respondents when setting their goals for the coming year, in addition to utilizing student performance data. A theme in the analysis of the survey responses is that the district's greatest opportunity for increasing stakeholder support is to continue to find ways to communicate from all areas of the organization.

This survey should continue to be conducted annually at the end of each school year in order to track improvement and to direct the district's limited resources towards addressing the areas seen by the majority of stakeholders as having the greatest need.

Tables, Figures & Appendices

Who was contacted?

10,154	Active Voters
1,942	Surveys Mailed
575	Respondents
30%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

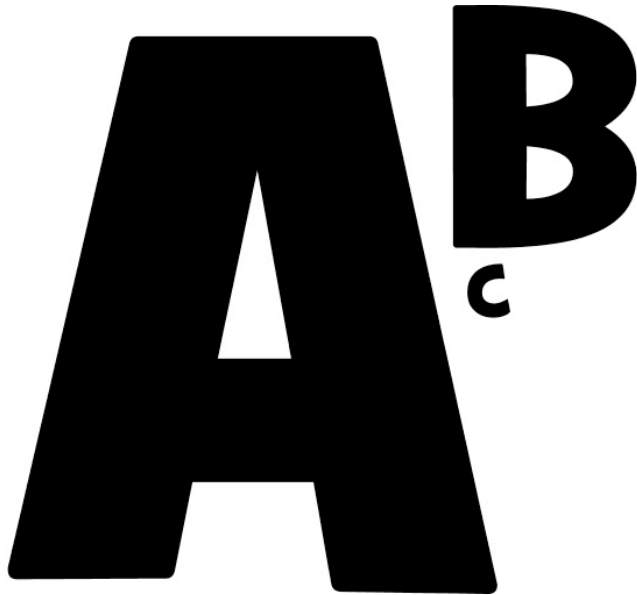
Q1. Please describe your relationship to Perrysburg Schools. (May check multiple options/only required question)

Resident	452	79%
Parent/grandparent of former student/graduate	192	33%
Parent or guardian of current student	162	28%
Alumna or Alumnus	55	10%
Employed in community	52	9%
Grandparent of current student	47	8%
Other	28	5%
Faculty or staff member	22	4%
Student	3	1%

Q2. Do you have children/grandchildren who are (percentage of total 575 respondents):

Too Young to attend School	85	15%
Current Students of Perrysburg High School	80	14%
Current Students of Perrysburg Jr. High	82	14%
Current Students in Private or Parochial Schools	38	7%
Current Students of Ft. Meigs Elementary	40	7%
Current Students of Toth Elementary	34	6%
Current Students of Frank Elementary	29	5%
Current Students of Woodland Elementary	29	5%
Home-Schooled	7	1%

Q3. Based on your impressions and experiences, what would you say the district's overall grade should be?



A	353	65%
B	144	27%
C	34	6%
D	7	1%
F	2	0%

Q4. Which of the following sources do you use to obtain information about Perrysburg Schools?

Perrysburg Messenger Journal	466	83%
Television News	252	45%
Toledo Blade	240	43%
Friends	221	39%
School Newsletters	194	35%
District Web Site	189	34%
Automated Call/Email System	135	24%
District Social Media	122	22%
School Announcements	115	21%
Family Members	102	18%
Employees	99	18%
Bowling Green Sentinel-Tribune	63	11%

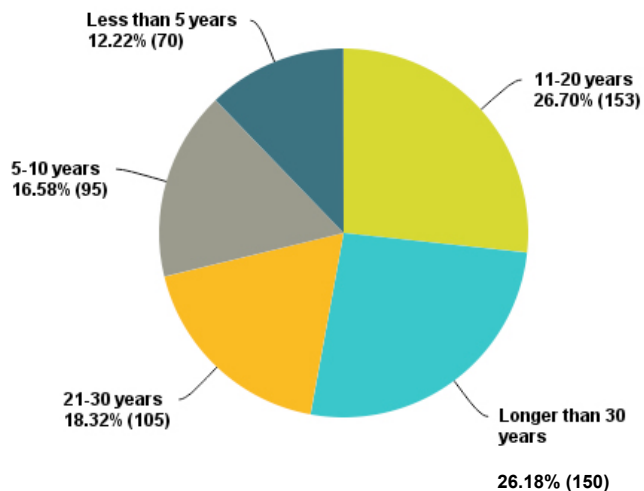
Q5. Which age bracket applies to you?

18-34	52	9%
35-44	104	18%
45-54	111	19%
55-64	120	21%
65 & Over	183	32%

Q6. What is your gender?

Female	358	63%
Male	208	37%

Q7. How long have you lived in Perrysburg School District?

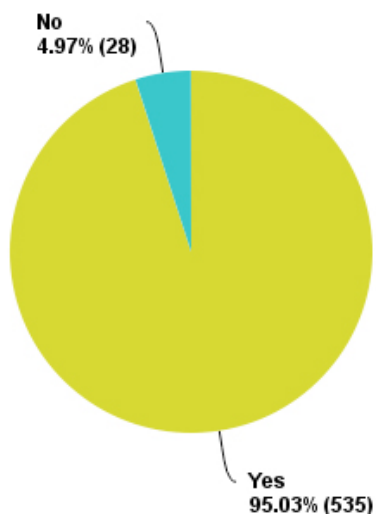


Less than 5 years	70	12%
5-10 years	95	17%
11-20 years	153	27%
21-30 years	105	18%
Longer than 30 years	150	26%

Q8. What modes would you prefer the district use to share news and information with you?

Email Newsletter	254	46%
Newspapers/Radio/Television Media	244	45%
Printed Newsletter via US Mail	231	42%
Web Site	181	33%
Facebook	99	18%
Twitter	35	6%
Other	23	4%
Advertising	11	2%

Q9. Do you have a high-speed Internet connection in your home?

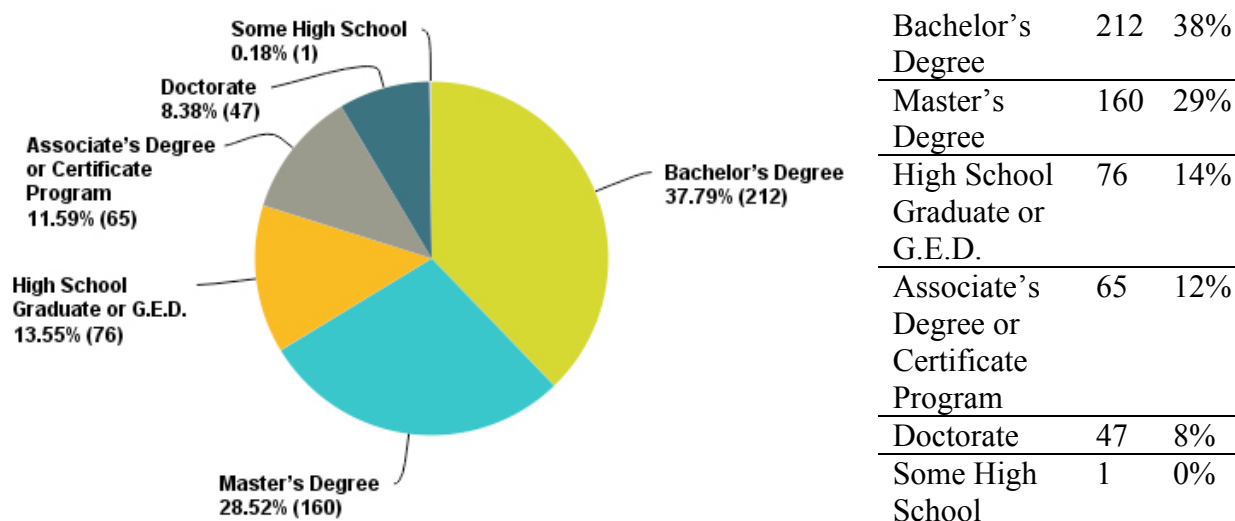


Yes	535	95%
No	28	5%

Q10. How many of each of the following devices do you have in your household?

	0	1	2	3	4	5	6	7	Count
Smart Phone	2% 10	45% 215	30% 140	12% 59	8% 40	2% 9	0% 1	0% 0	474
Tablet	5% 23	62% 268	19% 83	10% 43	2% 9	1% 3	0% 0	0% 1	430
Desktop	16% 65	72% 287	8% 31	2% 7	1% 5	0% 1	0% 0	0% 0	396
Laptop	3% 13	61% 278	21% 94	11% 49	4% 18	0% 2	0% 1	0% 0	455

Q11. What is your highest level of educational attainment?



Q12. What is Perrysburg Schools' greatest strength in your opinion?

The free text comments were coded by topic; some comments received multiple codes. There were 457 respondents for this question. The top three strength areas reported are:

- Academics/College Prep (176 mentions, or 39%)
- Employees (145 mentions, or 32%)
- Community Support (81 mentions, or 18%)

Q13. What is Perrysburg Schools' greatest challenge in your opinion?

The free text comments were coded by topic; some comments received multiple codes. There were 475 responses for this question. The top three challenge areas reported are:

- Balancing financial concerns/levies (179 mentions, or 38% of responses)
- Growth of the student population (147 mentions, or 31% of responses)
- Diversity/Meeting the Needs of All Students (41 mentions, or 9% of responses)

Q13. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools (sorted descending by total agree):

Options	Strongly Disagree	Disagree	Agree	Strongly Agree	Total Agree
Supportive Community	1%	2%	37%	60%	97%
Faculty & Staff	1%	3%	36%	60%	96%
Band	1%	3%	33%	63%	96%
Safe Environment	1%	4%	35%	60%	95%
Performing Arts	1%	4%	31%	64%	95%
Vocal Music	1%	4%	36%	59%	95%
Academic Program/ Curriculum	2%	4%	30%	64%	94%
Extracurricular Activities	1%	5%	35%	59%	94%
Orchestra	1%	4%	32%	62%	94%
Visual Arts	1%	5%	39%	54%	93%
Well-Maintained Facilities	2%	6%	45%	47%	92%
Emphasis on Improvement	2%	7%	42%	49%	91%
Technology Use/Training	2%	8%	46%	44%	90%
Community Partnerships	4%	9%	53%	34%	87%
Responsiveness	4%	13%	46%	37%	83%
Communication	4%	14%	49%	33%	82%
Business Partnerships	3%	16%	50%	31%	81%
Inter-School District Partnerships	2%	17%	52%	29%	81%
Good Value for Tax Dollar	8%	14%	38%	41%	79%
Understanding & Embracing Diversity	4%	18%	48%	30%	78%
Class Size	3%	20%	54%	23%	77%
Facilities–Planning for Growth/Needs	5%	18%	45%	31%	76%
Fiscal Responsibility	9%	17%	44%	30%	74%
Clear Processes to Make Decisions	5%	21%	46%	27%	73%



Perrysburg Schools Public Perception Survey

Dear Perrysburg Schools Community Member,

We value the opinions of all community members, **whether you have a student in the district or not.** Perrysburg Schools is asking for about 5 minutes of your time to complete this 14-question survey. Please complete the survey by **July 1, 2015** by mailing back this copy in the provided envelope or answering online at <https://www.surveymonkey.com/r/PerrysburgSchools2015>. The first question is the only required one, so **please feel free to skip questions that do not pertain to you.** We appreciate your help and are looking forward to sharing the results.

Sincerely,

Thomas L. Hosler, Superintendent

1. Please describe your relationship to Perrysburg Schools.

(You may check multiple options)

- Resident
- Parent or guardian of current student
- Grandparent of current student
- Parent/grandparent of former student/graduate
- Student
- Alumna or alumnus
- Faculty or staff member
- Employed in community
- Other (please specify):

2. Do you have children/grandchildren who are:

- Too Young to attend School
- Current Students in Private or Parochial Schools
- Home-Schooled
- Current Students of **Perrysburg High School**
- Current Students of **Perrysburg Jr. High**
- Current Students of **Frank Elementary**
- Current Students of **Ft. Meigs Elementary**
- Current Students of **Toth Elementary**
- Current Students of **Woodland Elementary**

3. Based on your impressions and experiences, what would you say the district's overall grade should be?

- A
- B
- C
- D
- F

4. Which of the following sources do you use to obtain information about Perrysburg Schools?

- Perrysburg Messenger Journal*
- Bowling Green Sentinel-Tribune*
- Toledo Blade*
- District Web Site
- District Social Media (e.g. Facebook, Twitter)
- Television News
- Automated Call/Email System
- School Newsletters
- School Announcements
- Employees
- Family Members
- Friends

5. Which age bracket applies to you?

- Under 18
- 18-34
- 35-44
- 45-54
- 55-64
- 65 & Over

6. What is your gender?

- Female
- Male

7. How long have you lived in Perrysburg School District?

- Less than 5 years
- 5-10 years
- 11-20 years
- 21-30 years
- Longer than 30 years

8. What modes would you prefer the district use to share news and information with you?

- Printed Newsletter via US Mail
- Newspapers/Radio/Television Media
- Advertising
- Email Newsletter
- Web Site
- Facebook
- Twitter
- Other _____

9. Do you have a high-speed Internet connection in your home?

- Yes
- No

10. How many of each of the following devices do you have in your household?

- ___ Smart Phone
- ___ Tablet
- ___ Desktop Computer
- ___ Laptop Computer

11. What is your highest level of educational attainment?

- Some High School
- High School Graduate or G.E.D.
- Associate’s Degree or Certificate Program
- Bachelor’s Degree
- Master’s Degree
- Doctorate

12. What is Perrysburg Schools’ greatest strength in your opinion?

13. What is Perrysburg Schools’ greatest challenge in your opinion?

14. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools: (Please circle number for each 1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree)

	Disagree			Agree
Academic Program/ Curriculum	1	2	3	4
Faculty & Staff	1	2	3	4
Supportive Community	1	2	3	4
Fiscal Responsibility	1	2	3	4
Class Size	1	2	3	4
Extracurricular Activities	1	2	3	4
Good Value for Tax Dollar	1	2	3	4
Safe Environment	1	2	3	4
Emphasis on Improvement	1	2	3	4
Responsiveness	1	2	3	4
Clear Processes to Make Decisions	1	2	3	4
Communication	1	2	3	4
Facilities–Planning for Growth/Needs	1	2	3	4
Performing Arts	1	2	3	4
Visual Arts	1	2	3	4
Vocal Music	1	2	3	4
Band	1	2	3	4
Orchestra	1	2	3	4
Technology Use/Training	1	2	3	4
Understanding & Embracing Diversity	1	2	3	4
Community Partnerships	1	2	3	4
Business Partnerships	1	2	3	4
Inter-School District Partnerships	1	2	3	4
Well-Maintained Facilities	1	2	3	4