



Perrysburg
Schools

2017

**Public Opinion
Survey Report**

August 21, 2017

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 to set benchmarks.

Methodology

The data were collected using a mailed survey to a random sample of registered, active voters. The response rate was 22%, down from 30% last year. A total of 464 individuals took the survey this year. The deadline posted on the survey was June 14 but it was closed to respondents as of July 28. Surveys received after July 28 were read but not included.

Key Findings

- 63% of respondents said the district's overall grade should be "A," 23% said it should be "B," 3% said it should be "C," 2% said it should be "D" and 1% said it should be "F." Compared to the 2016 survey, A's decreased by 2%, "B" decreased by 6%, "C" decreased by 1%, "D" increased by 1% and "F" increased by 1%. Overall, there was a slight decline.
- 28% of respondents are parents/guardians of current students (unchanged).
- 73% of respondents have a bachelor's degree or higher (increase of 1%).
- 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 school 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 “printed newsletter via US Mail” highest at 45% (moved up two places but stayed at same percentage), “email newsletter” next at 42% (reduced by 5%), “newspapers/radio/television media” at 37% (previously top at 48%), followed by “web site” at 29% (up by 2%) and “Social Media” at 22% (down by 4%). Respondents were able to select as many options as they wished.
- Areas perceived as the district’s greatest strengths from a list of areas (over 80% of respondents agree or strongly agree) include: Academics/College Prep, Supportive Community, Extracurricular Activities, Safe Environment, Well-Maintained Facilities, Performing Arts, Emphasis on Improvement, Employees and Good Value for Tax Dollar. All scores were lower since the last survey, but the order did not change significantly.
- 43% of respondents are familiar with Perrysburg Schools Foundation (down 7%).
- 50% of respondents use Facebook daily.

Recommendations

- Moving more percentage points to “A” should continue to be a major goal for the district.
- The school district should remain focused on providing information through the *Perrysburg Messenger Journal*, television news, *Toledo Blade*, word-of-mouth, school newsletters and the district’s web site. After 2015’s survey results, the school district developed an enewsletter, *Perrysburg Schools Spotlight*; also in 2015, the school district began a printed newsletter via U.S. Mail, *District Dashboard*. Residents asking for these items in the survey drove the school district to allocate resources to provide them. Though social media is not ranked very high at this point, the district’s audience has been

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 (35% of respondents get information from friends).

- Administrators should consider these results, particularly the stakeholder opinions in all areas measured in the “strengths” question, as well as the text responses that were coded, for strategic planning and goal setting for the coming school year.
- The district should continue to 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 22%, compared to 2016's 30%, 2015's 30% and 2013's 29%. A total of 464 individuals took the survey this year.

The survey was conducted May 26-July 28, 2017 (the deadline printed on the survey was June 14, 2017). Surveys received after July 28 (two) were not included in the analysis but were read.

The list from which the mailing sample was drawn came from the Wood County Board of Elections. The list of active voters totaled 17,083. A simple random sample of 2,105 was taken from the active voter list, allowing for a 95% confidence level, which is considered the standard for this type of research study.

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 \$2,463.52 was spent on the project, not counting the donated use of SurveyMonkey® and the time of the researcher, who is a salaried employee. The 2,105 surveys that were mailed included outer and return envelopes, the survey (printed two-sided) and a cover letter (\$877.00) as well as return

postage (\$968.76) and they were mailed 1st class bulk (\$240.08). The responses were hand-entered into SurveyMonkey®, which took 27.75 hours at the secretarial substitute rate of pay, which is \$13.61, for a total of \$377.68. The cost was \$243.36 higher compared with 2016's survey, due to the larger number of active voters. During presidential election years, there is typically a strong increase in the number of active voters and was expected for this survey.

Key Findings

- 63% of respondents said the district’s overall grade should be “A,” 23% said it should be “B,” 3% said it should be “C,” 2% said it should be “D” and 1% said it should be “F.” Compared to the 2016 survey, A’s decreased by 2%, “B” decreased by 6%, “C” decreased by 1%, “D” increased by 1% and “F” increased by 1%. Overall, there was a slight decline.
- 28% of respondents are parents of current students (unchanged).
- 73% of respondents have a bachelor’s degree or higher (increase of 1%).
- 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 school 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 “printed newsletter via US Mail” highest at 45% (moved up two places but stayed at same percentage), “email newsletter” next at 42% (reduced by 5%), “newspapers/radio/television media” at 37% (previously top at 48%), followed by “web site” at 29% (up by 2%) and “Social Media” at 22% (down by 4%). Respondents were able to select as many options as they wished.
- Areas perceived as the district’s greatest strengths from a list of areas (over 80% of respondents agree or strongly agree) include: Academics/College Prep, Supportive Community, Extracurricular Activities, Safe Environment, Well-Maintained Facilities,

Performing Arts, Emphasis on Improvement, Employees and Good Value for Tax Dollar.

All scores were lower since the last survey, but the order did not change significantly.

- 43% of respondents are familiar with Perrysburg Schools Foundation (down 7%).
- 50% of respondents use Facebook daily.
- 24% of respondents reporting having lived in the district for over 30 years, 25% lived here for 11-20 years, 21% have lived here for 21-30 years and 12% have lived here for 5-10 years. These are very similar to the 2013, 2015 and 2016 findings with the exception that 18% have lived here less than 5 years, which is up 7%. This correlates with the extreme growth the school district has been experiencing.
- 29% have children who are Perrysburg graduates or former students, 17% have children who are too young to attend school and 6% have students currently in private or parochial schools.
- The free text comments in questions 13 and 14 were coded by topic; some comments received multiple codes. The top strengths of the school district reported were Academic/College Prep (40%) and Employees (22%). The top challenges of the school district reported were Growth/Size (33%) and Diversity/Meeting Needs of All Students (13%).

Recommendations

- The results of the survey clearly indicate that there continues to be strong support for Perrysburg Schools. Moving more percentage points to “A” should continue to be a major goal for the district.
- The school district should remain focused on providing information through the *Perrysburg Messenger Journal*, television news, *Toledo Blade*, word-of-mouth, school newsletters and the district’s web site. After 2015’s survey results, the school district developed an enewsletter, *Perrysburg Schools Spotlight*; also in 2015, the school district began a printed newsletter via U.S. Mail, *District Dashboard*. Residents asking for these items in the survey drove the school district to allocate resources to provide them. Though social media is not ranked very high at this point, the district’s audience has been 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 (35% of respondents get information from friends).
- Administrators should consider these results, particularly the stakeholder opinions in all areas measured in the “strengths” question, as well as the text responses that were coded, for strategic planning and goal setting for the coming school year.
- In 2012, 51% of registered voters voted for the district’s operating levy in 2012, 53% voted for the district’s bond issue in 2014, 66% voted for the permanent improvement levy in 2015 and 66% voted for the district’s operating levy in 2016. This positive trend could be at least partially attributed (in addition to the very hard work of the levy

campaign committees) to the additional communication tools that have been implemented in response to the results of the annual public opinion survey, which began in 2012.

- 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. *Perrysburg Schools Spotlight*, the newsletter the district launched in April 2016, aims to tell the everyday stories of excellence by sharing short pieces profiling one program, one student and one employee each month. As word has gotten out (there is a link on the school district's home page and this new feature was highlighted in *District Dashboard*) 161 community members have signed up (up 130 from last year). *Spotlight* is also sent to a list of about 100 community leaders as well as all parents/guardians and posted to the web site and social media.
- 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, guardians and employees at all times, so they are able to share accurate and timely information with the community.
- Though in the 2015 survey, 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 slightly less than printed newsletters. In fact, the desire for printed newsletters has moved to the top of the priority list this year. The top source that respondents use to obtain information about the school district is our local newspaper, *Perrysburg Messenger Journal*. 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 challenges when setting goals for the coming year, in addition to utilizing student and fiscal 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, particularly ensuring the community understands all factors in the community's explosive growth and what the school district is doing to address it.

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?

17,083	Active Voters
2,105	Surveys Mailed
464	Respondents
22%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

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

Resident	77%	359
Parent of former student/graduate	29%	135
Parent or guardian of current student	28%	131
Graduate/Former Student	11%	49
Grandparent of current student	9%	42
Grandparent of former student/graduate	7%	34
Volunteer in schools	6%	29
Employed in community	5%	23
Other	4%	18
School District Employee	3%	16
Student	1%	3

Q2. Do you have children/grandchildren who are (percentage of total 464 respondents):

Skipped Question	45%	210
Too Young to attend School	17%	80
Current Students of Perrysburg High School	16%	75
Current Students of Perrysburg Jr. High	12%	55
Current Students of Hull Prairie Intermediate	9%	41
Current Students in Private or Parochial Schools	6%	30
Current Students of Woodland Elementary	6%	29
Current Students of Toth Elementary	5%	23
Current Students of Ft. Meigs Elementary	5%	21
Current Students of Frank Elementary	4%	18
Home-Schooled	1%	6

Q3. Based on your impressions and experiences, what would you say the district's overall grade should be? (33 skipped question, 7%)

A **B**
C
D
F

A	63%	292
B	23%	109
C	3%	16
D	2%	9
F	1%	5

Q4. Which of the following sources do you use to obtain information about Perrysburg Schools? (12 skipped question, 3%)

Perrysburg Messenger Journal	74%	345
Television News	40%	186
Toledo Blade	36%	166
Friends	35%	164
School Newsletters	30%	137
District Web Site	29%	135
District Social Media	23%	109
Printed Newsletter via U.S. Mail	23%	108
Automated Call/Email System	21%	97
Family Members	20%	92
School Announcements	18%	85
School Building Marquees	14%	65
Employees	13%	62
Spotlight Monthly eNewsletter	9%	42
Bowling Green Sentinel-Tribune	7%	34
Jacket Hub Smart Phone App	1%	5

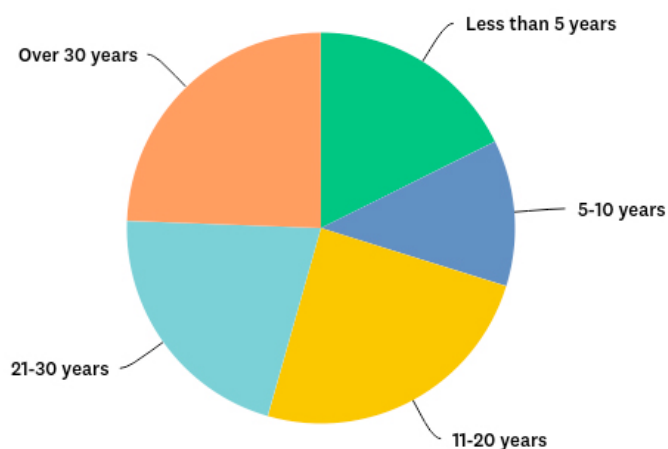
Q5. Which age bracket applies to you? (2 skipped question, 0%)

65 & Over	27%	125
55-64	24%	110
35-44	21%	97
45-54	16%	76
18-34	11%	53
Under 18	0%	1

Q6. What is your gender? (6 skipped question, 1%)

Female	67%	310
Male	32%	148

Q7. How long have you lived in Perrysburg School District? (1 skipped question, 0%)



11-20 years	25%	114
Over 30 years	24%	113
21-30 years	21%	98
Less than 5 years	18%	82
5-10 years	12%	56

Q8. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools (sorted descending by total of “agree” and “strongly agree”):

	Strongly Disagree		Disagree		Agree		Strongly Agree		Total Agree & Strongly Agree	
Academics/College Preparation	4	1%	10	2%	98	21%	316	68%	414	89%
Supportive Community	7	2%	9	2%	125	27%	290	63%	415	89%
Extracurricular Activities/Athletics	4	1%	14	3%	127	27%	273	59%	400	86%
Safe Environment	6	1%	15	3%	112	24%	284	61%	396	85%
Well-Maintained Facilities	6	1%	15	3%	135	29%	258	56%	393	85%
Performing Arts	5	1%	15	3%	104	22%	276	59%	380	82%
Emphasis on Improvement	8	2%	23	5%	151	33%	224	48%	375	81%
Employees	5	1%	18	4%	151	33%	222	48%	373	80%
Good Value for Tax Dollar	25	5%	30	6%	159	34%	210	45%	369	80%
Visual Arts	4	1%	17	4%	141	30%	213	46%	354	76%
Communication	15	3%	35	8%	164	35%	186	40%	350	75%
Technology Use/Training	8	2%	30	6%	146	31%	197	42%	343	74%
Facilities—Planning for Growth/Needs	18	4%	49	11%	157	34%	183	39%	340	73%
Class Size	10	2%	50	11%	213	46%	121	26%	334	72%
Community Partnerships	9	2%	34	7%	167	36%	165	36%	332	72%
Fiscal Responsibility	29	6%	53	11%	179	39%	150	32%	329	71%
Meeting the Needs of All Students	14	3%	38	8%	174	38%	156	34%	330	71%
Responsiveness	15	3%	39	8%	159	34%	167	36%	326	70%
Understanding & Embracing Diversity	16	3%	45	10%	171	37%	148	32%	319	69%
Clear Processes to Make Decisions	19	4%	45	10%	182	39%	129	28%	311	67%
Business Partnerships	10	2%	41	9%	174	38%	128	28%	302	65%
Inter-School District Partnerships	10	2%	36	8%	178	38%	111	24%	289	62%

Q9. What modes would you prefer the district use to share news and information with you?
(28 skipped question, 6%)

Printed Newsletter via US Mail	45%	209
Email Newsletter	42%	194
Newspapers/Radio/Television Media	37%	172
Web Site	29%	136
Social Media (Facebook, Twitter, etc.)	22%	102
Smart Phone App	14%	64
Advertising	3%	15
Other	1%	6

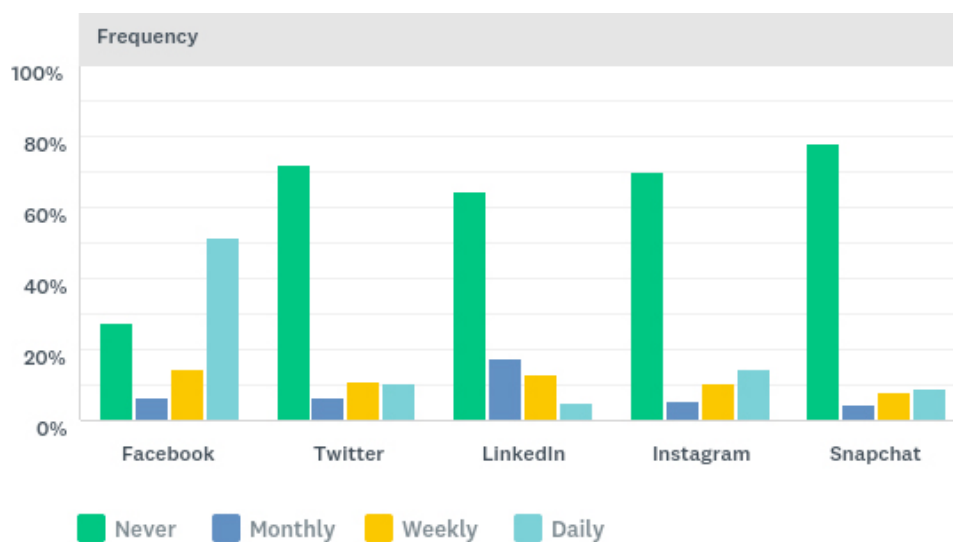
Q10. What is your highest level of educational attainment? (5 skipped question, 1%)

Some High School	1%	3
High School Graduate or G.E.D.	12%	56
Associate's Degree or Certificate Program	14%	65
Bachelor's Degree	38%	176
Master's Degree	27%	124
Doctorate	8%	35

Q11. How familiar are you with Perrysburg Schools Foundation, which uses privately raised funds for scholarships and classroom grants? (12 skipped question, 3%)

Very Familiar	13%	59
Somewhat Familiar	30%	141
Not Familiar	54%	252

Q12. How often do you use the following? (15 skipped question, 3%)



	Never		Monthly		Weekly		Daily	
Facebook	27%	123	6%	30	14%	65	50%	230
Twitter	67%	311	6%	28	10%	47	10%	45
LinkedIn	59%	273	16%	74	12%	54	5%	22
Instagram	65%	300	5%	23	10%	45	13%	62
Snapchat	72%	334	4%	20	8%	35	8%	38

Q13. What is Perrysburg School District's greatest STRENGTH in your opinion? (101 skipped question, 22%)

Academic/College Prep	147	40%
Employees	80	22%
Community Support	57	16%
Other/Miscellaneous	25	7%
Arts	19	5%
Athletics/Extracurricular	18	5%
The Jacket Way/ Improvement Mindset	15	4%
Leadership	15	4%
Parents/Families	15	4%
Safe/Good Location	12	3%
Accepting/Supportive	11	3%
Range of Offerings	10	3%
Communications	7	2%
Special Education	7	2%
Students	7	2%
Fiscal Responsibility	6	2%
Technology	6	2%
Facilities	5	1%

Q14. What is Perrysburg School District's greatest CHALLENGE in your opinion? (98 skipped question, 21%)

Growth/Size	120	33%
Diversity/Meeting Needs of All Students	48	13%
Other/Miscellaneous	42	11%
Cost/Taxes	38	10%
Fiscal Responsibility	36	10%
Education/Maintain What We Have Now	25	7%
Funding Model	21	6%
Drugs	15	4%
Communication	12	3%
Special Education	12	3%
Class Sizes	10	3%
Bullying	8	2%
Facilities	8	2%
Employees	7	2%
Technology	7	2%
Schedule/Transportation/ Districting	6	2%
Testing	6	2%
Community/Business Engagement	5	1%
Gifted Education	4	1%
Preschool/Kindergarten	4	1%
Safety	4	1%
Counseling/Advising	3	1%
Leadership	3	1%

P Perrysburg Schools Public Opinion Survey

Dear Perrysburg Schools Community Member,
We value the opinions of all community members, **whether you have a student in the school district or not.** Perrysburg Schools is asking for about 5 minutes of your time to complete this survey. **Please feel free to skip questions that do not pertain to you.** Please return the survey by **June 14, 2017** in the provided envelope. 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/guardian of current Perrysburg Schools student
- Grandparent of current student
- Parent/Guardian of former student/graduate
- Grandparent of former student/graduate
- Student
- Graduate/Former Student
- School District Employee
- Employed in community
- Volunteer in Schools
- 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 Hull Prairie Intermediate
- 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)
- District Automated Call/Email System
- Television News
- School Newsletters
- School Announcements
- Employees
- Family Members
- Friends
- Jacket Hub SmartPhone App
- Spotlight Monthly eNewsletter
- School Building Marquees
- Printed Newsletter via U.S. Mail

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
- Over 30 years

We sincerely thank you for taking the time to share your thoughts!

8. 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	
	1	2	3	4
Academics/ College Preparation	1	2	3	4
Employees	1	2	3	4
Supportive Community	1	2	3	4
Fiscal Responsibility	1	2	3	4
Class Size	1	2	3	4
Extracurricular Activities/Athletics	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
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
Meeting the Needs of All Students	1	2	3	4

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

- Printed Newsletter via U.S. Mail
- Newspapers/Radio/Television Media
- Advertising
- Email Newsletter
- Web Site
- Social Media (Facebook, Twitter, etc.)
- SmartPhone App
- Other _____

10. 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

11. How familiar are you with Perrysburg Schools Foundation, which uses privately raised funds for scholarships and classroom grants?

- Very Familiar
- Somewhat Familiar
- Not Familiar

12. How often do you use the following?

	Never	Monthly	Weekly	Daily
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What is Perrysburg School District’s greatest STRENGTH in your opinion?

14. What is Perrysburg School District’s greatest CHALLENGE in your opinion?

We sincerely thank you for taking the time to share your thoughts!