

*Perrysburg
Schools*

Second Annual Public Opinion Survey Report

August 19, 2013

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 29%, compared to last year's 30%. A total of 950 individuals took the survey this year.

Key Findings

- 41% of respondents are parents of current students.
- 57% of respondents said the district's overall grade should be "A," 37% said it should be "B," 5% said it should be "C" and less than 1% said it should be "D" or "F." This was the same percentage breakdown found in last year's survey.
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, *Toledo Blade*, television news, word-of-mouth from friends, the district's web site and school newsletters.
- When asked how they would prefer the district share news and information with them, respondents ranked "email newsletter" highest at 26%, followed by "media" at 24%, "printed newsletter via US Mail" at 20%, "web site" at 17% and "Facebook" at 7%.
- Areas perceived as the district's greatest strengths include: "Academic Program/ Curriculum," "Safe Environment," "Performing Arts," "Supportive Community," "Extracurricular Activities," "Well-Maintained Facilities" and "Faculty & Staff."

- 49% of respondents are aware that the district will need to construct a school building soon to keep up with growing enrollment, whereas 26% are only somewhat aware.
- 53% of respondents are not aware that the district will be required to conduct all state tests online within two years. 32% reported that they are aware and 15% reported that they are somewhat aware.

Recommendations

- Moving percentage points from “B” to “A” next year 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 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.
- 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. Last year, the survey included a convenience sample obtained online via Facebook, Twitter, LinkedIn, the district web page and a link circulated via email to parents and community leaders. The convenience sample did not vary significantly from the random sample, so this year's survey only includes responses from a random sample. The response rate on the survey's random sample is 29%, compared to last year's 30%. A total of 950 individuals took the survey this year. The survey was conducted June 24-July 8, 2013. Surveys received on or after July 22 were read but not included in the analysis.

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 6, 2012 General Election, totaled 16,135. A simple random sample of 3,308 was taken from active voter list, allowing for a 99% 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 this year with the 99% confidence level, the researcher recommends returning to a 95% confidence level sample in future surveys.

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 \$2951.37 was spent on the 3,308 surveys that were mailed—including the outer and return envelopes, return postage, survey and cover letter that were mailed 1st class bulk. The survey was also made available to the sample via a direct link on the printed survey to a Google Form version. About 70 responded online.

The survey began with asking respondents to describe their relationship to Perrysburg Schools. Multiple responses were permitted, including parent, grandparent, student, resident, alumna or alumnus (with a place to provide graduation year), faculty or staff, employed in community and other (describe). Other questions included:

- Suppose Perrysburg Schools was graded like students in our district. What would you say the district's overall grade should be? (options A, B, C, D or F)
- How important to you are the following sources to get information about Perrysburg Schools? (Likert-type scale of 1-4 with no neutral category: 1=very unimportant, 2=unimportant, 3=important, 4=very important) *Perrysburg Messenger Journal, Bowling Green Sentinel-Tribune, Toledo Blade, District Web Site, District Social Media, Television News, Automated Call/Email System, School Newsletters, School Announcements, Employees, Family Members and Friends.*
- Age, gender and how long you have lived in Perrysburg.
- Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools: (Likert-type scale of 1-4 with no neutral category: 1=strongly disagree, 2=disagree, 3=agree, 4=strongly agree) Strong Academic Program/Rigorous Curriculum, Quality, Caring Staff, Supportive Community, Fiscal Responsibility, Good

Class Size, Extracurricular Activities, Good Value for Tax Dollar, Safe Environment, Emphasis on Improvement, Responsiveness, District uses Clear Processes & Data to Make Decisions, Communication, Planning for Growth/Facility Needs, Performing Arts (this year tried breaking into band, orchestra, visual arts and vocal music, but the scores did not vary significantly, so these categories will again be collapsed for the next survey), Technology Use/Training, Understanding & Embracing Diversity, Community Partnerships, Business Partnerships, Inter-School District Partnerships and Well-Maintained Facilities.

- Are you aware that the district will need to construct a school building soon to keep up with growing enrollment? (yes, somewhat or no)
- Are you aware that the district will be required to conduct all state tests online within two years? (yes, somewhat or no)
- Do you have any children or grandchildren who are: Graduates of Perrysburg Schools, Current Students in Private or Parochial Schools, Home-Schooled, Too Young to attend School, Grandchildren who attend Perrysburg Schools, 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 or Current Students of Woodland Elementary?
- Please consider submitting a testimonial we may use in future promotions below or any additional comments you would like to share. (Responses were coded.)

All of the responses returned via U.S. Mail were hand-entered into the Google Form by four staff members. A total of 950 individuals took the survey.

Key Findings

- 41% of respondents are parents of current students.
- 57% of respondents said the district's overall grade should be "A," 37% said it should be "B," 5% said it should be "C" and less than 1% said it should be "D" or "F." This was the same percentage breakdown found in last year's survey.
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, *Toledo Blade*, television news, word-of-mouth from friends, the district's web site and school newsletters.
- When asked how they would prefer the district share news and information with them, respondents ranked "email newsletter" highest at 26%, followed by "media" at 24%, "printed newsletter via US Mail at 20%, web site at 17% and Facebook at 7%.
- Areas perceived as the district's greatest strengths include: "Academic Program/ Curriculum," "Safe Environment," "Performing Arts," "Supportive Community," "Extracurricular Activities," "Well-Maintained Facilities" and "Faculty & Staff."
- 49% of respondents are aware that the district will need to construct a school building soon to keep up with growing enrollment, whereas 26% are only somewhat aware.
- 53% of respondents are not aware that the district will be required to conduct all state tests online within two years. 32% reported that they are aware and 15% reported that they are somewhat aware.
- 27% of respondents reporting having lived in the district for 11-20 years, 22% lived here for longer than 30 years, 19% have lived here for 21-30 years and 17% have lived here for 5-10 years. Only 15% have lived here less than 5 years.

- 281 respondents (17%) have children or grandchildren who are Perrysburg graduates, 130 (20%) have children too young to attend school and 62 respondents (9%) have students currently in private or parochial schools.
- The 269 comments were coded by department; some comments received multiple codes, such as a bullying issue on a bus would be coded bullying and transportation. 56 of the comments were positive. The greatest number of comments concerned finance (51), technology (38), school-specific issues (38), curriculum/pupil services (34), facilities (22), and communications (15). Comment areas with less than 10 total comments included arts, grounds, athletics, bullying and transportation.

Recommendations

- The results of the survey clearly indicate that there is strong support for Perrysburg Schools. It is a vote of confidence that 57% of respondents again said the district's overall grade should be "A." The fact that 37% said it should be "B" shows that there are areas where the district should continue to improve. Moving percentage points from "B" to "A" next year should be a major goal for the district.
- The fact that the percentage breakdown on the grades is exactly the same as last year shows that the survey instrument is a reliable measure. With the sample coming from the fall 2012 (presidential) election this year (instead of a trend model of several smaller elections), we know that, although 57% of voters think we do a great job educating students, only 51.25% voted for the district's operating levy. 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 the operating 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.

- 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.
- The greatest strengths of the district include “Academic Program/ Curriculum,” “Safe Environment,” “Performing Arts,” “Supportive Community,” “Extracurricular Activities,” “Well-Maintained Facilities” and “Faculty & Staff.” The stakeholder opinions in all areas measured in this question—as well as the text responses that were coded by department—should be carefully considered by the pertinent administrators for strategic planning and goal-setting for the coming school year.
- Many respondents are unaware of the district’s need to construct a building to keep up with enrollment as well as the state’s push to administer tests online. Perrysburg Schools should put a greater focus on making sure the public is aware of the challenges the district is facing (locally, regionally as well as nationally) in order to paint a full picture to its stakeholders.

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?

16,135	Active Voters
3,308	Surveys Mailed
950	Respondents
29%	Response Rate
99%	Confidence Level
+/- 2%	Confidence Interval

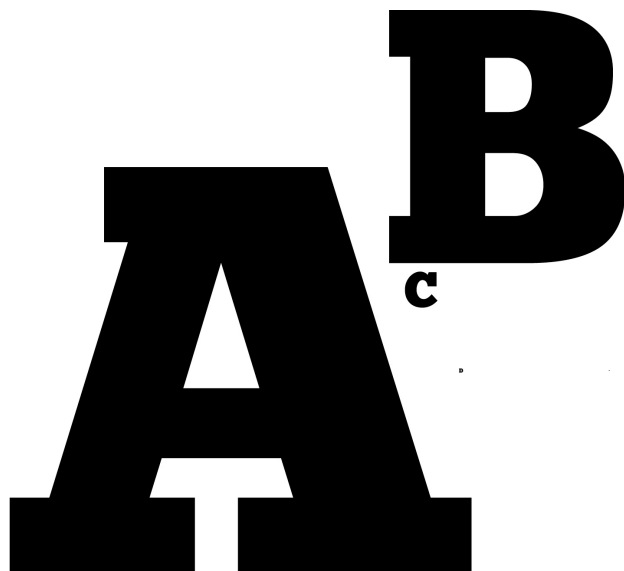
Q1. Please describe your relationship to Perrysburg Schools. (You may check multiple options)

Resident	660	41%
Parent or guardian of current student	270	17%
Grandparent of current student	67	4%
Parent/grandparent of former student/graduate	281	17%
Student	2	0%
Alumna or Alumnus (please include graduation year in Other)	106	7%
Faculty or staff member	38	2%
Employed in community	66	4%
Other	131	8%

Q2. Do you have children/grandchildren who are:

Too Young to attend School	130	20%
Current Students in Private or Parochial Schools	62	9%
Home-Schooled	4	1%
Current Students of Perrysburg High School	156	23%
Current Students of Perrysburg Jr. High	114	17%
Current Students of Frank Elementary	57	9%
Current Students of Ft. Meigs Elementary	43	6%
Current Students of Toth Elementary	54	8%
Current Students of Woodland Elementary	44	7%

Q3. Suppose Perrysburg Schools were graded like students in our district. Based on your impressions and experiences, what would you say the district's overall grade should be?



A	447	57%
B	292	37%
C	39	5%
D	5	1%
F	1	0%

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

Perrysburg Messenger Journal	647	22%
Bowling Green Sentinel-Tribune	89	3%
Toledo Blade	307	10%
District Web Site	280	9%
District Social Media	94	3%
Television News	285	10%
School Announcements	192	6%
Family Members	172	6%
Friends	304	10%
School Newsletters	259	9%
Employees	124	4%
Automated Call/Email System	214	7%



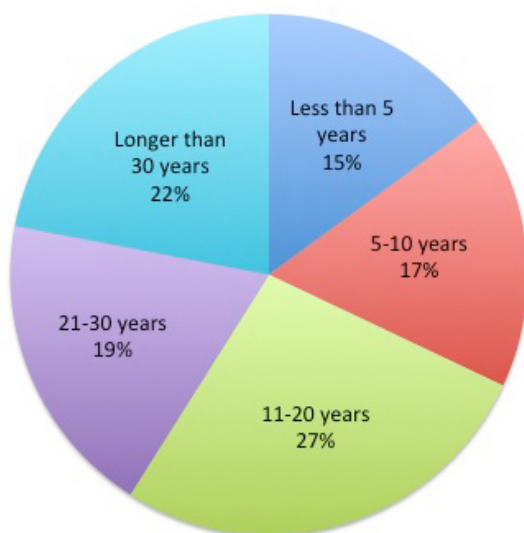
Q5. Which age bracket applies to you?

Under 18	1	0%
18-34	110	13%
35-44	165	20%
45-54	185	22%
55-64	176	21%
65 & Over	206	24%

Q6. What is your gender?

Female	546	67%
Male	266	33%

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

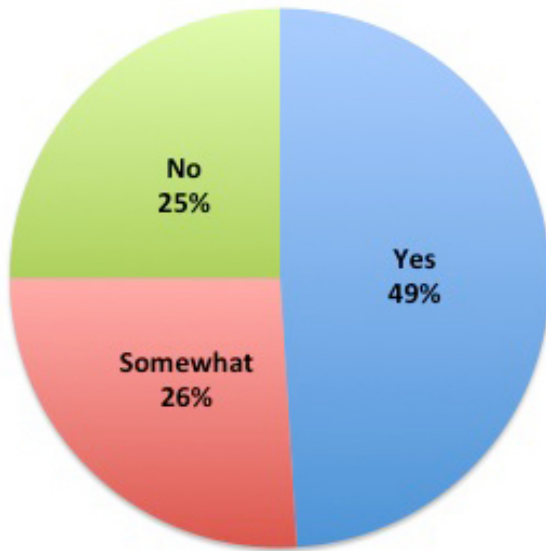


Less than 5 years	124	15%
5-10 years	147	17%
11-20 years	228	27%
21-30 years	159	19%
Longer than 30 years	188	22%
I do not live in the district	1	0%

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

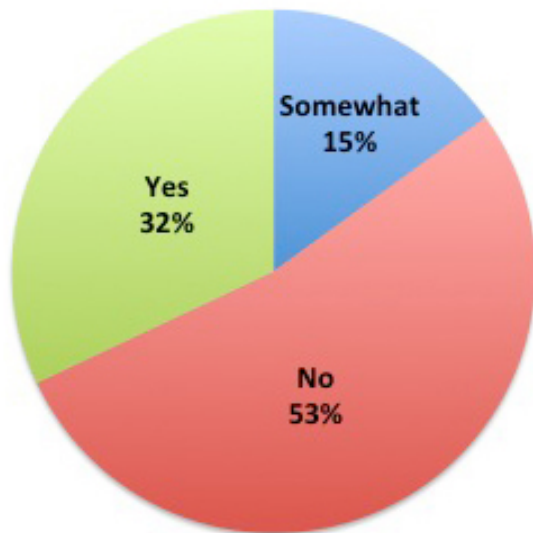
Printed Newsletter via US Mail	315	20%
Newspapers/Radio/Television Media	372	24%
Advertising	24	2%
Email Newsletter	409	26%
Web Site	266	17%
Facebook	115	7%
Twitter	21	1%
Google+	7	0%
LinkedIn	5	0%
Pinterest	3	0%
Other	22	1%

Q9. Are you aware that the district will need to construct a school building soon to keep up with growing enrollment?



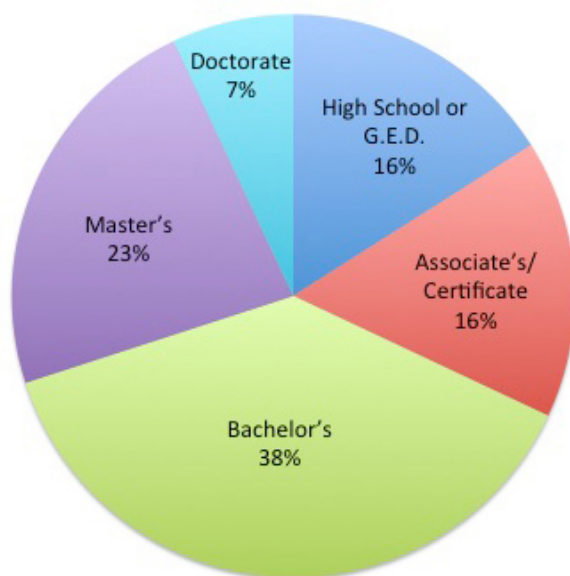
Yes	409	49%
Somewhat	218	26%
No	210	25%

Q10. Are you aware that the district will be required to conduct all state tests online within two years?



Yes	267	32%
Somewhat	125	15%
No	446	53%

Q11. What is your highest level of educational attainment?



Some High School	4	0%
High School Graduate or G.E.D.	130	16%
Associate's Degree or Certificate Program	133	16%
Bachelor's Degree	317	38%
Master's Degree	189	23%
Doctorate	57	7%

Q12. Please consider submitting a testimonial we may use in future promotions below or any additional comments you would like to share.

Positive	56
Financial	51
Technology	38
Schools	38
Curriculum/Pupil Services	34
Facilities	22
Communications	15
Arts	8
Grounds	6
Athletics	5
Bullying	3
Transportation	1

Q13. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools:

Category	2013	2012	Difference
Academic Program/Curriculum	3.59	3.52	0.07
Faculty & Staff	3.42	3.39	0.03
Supportive Community	3.51	3.45	0.06
Fiscal Responsibility	3.03	3.13	-0.1
Class Size	2.94	2.91	0.03
Extracurricular Activities	3.44	3.35	0.09
Good Value for Tax Dollar	3.14	3.19	-0.05
Safe Environment	3.57	3.49	0.08
Emphasis on Improvement	3.4	3.3	0.1
Responsiveness	3.19	3.14	0.05
Clear Processes to Make Decisions	3.01	3.02	-0.01
Communication	3.15	3.12	0.03
Facilities–Planning for Growth/Needs	2.93	2.91	0.02
Performing Arts	3.52	3.24	0.28
Visual Arts	3.41		
Vocal Music	3.47		
Band	3.51		
Orchestra	3.49		
Technology Use/Training	3.23	3.08	0.15
Understanding & Embracing Diversity	3.14	3.01	0.13
Community Partnerships	3.19	3.1	0.09
Business Partnerships	3.09	3.01	0.08
Inter-School District Partnerships	3.11	2.97	0.14
Well-Maintained Facilities	3.43	3.29	0.14



Perrysburg Schools Stakeholder 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 13-question survey.

Please complete the survey by **July 8, 2013** by mailing back this copy in the provided envelope or answering online at <http://tinyurl.com/lymg2p9>.

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—Graduation Year: _____
- 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. Suppose Perrysburg Schools were graded like students in our district. 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
- 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
- I do not live in the district

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
- Google+
- LinkedIn
- Pinterest
- Other _____

9. Are you aware that the district will need to construct a school building soon to keep up with growing enrollment?

- Yes Somewhat No

10. Are you aware that the district will be required to conduct all state tests online within two years?

- Yes Somewhat No

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. Please consider submitting a testimonial we may use in future promotions below or any additional comments you would like to share.

13. 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