2018

Public Opinion

Survey Report

August 20, 2018

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 19%, down from 22% last year. A total of 406 individuals took the survey this year. The deadline posted on the survey was June 13, 2018 but it was closed to respondents as of July 19, 2018. Surveys received after July 19 were read but not included.

Key Findings

- 65% of respondents said the district's overall grade should be "A," 25% said it should be "B," 6% said it should be "C," 0% said it should be "D" and 0% said it should be "F." Compared to the 2017 survey, A's increased by 2%, "B" increased by 2%, "C" increased by 3%, "D" decreased by 2% and "F" decreased by 1%. Overall, there was a slight improvement compared to last year's scores.

- 26% of respondents are parents/guardians of current students (decreased 2%).

- 72% of respondents have a bachelor's degree or higher (decreased 1%).

- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, television news, word-of-mouth from friends, *Toledo Blade,* 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 "email newsletter" highest at 41% (reduced by 1%), "printed newsletter via US Mail" next at 39% (reduced by 6%), "newspapers/radio/television media" at 34% (reduced by 13%), followed by "web site" at 31% (up by 2%) and "Social Media" at 28% (up by 6%). 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, Well-Maintained Facilities, Safe Environment, Employees and Performing Arts. All scores were lower since the last survey except Employees was up by 2%, but the order did not change significantly.

- 45% of respondents are familiar with Perrysburg Schools Foundation (up 2%).

- 50% of respondents use Facebook daily (unchanged).

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, word-of-mouth, *Toledo Blade,* 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 (34% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 28% included "Social Media" in their choices, which is an increase of 6% from last year.

- 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 school district should continue to focus its communications not just on its accomplishments, 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 19%, compared to 2017's 22%, 2016's 30%, 2015's 30% and 2013's 29%. A total of 406 individuals took the survey this year.

The survey was conducted May 18-July 29, 2018 (the deadline printed on the survey was June 13, 2018). Surveys received after July 29, 2018 were not included in this 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 $2,460.20 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 ($989.35) and they were mailed 1st class bulk ($239.99). The responses were hand-entered into SurveyMonkey® and the free-text responses were coded, which took 26 hours at the secretarial substitute rate of pay, which is $13.61, for a total of $353.86. The total cost was $3.32 lower compared with 2017's survey, with slightly higher postage rates being offset by a slightly lower response rate.

Key Findings

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Employees and Performing Arts. All scores were lower since the last survey except Employees was up by 2%, but the order did not change significantly.

- 45% of respondents are familiar with Perrysburg Schools Foundation (up 2%).

- 50% of respondents use Facebook daily (unchanged).

- 25% of respondents reporting having lived in the district for over 30 years, 25% have lived here for 21-30 years, 24% lived here for 11-20 years, 14% have lived here for 5-10 years and 11% have lived here less than 5 years.

- 74% of respondents have no direct connection to our school district—in other words, they do not currently have students in Perrysburg Schools. 31% have children who are Perrysburg graduates or former students, 17% have children who are too young to attend school and 7% 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 strength of the school district reported was again Academic/College Prep (26%). The top challenge of the school district reported was again Growth/Size (22%).

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, word-of-mouth, *Toledo Blade,* 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 (34% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 28% included "Social Media" in their choices, which is an increase of 6% from last year.

- 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.

- School district officials should continue to consider the following: 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 and volunteers) 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 school district should focus its communications not just on its accomplishments, but also on the challenges it is facing in order to paint a full picture to its stakeholders. *Perrysburg Schools Spotlight,* the enewsletter the district launched in April 2016, tells the everyday stories of excellence and the embodiment of The Jacket Way 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 it is highlighted in each issue of *District Dashboard*) 241 community members have signed up (up 80 from last year). *Spotlight* is also sent to a list of almost 200 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 about the same as printed newsletters. By far, the top source that respondents use to obtain information about our school district continues to be 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 and is not able to do 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
406	Respondents
19%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

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

Resident	81%	327
Parent of former student/graduate	31%	126
Parent or guardian of current student	26%	106
Graduate/Former Student	13%	52
Grandparent of current student	11%	45
Employed in community	6%	25
Grandparent of former student/graduate	5%	22
School District Employee	4%	15
Volunteer in schools	3%	12
Other	3%	12
Student	0%	1

Q2. Do you have children/grandchildren who are (percentage of total 406 respondents):

Skipped Question	46%	187
Too Young to attend School	17%	71
Current Students of Perrysburg High School	17%	68
Current Students of Perrysburg Jr. High	10%	40
Current Students of Hull Prairie Intermediate	8%	33
Current Students in Private or Parochial Schools	7%	28
Current Students of Ft. Meigs Elementary	5%	19
Current Students of Woodland Elementary	4%	18
Current Students of Toth Elementary	4%	18
Current Students of Frank Elementary	4%	16
Home-Schooled	1%	6

Q3. Based on your impressions and experiences, what would you say the district's overall grade should be? (14 skipped question, 3%)

A B c

A	65%	263
B	25%	101
C	6%	25
D	0%	1
F	0%	2

Q4. Which of the following sources do you use to obtain information about Perrysburg Schools? (4 skipped question, 1%)

Perrysburg Messenger Journal	70%	283
Television News	37%	151
Friends	34%	140
Toledo Blade	33%	136
School Newsletters	32%	131
District Web Site	28%	115
District Social Media	27%	109
Printed Newsletter via U.S. Mail	24%	97
Automated Call/Email System	20%	80
Family Members	19%	79
School Announcements	17%	71
Employees	15%	60
Spotlight Monthly eNewsletter	10%	39
School Building Marquees	8%	34
Bowling Green Sentinel-Tribune	8%	32
Jacket Hub Smart Phone App	1%	3

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

65 & Over	31%	126
55-64	23%	95
45-54	20%	80
35-44	16%	64
18-34	10%	39
Under 18	0%	0

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

Female	63%	256
Male	35%	144

Q7. How long have you lived in Perrysburg School District? (1 skipped question, 0%)
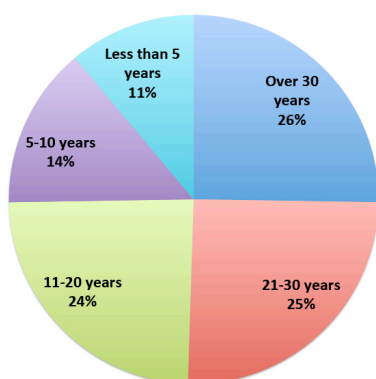
Over 30 years	25%	103
21-30 years	25%	100
11-20 years	24%	97
5-10 years	14%	58
Less than 5 years	11%	44

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		2017	Difference
Academics/College Preparation	5	1%	10	2%	88	19%	270	58%	358	88%	89%	-1%
Employees	5	1%	10	2%	156	34%	178	38%	334	82%	80%	2%
Supportive Community	4	1%	15	3%	123	27%	233	50%	356	88%	89%	-1%
Fiscal Responsibility	24	5%	41	9%	167	36%	126	27%	293	72%	71%	1%
Class Size	14	3%	52	11%	172	37%	99	21%	271	67%	72%	-5%
Extracurricular Activities/Athletics	6	1%	12	3%	113	24%	232	50%	345	85%	86%	-1%
Good Value for Tax Dollar	18	4%	28	6%	138	30%	184	40%	322	79%	80%	-1%
Safe Environment	3	1%	15	3%	129	28%	205	44%	334	82%	85%	-3%
Emphasis on Improvement	9	2%	20	4%	130	28%	183	39%	313	77%	81%	-4%
Responsiveness	9	2%	36	8%	152	33%	131	28%	283	70%	70%	0%
Clear Processes to Make Decisions	15	3%	54	12%	145	31%	101	22%	246	61%	67%	-6%
Communication	11	2%	36	8%	165	36%	134	29%	299	74%	75%	-1%
Facilities–Planning for Growth/Needs	15	3%	43	9%	135	29%	150	32%	285	70%	73%	-3%
Performing Arts	4	1%	15	3%	92	20%	238	51%	330	81%	82%	-1%
Visual Arts	4	1%	17	4%	114	25%	194	42%	308	76%	76%	0%
Technology Use/Training	7	2%	21	5%	140	30%	152	33%	292	72%	74%	-2%
Understanding & Embracing Diversity	15	3%	37	8%	146	31%	125	27%	271	67%	69%	-2%
Community Partnerships	6	1%	31	7%	155	33%	131	28%	286	70%	72%	-2%
Business Partnerships	7	2%	35	8%	142	31%	118	25%	260	64%	65%	-1%
Inter-School District Partnerships	8	2%	30	6%	148	32%	95	20%	243	60%	62%	-2%
Well-Maintained Facilities	7	2%	8	2%	113	24%	227	49%	340	84%	85%	-1%
Meeting the Needs of All Students	12	3%	35	8%	155	33%	125	27%	280	69%	71%	-2%

Q9. What modes would you prefer the district use to share news and information with you?
(22 skipped question, 5%)

Email Newsletter	41%	167
Printed Newsletter via U.S. Mail	39%	160
Newspapers/Radio/Television Media	34%	138
Web Site	31%	124
Social Media (Facebook, Twitter, etc.)	28%	112
Smart Phone App	14%	56
Advertising	1%	6
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.	11%	46
Associate's Degree or Certificate Program	15%	60
Bachelor's Degree	41%	166
Master's Degree	22%	90
Doctorate	9%	36

Q11. How familiar are you with Perrysburg Schools Foundation, which uses privately raised funds for scholarships and classroom grants? (17 skipped question, 4%)

Very Familiar	13%	53
Somewhat Familiar	32%	131
Not Familiar	50%	205

Q12. How often do you use the following? (11 skipped question, 3%)

	Never		Monthly		Weekly		Daily	
Facebook	27%	109	6%	26	14%	56	50%	203
Twitter	66%	267	6%	23	10%	42	12%	50
LinkedIn	64%	261	14%	56	11%	44	5%	21
Instagram	66%	266	5%	22	9%	35	15%	60
Snapchat	75%	303	4%	18	6%	23	9%	38

Q13. What is Perrysburg School District's greatest STRENGTH in your opinion? (97 skipped question, 24%)

	2017		2018		Difference
Academic/College Prep	147	40%	107	26%	-14%
Accepting/Supportive	11	3%	11	3%	0%
Arts	19	5%	34	8%	3%
Athletics/Extracurricular	18	5%	20	5%	0%
Communications	7	2%	7	2%	0%
Community Support	57	16%	57	14%	-2%
Employees	80	22%	81	20%	-2%
Facilities	5	1%	6	1%	0%
Fiscal Responsibility	6	2%	1	0%	-2%
Leadership	15	4%	14	3%	-1%
Other/Miscellaneous	25	7%	62	15%	8%
Parents/Families	15	4%	15	4%	0%
Range of Offerings	10	3%	0	0%	-3%
Safe/Good Location	12	3%	7	2%	-1%
Special Education	7	2%	1	0%	-2%
Students	7	2%	9	2%	0%
Technology	6	2%	3	1%	-1%
The Jacket Way/ Improvement Mindset	15	4%	4	1%	-3%

Q14. What is Perrysburg School District's greatest CHALLENGE in your opinion? (92 skipped question, 23%)

	2017		2018		Difference
Bullying	8	2%	8	2%	0%
Class Sizes	10	3%	25	6%	3%
Communication	12	3%	18	4%	1%
Community/Business Engagement	5	1%	0	0%	-1%
Cost/Taxes	38	10%	23	6%	-4%
Counseling/Advising	3	1%	4	1%	0%
Diverse/Meeting Needs of All Students	48	13%	31	8%	-5%
Drugs	15	4%	7	2%	-2%
Education/Maintain What We Have Now	25	7%	18	4%	-3%
Employees	7	2%	3	1%	-1%
Facilities	8	2%	9	2%	0%
Fiscal Responsibility	36	10%	30	7%	-3%
Funding Model	21	6%	6	1%	-5%
Gifted Education	4	1%	1	0%	-1%
Growth/Size	120	33%	89	22%	-11%
Leadership	3	1%	1	0%	-1%
Other/Miscellaneous	42	11%	91	22%	11%
Preschool/Kindergarten	4	1%	1	0%	-1%
Safety	4	1%	18	4%	3%
Schedule/Transportation/ Districting	6	2%	8	2%	0%
Special Education	12	3%	2	0%	-3%
Technology	7	2%	1	0%	-2%
Testing	6	2%	1	0%	-2%

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 **Wednesday, June 13, 2018** in the provided postage-paid 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

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
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	☐	☐	☐	☐
Twitter	☐	☐	☐	☐
LinkedIn	☐	☐	☐	☐
Instagram	☐	☐	☐	☐
Snapchat	☐	☐	☐	☐

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!