Perrysburg Schools

2019

Public Opinion

Survey Report

August 19, 2019

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 25%, up from 19% last year. A total of 505 individuals took the survey this year. The deadline posted on the survey was June 12, 2019 but it was closed to respondents as of August 2, 2019. One survey was received after August 2; it was read but not included.

Key Findings

- 69% of respondents said the district's overall grade should be "A," 23% said it should be "B," 3% said it should be "C," 0% said it should be "D" and 0 said it should be "F." Compared to the 2018 survey, A's increased by 4%, "B" decreased by 2%, "C" decreased by 3%, "D" and "F" were unchanged. Overall, there was a small improvement compared to last year's scores.

- 29% of respondents are parents/guardians of current students (increased 3%).

- 74% of respondents have a bachelor's degree or higher (increased 2%).

- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, television news, word-of-mouth from friends, school newsletters, the school district's web site and the school district's official social media pages. 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 42% (increased by 1%), "printed newsletter via US Mail" next at 41% (increased by 2%), "newspapers/radio/television media" at 35% (increased by 1%), followed by "web site" at 33% (up by 2%) and "Social Media" at 27% (down by 1%). 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, Well-Maintained Facilities, Safe Environment, Extracurricular Activities/Athletics, Employees and Performing Arts. The order did not change significantly from 2018.

- 57% of respondents are familiar with Perrysburg Schools Foundation (up 12%).

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 from friends, school newsletters, the school district's web site and the school district's official social media pages. 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 (39% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 27% included "Social Media" in their choices.

- 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 25%, compared to 2018's 19%, 2017's 22%, 2016's 30%, 2015's 30% and 2013's 29%. A total of 505 individuals took the survey this year.

The survey was conducted May 23-August 2, 2019 (the deadline printed on the survey was June 12, 2019). One survey was received after August 2; it was read but not included.

The list from which the mailing sample was drawn came from the Wood County Board of Elections. The list of active voters totaled 13,880. A simple random sample of 2,047 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 $3,963.64 was spent on the project, not counting the use of the school district's SurveyMonkey® account and the time of the researcher, who is a salaried employee. The 2,047 surveys that were mailed included outer and return envelopes, the survey (printed two-sided) and a cover letter as well as

return postage ($2,395.72) and they were mailed 1st class bulk ($1,091.57). The responses were

hand-entered into SurveyMonkey® and the free-text responses were coded, which took 35 hours

at the secretarial substitute rate of pay, which is $13.61, for a total of $476.35.

Key Findings

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Activities/Athletics, Employees and Performing Arts. The order did not change significantly from 2018.

- 57% of respondents are familiar with Perrysburg Schools Foundation (up 12%).

- 23% of respondents reporting having lived in the district for over 30 years, 18% have lived here for 21-30 years, 28% lived here for 11-20 years, 17% have lived here for 5-10 years and 14% have lived here less than 5 years.

- 71% of respondents have no direct connection to our school district—in other words, they do not currently have students in Perrysburg Schools. 34% have children who are Perrysburg graduates or former students, 16% have children who are too young to attend school and 9% 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 (33%). The top challenge of the school district reported was again Growth/Size (39%).

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 from friends, school newsletters, the school district's web site and the school district's official social media pages. 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 (39% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 27% included "Social Media" in their choices.

- 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*) 267 community members have signed up (up 26 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 is an absolutely necessary component

in Perrysburg Schools' 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?

13,880	Active Voters
2,047	Surveys Mailed
505	Respondents
25%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

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

Resident	80%	405
Parent of former student/graduate	34%	171
Parent or guardian of current student	29%	148
Graduate/Former Student	13%	65
Grandparent of current student	10%	48
Volunteer in schools	7%	34
Employed in community	6%	32
Grandparent of former student/graduate	6%	29
School District Employee	4%	18
Other	3%	16
Student	0	0

Q2. Do you have children/grandchildren who are (percentage of total 505 respondents):

Skipped Question	45%	226
Current Students of Perrysburg High School	18%	91
Too Young to attend School	16%	81
Current Students of Perrysburg Jr. High	13%	64
Current Students of Hull Prairie Intermediate	9%	47
Current Students in Private or Parochial Schools	9%	45
Current Students of Ft. Meigs Elementary	7%	37
Current Students of Toth Elementary	5%	25
Current Students of Frank Elementary	4%	21
Current Students of Woodland Elementary	4%	18
Home-Schooled	2%	8
Current Students of Perrysburg Preschool	1%	7

Q3. Based on your impressions and experiences, what would you say the district's overall grade should be? (26 skipped question, 5%)

A B c

A	69%	347
B	23%	117
C	3%	14
D	0%	1
F	0	0

Q4. Which of the following sources do you use to obtain information about Perrysburg Schools? (13 skipped question, 3%)

Perrysburg Messenger Journal	66%	333
Television News	46%	230
Friends	39%	199
School Newsletters/Announcements	37%	188
District Web Site	33%	166
District Social Media	29%	145
Toledo Blade	29%	144
Printed Newsletter via U.S. Mail	26%	133
Automated Call/Email System	24%	123
Family Members	23%	117
Personal Social Media (e.g. Facebook Groups)	23%	114
Employees	16%	79
Spotlight Monthly eNewsletter	16%	79
School Building Marquees	11%	58
Bowling Green Sentinel-Tribune	8%	40
Jacket Hub Smart Phone App	1%	7

Q5. Which age bracket applies to you?
(6 skipped question, 1%)

65 & Over	30%	152
55-64	19%	96
45-54	19%	98
35-44	20%	101
18-34	10%	52
Under 18	0	0

Q6. What is your gender?
(9 skipped question, 2%)

Female	65%	326
Male	34%	170

Q7. How long have you lived in Perrysburg School District? (2 skipped question, 0%)
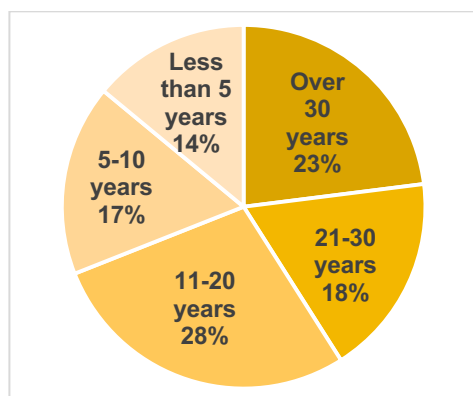
Over 30 years	23%	114
21-30 years	18%	91
11-20 years	28%	142
5-10 years	17%	87
Less than 5 years	14%	69

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		2018	Difference
Academics/College Preparation	3	1%	8	2%	88	17%	354	70%	442	88%	88%	0%
Supportive Community	4	1%	9	2%	125	25%	321	64%	446	88%	88%	0%
Well-Maintained Facilities	6	1%	14	3%	144	29%	283	56%	427	85%	84%	1%
Safe Environment	4	1%	21	4%	133	26%	286	57%	419	83%	82%	1%
Extracurricular Activities/Athletics	5	1%	14	3%	124	25%	292	58%	416	82%	85%	-3%
Employees	2	0%	17	3%	159	31%	248	49%	407	81%	82%	-1%
Performing Arts	2	0%	6	1%	118	23%	293	58%	411	81%	81%	0%
Emphasis on Improvement	3	1%	26	5%	168	33%	228	45%	396	78%	77%	1%
Good Value for Tax Dollar	13	3%	40	8%	168	33%	223	44%	391	77%	79%	-2%
Visual Arts	3	1%	12	2%	145	29%	235	47%	380	75%	76%	-1%
Communication	8	2%	37	7%	192	38%	180	36%	372	74%	74%	0%
Responsiveness	8	2%	27	5%	198	39%	176	35%	374	74%	70%	4%
Technology Use/Training	2	0%	26	5%	160	32%	206	41%	366	72%	72%	0%
Community Partnerships	2	0%	22	4%	182	36%	178	35%	360	71%	70%	1%
Meeting the Needs of All Students	11	2%	44	9%	194	38%	161	32%	355	70%	69%	1%
Understanding & Embracing Diversity	16	3%	46	9%	191	38%	151	30%	342	68%	67%	1%
Fiscal Responsibility	33	7%	65	13%	174	34%	158	31%	332	66%	72%	-6%
Business Partnerships	3	1%	33	7%	182	36%	141	28%	323	64%	64%	0%
Class Size	21	4%	76	15%	225	45%	95	19%	320	63%	67%	-4%
Facilities–Planning for Growth/Needs	37	7%	72	14%	184	36%	127	25%	311	62%	70%	-8%
Inter-School District Partnerships	3	1%	22	4%	195	39%	117	23%	312	62%	60%	2%
Clear Processes to Make Decisions	12	2%	54	11%	193	38%	121	24%	314	62%	61%	1%

Q9. What modes would you prefer the district use to share news and information with you?
(36 skipped question, 7%)

Email Newsletter	42%	211
Printed Newsletter via U.S. Mail	41%	209
Newspapers/Radio/Television Media	35%	179
Web Site	33%	169
Social Media (Facebook, Twitter, etc.)	27%	135
Smart Phone App	19%	95
Advertising	3%	16

Q10. What is your highest level of educational attainment? (18 skipped question, 4%)

Some High School	1%	3
High School Graduate or G.E.D.	10%	49
Associate's Degree or Certificate Program	12%	59
Bachelor's Degree	37%	188
Master's Degree	30%	151
Doctorate	7%	37

Q11. How familiar are you with Perrysburg Schools Foundation, which uses privately raised
funds for scholarships and classroom grants? (13 skipped question, 3%)

Very Familiar	14%	72
Somewhat Familiar	43%	215
Not Familiar	41%	205

Q12. How familiar are you with The Jacket Way, which creates common expectations for
behavior across the school district to create a culture best suited for students to be academically,
emotionally and socially successful?? (16 skipped question, 1%)

Very Familiar	32%	163
Somewhat Familiar	31%	156
Not Familiar	34%	170

Q13. What is Perrysburg School District's greatest STRENGTH in your opinion? (107 skipped question, 21%)

	2018		2019		Difference
Academic/College Prep	107	26%	165	33%	7%
Accepting/Supportive	11	3%	6	1%	-2%
Arts	34	8%	18	4%	-4%
Athletics/Extracurricular	20	5%	14	3%	-2%
Communications	7	2%	8	2%	0%
Community Support	57	14%	66	13%	-1%
Employees	81	20%	103	20%	0%
Facilities	6	1%	5	1%	0%
Fiscal Responsibility	1	0%	1	0%	0%
Leadership	14	3%	8	2%	-1%
Other/Miscellaneous	62	15%	39	8%	-7%
Parents/Families	15	4%	24	5%	1%
Range of Offerings	0	0%	12	2%	2%
Safe/Good Location	7	2%	5	1%	-1%
Special Education	1	0%	2	0%	2%
Students	9	2%	8	2%	-1%
Technology	3	1%	2	0%	0%
The Jacket Way/ Improvement Mindset	4	1%	4	1%	0%

Q14. What is Perrysburg School District's greatest CHALLENGE in your opinion? (103 skipped question, 20%)

	2018		2019		Difference
Bullying	8	2%	15	3%	1%
Class Sizes	25	6%	37	7%	1%
Communication	18	4%	12	2%	-2%
Cost/Taxes	23	6%	22	4%	-2%
Diverse/Meeting Needs of All Students	31	8%	52	10%	2%
Education/Maintain What We Have Now	18	4%	9	2%	-2%
Employees	3	1%		0%	-1%
Facilities	9	2%	12	2%	0%
Fiscal Responsibility	30	7%	37	7%	0%
Funding Model	6	1%	12	2%	1%
Growth/Size	89	22%	195	39%	17%
Other/Miscellaneous	91	22%	43	9%	-13%
Preschool/Kindergarten	1	0%	2	0%	0%
Safety	18	4%	19	4%	0%
Special Education	2	0%	7	1%	1%
Technology	1	0%	4	1%	1%
Testing	1	0%	2	0%	0%
Transportation	8	2%	1	0%	-2%

Q14. Do you have any questions you would like us to address? (383 skipped question, 76%)

Bullying	1	0%
Class Sizes	4	1%
Communication	1	0%
Cost/Taxes	26	5%
Diverse/Meeting Needs of All Students	4	1%
Education/Maintain What We Have Now	1	0%
Facilities	7	1%
Fiscal Responsibility	12	2%
Funding Model	1	0%
Growth/Size	14	3%
Other/Miscellaneous	13	3%
Preschool/Kindergarten	3	1%
Safety	7	1%
Special Education	5	1%

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 12, 2019** 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 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**
☐ Current Students of **Perrysburg Preschool**

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)
☐ Personal Social Media (e.g. Facebook groups)
☐ District Automated Call/Email System
☐ Television News
☐ School Newsletters/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   ☐ 45-54
☐ 18-34   ☐ 55-64
☐ 35-44   ☐ 65 & Over

6. What is your gender?
☐ Female   ☐ Male

7. How long have you lived in Perrysburg School District?
☐ Less than 5 years   ☐ 21-30 years
☐ 5-10 years   ☐ Over 30 years
☐ 11-20 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

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   ☐ Somewhat   ☐ Unfamiliar

12. How familiar are you with The Jacket Way, which creates common expectations for behavior across the school district to create a culture best suited for students to be academically, emotionally and socially successful?
☐ Very   ☐ Somewhat   ☐ Unfamiliar

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

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

15. Do you have any questions you would like us to address?