



Perrysburg
Schools

2021

**Public Opinion
Survey Report**

August 16, 2021

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 school district's administrative team with goal setting, 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 20%, down 5% from 2019, the last year the survey was conducted. (The survey is typically annual, but was not conducted in 2020 due to the COVID-19 pandemic.) A total of 417 individuals took the survey this year.

Key Findings

- 60% of respondents said the district's overall grade should be "A," 24% said it should be "B," 6% said it should be "C," 2% said it should be "D" and 0% said it should be "F." Compared to the 2019 survey, A's decreased by 9%, "B" increased by 1%, "C" increased by 3%, "D" increased by 2% and "F" was unchanged at 0%.
- 27% of respondents are parents/guardians of current students (decreased 2%).
- 72% of respondents have a bachelor's degree or higher (decreased 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/announcements, the school district's official social media pages and the school district's website. There was very little movement in this breakdown since the previous survey.

- When asked how they would prefer the school district share news and information with them, respondents ranked “email newsletter” highest at 42% (unchanged from previous survey), followed by “website” at 38% (increased by 5%), followed by “printed newsletter via US Mail” at 36% (decreased by 5%), “newspapers/radio/television media” at 30% (decreased by 5%), “Social Media” at 30% (increased by 3%) and Advertising at 2% (decreased by 1%). Respondents were able to select as many options as they wished.
- Areas perceived as the school district’s greatest strengths from a list of areas (over 80% of respondents agree or strongly agree) include: Well-Maintained Facilities, Academics/College Prep, Supportive Community, Safe Environment, Extracurricular Activities/Athletics and Employees. No significant changes from 2019.
- 53% of respondents are familiar with Perrysburg Schools Foundation (decreased 4%).

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*, other local media, electronic newsletters/announcements, school district’s website, printed newsletter via U.S. Mail and the school district’s official social media pages.
- 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.
- 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.

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 20%, compared to 2019's 25%, 2018's 19%, 2017's 22%, 2016's 30%, 2015's 30% and 2013's 29%. A total of 417 individuals took the survey this year.

The survey was conducted June 9-July 15, 2021 (the deadline printed on the survey was June 16, 2021). One survey was received after July 15; 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 19,182. A simple random sample of 2,134 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 \$2,860.04 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 2,134 surveys that were mailed

included outer and return envelopes, the survey (printed two-sided) and a cover letter (\$1,208.00) as well as return postage (\$1,088.34) and they were mailed at a bulk rate (\$237.06). The responses were hand-entered into SurveyMonkey® and the free-text responses were coded, which took 24 hours at the secretarial substitute rate of pay, which is \$13.61, for a total of \$326.64.

Key Findings

- 60% of respondents said the district’s overall grade should be “A,” 24% said it should be “B,” 6% said it should be “C,” 2% said it should be “D” and 0% said it should be “F.” Compared to the 2019 survey, A’s decreased by 9%, “B” increased by 1%, “C” increased by 3%, “D” increased by 2% and “F” was unchanged at 0%.
- 27% of respondents are parents/guardians of current students (decreased 2%).
- 72% of respondents have a bachelor’s degree or higher (decreased 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/announcements, the school district’s official social media pages and the school district’s website. There was very little movement in this breakdown since the previous survey.
- When asked how they would prefer the school district share news and information with them, respondents ranked “email newsletter” highest at 42% (unchanged from previous survey), followed by “website” at 38% (increased by 5%), followed by “printed newsletter via US Mail” at 36% (decreased by 5%), “newspapers/radio/television media” at 30% (decreased by 5%), “Social Media” at 30% (increased by 3%) and Advertising at 2% (decreased by 1%). Respondents were able to select as many options as they wished.
- Areas perceived as the school district’s greatest strengths from a list of areas (over 80% of respondents agree or strongly agree) include: Well-Maintained Facilities, Academics/College Prep, Supportive Community, Safe Environment, Extracurricular Activities/Athletics and Employees. No significant changes from 2019.

- 53% of respondents are familiar with Perrysburg Schools Foundation (decreased 4%).
- 27% of respondents reporting having lived in the district for over 30 years (+4%), 20% have lived here for 21-30 years (+2%), 24% lived here for 11-20 years (-4%), 15% have lived here for 5-10 years (-2%) and 14% have lived here less than 5 years (unchanged).
- 73% of respondents have no direct connection to our school district (+2%)—in other words, they do not currently have students in Perrysburg Schools. 36% have children who are Perrysburg graduates or former students (+2%), 13% have children who are too young to attend school (-3%) and 8% have students currently in private or parochial schools (-1%).
- 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 (30%, down by 3%). The top challenge of the school district reported was again Growth/Size (32%, down by 7%).

Recommendations

- The results of the survey clearly indicate that there continues to be strong community support for Perrysburg Schools. Moving more percentage points to “A” should continue to be a major goal for the school district.
- The school district should remain focused on providing information through the *Perrysburg Messenger Journal*, other local media, electronic newsletters/announcements, school district’s website, printed newsletter via U.S. Mail and the school district’s official social media pages. After 2015’s survey results, the school district developed an e-newsletter, *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 still not ranked as 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 (36% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 30% 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.
- 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, 66% voted for the

district's operating levy in 2016, 53% voted for the district's operating levy in 2019 and 60% voted for the permanent improvement levy in 2020.

- 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.
- Word-of-mouth is an important method by which members of the public obtain information, so it is critical that the school district maintain clear, regular communications with parents, guardians, employees and other stakeholders, 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/web is valued only a few points more than 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 a critical component in Perrysburg Schools' community communications plan.

Summary

Overall, the community's stakeholders strongly value Perrysburg Schools, but there is room to improve. The school district's administration should consider carefully the perceptions of the school district's strengths and challenges when setting goals, in addition to utilizing student and fiscal performance data. A theme in the analysis of the survey responses is that the school district's greatest opportunity for increasing stakeholder support is to continue to find ways to communicate from all areas of the organization, particularly ensuring all community members understand the factors in the community's explosive growth and what the school district is and is not able to do to address this growth and the associated costs.

This survey should continue to be conducted annually in order to track any changes and to direct the school 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?

19,182	Active Voters
2,134	Surveys Mailed
417	Respondents
20%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

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

Resident	38%	157
Parent of former student/graduate	36%	150
Parent or guardian of current student	27%	114
Grandparent of current student	11%	46
Graduate/Formal Student	11%	45
Grandparent of former student/graduate	6%	23
Employed in community	5%	22
Volunteer in schools	4%	16
Other	4%	16
School District Employee	3%	13
Student	0%	1

Q2. Do you have children/grandchildren who are (percentage of total 417 respondents):

Skipped Question	46%	193
Current Students of Perrysburg High School	19%	80
Too Young to attend School	13%	56
Current Students of Perrysburg Jr. High	9%	39
Current Students of Hull Prairie Intermediate	9%	36
Current Students in Private or Parochial Schools	8%	34
Current Students of Ft. Meigs Elementary	5%	21
Current Students of Frank Elementary	5%	19
Current Students of Toth Elementary	4%	15
Current Students of Woodland Elementary	4%	15
Current Students of Perrysburg Preschool	2%	9
Home-Schooled	2%	8

Q3. Based on your impressions and experiences, what would you say the district's overall grade should be? (28 skipped question, 7%)

A B^C

A	60%	249
B	24%	102
C	6%	26
D	2%	10
F	0%	2

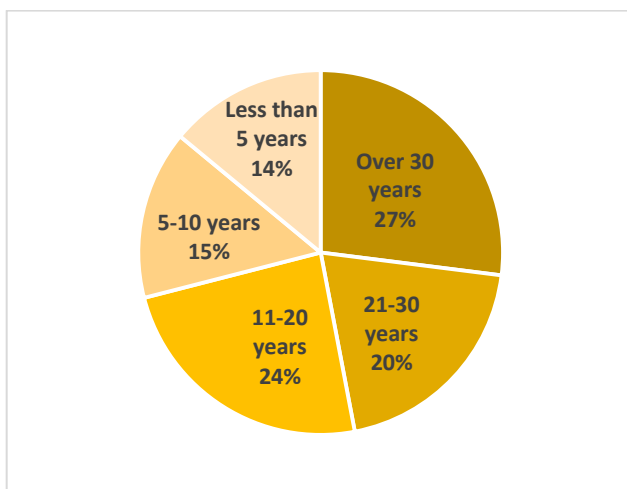
Q4. Which of the following sources do you use to obtain information about Perrysburg Schools? (10 skipped question, 2%)

Perrysburg Messenger Journal	59%	246
Television News	38%	158
Friends	36%	150
School Newsletters/Announcements	35%	146
District Social Media (e.g. Facebook, Twitter)	33%	136
District Website	28%	117
Printed Newsletter via U.S. Mail	26%	109
Toledo Blade	24%	98
Family Members	22%	92
Personal Social Media (e.g. Facebook Groups)	22%	91
District Automated Call/Email System	20%	85
Employees	14%	60
Spotlight Monthly eNewsletter	12%	51
Bowling Green Sentinel-Tribune	10%	43
School Building Marquees	9%	37

Q5. Which age bracket applies to you? (7 skipped question, 2%)

65 & Over	35%	147
55-64	18%	77
45-54	19%	79
35-44	17%	70
18-34	9%	37
Under 18	0	0

Q6. How long have you lived in Perrysburg School District? (1 skipped question, 0%)



Over 30 years	27%	114
21-30 years	20%	84
11-20 years	24%	98
5-10 years	15%	62
Less than 5 years	14%	58

Q7. How familiar are you with Perrysburg Schools Foundation, which uses privately raised funds for scholarships and classroom grants? (5 skipped question, 1%)

Very Familiar	16%	66
Somewhat Familiar	37%	153
Not Familiar	46%	193

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		2019	Difference
Academics/College Preparation	4	1%	10	2%	89	21%	272	65%	361	87%	88%	-1%
Business Partnerships	9	2%	47	11%	179	43%	84	20%	263	63%	64%	-1%
Class Size	9	2%	51	12%	198	47%	85	20%	283	68%	63%	4%
Clear Processes to Make Decisions	15	4%	67	16%	162	39%	92	22%	254	61%	62%	-1%
Communication	10	2%	51	12%	163	39%	125	30%	288	69%	74%	-5%
Community Partnerships	11	3%	39	9%	173	41%	111	27%	284	68%	71%	-3%
Emphasis on Improvement	8	2%	37	9%	154	37%	160	38%	314	75%	78%	-3%
Employees	4	1%	15	4%	148	35%	186	45%	334	80%	81%	0%
Extracurricular Activities/Athletics	6	1%	13	3%	133	32%	212	51%	345	83%	82%	0%
Facilities–Planning for Growth/Needs	28	7%	84	20%	170	41%	76	18%	246	59%	62%	-3%
Fiscal Responsibility	33	8%	88	21%	158	38%	88	21%	246	59%	66%	-7%
Good Value for Tax Dollar	30	7%	51	12%	162	39%	127	30%	289	69%	77%	-8%
Inter-School District Partnerships	9	2%	45	11%	177	42%	75	18%	252	60%	62%	-1%
Meeting the Needs	19	5%	40	10%	177	42%	109	26%	286	69%	70%	-2%

of All Students												
Performing Arts	5	1%	16	4%	120	29%	211	51%	331	79%	81%	-2%
Responsiveness	13	3%	40	10%	150	36%	133	32%	283	68%	74%	-6%
Safe Environment	7	2%	12	3%	136	33%	217	52%	353	85%	83%	2%
Supportive Community	5	1%	17	4%	130	31%	230	55%	360	86%	88%	-2%
Technology Use/Training	7	2%	21	5%	163	39%	141	34%	304	73%	72%	0%
Understanding & Embracing Diversity	22	5%	57	14%	154	37%	101	24%	255	61%	68%	-7%
Visual Arts	6	1%	17	4%	146	35%	159	38%	305	73%	75%	-2%
Well-Maintained Facilities	6	1%	10	2%	140	34%	224	54%	364	87%	85%	3%

Q9. What modes would you prefer the school district use to share news and information with you? (27 skipped question, 6%)

Email Newsletter	42%	177
Website	38%	157
Printed Newsletter via U.S. Mail	36%	150
Newspapers/Radio/Television Media	30%	127
Social Media (Facebook, Twitter, etc.)	30%	125
Advertising	2%	9

Q10. What is your highest level of educational attainment? (6 skipped question, 1%)

Some High School	0	0
High School Graduate or G.E.D.	11%	47
Associate's Degree or Certificate Program	15%	62
Bachelor's Degree	39%	163
Master's Degree	27%	112
Doctorate	6%	27

Q11. Have you viewed any school district events (Board Meetings, concerts, etc.) online over the past year? (12 skipped question, 3%)

Yes	33%	138
No	64%	267

Q11. How well do you feel Perrysburg Schools handled the COVID-19 Pandemic? (53 skipped question, 13%)

Very Well	41%	170
Somewhat Well	38%	160
Somewhat Poorly	6%	24
Very Poorly	2%	10

Q12. What is Perrysburg School District's greatest STRENGTH in your opinion? (107 skipped question, 21%)

	2021		2019		Difference
Academic/College Prep	125	30%	165	33%	-3%
Accepting/Supportive	9	2%	6	1%	1%
Arts	11	3%	18	4%	-1%
Athletics/Extracurriculars	18	4%	14	3%	1%
Communications	6	1%	8	2%	-1%
Community Support	49	12%	66	13%	-1%
Employees	73	18%	103	20%	-2%
Facilities	5	1%	5	1%	0%
Fiscal Responsibility	3	1%	1	0%	1%
Leadership	14	3%	8	2%	1%
Other/Miscellaneous	22	5%	39	8%	-3%
Parents/Families	9	2%	24	5%	-3%
Range of Offerings	9	2%	12	2%	0%
Safe/Good Location	3	1%	5	1%	0%
Special Education	2	0%	2	0%	0%
Students	10	2%	8	2%	0%
Technology	3	1%	2	0%	1%
The Jacket Way/ Improvement Mindset	1	0%	4	1%	-1%

Q13. What is Perrysburg School District's greatest CHALLENGE in your opinion? (103 skipped question, 20%)

	2021		2019		Difference
Bullying	3	1%	15	3%	-2%
Class Sizes	17	4%	37	7%	-3%
Communication	5	1%	12	2%	-1%
Community Support	7	2%	N/A	N/A	N/A
Cost/Taxes	49	12%	22	4%	8%
COVID-related	9	2%	N/A	N/A	N/A
Critical Race Theory	9	2%	N/A	N/A	N/A
Diverse/Meeting Needs of All Students	46	11%	52	10%	1%
Drugs	4	1%	N/A	N/A	N/A
Education/Maintain What We Have Now	6	1%	9	2%	-1%
Facilities	7	2%	12	2%	0%
Fiscal Responsibility	40	10%	37	7%	3%
Funding Model	17	4%	12	2%	2%
Growth/Size	133	32%	195	39%	-7%
Other/Miscellaneous	31	7%	43	9%	-2%
Safety	5	1%	19	4%	-3%
Special Education	4	1%	7	1%	0%
Transportation	2	0%	1	0%	0%

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

Academic	6	1%
Athletics	2	0%
Bullying/Safety	2	0%
Communications	5	1%
Cost/Taxes/Fiscal Responsibility	37	9%
COVID-19 Related	8	2%
Critical Race Theory	12	3%
Diversity	7	2%
Facilities	6	1%
Growth	13	3%
Leadership	3	1%
Meeting the Needs of All Students	6	1%
No/None	15	4%
Other	6	1%
Role of Schools	14	3%
Special Needs	2	0%
Support Schools	6	1%
Traffic	2	0%
Transparency	2	0%
Transportation	6	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 **Wednesday, June 16, 2021** 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 Website
- 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
- 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. 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

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

- Very
- Somewhat
- Unfamiliar

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
- Website
- Social Media (Facebook, Twitter, etc.)

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. Have you viewed any school district events (Board Meetings, concerts, etc.) online over the past year?

- Yes No

12. How well do you feel Perrysburg Schools handled the COVID-19 Pandemic?

- Very Well Somewhat Poorly
- Somewhat Well Very Poorly

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, topics and/or concerns you would like us to address?
