



Perrysburg  
Schools

**2022**

**Public Opinion  
Survey Report**

August 15, 2022

## 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 18%, down 2% from 2021. A total of 393 individuals took the survey this year.

### Key Findings

- 57% of respondents said the district's overall grade should be "A," 31% said it should be "B," 4% said it should be "C," 2% said it should be "D" and 1% said it should be "F." Compared to the 2019 survey, A's decreased by 3%, "B" increased by 7%, "C" decreased by 2%, "D" was unchanged and "F" increased by 1%.
- 31% of respondents are parents/guardians of current students (increased 4%).
- 73% of respondents have a bachelor's degree or higher (increased 1%).
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, word-of-mouth from friends, television news, 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” (increased by 7%) and “printed newsletter via US Mail” (increased by 13%) first – both at 49%, followed by “Social Media” (increased by 3%) and “website” (decreased by 5%) both at 33%, “newspapers/radio/television media” at 26% (decreased by 4%), Videos Posted on Social Media (a new category) at 12% and Advertising at 2% (unchanged). Respondents were able to select as many options as they wished.
- Areas perceived as the school district’s greatest strengths (over 80% of respondents agree or strongly agree) from a list of areas include: Academics/College Prep, Extracurricular Activities/Athletics, Supportive Community, Performing Arts, Employees, Well-Maintained Facilities, Safe Environment and Visual Arts. No significant changes from 2021.

### **Recommendations**

- 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, printed newsletter via U.S. Mail, electronic newsletters/announcements, school district’s website and the school district’s official social media pages. When asked how they would prefer the district share news and information with them, 33% included “Social Media” in their choices (up 3% 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.
- 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.
- 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.

## 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 18%, compared to 2021's 20%, 2019's 25% and 2018's 19%. A total of 393 individuals took the survey this year.

The survey was conducted June 1-June 15, 2022 (the deadline printed on the survey was June 15, 2022). Seven surveys were received after June 15, which were 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 20,846. A simple random sample of 2,154 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 \$2,919.20 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 2,154 surveys that were mailed included outer and return envelopes, the survey (printed two-sided) and a cover letter (\$1,108.00)

as well as return postage (\$1,184.70) and they were mailed at a bulk rate (\$225.00). The responses were hand-entered into SurveyMonkey® and the free-text responses were coded, which took 29.5 hours at the secretarial substitute rate of pay, which is \$13.61, for a total of \$401.50.

## Key Findings

- 57% of respondents said the district’s overall grade should be “A,” 31% said it should be “B,” 4% said it should be “C,” 2% said it should be “D” and 1% said it should be “F.” Compared to the 2019 survey, A’s decreased by 3%, “B” increased by 7%, “C” decreased by 2%, “D” was unchanged and “F” increased by 1%.
- 31% of respondents are parents/guardians of current students (increased 4%).
- 73% of respondents have a bachelor’s degree or higher (increased 1%).
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, word-of-mouth from friends, television news, 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” (increased by 7%) and “printed newsletter via US Mail” (increased by 13%) first – both at 49%, followed by “Social Media” (increased by 3%) and “website” (decreased by 5%) both at 33%, “newspapers/radio/television media” at 26% (decreased by 4%), Videos Posted on Social Media (a new category) at 12% and Advertising at 2% (unchanged). Respondents were able to select as many options as they wished.
- Areas perceived as the school district’s greatest strengths (over 80% of respondents agree or strongly agree) from a list of areas include: Academics/College Prep, Extracurricular Activities/Athletics, Supportive Community, Performing Arts, Employees, Well-

Maintained Facilities, Safe Environment and Visual Arts. No significant changes from 2021.

- 57% of respondents are familiar with Perrysburg Schools Foundation (increased 4%).
- 27% of respondents reporting having lived in the district for over 30 years (no change), 20% have lived here for 21-30 years (no change), 20% lived here for 11-20 years (-4%), 19% have lived here for 5-10 years (+4%) and 12% have lived here less than 5 years (-2%).
- 69% of respondents have no direct connection to our school district (-4%)—in other words, they do not currently have students in Perrysburg Schools. 35% have children who are Perrysburg graduates or former students (-1%), 12% have children who are too young to attend school (-1%) and 5% have students currently in private or parochial schools (-3%).
- 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 (34%, up by 4%). The top challenge of the school district reported was again Growth/Size (36%, up by 4%).



## 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, printed newsletter via U.S. Mail, electronic newsletters/announcements, school district’s website 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 (42% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 33% included “Social Media” in their choices (up 3% 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.
- 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 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 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?

20,846	Active Voters
2,154	Surveys Mailed
393	Respondents
18%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

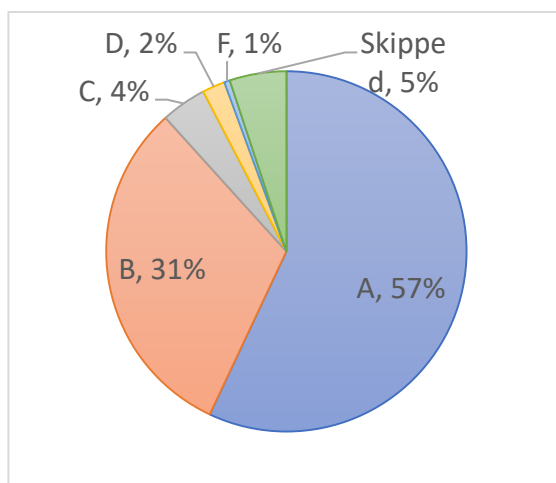
Q1. Please describe your relationship to Perrysburg Schools. (May check multiple options; only required question)

Resident	76%	300
Parent of former student/graduate	35%	138
Parent or guardian of current student	31%	120
Graduate/Formal Student	13%	50
Grandparent of current student	11%	43
Employed in community	8%	32
Volunteer in schools	6%	23
Grandparent of former student/graduate	5%	21
School District Employee	4%	15
Other	4%	15
Student	1%	2

Q2. Do you have children/grandchildren who are (percentage of total 393 respondents):

Skipped Question	46%	181
Current Students of Perrysburg High School	21%	83
Too Young to attend School	12%	48
Current Students of Hull Prairie Intermediate	11%	42
Current Students of Perrysburg Jr. High	9%	37
Current Students of Ft. Meigs Elementary	6%	25
Current Students of Frank Elementary	5%	20
Current Students in Private or Parochial Schools	5%	18
Current Students of Toth Elementary	4%	14
Current Students of Woodland Elementary	3%	13
Current Students of Perrysburg Preschool	2%	7
Home-Schooled	2%	6

Q3. Based on your impressions and experiences, what would you say the district's overall grade should be? (20 skipped question, 5%)



A	57%	224
B	31%	123
C	4%	16
D	2%	8
F	1%	2

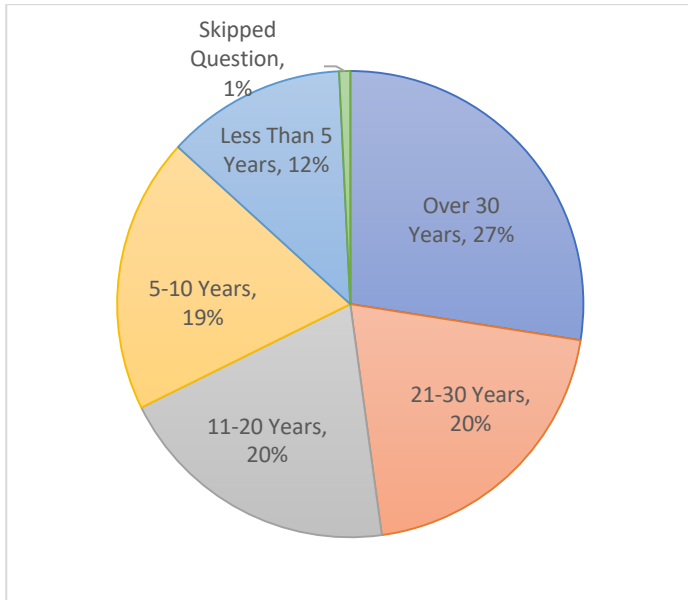
Q4. Which of the following sources do you use to obtain information about Perrysburg Schools?

Perrysburg Messenger Journal	60%	237
Friends	42%	165
Television News	40%	156
School Newsletters/Announcements	38%	151
District Social Media (e.g. Facebook, Twitter)	36%	142
District Website	30%	116
Family Members	26%	103
Personal Social Media (e.g. Facebook Groups)	25%	99
Toledo Blade	23%	91
District Automated Call/Email System	23%	90
Printed Newsletter via U.S. Mail	23%	89
Employees	22%	85
Spotlight Monthly eNewsletter	17%	66
School Building Marquees	13%	51
Bowling Green Sentinel-Tribune	9%	37
Skipped Question	2%	6

Q5. Which age bracket applies to you?

65 & Over	32%	124
55-64	19%	76
45-54	22%	88
35-44	16%	62
18-34	9%	36
Under 18	1%	3
Skipped Question	1%	4

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



Over 30 Years	27%	108
21-30 Years	20%	80
11-20 Years	20%	78
5-10 Years	19%	75
Less Than 5 Years	12%	49
Skipped Question	1%	3

Q7. How familiar are you with Perrysburg Schools Foundation, which uses privately raised funds for scholarships and classroom grants?

Very Familiar	18%	72
Somewhat Familiar	39%	154
Not Familiar	42%	165
Skipped Question	1%	2

Q8. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools (sorted by final column, difference between 2022 Total of Agree & Strongly Agree compared with 2021 to highlight changes):

	Strongly Disagree		Disagree		Agree		Strongly Agree		Total Agree & Strongly Agree		2021	Diff.
Employees	1%	3	4%	15	34%	134	50%	197	84%	331	63%	21%
Extracurricular Activities/Athletics	1%	2	3%	11	26%	103	61%	241	88%	344	68%	20%
Supportive Community	1%	5	4%	16	34%	132	53%	210	87%	342	68%	19%
Performing Arts	1%	3	3%	10	28%	111	58%	226	86%	337	69%	17%
Responsiveness	3%	12	9%	37	39%	155	33%	130	73%	285	59%	14%
Well-Maintained Facilities	2%	6	4%	16	31%	123	53%	208	84%	331	73%	11%
Technology Use/Training	1%	2	6%	24	35%	138	42%	165	77%	303	68%	9%
Communication	4%	14	10%	40	37%	145	39%	154	76%	299	69%	7%
Fiscal Responsibility	10%	41	16%	64	38%	151	27%	108	66%	259	61%	5%
Class Size	3%	10	12%	49	46%	179	27%	106	73%	285	69%	4%
Clear Processes to Make Decisions	7%	29	13%	52	37%	146	25%	100	63%	246	59%	4%
Inter-School District Partnerships	2%	8	10%	41	39%	152	26%	104	65%	256	61%	4%
Safe Environment	0%	1	6%	24	34%	134	49%	194	83%	328	80%	3%
Academics/College Preparation	1%	3	3%	13	24%	93	65%	255	89%	348	87%	2%
Facilities–Planning for Growth/Needs	11%	44	15%	60	38%	148	24%	96	62%	244	60%	2%
Visual Arts	1%	2	2%	9	34%	134	47%	185	81%	319	79%	2%
Good Value for Tax Dollar	6%	23	13%	53	35%	138	37%	144	72%	282	75%	-3%
Emphasis on Improvement	3%	11	8%	30	37%	145	40%	156	77%	301	83%	-6%
Business Partnerships	2%	6	12%	46	39%	155	28%	110	67%	265	73%	-6%
Community Partnerships	2%	6	9%	34	38%	150	36%	142	74%	292	86%	-12%
Meeting the Needs of All Students	5%	20	10%	41	41%	160	28%	111	69%	271	87%	-18%
Understanding & Embracing Diversity	6%	23	12%	48	37%	146	28%	109	65%	255	85%	-20%

Q9. What is your highest level of educational attainment?

Some High School	1%	5
High School Graduate or G.E.D.	9%	36
Associate's Degree or Certificate Program	15%	58
Bachelor's Degree	33%	129
Master's Degree	31%	123
Doctorate	9%	37
Skipped Question	1%	5

Q10. What modes would you prefer the school district use to share news and information with you?

Email Newsletter	49%	193
Printed Newsletter via U.S. Mail	49%	192
Social Media (Facebook, Twitter, etc.)	33%	131
Website	33%	129
Newspapers/Radio/Television Media	26%	103
Videos Posted on Social Media	12%	47
Advertising	2%	8
Skipped Question	4%	14

Q11. Are you aware the school district may need to construct/expand school facilities soon to keep up with growing student enrollment?

Yes	70%	277
Somewhat	18%	72
No	10%	41
Skipped Question	1%	3

Q12. What are you most interested in learning about from Perrysburg Schools?

Financial Information	49%	194
Student Success	46%	182
Programs/Courses	30%	119
Clubs/Sports News	21%	84
Tips for Families	17%	66
Employee Achievements	16%	61
Other (please specify)	6%	24
Skipped Question	17%	67



Q13. What is Perrysburg School District's greatest STRENGTH in your opinion?

	2021		2022		Difference
Academic/College Prep	125	30%	135	34%	4%
Accepting/Supportive	9	2%	17	4%	2%
Arts	11	3%	7	2%	-1%
Athletics/Extracurriculars	18	4%	53	13%	9%
Communications	6	1%	9	2%	1%
Community Support	49	12%	49	12%	0%
Employees	73	18%	84	21%	3%
Facilities	5	1%	6	2%	1%
Leadership	14	3%	14	4%	1%
The Jacket Way/ Improvement Mindset	1	0%	9	2%	2%
Other/Miscellaneous	22	5%	20	5%	0%
Parents/Families	9	2%	10	3%	1%
Range of Offerings	9	2%	10	3%	1%
Safe/Good Location	3	1%	6	2%	1%
Special Education	2	0%	2	1%	1%
Students	10	2%	10	3%	1%
Skipped Question	107	21%	93	24%	3%

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

	2021		2022		Difference
Bullying	3	1%	11	3%	2%
Class Sizes	17	4%	22	6%	2%
Communication	5	1%	5	1%	0%
Community	7	2%	12	3%	1%
Cost/Taxes	49	12%	53	13%	1%
COVID-related	9	2%	2	1%	-1%
Diversity/Meeting Needs of All Students	46	11%	46	12%	1%
Drugs	4	1%	2	1%	0%
Education/Maintain What We Have Now	6	1%	23	6%	5%
Facilities	7	2%	14	4%	2%
Fiscal Responsibility	40	10%	56	14%	4%
Funding Model	17	4%	N/A	N/A	N/A
Growth/Size	133	32%	141	36%	4%
Other/Miscellaneous	31	7%	22	6%	-1%
Political/Cultural	9	2%	19	5%	3%
Safety	5	1%	10	3%	2%
Special Education	4	1%	1	0%	-1%
Transportation	2	0%	1	0%	0%
Skipped Question	103	20%	72	18%	-2%

Q15. Do you have any questions you would like us to address? (383 skipped question, 76%)

	2021		2022		Difference
Academic	6	1%	N/A	N/A	N/A
Athletics	2	0%	N/A	N/A	N/A
Bullying/Safety	2	0%	17	4%	4%
Communication	5	1%	10	3%	2%
Cost/Taxes/Fiscal Responsibility	37	9%	44	11%	2%
COVID-19 Related	8	2%	N/A	N/A	N/A
Diversity	7	2%	5	1%	-1%
Facilities	6	1%	4	1%	0%
Growth	13	3%	27	7%	4%
Meeting the Needs of All Students	6	1%	12	3%	2%
Other	21	5%	30	8%	3%
Political/Cultural	26	6%	18	5%	-1%
Special Needs	2	0%	1	0%	0%
Support/Gratitude	6	1%	13	3%	2%
Skipped Question	383	76%	228	58%	-18%

# 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 15, 2022** 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 Perrysburg Schools' 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 by circling a 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 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

**10. What modes would you prefer we 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.)
- Videos posted on Social Media

**11. Are you aware the school district may need to construct/expand school facilities soon to keep up with growing student enrollment?**

- Yes
- Somewhat
- No

**12. What are you most interested in learning about from Perrysburg Schools?**

- Student Success
  - Programs/Courses
  - Employee Achievements
  - Tips for Families
  - Financial Information
  - Clubs/Sports News
- Other: \_\_\_\_\_

**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?**