



Perrysburg
Schools

2023

**Annual Public
Opinion Survey
Report**

August 21, 2023

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 17%, down 21% from 2022. A total of 374 individuals took the survey this year.

Key Findings

- 56% of respondents said the district's overall grade should be "A," 28% said it should be "B," 6% said it should be "C," 2% said it should be "D" and 1% said it should be "F." Compared to the 2022 survey, A's decreased by 1%, "B" decreased by 3%, "C" increased by 2%, "D" and "F" were unchanged.
- 32% of respondents are parents/guardians of current students (increased 1%).
- 73% of respondents have a bachelor's degree or higher (no change).
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, word-of-mouth from friends, school newsletters/announcements, television news, school district's website 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 school district share news and information with them, respondents ranked “printed newsletter via US Mail” (decreased by 2%) first at 47%, “email newsletter” (decreased by 3%) at 46%, “website” at 35% (increased 2%) and “Social Media” at 29% (decreased by 4%), “newspapers/radio/television media” at 29% (increased by 3%), Videos Posted on Social Media (decreased by 3%) at 9% and Advertising at 3% (increased by 1%). Respondents were able to select as many options as they wished. 6% skipped the question.
- Areas perceived as the school district’s greatest strengths (80% or more of respondents agree or strongly agree) from a list of areas include: Academics/College Prep, Supportive Community, Extracurricular Activities/Athletics, Performing Arts, Employees and Well-Maintained Facilities. No significant changes from 2022.

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.
- 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 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 17%, compared to 2022's 18. A total of 374 individuals took the survey this year.

The survey was conducted May 26-June 23, 2023 (the deadline printed on the survey was June 14, 2023). Twelve surveys were received after June 23, 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 20,542. A simple random sample of 2,150 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 \$3,675.86 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 cost was \$736.77 higher this year due to printing, substitute and postage rate increases. The 2,150 surveys that were mailed included

outer and return envelopes, the survey (printed two-sided) and a cover letter (\$1,750.00) as well as return postage (\$1,290) and they were mailed at a bulk rate (\$268.91). The responses were hand-entered into SurveyMonkey® and the free-text responses were coded, which took 25.5 hours at the secretarial substitute rate of pay, which is \$14.39, for a total of \$366.95.

Key Findings

- 56% of respondents said the district’s overall grade should be “A,” 28% said it should be “B,” 6% said it should be “C,” 2% said it should be “D” and 1% said it should be “F.”
Compared to the 2022 survey, A’s decreased by 1%, “B” decreased by 3%, “C” increased by 2%, “D” and “F” were unchanged.
- 32% of respondents are parents/guardians of current students (increased 1%).
- 73% of respondents have a bachelor’s degree or higher (no change).
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, word-of-mouth from friends, school newsletters/announcements, television news, school district’s website 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 school district share news and information with them, respondents ranked “printed newsletter via US Mail” (decreased by 2%) first at 47%, “email newsletter” (decreased by 3%) at 46%, “website” at 35% (increased 2%) and “Social Media” at 29% (decreased by 4%), “newspapers/radio/television media” at 29% (increased by 3%), Videos Posted on Social Media (decreased by 3%) at 9% and Advertising at 3% (increased by 1%). Respondents were able to select as many options as they wished. 6% skipped the question.
- Areas perceived as the school district’s greatest strengths (80% or more of respondents agree or strongly agree) from a list of areas include: Academics/College Prep, Supportive

Community, Extracurricular Activities/Athletics, Performing Arts, Employees and Well-Maintained Facilities. No significant changes from 2022.

- 55% of respondents are familiar with Perrysburg Schools Foundation (decreased 2%).
- 29% of respondents reporting having lived in the district for over 30 years (increased 2%), 22% have lived here for 21-30 years (increased 2%), 21% lived here for 11-20 years (increased 1%), 14% have lived here for 5-10 years (decreased 5%) and 12% have lived here less than 5 years (no change).
- 68% of respondents have no direct connection to our school district decreased 1%)—in other words, they do not currently have students in Perrysburg Schools. 34% have children who are Perrysburg graduates or former students (decreased 1%), 9% have children who are too young to attend school (increased 3%) and 7% have students currently in private or parochial schools (increased 2%).
- 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 (32%, decreased by 2%). The top challenge of the school district reported was again Growth/Size (38%, increased by 2%).

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 electronic 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 (43% of respondents get information from friends). When asked how they would prefer the district share news and information with them, 29% included “Social Media” in their choices (decreased 4% 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 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 carefully consider 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 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?

20,542	Active Voters
2,150	Surveys Mailed
374	Respondents
17%	Response Rate
95%	Confidence Level
+/- 2%	Confidence Interval

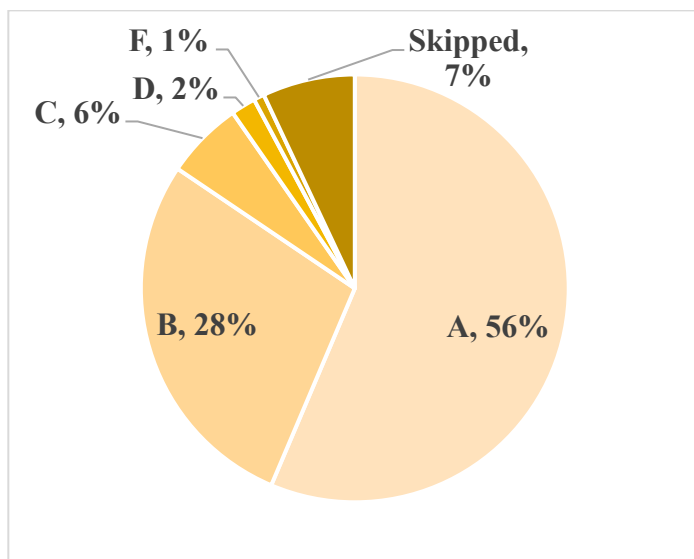
Q1. Please describe your relationship to Perrysburg Schools. (May check multiple options; only required question)

Resident	79%	295
Parent of former student/graduate	34%	127
Parent or guardian of current student	32%	118
Grandparent of current student	11%	43
Graduate/Formal Student	11%	41
Grandparent of former student/graduate	7%	25
Other	6%	22
Employed in community	5%	18
Volunteer in schools	4%	15
School District Employee	4%	15
Student	1%	2

Q2. Do you have children/grandchildren who are (percentage of total 374 respondents):

Skipped Question	183	49%
Current Students of Perrysburg High School	61	16%
Current Students of Hull Prairie Intermediate	39	10%
Current Students of Perrysburg Jr. High	39	10%
Too Young to attend School	35	9%
Current Students in Private or Parochial Schools	25	7%
Current Students of Ft. Meigs Elementary	23	6%
Current Students of Frank Elementary	23	6%
Current Students of Woodland Elementary	17	5%
Current Students of Toth Elementary	11	3%
Home-Schooled	6	2%
Current Students of Perrysburg Preschool	3	1%

Q3. Based on your impressions and experiences, what would you say Perrysburg Schools' overall grade should be?



A	211	56%
B	105	28%
C	22	6%
D	7	2%
F	3	1%
Skipped	26	7%

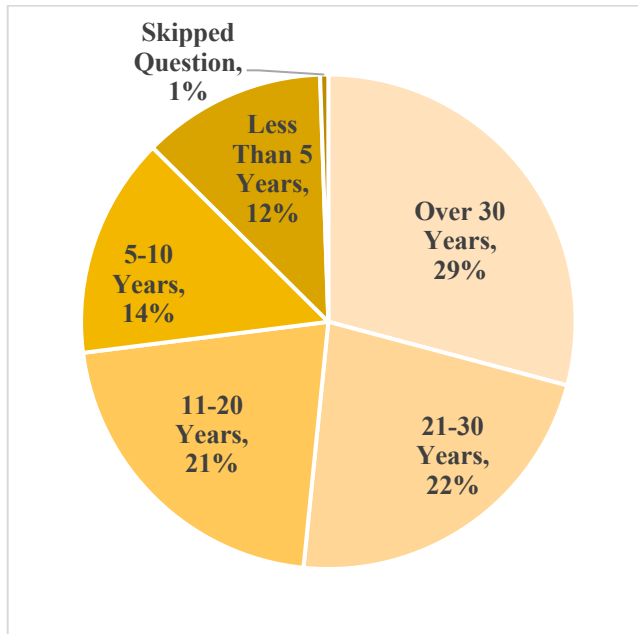
Q4. Which of the following sources do you use to obtain information about Perrysburg Schools?

<i>Perrysburg Messenger Journal</i>	215	57%
Friends	162	43%
School Newsletters/Announcements	141	38%
Television News	134	36%
District Website	111	30%
District Social Media (e.g. Facebook, Twitter)	107	29%
Printed Newsletter via U.S. Mail	91	24%
<i>Toledo Blade</i>	90	24%
Personal Social Media (e.g. Facebook Groups)	89	24%
District Automated Call/Email System	84	22%
Family Members	83	22%
Employees	76	20%
Spotlight Monthly eNewsletter	62	17%
School Building Marquees	44	12%
<i>Bowling Green Sentinel-Tribune</i>	37	10%
Skipped Question	8	2%

Q5. Which age bracket applies to you?

65 & Over	142	38%
55-64	69	18%
45-54	61	16%
35-44	75	20%
18-34	26	7%
Under 18	0	0%
Skipped Question	1	0%

Q6. How long have you lived in Perrysburg School District?



Over 30 Years	109	29%
21-30 Years	84	22%
11-20 Years	80	21%
5-10 Years	54	14%
Less Than 5 Years	45	12%
Skipped Question	2	1%

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

Very Familiar	64	17%
Somewhat Familiar	142	38%
Not Familiar	165	44%
Skipped Question	3	1%

Q8. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools (sorted by final column, difference between 2023 Total of Agree & Strongly Agree compared with 2022 to highlight changes; 6% skipped question):

	Strongly Disagree		Disagree		Agree		Strongly Agree		Total Agree & Strongly Agree		2022	Diff.
Academics/College Preparation	1%	3	2%	7	21%	79	69%	259	90%	338	89%	1%
Supportive Community	1%	4	3%	13	37%	140	50%	187	87%	327	87%	0%
Good Value for Tax Dollar	7%	25	11%	42	36%	133	35%	132	71%	265	72%	-1%
Emphasis on Improvement	2%	9	8%	31	35%	131	40%	149	75%	280	77%	-2%
Extracurricular Activities/Athletics	1%	2	4%	14	29%	107	56%	210	85%	317	88%	-3%
Employees	1%	4	5%	17	28%	106	52%	195	80%	301	84%	-4%
Well-Maintained Facilities	1%	2	5%	19	35%	131	45%	167	80%	298	84%	-4%
Safe Environment	2%	8	6%	24	35%	132	44%	164	79%	296	83%	-4%
Communication	3%	11	10%	39	39%	144	33%	124	72%	268	76%	-4%
Understanding & Embracing Diversity	2%	9	15%	57	33%	124	28%	106	61%	230	65%	-4%
Technology Use/Training	1%	3	4%	16	30%	113	41%	155	72%	268	77%	-5%
Meeting the Needs of All Students	4%	16	13%	47	34%	129	29%	110	64%	239	69%	-5%
Performing Arts	0%	0	3%	10	24%	89	56%	210	80%	299	86%	-6%
Visual Arts	0%	0	2%	9	30%	113	45%	169	75%	282	81%	-6%
Business Partnerships	2%	9	7%	27	36%	134	26%	96	61%	230	67%	-6%
Fiscal Responsibility	11%	40	17%	65	34%	127	26%	96	60%	223	66%	-6%
Inter-School District Partnerships	1%	4	8%	29	37%	138	22%	81	59%	219	65%	-6%
Clear Processes to Make Decisions	5%	20	17%	62	32%	120	25%	93	57%	213	63%	-6%
Responsiveness	3%	13	9%	34	34%	126	32%	119	66%	245	73%	-7%
Community Partnerships	2%	8	7%	27	35%	130	31%	117	66%	247	74%	-8%
Class Size	2%	9	13%	50	43%	161	22%	81	65%	242	73%	-8%
Facilities—Planning for Growth/Needs	10%	39	20%	73	31%	116	23%	85	54%	201	62%	-8%

Q9. What is your highest level of educational attainment?

Some High School	0	0%
High School Graduate or G.E.D.	47	13%
Associate's Degree or Certificate Program	49	13%
Bachelor's Degree	127	34%
Master's Degree	113	30%
Doctorate	34	9%
Skipped Question	4	1%

Q10. What modes would you prefer we use to share news and information with you?

Printed Newsletter via U.S. Mail	175	47%
Email Newsletter	171	46%
Website	131	35%
Social Media (Facebook, Twitter, etc.)	108	29%
Newspapers/Radio/Television Media	107	29%
Videos Posted on Social Media	33	9%
Skipped Question	21	6%
Advertising	13	3%

Q11. How often do you use the following? (2% skipped question)

	Never		Monthly		Weekly		Daily	
Facebook	93	25%	30	8%	58	16%	186	50%
Twitter	251	67%	26	7%	25	7%	42	11%
TikTok	289	77%	13	3%	18	5%	25	7%
Instagram	200	53%	27	7%	45	12%	81	22%
Snapchat	280	75%	13	3%	23	6%	26	7%

Q12. In which municipality do you reside?

City of Perrysburg	284	76%
Perrysburg Township	61	16%
Middleton Township	24	6%
Skipped Question	6	2%

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

	2023		2022		Difference
Academic/College Prep	119	32%	135	34%	-2%
Accepting/Supportive	10	3%	17	4%	-1%
Arts	0	0%	7	2%	-2%
Athletics/Extracurriculars	26	7%	53	13%	-6%
Communications	5	1%	9	2%	-1%
Community Support	41	11%	49	12%	-1%
Employees	74	20%	84	21%	-1%
Facilities	2	1%	6	2%	-1%
Fiscal Responsibility	4	1%	0	0%	1%
Leadership	16	4%	14	4%	0%
The Jacket Way/ Improvement Mindset	2	1%	9	2%	-1%
Other/Miscellaneous	29	8%	20	5%	3%
Parents/Families	6	2%	10	3%	-1%
Range of Offerings	8	2%	10	3%	-1%
Safe/Good Location	5	1%	6	2%	-1%
Special Education	1	0%	2	1%	-1%
Students	5	1%	10	3%	-2%
Skipped Question	94	25%	93	24%	1%

Q14. What is Perrysburg School District's greatest CHALLENGE in your opinion?

	2023		2022		Difference
Bullying	4	1%	11	3%	-2%
Class Sizes	30	8%	22	6%	2%
Communication	2	1%	5	1%	0%
Community Support	10	3%	12	3%	0%
Cost/Taxes	53	14%	53	13%	1%
COVID-related	0	0%	2	1%	-1%
Diversity/Meeting Needs of All Students	31	8%	46	12%	-4%
Drugs	0	0%	2	1%	-1%
Education/Maintain What We Have Now	8	2%	23	6%	-4%
Facilities	18	5%	14	4%	1%
Fiscal Responsibility	44	12%	56	14%	-2%
Growth/Size	141	38%	141	36%	2%
Other/Miscellaneous	63	17%	22	6%	11%
Political/Cultural	0	0%	19	5%	-5%
Safety	6	2%	10	3%	-1%
Special Education	0	0%	1	0%	0%
Transportation/Schedule	5	1%	1	0%	1%
Skipped Question	71	19%	72	18%	1%

Q15. Do you have any questions you would like us to address?

	2023		2022		Difference
Academic	8	2%	N/A	N/A	—
Athletics	3	1%	N/A	N/A	—
Safety/Bullying	11	3%	17	4%	-1%
Communication	8	2%	10	3%	-1%
Cost/Taxes/Fiscal Responsibility	49	13%	44	11%	2%
Diversity	3	1%	5	1%	0%
Facilities	15	4%	4	1%	3%
Growth	19	5%	27	7%	-2%
Meeting the Needs of All Students	8	2%	12	3%	-1%
Other	23	6%	30	8%	-2%
Political/Cultural	17	5%	18	5%	0%
Special Needs	0	0%	1	0%	0%
Support/Gratitude	3	1%	13	3%	-2%
Skipped Question	235	63%	228	58%	5%

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 14, 2023**, 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. How often do you use the following?

	Never	Monthly	Weekly	Daily
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TikTok	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. In which municipality do you reside?

- ☐ City of Perrysburg
☐ Perrysburg Township
☐ Middleton Township

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?