



Stakeholder Study Report

August 20, 2012

Executive Summary

This study was conducted to measure the perceptions, opinions and attitudes of residents, alumni, parents and/or voters in the community regarding Perrysburg Schools. It will assist the district's administrative team with goal-setting in regards to our strategic plan, as well as set benchmarks.

Methodology

The data were collected using a mailed survey to a random sample of registered, active voters as well as through a convenience sample obtained online via Facebook, Twitter, LinkedIn, the district web page and a link circulated via email to parents and community leaders. The response rate on the survey's random sample is 30%. Including the convenience sample, a total of 1,523 individuals took the survey.

Key Findings

- 57.8% of respondents were parents.
- 57.2% of respondents said the district's overall grade should be "A," 37.1% said it should be "B," 4.9% said it should be "C" and less than 1% said it should be "D" or "F."
- Perrysburg stakeholders most often obtain information about the school district from the *Perrysburg Messenger Journal*, the district's web site, school newsletters and school announcements.
- Areas perceived as the district's greatest strengths include: "Strong Academic Program/Rigorous Curriculum," "Safe Environment," "Supportive Community," "Quality, Caring Staff," "Extracurricular Activities" and "Well-Maintained Facilities."
- 50.2% of respondents were aware of the mandates the State of Ohio places on public schools, whereas 41.6% were only somewhat aware.

- 81.2% were aware that the State of Ohio has reduced funding to public schools, while only 13.6% were only somewhat aware.

Recommendations

- Moving percentage points from “B” to “A” next year should be a major goal for the district.
- The district should remain focused primarily on providing information through the *Perrysburg Messenger Journal*, the district’s web site, school newsletters and school announcements.
- The television news is an important way to reach stakeholders, particularly those who are not parents. The district is advised to explore additional ways to utilize this resource for getting more information to stakeholders.
- Word-of-mouth is an important method by which stakeholders obtain information, so it is critical that the district maintain clear communications with parents and staff at all times, so they are able to share accurate and timely information with the community.
- The stakeholder opinions in all areas measured in the strengths question—as well as the text responses that were coded by building and department—should be carefully considered by the pertinent administrators for strategic planning and goal-setting for the coming school year.
- The district should focus its communications not just on the accomplishments of the district 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 as well as to a convenience sample obtained online through Facebook, Twitter, LinkedIn, the district web page and a link circulated via email to parents and community leaders. The survey was conducted June 13-30, 2012. A one-week grace period was added to the mailed surveys; surveys received after July 6 were not included in this report.

The list from which the mailing sample was drawn came from the Wood County Board of Elections. The list of active voters, defined as voters who participated in the last couple major elections, totaled 16,795. A simple random sample of 2,101 was taken from active voter list, allowing for a 95% confidence level, which is the standard that is accepted in research studies. 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.

The convenience sample was obtained by sending the survey link to parent booster group leaders, community leaders, alumni, the media and it was also posted to the district's main web page as well as its Facebook, Twitter and LinkedIn pages. 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 \$2,039 was spent on the 2,101 surveys that were mailed—including the outer and return envelopes, return postage stamp, survey and cover letter that were mailed 1st class bulk to the random sample.

The survey began with the only required question asking respondents to describe their relationship to Perrysburg Schools. Multiple responses were permitted, including parent, grandparent, student, resident, alumni, faculty or staff, employed in district and other (describe).

Other questions included:

- Suppose Perrysburg Schools was graded like students in our district. What would you say the district's overall grade should be? (options A, B, C, D or F)
- How important to you are the following sources to get information about Perrysburg Schools? (Likert-type scale of 1-4 with no neutral category: 1=very unimportant, 2=unimportant, 3=important, 4=very important) *Perrysburg Messenger Journal*, *Bowling Green Sentinel-Tribune*, *Toledo Blade*, District Web Site, District Facebook Page, Television News, District Twitter Page, School Newsletters, School Announcements, Employees, Family Members and Friends
- Age, gender, how long you have lived in Perrysburg and if you are registered to vote.
- Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools: (Likert-type scale of 1-4 with no neutral category: 1=strongly disagree, 2=disagree, 3=agree, 4=strongly agree) Strong Academic Program/Rigorous Curriculum, Quality, Caring Staff, Supportive Community, Fiscal Responsibility, Good Class Size, Extracurricular Activities, Good Value for Tax Dollar, Safe Environment, Emphasis on Improvement, Responsiveness, District uses Clear Processes & Data to Make Decisions, Communication, Planning for Growth/Facility Needs, Arts Programs, Technology Use/Training, Understanding & Embracing Diversity, Community Partnerships, Business Partnerships, Inter-School District Partnerships and Well-Maintained Facilities

- Are you aware of the mandates the State of Ohio places on public schools? (yes, somewhat or no)
- Are you aware that the State of Ohio has reduced funding to public schools? ? (yes, somewhat or no)
- Do you have any children who are: Graduates of Perrysburg Schools, Current Students in Private or Parochial Schools, Home-Schooled, Too Young to attend School, Grandchildren who attend Perrysburg Schools, Current Students of Perrysburg High School, Current Students of Perrysburg Jr. High, Current Students of Frank Elementary, Current Students of Ft. Meigs Elementary, Current Students of Toth Elementary or Current Students of Woodland Elementary
- Please consider submitting a testimonial we may use in future promotions below or provide any additional comments you would like to share. (responses were coded)
- A 13th question asking where the participant heard about the survey was added to the online version of the survey to track who responded online and also received a copy in the mail as part of the sample.

A total of 564 individuals from the sample returned responses via U.S. Mail, all of which were hand-entered into SurveyMonkey by two staff members. 73 respondents online reporting having received the survey in the mail, for a total of 637 responses from the random sample, so the response rate on the random survey sample is 30%. Including the convenience sample, a total of 1,523 individuals took the survey. 1,458 reported they are registered to vote and 1,376 reported that they live in the district, representing about 8.6% and 8.2% of the active voting population in the district, respectively.

Key Findings

- 57.8% of respondents reported their relationship to Perrysburg Schools was “parent,” 14.2% reported “alumni,” 13.9% reported “faculty or staff member,” 6.3% reported “employed in community,” and 5.8% reported “grandparent.”
- 57.2% of respondents said the district’s overall grade should be “A,” 37.1% said it should be “B,” 4.9% said it should be “C” and less than 1% said it should be “D” or “F.”
- Perrysburg stakeholders obtain the most information about the school district from the *Perrysburg Messenger Journal* (48% rated it very important, 33.7% important), the district’s web site (47.3% rated it very important, 31% important), school newsletters (46.2% rated it very important, 31% important) and school announcements (45% rated it very important, 28.8% important). Also rated as important sources were television news, the *Toledo Blade* and word-of-mouth from employees, family members and friends.
- 28.6% of respondents reporting having lived in the district for longer than 20 years, 27.6% lived here for 11-20 years and 22% lived here for 5-10 years. Only 12.5% have lived here less than 5 years.
- Areas perceived as the district’s greatest strengths include “Strong Academic Program/Rigorous Curriculum” (56.1% strongly agree), “Safe Environment” (53.2% strongly agree), “Supportive Community” (50.3% strongly agree) and “Quality, Caring Staff” (47.1% strongly agree).
- 50.2% of respondents were aware of the mandates the State of Ohio places on public schools, whereas 41.6% were only somewhat aware.

- 81.2% were aware that the State of Ohio has reduced funding to public schools, while only 13.6% were only somewhat aware.
- 501 respondents (32.9% of total 1,523 respondents) have children who are Perrysburg graduates, 194 (12.7%) have children too young to attend school and 106 respondents (7%) have students currently in private or parochial schools.
- The text responses were sorted by building and department. Overall, the greatest number of comments concerned administration, curriculum/pupil services, communications and finance.
- The convenience sample over-sampled parents. When filtering by just the random sample, overall support for the district was essentially the same. Word of mouth was less important to the random sample, and therefore parents rely on this method more than non-parents. The random sample had a more even age distribution, showing the randomization worked to create a balance of age groups. The random sample had a larger proportion of respondents who have lived in the district longer than 20 years, showing this is the largest cohort in the district at about 40%. The only other significant difference was that the random sample (representing more non-parents) also strongly agreed that “Extracurricular Activities” and “Well-Maintained Facilities” were strengths of Perrysburg Schools in addition to the four strengths mentioned above.

Recommendations

- The results of the survey clearly indicate that there is strong support for Perrysburg Schools. It is a vote of confidence that 57.2% of respondents said the district's overall grade should be "A." The fact that 37.1% said it should be "B" shows that there are areas where the district should continue to improve. Moving percentage points from "B" to "A" next year should be a major goal for the district.
- The district should remain focused primarily on providing information through the *Perrysburg Messenger Journal*, the district's web site, school newsletters and school announcements. Though the level of importance was not as high for social media sources, the district has only run a social media campaign for a year and should continue to include these sources when sharing information with the community, especially since there is minimal additional effort once a story is ready for release to the public.
- The television news is an important way to reach stakeholders, particularly those who are not parents. The district is advised to explore additional ways to utilize this resource for getting more information to stakeholders.
- Word-of-mouth is an important method by which stakeholders obtain information, so it is critical that the district maintain clear communications with parents and staff at all times, so they are able to share accurate and timely information with the community.
- The greatest strengths of the district include "Strong Academic Program/Rigorous Curriculum," "Safe Environment," "Supportive Community," "Quality, Caring Staff," "Extracurricular Activities" and "Well-Maintained Facilities." The stakeholder opinions in all areas measured in the strengths question—as well as the text responses that were

coded by building and department—should be carefully considered by the pertinent administrators for strategic planning and goal-setting for the coming school year.

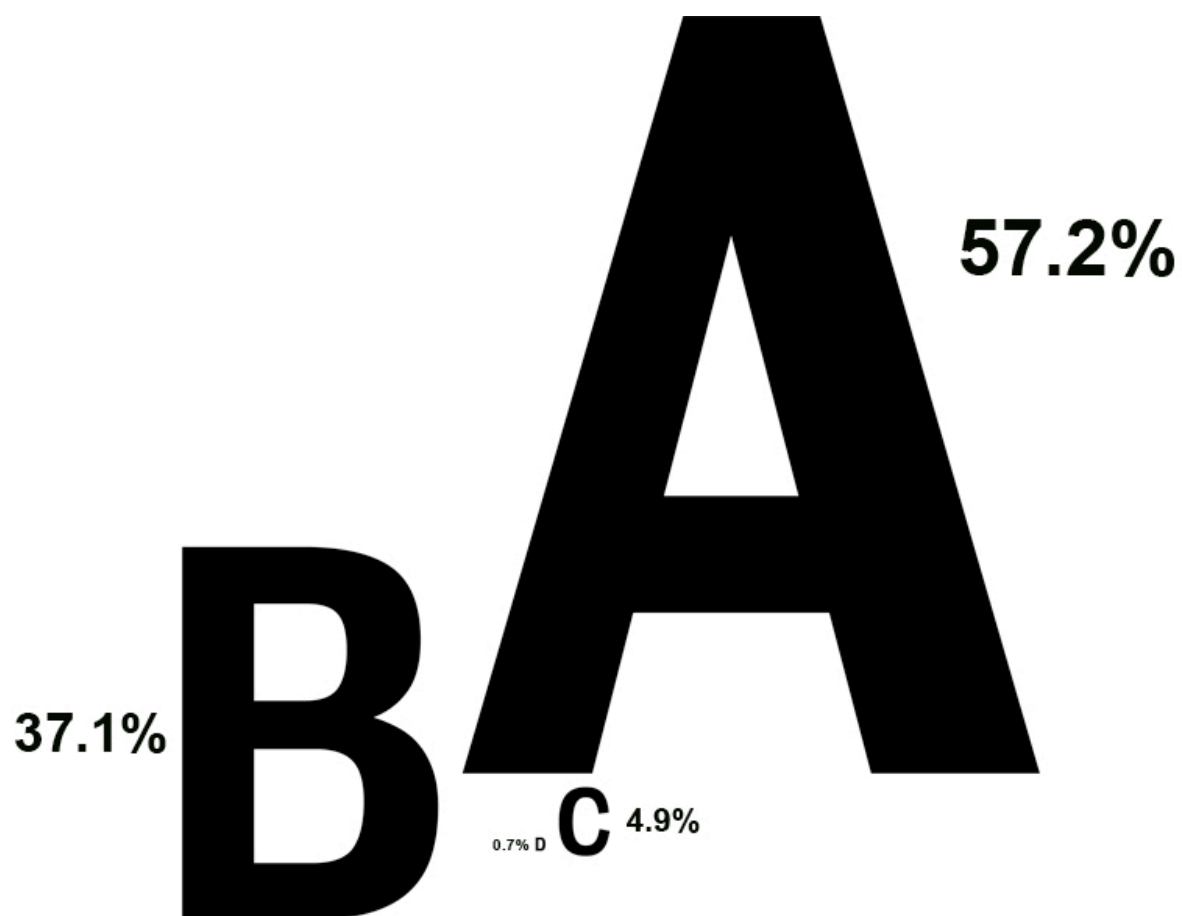
- Many more respondents were aware that the State of Ohio has reduced funding to public schools than those who were aware of the mandates the State of Ohio places on public schools. Perrysburg Schools should focus its communications not just on the accomplishments of the district but also on the challenges it is facing (locally, regionally as well as nationally) in order to paint a full picture to its stakeholders.

Summary

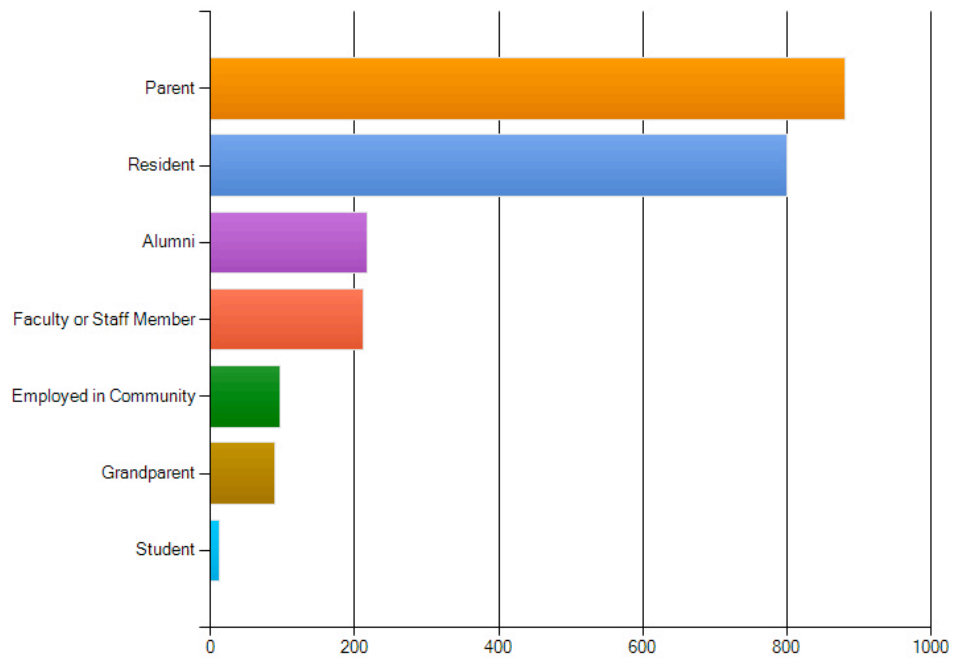
Overall, the community's stakeholders strongly value Perrysburg Schools, but there is always room to improve. The district's administration should consider carefully the perceptions of the district's strengths and the comments provided by survey respondents when setting their goals for the coming year, in addition to utilizing student 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.

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.

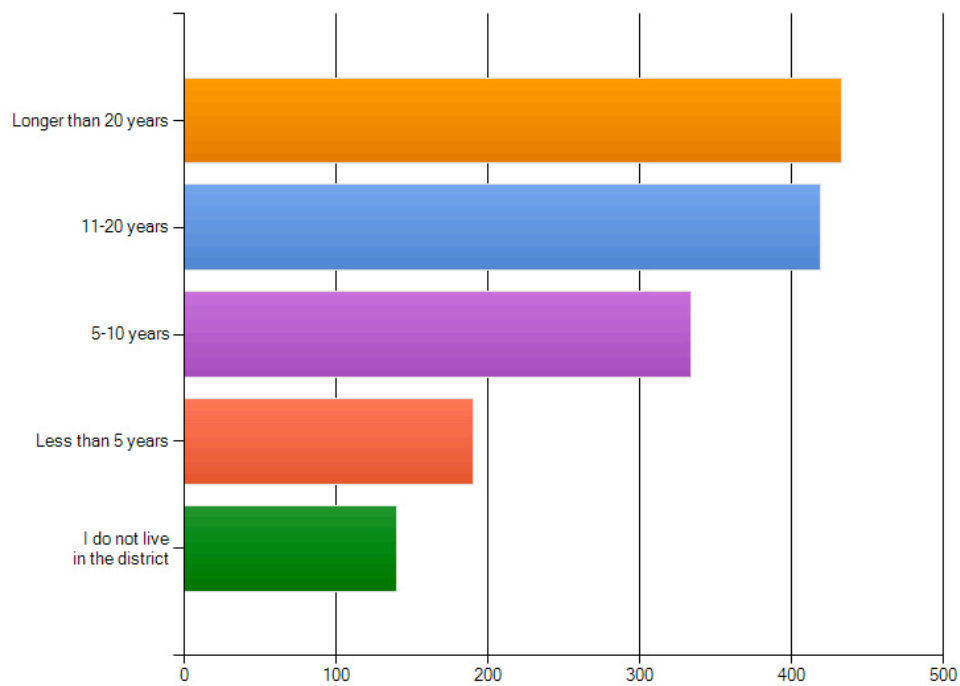
Tables & Figures



Please describe your relationship to Perrysburg Schools (you may pick multiple options):



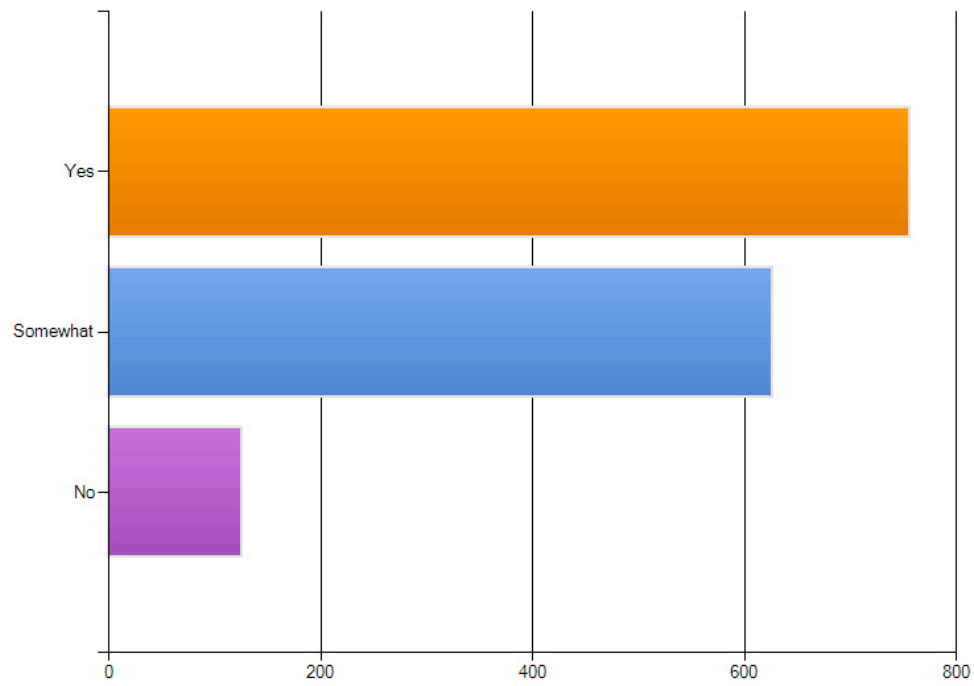
How long have you lived in Perrysburg School District?



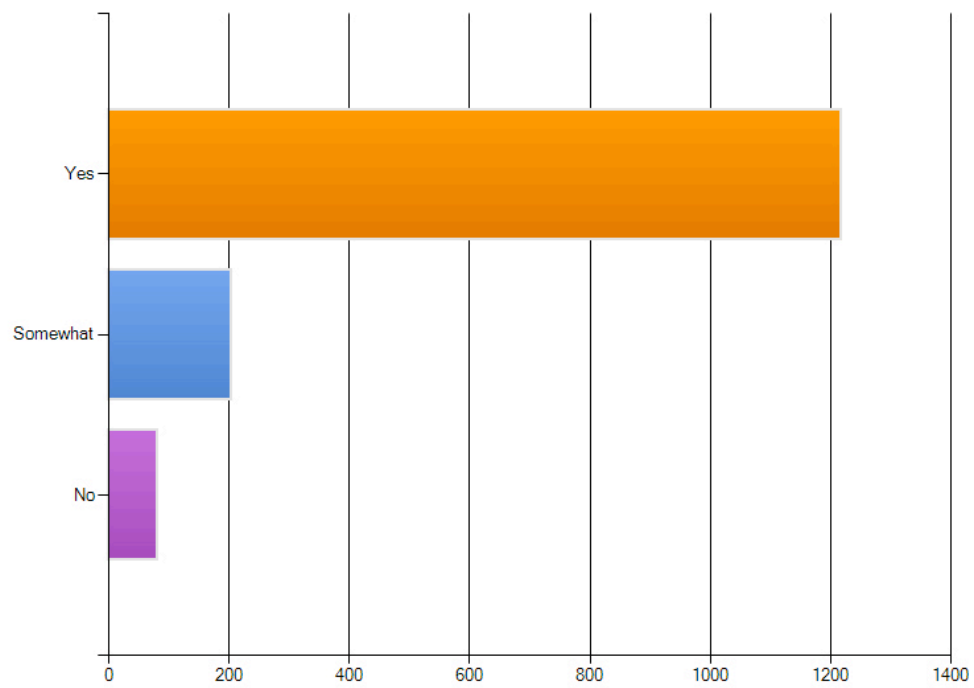
Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools:

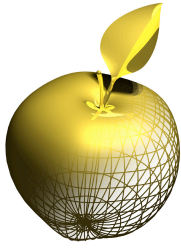
	Strongly Disagree	Disagree	Agree	Strongly Agree	Rating Average	Response Count
Strong Academic Program/Rigorous Curriculum	0.6% (9)	2.8% (40)	40.4% (572)	56.1% (795)	3.52	1,416
Quality, Caring Staff	1.3% (18)	5.3% (74)	46.3% (649)	47.1% (661)	3.39	1,402
Supportive Community	0.8% (11)	3.6% (52)	45.3% (649)	50.3% (722)	3.45	1,434
Fiscal Responsibility	2.9% (40)	12.0% (167)	54.3% (755)	30.8% (429)	3.13	1,391
Good Class Size	4.5% (62)	21.2% (292)	53.2% (733)	21.1% (290)	2.91	1,377
Extracurricular Activities	0.9% (12)	6.7% (93)	49.6% (691)	42.9% (598)	3.35	1,394
Good Value for Tax Dollar	2.0% (28)	11.2% (157)	52.5% (735)	34.3% (481)	3.19	1,401
Safe Environment	0.9% (13)	2.7% (38)	43.2% (608)	53.2% (750)	3.49	1,409
Emphasis on Improvement	0.9% (12)	7.1% (99)	52.8% (734)	39.3% (546)	3.30	1,391
Responsiveness	2.3% (31)	11.3% (154)	56.3% (764)	30.1% (408)	3.14	1,357
District uses Clear Processes & Data to Make Decisions	2.8% (36)	16.0% (209)	58.0% (757)	23.3% (304)	3.02	1,306
Communication	2.6% (36)	11.6% (160)	56.8% (781)	28.9% (398)	3.12	1,375
Planning for Growth/Facility Needs	5.1% (69)	21.4% (290)	50.8% (690)	22.7% (308)	2.91	1,357
Arts Programs	1.2% (16)	8.9% (120)	54.5% (731)	35.4% (475)	3.24	1,342
Technology Use/Training	1.9% (25)	13.8% (184)	59.0% (785)	25.3% (337)	3.08	1,331
Understanding & Embracing Diversity	3.5% (46)	14.4% (190)	59.3% (781)	22.7% (299)	3.01	1,316
Community Partnerships	1.3% (17)	12.5% (162)	61.4% (796)	24.8% (322)	3.10	1,297
Business Partnerships	2.0% (25)	17.5% (220)	58.5% (736)	22.0% (277)	3.01	1,258
Inter-School District Partnerships	2.2% (28)	18.4% (231)	59.6% (748)	19.8% (248)	2.97	1,255
Well-Maintained Facilities	1.7% (24)	7.9% (111)	50.5% (708)	39.9% (559)	3.29	1,402
answered question						1,452
skipped question						71

Are you aware of the mandates the State of Ohio places on public schools?



Are you aware that the State of Ohio has reduced funding to public schools?





*Perrysburg
Schools*

June 12, 2012

**Board of Education
Administrative Offices**

140 East Indiana Avenue
Perrysburg, Ohio 43551

419-874-9131
Fax 419-872-8820

Treasurer
Fax 419-872-8832

Dear Perrysburg Community Member,

Your name has been randomly drawn for our first annual stakeholder survey. We value the opinions of all members of the Perrysburg Community, whether you have a student in the district or not. We are grateful for the support that we receive from the Perrysburg community and stakeholders like you.

Please take about 5 minutes to fill out the enclosed survey by June 30 and return it in the enclosed envelope. You may also complete the survey online at www.perrysburgschools.net.

We will collect the feedback from this survey and share our findings with the community. We plan to do this every year to gauge how we are doing in the eyes of our stakeholders. We are proud of our students, faculty and staff and their accomplishments. We also know that we have areas where we can do better. We welcome your feedback.

Our mission is to ensure students achieve their greatest potential, and the Board of Education recognizes the many roles all stakeholders play in this mission.

Sincerely,

Thomas L. Hosler
Superintendent
Perrysburg Schools
419-874-9131 ext. 2103

**Ensuring students
achieve their
greatest potential**

www.perrysburgschools.net



Perrysburg Schools Stakeholder Survey

Dear Perrysburg Schools Community Members,

We value the opinions of all members of the Perrysburg Community, whether you have a student in the district or not. Perrysburg Schools is asking for about 5 minutes of your time to complete this brief 12-question survey. We ask that you complete the survey by **June 30** by mailing back this copy in the provided envelope or you may complete it online at **www.perrysburgschools.net**. The first question is the only required one, so please feel free to skip any that do not pertain to you.

We appreciate your help and are looking forward to sharing the results of this stakeholder survey.

Sincerely,

Thomas L. Hosler, Superintendent

1. Please describe your relationship to Perrysburg Schools.

(You may check multiple options)

- ☐ Parent
- ☐ Grandparent
- ☐ Student
- ☐ Resident
- ☐ Alumni
- ☐ Faculty or Staff Member
- ☐ Employed in Community
- ☐ Other (please specify):

2. Suppose Perrysburg Schools was graded like students in our district. What would you say the district's overall grade should be?

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F

3. How important to you are the following sources to get information about Perrysburg Schools? (Please circle number for each source: 1=Very Unimportant, 2=Unimportant, 3=Important, 4=Very Important)

	Unimportant		Important	
	1	2	3	4
<i>Perrysburg Messenger Journal</i>				
<i>Bowling Green Sentinel-Tribune</i>				
<i>Toledo Blade</i>				
District Web Site				
District Facebook Page				
Television News				
District Twitter Page				
School Newsletters				
School Announcements				
Employees				
Family Members				
Friends				

4. Which age bracket applies to you?

- ☐ Under 18
- ☐ 18-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 & Over

5. What is your gender?

- ☐ Male
- ☐ Female

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

- ☐ Less than 5 years
- ☐ 5-10 years
- ☐ 11-20 years
- ☐ Longer than 20 years
- ☐ I do not live in the district

Please Continue to Back

7. Please indicate your level of agreement that the following are STRENGTHS of Perrysburg Schools: (Please circle number for each strength
1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree)

	Disagree			Agree
Strong Academic Program/Rigorous Curriculum	1	2	3	4
Quality, Caring Staff	1	2	3	4
Supportive Community	1	2	3	4
Fiscal Responsibility	1	2	3	4
Good Class Size	1	2	3	4
Extracurricular Activities	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
District uses Clear Processes & Data to Make Decisions	1	2	3	4
Communication	1	2	3	4
Planning for Growth/Facility Needs	1	2	3	4
Arts Programs	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

8. Are you registered to vote?

- ☐ Yes
☐ No

9. Are you aware of the mandates the State of Ohio places on public schools?

- ☐ Yes
☐ Somewhat
☐ No

10. Are you aware that the State of Ohio has reduced funding to public schools?

- ☐ Yes
☐ Somewhat
☐ No

11. Do you have any children who are:

- ☐ Graduates of Perrysburg Schools
☐ Current Students in Private or Parochial Schools
☐ Home-Schooled
☐ Too Young to attend School
☐ Grandchildren who attend Perrysburg Schools
☐ Current Students of **Perrysburg High School**
☐ Current Students of **Perrysburg Jr. High**
☐ Current Students of **Frank Elementary**
☐ Current Students of **Ft. Meigs Elementary**
☐ Current Students of **Toth Elementary**
☐ Current Students of **Woodland Elementary**

12. Please consider submitting a testimonial we may use in future promotions below or provide any additional comments you would like to share.

We sincerely thank you for taking the time to share your thoughts!