



2015 Community Perception Survey

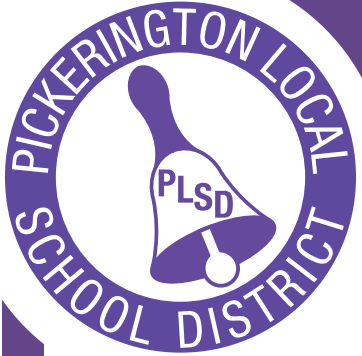
Information / Decisions



/ Why now

Great time for a survey

- / Transitional time in education
- / District financial position is strong
- / Last survey performed in 2010
- / Data informs critical initiatives
 - / Strategic planning
 - / Branding and website
 - / Curricular assessment
 - / Bargaining unit negotiations



/ Methodology

Performed by Paul Fallon

- / Decades of surveying expertise
- / Performed previous surveys for PLSD
- / Objectivity and lack of bias

About the phone survey

- / 29 non-demographic questions
- / 300 randomly selected registered voters
- / Feb. 23-26, 2015



/ Methodology

Accuracy

- / 95% confidence level
- / Varies by question
- / +/- 5.65% sampling error
- / 50% response can be 44% to 56%



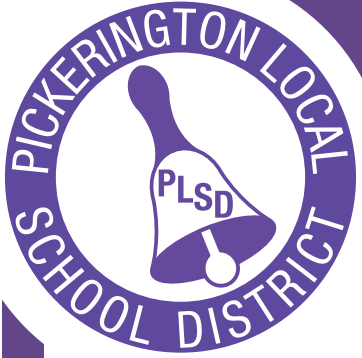
/ Demographics

KIDS IN SCHOOL?	
Yes	35.1%
No	64.3%
Unsure/ no answer	0.6%

AGE	
18-29	14.2%
30-44	27.7%
45-59	32.9%
60+	24.9%

GENDER	
Male	47.4%
Female	52.6%

RACE	
White	76.0%
African-American	15.2%
Hispanic	1.2%
Asian	1.1%
Something else	3.6%
Unsure/No answer	2.9%

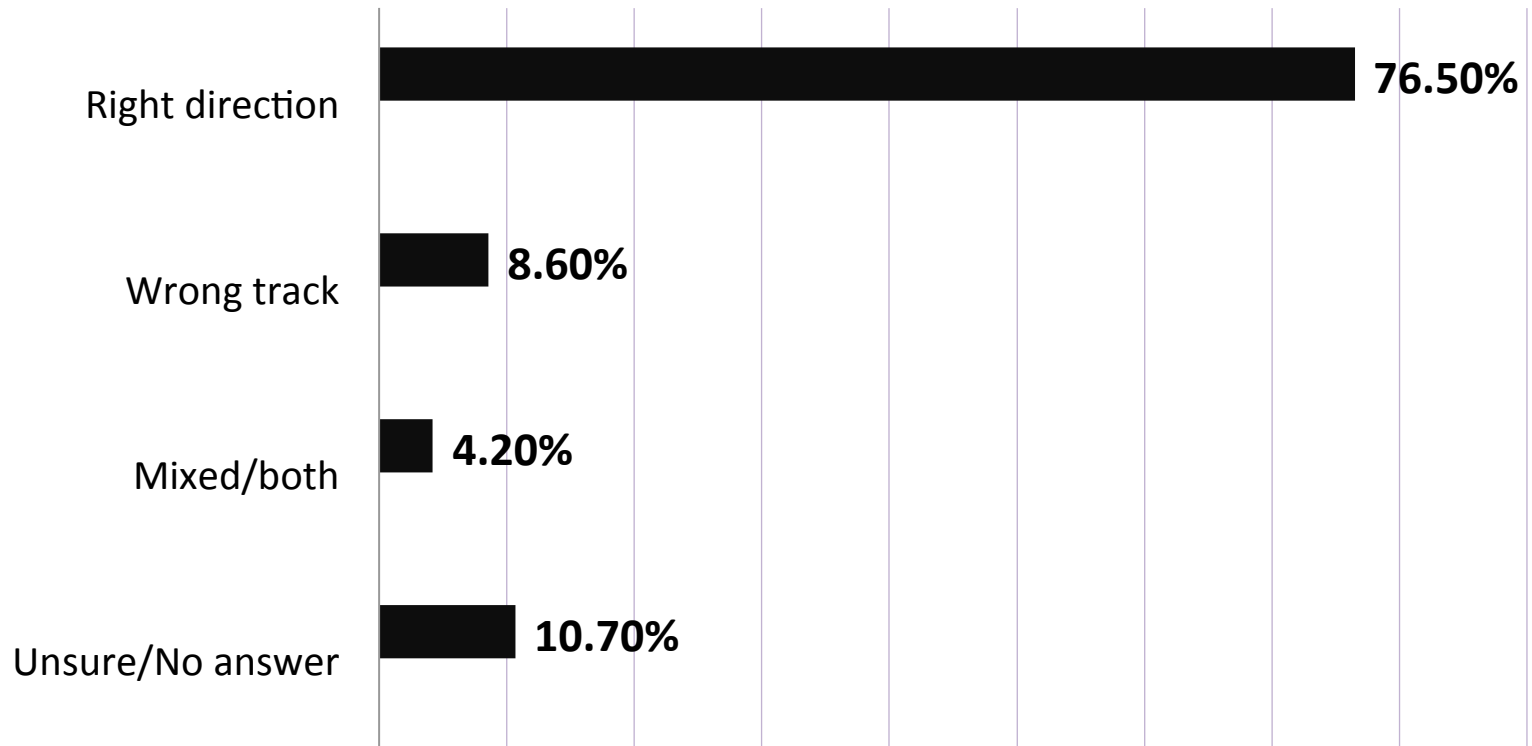


Big picture / Satisfaction



/ The Big Picture

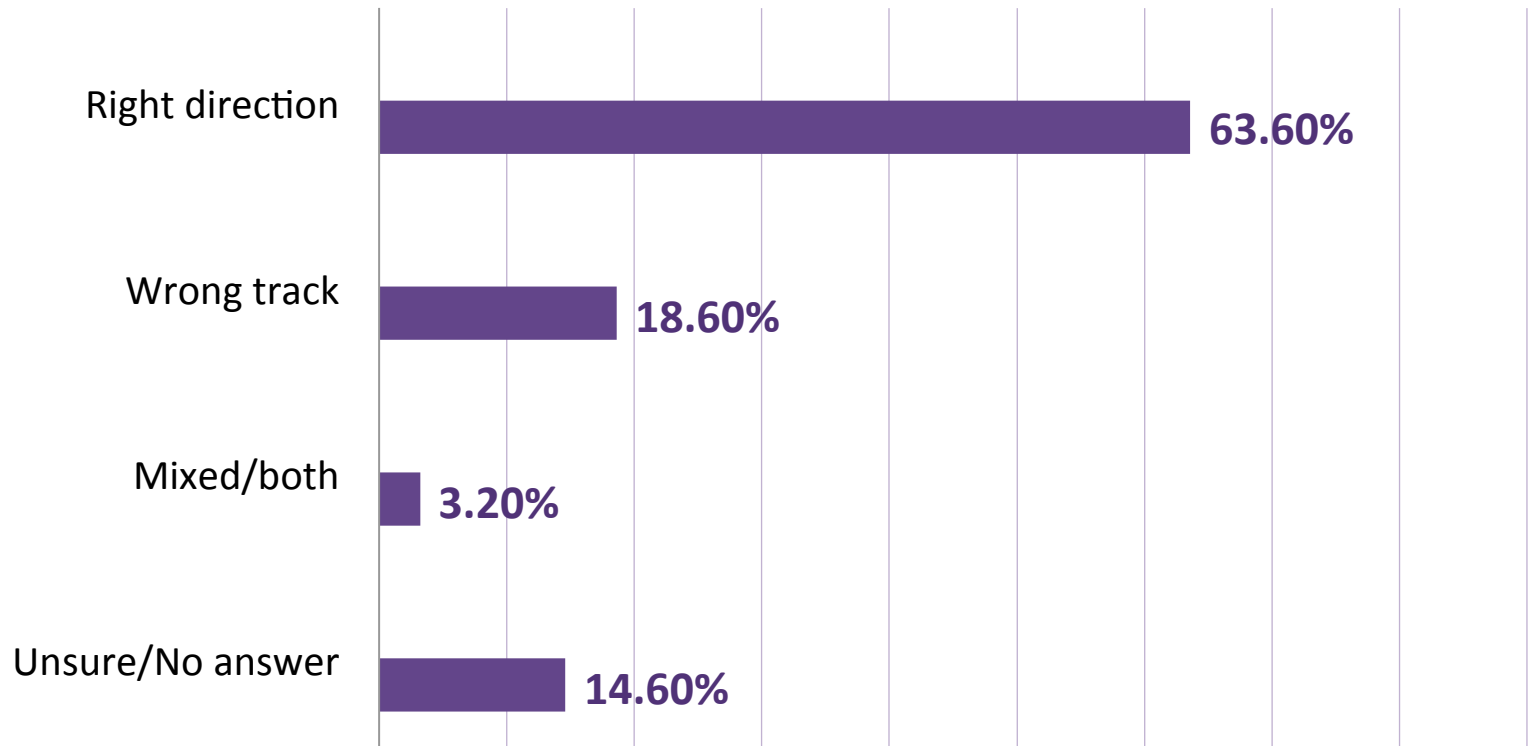
Is the **community** going in the right direction?





/ The Big Picture

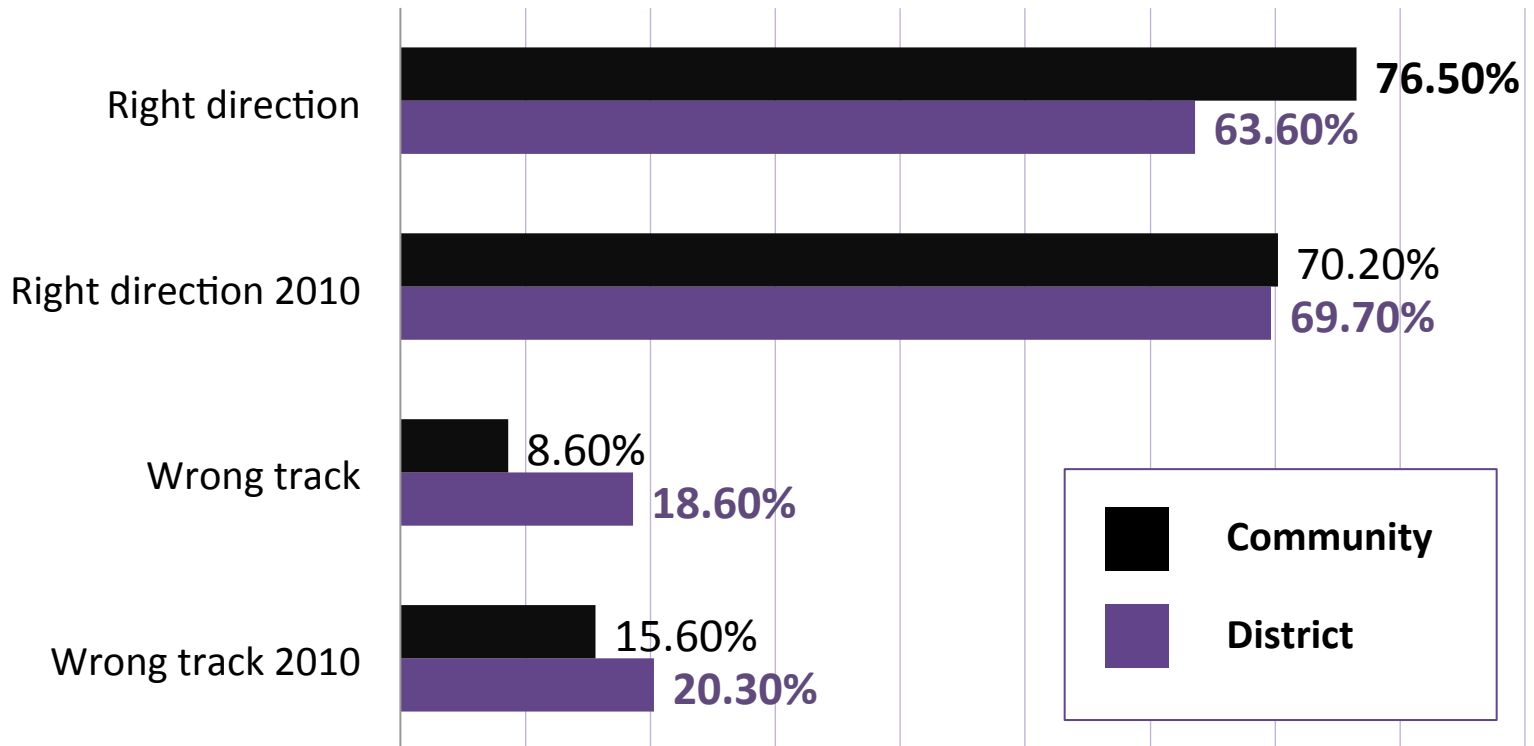
Is the *district* going in the right direction?





/ The Big Picture

Are **we** going in the right direction vs. 2010?





/ The Big Picture

Do you approve of the work being done by our *classroom teachers*?

TOTAL APPROVE	72.2%
Strongly approve	42.7%
Somewhat approve	29.5%
TOTAL DISAPPROVE	4.9%
Somewhat disapprove	3.3%
Strongly disapprove	1.6%
UNSURE/NO ANSWER	22.9%



/ The Big Picture

How do you rate the *quality of education* PLSD provides?

TOTAL POSITIVE RATING	87.5%
Excellent	38.3%
Good	49.2%
Fair	6.5%
TOTAL NEGATIVE RATING	0.9%
Poor	0.9%
Very poor	0%
UNSURE/NO ANSWER	5%



/ The Big Picture

How does PLSD do offering *challenging course options?*

TOTAL POSITIVE RATING	74.0%
Excellent	34.9%
Good	39.1%
Fair	13.3%
TOTAL NEGATIVE RATING	1.0%
Poor	1.0%
Very poor	0%
UNSURE/NO ANSWER	11.8%



/ The Big Picture

Overall, how does PLSD do offering *classroom technology*?

TOTAL POSITIVE RATING	80.6%
Excellent	39.5%
Good	41.1%
Fair	8.6%
TOTAL NEGATIVE RATING	0.7%
Poor	0.7%
Very poor	0%
UNSURE/NO ANSWER	10.1%



Future / Priorities



/ Priorities

What priority should be placed on *spending future tax dollars* on ...

Priority		High
1	Improving academic performance	76.1%
2	STEM education	76.0%
3	Expanding classroom learning technology	65.4%
4	Improve building safety and security	61.7%
5	Expand art/PE/music in elementary schools	52.8%
6	Switch to all-day kindergarten	32.1%
7	Expand extracurricular activities	28.6%
8	Expand athletic programs	20.7%



/ Priorities

What do you think the district's *top priorities* should be?*

Priority	Percentage
Decrease focus on testing	12.5%
Increase focus on academic fundamentals	8.2%
Improve general education	7.2%
Eliminate Common Core	6.7%
Spending reform	5.6%
Increase extracurriculars	4.9%
Unsure/No Answer	21.3%

* *Unaided responses*



/ Priorities

Which is more important:
Quality or **controlling costs**?

Priority	Percentage
Offer the best, even if it means more taxes	60.4%
Control costs, even if it means we're not "the best"	32.7%
The district can do both*	3.1%
Unsure/No answer	3.8%

** Volunteered response*



Finances / Stewardship



/ Finances & Stewardship

Is the district spending money *effectively* and *responsibly*?

	2015	2010
TOTAL POSITIVE RATING	54.1%	52.8%
Excellent	7.1%	11.1%
Good	47.0%	41.7%
Fair	28.5%	29.3%
TOTAL NEGATIVE RATING	9.4%	12.5%
Poor	6.3%	7.9%
Very poor	3.1%	4.6%
UNSURE/NO ANSWER	8.1%	5.3%



/ Finances & Stewardship

Do residents receive *good value* for their investment?

	Percentage
Yes	78.1%
No	13.7%
Unsure/No answer	8.3%



/ Finances & Stewardship

Do you support extracurricular & athletic *pay-to-participate*?

	Percentage
Favor	48.0%
Oppose	47.7%
Unsure/no answer	4.3%

	Too high	Right amount	Too low	Unsure /no answer
\$325 for HS varsity	64.7%	27.0%	3.2%	5.1%
\$170 for marching band	43.1%	45.6%	7.0%	4.2%



/ Finances & Stewardship

How do you rate the *condition of our buildings?*

TOTAL POSITIVE RATING	85.0%
Excellent	41.9%
Good	43.1%
Fair	6.1%
TOTAL NEGATIVE RATING	0.3%
Poor	0.3%
Very poor	0.0%
UNSURE/NO ANSWER	8.6%



/ Finances & Stewardship

How do you rate the *condition of our athletic facilities?*

TOTAL POSITIVE RATING	82.7%
Excellent	40.9%
Good	41.8%
Fair	6.3%
TOTAL NEGATIVE RATING	0.7%
Poor	0.7%
Very poor	0.0%
UNSURE/NO ANSWER	10.4%



/ Finances & Stewardship

Generally speaking, would you **support a PI levy** for facilities?

	Percentage
Favor	45.4%
Oppose	44.5%
Depends on amount*	4.3%
Unsure/no answer	5.8%

** Volunteered response*



/ Finances & Stewardship

What if part of the PI levy was
used for athletic facilities?

	Percentage
More likely	13.3%
Less likely	35.3%
No difference	48.3%
Unsure/no answer	3.2%



Communicate / Engage



/ Communication

How do we do *communicating with the public?*

TOTAL POSITIVE RATING	63.7%
Excellent	22.7%
Good	41.0%
Fair	22.6%
TOTAL NEGATIVE RATING	6.9%
Poor	4.9%
Very poor	2.0%
UNSURE/NO ANSWER	6.8%



/ Communication

Where do you get your *information about PLSD?*

Priority	Percentage
Pickerington Times-Sun	19.7%
Talking to families with kids in schools	17.5%
District website	14.7%
School literature (newsletters, etc.)	13.7%
Social media	10.9%
Dispatch	4.9%
Combination*	11.2%
Other*	5.7%

District source

** Volunteered response*

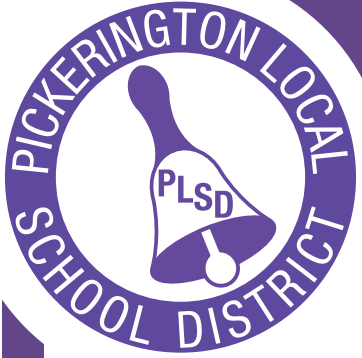


/ Communication

Have you seen PLSD discussed on non-district *social media*?

	Percentage
Yes	35.2%
No	62.2%
Unsure/no answer	2.6%

	Favorable	Unfavorable	Some of Both	Unsure/ no answer
If "Yes," then...	39.5	2.7%	57.8%	0%



Planning / Data use



/ Using this data

Strategic planning

- / Board and administrative decisions
- / District strategic planning process
- / Department-level
- / Guide employees in daily decisions

Benchmarking

- / Perform survey in 2-4 years
- / Assess progress



/ Using this data

Communicating results

- / Place on district website
- / Communicate to media
- / Incorporate relevant data into ongoing district communication



/ Questions