

# Community Survey

Results and Analysis  
December 2010



Heuvelton Central School District

K12 *Insight* ™  
Because Perspective Matters

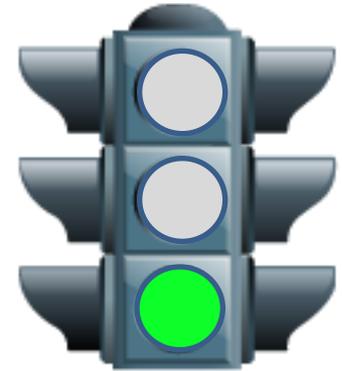
# Overview

In November and December 2010, Heuvelton Central School District invited parents and community members to complete a survey addressing the issues affecting the district. The survey was administered online as well as by paper mailed home to community residents.

The survey areas include:

- Personal Relevance of the School District
- Familiarity with District Leadership
- Contact with Board of Education
- Contact with the Superintendent
- Contact with the Principals
- Budget Issues
- Budget Voting
- Community-School Relations
- Attendance at School Events
- How the Community Gets Information

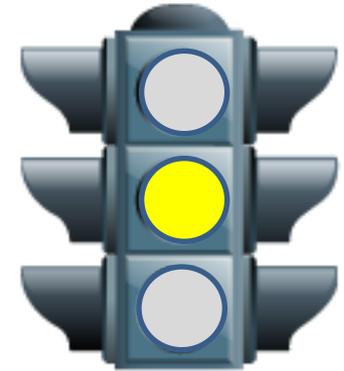
# Executive Summary of Findings



A number of positive findings were identified:

- Participation was good with a total of 202 community members out of 1,205 households completing the survey (estimated response rate 16%). Participation included parents and non-parents.
- Overall, most respondents indicated satisfaction with the district with 80% giving an “A” or “B” grade. This score is higher than the average seen in similar surveys in other school districts.
- Community members who have interacted with either a Board Member, School Principals or the Superintendent, rated their interaction favorably. These scores were higher than the average scores seen in similar surveys in other school districts.
- Most respondents feel welcome to attend activities at the schools.

# Executive Summary of Findings

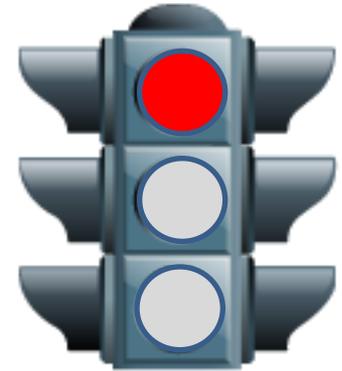


Several Items emerged as requiring attention:

- Respondents may not have a full appreciation of the personal relevance of a strong school.
- A substantial proportion of the community is not familiar with the roles and responsibilities of the district leadership, including the Board of Education, Superintendent, and Principals.
- Respondents indicated a need for more opportunities for involvement in the school, probably an indication of unfamiliarity with the opportunities that presently exist.

These trends are consistent with those in other districts around the state and country.

# Executive Summary of Findings



Opportunities to improve communications concerning budget issues are indicated. Large segments of community:

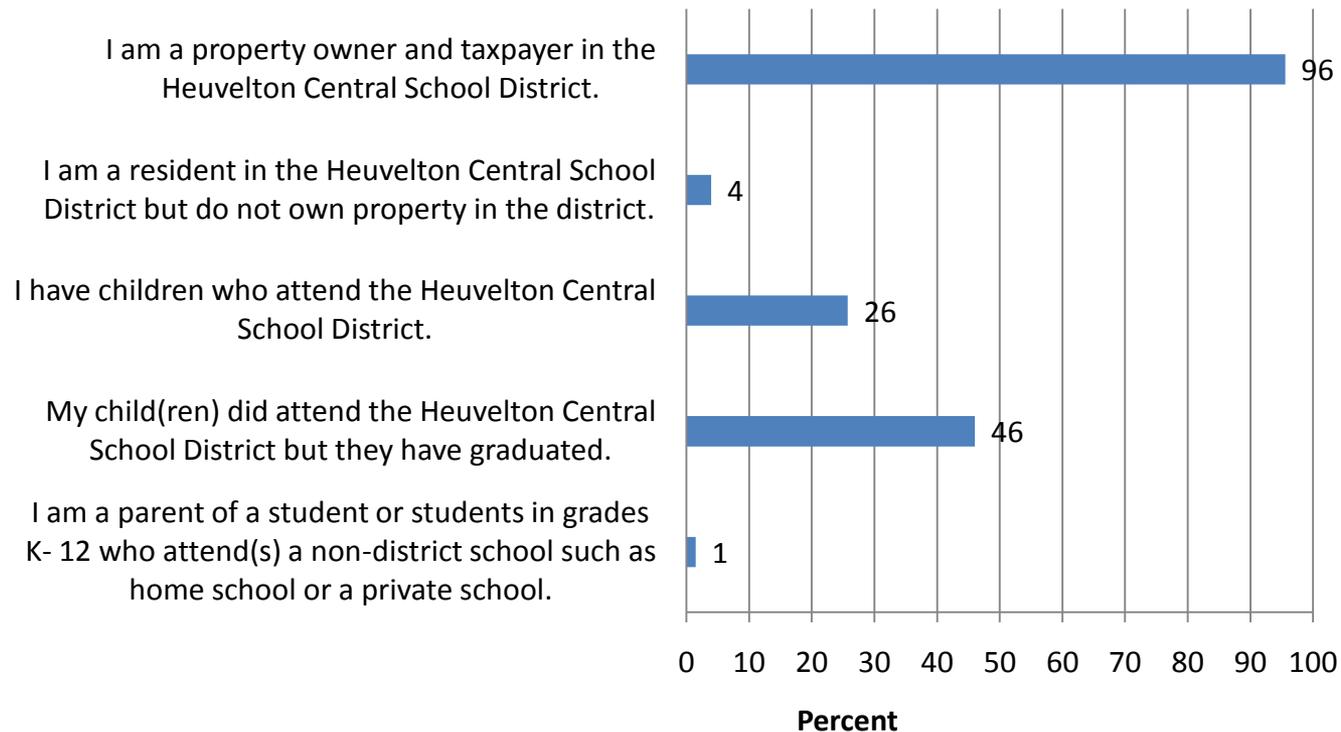
- are not aware of budget issues
- do not vote on the budget
- have voted “no” on the budget
- believe the budget is sufficient or do not know whether the current budget is sufficient to meet community needs.

These trends are consistent with those in other districts around the state and country.

Detailed findings are described on the following pages.

# Who Responded

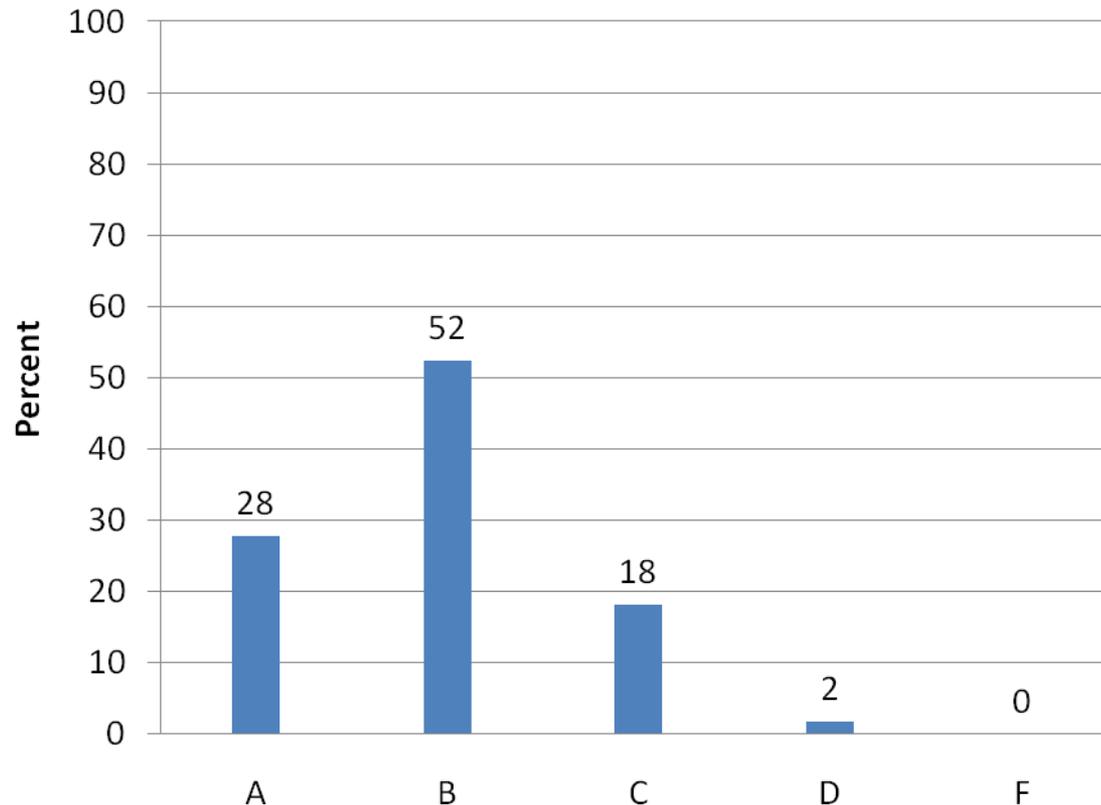
A total of 202 community members out of 1,205 households responded to the survey, giving an estimated response rate of 16%. Most were property owners and have children either currently in the district (26%) and/or who have graduated (46%). A minority of respondents said they currently have children in the schools indicating that the survey was primarily completed by non-parent community members.



Percentages do not add to 100% because respondents may select more than one option.

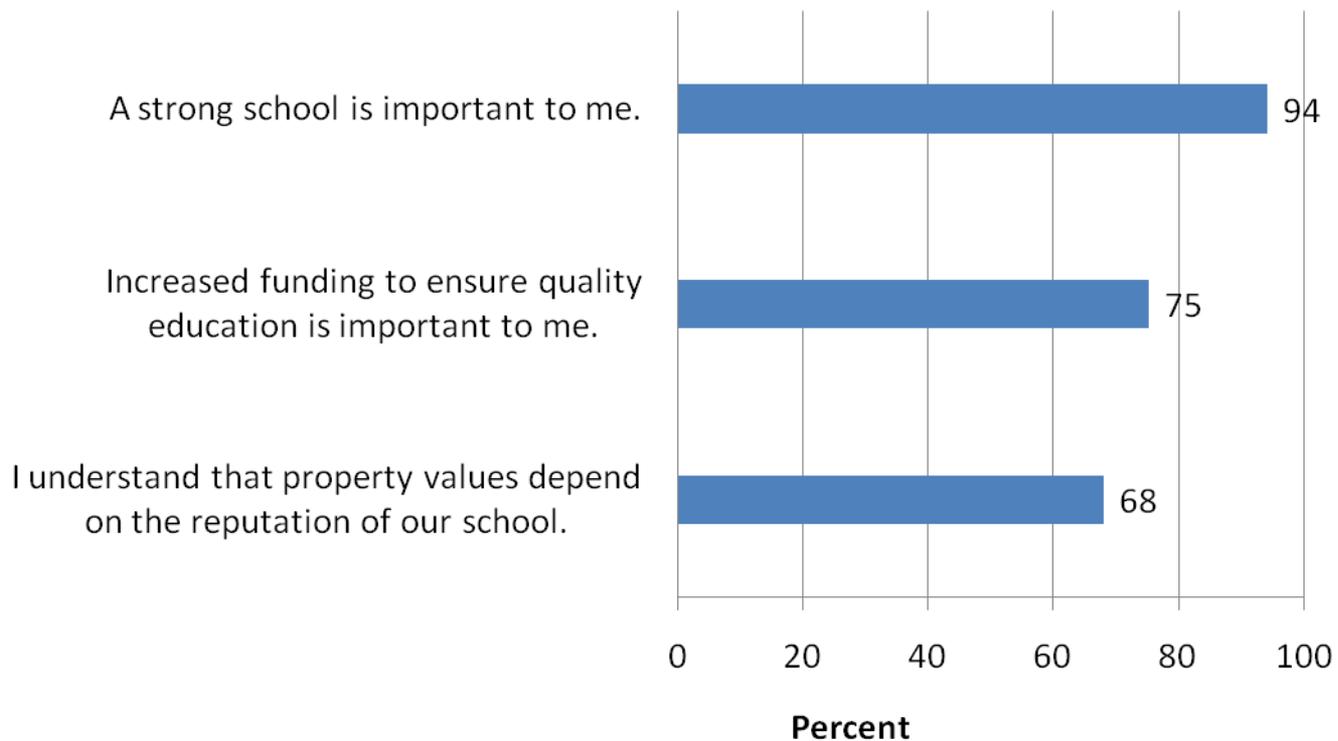
# Overall Assessment

Respondents were asked to grade the school overall for how well the students are being educated. Most respondents (80%) indicated satisfaction with the performance of the district by providing a grade of “A” or “B.”



# Personal Relevance

Three questions addressed the personal relevance of the school district to the respondents. Nearly all respondents indicated that a strong school is important to them, only two-thirds indicated that they realized that property values depend on the reputation of the school. This gap suggests an opportunity to inform the community of the personal relevance of the schools even if they do not have children enrolled.

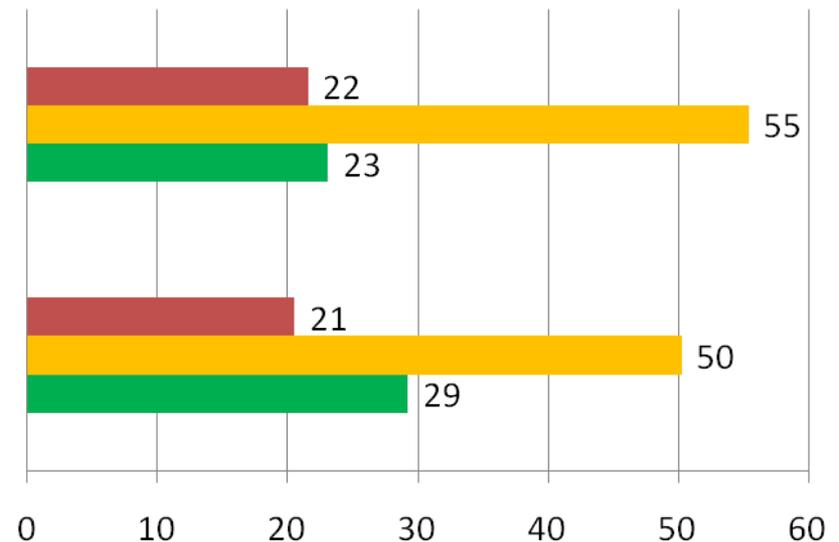


# Familiarity with District Leadership

Responses to questions concerning familiarity with the roles and responsibilities of district leadership reveal an opportunity for dialogue with the community. Less than one third of respondents said they are very familiar with the roles and responsibilities of district leadership and a nearly equal proportion said they are not familiar.

The Board of Education is a body of seven (7) elected officials who represent the community while governing the school district. How familiar are you with the role and responsibilities of the Board of Education?

The Superintendent and the building Principals are responsible for the day-to-day administration and operation of the school in our district. How familiar are you with the role and responsibilities of the Superintendent and building Principals?



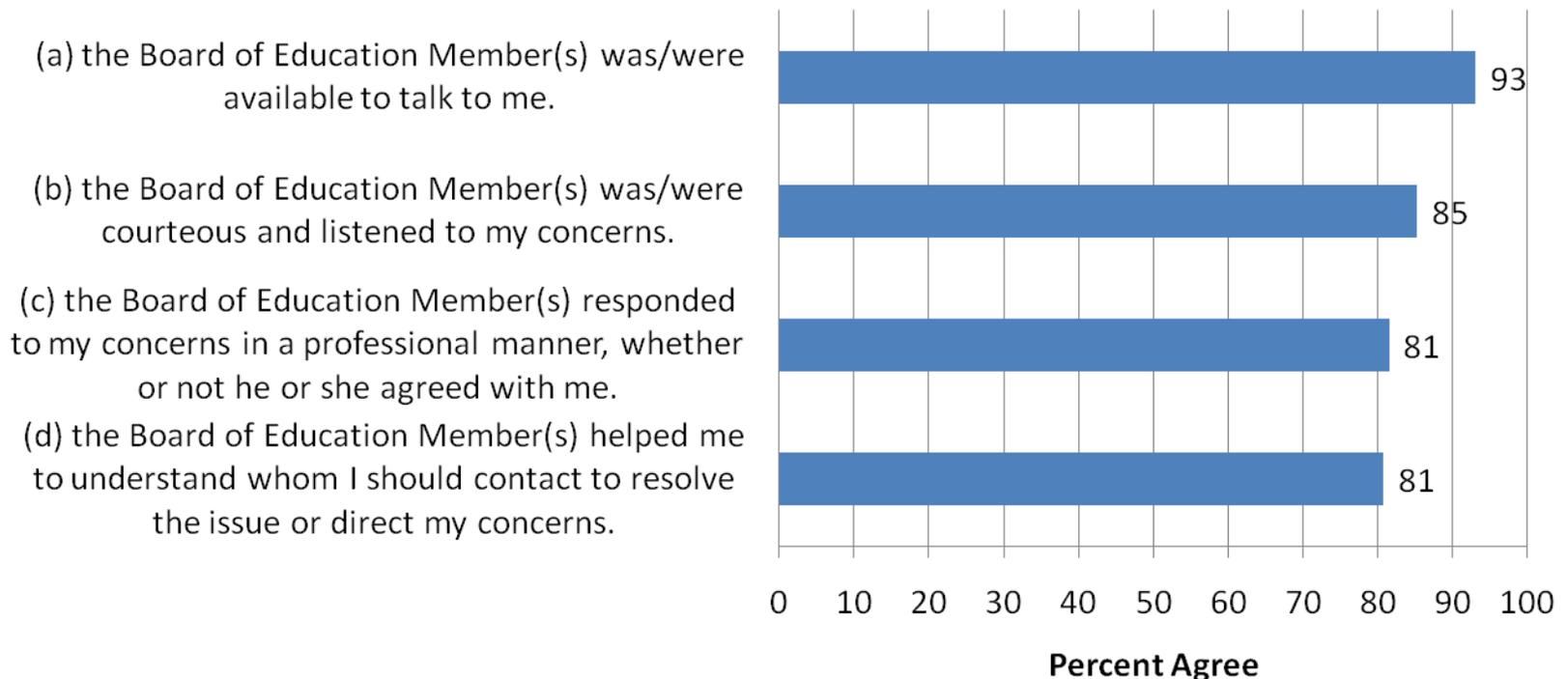
Percent

■ Not Familiar   ■ Somewhat Familiar   ■ Very Familiar

# Contact with Board of Education Members

A small number of the respondents (37 of the 202, 18%) indicated that they had spoken with one or more Board of Education Members within the past year. Most of these respondents reported favorable interactions with the Board Members. (National ratings concerning positive access and interaction with School Board members tend to be in the 65% to 80% range.)

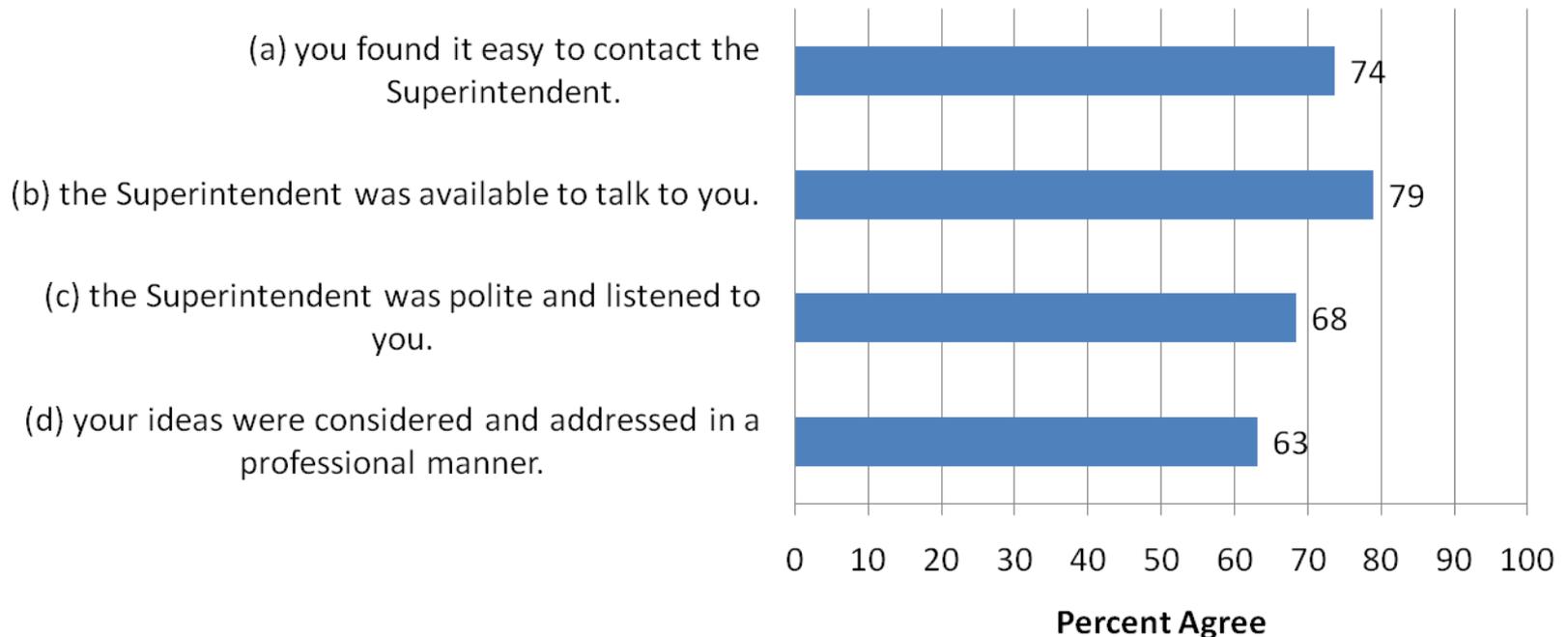
## When you have had something to discuss with a Board of Education Member...



# Contact with the Superintendent

Twenty-one of the 202 respondents (10%) indicated that they had spoken with the Superintendent within the past year. Most of these 21 respondents reported favorable interactions with the Superintendent. (National ratings concerning positive access and interaction with a Superintendent tend to be in the 45% to 65% range.)

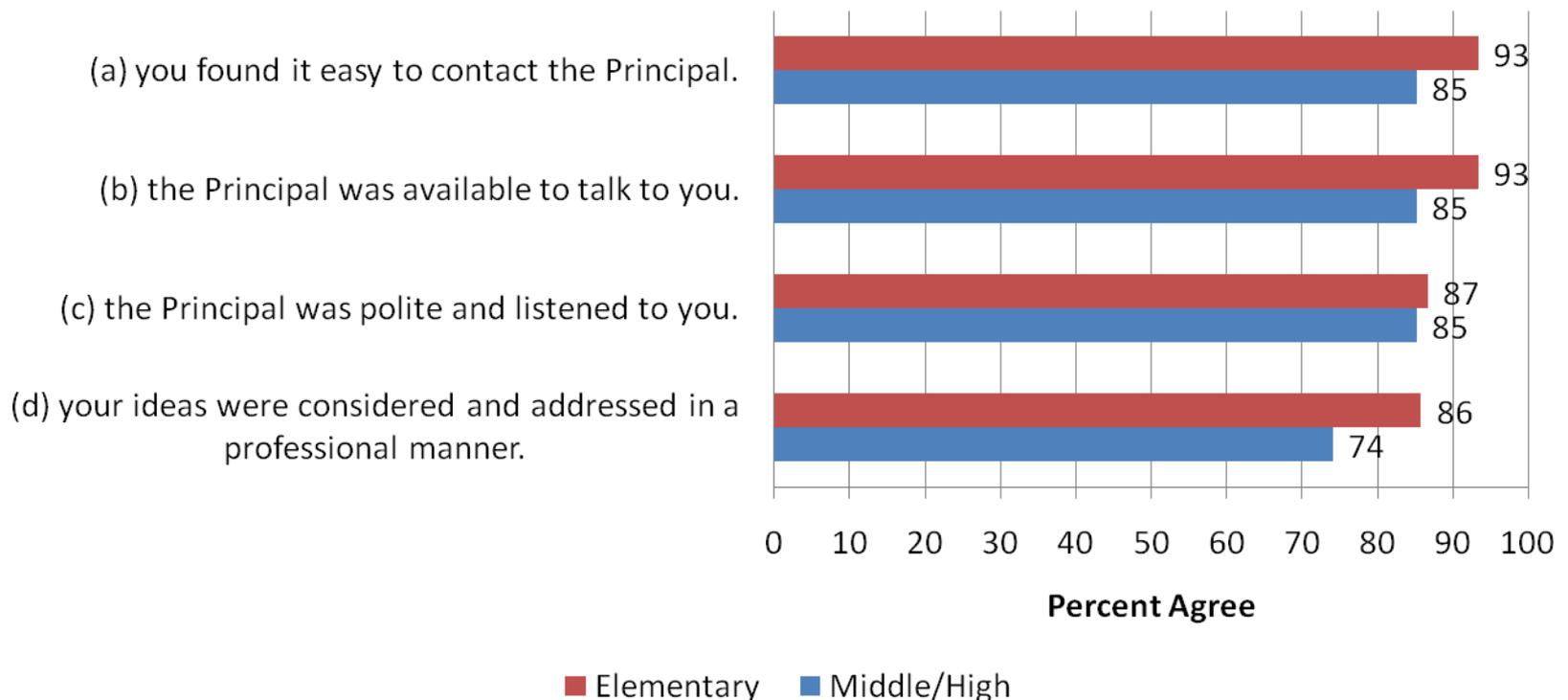
## When you have had something to discuss with the Superintendent...



# Contact with the Principals

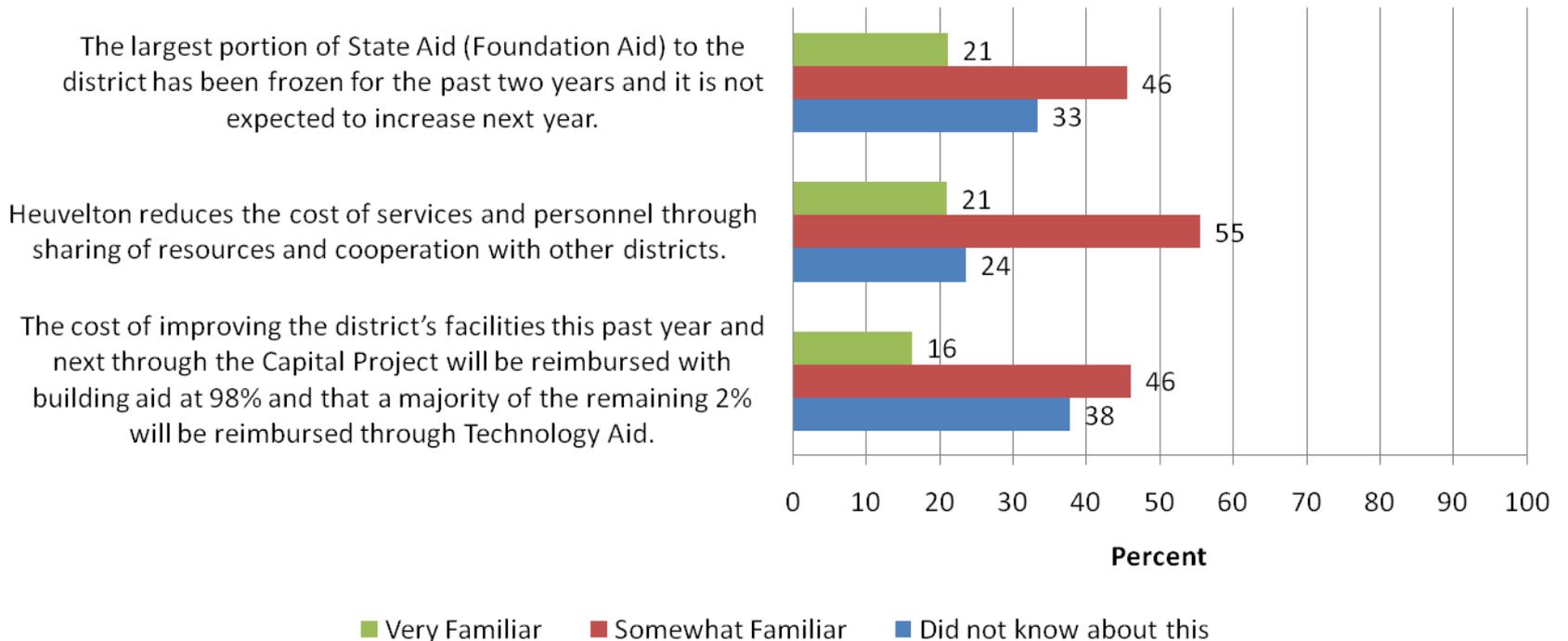
Small numbers of the respondents indicated that they had spoken with the Elementary (16 of 202; 8%) and Middle/High (28 of 202; 14%) Principals within the past year. Most of these respondents reported favorable interactions with the Principals. (National ratings concerning positive access and interaction with a Principal tend to be in the 75% to 90% range.)

## When you have had something to discuss with the Principal...



# Budget Issues

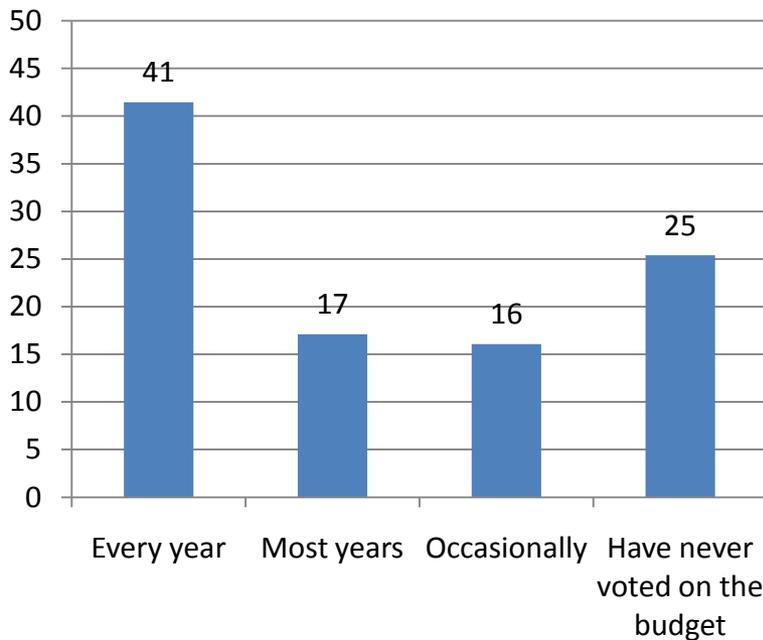
Three survey questions were designed to address respondents' awareness of issues affecting the district's budget. One-quarter to one-third of respondents indicated that they were not aware of these issues, with fewer indicating that they are very familiar with these issues. These findings indicate a need for further discussions with the community concerning budget issues and constraints.



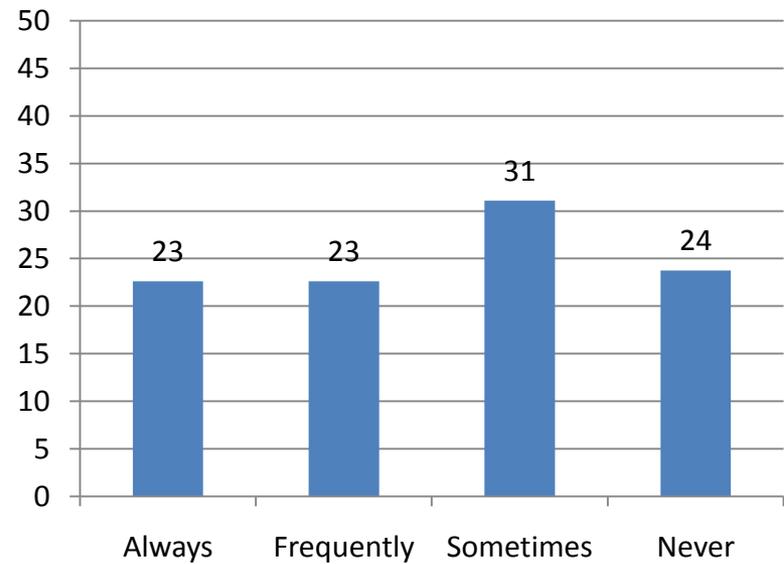
# Budget Voting History

Fifty-eight percent of the respondents said that they vote of the school budget every year or most years, leaving a sizable proportion of the community who occasionally or never vote on the school budget. Of those who do vote, less than half report always or frequently voting “yes”. Greater community involvement in the discussion of the budget issues facing the school will likely lead to increased participation at the ballot box.

**I vote on the school budget:**



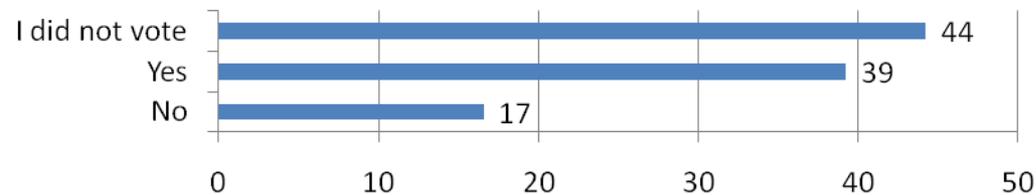
**I vote “yes” for the school budget:**



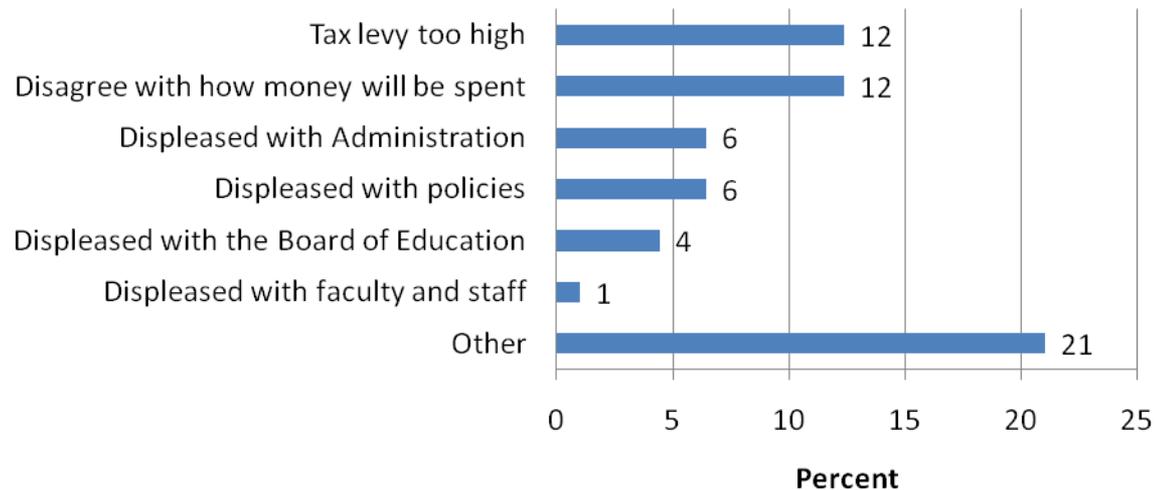
# Most Recent Budget Vote

The largest proportion of respondents did not vote during the most recent budget vote, and nearly one-fifth said they voted “no.” The most commonly cited reasons for voting “no” are the tax levy being too high and disagreement with allocation of funds. Other reasons listed for voting “no” included concerns about high salaries, equity of taxes, and kids no longer in school.

## During the last school budget vote I voted:

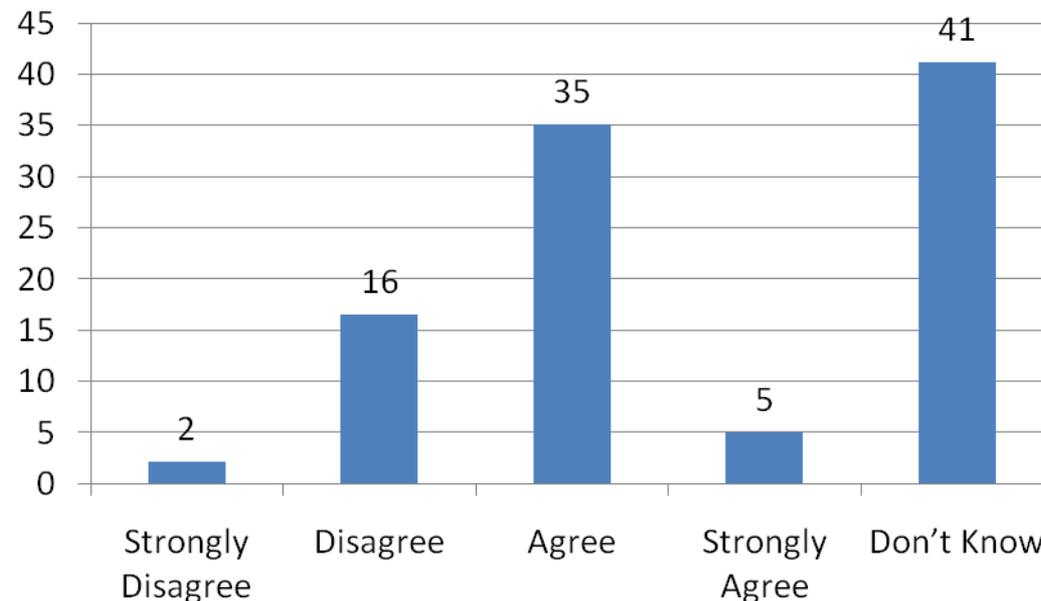


## Reasons for Voting "No"



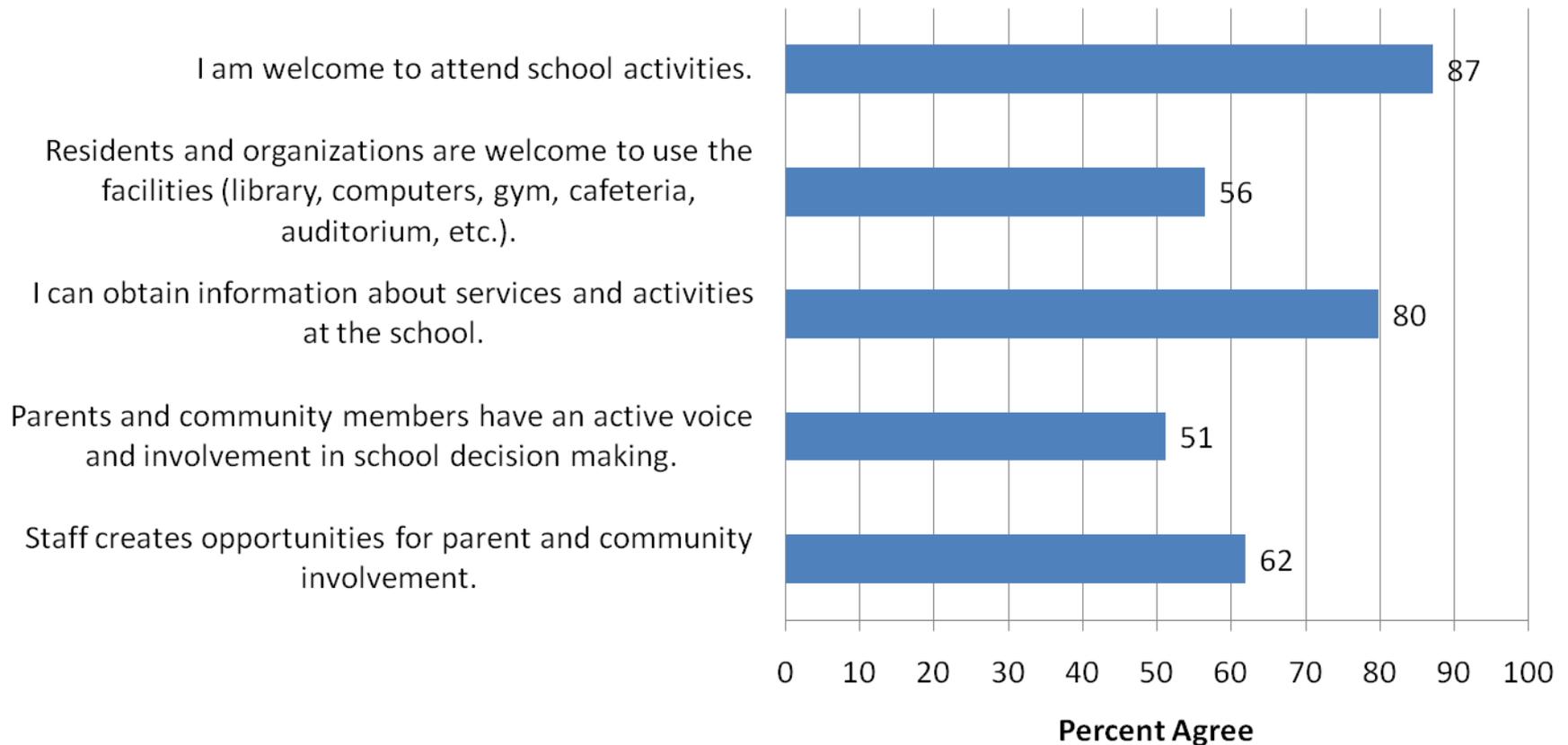
# Belief about Adequacy of Funding

Further highlighting the need for more communication to raise community awareness about the budget was the finding that 40% of respondents agreed or strongly agreed with the statement that “the current funding level is adequate to meet this community’s education needs.” An equal proportion said that they did not know.



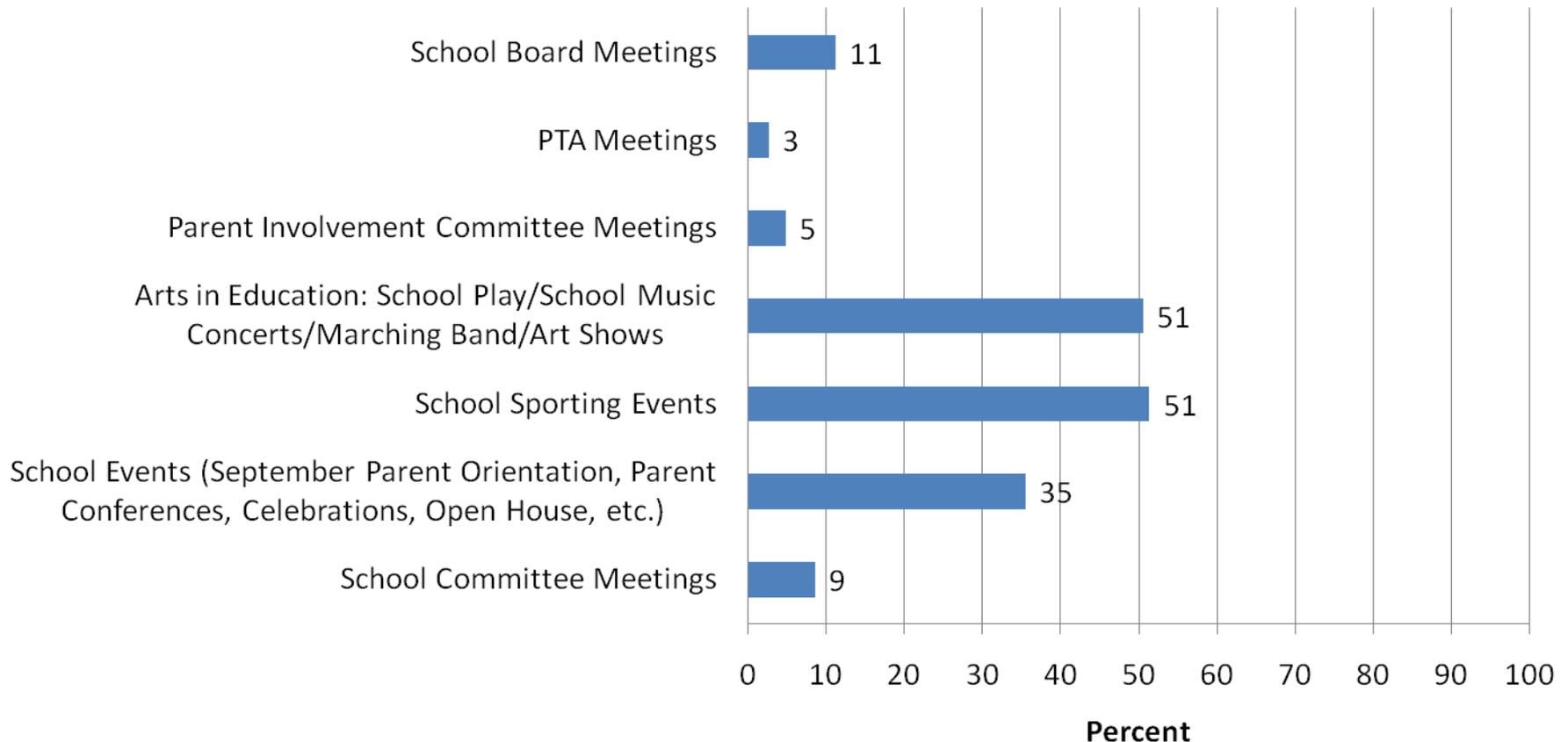
# Community-School Relations

Most respondents say they feel welcome to attend school activities and that they can obtain information at the school. Half of the respondents believe that there are opportunities for their involvement in the school, in particular with decision making.



# Attendance at School Events

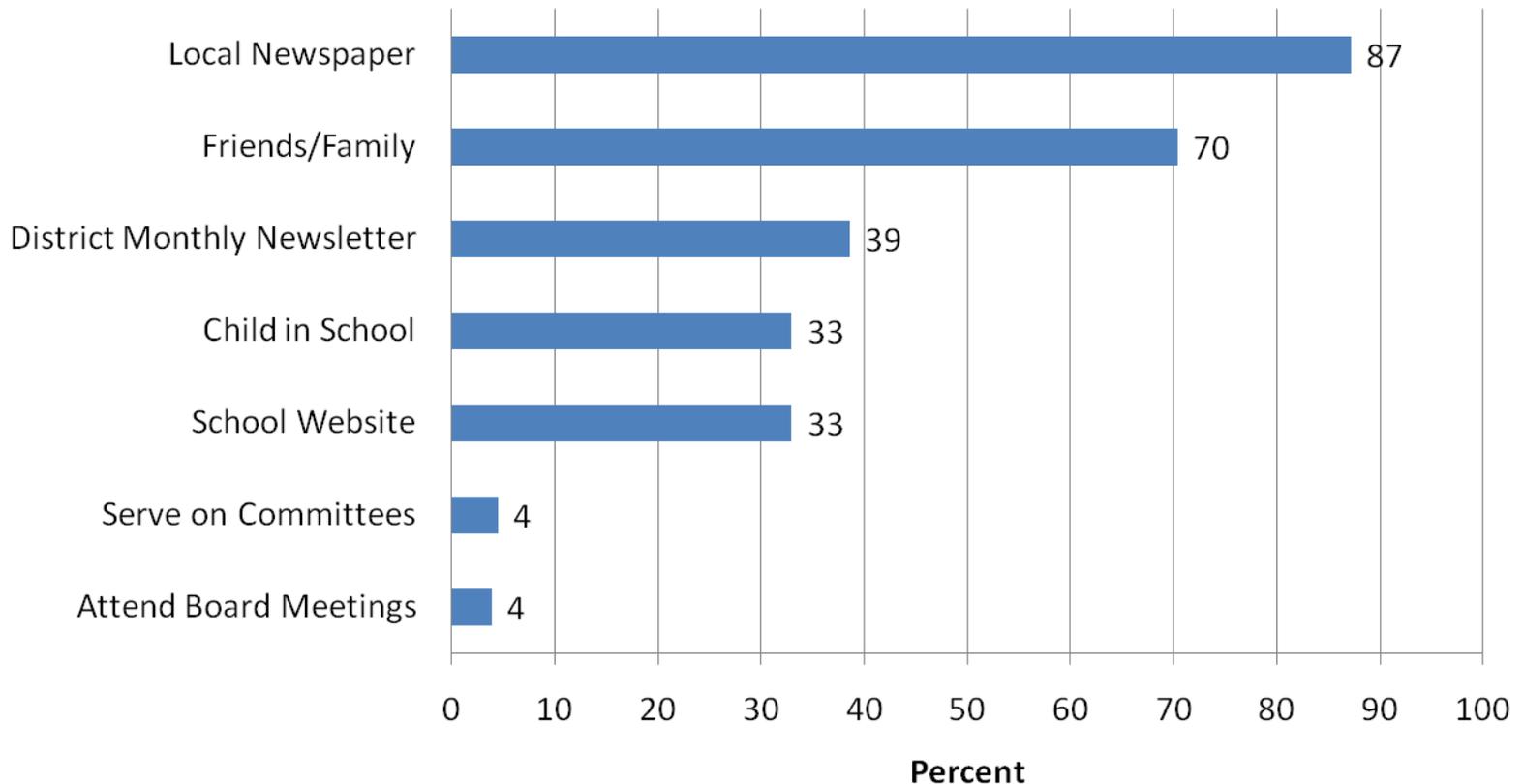
Parents and community members were most likely to have attended at least one Arts in Education or School Sporting event. These respondents were less likely to have attended committee meetings, which are generally open only to committee members.



Percentages do not add to 100% because respondents may select more than one option.

# How the Community Gets Information

Most respondents said they keep informed about the district through the local newspaper and from friends and family. Less than half reported getting information from direct sources such as the district's newsletter or school website. This represents an opportunity for the District to open direct lines of communication with the community.



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