

**Greendale School District
Community Survey Report**

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Overview

The Community Survey was conducted for the Greendale School District in the spring of 2009 by School Perceptions L.L.C. School Perceptions is an independent educational research firm that works with school districts, regional service agencies, state and national organizations to gather and use education-related data. Since our founding in 2002, over 8,000 schools have used School Perceptions to collect millions of survey responses from students, staff, parents, non-parents and business stakeholders.

Survey Methodology

The survey was administrated and results are presented using School Perceptions' proprietary software. Each potential respondent was issued a unique 16-digit alphanumeric survey identification number. This ensured that every potential respondent could only take the survey one time. Respondents without access to the internet and those who were uncomfortable taking the survey online were given the opportunity to take a paper version of the survey. At the time of writing this report, 548 paper surveys were received and entered into the final data set by School Perceptions.

Respondent Sample

When looking at a group of survey respondents, two important characteristics need to be analyzed - the size of the sample and the representative nature of the sample.

With over 962 people responding to the survey, the size of the respondent group in this data set is adequate to differentiate sub-groups with an acceptable level of accuracy. Furthermore, because of the unique 16-digit user identification system used by School Perceptions, you can be assured that the data set is secure. The margin of error for questions answered by all respondents to the survey is approximately plus or minus 3.2%.

This survey shows a balanced representation of all constituency groups. Senior citizens are an important group to have represented in the survey sample. As of 2000, the census data indicates that 20.1% of the community population was over the age of 65. Approximately 32% of survey respondents indicated that they were over the age of 65, meaning this very important voting group was well represented in the data.

Overall

The survey results will provide the Greendale School District with a good data set from which to begin analyzing alternatives and setting priorities for future planning. It is important to note that this survey tool should be one of many factors influencing the direction the school board and administration choose to take.

Demographic Summary

A note about the sub-groups: The data from the survey will be presented in various subgroups. This is done to provide clarity and discern patterns. Each of the subgroups is defined below.

Parents: This group includes respondents who indicated they were parents of school-aged children.

Non-Parents: This group includes respondents who indicated they did not have any children in kindergarten through twelfth grade.

Staff: This group includes respondents who indicated they were employees of the School District. Although this is a relatively small sub-group, they are an important group with the closest contact with the school.

Are you a resident of the Greendale School District?	Non-Parents	Parents	Staff
Yes	99%	99%	96%
No	1%	1%	4%

What is your age?	Non-Parents	Parents	Staff
18-25	1%	0%	3%
26-35	3%	16%	10%
36-45	7%	49%	14%
46-55	19%	29%	38%
56-65	25%	4%	24%
66-75	26%	1%	3%
76 and older	19%	0%	7%

Do you have children that previously attended or grandchildren that attend the Greendale schools?	Non-Parents	Parents	Staff
Yes	63%	50%	76%
No	37%	50%	24%

Do you have school-aged children and/or children younger than elementary school-age?	Non-Parents	Parents	Staff
Yes	0%	100%	41%
No	100%	0%	59%

If “YES”, which schools do your children attend? (Select all that apply)	
	Parents
Greendale High School	25%
Greendale Middle School	20%
Canterbury Elementary	15%
College Park Elementary	10%
Highland View Elementary	18%
Time 4 Learning Charter School (K4)	3%
Public School Outside of District	1%
Private / Parochial School	8%
Home Schooled	<1%
Special Education Private Placement	0%

How do you currently receive information regarding school district issues? (Please check all that apply)			
	Non-Parents	Parents	Staff
School Newsletters	19%	76%	18%
District Newsletter by mail	71%	75%	71%
District web site	17%	56%	17%
From my children	9%	50%	9%
Teachers	8%	47%	8%
Friends or neighbors	24%	43%	24%
School administration	10%	42%	9%
School Messenger	5%	34%	5%
GreendaleNOW	36%	31%	36%
Annual Report	32%	28%	32%
Attend meetings at schools	4%	27%	4%
PTO	3%	18%	3%
Milwaukee Journal Sentinel	36%	14%	35%
Other school district staff	4%	12%	3%
Clubs and Organizations	6%	10%	5%
Community Leader Council	3%	9%	3%
School board meetings	4%	8%	3%
Radio	6%	3%	6%
Other	1%	3%	1%
Cable Channel	2%	1%	2%

Overall, how satisfied are you with the Greendale School District?			
	Non-Parents	Parents	Staff
Very Satisfied	36%	56%	72%
Satisfied	46%	35%	24%
Not Satisfied	5%	3%	0%
Extremely Unsatisfied	2%	2%	3%
No Opinion	12%	4%	0%

How would you rate the Greendale School District compared to neighboring school districts?			
	Non-Parents	Parents	Staff
Much Better	43%	63%	76%
A Little Better	32%	21%	21%
The Same	10%	5%	0%
A Little Worse	2%	2%	3%
Much Worse	<1%	<1%	0%
No Opinion	13%	8%	0%

Data Summary

Educational Programs and Services: In your opinion, how should the District budget for each of the following? (items are sorted by average highest to lowest)			
<i>(Increase = 4, Keep = 3, Reduce = 2, Eliminate = 1)</i>			
	Non-Parents	Parents	Staff
1	Critical thinking & problem solving 3.2	Critical thinking & problem solving 3.27	Providing alternative pathways for non-college bound students 3.27
2	Information & technology 3.19	Information & technology 3.26	Critical thinking & problem solving 3.21
3	Technology education 3.18	Technology education 3.18	Technology education 3.2
4	Providing alternative pathways for non-college bound students 3.13	Advanced placement courses & college preparation 3.17	Personal finance 3.17
5	Advanced placement courses & college preparation 3.11	Programming for children with special needs 3.12	Information & technology 3.13
6	Personal finance 3.08	Personal finance 3.12	Before & after school learning programs 3.13
7	Business education 3.05	Providing alternative pathways for non-college bound students 3.08	Cultural diversity & awareness 3.1
8	Programming for children with special needs 3.03	Programming for gifted & talented students 3.07	Advanced placement courses & college preparation 3.06
9	High school "school-to-work" 3.01	World languages 3.06	Programming for at-risk students 3.03
10	Programming for gifted & talented students 2.98	Before & after school learning programs 3.05	Business education 3
11	World languages 2.97	Business education 3.05	World languages 3
12	Programming for at-risk students 2.96	High school "school-to-work" 3.04	High school "school-to-work" 2.96
13	Before & after school learning programs 2.95	Instructional Aides 2.99	Programming for children with special needs 2.96
14	Music 2.93	High school clubs and academic activities 2.98	Instructional Aides 2.96
15	Family & consumer education 2.91	Guidance services 2.98	Music 2.96
16	Guidance services 2.9	Art 2.98	High school clubs and academic activities 2.96
17	High school clubs and academic activities 2.86	Programming for at-risk students 2.97	Art 2.93
18	Art 2.85	Music 2.97	Family & consumer education 2.89
19	Competitive athletics 2.77	Family & consumer education 2.9	Programming for gifted & talented students 2.88
20	Instructional Aides 2.77	Cultural diversity & awareness 2.9	Guidance services 2.86
21	Cultural diversity & awareness 2.72	Theatre 2.89	Theatre 2.82
22	Theatre 2.71	Competitive athletics 2.87	Competitive athletics 2.82
23	On-line/Internet classes 2.7	On-line/Internet classes 2.84	On-line/Internet classes 2.71

Instruction and Assessment Goal: To provide real-life learning experiences that will challenge each student to demonstrate his or her abilities to the fullest extent. In your opinion, how important are the following initiatives to accomplish this goal? (items are sorted by average highest to lowest)

(Absolutely Critical = 4, Important = 3, Somewhat Important =2, Not Important = 1)

	Non-Parents	Parents	Staff
1	Maintain remedial support for students struggling in school 3.14	Maintain small class sizes at the elementary level 3.37	Maintain remedial support for students struggling in school 3.35
2	Provide assistance to all students resulting in participation in workforce training and/or schooling beyond high school 3.05	Maintain remedial support for students struggling in school 3.27	Maintain small class sizes at the elementary level 3.17
3	Measure school effectiveness in ways other than standardized test scores 2.86	Provide assistance to all students resulting in participation in workforce training and/or schooling beyond high school 3.21	Provide assistance to all students resulting in participation in workforce training and/or schooling beyond high school 3.17
4	Maintain small class sizes at the elementary level 2.83	Measure school effectiveness in ways other than standardized test scores 3.06	Increase opportunity for students to learn through service to the community 2.96
5	Increase opportunity for students to learn through service to the community 2.73	Increase opportunity for students to learn through service to the community 2.91	Measure school effectiveness in ways other than standardized test scores 2.96
6	Maintain or expand high school summer programs 2.38	Maintain or expand high school summer programs 2.53	Maintain or expand elementary summer programs 2.64
7	Maintain or expand elementary summer programs 2.32	Maintain or expand elementary summer programs 2.5	Maintain or expand high school summer programs 2.55

Technology Goal: To provide students with the resources to ensure that they develop the knowledge and abilities to embrace and utilize ever-changing technology. In your opinion, how important are the following initiatives to accomplish this goal? (items are sorted by average highest to lowest)

(Absolutely Critical = 4, Important = 3, Somewhat Important =2, Not Important = 1)

	Non-Parents	Parents	Staff
1	Provide staff training on use of technology for productivity and instruction 3.1	Provide staff training on use of technology for productivity and instruction 3.29	Provide staff training on use of technology for productivity and instruction 3.39
2	Replace computers and software for students/staff on a regular basis (computers are currently replaced on average every 4 years.) 2.7	Replace computers and software for students/staff on a regular basis (computers are currently replaced on average every 4 years.) 2.95	Replace computers and software for students/staff on a regular basis (computers are currently replaced on average every 4 years.) 2.92
3	Offer online/internet-based instruction and learning opportunities 2.5	Offer online/internet-based instruction and learning opportunities 2.58	Offer online/internet-based instruction and learning opportunities 2.57
4	Issue a laptop computer to every high school student 1.51	Issue a laptop computer to every high school student 1.68	Issue a laptop computer to every high school student 1.85
5	Issue a laptop computer to every middle school student 1.37	Issue a laptop computer to every middle school student 1.39	Issue a laptop computer to every middle school student 1.4

Global Education Goal: To deepen the level of world language learning, from grades K-12, and build greater understanding of diverse cultures as students become part of the global society. In your opinion, how important are the following initiatives to accomplish this goal? (items are sorted by average highest to lowest)

(Absolutely Critical = 4, Important = 3, Somewhat Important =2, Not Important = 1)

	Non-Parents	Parents	Staff
1	Maintain classes in Spanish language, culture and literature 2.85	Maintain classes in Spanish language, culture and literature 3.09	Maintain classes in Spanish language, culture and literature 3.1
2	Increase instruction in "Global Education": Understanding the economics, politics and cultures of other countries 2.65	Increase instruction in "Global Education": Understanding the economics, politics and cultures of other countries 2.81	Increase instruction in "Global Education": Understanding the economics, politics and cultures of other countries 2.82
3	Introduce world language classes at the elementary school level 2.34	Introduce world language classes at the elementary school level 2.7	Introduce world language classes at the elementary school level 2.75
4	Maintain classes in German language, culture and literature 2.17	Maintain classes in German language, culture and literature 2.43	Maintain classes in French language, culture and literature 2.25
5	Maintain classes in French language, culture and literature 2.14	Maintain classes in French language, culture and literature 2.41	Maintain classes in German language, culture and literature 2.14
6	Offer classes in a world language other than French, German, or Spanish 2.06	Offer classes in a world language other than French, German, or Spanish 2.34	Offer classes in a world language other than French, German, or Spanish 2.03

Facilities Goal: To review facilities for maximum efficiency, instructional function and appearance to maximize resources for the education programs. In your opinion, how important are the following initiatives to accomplish this goal? (items are sorted by average highest to lowest)

(Absolutely Critical = 4, Important = 3, Somewhat Important =2, Not Important = 1)

	Non-Parents	Parents	Staff
1	Review all operational facility expenses and benchmark other districts to identify possible efficiencies 2.94	Review all operational facility expenses and benchmark other districts to identify possible efficiencies 3.08	Seek financial support for athletic and recreational facilities from public and private sources 3.11
2	Seek financial support for athletic and recreational facilities from public and private sources 2.72	Seek financial support for athletic and recreational facilities from public and private sources 2.83	Review all operational facility expenses and benchmark other districts to identify possible efficiencies 3.07
3	Allocate district funds to increase facility maintenance 2.62	Allocate district funds to increase facility maintenance 2.77	Allocate district funds to increase facility maintenance 2.74
4	Allocate district funds to improve athletic and recreational facilities 2.05	Allocate district funds to improve athletic and recreational facilities 2.29	Allocate district funds to improve athletic and recreational facilities 2.19

Funding/Finance Goal: To identify and provide the resources necessary to meet the needs of our diverse student population. The goal is not just an "adequate" education but rather an education that will help inspire the upcoming generations of students. In your opinion, how important are the following initiatives to accomplish this goal? (items are sorted by average highest to lowest)

(Absolutely Critical = 4, Important = 3, Somewhat Important =2, Not Important = 1)

	Non-Parents	Parents	Staff
1	Continually review all employee benefits and bid periodically 3.2	Continually review all employee benefits and bid periodically 3.13	Continually review all employee benefits and bid periodically 3.22
2	Hold local sessions across the district or town hall type meetings to become better informed as to what the community values in education 2.97	Hold local sessions across the district or town hall type meetings to become better informed as to what the community values in education 2.92	Quantify community support for an operational referendum 3.07
3	Quantify community support for an operational referendum 2.93	Quantify community support for an operational referendum 2.84	Hold local sessions across the district or town hall type meetings to become better informed as to what the community values in education 2.88

Overall, how important is this goal to you?

Overall importance, sorted by average: <i>(Critical = 4, Important = 3, Somewhat Important = 2, Not Important = 1)</i>	Non Parents	Parents	Staff
Instruction and Assessment	2.78	3.16	3.2
Funding and Finance	2.99	2.89	3.03
Global Education	2.55	2.79	2.77
Technology	2.47	2.73	2.74
Facilities	2.5	2.6	2.8

Color Coding Note: Question responses receiving more than 50% support were high-lighted in green. Question responses receiving the majority support, but less than 50% were high-lighted in yellow.

Planning: Instruction and Assessment	Non Parents	Parents	Staff
Absolutely Critical	14%	34%	40%
Important	50%	47%	44%
Somewhat Important	20%	11%	12%
Not Important	6%	2%	4%
Not Sure	9%	2%	0%

Planning: Technology	Non Parents	Parents	Staff
Absolutely Critical	10%	14%	19%
Important	37%	49%	44%
Somewhat Important	28%	23%	30%
Not Important	13%	7%	7%
Not Sure	12%	7%	0%

Planning: Global Education	Non Parents	Parents	Staff
Absolutely Critical	13%	18%	19%
Important	35%	45%	52%
Somewhat Important	29%	26%	19%
Not Important	12%	5%	11%
Not Sure	11%	6%	0%

Planning: Facilities	Non Parents	Parents	Staff
Absolutely Critical	6%	7%	12%
Important	42%	58%	58%
Somewhat Important	31%	21%	23%
Not Important	9%	6%	4%
Not Sure	13%	4%	4%

Planning: Funding and Finance	Non Parents	Parents	Staff
Absolutely Critical	22%	21%	26%
Important	48%	48%	48%
Somewhat Important	16%	19%	22%
Not Important	4%	5%	0%
Not Sure	10%	6%	4%

Funding Support

Background Information: Under current state law, an operational referendum is required for the district to fund student programs and services beyond state imposed revenue limits. The Greendale School District is currently in year 4 of a 6-year operating referendum. This funding, which has been in place since 1999, has allowed the district to maintain instructional programs and services, but it will expire in June 2010.

Would you support an extension of the six-year operational referendum of \$550,000 to maintain instructional programs and services? This would not increase taxes over the current level.	Non Parents	Parents	Staff
Yes	54%	77%	79%
No	25%	9%	7%
Not Sure	21%	14%	14%

In addition to the extension of the operational referendum, would you support an <u>additional</u> \$250,000 annually for six-years to fund strategic planning initiatives? (check all that apply). This would represent an average yearly tax impact of approximately \$38 per year on a \$216,000 home.	Non Parents n=632	Parents n=249	Staff n=28
No, I would not support any additional funding	264	42	5
Yes, I would support funding for facility maintenance	140	83	15
Yes, I would support funding for technology needs	148	92	14
Yes, I would support funding programs and services	148	99	15
I'm not sure/need more information	182	89	6

Comment Summary

The comment summary was developed in an attempt to identify common themes by first reading all of the comments collected throughout the community engagement survey. A theme is identified if multiple respondents across several constituencies refer to similar issues or concerns. This summary is not intended to represent all comments submitted; rather we attempted to represent the prevailing themes represented by the majority of comments:

- Respondents would like to see more funding and time spent teaching critical thinking, problem solving and “life skills”.
- Math was regarded as a critical subject for all students and many people would like to see continued emphasis in this area.
- Providing access to up-to-date technology was viewed as critical for students to prepare for future careers, whether college bound or not.
- People do not believe that the school (tax payers) should pay for individual laptops for the students.
- Some people expressed a concern about the impact that open-enrollment has on class size. People believe smaller class size is critical at the elementary level.
- Respondents would like more attention, resources and alternative pathways developed for non-college bound students and “the average student.”
- Guidance Services are viewed as important but not necessarily effective in all areas due to staff levels or types of services offered.