



2016 Community Survey Results

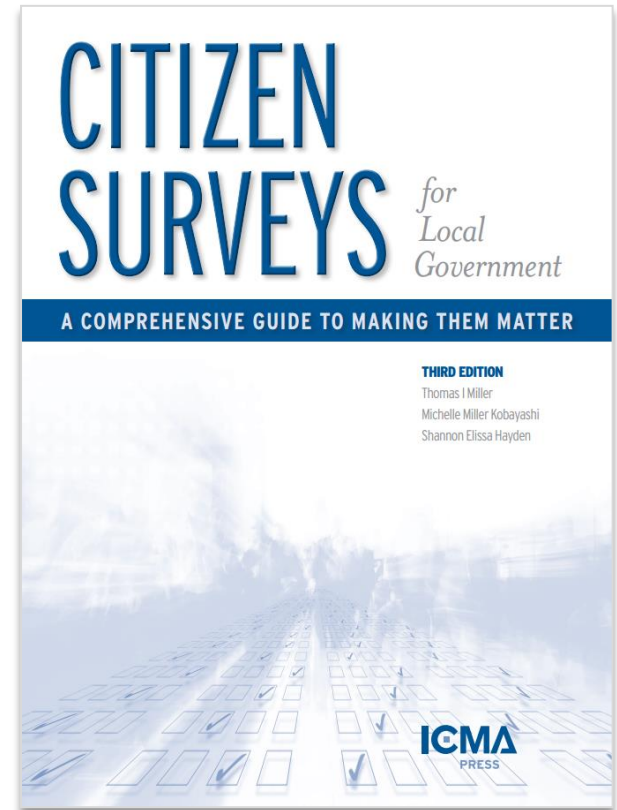


NRC

National Research Center Inc

About National Research Center, Inc.

- ▶ 20+ years conducting survey research for local governments and the public sector
- ▶ Wrote the books on citizen surveying
- ▶ Expert qualitative and quantitative methodologists



Survey Background

- Administered in Spring 2016
- Purpose:
 - Determine voters' attitudes about TSD and priorities for the District
 - Test support for potential ballot measures



Survey Methods

- Use best practices in survey research
- Random selection of 1,800 registered voters
 - 346 returned surveys; 19% response rate
 - $\pm 5\%$ margin of error



Opportunities

Voters value education

Voter priorities align with District Focus Areas

How important to you, if at all, is it that the District places an emphasis on each of the following?

96%

Ensuring that every classroom has an outstanding teacher and attract, grow and retain quality staff in every position within the district.

96%

Preparing every student to be a successful citizen; college, career or community ready, providing opportunities for all student

93%

Optimizing District resources and facilities to meet student learning needs

Percent essential or very important

Achievement of Focus Area goals viewed less favorably

How well do you think the District is doing each of the following?

34%

Ensuring that every classroom has an outstanding teacher and attract, grow and retain quality staff in every position within the district.

43%

Preparing every student to be a successful citizen; college, career or community ready, providing opportunities for all student

34%

Optimizing District resources and facilities to meet student learning needs

Percent excellent or good

Opportunities

Voters see a need to improve
education in the District

A majority of voters are positive about District teachers and education

72%

The respect that teachers show to parents and family

67%

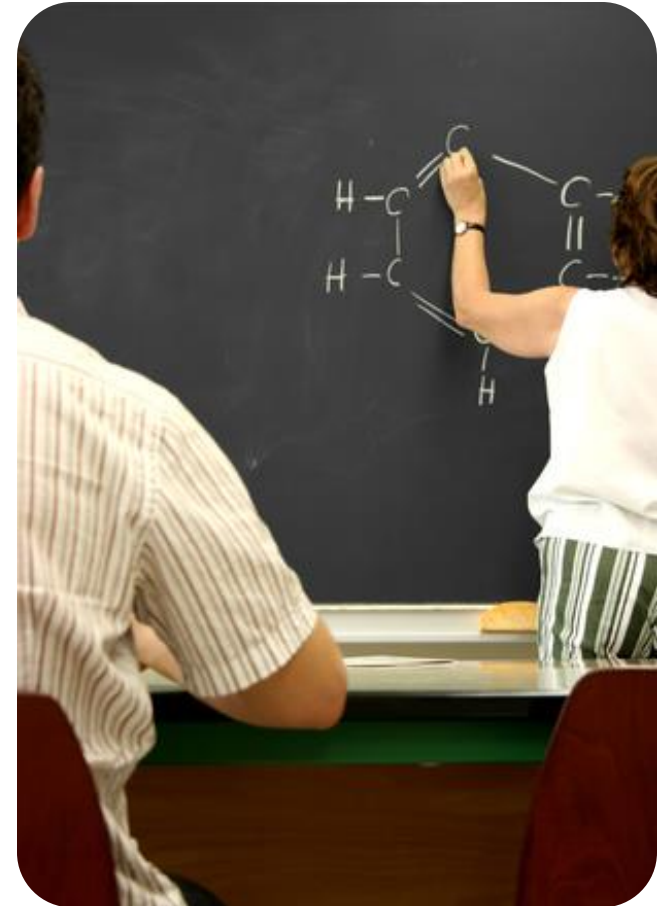
Quality of teachers

65%

Quality of education provided by neighborhood school

63%

Overall quality of education provided by TSD



Percent excellent or good

TSD reputation, economic health and quality compared to others rated lower

Less than half of voters rated as excellent or good...

- Quality of TSD compared to others nearby
- Overall direction that TSD is moving
- The reputation of TSD
- Overall economic health of TSD

Opportunities

Voters indicated a willingness to pay for more education

Staff salary increases are important

Essential or very important to make staff salaries more regionally competitive



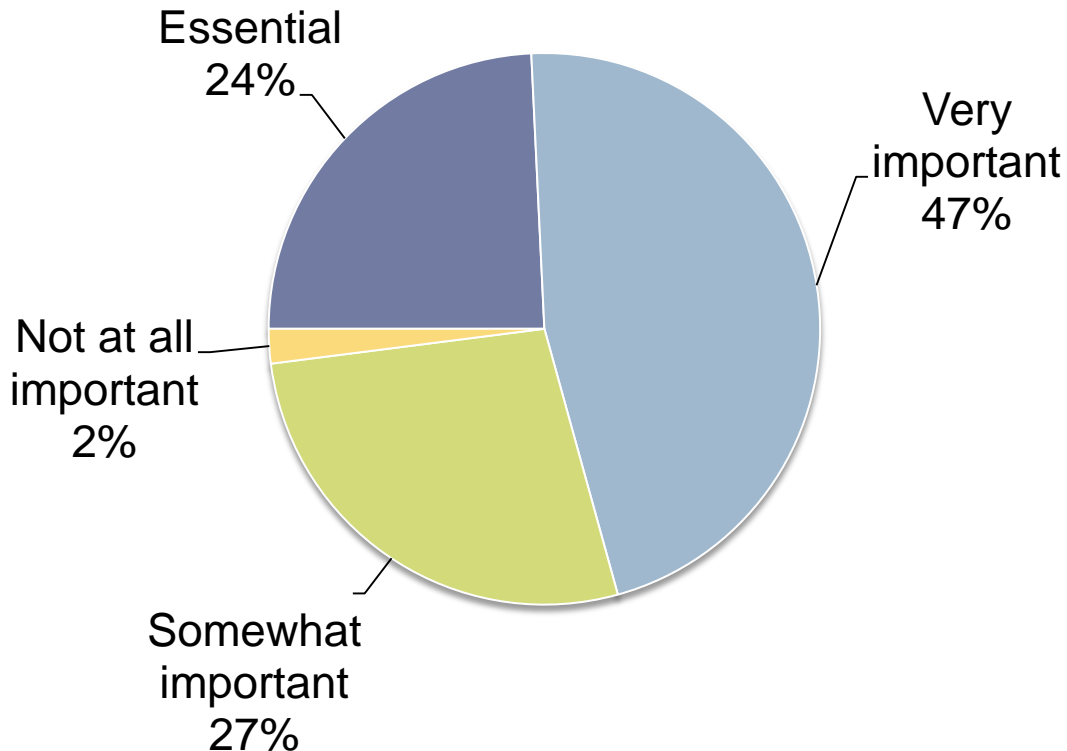
Level of support for a 2.72 MLO to finance a 5% salary improvement for all staff, including teacher/aides, support staff, principals/assistant principals, and district administrators at a taxpayer cost of \$21.60/year per \$100,000 home value

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



School maintenance is a top priority for voters

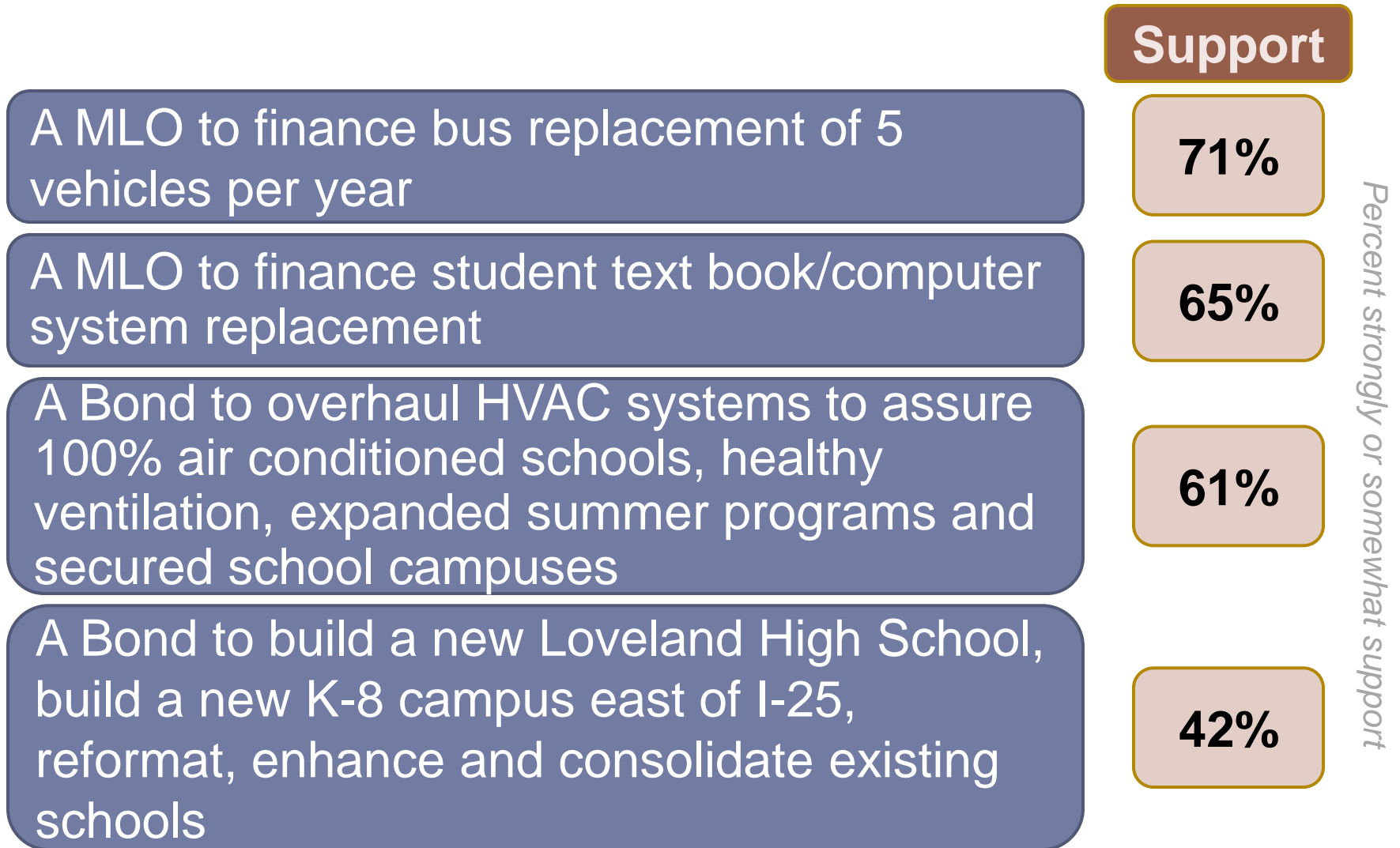
Importance of repairing an estimated \$72,000,000 in needed maintenance at our schools



73%
support

a 4.665 MLO to provide \$7,200,000 per year to **fix maintenance issues at our schools** at a taxpayer cost of \$37.20/year per \$100,000 home value

Voter priorities and support for other initiatives



Strategies

Voters need more education
related to the Thompson
Reinvented Strategies

Voters value some of the goals within Thompson Reinvented Plan...

A majority of voters rated as essential or very important

Optimizing District resources and facilities to meet student learning needs

Making TSD a preferred destination for students, families and employees

Repairing needed maintenance at TSD schools

Expanding programming options like STEM, LISA, IB, Industrial Arts

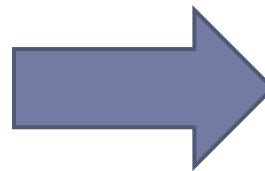
...although they voiced the least support for the Thompson Reinvented ballot measure

Support a bond to build a new Loveland High School, build a new K-8 campus east of I-25, reformat, enhance and consolidate existing schools



Lack of support may be due to:

- Higher price tag
- Complexity of initiative and number of items within



**More
education**
about Thompson
Reinvented

Strategies

The relationship of TSD with its community needs to be strengthened

Voters mostly feel positive or neutral about the Board's performance

**6 in 10
voters**

Proportion feeling
positively or neutral

Generally acting in the best interests of the students

Generally acting in the best interests of the community

Generally acting in the best interests of teachers and staff

Being open and transparent to the public

Managing public funds wisely

Overall Leadership of the Board of Education

Working together and solving problems

Strategies

Attention needs to be paid to the
election context

Environment is favorable for passing ballot initiatives, but...

- ✓ Differences in opinions by voter characteristics
- ✓ Need to determine which one or set of initiatives meshes best with voter values
- ✓ Need public education and community outreach





Questions?

Thank you!

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