

# Community Engagement Update

January 18, 2018  
Kara Beach



# Survey - Participation

## Fako quantitative research:

### Phone survey

- 300 respondents
- English and Spanish

### Online survey

- 426 respondents
- English, Spanish, Russian, Polish



# Survey - Demographics

## Age group?

|             |     |
|-------------|-----|
| 18-24       | 3%  |
| 25-34       | 14% |
| 35-49       | 49% |
| 50-64       | 19% |
| 65 and over | 14% |
| Refused     | 1%  |

## Latino or Spanish-speaking origin?

|         |     |
|---------|-----|
| Latino  | 13% |
| White   | 73% |
| Other   | 12% |
| Refused | 2%  |



# Survey - Demographics

Language(s) spoken?

|         |     |
|---------|-----|
| English | 93% |
| Spanish | 15% |
| Russian | 4%  |
| Polish  | 3%  |
| Korean  | 2%  |
| Other   | 10% |

Children age 18 or younger living at home?

|     |     |
|-----|-----|
| Yes | 63% |
| No  | 37% |



# Survey - Demographics

## Gender

|        |     |
|--------|-----|
| Male   | 35% |
| Female | 65% |

## School Cluster

|        |     |
|--------|-----|
| Cooper | 44% |
| London | 33% |
| Holmes | 23% |

## Currently renting or owning?

|      |     |
|------|-----|
| Rent | 20% |
| Own  | 78% |



# Survey - Question

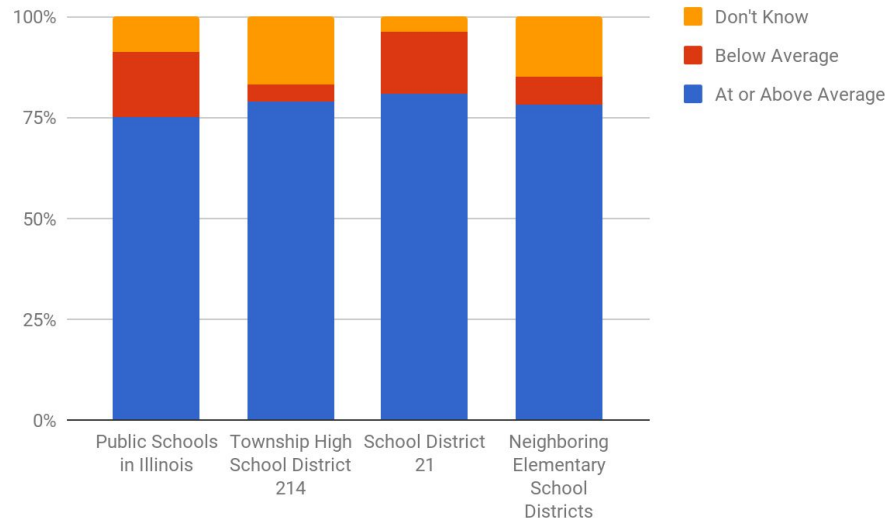
What one issue regarding CCSD21 or local public schools are you most interested in?

| Most Important Education Issue (Open Ended)     | Percentage |
|---|------------|
| Quality Education                               | 26%        |
| Finances  | 15%        |
| Student Safety                                  | 12%        |
| Preparing Children for the Future               | 9%         |
| Facilities                                      | 4%         |
| Dual Language (2%), Full-Day Kindergarten (2%)  | 4%         |
| Other   | 13%        |
| None / Nothing                                  | 7%         |
| No Opinion / No Response / Don't Know / Refused | 7%         |
| No Kids in School                               | 3%         |



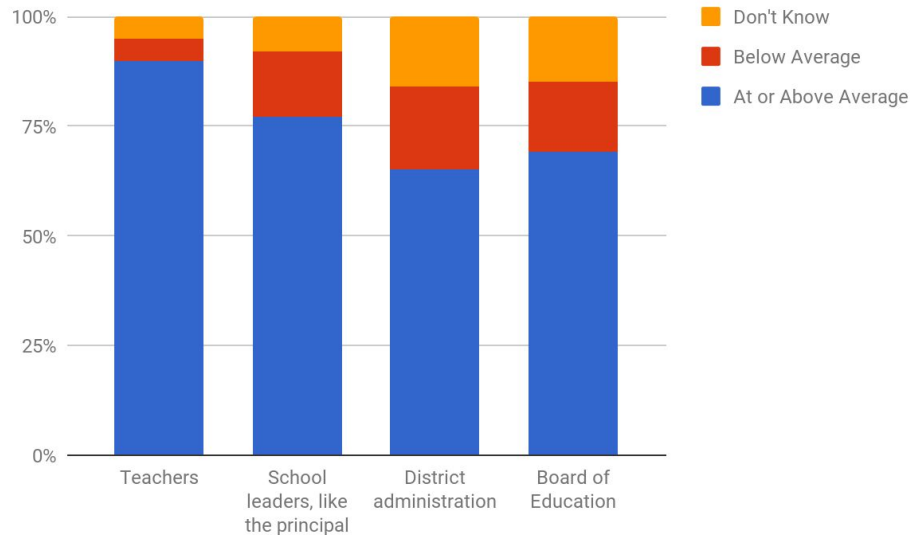
# Survey - Question

Rate the quality of education provided by each of the following:



# Survey - Question

Rate the quality of each of the following in CCSD21:





# Survey - Question

What specifically about CCSD21 schools influenced your decision to move to/stay in the District?

| Factors Influencing Decision to Move to / Stay in District 21 (Open Ended)                                     | Percentage |
|--|------------|
| Good Reputation of Schools/District and Quality Education  | 31%        |
| Connection to District: Alum, Grew up and/or family/friends in the area  | 10%        |
| Strong Educational Programs, Curriculum and Extracurriculars   | 9%         |
| Good Location and Safe Community   | 9%         |
| Excellent Teachers & Staff; High-Quality Teaching  | 7%         |
| Looking to Move: Long-time resident (adult kids; perception schools better in past)                            | 6%         |
| Property Values and Affordable Housing   | 4%         |
| Looking to Move: Negative Perception (ex. too much diversity; thought home fed into different district/school) | 4%         |
| Diversity / Socioeconomic Makeup   | 3%         |
| Other  | 11%        |
| Don't Know / None / Nothing / Refused  | 6%         |



# Survey - Question

Would you support the following ideas:

| Idea / Plan                                  | Strongly or Somewhat Support | Somewhat Or Strongly Oppose | Don't Know |
|--|------------------------------|-----------------------------|------------|
| Offering full-day kindergarten districtwide  | 83%                          | 10%                         | 7%         |
| Expanding pre-kindergarten offerings         | 73%                          | 15%                         | 12%        |
| Offering dual language districtwide          | 69%                          | 24%                         | 7%         |
| Expanding technology resources districtwide  | 95%                          | 4%                          | 1%         |
| Installing air conditioning in all buildings | 90%                          | 7%                          | 3%         |
| Updating physical building security          | 90%                          | 8%                          | 2%         |

# Survey - Question

Do you agree or disagree with the following statements:

| Statement   | Strongly or Somewhat Agree | Somewhat or Strongly Disagree | Don't Know                  |
|---|----------------------------|-------------------------------|-----------------------------|
| The quality of our public schools is the most important factor protecting property values in this area.   | 88%                        | 10%                           | 2%                          |
| We need to take whatever steps are necessary to renovate our schools' buildings to accommodate 21 <sup>st</sup> century teaching, curriculum, and instructional technologies. | 90%                        | 8%                            | 2%                          |
| I trust the Administration and the Board of Education to make good decisions about School District 21's overall direction.  | 64%                        | 27%                           | 9% <input type="checkbox"/> |
| District 21 provides residents with the news and information they need to be informed about the District.   | 69%                        | 24%                           | 7%                          |



# Survey - Question

Do you prefer to receive information about CCSD21 via:

| Information Channels  | Preferred | Not Preferred | Don't Know |
|---|-----------|---------------|------------|
| Chicago or local newspapers in print or online                                | 45%       | 49%           | 6%         |
| Children or Students  | 51%       | 45%           | 4%         |
| School District Newsletter, "The Author," and Other Sources from the District | 65%       | 28%           | 7%         |
| Neighbors, Co-Workers, Parents, or Friends                                    | 48%       | 46%           | 6%         |
| Teachers or Other Employees of the School District                            | 70%       | 27%           | 3%         |
| School District Website   | 74%       | 23%           | 3%         |
| School District Social Media such as Facebook or Twitter                      | 56%       | 39%           | 4%         |



# Survey - Question

In what ways would you like to interact/engage with CCSD21?

| Ways to Be More Engaged   | Percentage |
|---|------------|
| Parent-Teacher Interactions, PTO/A Meetings, Students' Activities | 9%         |
| Newsletters, Volunteer Opportunities, School Events, Fundraisers  | 8%         |
| Too busy, No Reason to be More Engaged-No Children/Grown Children | 8%         |
| Community Engagement, Public Forums, Board Meetings               | 8%         |
| Email Blasts, Website(s), Social Media                            | 7%         |
| Satisfied with Level of Engagement                                | 3%         |
| Will Help if Needed and/or Able                                   | 2%         |
| Other   | 4%         |
| None / Nothing  | 9%         |
| No Opinion / No Response / Don't Know / Refused                   | 47%        |



# Conclusions

- Residents highly regard teachers and school leaders
- Residents recognize the value of schools
- Residents agree that the schools are a significant factor in property values and an important reason for moving or staying in the area
- Residents conceptually support enhancement ideas presented by CCSD21
- Residents feel adequately informed about CCSD21



# Next Steps - M<sup>2</sup> Qualitative research

## Phase III:

- Interviews (December)
  - 16 sessions with 25 participants
- Focus Groups (February)
  - Students
  - Staff
  - Parents/Community

## Phase IV: Design21

- Community Engagement Sessions (March)

## Report to Board (April)



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