



WORTHINGTON SCHOOLS

**CITIZEN SATISFACTION
SURVEY RESULTS**

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WORTHINGTON SCHOOL DISTRICT CITIZEN SATISFACTION SURVEY

**Telephone Interviews Using a Combination of Valid Residential
and Cellular Telephone Listings**

301 Registered Voters

**+/- 5.64% Overall Estimated Margin of Error, with a Confidence
Interval of 11.2% Within Which the Results Could Vary**

October 4 – October 7, 2011

**Data was Stratified so that the Differences in Vital Characteristics,
such as Age, Race, Gender and Geography are Represented in
Proportion to Their Percentages of the Electorate**

Methods

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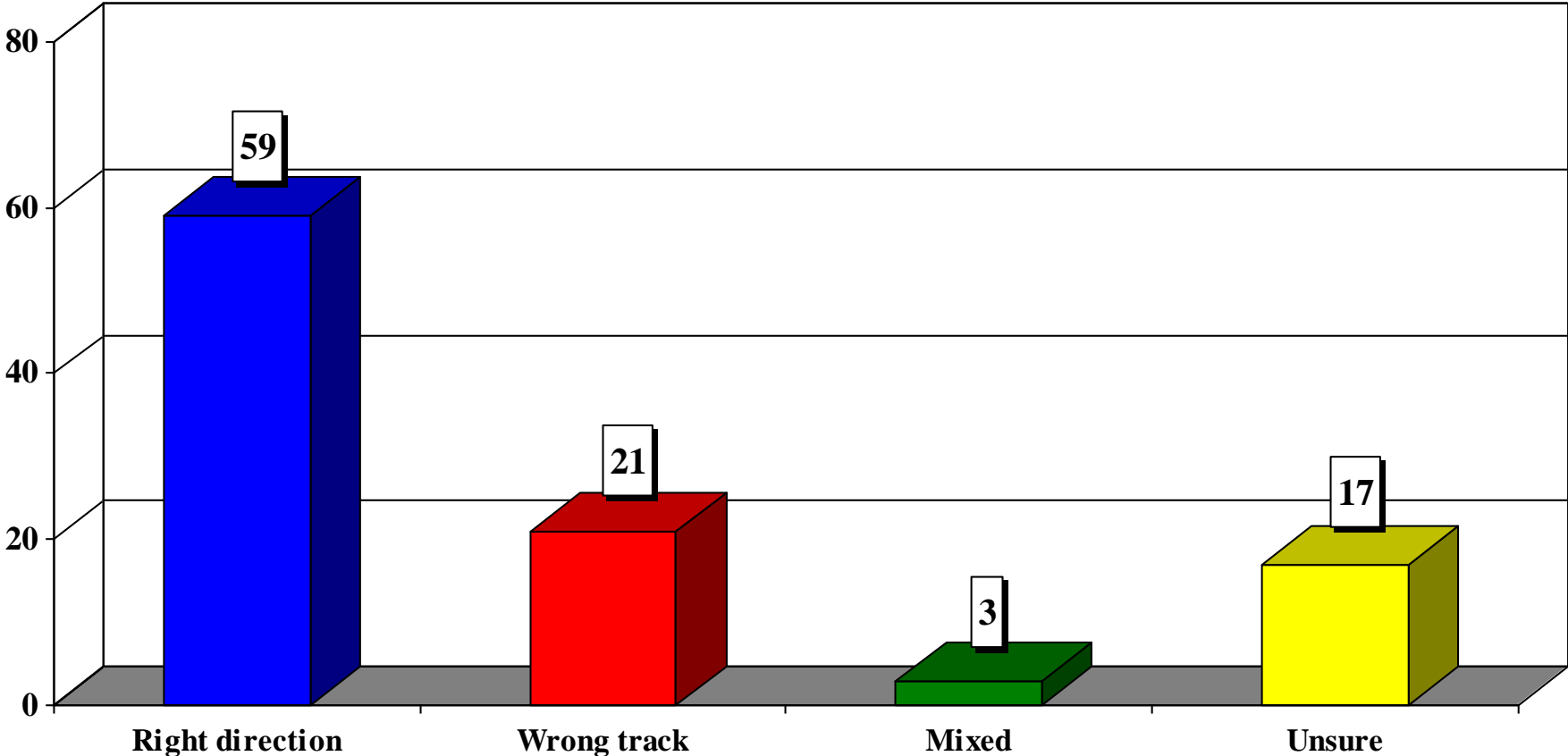


THE OPINION ENVIRONMENT

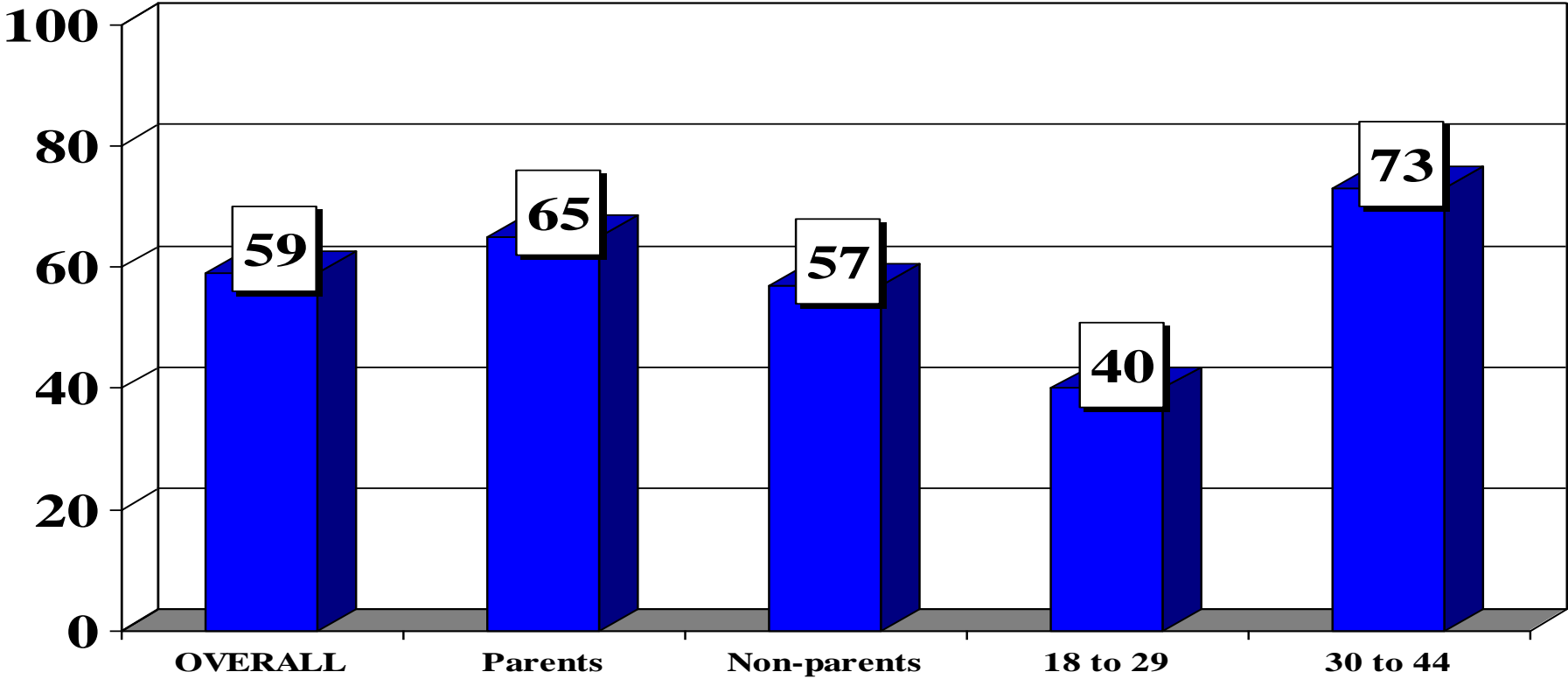
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Thinking about the Worthington School District that serves your community, would you say that it is generally going in the right direction, or has it gotten off onto the wrong track?



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Right direction



What do you think should be the top priority for the Worthington School District to work on during the next two years?

23%	Stay within budget/finances
12	Quality curriculum/education
6	Quality of teachers
6	Test scores/student performance
4	Focus on academic core subjects
3	Preparation/training for post-school
2	Special education
2	Parental/community involvement
2	Buildings/facilities
2	Offer more types of classes
2	Gifted programs
2	Stable/adequate funding
2	Crime/safety of children
2	Equality among schools
1	Issue 2
1	Discipline of students
7	Other
22	Unsure

Open-end Question

What do you think should be the top priority for the Worthington School District to work on during the next two years?

“They have to get their costs under control. I think they have to get rid of the collective bargaining thing. State issue number two has to stay in effect, their benefits have to be more in line with the public sector.”

Verbatim Response

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What do you think should be the top priority for the Worthington School District to work on during the next two years?

“They need to focus on how to spend their money. I don't think they're spending it the way they should be. I see a lot of wasted money, it's a great school district but they need to focus on how to spend. They overboard on couple of elementary schools.”

Verbatim Response

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FALLON

RESEARCH

& COMMUNICATIONS, INC.

What do you think should be the top priority for the Worthington School District to work on during the next two years?

“I think that as long as they're getting the system going it is definitely okay. I don't know of any priorities because their classes are great. They should get rid of the teachers that aren't doing good and keep the ones that are doing a good job.”

Verbatim Response

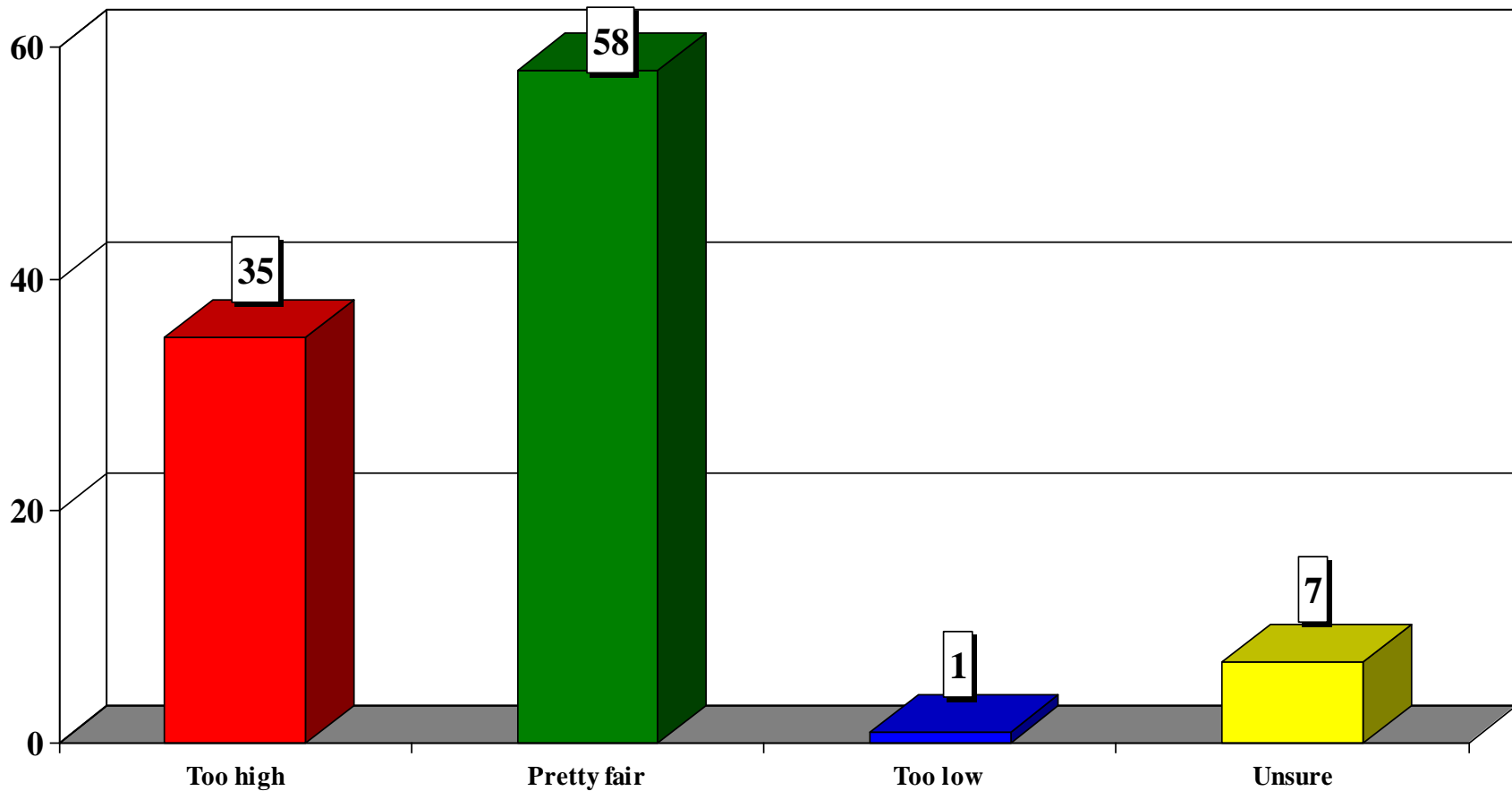
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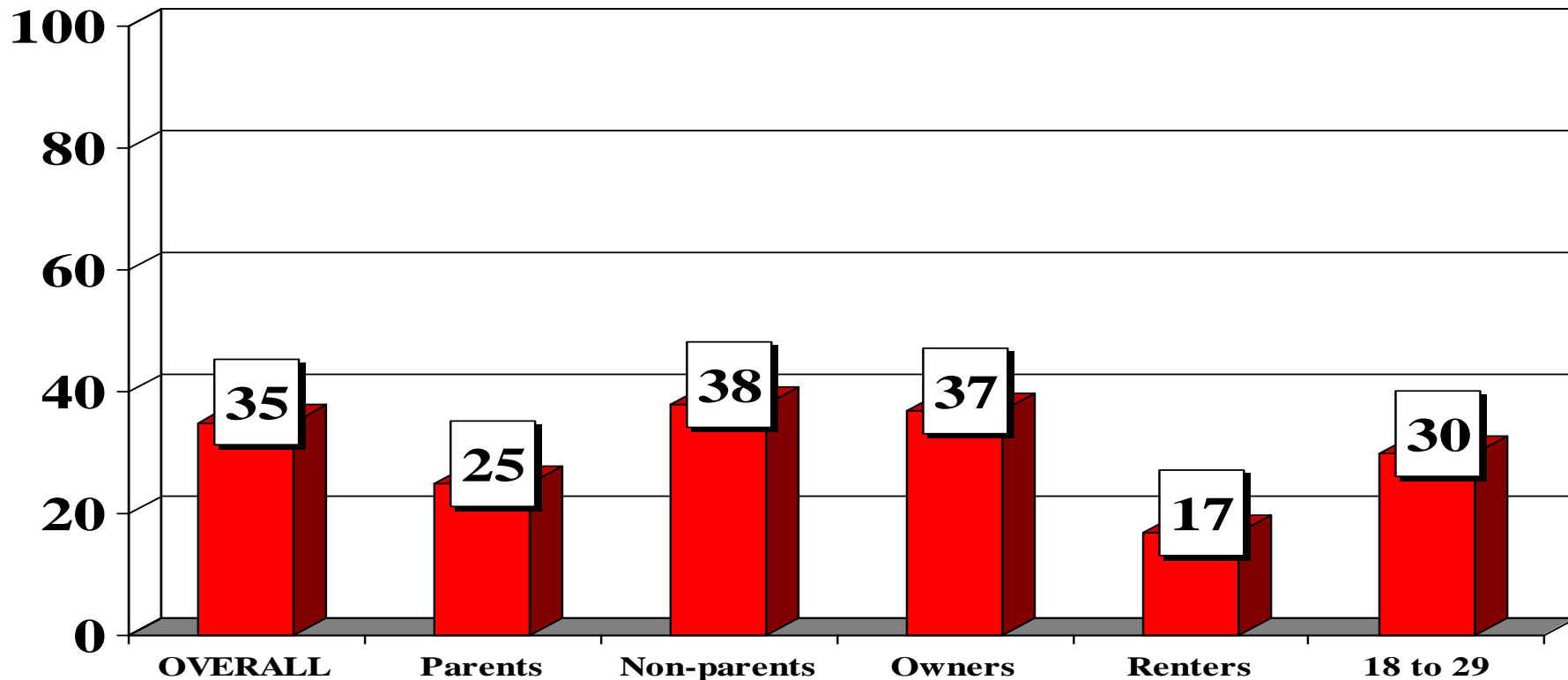
RESEARCH

& COMMUNICATIONS, INC.

Generally speaking, would you say that property taxes in your community are too high, mostly pretty fair or too low?



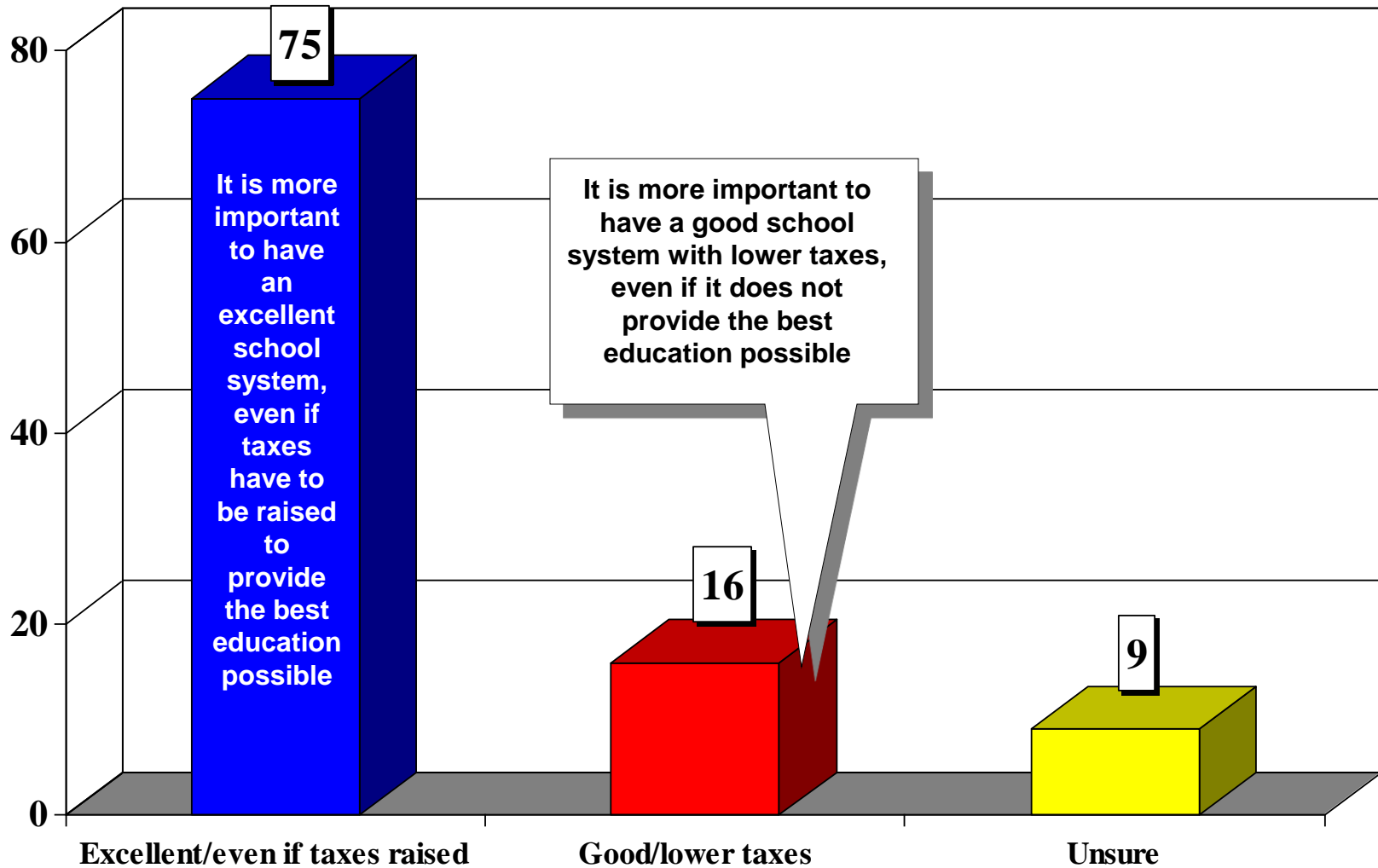
Generally speaking, would you say that property taxes in your community are too high, mostly pretty fair or too low?



 **Too high**



Which opinion comes closest to yours?



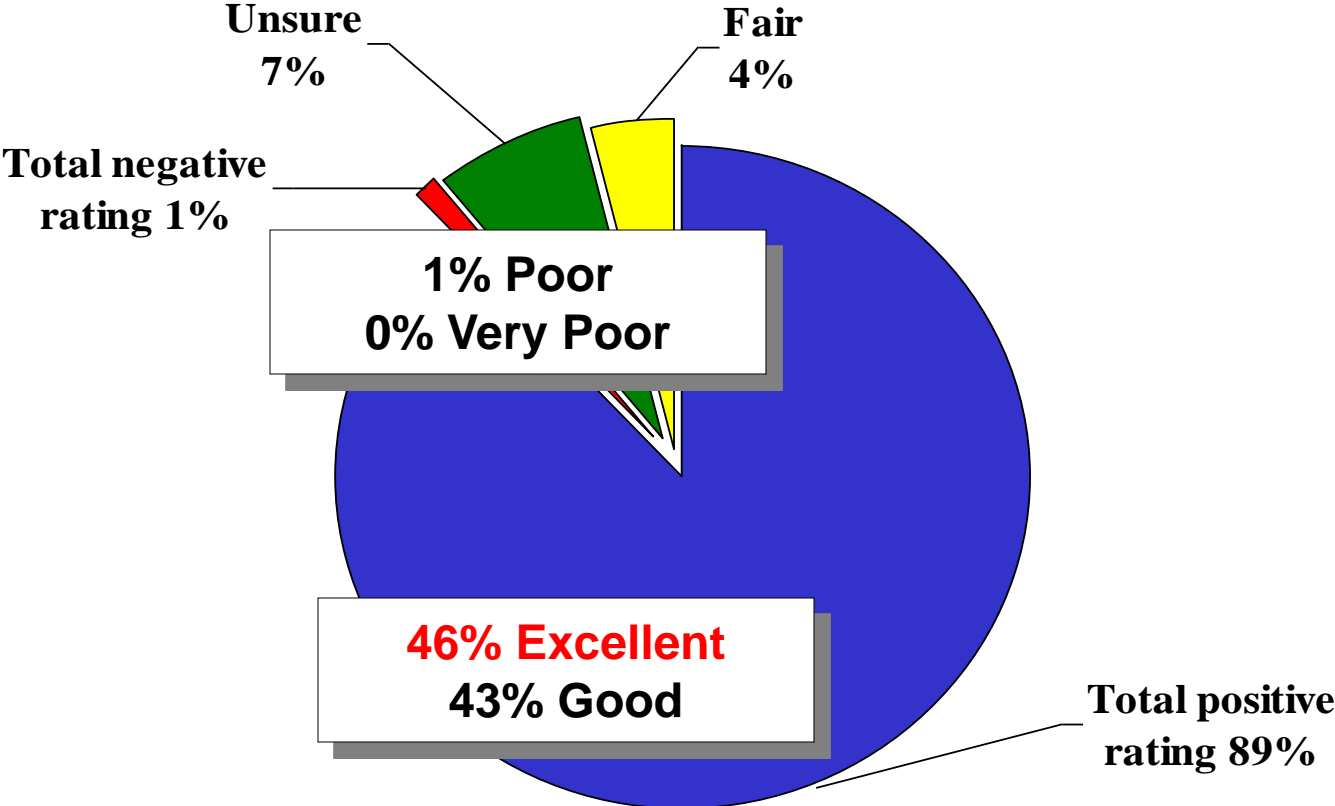


RATING EDUCATION

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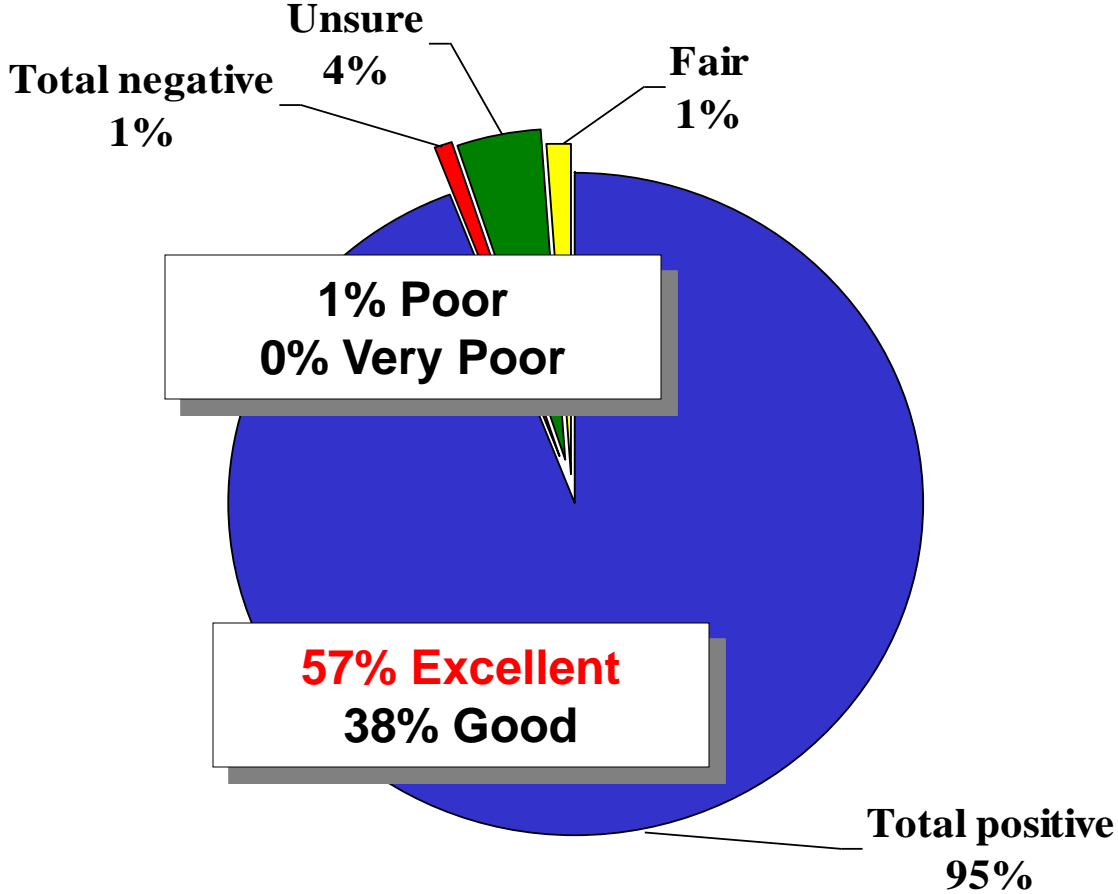


Overall, how would you rate the quality of education being provided by the Worthington School District?



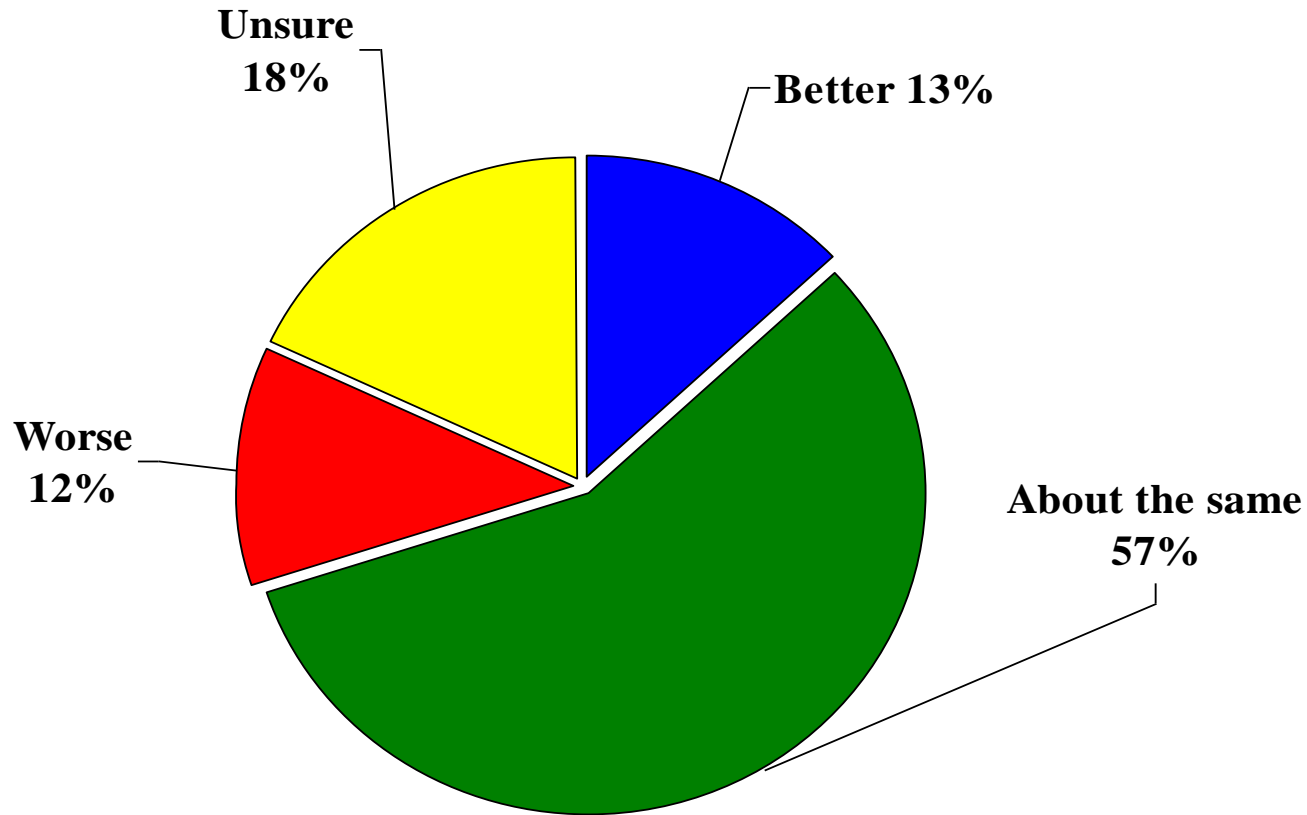
Among All Respondents

Overall, how would you rate the quality of education being provided by the Worthington School District?



Among District Parents

Over the past two years, do you think that the quality of education has gotten better, stayed about the same or gotten worse?

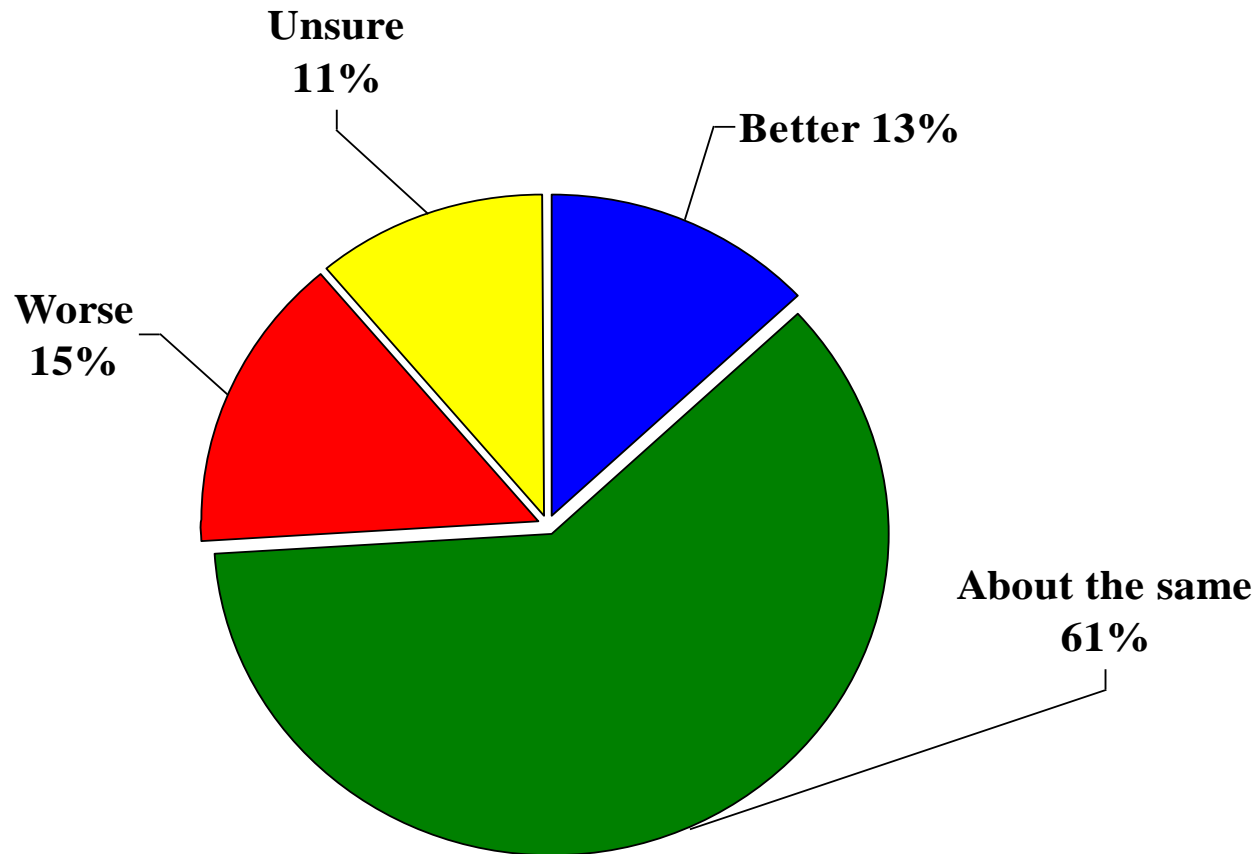


Among All Respondents

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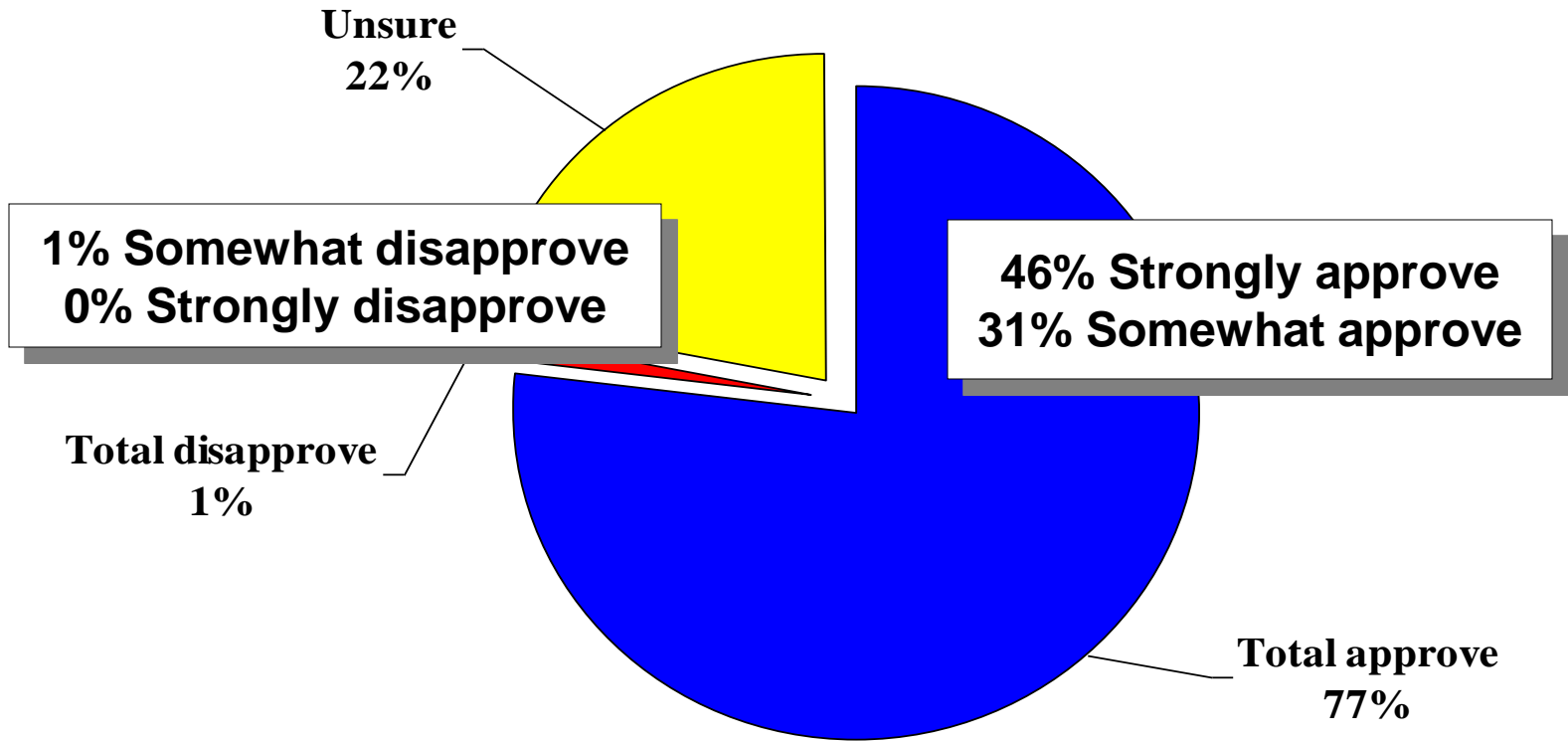
Among District Parents*

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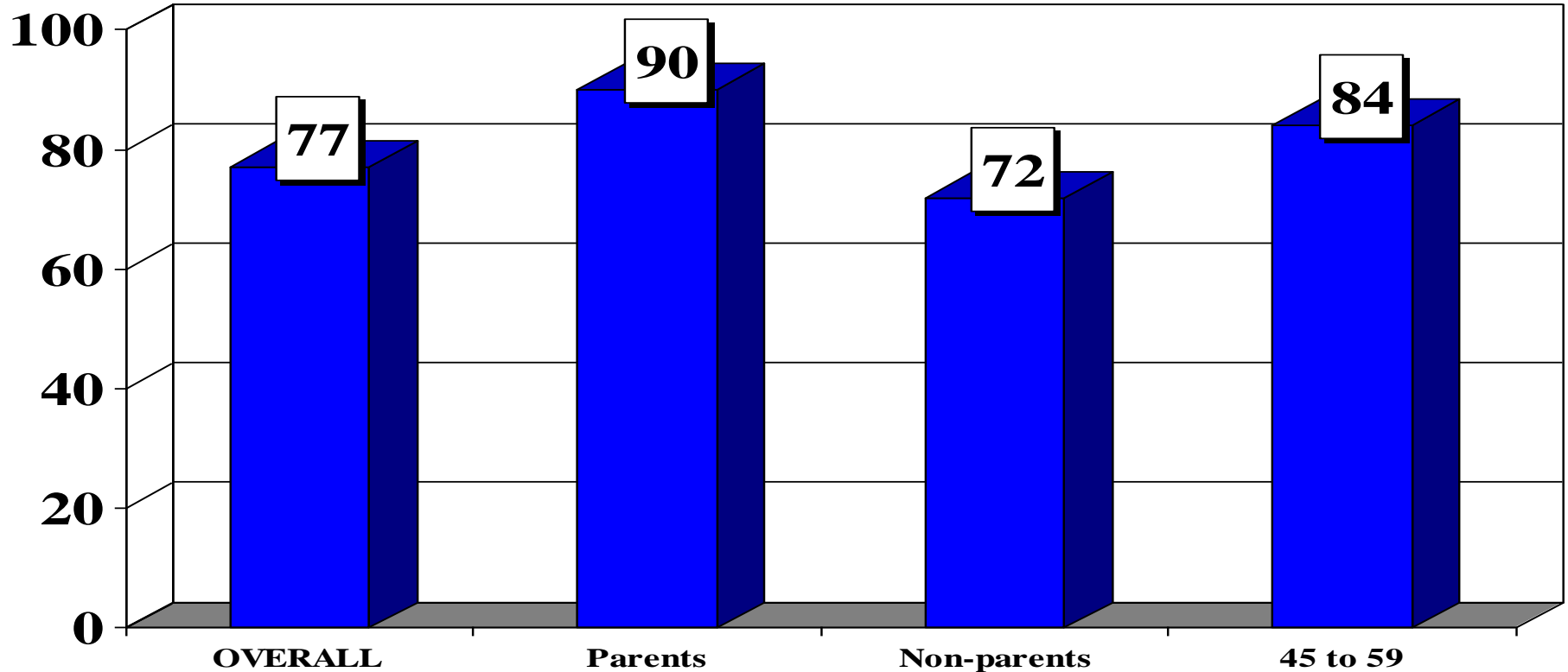


** Differences were not statistically significant*

Generally speaking, do you approve or disapprove of the work being done by the classroom teachers who teach at Worthington School District schools?



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Total approve



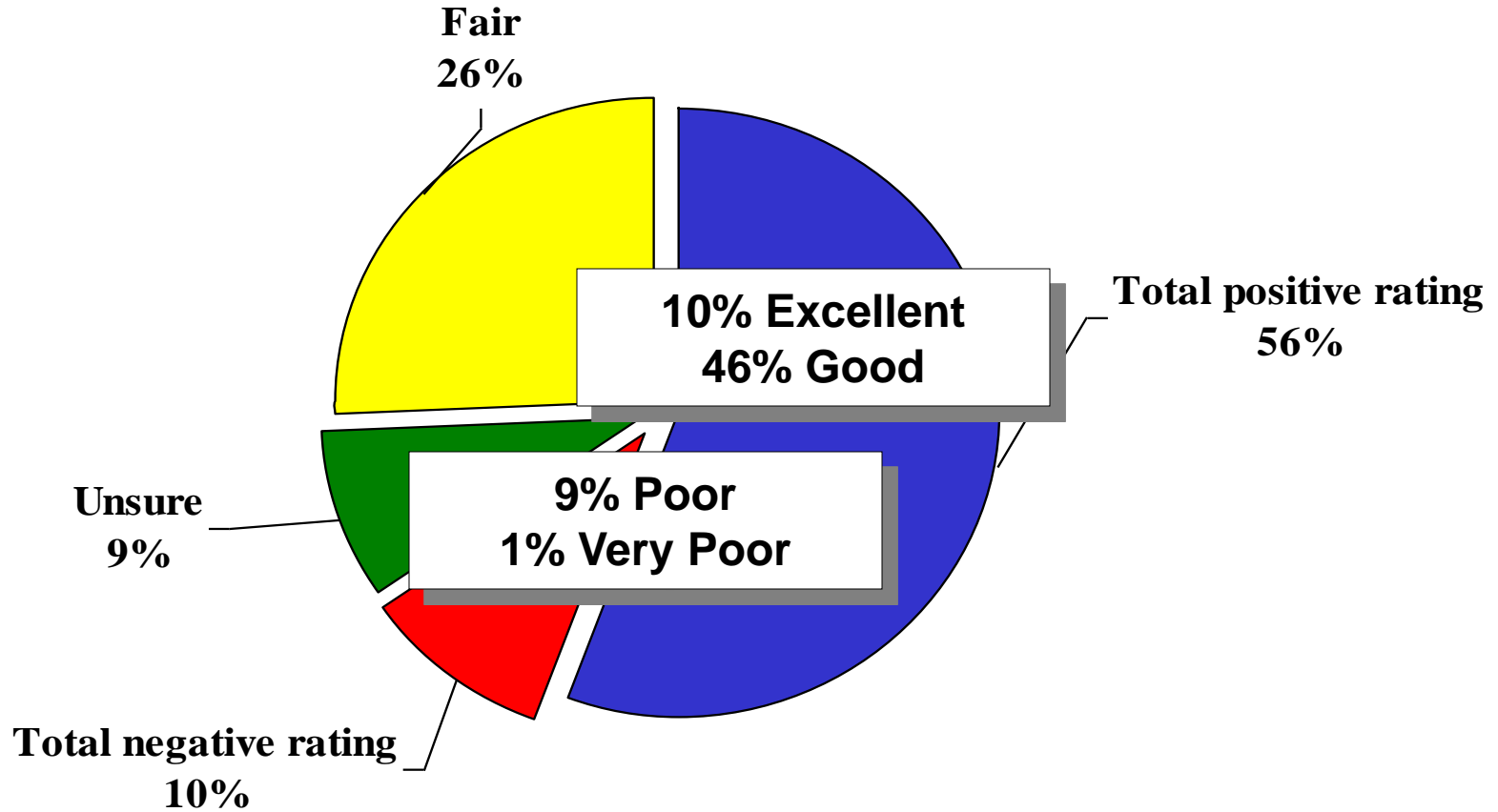


DISTRICT FINANCES & TAXES

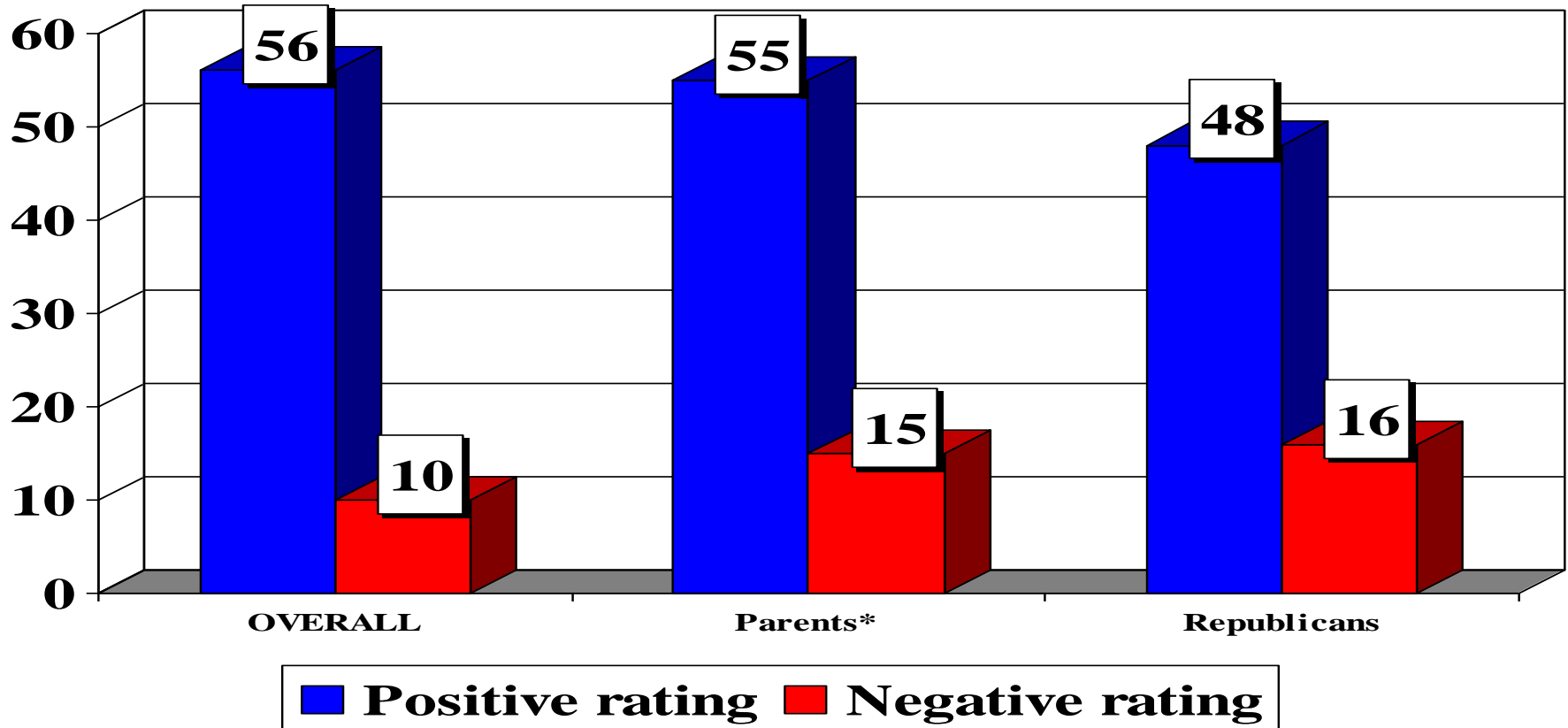
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In your opinion, how would you rate the job the Worthington School District has done spending its money in an effective and responsible manner?

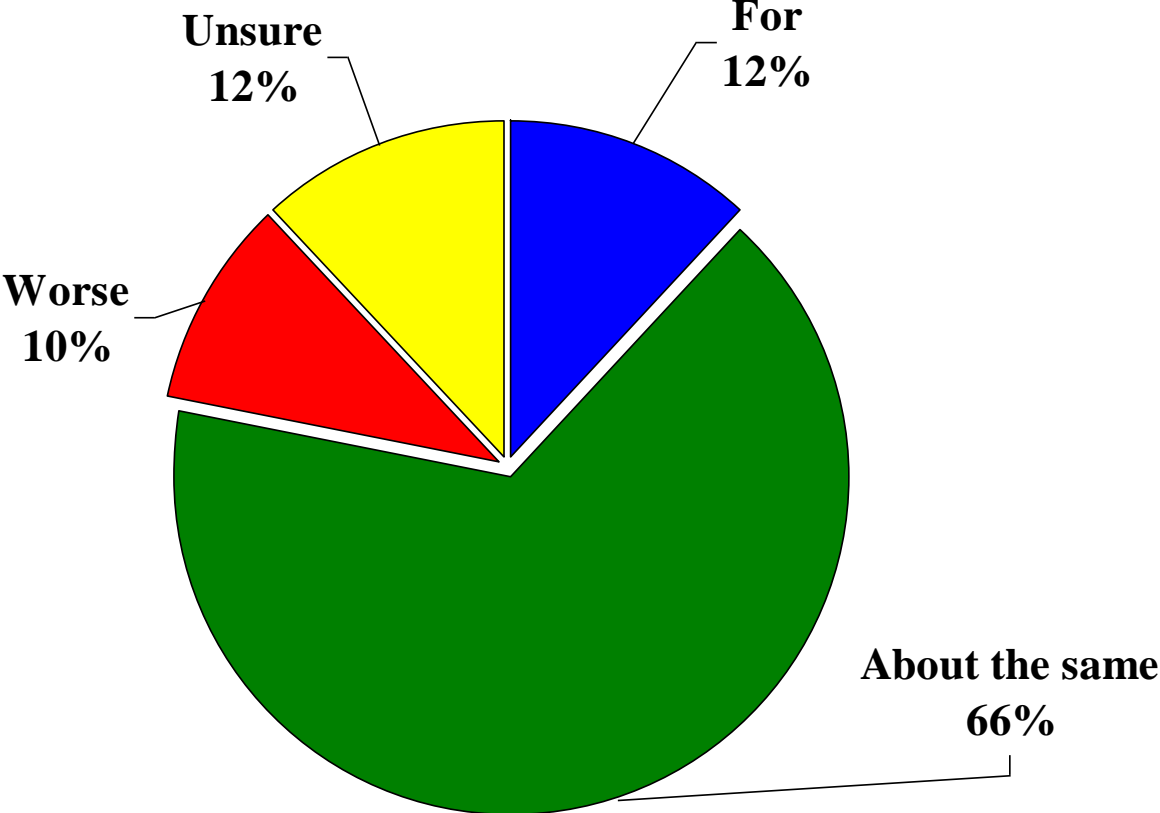


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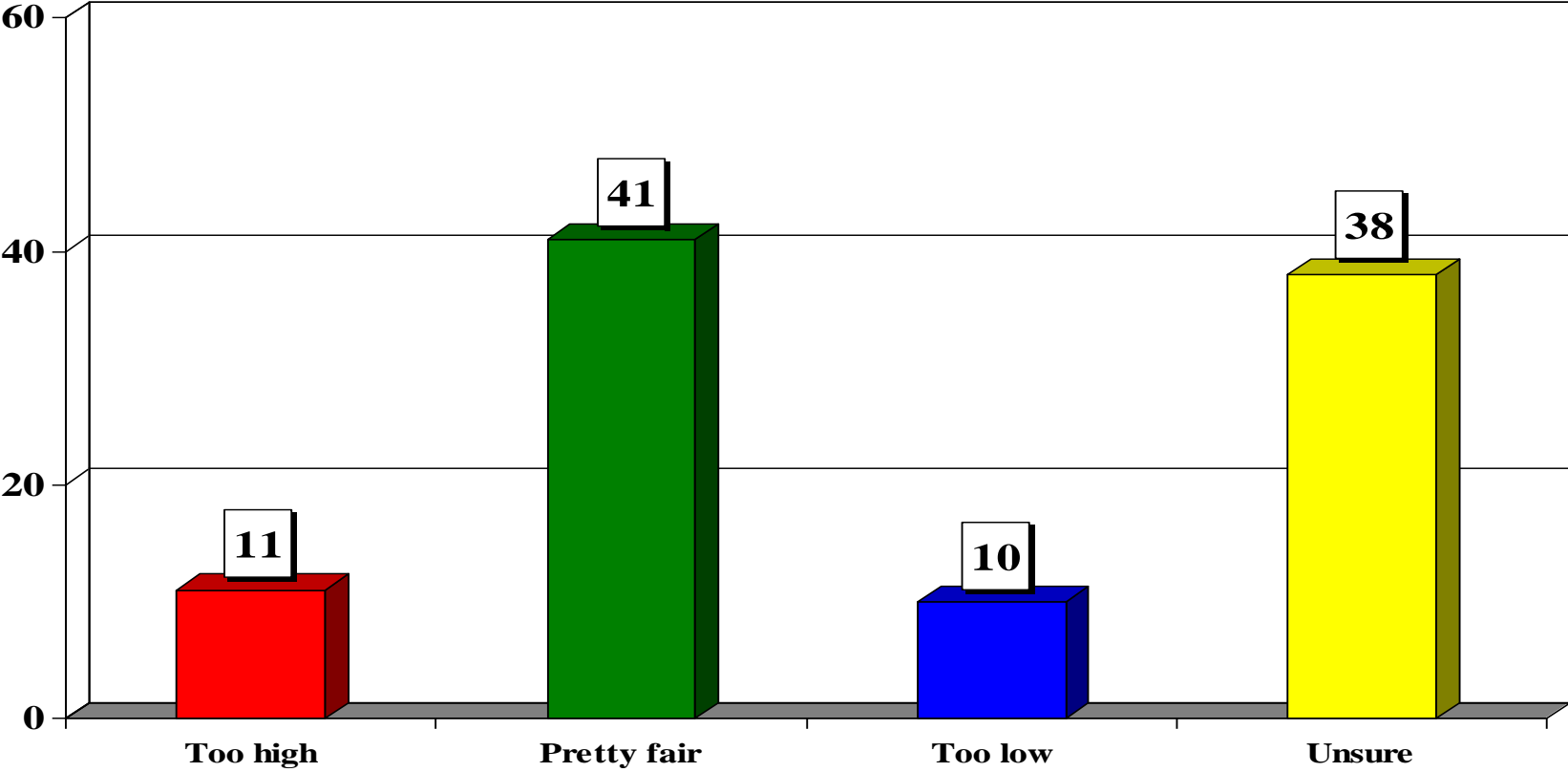


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Over the past two years, do you think that the job the Worthington School District has done spending its money in an effective and responsible manner has gotten better, stayed about the same or gotten worse?

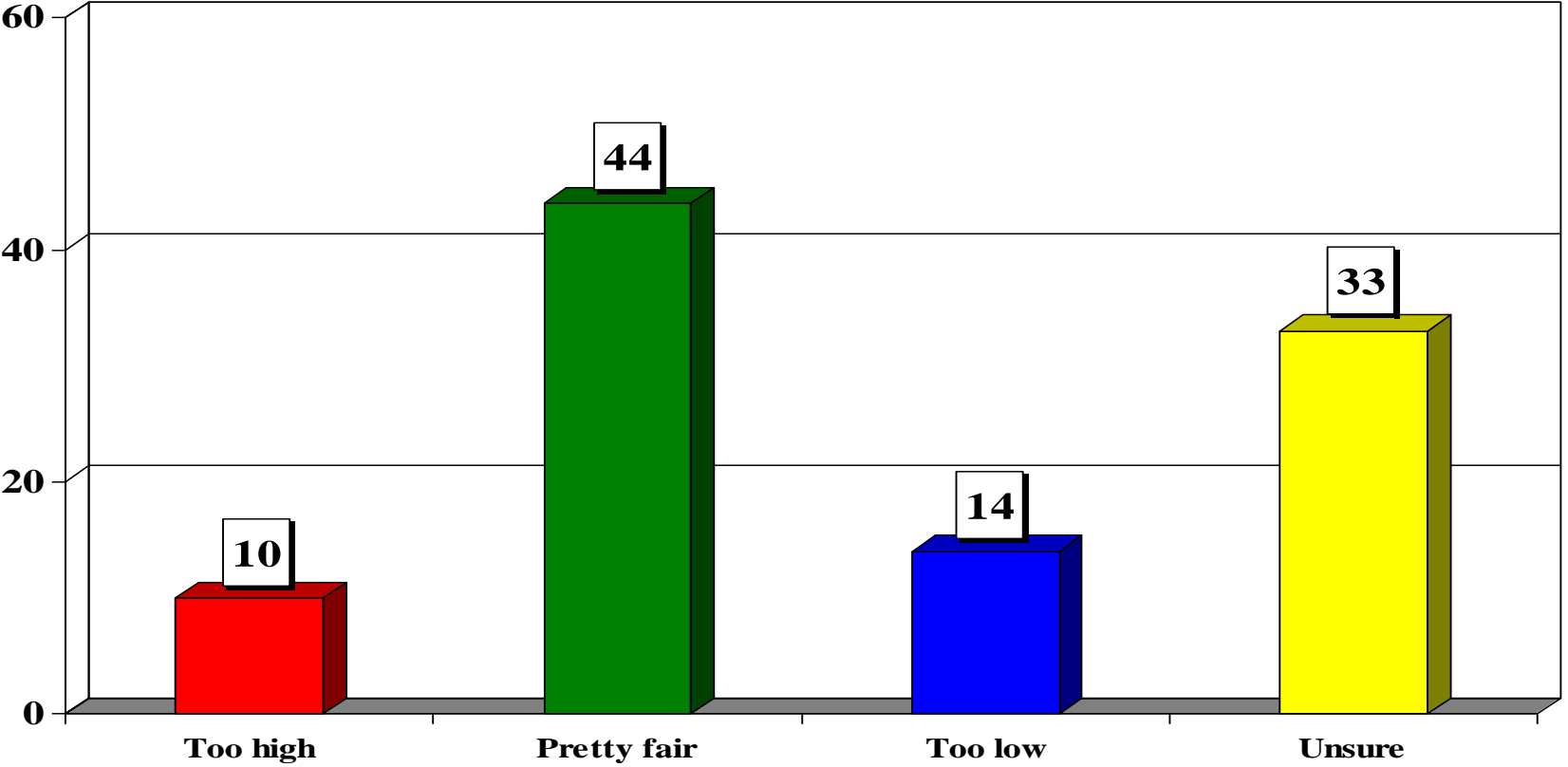


Would you generally say that the salaries being paid to teachers by the Worthington School District are too high, mostly pretty fair, too low or, are you unsure?



Among All Respondents

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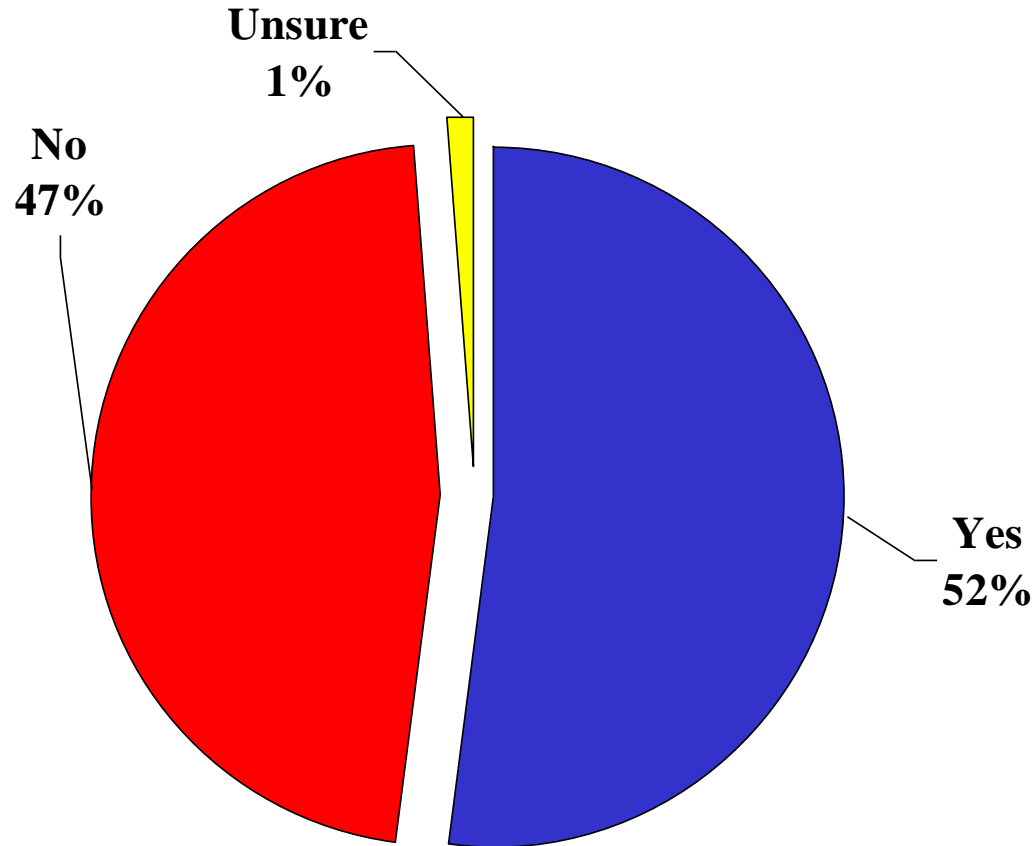


*Among District Parents**

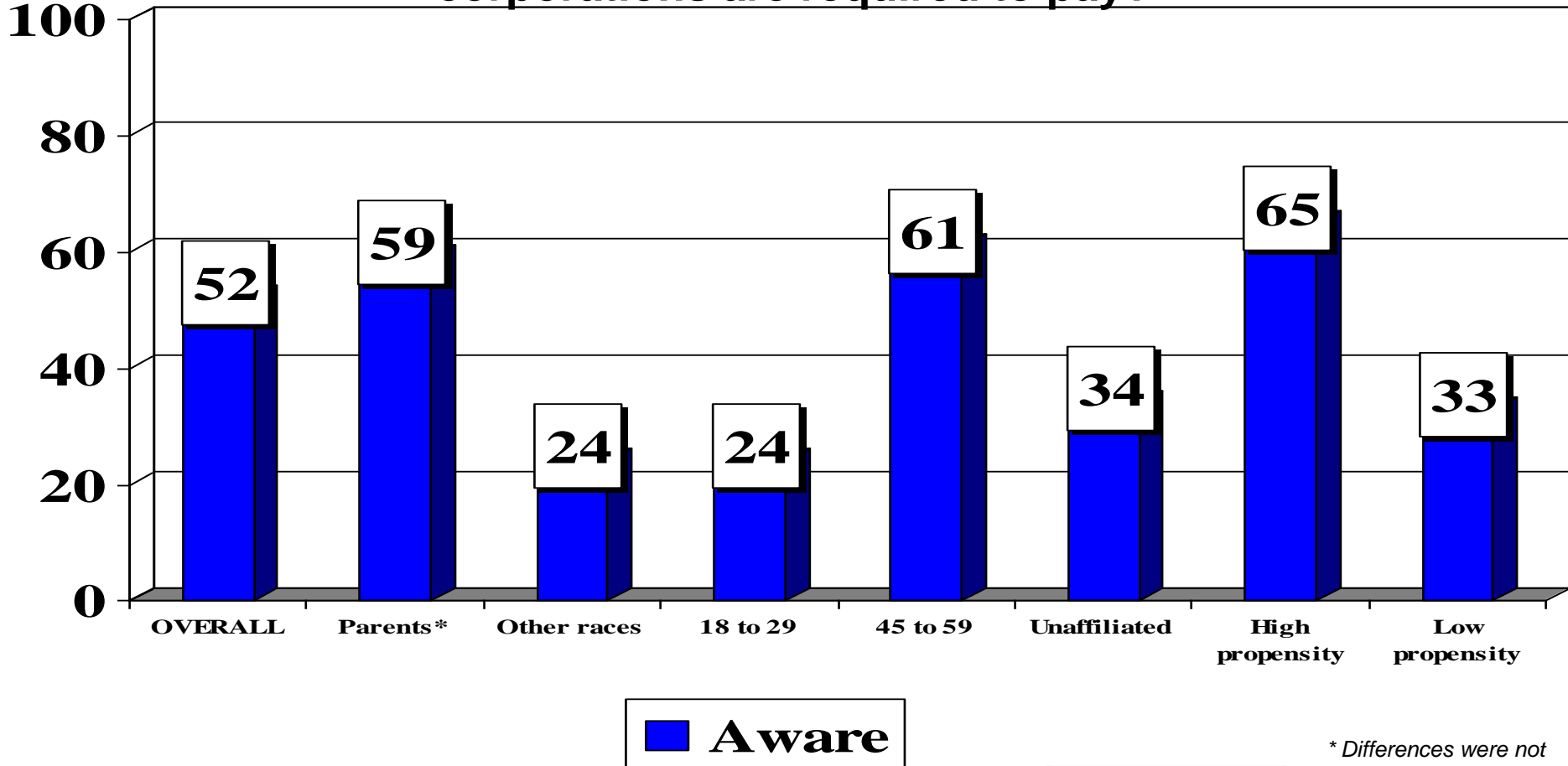
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Prior to this survey, were you aware that the Worthington School District has recently lost tax dollars and funding because of changes in tax laws that have reduced the amount businesses and corporations are required to pay?



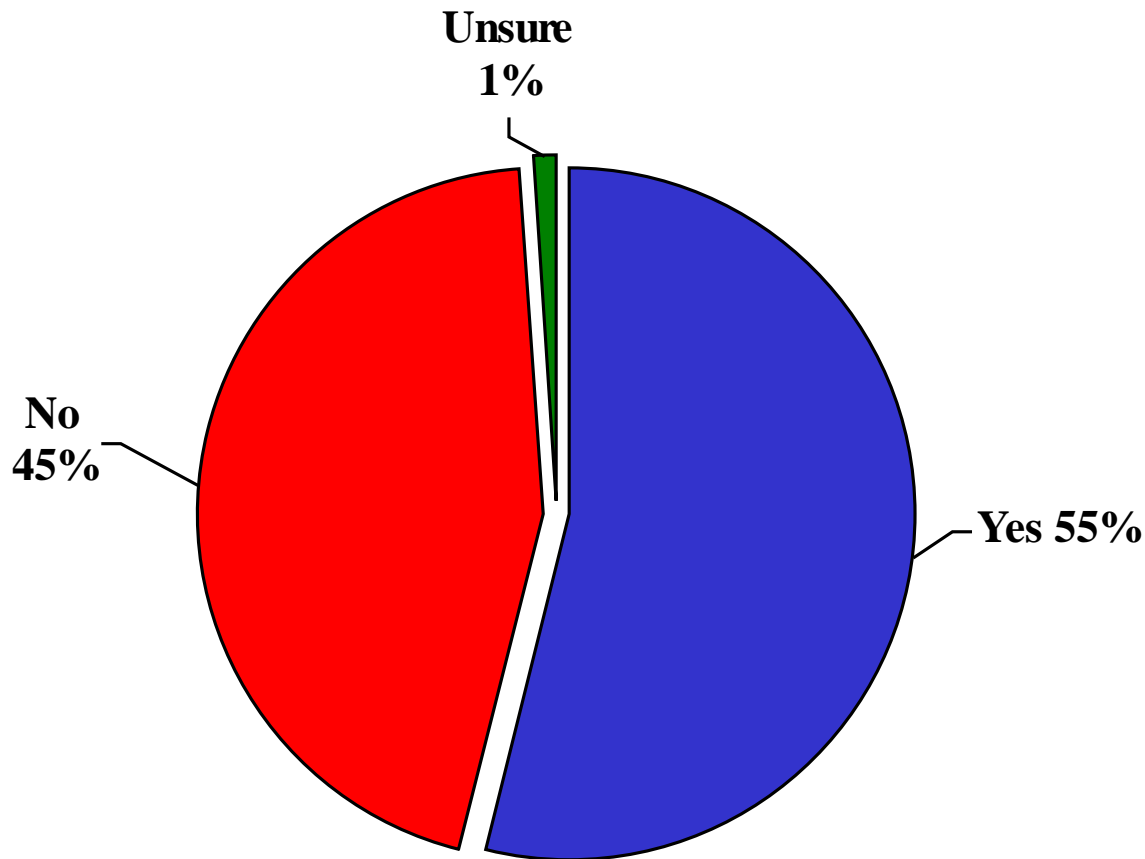
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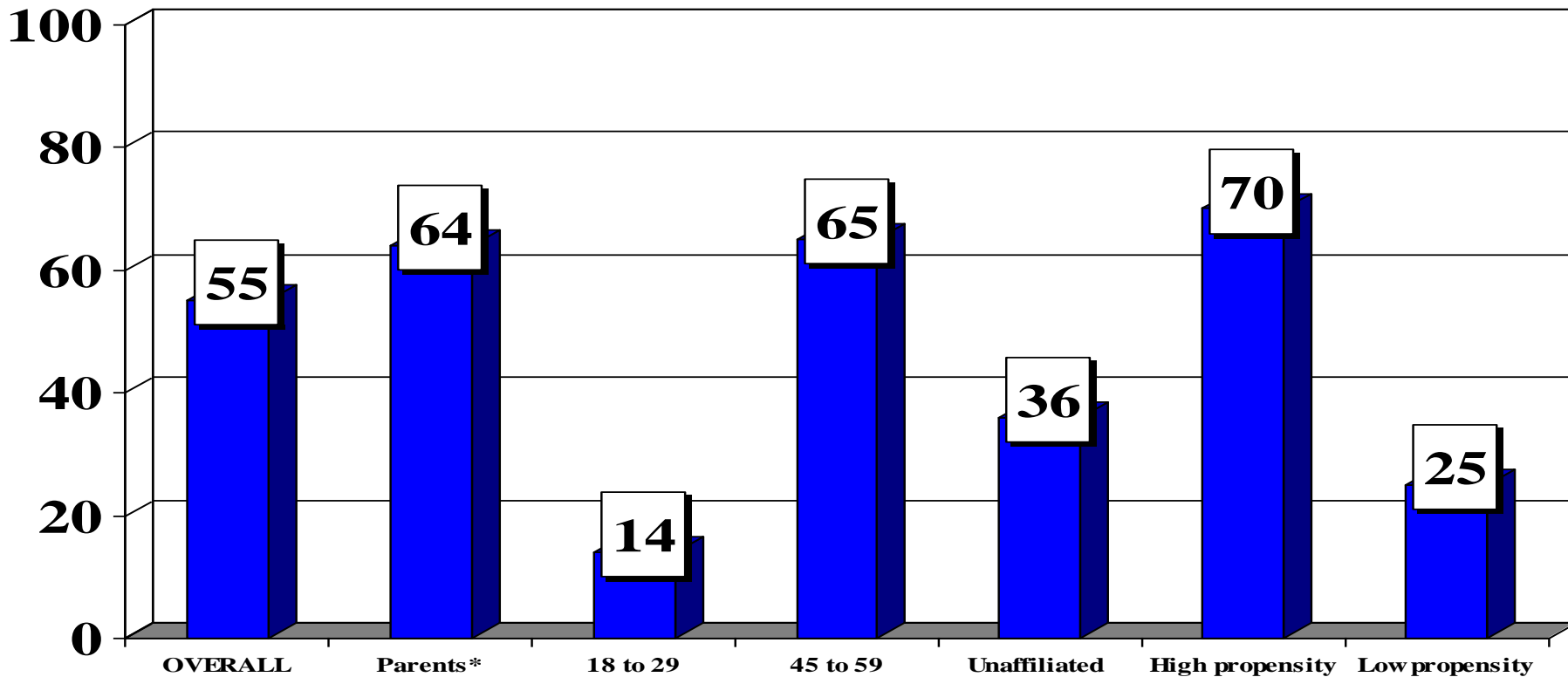
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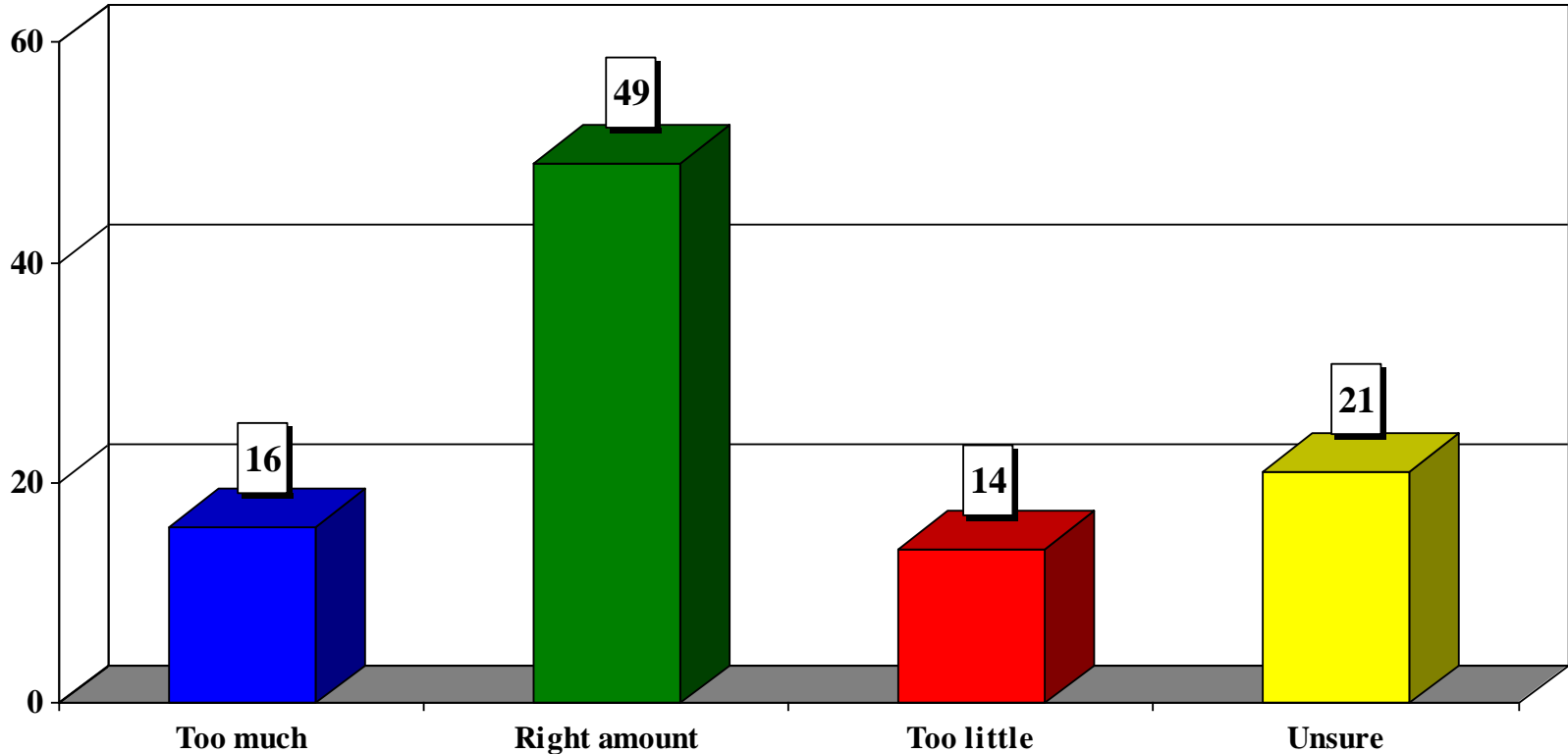


 **Aware**

** Differences were not statistically significant*

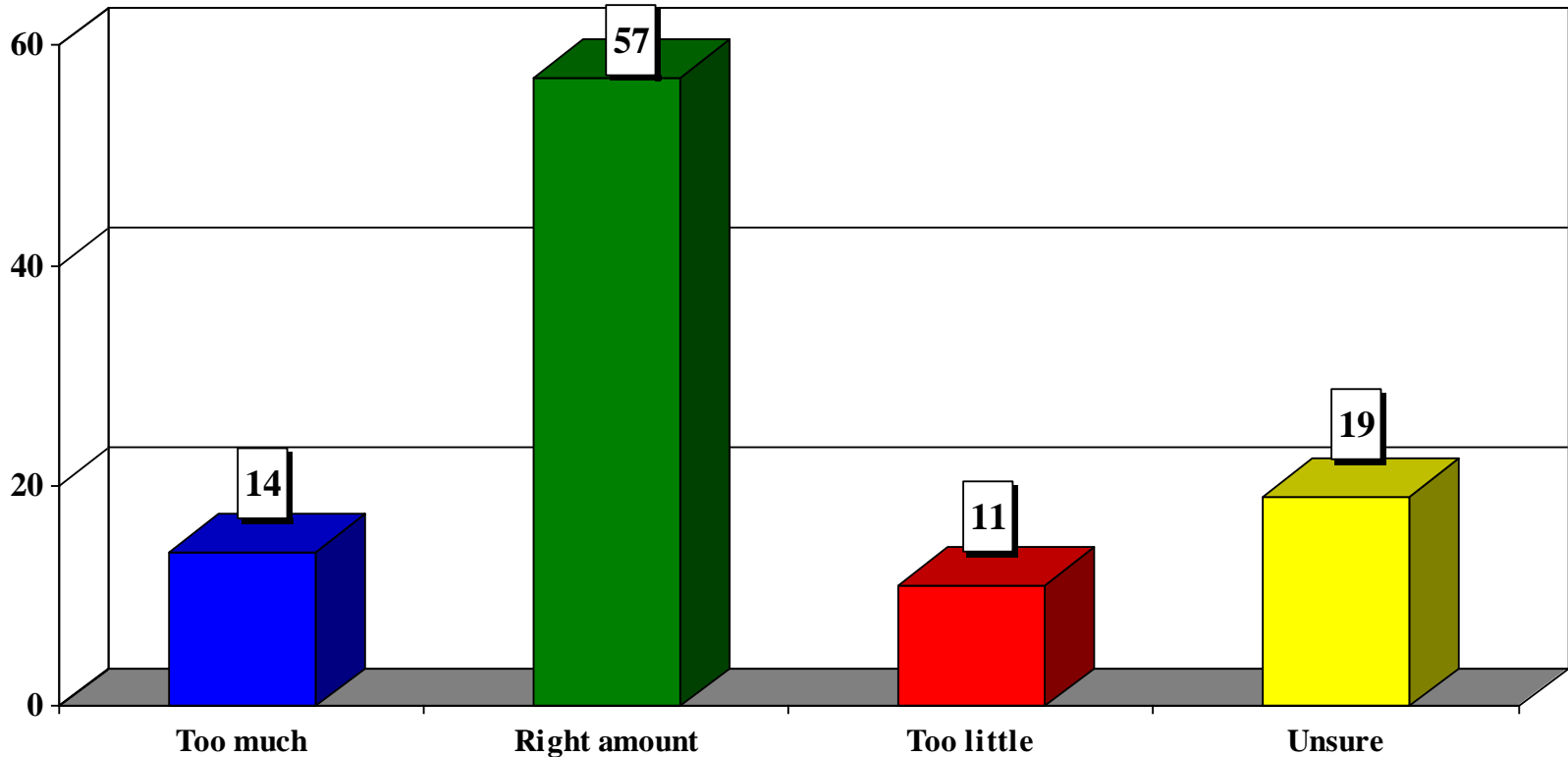


Do you think that over the past year, the Worthington School District has cut too much, about the right amount or too little?



Among All Respondents

Do you think that over the past year, the Worthington School District has cut too much, about the right amount or too little?

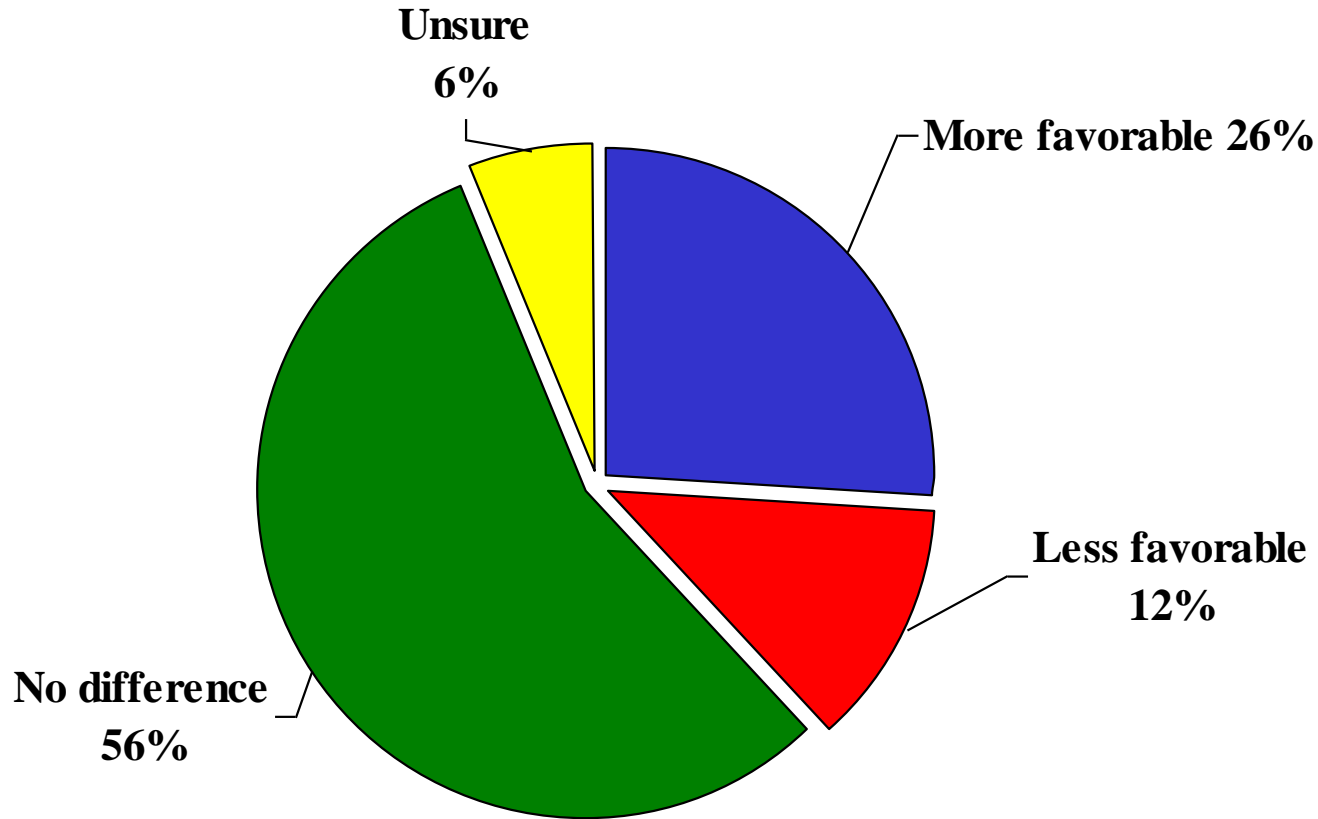


Among District Parents*

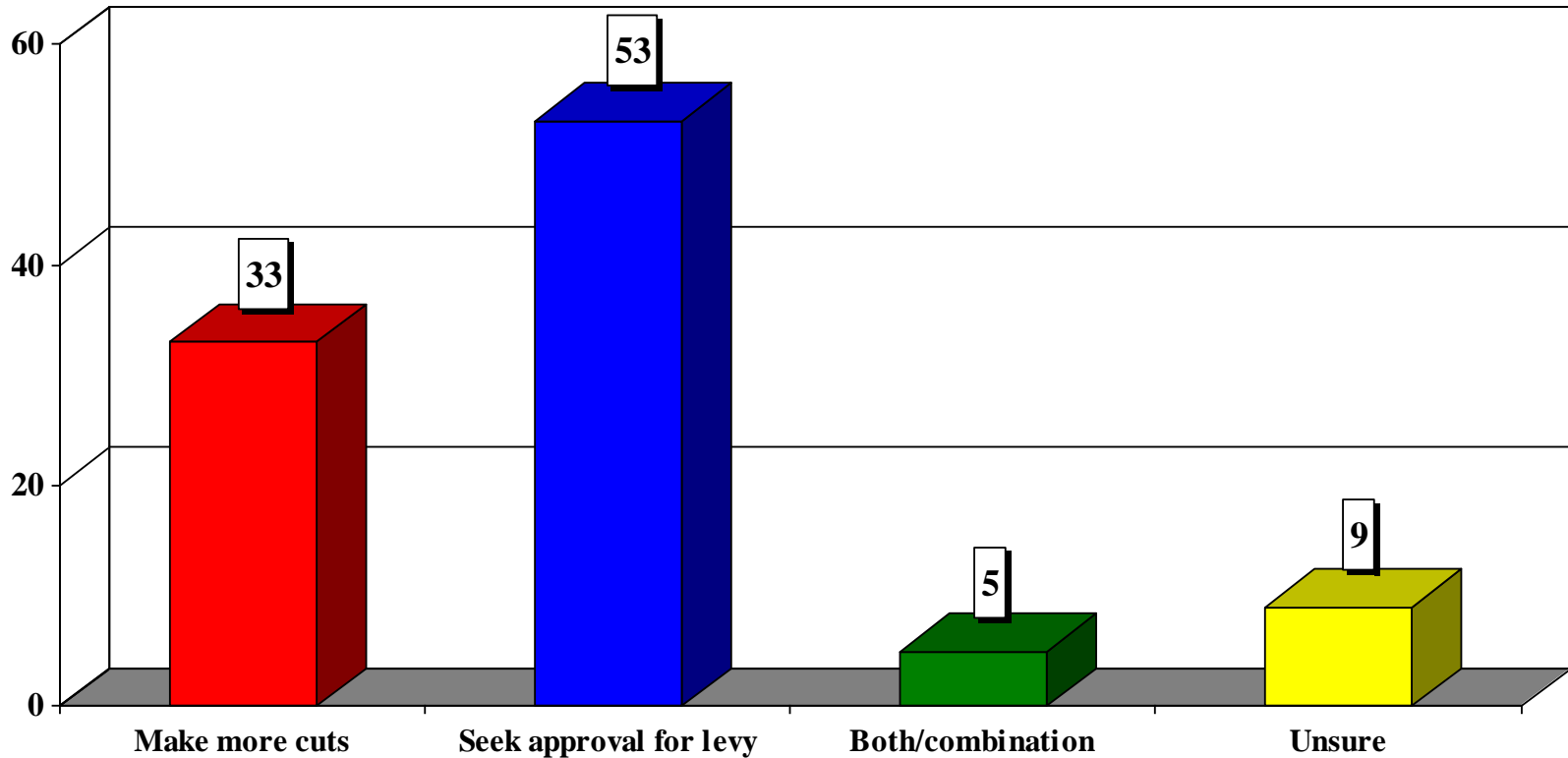
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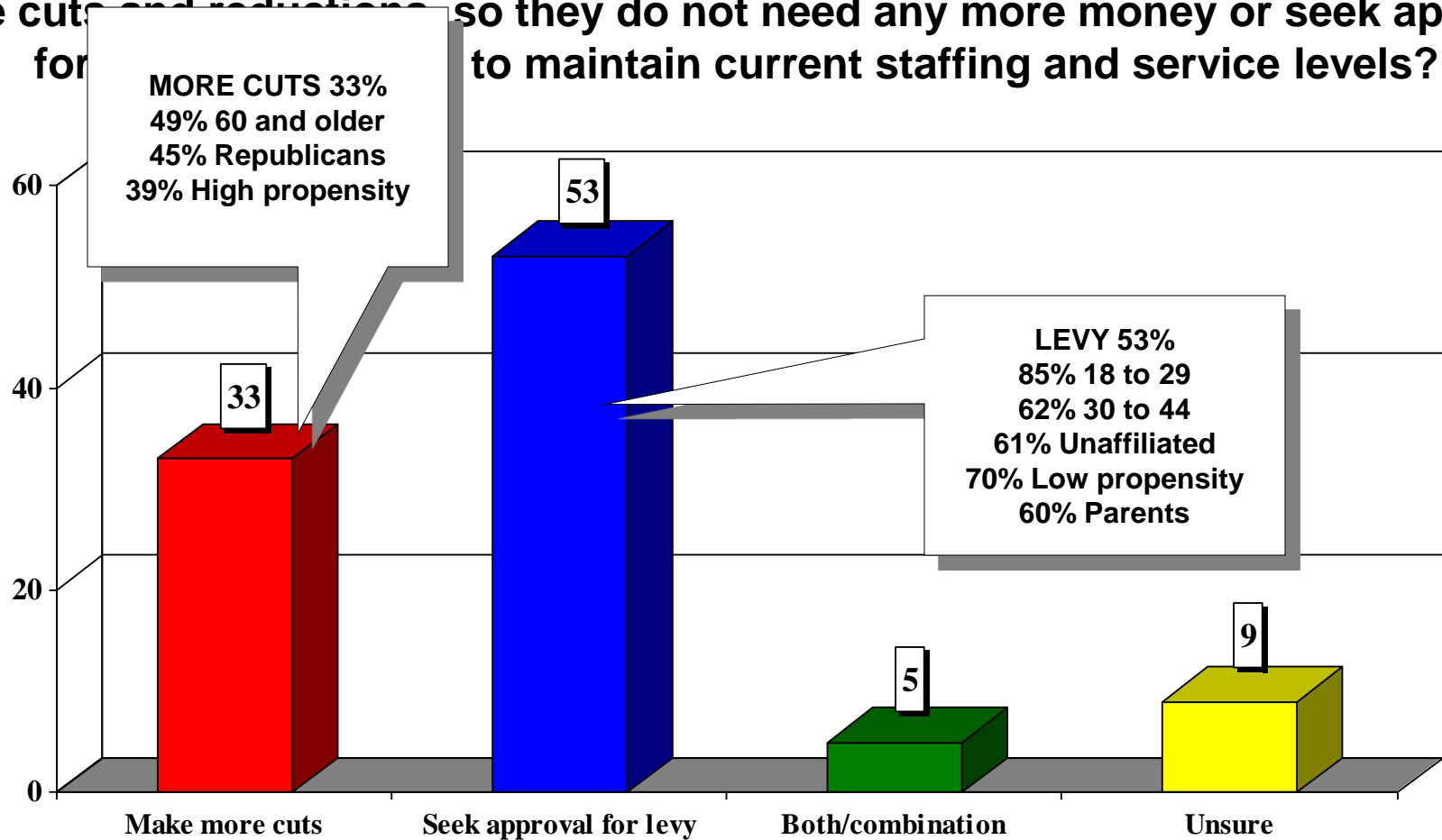
Do these recent cuts and cost savings make your opinion of the Worthington School District more favorable, less favorable or does it make no difference to you?



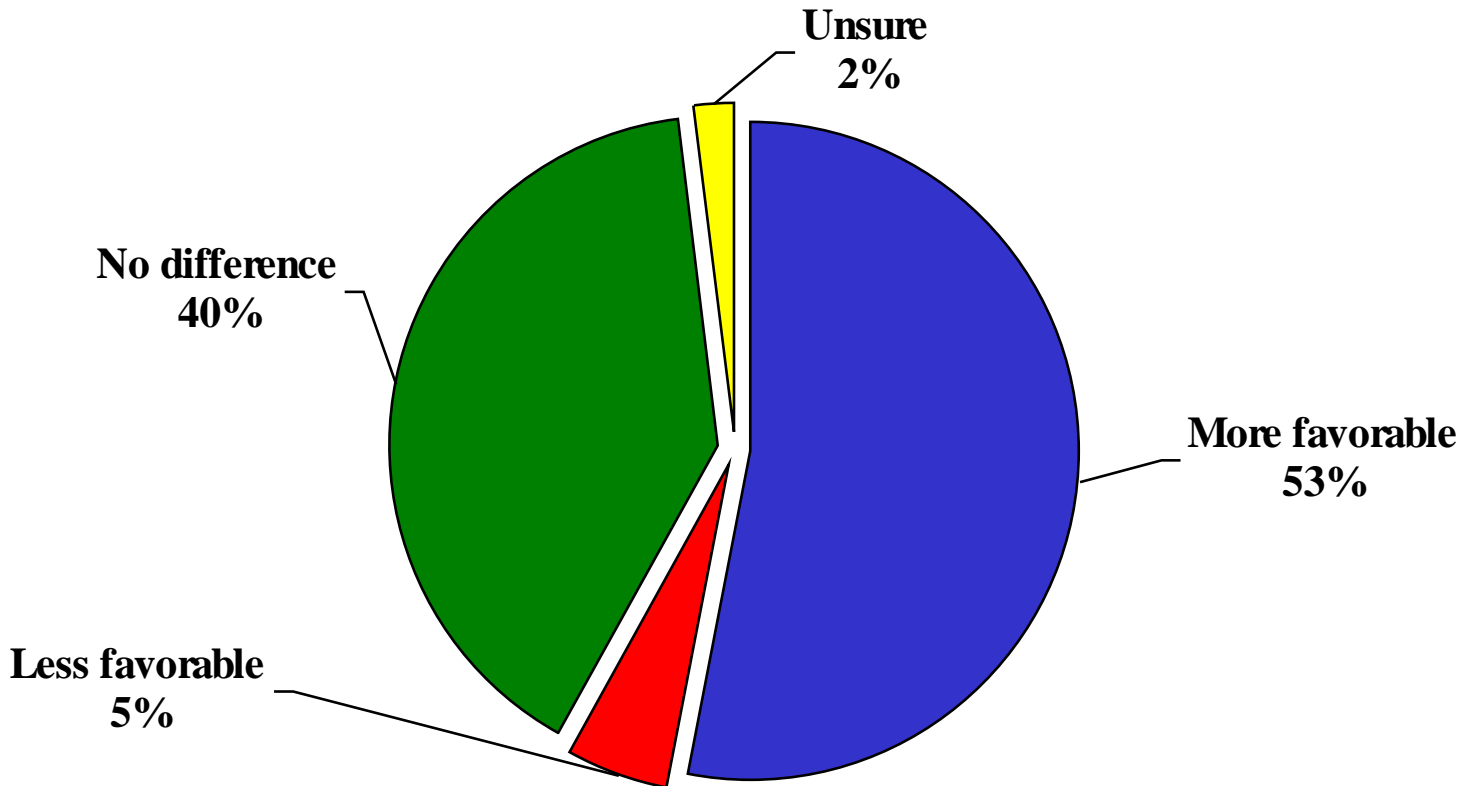
As you may know, because of future state budget cuts, and inflation, the Worthington School District will be facing an operating deficit within the next couple of years. As a result, do you think that the School District should make more cuts and reductions, so they do not need any more money or seek approval for an operating levy to maintain current staffing and service levels?



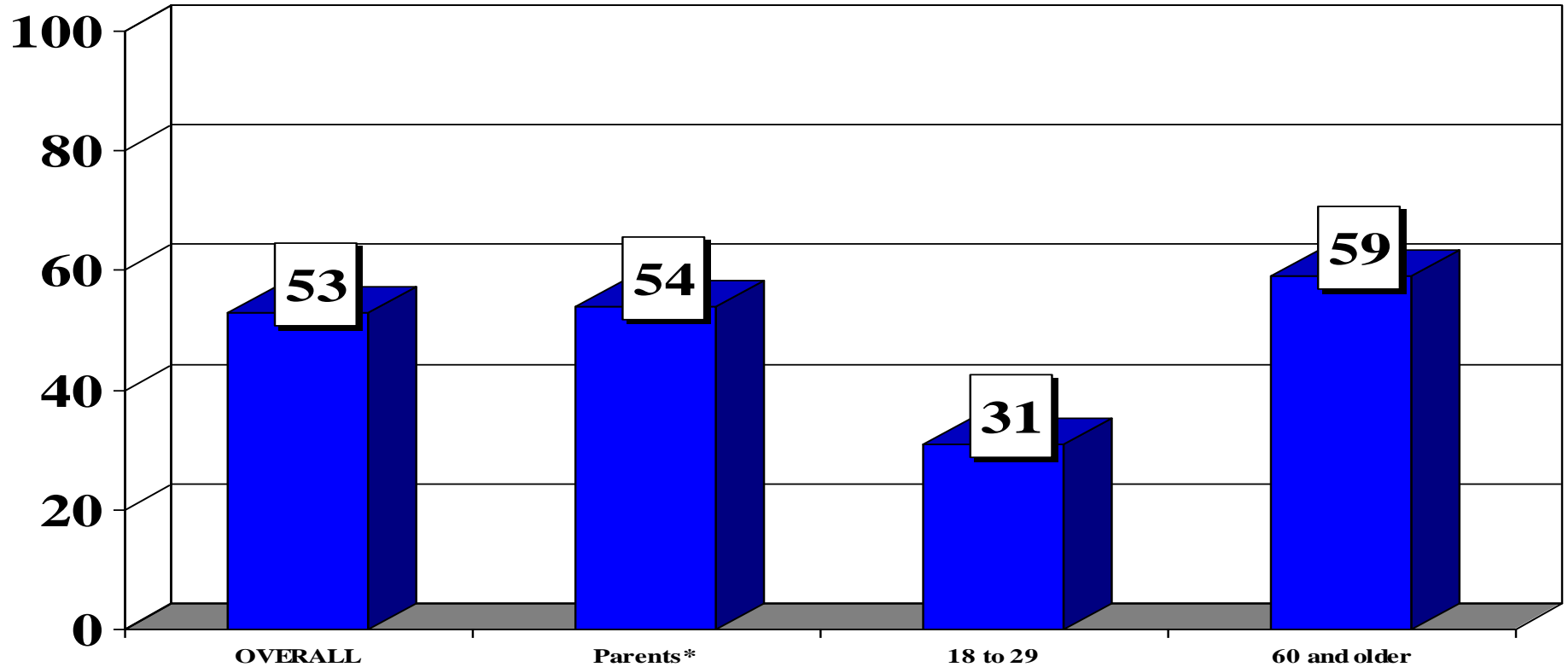
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Does the fact that the State Auditor's office gave it a 98% efficiency rating for its financial management, make your opinion of the Worthington School District more favorable, less favorable or does it make no difference to you?



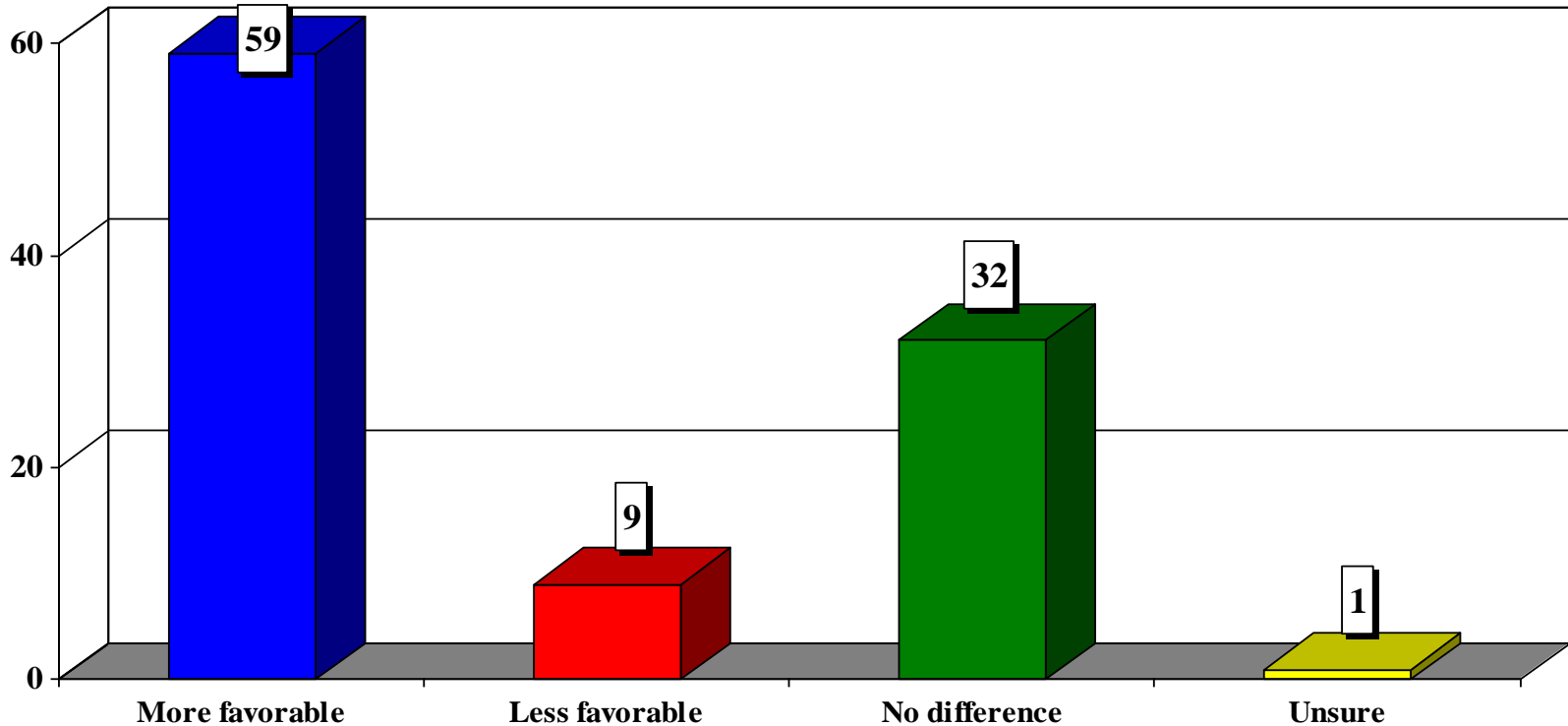
Does the fact that the State Auditor's office gave it a 98% efficiency rating for its financial management, make your opinion of the Worthington School District more favorable, less favorable or does it make no difference to you?



More favorable

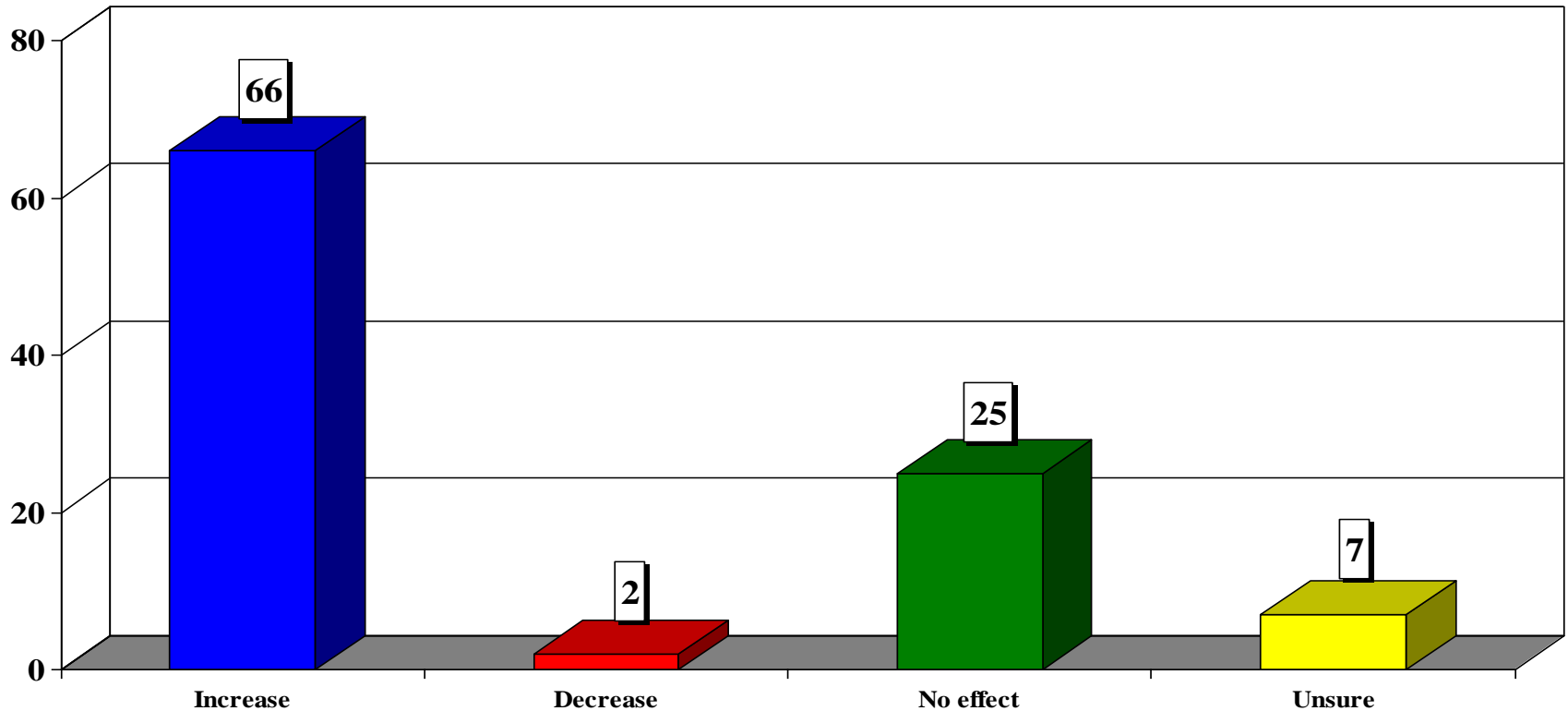
** Differences were not statistically significant*

Does the fact that there has been an on-going effort to get private donations to fund extracurricular programs and facilities, such as the renovations and improvements to the Thomas Worthington athletic field, make your opinion of the Worthington School District more favorable, less favorable or does it make no difference to you?*

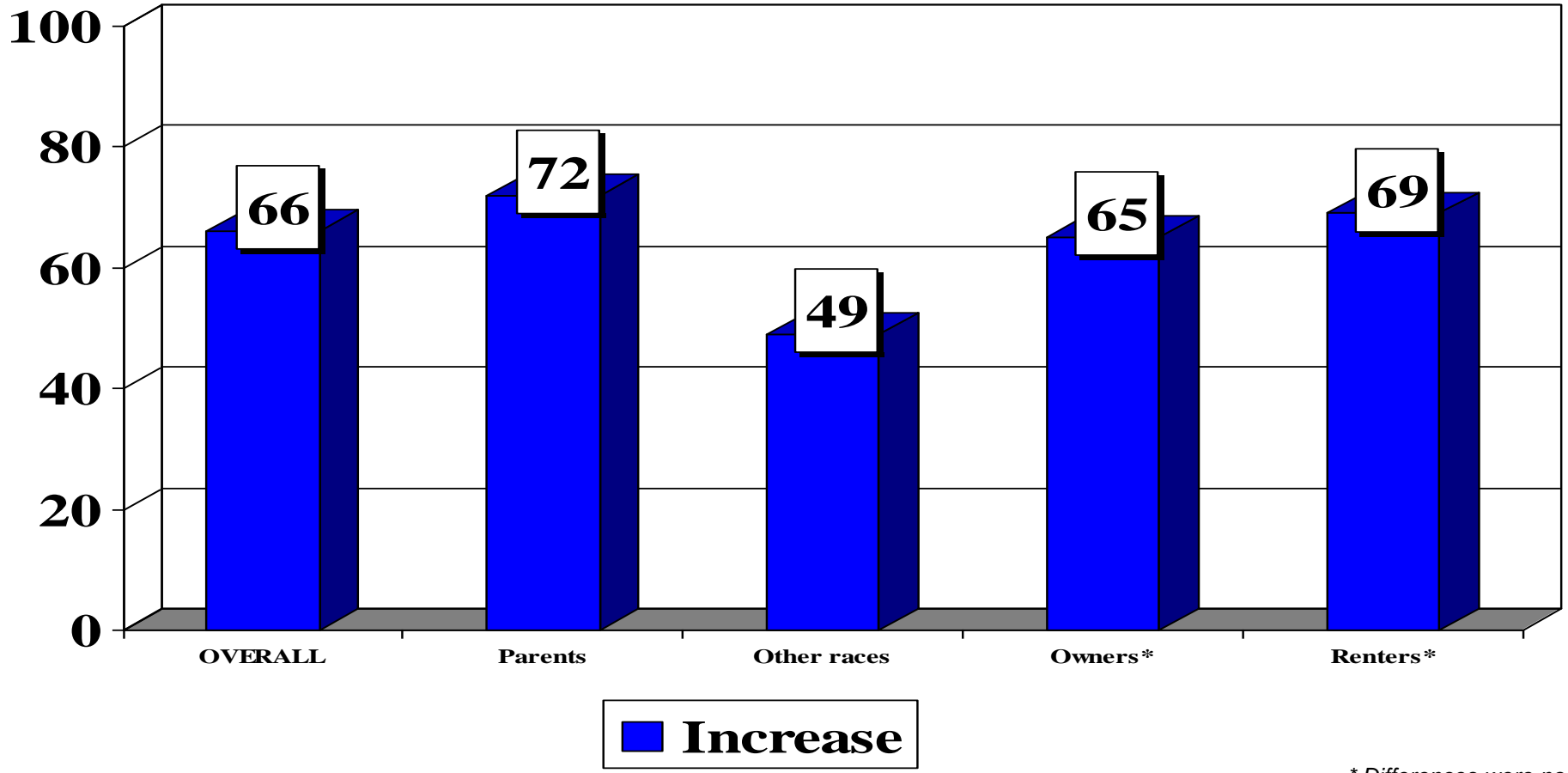


** There were no statistically significant differences by sub-group for this question*

Based on what you know, would you say that being in the Worthington School District has helped increase or decrease property values for homes in the community, or do you think it has had no effect?



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** Differences were not statistically significant*



DISTRICT COMMUNICATIONS

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How do you get most of your information about the Worthington School District?

42% **Reading the weekly *Suburban News* or *This Week* newspapers**

11 Reading school and district literature and publications

11 Talking with parents of kids who attend the schools

11 Talking with teachers that work at the schools

10 Reading the daily *Columbus Dispatch*

3 Visiting the web site

6 Other

6 Unsure

Forced Choice Battery

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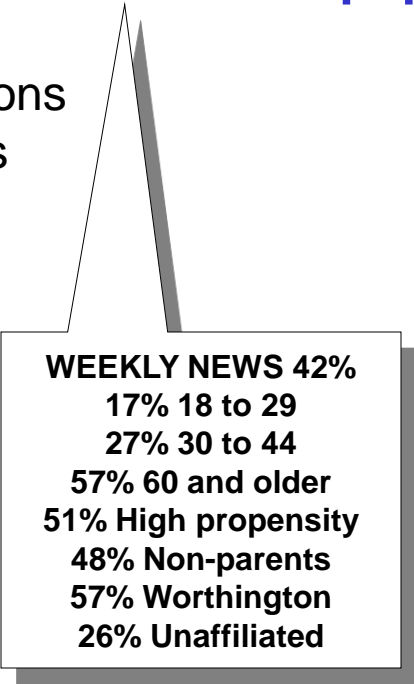
11 Talking with teachers that work at the schools

10 Reading the daily *Columbus Dispatch*

3 Visiting the web site

6 Other

6 Unsure



WEEKLY NEWS 42%
17% 18 to 29
27% 30 to 44
57% 60 and older
51% High propensity
48% Non-parents
57% Worthington
26% Unaffiliated

Forced Choice Battery

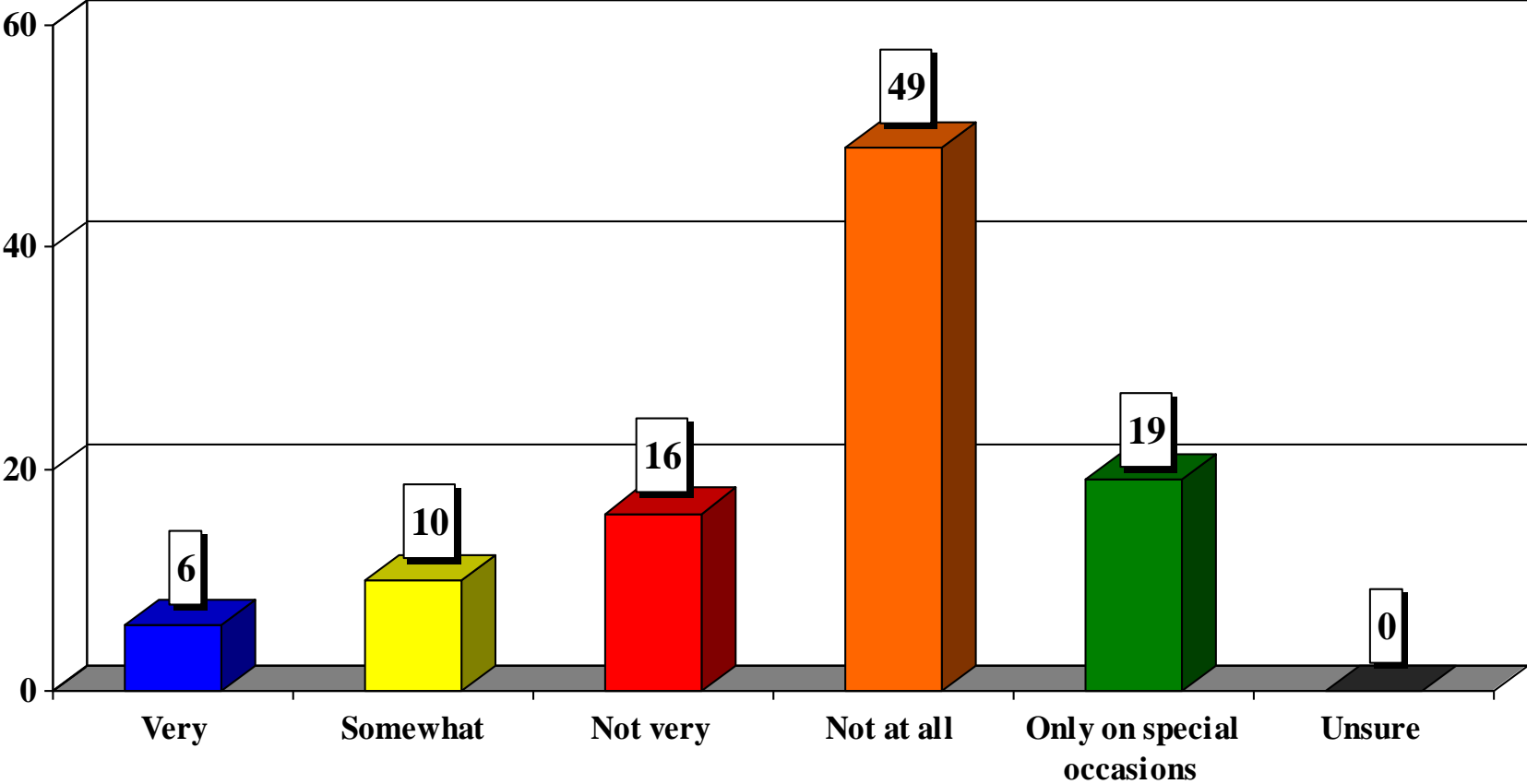
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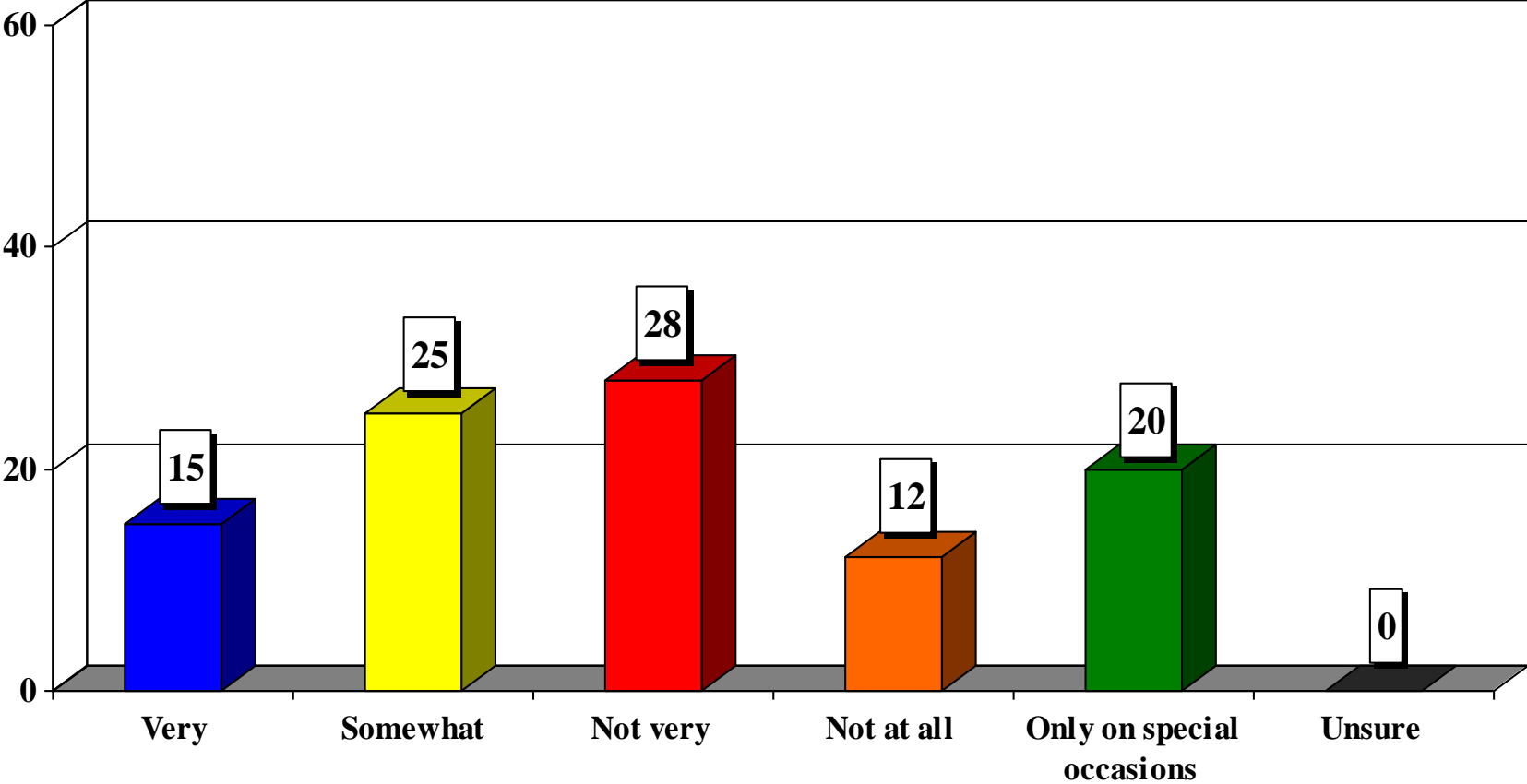
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How frequently do you visit the Worthington School District's web site?



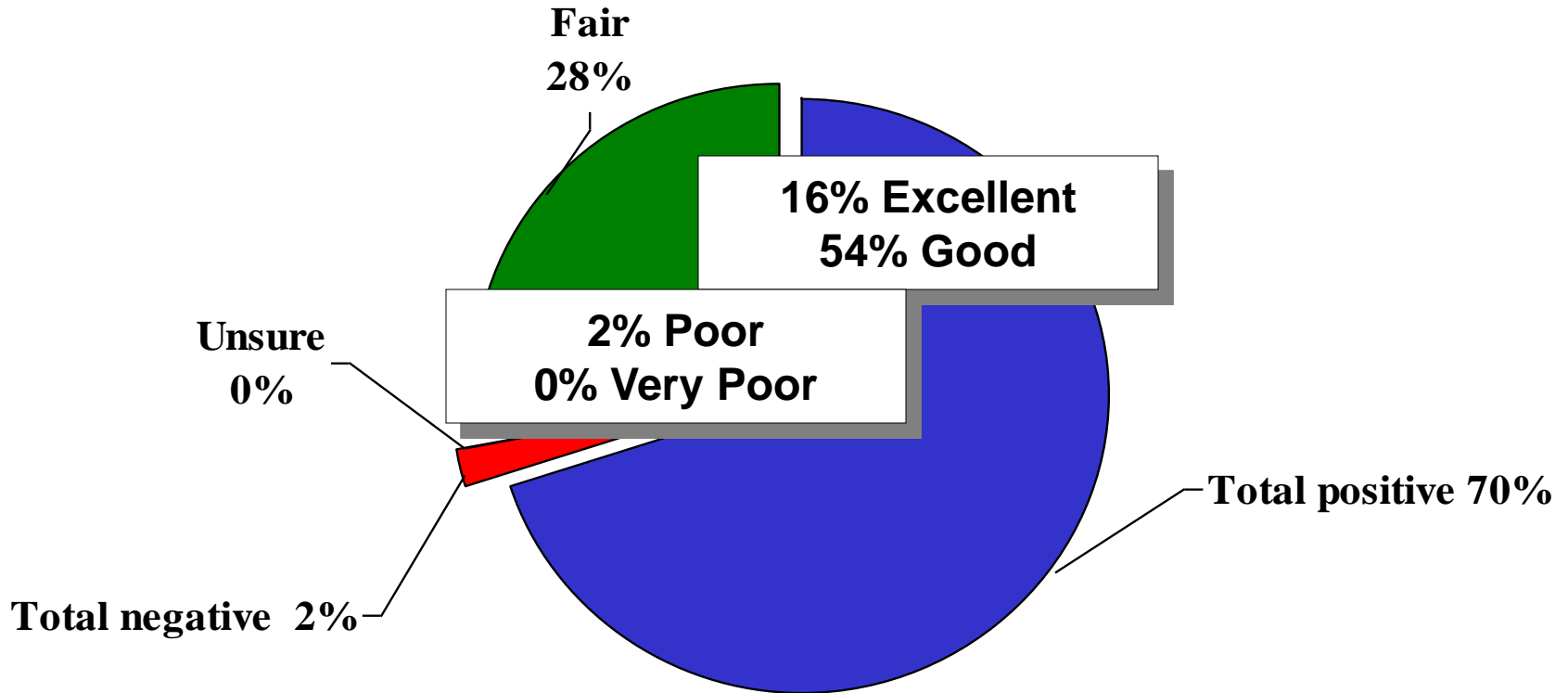
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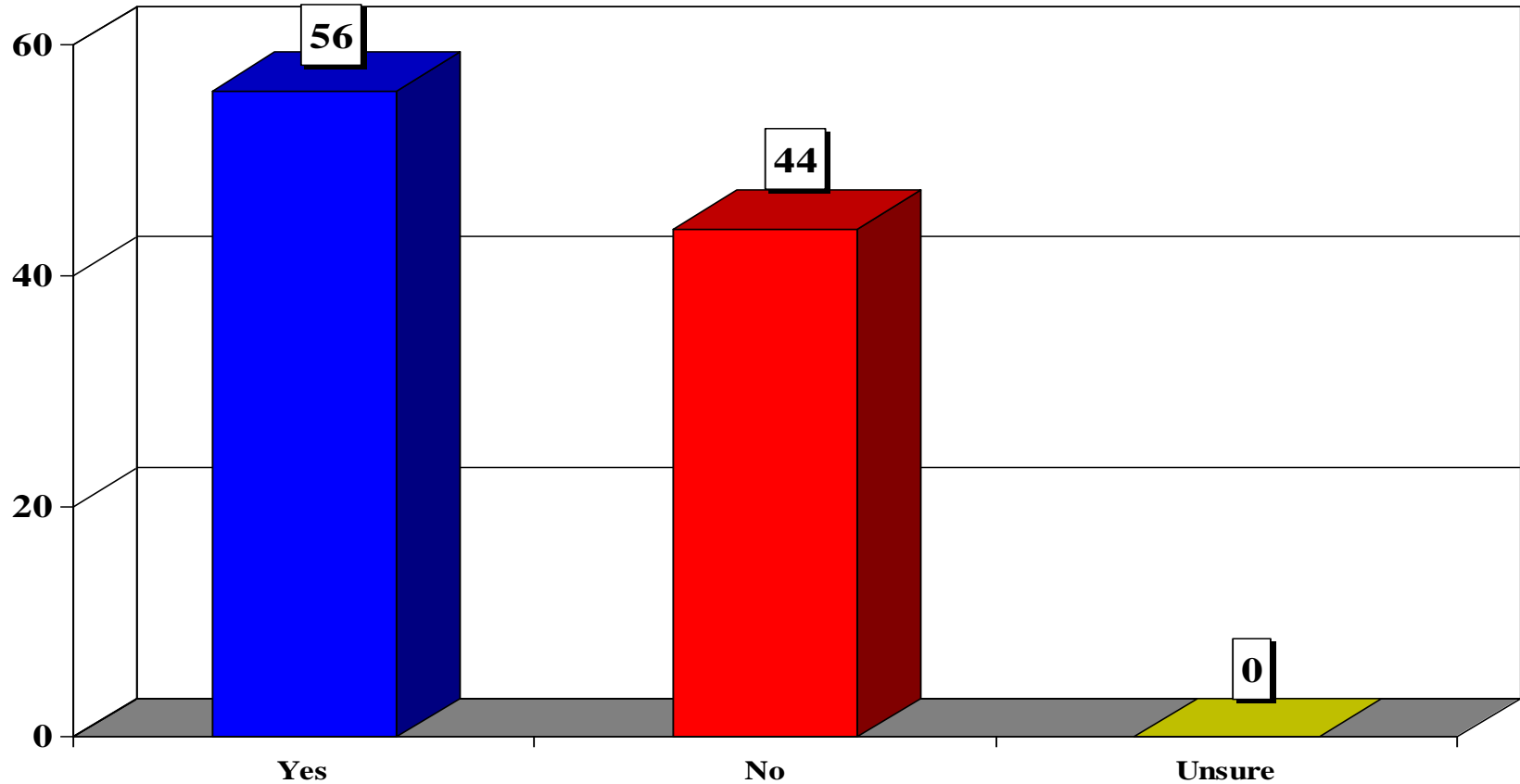


Among District Parents

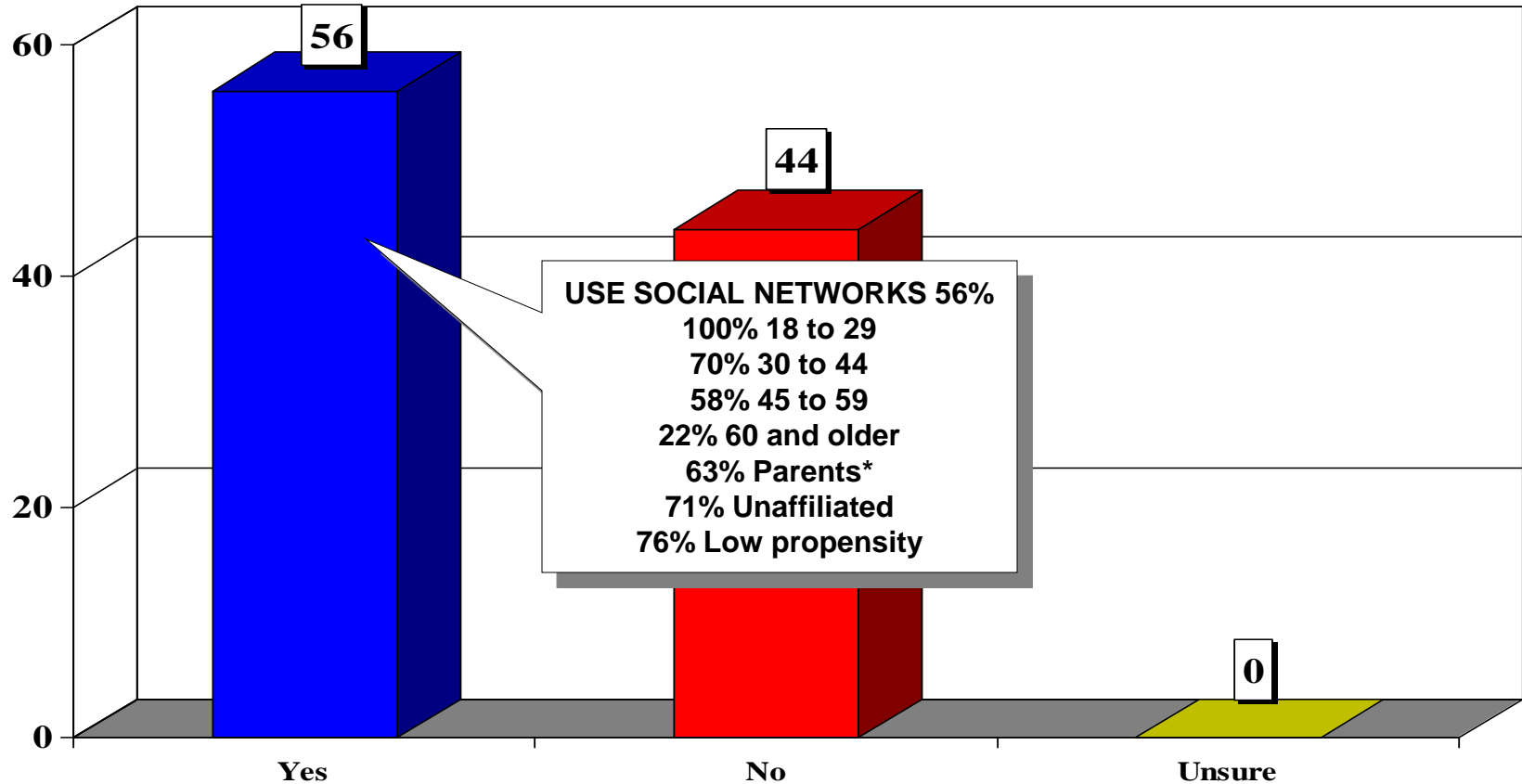
How do you rate the quality and usefulness of the information on the Worthington School District's web site?



Do you currently use any of the social networking web sites and technology, such as Twitter, Facebook and blogs?



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** Differences were not statistically significant*



CONCLUSION

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Key Findings Re-Cap

- At this time, there is a high level of contentment, and exceptionally high satisfaction with the quality of education being provided to students. It is also evident that, unlike many other communities, there is a culture of support for and benevolence towards public education, as well as an appreciation of the intrinsic values provided by the Worthington School District
- Teachers are held in very high esteem by parents and the public, which suggests that they can be uniquely influential in public debates and discourse about new policies and initiatives. They should be cultivated as surrogates during the public engagement process. Despite the recent attention called to teacher pay, there is very little palpable disenchantment with it in this community
- In the absence of more pressing needs, finances and the need to operate within the limitations of the budget ranks as the top concern at this time. However, the specific performance rating for this core function is also comparatively strong, which suggests general satisfaction in this area, as well
- Although highly supportive, the public and, to some extent, parents are not fully-engaged in District matters and may not be aware of critical topics of concern, especially those related to finances
- The moderate level of awareness about recent funding changes and austerity measures may warrant more emphasis, as the subject of District finances comes into sharper focus in the coming months. This is best illustrated by the narrow margin of support for a hypothetical levy to off-set the losses and ameliorate the cuts, which indicates that aggressive public engagement and good decisions will play pivotal roles in whether or not the District can achieve success



WORTHINGTON SCHOOLS **QUESTIONS?**

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