



**BURGESS & BURGESS**  
S T R A T E G I S T S

# RESEARCH OVERVIEW AND RECOMMENDATION

FOR CHARDON LOCAL SCHOOL DISTRICT

**JUNE 6, 2019**

# PURPOSE

- Gather feedback and opinions of current conditions of education and the state and efficacy of facilities
- Learn community values and how they align with planning
- Evaluate qualitative and quantitative data and adjust plans and how you communicate
- One of many inputs the board and administration should conduct in preparing for Chardon School District's future

# QUALITATIVE & QUANTITATIVE RESEARCH METHODS

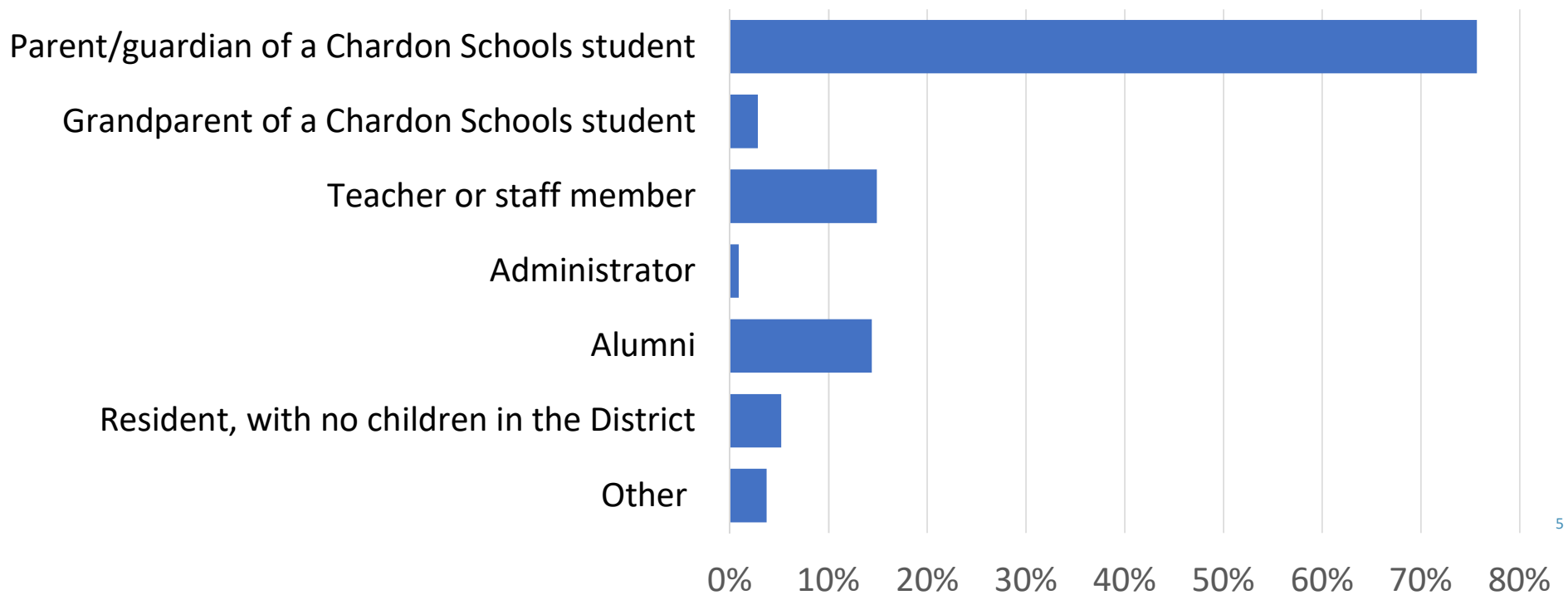
- In-depth interviews with community leaders
- Educator and parent listening sessions
- Online survey
- Statistically valid telephone survey

# ONLINE SURVEY

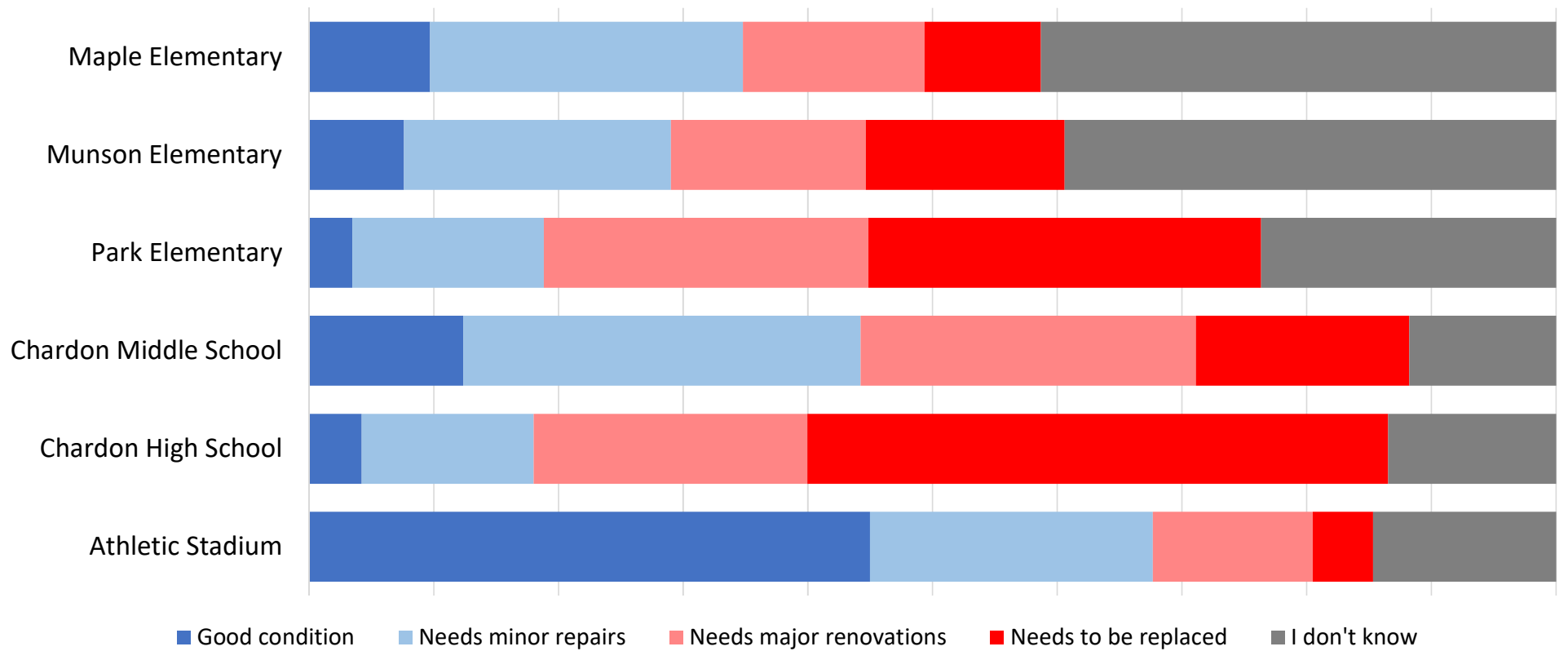
- 1,023 completed responses
- Active between May 6 and May 17
- Respondents are most highly motivated; measures your closest stakeholders
- Nearly 90% rated the quality of education as “excellent” or “good”
- Fully 96% indicated they are “very informed” or “somewhat informed” about the District

# ONLINE SURVEY – RESPONDENT PROFILE

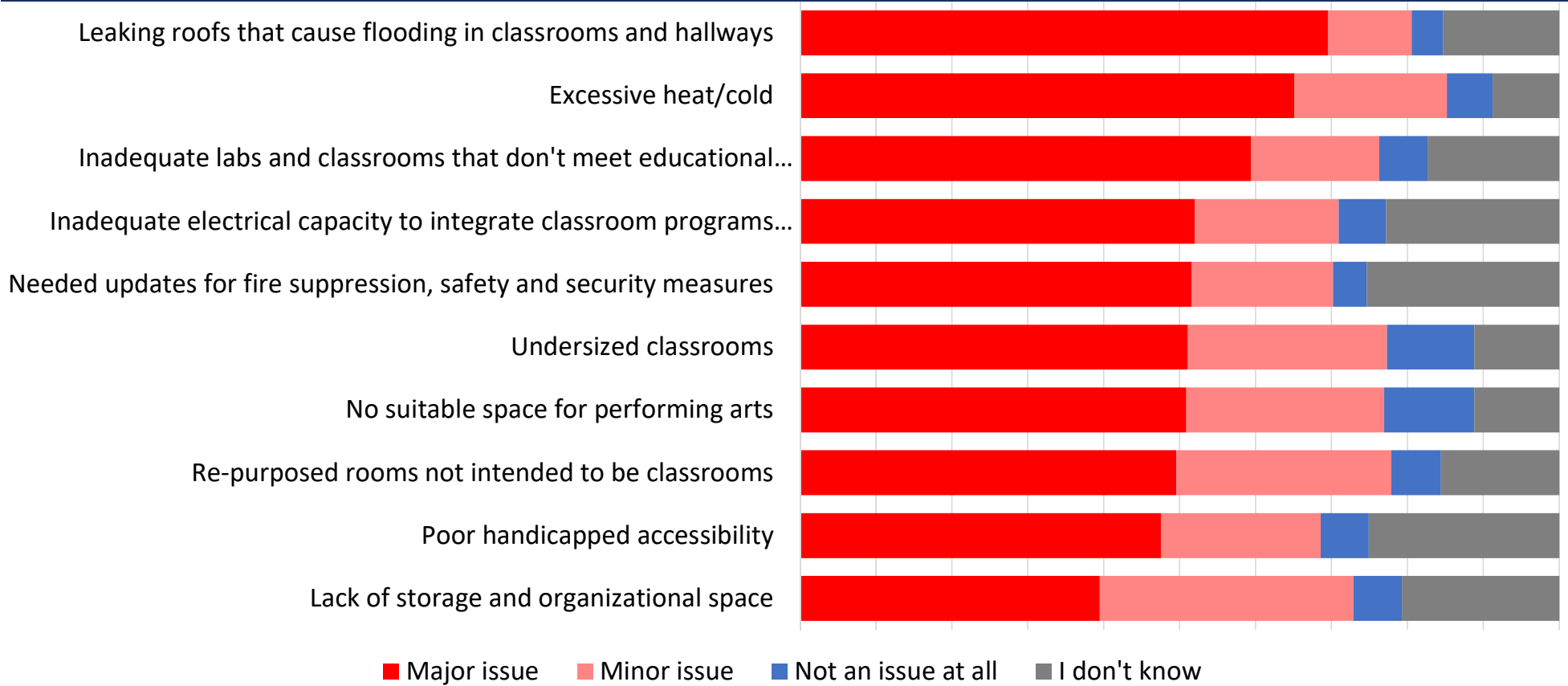
## Relationship to the District



# CONDITION OF BUILDINGS

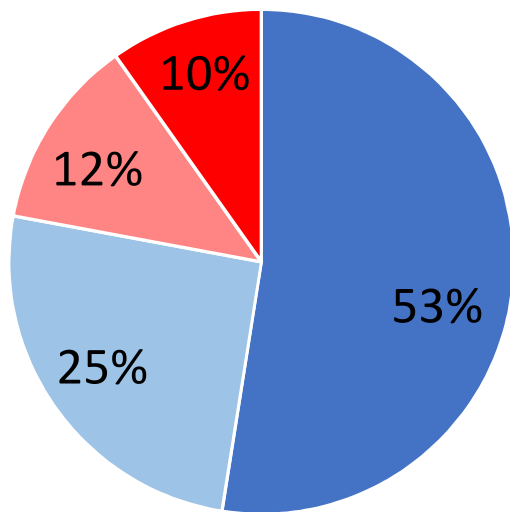


# PERCEPTION OF FACILITIES

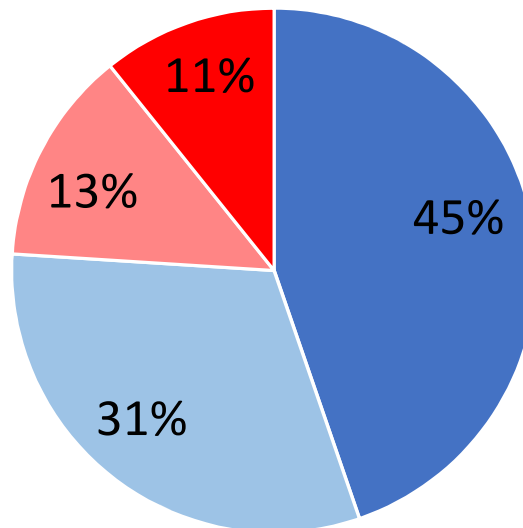


# SUPPORT FOR PLAN COMPONENTS

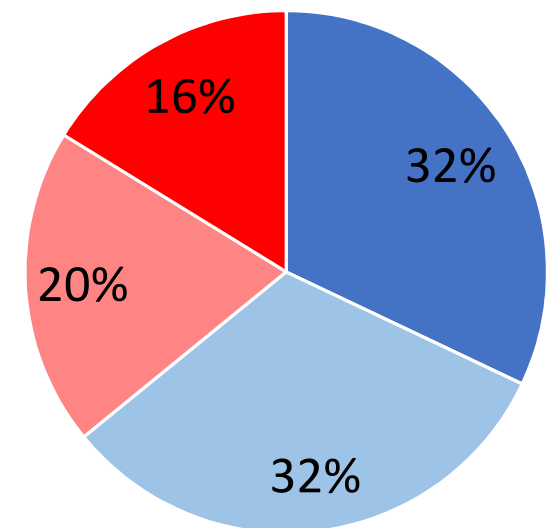
Support for new 6-12



700-seat auditorium



Renovations to the stadium



Very supportive

Supportive

Not very supportive

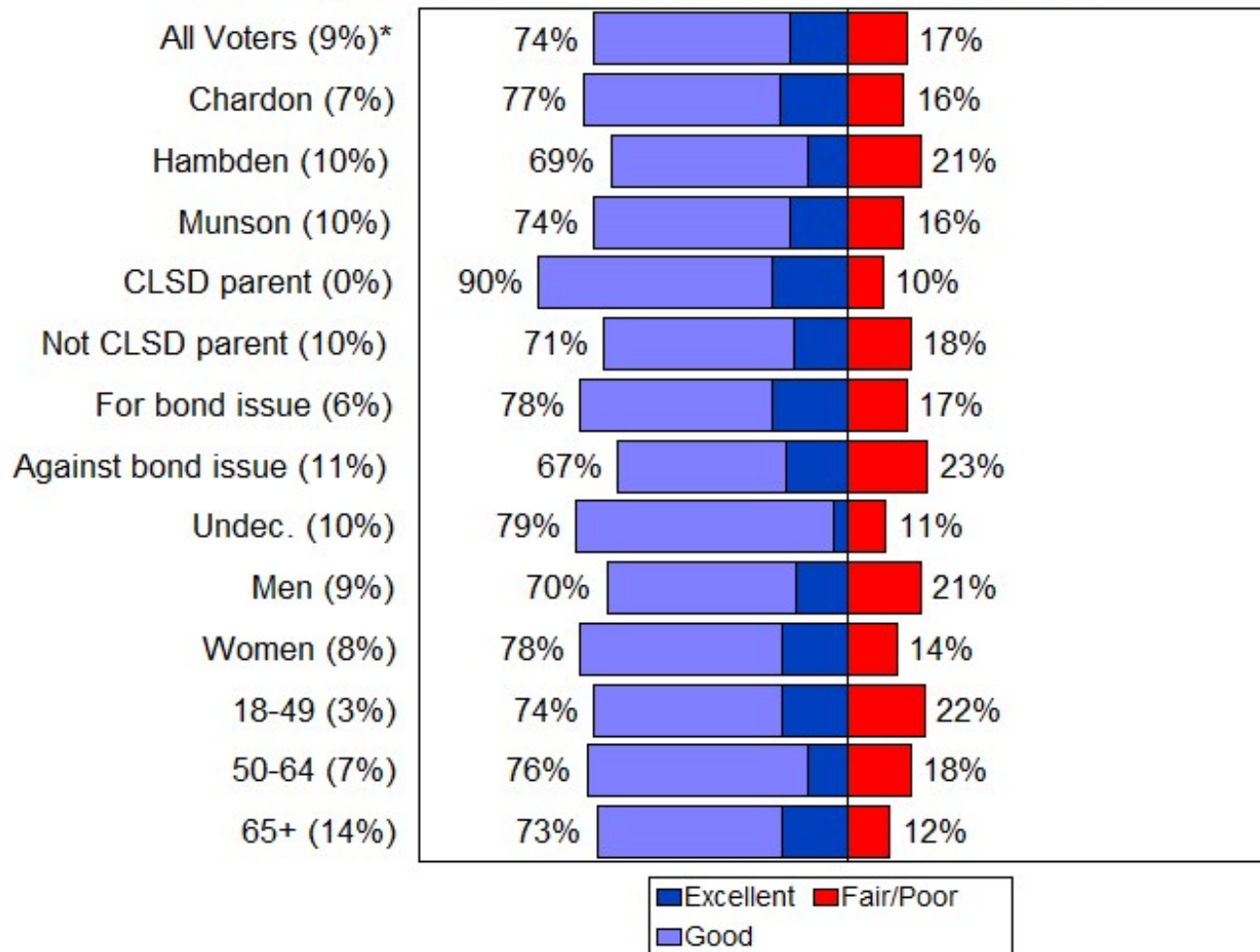
Not supportive at all



# TELEPHONE SURVEY

- Survey of 300 voters in the Chardon Local Schools District in Ohio
- Calls made via landline and cell phone
- Conducted from May 20-22, 2019 by LJR Custom Strategies
- Findings subject to sampling error of +/- 5.7%;
- Subgroups of the sample are subject to error of up to +/- 10%.
- Initial support shows voters at 48% FOR the issue (29% Definitely)
- After more information, support moves to 53% For (35% Definitely)

## Q.13 QUALITY OF EDUCATION IN CLSD



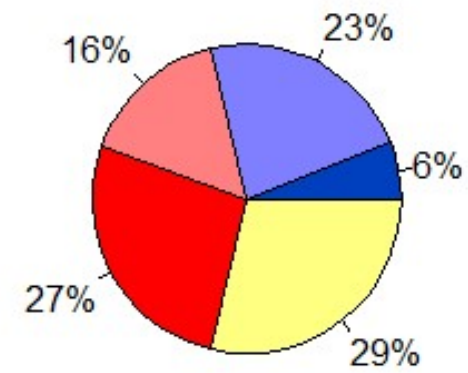
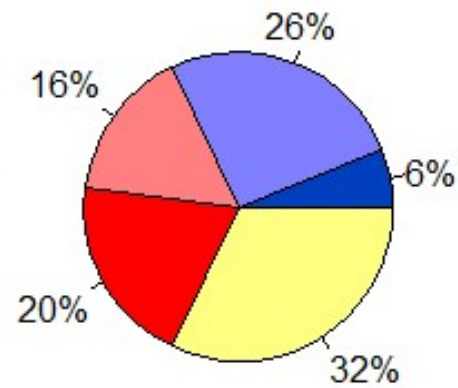
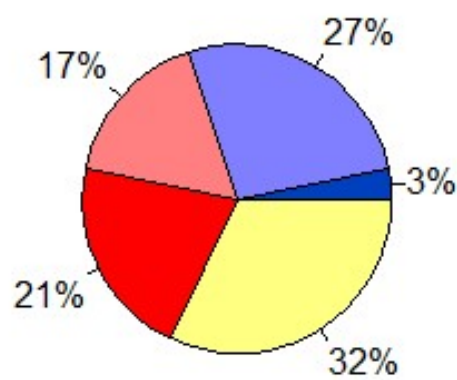
\*Percentages in parentheses "don't know" or refused.

## Q.15-17 CONDITION OF SCHOOLS

Elementary

Middle

High school

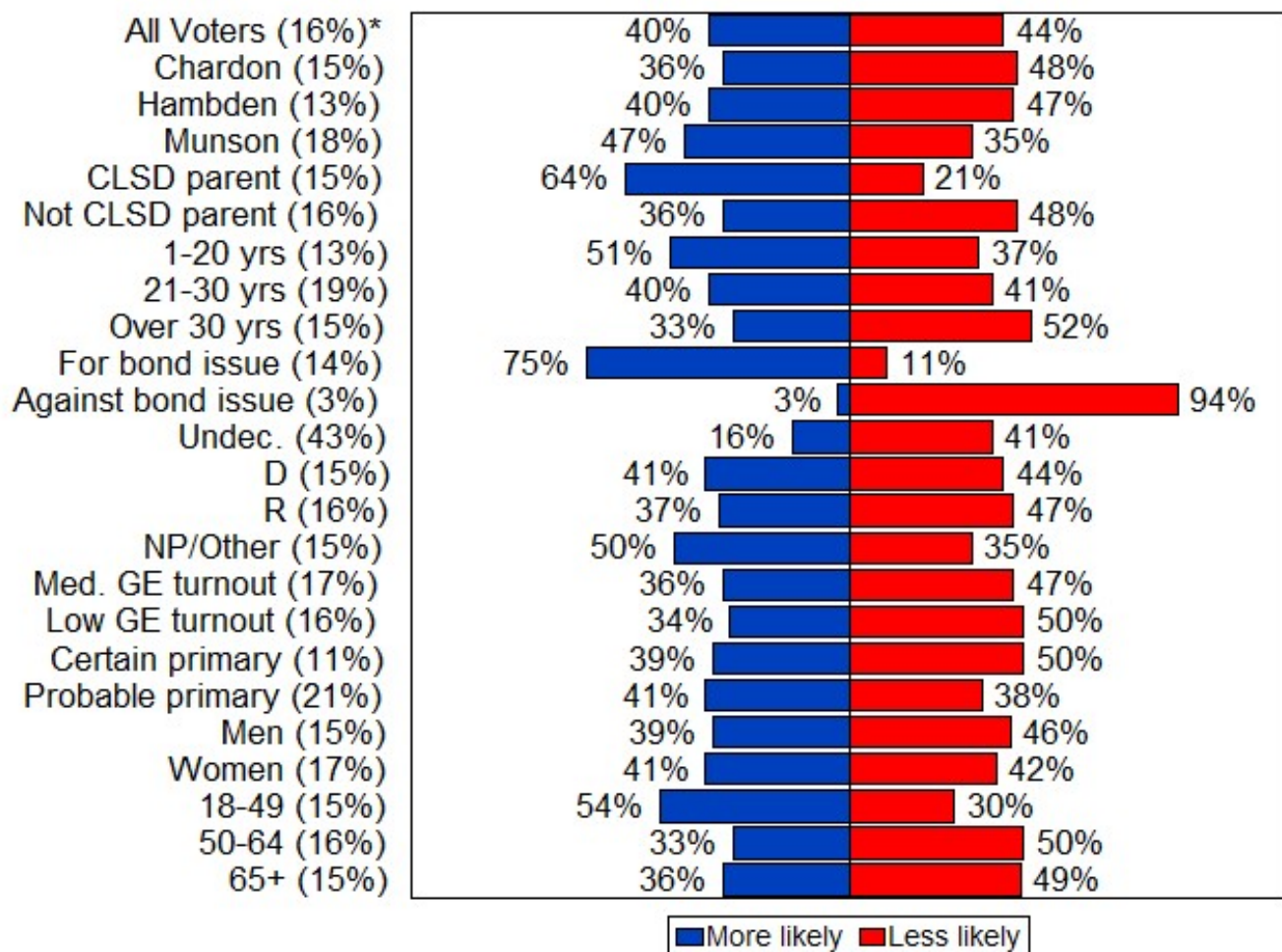


■ Good ■ Minor repairs ■ Major repairs ■ Replace ■ DK/Ref.

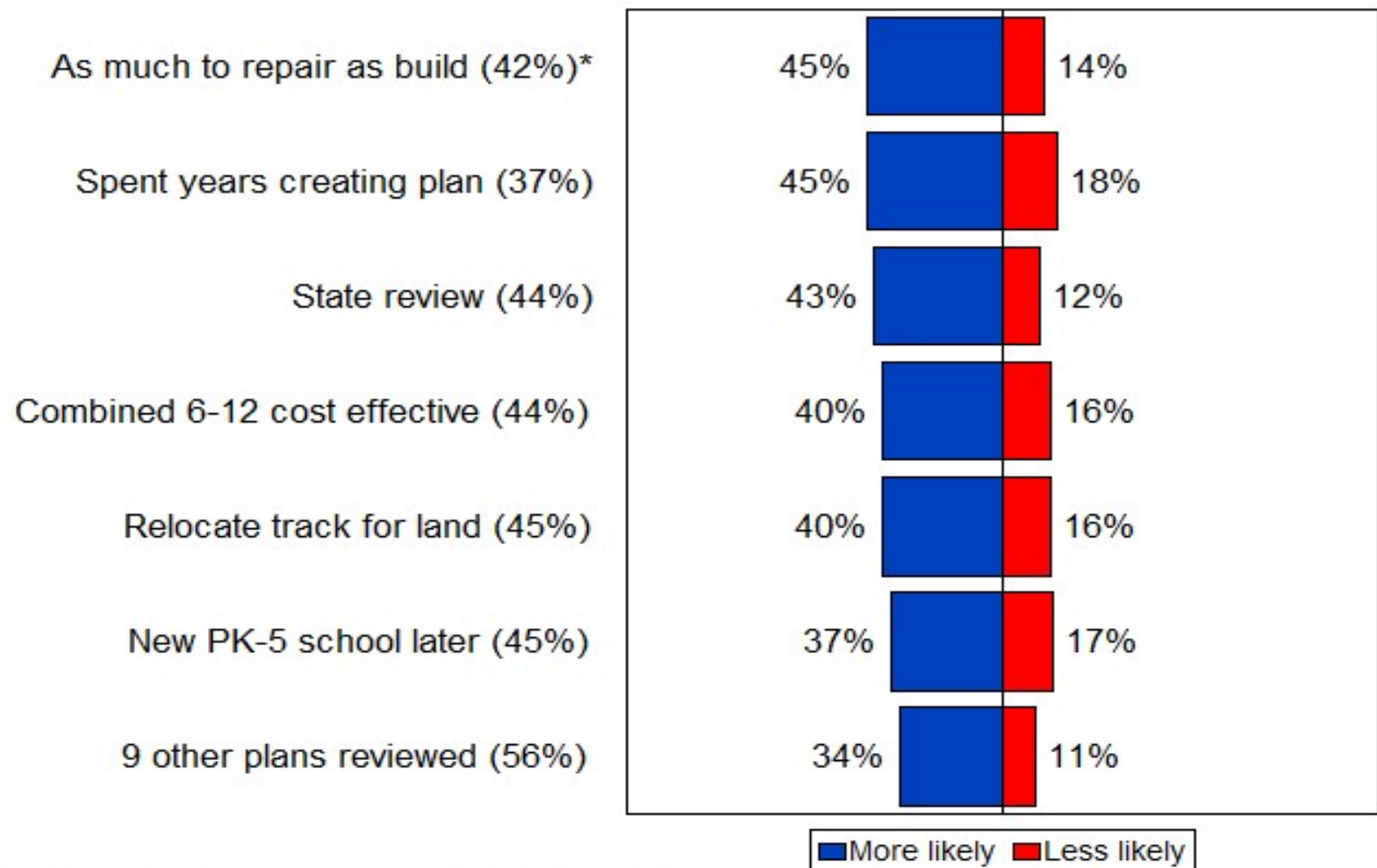
	<i>Definitely For</i>	<i>Probably For</i>	<b>Total For</b>	<i>Probably Against</i>	<i>Definitely Against</i>	<b>Total Against</b>	<b>Undec.</b>
All Voters	29%	19%	<b>48%</b>	9%	24%	<b>33%</b>	<b>19%</b>
Chardon City	31	20	<b>51</b>	10	21	<b>31</b>	<b>17</b>
Chardon Twp	24	14	<b>38</b>	15	36	<b>51</b>	<b>12</b>
Hambden	31	17	<b>48</b>	3	28	<b>31</b>	<b>21</b>
Munson	31	24	<b>55</b>	8	13	<b>21</b>	<b>24</b>
CLSD parent	51	23	<b>74</b>	4	13	<b>17</b>	<b>9</b>
Not CLSD parent	25	18	<b>43</b>	10	26	<b>36</b>	<b>21</b>
1-20 yrs	37	17	<b>54</b>	8	21	<b>29</b>	<b>16</b>
21-30 yrs	32	21	<b>53</b>	6	20	<b>26</b>	<b>21</b>
Over 30 yrs	21	19	<b>40</b>	11	28	<b>39</b>	<b>20</b>
D	29	18	<b>47</b>	10	22	<b>32</b>	<b>22</b>
R	30	17	<b>47</b>	10	27	<b>37</b>	<b>17</b>
NP/Other	29	27	<b>56</b>	6	17	<b>23</b>	<b>21</b>
Med. GE turnout	29	15	<b>44</b>	10	26	<b>36</b>	<b>20</b>
Low GE turnout	27	16	<b>43</b>	10	27	<b>37</b>	<b>20</b>
Certain primary	32	16	<b>48</b>	11	27	<b>38</b>	<b>14</b>
Probable primary	28	21	<b>49</b>	8	21	<b>29</b>	<b>22</b>
Men	30	16	<b>46</b>	8	23	<b>31</b>	<b>23</b>
Women	29	21	<b>50</b>	10	25	<b>35</b>	<b>15</b>
18-49	37	26	<b>63</b>	6	11	<b>17</b>	<b>21</b>
50-64	29	16	<b>45</b>	10	29	<b>39</b>	<b>17</b>
65+	24	17	<b>41</b>	9	31	<b>40</b>	<b>19</b>

Q1 VOTE

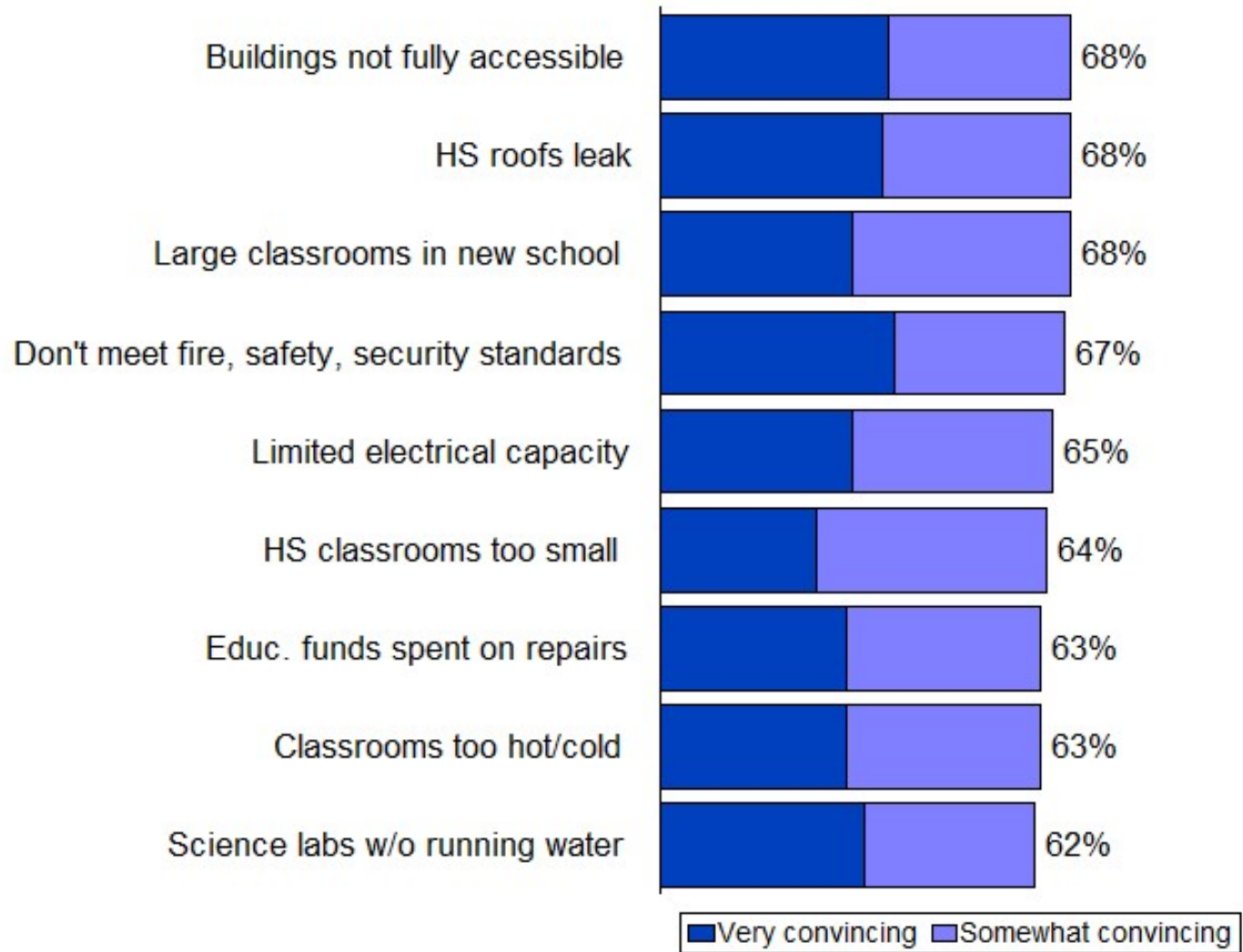
## Q.19 IMPACT OF \$15.25/MONTH COST



\*Percentages in parentheses "don't know" or refused.



\*Percentages in parentheses are sum of "no difference," "don't know" or refused.



New schools help prop. values/econ. (17%)\*

67% 16%

Plan must include auditorium (26%)

47% 28%

Trust schools with tax \$ (18%)

46% 36%

Would vote for, but can't afford (13%)

42% 45%

Need new schools to compete (22%)

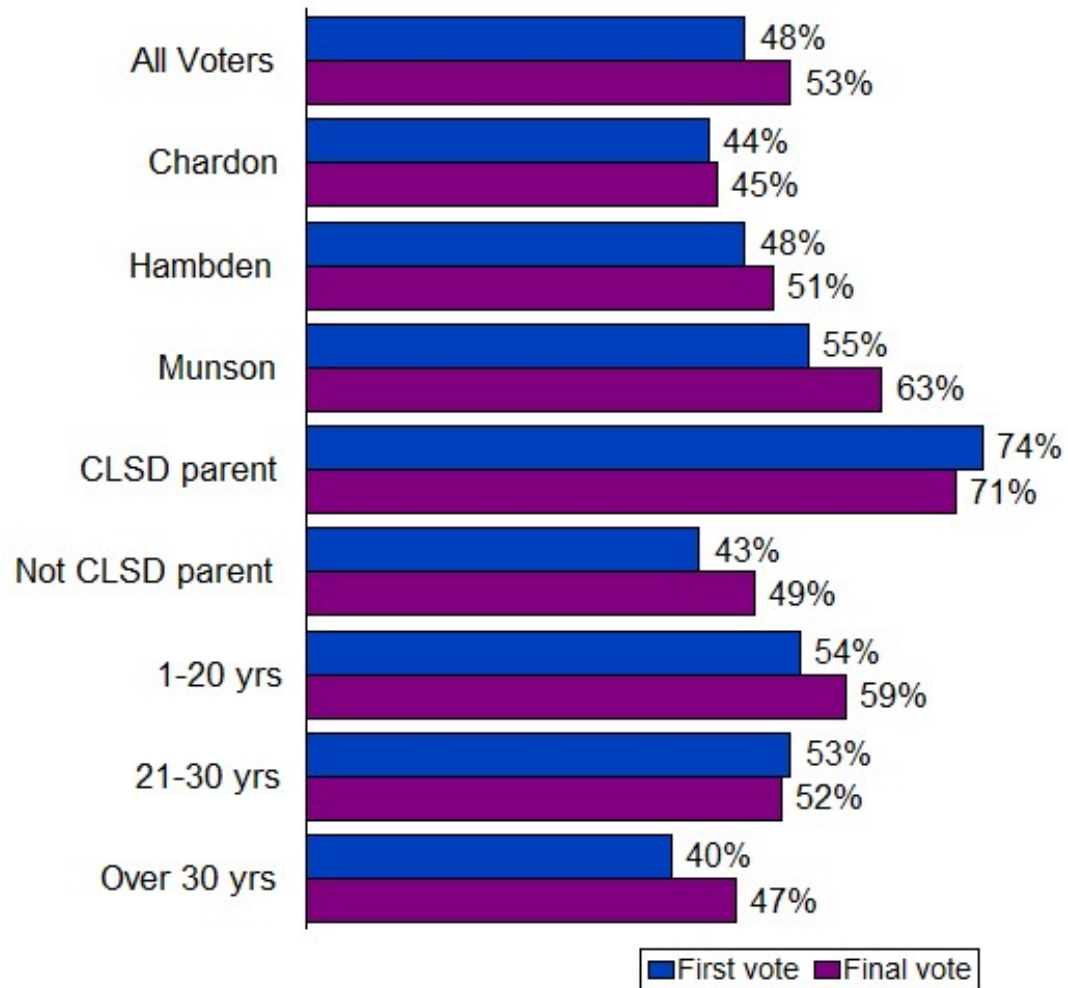
33% 44%

Strongly agree Disagree/Strongly disagree  
Agree

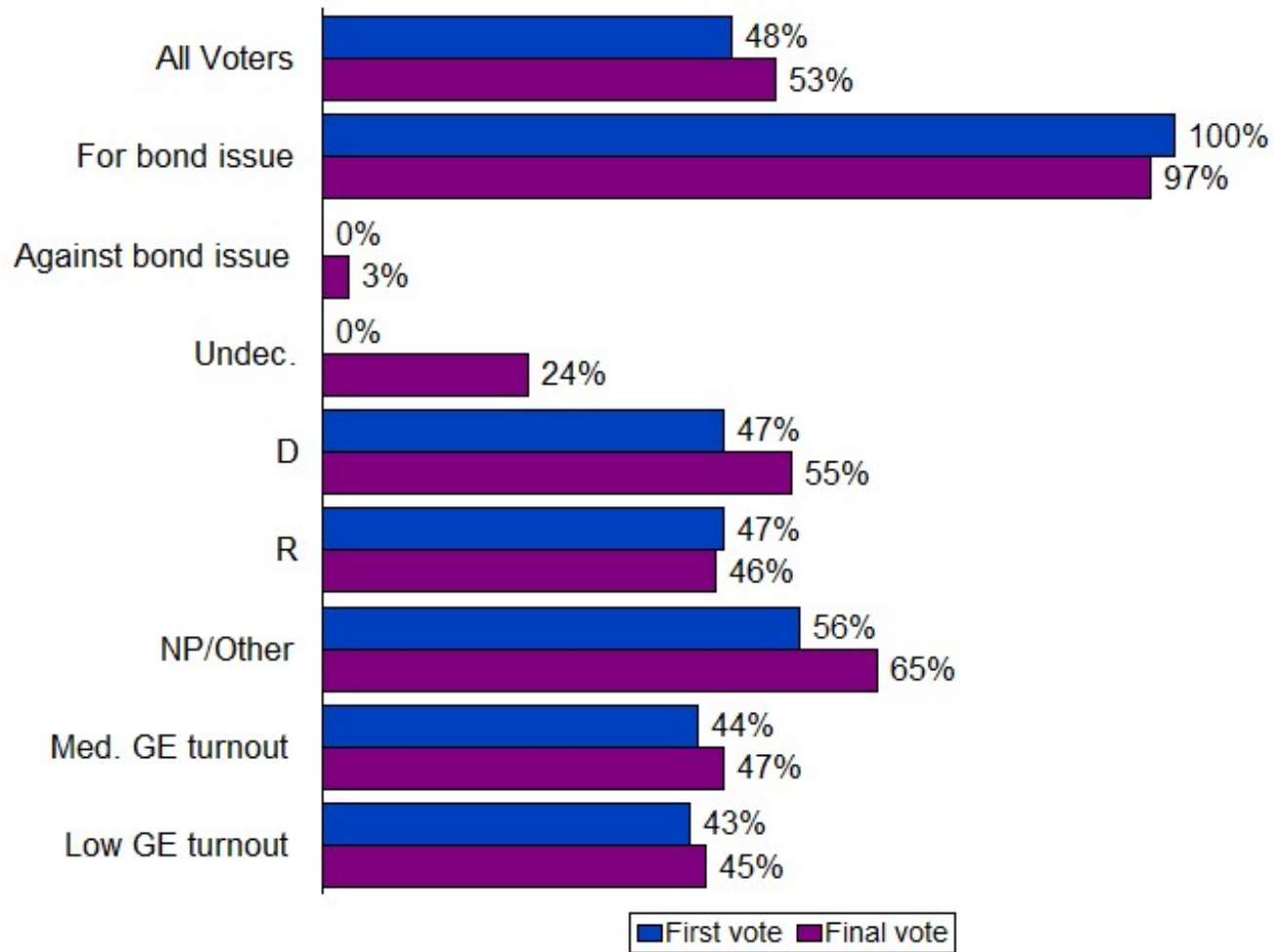
\*Percentages in parentheses "don't know" or refused.



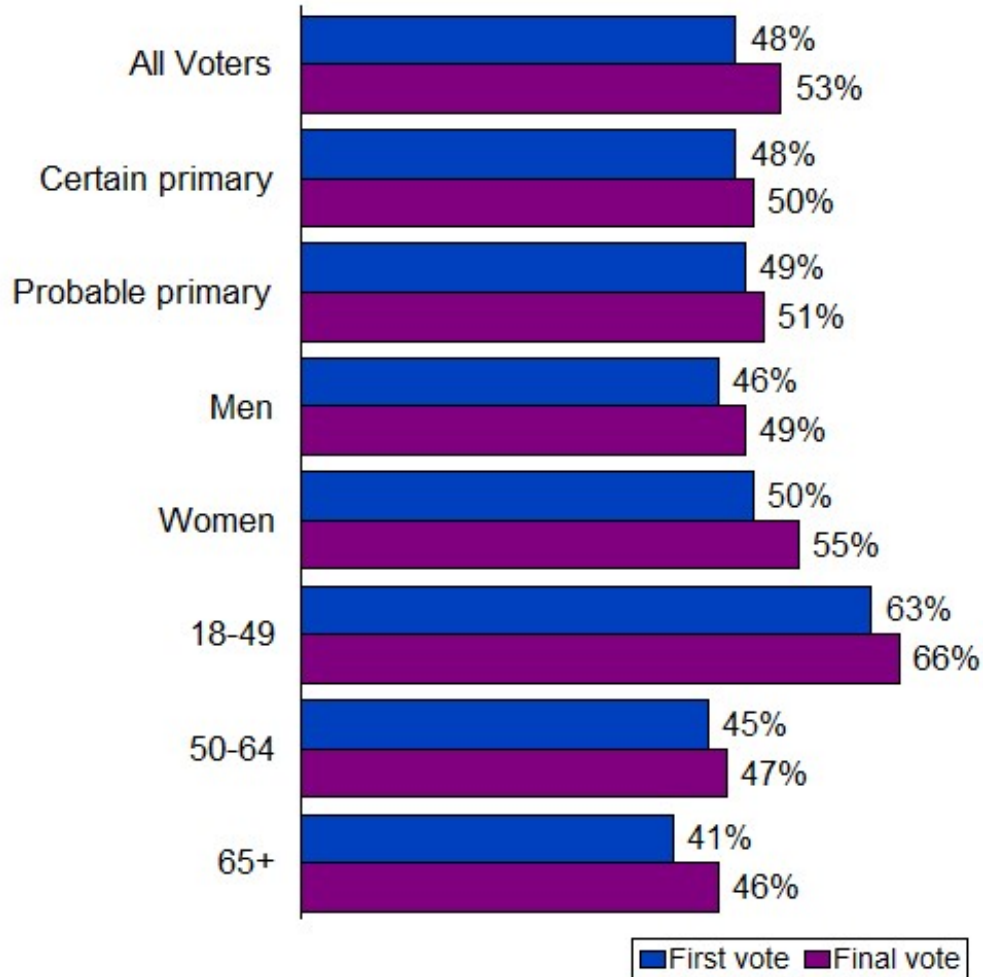
## Q.18, Q.41 CHANGE IN SUPPORT FOR BOND ISSUE

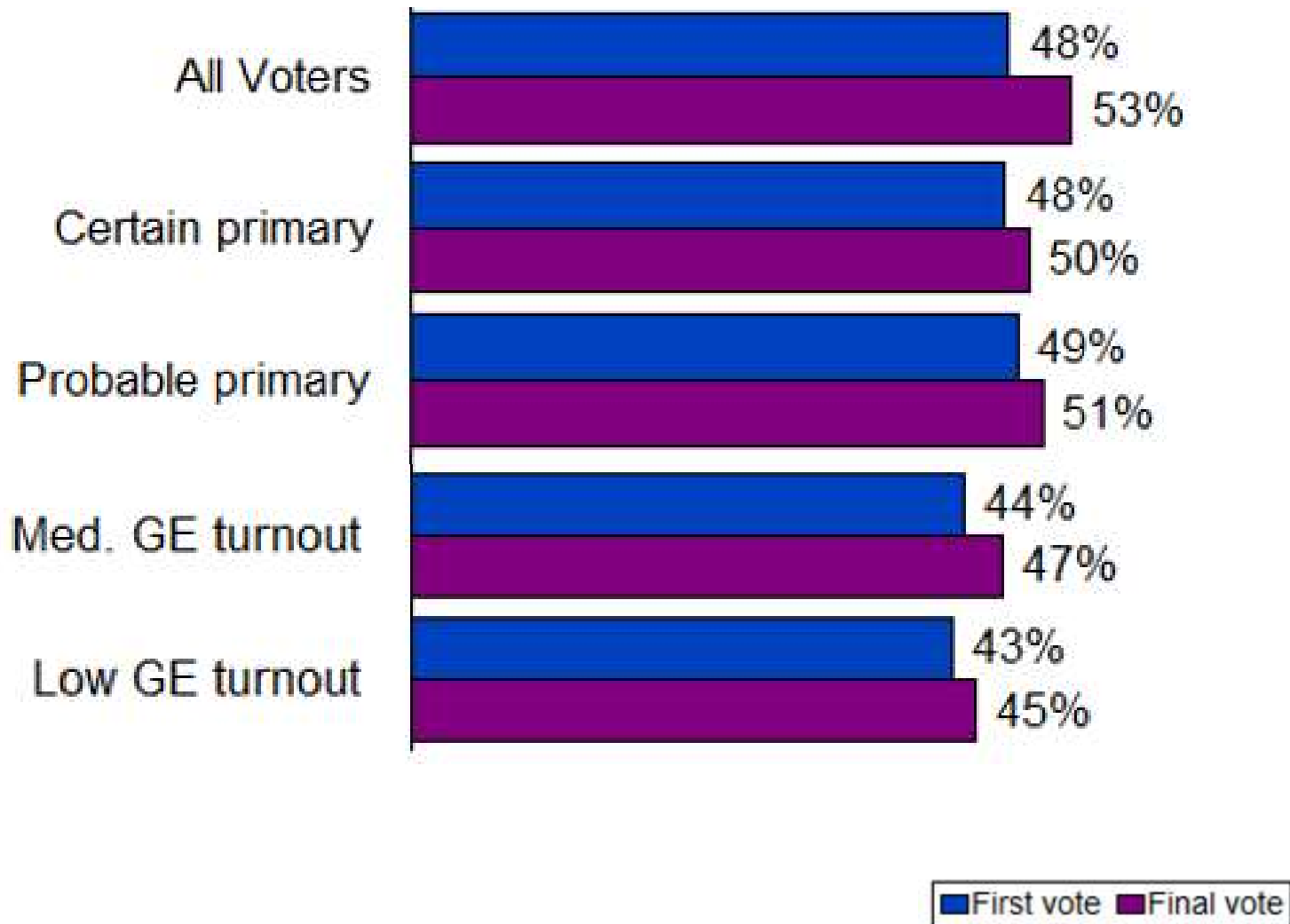


## Q.18, Q.41 CHANGE IN SUPPORT FOR BOND ISSUE



## Q.18, Q.41 CHANGE IN SUPPORT FOR BOND ISSUE





# STRATEGIC TAKEAWAYS

- Community is not convinced the conditions of the middle and high school buildings will impact education.
- Community is proud of high quality education.
- Describing the current state of the schools and the positive impact of upgrades is more compelling than the details of the plan and how it was created.
- The cost of the proposed plan is a concern.
- Parents are more informed about the facilities and impact than overall community.
- A primary election electorate appears to be slightly more favorable than a general election voter base.