



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

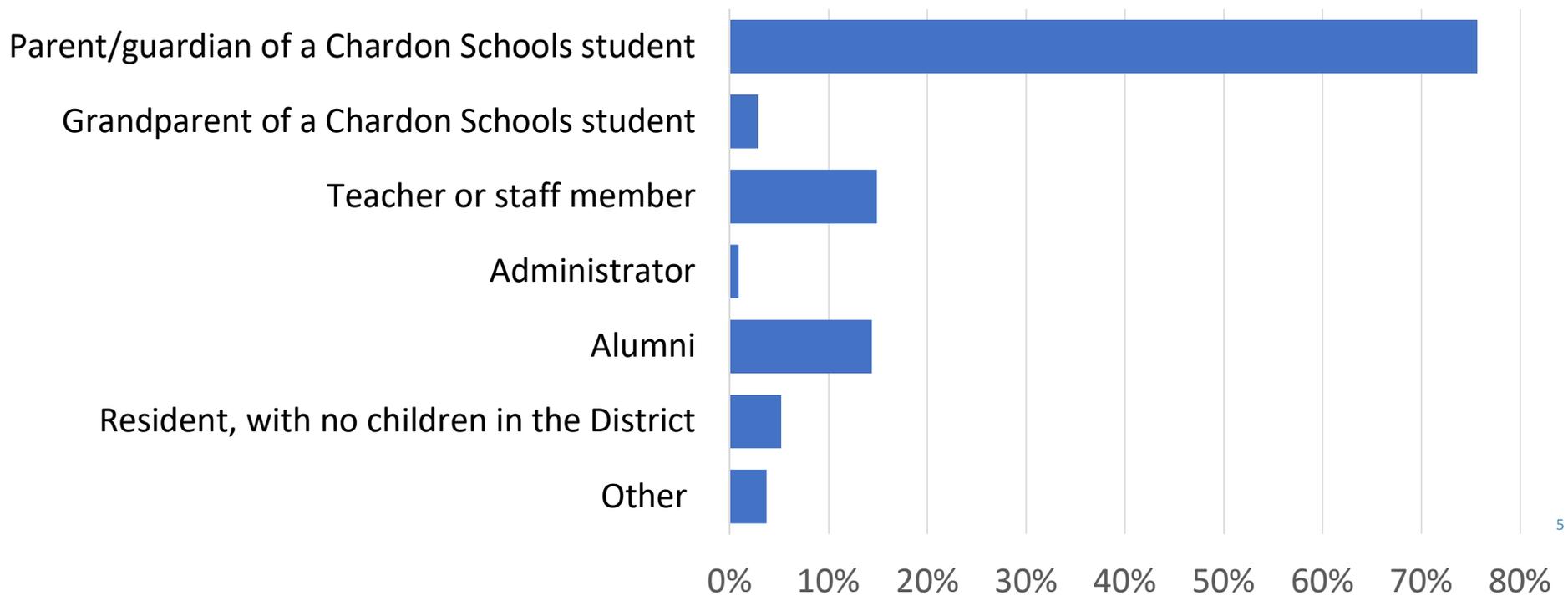
- In-depth interviews with community leaders
- Educator and parent listening sessions
- Online survey
- Statistically valid telephone survey

ONLINE SURVEY

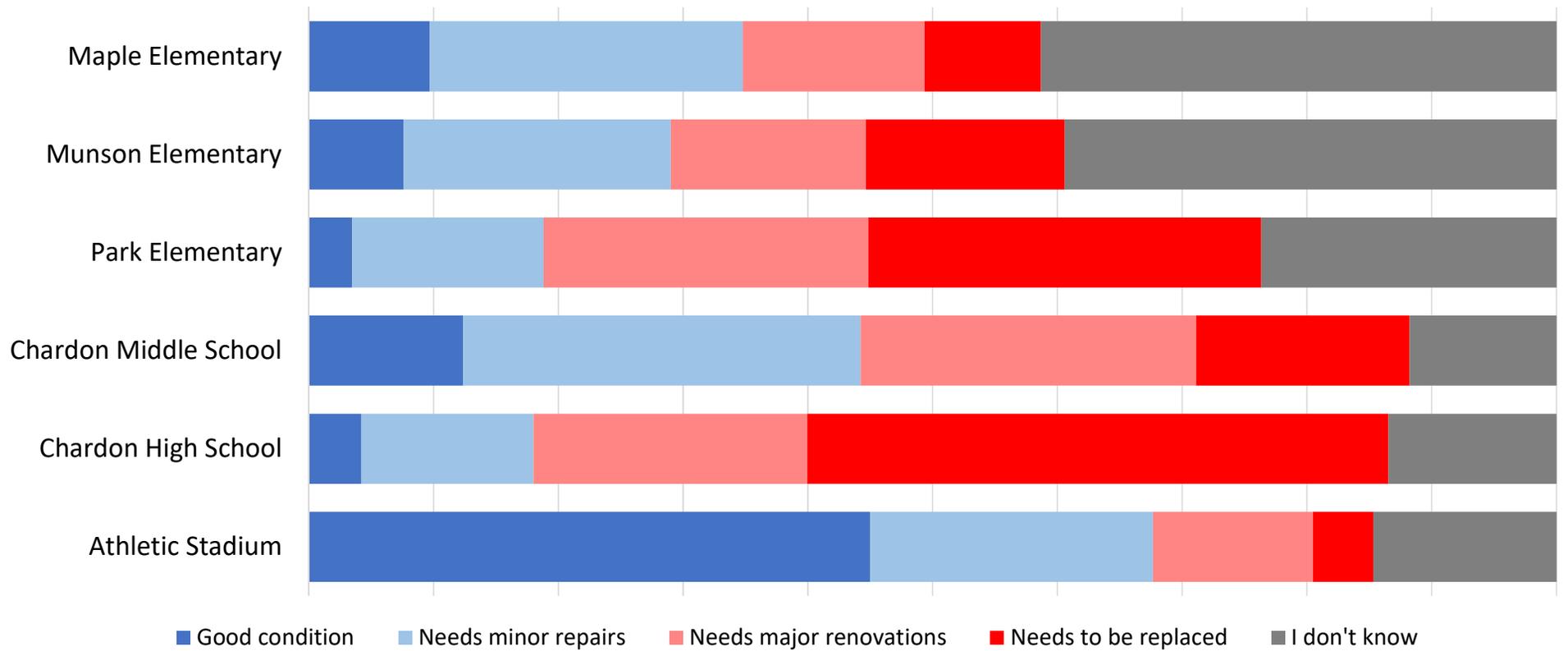
- 1,023 completed responses
- Active between May 6 and May 17
- Respondents are most highly motivated; measures your closest stakeholders
- Nearly 90% rated the quality of education as “excellent” or “good”
- Fully 96% indicated they are “very informed” or “somewhat informed” about the District

ONLINE SURVEY – RESPONDENT PROFILE

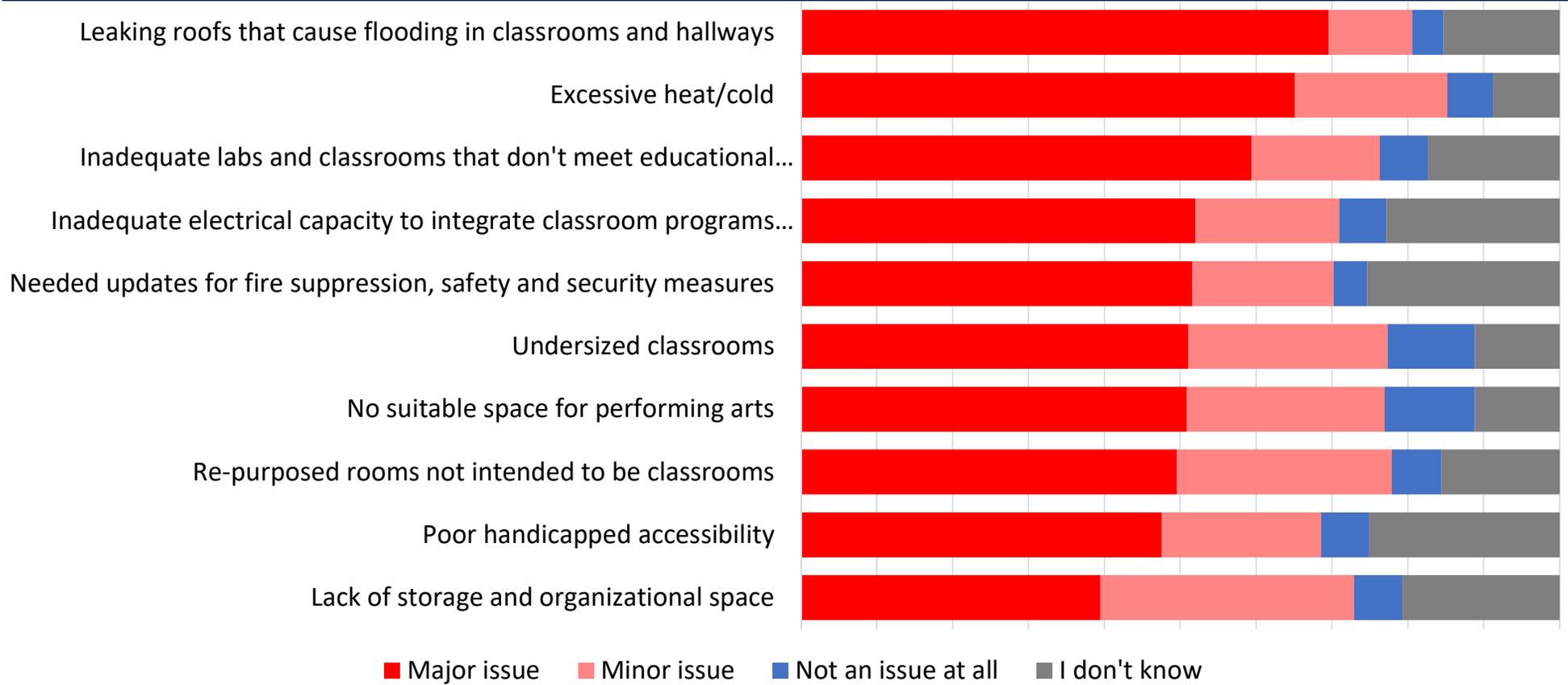
Relationship to the District



CONDITION OF BUILDINGS

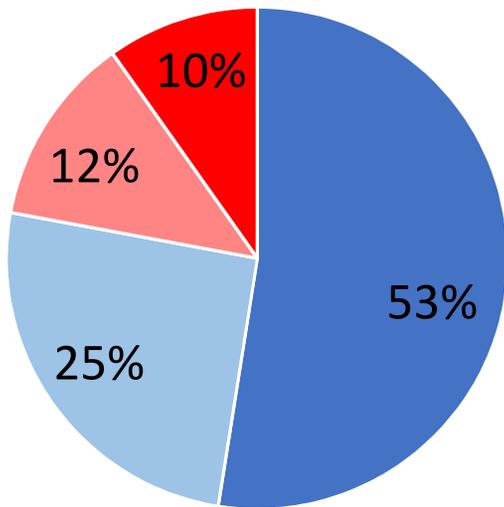


PERCEPTION OF FACILITIES

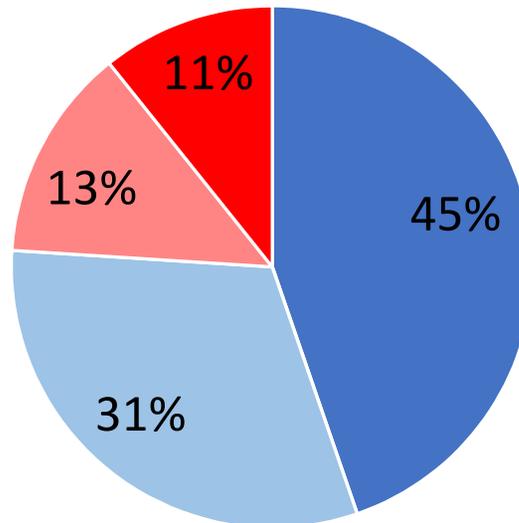


SUPPORT FOR PLAN COMPONENTS

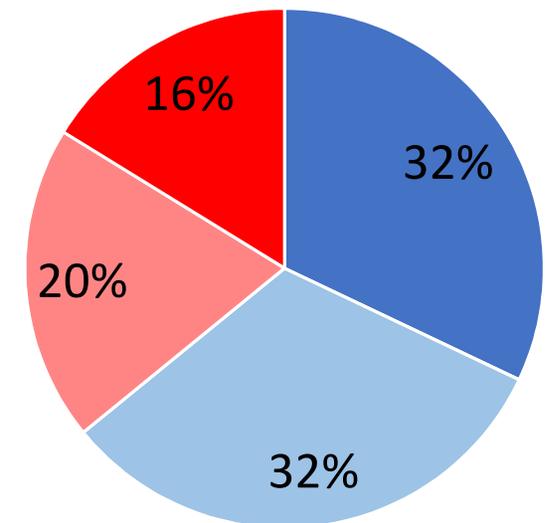
Support for new 6-12



700-seat auditorium



Renovations to the stadium



Very supportive

Supportive

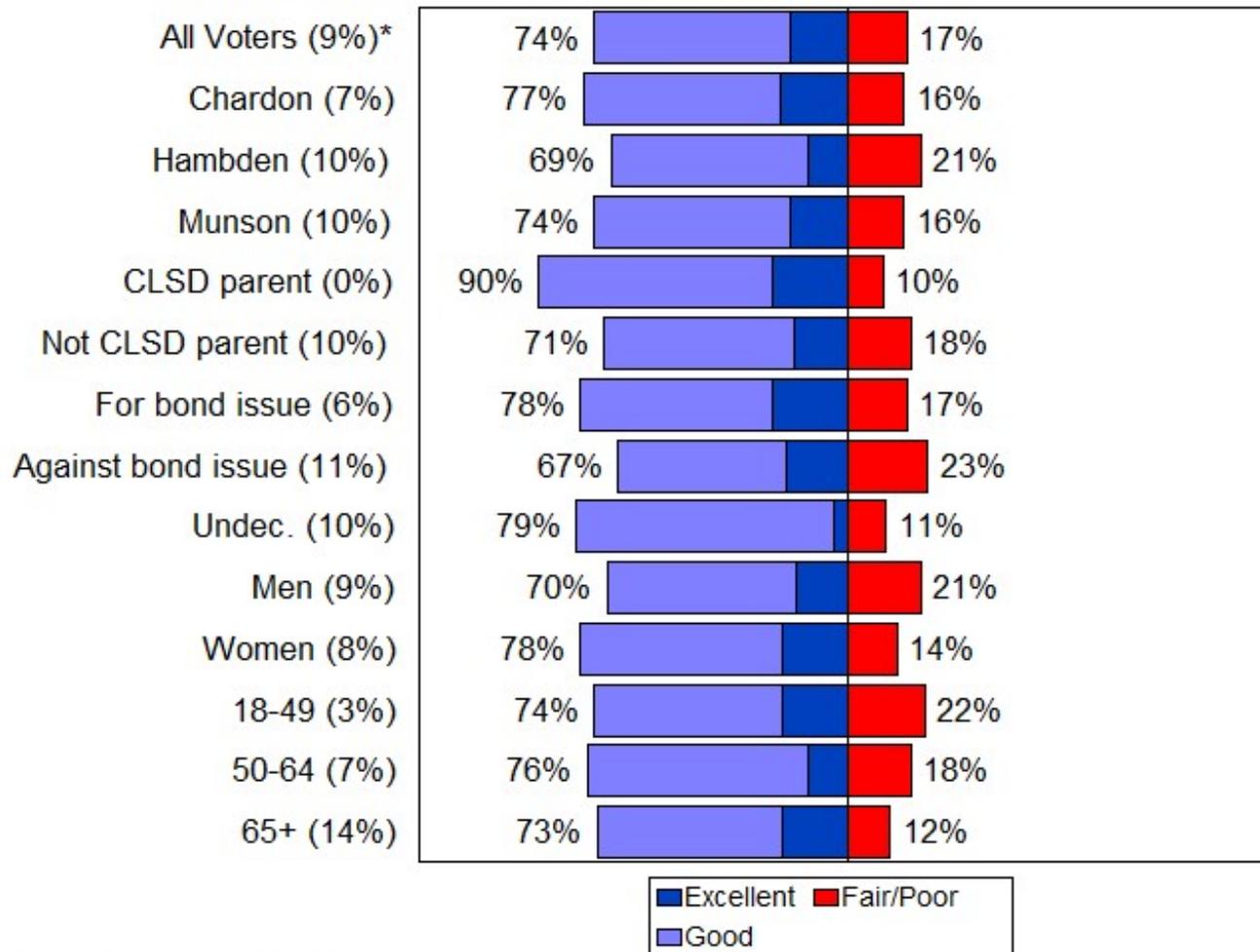
Not very supportive

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



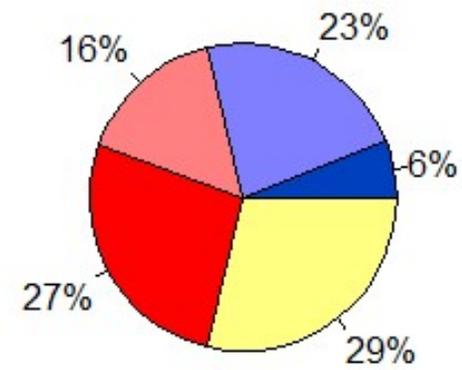
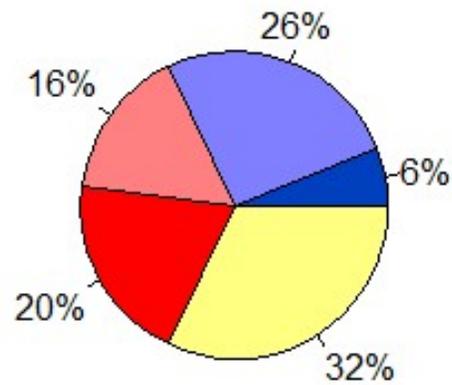
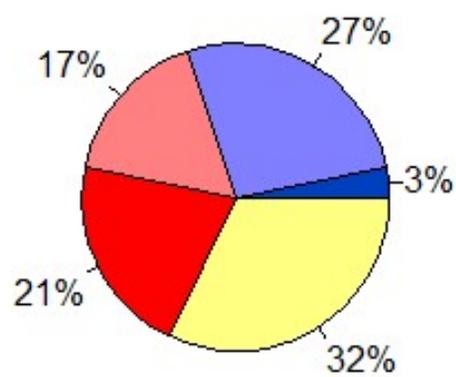
*Percentages in parentheses "don't know" or refused.

Q.15-17 CONDITION OF SCHOOLS

Elementary

Middle

High school

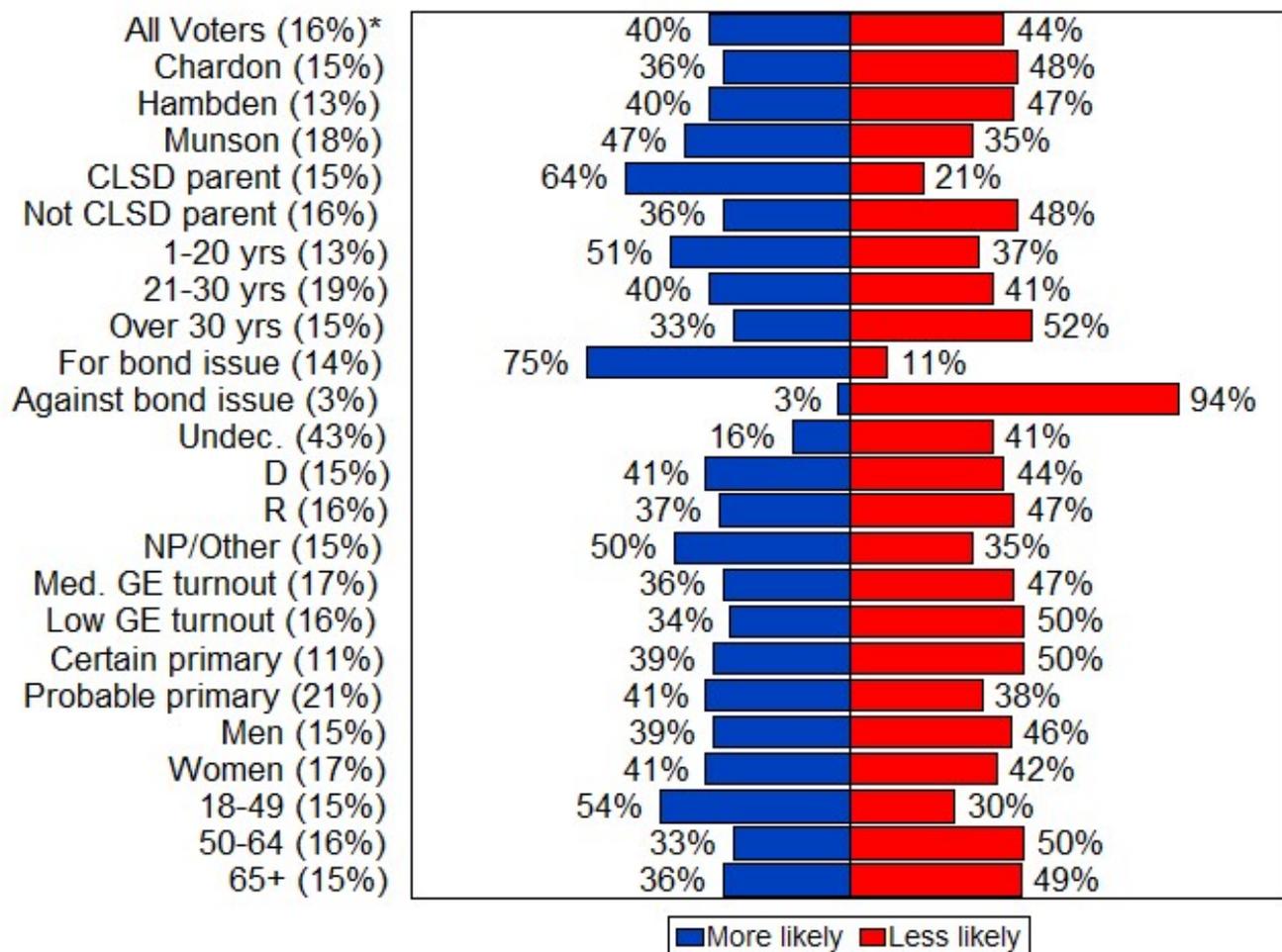


■ Good ■ Minor repairs ■ Major repairs ■ Replace ■ DK/Ref.

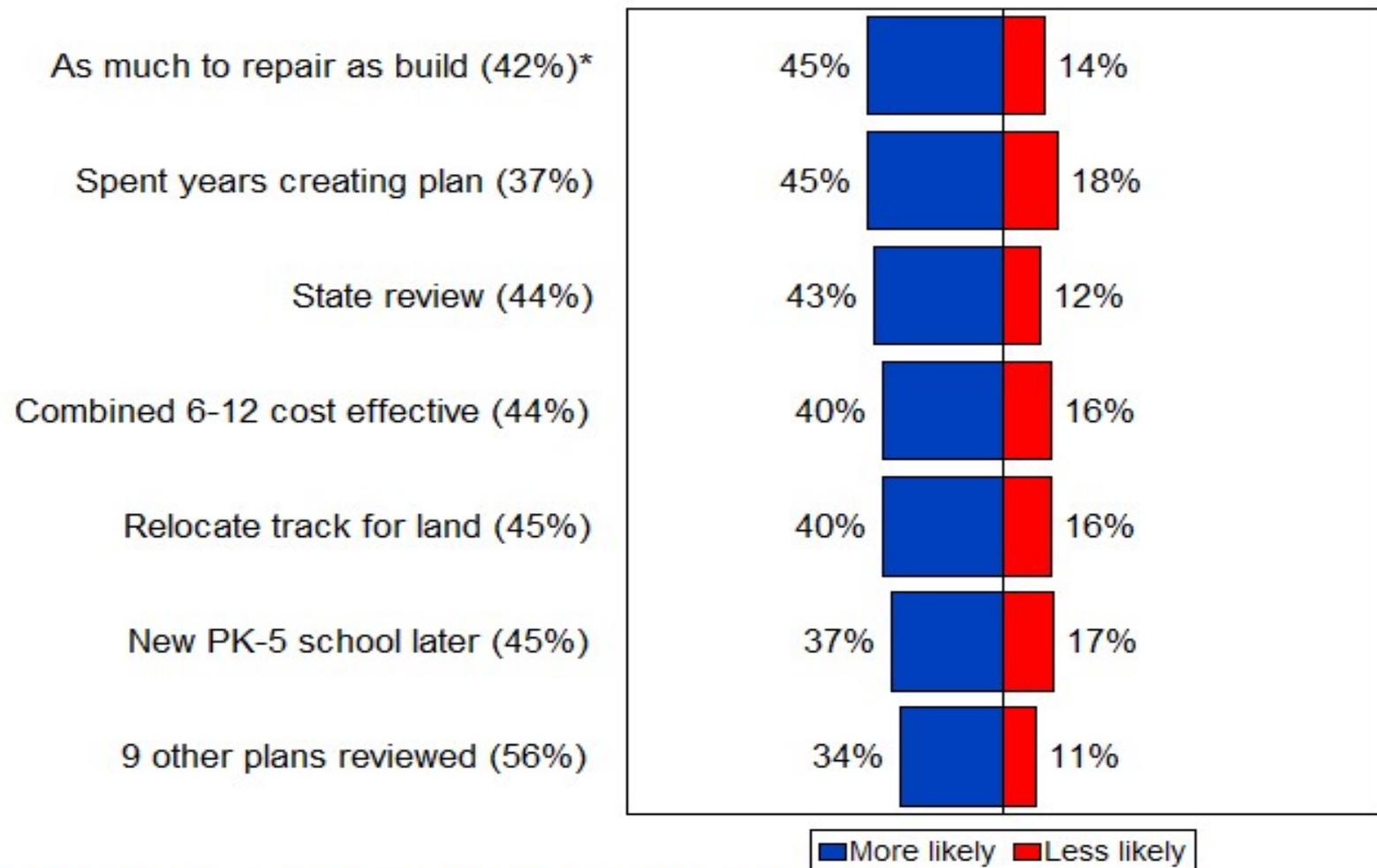
	<i>Definitely For</i>	<i>Probably For</i>	Total For	<i>Probably Against</i>	<i>Definitely Against</i>	Total Against	Undec.
All Voters	29%	19%	48%	9%	24%	33%	19%
Chardon City	31	20	51	10	21	31	17
Chardon Twp	24	14	38	15	36	51	12
Hambden	31	17	48	3	28	31	21
Munson	31	24	55	8	13	21	24
CLSD parent	51	23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

Q1 VOTE

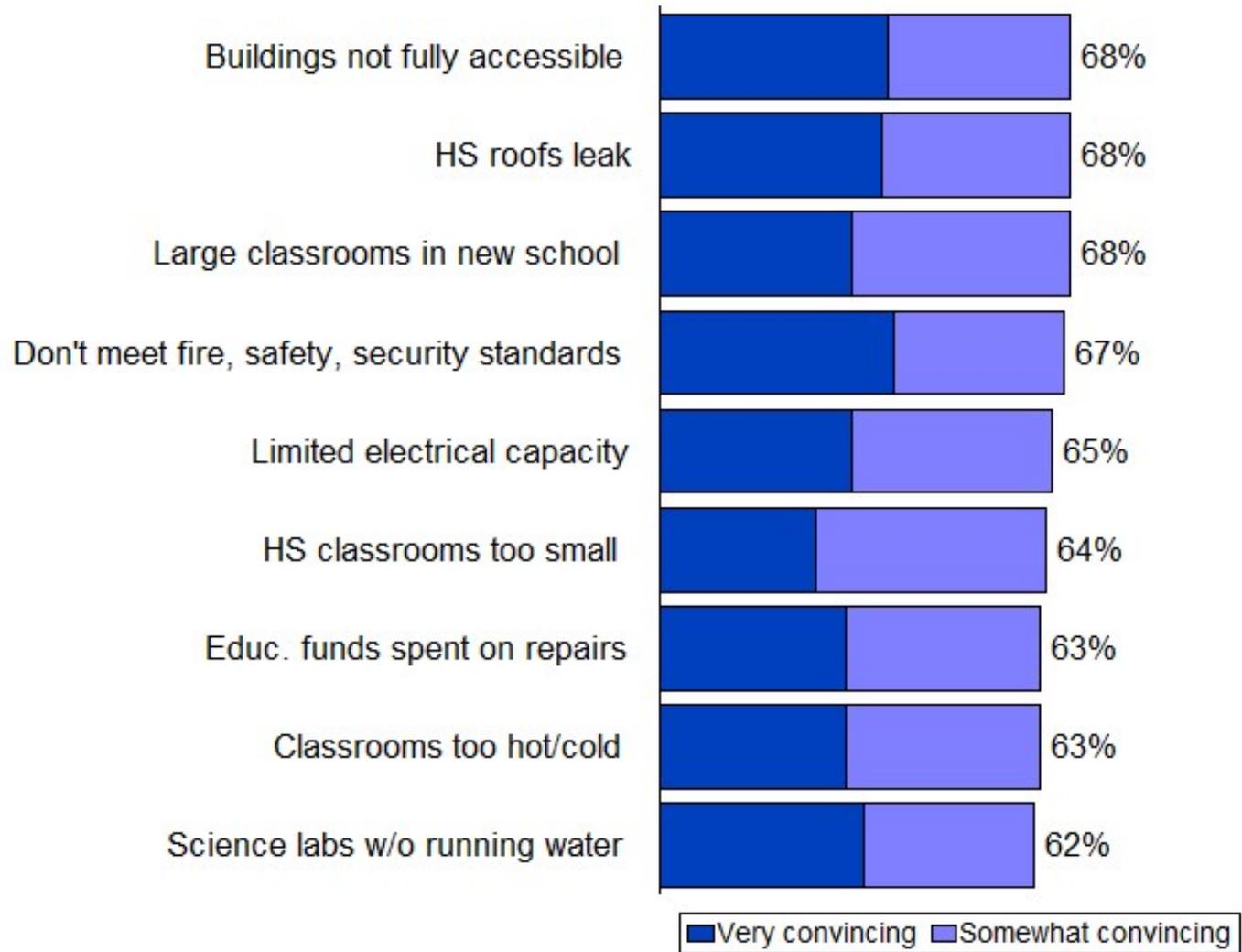
Q.19 IMPACT OF \$15.25/MONTH COST



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



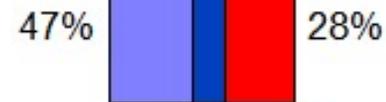
*Percentages in parentheses are sum of "no difference," "don't know" or refused.



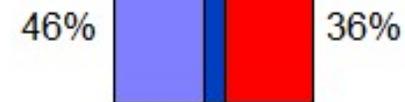
New schools help prop. values/econ. (17%)*



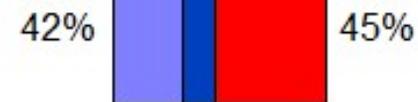
Plan must include auditorium (26%)



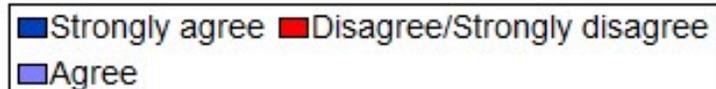
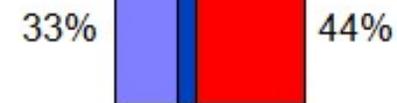
Trust schools with tax \$ (18%)



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

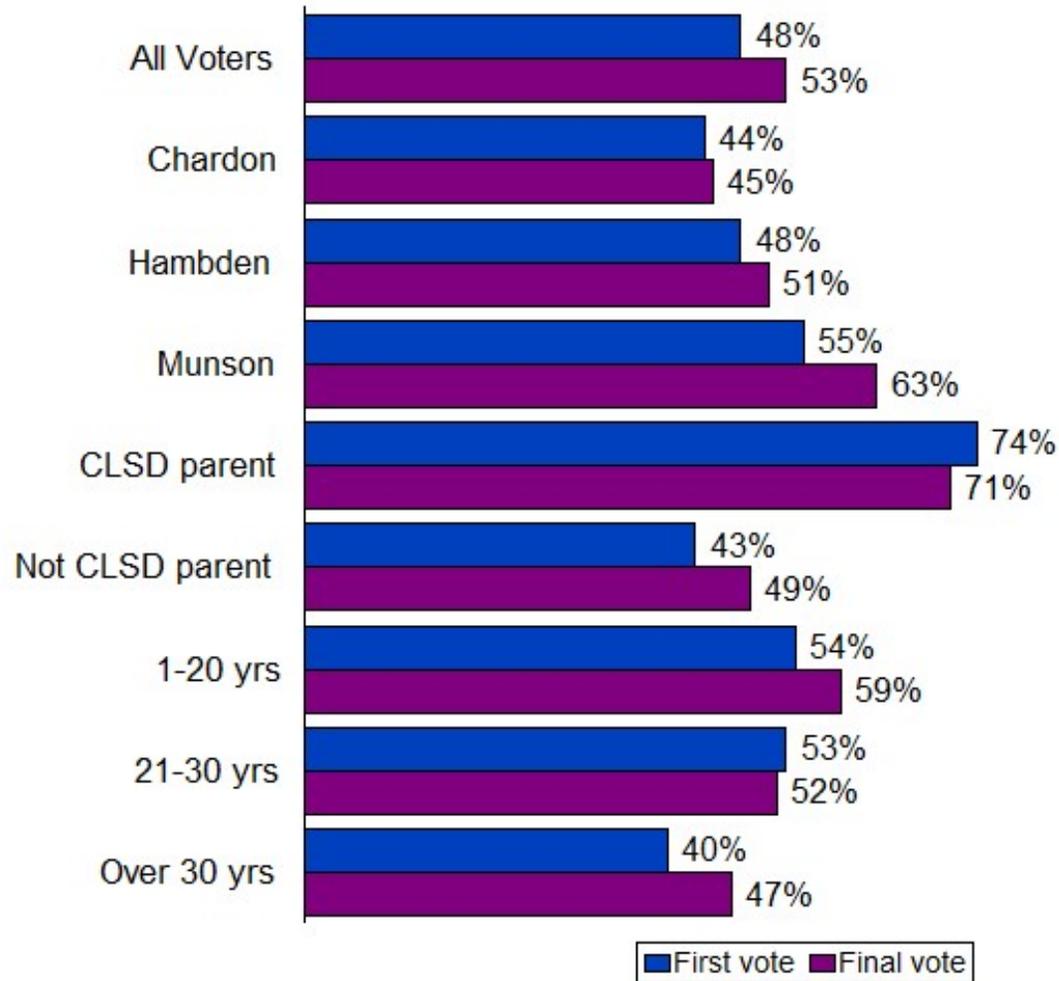


Need new schools to compete (22%)

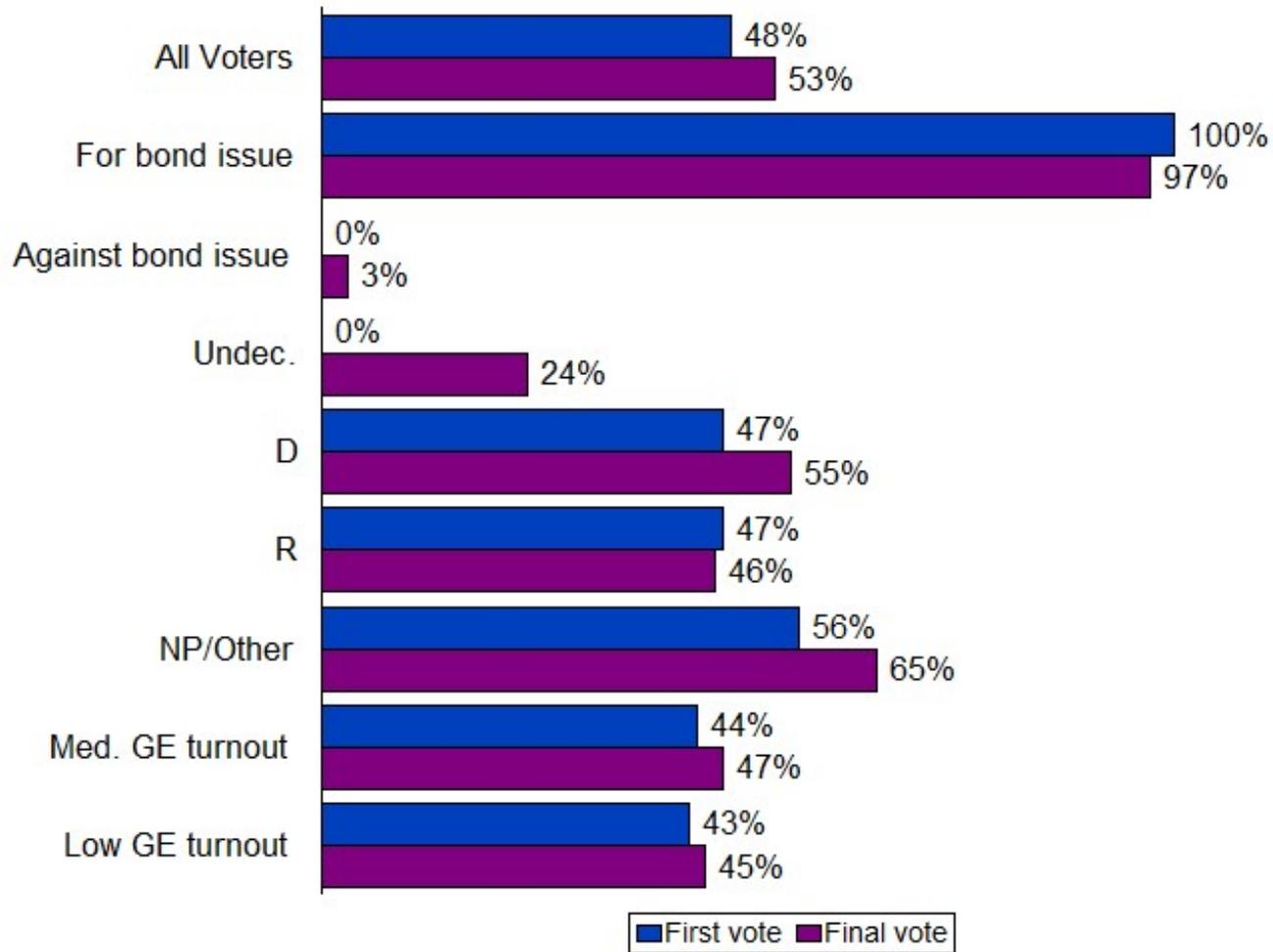


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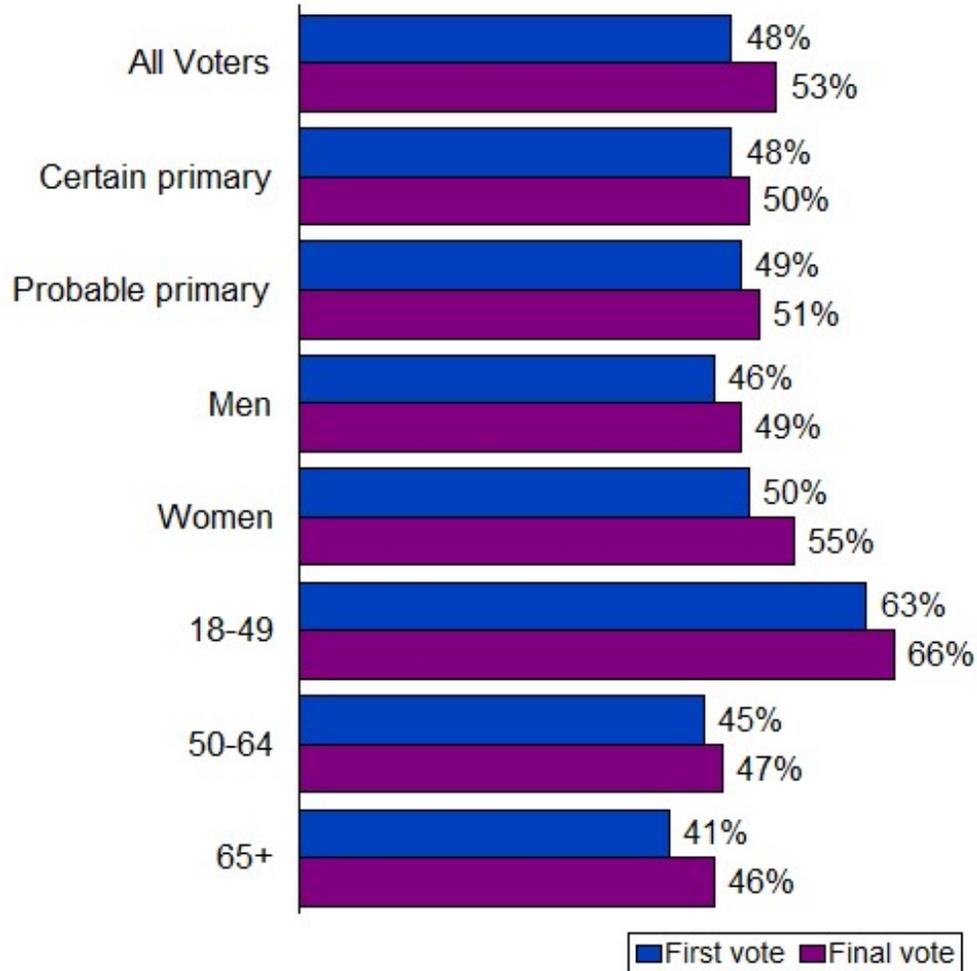
Q.18, Q.41 CHANGE IN SUPPORT FOR BOND ISSUE

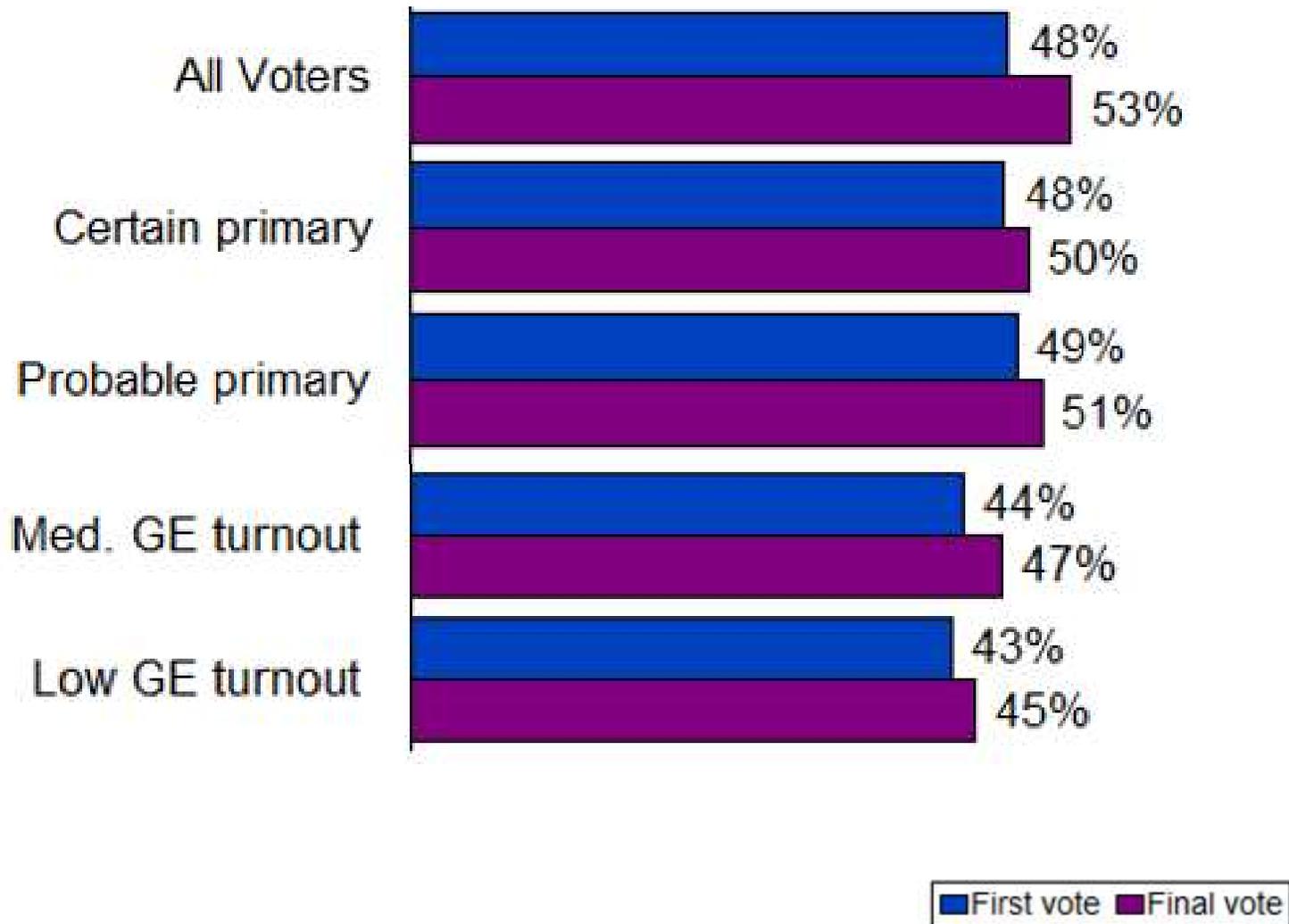


Q.18, Q.41 CHANGE IN SUPPORT FOR BOND ISSUE



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.