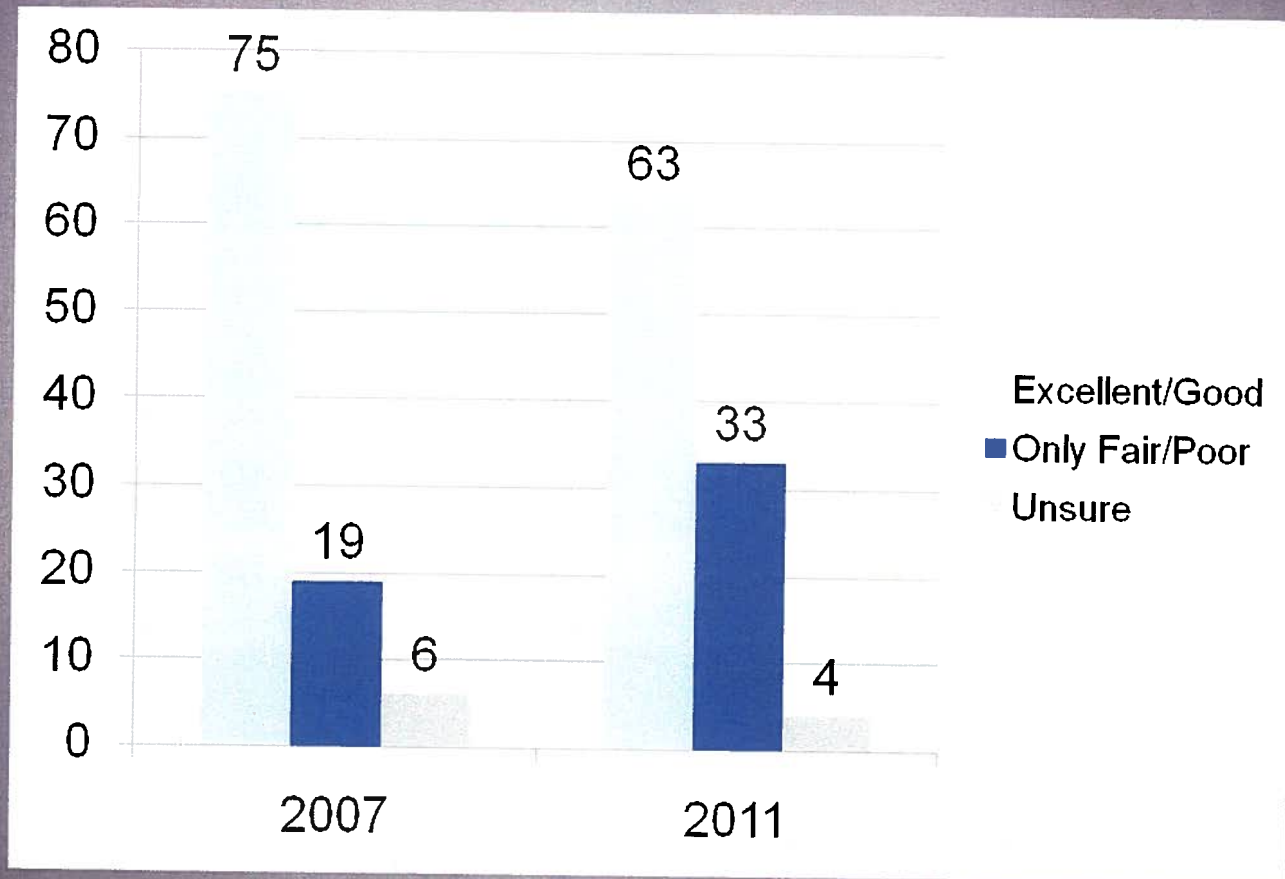


Dr. Bill Morris, Decision Resources, Ltd. 300 Random Sample $\pm 6\%$ in 95 of 100 cases. $\pm 6.3\%$ accuracy. B2
6.13.2011

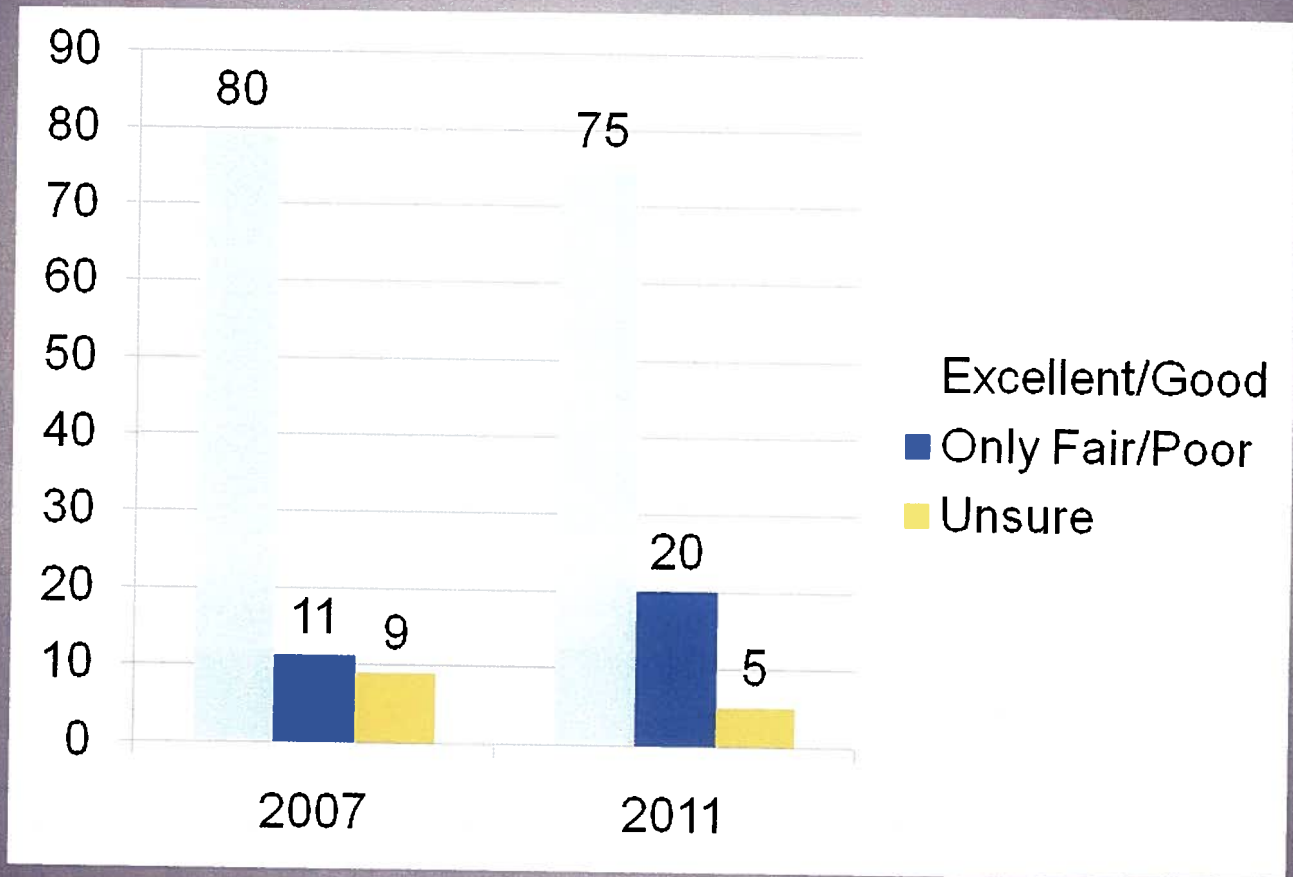
presentation to Business Committee, ISD 709 June 13, 2011 5:30 PM 6 present

General Perceptions ISD 709

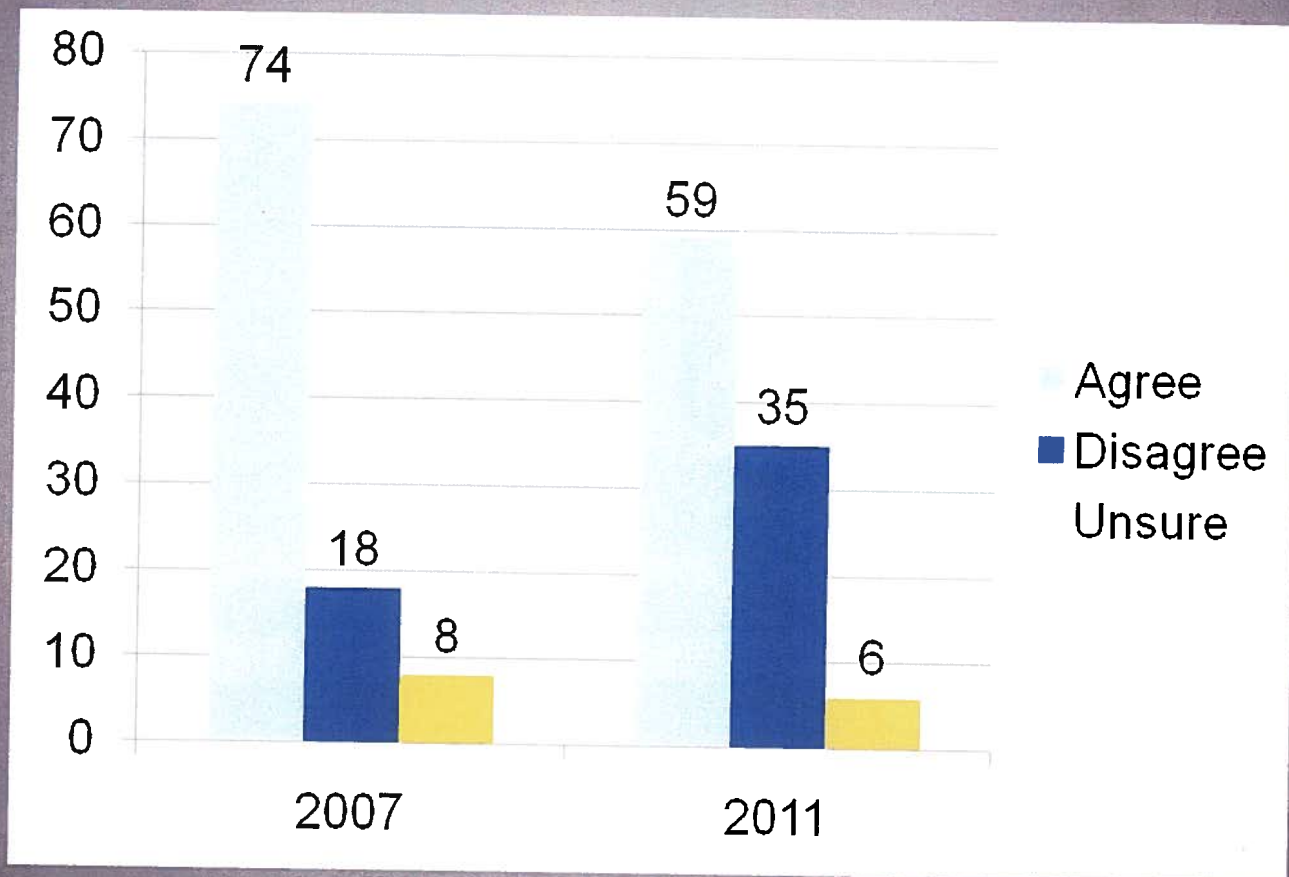
Quality of Education



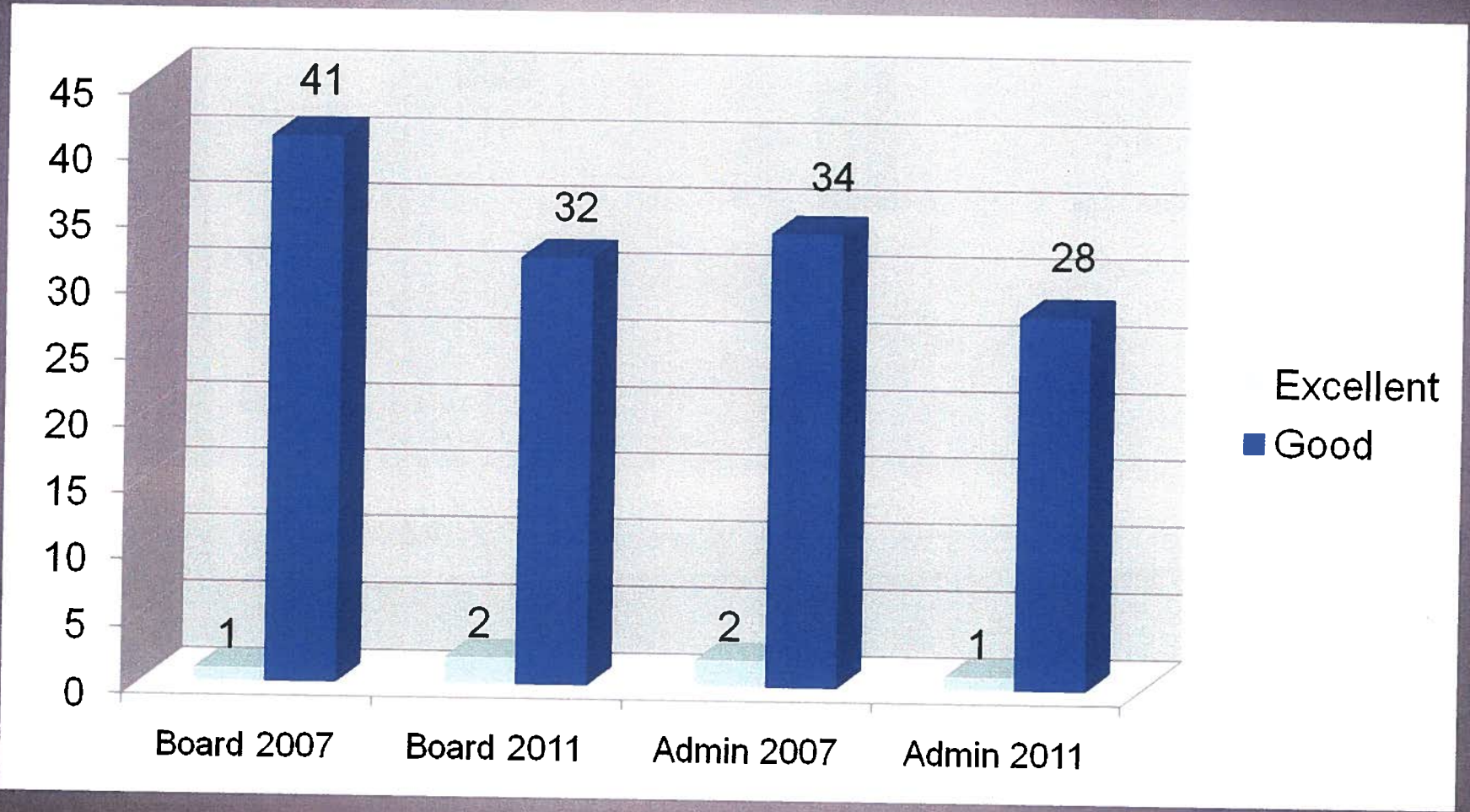
Job Performance of Teachers



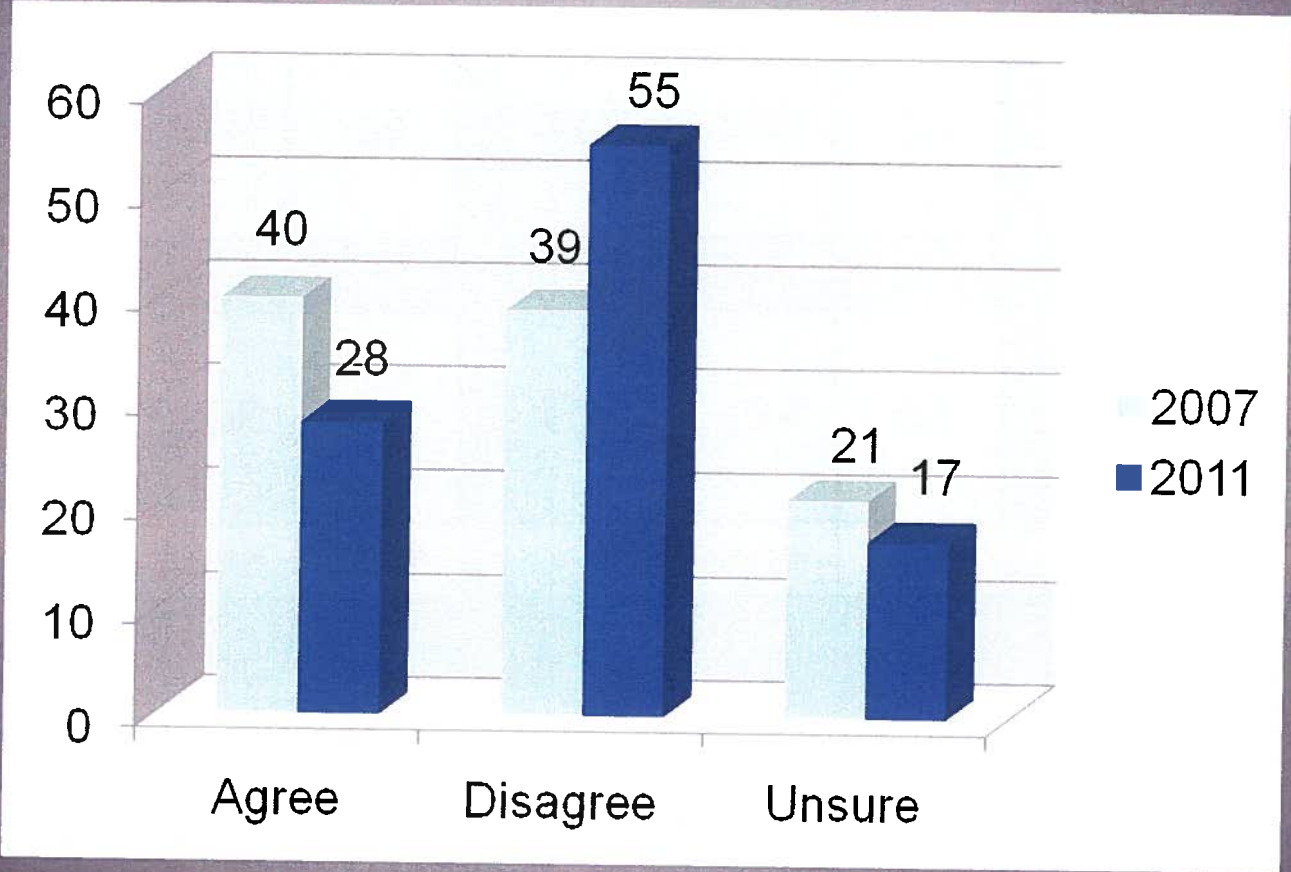
Good Value From Investment in Schools



Positive Ratings for Admin and Board



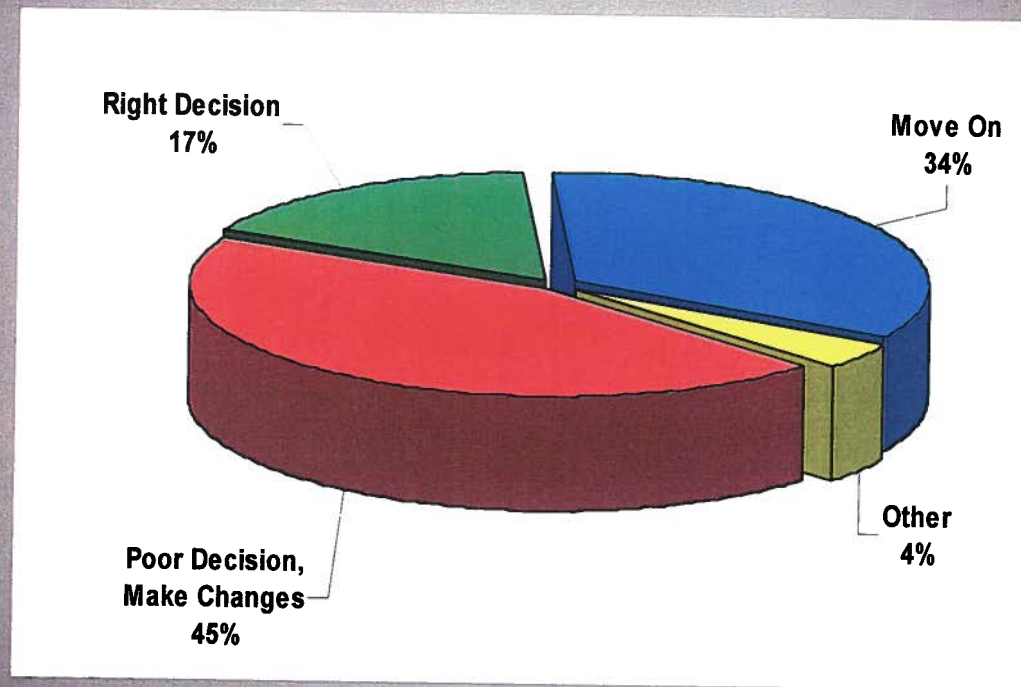
Board/Admin Spent Money Effectively and Efficiently



Citizen Perceptions of Board/Admin

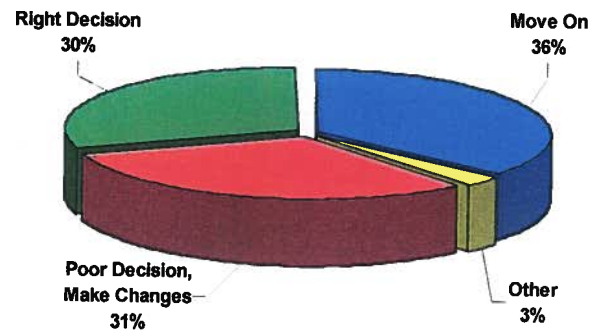
	Overall			Past Attendees			Duluth Public Schools Parents		
	Agree	Disagree	Intensity	Agree	Disagree	Intensity	Agree	Disagree	Intensity
Spend Money Effectively and Efficiently	28%	55%	-16	19%	16%	-20	47%	44%	-8
Involve Community	31%	65%	-20	23%	73%	-29	52%	46%	-8
Make Decision Based on Best Interests of Students	35%	57%	-11	25%	69%	-16	50%	45%	-2

Red Plan Fatigue

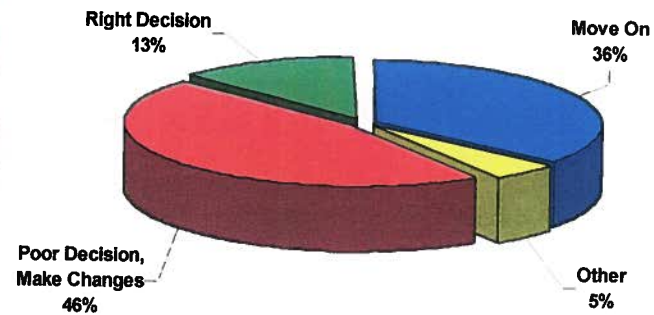


Red Plan Fatigue

DPS Parents



Non-DPS Parents



Summary

- Confidence in public education is good, particularly in light of the on-going facilities debate
- Confidence in School District leadership is lower
 - *This is no surprise and follows the pattern of other school districts when major school closings take place*
- The “Red Plan” continues to be a source of concern, but no consensus alternative has been formed
 - *The opening of the schools can be expected to mitigate this*

Assessing an Operating Levy

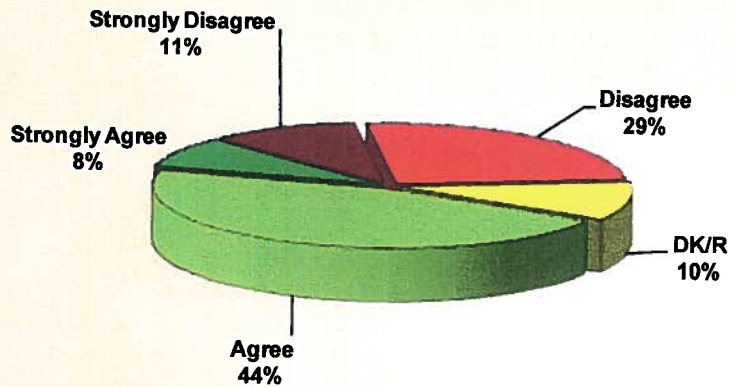
Citizen Perceptions: Cause of Deficits

	Overall	Non-Parents	DPS Parents	Outbound Parents	Past DPS Attendees	Anti-Red Plan	Accept Red Plan
State Funding Issue	24%	19%	32%	14%	19%	7%	41%
School District Management	38%	42%	32%	48%	45%	67%	13%
Region is Changing	31%	31%	31%	36%	32%	² 35%	38%

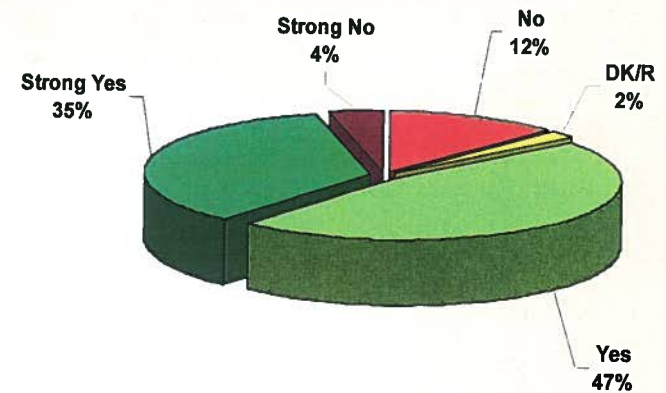
Interest In Operating Levy

"Would Pay More Taxes For Education..."

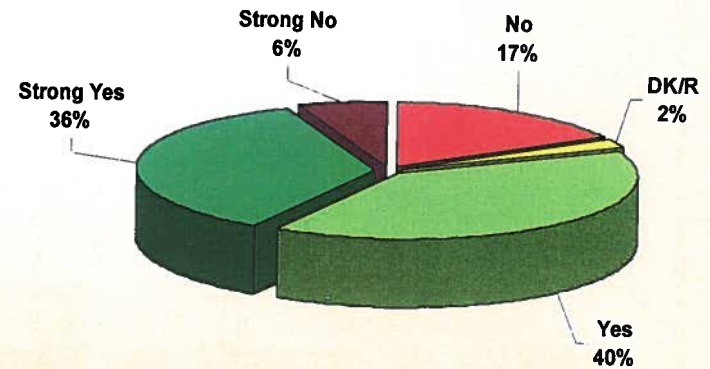
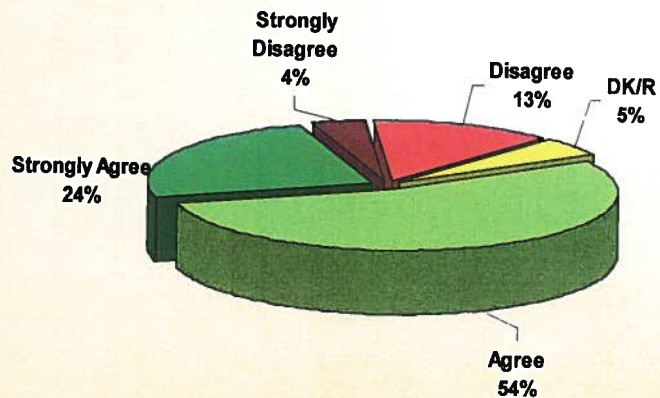
Overall



"Should There Be A Referendum So Voters Can Decide on a Levy Increase?"



Parents



How Should We Deal with Deficit?

	Overall	Parents	Outbound Parents	Past DPS Attendees	Deficit is the Fault of District Management	Deficit Caused by Other Factors
Cut Spending	34%	15%	36%	43%	62%	16%
More Revenue, Including Taxes	11%	12%	7%	10%	9%	12%
Combination	48%	69%	52%	45%	23%	66%

How Should We Deal with the Deficit?

Perceptions of District Matter

Quality of Education

School Board Performance

	Excellent/Good	Fair/Poor	Excellent/Good	Fair/Poor
Cut Spending	26%	52%	16%	45%
More Revenue, Including Taxes	12%	9%	19%	7%
Combination	58%	30%	66%	39%

Specific Deficit Solutions

CUTS

Class size increase by three	1.29
Reduce class choices	1.27
Eliminate funding for sports	1.87

REVENUE

Fund balance	2.16
Better marketing	2.08

4.00 = Unanimous Support
3.00 = Strong Support
2.00 = Divided
1.00 = Opposed
0.00 = No Support

Use of the Money: Status Quo vs. Innovation

Restore funding to
protect existing programs

51%

Vs.

Invest in new ideas to improve
student achievement

23%

Protect class size

51%

Vs.

Better materials and technology

22%

Share new dollars equally

55%

Vs.

Focus on specialized needs

18%

DPS Parents and Outbound Parents Agree with Investing in Current Priorities

District Priorities, When Compared to Preserving Class Sizes

More Important

Equally Important

Less Important

Special Ed	Overall	43%	40%	14%
	Parents	39%	47%	11%
Long-Term Technology Plan	Overall	33%	34%	30%
	Parents	33%	49%	19%
Better AP Classes	Overall	36%	30%	29%
	Parents	35%	44%	19%
Summer Education	Overall	29%	25%	42%
	Parents	24%	31%	43%
Online Education	Overall	24%	19%	52%
	Parents	20%	20%	57%
Admin/Support Staff	Overall	13%	10%	75%
	Parents	19%	15%	65%
Reducing Activity Fees	Overall	13%	15%	70%
	Parents	14%	13%	73%

Size of Operating Levy

	Overall	DPS Parents	Outbound Parents	Not Parents of school children	Past DPS Attendees
Stay Where It Is	45%	16%	41%	52%	50%
Double to Less Than Statewide Average	16%	19%	23%	15%	12%
Increase to Average and Eliminate Deficit	22%	41%	19%	20%	21%
Hit Maximum	8%	14%	11%	6%	7%
"Sweet Spot"	Less Than \$5/Month	\$7-8	\$2-3	\$0	\$1

Size of Operating Levy

	Overall	Quality of Education is Excellent/Good	Quality of Education is Fair/Poor	Budget Deficit From Mismanagement	Deficit Caused by Other Factors
Stay Where It Is	45%	34%	64%	70%	29%
Double to Less Than Statewide Average	16%	21%	9%	9%	29%
Increase to Average and Eliminate Deficit	22%	30%	9%	10%	31%
Hit Maximum	8%	6%	11%	3%	11%
"Sweet Spot"	Less Than \$5/Month	\$7-8	\$0	\$0	\$10

Size of Operating Levy

	Overall	District One	Two	Three	Four
Stay Where It Is	45%	33%	42%	53%	57%
Double to Less Than Statewide Average	16%	16%	18%	21%	8%
Increase of Average and Eliminate Deficit	22%	29%	17%	19%	23%
Hit Maximum	8%	8%	16%	5%	2%
"Sweet Spot"	Less Than \$5/Month	\$10	\$6	\$1	\$0

Only other demographic factor that can be considered significant is age.

Summary

- Strong interest in a public vote on an operating levy
- Use of new revenue
 - *Preserve class sizes*
 - *Protect existing programs*
 - *District-wide improvements*
- Possible strategy
 - *Levy 1: Reduce but not eliminate deficit, preserve class sizes, spread money equally (\$4-5/month)*
 - *Levy 2: Specific areas to enhance student achievement (\$2-3/month)*
 - *Levy 3: Investment in long-term technology plan and/or other classroom materials, such as textbooks (\$1-2/month)*
- Turnout will be a significant factor in this election

Outbound Parents

Demographics – A Look at Three Groups of Duluth Residents

	DPS Parents	Outbound Parents	Other Residents
Adult in home attended DPS	47%	50%	55%
Actively follow local education issues	94%	83%	67%
Age 45+	34%	39%	63%
DFL	51%	30%	52%
Conservative	22%	48%	31%
Completed college degree	52%	67%	41%
Own home	75%	97%	61%
Home value > \$150K	38%	53%	17%
Difficulty putting aside savings	46%	72%	60%

DPS Parents vs. Outbound Parents

SCHOOL RATINGS

DPS Parents

	Knowledge	Rating
DPS	100%	2.65
Marshall	63%	2.86
Hermantown	51%	2.61
Edison	52%	2.48
Proctor	41%	2.40
Harbor City	42%	2.16
Wrenshall	29%	2.14
Online Education	43%	1.75

Outbound Parents

	Knowledge	Rating
DPS	97%	1.68
Marshall	90%	3.34
Hermantown	85%	2.95
Edison	85%	2.94
Proctor	75%	2.59
Harbor City	75%	2.01
Wrenshall	52%	2.38
Online Education	73%	1.63

4.00 = Maximum
 3.00 = Very Good
 2.00 = Satisfactory
 1.00 = Poor
 0.00 = Minimum

What Impacts DPS Rating For Outbound Parents

	DPS Parents	Outbound Parents
Good Value for Investment	72% - 23%	43% - 55%
Involvement of Community	52% - 46%	18% - 82%
Base Decision on Best Interest of Students	50% - 45%	22% - 73%
Willing to Pay Higher Taxes	78% - 17%	49% - 42%

Red Plan:

Right Decision	30%	9%
Poor Decision	31%	48%
Need to Move On	36%	42%

What Impacts DPS Rating For Outbound Parents

Follow Education Issues

Very Closely
Somewhat Closely
Not Too/Not At All

DPS Parents

37%
57%
6%

Outbound Parents

33%
50%
17%

Quality of Educations

Excellent
Good
Only Fair
Poor

11% > **80%**
69% >
16% > **19%**
3% >

1% > **43%**
42% >
39% > **53%**
14% >

Spent Money Effectively/Efficiently

Strongly Agree
Agree
Disagree
Strongly Disagree

2% > **47%**
45% >
34% > **44%**
10% >

0% > **17%**
17% >
36% > **75%**
39% >

DPS Parents vs. Outbound Parents

FACTORS IN SELECTING SCHOOLS

DPS Parents

Math/Science	3.63
Teaching Staff	3.61
Healthy Facilities	3.49
Safe Neighborhood	3.46
Computer Technology	3.29
Pre-college & College Courses	3.19
Stability	3.11

Outbound Parents

Teaching Staff	3.76
Math/Science	3.75
Healthy Facilities	3.48
Computer Technology	3.47
Safe Neighborhood	3.45
Pre-college & College Courses	3.34
Stability	3.21

4.00 = Maximum
3.00 = Very Good
2.00 = Satisfactory
1.00 = Poor
0.00 = Minimum

DPS Parents vs. Outbound Parents

FACTORS IN SELECTING SCHOOLS

DPS Parents		Outbound Parents	
Arts/Music	2.97	Arts/Music	3.10
More Elective Classes	2.78	More Elective Classes	3.01
Sports/Activities	2.54	Sports/Activities	2.44
Student Diversity	2.49	Close to Work on Day Care	2.23
Close to Work or Day Care	2.36	Student Diversity	2.22
Summer Education	2.26	After School Programs	1.65
After School Programs	2.26	Summer Education	1.58

4.00 = Maximum
3.00 = Very Good
2.00 = Satisfactory
1.00 = Poor
0.00 = Minimum

Outbound Parents: Why Did They Make the Decision to Leave?

	Most Important Reason	Second Most Important	TOTAL
Quality of Classroom Education	46%	25%	71%
Change and Uncertainty in DPS	23%	37%	60%
Safety and Health Issues	12%	25%	37%
Religious Morals (vol)	10%	6%	16%
Family Needs – Work or Day Care	4%	3%	7%
Class Sizes (vol)	5%	—	5%
Discipline (vol)	—	3%	3%

All Respondents Believe They Made the Right Decision

Primary Information Sources

	Overall	DPS Parents	Outbound Parents	Mismanagement	Other Factors Causing Deficit
Duluth News Tribune	67%	55%	84%	71%	70%
Neighbors/Friends	63%	69%	97%	65%	67%
Teachers	34%	56%	67%	25%	41%
DPS Newsletter	33%	80%	23%	26%	38%
School Children	27%	64%	85%	19%	34%
DPS Web Site	19%	58%	27%	13%	26%
DPS Employees	18%	22%	63%	15%	23%

Summary

- Focus on classroom opportunities and achievement
 - *Quality staff*
 - *Safe and healthy schools*
 - *Best facilities in the region*
 - *Classes to prepare for tomorrow's jobs*
- Differentiation: Best Teachers/Best Facilities/Best Curriculum
- Promise of Stability: Your student will attend the same three schools for their 13 years in DPS
- Key Source: Duluth News Tribune
- Move on from the “Red Plan”

