



BURGES & BURGES
S T R A T E G I S T S

QUALITATIVE RESEARCH REPORT FOR HIGHLAND LOCAL SCHOOLS

2017

PURPOSE AND INTRO

- Researching potential solutions for the aging elementary schools and middle school
- In 2014-2015, conducted a thorough process with community members and the Ohio School Facilities Commission
- Before determining the final Facilities Master Plan, the district engaged the community to gather input and feedback
- This represents one of many inputs the board and administration consider before making a final decision to approach the community

RESEARCH METHODS

- Qualitative research process to determine themes and broad viewpoints
- 8 listening sessions with community members
 - Attendees invited via email, social media, news story, and website
 - Groups capped at 15 attendees; 6 of 8 sessions were “full”
 - 4 different facilitators to ensure objectivity
- Public online survey
 - Publicized in newspaper, website, social media, and emails
 - Link available for 11 days
- Final step is a statistically-valid telephone survey of voters

LISTENING SESSIONS

- After short intro video, open-ended discussion
- Majority believe *something* must be done and conditions at the elementary schools and middle school require urgent action
- Groups learned about overall age of buildings and current conditions and wanted assurances that the new facilities would be maintained at the same level as the new high school
- General feeling of the community being informed; while participants rated themselves as highly informed
- A few groups frustrated at the pace and want a timely resolution
- All want to be kept informed as much as possible on each step

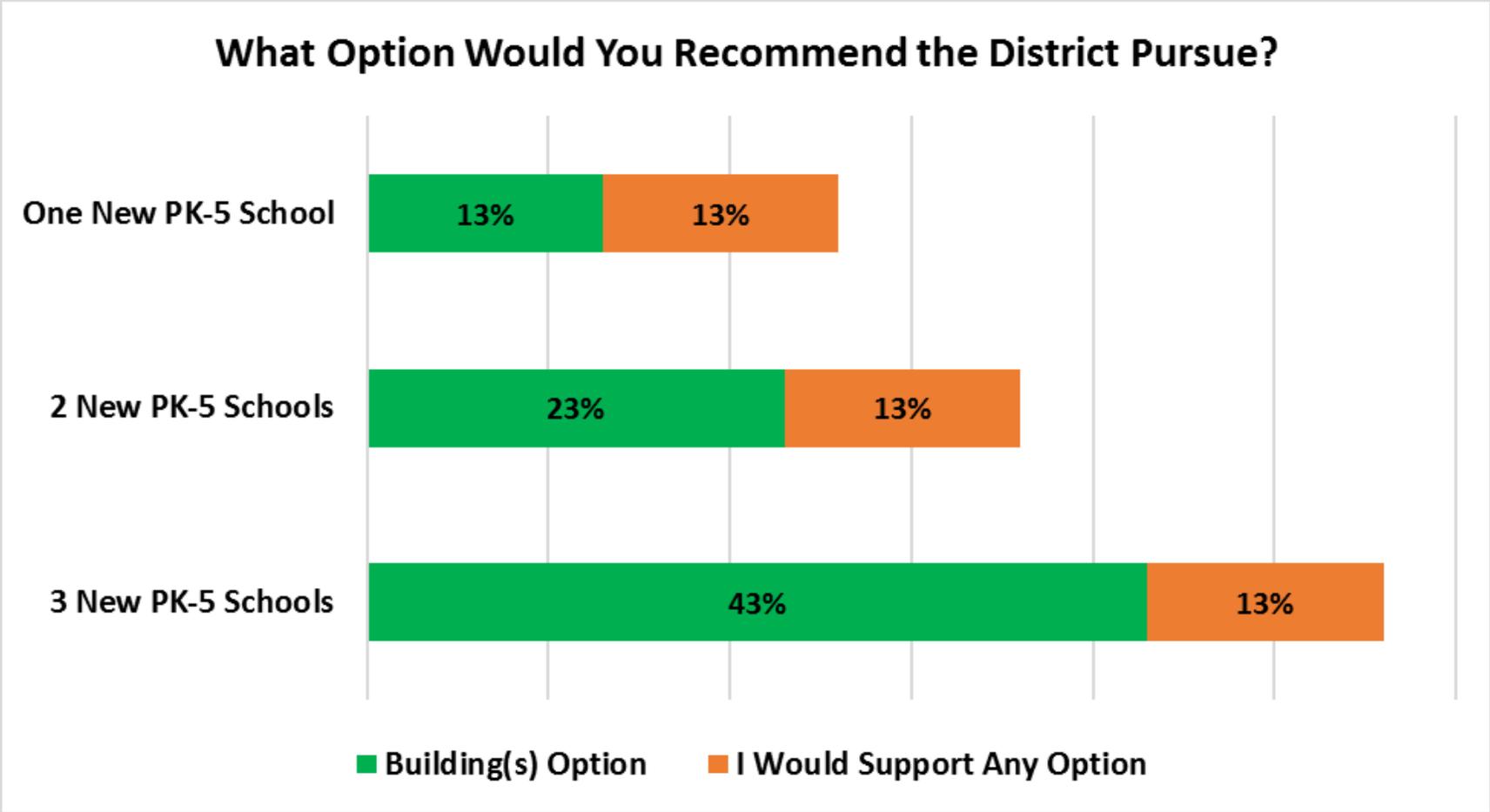
LISTENING SESSIONS

- 3 elementary schools was preferred among all eight groups
 - Believe current configuration works well and maintains sense of community
- Next most popular option was 1 elementary school
 - Concerns over transportation
 - Assuming significant cost savings or access to technology and resources
 - If not, then residents would not recommend 1 elementary school
- Some preferred 2 elementary schools as a “good compromise”
 - Hinckley and Sharon locations would remain
- Some concern over renovating Middle School unless transformative

ONLINE SURVEY

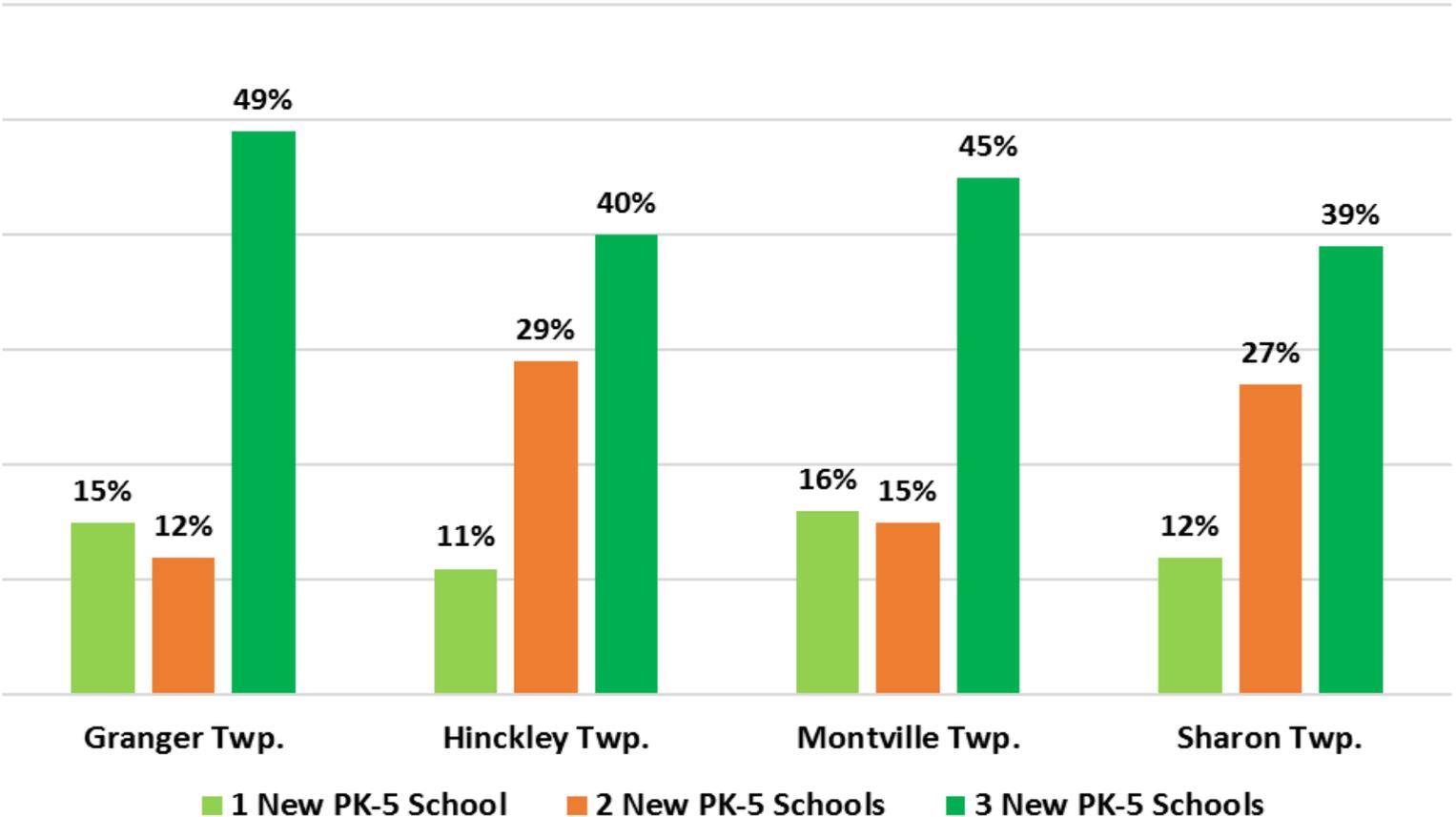
- Public link active March 13-24
- Respondents were asked to watch a short video, then respond to the survey
- 948 total respondents
 - 23% Granger, 28% Hinckley, 12% Montville, 34% Sharon (remaining Wadsworth, Brunswick Hills, Copley)
 - 77% are parents of students; 23% have no children currently enrolled in the district
 - 22% Granger parents, 22% Hinckley parents, 26% Sharon, 40% Middle School, 38% High School (duplication)
- To avoid duplication, we monitored IP addresses. No direct evidence of “stuffing” the survey.

BUILDING OPTIONS



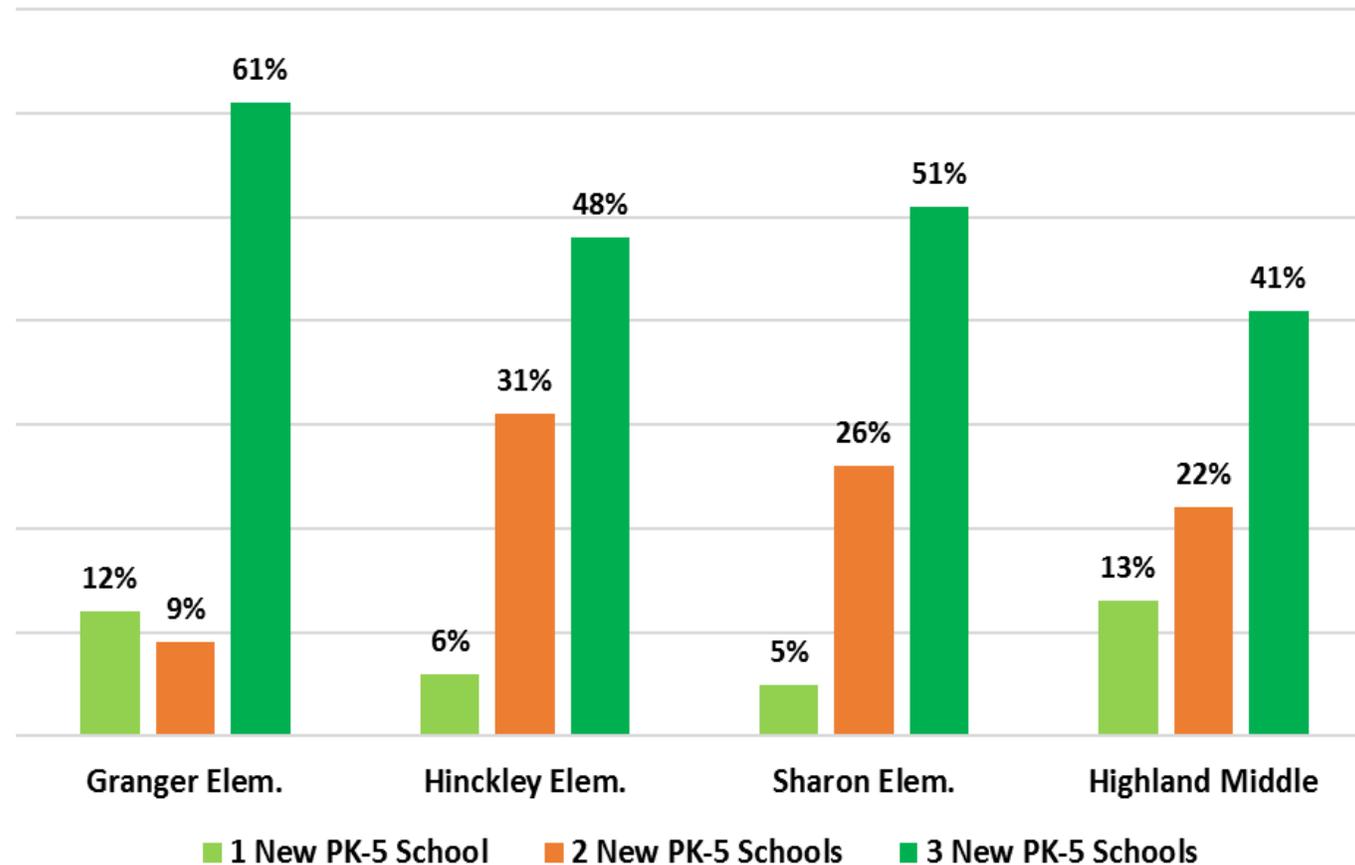
COMMUNITY BREAKDOWN

Support for Proposed Building Options by Community



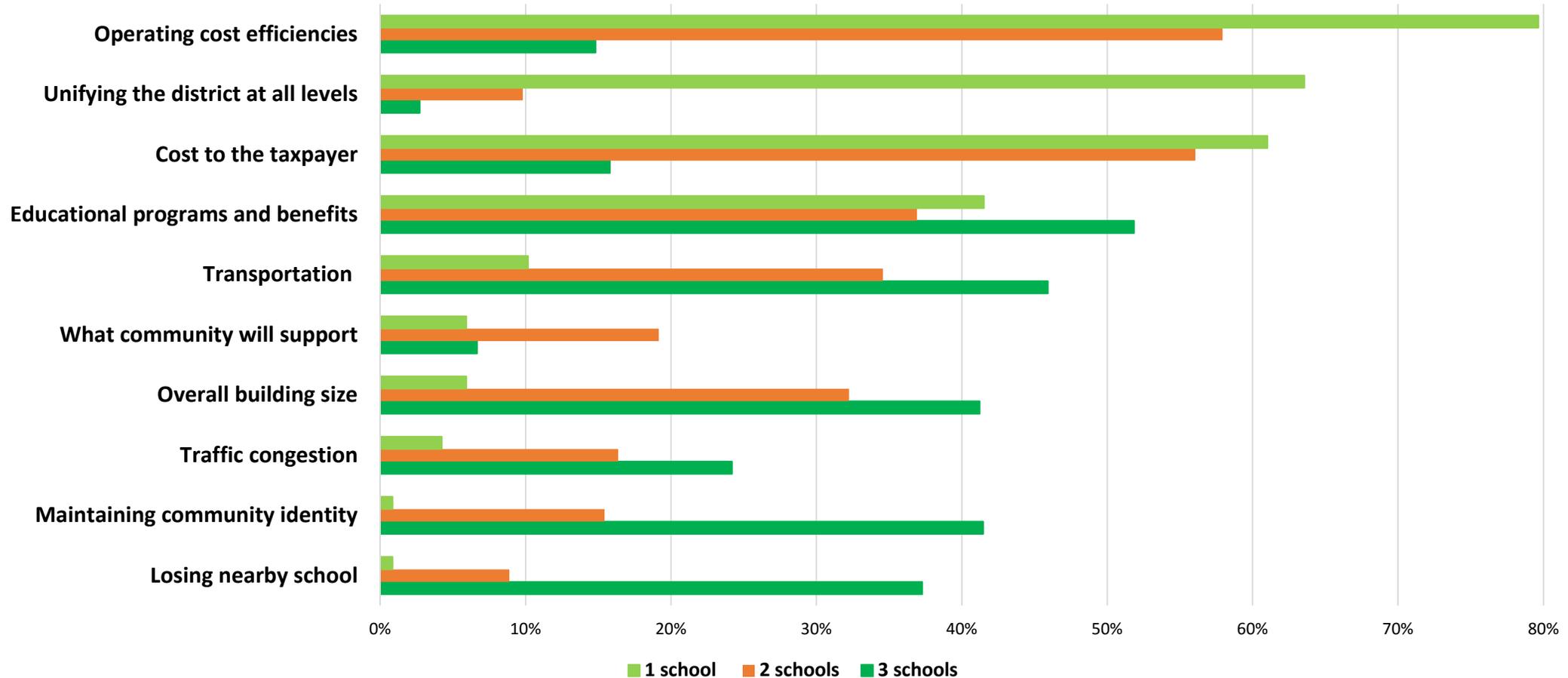
ONLINE SURVEY

Support for Proposed Building Options by School Building



COMPARING FACTORS

Comparing Factors by Building Option



REVIEW AND NEXT STEPS

- A plurality of respondents prefer 3 elementary schools
- 13% would support any building plan, compared to 9% that would not support any
- Overwhelming sentiment that *something* must be done soon
- Must continue to communicate and update on steps
- Respondents represents those closest to you; opted in
- Next step is to test via voter telephone survey to quantify