



**Northwest
Local Schools**

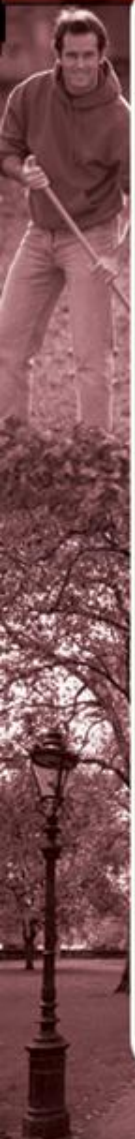


Northwest Local Schools 2009 Community Survey

Prepared by The Impact Group



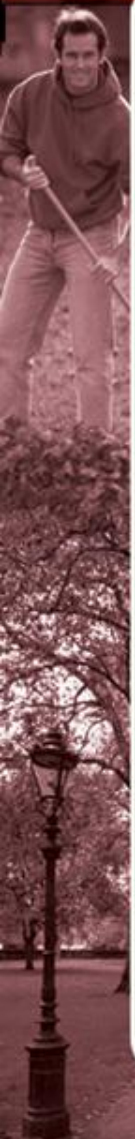
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Survey Methodology

- Northwest Local School District
- N=323 (Registered voters located within Northwest Local School District / Sample Population)
- Confidence Interval: + / - 5.36%
- Confidence Level: 95%
- 40% /60% Male – Female Respondents
- In-Field (6/11/09 – 6/13/09)

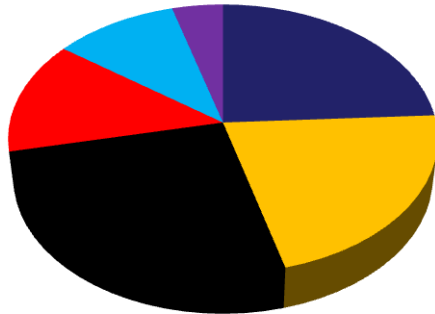




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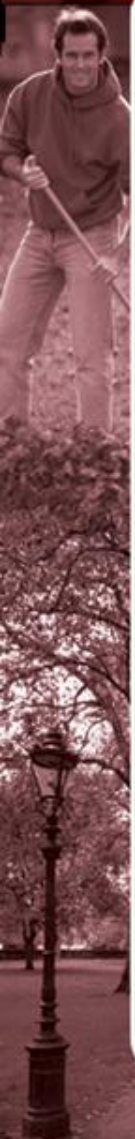
Question 1: On a scale of one-to-five, with one being VERY TRUSTWORTHY and five being NOT TRUSTWORTHY AT ALL, how would you rate the amount of trust you have in the Northwest Local School District? Would you say the district is:



- 1 - Very Trustworthy - 24.1%
- 2 - Mostly Trustworthy - 21.7%
- 3 - Neutral - 25.7%
- 4 - Mostly Untrustworthy - 13.6%
- 5 - Not Trustworthy at All - 10.5%
- Unsure - 4.3%



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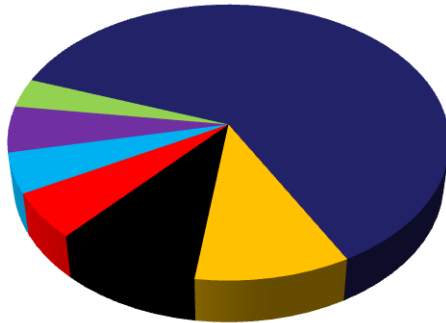




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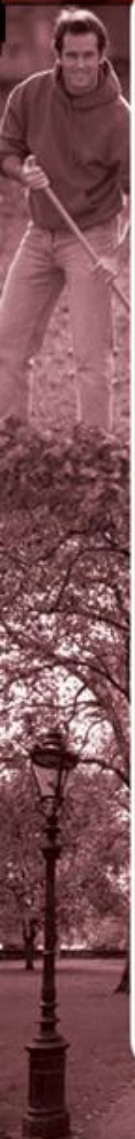
Question 1A: You just answered that the NLSD is (very trustworthy or mostly trustworthy). Of the following, what is the school district doing well to earn your trust?



- Providing quality education for students - 61.5%
- Consistent communication - 10.1%
- Involving community members in decision making - 9.5%
- Transparency with district's finances - 5.4%
- Involving parents in decision making - 4.7%
- Unsure - 5.4%
- Other - 3.4%



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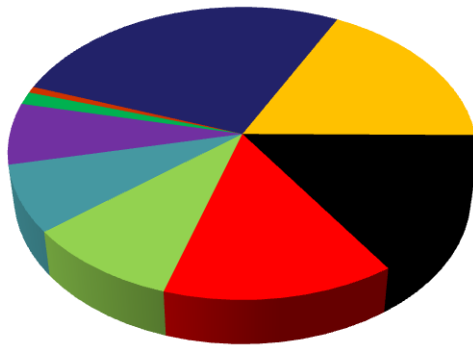




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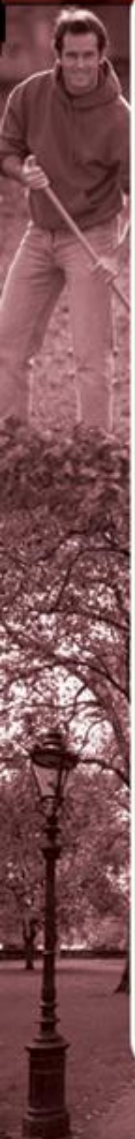
Question 1Ai: Although you stated that the NLSD is trustworthy, many in the community perceive this not to be the case. Why do you believe that others have a perception that the school district is untrustworthy?



- The bus garage issue - 27.0%
- Mismanagement of district's finances - 17.6%
- School staff member "Retire/Rehire" issues - 15.5%
- Other - 14.2%
- Unsure - 9.5%
- Lack of transparency with district's finances - 7.4%
- Not aware of any negative perceptions -6.8%
- School board does not listen to the community - 1.4%
- Students are receiveing a poor education - 0.7%



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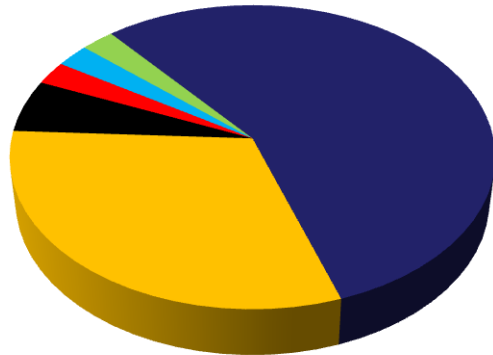




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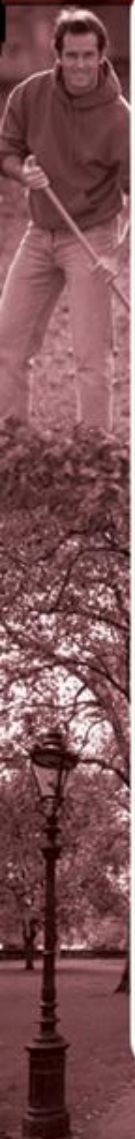
Question 1B: You just answered that the NLSD is (Neutral, Mostly Untrustworthy or Not Trustworthy at All). Is your loss of trust in the school district mostly associated with...



- District financial issues - 55.9%
- School leadership - 31.1%
- Quality of education provided - 5.6%
- Quality of extra-curricular activities provided - 2.5%
- Other - 2.5%
- Unsure - 2.5%



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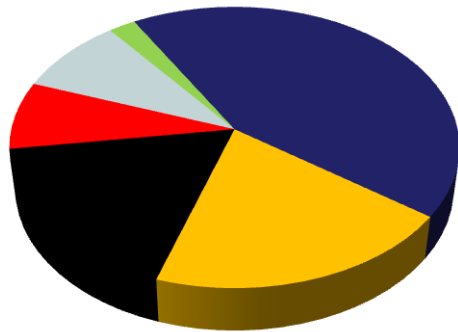




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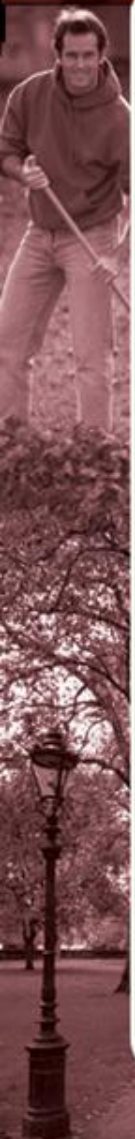
Question 1Bi: you just stated that the school district has lost your trust mostly because of district financial issues. For the school district to rebuild your trust regarding financial issues the school district should mostly address...



- The mismanagement of district's finances - 43.3%
- Providing better transparency with district's finances - 20.0%
- The bus garage issue - 17.8%
- School staff member "Retire/Rehire" issue - 7.8%
- Other - 8.9%
- Unsure - 2.2.%



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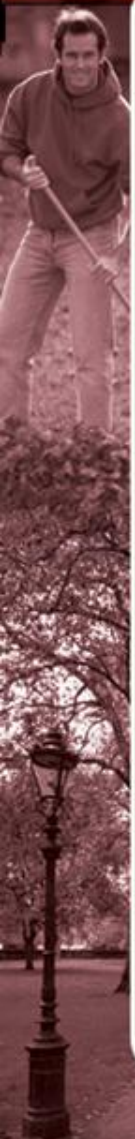


Filter Responses to Question 1Bi : You just stated that the school district as lost your trust mostly because of district financial issues. For the school district to rebuild your trust regarding financial issues, the school district should mostly address:

- **Mismanagement of district’s finances – 43.3%**
- Providing better transparency with district finances – 20.0%
- The bus garage issue – 17.8%
- School staff member “Retire/Rehire” issues – 7.8%
- Other – 8.9%
- Unsure – 2.2%



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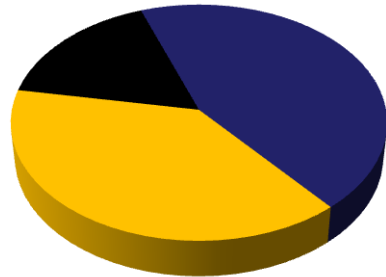




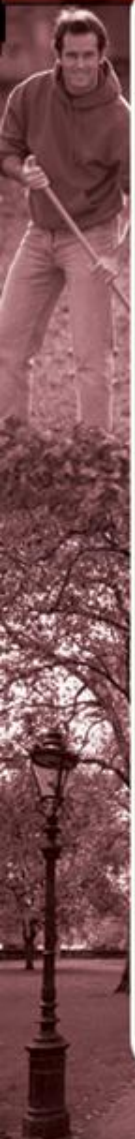
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Question 1Bia: You just answered that “providing better transparency with the district’s finances” would help you to rebuild your trust in the district. How would you like to have that transparent information communicated to you?



- Dedicated financial section in newsletter - 44.4%
- By an independent citizen financial oversight committee - 38.9%
- Dedicated financial page on the web site - 16.7%
- Community meetings - 0%
- Other - 0%
- Unsure - 0%

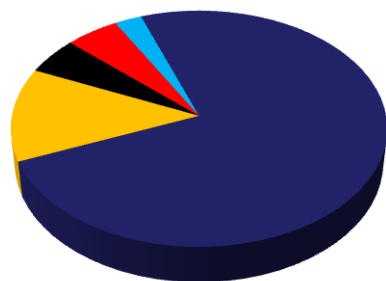




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Question 1Bib: You just answered that “the mismanagement of district finances” is why you have lost trust in the district. Which of the following would give you peace of mind concerning the management of the district’s finances?



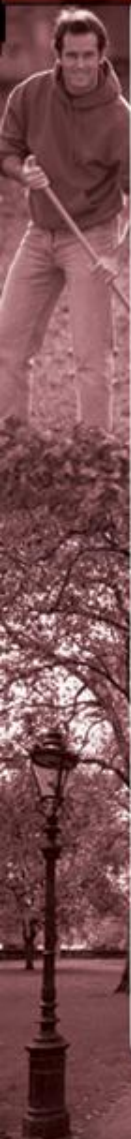
■ An independent citizen financial oversight committee - 74.4%

■ A dedicated financial section in the newsletter - 12.8%

■ A dedicated financial page on the web site - 5.1%

■ Other - 5.1%

■ Unsure - 2.6%



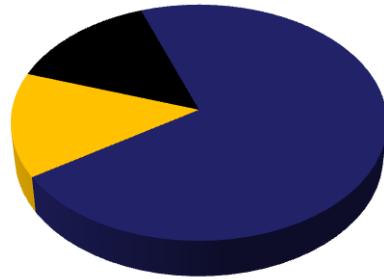


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Question 1Bic: You just answered that “the school staff member retire/rehire issue” is why you have lost trust in the district. How would you best describe your feeling toward the retire/rehire issue?

■ This process wastes district resources - 71.4%



■ I believe less experienced and less costly staff should be hired instead of rehiring retired staff - 14.3%

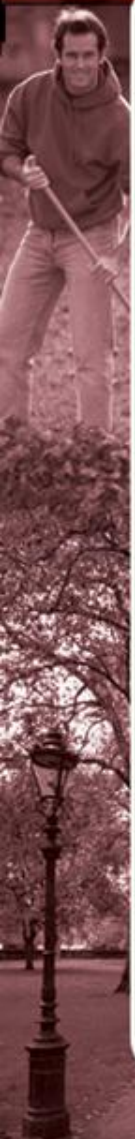
■ I don't understand why this process is used - 14.3%

■ Other - 0%

■ Unsure - 0%



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Remaining Filter Responses to Question 1B : You just answered the NLSD is (neutral, mostly untrustworthy or not trustworthy at all). Is your loss of trust in the school district mostly associated with...

- **District financial issues – 55.9%**
- School leadership – 31.1%
- Quality of education provided – 5.6%
- Quality of extra-curricular activities provided – 2.5%
- Other – 2.5%
- Unsure – 2.5%



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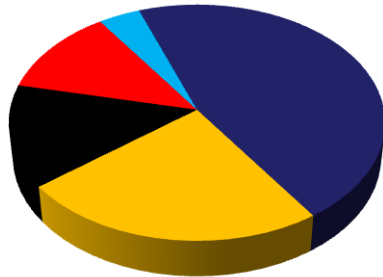




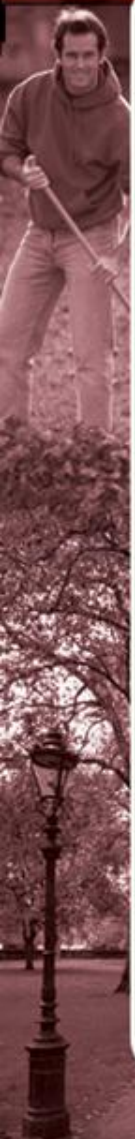
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Question 1Bii: You just answered that the school district has lost your trust mostly because of “school leadership issues.” For the school district to rebuild your trust regarding school leadership, the school district should mostly address...



- The lack of financial oversight - 46.0%
- The school board not listening to the community - 24.0%
- The school administration not listening to the community - 14.0%
- Lack of vision and leadership - 12.0%
- Other - 4.0%
- Unsure - 0%

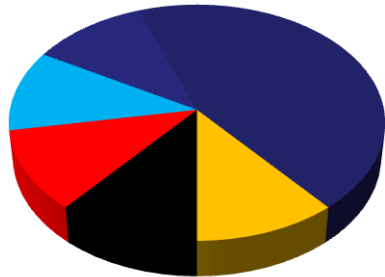




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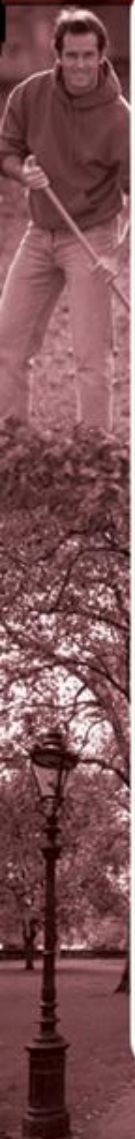
Question 1Biii: You just answered that the school district has lost your trust mostly because of “the quality of education provided.” For the school district to rebuild your trust regarding the quality of education provided, the school district should mostly address...



- Other - 44.4%
- College or career preparedness - 11.1%
- Using better technology in the classrooms - 11.1%
- Provide more extra-curricular activities - 11.1%
- Improve standardized test scores - 11.1%
- Unsure - 11.1%



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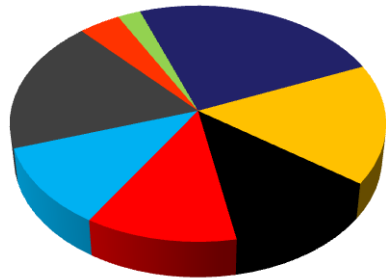




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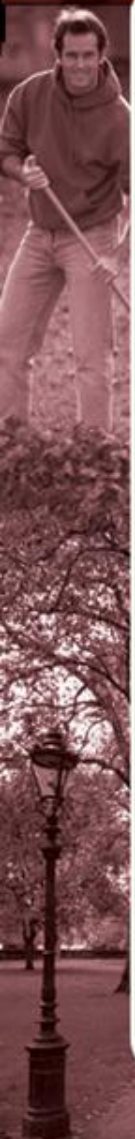
Question 2: Who do you trust most to provide information about the Northwest Local School District?



- An independent citizen advisory committee - 24.1%
- Board of Education - 16.4%
- Teachers - 12.1%
- District administrators - 11.8%
- Parents - 11.1%
- None of the above - 18.3%
- Other - 4.0%
- Unsure - 2.2%



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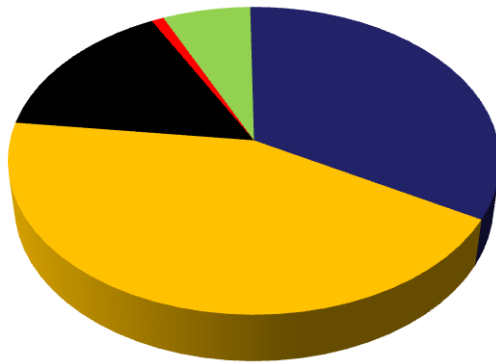




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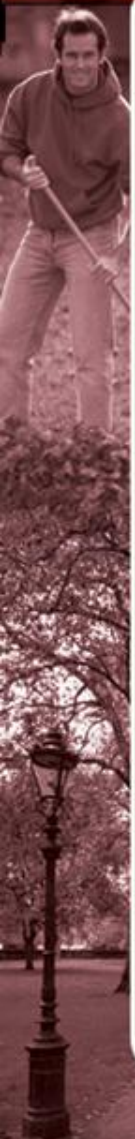
Question 3: Would you say the Northwest Local School District offers an:



- Excellent academic education - 33.1%
- Good academic education - 43.3%
- OK academic education - 15.2%
- Poor academic education - 0.9%
- Unsure - 6.5%



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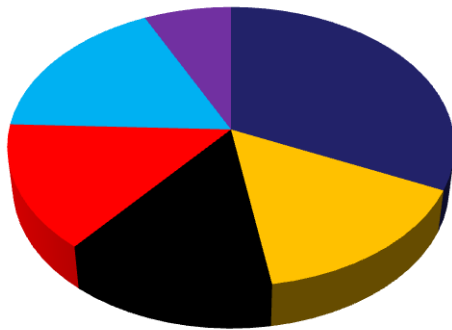




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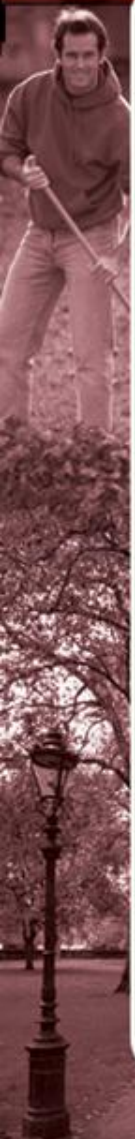
Question 4: Although the new bus garage was a much needed upgrade for the district, there seems to be a negative perception about the bus garage. Why do you believe that negative perception exists? Do you:



- Believe the property was too expensive - 31.9%
- Believe that buses must now travel further due to the location between campuses - 15.5%
- Believe someone associated with the school district made money - 13.6%
- Not know of any negative perceptions - 14.6%
- Other - 17.3%
- Unsure - 7.1%



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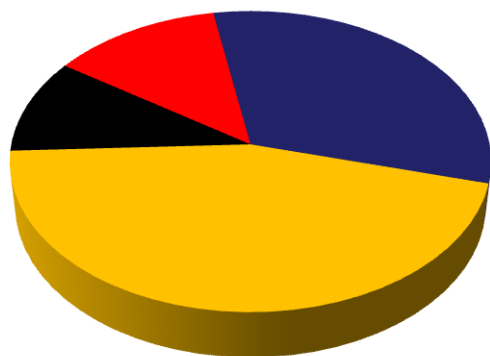




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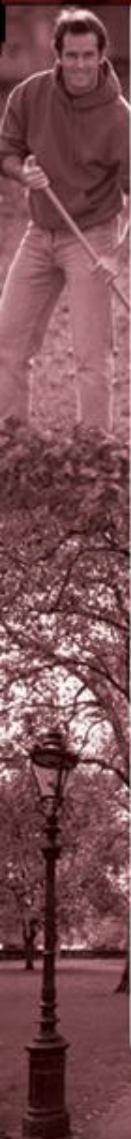
Question 5: Do you believe the taxes you pay to support the Northwest Local School District are:



- Higher than comparable or neighboring school districts - 31.9%
- About the same as comparable or neighboring school districts - 45.2%
- Lower than comparable or neighboring school districts - 10.2%
- Unsure - 12.7%



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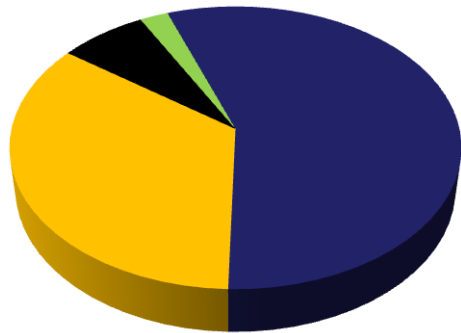




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Question 6: Do you believe that the education provided to the students of the Northwest Local School District is:



■ A good value for the taxes paid - 53.6%

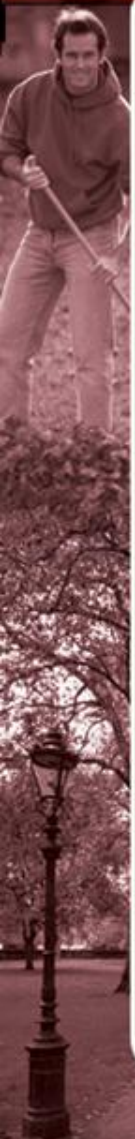
■ An OK value for the taxes paid - 33.1%

■ A poor value for the taxes paid - 6.8%

■ Unsure - 6.5%



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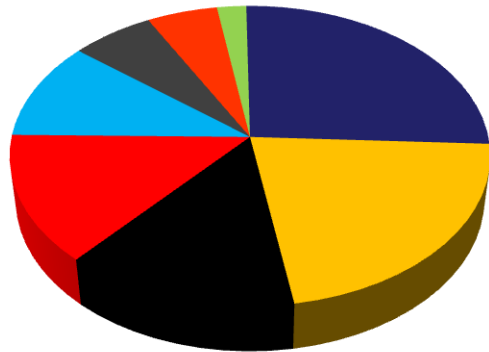




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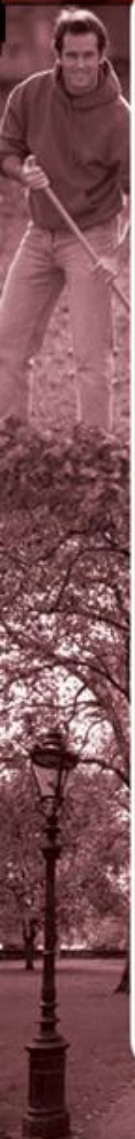
Question 7: The school district has made significant budget cuts and eliminated many programs during the past two years. If a levy passed, what would be the top eliminated item you would bring back to the schools?



- Textbooks and technology - 25.7%
- Smaller class sizes - 21.4%
- Extra-curricular activities - 13.9%
- High school transportation - 13.6%
- Programs for struggling youth - 10.5%
- Unsure - 6.2%
- Gifted Programs - 5.3%
- Other - 3.4%



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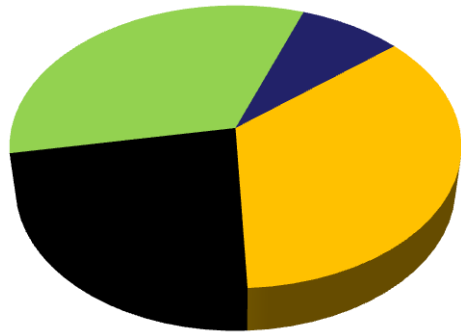




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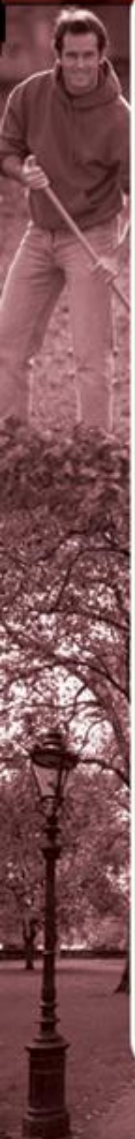
Question 8: When compared to other school districts in Ohio regarding revenue received per student, would you say that Northwest Local School District is in the...



- Top third of schools regarding revenue received per student - 8.4%
- Middle third of schools regarding revenue received per student - 35.3%
- Bottom third of schools regarding revenue received per student - 22.9%
- Unsure - 33.4%



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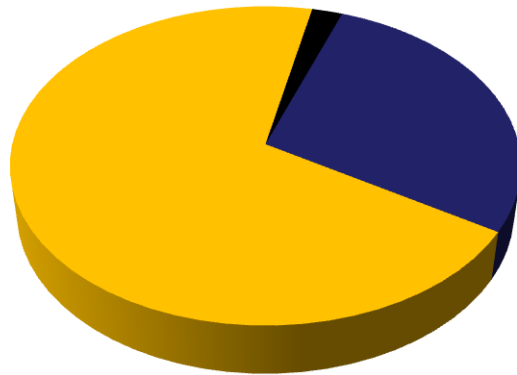




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Question 9: In 2008, the NLSD's revenue received per student ranked 603rd out of 619 schools in the State of Ohio. This means that Northwest's students are in the lowest 3% in the state regarding revenue received per student. Were you aware of how low the NLSD was ranked in Ohio?



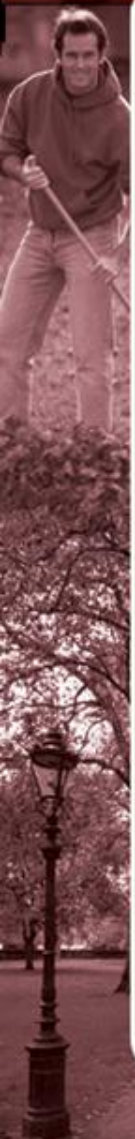
■ Yes - 28.2%

■ No - 69.7%

■ Unsure - 2.2%



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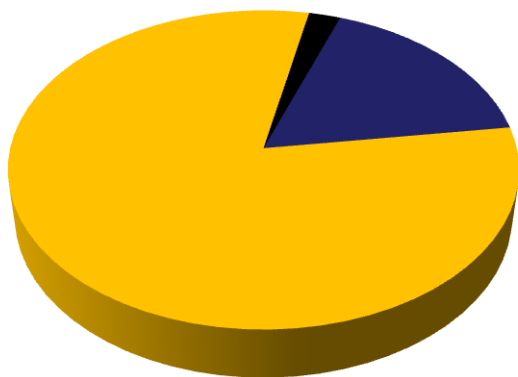




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Question 10: Now that you know that Northwest's students are in the lowest three percent in the state regarding revenue received per student, as a resident in the NLSD, is this knowledge...



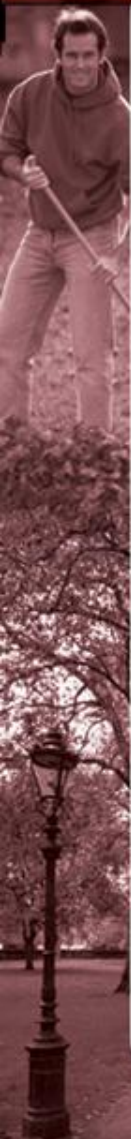
■ Of no concern - 16.7%

■ Troubling - 77.7%

■ Unsure - 2.2%



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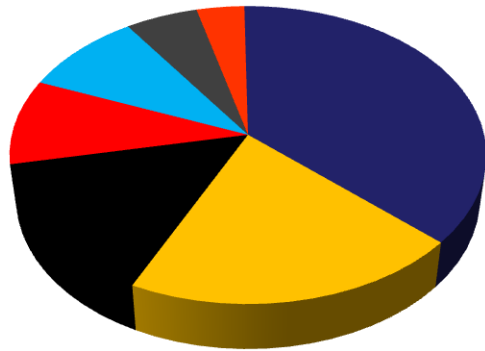




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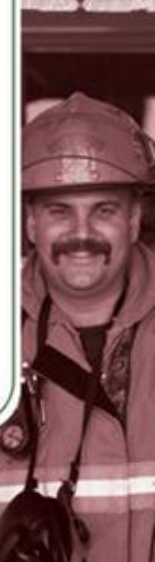
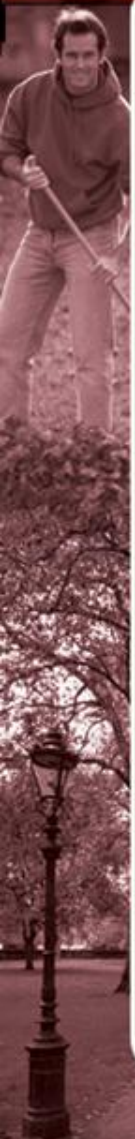
Question 10a: You just stated that being in the lowest 3% of revenue received per student in the State of Ohio is of no concern. The fact is that being in the lowest 3% in the state has serious consequences for the people of the school district. Which of the following consequences is of a concern for you? Is it the fact that...



- It is still of no concern - 37.0%
- The children's education suffers - 20.4%
- Property values are lowered - 14.8%
- People are moving out of the district - 9.3%
- Other - 9.3%
- Less people want to move into the district - 5.6%
- Unsure - 3.7%



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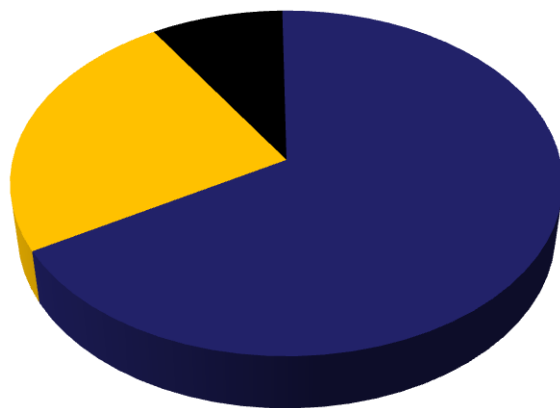




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Question 10b: You just stated that being in the lowest 3% of revenue received per student in the State of Ohio is troubling. Do you believe that being in the lowest 3% is troubling enough that you would support a tax increase for the schools?



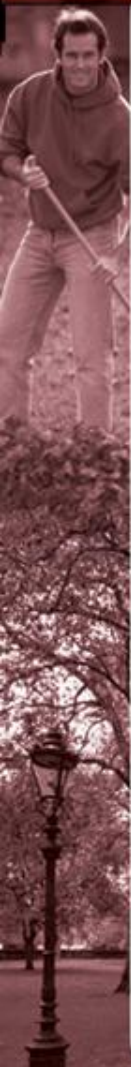
■ Yes - 66.9%

■ No - 24.3%

■ Unsure - 8.8%



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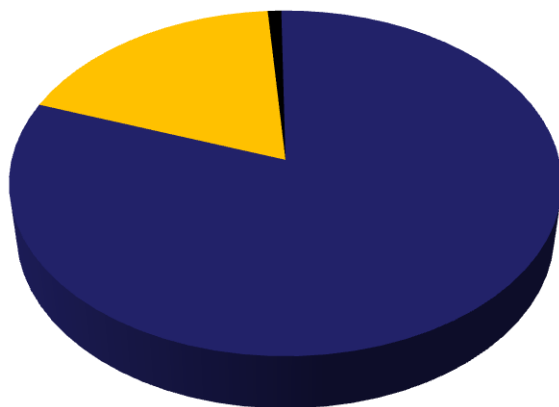




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Question 11: Did you know that a new superintendent was hired within the past year?



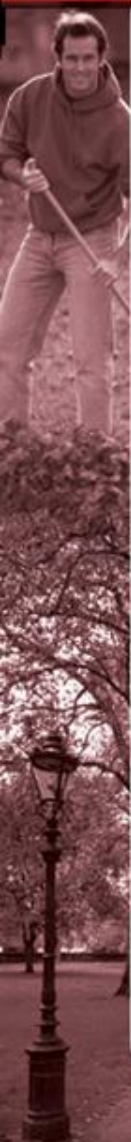
■ Yes - 80.8%

■ No - 18.3%

■ Unsure - 0.9%



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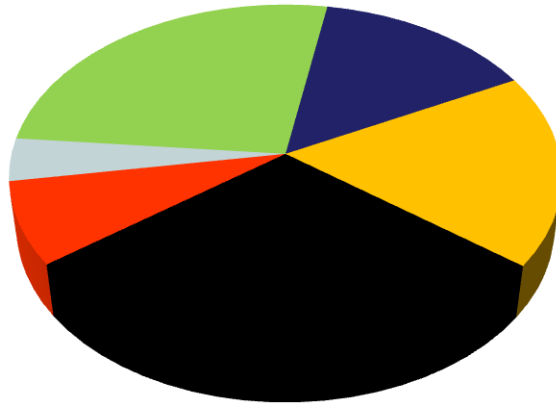




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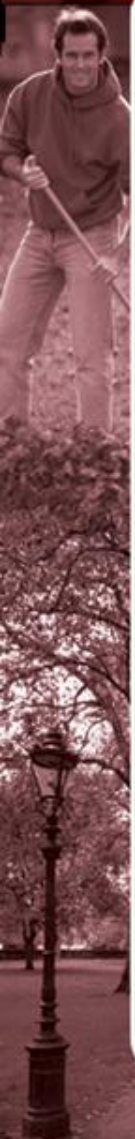
Question 12: How would you rate the job performance of the new Northwest Local School District Superintendent Bill Stetler during his first nine months on the job?



- Very good job - 14.6%
- Good job - 18.0%
- Neutral - 29.4%
- Poor Job - 7.7%
- Very poor job - 4.0%
- Unsure - 26.3%



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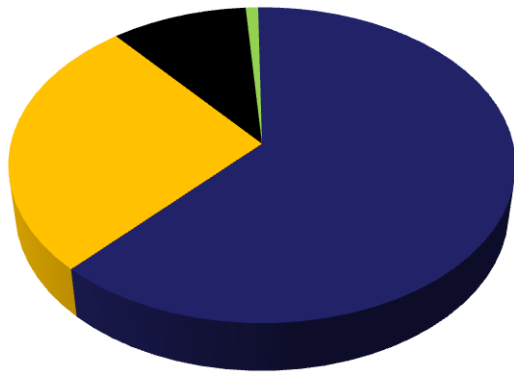




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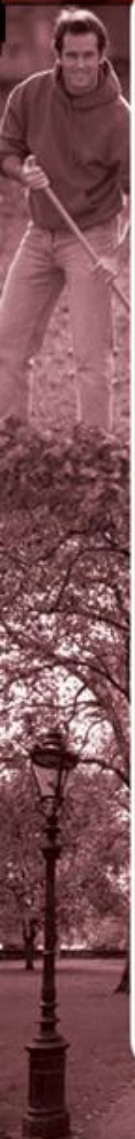
Question 13: In May of 2008, the NLSD had the worst cash balance in the state. Since last year, the school district has reduced 45 full-time personnel, cut busing, eliminated programs, eliminated after school activities and reduced graduation requirements, all of which are moving the district toward a balanced budget. How aware are you that the school district made these budget cuts?



- Very aware - 62.2%
- Somewhat aware - 26.9%
- Not aware at all - 9.9%
- Unsure - 0.9%



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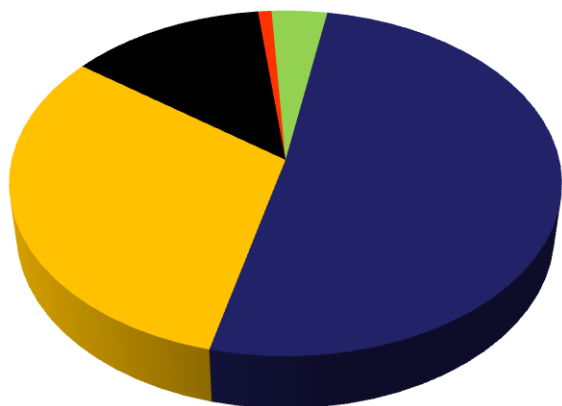




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Question 14: Now that you are aware that the Northwest Local School District has made these budget cuts, would it make you...



■ More likely to support a levy - 51.1%

■ It would not matter - 31.3%

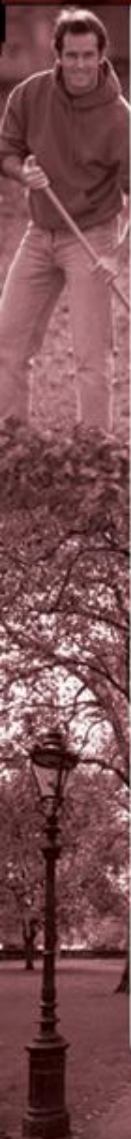
■ Less likely to support a levy - 13.0%

■ Other - 0.9%

■ Unsure - 3.7%



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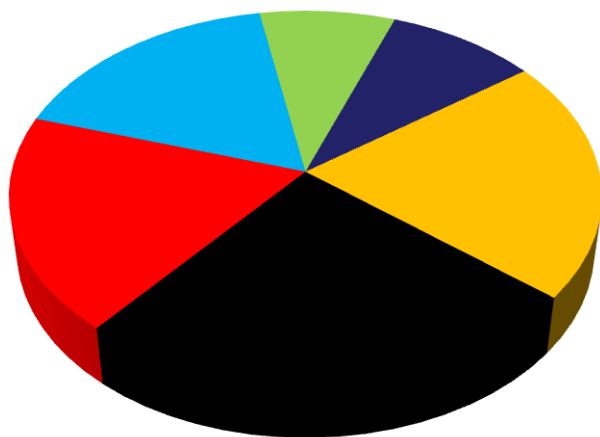




Northwest Local Schools



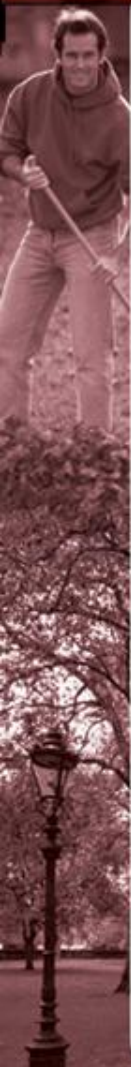
Question 15: How would you describe the management of finances for the Northwest Local School District?



- Excellent - 9.3%
- Good - 21.1%
- Neutral - 25.1%
- Poor - 18.9%
- Very Poor - 17.3%
- Unsure - 8.4%
- Other - 0%



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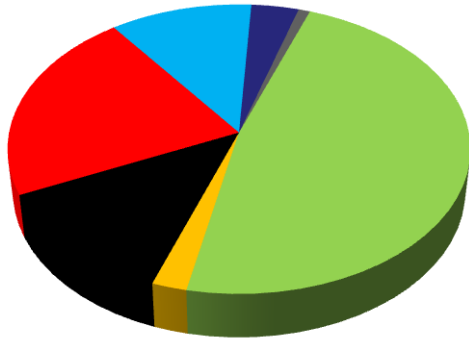




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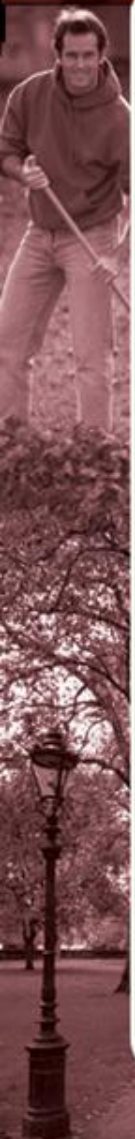
Question 16: Which of the following best describes the present Northwest Local School Board?



- Unsure - 47.7%
- There are no new board members - 2.2%
- One of the five board members is new - 12.7%
- Two of the five board members are new - 21.7%
- Three of the five board members are new - 11.1%
- Four of the five board members are new - 3.7%
- All five board members are new - 0.9%



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Question 17: What is the number one reason that you believe the residents voted against the last NLSD levy?

- **Economy/Recession/Lack of Money – 23.8%**
- Taxes/Too much money/Millage too high – 23.2%
- Mismanagement of finances – 12.7%
- Bus garage issue – 8.0%
- People without school-aged children voting – 6.5%
- Voters are uninformed/lack of communication from school board – 5.9%
- Voters don't see the value/mixed up priorities – 4.3%



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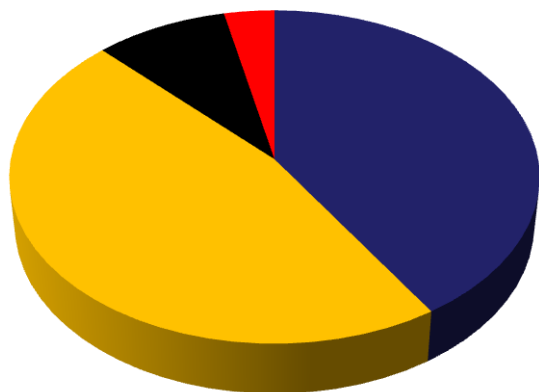




Northwest Local Schools



Question 18: How well informed would you say you are about the Northwest Local School District?



■ Very informed - 40.9%

■ Somewhat informed - 46.7%

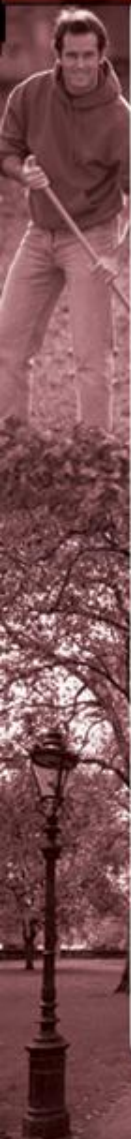
■ Not very informed - 9.0%

■ Not informed at all - 3.4%

■ Unsure - 0%



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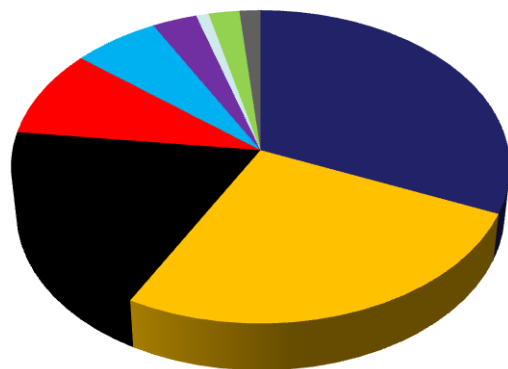




Northwest Local Schools



Question 19: Where do you receive most of your information about the NLSD?



■ Northwest News District Newsletter - 31.3%

■ Word of mouth - 26.3%

■ Local newspapers - 18.9%

■ District employees - 9.0%

■ Web site - 6.2%

■ Meetings - 3.2%

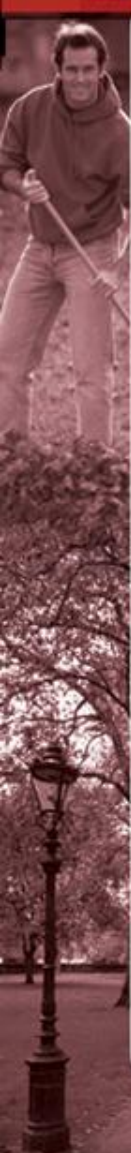
■ Radio - 0.9%

■ Other - 2.2%

■ Unsure - 1.5%



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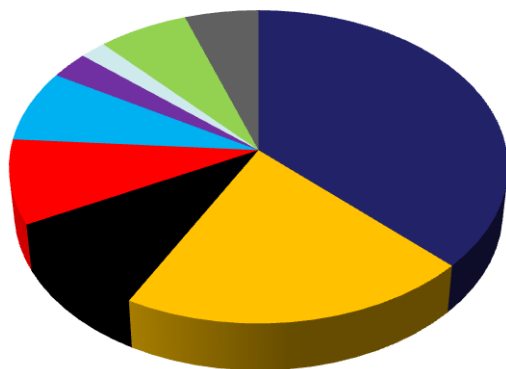




Northwest Local Schools



Question 20: How would you like to receive more information about the NLSD?



■ Northwest News District Newsletter - 37.2%

■ Local newspapers - 20.7%

■ Community forums - 9.6%

■ Web site - 8.7%

■ E-mail - 7.4%

■ Radio - 2.8%

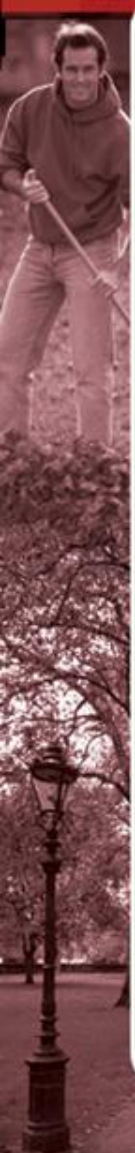
■ Superintendent's blog - 1.9%

■ Unsure - 6.5%

■ Other - 5.3%



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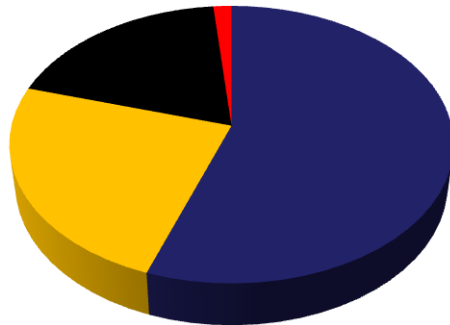




Northwest Local Schools



Question 21: In 2002, the NLSD passed a levy that allowed the district to receive \$29 million from the State of Ohio allocated specifically for needed school building construction and renovations. How aware are you regarding this money from the state?



■ Very aware - 55.4%

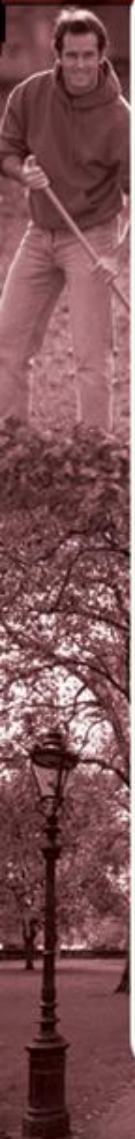
■ Somewhat aware - 24.1%

■ Not aware at all - 18.9%

■ Unsure - 1.5%



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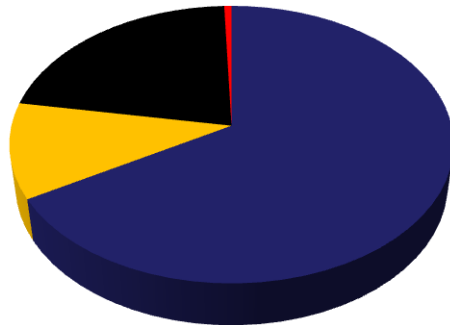




Northwest Local Schools



Question 22: As was stated in the last question, the school district will receive \$29 million from the State of Ohio allocated specifically for needed school building construction next year. How aware are you that the \$29 million cannot be used for operation costs such as supplies, extra-curricular activities and transportation?



■ Very aware - 66.6%

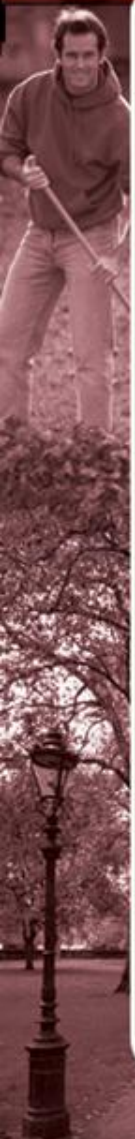
■ Somewhat aware - 11.1%

■ Not aware at all - 21.7%

■ Unsure - 0.6%



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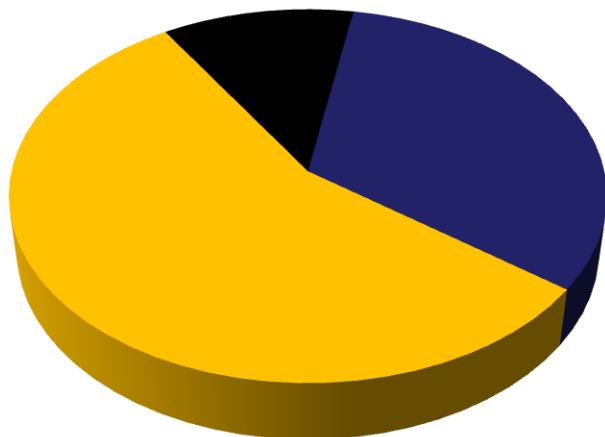




Northwest Local Schools



Question 23: In general, do you feel that the Northwest Local School District is headed in the right direction or the wrong direction?



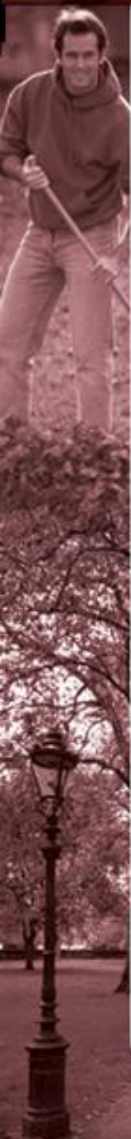
■ Right Direction - 29.4%

■ Wrong Direction - 50.8%

■ Unsure - 19.8%



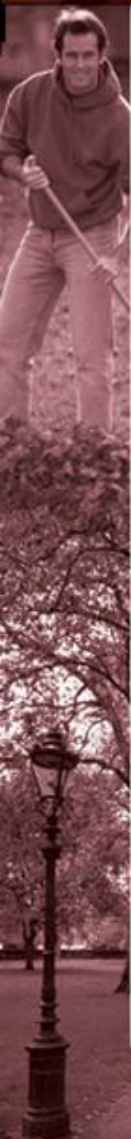
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Question 24: Into which age bracket do you belong?

- 18-to-24**3.1%**
 - 25-to-34**9.3%**
 - 35-to-44..... **20.7%**
 - 45-to-54..... **19.8%**
 - 55-to-64..... **20.4%**
 - 65 or older....**25.7%**
 - Refused.....**0.9%**
- 70.2%

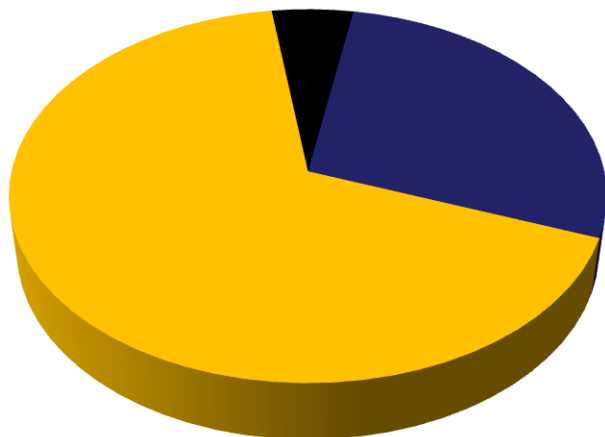




Northwest Local Schools



Question 25: Do you believe the time has come to vote against all tax increases?



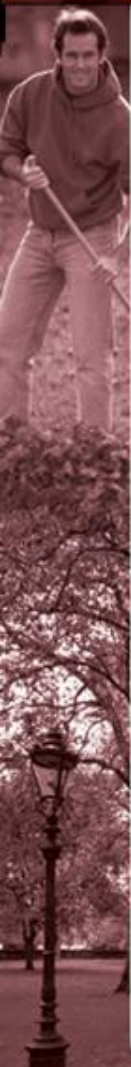
■ Yes - 27.9%

■ No - 67.2%

■ Unsure - 5.0%



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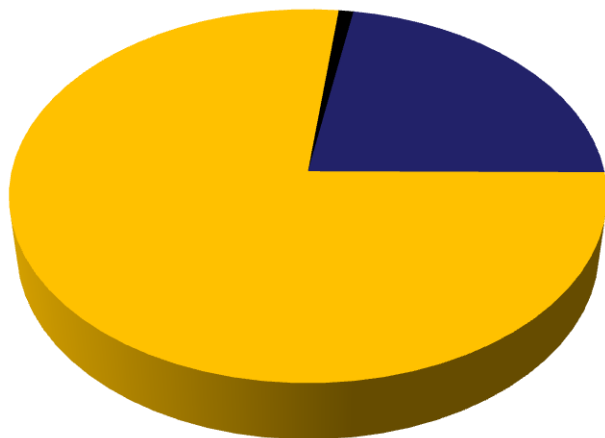




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Question 26: Were you ever a student of the Northwest Local School District?



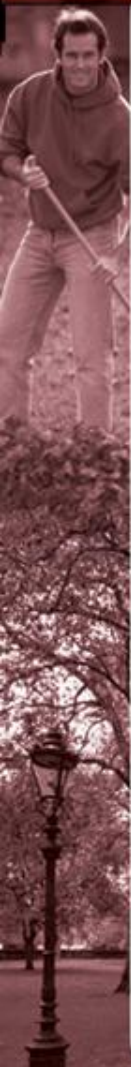
■ Yes - 22.3%

■ No - 76.8%

■ Unsure - 0.9%



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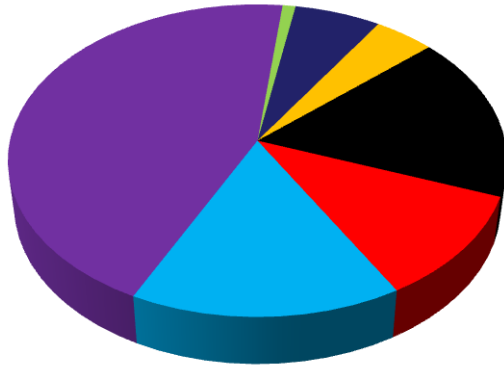




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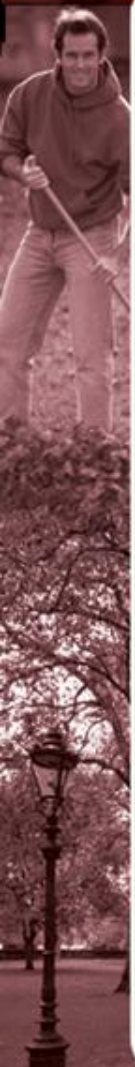
Question 27: Please answer YES if you have children, or are in care of children, in any of the following age groups:



- Younger than preschool - 8.0%
- Preschool - 5.6%
- Elementary school - 21.7%
- Middle school - 13.9%
- High school - 19.8%
- None of the above - 56.3%
- Refused - 1.2%



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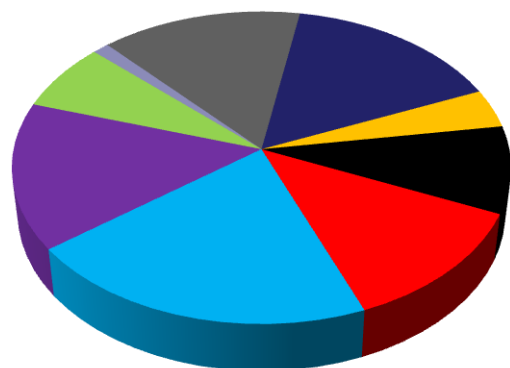




Northwest Local Schools



Question 28: Into which of the following income brackets does your household fall?



- I'm retired and don't make an income - 15.8%
- \$150,000 or more - 4.0%
- \$100,000-to-\$150,000 - 9.0%
- \$75,000-to-\$100,000 - 12.4%
- \$50,000-to-\$75,000 - 20.7%
- \$25,000-to-\$50,000 - 15.2%
- \$25,000 or less - 7.1%
- Unsure - 1.2%
- Refused - 14.6%



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