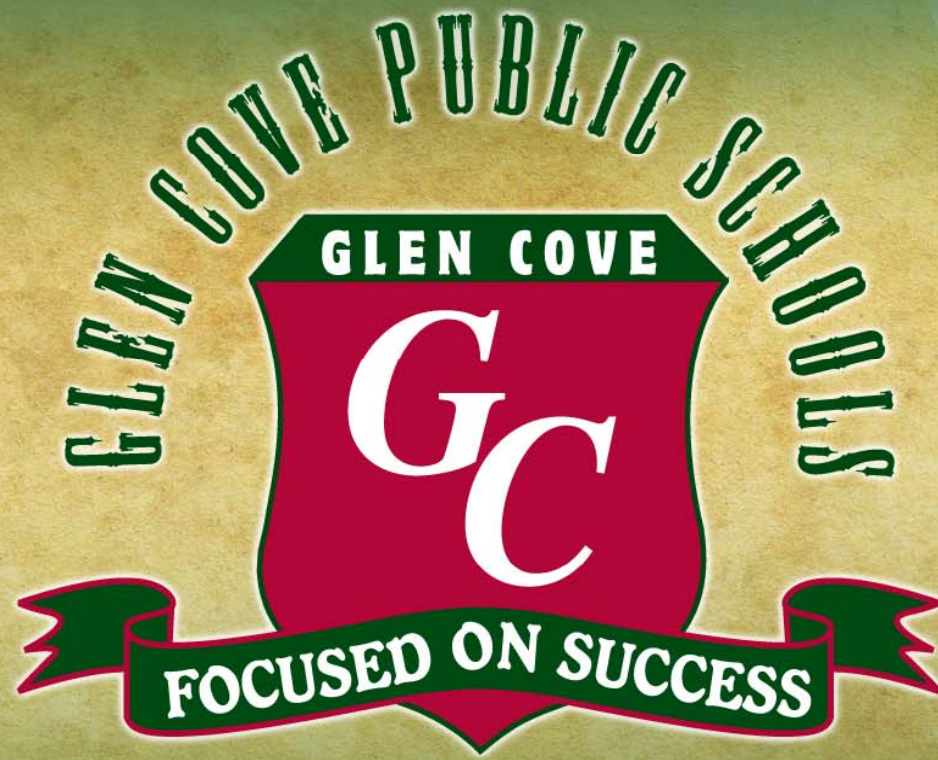




Community Survey

February 22nd

WHY CONDUCT A SURVEY?

- Establish quantified perceptions
- Create an 'actionable' benchmark
- Use to measure progress year-over-year
 - Initiate proactive involvement of the community

WHAT IS IN THE REPORT?

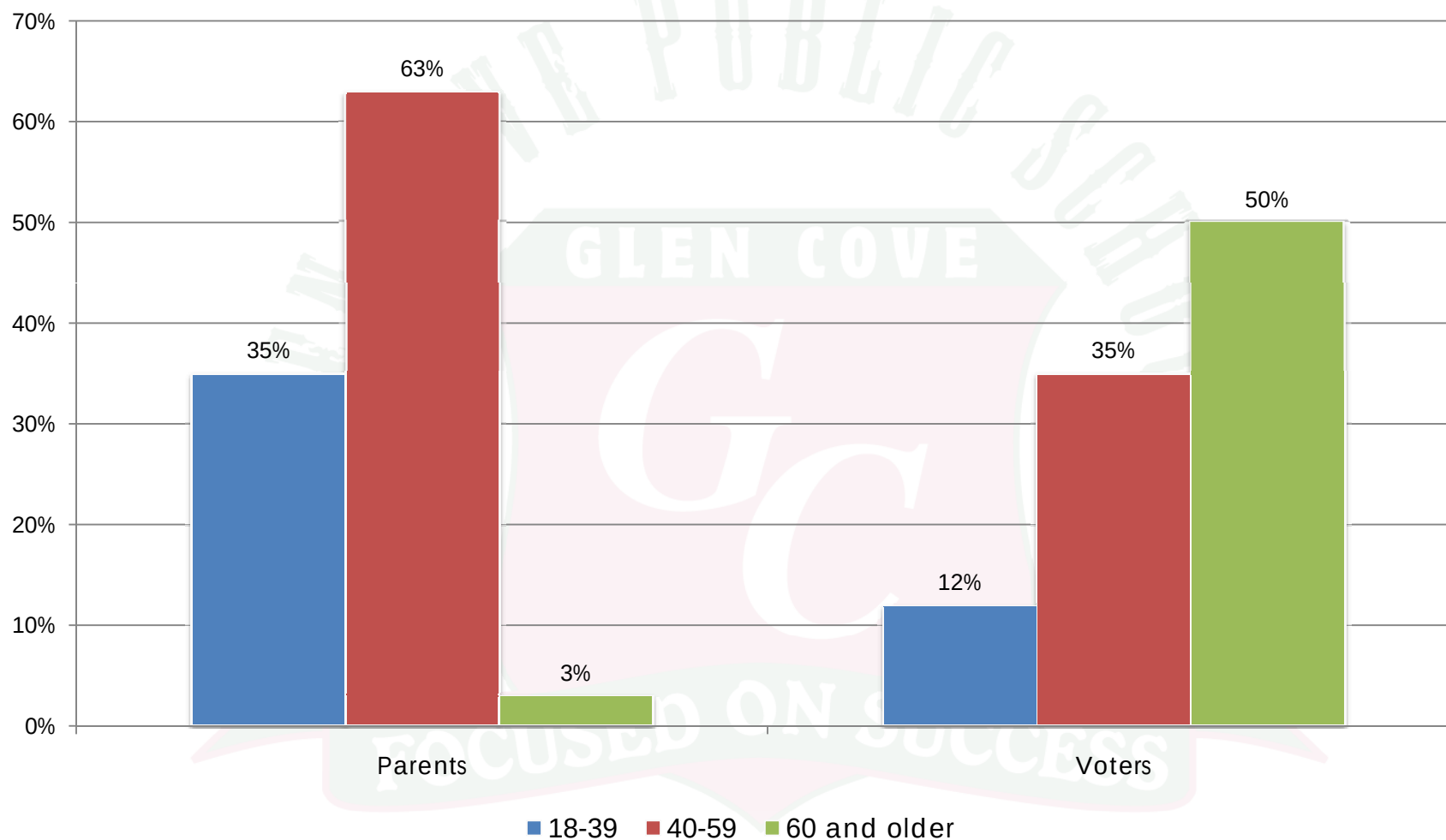
- Three benchmarks: full, voter, parent
 - Parent and voter cross-tabulations
 - Written summary

METHODOLOGY

- Telephone interviews with 300 registered voters and parents of Glen Cove students
- 128 parents, 172 voters (plus parent oversample)
- Weighting ensures proportional representation
 - MoE: +/-7.7% parents, +/-7.4% voters

Glen Cove Public Schools

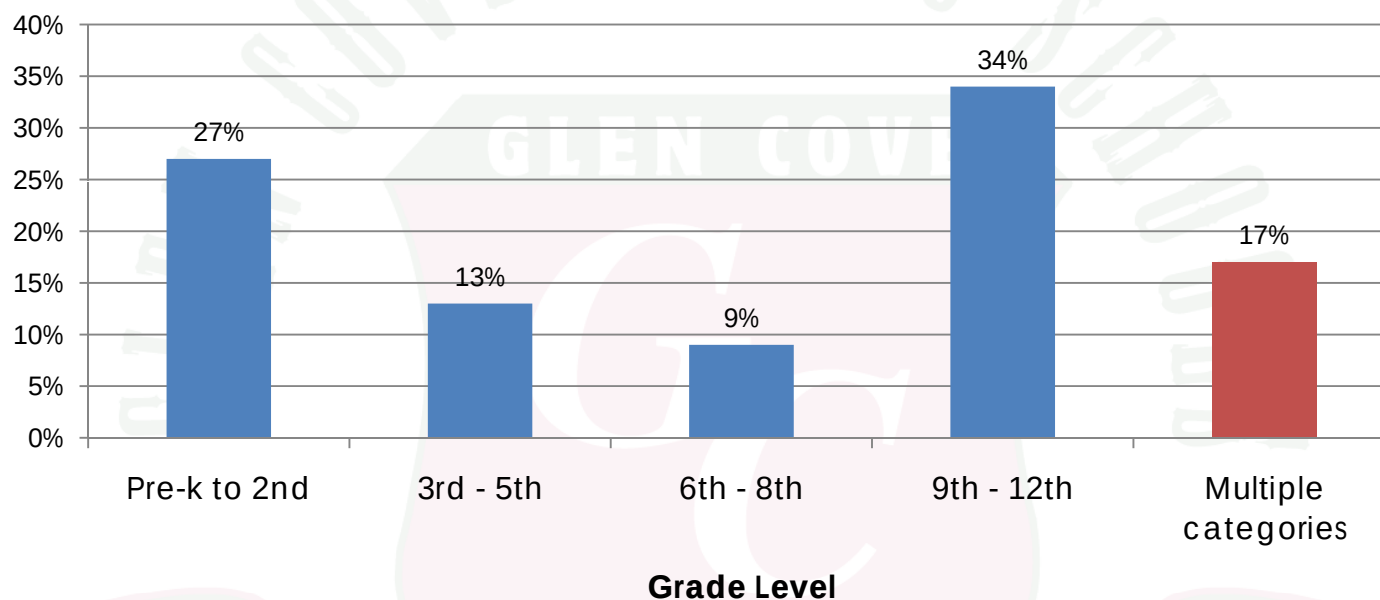
Q10 - Age of Respondent



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Q13 - Grade Level of Children in Home, Parents Only



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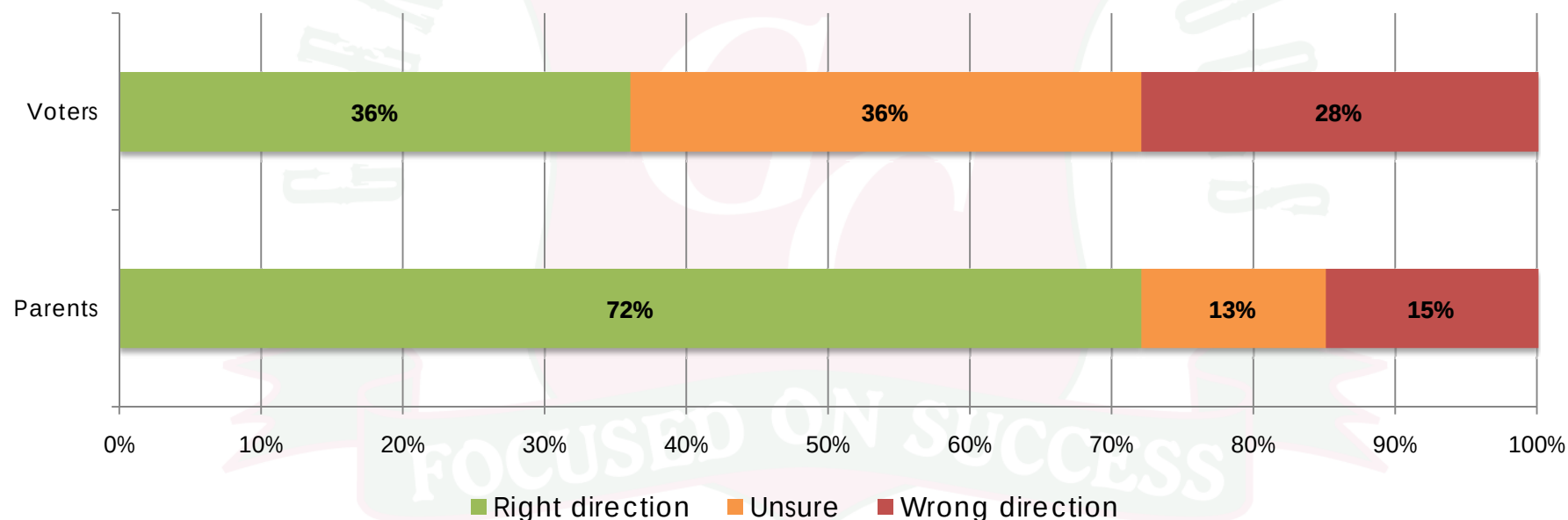
SUMMARY OF KEY FINDINGS



Glen Cove Public Schools

Parents are more generally positive about the district than non-parents.

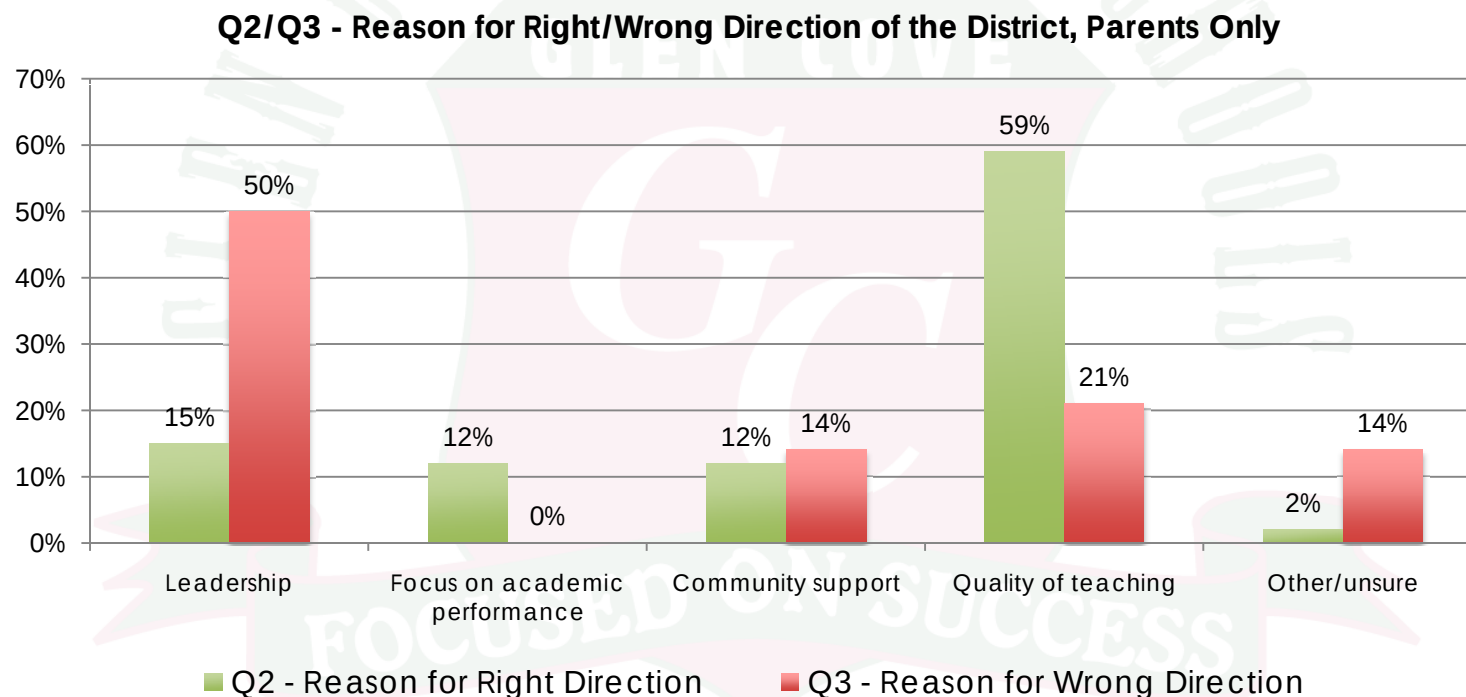
Q1 - Direction of School District, Parents and Voters



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Glen Cove Public Schools

Quality of teaching drives positive impressions; concerns for leadership.



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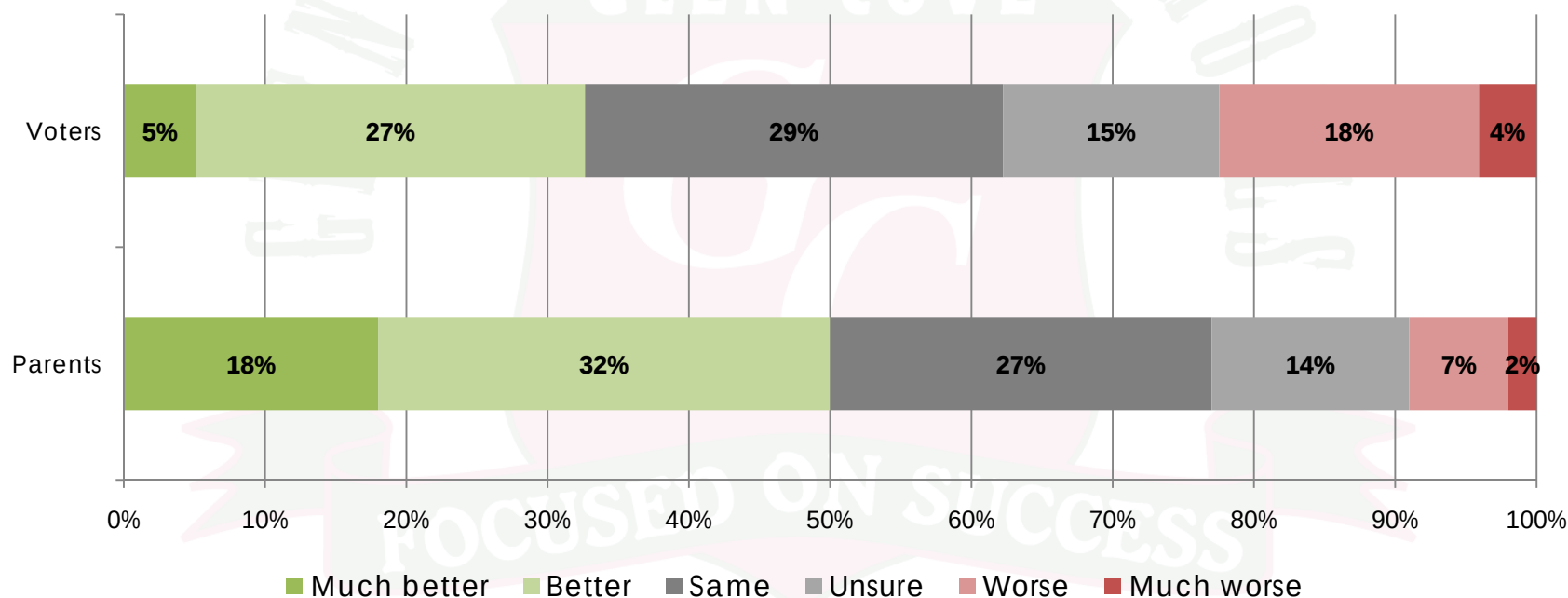
59% of parents and 53% of voters recognized quality teaching as driving the positive direction of the school district.

Among those who said the district was heading in the wrong direction, 50% of parents and 47% of voters blamed poor leadership for the trend.

Glen Cove Public Schools

Directional indicators are strong.

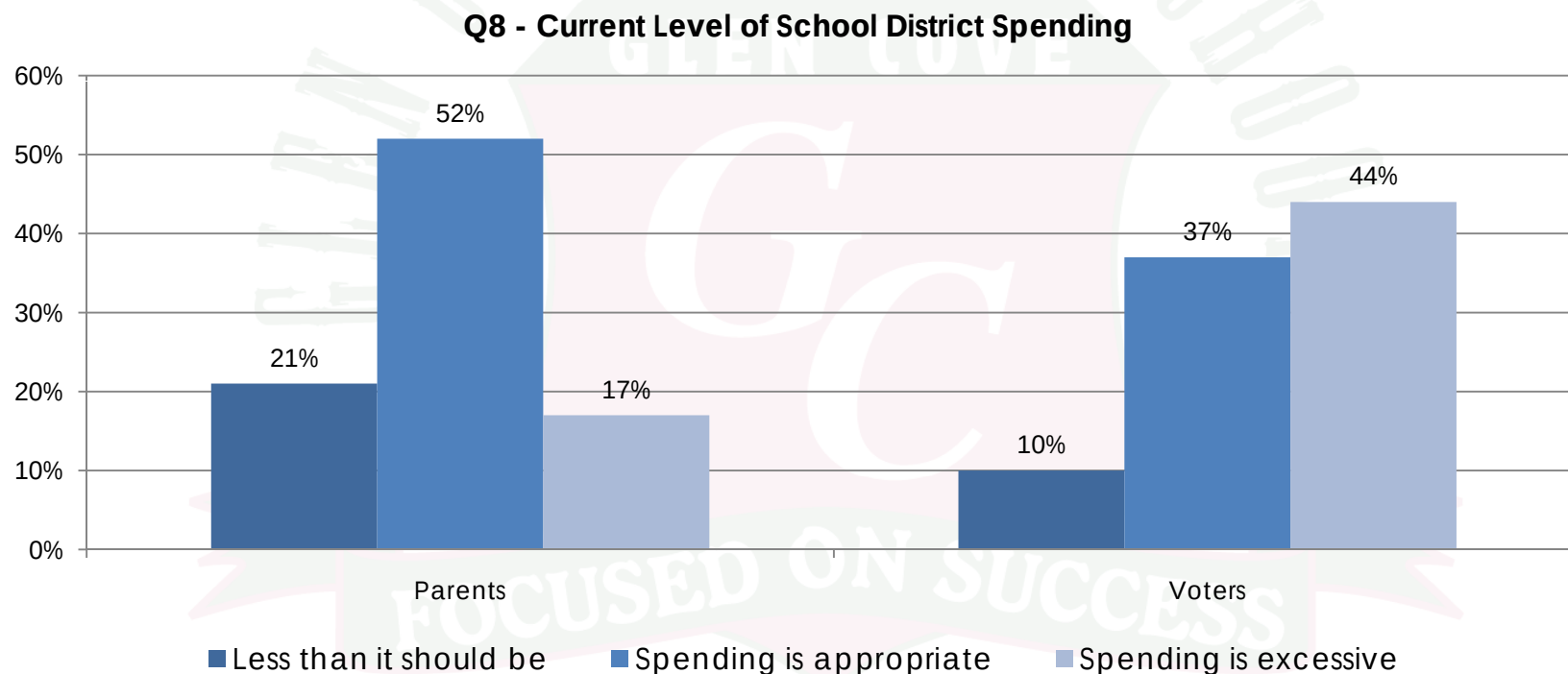
Q4 - Status of School District, Compared to 5 Years Ago



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Glen Cove Public Schools

Voters and parents feel markedly different about the level of spending.

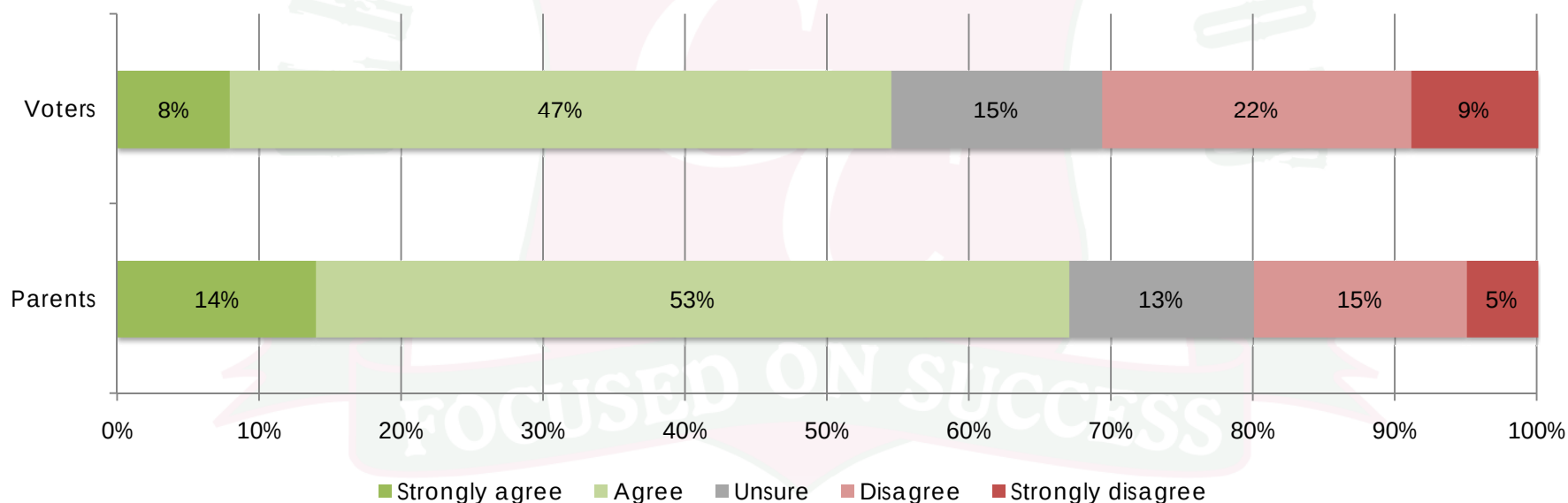


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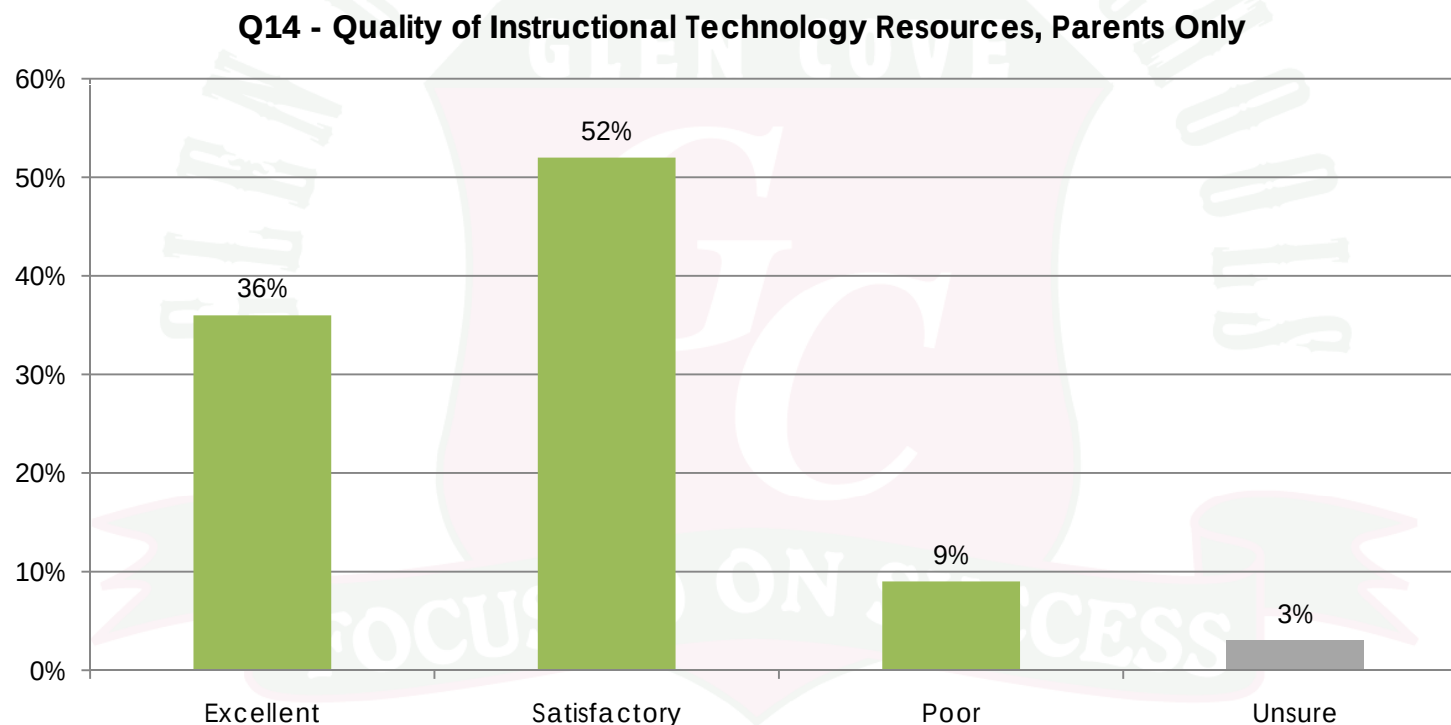
Parent satisfaction exceeds that of voters with regard to quality.

Q5 - "Glen Cove students graduate well-prepared for higher education and the demands of an ever-changing society."



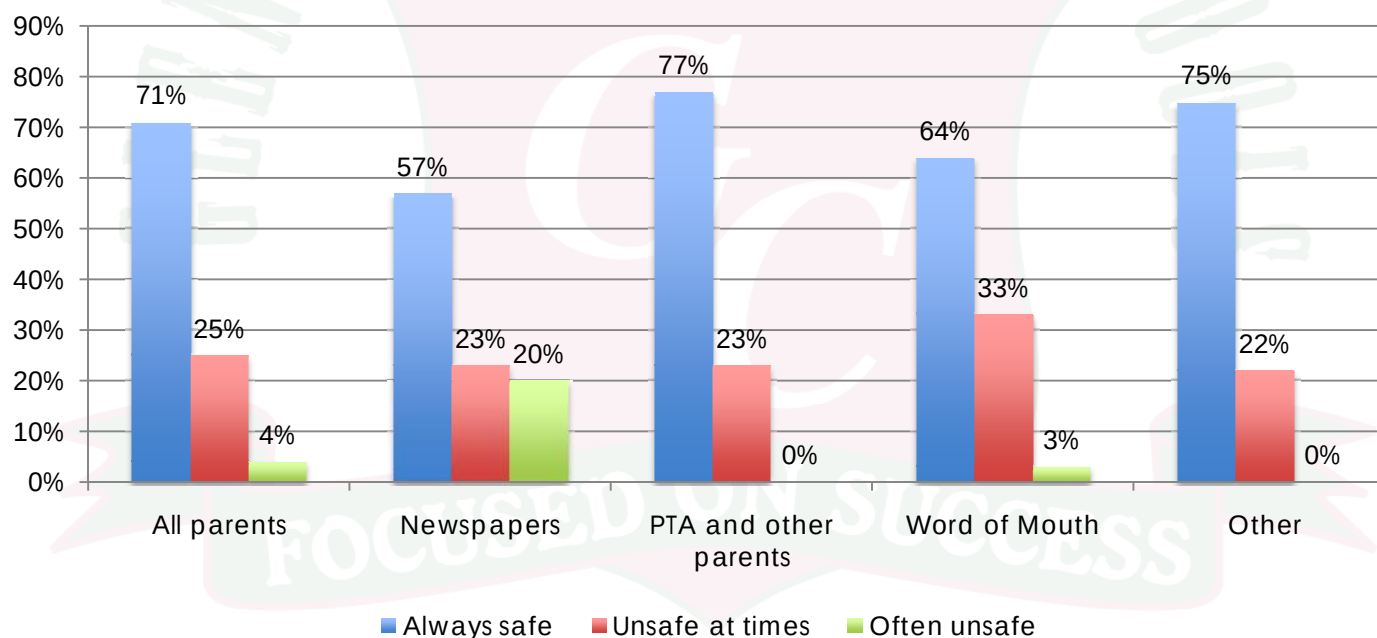
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Parent satisfaction for technology resources appears adequate.



Safety and Security concerns are something to examine.

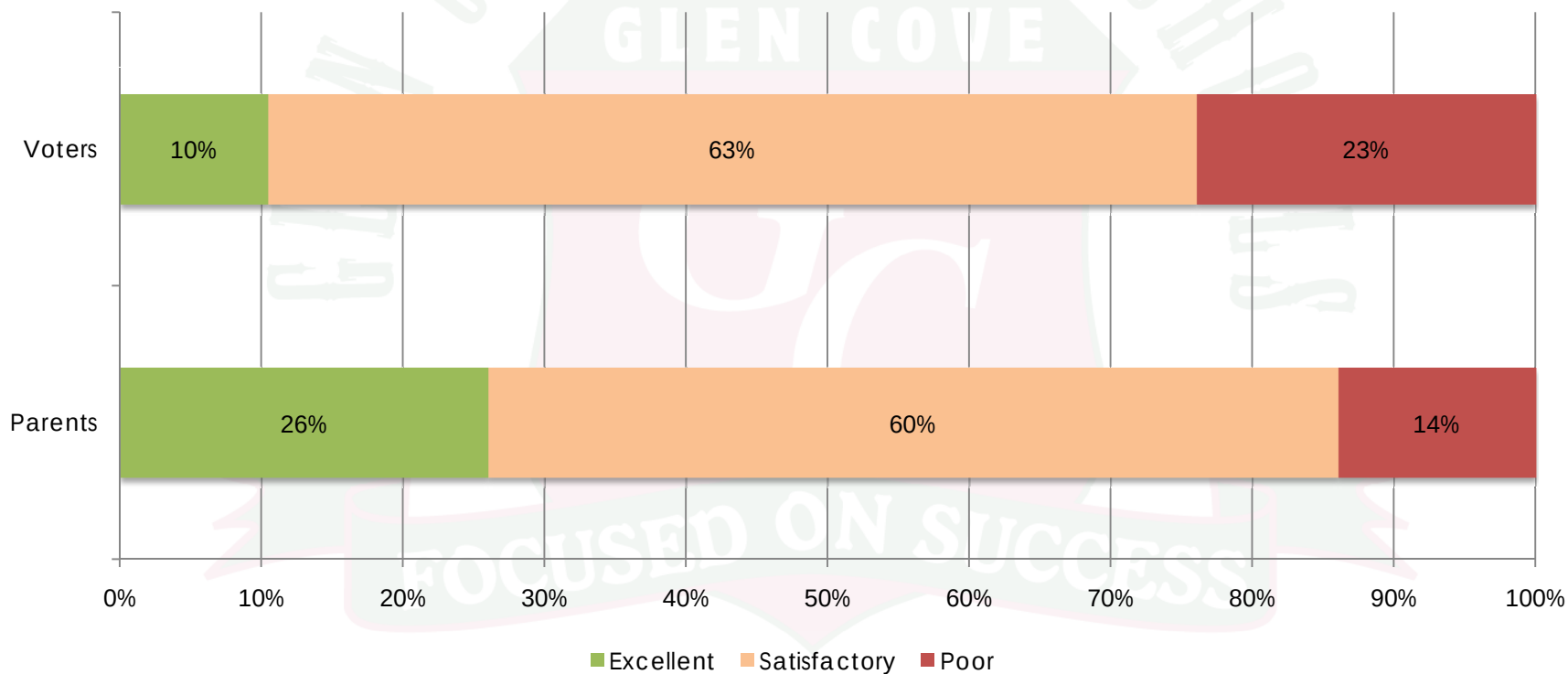
Q15 - Safety and Security of Children by Primary Source of Information, Parents Only



Glen Cove Public Schools

Communication rating is unremarkable...

Q7 - Rating of District's Communication Efforts

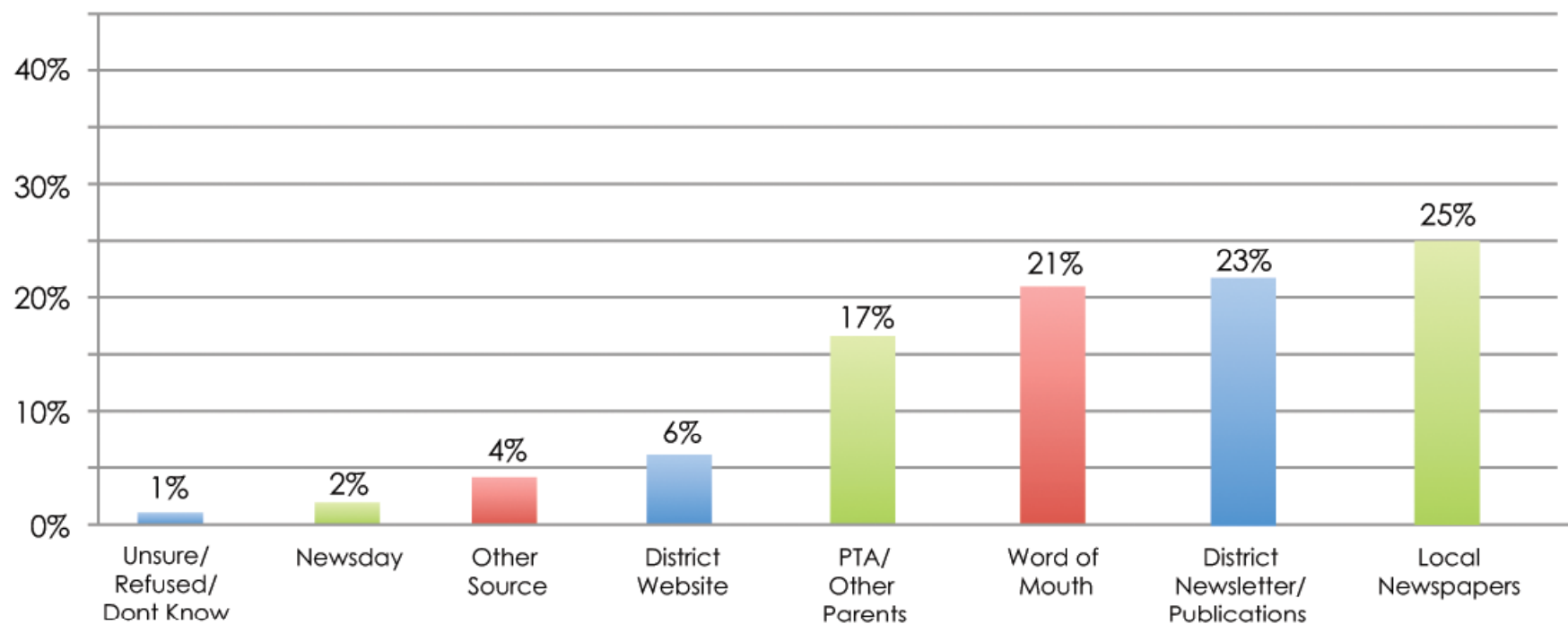


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Glen Cove Public Schools

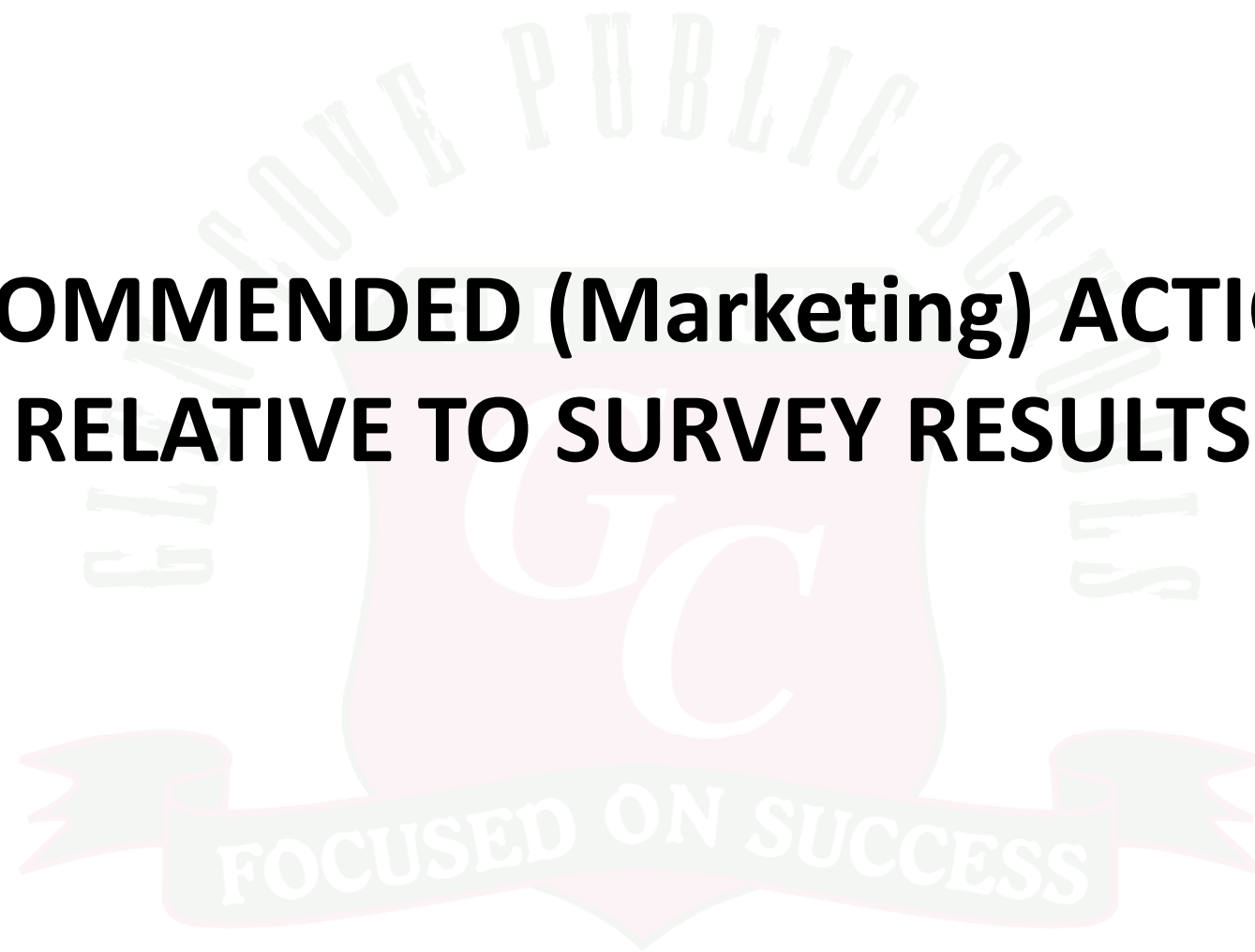
But sources of information are interesting.

Q6 - Where most get information about the school district.



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RECOMMENDED (Marketing) ACTIONS RELATIVE TO SURVEY RESULTS



Glen Cove Public Schools

- **Build upon upward trajectory of past five years, as defined in survey**

- Market to the core message that 'Glen Cove is on the rise'
- Broad integration of message (a)
- More sophisticated and targeted approach to communication (b)
- Voter analysis at core of marketing activities

- **Consider leadership perceptions, strategize plan for improvement**

- Evaluate by leadership identity: BOE, Central, Building
- Structure and exercise ongoing training for each group

- **Issue Management**

- Examine safety/security issue and address with mini-campaign
- Evaluate current issues assessment model

(a) Broad Integration of Message

- Establish new identity, i.e. 'Glen Cove on the Rise'
- Create new (alter existing) marketing materials to support new identity
- Create special events/activities to celebrate achievement, broaden school 'core' identity
- Consider mini 'campaigns' (teacher quality, achievement improvement, etc)
- Consider new website for more active marketing of district
 - structure more 'formal' news-oriented communication to mitigate WOM influence
- Continue strong local media coverage and formal district communication

(b) Targeted Integration of Message

- Move from quality to quantity by starting with more sophisticated voter analytics
- Use current strength of PTA/WOM channels to bring home marketing messages
- Bolster formal group-based communication

