Midland Public Schools
Inspiring Excellence

FOCUS PANEL AND SURVEY DATA REVIEW

October 2024

FOCUS PANEL OVERVIEW

- Conducted on September 24 and 25
- Represented key demographics in MPS
  - Midland Public Schools High School Students
  - Long-time Residents (two groups)
  - Business/Community Leaders
  - Non-profit Partners
  - Support Staff
  - Pre-school/Elementary Parents
  - Pre-school/Elementary Teachers
  - Secondary Parents
  - Secondary Teachers
- Each session began with participants watching a 10-minute pre-recorded video
- Participants were then asked a series of questions regarding facility needs

COMMUNITY SURVEY OVERVIEW

- An online survey was open to all community and staff members from September 27 until October 12
- Community and staff members had the opportunity to review a pre-recorded video used in the focus panels
- Following the video, survey respondents were asked about addressing facility needs
- Over 1,600 participants completed the survey
- Over 17,000 open-end responses are included in the tabulation
- Over 200 people asked to be contacted about their questions

Net Promoter Score of Midland Public Schools

FOCUS PANEL

Net Promoter Score:

+48

COMMUNITY SURVEY

Net Promoter Score:

+37

SCENARIO A - Focus Panel Summary

This scenario was preferred by focus panel participants.

- **Focus panel participants like that Scenario A…**
  - Maintains the current grade-level structure
  - Constructs new facilities (elementary and replacing Northeast)
  - Increases opportunities for students

- **Focus panel participants don't like that Scenario A…**
  - Moves Pre-K into the elementary schools
  - Is a temporary fix for the high schools and their aging infrastructure
  - Has a high project cost
  - Does not include auxiliary facilities

SCENARIO A - Community Survey Summary

This scenario was preferred by survey participants.

- **Survey participants like that Scenario A...**
  - Keeps the middle schools and high schools separate
  - Maintains the current grade configuration
  - Allows for more academic and extracurricular opportunities for students

- **Survey participants don't like that Scenario A...**
  - Impacts the elementary level boundaries and efficiencies
  - Moves Pre-K to the elementary buildings
  - Is costly and increases the tax rate
  - Will require the school district to maintain more buildings

FOCUS PANEL & COMMUNITY SURVEY COMPARISON - SCENARIO A

OVERALL FOCUS PANEL FAVORABILITY

Weighted average:

6.17

OVERALL COMMUNITY SURVEY FAVORABILITY

Weighted average:

5.08

SCENARIO B - Focus Panel Summary

- **Focus panel participants like that Scenario B...**
  - Consolidates program offerings into one building
  - Grade reconfiguration
  - Costs less than Scenario A
  - Updates all school facilities

- **Focus panel participants don't like that Scenario B...**
  - Includes large buildings for a smaller populations of students
  - Could provide fewer academic and extracurricular opportunities for students
  - Changes the grade configuration
  - Could increase transportation costs
  - Relocates Pre-K to elementary buildings
  - Will require students to attend multiple school buildings
  - Doesn't have an identified site for the new high school

SCENARIO B - Community Survey Summary

- **Survey participants like that Scenario B…**
  - Addresses declining enrollment
  - Constructs a new high school
  - Improves facility infrastructure
  - 386 survey respondents stated they like "nothing" about Scenario B.

- **Survey participants don't like that Scenario B…**
  - Reduces student participation
  - Changes the grade configuration
  - Could lead to overcrowding by moving two buildings into one
  - The loss of school pride
  - Has a high cost without clear benefits

FOCUS PANEL & COMMUNITY SURVEY COMPARISON - SCENARIO B

OVERALL FOCUS PANEL FAVORABILITY

Weighted average:

4.10

OVERALL COMMUNITY SURVEY FAVORABILITY

Weighted average:

3.16

SCENARIO B WITH AUXILIARY FACILITIES - Focus Panel Summary

- Focus panel participants like that Scenario B with auxiliary facilities...
  - Will enhance Arts and Athletics
  - Improves school facilities to attract new talent

- Focus panel participants don't like that Scenario B with auxiliary facilities...
  - Has a high cost and operational dollar capacity concerns
  - Lack of collaboration with the community
  - Reduces the number opportunities for students
  - Requires multiple building transitions

SCENARIO B WITH AUXILIARY FACILITIES - Community Survey Summary

- Survey participants like that Scenario B with auxiliary facilities...
  - Will update important auxiliary facilities
  - Will have accessible facilities for all schools
  - Supports athletics and extracurricular activities

- Survey participants don't like that Scenario B with auxiliary facilities...
  - Has a high cost
  - Doesn't put community needs first
  - Is replacing facilities that have been recently updated

RECOMMENDED SCENARIO
TO BE PLACED ON THE MAY 2025 BALLOT

A

SCENARIO A

FOCUS PANELS

53.76%

COMMUNITY SURVEY

49.66%

B

SCENARIO B

FOCUS PANELS

15.1%

COMMUNITY SURVEY

4.66%

B+

SCENARIO B –
AUXILIARY FACILITIES

FOCUS PANELS

19.35%

COMMUNITY SURVEY

14.37%

FOCUS PANELS –
NO RECOMMENDATION ON ANY SCENARIO

NOT SURE: **4.3%**

CAN'T SUPPORT ANY SCENARIO: **7.5%**

COMMUNITY SURVEY –
NO RECOMMENDATION ON ANY SCENARIO

NOT SURE: **5.33%**

CAN'T SUPPORT ANY SCENARIO: **25.98%**

SURVEY DEMOGRAPHIC BREAKDOWN

Totals will not equal 100% due to survey respondents being able to "check all that apply"

A parent with children attending Midland Public Schools
69.32% of survey participants

- Scenario A **54.99%**
- Scenario B **3.87%**
- Scenario B with auxiliary facilities **13.65%**
- Not sure/Can't say **4.89%**
- I cannot support placing any of the scenarios on the ballot **22.61%**

A parent with children attending another school district
3.46% of survey participants

- Scenario A **36.73%**
- Scenario B **0.0%**
- Scenario B with auxiliary facilities **8.16%**
- Not sure/Can't say **6.12%**
- I cannot support placing any of the scenarios on the ballot **48.98%**

A parent who homeschools their children
0.92% of survey participants

- Scenario A **23.08%**
- Scenario B **15.38%**
- Scenario B with auxiliary facilities **7.69%**
- Not sure/Can't say **7.69%**
- I cannot support placing any of the scenarios on the ballot **46.15%**

A Midland Public Schools student
4.94% of survey participants

- Scenario A **45.71%**
- Scenario B **8.57%**
- Scenario B with auxiliary facilities **20.0%**
- Not sure/Can't say **2.86%**
- I cannot support placing any of the scenarios on the ballot **22.86%**

SURVEY DEMOGRAPHIC BREAKDOWN

Totals will not equal 100% due to survey respondents being able to "check all that apply"

A non-parent (currently do not have children attending school)
20.17% of survey participants

- Scenario A   **38.38%**
- Scenario B   **6.69%**
- Scenario B with auxiliary facilities   **15.85%**
- Not sure/Can't say   **6.69%**
- I cannot support placing any of the scenarios on the ballot   **32.39%**

A business owner in the Midland Public School District
8.18% of survey participants

- Scenario A   **43.10%**
- Scenario B   **4.31%**
- Scenario B with auxiliary facilities   **12.07%**
- Not sure/Can't say   **6.03%**
- I cannot support placing any of the scenarios on the ballot   **34.48%**

An elected official residing in the Midland Public School District
0.85% of survey participants

- Scenario A   **58.33%**
- Scenario B   **8.33%**
- Scenario B with auxiliary facilities   **0.0%**
- Not sure/Can't say   **0.0%**
- I cannot support placing any of the scenarios on the ballot   **33.33%**

A Midland Public Schools employee
14.88% of survey participants

- Scenario A   **52.15%**
- Scenario B   **4.31%**
- Scenario B with auxiliary facilities   **22.97%**
- Not sure/Can't say   **4.31%**
- I cannot support placing any of the scenarios on the ballot   **16.27%**

QUESTIONS?