

CFISD Parent Survey



Administered by Baseline & Associates

April 28 - May 4, 2025

2016

2022

2025

April 28 - May 4, 2025

N = 2,011 Respondents, margin of error: +/- 2.2%

April 12 - 25, 2022

N = 1,450 Respondents, margin of error: +/- 2.6%

April 14 - May 15, 2016

N = 840 Respondents, margin of error: +/- 3.4%

All results are rounded to the nearest whole percent.

Objectives

1

To measure general attitudes about CFISD, including ratings of specific aspects of CFISD.

2

To assess how information about CFISD is currently received.

3

To gauge awareness of school choice/voucher legislation.

4

To assess whether respondents are more likely to want to keep their child in CFISD or switch to a private school or other non-CFISD alternative.

5

To measure the impact of informative statements on keeping their child in CFISD or switching to a private school or other non -CFISD alternative.

Respondent Characteristics using PEIMS data

Free & Reduced
Lunch



Ethnicity



Zip Code



At Risk



Distribution of Responses by Zip Code

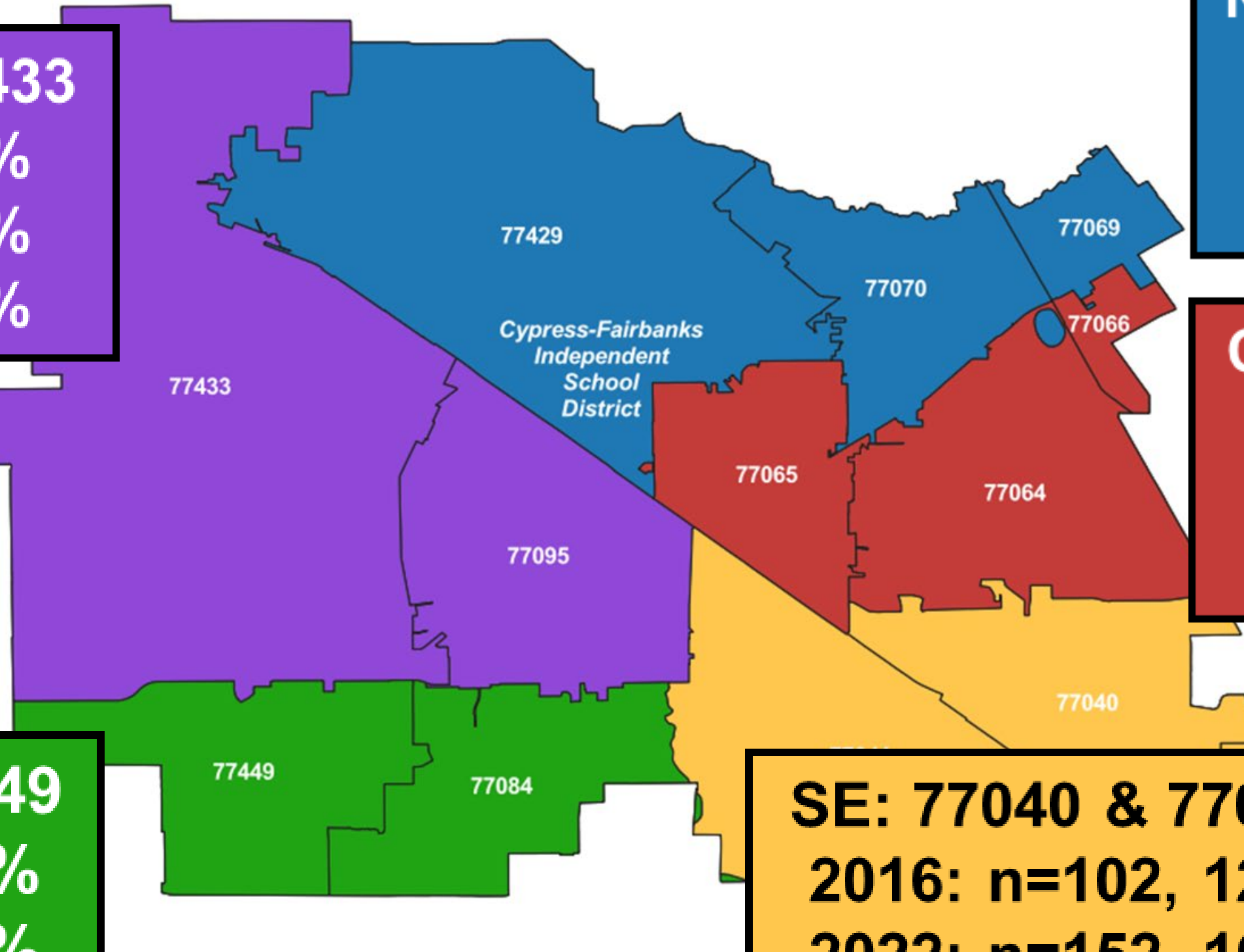
West: 77095 & 77433
2016: n=253, 30%
2022: n=491, 34%
2025: n=739, 37%

SW: 77084 & 77449
2016: n=188, 22%
2022: n=327, 23%
2025: n=432, 21%

North: 77070 & 77429
2016: n=185, 22%
2022: n=313, 22%
2025: n=417, 21%

Cent: 77064 & 77065
2016: n=112, 13%
2022: n=167, 12%
2025: n=219, 11%

SE: 77040 & 77041
2016: n=102, 12%
2022: n=152, 10%
2025: n=204, 10%



Respondent Demographics

Age



Race



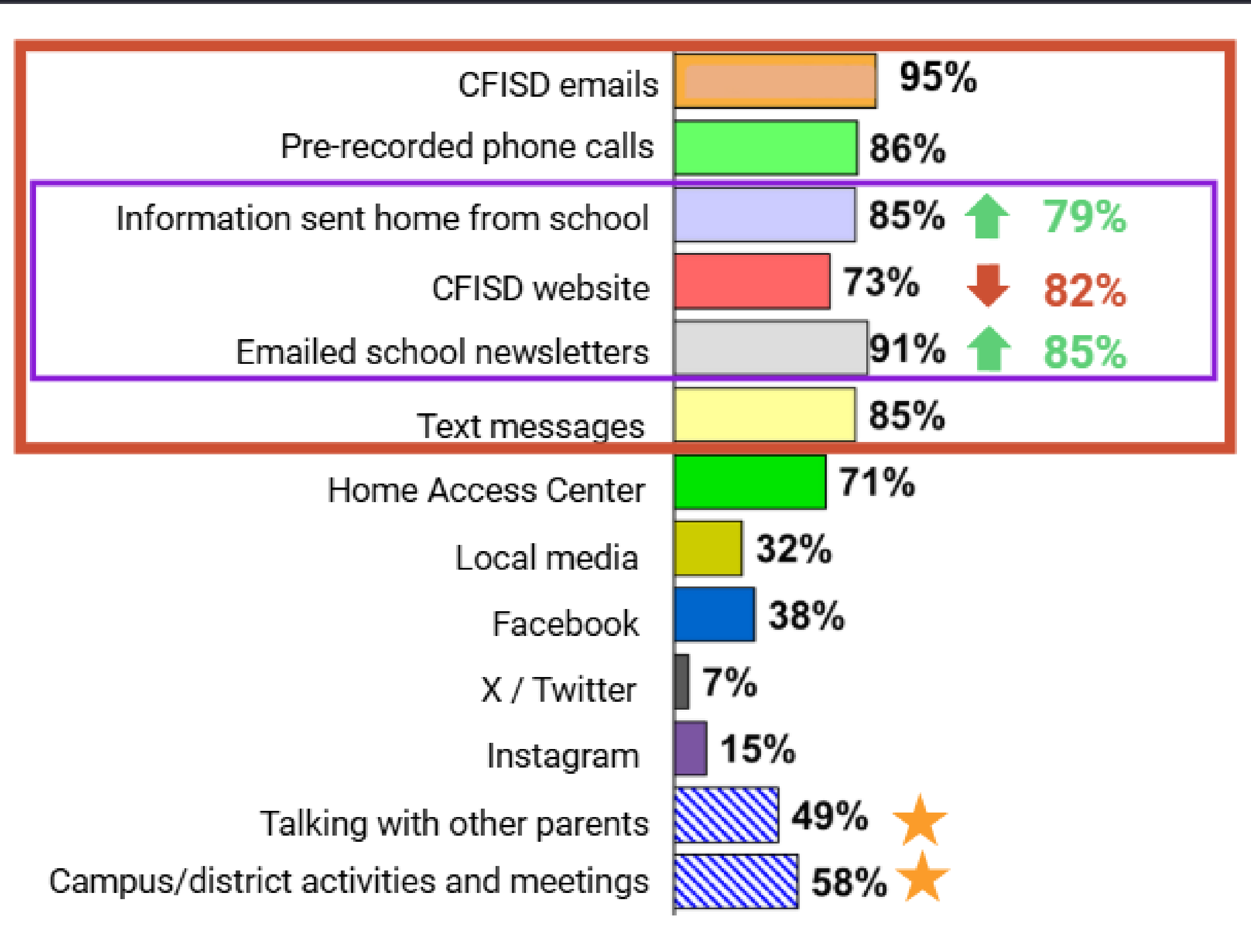
Gender



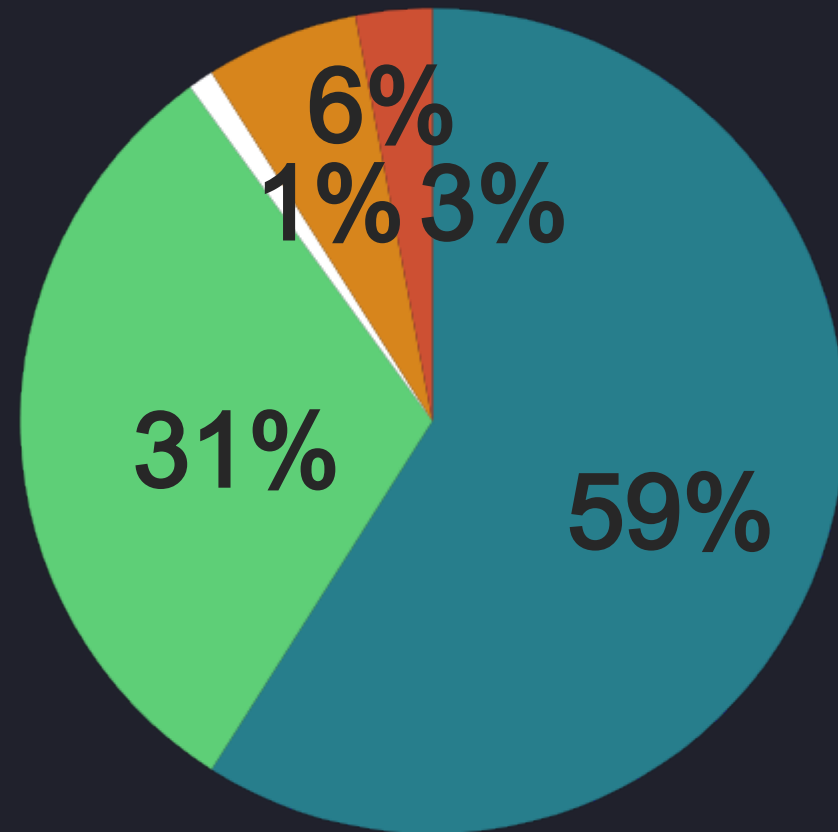
Income



How do you get information from CFISD?



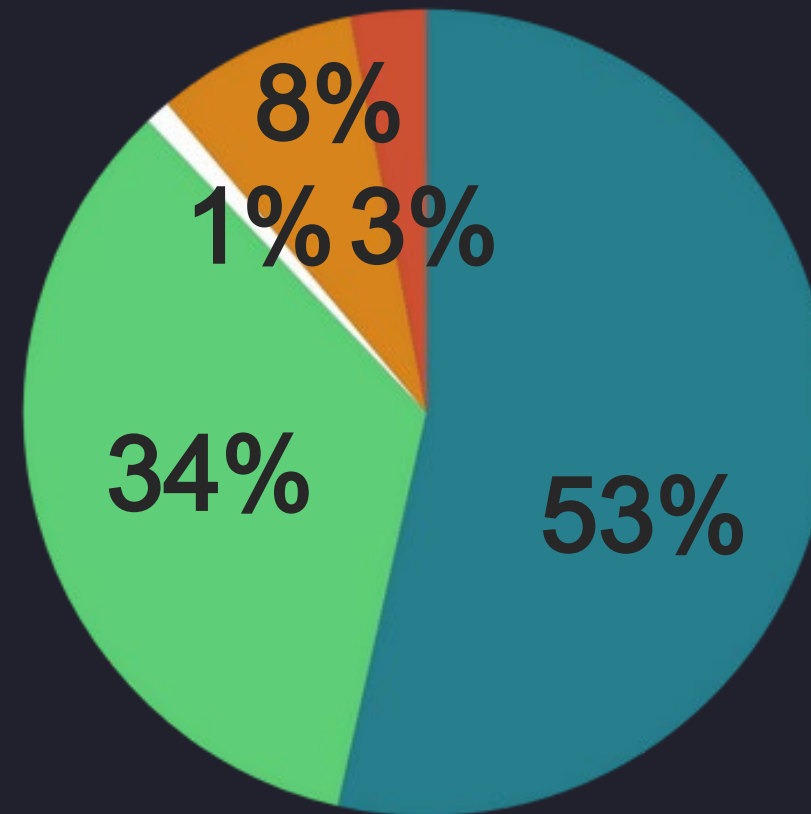
Do you feel welcome at your child's school?



2016

90% YES

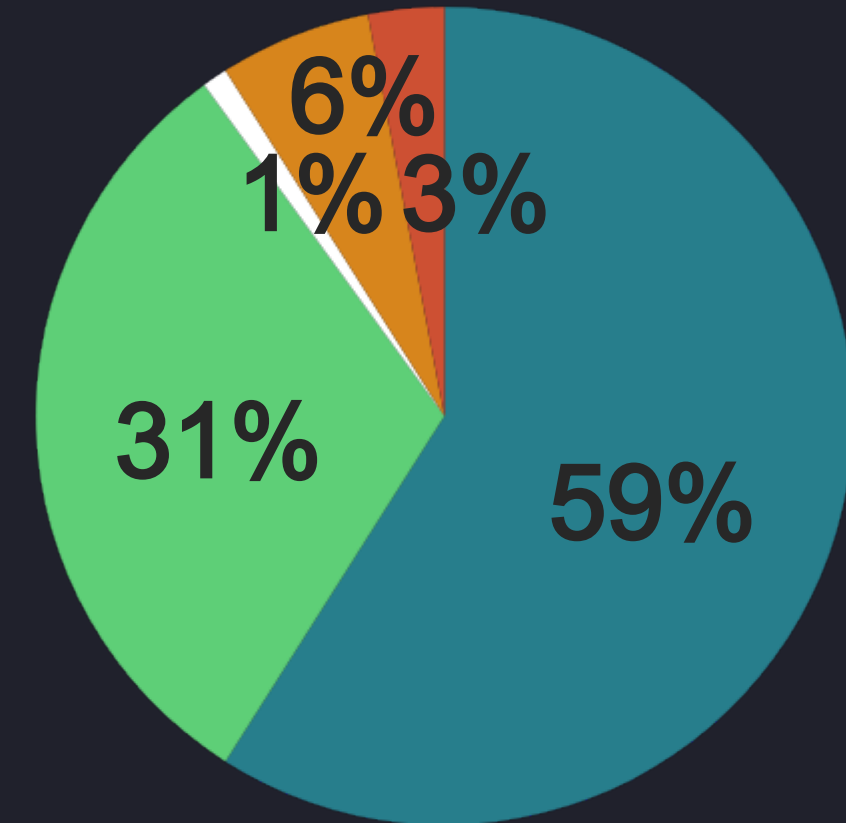
(Strongly / Somewhat)



2022

87% YES

(Strongly / Somewhat)



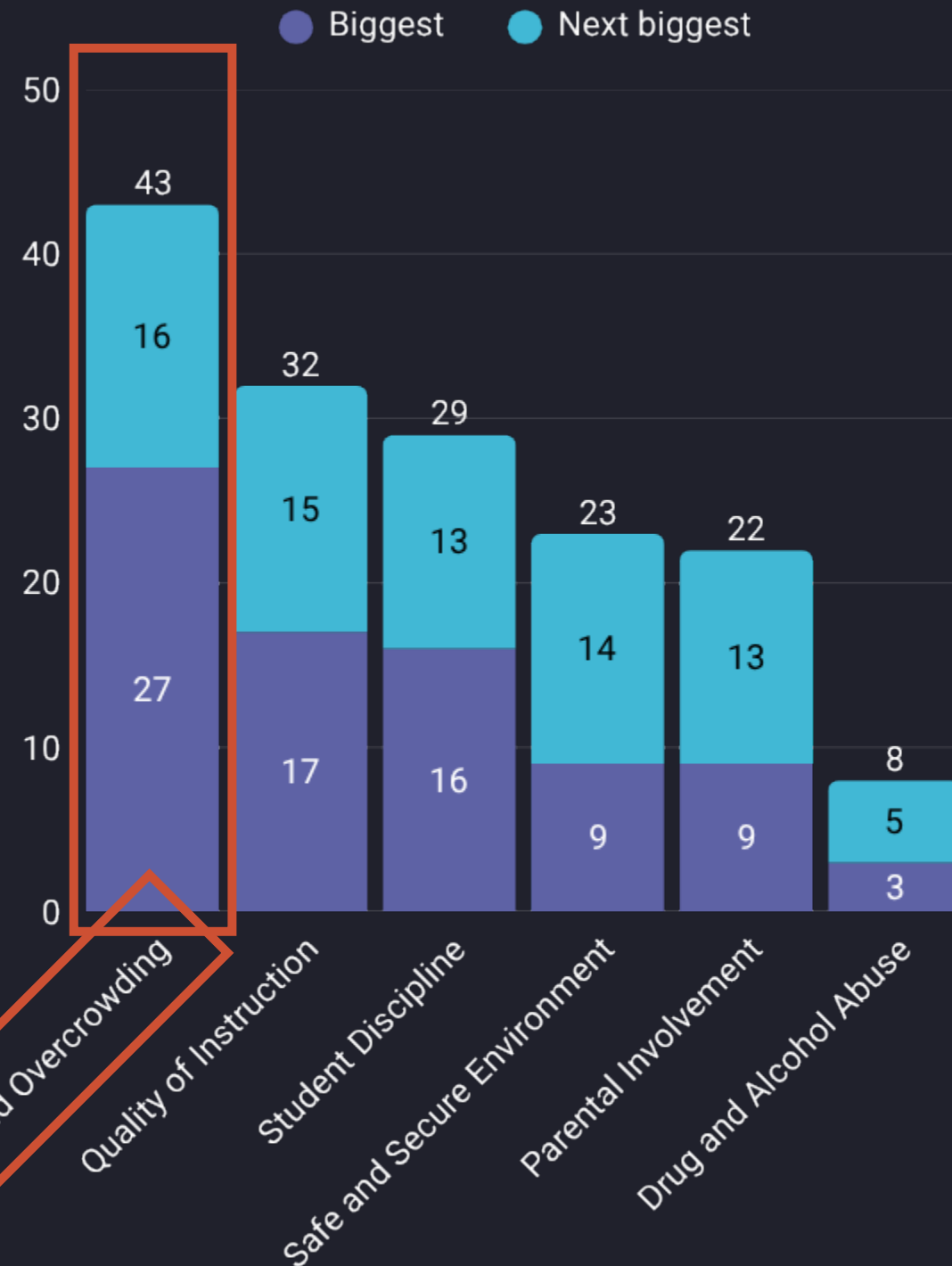
2025

90% YES

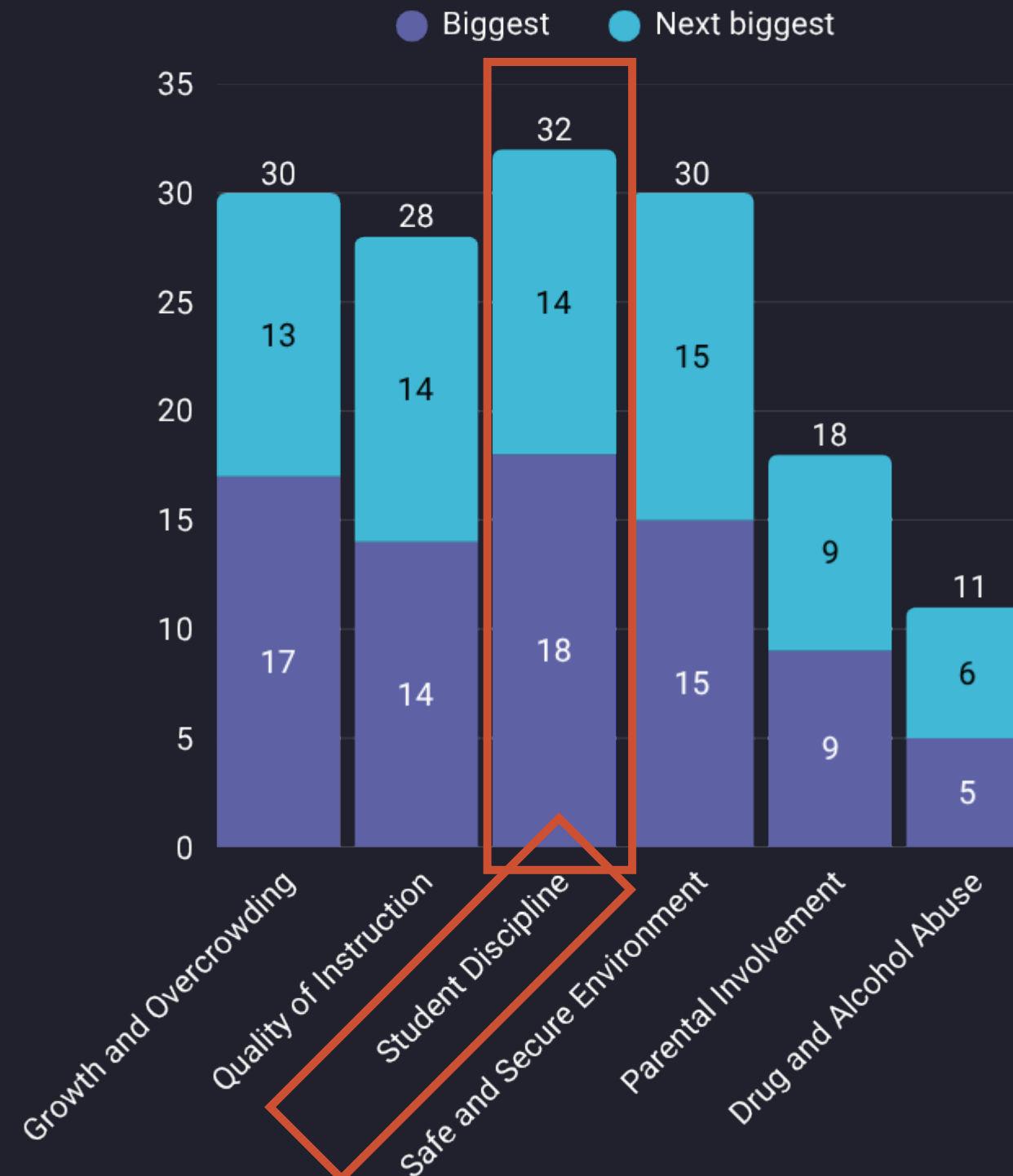
(Strongly / Somewhat)

Which is the biggest/next biggest challenge facing CFISD?

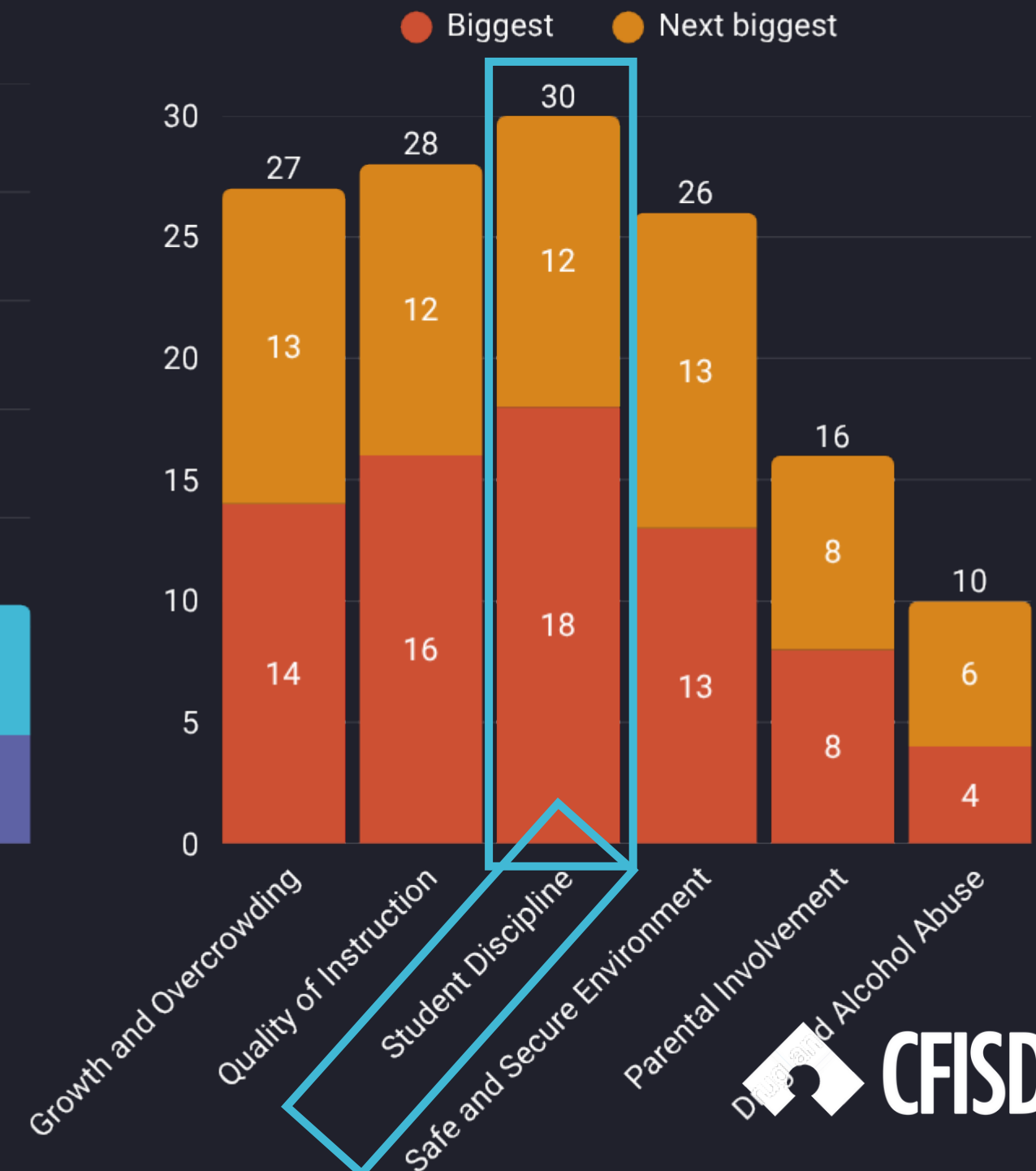
2016



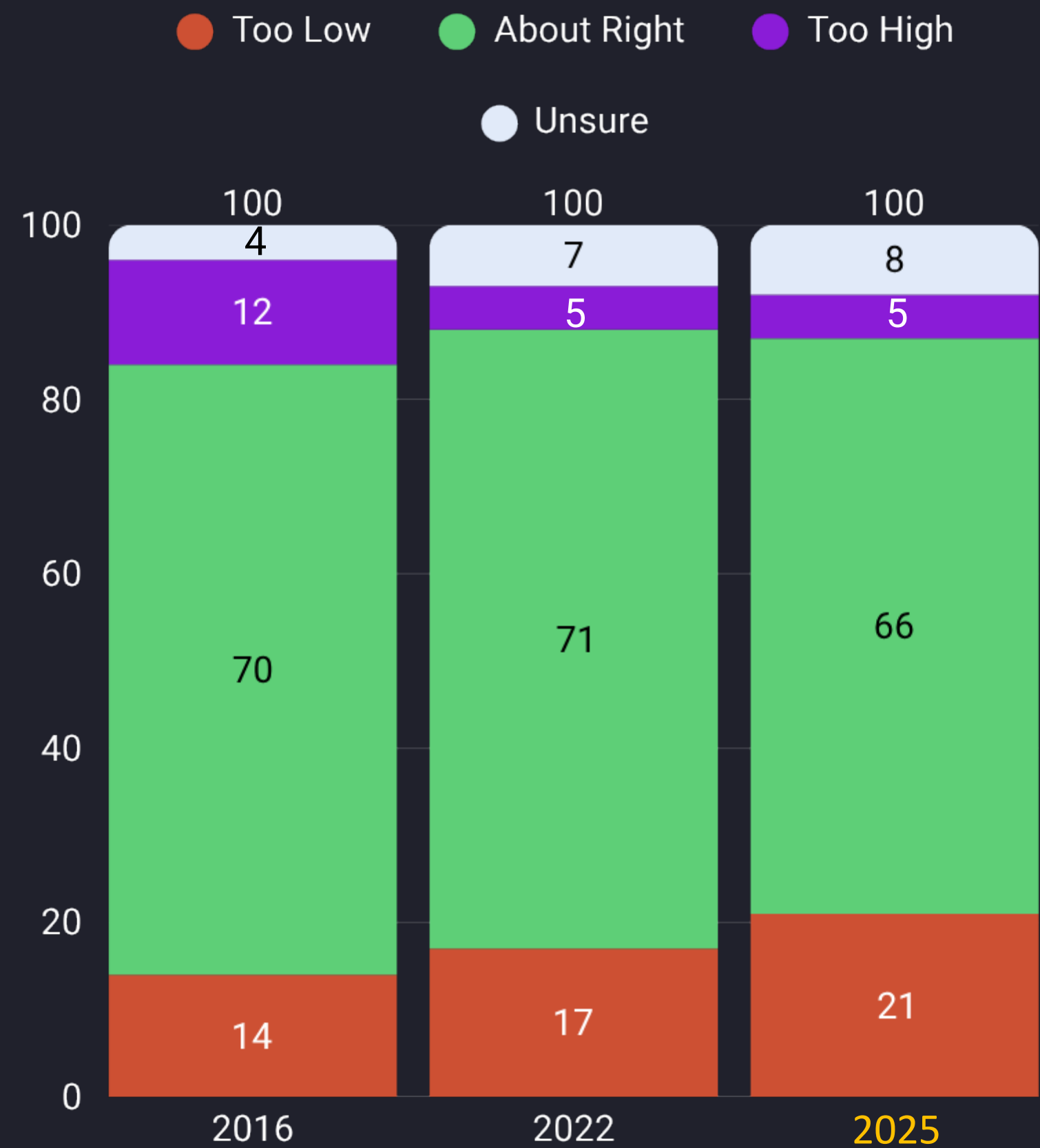
2022



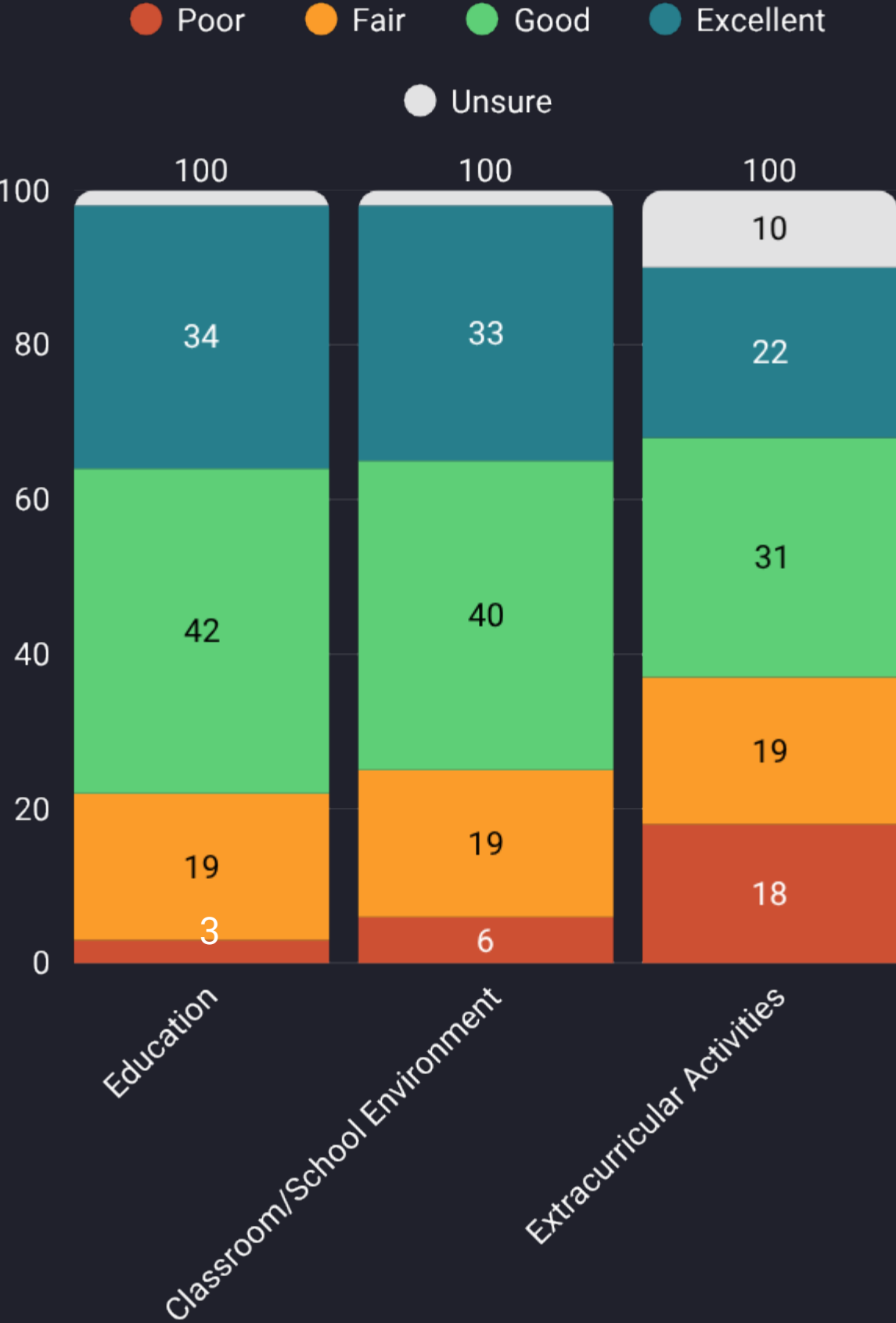
2025



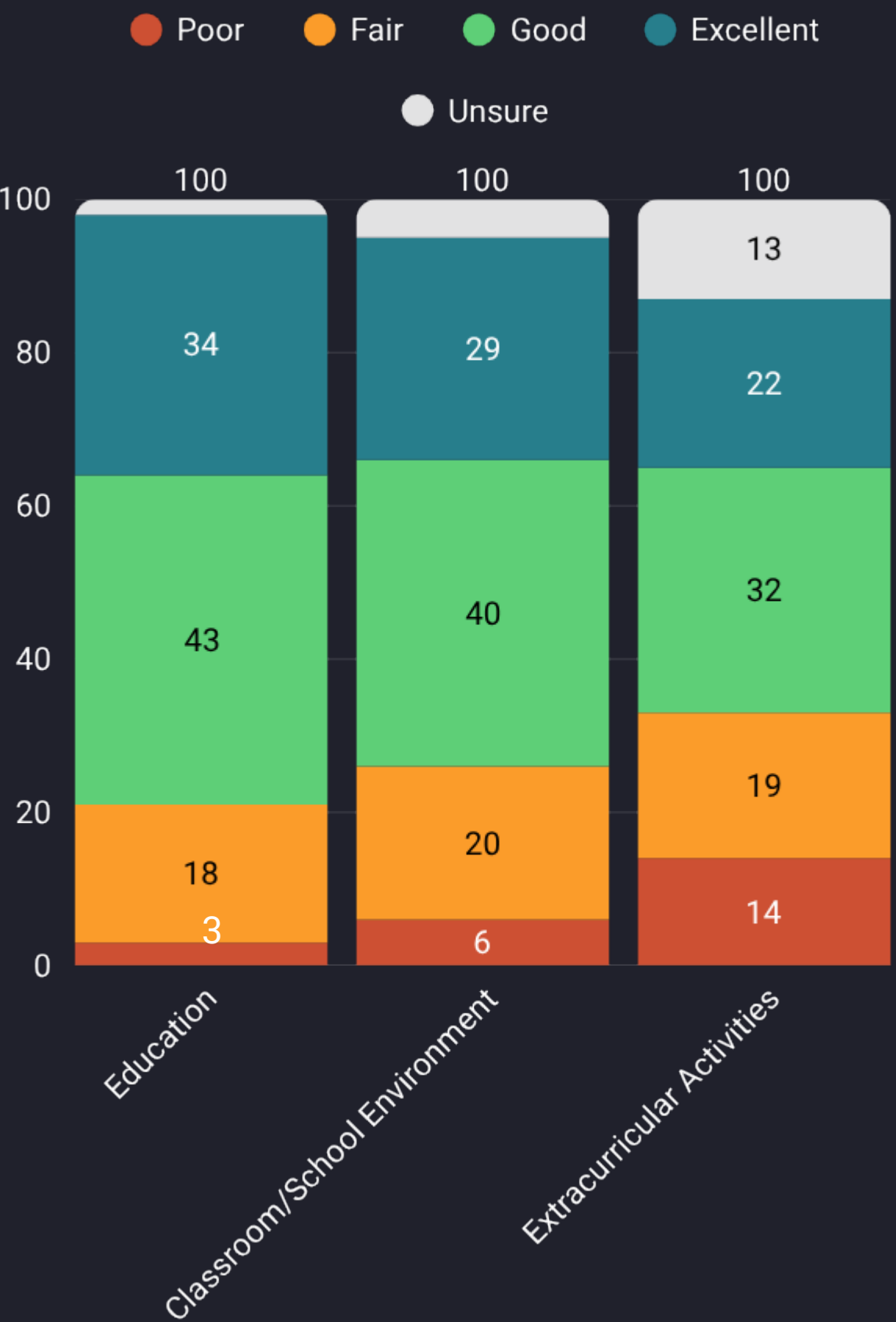
In general, what do you think of the academic standards in CFISD?



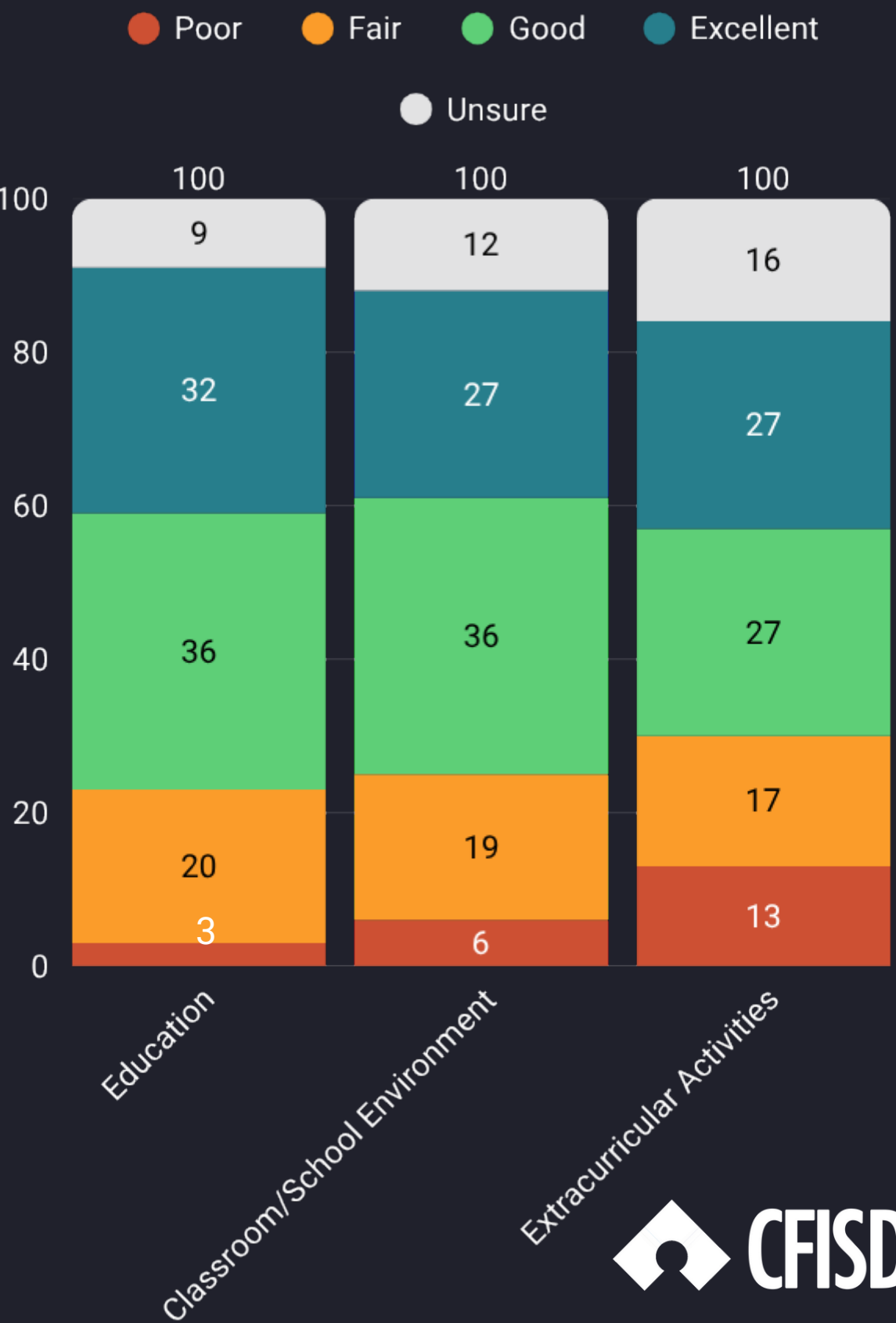
Rate for youngest child



2nd youngest child



3rd youngest child

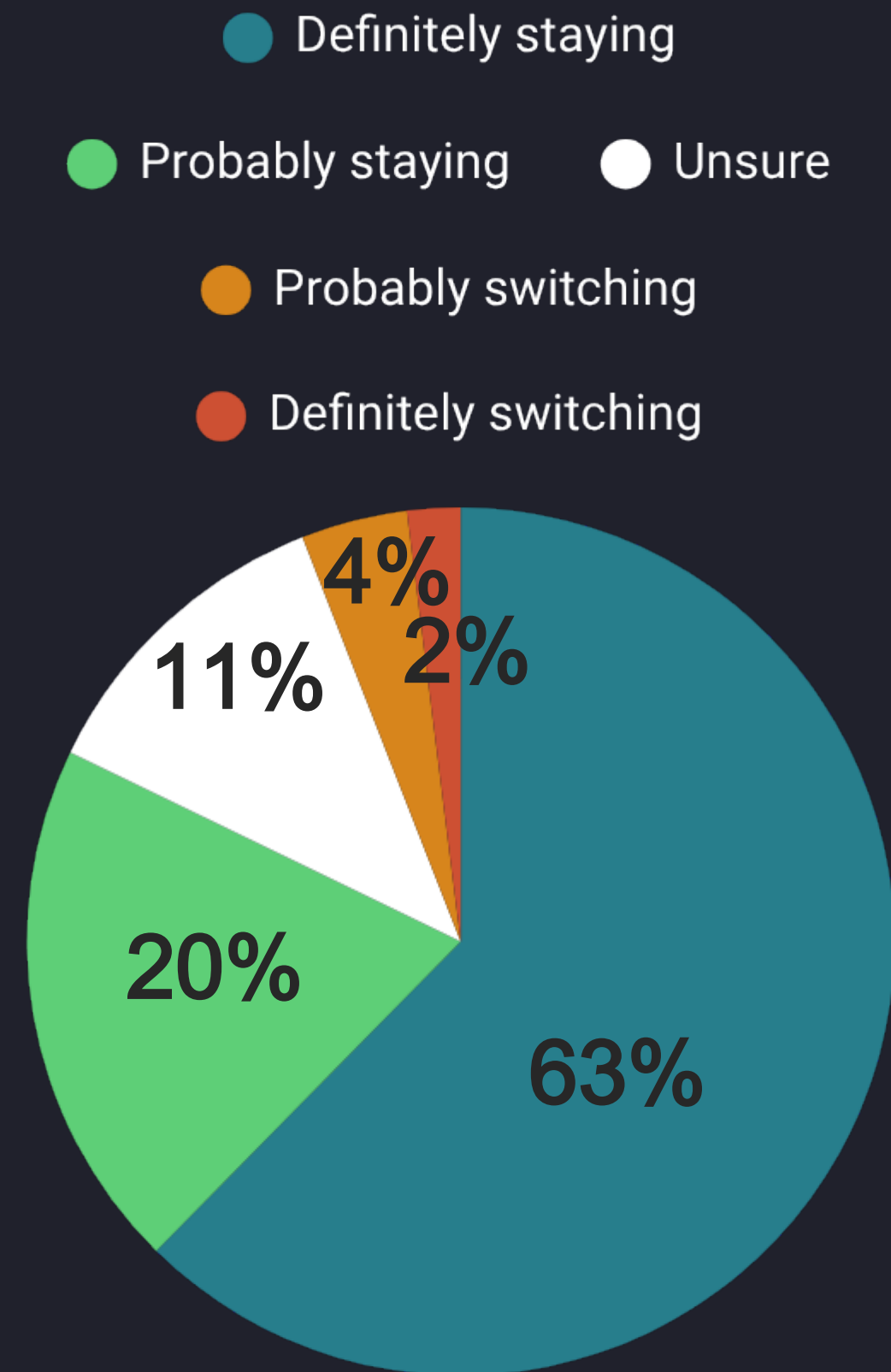


Have you seen, read or heard about the state legislature passing Education Savings Accounts, also known as school vouchers, that would allow parents to use taxpayer funds to help pay for a child's education?

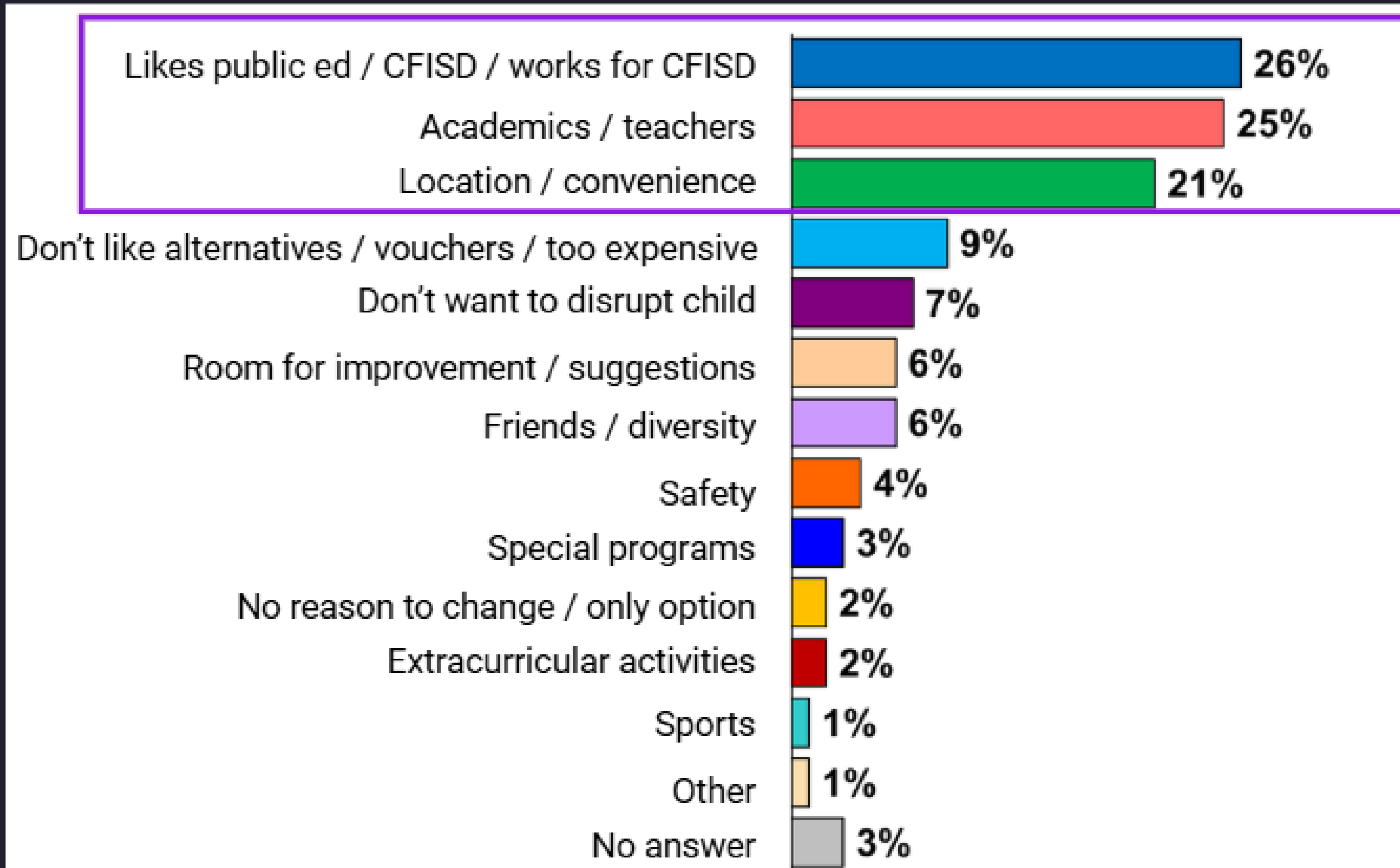


Which best describes what
you are thinking about next
year for your child ?

83%
Definitely / Probably Staying in CFISD



What are the main reasons you will keep your child in CFISD?



What are the main reasons you may switch?



Academics / Teachers



Safety / Discipline



A better / different setting

Awareness Statements



Q21	CFISD has 96 school campuses consisting of elementary schools, 20 middle schools, 12 high schools and 5 special program facilities.
Q22	With over 118,000 students, CFISD is the third-largest school district in Texas.
Q23	\$85 million in academic scholarships were awarded to CFISD students last year.
Q24	CFISD offers before and after-school care for elementary students.
Q25	More than 20,000 students in CFISD participated in athletics and cheerleading last year.
Q26	Students in CFISD are taking Career & Technical Education courses and/or are on track to earn more than 70 certifications in career-related, ready-to-work programs.
Q27	CFISD was named among the "Best Communities for Music Education" for the seventh consecutive year.
Q28	CFISD offers a variety of opportunities in the fine arts, with students involved in dance, drill team, band, orchestra, and art.
Q29	CFISD coordinates a program with the Air Force Junior ROTC, and all 12 high schools participate in the program.
Q30	CFISD has increased safety and security across its campuses with security cameras, fencing, secured entrances, security card readers, enhanced video intercom systems, and lockdown buttons.
Q31	CFISD offers a gifted and talented program beginning in kindergarten, as well as honors and accelerated courses in middle and high school.
Q32	There are 35 elementary school campuses with a bilingual education program.
Q33	CFISD offers action-based labs (Spanish with P.E.) in several elementary schools.
Q34	CFISD offers a College Academy, which students can take dual credit courses and graduate high school with an associate degree from Lone Star College.
Q35	CFISD offers extensive advanced course options, including dual credit and advanced placement (AP).
Q36	CFISD has a zero-tolerance bullying policy.
Q37	CFISD has reduced and free breakfast / lunches based on a family's household income.

Impact Statements

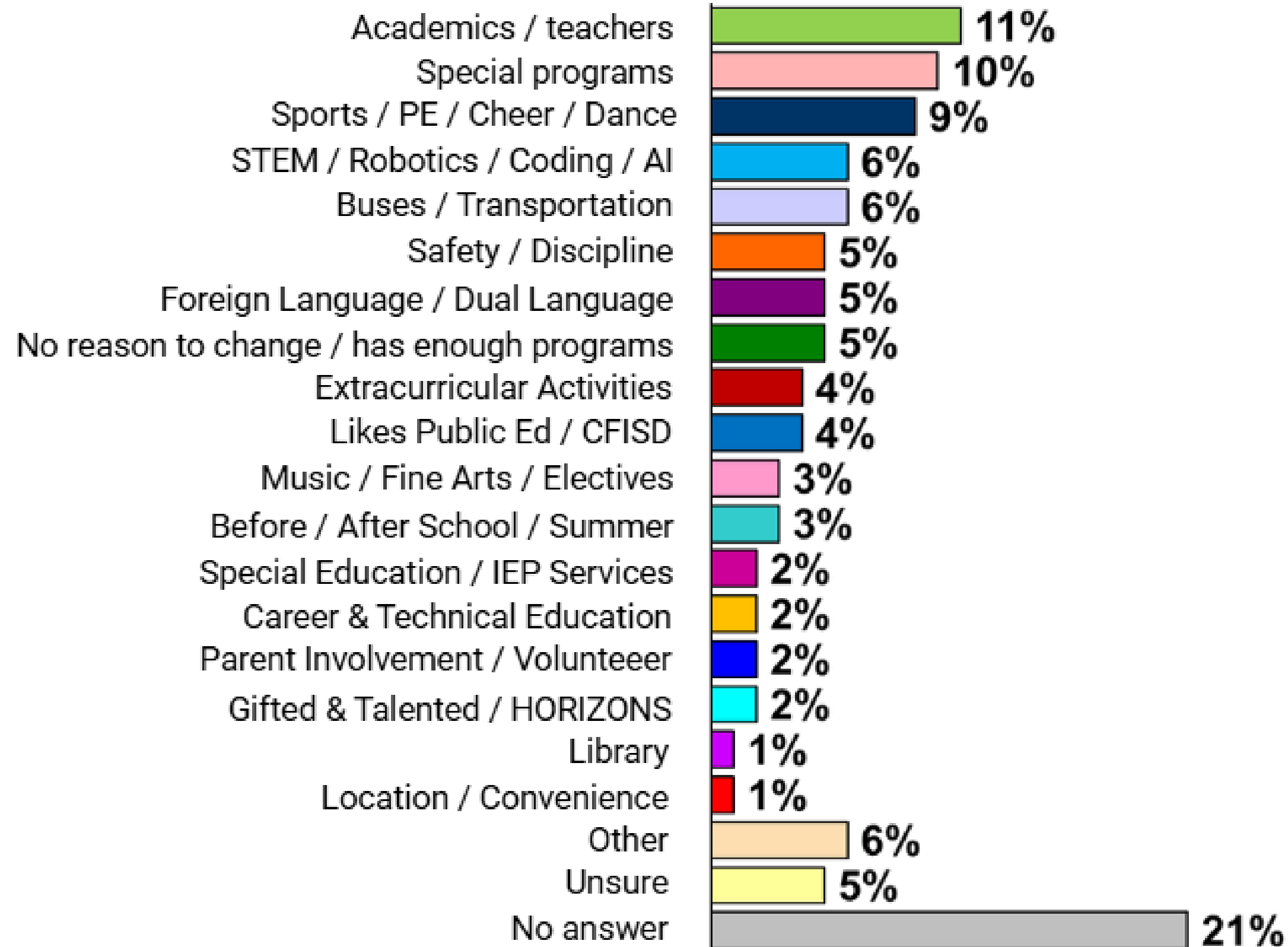


Q38	CFISD has 96 school campuses consisting of 59 elementary schools, 20 middle schools, 12 high schools and 5 special program facilities.
Q39	With over 118,000 students, CFISD is the third-largest school district in Texas.
Q40	\$85 million in academic scholarships were awarded to CFISD students last year.
Q41	CFISD offers before and after-school care for elementary students.
Q42	More than 20,000 students in CFISD participated in athletics and cheerleading last year.
Q43	Students in CFISD are taking Career & Technical Education courses and/or are on track to earn more than 70 certifications in career-related, ready-to-work programs.
Q44	CFISD was named among the "Best Communities for Music Education" for the seventh consecutive year.
Q45	CFISD offers a variety of opportunities in the fine arts, with students involved in dance, drill team, band, orchestra, and art.
Q46	CFISD coordinates a program with the Air Force Junior ROTC, and all 12 high schools participate in the program.
Q47	CFISD has increased safety and security across its campuses with security cameras, fencing, secured entrances, security card readers, enhanced video intercom systems, and lockdown buttons.
Q48	CFISD offers a gifted and talented program beginning in kindergarten, as well as honors and accelerated courses in middle and high school.
Q49	There are 35 elementary school campuses with a bilingual education program.
Q50	CFISD offers action-based labs (Spanish with P.E.) in several elementary schools.
Q51	CFISD offers a College Academy, which students can take dual credit courses and graduate high school with an associate degree from Lone Star College.
Q52	CFISD has a zero-tolerance bullying policy.
Q53	CFISD has reduced and free breakfasts / lunches based on the family's household income.
Q54	Dual language programs in elementary school.
Q55	Robotics in elementary school.
Q56	A multivariable calculus course in high school.
Q57	With 96 campuses, CFISD has a school that is convenient to where you live.

Statements Highly Correlated

- 1 With 96 campuses, CFISD has a school that is convenient to where you live.
- 2 CFISD has a zero tolerance bullying policy.

What new or other programs would you like in CFISD?



Summary of Findings

- 1 The most popular methods for receiving information about CFISD are CFISD emails (95%), email newsletters from school (91%), pre-recorded phone calls (85%), information sent home from school (85%), and text messages (85%).
- 2 90% of parents felt strongly or somewhat welcome at their child's school .
- 3 When asked what the biggest challenge facing CFISD is, 30% selected student discipline, as compared to 32% in 2022. In 2016, the biggest challenge was growth and overcrowding (43%).
- 4 While a majority of parents (66%) believe that the academic standards are about right, there has been an increase in the "too low" responses.
- 5 For the youngest child in the family, the education being provided was rated as good or excellent by 76%. The classroom and school environment was rated as good or excellent by 73%. The extracurricular activities available were rated as good or excellent by 53%.

Summary of Findings (cont.)

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When asked if the respondent had seen, read or heard anything about Education Savings Accounts, 56% indicated yes. As annual household incomes increase, so does recall of ESAs (36% among those less than \$40,000 vs. 76% among those with more than \$125,000).
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When thinking about next year for your child, 83% indicated planning to keep their child in CFISD, with only 6% indicating switching to a non-CFISD school (2% definitely, 4% probably). 11% are unsure.
- 

When asked what the main reasons were for keeping their child in CFISD, the most popular were likes public education or CFISD, works for CFISD, academics and teachers, and location and convenience. In contrast, the main reasons for switching were academics and teachers, safety and discipline, and a better or different setting.
- 

Parents said that the top items that they were aware of in CFISD were:
Free/reduced meals, GT and honors/accelerated courses, variety of fine arts (dance, drill team, band, orchestra and art), increased safety and security enhancements, zero-tolerance bullying policy

96 campuses with a school conveniently located and zero-tolerance bullying policy were the two most correlated statements between subgroups.

Summary of Findings (cont.)

The items parents were least familiar with were:

- o \$85 million in academic scholarships awarded
- o CFISD named among the “Best Communities for Music Education”
- o Action-based labs in several elementary schools

The following items influence parents’ decisions to stay or switch:

- o Increased safety and security enhancements
- o College Academy
- o Proximity of campuses (highest correlation score across demographics)
- o Zero tolerance bullying policy (high correlation score across demographics)
- o CTE courses with certifications
- o GT and honors/accelerated courses

When asked what new programs parents would like to see offered in CFISD:

- o Academics/teachers
- o Special programs
- o Sports, PE, cheer, dance
- o STEM, robotics, coding, AI
- o Buses and transportation

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CHOOSE



Choice has never been
easier for parents.

Let's give them the best
choice!



Why CHOOSE?

89th Legislative Session

- ▶ Parental Rights & Engagement
- ▶ School Choice
 - ◇ Education Savings Accounts
 - ◇ Virtual Education
- ▶ Discipline
- ▶ Teacher's Rights



Why CHOOSE?

Student Enrollment Trends

- ▶ Declining student enrollment
- ▶ Increase in private, charter, homeschool & virtual enrollment
- ▶ Interdistrict transfers





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- ▶ Alignment of district & campus messaging
- ▶ Promotion of new Vision / Mission / Portrait of a Graduate



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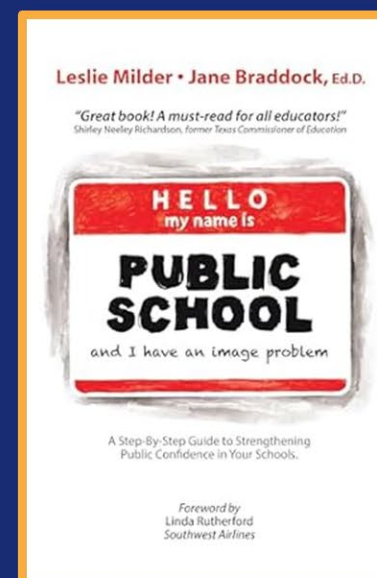
District/campus culture

- ▶ Customer service
- ▶ Discipline
- ▶ Academic standards
- ▶ Parental engagement
- ▶ Student engagement

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Implementation

- ▶ July 29: Principal kickoff & Campus Needs Assessment
- ▶ Aug. 6: video convocation
- ▶ September: Strategies in CIPs (CPOCs) & DIP
- ▶ Sept. 11: DLT dept. kickoff
- ▶ Oct. 16: DLT ambassador training/book study 



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