GRAND RAPIDS
AREA SCHOOLS
Resilience ✦ Readiness ✦ Excellence

Community Survey Results

Matt Grose, Superintendent

November 10, 2025

SURVEY OVERVIEW

- Administered through ThoughtExchange
- 833 Residents participated in the survey
  - 66% have kids in GRAS
  - 22% were Current/Former GRAS employees
- Ran for approximately two weeks
- Communicated in paper, Facebook, school newsletter, district newsletters

PARTICIPATION
Breakdown of Participation - Years in School District

How many years have you lived in the school district?

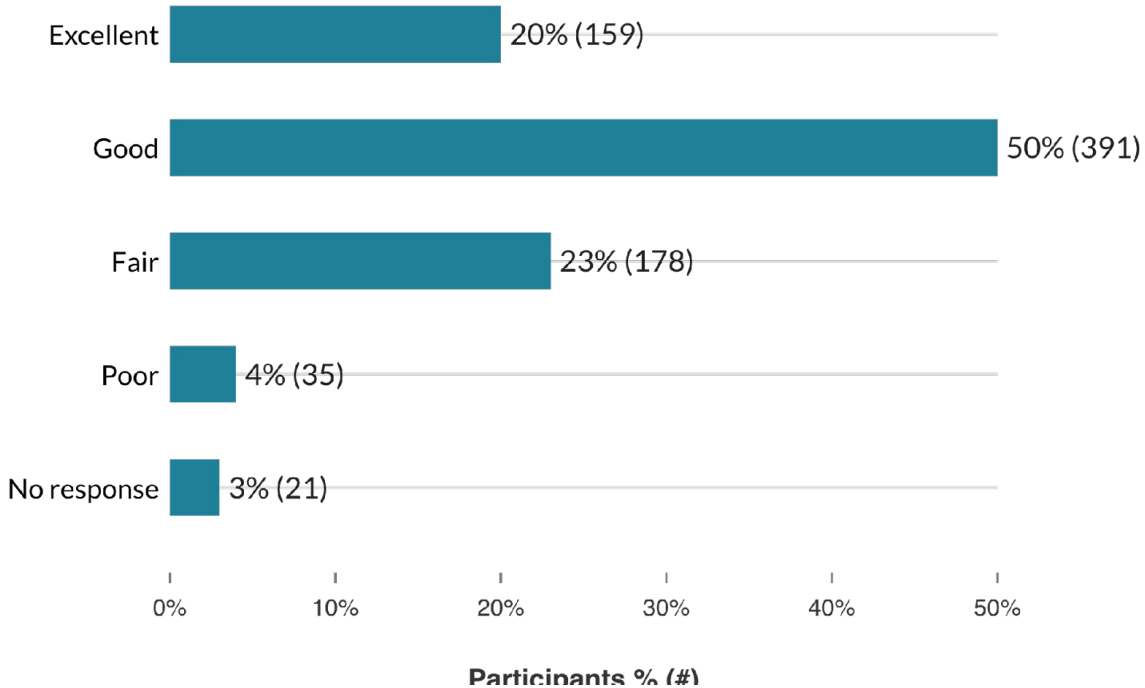
%		Answer
10%	(85)	5 or less
14%	(113)	6-10
25%	(200)	11-20
13%	(107)	21-30
31%	(256)	Over 30
7%	(53)	Do not live in the school district

PARTICIPATION

Breakdown of Participation - Quality of Education

How would you rate the quality of education (teaching & learning) provided by Grand Rapids Area Schools (GRAS)?

70% rated education quality Good or Excellent.



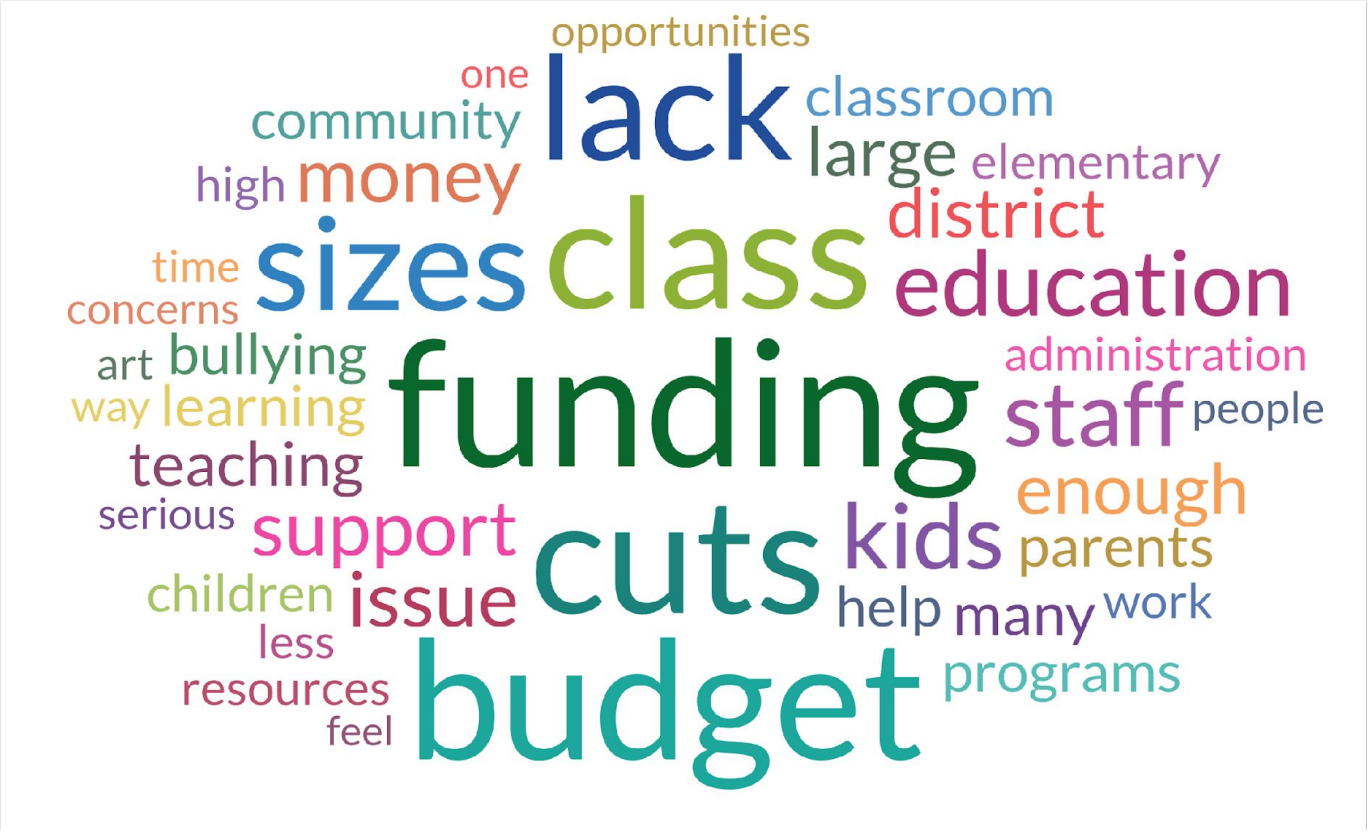
PARTICIPATION

Breakdown of Participation - **Quality Indicators**



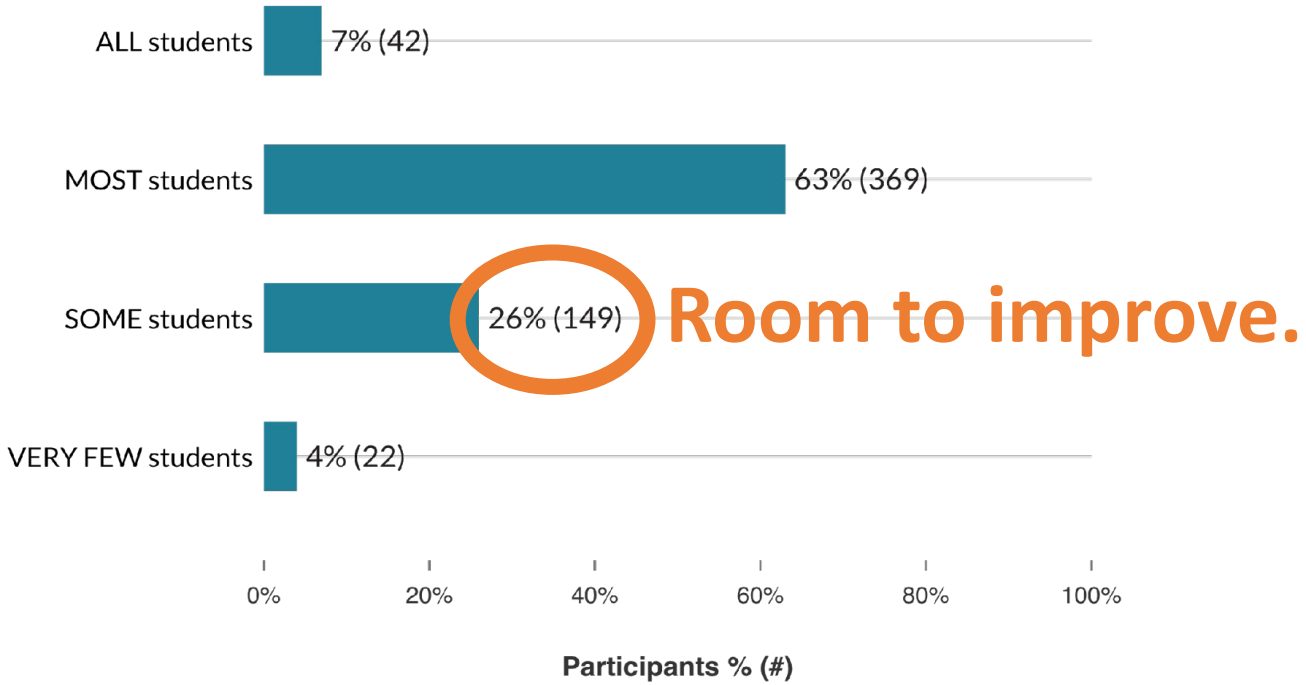
PARTICIPATION

Breakdown of Participation - **Serious issues facing the district**



PARTICIPATION
Breakdown of Participation - Meeting the Learning Needs of Students

Overall, do you think GRAS meets the learning needs of:

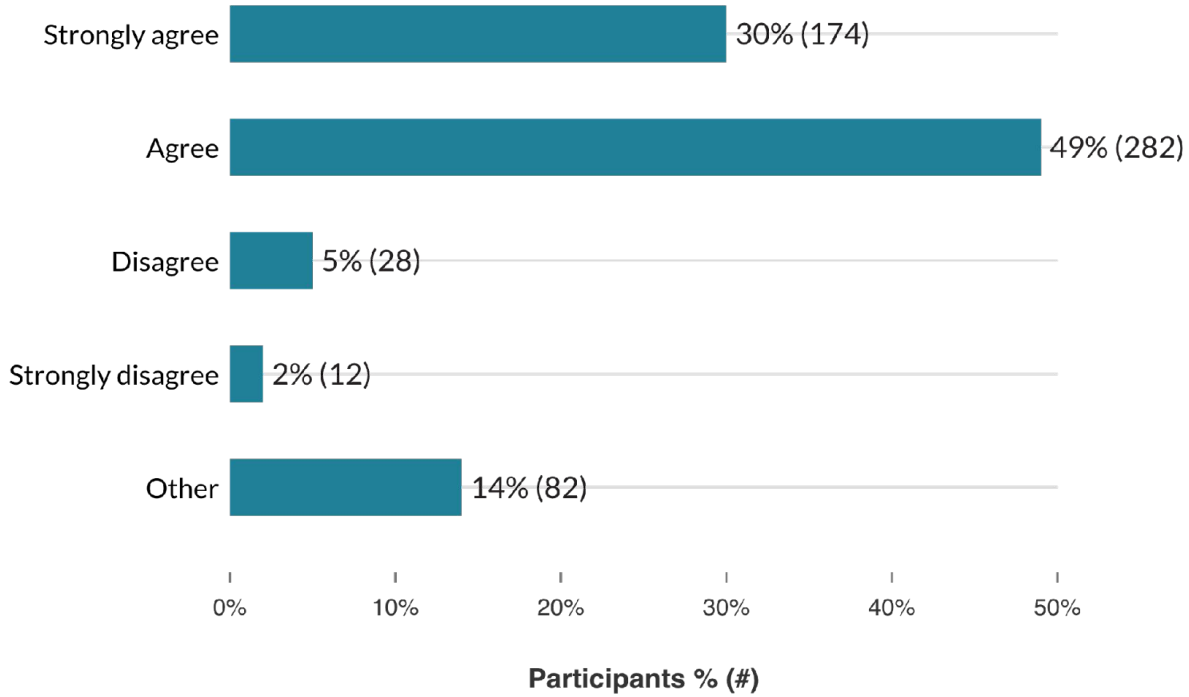


PARTICIPATION

Breakdown of Participation - High Quality Activities

Do you believe GRAS provides high-quality extracurricular activities (sports, fine arts, clubs, etc.)?

79% Agree or Strongly Agree that GRAS offers high-quality activities.



PARTICIPATION

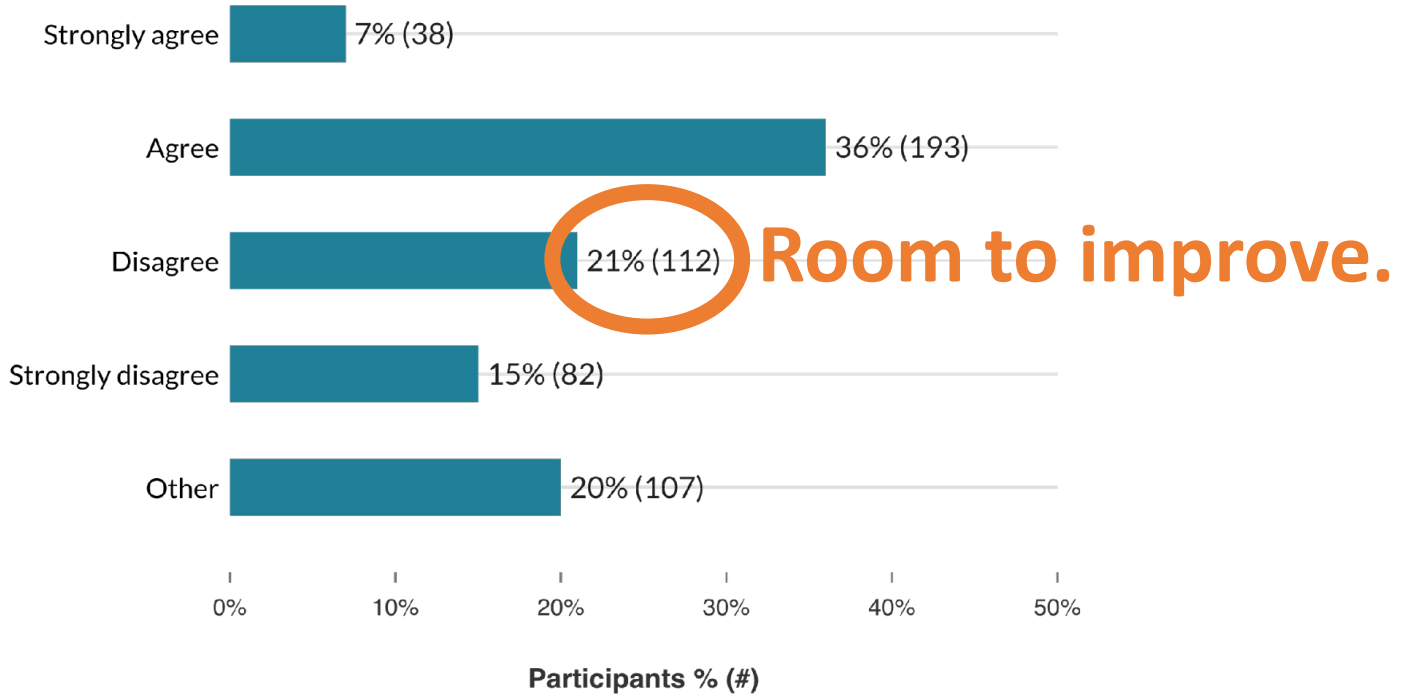
Breakdown of Participation - **Key themes for GRAS District quality**



PARTICIPATION

Breakdown of Participation - Financial Stewardship

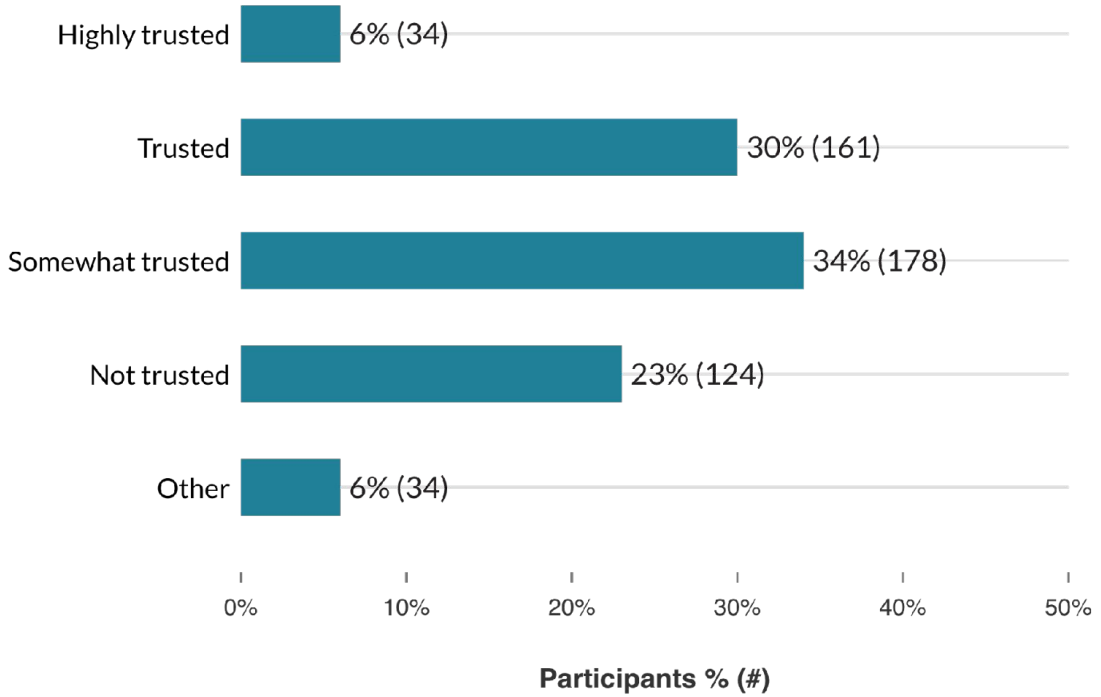
Do you believe the GRAS School Board and Administration to be good financial stewards?



Room to improve.

PARTICIPATION
Breakdown of Participation - Trust in School Leadership

Rate your trust in the GRAS School Board and Administration:



PARTICIPATION

Breakdown of Participation - **Key Themes for District Leadership**

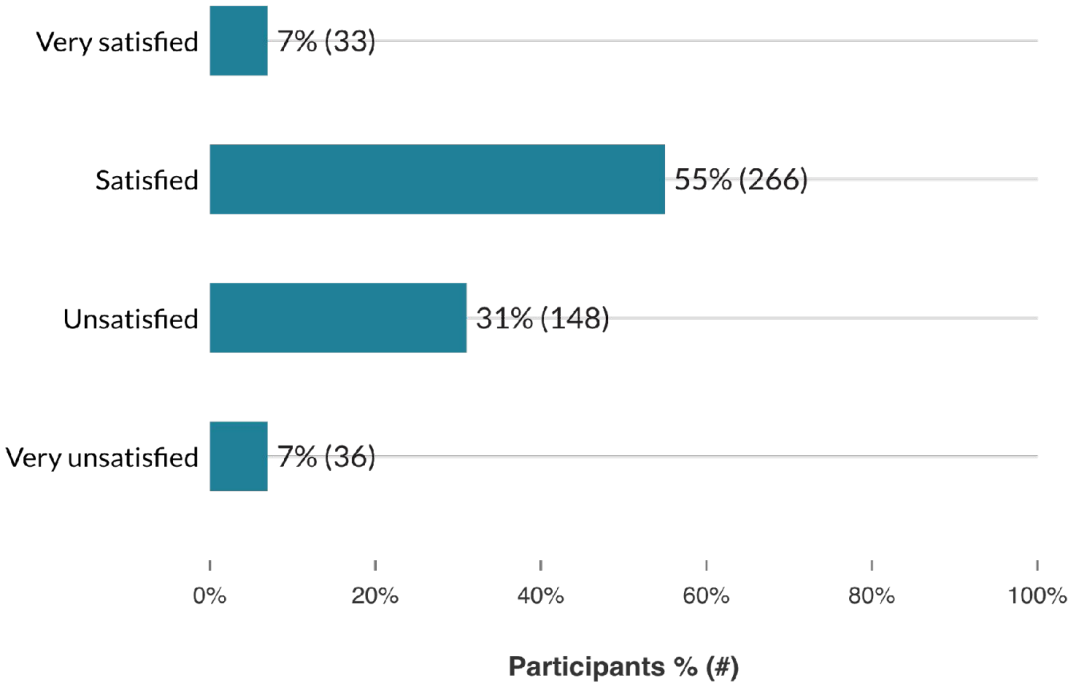


PARTICIPATION

Breakdown of Participation - Satisfaction with Decision-making

Decision-making

62% satisfied with decision-making.

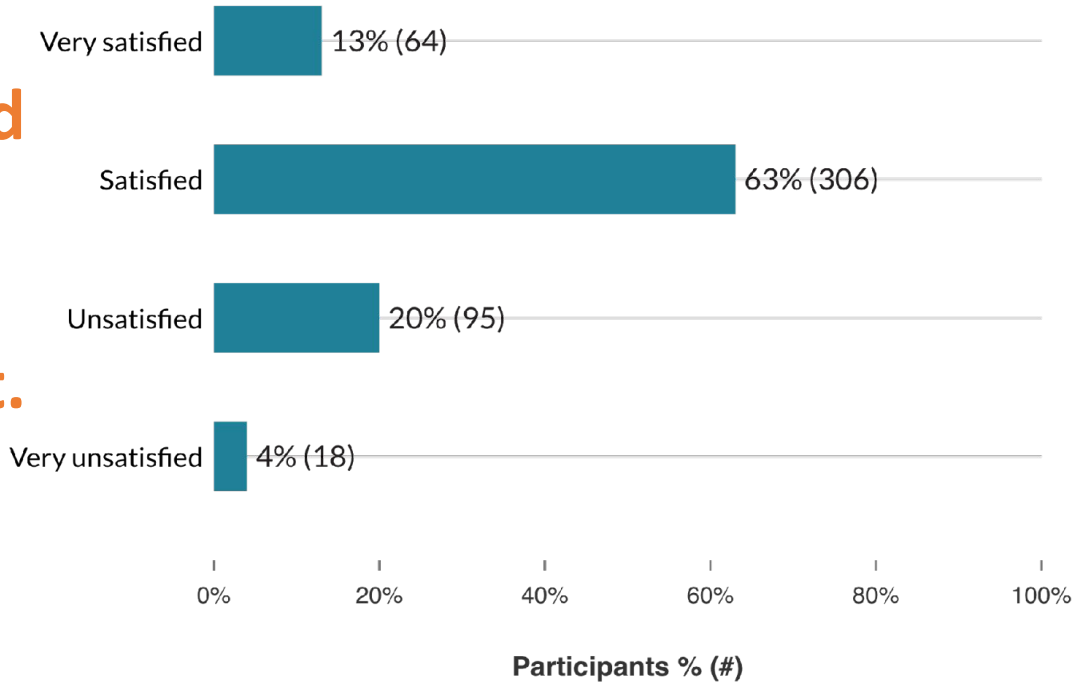


PARTICIPATION

Breakdown of Participation - **Satisfaction with Community Involvement**

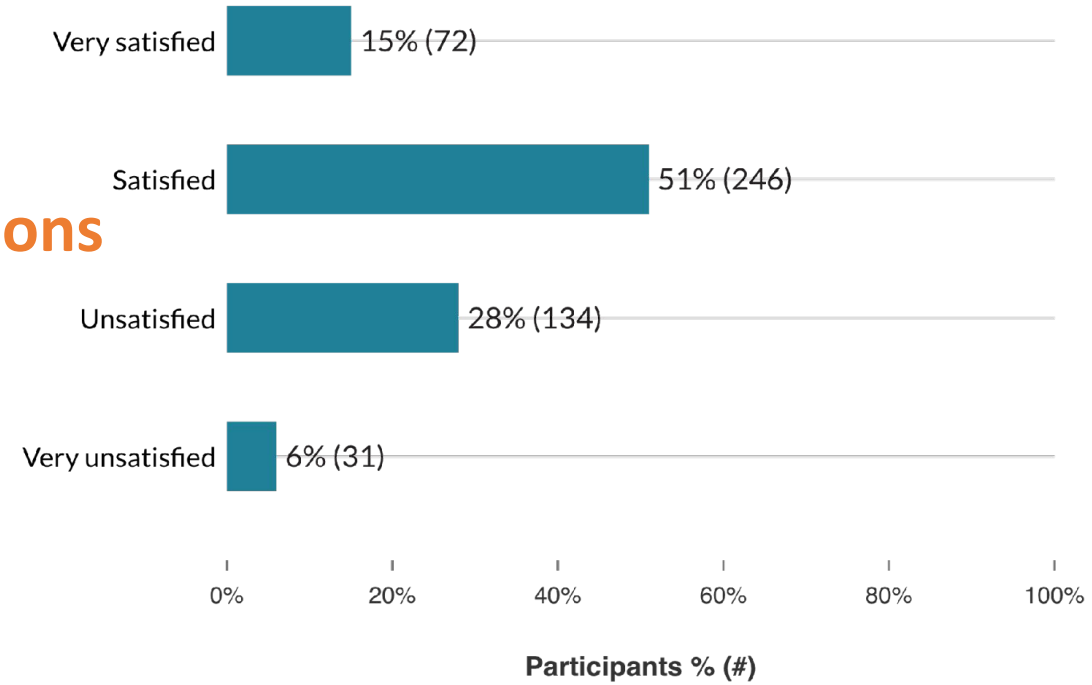
Community involvement

76% satisfied with community involvement.



PARTICIPATION
Breakdown of Participation - Communications Satisfaction

Communications



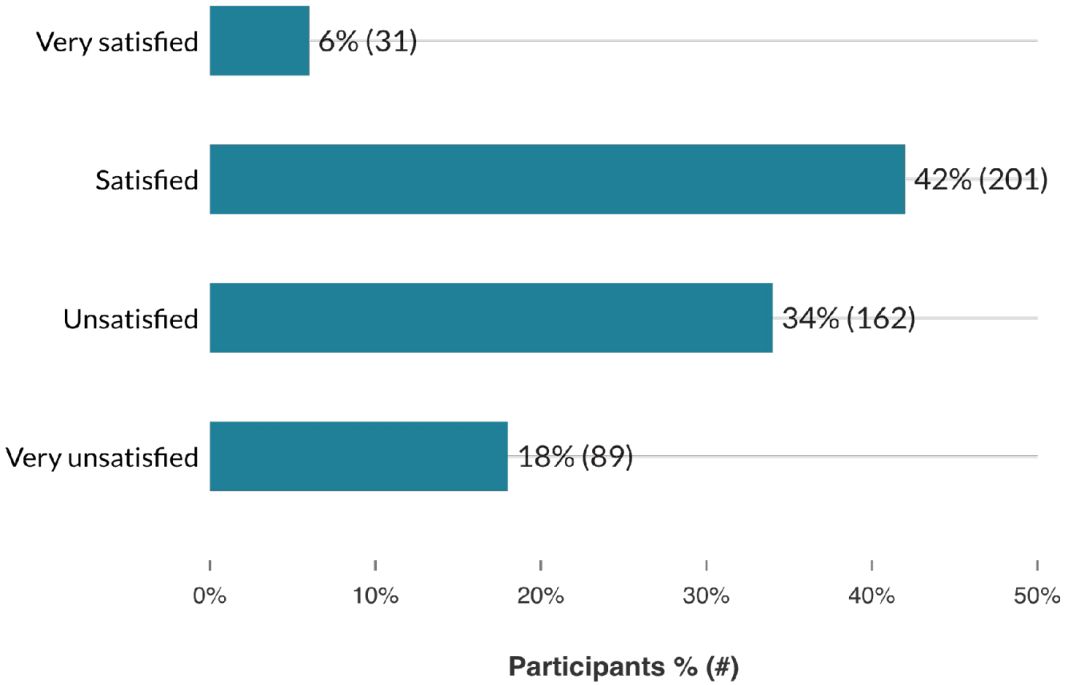
Strong Communications & Room to improve.

PARTICIPATION

Breakdown of Participation - Financial Management Satisfaction

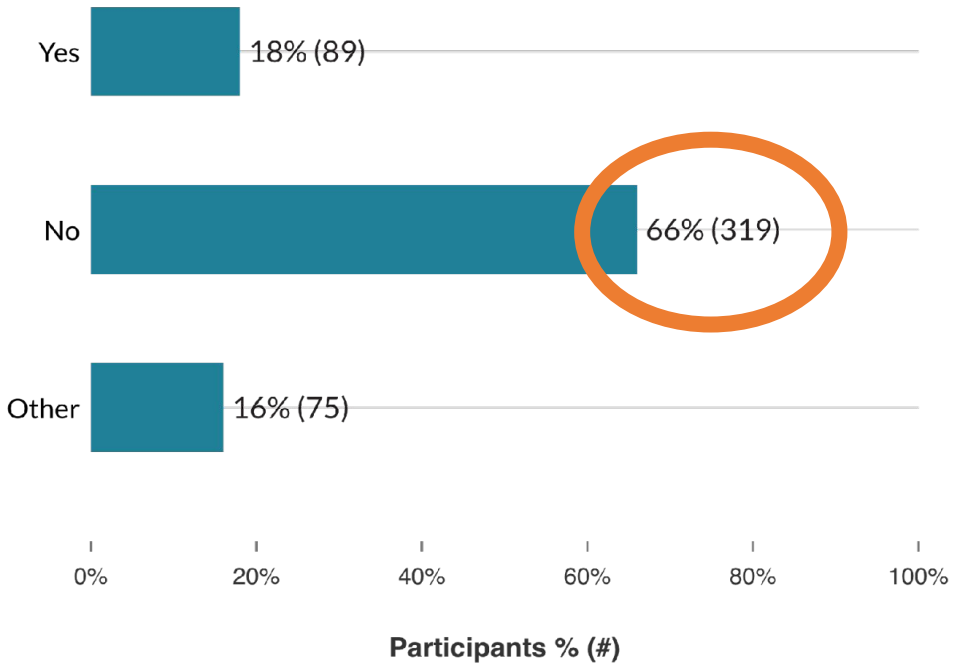
Financial management

Satisfied and Not Satisfied - 48% / 42% split.



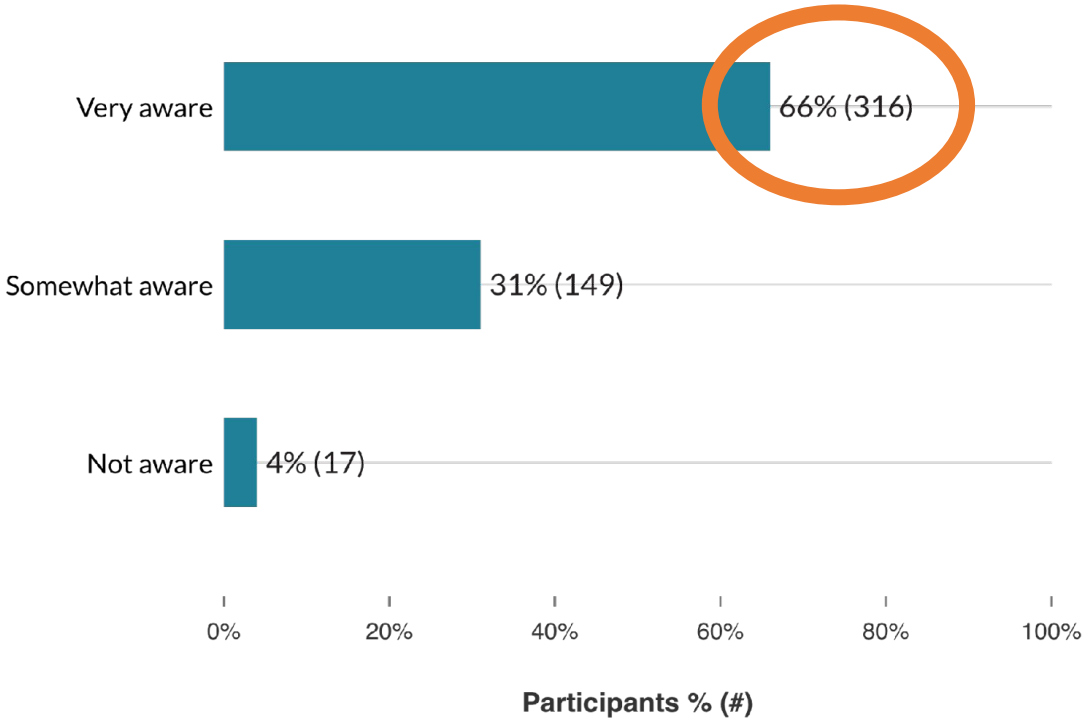
PARTICIPATION
Breakdown of Participation - GRAS funding

Do you think GRAS is adequately funded?



PARTICIPATION
Breakdown of Participation - Budget reduction awareness

Are you aware of the budget reductions the district has had to make over the last 6 years?

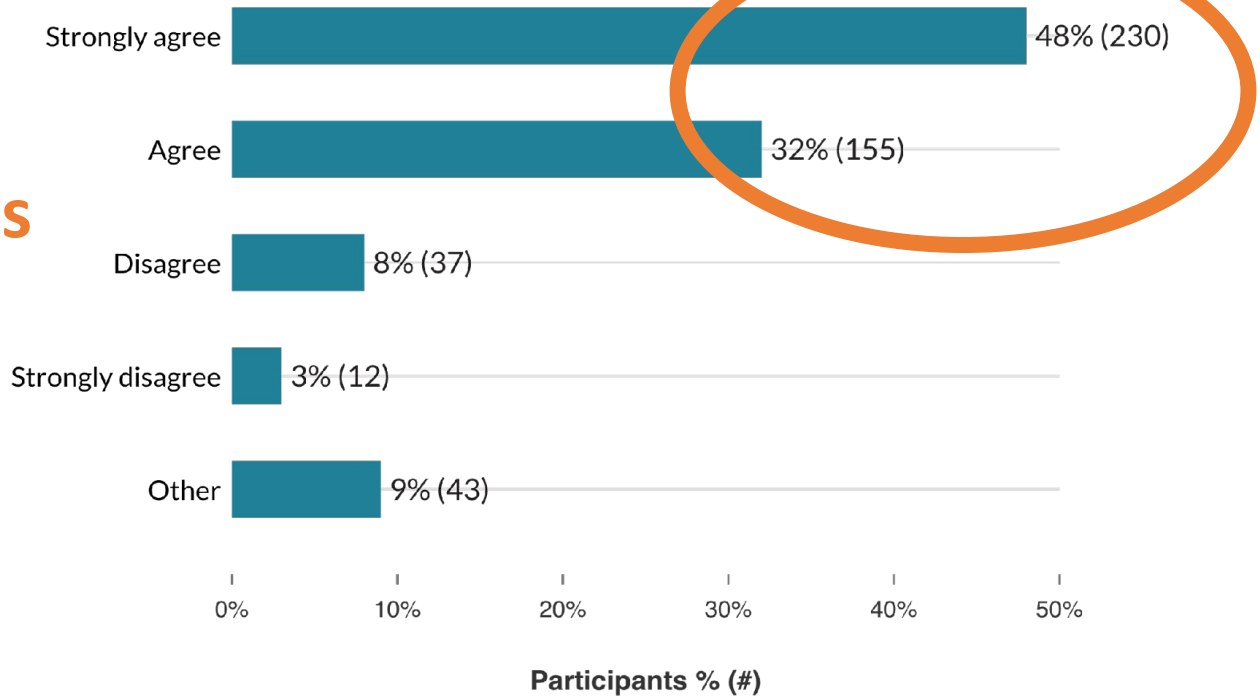


PARTICIPATION

Breakdown of Participation - Cuts negatively impact learning

Do you think these cuts have had a negative impact on teaching, learning, and opportunities in GRAS?

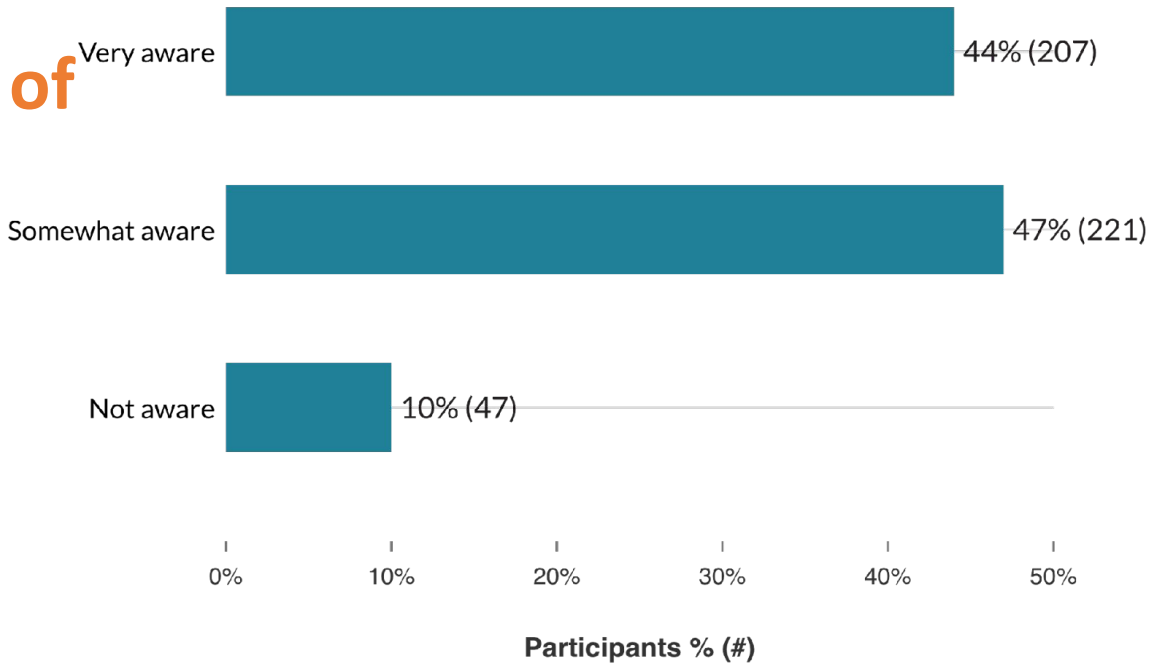
80% respondents say cuts negatively impact learning.



PARTICIPATION
Breakdown of Participation - **Future budget awareness**

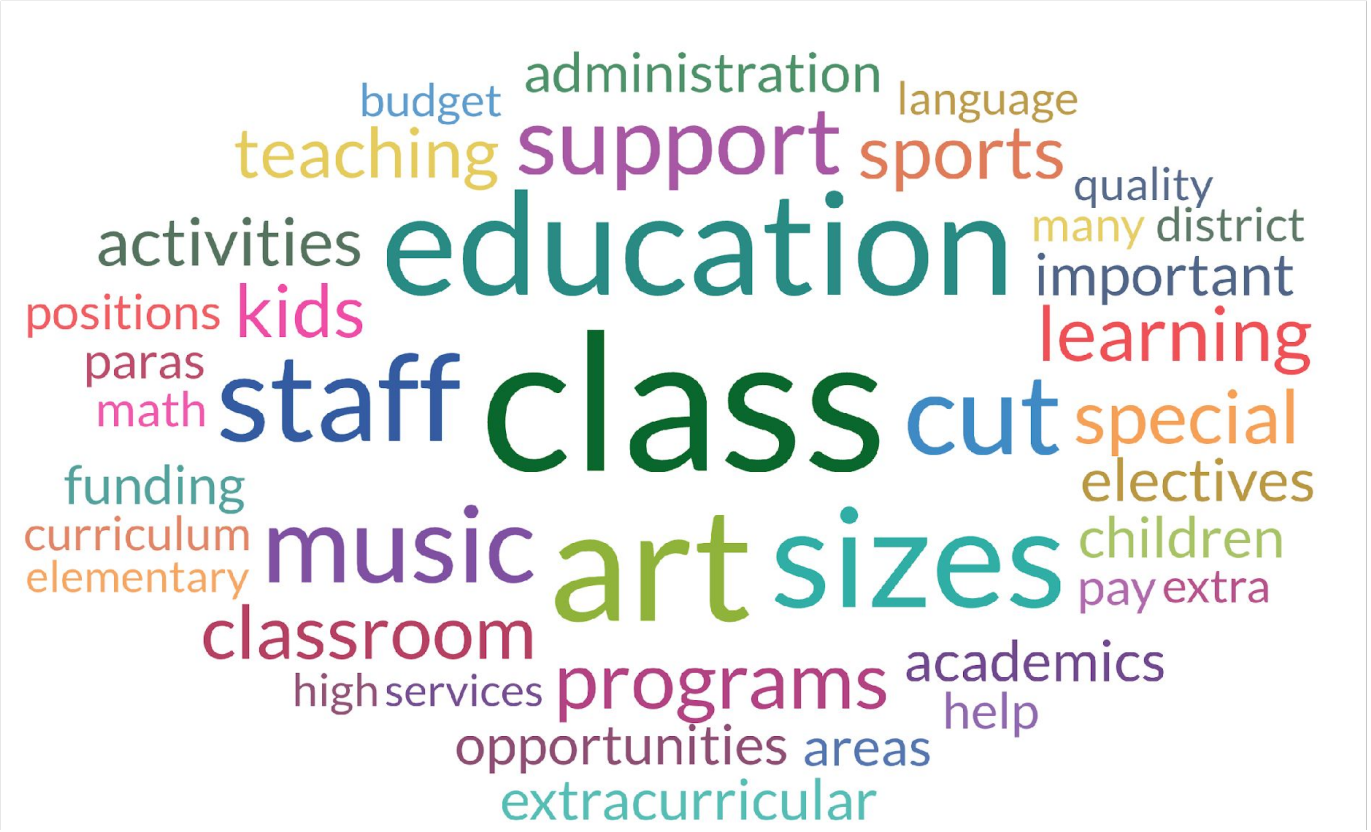
Are you aware of the budget challenges facing the district in the future

Awareness of current & future budget challenges is high.



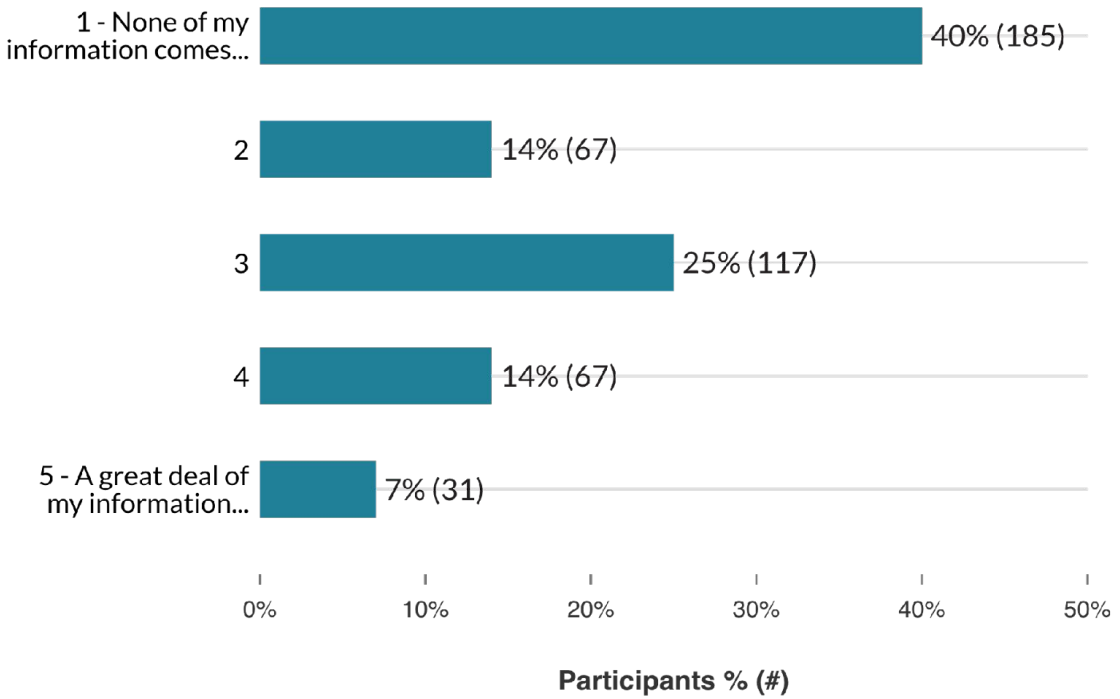
PARTICIPATION

Breakdown of Participation - **Priorities when considering future reductions**



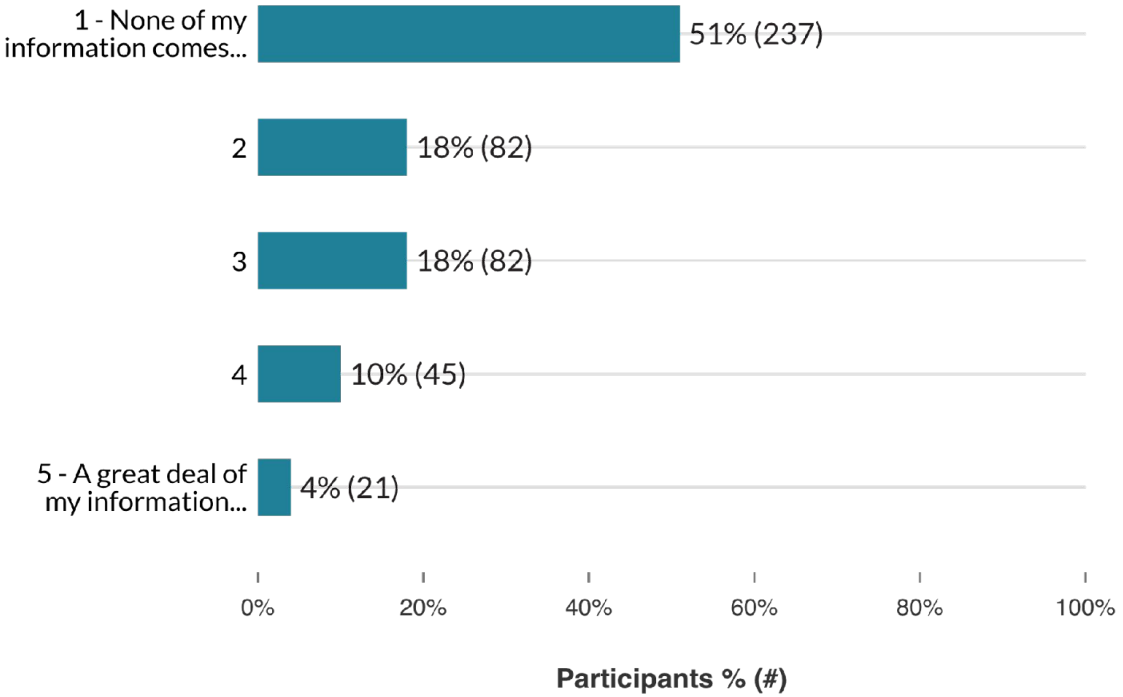
PARTICIPATION
Breakdown of Participation

Community Connector (mailed newsletter)



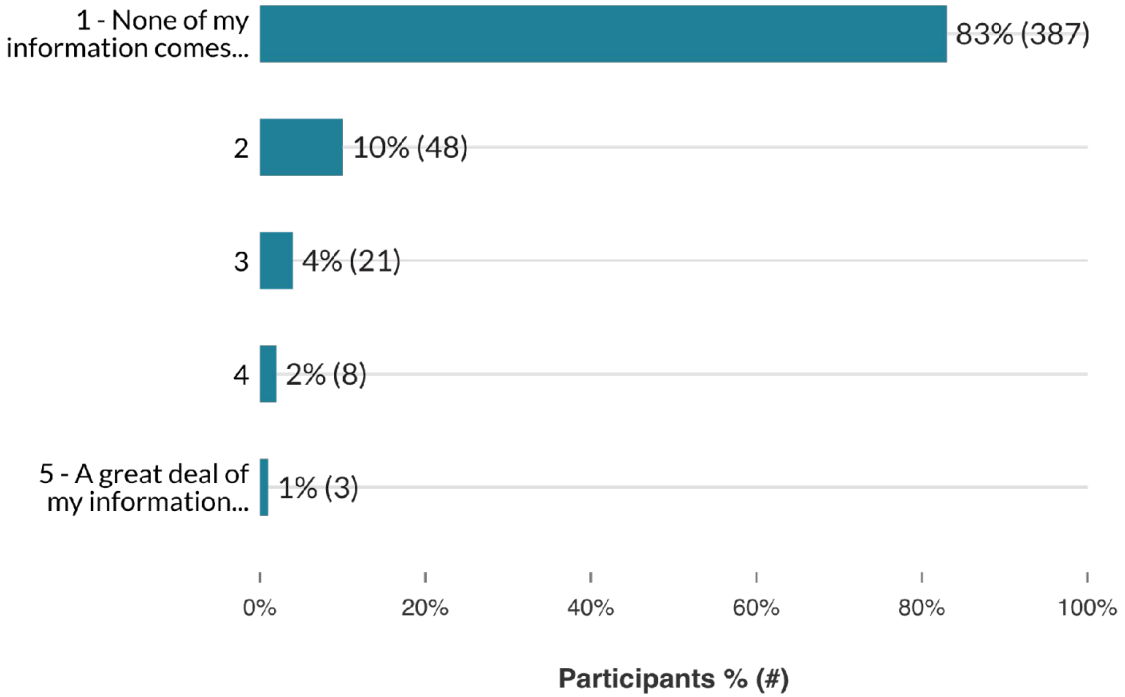
PARTICIPATION
Breakdown of Participation

The Herald Review (newspaper)



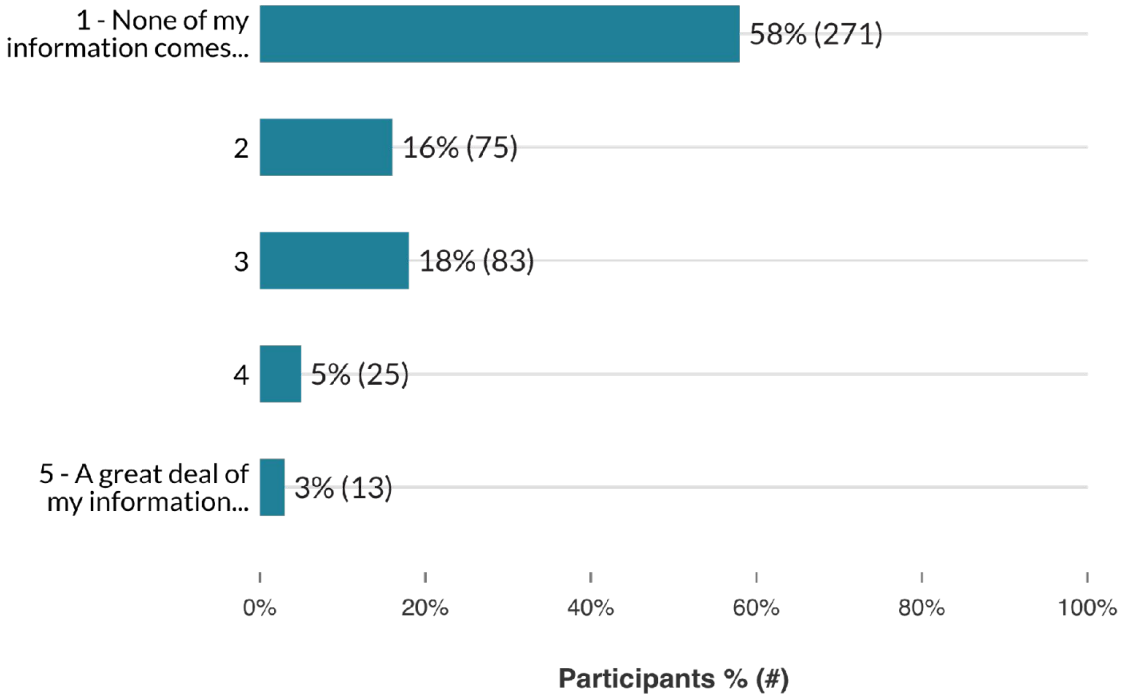
PARTICIPATION
Breakdown of Participation

Scenic Range News (newspaper)



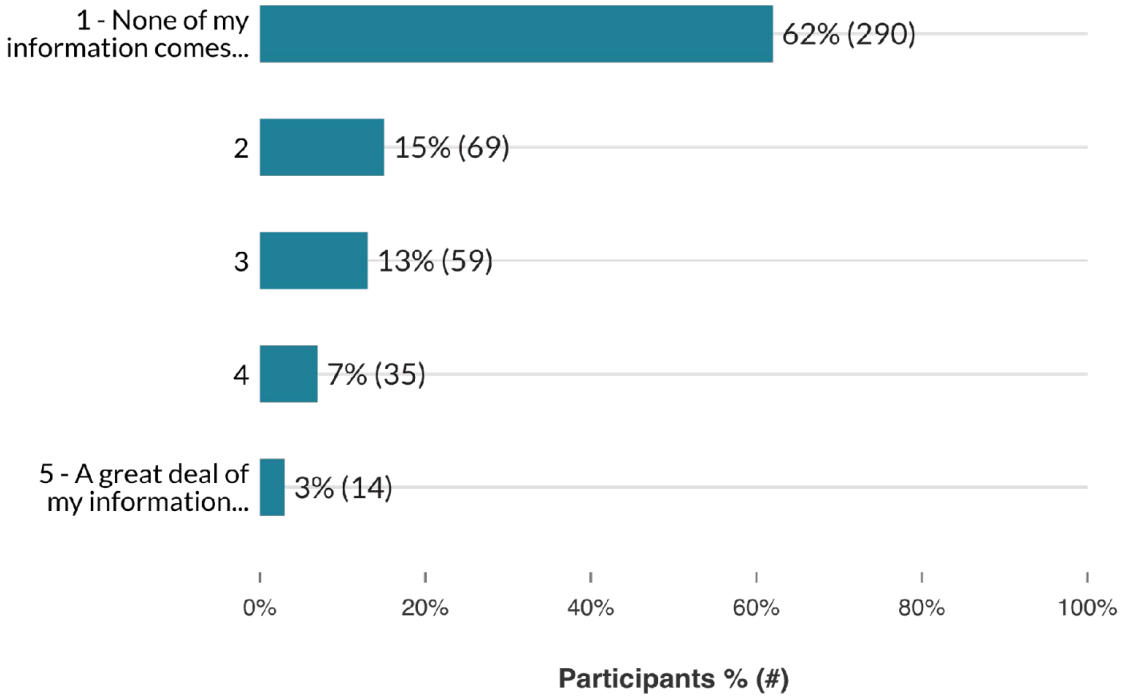
PARTICIPATION
Breakdown of Participation

Rapids Radio



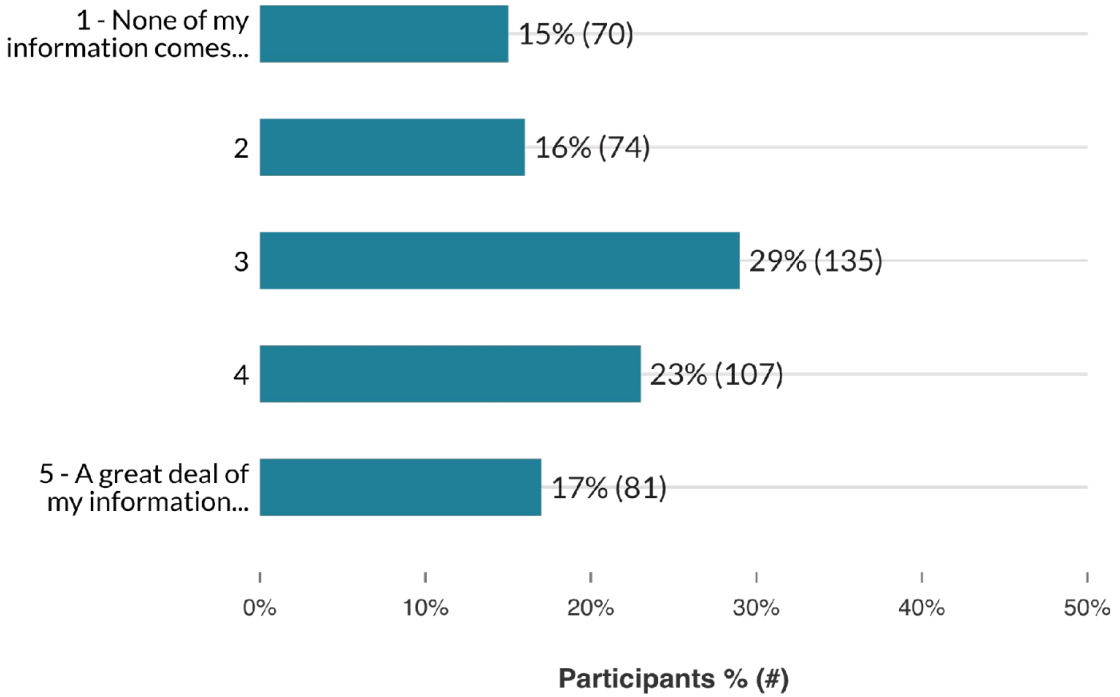
PARTICIPATION
Breakdown of Participation

icTV (public access television)



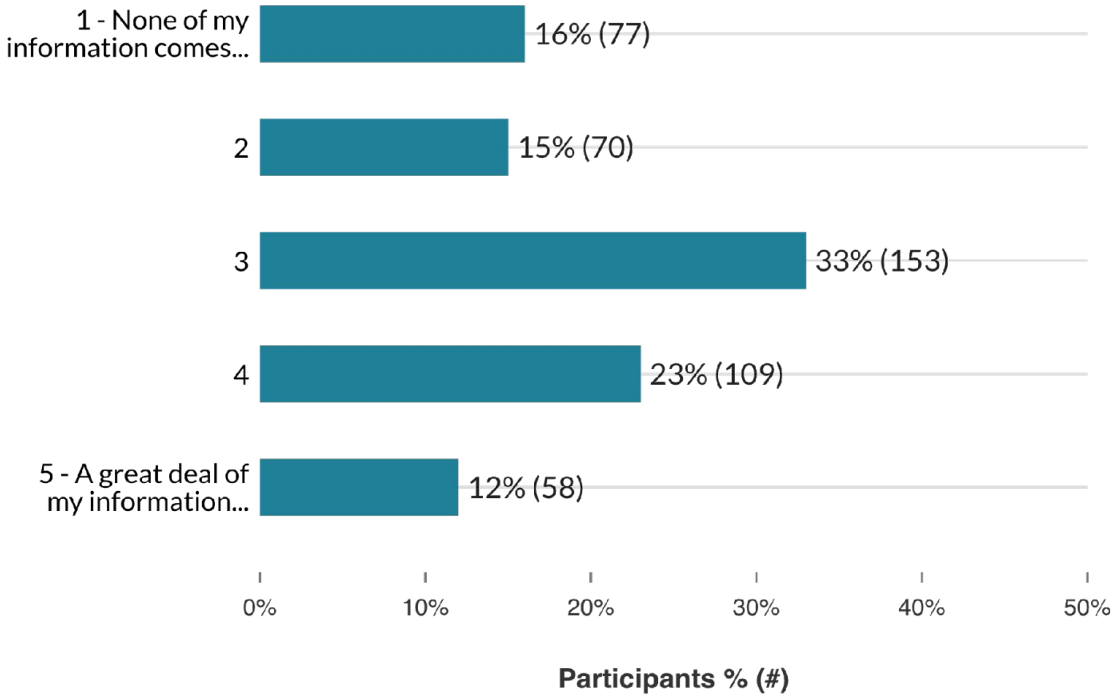
PARTICIPATION
Breakdown of Participation

School District employees



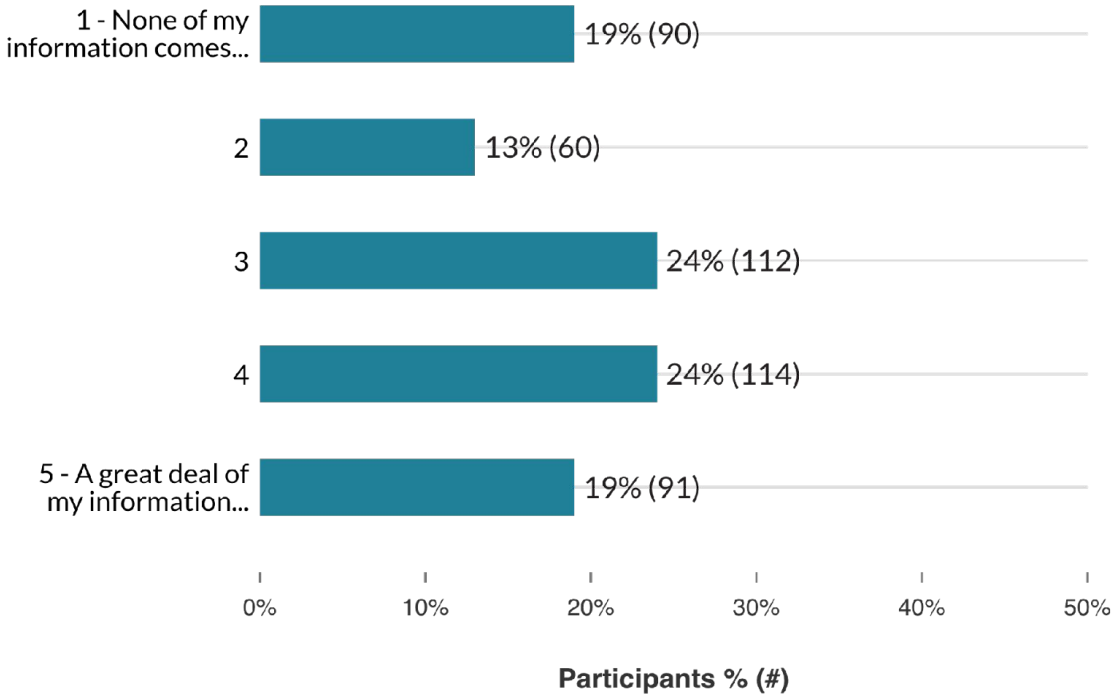
PARTICIPATION
Breakdown of Participation

School District website



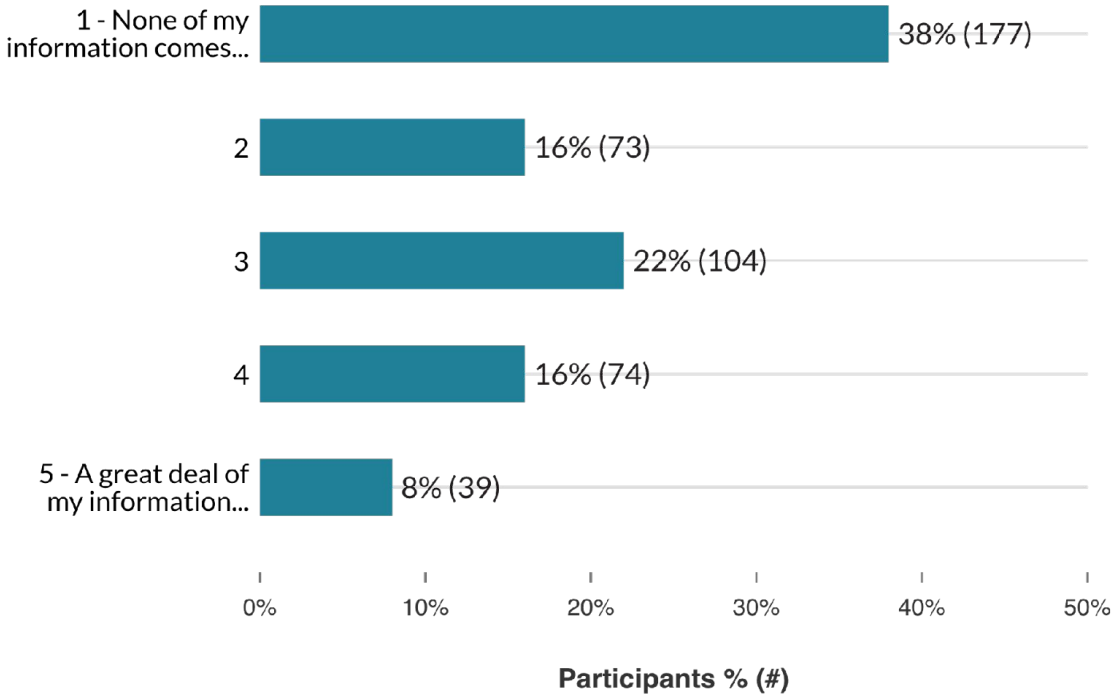
PARTICIPATION
Breakdown of Participation

School District social media (Facebook or Instagram)



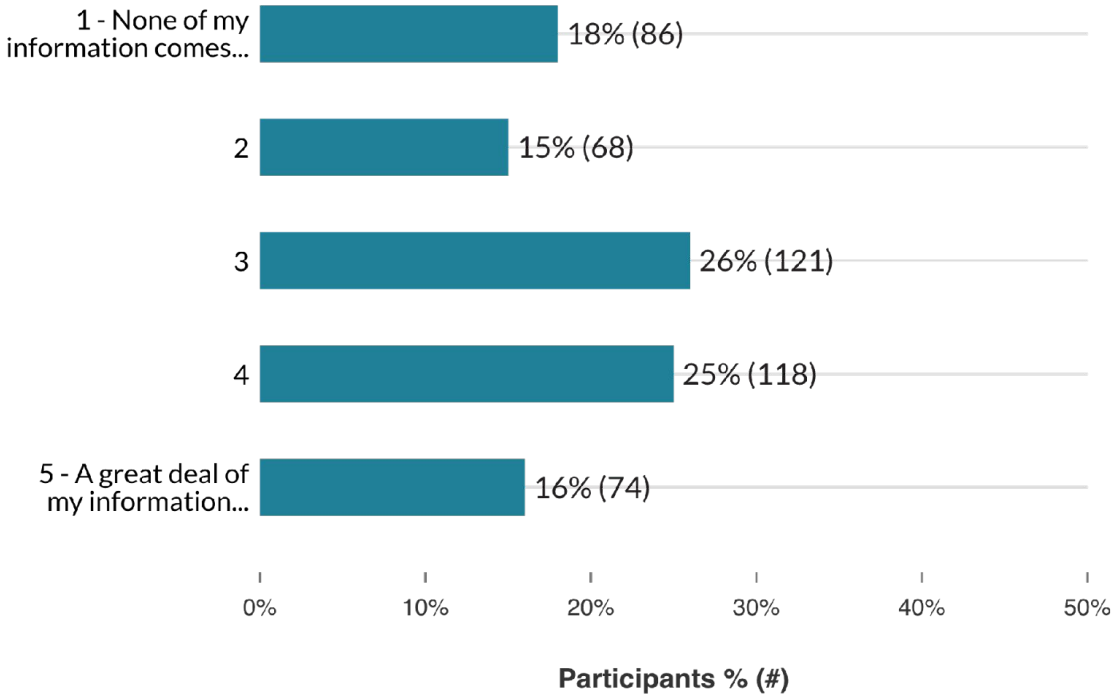
PARTICIPATION
Breakdown of Participation

Other social media (other local groups)



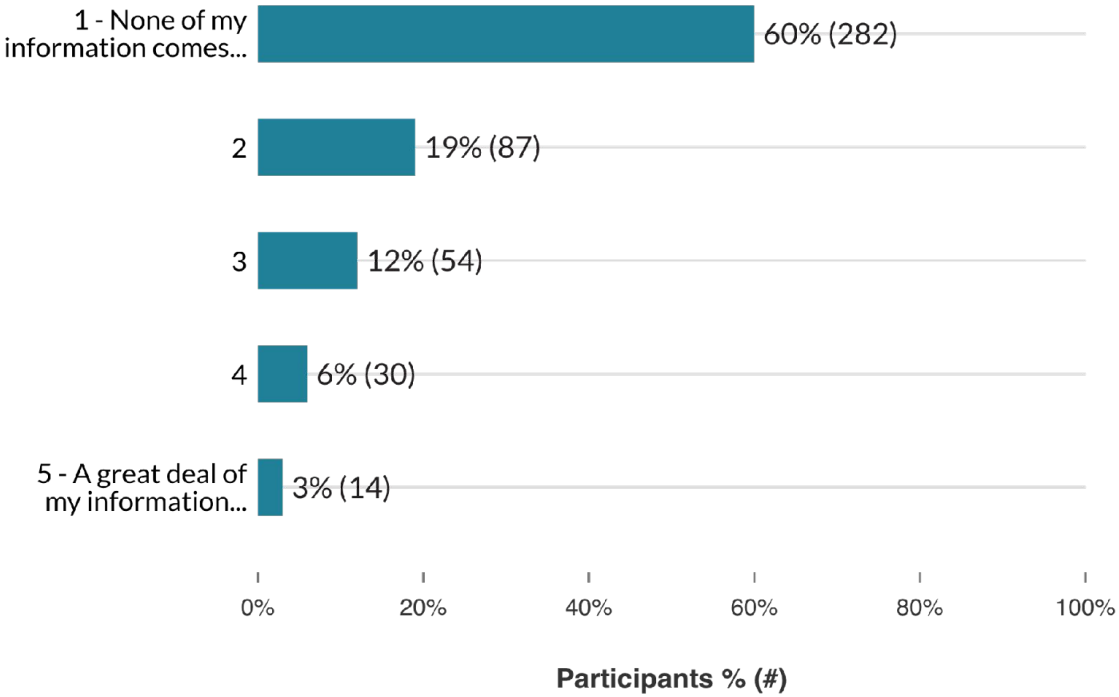
PARTICIPATION
Breakdown of Participation

School newsletters and other communications



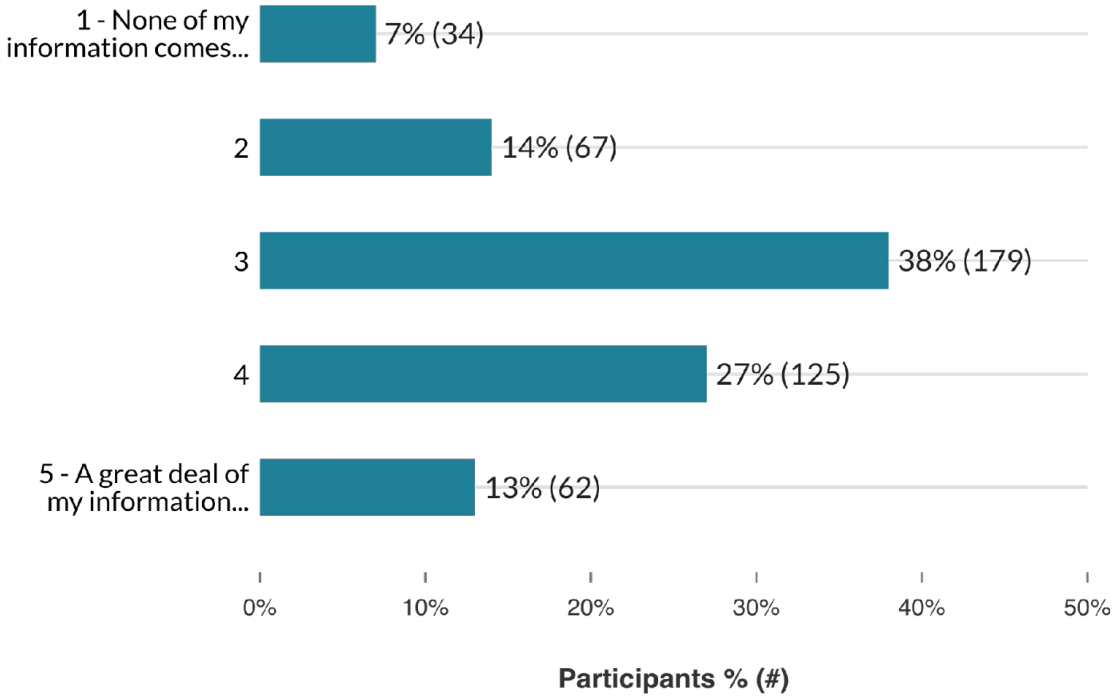
PARTICIPATION
Breakdown of Participation

School Board Members



PARTICIPATION
Breakdown of Participation

Informal discussions with family, neighbors, friends, etc.



Communication channels

	3	4	5	Notable Sources: 3-4-5	Top Sources: 4-5
Family, neighbors, friends	38%	27%	13%	78%	40%
School District Employees	29%	23%	17%	69%	40%
District social media	24%	24%	19%	67%	43%
School District Website	33%	23%	12%	68%	35%
School newsletters and other	26%	25%	16%	67%	41%
Other social media	22%	16%	8%	46%	24%

PARTICIPATION

Breakdown of Participation - **Communications perceptions**

How would you describe District communications? (check all that apply)

466 Responses

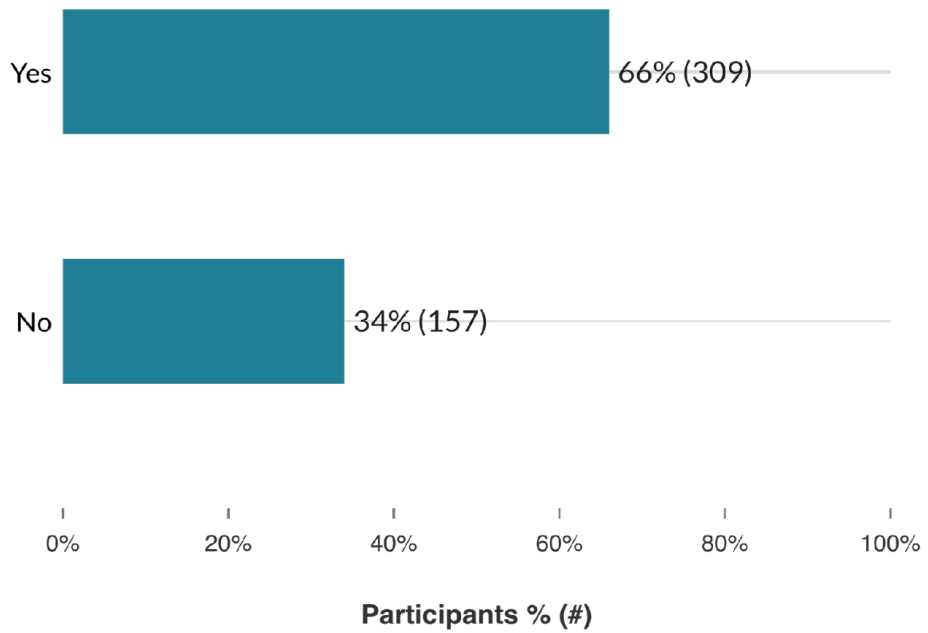
%		Answer *(Multiple select)*
25%	(117)	Accurate
38%	(177)	Clear
41%	(190)	Consistent
22%	(101)	Transparent
28%	(130)	None of these

Room to improve on accuracy and transparency.

Focus on digital communications.

PARTICIPATION
Breakdown of Participation

Do you have any school-age children attending school in Grand Rapids Area Schools?



PARTICIPATION
Breakdown of Participation

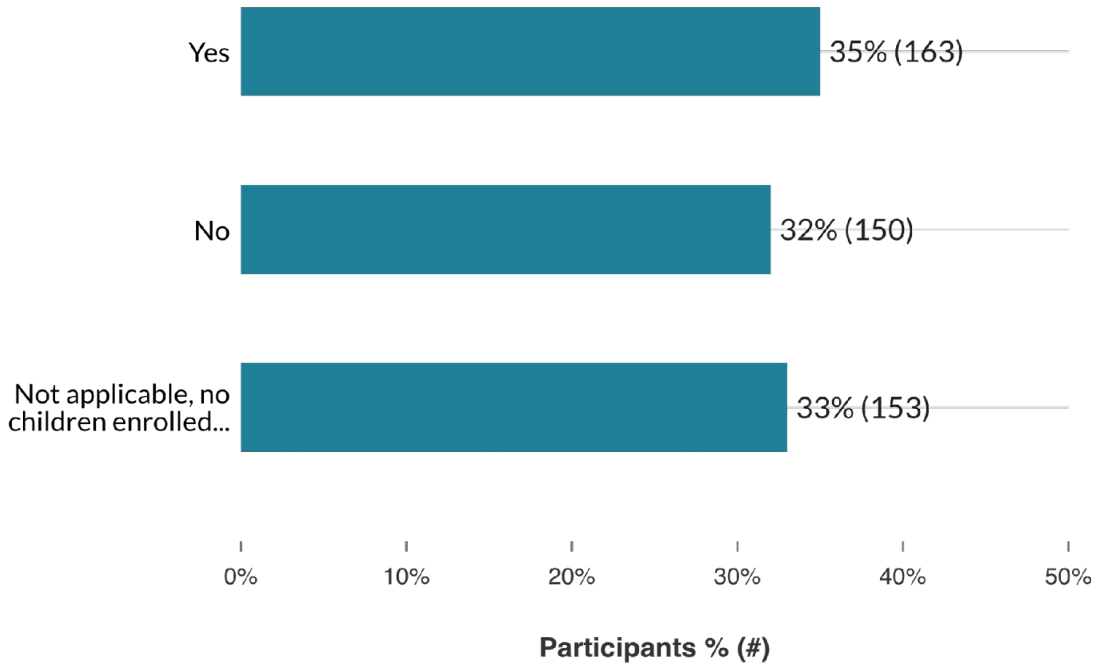
How would you describe communication from your child's school?

466
Responses

%		Answer *(Multiple select)*
25%	(116)	Accurate
29%	(137)	Clear
35%	(164)	Consistent
20%	(92)	Transparent
29%	(136)	Not applicable, no child enrolled in the district
17%	(79)	None of the above

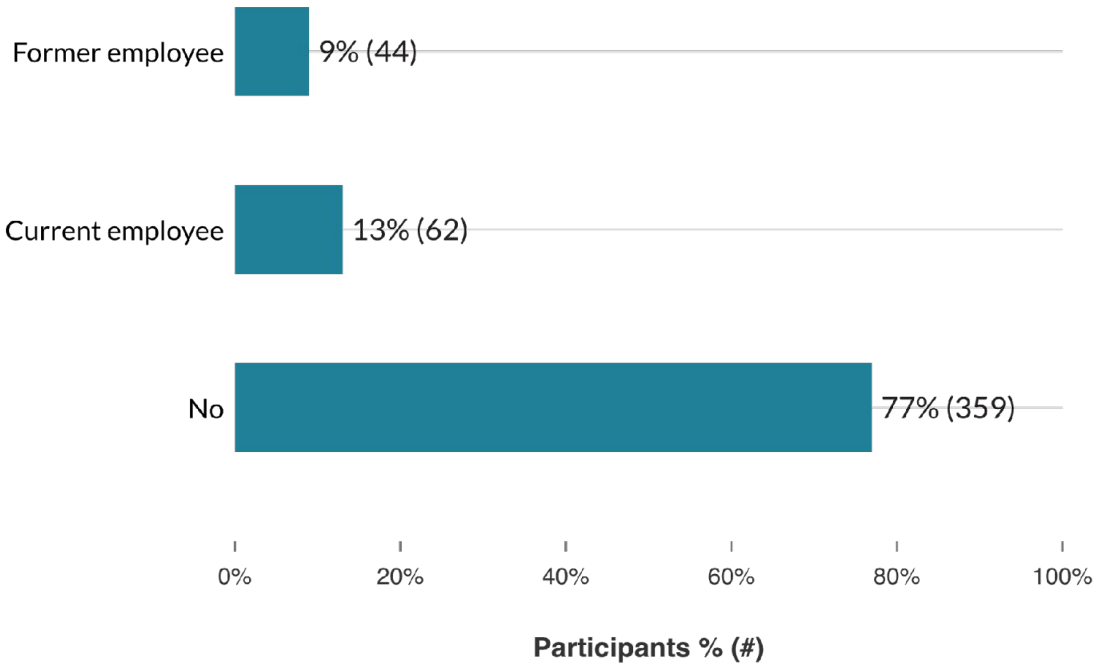
PARTICIPATION
Breakdown of Participation

Have you received a specific, positive message about your child/student this school year?



PARTICIPATION
Breakdown of Participation

Are you a Grand Rapids Area Schools employee?



Key challenge for community engagement identified:

Community engagement must balance financial constraints with the demands for educational excellence and meaningful collaboration.

Next Steps:

FORWARD ->
School Board subcommittee meeting
Community Engagement Taskforce
Monthly Thotexchange Questions
Increased Strategic Communications