# WEBSTER GROVES SCHOOL DISTRICT POST-ELECTION SURVEY REPORT 

E. Terrence Jones

Cynthia J. Palazzolo

August 2015

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\begin{array}{r}
\text { Report on } \\
\text { Post-election Internet Survey } \\
2015
\end{array}
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# WEBSTER GROVES SCHOOL DISTRICT Opt-In Internet Survey August 2015 

## Overview

This report presents the results from an opt-in survey on the April 2015 Webster Groves School District levy and bond elections. Most respondents $(1,578)$ took the survey on the School District web site between July 27 and August 9, 2015 but a few (8) completed a paper version. Anyone who answered at least one question is included in this analysis.

## The April 2015 Electorate

Eighty-one percent say they voted in the April 2015 elections and $19 \%$ did not vote. Within the latter segment, $8 \%$ indicate they usually vote in April elections but did not do so this time and another $3 \%$ say they thought about voting but ultimately did not do so. Webster Groves School District parents (hereafter parents) were more likely to have reported voting (82\%) than were non-parents (70\%).

## The Levy Vote

Overall. Fifty-eight percent of the responding voters supported the sixty-five cent levy increase, $42 \%$ opposed it, and $1 \%$ declined to say (because of rounding, not all percentages total exactly one hundred percent).

Parents are more favorable (67\% yes/32\% no) than non-parents (43\% yes/56\% no), those 45 and younger are more supportive (71\% yes/28\% no) than either those ages 46 to 55 (53\% yes/47\% no) or those 56 and older (36\% yes/64\% no), and those with a baccalaureate degree are more positive (60\% yes/40\% no) than those with less formal education (40\% yes/59\% no). Women are more supportive ( $61 \%$ yes $/ 38 \%$ ) than are men (53\% yes/47\% no).

Yes Voters. The 740 yes voters were asked, "what was the main reason you voted yes on the 65-cent property tax increase for the Webster Groves School District's operating budget?" The most common replies are having children in the Webster Groves public schools who would benefit (26\%), the need to maintain competitive salaries to attract and retain top tier teachers and staff (17\%), quality public education is an enduring value (12\%), adding free full-day kindergarten (11\%), maintaining
appropriate class sizes (9\%), enhancing property value (8\%), and keeping Webster Groves as one of the area's premier school districts (8\%).

No Voters. The 535 no voters were asked "what was the main reason you voted no on the 65-cent property tax increase for the Webster Groves School District's operating budget?" The most frequent response (28\%) is the need to manage the School District's budget better and that it should make more hard choices before asking the voters for additional money. Another 28\% say taxes are already too high with many referencing that the rate is either the highest or among the highest in the region. Other common replies are that the increase was too much (12\%), that teacher and staff compensation is already competitive (10\%), that this request comes too soon after a previous levy increase (7\%), that the increase is particularly difficult for those on fixed incomes (5\%), and that free fullday kindergarten is not essential (5\%).

The no voters were also asked how important each of six reasons were "in your deciding to vote no on the 65-cent property tax increase for the Webster Groves School District: extremely important, very important, somewhat important, not very important, or not at all important." Using the proportion responding "extremely important" as the metric, the most frequent reason is "the Webster Groves School District already has one of the highest property tax rates in St. Louis County" (87\% extremely important) followed by "the Webster Groves School District needs to do a better job managing its current budget before asking for a property tax increase" (78\% extremely important) and "the Webster Groves School District has already received two operating levy property tax increases in the last 10 years- 68 cents in 2005 and 55 cents in 2010(and) it was too soon to ask for another major increase (68\% extremely important).

Fourth is "the Webster Grove School District teachers and staff currently have competitive salaries and benefits (and) there is not a good case for paying them even more" (54\% extremely important) followed by "including additional preschool scholarships is too expensive" (40\% extremely important) and "adding free full-day kindergarten is too expensive" (37\% extremely important).

## The Bond Vote

Overall. Fifty-eight percent of the responding voters cast yes ballots for the twenty-eight cent property tax increase for the next twenty years for a $\$ 28,000,000$ bond issue, 41\% opposed it, and 1\% declined to say.

The demographic vote profile is very similar to the levy proposal. Parents are more favorable (68\% yes/31\% no) than non-parents, those 46 and younger are more supportive (72\% yes $/ 27 \%$ no) than either those ages 46 to 55 ( $53 \%$ yes/47\% no) or those 56 and older (36\% yes/64\% no), those with a baccalaureate degree are more positive (61\% yes/39\% no) than those with 15 years or less formal education ( $40 \%$ yes/59\% no), and women are more favorable (61\% yes/38\% no) than are men (54\% yes/45\% no).

Yes Voters. The 705 yes voters were asked, "what was the main reason you voted yes on the $28-c e n t$ property tax increase for the $\$ 28,000,000$ bond issue for the Webster Groves School District?" By far the most frequent reply is to handle student overcrowding and accommodate anticipated enrollment growth (32\%). Next at $10 \%$ is a general commitment to a quality public education followed by those who think their own children would benefit (8\%), those thinking that the District's aging infrastructure requires more renovation and improvement (8\%), enhancing property value (6\%), and the need to have an updated athletic complex (5\%).

No Voters. The 494 no voters were asked "what was the main reason you voted no on the 28 -cent property tax increase for the Webster Groves School District?" The most frequent response (18\%) was that taxes are already too high. Next was opposition to the need for or the importance of the Moss Field renovations (15\%) followed by the assertion that the bond issue was too large (9\%), concern about the District's fiscal mismanagement (8\%), that the case for overcrowding was exaggerated and the current levels are cyclical (6\%), the lack of convincing evidence that the proposed improvements represent real needs and not just "wants" (6\%), opposition to the elimination of the Sixth Grade Center (5\%), and the preference that the District find other ways (primarily gifts and fees) to fund capital projects like Moss Field (5\%).

The no voters were asked how important each of four reasons were "in your deciding to vote no on the 28 -cent increase for a $\$ 28,000,000$ bond issue for the Webster Groves School District: extremely important, very important, somewhat important, not very important, or not at all important."

Again using the proportion responding "extremely important" as the metric, carrying the most weight (67\% extremely important) is "spending an estimated six million dollars on the Moss Field Athletic Complex would not have much impact on the District's academic quality." Next is "the Webster Groves School District has not paid off the debt from the 2006 and 2010 bond issues (and) more should be paid off before issuing new debt" (53\% extremely important) followed by "I believe the Webster Groves School District already has enough instructional space (and) it does not need to spend money on more additions" (32\% extremely important) and "I prefer to keep a separate Sixth Grade Center and not combine Grade 6 with Grades 7 and 8 at Hixson Middle School" (26\% extremely important).

## Teacher/Staff Salaries

Thirty-eight percent think the District's teacher and staff salaries "should be at or near the top" compared to the other 21 school districts in St. Louis County, 47\% opt for being "clearly above the average but not at or near the top," 14\% choose "around the average," and $1 \%$ select either "below the average but not at or near the bottom" or "at or near the bottom."

Yes voters on the levy increase are more likely to think salaries should be at or near the top (52\%) and no voters are less likely to do so (17\%). Voters 56 and older are also less likely to favor (28\%) having salaries at or near the top.

## Free Full-Day Kindergarten

Policy Position. Sixty-two percent favor (48\% strongly) while 20\% oppose (10\% strongly) "the Webster Groves School District establishing free full-day kindergarten." The remaining 18\% neither favor nor oppose it.

Levy yes voters are much more supportive (82\% favor) than their no counterparts (31\% favor). Those 45 and younger are more positive (74\% favor) than those 46 and older (50\% favor) and women are more supportive (67\% favor) than are men (55\% favor).

Why Favor? The 928 respondents favoring free full-day kindergarten were asked, "what is the main reason you favor free full-day kindergarten?" Most often mentioned (26\%) is the need for the Webster Groves School District to remain competitive when most other districts have it. Twenty-four percent cite the educational benefits that come from more early childhood education, and another $24 \%$ stress the equity of all households having equal access to full-day kindergarten. Six percent mention that one or more of their children would benefit.

Why Oppose? The 296 respondents opposing free full-day kindergarten were asked, "what is the main reason you oppose free full-day kindergarten?" Twenty-two percent think the District cannot afford it. Twenty-one percent say the full-day option should remain a choice and those parents who select it should also pay the costs. Eleven percent think children should not be in school that long at age five, 10\% see no educational benefit, and 9\% think the additional time is essentially babysitting.

## Moss Field Athletic Complex

Policy Position. Forty-three percent favor (18\% strongly) and 29\% oppose (13\% strongly) "substantial renovations at the Moss Field Athletic Complex." The remaining 27\% neither favor nor oppose the renovations.

Yes voters on the bond issue are much more supportive (64\% favor/11\% oppose) than are no voters (14\% favor/59\% oppose). School District parents are more positive (49\% favor/23\% oppose) than are non-parents ( $35 \%$ favor/54\% oppose) and those ages 36 to 55 are more supportive (46\% favor/25\% oppose) than those 56 and older (30\% favor/47\% oppose).

Why Favor? The 640 respondents favoring the Moss Field Athletic Complex renovations were asked, "what is the main reason you favor the Moss Field Athletic Complex renovations?" Forty-three percent mention that they are needed since the facility is old, outdated, deteriorating, and constitutes a safety risk. Another 18\% say it an embarrassment and that the

District's pride is at stake. Six percent stress that athletics are important for educating the whole person and that means having adequate facilities.

Why Oppose? The 434 respondents opposing the Moss Field Athletic Complex renovations were asked, "what is the main reason you oppose the Moss Field Athletic Complex renovations?" The biggest reason (33\%) is the belief that the renovations would not materially improve the District's academic quality. Twenty-three percent do not think there is a demonstrable need and the current complex is adequate. Fifteen percent find the planned renovations too costly and extravagant and 8\% say that, if improvements are needed, they should be funded with private gifts.

## Sixth Grade Center/Middle School

Policy Position. Fifty-one percent favor (31\% strongly) and 23\% oppose (11\% strongly) "changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight." The remaining 26\% neither favor nor oppose the proposal.

Yes voters on the bond issue are more supportive (72\% yes/10\% no) than are no voters (19\% yes/42\% no). Those 45 and younger are more positive (61\% yes/18\% no) than those 56 and older (31\% favor/31\% oppose).

Why Favor? The 744 respondents favoring the Steger conversion and the Hixson expansion were asked, "what is the main reason you favor changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?" Two reasons dominate. First, with 43\%, is that this is an appropriate and useful way to address the overcrowding issue. The second, with $29 \%$ is that it makes academic sense: fewer transitions for children, more opportunities in a three-grade middle school, ending isolation of a single grade.

Why Oppose? The 333 respondents opposing the Steger conversion and the Hixson expansion were asked, "what is the main reason you oppose changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?" The top two reasons are that the Sixth Grade Center is a positive experience (24\%) and that sixth graders are generally too young to be attending the same school as seventh and eighth
graders (23\%). Next is that the plan is too costly and not necessary since the current overcrowding is a temporary cyclical phenomenon (18\%) followed by uncertainty about how the new elementary school boundaries would be drawn (5\%)?

## New Classrooms

Policy Position. Fifty-eight percent favor (35\% strongly) and $15 \%$ oppose (6\% strongly) "building new classrooms to replace the modular classrooms at several elementary schools." The remaining $26 \%$ neither favor nor oppose the measure. Yes voters on the bond issue are much more supportive (79\% yes/4\% no) than are no voters (29\% yes/34\% no). Those 45 and younger are more positive (68\% yes/9\% no) than those 46 and older (49\% yes/22\% no). School District parents are more supportive (65\% yes/11\% no) than are non-parents (51\% yes/17\% no) and women are more positive (62\% yes/12\% no) than are men (53\% yes/20\% no).

Why Favor? The 849 respondents favoring building new classrooms to replace the modular classrooms were asked, "what is the main reason you favor building new classrooms to replace the modular classrooms at several elementary schools?" Fifteen percent think they would provide a better learning environment, 10\% say that having everyone in a connected building creates a better sense of school community, another $10 \%$ are concerned about the modular classrooms safety such as in a tornado, 7\% reply that the modular classrooms are aesthetically displeasing and create a poor image, and 5\% mention the lack of indoor plumbing within the modular units.

Why Oppose? The 220 respondents opposing building new classrooms to replace the modular classrooms were asked, "what is the main reason you oppose building new classrooms to replace the modular classrooms at several elementary schools?" Thirty-five percent say the overcrowding is temporary and does not call for expensive classroom additions. Twenty-four percent think the modular units are adequate with many mentioning that they are relatively new. Sixteen percent say the District cannot afford these projects.

## Middle School Model

Forty-three percent prefer having "Grades 6, 7, and 8 at a single middle school," $28 \%$ opt for a "separate center for Grade 6," and $30 \%$ indicate they have no preference either way.

Yes voters on the bond issue are more likely to prefer a combined middle school (51\% combined/21\% separate) than are no voters (28\% combined/35\% separate).

## Tax Assessment: Impact on Vote

After being reminded that "the new tax assessments for real estate were mailed a short time before the April 7 election," $16 \%$ say their new assessment had a great deal of impact on their vote decision, $18 \%$ some impact, $23 \%$ not very much, 35\% none, and 8\% did not vote.

No voters on both the levy and bond issues are much more likely to say the new tax assessments mattered a great deal or some (51\%) than are yes voters (23\%).

## School District Cash Reserve

After being informed that "the Webster Groves School District has a cash reserve that is more than twenty percent of its annual operating budget," $76 \%$ say that amount is about right, $17 \%$ think it is too large, and 6\% find it too small.

No voters on the levy and bond issue are more likely to find it too large (28\%) than are yes voters (9\%).

Bond and Levy Proposals on Same Ballot

Fifty-eight percent agree (30\% strongly) and 8\% disagree (3\% strongly) that "the Webster Groves School District should avoid placing both an operating levy increase and a bond issue authorization on the ballot at the same time."

## Campaign Against the Levy and Bond Increases

Awareness. Seventy-nine percent "recall hearing from or reading about any groups who campaigned against either the 65cent levy increase or the $\$ 28,000,000$ bond issue." Yes voters on the levy and bond issues are more likely to recall this ( $90 \%$ ) than are no voters (71\%).

Persuasiveness. Fifteen percent say "the points being made by the campaign against the 65-cent levy increase or the $\$ 28,000,000$ bond issue" were very persuasive, $37 \%$ somewhat persuasive, $29 \%$ not very persuasive, and $19 \%$ not at all persuasive.

No voters on the levy and bond elections were more likely to find the points very or somewhat persuasive (73\% for levy no voters, $72 \%$ for bond no voters) than were yes voters (39\% for levy yes voters, $40 \%$ for bond yes voters).

Persuasive Points. The 1,130 respondents who reported recalling the campaign against the measures were asked, "what points were most persuasive?" Many did not recall any specific point. The only three achieving five percent or more are Webster Groves School District having one of the highest tax rates ( $8 \%$ ), allegations about poor fiscal management (7\%), and the combined total of the levy and bond increases being too much (5\%).

## More Information

Levy Proposal. Respondents were asked, "as you were deliberating whether and how you would vote on the 65-cent levy increase for the operating budget, what information would have been most helpful?" A majority indicated that they possessed enough information. Here are suggestions mentioned by three percent or more:

- A clearer plan about how the increase would promote student learning (including higher test scores) that provided more rationale and explored alternatives. (9\%)
- More information about how the teacher/staff compensation system works including step increases, benefits, and comparisons to other districts. (4\%)
- The consequences of failing to pass the levy. (3\%)
- Steps the School District has taken to improve spending efficiency. (3\%)
- More details about the tax would affect each household both now and in the future. (3\%)

Bond Proposal. Respondents were asked, "as you were deliberating whether and how you would vote on the $\$ 28,000,000$ bond issue, what information would have been most helpful?" As was the case for the levy proposal, a majority said that they had sufficient information. Here are the suggestions made by three percent or more:

- More specific information about the costs of each project and why it is needed. (7\%)
- A more convincing and complete rationale about why the Moss Field Athletic Complex renovations were needed. (4\%)
- More detailed enrollment projections justifying the need for more space. (3\%)
- More rationale about how each project was linked to improved learning. (3\%)


## Commercial Development

Eighty percent agree (52\% strongly) and 10\% disagree (4\% strongly) that "the cities within the Webster Groves School District should work harder to attract more commercial properties so that less of the property tax burden for the schools comes from residential owners." The remaining 10\% neither agree nor disagree.

## Grading the Webster Groves Public Schools

After reading that "students are given the grades A, B, C, D, and Fail on the quality of the work," respondents were asked "What grade would you give the Webster Groves Public Schools?" Thirty-one percent assign an A, $43 \%$ a $B$, $14 \%$ C, $3 \%$ D, $1 \%$ Fail, and 7\% express no opinion.

Forty-three percent of levy yes voters assign an A, compared to $14 \%$ of levy no voters. Similarly, $42 \%$ of bond yes voters give an A grade compared to $15 \%$ by bond no voters.

## Spending Efficiency

Twenty percent think the Webster Groves School District spends their tax dollars very efficiently, 40\% somewhat efficiently, 25\% not very efficiently, and 14\% express no opinion.

There is a sharp contrast in efficiency ratings between yes and no voters on both the levy and bond proposals:

|  | Spending Efficiency |  |  |
| :---: | :---: | :---: | :---: |
|  | Very | Somewhat | Not Very |
| Levy Voters: |  |  |  |
| Yes.. | . $37 \%$ | 44\% | 6\% |
| No. | . . . $2 \%$ | 34\% | 54\% |
| Bond Voters: |  |  |  |
| Yes. | . 3 35\% | 45\% | 6\% |
| No. . . . | . . . $4 \%$ | 32\% | 55\% |

## Communications

Community Forums. Twenty-four percent report attending one or more of the community forums about the Webster Groves School District levy and bond elections. Those who say they follow Webster Groves School District issues very closely were more likely to attend (37\% rate). There were no significant differences in attendance rates by yes and no voters on the two proposals.

Information Alternatives. Respondents were asked whether each of six communication approaches was a "best way for the Webster Groves School District to get information about the schools to you." Since respondents could select more than one option, the percentages total more than one hundred percent.

Here are the results:

## Approach <br> \% Best Way

Webster-Kirkwood Times............................ . . 64\%
Superintendent E-Mails.............................. 57\%
District "Our Schools Newsletter"................. 50\%
District Web Site...................................46\%
Social Media (Facebook, Twitter).....................38\%
Public Forums...........................................33\%

Preferences about approaches vary considerably by age with the electronic media being more popular with those 45 and under and the printed versions more preferable for those 56 and older.

Respondents were also offered an "other" alternative and then asked to specify what that would be. The 116 respondents who did so primarily made suggestions about how to improve communication through one or more of the six listed approaches.

## Methodology

The electronic survey was available on the Webster Groves School District web site its home page, Facebook page, and Twitter account from July 27, 2015 through August 9, 2015.

Paper copies were available at the Rock Hill and Webster Groves Public Libraries. Notifications about the survey's availability, including the link, were e-mailed to all Webster Groves School District parents.

The cities of Rock Hill, Shrewsbury, and Webster Groves emailed those residents for whom they had e-mail addresses. Local organizations including the Lions Club, the Rotary Club, the Northwest Webster Coalition, and the Alliance for Interracial Dignity e-mailed links to the survey to their mailing lists.

A Spend Wisely group representative agreed to forward the link as well. The School District placed two ads (July 31, 2015 and August 7, 2015) in the Webster-Kirkwood Times informing its readers about the survey and how to access it.

The demographic composition of the respondents (parental status, age, years of education, closest elementary school, race, gender) is provided in the toplines portion of this report.

The questionnaire was developed by E. Terrence (Terry) Jones and Cynthia J. Palazzolo (both University of Missouri-St. Louis researchers) in consultation with a School Board committee. The report has been prepared by Jones and Palazzolo.

Survey Toplines

## WEBSTER GROVES SCHOOL DISTRICT POST-ELECTION SURVEY

NOTE: Due to rounding, not all percentages will add up to $100 \%$.
August 2015 1,586 Participants

```
Q1.
    Some people were not able to vote in April because they
    were not registered, they were sick, they didn't have time,
    or something else happened to prevent them from voting. For
    the Webster Groves School District levy and bond election
    on April 7, which of the following statements best
    describes you?
```

                                    Total \%
    I did not vote. ........................... 8.5\%
    I thought about voting but didn't....... 2.6\%
    I usually vote but didn't this time..... 7.6\%
    I am sure I voted. ........................ 81.3\%
    \(\mathrm{n}=1,586\)
    Q2. One of the two ballot proposals (Proposition $S$ ) was to
increase the property tax levy for the Webster Groves
School District by 65 cents per $\$ 100$ assessed valuation.
The additional funds would have

- kept teacher and staff salaries at or above the average for St. Louis County school districts
- maintained health and retirement benefit levels
- maintained class sizes
- improved instructional and administrative technology
- provided free full-day kindergarten

Did you vote yes or no on this proposal?
Total \%

$$
\begin{aligned}
& \text { Yes . . . . . . . . . . . . . . . . . . . . . . . } 57.5 \% \\
& \text { No . . . . . . . . . . . . . . . . . } 41.5 \% \\
& \text { Do not remember . . . . . . . . . . . 1.0\% } \\
& n=1,288
\end{aligned}
$$

```
Q3. What was the main reason you voted yes on the 65-cent
        property tax increase for the Webster Groves School
        District's operating budget?
    See comments in the Resident Comments Section.
Q4. What was the main reason you voted no on the 65-cent
        property tax increase for the Webster Groves School
        District's operating budget?
        See comments in the Resident Comments Section.
Q5. For each of the following, how important was it in your
        deciding to vote no on the 65-cent property tax increase
        for the Webster Groves School District?
    Q5.1. The Webster Groves School District has already
        received two operating levy property tax increases in
        the last 10 years: }68\mathrm{ cents in 2005 and 55 cents in
        2010. It was too soon to ask for another major
        increase.
```

        Total \%
        Extremely important ............. 68.4\%
        Very important .................. \(19.6 \%\)
        Somewhat important ............... 9.0\%
        Not very important ............... 1.6\%
        Not at all important ............. 1.4\%
        \(\mathrm{n}=500\)
    Q5.2. The Webster Groves School District already has one of
        the highest property tax rates in \(S t\). Louis County.
        Total \%
        Extremely important ............ \(86.6 \%\)
        Very important .................... 9.6\%
        Somewhat important ............... 2.6\%
        Not very important ................ 0.4\%
        Not at all important ............. 0.8\%
        \(\mathrm{n}=500\)
    Q5.3. The Webster Groves School District teachers and staff
currently have competitive salaries and benefits.
There is not a good case for paying them even more.

## Total \%

Extremely important ............ . 53.6\%
Very important .................. $23.8 \%$
Somewhat important .............. 15.6\%
Not very important ............... 5.6\%
Not at all important ............. 1.4\%
$\mathrm{n}=500$

Q5.4. The Webster Groves School District needs to do a better job managing its current budget before asking for a property tax increase.

Total \%

Extremely important ............. 78.0\%
Very important .................. 11.6\%
Somewhat important ............... 7.6\%
Not very important ............... 1.8\%
Not at all important ............. 1.0\%
$\mathrm{n}=500$

Q5.5. Adding free full-day kindergarten is too expensive.
Total \%

Extremely important ............. 37.0\%
Very important .................. 15.2\%
Somewhat important .............. 19.6\%
Not very important .............. 13.6\%
Not at all important ............ 14.6\%
$\mathrm{n}=500$

Q5.6. Including additional pre-school scholarships is too expensive.

Total \%

```
Extremely important ............. 40.2%
Very important .................. 18.0%
Somewhat important ............. 19.2%
Not very important ............. 10.8%
Not at all important ........... 11.8%
n = 500
```

Q6.

Q7.

Q8.

The other ballot proposal (Proposition W) was to increase the property tax levy for the Webster Groves School District by 28 cents per $\$ 100$ assessed valuation for the next 20 years for a $\$ 28$ million bond issue. The funds would have been used to:

- kept teacher and staff salaries at or above the average for St. Louis County school districts
- maintained health and retirement benefit levels
- maintained class sizes
- improved instructional and administrative technology
- provided free full-day kindergarten

Did you vote yes or no on this proposal?

## Total \%

$$
\begin{aligned}
& \text { Yes . . . . . . . . . . . . . . . . . . . . . . . } 58.2 \% \\
& \text { No . . . . . . . . . . . . . . . . . . } 40.8 \% \\
& \text { Do not remember . . . . . . . . . . } 1.0 \% \\
& n=1,211
\end{aligned}
$$

What was the main reason you voted yes on the 28 -cent property tax increase for the $\$ 28$ million bond issue for the Webster Groves School District?

See comments in the Resident Comments Section.

What was the main reason you voted no on the 28-cent property tax increase for the $\$ 28$ million bond issue for the Webster Groves School District?

See comments in the Resident Comments Section.

Q9.
For each of the following, how important was it in your deciding to vote no on the $28-c e n t$ increase for a $\$ 28$ million bond issue for the Webster Groves School District?

Q9.1. The Webster Groves School District has not paid off the debt from the 2006 and 2010 bond issues. More should be paid off before issuing new debt.

## Total \%

```
Extremely important ............. 52.9%
Very important .................. 24.1%
Somewhat important .............. 13.7%
Not very important ............... 5.5%
Not at all important ............3.9%
n = 490
```

Q9.2. Spending an estimated six million dollars on the Moss Field Athletic Complex would not have much impact on the District's academic quality.

## Total \%

Extremely important ............. 67.3\%
Very important .................. $15.7 \%$
Somewhat important .............. 11.6\%
Not very important ................ 3.5\%
Not at all important ............. 1.8\%
$\mathrm{n}=490$

Q9.3. I prefer to keep a separate Sixth Grade Center and not combine Grade 6 with Grades 7 and 8 at Hixson Middle School.

## Total \%

Extremely important ............. $26.4 \%$
Very important .................. 10.4\%
Somewhat important .............. 19.4\%
Not very important .............. 17.8\%
Not at all important ............ $26.0 \%$
$\mathrm{n}=489$

Q9.4. I believe the Webster Groves School District already has enough instructional space. It does not need to spend money on more additions.

## Total 응

Extremely important ............. 32.2\%
Very important .................. $20.2 \%$
Somewhat important .............. $22.0 \%$
Not very important .............. $13.1 \%$
Not at all important ............ 12.4\%
$\mathrm{n}=490$

Q10. Where do you think the teacher and staff salaries should be compared to the other 21 school districts in St. Louis County?

Total \%
At or near the top
(among the highest four)............... 37.6\%
Clearly above the average
but not at or near the top............ $47.2 \%$
Around the average ...................... . $14.2 \%$
Below the average but not
at or near the bottom .................... 0.5\%
At or near the bottom ................... $0.5 \%$
$\mathrm{n}=1,492$

Q11. Do you favor or oppose the Webster Groves School District establishing free full-day kindergarten?

Total \%
Strongly favor . ................ $48.2 \%$
Somewhat favor .................. 14.2\%
Neither favor nor oppose ........ 17.7\%
Somewhat oppose ................. 10.0\%
Strongly oppose .................. 9.9\%
$\mathrm{n}=1,488$

Q12. What is the main reason you favor free full-day kindergarten?

See comments in the Resident Comments Section.

Q13. What is the main reason you oppose free full-day kindergarten?

See comments in the Resident Comments Section.

Q14. Do you favor or oppose substantial renovations at the Moss Field Athletic Complex?

## Total \%

Strongly favor . ................ 17.9\%
Somewhat favor .................. $25.5 \%$
Neither favor nor oppose ....... $27.2 \%$
Somewhat oppose ................. 16.1\%
Strongly oppose ................. 13.3\%
$\mathrm{n}=1,475$

Q15. What is the main reason you favor the Moss Field Athletic Complex renovations?

See comments in the Resident Comments Section.

Q16. What is the main reason you oppose the Moss Field Athletic Complex renovations?

See comments in the Resident Comments Section.

Q17. Do you favor or oppose changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?

## Total \%

Strongly favor . ................ 31.0\%
Somewhat favor .................. $20.1 \%$
Neither favor nor oppose ........ $26.0 \%$
Somewhat oppose ................. 12.1\%
Strongly oppose ................. 10.8\%
$\mathrm{n}=1,456$

Q18. What is the main reason you favor changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?

See comments in the Resident Comments Section.

Q19. What is the main reason you oppose changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?

See comments in the Resident Comments Section.

Q20. Do you favor or oppose building new classrooms to replace the modular classrooms at several elementary schools?

## Total \%

Strongly favor . ................ 35.2\%
Somewhat favor .................. 23.3\%
Neither favor nor oppose ....... $26.3 \%$
Somewhat oppose .................. 9.0\%
Strongly oppose .................. 6.2\%
$\mathrm{n}=1,450$

Q21. What is the main reason you favor building new classrooms to replace the modular classrooms at several elementary schools?

See comments in the Resident Comments Section.

Q22. What is the main reason you oppose building new classrooms to replace the modular classrooms at several elementary schools?

See comments in the Resident Comments Section.

Q23. Which education model do you prefer: Having a separate center for Grade 6 students or having Grades 6, 7, and 8 at a single middle school?

## Total \%

$$
\begin{aligned}
& \text { Separate center for Grade 6....... } 27.6 \% \\
& \text { Single middle school } \\
& \text { for Grades } 6,7 \text {, and } 8 \ldots . . . . . .42 .7 \% \\
& \text { No preference either way .......... 29.8\% } \\
& n=1,437
\end{aligned}
$$

Q24. The new tax assessments for real estate were mailed a short time before the April 7 election. How much impact did your new assessment have on your vote decision?

Total \%

A great deal . .................. $16.3 \%$
Some ............................. $17.5 \%$
Not very much . . . . . . . . . . . . . . . . $23.1 \%$
None ............................. $34.9 \%$
I did not vote ................... 8. 3\%
$\mathrm{n}=1,436$

Q25. The Webster Groves School District has a cash reserve that is more than twenty percent of its annual operating budget. Do you think that reserve is too large, about right, or too small?

Total \%

```
Too large ................ 17.1%
About right............... 76.5%
Too small................... 6.4%
n = 1,433
```

Q26. Do you agree or disagree with the following statement: The Webster Groves School District should avoid placing both an operating levy increase and a bond issue authorization on the ballot at the same time?

## Total \%

$$
\begin{aligned}
& \text { Strongly agree . . . . . . . . . . . . . . . } 29.7 \% \\
& \text { Somewhat agree ................... 28.8\% } \\
& \text { Neither agree nor disagree .......33.4\% } \\
& \text { Somewhat disagree ................. 4.8\% } \\
& \text { Strongly disagree ...............3.3\% } \\
& n=1,428
\end{aligned}
$$

Q27. Do you recall hearing from or reading about any groups who campaigned against either the 65-cent levy increase or the $\$ 28$ million bond issue?

## Total \%

$$
\begin{aligned}
& \text { Yes . . . . . . . . . . . . . . . . . . . . . . . } 78.9 \% \\
& \text { No . . . . . . . . . . . . . . . . . . } 13.8 \% \\
& \text { Can't remember . . . . . . . . . . . } 7.4 \% \\
& n=1,428
\end{aligned}
$$

Q28. How persuasive did you find the points being made by the campaign against the 65-center levy increase or the $\$ 28$ million bond issue?

## Total \%

$$
\begin{aligned}
& \text { Very persuasive . ................ 15.0\% } \\
& \text { Somewhat persuasive .............36.8\% } \\
& \text { Not very persuasive ............28.8\% } \\
& \text { Not at all persuasive ........... 19.4\% } \\
& n=1,130
\end{aligned}
$$

Q29. What points were most persuasive?

See comments in the Resident Comments Section.

Q30. As you were deliberating whether and how you would vote on the 65-cent levy increase for the operating budget, what information would have been most helpful?

See comments in the Resident Comments Section.

Q31. As you were deliberating whether and how you would vote on the $\$ 28$ million bond issue, what information would have been most helpful?

See comments in the Resident Comments Section.

Q32. Do you agree or disagree with the following statement: the cities within the Webster Groves School District should work harder to attract more commercial properties so that less of the property tax burden for the schools comes from residential owners.

## Total \%

$$
\begin{aligned}
& \text { Strongly agree . ................ . 52.3\% } \\
& \text { Somewhat agree .................. } 27.3 \% \\
& \text { Neither agree nor disagree ....... 9.9\% } \\
& \text { Somewhat disagree ................ 6.6\% } \\
& \text { Strongly disagree ................ } 3.8 \% \\
& \mathrm{n}=1,399
\end{aligned}
$$

Q33. Students are given the grades $A, B, C, D$, and Fail on the quality of their work. What grade would you give the Webster Groves Public Schools: A, B, C, D, or Fail?

Total \%

A . . . . . . . . . . . . . . . . . . . . . . . . . $30.9 \%$
B . . . . . . . . . . . . . . . . . . . . . . . . . $43.1 \%$
C . . . . . . . . . . . . . . . . . . . . . . . $14.3 \%$
D . . . . . . . . . . . . . . . . . . . . . . . . $3.0 \%$
Fail......................... . $1.4 \%$
Don't know.................. $7.2 \%$
$\mathrm{n}=1,396$

Q34. How efficiently do you think the Webster Groves School District spends your tax dollars?

Total \%

Very efficiently. ............... $20.5 \%$
Somewhat efficiently ........... 39.8\%
Not very efficiently ............ 25.3\%
Don't know ....................... 14.4\%
$\mathrm{n}=1,393$

Q35. How closely do you follow issues involving the Webster Groves School District?

## Total \%

Very closely. .................... $44.9 \%$
Somewhat closely ................ 48.5\%
Not very closely ................. 6.7\%
$\mathrm{n}=1,393$

Q36. What are the best ways for the Webster Groves School District to get information about the schools to you? CHECK ALL THAT APPLY.

## Responded "Yes" Total \%

Q36.1. The District's web site ................. 45.8\%
Q36.2. The District two-times-a-year newsletter ("Our Schools Newsletter") mailed to your residence ................. 49.5\%

Q36.3. The Webster-Kirkwood Times ............... 64.3\%
Q36.4. Social media like Facebook and Twitter..... 38.1\%
Q36.5. The Superintendent's e-mail messages ...... 57.4\%
Q36.6. Public forums ............................. 32.7\%
Q36.7. * Other .................................. $7.3 \%$

* See comments in the Resident Comments Section.

Q37. Did you attend one or more of the community forums about the Webster Groves School District levy and bond elections?

Total \%


Now just a few more questions for statistical classification purposes.

Q38. Do you have any children 18 or under living at home?
Total \%

Yes . . . . . . . . . . . . . . . . . . . . . $80.9 \%$
No . . . . . . . . . . . . . . . . . . . . . . $19.1 \%$
$\mathrm{n}=1,385$

Q39. Are any of these children currently attending the Webster Groves public schools?

Total \%

Yes . . . . . . . . . . . . . . . . . . . . . . $86.0 \%$
No . . . . . . . . . . . . . . . . . . . . . . . . $14.0 \%$
$\mathrm{n}=1,125$

Q40. Do you have one or more children who will be attending the Webster Groves public schools within the next five years?

Total \%

Yes ........................ $55.6 \%$
No . . . . . . . . . . . . . . . . . . . . . . $44.4 \%$
$\mathrm{n}=1,424$

Q41. Do you have one or more children attending a parochial or private school?

Total \%

$$
\begin{aligned}
& \text { Yes . . . . . . . . . . . . . . . . . . . . . . . . } 75.0 \% \\
& \text { No . . . . . . . . . . . . . . . . . . . } 25.0 \% \\
& n=72
\end{aligned}
$$

Q42. Which Webster Groves School District elementary school is closest to your residence?

Total \%

Avery . . . . . . . . . . . . . . . . . . . . . . . . $28.6 \%$
Bristol .......................... $23.8 \%$
Clark ............................. $15.4 \%$
Edgar Road ....................... $21.3 \%$
Hudson . . . . . . . . . . . . . . . . . . . . . . . . 8. $2 \%$
Don't know . . . . . . . . . . . . . . . . . . . . $2.7 \%$
$\mathrm{n}=1,382$

Q43. In what year were you born? (Age group)
Total \%
18-35 year olds.................... 11.4\%
36-45 year olds .................... . 40.9\%
46-55 year olds .................... $28.9 \%$
56 and older ........................ . 18.9\%
$\mathrm{n}=1,382$

Q44. What was the last year of school you completed?

Total \%

High school graduate or less................ 1.2\%
Some college, trade school, or
Associate's degree.......................... 10.0\%
College graduate............................ $34.5 \%$
Graduate or Professional................... 54.3\%
$\mathrm{n}=1,382$

Q45. Race

## Total \%

African-American ................... . 2.5\%
Caucasian/White .................... 91.7\%

* Other . . . . . . . . . . . . . . . . . . . . . . . . . . 4. 3\%

Declined to say..................... 1.5\%
$\mathrm{n}=1,341$

* American Indian or Alaska Native, Asian, Hispanic or Latino, Native Hawaiian or Other Pacific Islander

Q46. Gender

## Total \%

> Male . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $36.2 \%$
> Female . . . . . . . . . . . . . . . . . . . . . $63 \%$
> $n=1,379$

Q47. If you would like to receive information from the Webster Groves School District, please provide your e-mail address in the box below.

See comments in the Resident Comments Section.

Q48. If there is anything else you would like to add, just type your response in the box below.

See comments in the Resident Comments Section.

Survey Questionnaire

WEBSTER GROVES SCHOOL DISTRICT
Post-Election Questions
(Approved 7/14/2015)
T1 [SURVEY INTRODUCTION PAGE:] As it plans for the future, the Webster Groves School District needs your help in better understanding resident views about the two proposals, Propositions $S$ and $W$, on the April 7 ballot.

The survey is being administered by Terry Jones and Cynthia J. Palazzolo, both researchers at the University of Missouri-St. Louis. All your responses are confidential and will only be used in statistical summaries. The survey will take about ten minutes to complete.

Q1. Some people were not able to vote in April because they were not registered, they were sick, they didn't have time, or something else happened to prevent them from voting. For the Webster Groves School District levy and bond election on April 7, which of the following statements best describes you?

1. I did not vote. [=> GO TO Q10]
2. I thought about voting but didn't. [=> GO TO Q10]
3. I usually vote but didn't this time. [=> GO TO Q10]
4. I am sure I voted. [=>GO TO Q2]

Q2. One of the two ballot proposals (Proposition S) was to increase the property tax levy for the Webster Groves School District by 65 cents per $\$ 100$ assessed valuation. The additional funds would have

- kept teacher and staff salaries at or above the average for St. Louis County school districts
- maintained health and retirement benefit levels
- maintained class sizes
- improved instructional and administrative technology
- provided free full-day kindergarten

Did you vote yes or no on this proposal?

1. Yes [=>GO TO Q3]
2. No [=>GO TO Q4]
3. Do not remember [=>GO TO Q6]

Q3. What was the main reason you voted yes on the 65-cent property tax increase for the Webster Groves School District's operating budget?
[=>ALL RESPONSES GO TO Q6]

Q4. What was the main reason you voted no on the 65-cent property tax increase for the Webster Groves School District's operating budget?
[VERBATIM: TEXT BOX] [=>ALL RESPONSES GO TO Q5]

## Q5. [MATRIX] RESPONSES CATEGORIES:

1. Extremely important
2. Very important
3. Somewhat important
4. Not very important
5. Not at all important

For each of the following, how important was it in your deciding to vote no on the $65-c e n t$ property tax increase for the Webster Groves School District?

Q5.1 The Webster Groves School District has already received two operating levy property tax increases in the last 10 years: 68 cents in 2005 and 55 cents in 2010. It was too soon to ask for another major increase.

Q5.2 The Webster Groves School District already has one of the highest property tax rates in $S t$. Louis County.

Q5.3 The Webster Groves School District teachers and staff currently have competitive salaries and benefits. There is not a good case for paying them even more.

Q5.4 The Webster Groves School District needs to do a better job managing its current budget before asking for a property tax increase.

Q5.5 Adding free full-day kindergarten is too expensive.

Q5.6 Including additional pre-school scholarships is too expensive.

Q6. The other ballot proposal (Proposition W) was to increase the property tax levy for the Webster Groves School District by 28 cents per $\$ 100$ assessed valuation for the next 20 years for a $\$ 28$ million bond issue. The funds would have been used to:

- change Steger from a Sixth Grade Center to an elementary school to eliminate overcrowding in the elementary schools
- add classrooms at Hixson Middle School to serve Grades Six to Eight
- build new classrooms to replace the modular classrooms at two elementary schools
- renovate the Moss Field Athletic Complex

Did you vote yes or no on this proposal?
$\begin{array}{lllll}\text { 1. Yes } & {[=>G O} & \text { TO } & \text { Q7] } \\ \text { 2. No } & {[=>G O} & \text { TO } & \text { Q8] }\end{array}$
3. Do not remember [=>GO TO Q10]

Q7. What was the main reason you voted yes on the 28 -cent property tax increase for the $\$ 28$ million bond issue for the Webster Groves School District?
[VERBATIM: TEXT BOX] [=>ALL GO TO Q10]

Q8. What was the main reason you voted no on the 28 -cent property tax increase for the $\$ 28$ million bond issue for the Webster Groves School District?
[VERBATIM: TEXT BOX] [=>ALL GO TO Q9]

Q9. [MATRIX] RESPONSES CATEGORIES:

1. Extremely important
2. Very important
3. Somewhat important
4. Not very important
5. Not at all important

For each of the following, how important was it in your deciding to vote no on the 28 -cent increase for a $\$ 28$ million bond issue for the Webster Groves School District?

Q9.1 The Webster Groves School District has not paid off the debt from the 2006 and 2010 bond issues. More should be paid off before issuing new debt.

Q9.2 Spending an estimated six million dollars on the Moss Field Athletic Complex would not have much impact on the District's academic quality.

Q9.3 I prefer to keep a separate Sixth Grade Center and not combine Grade 6 with Grades 7 and 8 at Hixson Middle School.

Q9.4 I believe the Webster Groves School District already has enough instructional space. It does not need to spend money on more additions.
[ALL RESPONSES =>GO TO Q10]

Q10. Where do you think the teacher and staff salaries should be compared to the other 21 school districts in St. Louis County?

1. At or near the top (among the highest four)
2. Clearly above the average but not at or near the top
3. Around the average
4. Below the average but not at or near the bottom
5. At or near the bottom

Q11. Do you favor or oppose the Webster Groves School District establishing free full-day kindergarten?

1. Strongly favor $[=>\mathrm{GO}$ TO Q12]
2. Somewhat favor [=>GO TO Q12]
3. Neither favor nor oppose [=>GO TO Q14]
4. Somewhat oppose [=>GO TO Q13]
5. Strongly oppose [=>GO TO Q13]

Q12. What is the main reason you favor free full-day kindergarten?
[VERBATIM: TEXT BOX] [ALL RESPONSES GO TO Q14]

Q13. What is the main reason you oppose free full-day kindergarten?
[VERBATIM: TEXT BOX]

Q14. Do you favor or oppose substantial renovations at the Moss Field Athletic Complex?

1. Strongly favor $[=>G O$ TO Q15]
2. Somewhat favor $[=>\mathrm{GO}$ TO Q15]
3. Neither favor nor oppose [=>GO TO Q17]
4. Somewhat oppose [=>GO TO Q16]
5. Strongly oppose [=>GO TO Q16]

Q15. What is the main reason you favor the Moss Field Athletic Complex renovations?
[VERBATIM: TEXT BOX] [ALL RESPONSES GO TO Q17]

Q16. What is the main reason you oppose the Moss Field Athletic Complex renovations?
[VERBATIM: TEXT BOX]

Q17. Do you favor or oppose changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?

1. Strongly favor [=>GO TO Q18]
2. Somewhat favor [=>GO TO Q18]
3. Neither favor nor oppose [=>GO TO Q20]
4. Somewhat oppose [=>GO TO Q19]
5. Strongly oppose [=>GO TO Q19]

Q18. What is the main reason you favor changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?
[VERBATIM: TEXT BOX] [ALL RESPONSES GO TO Q20]

Q19. What is the main reason you oppose changing Steger from a Sixth Grade Center to an elementary school and adding classrooms at Hixson Middle School to serve Grades Six to Eight?
[VERBATIM: TEXT BOX]

Q20. Do you favor or oppose building new classrooms to replace the modular classrooms at several elementary schools?

```
1. Strongly favor [=>GO TO Q21]
2. Somewhat favor [=>GO TO Q21]
3. Neither favor nor oppose [=>GO TO Q23]
4. Somewhat oppose [=>GO TO Q22]
5. Strongly oppose [=>GO TO Q22]
```

Q21. What is the main reason you favor building new classrooms to replace the modular classrooms at several elementary schools?
[VERBATIM: TEXT BOX] [ALL RESPONSES GO TO Q23]

Q22. What is the main reason you oppose building new classrooms to replace the modular classrooms at several elementary schools?
[VERBATIM: TEXT BOX]

Q23. Which education model do you prefer: Having a separate center for Grade 6 students or having Grades 6, 7, and 8 at a single middle school?

1. Separate center for Grade 6
2. Single middle school for Grades 6, 7, and 8
3. No preference either way

Q24. The new tax assessments for real estate were mailed a short time before the April 7 election. How much impact did your new assessment have on your vote decision?

1. A great deal
2. Some
3. Not very much
4. None
5. I did not vote

Q25. The Webster Groves School District has a cash reserve that is more than twenty percent of its annual operating budget. Do you think that reserve is too large, about right, or too small?

1. Too large
2. About right
3. Too small

Q26. Do you agree or disagree with the following statement: The Webster Groves School District should avoid placing both an operating levy increase and a bond issue authorization on the ballot at the same time?

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q27. Do you recall hearing from or reading about any groups who campaigned against either the 65-cent levy increase or the \$28 million bond issue?

1. Yes [=>GO TO Q28]
2. No [=>GO TO Q30]
3. Can't remember [=>GO TO Q30]

Q28. How persuasive did you find the points being made by the campaign against the 65-center levy increase or the $\$ 28$ million bond issue?

```
1. Very persuasive [=>GO TO Q29]
```

2. Somewhat persuasive [=>GO TO Q29]
3. Not very persuasive [=>GO TO Q32]
4. Not at all persuasive [=>GO TO Q32]

Q29. What points were most persuasive?
[VERBATIM: TEXT BOX] [ALL RESPONSES GO TO Q32]

Q30. As you were deliberating whether and how you would vote on the 65-cent levy increase for the operating budget, what information would have been most helpful?
[VERBATIM: TEXT BOX]

Q31. As you were deliberating whether and how you would vote on the $\$ 28$ million bond issue, what information would have been most helpful?
[VERBATIM: TEXT BOX]

Q32. Do you agree or disagree with the following statement: the cities within the Webster Groves School District should work harder to attract more commercial properties so that less of the property tax burden for the schools comes from residential owners.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q33. Students are given the grades A, B, C, D, and Fail on the quality of their work. What grade would you give the Webster Groves Public Schools?

1. A
2. B
3. C
4. D
5. Fail
6. Don't know

Q34. How efficiently do you think the Webster Groves School District spends your tax dollars?

1. Very efficiently
2. Somewhat efficiently
3. Not very efficiently
4. Don't know

Q35. How closely do you follow issues involving the Webster Groves School District?

1. Very closely
2. Somewhat closely
3. Not very closely

Q36. What are the best ways for the Webster Groves School District to get information about the schools to you? CHECK ALL THAT APPLY.
36.1. The District's web site
36.2. The District two-times-a-year newsletter ("Our Schools Newsletter") mailed to your residence
36.3. The Webster-Kirkwood Times
36.4. Social media like Facebook and Twitter
36.5. The Superintendent's e-mail messages
36.6. Public forums
36.7. Other INSERT TEXT BOX FOR ANSWER]

Q37. Did you attend one or more of the community forums about the Webster Groves School District levy and bond elections?

1. Yes
2. No

T2 Now just a few more questions for statistical classification purposes.

Q38. Do you have any children 18 or under living at home?

$$
\begin{array}{lllll}
\text { 1. } & \text { Yes } & {[=>G O} & \text { TO Q39] } \\
\text { 2. } & \text { No } & {[=>G O} & \text { TO } & \text { Q42] }
\end{array}
$$

Q39. Are any of these children currently attending the Webster Groves Public Schools?

1. Yes [=>GO TO Q42]
2. No [=>GO TO Q40]

Q40. Do you have one or more children who will be attending the Webster Groves Public Schools within the next five years?

1. Yes [=>GO TO Q42]

$$
\text { 2. No }[=>G O \text { TO Q41] }
$$

Q41. Do you have one or more children attending a parochial or private school?

1. Yes
2. No

Q42. Which Webster Groves School District elementary school is closest to your residence?

1. Avery
2. Bristol
3. Clark
4. Edgar Road
5. Hudson
6. Don't know

Q43. In what year were you born?

1. 1989 or later
2. 1980 to 1988
3. 1970 to 1979
4. 1960 to 1969
5. 1950 to 1959
6. 1949 or earlier

Q44. What was the last year of school you completed?

1. High school or less (0-12)
2. Some college, associate's degree, career school (13-15)
3. College graduate (16)
4. Postgraduate/professional (17 or more)

Q45. What is your race?

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Hispanic or Latino
5. Native Hawaiian or other Pacific Islander
6. White

Q46. What is your gender?

1. Male
2. Female

Q47. If you would like to receive information from the Webster Groves School District, please provide your e-mail address in the box below.
[INSERT: TEXT BOX]

Q48. If there is anything else you would like to add, just type your response in the box below:
[VERBATIM: TEXT BOX]

T3 [SURVEY END PAGE:]
Thank you for taking this survey. We value your opinion!

Appendix

Question 36.7

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other

1) ii like detailed email messages. i don't have time or the organizational skills (!) to go to the website regularly
2) Email is always more effective since that's how most people get their news. Many people don't have time to go to public forums or don't read the WKT nor the District's web site
3) Send letters home with students, have meetings with active participants in the community so they can help spread the word.
4) The phone calls are not very effective and are too frequent.
5) Public forms are fine, but the information shared (slides, etc.) needs to be accessible via website. I read the superintendent's email messages, but the monthly one that comes out is not archived anywhere I can find, and emails requesting previous editions have gone unanswered by Dr. Riss. These emails are not helpful for families who don't have children in the district email, as they would not receive them.
6) Hand outs in back packs (unless they're political)
7) The school website is not easy to navigate. Recents improvements have been made, but the menus go to deep, and the website is difficult to search.
8) If I want it, I'll look for it. The School Reach phone system is the WORST way. Hate those calls!
9) I'd like an 'opt-in' monthly email newsletter about district happenings. Superintendent's messages are a good start but more information could be shared so that it didn't seem like it was coming directly from the superintendent with an agenda. Twice-a-year newsletters are too infrequent.
10) Person friends with school board member
11) Actually reply to parent questions such as on WG Connect.post the full budget in detal per school
12) Email works best
13) Almost any way except what is currently being done; board and adminisration are way too secretive.

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
14) Word of mouth
15) WGSD should not be afraid to comment on facebook.
16) Provide links to the web site for pertinent info so that $I$ know when to check it, send me emails when there are public forum issues, basically, if anything is going on that I, as a parent and citizen should be aware of then notify me via email and link to a place that will explain the event's impact, options for handling as well as any historical info that may be pertinent to my decision making process.
17) phone blasts
18) we get so much junk i dont really look at much anymore.
19) As I stated before, no one in favor of the issues ever knocked on my door because I don't have children in the schools. Seems to me, they could have skipped the homes that have district kids in them and pushed harder on the others.
20) Utilize the local media.
21) local news publications
22) Take a look at what Kirkwood, Lindbergh, even Melville and others do.Our WGSD web site doesn't even have its annual audit posted on its website. Most districts have 4-5 years' posted. Let's OPEN UP to the public, who can help you.
23) Any of the above but, BE STRAIGHT FORWARD WITH US!!!
24) Through the schools - newsletter or email
25) targeted email directly to me as a parent
26) word of mouth
27) Quarterly mailings showing expenditures versus the budget.
28) Outdoor signs
29) PTO meetings and school newsletter
30) information from other parents

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
31) Via the school your children are enrolled. (Meetings at the school)
32) superintendents newsletter does not come to us.
33) special publications as needed
34) true information where actaully address written questions and allow parents and others to be heard at meetings
35) word of mouth
36) I hate how many emails and phone calls you people send me -- I can go to your website and get what information i need, except for Hixon's site. It's terrible!
37) Superintendent messages only if they were truthful.
38) Speaking at PTO meetings- but be genuine and honest
39) Word of mouth! Need more grassroots communications through establishing a network of school supporters to get the word out.
40) The district needs to connect with the people where they are - which right now is Facebook. That is where they got killed as no one proactively took the stage and several board members and teachers were forced to answer.
41) An option to get the newsletters via email?
42) Create an e-newsletter in place of the paper/mailed copy to save money and trees
43) More individuals campaigning
44) I would put information out as many ways $S$ possible - less complaining!!
45) Tax payer specific emails or letters (I do not get superintendent messages since I do not have kids in school)
46) Communication to parents from schools themselves
47) My child's happiness with school.
48) No opinion

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
49) The school district and the city council need to have a united front; the school needs money and it needs to come from either real estate taxes or businesses.
50) Website is horrible and the email messages make e question our leadership. Look awful and often have grammatical errors.
51) if they had any updates etc on Class Dojo. I read that EVERY SCHOOL DAY
52) Community committees (key communicators, etc.)
53) e-mail blasts
54) In crease the two time a year newsletter.
55) anything- but honest, transparent information needs to be out there
56) I cannot tell you how many times I have accessed the district website and nothing has changed since my last visit. There isn't a whole lot of timely iormation shared.
57) There should be much more DIRECT Communication FROM THE TEACHERS!!! It would NOT BE DIFFICULT AT ALL for each Teacher, of each Class, every semester, to set up an Email Group to all the parents of each student in their classes, with which they could communicate Homework, announcments, convey their Contact info, etc... Telling parents "just go to the Web site" doesn't work well; we're all busy, and the onus should be on the TEACHERS to communicate out to us, not send the Parents on an information hunt...
58) PTO meetings
59) Pta meetings
60) Just an FYI, I have personally received mail from the district that seemed seemingly wasteful. For example, I live one block from the high school, yet received mail regarding the fees to sign my daughter up for bus transportation. Also, I received a "report card" via mail which had all of my daughter's grades omitted from it. When I phoned the high school to inquire, I was told that several other parents called for the same reason. It's plausible that others take issue with these types of matters.

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
61) personal contact
62) School board members at PTO meetings more regularly.
63) Like many folks, I get my best information from parents who are much more engaged than $I$ am in the district. Their analysis and information is where $I$ base most of my opinions
64) More frequent emails. More social media posting, it's 2015!
65) The board needs to explain when and why they are not supposed to answer certain types of questions at public events.
66) Should maintain an email list with taxpayers
67) The key to school communication is that it needs to be available to ALL! Not everyone is connected to social media and you can not believe everything on the internet. Therefore it should be through local means and by way of face to face communication and can then be recapped on the internet and social media.
68) Also record the forums and post on the site. Do not slant it to a sales pitch. Put the superintendent up there to have an honest presentation about what really is needed. You have lost public trust.
69) Any form of communication and outreach is good. We need a mix of "old school" methods as well as embracing new technologies.
70) There are too many places to get Info now and when you do need info you cannot find it. The website is horrible and not user friendly. The calendars are never updated. I have been frustrated with the lack of communication for 20 years.
71) better advertising of the times for the forums or distribution of information. Potentially posting signs near the schools or on the school boards outside
72) I found out about this survey from a Facebook forum where people were complaining about not knowing about the survey.

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
73) the district website is NOT user friendly; nor or many of the individual school's websites; it is difficult to find things even when you know they are there somewhere; what good is information on a website if you can't find it
74) The website is crisp and well maintainedâ€"I had trouble getting part of it to work on my phone. I called the webmaster, and she showed me how to fix it. The Our Scooks mailer is homey and newsy; I wish you put it out more often. I HATE all the emails and phone calls--that should be for emergencies, not because you feel like inundating me in useless trash!
75) Yard signs are another way folks can waste huge amounts of money, and each $S W$ sign $I$ saw would further annoy me. I know these were privately funded, but that was money that could have been used constructively.
76) All will work if the district's performance is superior. Poor performance can not be enhanced by any of these.
77) NPR; Channel 9; radio interviews
78) Not all tax payers directly use the schools in the district. Maybe a mailer or public hearing of sorts for non school using taxpayers
79) Along with all the other information that is sent home on Wednesdays.
80) You need to use every avenue possible.
81) personal "coffees" or "teas" -- old school community/home sponsored events - small group outreach
82) Get the kids directly engaged with the Voters - put faces with the issues and have a conversation!!
83) all financial material including a all inclusive balance sheet made public as with public corps
84) All of the above
85) Mailings to residents? For those who aren't parents of public school kids, they were not well-informed!
86) word of mouth

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
87) None shall pass
88) Is there a way to monitor info on social media? I feel like it did more harm than good.
89) directly from the schools
90) Mailers to all residents.
91) As someone who pays taxes but does not have any children in the school district yet, $I$ do often find myself hunting down information because $I$ am not included on certain lists. As I said before, transparency is key.
92) I suggest building a website filled with factual information about how the district would benefit.
93) Events at individual schools--maybe a committee of individuals from every school who work to promote WGSD messages?
94) I teach in WGSD
95) Text messaging would be an excellent way to alert me to issues, articles, or forums.
96) publish a report card for the graduating class with comparisons of near districts-Affton, Kirkwood..
97) Our kids aren't school age yet, so we talk to lots of friends and teachers.
98) through our local school weekly announcements. I don't have time to read a long newsletter or email
99) but we have to subscribe to those. What makes someone sign up?......WG is a "closed" community.....need fresh faces!! And
100) Information is schools, parents are there frequently
101) Try the old fashioned way by mailing to people.
102) PTO meetings at my children's school
103) Public forums targeting areas of the district and advertised widely.

What are the best ways for the Webster Groves School District to get information about the schools to you? Category: Other
104) Make sure that ALL community member stay informed with open and transparent information. Information is disseminated to school parents but often not to those of us whose children have already gradutate.
105) Board meetings.
106) WG chamber
107) Talking with board members
108) If there was a newsletter, it should be bi-monthly.
109) Your older people do not all have computers
110) I always read the mailings that come to my house and believe that the stories that come out in the newsletter are great fun to read and find out what great things the kids do. I've even mailed it to my daughter in Tokyo. I don't read the website because I no longer have kids in school, they are out of college, but I am not retired.
111) Bipartisan groups.
112) I contact the school board members. Btw, stop wasting funds on the twice per year newsletter.
113) Neighbors and school parents
114) Hands-on mailings for older people who do not routinely use social media
115) School to home communication in more than one manner
116) Small group in-home "coffee" discussions
117) Many information outreaches are aimed at parents of school children. Voters who do not have children in WG Schools are left out.

