



2019 Longview School District Community Survey



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Objectives and Methodology

Objectives

- Assess perceptions of the Longview School District
- Determine support for a potential facility bond measure
- Identify information residents consider most important about the bond measure
- Identify where people get information about schools

Methodology

- Telephone survey among district residents
- N=234, margin of error +/- 6.4%
- Interviews conducted February 2019
- 55% of the interviews completed on cell phones
- Keep in mind, some totals don't equal 100% due to rounding or multiple responses

Participant Profile

Demographic characteristics of people interviewed

Age		Children in school	
18 to 34	14%	Yes, now	37%
35 to 44	20%	Yes, past	41%
45 to 54	14%	No, never	22%
55 to 64	22%	Union membership	
65+	29%	Yes	35%
Gender		No	63%
Male	48%	Declined to respond	2%
Female	52%		

General Perspectives





What is your main source of information about the Longview School District?

The Daily News (o)	18%
School employees (s)	15%
Neighbors/other citizens (o)	11%
Students (s)	9%
District social media (s)	8%
Longview School District website (s)	6%
Annual report/mailed newsletters (s)	5%
School newsletters (s)	5%
Emailed newsletters and emails (s)	4%
Radio: KLOG 100.7 FM/1490 AM (o)	4%
Individual school websites (s)	1%
The PTO (s)	<1%
School district sources (s)	53%
Other sources (o)	47%

o=Other, s=School district

Sources of Information

Residents get information about the Longview School District from a variety of sources

The *Daily News*, school employees, neighbors/other citizens and students are the most popular

After combining similar sources, residents are evenly divided about where they get news about schools:

- School district sources (53%)
- Other sources (47%)
- Parents of students (77%) and residents age 18 to 44 (76%) are more likely to rely on school district sources
- Those age 65 and older (75%) and parents of former students (64%) are more likely to rely on other sources

Grading the District

Students are often given grades A, B, C, D and Fail to rate the quality of their performance. Suppose the public schools in your community were graded the same way. What grade would you give the Longview School District?

48%

Percent of residents who give A or B grades for the district's overall performance

A/B	48%
A	6%
B	42%
C	29%
D/F	12%
Not sure	11%

A/B Grades

All	48%
18 to 44 yrs	44%
45 to 64 yrs	49%
65+ yrs	50%
Men	52%
Women	44%
Parents now	49%
Parents past	51%
Parents never	40%

Grades for the district's performance is similar across all demographic groups

CFM normally finds grades among parents are significantly higher than other demographic groups

Comparing District Grades



	A/B
Longview SD	48%
Washington Statewide 2017	58%
Other Washington districts	
Clark Co. SD 2015	84%
Snohomish Co. SD 2016	74%
Kitsap Co. SD 2016	74%
King Co. SD 2013	72%
Snohomish SD 2013	72%
King Co. SD 2012	71%
Snohomish Co. SD 2013	62%
Pierce Co. SD 2012	57%
King Co. SD 2012	59%
Longview SD 2019	48%
Thurston Co. SD 2013	42%
King SD 2014	38%

Grades for the Longview School District are lower than those CFM has found among school districts in Washington state during the past few years

Changing Opinions



During the past year or so, would you say your opinion of the Longview School District has improved, stayed the same or declined?

Improved	12%
Stayed the same	62%
Declined	24%
Not sure	1%

At least six in ten of all demographic groups say opinions about the district are unchanged

Opinions have declined most among parents (30%) and residents age 18 to 44 (30%)

If declined (n=56): What is the primary reason your opinion of the district has declined during the past year or so?

Volunteered comments

Labor issues (combined)	43%
Teachers went on strike	25%
Administration/teachers don't work together	9%
Unfair treatment of teachers	9%
They are not helping the children	29%
Poor quality of education	21%
Wasteful spending	13%
Violence among younger students	5%
Poor communication	5%
They teach about politics	5%
Attitude of administrative staff	4%
Incompetent teachers	4%

Opinions about the district declined primarily because of recent labor issues

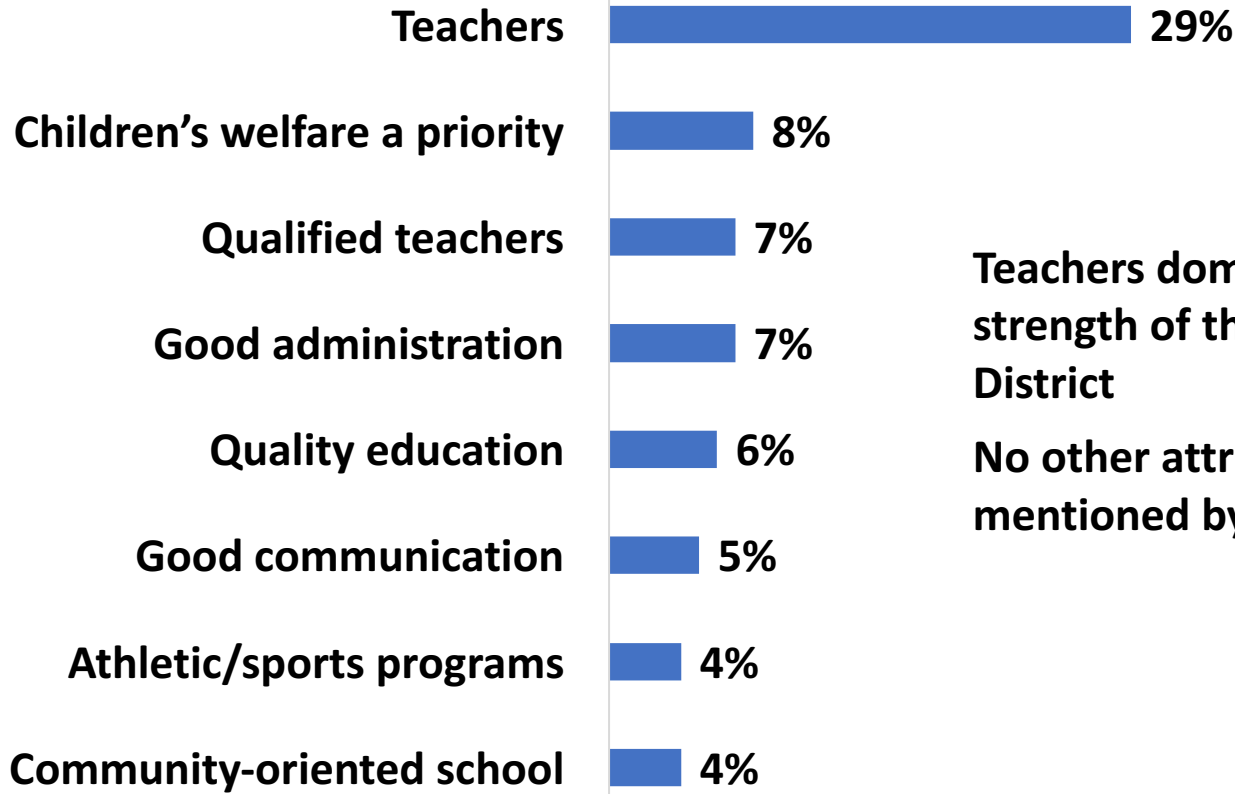
District Strengths



What would you say are the primary strengths of the Longview School District?

Top 9

Volunteered comments



Teachers dominate as the primary strength of the Longview School District

No other attributes were mentioned by more than 10%

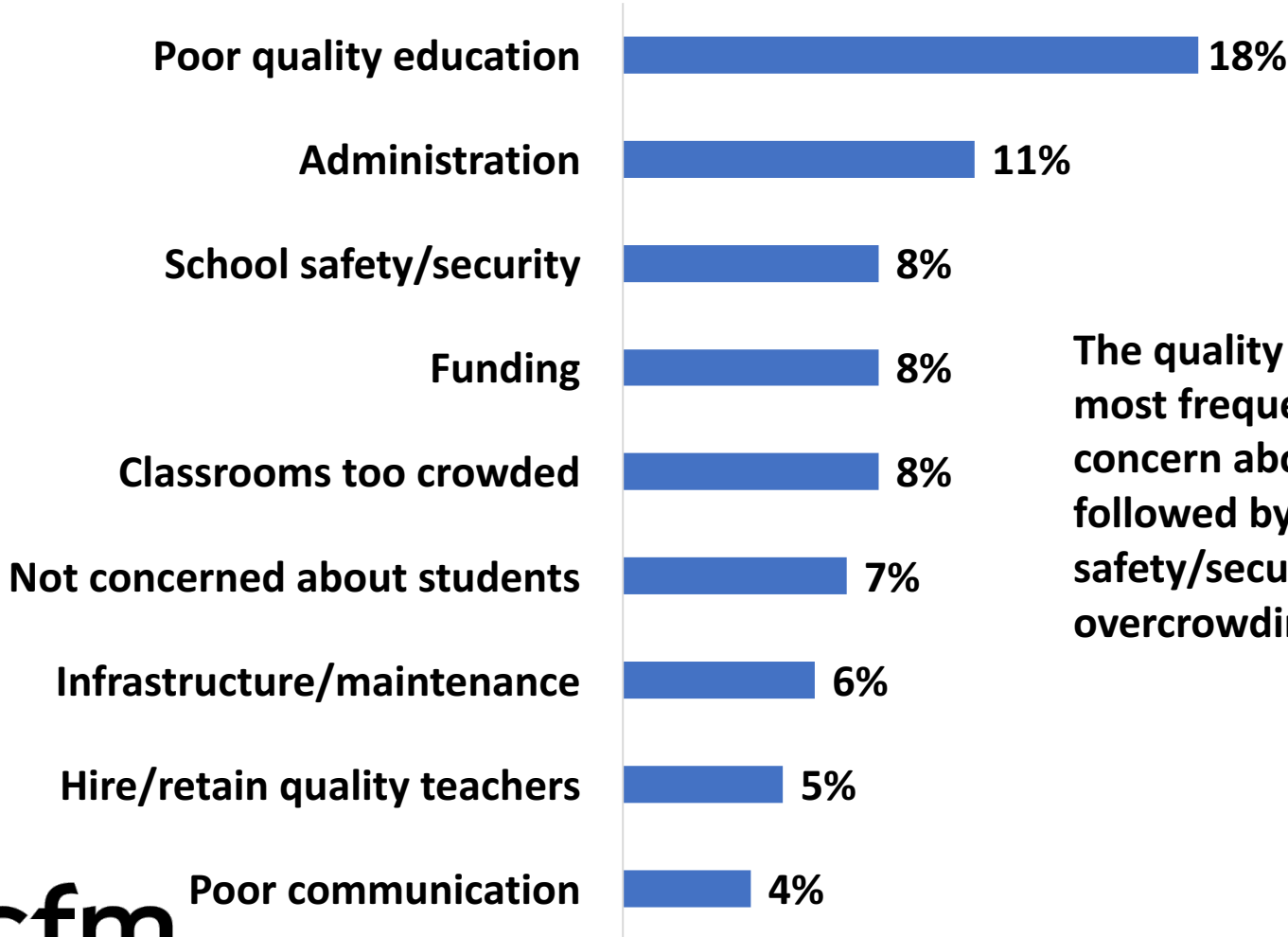
3 % or less mentioned other attributes



Concerns about the District

What hesitations or concerns do you have about the Longview School District?

Top 9
Volunteered comments



The quality of education is the most frequently mentioned concern about the district, followed by administration, safety/security, funding and overcrowding

3 % or less mentioned other concerns

Grading Specific Activities

Still using A, B, C, D, and Fail, please tell me what grade you would give the Longview School District for the following activities.

	A/B	C	D/F	Not sure
Providing a quality education for children in this community	54%	23%	16%	7%
Informing the community about what is happening in the schools	46%	26%	20%	8%
Getting parents and the community involved with education	36%	26%	20%	18%
Preparing students for work or college after graduation	35%	25%	24%	17%
Managing the school district's money	24%	25%	29%	23%

When grading specific activities, quality education gets the highest grades, followed by informing the community

Grades for money management are not unusual. CFM normally finds lower grades for this activity

Grading Specific Activities

Groups most impressed with specific activities are:

Providing a quality education for children in this community

Parents (62%), union member (59%)

Informing the community about what is happening in the schools

Parents (52%)

Getting parents and the community involved with education

Parents (55%), age 18 to 44 (46%)

Managing the school district's money

Men (32%)

Pressing Facility Needs



Are you aware or not aware of any pressing needs regarding school buildings or facilities in the Longview School District?

Aware	45%
Not aware	19%
Not sure	35%

Less than half of all demographic groups are aware of any problems with school buildings or facilities



Assessing Financing Proposals



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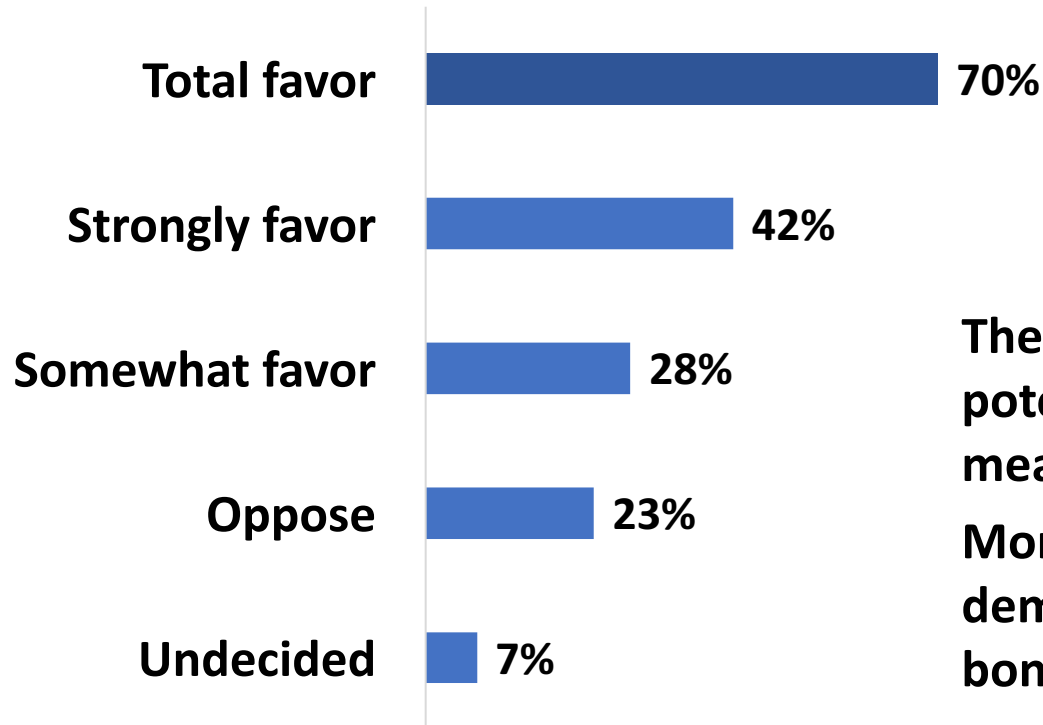
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Support for Bond Measure



The Longview School District is considering an approximate \$115 million bond to modernize and update elementary schools, improve safety and security at all schools, expand classroom space for skill labor and technical programs and improve the district's stadium. Based on this information, do you favor or oppose an approximate \$115 million bond measure? **WAIT AND ASK:** Would you say you strongly favor or somewhat favor the proposal?



There is solid support for a potential \$115 million bond measure

More than six in ten of all demographic groups favor the bond

Support by Demographic Group



	% favor
All	70%
Male	67%
Female	73%
18 to 44	76%
45 to 64	65%
65+	71%
Parents, now	72%
Parents, past	71%
Never had children in school	65%

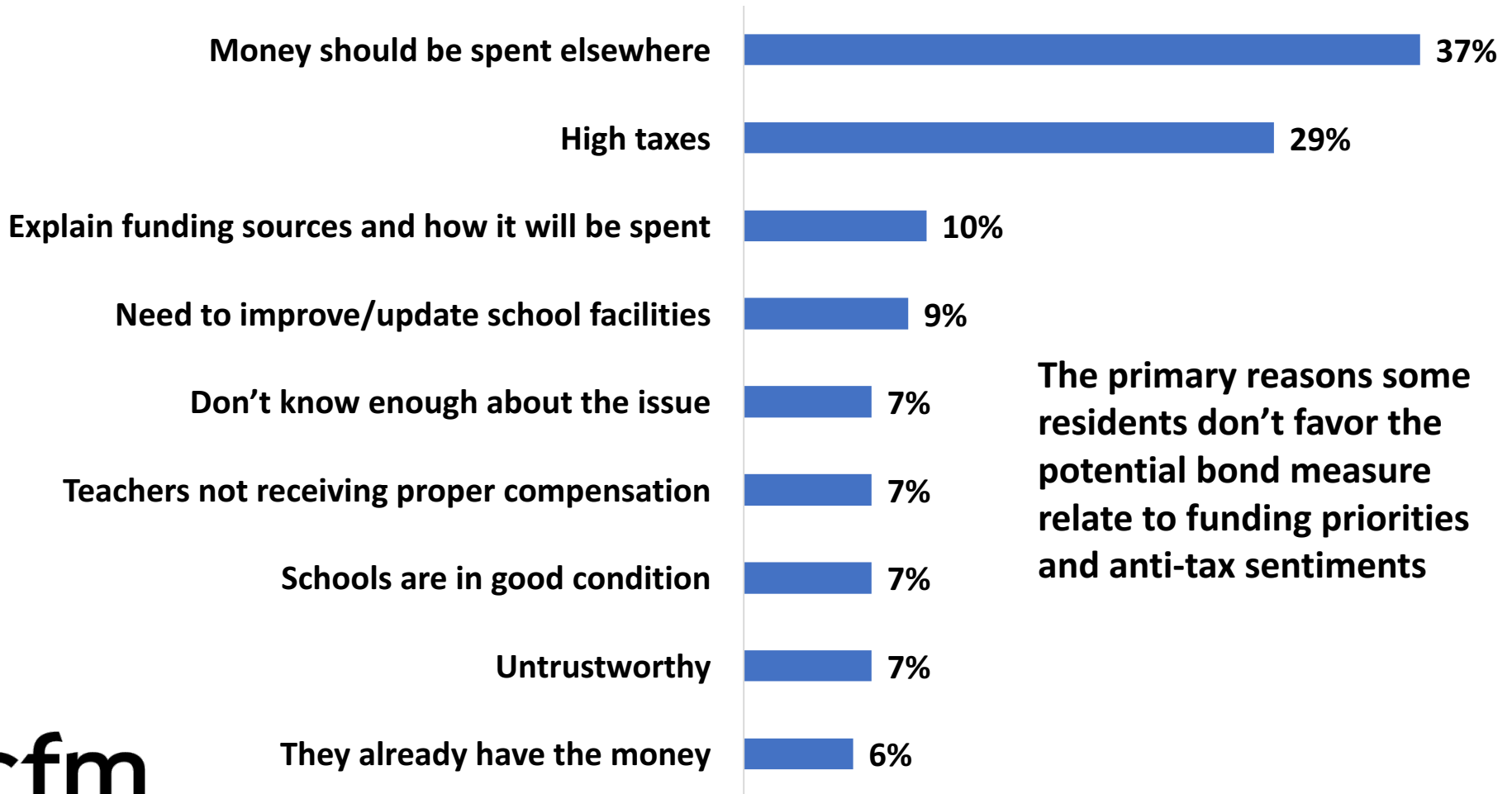
Support for the bond measure is similar among all demographic groups



Reasons People Don't Favor Bond

If opposed or undecided: What are the primary reasons you don't favor the proposal?

N=70
Volunteered comments



The primary reasons some residents don't favor the potential bond measure relate to funding priorities and anti-tax sentiments



Most Important Information

Following is some information related to the facility options being considered by the Longview School District. For each statement, tell me if the information is very important, somewhat important or not important to you, as you consider the district's plans and any related bond proposals.

	% very impt
Updating career and technical education classrooms will prepare students for the workforce after high school	79%
Funds will be used to repair leaky roofs, update electrical and plumbing systems, and address other facility maintenance needs	75%
Improvements to security systems in all schools will create safer schools for students and staff	68%
Classrooms in new and remodeled schools will be designed to support the skills that students need for success after high school	68%
Replacing heating and cooling systems will make systems more efficient and reduce operating and repair costs	63%



Less Important Information

	% very impt
Improvements will be made to all schools in the district	53%
A new preschool facility will serve special needs children age three to four throughout the district	53%
Funding will enable the district to significantly reduce the use of portable classrooms at elementary schools	45%
Mint Valley, Northlake and Olympic Elementary schools are among the oldest schools in the district. Replacing the buildings is more cost effective in the long term than remodeling the existing buildings	44%
New school facilities will help address anticipated increases in student enrollment in West Longview	44%
If a \$115 million bond were approved, the tax rate for the owner of a \$200,000 assessed valuation home, will increase approximately \$.92 cents per \$1,000 assessed value, or about \$184 per year	43%
Funding will be used to update sports and athletic facilities, such as Memorial Stadium, with a turf field, replace the track, refurbish the grandstand, new visitor bleachers, and other facility upgrades	32%



Most Important Information

Longview School District residents are most interested in learning more about how bond funds will:

Help students succeed after graduation

Fix problems with school buildings

Improve student safety and security

Improve efficiency and reduce costs for HVAC systems

The importance of information is similar for all demographic groups

Key Findings



Key Findings

There is strong support for a potential \$115 million bond measure across all demographic groups

Overall, 70% favor the measure

At least 65% of each demographic group favors it

Residents are particularly interested in learning more about how funds, if approved, will:

Help students succeed after graduation

Fix problems with school buildings

Improve student safety and security

Improve efficiency and reduce maintenance costs for HVAC systems



Key Findings

The district needs to work on its reputation

A/B grades for the district are lower than CFM has recently found in other Washington state school districts and in statewide surveys

People are concerned about the overall quality of education and about the perceived lack of focus on students

The recent labor issues affected opinions of some residents

Residents rely equally on school district and traditional sources for information about the district's efforts

Things to keep in mind when communicating with residents about local education are:

Parents and younger residents are more likely to rely on digital media

Older residents use traditional media sources

