

**CHALKBOARD STATEWIDE SURVEY
OR STATEWIDE—GENERAL POPULATION RDD, N=600, SEPTEMBER 2008
ONLINE OUTREACH SURVEY, N=251
NOVEMBER 2008-FEBRUARY 2009
DAVIS, HIBBITTS, & MIDGHALL, INC (DHM)**

Online Survey Only: What concerns you about your local public schools, if anything? Please record in space below. (see verbatim file)

(ROTATE Q1–Q2)

- Overall, how good a job is your local public school district doing: very good, somewhat good, neutral, somewhat bad, or very bad?

Response Category	Telephone Survey	Online Survey
Very good	25%	27%
Somewhat good	36%	39%
Neutral	17%	15%
Somewhat bad	10%	8%
Very bad	5%	5%
Don't know	6%	5%

- Overall, how good a job are Oregon's public schools doing: very good, somewhat good, neutral, somewhat bad, or very bad?

Response Category	Telephone Survey	Online Survey
Very good	10%	13%
Somewhat good	40%	52%
Neutral	25%	15%
Somewhat bad	13%	13%
Very bad	5%	4%
Don't know	6%	4%

- Let me read two statements. Please tell me which one statement comes closer to your point of view. **[ROTATE]**

Statement	Telephone Survey	Online Survey
Local public schools do not have a funding problem, they are not spending what they get efficiently	41%	16%
Local public schools just do not have enough money to do the job right	51%	73%
Don't know	9%	12%

I want to read you a list of things that might stand in the way of your local K-12 public schools being successful. For each item, please tell me how big an obstacle you consider it to be to the success of the schools: a very big obstacle, a big obstacle, a small obstacle, or a very small obstacle.

4. Lack of stable and adequate funding

Response Category	Telephone Survey	Online Survey
Very big	29%	55%
Big	35%	27%
Small	25%	12%
Very small	7%	4%
Don't know	5%	2%

5. Not enough direct parental support of the learning process with their children

Response Category	Telephone Survey	Online Survey
Very big	31%	25%
Big	39%	40%
Small	21%	24%
Very small	5%	7%
Don't know	5%	3%

6. Not attracting and retaining highly qualified teachers

Response Category	Telephone Survey	Online Survey
Very big	18%	21%
Big	32%	33%
Small	33%	24%
Very small	9%	18%
Don't know	8%	4%

7. Central administration waste and inefficiency

Response Category	Telephone Survey	Online Survey
Very big	22%	13%
Big	34%	18%
Small	28%	31%
Very small	8%	31%
Don't know	9%	8%

8. Teachers not continually developing their skills, including staying current on the newest ideas and methods to teach

Response Category	Telephone Survey	Online Survey
Very big	7%	14%
Big	23%	23%
Small	44%	35%
Very small	19%	23%
Don't know	6%	6%

9. Parents and the general public not having information about the amount of academic growth students make from year to year to judge how well a school and school district is performing

Response Category	Telephone Survey	Online Survey
Very big	11%	11%
Big	33%	27%
Small	37%	33%
Very small	12%	24%
Don't know	7%	5%

- 10T. Telephone survey wording: How supportive are you of a statewide program that would have the state offer extra per student funding to local school districts that create a new career path for teachers that reward them for becoming leaders and mentors, and continually developing their skills, including staying current on the newest ideas and methods to teach: not at all supportive, not very supportive, somewhat supportive, or very supportive?

- 10O. Online survey wording: How supportive are you of a statewide program to offer school districts funding that would create new career paths for teachers? The Program would include rewarding teachers for becoming leaders and mentors, professional development, staying current on the newest ideas and methods for teaching, and teacher pay based student achievement or growth.

Response Category	Telephone Survey	Online Survey
Not at all supportive	11%	14%
Not very supportive	9%	12%
Somewhat supportive	39%	32%
Very supportive	38%	39%
Don't know	3%	3%

Now I'd like to ask you about some specific initiatives.

Online Only: Below is a list of nine initiatives that may impact student learning. Please use the boxes to prioritize the areas you feel are most important. Chose “1” for the initiative you feel is absolutely most important, a “2” for your second most important, a “3” for your third most important, and continue to prioritize until “9,” your least most important initiative.

**Note: Similar questions were asked in the telephone survey using a different scales (urgent, high, medium, low priority)*

Initiative	Absolutely Most Important	Mean
Reducing class sizes for kindergarten and first grade to under 20 students to allow more one on one teaching time (q11o)	32%	3.3
Addressing the achievement gap between poor or minority students and affluent or white students with proven programs, such as dropout prevention, student mentors, family collaboration, and investments in Kindergarten through third grade (q18o)	17%	4.0
Providing a reading tutor for every student in Kindergarten through 3 rd grade who is not reading at their grade level (q12o)	11%	4.0
Assigning seasoned teachers as mentors to every new teacher to help them improve their classroom management and teaching skills (q13o)	11%	4.0
Compensating teachers based on experience, leadership, performance, and workload, not just seniority (q15o)	10%	4.9
Requiring stronger and more frequent evaluation of teachers, including peer reviewers from outside the school (q16o)	8%	5.5
Requiring teachers to take ongoing professional training courses that are aimed at improving student academic growth in their school (q14o)	6%	5.0
Providing easy-to-understand information to help parents and the general public determine the amount of academic growth their children make from year to year (q17o)	5%	5.3

Telephone Survey Only: I'm going to read you a list of goals for your public school district. For each one, please tell me what priority the district should give to it: low priority, medium priority, high priority, or urgent priority. Be selective in your ratings. Let's start with _____.

**Note: Similar questions were asked in the online survey using a different scales (1-Absolutely most important to 10—Not at all important)*

Initiative	Urgent	High	Medium	Low	Don't know
Reducing class sizes for kindergarten and first grade to under 20 students to allow more one on one teaching time (q11t)	26%	44%	17%	11%	1%
Providing a reading tutor for every student in Kindergarten through 3 rd grade who is not reading at their grade level (q12t)	22%	43%	22%	12%	2%
Compensating teachers based on experience, leadership, performance, and workload, not just seniority (q15t)	18%	48%	22%	9%	2%
Requiring teachers to take ongoing professional training courses that are aimed at improving student academic growth in their school (q14t)	11%	47%	31%	10%	2%
Assigning seasoned teachers as mentors to every new teacher to help them improve their classroom management and teaching skills (q13t)	11%	44%	31%	13%	1%
Requiring stronger and more frequent evaluation of teachers, including peer reviewers from outside the school (q16t)	11%	35%	34%	17%	2%
Providing easy-to-understand information to help parents and the general public determine the amount of academic growth their children make from year to year (q17t)	10%	48%	30%	11%	1%

18T. Which of the initiative do you believe will most improve student learning?

Initiative	Telephone Survey
Reducing class sizes for kindergarten and first grade to under 20 students to allow more one on one teaching time (q11)	31%
Providing a reading tutor for every student in Kindergarten through 3 rd grade who is not reading at their grade level (q12)	17%
Compensating teachers based on experience, leadership, performance, and workload, not just seniority (q15)	8%
Assigning seasoned teachers as mentors to every new teacher to help them improve their classroom management and teaching skills (q13)	7%
Requiring teachers to take ongoing professional training courses that are aimed at improving student academic growth in their school (q14)	6%
Providing easy-to-understand information to help parents and the general public determine the amount of academic growth their children make from year to year (q17)	5%
Requiring stronger and more frequent evaluation of teachers, including peer reviewers from outside the school (q16)	3%

19T. Which of the following ways to pay teachers is the best?

Statement	Telephone Survey
Paying teachers based on seniority and level of advanced education	15%
A mandated statewide merit pay system that compensates teachers based on their students' test scores	19%
A locally developed system that compensates teachers for becoming leaders and mentors, developing their skills, and staying current on the newest ideas and methods to teach	59%
Don't know	7%

20T/19O. Which statement is the best indicator of how your school district is doing increasing student achievement? **[ROTATE A AND B]**

Statement	Telephone Survey	Online Survey
The number of students who test above or below certain academic benchmarks	21%	8%
The amount of academic progress or growth all their students individually make from year to year	71%	86%
Don't know	7%	6%

These last questions are for statistical purposes only. Remember, all your answers will be kept strictly confidential. **[Demographic questions are optional]**

21T/20O. In what age group are you?

Response category	Telephone Survey	Online Survey
11 or younger	--	*
12-17	--	2%
18-34	29%	10%
35-54	38%	24%
55-64	23%	29%
65 and above	9%	24%
Refused	--	10%

22T/22O. Telephone Survey Wording: Do you have any children public schools grades K-12?

Online Survey Wording: Do you have any children in your local public schools?

Response category	Telephone Survey	Online Survey
Yes	33%	50%
No	66%	46%
Refused	1%	4%

23O. Do you have any grandchildren in your local public schools?

Response category	Online Survey
Yes	12%
No	66%
Refused	23%

23T. Are you registered to vote?

Response category	Telephone Survey
Yes	92%
No	7%
Refused	1%

24T. Considering all elections, primary and general, which are done by mail now, do you vote all the time, most of the time, sometimes, hardly ever, or you never vote?

Response category	Telephone Survey
All the time	69%
Most of the time	22%
Sometimes	6%
Hardly ever	2%
Never	1%
Refused	1%

25T. Are you registered as a Democrat, a Republican, or as something else?

Response category	Telephone Survey
Democrat	38%
Republican	39%
Something else	20%
Refused	3%

26T/24O. Telephone Survey Wording: Are you a public school teacher, school administrator, other school staff, or school board member?

Online Survey Wording: How would you best classify yourself?

Response category	Online Survey
Student	1%
Parent	29%
Teacher	19%
Principal	1%
Other administrator	8%
School staff	5%
School board member	6%
Public/other	14%
Community leader	14%
Business leader	3%

Response category	Telephone Survey
Teacher	6%
School administrator	1%
Other school staff	3%
School board member	1%
None	88%
Refused	2%

27T/25O. What is your ethnic group?

Response category	Telephone Survey	Online Survey
Asian/Pacific Islander	2%	3%
Black/African American	1%	--
Native American	2%	2%
Spanish/Hispanic	3%	2%
White/Caucasian	88%	89%
Other	4%	2%
Refused	2%	2%

28T. Which category best describes your 2007 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	Telephone Survey
Less than \$15,000	7%
\$15,000-\$29,999	10%
\$30,000-\$49,999	18%
\$50,000-\$74,999	21%
\$75,000-\$99,999	16%
\$100,000 and above	17%
Refused	11%

29T/26O. Gender?

Response category	Telephone Survey	Online Survey
Female	52%	71%
Male	48%	27%
Refused	--	1%

30T. In what County do you live?

Response Category	Telephone Survey	Online Survey
Tri-County	41%	44%
Willamette Valley	27%	25%
Rest of state	30%	28%
Don't know	2%	4%

31T. How long have you lived in Oregon?

Response Category	Telephone Survey
10 years or less	15%
Between 11 and 20 years	14%
20 years or more	69%
Don't know	1%

32T/21O. What is the highest level of education you have had the opportunity to complete?

Response category	Telephone Survey	Online Survey
Less than HS	4%	--
HS graduate	17%	2%
Some college/technical/community college/2-yr degree	35%	11%
College degree/4-yr degree	28%	26%
Post graduate	15%	60%
Don't know	1%	1%

Q28O. How did you learn about the Chalkboard survey?

Response Category	Online Survey
Email blast	55%
Chalkboard website	11%
My school	4%
Media	4%
Friend/Family	5%
Other	20%
Don't know	2%

Online Survey Only: If you have additional suggestions for us to consider, please add them below.
(see verbatim file)