



**Iowa City School District  
Community Survey  
May, 2013**

Overview of Data

In May, 2013 UNICOM•ARC conducted a telephone survey of registered voter households in Iowa City School District. The purpose of the survey was to better understand District residents' perceptions of and priorities for the District.

Five hundred (500) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 4.4\%$ . This Overview of Data provides overall results of every question included in the survey.

	%	
01. Students are often given the grades A, B, C, D, and Fail to denote the quality of their academic work. Suppose the public schools across the State of Iowa were graded in the same way. What grade would you give the public schools in the state - A, B, C, D, or Fail?	A	14.8%
	B	48.6%
	C	15.6%
	D	1.4%
	Fail	1.2%
	other, don't know	18.4%

		%
02. What about your local school district - the Iowa City Community School District. What grade would you assign to your local school district - A, B, C, D, or Fail?	A	33.8%
	B	40.4%
	C	11.0%
	D	2.8%
	Fail	1.2%
	other, don't know	10.8%

		%
03. To help develop a long range facility plan, the Iowa City Community School District has invited citizens to attend workshops to provide input on the plan. How familiar are you with this program to obtain citizen input into the facility plan - would you say you are very familiar, moderately familiar, not very familiar or not at all familiar?	very familiar	11.0%
	moderately familiar	21.0%
	not very familiar	22.6%
	not at all familiar	45.2%
	other, don't know	.2%

Currently, the Iowa City Community School District is developing a comprehensive facility improvement master plan. This work could result in recommending a variety of building improvements throughout the district. For each building improvement listed below, please tell me if you strongly favor, favor, oppose or strongly oppose the improvement?

	<i>strongly favor</i>	total favor	total oppose	other, don't know
04. Building improvements to accommodate up-to-date instructional technology	34.2%	90.2%	6.2%	3.6%
05. Making sure the condition of buildings is equitable across the entire district	36.6%	89.2%	7.2%	3.6%
06. Making each building accessible to the disabled	55.8%	94.6%	4.0%	1.4%
07. Adding air-conditioning to those schools currently without	41.8%	86.2%	10.8%	3.0%
08. Making improvements for building safety and security	39.4%	92.6%	5.4%	2.0%
09. Eliminating crowding at the high schools	37.0%	88.0%	7.2%	4.8%
10. Renovating and remodeling aging building conditions such as windows, doors, and heating systems to bring them up to modern standards	38.0%	91.0%	5.6%	3.4%

For each of the following, please rate the job performance of the Iowa City Community School District as excellent, good, not so good or poor. The first is...

	<i>excellent</i>	excellent/good	not so good/poor	other, don't know
11. Maintaining a high quality teaching staff	27.4%	86.6%	1.8%	11.6%
12. Providing up-to-date school buildings and classrooms	5.8%	66.0%	21.0%	13.0%
13. Spending tax dollars cost efficiently	5.0%	50.6%	30.6%	18.8%
14. Providing students with the latest in instructional technology	15.4%	67.6%	11.8%	20.6%
15. Involving the community in important decisions affecting the district	12.0%	62.0%	28.2%	9.8%
16. Maintaining safe and secure schools	17.6%	79.4%	10.4%	10.2%
17. Giving young children a head start by providing quality early childhood programs	14.0%	62.6%	12.8%	24.6%
18. Accommodating the needs of a diverse student population	14.2%	67.6%	20.4%	12.0%
19. Keeping up with the repair and maintenance of school buildings	4.8%	55.4%	23.0%	21.6%
20. Avoiding over-crowded classrooms and schools	3.2%	42.2%	40.2%	17.6%
21. Communicating with district residents	8.4%	58.2%	28.6%	13.2%

Next I'm going to read some statements that people might make about their local public schools. For each, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree when thinking about the Iowa City Community School District. The first is:

	<i>strongly agree</i>	total agree	total disagree	other, don't know
22. People move into this area because of the reputation of the Iowa City Community School District.	35.6%	76.6%	14.4%	9.0%
23. Resources are not equally shared among all schools in the Iowa City Community School District	22.0%	57.8%	21.0%	21.2%
24. The quality of our public schools is the most important factor protecting property values in this area.	27.6%	75.8%	17.8%	6.4%
25. We get excellent value in education for the taxes we pay to the Iowa City Community School District.	30.6%	75.6%	15.6%	8.8%
26. We need to keep our school buildings up-to-date and in good condition to protect our community's investment in these facilities.	59.4%	95.0%	3.4%	1.6%
27. I think it's important to make sure that the quality of education in the Iowa City Community School District measures up to that of other districts in our area	69.8%	94.0%	4.0%	2.0%
28. I don't trust the Iowa City Board of Education to make good decisions about the District's overall direction.	11.0%	33.8%	53.2%	13.0%
29. We need to take whatever steps are necessary to renovate our schools buildings to accommodate 21st century teaching, curriculum and instructional technologies.	48.4%	85.8%	12.4%	1.8%

	%	
30. What would you say is your primary source of information about the Iowa City Community School District?	TV news stations	11.2%
	District television station	.6%
	local newspaper	36.0%
	radio	.8%
	District newsletter	2.2%
	individual school newsletter	.4%
	attending school events or meetings	3.0%
	material from a classroom teacher	1.4%
	District website	5.6%
	blog(s)	.2%
	social media (Facebook, Twitter)	.2%
	word of mouth	17.6%
	students	7.4%
	other (specify)	10.2%
	none	1.4%
don't know	1.8%	

		%
30B. And what is your second most likely source of information?	TV news stations	22.5%
	District television station	1.7%
	local newspaper	22.5%
	radio	3.7%
	District newsletter	2.7%
	individual school newsletter	.0%
	attending school events or meetings	2.7%
	material from a classroom teacher	.8%
	District website	4.1%
	blog(s)	.2%
	social media (Facebook, Twitter)	1.2%
	word of mouth	21.7%
	students	3.3%
	other (specify)	5.6%
	none	4.3%
don't know	2.9%	

		%
31. How would you PREFER to get information — please let me know a couple of ways you prefer to receive information from the Iowa City Community School District?	TV news stations	17.6%
	District television station	1.8%
	local newspaper	36.4%
	radio	1.8%
	District newsletter	14.6%
	individual school newsletter	3.8%
	attending school events or meetings	2.6%
	material from a classroom teacher	.6%
	District website	11.6%
	blog(s)	1.2%
	social media (Facebook, Twitter)	3.2%
	word of mouth	4.4%
	students	1.4%
	other (specify)	21.2%
	none	9.4%
don't know	6.8%	



As mentioned earlier, the Iowa City Community School District is developing a facility improvement plan. I'm going to read a list of improvements that are under consideration. Please rate each using a 7-point scale. If you think the improvement should be a top priority, rate it a "7". If you think it a low priority, rate it a "1". Of course you can use any number between 7 — meaning a high priority — and a "1" — meaning a low priority.

	<i>Very high priority (7)</i>	high priority (5-7)	4	low priority (1-3)	other, don't know
32. Installing air-conditioning in district buildings not equipped with A/C	30.4%	73.8%	11.4%	14.2%	.6%
33. Making renovations to the athletic facilities including fields, tracks and locker rooms	6.8%	40.4%	21.2%	36.4%	2.0%
34. Expansion of cafeteria spaces to eliminate crowded conditions and class scheduling problems	19.8%	71.2%	14.2%	11.6%	3.0%
35. Eliminating crowded conditions at the high school level	35.6%	82.4%	8.4%	8.0%	1.2%
36. Improve indoor air quality and building environment throughout the district	25.2%	74.0%	12.8%	12.0%	1.2%
37. Ensuring that the District's school buildings are energy efficient to reduce operational costs through window, lighting, mechanical and electrical system replacement	30.4%	77.8%	12.2%	9.0%	1.0%
38. Renovate and improve the districts instructional spaces, where needed, to enhance student performance	27.6%	81.0%	9.6%	8.2%	1.2%
39. Replace out-dated roofs, electric, plumbing and heating systems	35.2%	83.6%	9.4%	5.6%	1.4%
40. Provide multipurpose spaces at those elementary buildings lacking this type of space	18.2%	72.2%	13.0%	12.0%	2.8%
41. Improving safety and security features at all buildings	39.2%	76.0%	13.2%	9.8%	1.0%
42. Modifying buildings to accommodate the latest in classroom technology	25.4%	76.2%	11.6%	11.2%	1.0%

Because of growing enrollment, the Iowa City Community School District is facing a decision about the appropriate size for its high schools. Some people think that high schools should grow no larger than 1200 to 1700 students to maximize educational programs and students' ability to participate in sports and other activities. Others think it is okay to allow high schools to grow even larger than 1700 students if it saves the district money in terms of operating and construction costs. I'm going to read a list of considerations to take into account when thinking about high school size. Based on each of consideration, tell if which you think would be better — a large high school of approximately 1500 students or an even larger of more than 2000 students?

	1500 students	no difference	2000 or more students	other, don't know
43. Which size would do better in providing high school education in a cost-efficient manner?	62.2%	3.0%	27.4%	7.4%
44. Which would give students greater opportunity to participate in extra-curricular activities like sports and music?	80.0%	4.2%	13.2%	2.6%
45. Which would provide a safer and more secure learning environment?	78.4%	10.0%	7.2%	4.4%
46. Which would give teachers and administrators greater ability to give students personalized attention?	84.4%	7.0%	5.0%	3.6%
47. Which would lead to lower operating costs?	34.8%	6.4%	45.0%	13.8%

		%
48. Another issue being considered is the size of elementary schools. There are several Iowa City elementary schools that enroll less than 300 students. Some think it will save the district a lot of money over the long run by closing these small and inefficiently run schools. Others think all existing elementary schools should remain open to not disrupt neighborhoods even though the long run cost is greater. How do you feel, should smaller schools be closed to gain long term cost savings or should they remain open to not disrupt neighborhoods?	close	26.2%
	both/neither	3.4%
	remain open	63.8%
	other, don't know	6.6%

And now, a few final questions for classification purposes

		%
49. Do any children 18 years of age or under live in your household?	yes	24.0%
	no	75.4%
	other, don't know	.6%

		%
50. Do any of these children attend...?	a public elementary school	12.4%
	a public middle school	5.8%
	a public high school	7.0%
	private school at any level	3.2%
	not asked	76.0%
	other, don't know	3.6%

		%
51. How long have you lived within the Iowa City Community School District?	0-2 yrs	7.8%
	3-5 yrs	13.6%
	6-10 yrs	15.2%
	11-20 yrs	16.8%
	more than 20 yrs	46.0%
	other, don't know	.6%

		%
52. How active are you on the social media site Facebook - would you say very active, moderately active, not very active, or not at all active?	very active	17.4%
	moderately active	28.8%
	not very active	22.2%
	not at all active	30.8%
	other, don't know	.8%

		%
53. In which of the following age groups are you?	18-34	30.8%
	35-49	17.4%
	50-64	23.8%
	65-74	17.6%
	75 or older	10.0%
	other, don't know	.4%

		%
54. This past February, there was a school election in Iowa City - the RPS or Revenue Purpose Statement election. Sometimes people get so busy they are not able to vote in low turnout elections like this. What about you - were you able to get to the polls and vote, did you miss this election or perhaps it's been so long ago that you've forgotten whether you voted or not?	voted	36.2%
	not sure	8.0%
	did not vote	54.4%
	other, don't know	1.4%

		%
55. For statistical purposes only, we'd like to know your ethnicity. Most people think of themselves as Caucasian, African-American, Hispanic, or Asian:	Caucasian	89.6%
	African-American	3.0%
	Hispanic	1.8%
	Asian	1.8%
	mixed	1.0%
	other	.0%
	refused	2.8%

		%
56. Income	under \$30,000	17.0%
	\$30-49,999	17.4%
	\$50-79,999	19.4%
	\$80-99,999	11.0%
	\$100-149,999	12.8%
	\$150-199,999	5.8%
	\$200,000 or more	4.6%
	other, don't know, refused	12.0%

		%
57. Gender	male	45.2%
	female	54.8%