

CRITICAL DATA / FLO ANALYTICS

Market Study Summary & Overall Insights for Fife Public Schools

August – September 2020

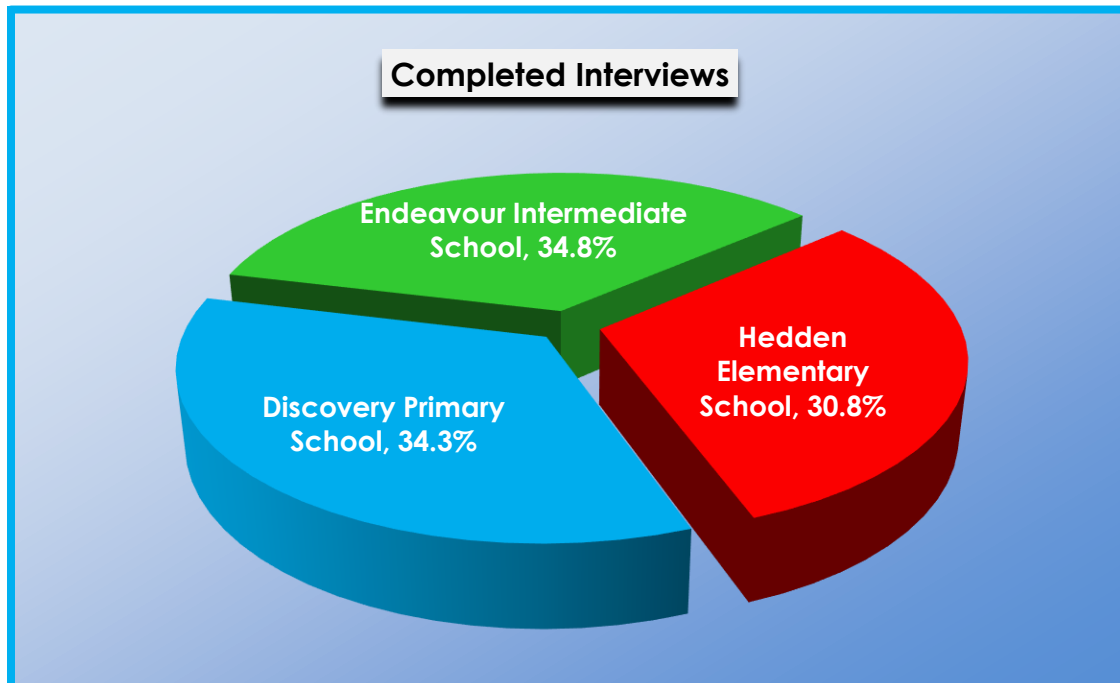


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Summary & Overall Insights

Parent/Guardian Interviews

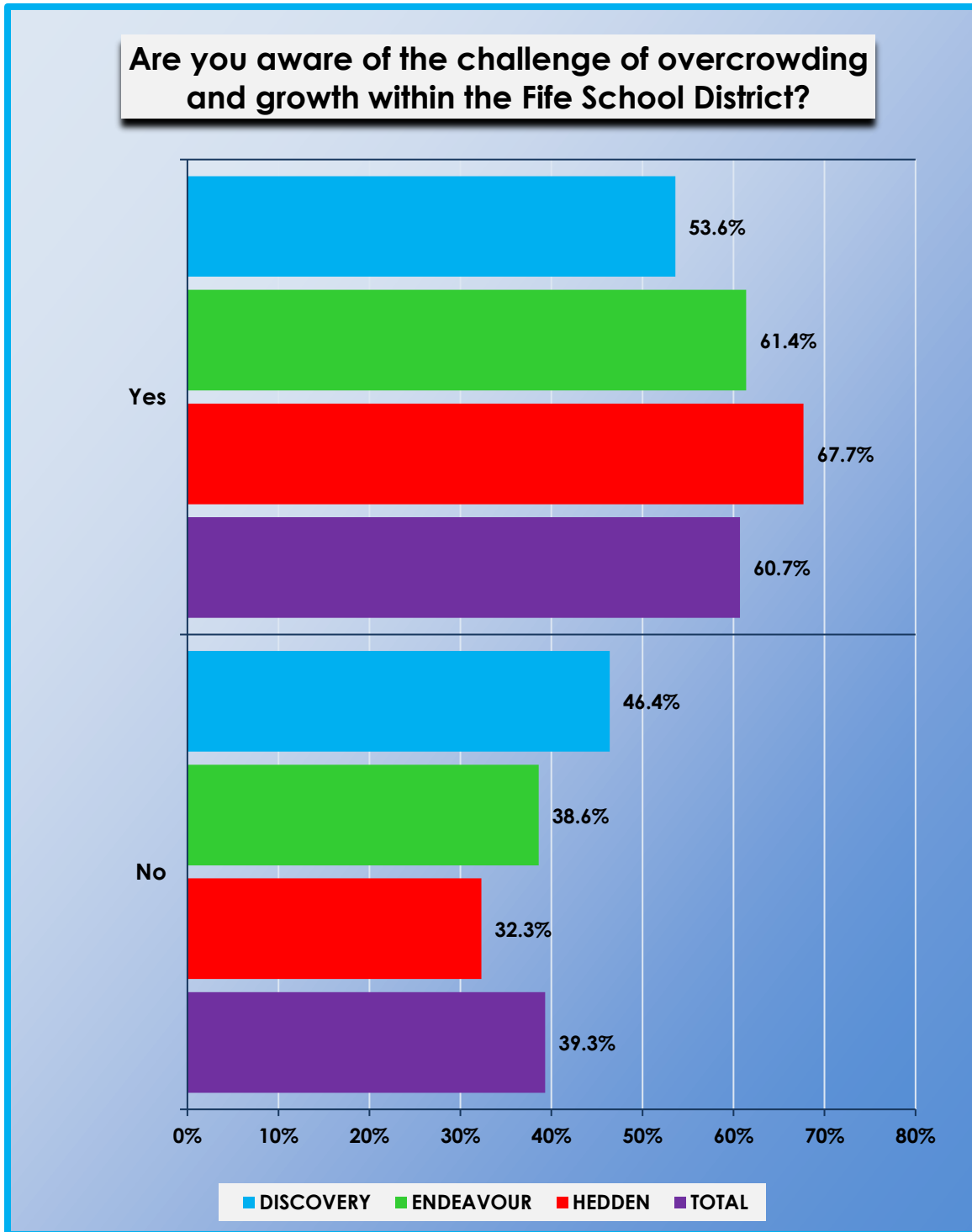
- Critical Data completed one on one executive style telephone interviews with 201 parents and guardians who have children in and reside within the Fife Public School District. Of those interviews, **69** were conducted with parents/guardians of Discovery Primary School, **70** were conducted with parents/guardians of Endeavour Intermediate School, and **62** were conducted with parents/guardians of Hedden Elementary School. The interviews were broken out as follows:



- 100% of the 201 respondents confirmed that they have children attending schools in the Fife Public School District.

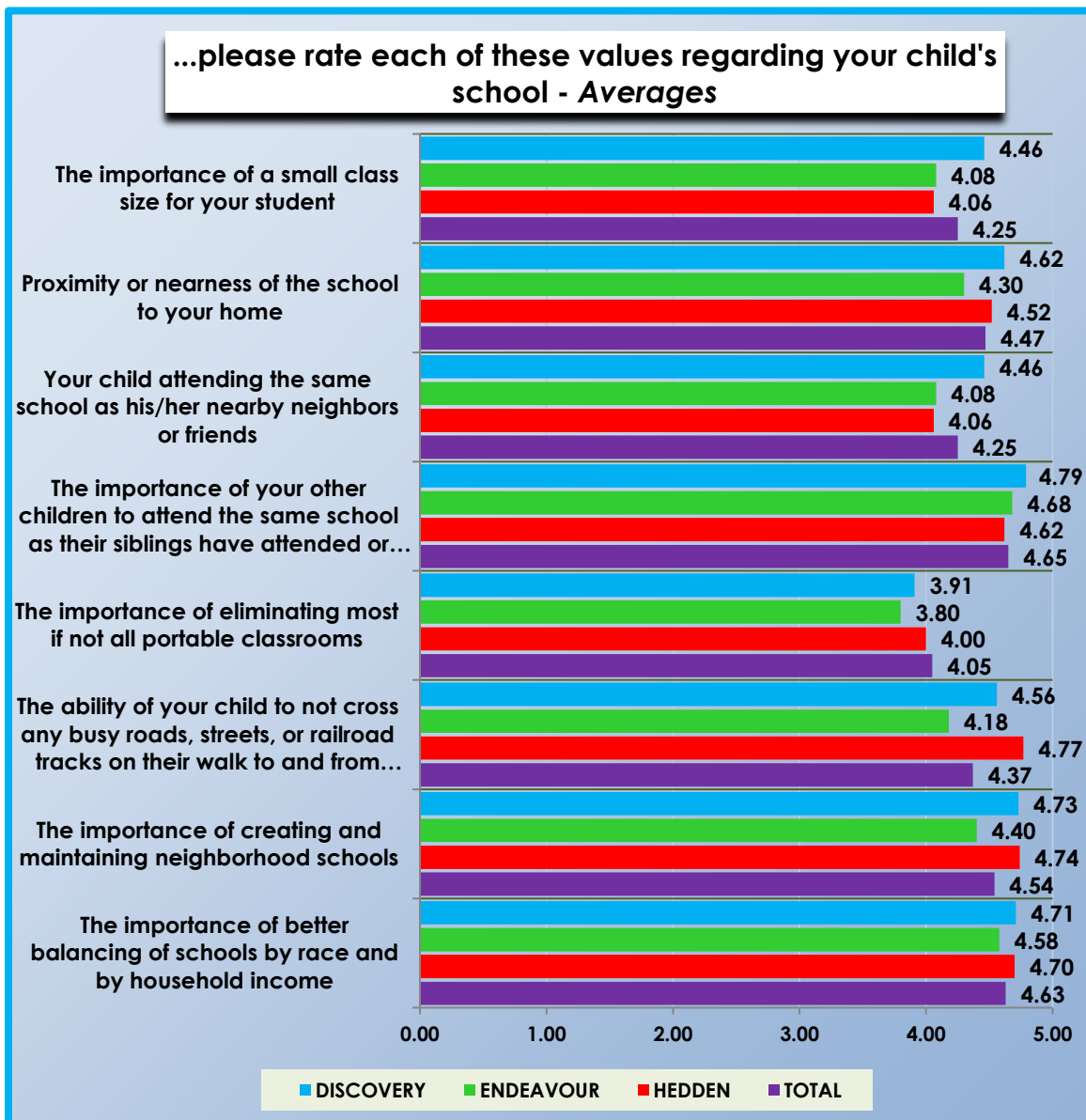
(Summary and Overall Insights continued)

- 60.7% of all study respondents – 67.7% of Hedden parents/guardians, 61.4% of Endeavour parents/guardians, and only 53.6% of Discovery parents/guardians – are aware of growth challenges and overcrowding facing Fife Public Schools, which will change the school attendance boundaries.



(Summary and Overall Insights continued)

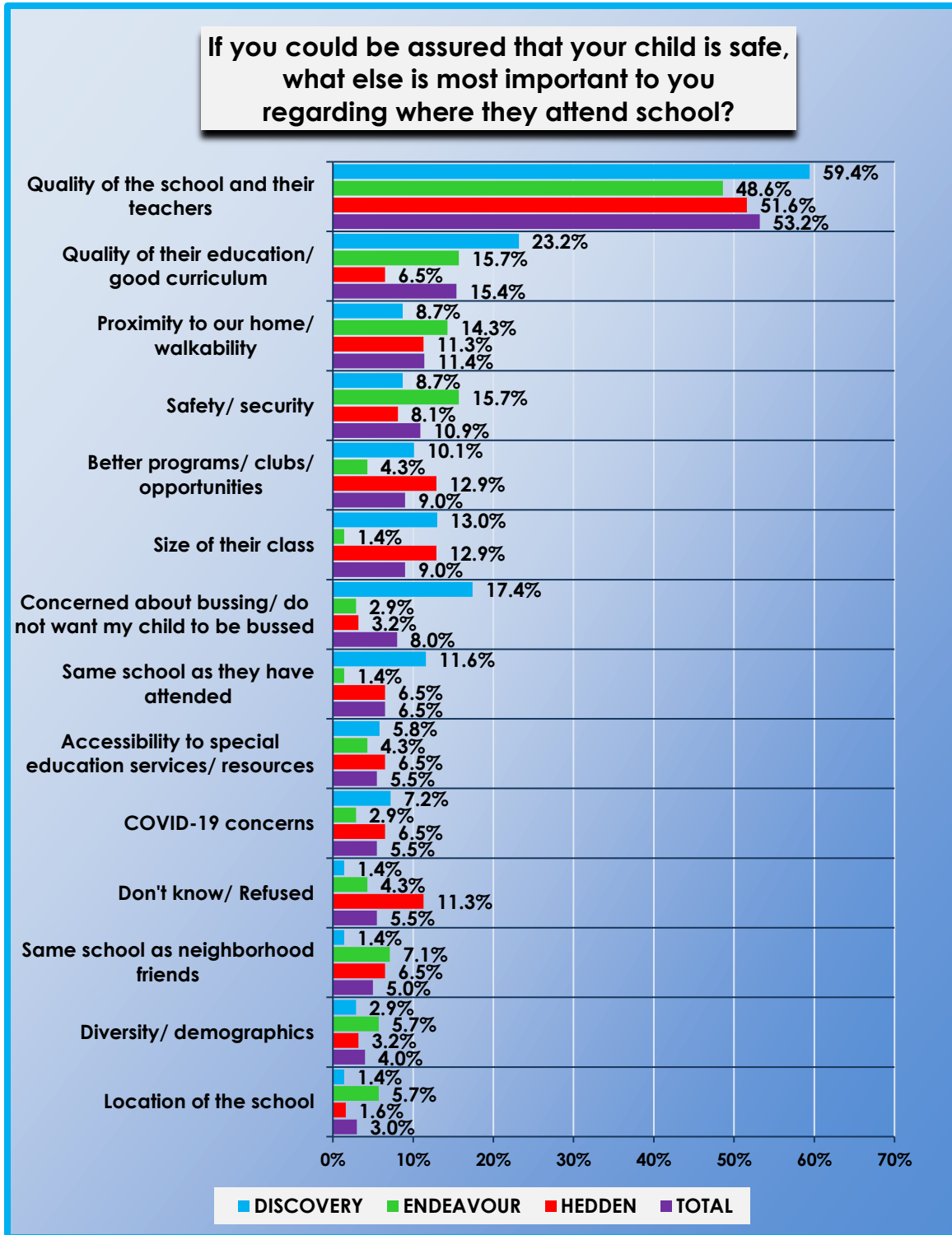
- Parents and guardians were provided a list of eight attributes and asked to rank each in their overall importance to them regarding their student's school. Those rated as most important were:
 - Attend same school as their siblings 4.65
 - Better balancing of schools by race and income 4.63
 - Creating and maintaining neighborhood schools 4.54
- Of the seven factors rated, the *least* important factors to parents and guardians were:
 - Eliminating most if not all portable classrooms 4.05
 - Small class size 4.25
 - Attending same school as neighbors/friends 4.25





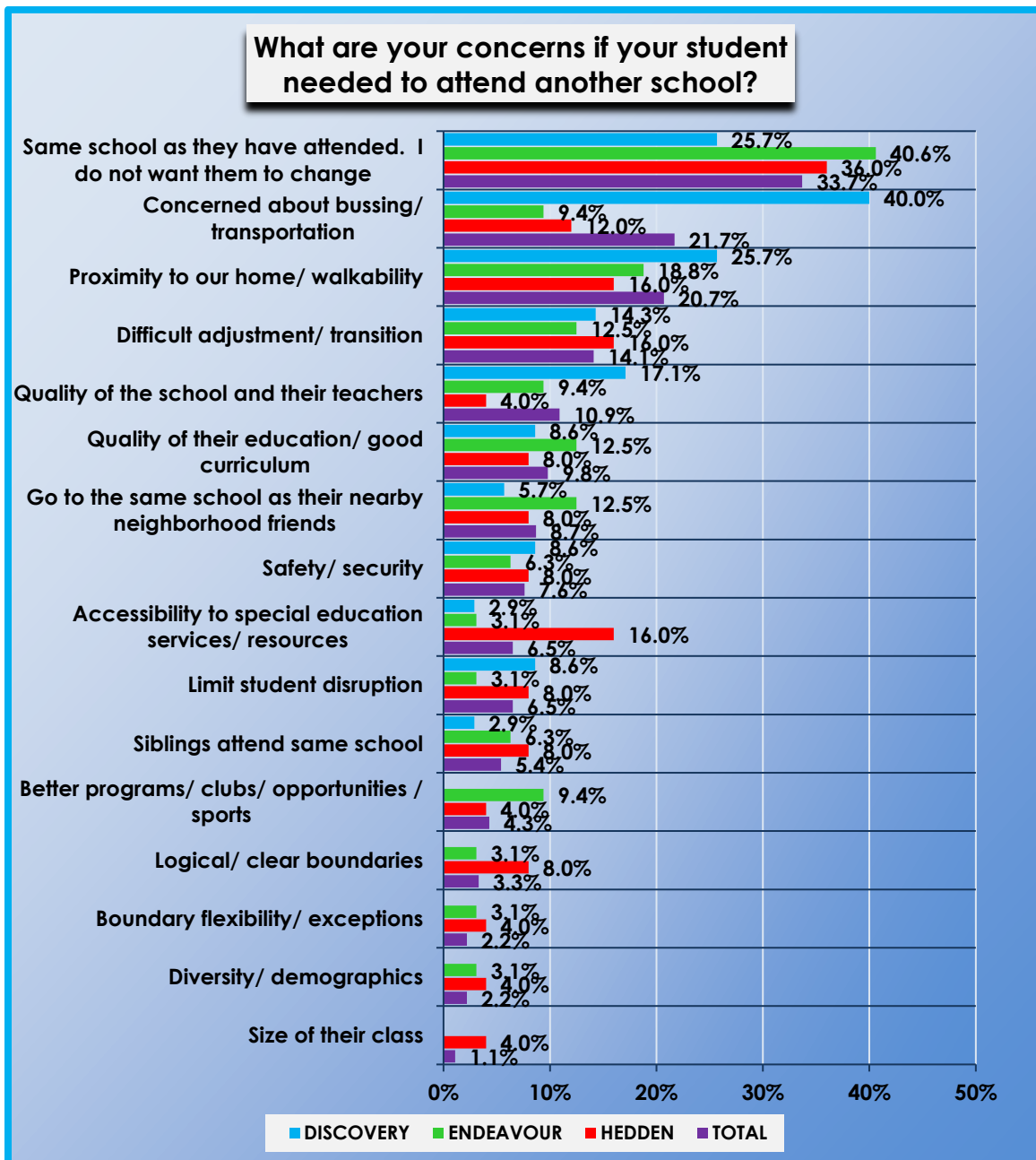
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- Assuming that their child is safe, parents and guardians were asked to identify the next most important factor regarding where their child attended school. The top response – by more than three times over the next named factor - is the quality of that school and their teachers.



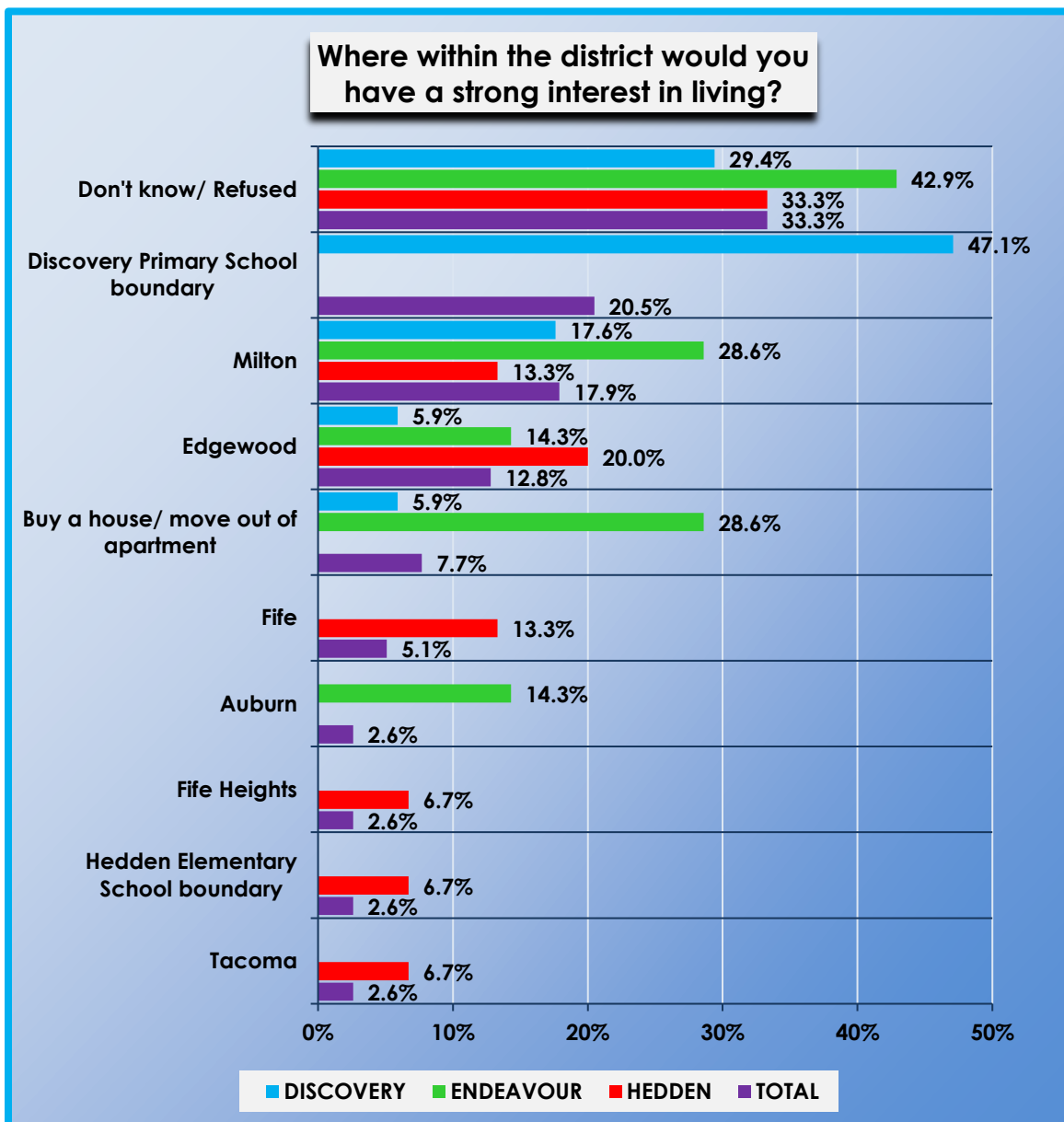
(Summary and Overall Insights continued)

- In an open-ended question parents and guardians were asked if they had other concerns relating to boundary issues. While a number of concerns were mentioned, three were identified more than twice as often as the others:
 - Go to same school as they currently attend/no change in school 33.7%
NOTE: 40.6% of Endeavour parents/guardians have this concern
 - Concerned about bussing/transportation 21.7%
NOTE: 40.0% of Discovery parents/guardians have this concern
 - Proximity to our home/walkability 20.7%



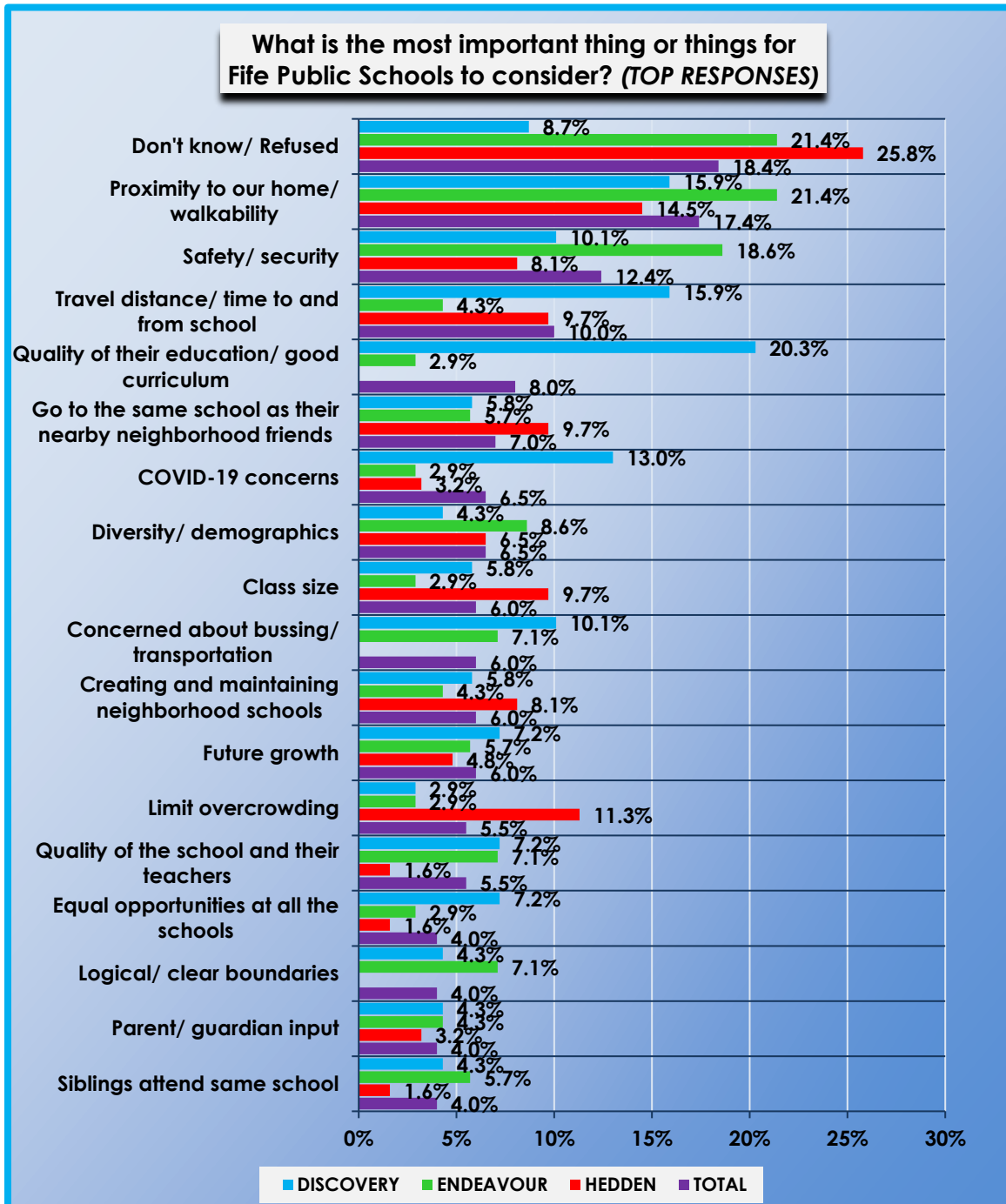
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- Three out of four parents and guardians (71.6%) in this study, including 77.1% of Endeavour parents/guardians, 71.0% of Discovery parents/guardians, and 66.1% of Hedden parents/guardians have no plans to move to another home within the upcoming three to four years.
- Of those who do not plan to remain in their current home, 83.0% still plan to remain and reside within the Fife Public School District.
- When those respondents who plan to move but remain within the district were asked where within the district they would like or plan to live, the most named areas are within the Discovery Primary School boundary (20.5%), Milton (17.9%), and Edgewood (12.8%).



(Summary and Overall Insights continued)

- Parents and guardians were asked what the most important thing for Fife Public Schools to consider when embarking upon and implementing this boundary revision process. While a number of responses were offered, the most important were:
 - Proximity to our home/walkability 17.4%
 - Safety/security 12.4%
 - Travel distance/time to and from school 10.0%



(Summary and Overall Insights continued)

"Fife is a unique community because we still have very defined neighborhoods. Our kids play with their neighborhood friends. It is important that the district be totally aware of the impact of neighborhoods to our community so that they are not divided or split up in this process."

- Discovery Primary School Parent/Guardian

In Summary

- A low percentage of parents and guardians within the study area are aware of the growth challenges and overcrowding facing the district, and the fact that this will affect the school boundaries. (60.7% of all study respondents – 67.7% of Hedden parents/guardians, 61.4% of Endeavour parents/guardians, and only 53.6% of Discovery parents/guardians) It is important that, prior to the implementation of any planning, a concerted effort be made to increase awareness to those effected parents/guardians within the district.
- Parents and guardians were provided a list of eight attributes and asked to rank each in their overall importance to them regarding their student's school. Rankings were performed using a 1 to 5 scale with '5' representing extremely important. It is important to note that even the attributes ranked lowest by parents/guardians still exceed a '4' ranking. Thus, all eight of these attributes must be considered important and factored into the overall planning process.
- Certainly, parents and guardians voiced concerns regarding COVID-19 and how the schools will deal with this situation. However, the overall theme in relation to COVID-19 is the fear that their child could fall behind because due to COVID-19 measures. Parents and guardians want the quality of education to be prioritized during this crisis.
- Throughout the study it is clear that parents/guardians want and need clear, timely communications with the district. As an example, a number of parents/guardians seen unaware of how bussing will be provided – both to the new school and to others. *The more frequently communications are disseminated in every area and to every primary issue, the easier the implementation of this boundary review and change process will become.*