

Findings and Recommendations from Survey of Registered Voters in the Beaverton School District conducted May 2015

Methodology

A survey of 400 registered voters was conducted by telephone using professional interviewers, including 24% of all interviews conducted via cell phone. Interviews were conducted May 6-11, 2015.

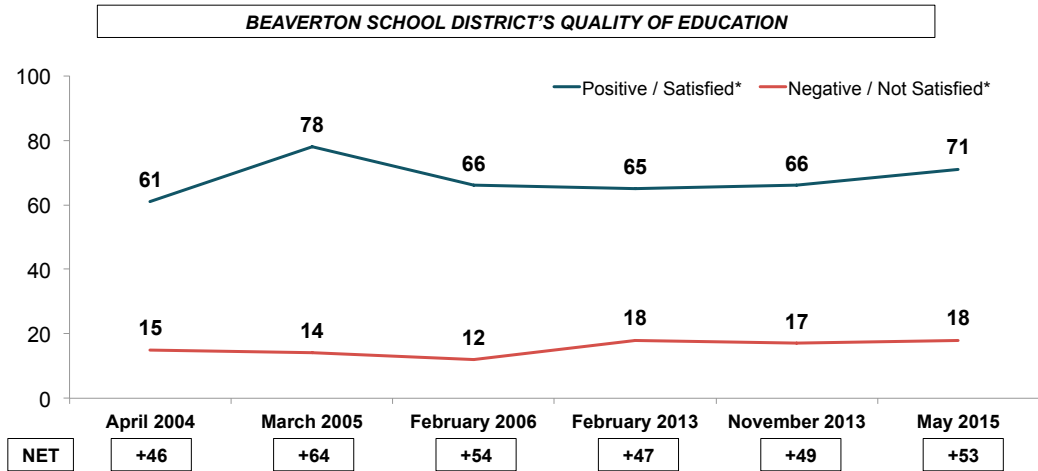
The margin of error for the whole sample is +/- 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Over 70% of voters rate Beaverton public schools positively, and that rises to 84% among parents of Beaverton students.

Overall, how would you rate the quality of education provided by the Beaverton School District?
Excellent, good, not so good, or poor?



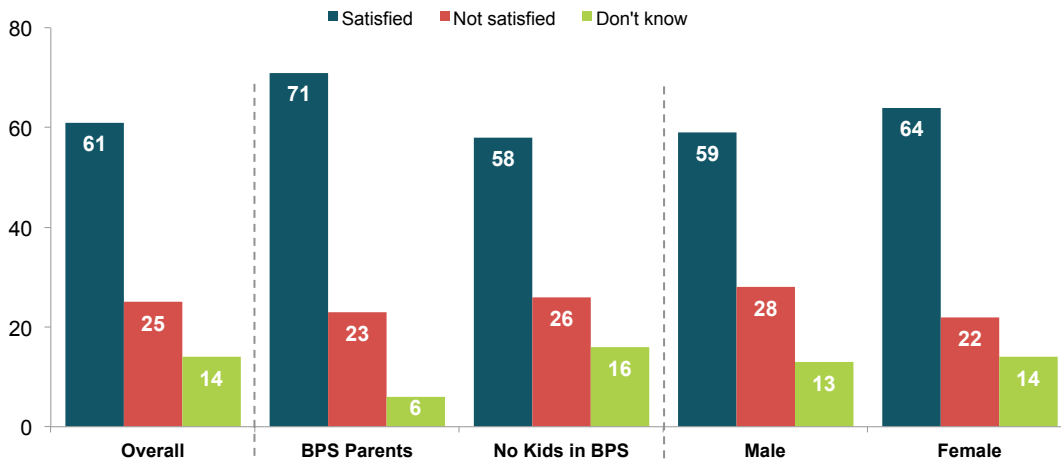
This is the second-highest rating for Beaverton Schools from the six polls we have conducted since 2004. Only the 78% satisfaction rating in March of 2005 was higher.



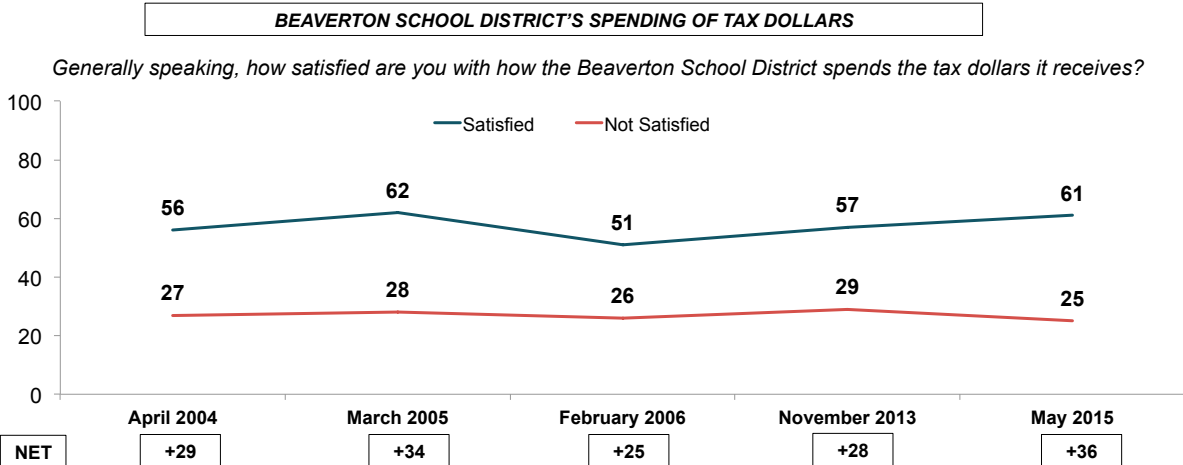
*Was asked in Feb. '06, Mar. '05, and Apr. '04: "Generally speaking, how satisfied are you with the quality of education Beaverton School District provides to Beaverton area schoolchildren?"
 **All surveys asked of 400 registered voters, with the exception of Nov. '13 (400 likely Nov. 2014 voters) and Feb. '13 (400 likely May 2013 voters).

More than three-out-of-five voters (61%) are also satisfied with how the school district spends tax dollars. Among BSD parents, satisfaction climbs to 71%, and it is also slightly higher among women than men.

Generally speaking, how satisfied are you with how the Beaverton School District spends the tax dollars it receives?
 Are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all?

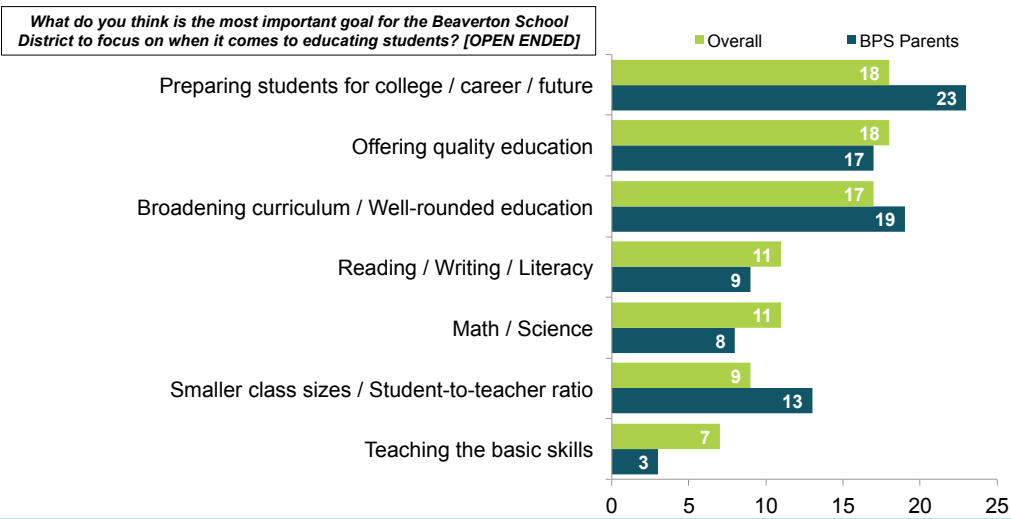


The 61% satisfaction rating for how the school district spends tax dollars is just one point shy of the high from March of 2005. Additionally, the 25% who currently don't think it spends tax dollars well is a new low.

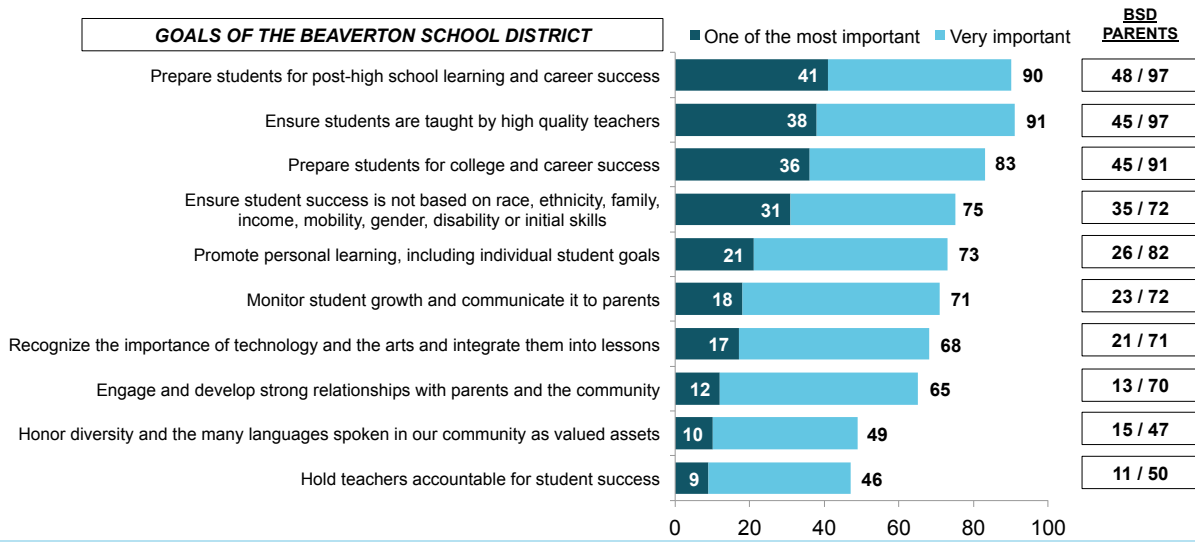


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In an open-ended question about what should be the most important goal for Beaverton Schools, “preparing students for the future,” and offering a “quality” and “well-rounded” education came out on top. “Preparing students for the future” was also the top priority among BSD parents.



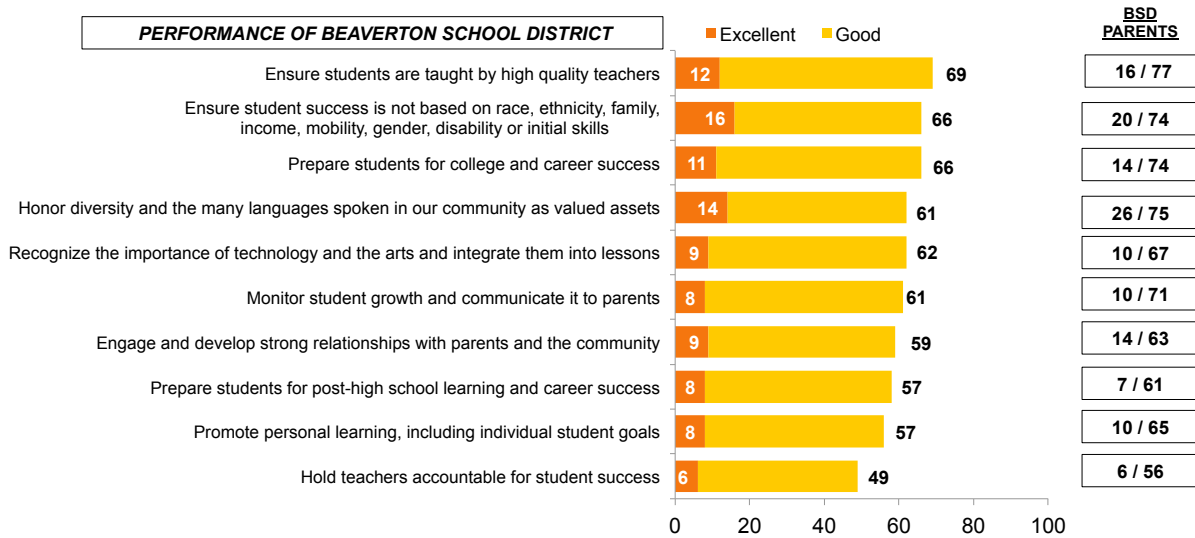
“Preparing students for post-high school learning and career success” was also the top priority from ten listed goals, and was followed closely by “ensuring students are taught by high quality teachers.” Preparing students for “post-high school learning” was seen as more important than preparing them for “college.”



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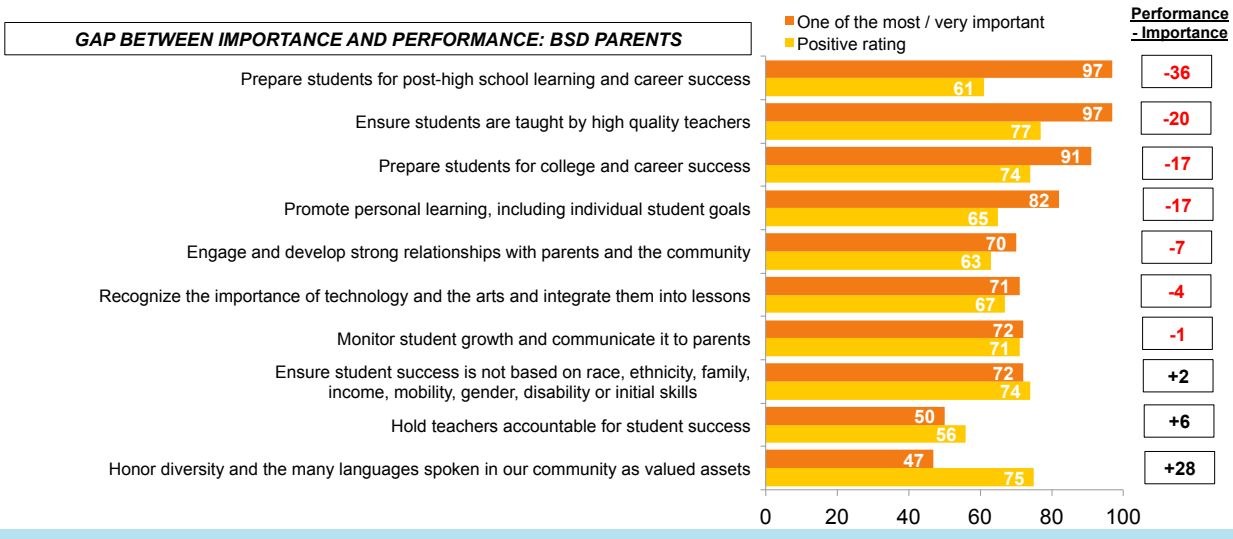
Both voters overall and parents give Beaverton schools positive ratings across a wide range of issues, with the strongest ratings for having quality teachers, ensuring student success is not based on race or other factors, and that students are prepared for college and career success.



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“Preparing students for post-high school learning” is also seen as the biggest area for improvement among parents, followed by “quality teachers,” “preparing students for college and career success” and “promoting personal learning.” “Honoring diversity” is the one area where performance significantly exceeds importance in the eyes of parents.



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Conclusion

- Beaverton public schools are well regarded, with 71% rating them positively, including 84% of parents with a child currently attending public school.
- Beaverton schools also receive strong ratings across all ten of the areas tested, with at least two-thirds saying the schools have high quality teachers and prepare students for college and career success.
- Such high ratings are encouraging because “preparing students for post-high school learning and career success” and “ensuring students are taught by high quality teachers” are also the top priorities for voters.
- Though 57% believe Beaverton public schools do a good job “preparing students for *post-high school learning* and career success,” this is the area where the biggest gap exists between approval (57%) and importance (90%). It is twice the size of the gap for preparation for “*college* and career success”.
- While preparation for college is important, the Beaverton School District must demonstrate that it is just as committed to providing the necessary skills to those who *do not* plan to attend to college.

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