



**CENTENNIAL**

SCHOOL DISTRICT 12

CONNECTING. ACHIEVING. PREPARING.

# **2025 Annual Survey**

**Presentation to the School Board**

**June 16, 2025**

# Annual Survey

## **Responses Collected: 4,187**

Online survey conducted Jan. 24 - Feb. 11 to gather insights from students, parents, and staff regarding experiences, areas for improvement, and communication preferences. CESO Communications created the survey, collected the data, and provided the report.

Survey was provided in Hmong, Spanish, and Somali translations.

## **Participants:**

- Students: 2,896
- Parents/Guardians: 869
- Staff: 422

# Key Findings

## OVERALL STUDENT EXPERIENCE + ENGAGEMENT

- Satisfaction remains high (94% in elementary); Satisfaction declines in middle and high school levels.
- Bullying, inclusion, and student support remain concerns, particularly at middle and high school levels.
- Dissatisfaction with school policies (hall pass systems, technology use) was a recurring theme among middle and high school levels.

# Recommendations

## **Enhance student enjoyment and engagement in middle and high school levels**

- Expand elective courses, extracurricular activities, and leadership opportunities.

## **Improve school safety and bullying prevention**

- Strengthen anti-bullying initiatives and ensure consistent enforcement of policies.

## **Strengthen academic support and teacher excellence**

- Provide teacher training in inclusive instruction and differentiated learning strategies.

## **Improve student - adult relationships**

- Focus on mentoring and advisory programs to increase the number of students who feel connected, primarily at the middle and high school levels.

## **Evaluate + adjust school policies that impact student experience**

- Assess policies such as hall passes, locker access, and phone use. Engage students to let them know concerns are heard and if changes cannot be made, explain why.

# Key Findings

## OVERALL PARENT / GUARDIAN SATISFACTION + COMMUNICATION

- Parents feel well-informed about school and district-level events, activities, and initiatives.
- Satisfaction with their student experiences remains strong. Families also shared concerns about large class sizes, disparities in special education.
- Majority of families feel their students are safe at school, although concerns related to bullying prevention, mental health and busing were shared.

# Recommendations

## **Continue strong communication practices and expand personalization**

- Maintain high-quality communication through email and newsletters while expand personalized outreach.

## **Address concerns with class sizes and resource allocation**

- Assess staffing models to reduce class sizes (elementary) and special education programs; Concerns expressed about the lack of personalized attention for students.

## **Improve special education and student support services**

- Ensure consistent implementation of IEP's and 504 Plans, assess and review special education staffing; provide additional training for general education teachers.

## **Enhance school safety and bullying prevention efforts**

- Strengthen bullying prevention strategies and student conflict resolution programs. Although safety ratings remain high, concerns about school climate at middle and high school surfaced.

# Key Findings

## OVERALL STAFF SATISFACTION + COMMUNICATION

- Concerns about class sizes, student behavior, and special education support persist with staff, stating they feel under-resourced and unsupported.
- All roles emphasized the need for more consistent expectations regarding student behavior and improved mental health support for students and staff.
- Curriculum support, instructional materials, and access to professional development are needed, especially at the middle and high school levels.
- Overall satisfaction with leadership communication is high, but certified staff reported lower feelings of being respected and connected.

# Recommendations

## **Increase support for student behavior and classroom management**

- Provide additional behavioral support for managing classroom disruptions.

## **Enhance teacher and staff retention efforts**

- Enhance professional development and examine workload and resources to support the evolving needs of students and to address staff concerns about burnout and heavy workloads.

## **Improve leadership visibility and communication**

- Increase administrative presence and responsiveness to address staff concerns about burnout and heavy workloads.

## **Address special education resource gaps**

- Assess and review special education staffing, caseloads, and targeted training opportunities due to high workloads, lack of paraprofessional support, and inconsistent services.



# Survey + the Centennial Brand

CESO partnered with the Centennial School District over the past year on a Brand Review and Assessment, a formal Brand Architecture, and a targeted Marketing Enrollment Plan.

The annual survey offers insight into how these efforts are perceived by the community and where additional focus will help grow awareness and connection.

# Brand Messages

## **BRAND MESSAGING: 3 KEY MESSAGES**

1. Centennial School District 12 is a high-performing, academically-focused organization with a deep tradition of surrounding the community's children with love and understanding expressed through heartfelt relationships.
2. Through the commitment of our talented and highly experienced teachers and staff, each Centennial student is embraced as part of our learning community and encouraged to excel in all that they do.
3. Centennial Schools confidently surrounds every student with the opportunities, programs and services they need to excel and discover their true purpose and potential.

## **SURVEY RESULTS**

Demonstrate clear alignment with the brand while also affirming the district's position as a high-performing, community-rooted, and student-centered system. Centennial's commitment to developing and communicating its brand is paying off—not just in perception, but in the real experiences of families, staff, and students.

# Questions/Discussion



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