

# HISD: Community Satisfaction Survey

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# Objectives

- The primary objective of this research is to determine the overall image of the Houston Independent School District among parents, the general population, and community leaders within the Houston area, and to track and compare the results from the 2009 survey to the 2007 survey in order to determine any areas of improvement or decreases in performance.

# Methodology

- A total of 1,308 telephone interviews were conducted among various segments of Houston residents between February 27, 2009 and March 10, 2009.
  - 1008 with General Population
    - *203 with Community Leaders*
    - *805 with General Population, non-Community Leaders*
  - 300 with Parents of current HISD students
- Sample for the Parent and Community Leader segments was provided by HISD.
- Sample for the General Population segment was pulled by CCR on a street by street basis within specified HISD regions.

# Methodology

- The average survey lasted approximately 13 minutes.
- The survey was unblinded.
  - Respondents were told the Houston Independent School District was sponsoring the survey.
- The survey was translated into Spanish and bilingual interviewers were used so that Spanish-speaking respondents were able to conduct the interview in a language of their choice.
  - 157 respondents completed the interview in Spanish.
- The survey was also translated into Vietnamese and the programming was set to record any language barrier of this nature. CCR had a Vietnamese-speaking interviewer available to call these numbers back and complete an interview.
  - No Vietnamese language barriers came up in the dialings.

# Methodology

- In order to obtain an adequate mix of the General Public and Parents, quotas were implemented for the following areas:
  - Gender (based on HISD demographics)
  - Ethnic background (also based on HISD demographics)
  - HISD zone (based on an even division among segments with an allowed variance taken in the West and Central regions)
- In order to participate in the survey, respondents were required to:
  - Be the head of household
  - Not work in Market Research (or anyone in their household)
  - Be at least 18 years of age
  - To live in the Houston Independent School District
- No quotas or requirements were set for Community Leaders.

# Methodology

- Due to the nature of the main objective of this study, which is to compare the results to the 2007 findings, certain measures were taken to ensure the data was comparable.
- In 2007, 33% of the General Population segment was Parents. So, in 2009, CCR allowed up to 33% of the General Population to be Parents as well.
  - These parents were randomly called from sample pulled, not from the Parent sample provided by HISD.
- Also in 2007, Community Leaders were included in the General Population segment of this study. CCR capped the completes at 203 so as to not bias the General Population results.
  - CCR was not provided with the number of Community Leaders completed in 2007.

# Methodology

- Charts and graphs in this report are based on the 2007 report and, where possible, results were tested for significance at the 95% confidence level.
  - Any differences are marked appropriately throughout report.
  - These notes mean the differences seen are real, and not by chance.
  - It is important to note, however, that because the studies were conducted by two independent companies without full detailed knowledge of the previous methodology, some variance may occur.
  - Notes throughout the report will appear as follows:
    - P9 = Significantly higher than Parents 2009
    - P7 = Significantly higher than Parents 2007
    - G9 = Significantly higher than General Population 2009
    - G7 = Significantly higher than General Population 2007
- Additional segments tested include:
  - Ethnic groups (Anglo, African American, and Hispanic are compared).
  - Community Leaders vs. General Population (without Community Leaders).
  - These segment differences are noted in verbiage slides but do not appear in any charts or graphs.



# Methodology

- This analysis has two distinct parts. The first analysis is tracking differences from 2007 to 2009 among both Parents and General Population. The second analysis includes differences seen only within 2009 findings, including the ethnic groups, Parents compared to General Population, and Community Leaders separate from the remainder of the General Population.

# CCR Responsibilities

- CCR was responsible for the following:
  - Creating and finalizing the survey, with HISD's approval;
  - Pretesting the survey to ensure the questions and length were appropriate;
  - Programming the survey for telephone interviewing;
  - Conducting the interviews;
  - Coding the open-ended responses and translating where appropriate;
  - Processing the data and running data tables with specified banner points;
  - Analyzing the data and preparing a written report.

# Executive Summary

# Executive Summary

- Overall, HISD has improved its scores from the 2007 study. Favorable scores are seen in many areas among both Parents and General Population.
  - There are however, key areas for HISD to address which can be targeted to the General Population, Anglos, and, in some cases, Community Leaders.
- There is a halo effect among parents of children in HISD schools who have a significantly more positive image of the district across all factors.
  - Example:
    - While the majority of Parents (79%) feel HISD is heading in the right direction, only 58% of the General Population feel the same way.
    - Hispanics exhibit similar reportings with 72% feeling HISD is heading in the right direction, compared to 48% of Anglos and 63% of African Americans.
  - Percentages mirroring these perceptions are consistent for the majority, but not for all, the findings.

# Executive Summary

- The overall opinion of HISD and its local schools has significantly increased from 2007, showing about a 20% or more increase in favorable ratings in 2009 in both segments.
  - General Population Very + Mildly Favorable ratings: 48% (2007) to 65% (2009)
  - Parents Very + Mildly Favorable ratings: 57% to 82%
- Although clearly more so with Parents, respondents say statements concerning HISD values and goals are mostly true.
  - Effective student learning and academic achievement (this factor is rated the most important among all segments)
  - Treat parents as valued partners
  - Everyone is treated courteously and with respect
  - Safety takes precedence over everything else
  - And while still positive, the factor 'HISD uses taxpayer dollars wisely and effectively' is rated significantly lower by both segments, but still increased from 2007.

# Executive Summary

- Various descriptors of HISD also received higher scores in 2009 than in 2007, for both Parents and General Population, with the exception of one. General Population gives significantly lower scores than Parents for all factors listed.
  - HISD provides an Education That Helps Students Improve Their Way of Life (new question in 2009)
  - Schools Set High Standards For Academic Performance
  - HISD Provides Quality School Education (new question in 2009)
  - HISD Uses Good Educational Practices In Running Its Schools
  - HISD Schools Are Safe And Secure
  - HISD Uses Sound Business Practices
  - HISD Provides Adequate Equipment And Up-to-date Technology
    - Not higher for General Population in 2009
    - Fewer Community Leaders agree compared to the other General Population
  - HISD Has Enough Computers In Its Schools
    - Fewer Community Leaders agree compared to the other General Population

# Executive Summary

- Satisfaction with different elements of HISD did not increase in 2009 as much as other areas of the survey and one decreased.
  - No General Population ratings increased in 2009.
  - Teachers
    - Parents increase from 2007
  - Student safety
    - Parents increase from 2007
  - Committed to improving the community
    - Parents increase from 2007
  - Buildings, facilities, and grounds
    - No change
  - Principals
    - No change
  - Bus drivers
    - No change
  - Superintendent
    - General Population decreased from 2007

# Executive Summary

- In 2009, significantly more Parents and General Population believe HISD adequately prepares students to enter college and the workforce than in 2007.
  - As seen in all other aspects of the survey, Parents' ratings are higher than General Population.
- More respondents feel HISD is about the same as other public schools than better or worse.

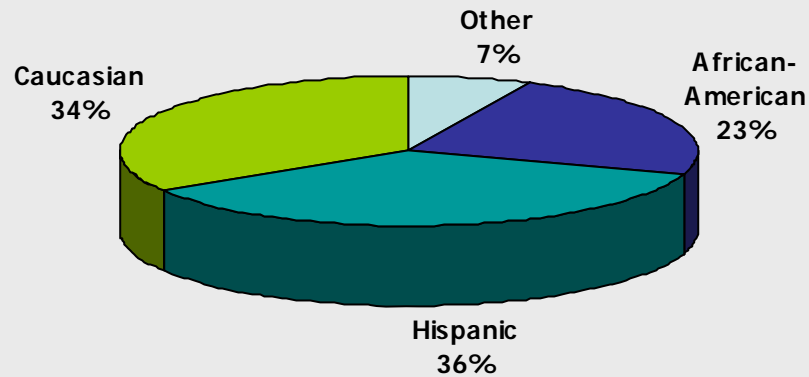


# Respondent Profile

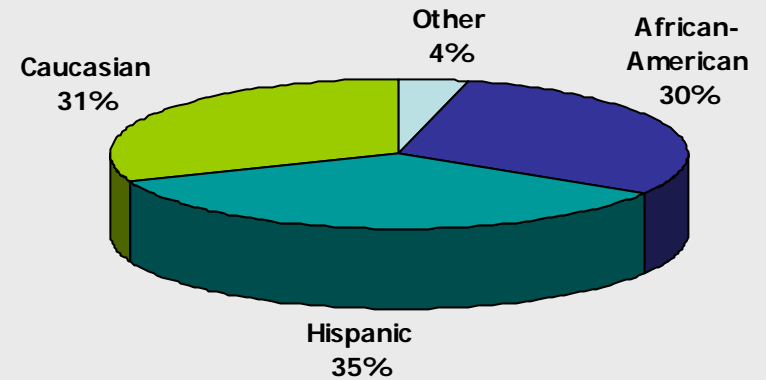
# HISD Survey Demographic Characteristics

## GENERAL POPULATION ETHNIC BACKGROUND

2007



2009

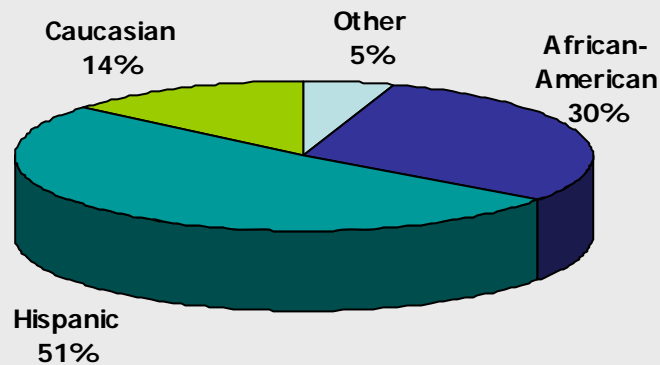


3b. Which of the following categories best describes your ethnic background?

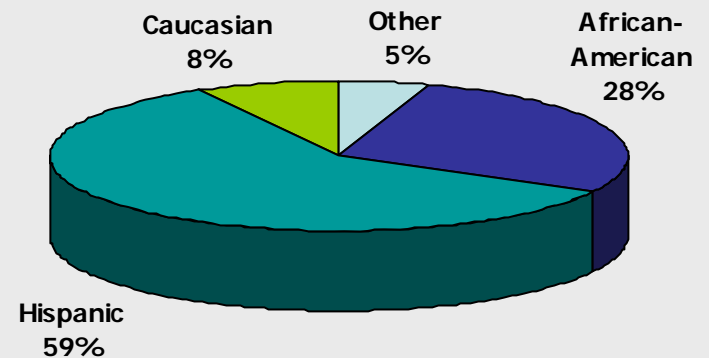
# HISD Survey Demographic Characteristics

## PARENTS ETHNIC BACKGROUND

2007



2009



3b. Which of the following categories best describes your ethnic background?

# HISD Survey Demographic Characteristics

	General Population 2009	Parents 2009
Gender		
Male	41%	20%
Female	59%	80%
Age		
18-24	6%	5%
25-34	13%	33%
35-44	17%	37%
45-54	22%	16%
55-64	19%	6%
65 or older	22%	3%
Refused	1%	0%
Average Age	50	39
Base	1008	300

# Respondent Profile

Education	General Population 2009	Parents 2009
Grade school	6%	7%
Some high school	11%	12%
High school	27%	34%
Some college	15%	18%
College graduate	27%	16%
Post graduate	12%	6%
Refused	3%	7%
Marital Status		
Married	56%	57%
Single	23%	24%
Divorced	9%	9%
Widowed	8%	3%
Living as married/with partner	2%	2%
Other	1%	5%
Base	1008	300

# Respondent Profile

Number of School Age Children	General Population 2009	Parents 2009
None	58%	0%
One	16%	26%
Two	15%	34%
Three	6%	20%
Four	2%	8%
Five or more	2%	6%
Refused	1%	4%
Household Income		
Less than \$20,000	17%	14%
\$20,000 - \$30,000	13%	19%
\$30,001 - \$40,000	10%	11%
\$40,001 - \$50,000	8%	9%
\$50,001 - \$60,000	5%	5%
\$60,001 - \$75,000	5%	4%
\$75,001 - \$100,000	5%	2%
\$100,001 - \$125,000	4%	1%
Over \$125,000	10%	4%
Refused	24%	31%
Average	\$ 54,860	\$ 41,780
Base	1008	300

# HISD Survey Demographic Characteristics

## YEARS LIVED IN HISD

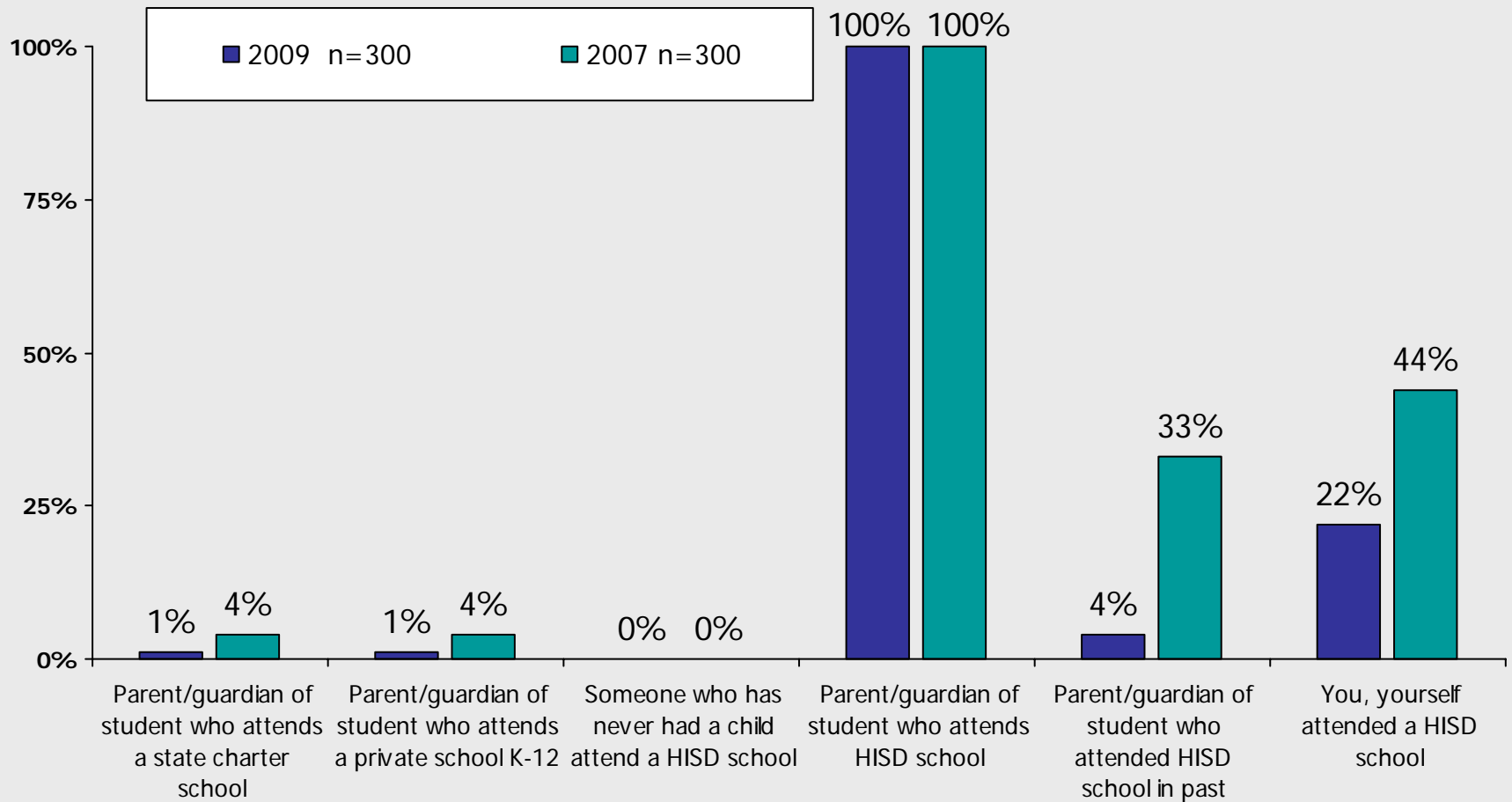
	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Less than one year	2%	2%	2%	2%
1 - 5 years	12%	12%	13%	13%
6-10 years	9%	11%	9%	14%
11 - 15 years	8%	8%	9%	11%
More than 15 years	70%	64%	67%	56%
	1000	1008	300	300

# Research Findings



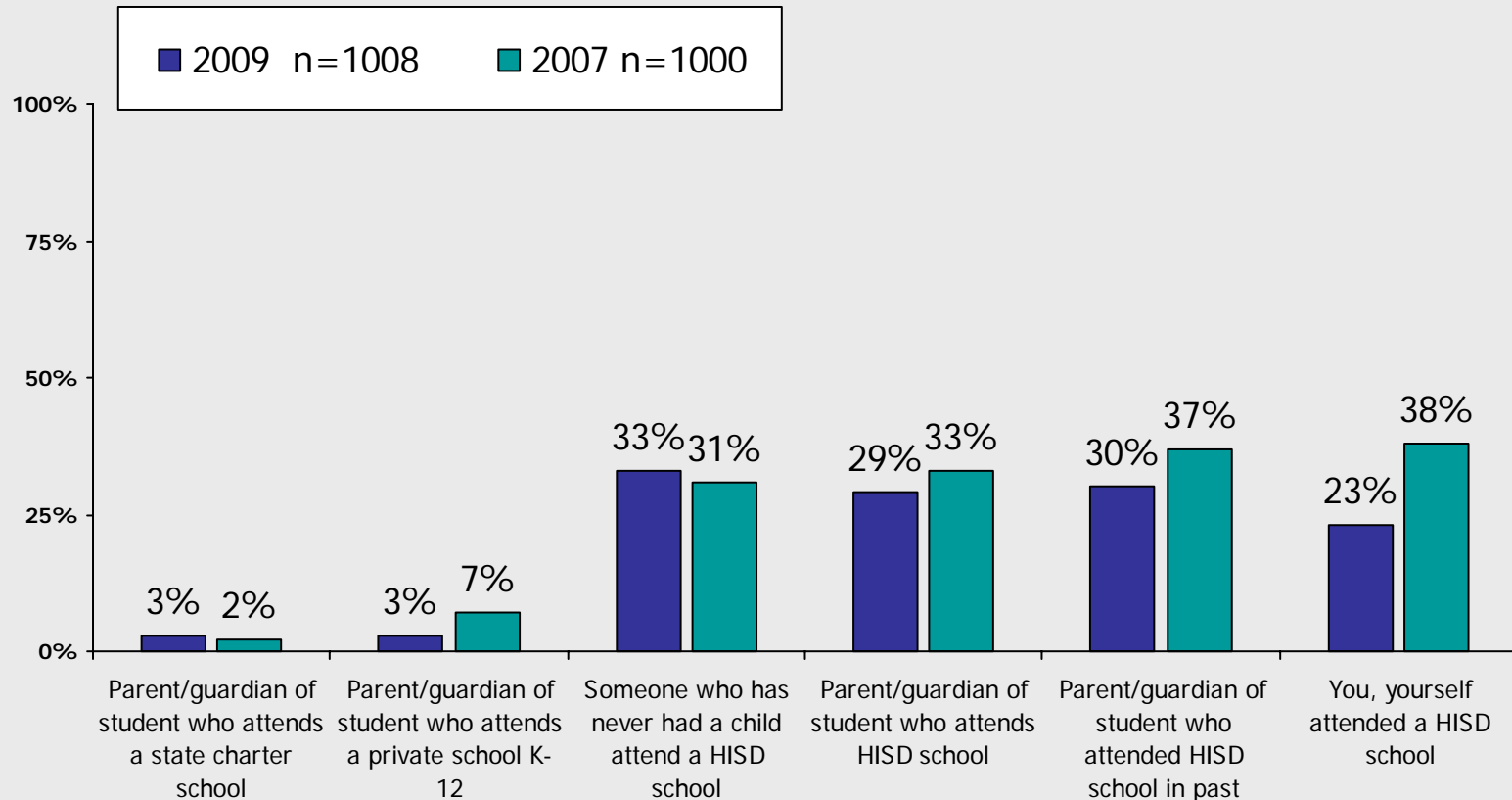
# Connection to HISD Schools

## Parents



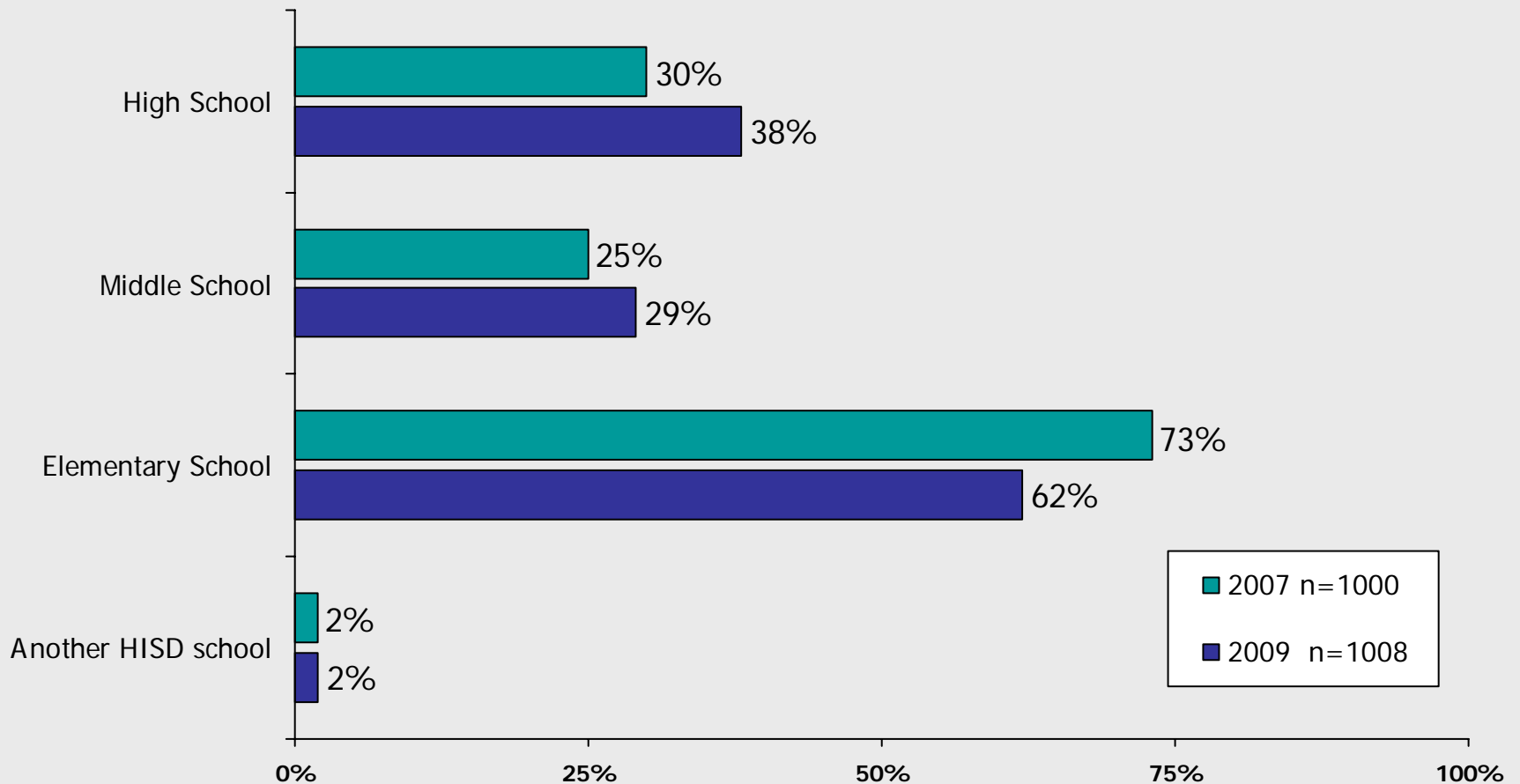
# Connection to HISD Schools

## General Population

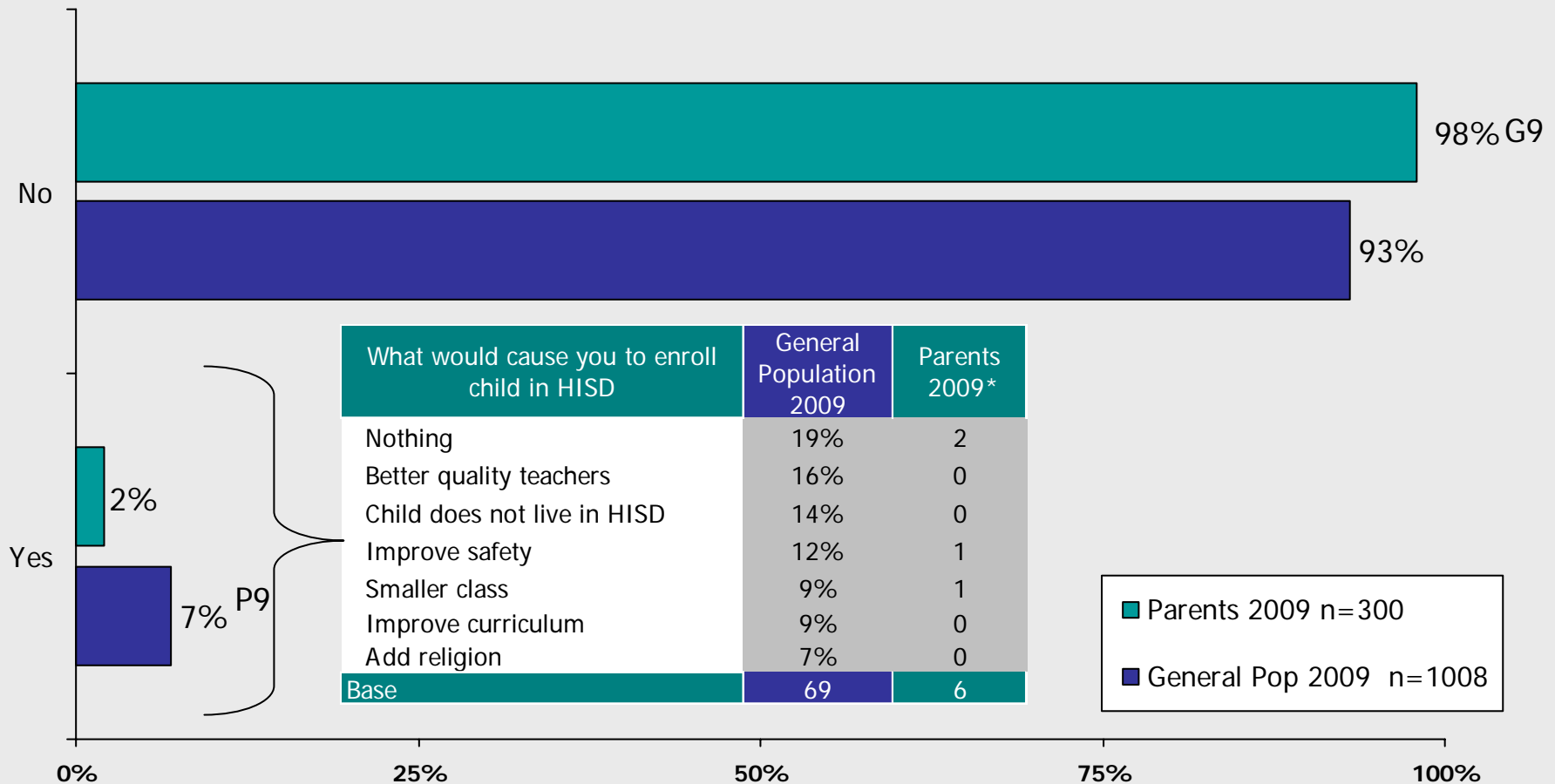


# Grade Level of Child in HISD School

Parents Having a Child in HISD School; Multiple Responses Allowed



# School Age Children Not Enrolled in HISD



\* Number of respondents shown rather than percentage due to small base size

- 6a. Do you have any school age children NOT currently enrolled in HISD?  
 6b. What would need to change in order for you to enroll that child in HISD?

# Direction For HISD: Tracking Summary

- Since 2007, percentages have significantly increased for both Parents and General Population regarding HISD heading in the right direction.
  - Parents: 68% ('07) to 79% ('09)
  - General Population: 51% ('07) to 58% ('09)

# Direction For HISD: 2009 Breakouts

- Significantly more Parents (79%) than General Population (58%) feel HISD is heading on the right track.
- Ethnic differences show more Hispanics feel HISD is on the right track (72%), compared to Anglo (48%) and African American (63%).
- When Community Leaders (203 respondents) are compared to the remainder of the General Population (805 respondents) a difference emerges showing that significantly more Community Leaders (66% compared to 56% General Population) feel HISD is heading in the right direction.

# Direction For HISD

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly heading on the right track	23%	16%	35%	34%
Somewhat heading on the right track	28%	42%	33%	45%
Neither right nor wrong track/neutral	19%	22%	14%	10%
Somewhat heading on the wrong track	9%	11%	5%	6%
Strongly heading on the wrong track	21%	9%	13%	5%
Total right track	51%	58% G7	68%	79% P7 G9
Total wrong track	30%	20%	18%	11%
Ratio Right/Wrong Track	1.7	2.9	3.8	7.2
Base	1000	1008	300	300

G7 = Significantly higher than General Population 2007

P7 = Significantly higher than Parents 2007

G9 = Significantly higher than General Population 2009

7. Overall, would you say that HISD is heading on the right track and getting better or off on the wrong track and getting worse? (PROBE BY READING: Do you feel they are... )

# Opinion of HISD: Tracking Summary

- Since 2007, percentages have significantly increased for both Parents and General Population regarding respondents' opinions of HISD (very favorable + mildly favorable).
  - Parents: 57% ('07) to 82% ('09)
  - General Population: 48% ('07) to 65% ('09)



# Opinion of HISD: 2009 Breakouts

- Significantly more Parents (82%) than General Population (65%) have a favorable opinion of HISD.
- Ethnic differences show more Hispanics have a favorable impression of HISD (79%, compared to Anglo: 54% and African American: 69%).

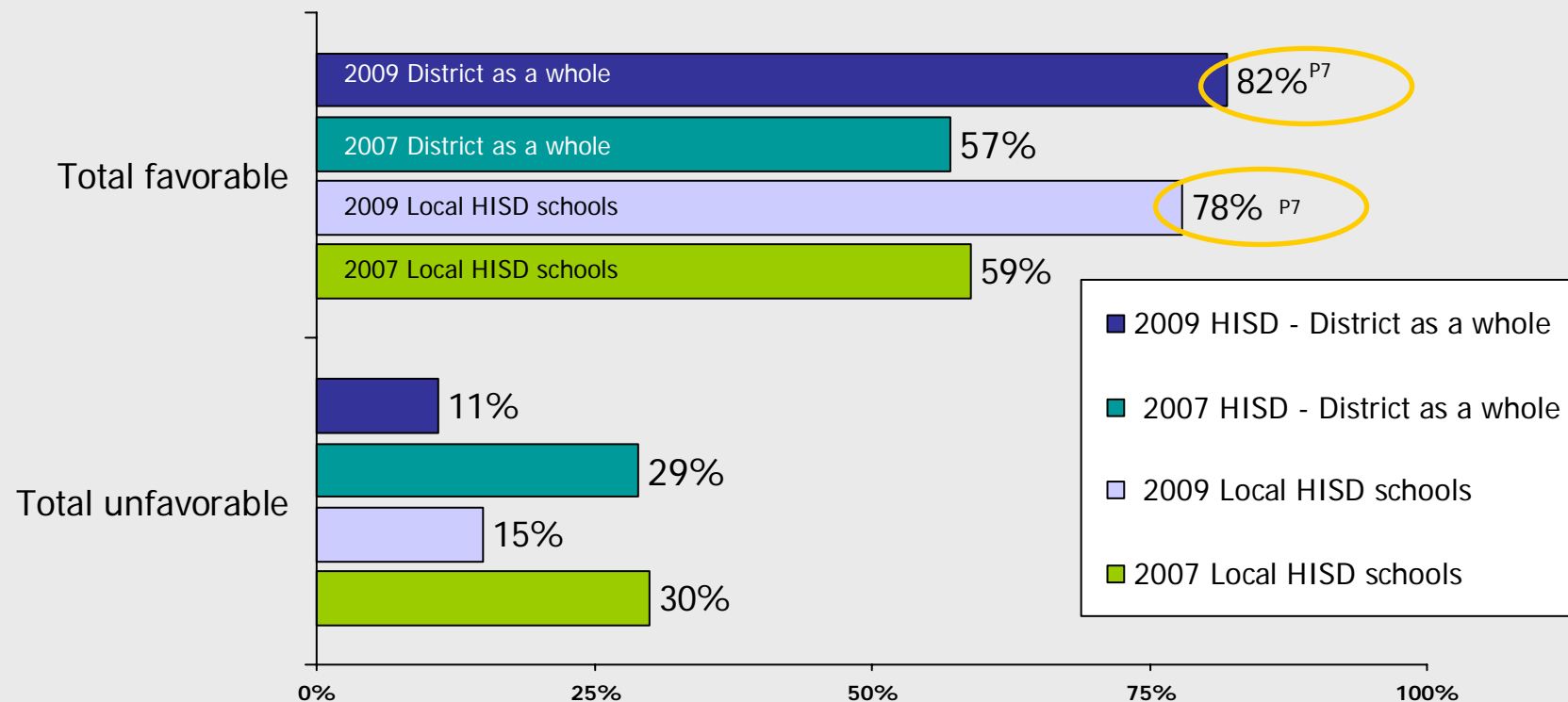
# Opinion of HISD

## General Population vs. Parents

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very favorable	18%	25%	26%	33%
Mildly favorable	30%	40%	31%	49%
Uncertain	16%	17%	14%	7%
Mildly unfavorable	17%	11%	17%	7%
Very unfavorable	18%	8%	12%	4%
Total favorable	48%	65% <sup>G7</sup>	57%	82% <sup>P7 G9</sup>
Total unfavorable	35%	18%	29%	11%
Ratio favorable/unfavorable	1.4	3.6	2.0	7.5
Base	1000	1008	300	300

# Opinion of HISD & Local Schools

## Parents

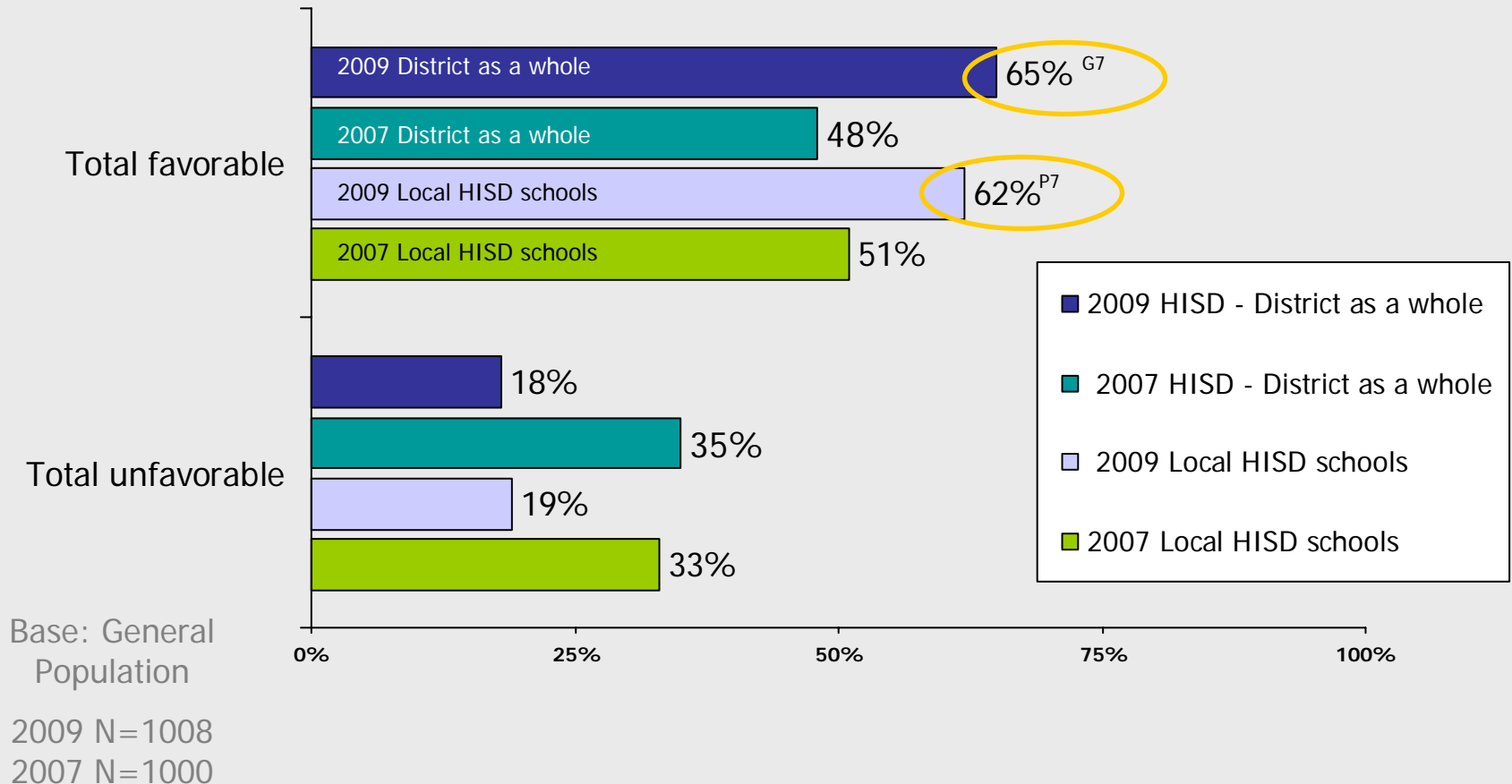


Base: Parents  
N=300

8. Overall, what is your opinion of the Houston Independent School District? Would you say it is...?
9. Overall, what is your opinion of the HISD schools in your local community? Would you say it is...?

# Opinion of HISD & Local Schools

## General Population



8. Overall, what is your opinion of the Houston Independent School District? Would you say it is...?

9. Overall, what is your opinion of the HISD schools in your local community? Would you say it is...?

# HISD Core Values: Tracking Summary

- With one exception\*, all values mentioned show an increase from 2007 to 2009 of those who feel it is true for HISD, in both General Population and Parents segments.
  - Safety takes precedence over everything else
    - General Population: 55% ('07) to 68% ('09)
    - Parents: 70% ('07) to 84% ('09)
  - Effective Student Learning and Academic Achievement
    - General Population: 53% ('07) to 63% ('09)
    - Parents: 64% ('07) to 82% ('09)
  - HISD Uses Taxpayer Dollars Wisely and Effectively
    - General Population: 38% ('07) to 50% ('09)
    - Parents: 44% ('07) to 68% ('09)
  - \*Parents as Valued Partners
    - General Population: 65% ('07) to 66% ('09) – **Not significantly different**
    - Parents: 79% ('07) to 89%('09)
  - Everyone Is Treated Courteously and with Respect
    - General Population: 60% ('07) 66% ('09)
    - Parents: 71% ('07) to 83% ('09)

# HISD Core Values: 2009 Breakouts

- Significantly more Parents than General Population believe all statements are true.
- All statements mentioned show the same ethnic differences which are Anglos give lowest ratings, African Americans give significantly higher ratings, and Hispanics give significantly higher ratings than both.
- Fewer Community Leaders feel that 'HISD treats parents as valued partners in the educational process' than the rest of the General Population.

# HISD Core Values:

## Parents as Valued Partners

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Statement is true	46%	49%	64%	81%
More true than false	19%	17%	15%	8%
Equally true/false or uncertain	18%	20%	9%	4%
More false than true	7%	6%	5%	2%
Statement is false	10%	8%	7%	6%
Total statement is true	65%	66%	79%	88% <sup>G9 P7</sup>
Total statement is false	17%	14%	12%	8%
Ratio true/false	3.8	4.7	6.6	11.0
Base	1000	1008	300	300

10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false?

# HISD Core Values:

## Safety Takes Precedence over All Else

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Statement is true	34%	50%	47%	75%
More true than false	21%	18%	23%	9%
Equally true/false or uncertain	16%	16%	9%	6%
More false than true	14%	7%	8%	2%
Statement is false	15%	9%	12%	8%
Total statement is true	55%	68% <sup>G7</sup>	70%	84% <sup>G9 P7</sup>
Total statement is false	29%	16%	20%	10%
Ratio true/false	1.9	4.3	3.5	8.4
Base	1000	1008	300	300

10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false?



# HISD Core Values:

## Everyone Is Treated Courteously and with Respect

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Statement is true	40%	47%	53%	75%
More true than false	20%	19%	18%	8%
Equally true/false or uncertain	21%	19%	11%	6%
More false than true	8%	6%	9%	1%
Statement is false	10%	9%	9%	9%
Total statement is true	60%	66% <sup>G7</sup>	71%	83% <sup>G9 P7</sup>
Total statement is false	18%	15%	18%	10%
Ratio true/false	3.3	4.4	3.9	8.3
Base	1000	1008	300	300

10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false? 41

# HISD Core Values:

## Effective Student Learning and Academic Achievement

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Statement is true	34%	45%	48%	74%
More true than false	19%	18%	16%	8%
Equally true/false or uncertain	19%	20%	14%	6%
More false than true	13%	8%	11%	3%
Statement is false	15%	10%	11%	9%
Total statement is true	53%	63% <sup>G7</sup>	64%	82% <sup>G9 P7</sup>
Total statement is false	28%	17%	22%	12%
Ratio true/false	1.9	3.7	2.9	6.8
Base	1000	1008	300	300

10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false?

# HISD Core Values:

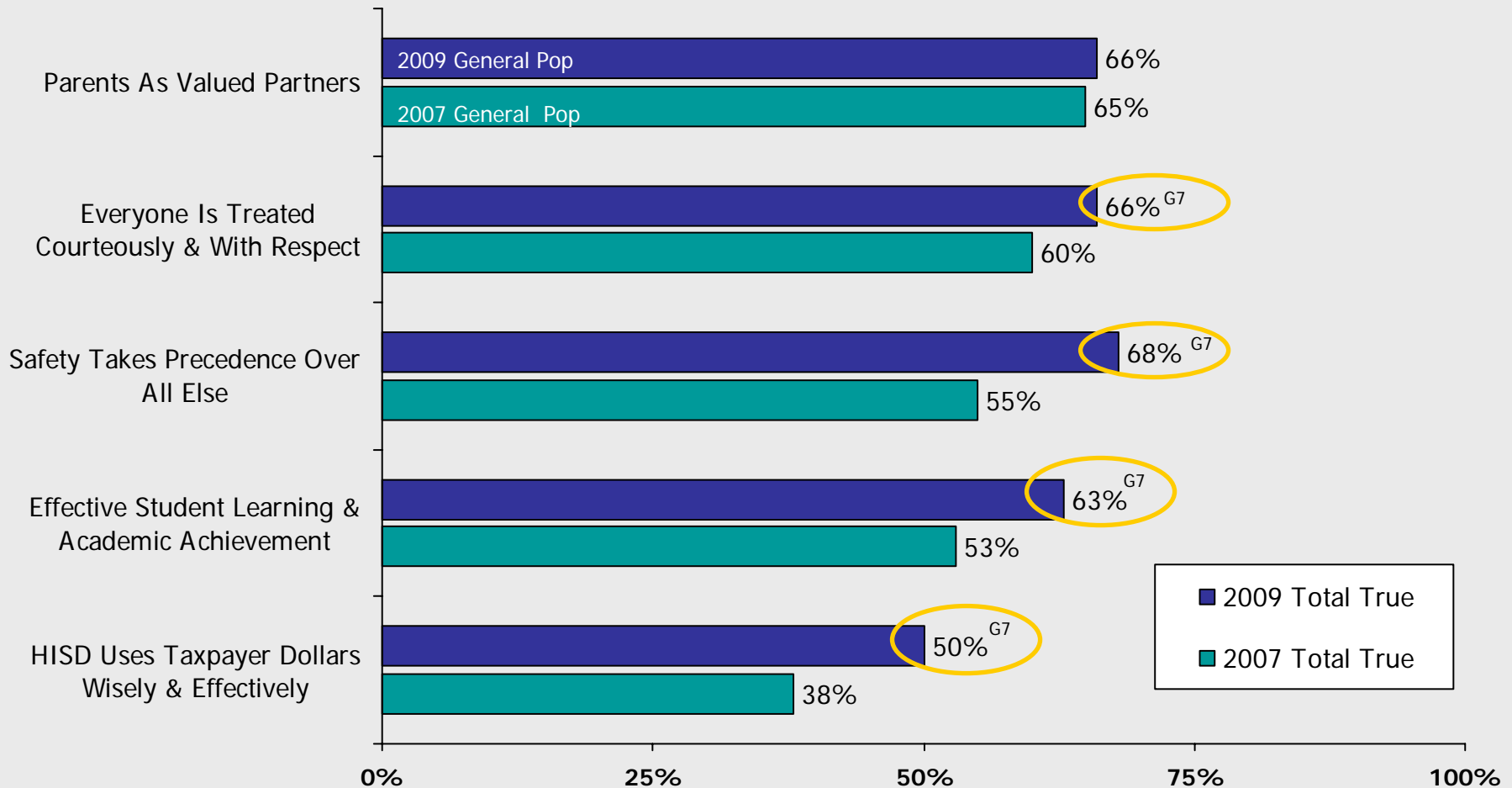
## HISD Uses Taxpayer Dollars Wisely and Effectively

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Statement is true	22%	33%	29%	58%
More true than false	16%	17%	15%	10%
Equally true/false or uncertain	22%	25%	25%	17%
More false than true	17%	9%	16%	2%
Statement is false	23%	15%	16%	13%
Total statement is true	38%	50% <sup>G7</sup>	44%	68% <sup>G9 P7</sup>
Total statement is false	40%	24%	32%	15%
Ratio true/false	1.0	2.1	1.4	4.5
Base	1000	1008	300	300

10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false? 43

# HISD Values and Goals: Believe Statements True

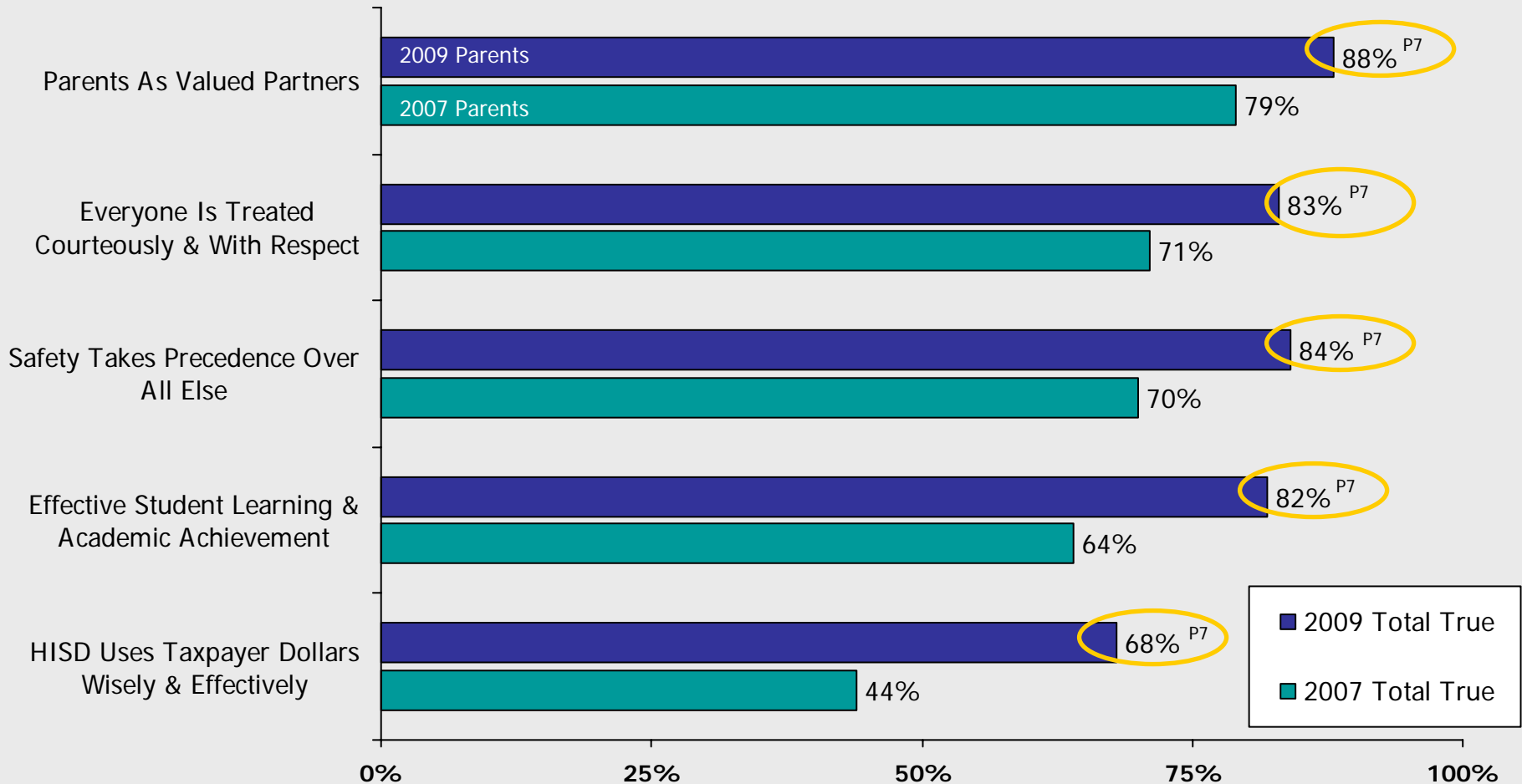
## General Population



10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about 44  
HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the  
statement is false?

# HISD Values and Goals: Believe Statements True

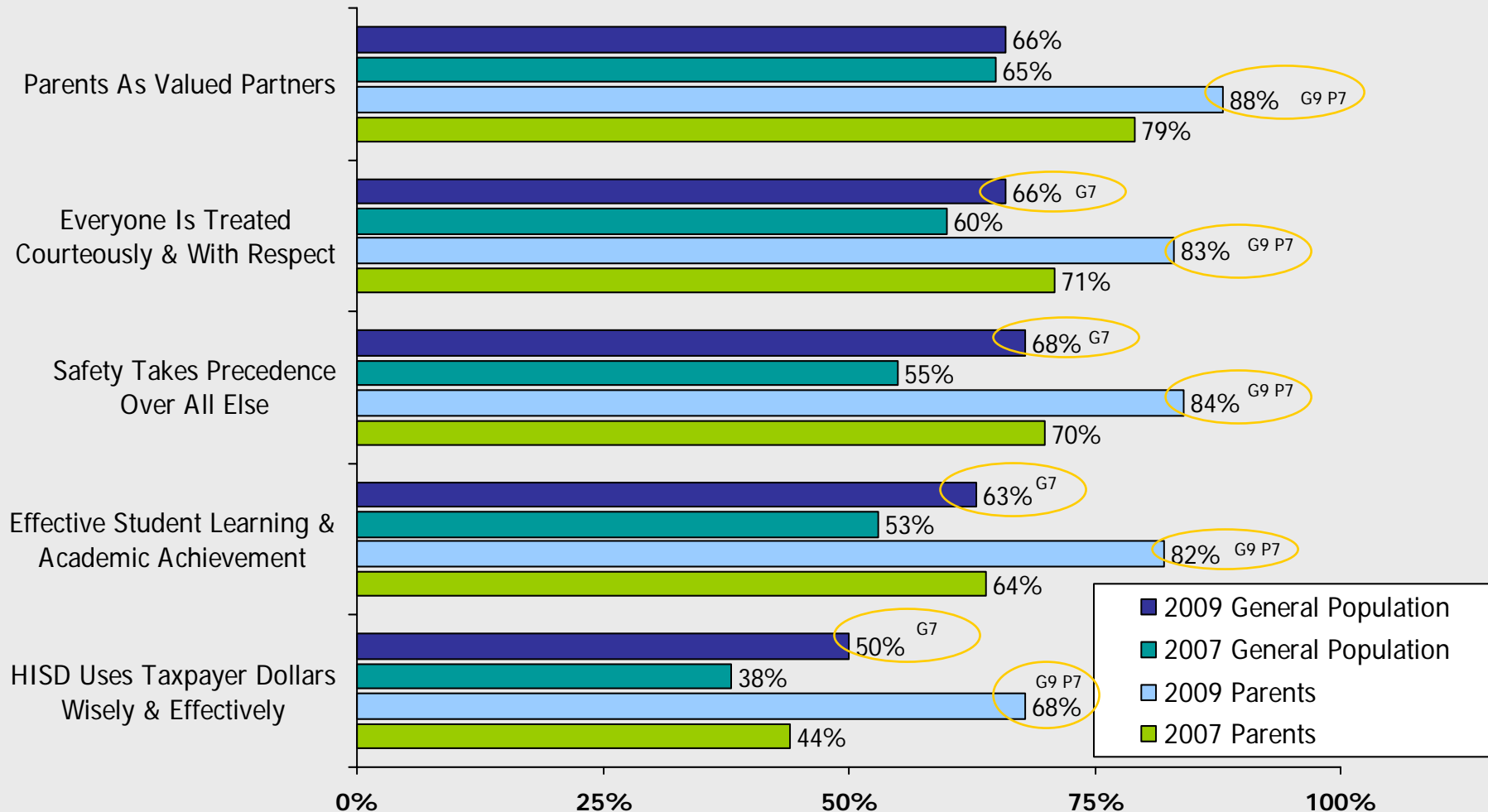
## Parents



10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false?

# HISD Values and Goals: Believe Statements True

## General Population vs. Parents



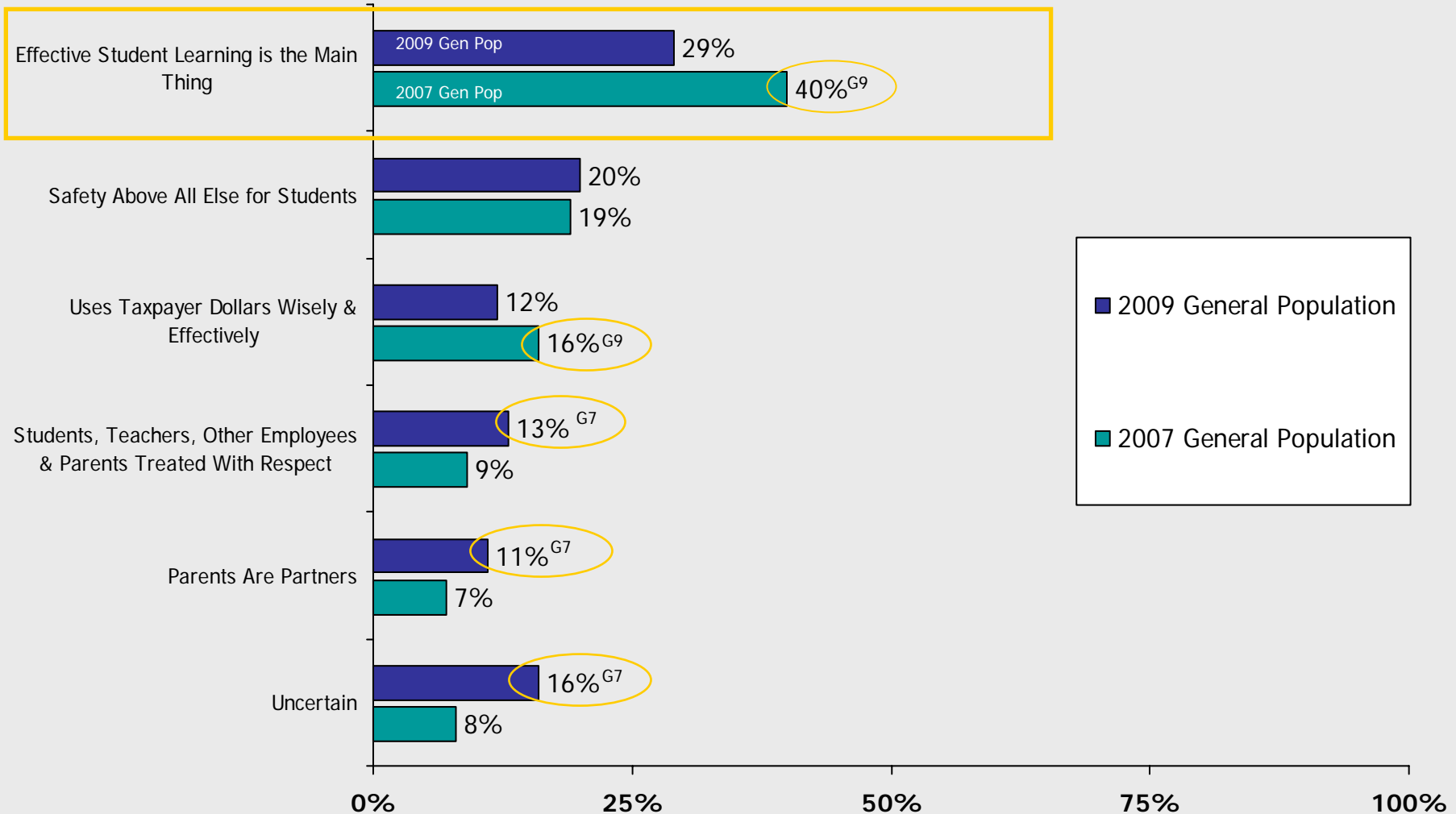
10. HISD has certain core values and goals that are used to set standards of performance. As I read you a list of statements about HISD, please tell me if you believe the statement is true, more true than false, equally true and false, more false than true, or the statement is false?

# Most Important Value

- Of all statements, 'Students learning is the main thing' is rated the most important among all segments (Parents, General Population, Community Leaders, and ethnic groups), with the exception of Hispanics who rate 'Students learning' and 'Safety' statistically the same.
  - Differences seen on individual statements include:
    - Anglos rate 'Students learning' higher (37%) than African American (29%) or Hispanics (28%) and 'Safety' lower than other ethnic groups (13% compared to African Americans 21% and Hispanics 23%).
    - Community Leaders feel 'Students learning' is more important than the remainder of the General Population (41% compared to 26%) and feel 'Safety' is less important (14% compared to 21%).
    - Parents also feel 'Students learning' is more important than the total General Population (36% compared to 29%).

# Most Important Performance Standard

## General Population

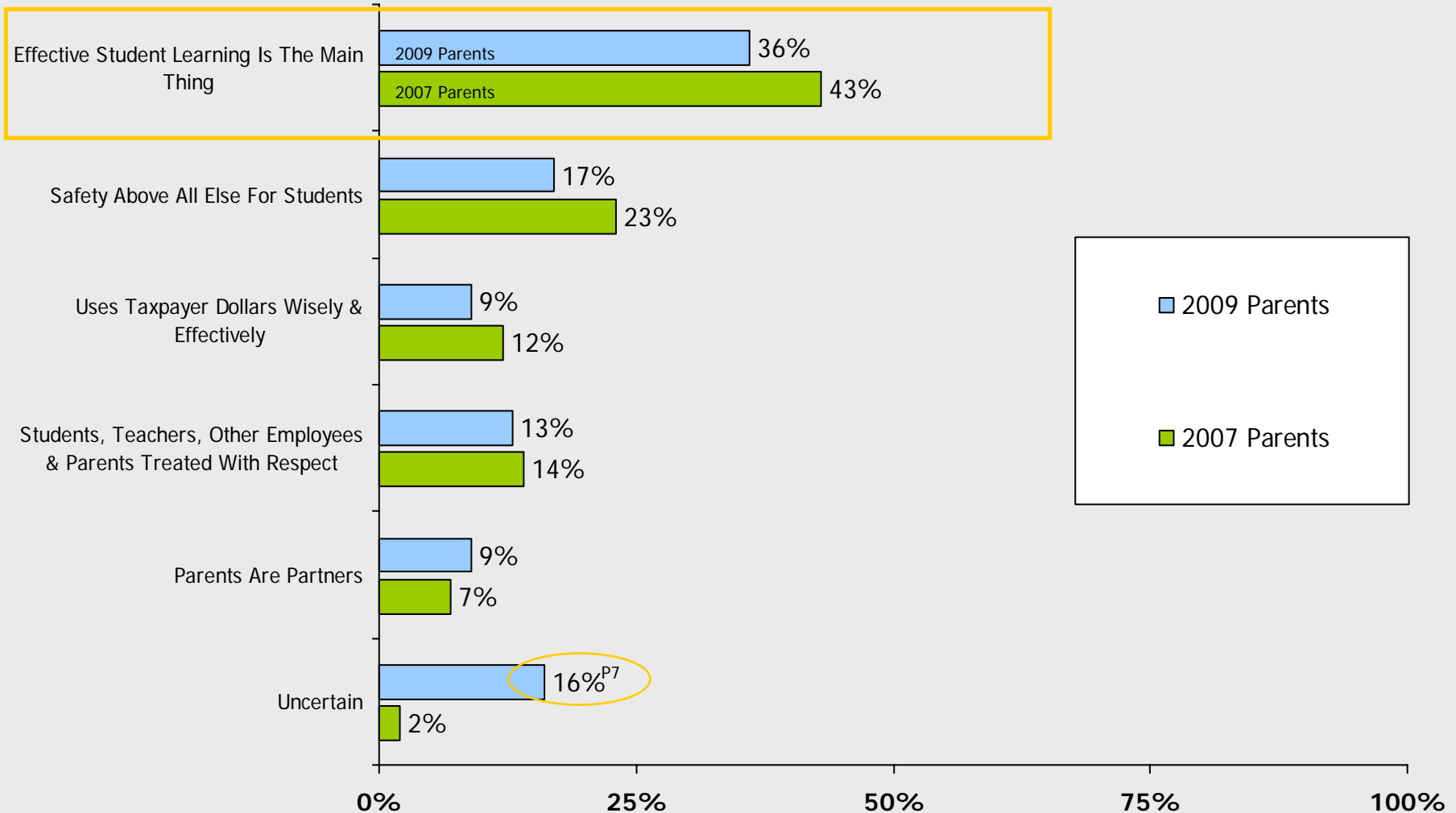


11. If HISD primarily focused on improving one of the performance standards I just read, which one would you choose ?



# Most Important Performance Standard

## Parents

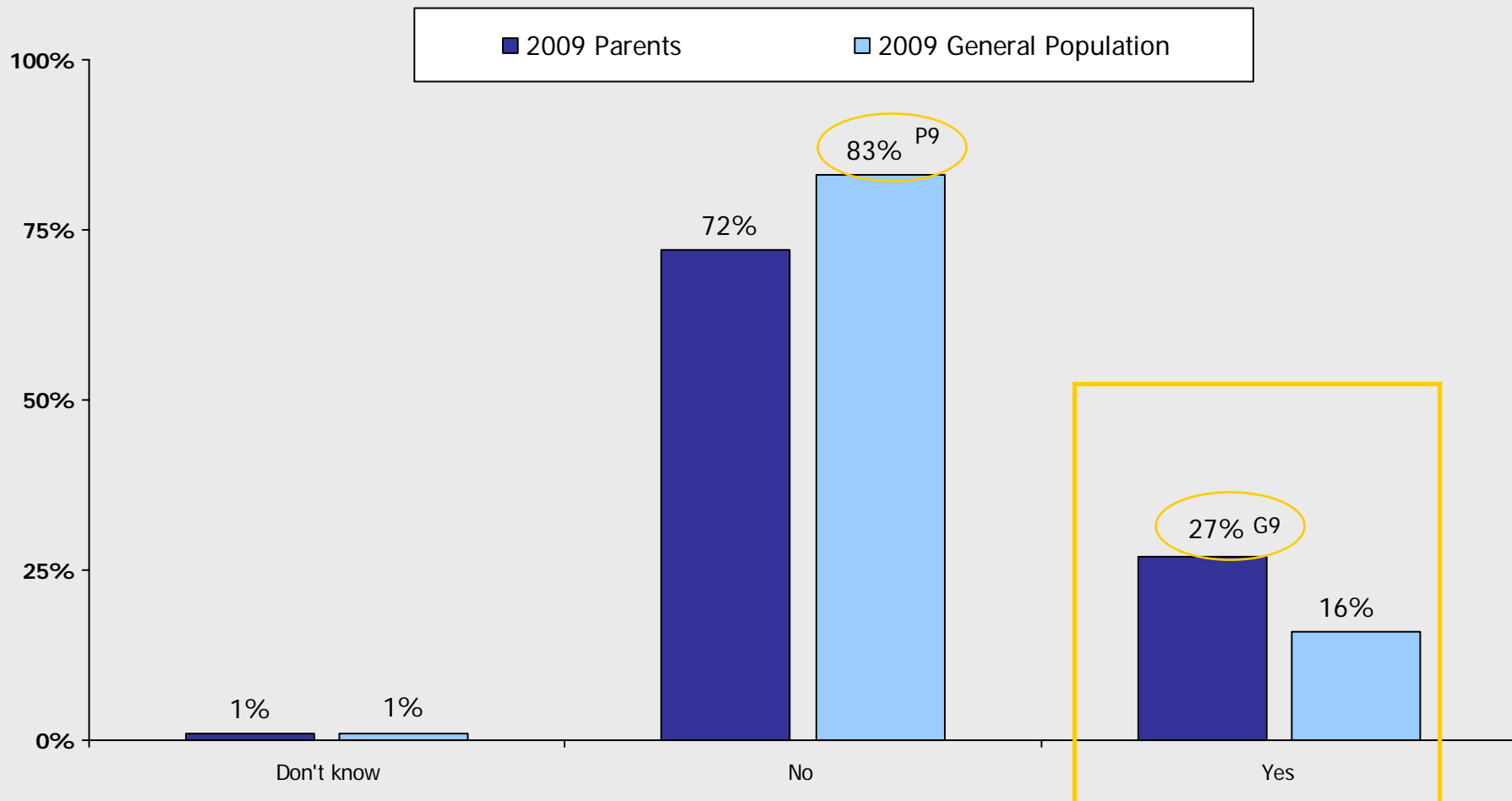


11. If HISD primarily focused on improving one of the performance standards I just read, which one would you choose

# Problem Reported or Information Requested: 2009 Breakouts

- As expected, significantly more Parents (27%) than General Population (16%) have had a problem or requested information from HISD.
  - Most of these issues have been at the school level although more General Population than Parents have had issues at the Regional (19% to 9%) or District Level (30% to 13%).
  - About half say the issue has been resolved, while one-third say 'no' and less than one-fifth say they are still working on it.

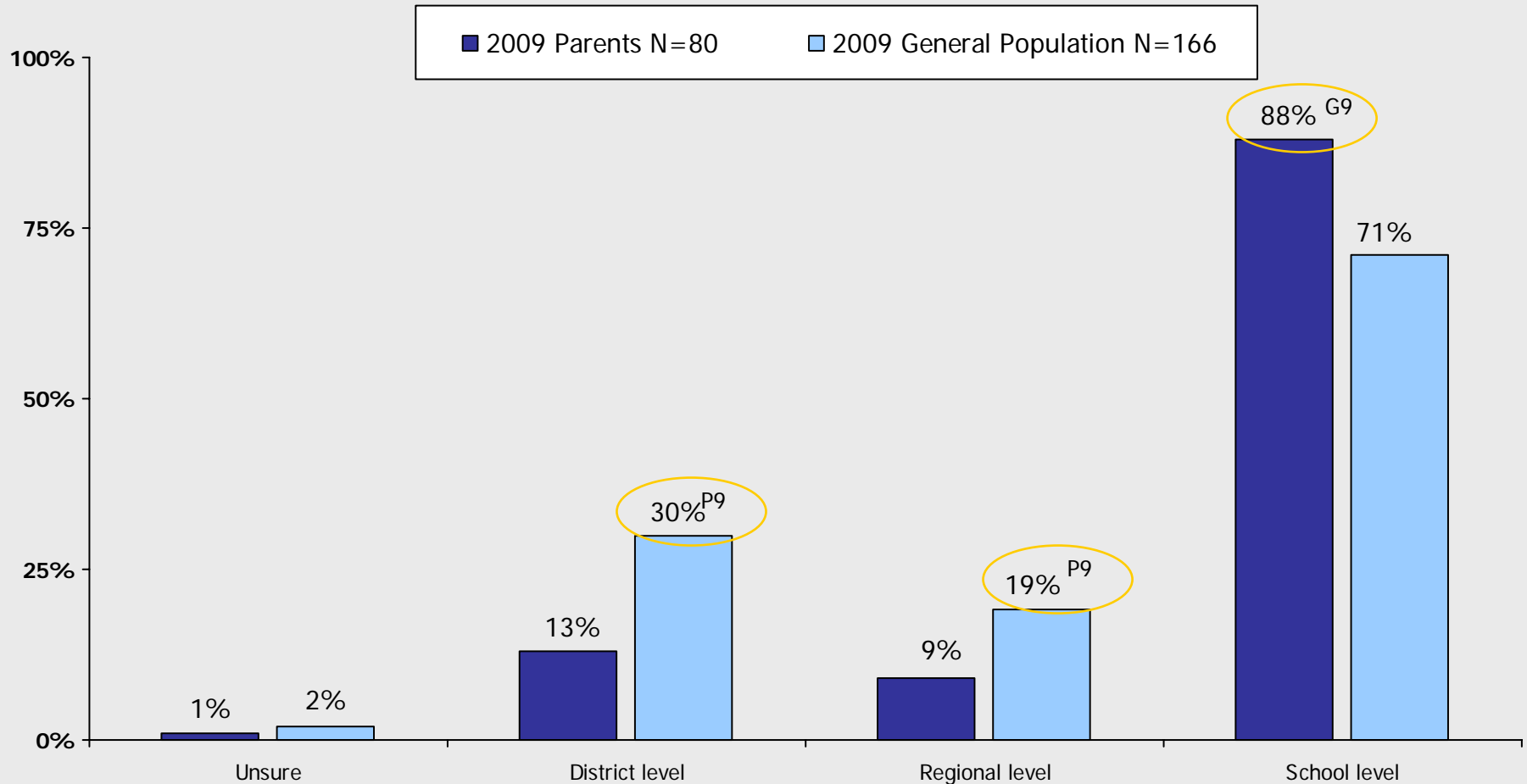
# Had Problem with/ Information Requested from HISD



12. Have you personally had to resolve a problem or asked for information from the Houston Independent School District in the past year?

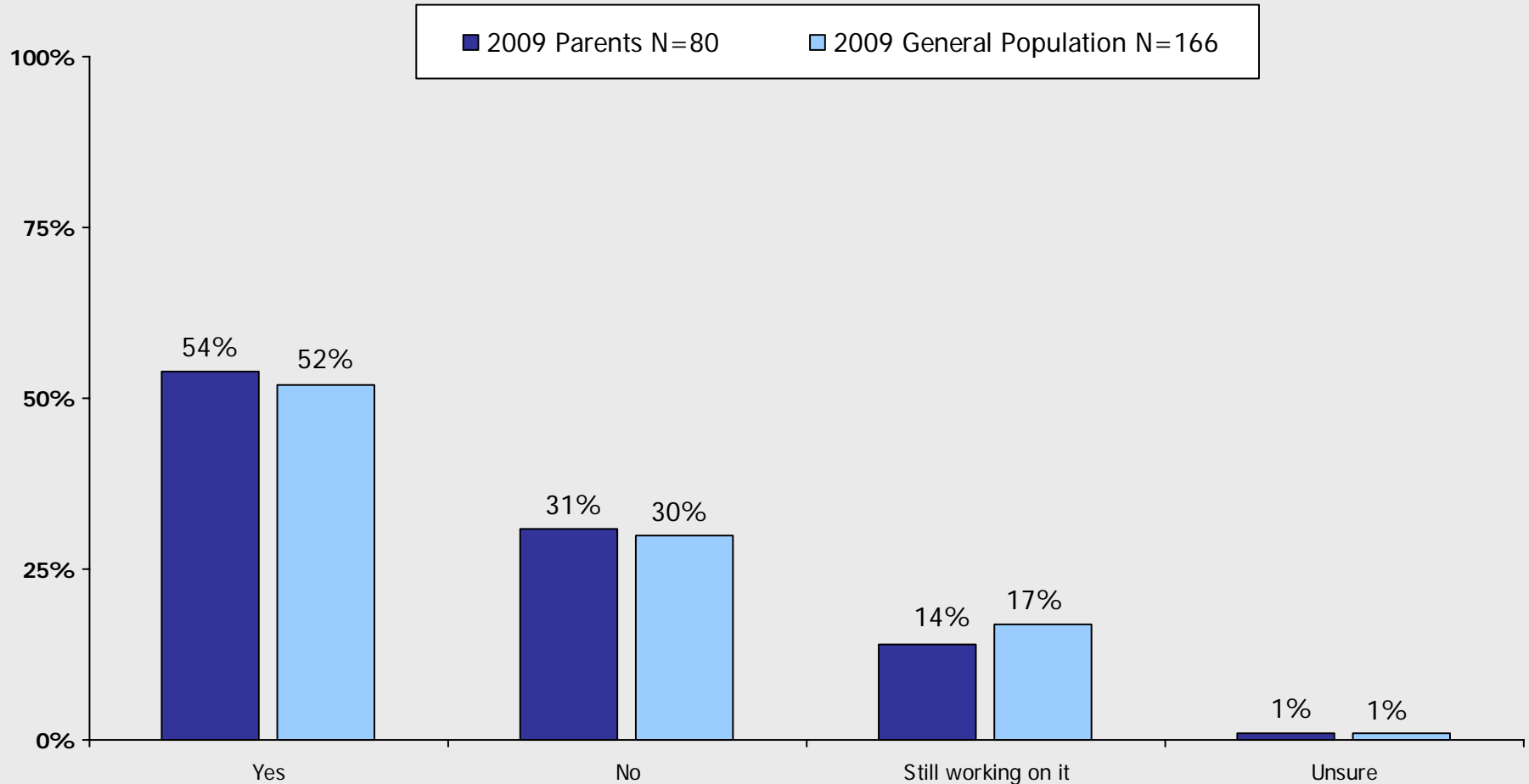
# Level Where Problem Occurred/ Information Requested

Base: Those who had a problem with HISD



# Level Where Problem Occurred/ Information Requested

Base: Those who had a problem with HISD



# HISD Additional Issues: Tracking Summary

- With one exception\*, all values mentioned show an increase from 2007 to 2009 of those who agree with statements, in both General Population and Parents segments.
  - HISD Uses Good Educational Practices In Running Its Schools
    - General Population: 57% ('07) to 64% ('09)
    - Parents: 68% ('07) to 83% ('09)
  - HISD Uses Sound Business Practices
    - General Population: 50% ('07) to 57% ('09)
    - Parents: 60% ('07) to 82% ('09)
  - HISD Schools Are Safe And Secure
    - General Population: 48% ('07) to 59% ('09)
    - Parents: 61% ('07) to 83% ('09)
  - \* HISD Provides Adequate Equipment And Up-to-date Technology
    - General Population: 56% ('07) to 56% ('09) – **Not significantly different**
    - Parents: 62% ('07) to 76% ('09)

# HISD Additional Issues: Tracking Summary

- HISD Has Enough Computers In Its Schools
  - General Population: 33% ('07) to 39% ('09)
  - Parents: 35% ('07) to 62% ('09)
- Schools Set High Standards For Academic Performance
  - General Population: 60% ('07) to 64% ('09)
  - Parents: 73% ('07) to 84% ('09)
- Other two statements are new questions in 2009 so not compared to 2007

# HISD Additional Issues: 2009 Breakouts

- Significantly more Parents than General Population believe all statements are true.
- Other than the three listed below, all statements mentioned show the same ethnic differences which are Anglos give lowest ratings, African Americans give significantly higher ratings, and Hispanics give significantly higher ratings than both.
  - For these statements, Anglos were significantly lower than African Americans and Hispanics:
    - HISD uses good educational practices
    - HISD uses sound business practices
    - HISD provides an education that helps students improve their way of life
- Fewer Community Leaders feel that 'HISD provides adequate equipment and up-to-date technology' and that 'HISD has enough computers in its schools' than the rest of the General Population.



# HISD Additional Issues:

## HISD Uses Good Educational Practices In Running Its Schools

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly Agree	25%	26%	39%	39%
Mildly Agree	32%	37%	29%	44%
Neither Disagree Nor Agree	12%	20%	7%	6%
Mildly Disagree	16%	9%	15%	6%
Strongly Disagree	14%	7%	9%	6%
Total Agree	57%	64% <sup>G7</sup>	68%	83% <sup>G9 P7</sup>
Total Disagree	30%	16%	24%	11%
Ratio Agree/Disagree	1.9	4.0	2.8	7.5
Base	1000	1008	300	300

# HISD Additional Issues:

## HISD Uses Sound Business Practices

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly Agree	20%	23%	26%	32%
Mildly Agree	30%	35%	34%	49%
Neither Disagree Nor Agree	16%	26%	14%	10%
Mildly Disagree	15%	8%	12%	4%
Strongly Disagree	20%	9%	14%	4%
Total Agree	50%	57% <sup>G7</sup>	60%	82% <sup>G9 P7</sup>
Total Disagree	35%	17%	26%	8%
Ratio Agree/Disagree	1.4	3.4	2.3	10.3
Base	1000	1008	300	300

# HISD Additional Issues:

## HISD Schools Are Safe And Secure

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly Agree	19%	23%	27%	30%
Mildly Agree	29%	36%	34%	53%
Neither Disagree Nor Agree	10%	17%	6%	4%
Mildly Disagree	17%	13%	12%	8%
Strongly Disagree	24%	11%	20%	6%
Total Agree	48%	59% <sup>G7</sup>	61%	83% <sup>G9 P7</sup>
Total Disagree	41%	24%	32%	13%
Ratio Agree/Disagree	1.2	2.5	1.9	6.4
Base	1000	1008	300	300

# HISD Additional Issues:

## HISD Provides Adequate Equipment And Up-to-date Technology

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly Agree	28%	23%	35%	30%
Mildly Agree	28%	34%	27%	45%
Neither Disagree Nor Agree	15%	26%	7%	10%
Mildly Disagree	14%	9%	15%	9%
Strongly Disagree	16%	8%	16%	6%
Total Agree	56%	56%	62%	76% <sup>G9 P7</sup>
Total Disagree	30%	17%	31%	14%
Ratio Agree/Disagree	1.9	3.3	2.0	5.4
Base	1000	1008	300	300

# HISD Additional Issues:

## HISD Has Enough Computers In Its Schools

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly Agree	20%	16%	21%	23%
Mildly Agree	13%	23%	14%	39%
Neither Disagree Nor Agree	23%	36%	15%	14%
Mildly Disagree	15%	13%	17%	13%
Strongly Disagree	28%	11%	32%	11%
Total Agree	33%	39% <sup>G7</sup>	35%	62% <sup>G9 P7</sup>
Total Disagree	43%	25%	49%	24%
Ratio Agree/Disagree	0.8	1.6	0.7	2.6
Base	1000	1008	300	300

# HISD Additional Issues:

## Schools Set High Standards For Academic Performance

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Strongly Agree	32%	28%	43%	34%
Mildly Agree	28%	37%	30%	50%
Neither Disagree Nor Agree	9%	18%	4%	5%
Mildly Disagree	15%	9%	12%	5%
Strongly Disagree	17%	8%	10%	6%
Total Agree	60%	64% <sup>G7</sup>	73%	84% <sup>G9 P7</sup>
Total Disagree	32%	17%	22%	11%
Ratio Agree/Disagree	1.9	3.8	3.3	7.6
Base	1000	1008	300	300

# HISD Additional Issues:

## HISD Provides Quality School Education

	General Population 2009	Parents 2009
Strongly Agree	28%	36%
Mildly Agree	41%	48%
Neither Disagree Nor Agree	15%	6%
Mildly Disagree	9%	5%
Strongly Disagree	8%	4%
Total Agree	69%	84% G9
Total Disagree	17%	9%
Ratio Agree/Disagree	4.1	9.3
Base	1008	300

# HISD Additional Issues:

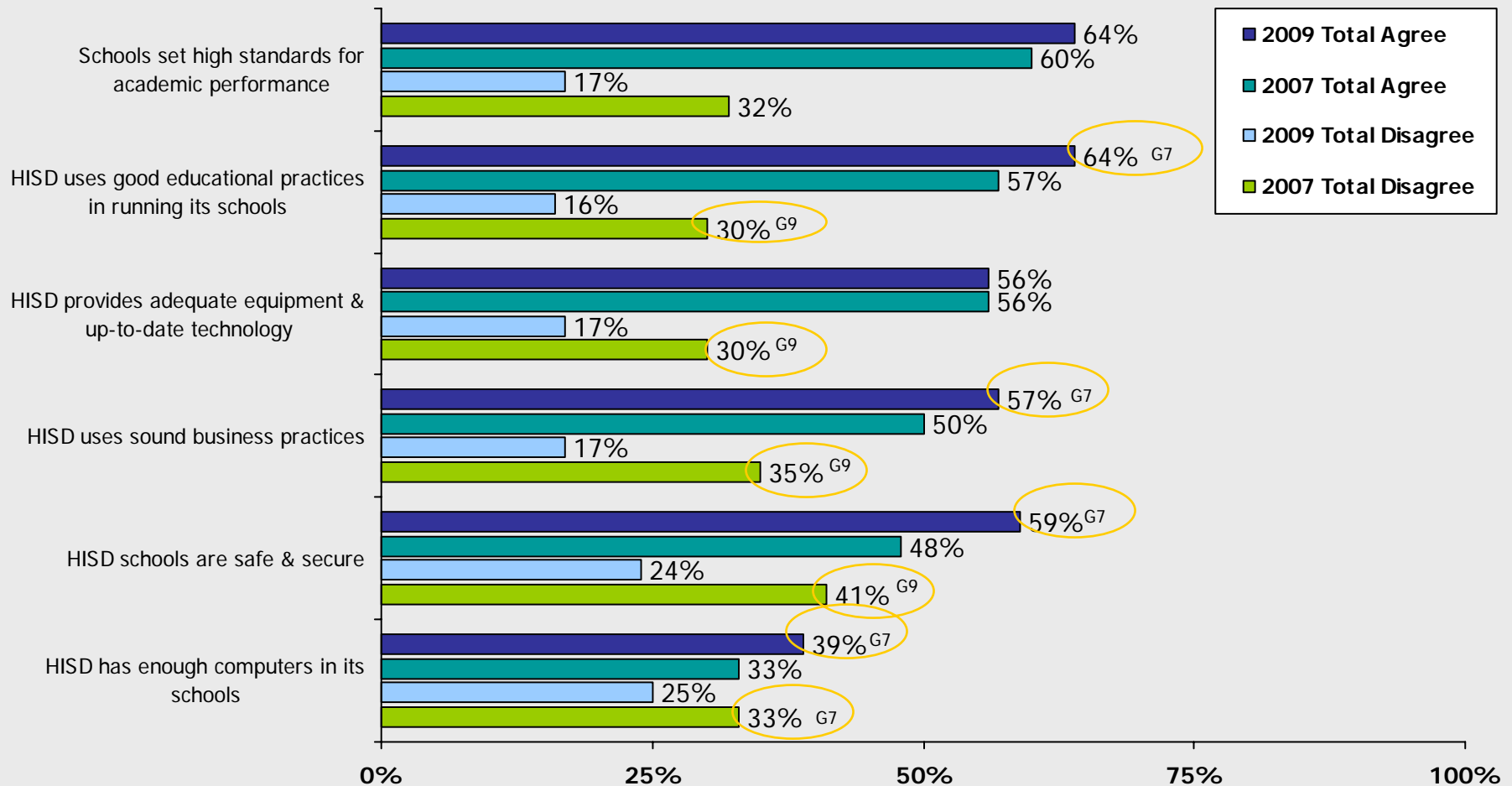
HISD Provides an Education That Helps Students Improve Their Way of Life

	General Population 2009	Parents 2009
Strongly Agree	32%	35%
Mildly Agree	38%	52%
Neither Disagree Nor Agree	16%	4%
Mildly Disagree	8%	4%
Strongly Disagree	7%	5%
Total Agree	70%	87% G9
Total Disagree	15%	9%
Ratio Agree/Disagree	4.7	9.7
Base	1008	300



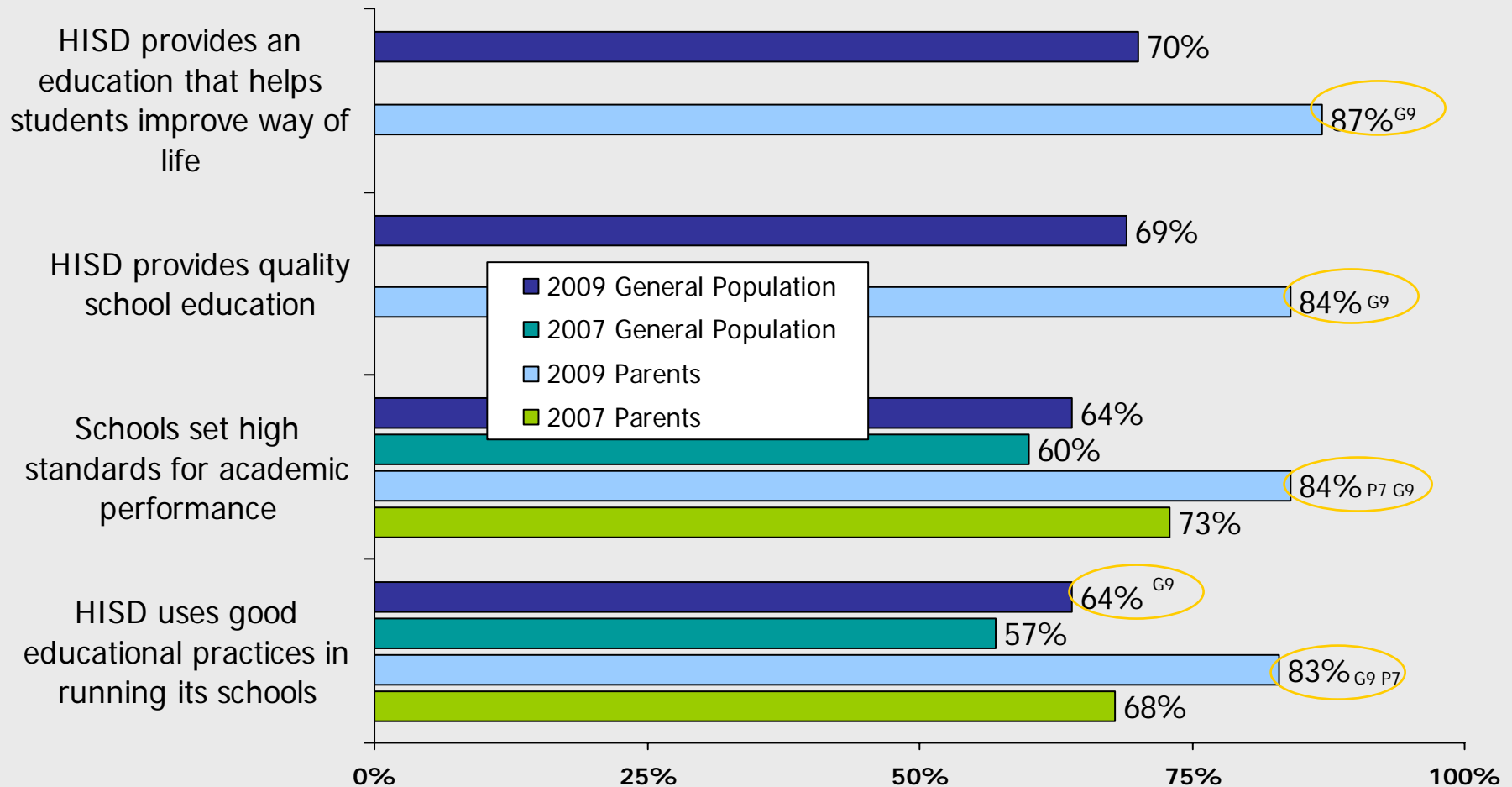
# Opinion of HISD Performance Statements

## General Population



# Agreement with HISD Performance Statements

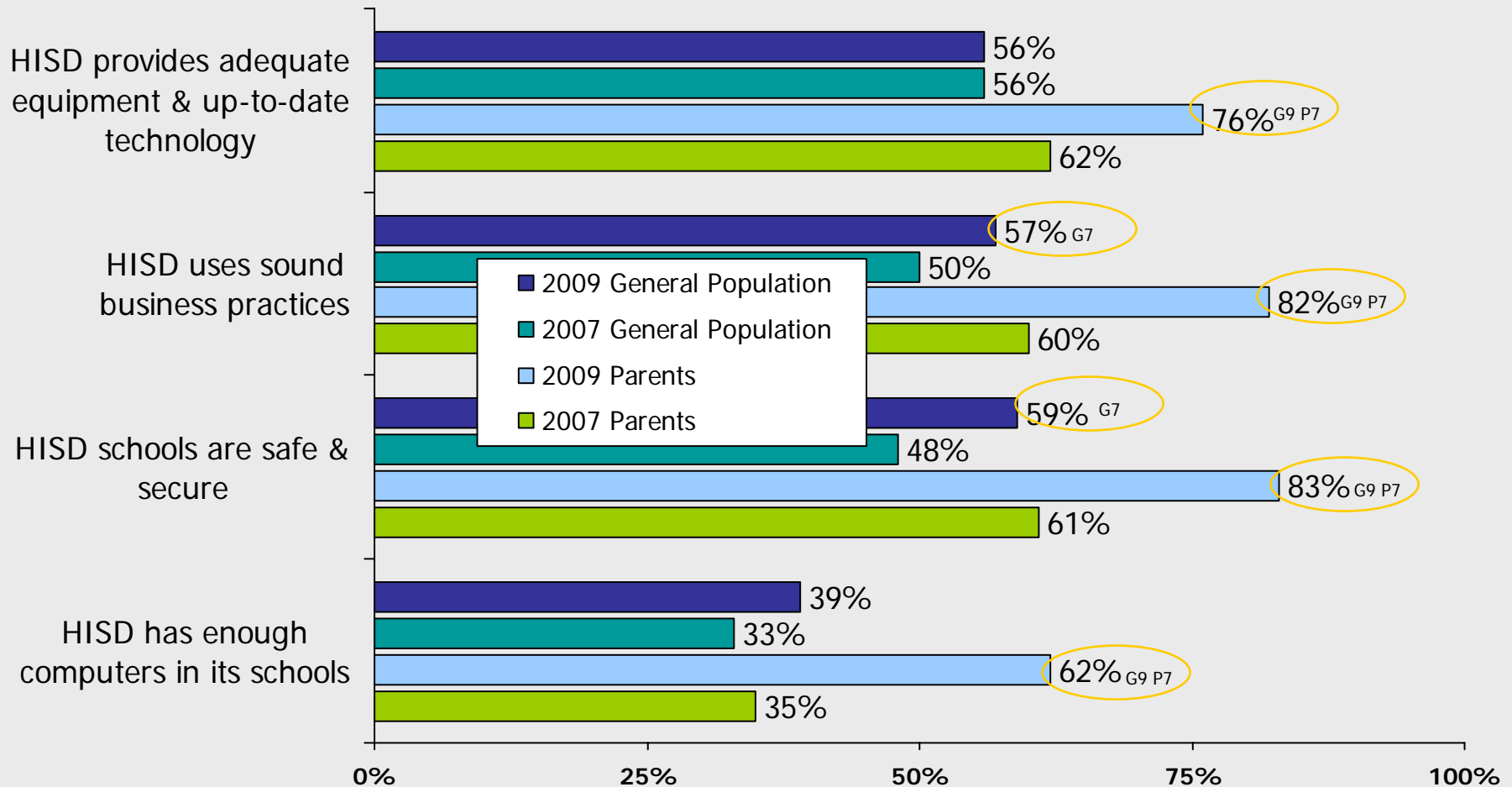
Slide 1 of 2



14. As applied to HISD, do you agree or disagree with each of the following statements?

# Agreement with HISD Performance Statements

Slide 2 of 2



14. As applied to HISD, do you agree or disagree with each of the following statements?

# Safety Perceptions: 2009 Breakouts

- While Parents and General Population feel similarly safe in their neighborhoods and local shopping areas, Parents feel significantly safer in their child's HISD school than the General Population feels in their local HISD school.
  - Parents feel significantly safer in their child's school than they do in their own neighborhoods or local shopping areas.
  - General Population feels significantly safer in their neighborhood than their local HISD schools and local shopping areas.
- Fewer Anglos (53%) feel safe in their local/child's HISD school than African Americans (62%) and Hispanics (71%).

# Safety Perceptions:

## Your Child's/Your Local HISD School Is...

	General Population 2009	Parents 2009
Very Safe (5)	29%	49%
4	30%	30%
3	28%	13%
2	8%	4%
Not all safe (1)	5%	4%
Total Safe	59%	79% G9
Total Unsafe	13%	8%
Ratio Safe/Unsafe	4.5	9.9
Base	1008	300

15. Using a scale of 1, 'not at all safe' to 5 'very safe', how safe do you feel...?

# Safety Perceptions: Your Neighborhood...

	General Population 2009	Parents 2009
Very Safe (5)	37%	41%
4	30%	27%
3	21%	23%
2	7%	3%
Not all safe (1)	6%	5%
Total Safe	67%	68%
Total Unsafe	13%	8%
Ratio Safe/Unsafe	5.2	8.5
Base	1008	300

15. Using a scale of 1, 'not at all safe' to 5 'very safe', how safe do you feel...?

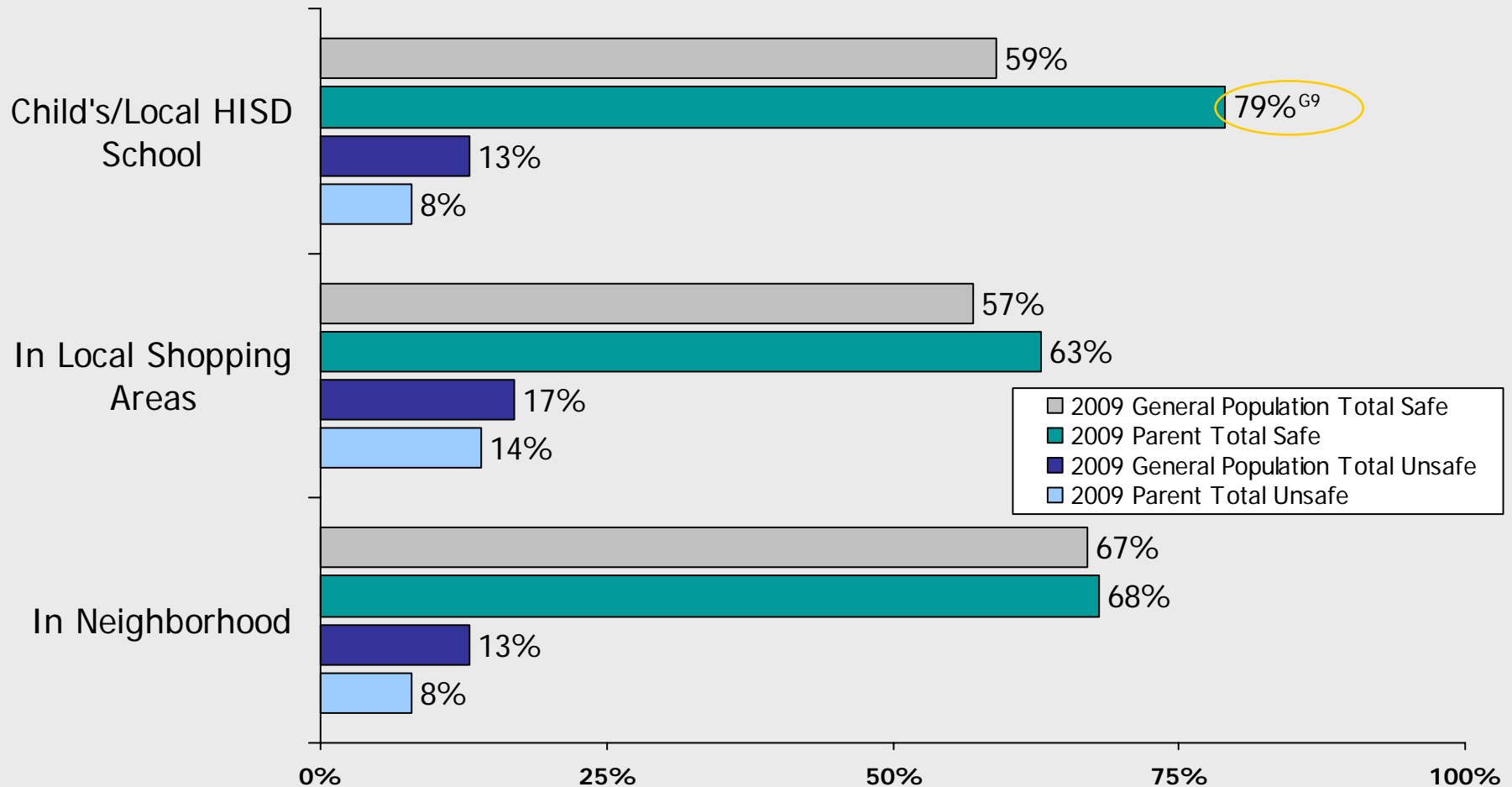
# Safety Perceptions: Local Shopping Areas...

	General Population 2009	Parents 2009
Very Safe (5)	25%	32%
4	32%	31%
3	26%	23%
2	10%	7%
Not all safe (1)	7%	7%
Total Safe	57%	63% G9
Total Unsafe	17%	14%
Ratio Safe/Unsafe	3.4	4.5
Base	1008	300

15. Using a scale of 1, 'not at all safe' to 5 'very safe', how safe do you feel...?

# Safety Perceptions

## Parents vs. General Population



15. Using a scale of 1, 'not at all safe' to 5 'very safe', how safe do you feel...?



# Satisfaction with HISD: Tracking Summary

- From 2007 to 2009, Parents' satisfaction ratings have increased for:
  - HISD teachers 79% ('07) to 86% ('09).
  - HISD being committed to improving the Houston Community 71% ('07) to 80% ('09).
    - General Population satisfaction scores have also increased for this factor 63% ('07) to 68% ('09).
  - Student safety at HISD schools, buildings, and grounds 71% ('07) to 81% ('09).
- General Population scores have decreased for HISD Superintendent from 2007 (57%) to 2009 (52%).

# Satisfaction with HISD: 2009 Breakouts

- For all factors (with the exception of the Bus drivers), Parents are more satisfied than the General Population.
- Hispanics rate all factors higher than African Americans and Anglos.
  - African Americans rate half of the statements higher than Anglos.
    - Superintendent
    - Teachers
    - Principals
    - HISD committed to improving community
    - Student safety on HISD grounds
- Fewer Community Leaders are satisfied with 'HISD bus drivers' and 'School buildings, facilities, and grounds' than the rest of the General Population.

# HISD Satisfaction

## THE HISD BOARD OF EDUCATION

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	21%	17%	30%	26%
Somewhat Satisfied	34%	36%	39%	43%
Uncertain	18%	33%	17%	22%
Somewhat Dissatisfied	15%	8%	8%	5%
Very Dissatisfied	12%	6%	7%	4%
Total Agree	55%	53%	69%	69% G9
Total Disagree	27%	14%	15%	9%
Ratio Agree/Disagree	2.0	3.8	4.6	7.7
Base	1000	1008	300	300

# HISD Satisfaction

## THE HISD SCHOOL SUPERINTENDENT

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	25%	20%	35%	28%
Somewhat Satisfied	32%	31%	35%	41%
Uncertain	22%	34%	17%	23%
Somewhat Dissatisfied	9%	8%	3%	5%
Very Dissatisfied	11%	7%	9%	3%
Total Agree	57% <sup>G9</sup>	52%	70%	69% <sup>G9</sup>
Total Disagree	20%	15%	12%	8%
Ratio Agree/Disagree	2.9	3.5	5.8	8.6
Base	1000	1008	300	300

# HISD Satisfaction

## THE HISD CENTRAL OFFICE ADMINISTRATION

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	21%	18%	30%	22%
Somewhat Satisfied	30%	31%	34%	42%
Uncertain	27%	39%	21%	30%
Somewhat Dissatisfied	10%	7%	6%	3%
Very Dissatisfied	11%	5%	9%	3%
Total Agree	51%	49%	64%	64% <sup>G9</sup>
Total Disagree	21%	12%	15%	6%
Ratio Agree/Disagree	2.4	4.1	4.3	10.7
Base	1000	1008	300	300

16. Are you satisfied or dissatisfied with each of the following as it applies to HISD?

# HISD Satisfaction

## HISD REGIONAL ADMINISTRATIVE OFFICES

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	19%	17%	30%	23%
Somewhat Satisfied	30%	30%	32%	41%
Uncertain	31%	41%	26%	30%
Somewhat Dissatisfied	9%	7%	5%	4%
Very Dissatisfied	11%	4%	8%	2%
Total Agree	49%	47%	62%	63% <sup>G9</sup>
Total Disagree	20%	12%	13%	6%
Ratio Agree/Disagree	2.5	3.9	4.8	10.5
Base	1000	1008	300	300

16. Are you satisfied or dissatisfied with each of the following as it applies to HISD?

# HISD Satisfaction

## PRINCIPALS

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	25%	22%	39%	35%
Somewhat Satisfied	37%	38%	40%	48%
Uncertain	19%	29%	7%	7%
Somewhat Dissatisfied	10%	7%	6%	5%
Very Dissatisfied	9%	4%	8%	6%
Total Agree	62%	60%	79%	82% <sup>G9</sup>
Total Disagree	19%	11%	14%	11%
Ratio Agree/Disagree	3.3	5.5	5.6	7.5
Base	1000	1008	300	300

# HISD Satisfaction

## TEACHERS

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	29%	26%	42%	40%
Somewhat Satisfied	41%	41%	37%	45%
Uncertain	12%	20%	4%	4%
Somewhat Dissatisfied	11%	9%	11%	5%
Very Dissatisfied	8%	4%	7%	5%
Total Agree	70%	67%	79%	86% <sup>G9 P7</sup>
Total Disagree	19%	13%	18%	10%
Ratio Agree/Disagree	3.7	5.2	4.4	8.6
Base	1000	1008	300	300

16. Are you satisfied or dissatisfied with each of the following as it applies to HISD?



# HISD Satisfaction

## SCHOOL BUS DRIVERS

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	19%	16%	19%	20%
Somewhat Satisfied	29%	28%	27%	27%
Uncertain	33%	45%	38%	43%
Somewhat Dissatisfied	9%	8%	6%	6%
Very Dissatisfied	10%	4%	10%	4%
Total Agree	48%	44%	46%	47%
Total Disagree	19%	12%	16%	10%
Ratio Agree/Disagree	2.5	3.7	2.9	4.7
Base	1000	1008	300	300

# HISD Satisfaction

## SCHOOL BUILDINGS, FACILITIES AND GROUNDS

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	26%	22%	37%	33%
Somewhat Satisfied	38%	42%	40%	46%
Uncertain	10%	19%	4%	9%
Somewhat Dissatisfied	14%	12%	10%	8%
Very Dissatisfied	12%	6%	10%	3%
Total Agree	64%	63%	77%	80% <sup>G9</sup>
Total Disagree	26%	18%	20%	12%
Ratio Agree/Disagree	2.5	3.5	3.9	6.7
Base	1000	1008	300	300

# HISD Satisfaction

COMMITTED TO IMPROVING THE HOUSTON COMMUNITY

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	26%	25%	34%	33%
Somewhat Satisfied	37%	43%	37%	47%
Uncertain	12%	19%	9%	12%
Somewhat Dissatisfied	14%	7%	11%	4%
Very Dissatisfied	11%	6%	9%	4%
Total Agree	63%	68% <sup>G7</sup>	71%	80% <sup>G9 P7</sup>
Total Disagree	25%	13%	20%	8%
Ratio Agree/Disagree	2.5	5.2	3.6	10.0
Base	1000	1008	300	300

16. Are you satisfied or dissatisfied with each of the following as it applies to HISD?

# HISD Satisfaction

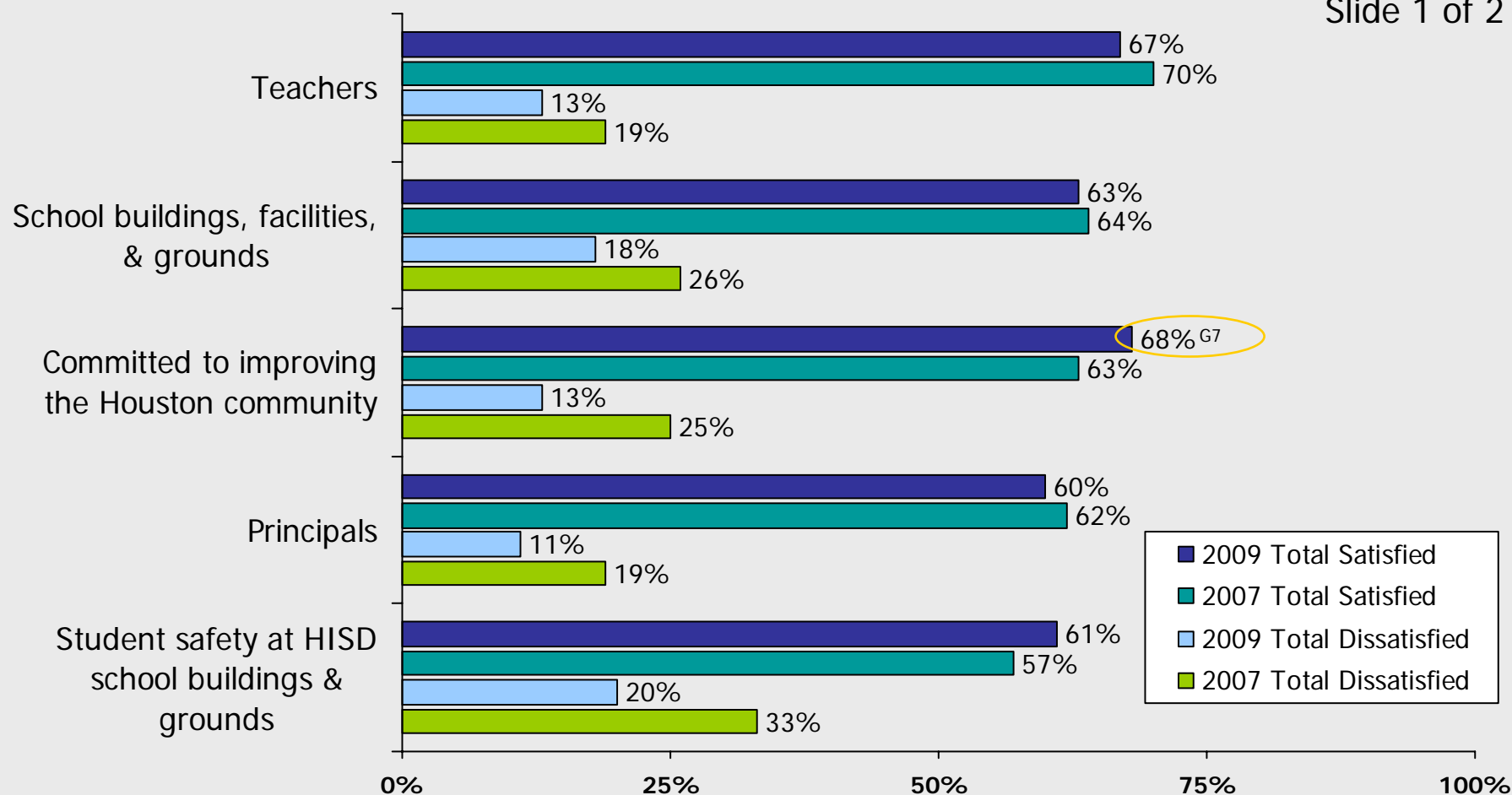
## STUDENT SAFETY AT HISD SCHOOLS BUILDINGS AND GROUNDS

	General Population 2007	General Population 2009	Parents 2007	Parents 2009
Very Satisfied	20%	20%	33%	37%
Somewhat Satisfied	37%	41%	38%	44%
Uncertain	10%	18%	3%	6%
Somewhat Dissatisfied	18%	13%	14%	7%
Very Dissatisfied	15%	8%	12%	6%
Total Agree	57%	61%	71%	81% <sup>G9 P7</sup>
Total Disagree	33%	20%	26%	13%
Ratio Agree/Disagree	1.7	3.1	2.7	6.2
Base	1000	1008	300	300

# Satisfaction with HISD

## General Population

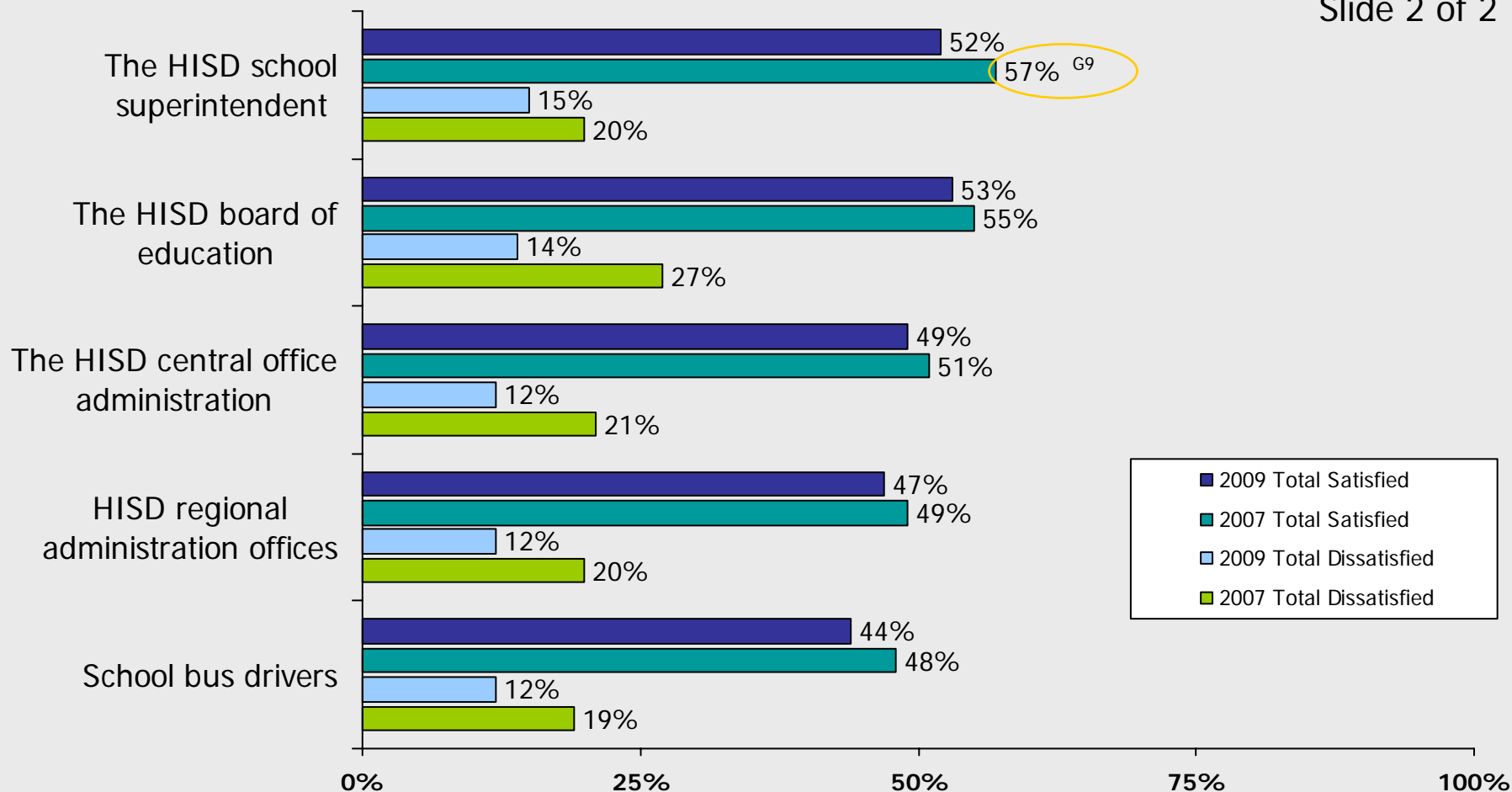
Slide 1 of 2



# Satisfaction with HISD

## General Population

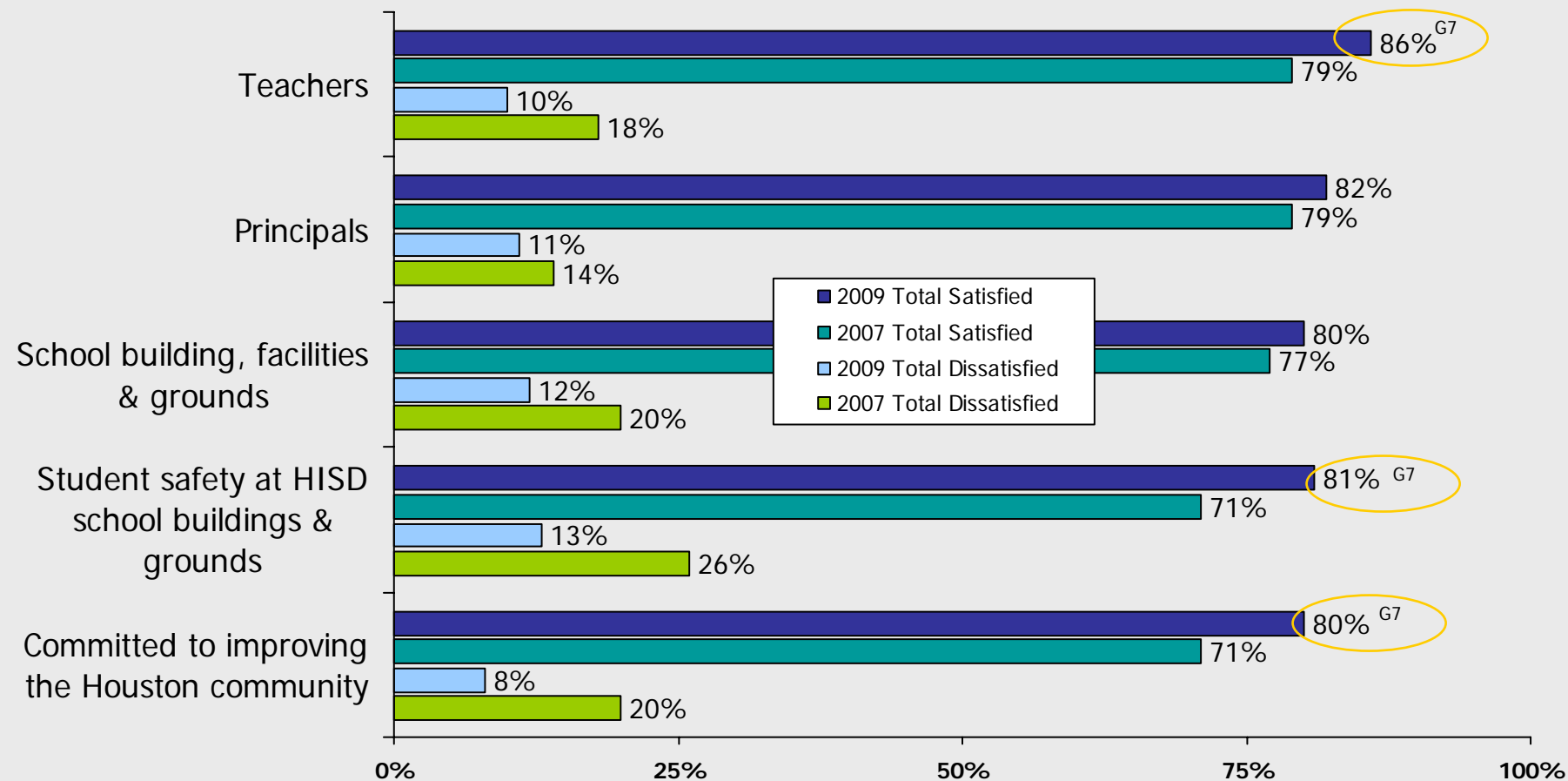
Slide 2 of 2



# Satisfaction with HISD

Parents

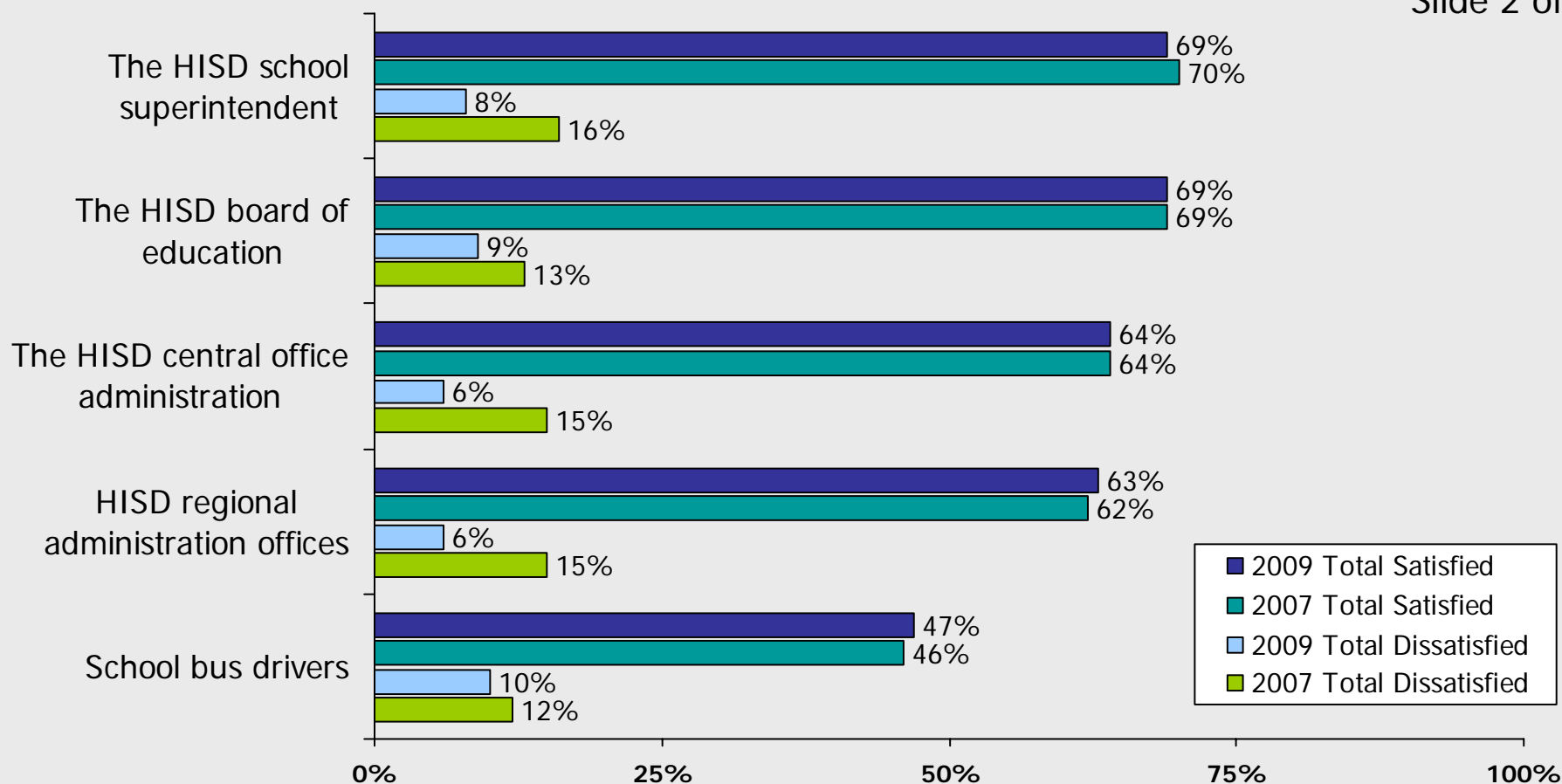
Slide 1 of 2



# Satisfaction with HISD

## Parents

Slide 2 of 2

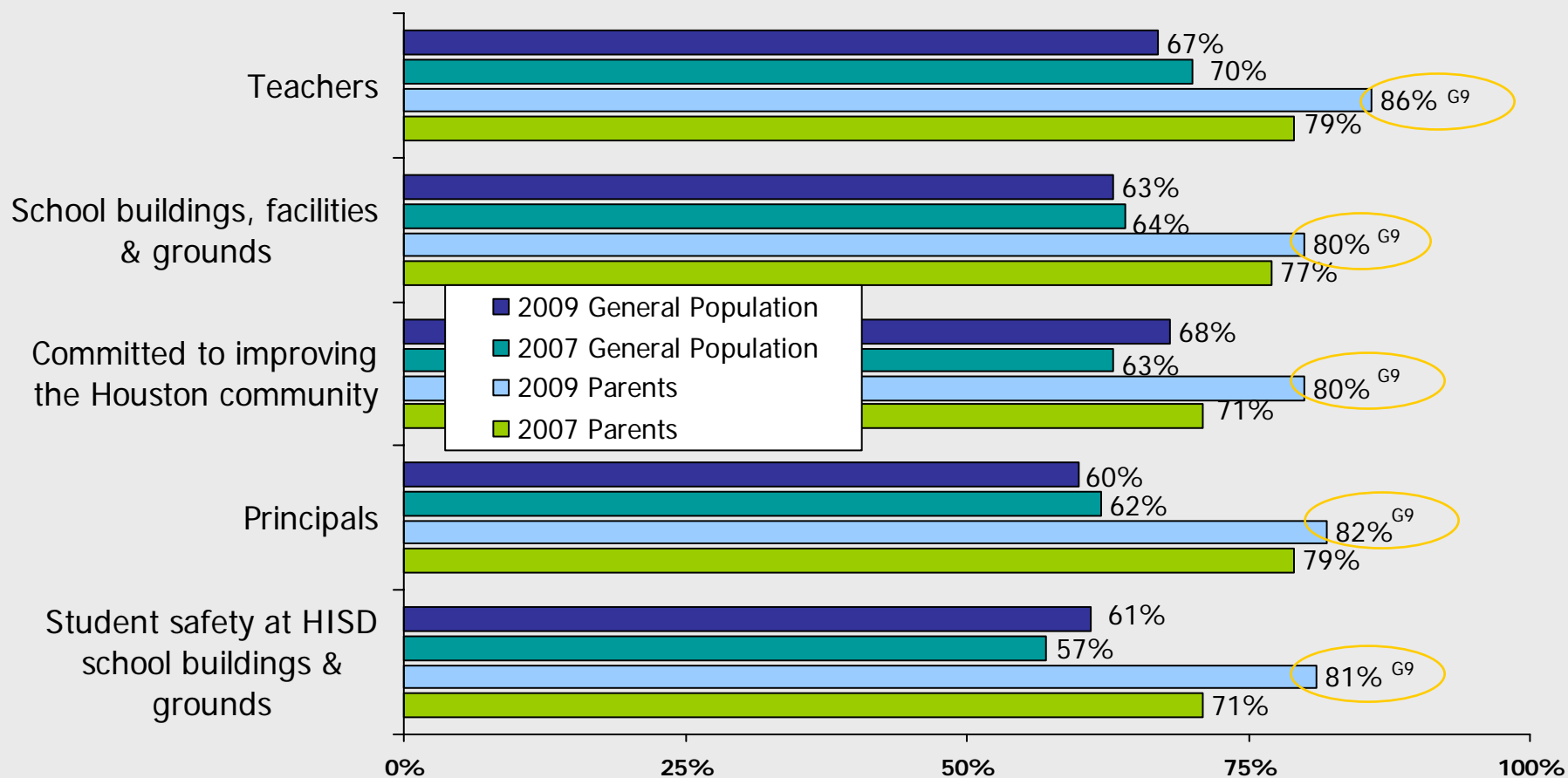




# Satisfaction with HISD

## General Population vs. Parents

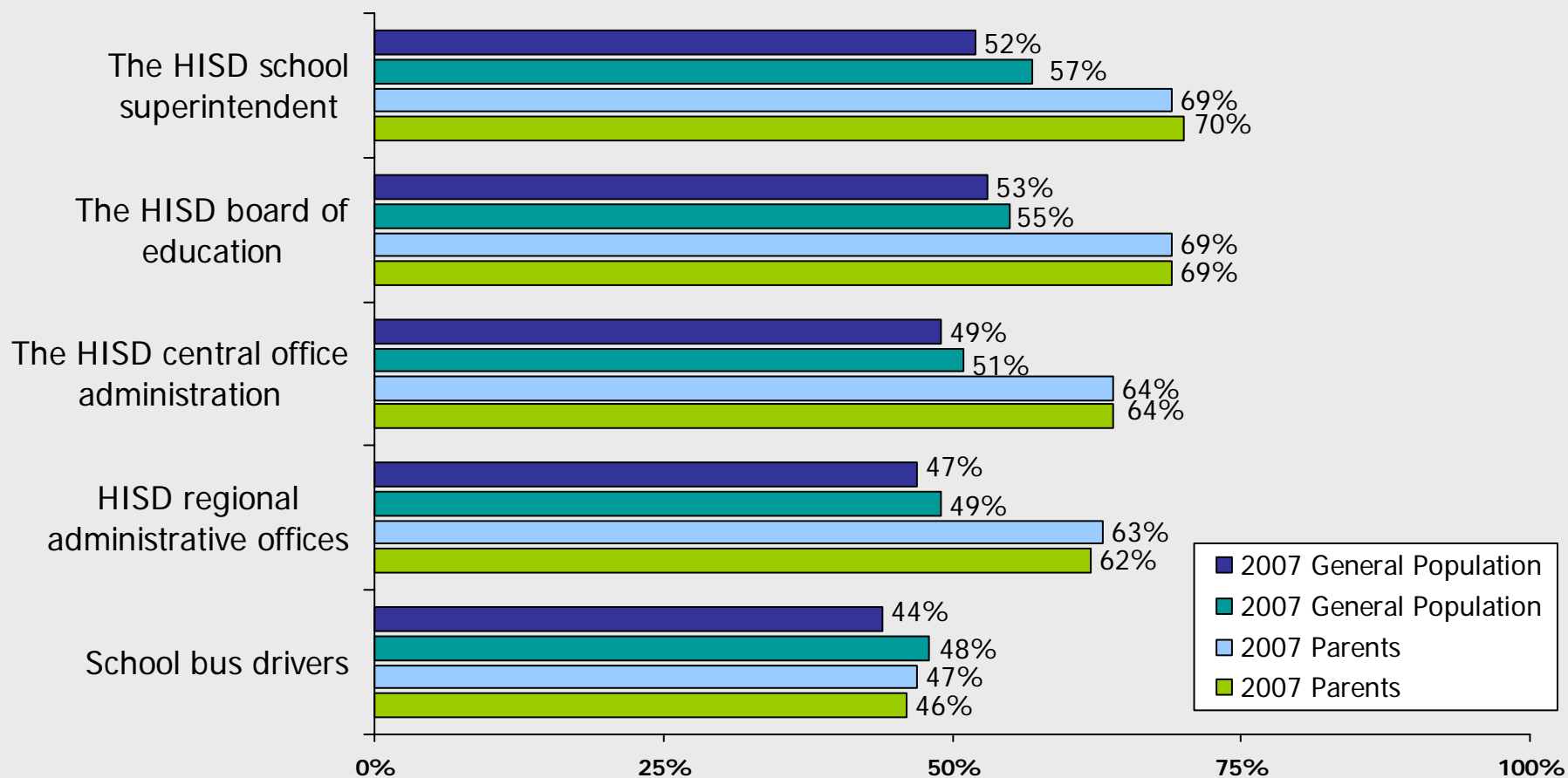
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# Satisfaction with HISD

## General Population vs. Parents

Slide 2 of 2



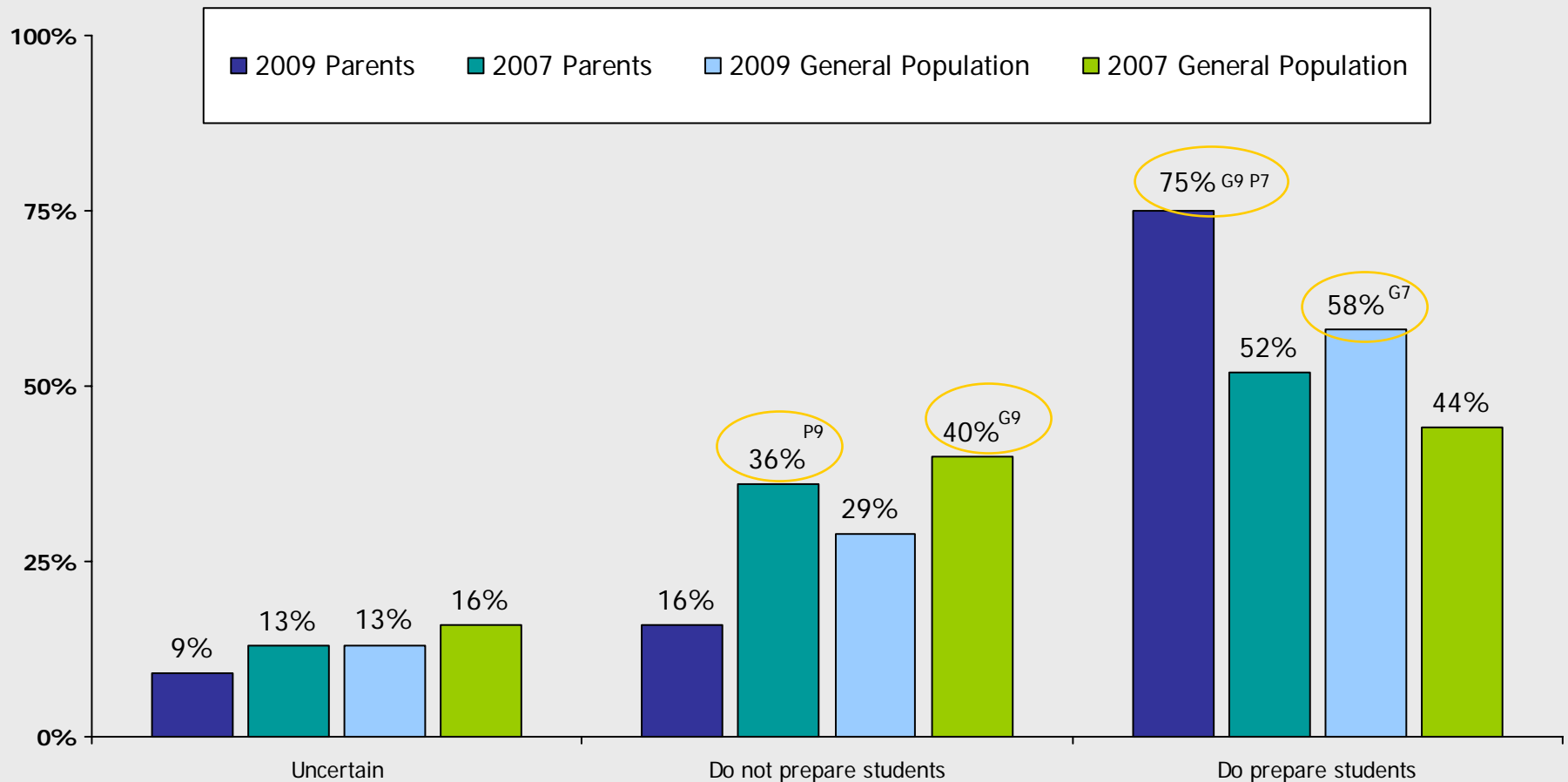
# HISD Core Values: Tracking Summary

- Compared to 2007, in 2009, more General Population and Parents believe HISD prepares students to enter the workforce and college.
- Although the majority feel it is about the same as other public schools, in 2009 it appears more General Population and Parents believe HISD is better than other public schools than in 2007.

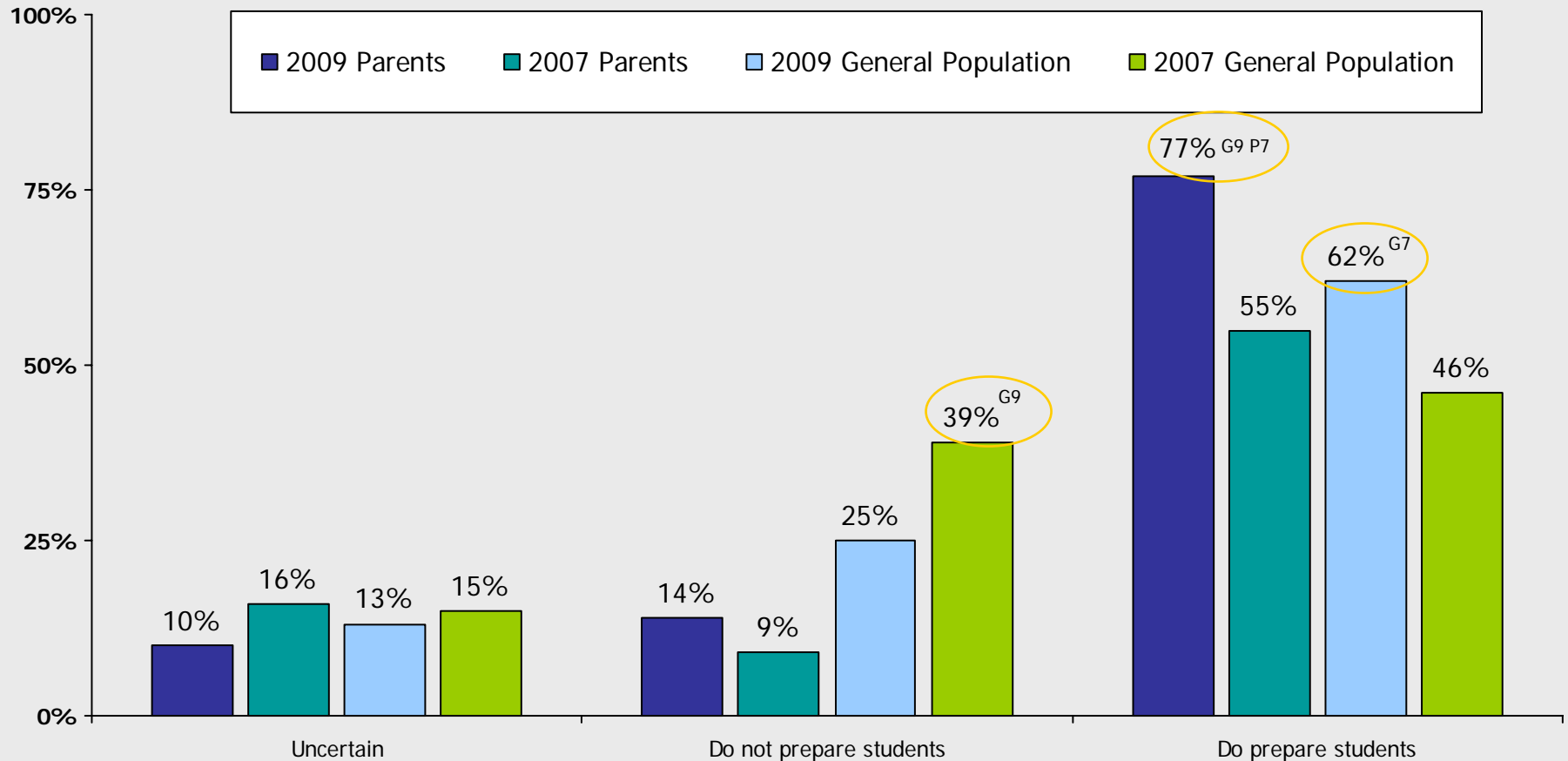
# HISD Core Values: 2009 Breakouts

- Significantly more Parents than General Population believe HISD prepares students to enter the workforce and college.
  - More Parents also believe HISD is better than other public schools.
- More Hispanics than Anglos or African Americans believe HISD prepares students to enter the workforce and college.
  - This is also the case for feeling that HISD provides a better education than other public schools.
- Fewer Community Leaders feel that HISD adequately prepares students to enter the workforce and college than the rest of the General Population.

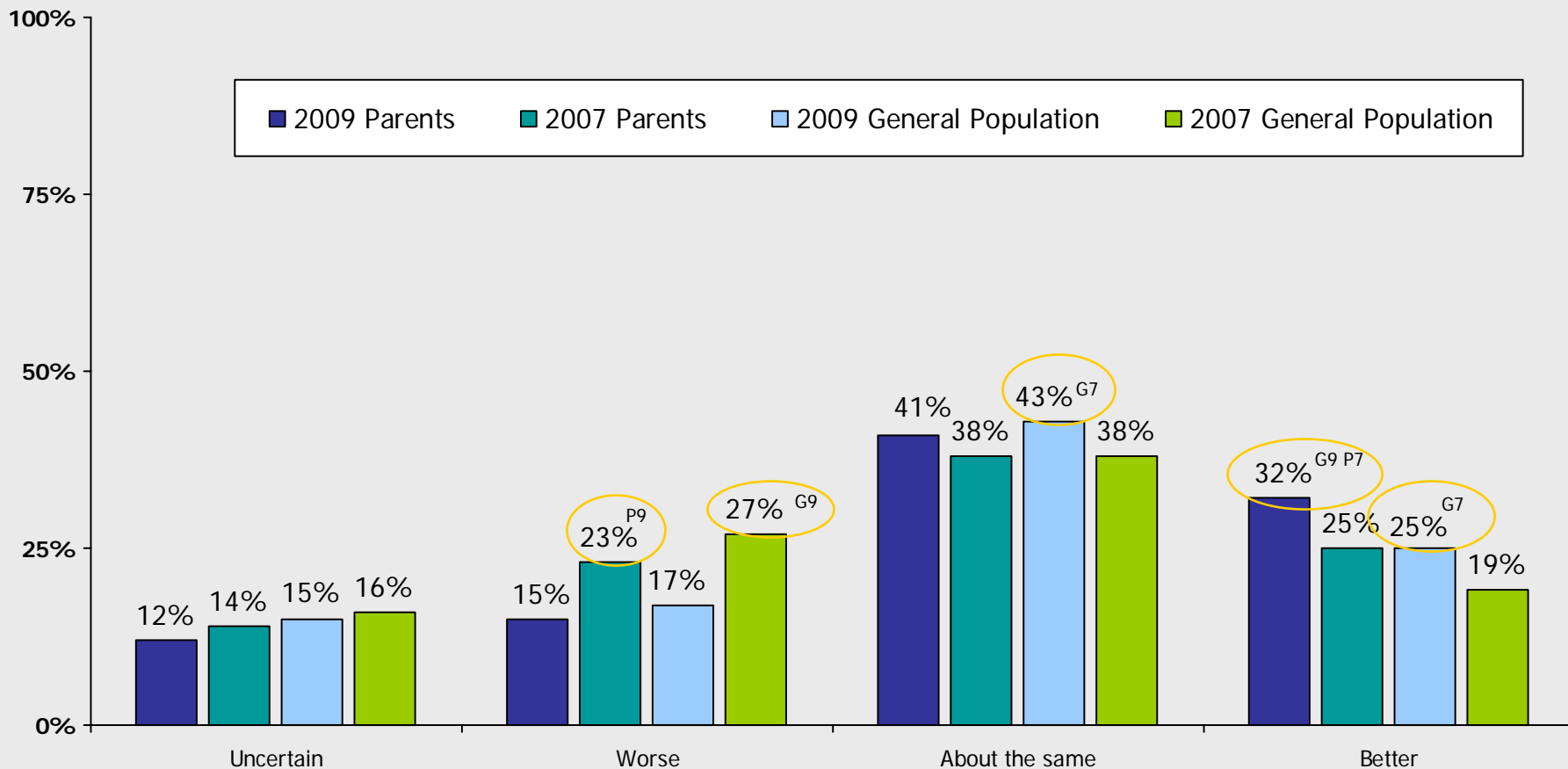
# Students Prepared to Enter Workforce



# Students Prepared to Enter College



# Quality of Education in HISD Compared to Other Public Schools in Texas



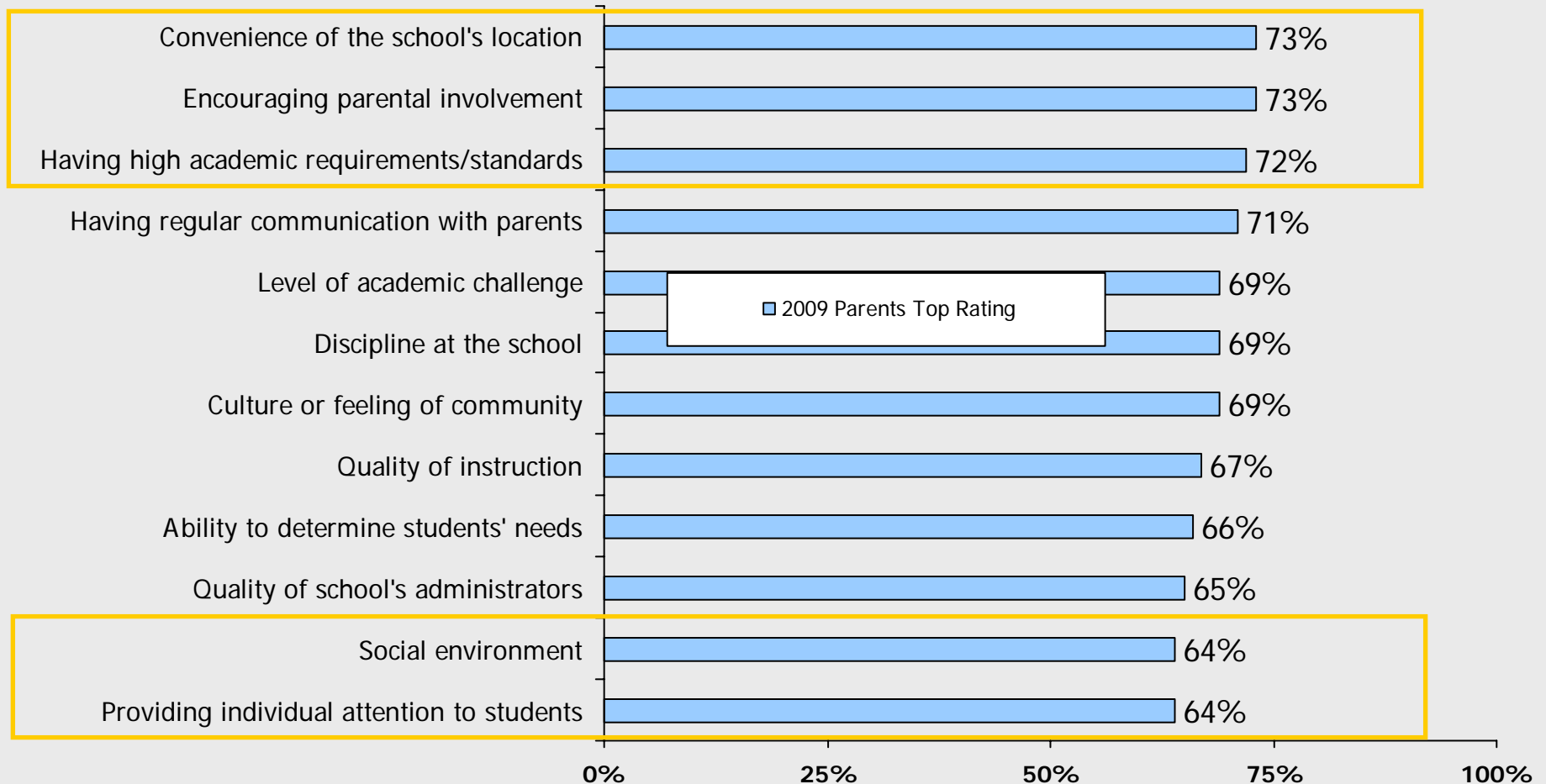
19. Do you believe the quality of education in HISD is better, about the same, or worse than the quality of education in other public school districts in Texas?

# Performance of HISD Schools: 2009 Breakouts

- When rating their child's school on a list of factors, all receive average to good ratings (64% to 73% giving an 8, 9, or 10 where 10 is excellent). The highest rated factors include:
  - Convenient location
  - Involving parents
  - High academic standards
- The lowest rated factors include:
  - Social environment
  - Individual attention to students
- There are no ethnic differences among factors rated.
- No single issue arose when asked what one factor of HISD should be changed or improved. Top mentions include safety and better quality teachers.



# Performance of Local HISD School



# Improvements for HISD

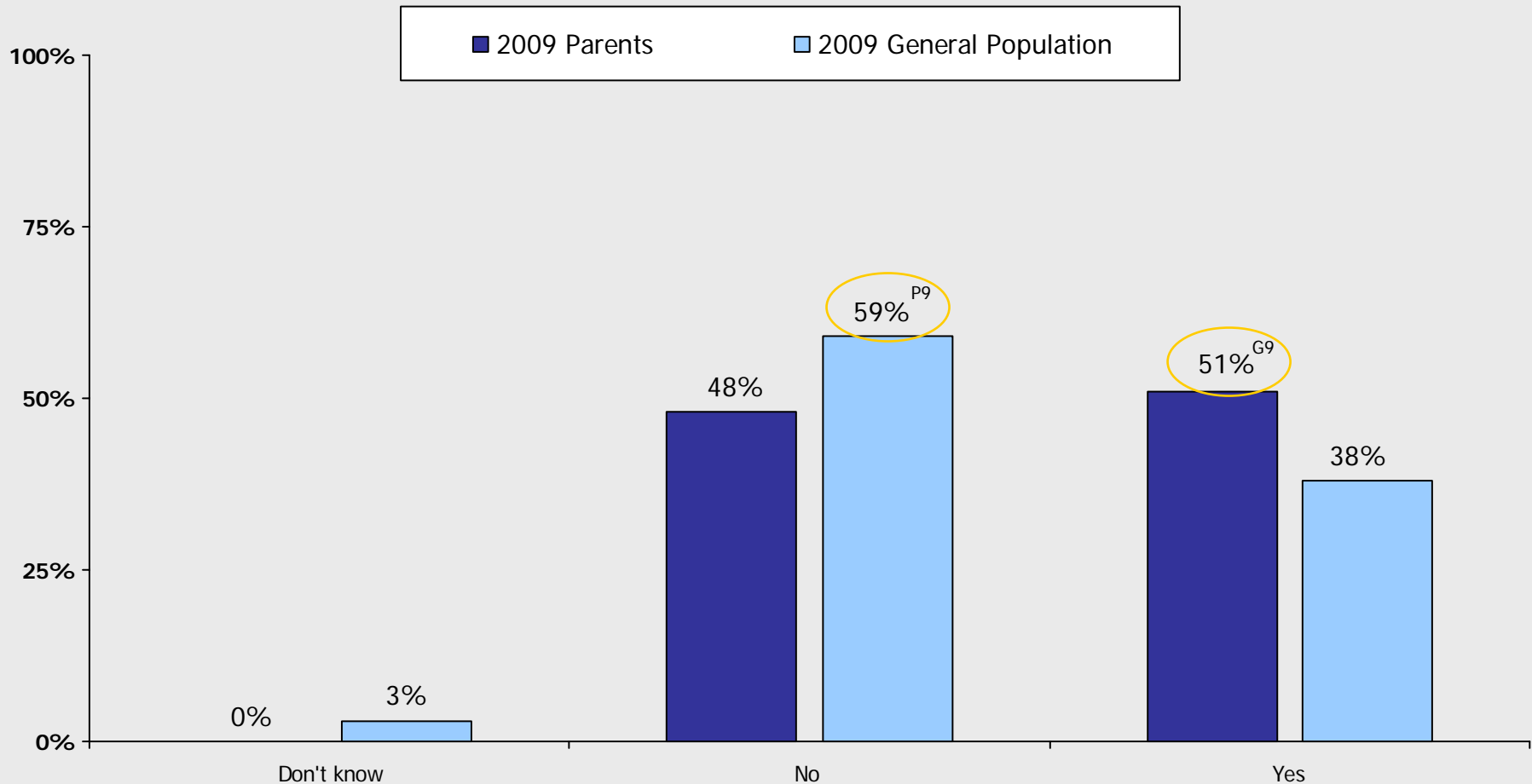
	General Population 2009	Parents 2009
Improve safety (crime, bullying, etc.)	16%	16%
Better quality teachers/staff	12%	7%
Improve quality of curriculum/education/academics	8%	10%
Small class (lower student : teacher ratio, individual attention)	6%	7%
Teach to learn, not teach to test	5%	4%
More caring teachers/staff	5%	4%
Base	1008	300

21. From what you have experienced yourself or heard from others, if you were going to make one improvement at HISD, which improvement would you make? 98

# HISD Exemplary Status: 2009 Breakouts

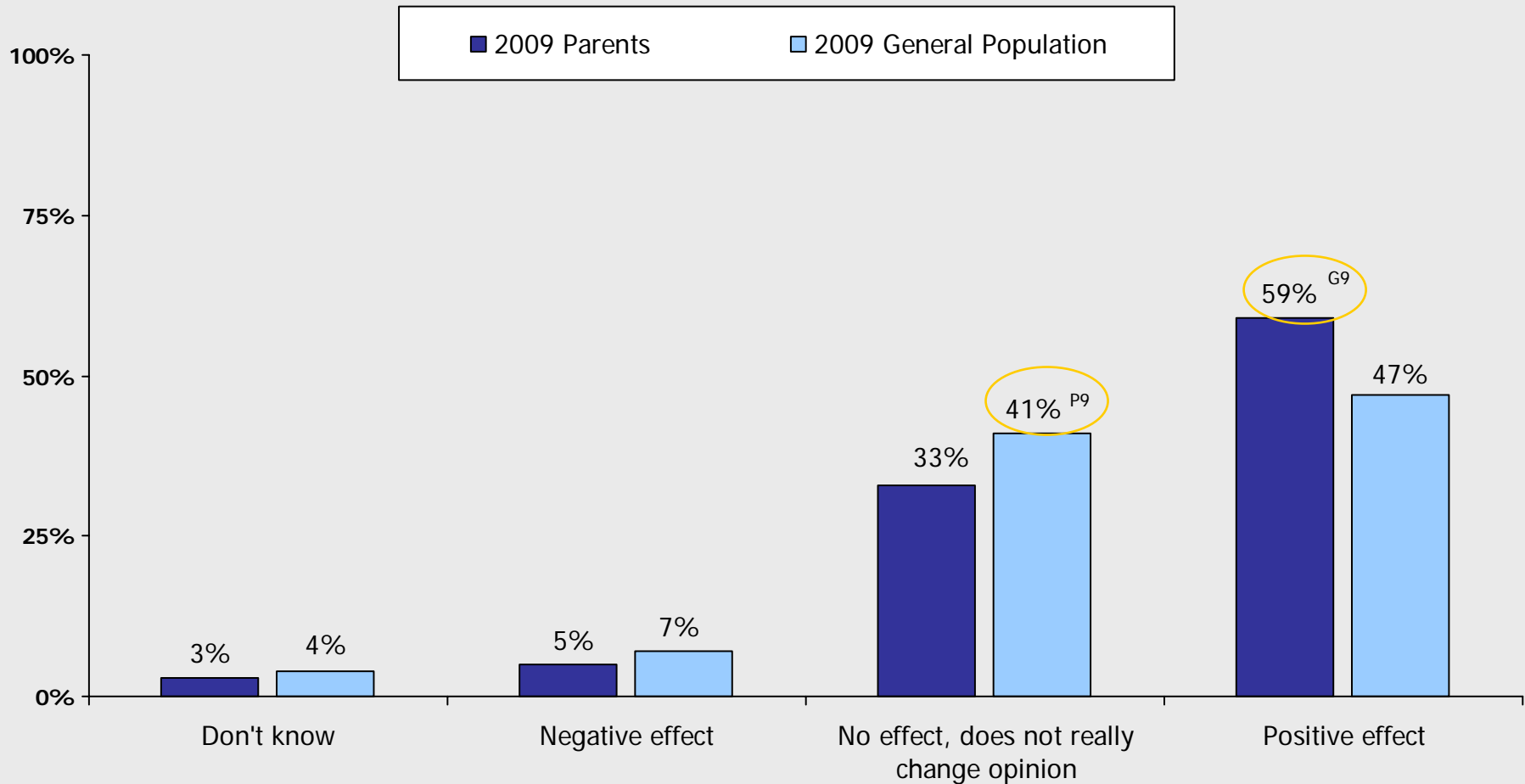
- About half of parents (51%) knew that 57% of HISD schools had exemplary status. This is significantly higher than the 38% of the General Population that was aware.
  - Again, more Parents (59%) say this has a positive effect on their image of HISD while 47% of the General Population say a positive effect.

# Aware of Exemplary or Recognized Status



22. Did you know that 57% of HISD schools are rated 'Exemplary' or 'Recognized' by the State of Texas for the '07-'08?

# Knowing Status Effect on Opinion of District



23. Now knowing this fact, how would you say it affects your opinion of the district? Would you say it...?

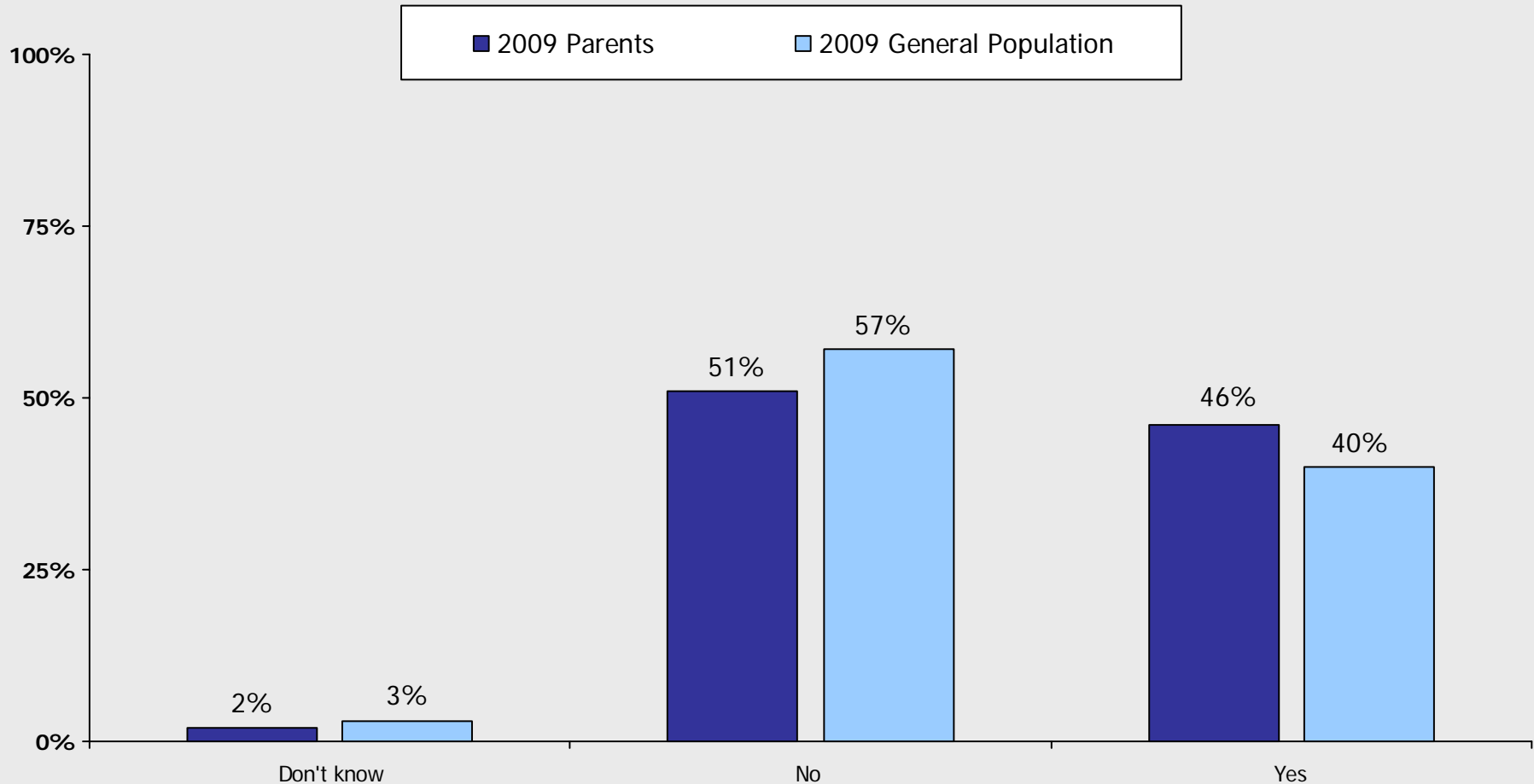
# Communications

# Communications Summary

- Less than half of Parents (46%) and General Population (40%) have seen or heard a message regarding HISD in the past six months.
  - Of those who have seen or heard a message, most Parents (65%) say it was positive while fewer General Population (46%) say it was positive.
- Parents' top method for receiving information about HISD is direct communication from the district (42%) while General Population's is TV (44%).
- Most are not interested in direct email communication from HISD (76% Parents; 81% General Population said, 'no').

# Seen or Heard HISD Information or Messages

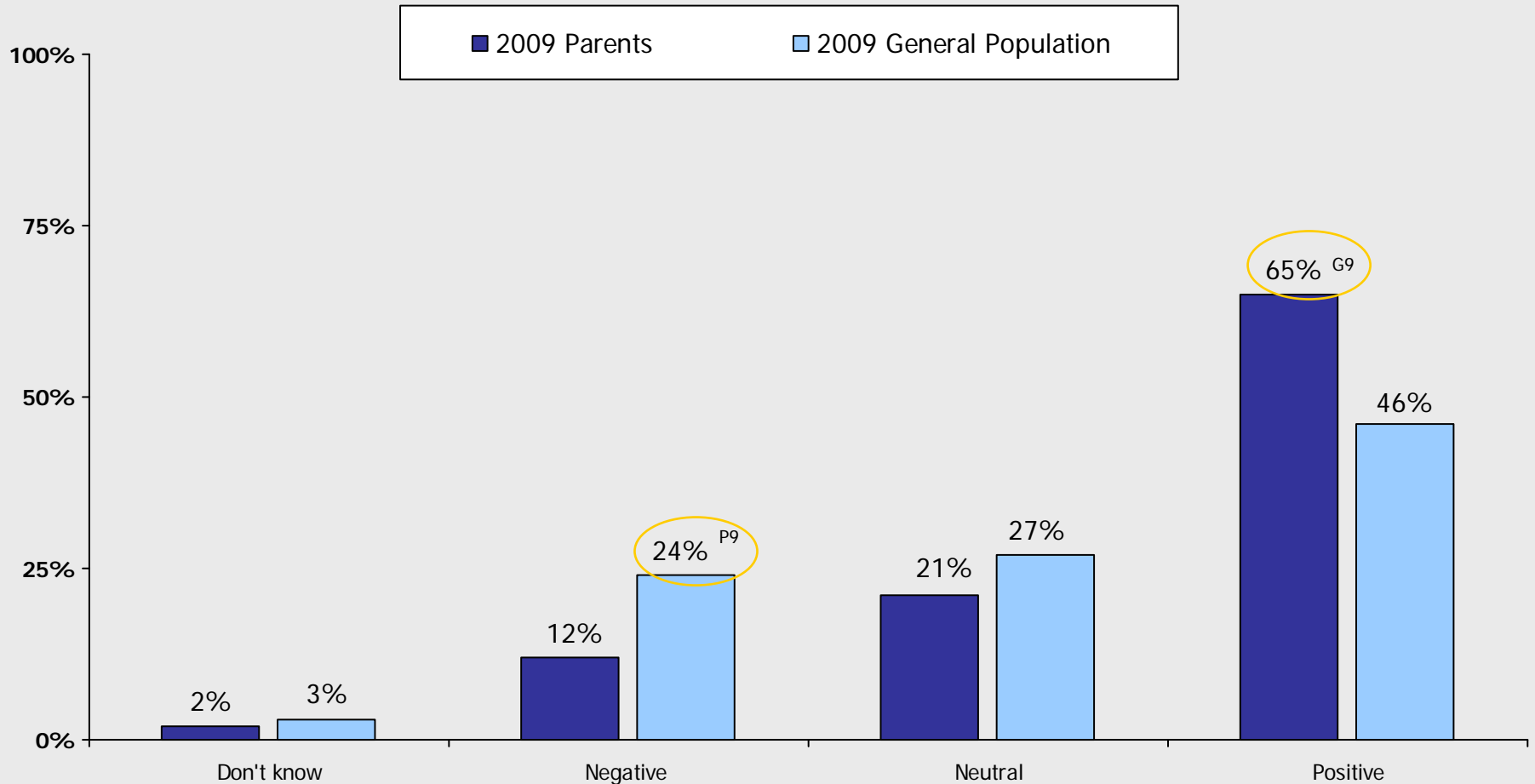
In Past Six Months



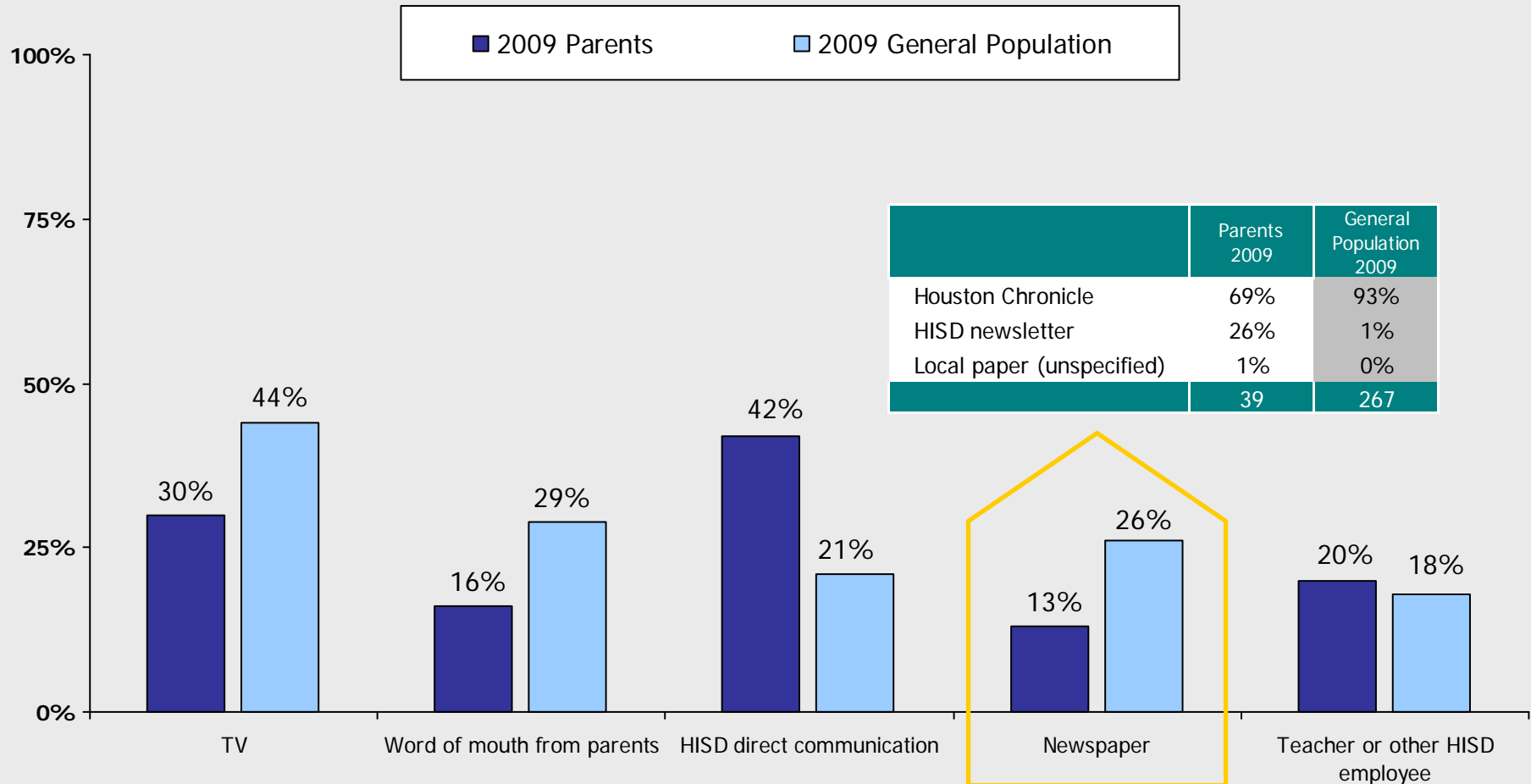
25. Have you seen or heard any information or messages regarding HISD in the past 6 months?



# Tone of Information/Message

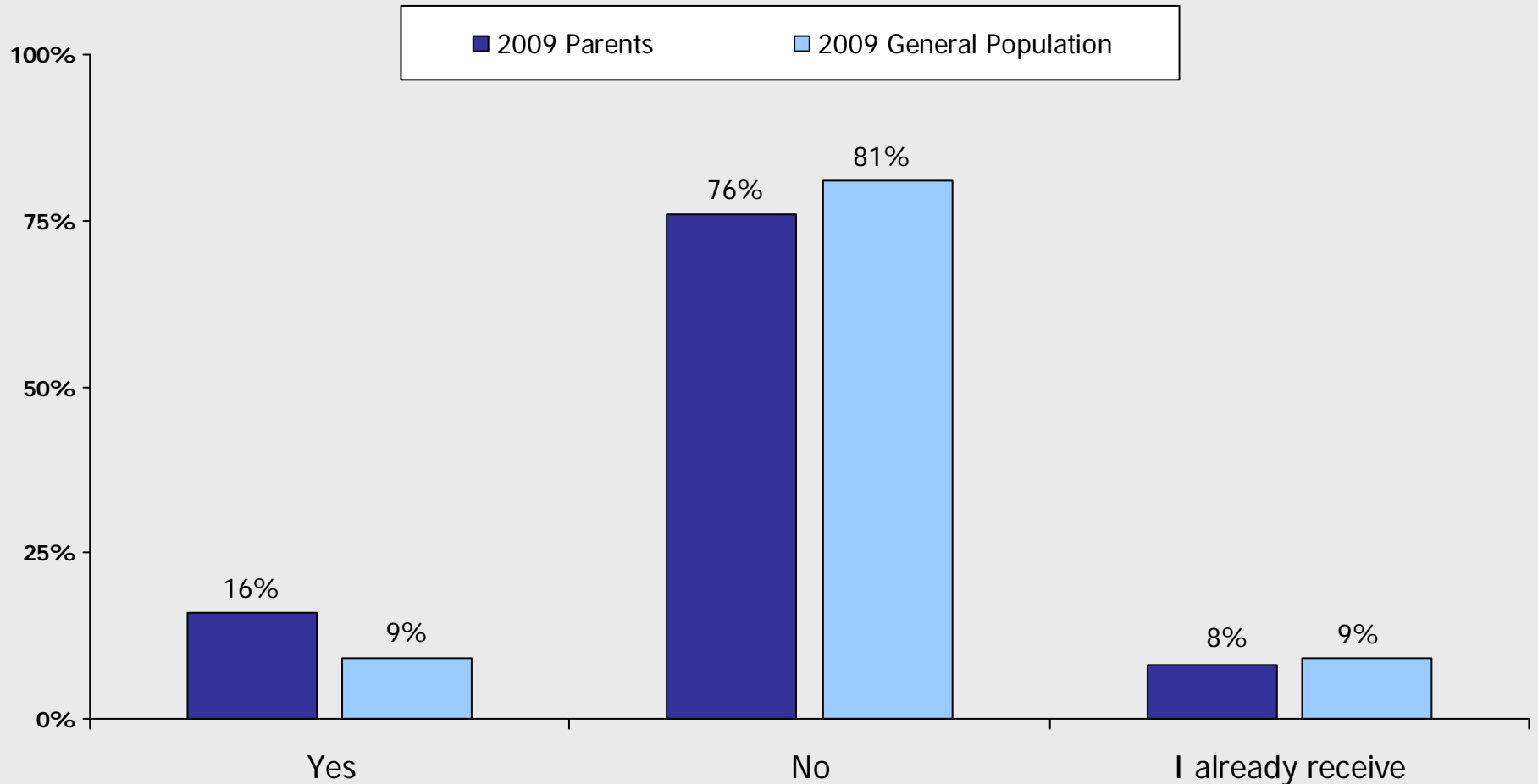


# Method Receive Information about HISD



27. How do you receive your information about the quality of HISD schools?  
 27a. What was the name of the newspaper in which you received information about the quality of HISD schools?

# Interest in Direct Email Communication from District



28. Are you interested in being included on direct email communication from the district?