

# 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 in order to determine any areas of improvement or decreases in performance.

# Methodology

- A total of 1,317 telephone interviews were conducted among various segments of Houston residents in the Spring of 2011.
  - 1,012 with General Population;
    - *202 with Community Leaders;*
    - *810 with General Population, non-Community Leaders;*
  - 305 with Parents of current HISD students.
- Sample for the Parent and Community Leader segments was provided by HISD.
  - 6,000 Parent names and numbers were randomly pulled on a representative campus level and geographic breakdown;
  - 400 Community Leaders' names and numbers were randomly selected from the HISD partnership contacts database.
- Sample for the General Population segment was pulled by CCR on a street by street basis within specified HISD geographic areas.

# Methodology

- The average survey lasted approximately 15 minutes.
- The survey was unblinded.
  - Respondents were told that Houston Independent School District was sponsoring the survey.
- Bilingual interviewers conducted the telephone surveys. This allowed respondents the choice of completing the interview in whichever language (English or Spanish) was most comfortable for them.
  - 979 interviews were conducted in English and 335 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.
  - 3 Vietnamese interviews were completed.

# Methodology

- In order to obtain an adequate mix of the General Public and Parents, quotas were implemented for the following areas previously used in other studies:
  - Gender (based on HISD demographics);
  - Ethnic background (also based on HISD demographics);
  - HISD zone (based on an even division among segments).
- 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;
  - 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 and 2009 findings, certain measures were taken to ensure the data was comparable.
- In 2007, 33% of the General Population segment was Parents. So, in 2009 and 2011, CCR allowed up to 33% of the General Population to be Parents as well.
  - These parents were randomly called from sample pulled by CCR from a database of Houston area residents, 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 202 so as to not bias the General Population results.
  - CCR was not provided with the number of Community Leaders completed in 2007.

# Methodology

- In 2011, a 'don't know' option was added to rating scales in addition to the 'uncertain' response. This addition allows for a more clear understanding of awareness and familiarity.
  - An 'uncertain' response simply measures part of the scale's continuum; however, a 'don't know' response indicates a total lack of awareness/familiarity.
- Charts and graphs in this report are based on the 2007 report and, where possible, results were tested for significance from 2009 to 2011 at the 95% confidence level.
  - Any differences are marked appropriately throughout report.
  - These notes mean the differences seen are real, and not by chance.
  - Notes throughout the report will appear as follows:
    - +/- P9 = Significantly higher/lower than Parents 2009
    - +/- G9 = Significantly higher/lower than General Population 2009

# Methodology

- In 2011, an augment trial study was conducted to test the ease and effectiveness of utilizing a web-based survey in addition to the telephone survey.
- Just over 200 surveys were completed with HISD parents either in-person (parent on HISD campus using HISD computer) or online (HISD website posted a link to the survey).
- The data tables with the results of this trial have been provided separately and are not included in this report.

# 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

- The core of HISD, the schools, are the strength of the system. Regardless of the overall impression of the district as a whole, satisfaction with the schools and various academic and other attributes of the schools remains strong or has increased from the 2009 study.
- **Despite the recent unprecedented budget constraints, the ratings for specific factors of HISD schools have increased or maintained since the previous study.** The new questions regarding elementary, middle, and high schools also score almost entirely in the top box, reflecting the satisfaction of parents with these schools.

# Executive Summary

- While most of the top box ratings (Very + Somewhat satisfied) have maintained their positive results from 2009, there is a significant increase in the Parents' 'Very satisfied' ratings for:
  - Board of Education 26% to 33%
    - General Population increased 17% to 24%
  - Central Office Administration 22% to 35%
    - General Population 18% to 23%
  - Teachers 40% to 51%
    - General Population 26% to 37%
  - Principals 35% to 54%
    - General Population 22% to 24%
  - School buildings, facilities, and grounds 33% to 47%
    - General Population 22% to 30%
    - General Population also showed an increase for School bus drivers from 16% to 22%

# Executive Summary

- Various new questions asked in 2011 show strong results of favorable experiences with the HISD schools in many areas.
- When discussing HISD core values, around three-fifths (60%) of the General Population and three-fourths (75%) of the Parents strongly agree with the following statements regarding HISD:
  - HISD strives to attract and retain the best teachers, principals, and staff members who can positively impact student achievement
  - HISD strives to create a culture of trust by being open and transparent
  - HISD strives to use data to inform its decision making and hold itself accountable
  - HISD strives to provide all students with a rigorous instructional program to ensure they are ready for college and career

# Executive Summary

- When discussing overall practices of HISD, with one exception\*, all factors mentioned receive at least 71% of respondents agreeing with the statements for Elementary, Middle, and High School:
  - HISD Uses Good Instructional Practices
  - HISD Uses Sound Business Practices
  - Is Safe and Secure
  - Provides Adequate Equipment and Up-to-date Technology
  - \*Has Enough Computers in Schools to Meet Student's Needs
  - Sets High Standards for Academic Performance
  - Provides Quality Education
  - Provides Safe Learning Environment

# Executive Summary

- Satisfaction with HISD schools on specific issues is high, with all factors mentioned, with one exception\*, receiving at least 74% of respondents agreement with the statements for their child's HISD school:
  - I know how to connect with someone at my child's school when I have questions and concerns
  - I am satisfied with the communication between school and home
  - I am satisfied how my child's school keeps me informed about my child's academic progress
  - I have been invited to participate in a school event for parents
  - I am satisfied with opportunities to be involved with my child's education
  - I am satisfied with opportunities for parent input on school initiatives
  - \*Technology is used effectively with parents to enhance the home-school connection

# Executive Summary

- With the recent budget cuts and the media attention these cuts have received there has been an influence on the image of HISD overall.
  - However, it is important to account for all ratings in the research to realize that specific factors of HISD schools have maintained or increased their performance ratings.
  - This shows the performance of and experience with the HISD schools remains positive, and simply the perception – not reality – of HISD is currently lower than normal.

# Respondent Profile

# HISD Survey Demographic Characteristics

## ETHNIC BACKGROUND

Ethnic Background	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Caucasian	34%	31%	28%	14%	8%	7%
Hispanic	36%	35%	37%	51%	59%	60%
African American	23%	30%	31%	30%	28%	25%
Other	7%	4%	3%	5%	5%	7%
Refused	0%	1%	1%	0%	1%	0%
Base	1000	1008	1012	300	300	305

# HISD Survey Demographic Characteristics

	General Population 2009	General Population 2011	Parents 2009	Parents 2011
<b>Gender</b>				
Male	41%	40%	20%	14%
Female	59%	60%	80%	86% P9
<b>Age</b>				
18-24	6%	4%	5%	1%
25-34	13%	13%	33%	34%
35-44	17%	17%	37%	42%
45-54	22%	20%	16%	13%
55-64	19%	18%	6%	5%
65 or older	22%	26%	3%	4%
Refused	1%	1%	0%	0%
Average Age	50	51	39	39
<b>Base</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>305</b>

# Respondent Profile

Education	General Population 2009	General Population 2011	Parents 2009	Parents 2011
Grade school	6%	10% +G9	7%	11% +P9
Some high school	11%	7% -G9	12%	17%
High school	27%	23% -G9	34%	23% -P9
Some college	15%	17%	18%	19%
College graduate	27%	24%	16%	17%
Post graduate	12%	15% +G9	6%	7%
Refused	3%	5% +G9	7%	7%
Marital Status				
Married	56%	54%	57%	64%
Single	23%	21%	24%	17% -P9
Divorced	9%	9%	9%	7%
Widowed	8%	9%	3%	2%
Living as married/with partner	2%	2%	2%	3%
Other	1%	4% +P9	5%	6%
Base	1008	1012	300	305

# Respondent Profile

Number of School Age Children	General Population 2009	General Population 2011	Parents 2009	Parents 2011
None	58%	56%	1%	1%
One	16%	17%	26%	23%
Two	15%	14%	34%	36%
Three	6%	7%	20%	21%
Four	2%	3%	8%	11%
Five or more	2%	1%	6%	4%
Refused	1%	3%	4%	5%
Household Income				
Less than \$20,000	17%	20%	14%	24%
\$20,000 - \$30,000	13%	12%	19%	25%
\$30,001 - \$40,000	10%	8%	11%	10%
\$40,001 - \$50,000	8%	5%	9%	7%
\$50,001 - \$60,000	5%	4%	5%	4%
\$60,001 - \$75,000	5%	4%	4%	3%
\$75,001 - \$100,000	5%	5%	2%	3%
\$100,001 - \$125,000	4%	3%	1%	3%
Over \$125,000	10%	11%	4%	5%
Refused	24%	26%	31%	16%
Average	\$ 54,700	\$ 56,560	\$ 41,640	\$ 40,290
Base	1008	1012	300	305



# HISD Survey Demographic Characteristics

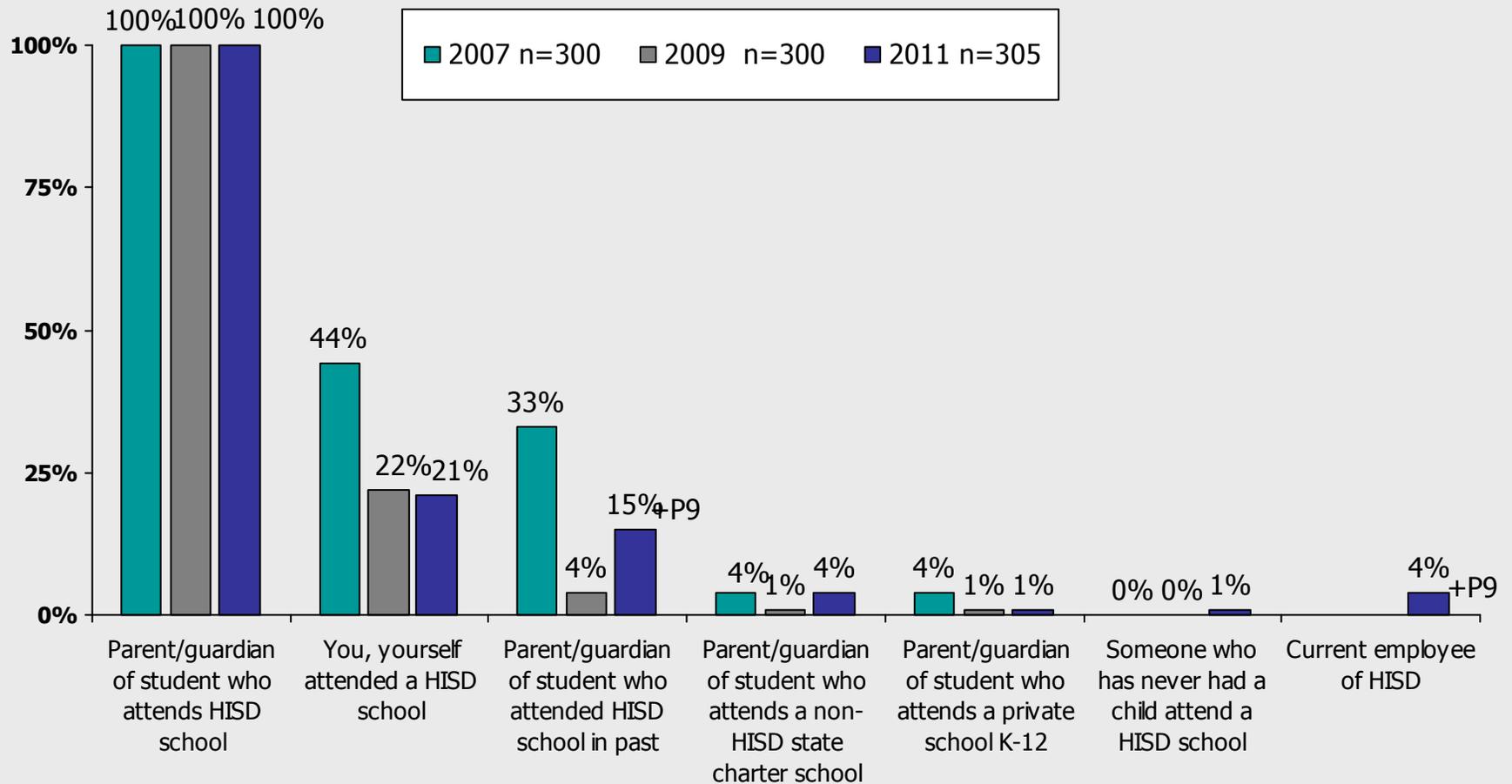
## YEARS LIVED IN HISD

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Less than one year	2%	2%	1%	2%	2%	0%
1 - 5 years	12%	12%	9% -G9	13%	13%	23% +P9
6 - 10 years	9%	11%	10%	9%	14%	16%
11 - 15 years	8%	8%	7%	9%	11%	12%
More than 15 years	70%	64%	59%	67%	56%	47%
	1000	1008	1012	300	300	305

# Research Findings

# Connection to HISD Schools

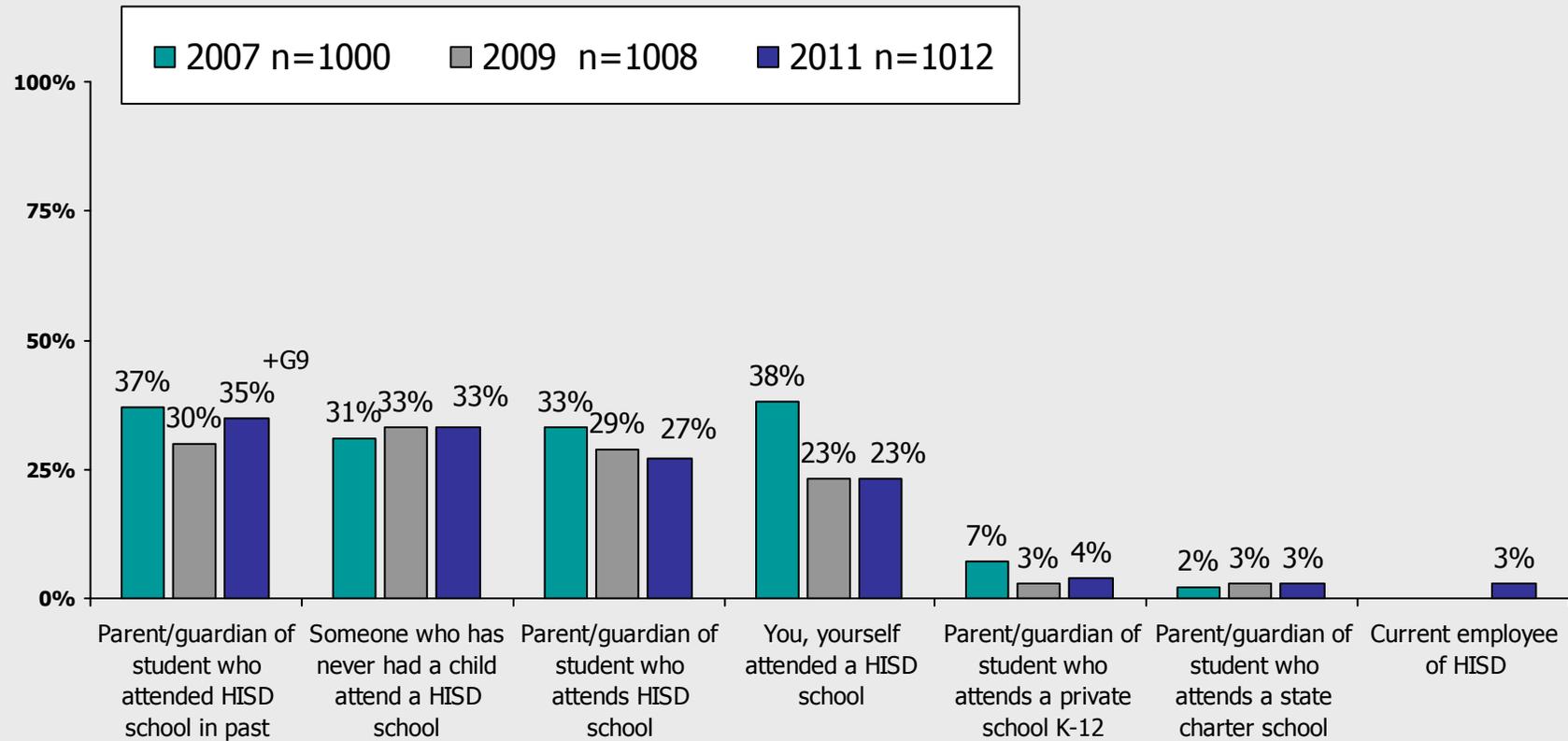
## Parents



5a. As I read you several categories, which of these best describes your relationship with the Houston Independent School District (HISD)?

# Connection to HISD Schools

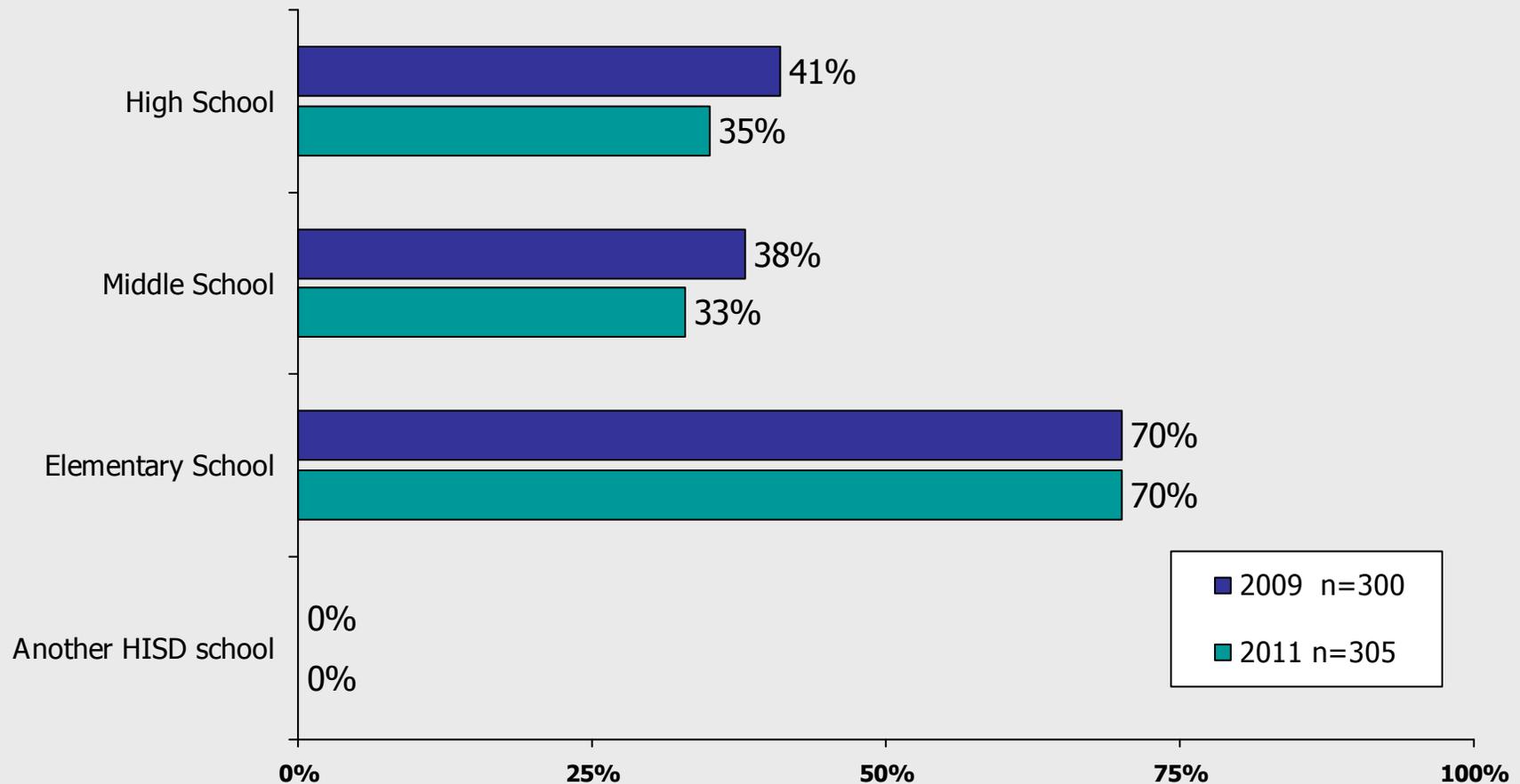
## General Population



5a. As I read you several categories, which of these best describes your relationship with the Houston Independent School District (HISD)?

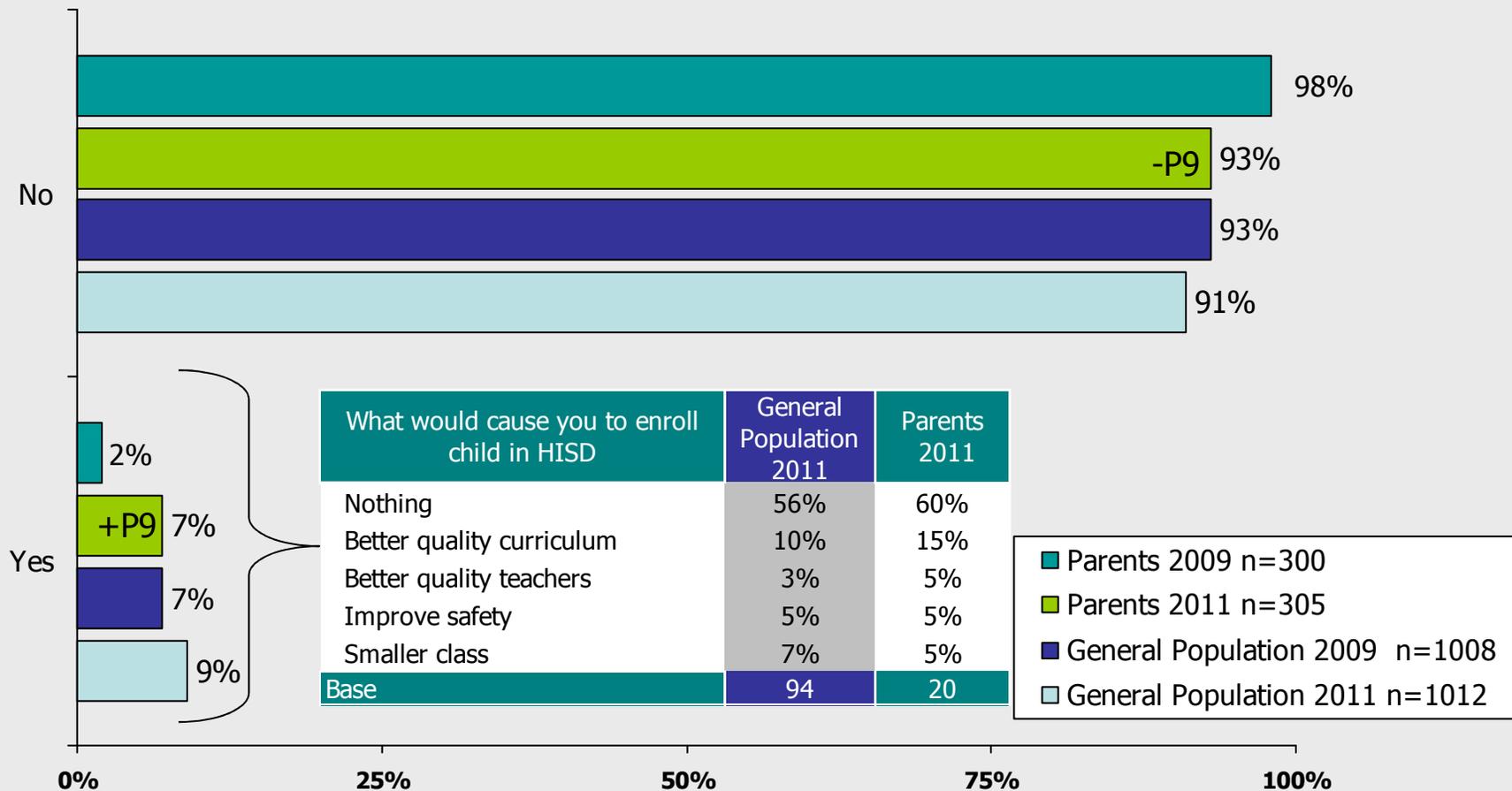
# Grade Level of Child in HISD School

Parents Having a Child in HISD School; Multiple Responses Allowed



5b. In which of the following HISD school levels do you have a child or children currently in school?

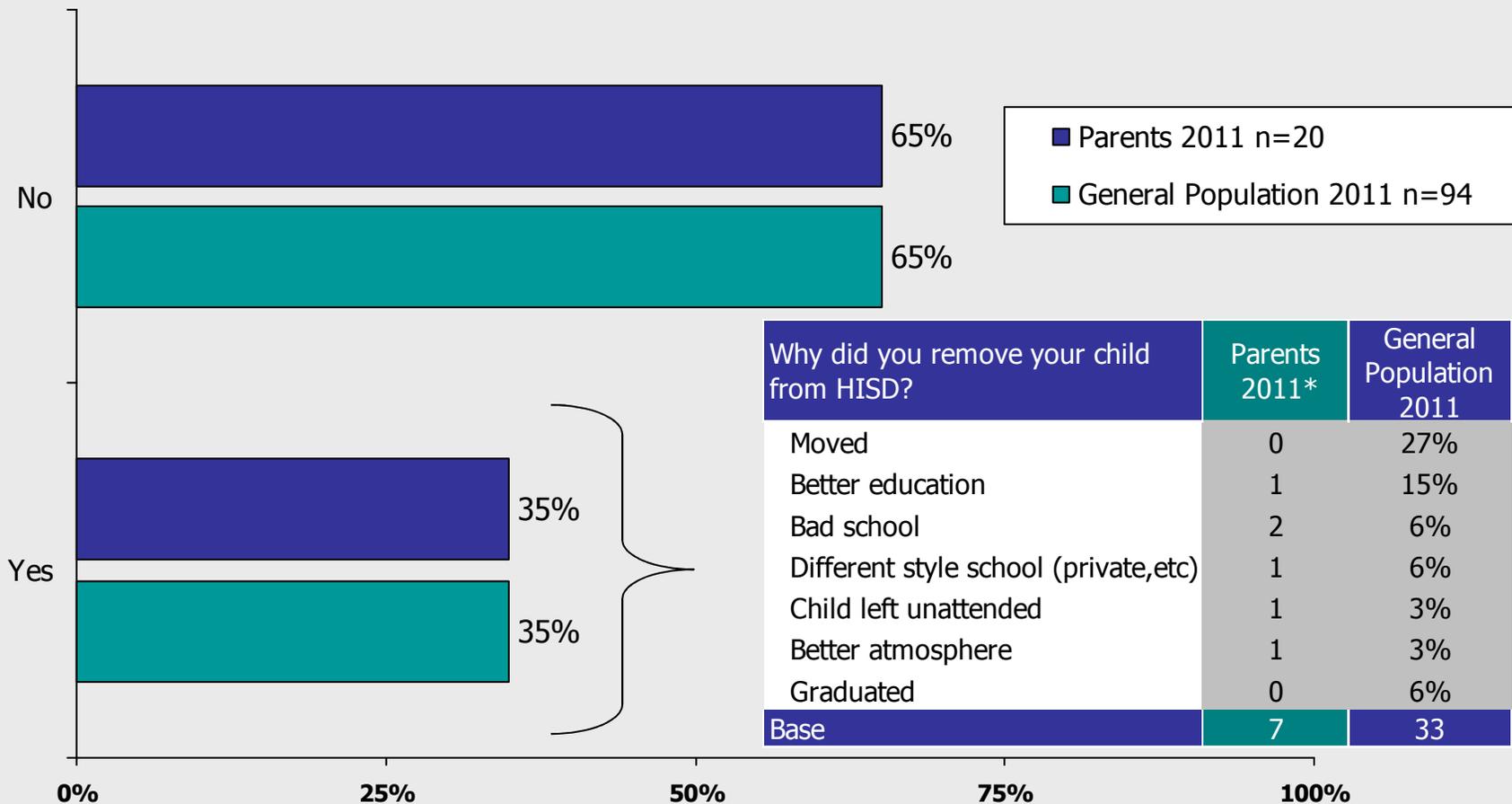
# Any School Age Children Not Enrolled in HISD?



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



# Non HISD Child Ever Enrolled in HISD?



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

6b. Was that child ever enrolled in an HISD school?

6c. What made you remove your child from HISD?

# Direction For HISD

- Since 2009, percentages have significantly decreased for both Parents and General Population regarding HISD heading on the right track.
  - Parents: 79% ('09) to 54% ('11)
  - General Population: 58% ('09) to 44% ('11)
- Ethnic differences show significantly more Asians feel HISD is heading on the right track (73%) than other ethnic groups (56% or less). Also, more Hispanics than Anglos or African Americans feel HISD is heading on the right track.
  - Asians 73%
  - Hispanic 56%
  - African American 39%
  - Anglo 38%
- More Community Leaders (51%) than General Population (41%) feel HISD is heading on the right track.

# Direction For HISD

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Strongly heading on the right track	23%	16%	16%	35%	34%	22% -P9
Somewhat heading on the right track	28%	42%	28% -G9	33%	45%	32% -P9
Neither right nor wrong track/neutral	19%	22%	26% +G9	14%	10%	20% +P9
Somewhat heading on the wrong track	9%	11%	13%	5%	6%	11% +P9
Strongly heading on the wrong track	21%	9%	17% +G9	13%	5%	14% +P9
<b>Total right track</b>	<b>51%</b>	<b>58%</b>	<b>44% -G9</b>	<b>68%</b>	<b>79%</b>	<b>54% -P9</b>
<b>Total wrong track</b>	<b>30%</b>	<b>20%</b>	<b>30% +G9</b>	<b>18%</b>	<b>11%</b>	<b>25% +P9</b>
<b>Ratio Right/Wrong Track</b>	<b>1.7</b>	<b>2.9</b>	<b>1.5</b>	<b>3.8</b>	<b>7.2</b>	<b>2.2</b>
<b>Base</b>	<b>1000</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>300</b>	<b>305</b>

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... )

# Why Is HISD on the Wrong Track?

	General Population 2011	Parents 2011
Reducing teaching staff	27%	48%
Cutting budget in wrong areas	18%	18%
Closing schools	13%	16%
Larger classroom sizes	11%	15%
Budget cuts hurting education	5%	20%
Need to improve curriculum	8%	4%
Teaching to the test	7%	3%
<b>Base</b>	<b>307</b>	<b>79</b>

Other responses by 5% or less of total sample



7b. Why do you feel HISD is heading on the wrong track? What other reasons?

# Why Is HISD on the Right Track?

	General Population 2011	Parents 2011
Satisfied with experience	15%	38%
Teaching students what they should know	17%	24%
Doing a good job	15%	8%
Children learning, being taught	8%	10%
Testing qualification of teachers	6%	2%
Encouraging all students	4%	7%
Extra curricular activities provided	4%	5%
Keeping parents informed	3%	6%
<b>Base</b>	<b>441</b>	<b>164</b>

Other responses by 4% or less of total sample



7b. Why do you feel HISD is heading on the right track? What other reasons?

# Opinion of HISD

- Since 2009, percentages have significantly decreased for both Parents and General Population regarding respondents' opinions of HISD (very favorable + mildly favorable).
  - Parents: 82% ('09) to 62% ('11)
  - General Population: 65% ('09) to 54% ('11)
- 'Satisfied with experience' is the top mention for why respondents have a favorable opinion of HISD.
- 'Reducing teaching staff' is the top mention for reason respondents have an unfavorable opinion of HISD.
- Across all factors surveyed, Parents give Elementary Schools more favorable ratings while are lower for Middle School and even lower for High School.

# Opinion of HISD

- Ethnic differences show each group has a significantly different opinion of HISD overall. Asians give the highest ratings (81% favorable), Hispanics the next highest (67%), then African Americans (52%) and finally Anglos give the lowest ratings (40%).
- When asked about HISD local schools, Asians and Hispanics (66% and 70%, respectively) still have higher ratings than African Americans and Anglos (52% and 45%, respectively).
- While there is no difference in between the Community Leaders and General Population's opinion of HISD overall (55% and 54%), there is a significant difference between the two groups when asked about HISD in their local communities:
  - Community Leaders: 37%
  - General Population: 60%

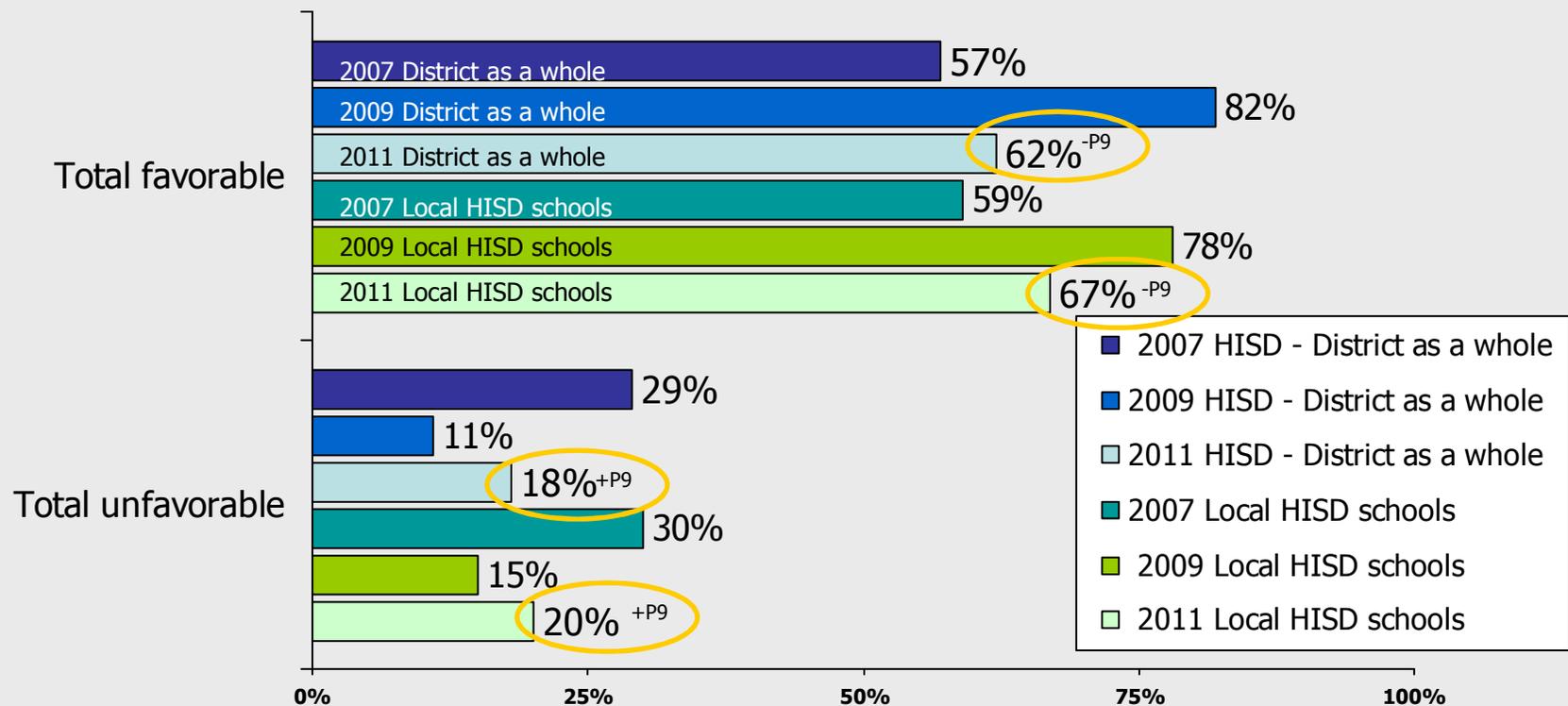
# Opinion of HISD

## General Population vs. Parents

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very favorable	18%	25%	25%	26%	33%	34%
Mildly favorable	30%	40%	29% -G9	31%	49%	28% -P9
Uncertain	16%	17%	23% +G9	14%	7%	20% +P9
Mildly unfavorable	17%	11%	13%	17%	7%	9%
Very unfavorable	18%	8%	10%	12%	4%	9% +P9
<b>Total favorable</b>						
	48%	65%	54% -G9	57%	82%	62% -P9
<b>Total unfavorable</b>						
	35%	19%	23% +G9	29%	11%	18% +P9
<b>Ratio favorable/unfavorable</b>						
	1.4	3.4	2.3	2.0	7.5	3.4
<b>Base</b>						
	1000	1008	1012	300	300	305

# Opinion of HISD & Local Schools

## Parents



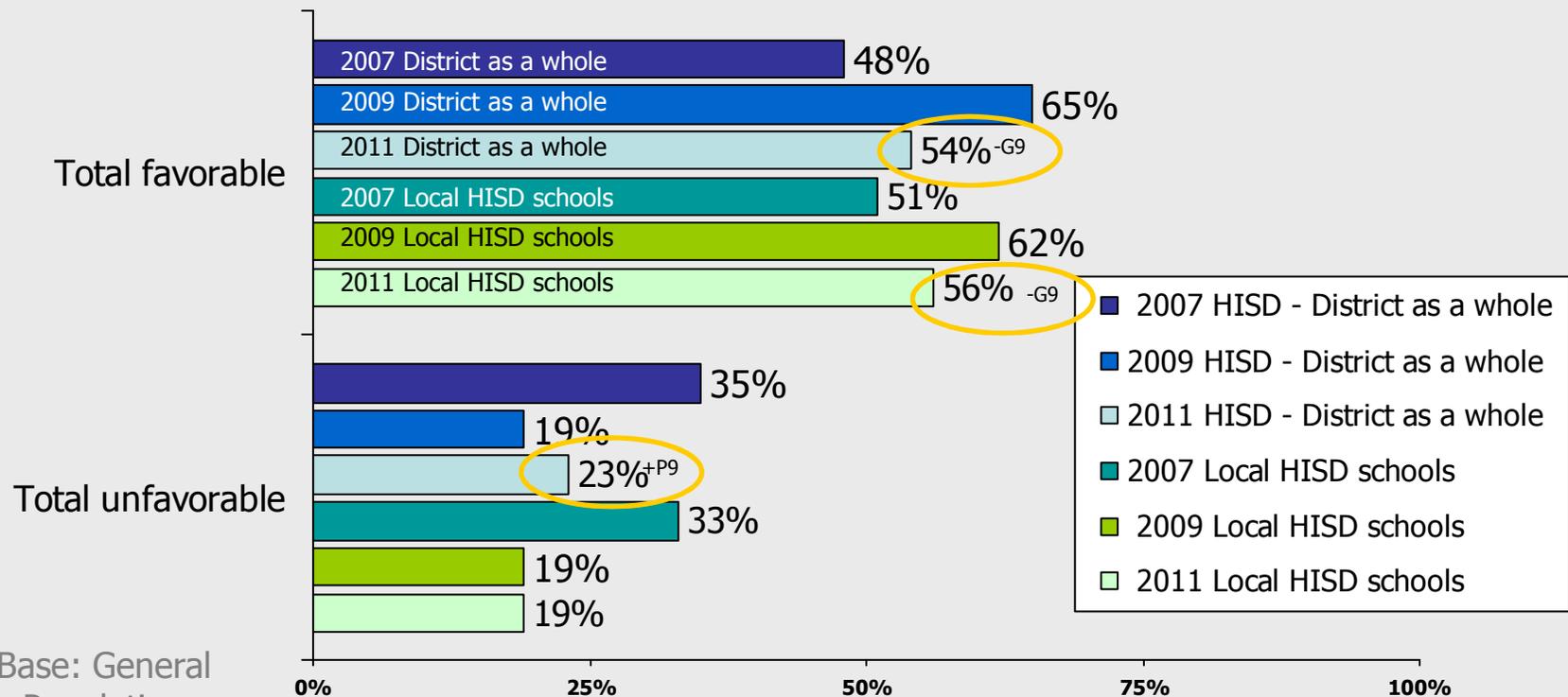
Base: Parents  
 2007-2009 N=300  
 2011 N=305



8a. Overall, what is your opinion of the Houston Independent School District? Would you say it is...?  
 9a. 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



Base: General Population

2009 N=1008  
2007 N=1000



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

# Reason for Unfavorable Opinion

	General Population 2011	Parents 2011
Reducing teaching staff	17%	24%
Cutting budget in wrong areas	11%	13%
Need to improve curriculum	8%	13%
Lack of safety (bully, violence, drugs)	8%	9%
Principals/Superintendent poorly qualified	10%	2%
Know children are not learning	9%	4%
Closing schools	5%	9%
<b>Base</b>	<b>236</b>	<b>54</b>

Other responses by 5% or less of total sample



8b. Could you specifically tell me what makes you have an unfavorable opinion of the Houston Independent School District?

# Reason for Favorable Opinion

	General Population 2011	Parents 2011
Satisfied with experience	21%	36%
Teaching students what they should know	17%	17%
Doing a good job	13%	5%
Encouraging all students	8%	7%
Improving communication with parents	4%	9%
Testing qualifications of teachers	4%	7%
<b>Base</b>	<b>544</b>	<b>191</b>

Other responses by 3% or less of total sample



# Opinion of Child's HISD School

	Parents 2011		
	Elementary	Middle School	High School
Very favorable	66%	51%	50%
Mildly favorable	20%	30%	22%
Uncertain	4%	8%	8%
Mildly unfavorable	7%	4%	8%
Very unfavorable	3%	7%	11%
<b>Total favorable</b>			
	86%	81%	72%
<b>Total unfavorable</b>			
	10%	11%	19%
<b>Ratio favorable/unfavorable</b>			
	8.6	7.4	3.8
<b>Base</b>			
	215	102	106



9b. Overall, what is your opinion of the HISD (Elementary, Middle, High) School your child attends?

# HISD Core Values

- Around 60% of the General Population and 70% of the Parents agree with the following statements regarding HISD:
  - HISD strives to attract and retain the best teachers, principals, and staff members who can positively impact student achievement
  - HISD strives to create a culture of trust by being open and transparent
  - HISD strives to use data to inform its decision making and hold itself accountable
  - HISD strives to provide all students with a rigorous instructional program to ensure they are ready for college and career

# HISD Core Values

- Ethnic differences show that Hispanics agree more with all value statements than African Americans or Anglos.
  - Asians agree more than African Americans or Anglos for:
    - HISD strives to attract and retain the best teachers, principals, and staff members who can positively impact student achievement
    - HISD strives to provide all students with a rigorous instructional program to ensure they are ready for college and career
- The General Population agrees more than Community Leaders regarding:
  - HISD strives to attract and retain the best teachers, principals, and staff members who can positively impact student achievement (General Population: 64%; Community Leaders: 52%)
  - HISD strives to provide all students with a rigorous instructional program to ensure they are ready for college and career (General Population: 64%; Community Leaders: 50%)
  - HISD strives to create a culture of trust by being open and transparent (General Population: 62%; Community Leaders: 51%)

# HISD Core Values:

HISD strives to attract and retain the best teachers, principals, and staff members who can positively impact student achievement

	General Population 2011	Parents 2011
Strongly agree	37%	49%
Mildly agree	25%	25%
Neither agree or disagree	9%	10%
Mildly disagree	11%	7%
Strongly disagree	13%	6%
Don't know	5%	3%
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Total agree	62%	74%
Total disagree	24%	13%
Ratio agree/disagree	2.6	5.7
<b>Base</b>	<b>1012</b>	<b>305</b>

10. Please tell me how strongly you agree/disagree with each statement...



# HISD Core Values:

HISD strives to create a culture of trust by being open and transparent

	General Population 2011	Parents 2011
Strongly agree	31%	52%
Mildly agree	29%	24%
Neither agree or disagree	8%	7%
Mildly disagree	10%	7%
Strongly disagree	13%	8%
Don't know	9%	2%
<hr/>		
Total agree	60%	76%
Total disagree	23%	15%
Ratio agree/disagree	2.6	5.1
<b>Base</b>	<b>1012</b>	<b>305</b>

10. Please tell me how strongly you agree/disagree with each statement...



# HISD Core Values:

HISD strives to use data to inform its decision making and hold itself accountable

	General Population 2011	Parents 2011
Strongly agree	32%	49%
Mildly agree	28%	25%
Neither agree or disagree	9%	7%
Mildly disagree	8%	7%
Strongly disagree	11%	7%
Don't know	12%	6%
<b>Total agree</b>		
	60%	74%
<b>Total disagree</b>		
	19%	14%
<b>Ratio agree/disagree</b>		
	3.2	5.3
<b>Base</b>	<b>1012</b>	<b>305</b>

10. Please tell me how strongly you agree/disagree with each statement...



# HISD Core Values:

HISD strives to provide all students with a rigorous instructional program to ensure they are ready for college and career

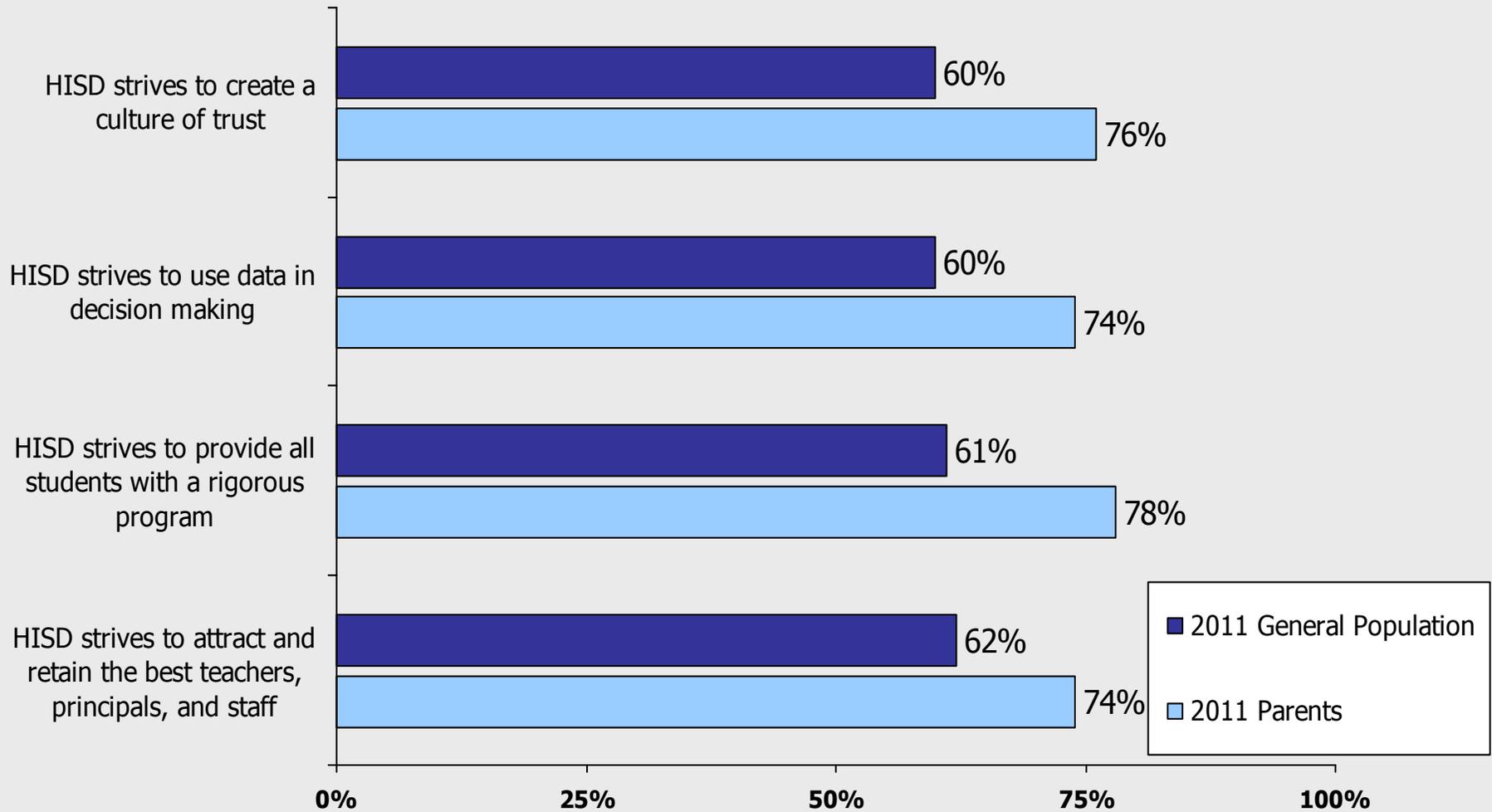
	General Population 2011	Parents 2011
Strongly agree	35%	55%
Mildly agree	26%	23%
Neither agree or disagree	7%	4%
Mildly disagree	10%	8%
Strongly disagree	16%	7%
Don't know	6%	4%
<hr/>		
Total agree	61%	78%
Total disagree	26%	15%
Ratio agree/disagree	2.3	5.2
Base	1012	305

10. Please tell me how strongly you agree/disagree with each statement...



# HISD Values and Goals: Agreement with Statements

## General Population vs. Parents



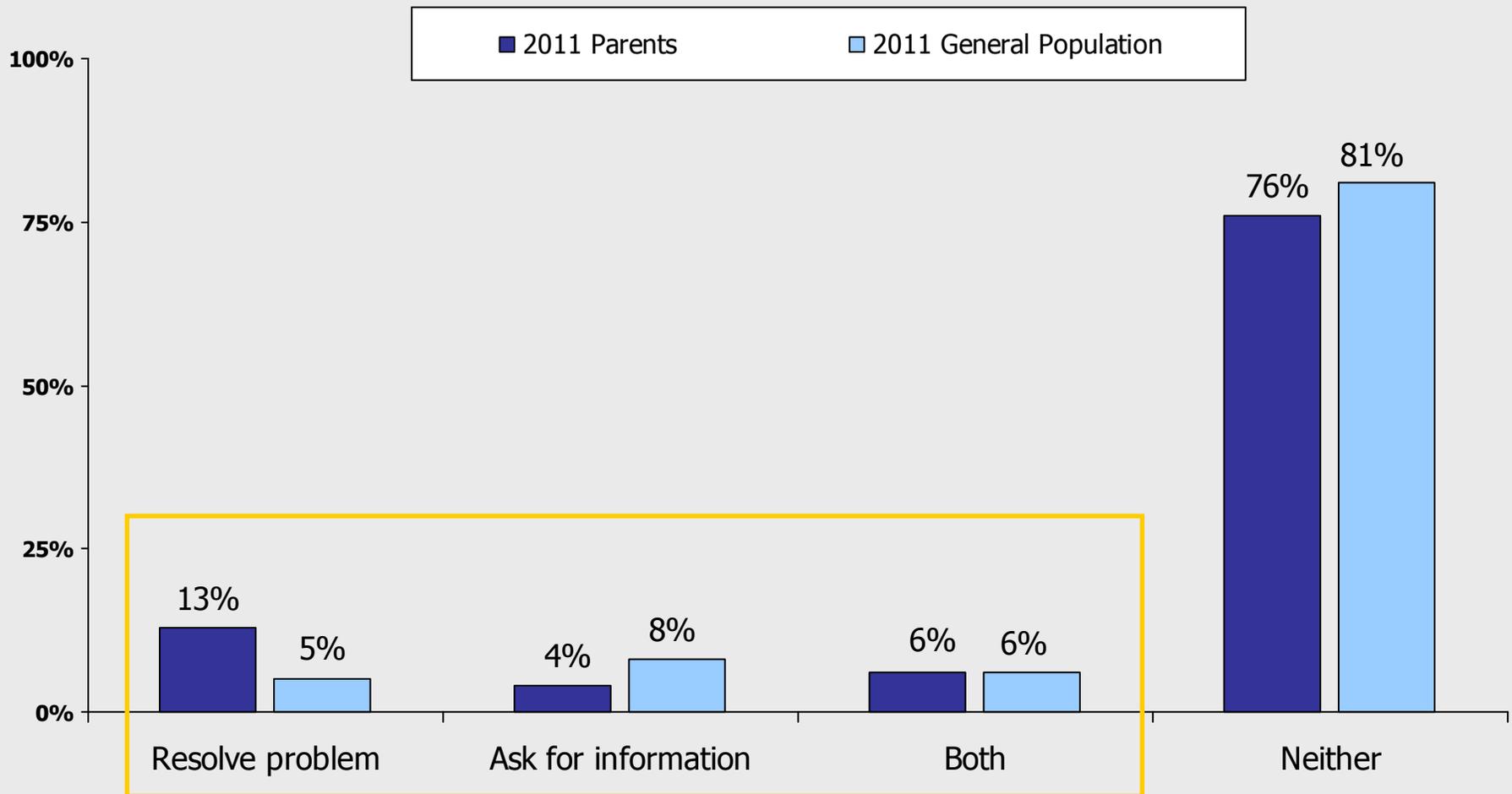
10. Please tell me how strongly you agree/disagree with each statement...



# Problem Reported or Information Requested

- Less than 14% of General Population or Parents either requested information or had a problem with HISD
  - Of those who had a problem or requested information:
    - 18% of Parents say it was at the District level (46% of General Population say District level)
    - 89% of Parents say it was at the school level (65% of General Population say School level – multiple responses accepted)
    - One-fourth of both Parents and General Population say the problem was not resolved.
    - The majority (81% of Parents and 70% of General Population) say they received the information they requested.

# Had Problem with/ Information Requested from HISD



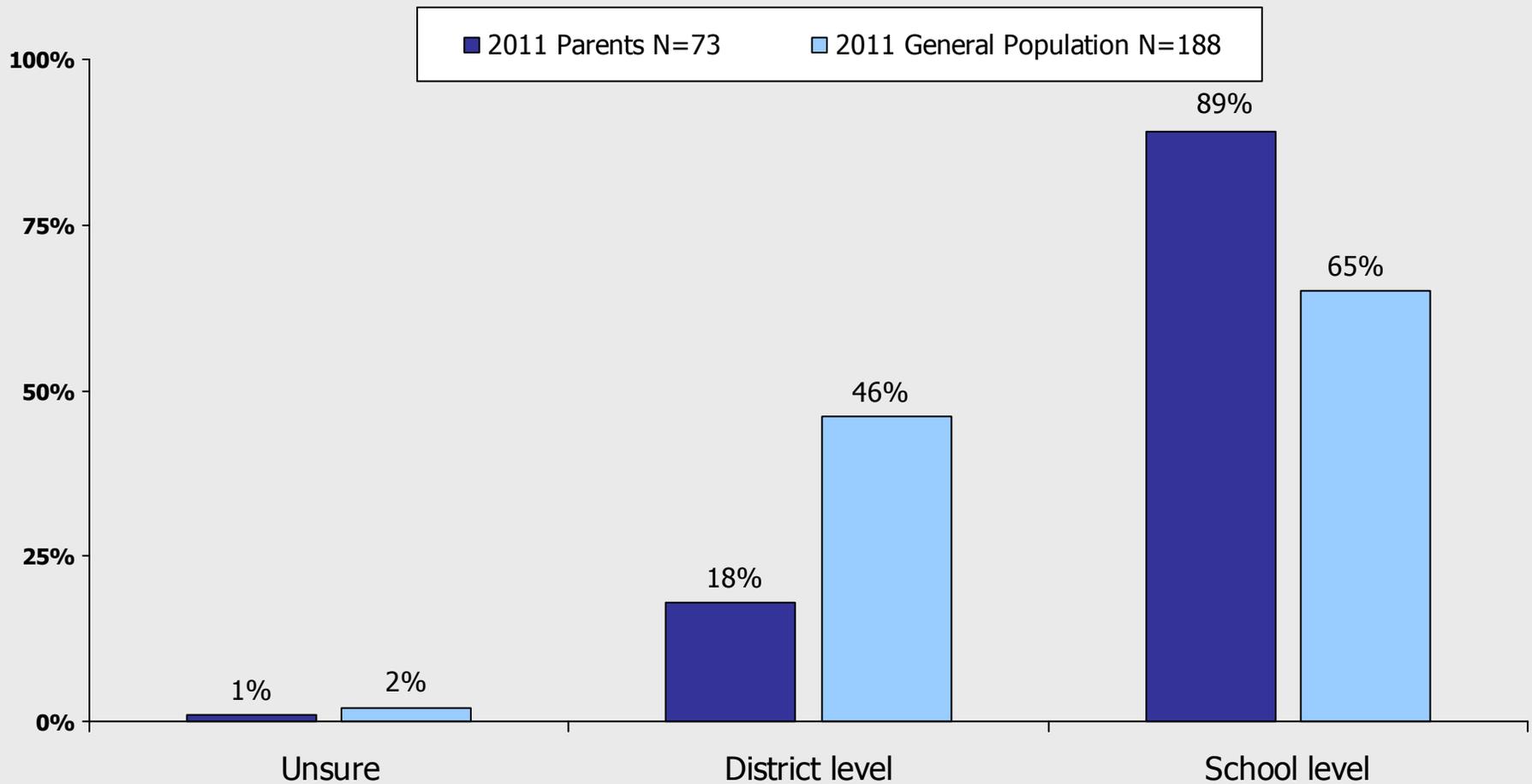
11. Have you personally had to resolve a problem or asked for information from the Houston Independent School District?

50



# Level Where Problem Occurred/ Information Requested

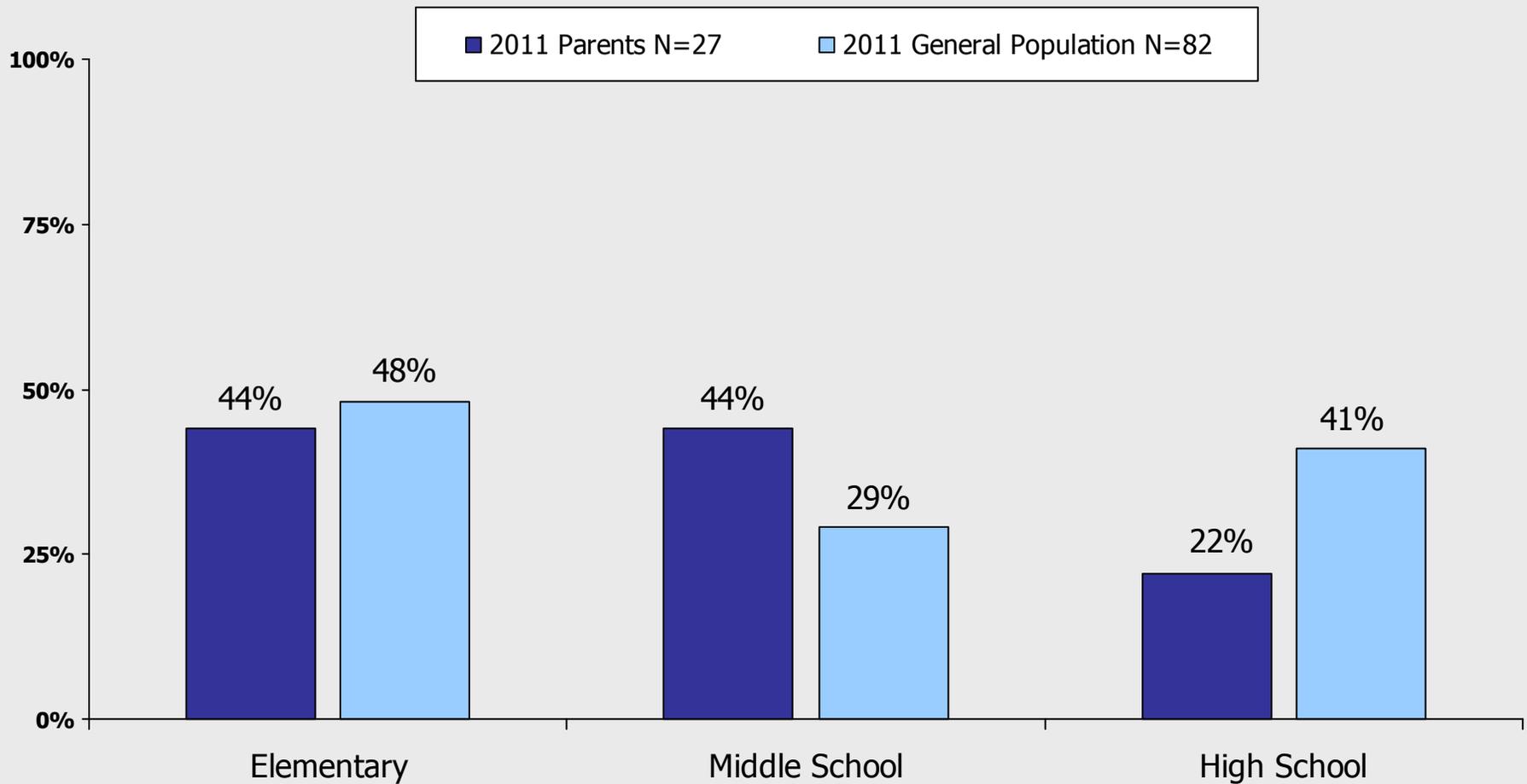
Base: Those who had a problem with or requested information from HISD



12a. Was that at the school or district level? (ALLOW MULTIPLE RESPONSES)

# Grade Level Where Problem Occurred

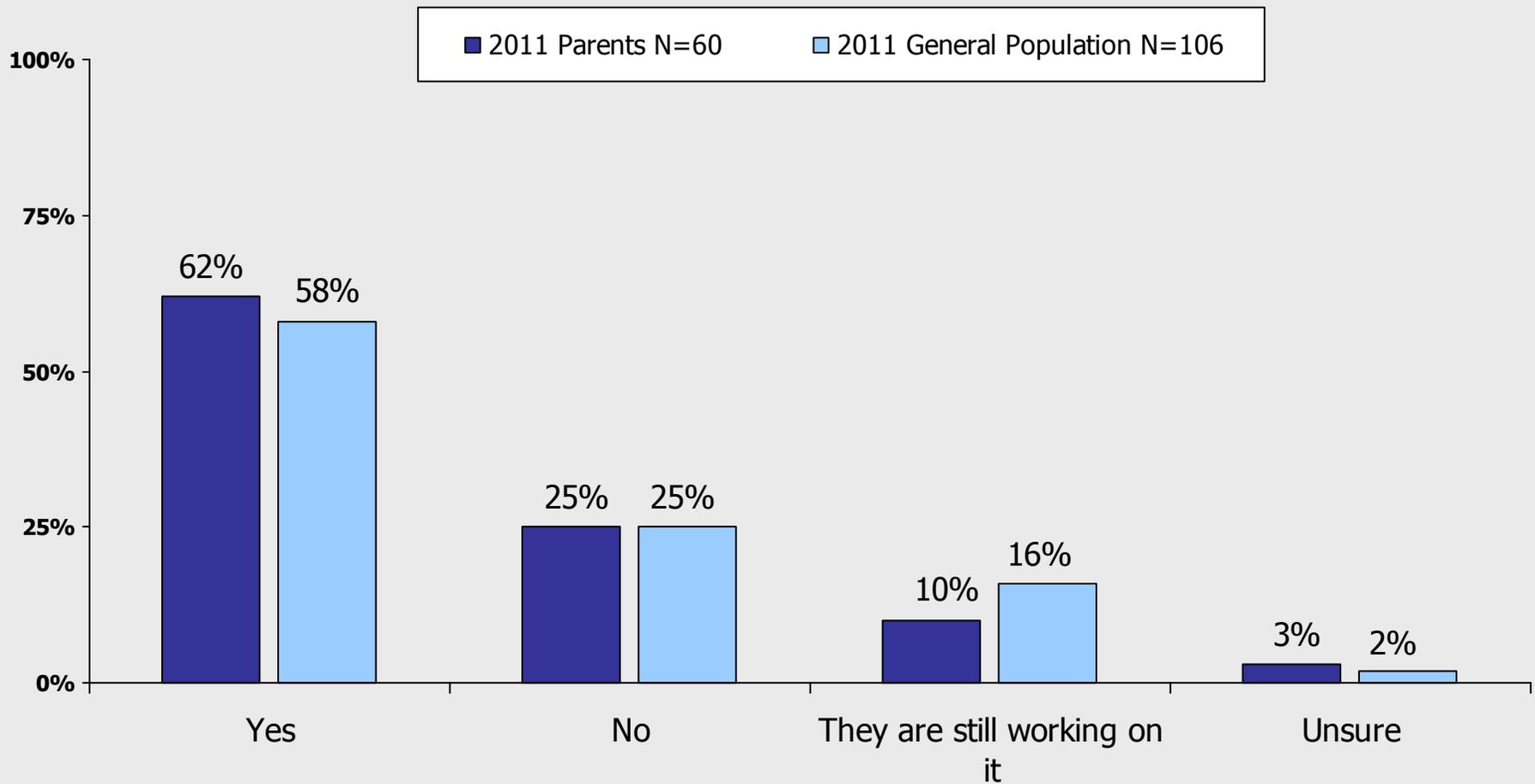
Base: Those who had a problem with HISD



12b. Was the problem at the elementary, middle, or high school level?

# Issue is Resolved

Base: Those who had a problem with HISD



13a. Is the issue now resolved to your satisfaction?

# Reason Issue is Not Resolved to Satisfaction

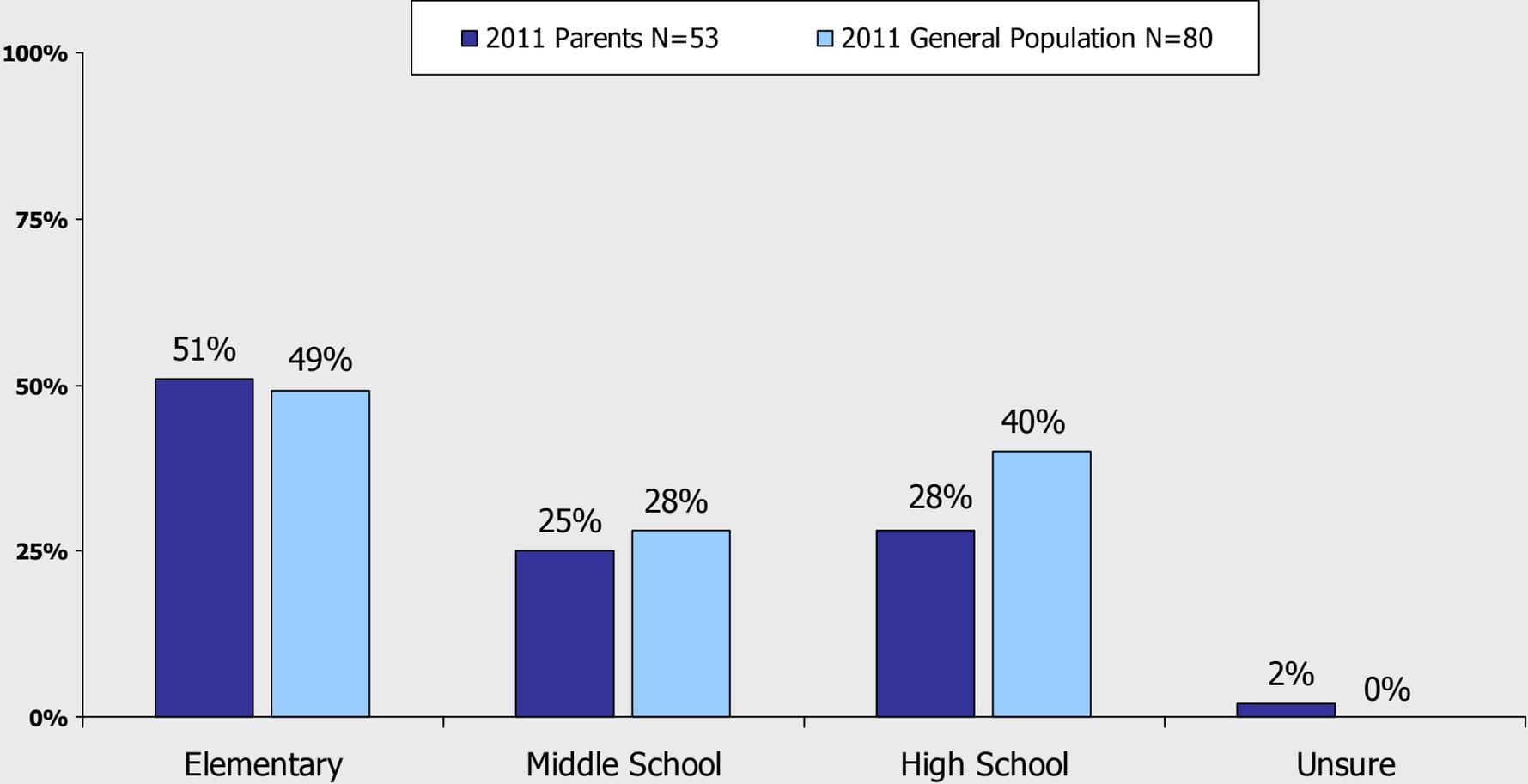
	General Population 2011	Parents 2011
Nothing done to resolve problem, no action taken	33%	33%
Did not respond to me	22%	13%
Did not listen to me	11%	7%
Did not like the response given to me	11%	7%
No one takes responsibility	4%	7%
Do not wish to discuss	4%	7%
<b>Base</b>	<b>27</b>	<b>15</b>

Other responses by 2% or less of total sample



# Grade Level Where Information Was Requested

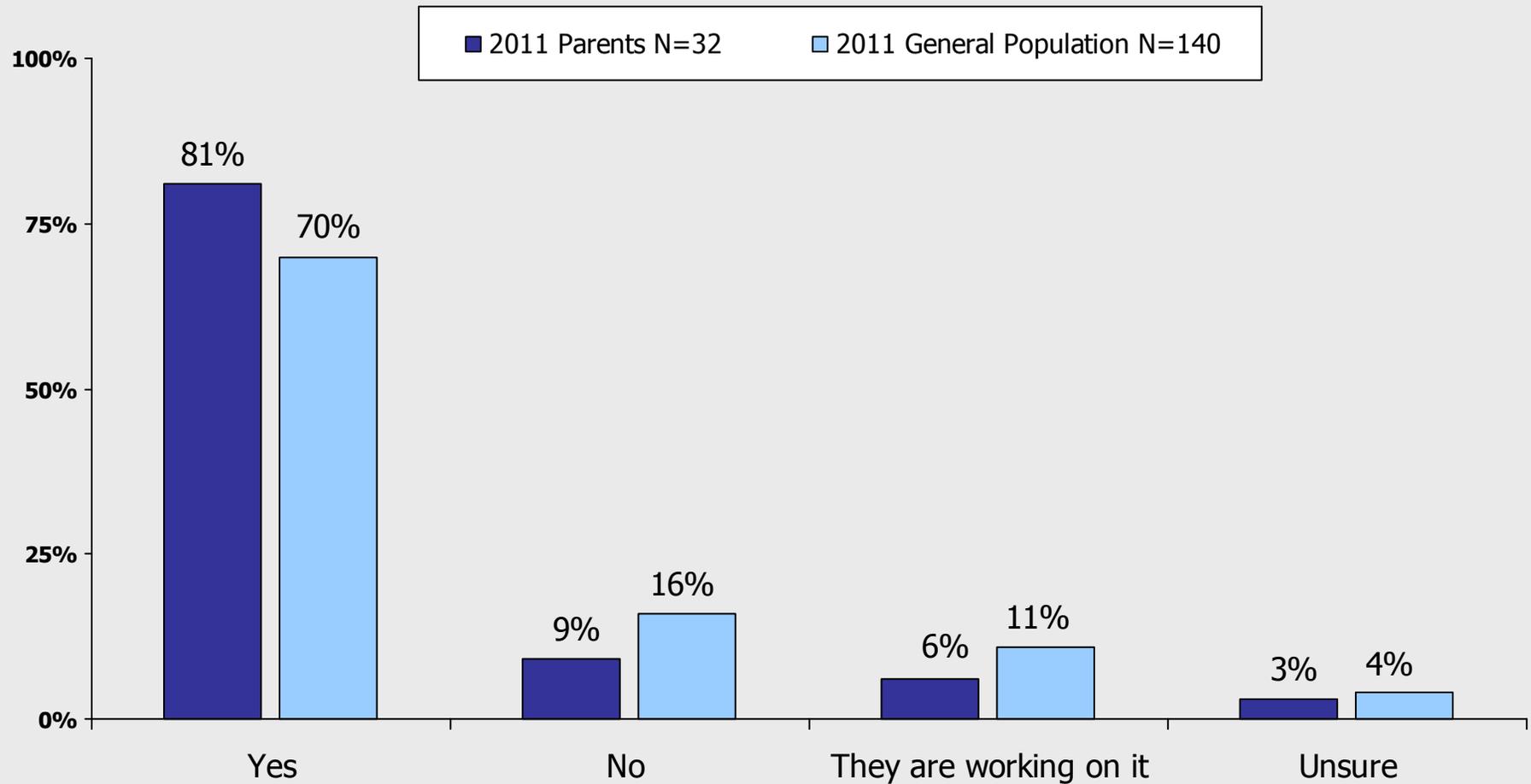
Base: Those who requested information from HISD



12b. Was the information you requested at the elementary, middle, or high school level?

# Received Information Requested

Base: Those who requested information from HISD



# Agreement with HISD Performance Statements

- With one exception\*, all factors mentioned receive at least 71% of respondents agreeing with the statements for Elementary, Middle, and High School:
  - HISD Uses Good Instructional Practices
  - HISD Uses Sound Business Practices
  - Is Safe and Secure
  - Provides Adequate Equipment and Up-to-date Technology
  - \*Has Enough Computers in Schools to Meet Student's Needs
  - Sets High Standards for Academic Performance
  - Provides Quality Education
  - Provides Safe Learning Environment

# Agreement with Statements: HISD Uses Good Instructional Practices

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	64%	57%	54%
Mildly Agree	27%	24%	29%
Neither Disagree Nor Agree	3%	2%	5%
Mildly Disagree	4%	5%	4%
Strongly Disagree	1%	8%	5%
Don't know	2%	5%	4%
<b>Total Agree</b>	<b>91%</b>	<b>81%</b>	<b>83%</b>
<b>Total Disagree</b>	<b>5%</b>	<b>13%</b>	<b>9%</b>
<b>Ratio Agree/Disagree</b>	<b>18.2</b>	<b>6.2</b>	<b>9.2</b>
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with Statements: HISD Uses Sound Business Practices

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	54%	49%	50%
Mildly Agree	24%	25%	24%
Neither Disagree Nor Agree	7%	8%	6%
Mildly Disagree	5%	5%	5%
Strongly Disagree	3%	4%	5%
Don't know	8%	10%	11%
<b>Total Agree</b>	<b>78%</b>	<b>74%</b>	<b>74%</b>
<b>Total Disagree</b>	<b>8%</b>	<b>9%</b>	<b>10%</b>
<b>Ratio Agree/Disagree</b>	<b>9.8</b>	<b>8.2</b>	<b>7.4</b>
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with Statements: Is Safe and Secure

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	72%	54%	50%
Mildly Agree	17%	28%	21%
Neither Disagree Nor Agree	2%	1%	1%
Mildly Disagree	4%	5%	8%
Strongly Disagree	4%	9%	15%
Don't know	1%	3%	6%
<b>Total Agree</b>	<b>89%</b>	<b>82%</b>	<b>71%</b>
<b>Total Disagree</b>	<b>8%</b>	<b>14%</b>	<b>23%</b>
<b>Ratio Agree/Disagree</b>	<b>11.1</b>	<b>5.9</b>	<b>3.1</b>
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with Statements: Provides Adequate Equipment and Up-to-date Technology

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	60%	57%	49%
Mildly Agree	24%	24%	27%
Neither Disagree Nor Agree	3%	4%	2%
Mildly Disagree	4%	4%	7%
Strongly Disagree	4%	6%	8%
Don't know	5%	6%	7%
<b>Total Agree</b>			
	84%	81%	76%
<b>Total Disagree</b>			
	8%	10%	15%
<b>Ratio Agree/Disagree</b>			
	10.5	8.1	5.1
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with Statements: Has Enough Computers in Schools to Meet Student's Needs

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	47%	52%	52%
Mildly Agree	20%	17%	25%
Neither Disagree Nor Agree	6%	11%	2%
Mildly Disagree	6%	6%	7%
Strongly Disagree	10%	4%	6%
Don't know	11%	11%	9%
<hr/>			
Total Agree	67%	69%	77%
Total Disagree	16%	10%	13%
Ratio Agree/Disagree	4.2	6.9	5.9
Base	215	102	106

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



# Agreement with Statements: Sets High Standards for Academic Performance

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	68%	64%	58%
Mildly Agree	20%	20%	25%
Neither Disagree Nor Agree	2%	4%	2%
Mildly Disagree	4%	4%	6%
Strongly Disagree	3%	5%	3%
Don't know	3%	4%	6%
<b>Total Agree</b>			
	88%	84%	83%
<b>Total Disagree</b>			
	7%	9%	9%
<b>Ratio Agree/Disagree</b>			
	12.6	9.3	9.2
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with Statements: Provides Quality Education

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	67%	62%	58%
Mildly Agree	22%	24%	25%
Neither Disagree Nor Agree	2%	3%	5%
Mildly Disagree	6%	4%	4%
Strongly Disagree	2%	5%	5%
Don't know	1%	3%	4%
<b>Total Agree</b>			
	89%	86%	83%
<b>Total Disagree</b>			
	8%	9%	9%
<b>Ratio Agree/Disagree</b>			
	11.1	9.6	9.2
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with Statements: Provides Safe Learning Environment

	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	72%	67%	55%
Mildly Agree	20%	20%	29%
Neither Disagree Nor Agree	2%	2%	0%
Mildly Disagree	2%	4%	4%
Strongly Disagree	2%	5%	8%
Don't know	1%	3%	4%
<b>Total Agree</b>	<b>92%</b>	<b>87%</b>	<b>84%</b>
<b>Total Disagree</b>	<b>4%</b>	<b>9%</b>	<b>12%</b>
<b>Ratio Agree/Disagree</b>	<b>23.0</b>	<b>9.7</b>	<b>7.0</b>
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with HISD Performance Statements

Slide 1 of 2

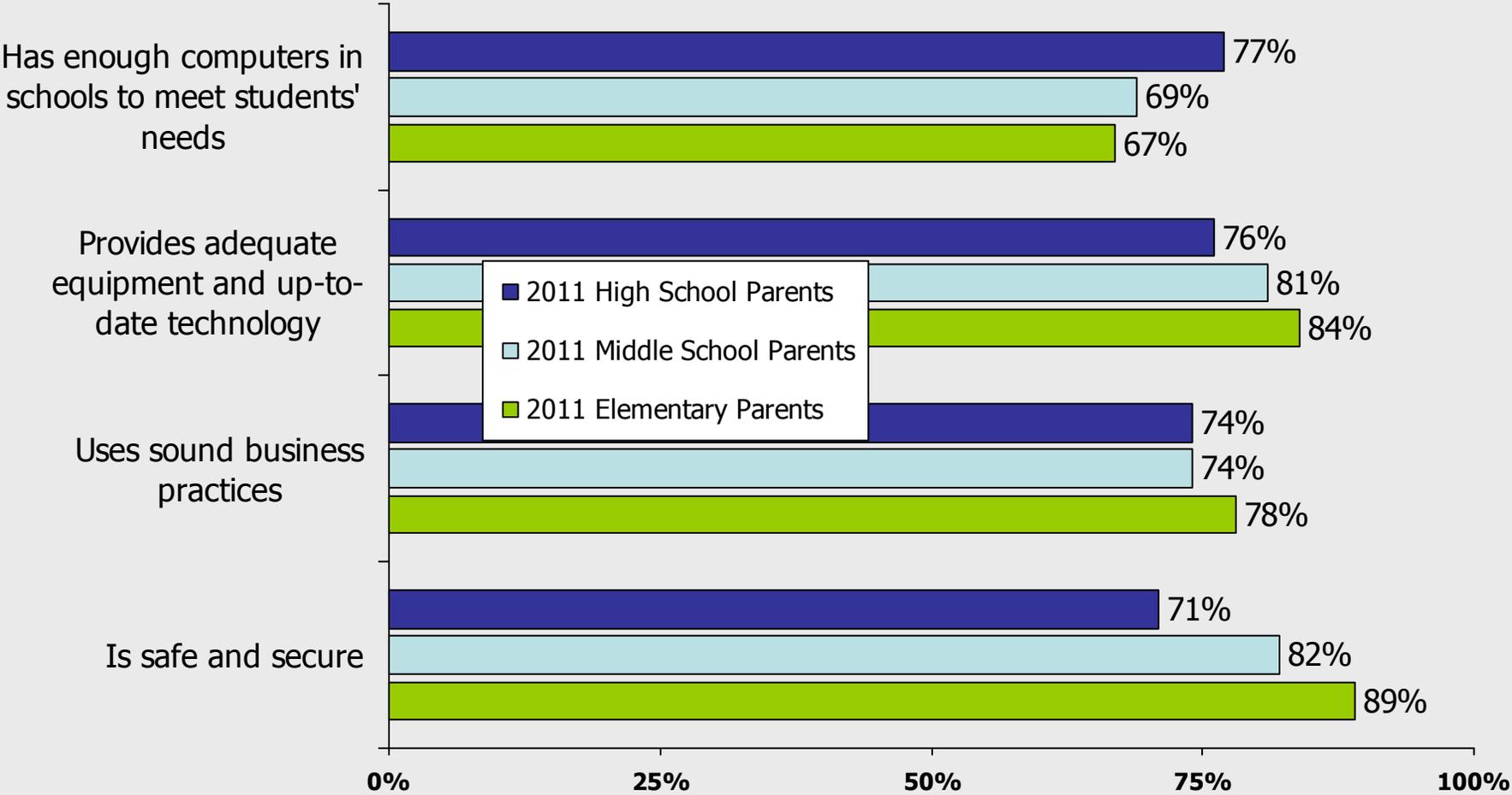
	Parents 2011		
	Elementary	Middle School	High School
Strongly Agree	60%	57%	49%
Mildly Agree	24%	24%	27%
Neither Disagree Nor Agree	3%	4%	2%
Mildly Disagree	4%	4%	7%
Strongly Disagree	4%	6%	8%
<b>Total Agree</b>			
	84%	81%	76%
<b>Total Disagree</b>			
	8%	10%	15%
<b>Ratio Agree/Disagree</b>			
	10.5	8.1	5.1
<b>Base</b>	<b>215</b>	<b>102</b>	<b>106</b>

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



# Agreement with HISD Performance Statements

Slide 2 of 2



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



# HISD Additional Issues

- With one exception\*, all factors mentioned receive at least 74% of respondents agreeing with the statements for their child's HISD school:
  - I know how to connect with someone at my child's school when I have questions and concerns
  - I am satisfied with the communication between school and home
  - I am satisfied how my child's school keeps me informed about my child's academic progress
  - I have been invited to participate in a school event for parents
  - I am satisfied with opportunities to be involved with my child's education
  - I am satisfied with opportunities for parent input on school initiatives
  - \*Technology is used effectively with parents to enhance the home-school connection

# Additional HISD Agreement Statements:

I know how to connect with someone at my child's school when I have questions and concerns

	Parents 2011
Strongly Agree	72%
Mildly Agree	16%
Neither Disagree Nor Agree	2%
Mildly Disagree	4%
Strongly Disagree	4%
Don't know	1%
<hr/>	
Total Agree	88%
Total Disagree	8%
Ratio Agree/Disagree	11.0
Base	305



20. Please tell me whether you agree or disagree with each statement.

# Additional HISD Agreement Statements:

I am satisfied with the communication between school and home

	Parents 2011
Strongly Agree	65%
Mildly Agree	19%
Neither Disagree Nor Agree	2%
Mildly Disagree	5%
Strongly Disagree	8%
Don't know	1%
<b>Total Agree</b>	
	84%
<b>Total Disagree</b>	
	13%
<b>Ratio Agree/Disagree</b>	
	6.5
<b>Base</b>	<b>305</b>



# Additional HISD Agreement Statements:

I am satisfied how my child's school keeps me informed about my child's academic progress

	Parents 2011
Strongly Agree	69%
Mildly Agree	18%
Neither Disagree Nor Agree	2%
Mildly Disagree	5%
Strongly Disagree	5%
Don't know	2%
<b>Total Agree</b>	
	87%
<b>Total Disagree</b>	
	10%
<b>Ratio Agree/Disagree</b>	
	8.7
<b>Base</b>	<b>305</b>



# Additional HISD Agreement Statements:

I have been invited to participate in a school event for parents

	Parents 2011
Strongly Agree	72%
Mildly Agree	16%
Neither Disagree Nor Agree	1%
Mildly Disagree	4%
Strongly Disagree	5%
Don't know	1%
<hr/>	
Total Agree	88%
Total Disagree	9%
Ratio Agree/Disagree	9.8
Base	305



# Additional HISD Agreement Statements:

I am satisfied with opportunities to be involved with my child's education

	Parents 2011
Strongly Agree	72%
Mildly Agree	16%
Neither Disagree Nor Agree	0%
Mildly Disagree	5%
Strongly Disagree	4%
Don't know	2%
<hr/>	
Total Agree	88%
Total Disagree	9%
Ratio Agree/Disagree	9.8
Base	305



# Additional HISD Agreement Statements:

I am satisfied with opportunities for parent input on school initiatives

	Parents 2011
Strongly Agree	61%
Mildly Agree	23%
Neither Disagree Nor Agree	3%
Mildly Disagree	5%
Strongly Disagree	6%
Don't know	3%
<hr/>	
Total Agree	84%
Total Disagree	11%
Ratio Agree/Disagree	7.6
Base	305



# Additional HISD Agreement Statements:

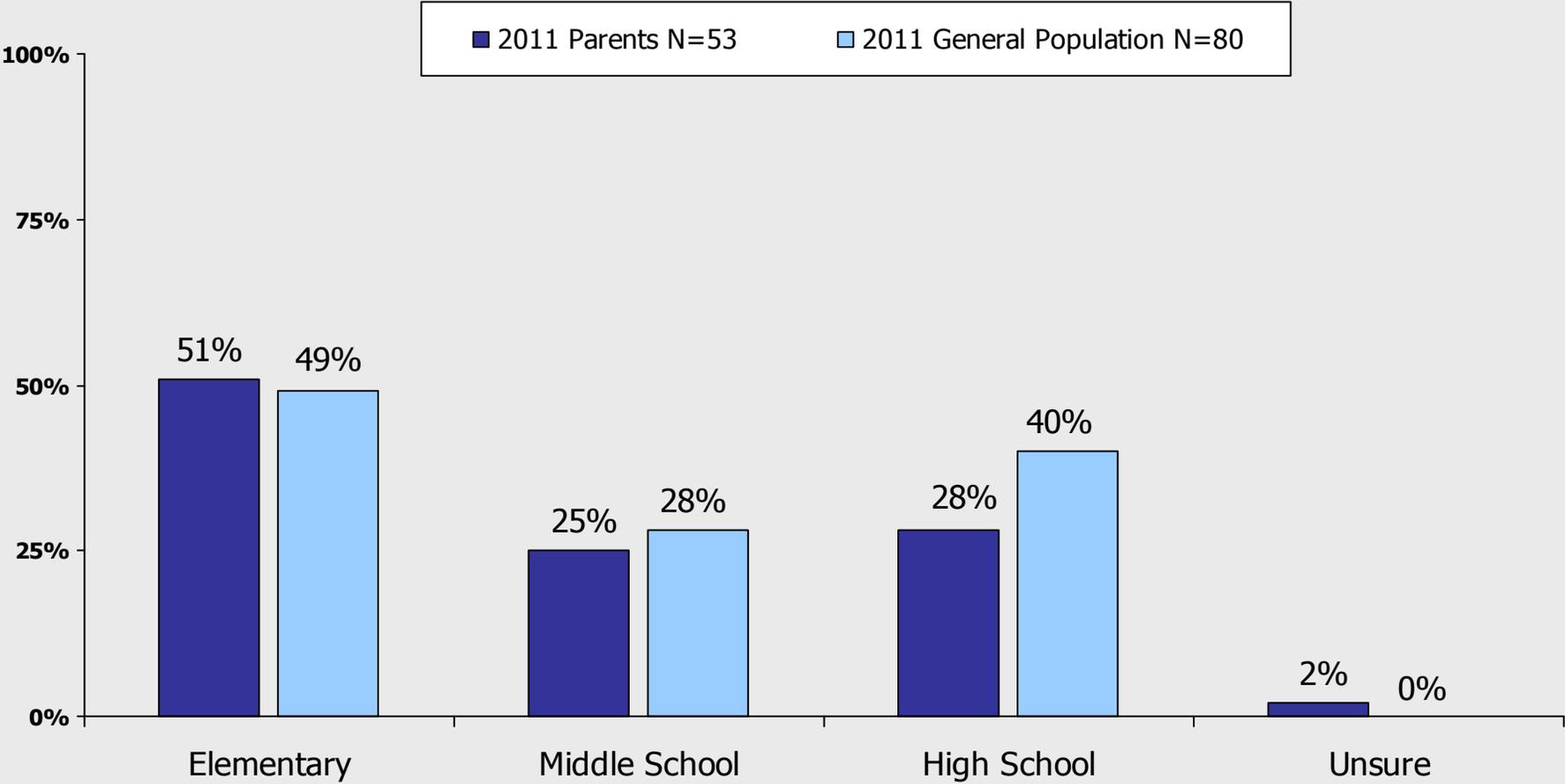
Technology is used effectively with parents to enhance the home-school connection

	Parents 2011
Strongly Agree	53%
Mildly Agree	21%
Neither Disagree Nor Agree	5%
Mildly Disagree	7%
Strongly Disagree	4%
Don't know	11%
<b>Total Agree</b>	<b>74%</b>
<b>Total Disagree</b>	<b>11%</b>
<b>Ratio Agree/Disagree</b>	<b>6.7</b>
<b>Base</b>	<b>305</b>



# Agreement with HISD Performance Statements

Mildly and Strongly Agree Shown



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



# Satisfaction with HISD

- From 2009 to 2011, Parents' and General Population's 'very satisfied' ratings have increased for:
  - Board of Education 26% to 33%
    - General Population increased 17% to 24%
  - Central office Administration 22% to 35%
    - General Population 18% to 23%
  - Teachers 40% to 51%
    - General Population 26% to 37%
  - Principals 35% to 54%
    - General Population 22% to 24%
  - School buildings, facilities, and grounds 33% to 47%
    - General Population 22% to 30%
  - General Population also showed an increase for School bus drivers from 16% to 22%

# Satisfaction with HISD

- Ethnic differences show Asians and Hispanics rate the following higher than African Americans or Anglos:
  - Board of Education
    - Asian: 73%; Hispanics: 70%; African Americans: 47%; Anglos: 39%
  - Superintendent
    - Asian: 70%; Hispanics: 62%; African Americans: 39%; Anglos: 40%
  - Teachers (African Americans rate higher than Anglos)
    - Asian: 89%; Hispanics: 81%; African Americans: 70%; Anglos: 59%
  - Principals
    - Asian: 89%; Hispanics: 75%; African Americans: 65%; Anglos: 51%

# Satisfaction with HISD

- Anglos also rate the following significantly lower than other ethnic groups:
  - Central Administration Offices (Hispanics rate significantly higher than African Americans)
    - Asian: 54%; Hispanics: 63%; African Americans: 48%; Anglos: 34%
  - Buildings, Facilities, and Grounds (Hispanics rate significantly higher than African Americans)
    - Asian: 73%; Hispanics: 77%; African Americans: 62%; Anglos: 52%
  - Bus Drivers (Asians rate higher than all other segments)
    - Asian: 53%; Hispanics: 39%; African Americans: 45%; Anglos: 23%

# Satisfaction with HISD

- General Population rates aspects of HISD higher than Community Leaders in regards to:
  - Teachers: General Population: 69%; Community Leaders: 61%
  - Bus Drivers: General Population: 44%; Community Leaders: 16%
  - Buildings, Facilities, and Grounds: General Population: 67%; Community Leaders: 41%
- Community Leaders rate Central Office Administration higher (55%) than General Population (45%).

# HISD Satisfaction

## THE HISD BOARD OF EDUCATION

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	21%	17%	24% +G9	30%	26%	33% +P9
Somewhat Satisfied	34%	36%	27% -G9	39%	43%	34% -P9
Uncertain/Don't know	18%	33%	27% -G9	17%	22%	16%
Somewhat Dissatisfied	15%	8%	11% +G9	8%	5%	9%
Very Dissatisfied	12%	6%	11% +G9	7%	4%	8% +P9
<b>Total Satisfied</b>	<b>55%</b>	<b>53%</b>	<b>51%</b>	<b>69%</b>	<b>69%</b>	<b>67%</b>
<b>Total Dissatisfied</b>	<b>27%</b>	<b>14%</b>	<b>22% +G9</b>	<b>15%</b>	<b>9%</b>	<b>17% +P</b>
<b>Ratio Satisfied/Dissatisfied</b>	<b>2.0</b>	<b>3.8</b>	<b>2.3</b>	<b>4.6</b>	<b>7.7</b>	<b>3.9</b>
<b>Base</b>	<b>1000</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>300</b>	<b>305</b>

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



# HISD Satisfaction

## THE HISD SCHOOL SUPERINTENDENT

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	25%	20%	22%	35%	28%	33%
Somewhat Satisfied	32%	31%	25% -G9	35%	41%	25% -P9
Uncertain/Don't know	22%	34%	33%	17%	23%	27%
Somewhat Dissatisfied	9%	8%	8%	3%	5%	6%
Very Dissatisfied	11%	7%	13% +G9	9%	3%	9% +P9
<b>Total Satisfied</b>						
	57%	51%	47%	70%	69%	58% -P9
<b>Total Dissatisfied</b>						
	20%	15%	21% +G9	12%	8%	15% +P9
<b>Ratio Satisfied/Dissatisfied</b>						
	2.9	3.4	2.2	5.8	8.6	3.9
<b>Base</b>	<b>1000</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>300</b>	<b>305</b>

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



# HISD Satisfaction

## THE HISD CENTRAL OFFICE ADMINISTRATION

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	21%	18%	23% +G9	30%	22%	35% +P9
Somewhat Satisfied	30%	31%	24% -G9	34%	42%	27% -P9
Uncertain/Don't know	27%	39%	38%	21%	30%	28%
Somewhat Dissatisfied	10%	7%	7%	6%	3%	5%
Very Dissatisfied	11%	5%	8% +G9	9%	3%	4%
<b>Total Satisfied</b>	<b>51%</b>	<b>49%</b>	<b>47%</b>	<b>64%</b>	<b>64%</b>	<b>62%</b>
<b>Total Dissatisfied</b>	<b>21%</b>	<b>12%</b>	<b>15%</b>	<b>15%</b>	<b>6%</b>	<b>9%</b>
<b>Ratio Satisfied/Dissatisfied</b>	<b>2.4</b>	<b>4.1</b>	<b>3.1</b>	<b>4.3</b>	<b>10.7</b>	<b>6.9</b>
<b>Base</b>	<b>1000</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>300</b>	<b>305</b>

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



# HISD Satisfaction

## TEACHERS

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	29%	26%	37% +G9	42%	40%	51% +P9
Somewhat Satisfied	41%	41%	31% -G9	37%	45%	35% -P9
Uncertain/Don't know	12%	20%	21%	4%	4%	6%
Somewhat Dissatisfied	11%	9%	7%	11%	5%	5%
Very Dissatisfied	8%	4%	5%	7%	5%	3%
Total Satisfied	70%	67%	68%	79%	85%	86%
Total Dissatisfied	19%	13%	12%	18%	10%	8%
Ratio Satisfied/Dissatisfied	3.7	5.2	5.7	4.4	8.5	10.8
Base	1000	1008	1012	300	300	305

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



# HISD Satisfaction

## PRINCIPALS

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	25%	22%	34% +G9	39%	35%	54% +P9
Somewhat Satisfied	37%	38%	28% -G9	40%	48%	26% -P9
Uncertain/Don't know	19%	29%	25%	7%	7%	8%
Somewhat Dissatisfied	10%	7%	8%	6%	5%	8%
Very Dissatisfied	9%	4%	5%	8%	6%	5%
Total Satisfied	62%	60%	62%	79%	83%	80%
Total Dissatisfied	19%	11%	13%	14%	11%	13%
Ratio Satisfied/Dissatisfied	3.3	5.5	4.8	5.6	7.5	6.2
Base	1000	1008	1012	300	300	305

14. 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	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	19%	16%	22% +G9	19%	20%	20%
Somewhat Satisfied	29%	28%	16% -G9	27%	27%	13% -P9
Uncertain/Don't know	33%	45%	55% +G9	38%	43%	57% +P9
Somewhat Dissatisfied	9%	8%	3% -G9	6%	6%	5%
Very Dissatisfied	10%	4%	3%	10%	4%	5%
<b>Total Satisfied</b>						
	48%	44%	38% -G9	46%	47%	33% -P9
<b>Total Dissatisfied</b>						
	19%	12%	6% -G9	16%	10%	10%
<b>Ratio Satisfied/Dissatisfied</b>						
	2.5	3.7	6.3	2.9	4.7	3.3
<b>Base</b>	<b>1000</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>300</b>	<b>305</b>

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



# HISD Satisfaction

## SCHOOL BUILDINGS, FACILITIES AND GROUNDS

	General Population 2007	General Population 2009	General Population 2011	Parents 2007	Parents 2009	Parents 2011
Very Satisfied	26%	22%	30% +G9	37%	33%	47% +P9
Somewhat Satisfied	38%	42%	32% -G9	40%	46%	30% -P9
Uncertain/Don't know	10%	19%	19%	4%	9%	8%
Somewhat Dissatisfied	14%	12%	12%	10%	8%	8%
Very Dissatisfied	12%	6%	7%	10%	3%	7% +P9
<b>Total Satisfied</b>	<b>64%</b>	<b>64%</b>	<b>62%</b>	<b>77%</b>	<b>79%</b>	<b>77%</b>
<b>Total Dissatisfied</b>	<b>26%</b>	<b>18%</b>	<b>19%</b>	<b>20%</b>	<b>11%</b>	<b>15%</b>
<b>Ratio Satisfied/Dissatisfied</b>	<b>2.5</b>	<b>3.6</b>	<b>3.3</b>	<b>3.9</b>	<b>7.2</b>	<b>5.1</b>
<b>Base</b>	<b>1000</b>	<b>1008</b>	<b>1012</b>	<b>300</b>	<b>300</b>	<b>305</b>

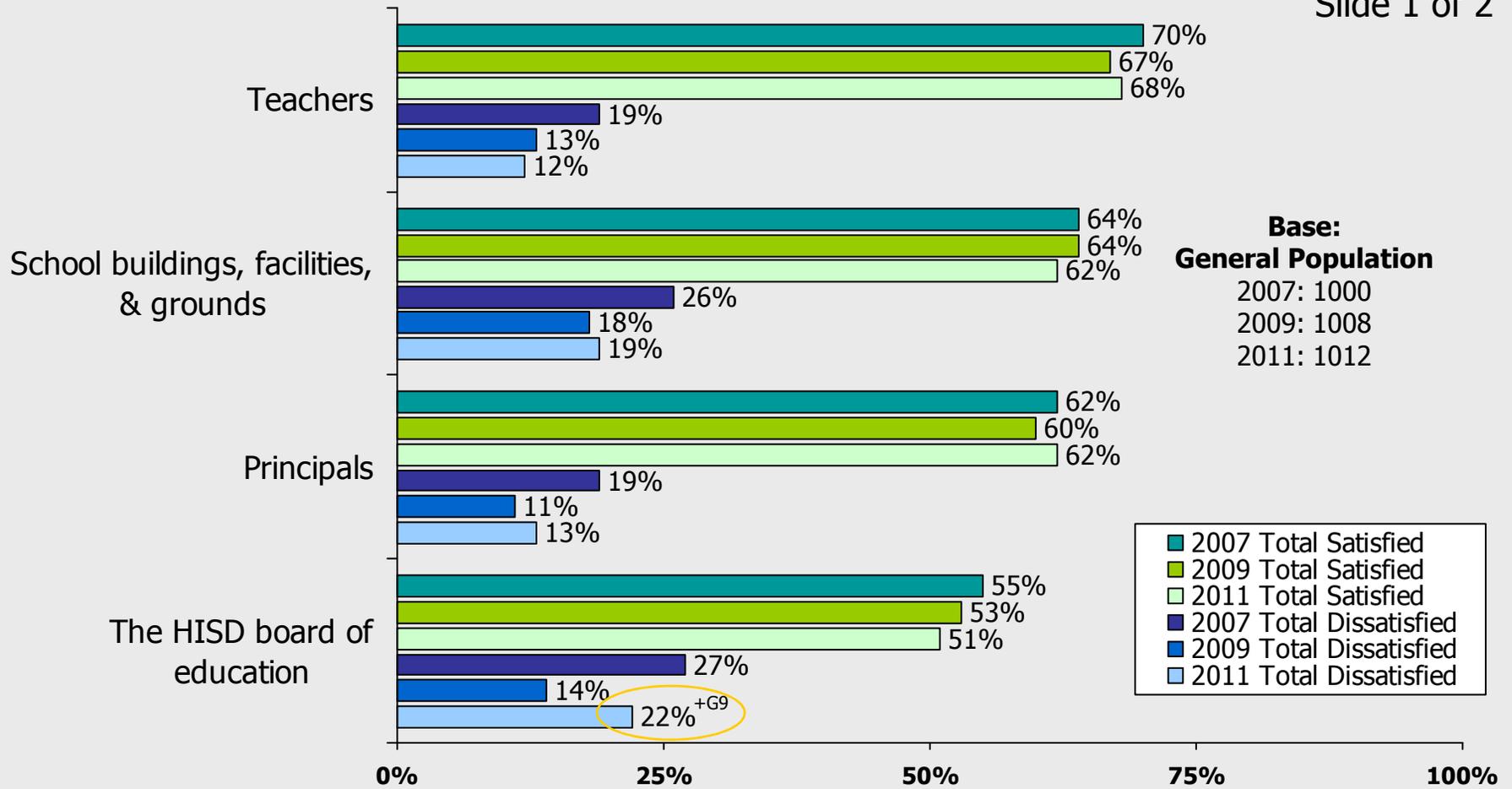
14. Are you satisfied or dissatisfied with each of the following as it applies to HISD?



# Satisfaction with HISD

## General Population

Slide 1 of 2



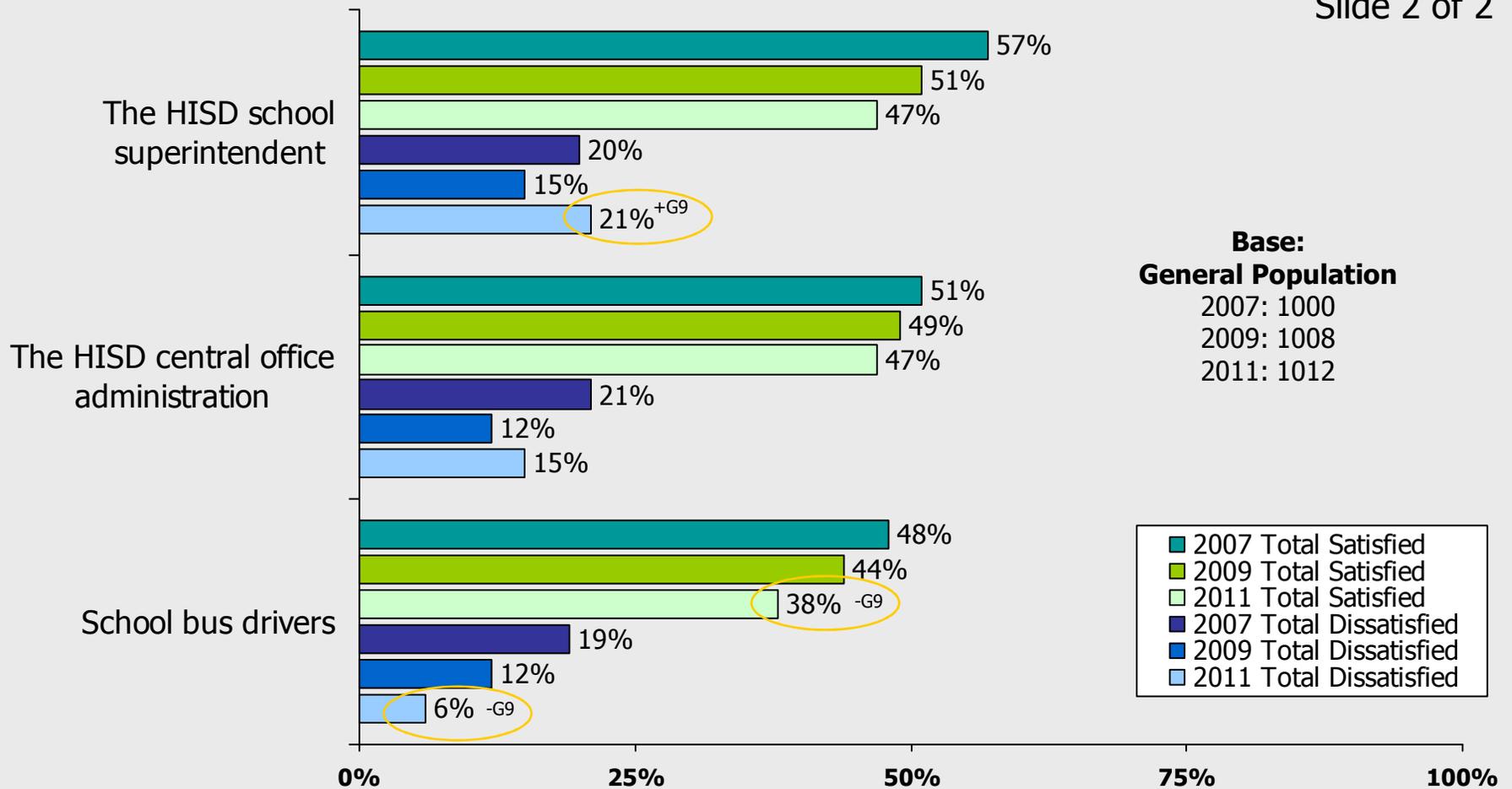
14. Are you satisfied or dissatisfied with each of the following as it applies to HISD?



# Satisfaction with HISD

## General Population

Slide 2 of 2



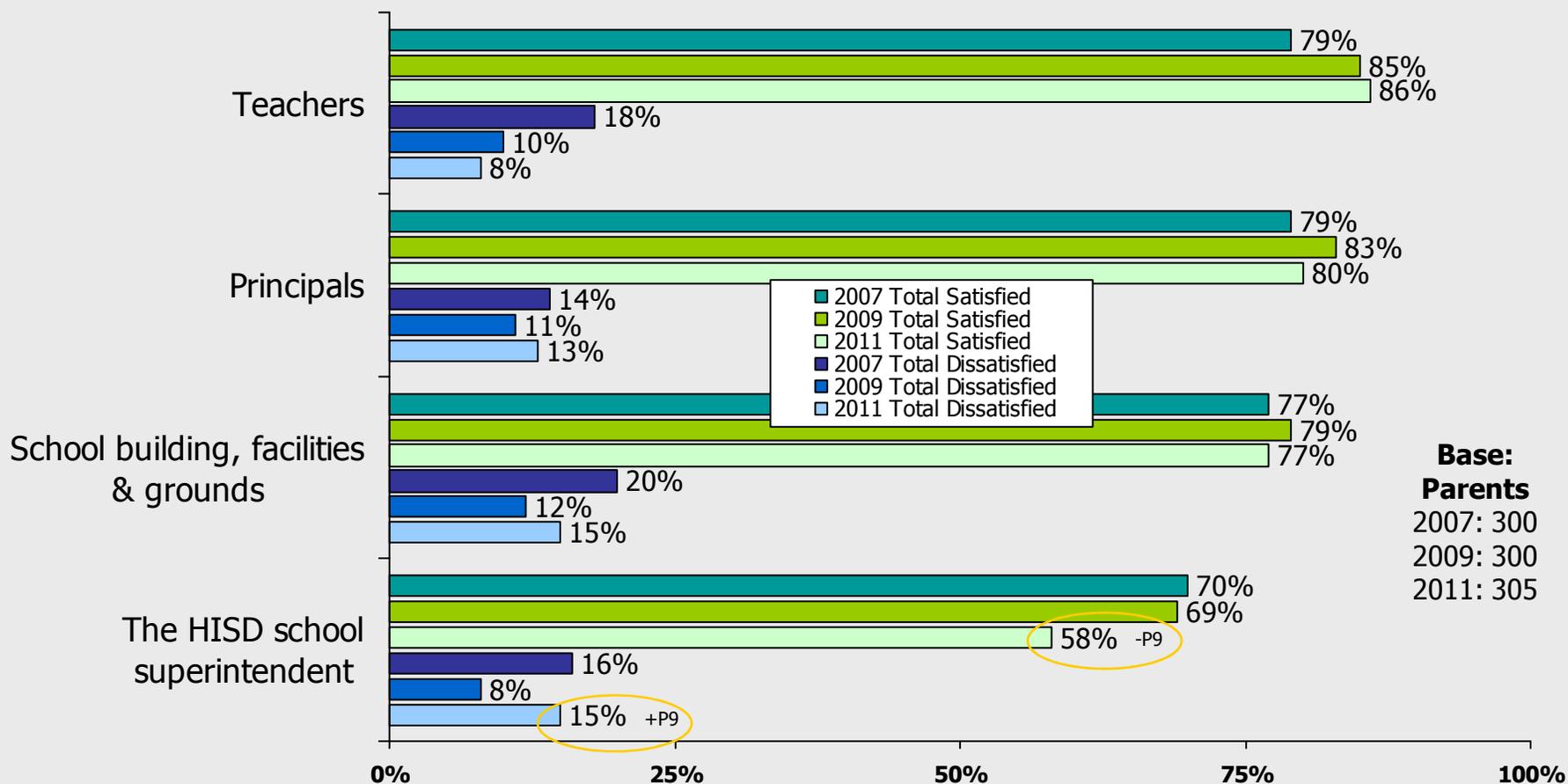
14. Are you satisfied or dissatisfied with each of the following as it applies to HISD?



# Satisfaction with HISD

## Parents

Slide 1 of 2



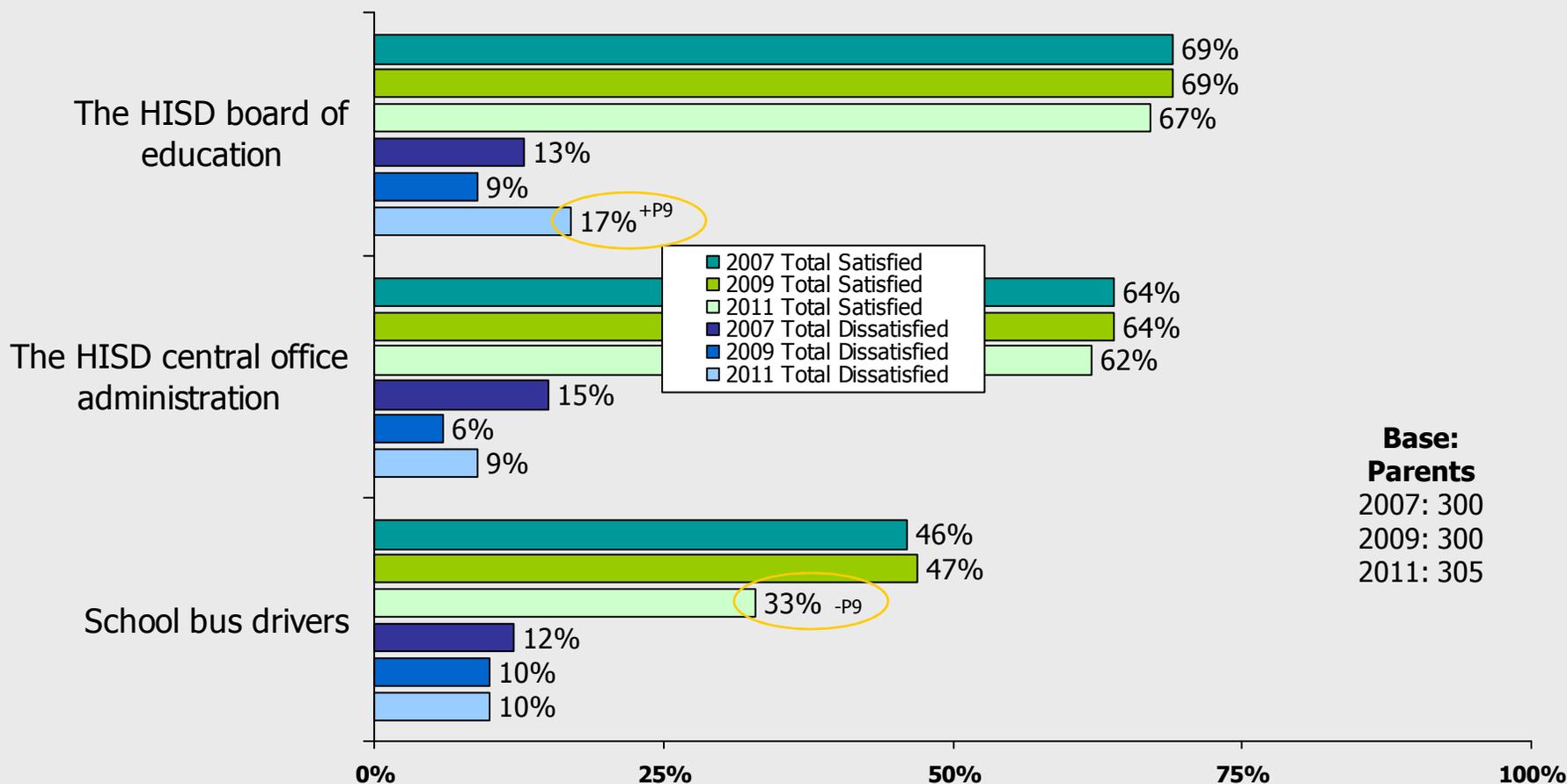
14. Are you satisfied or dissatisfied with each of the following as it applies to HISD?



# Satisfaction with HISD

## Parents

Slide 2 of 2



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



# Impression of Change: More Healthy Foods Served in Cafeteria

	General Population 2011	Parents 2011
Strongly positive	51%	50%
Somewhat positive	19%	19%
Neutral	11%	14%
Somewhat negative	4%	5%
Strongly negative	5%	7%
Don't know	10%	5%
<b>Total Positive</b>		
	70%	69%
<b>Total Negative</b>		
	9%	12%
<b>Ratio Positive/Negative</b>		
	7.8	5.8
<b>Base</b>	<b>1012</b>	<b>305</b>

25. What impression do these changes to HISD give you?



# Impression of Change: Bullying Prevention Efforts

	General Population 2011	Parents 2011
Strongly positive	48%	52%
Somewhat positive	15%	15%
Neutral	11%	10%
Somewhat negative	6%	6%
Strongly negative	7%	7%
Don't know	13%	10%
<b>Total Positive</b>		
	63%	67%
<b>Total Negative</b>		
	13%	13%
<b>Ratio Positive/Negative</b>		
	4.8	5.2
<b>Base</b>	<b>1012</b>	<b>305</b>

25. What impression do these changes to HISD give you?



# Impression of Change: Budget Cuts and Their Impact

	General Population 2011	Parents 2011
Strongly positive	9%	11%
Somewhat positive	7%	10%
Neutral	11%	7%
Somewhat negative	15%	12%
Strongly negative	45%	44%
Don't know	13%	17%
<b>Total Positive</b>		
	16%	21%
<b>Total Negative</b>		
	60%	56%
<b>Ratio Positive/Negative</b>		
	0.3	0.4
<b>Base</b>	<b>1012</b>	<b>305</b>

25. What impression do these changes to HISD give you?



# Impression of Change: "Green" Buses

	General Population 2011	Parents 2011
Strongly positive	36%	40%
Somewhat positive	18%	14%
Neutral	17%	12%
Somewhat negative	3%	3%
Strongly negative	5%	4%
Don't know	20%	26%
<hr/>		
Total Positive	54%	54%
Total Negative	8%	7%
Ratio Positive/Negative	6.8	7.7
Base	1012	305

25. What impression do these changes to HISD give you?



# Impression of Change: Changes in HISD Website

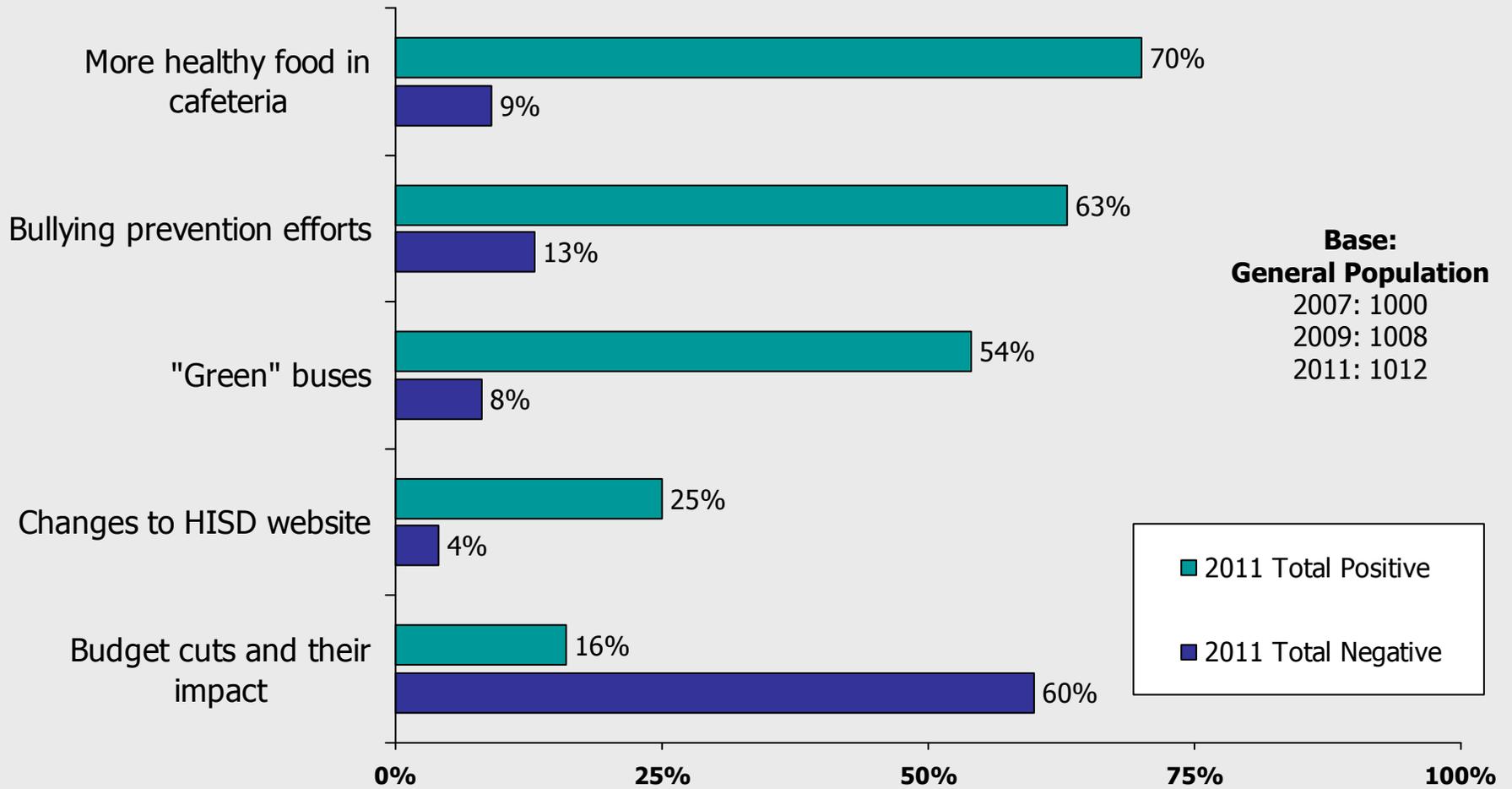
	General Population 2011	Parents 2011
Strongly positive	15%	22%
Somewhat positive	10%	16%
Neutral	24%	17%
Somewhat negative	2%	2%
Strongly negative	2%	1%
Don't know	48%	42%
<hr/>		
Total Positive	25%	38%
Total Negative	4%	3%
Ratio Positive/Negative	6.3	12.7
Base	1012	305

25. What impression do these changes to HISD give you?



# Impression of Change

## General Population

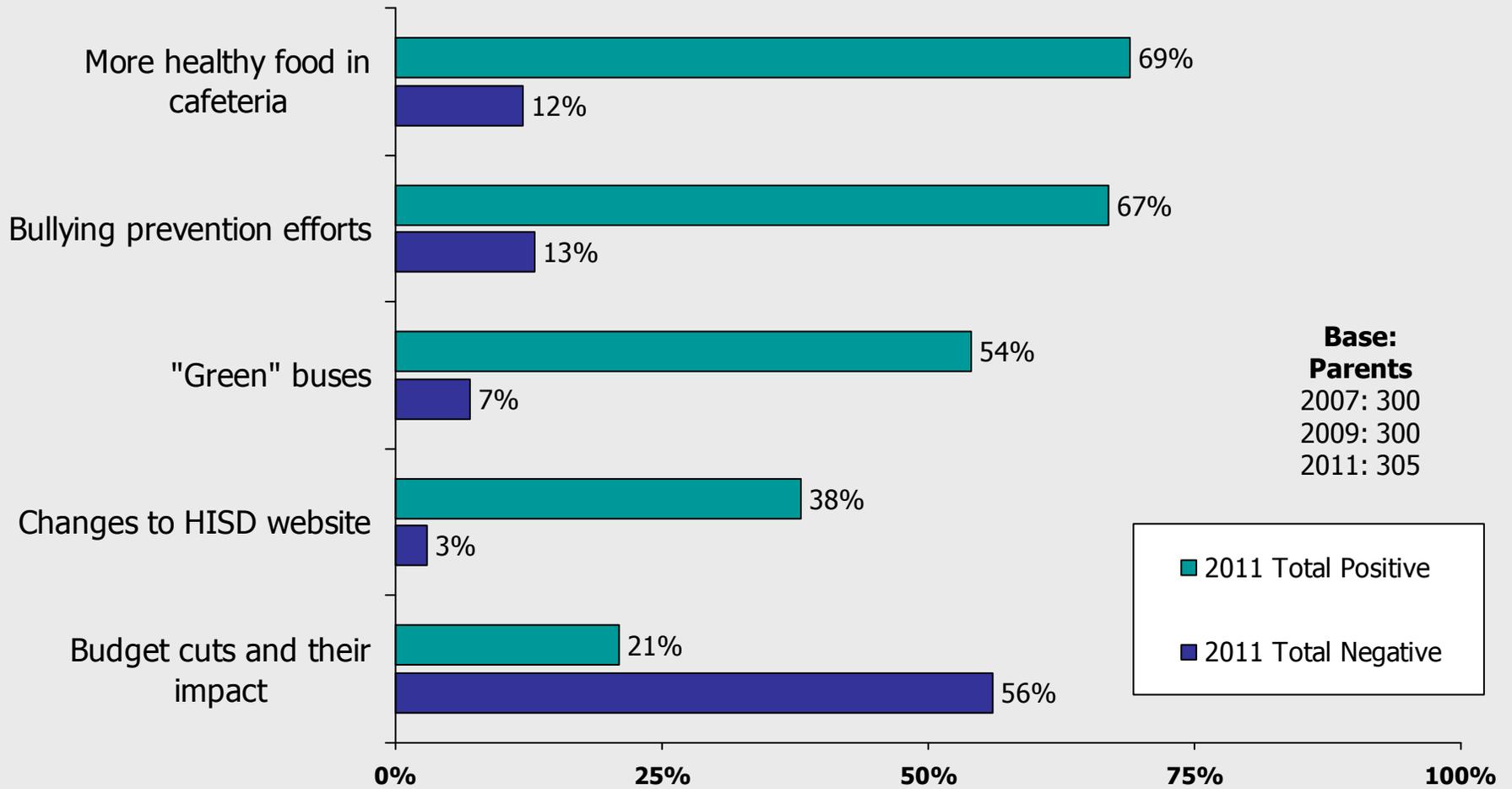


25. What impression do these changes to HISD give you?



# Impression of Change

## Parents



25. What impression do these changes to HISD give you?



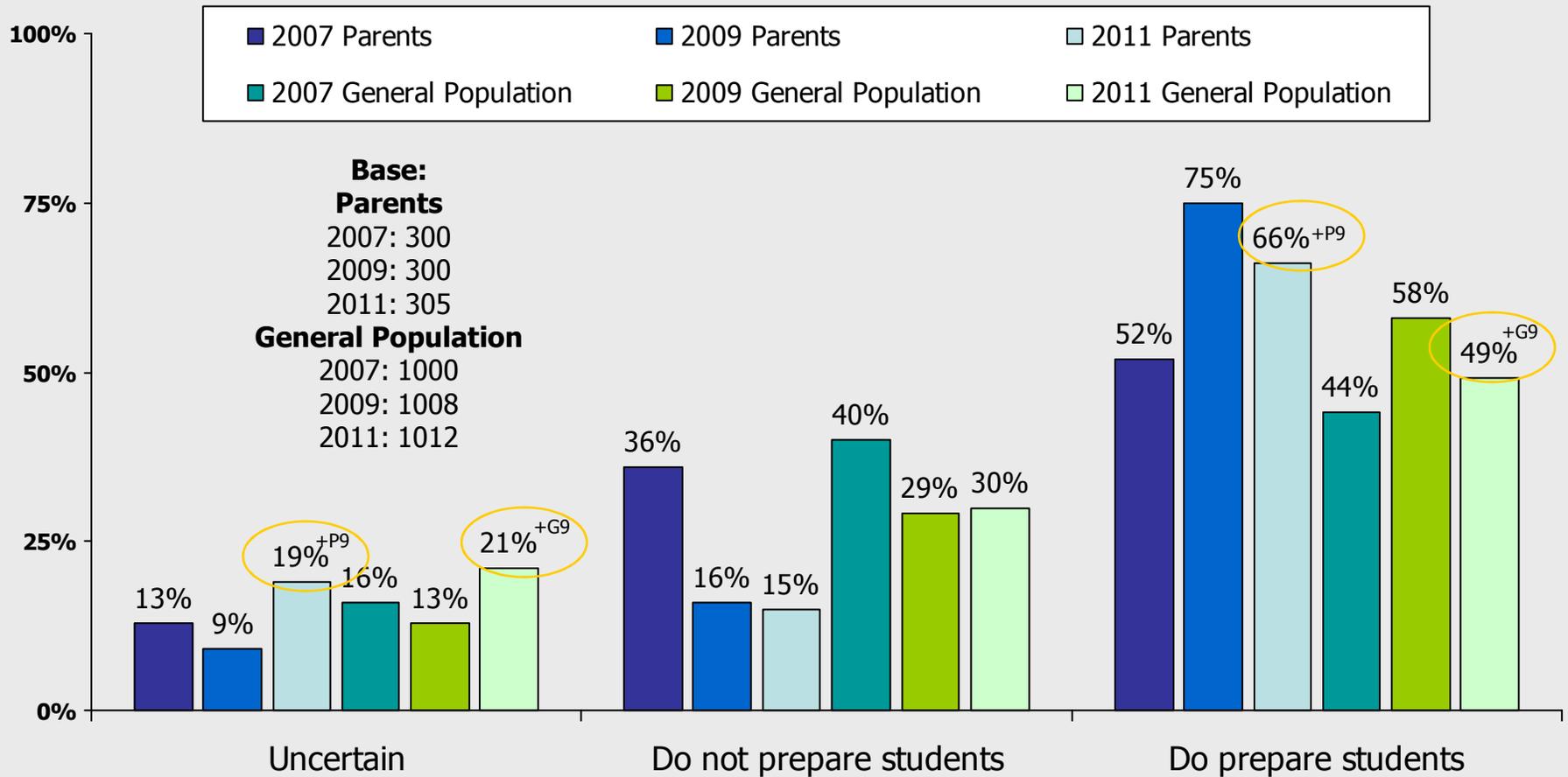
# HISD Preparation and Comparison

- In 2011, significantly fewer Parents and General Population believe HISD prepares students to enter the workforce and college than in 2009.
- Around one-third of Parents (30%) and one-fourth of General Population (22%) feel HISD is better than other public school systems in Texas.
- Significantly more Hispanics (68%) than African Americans (53%) or Anglos (26%) feel HISD adequately prepares students for the workforce.
  - Similar results are found when asked about preparing students for college:
    - More Hispanics feel students are prepared (75%) than African Americans (57%) or Anglos (31%).

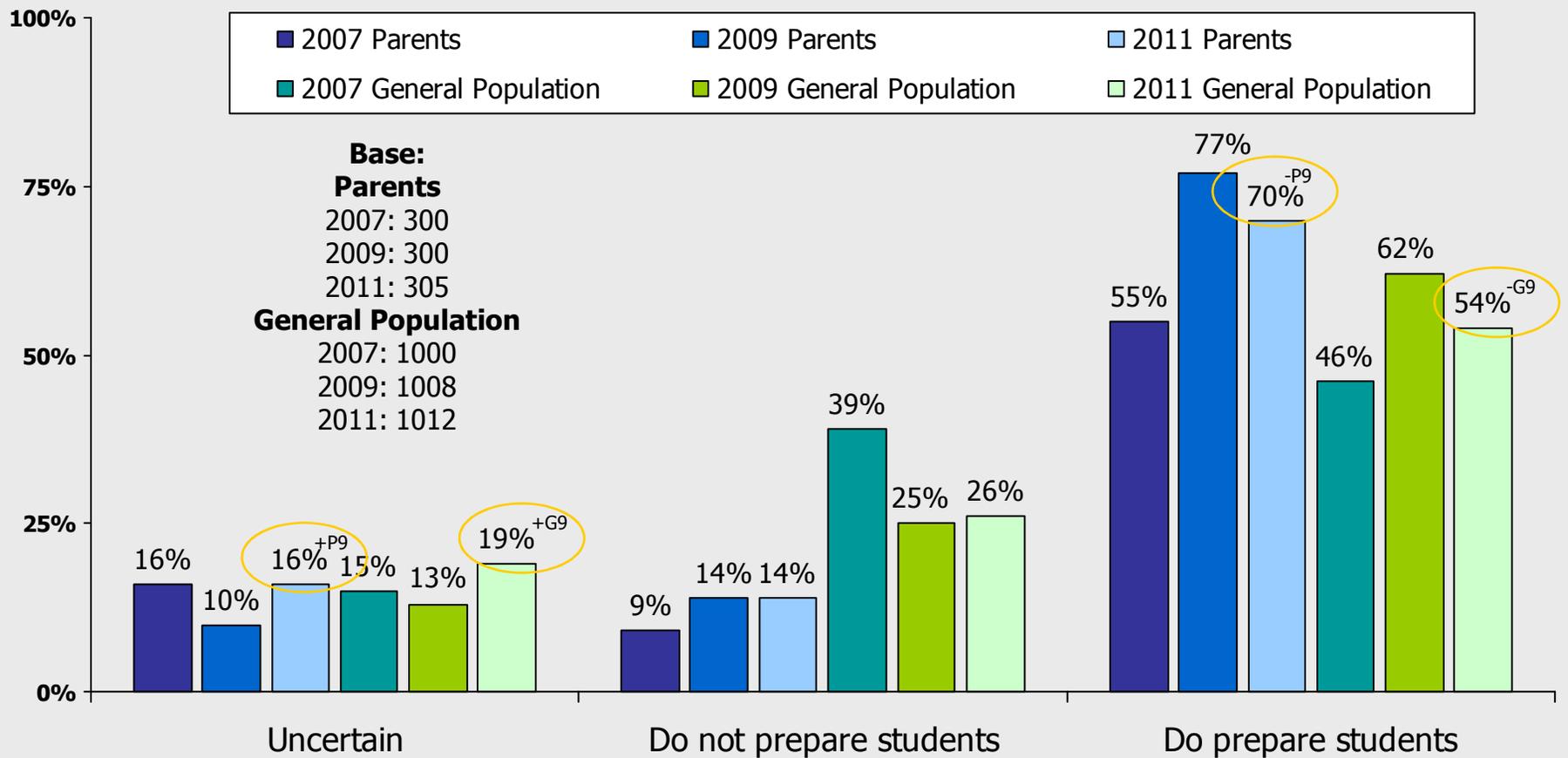
# HISD Preparation and Comparison

- Hispanics (35%) also feel the quality of education is better with HISD than other systems in Texas more than African Americans (16%) or Anglos (16%).
- More of the General Population than the Community Leaders feel that:
  - HISD prepares students for the workforce
    - General Population: 55%; Community Leaders: 24%
  - HISD prepares students for college
    - General Population: 61%; Community Leaders: 27%
  - HISD is a better education than other systems in Texas
    - General Population: 24%; Community Leaders: 14%

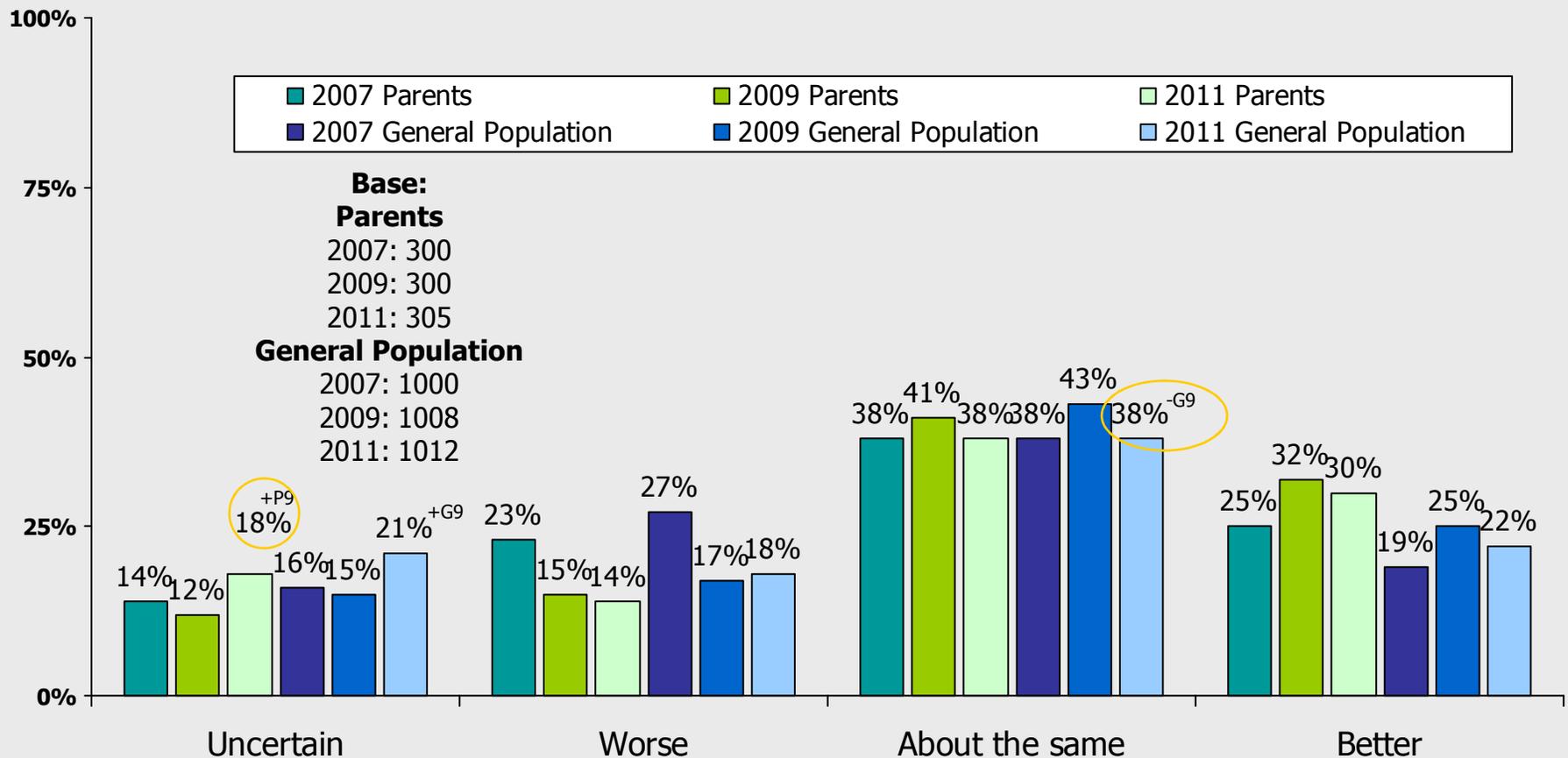
# Students Prepared to Enter Workforce



# Students Prepared to Enter College



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



17. 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

- When rating their child's school on a list of factors, (with one exception) all receive average to good ratings (64% to 76% giving an 8, 9, or 10 where 10 is excellent). The highest rated factors include:
  - Convenient location
  - Level of academic challenge
  - High academic standards
- The lowest rated factors include:
  - Quality of food offered

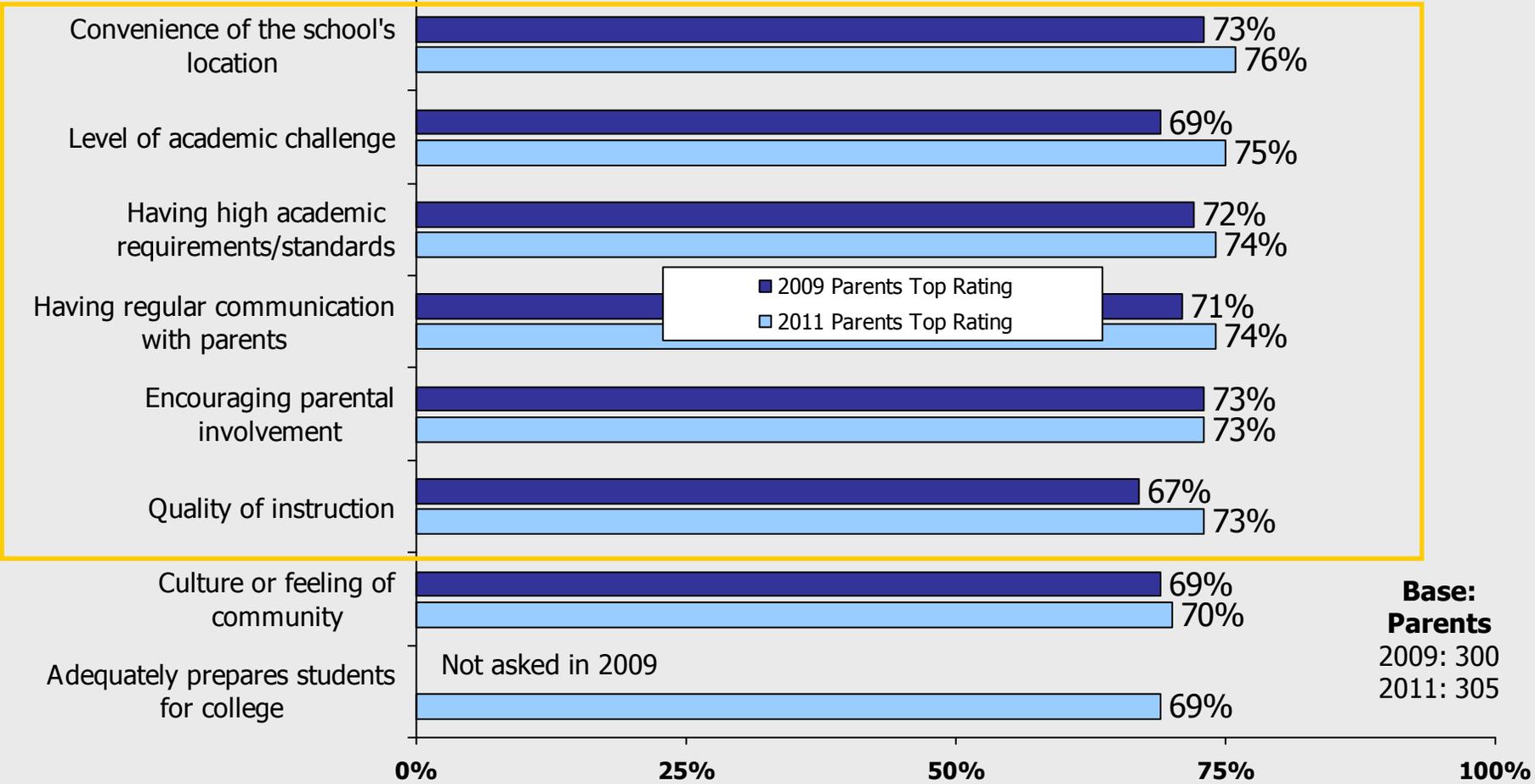
# Performance of HISD Schools

- When asked what one factor of HISD should be changed or improved, the top mention for Parents (with 13% of respondents mentioning it) is 'Improve cafeteria food' and for General Population (with 16%) is 'Better quality teachers/staff'.
- 66% of Parents and 47% of the General Population are likely to recommend HISD as a school system.

# Performance of Local HISD School

Slide 1 of 2

Scale: 1 'poor' to 10 'excellent'; 8, 9, and 10 ratings shown



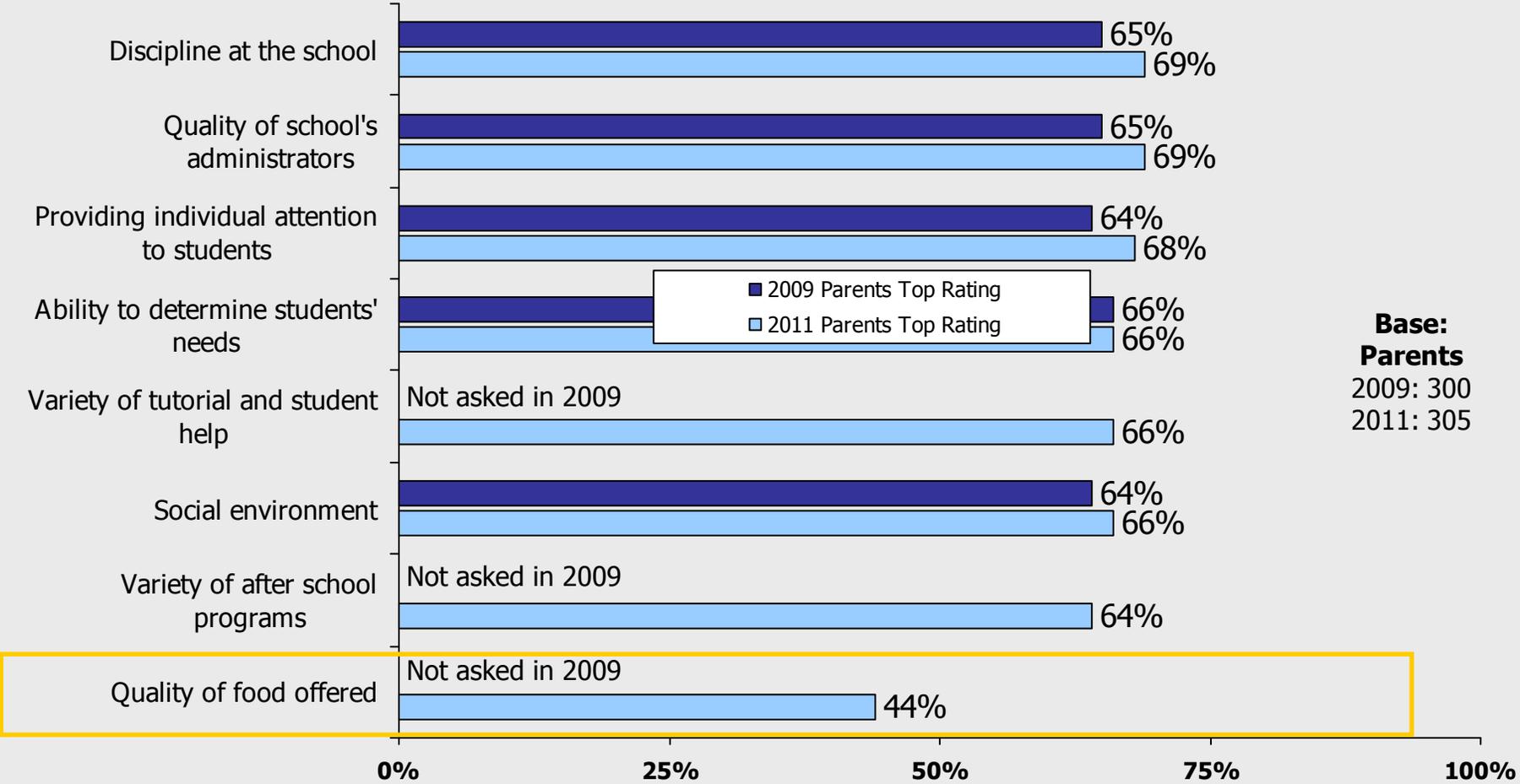
**Base:  
Parents**  
2009: 300  
2011: 305



# Performance of Local HISD School

Slide 2 of 2

Scale: 1 'poor' to 10 'excellent'; 8, 9, and 10 ratings shown



**Base:  
Parents**  
2009: 300  
2011: 305



# Improvements for HISD

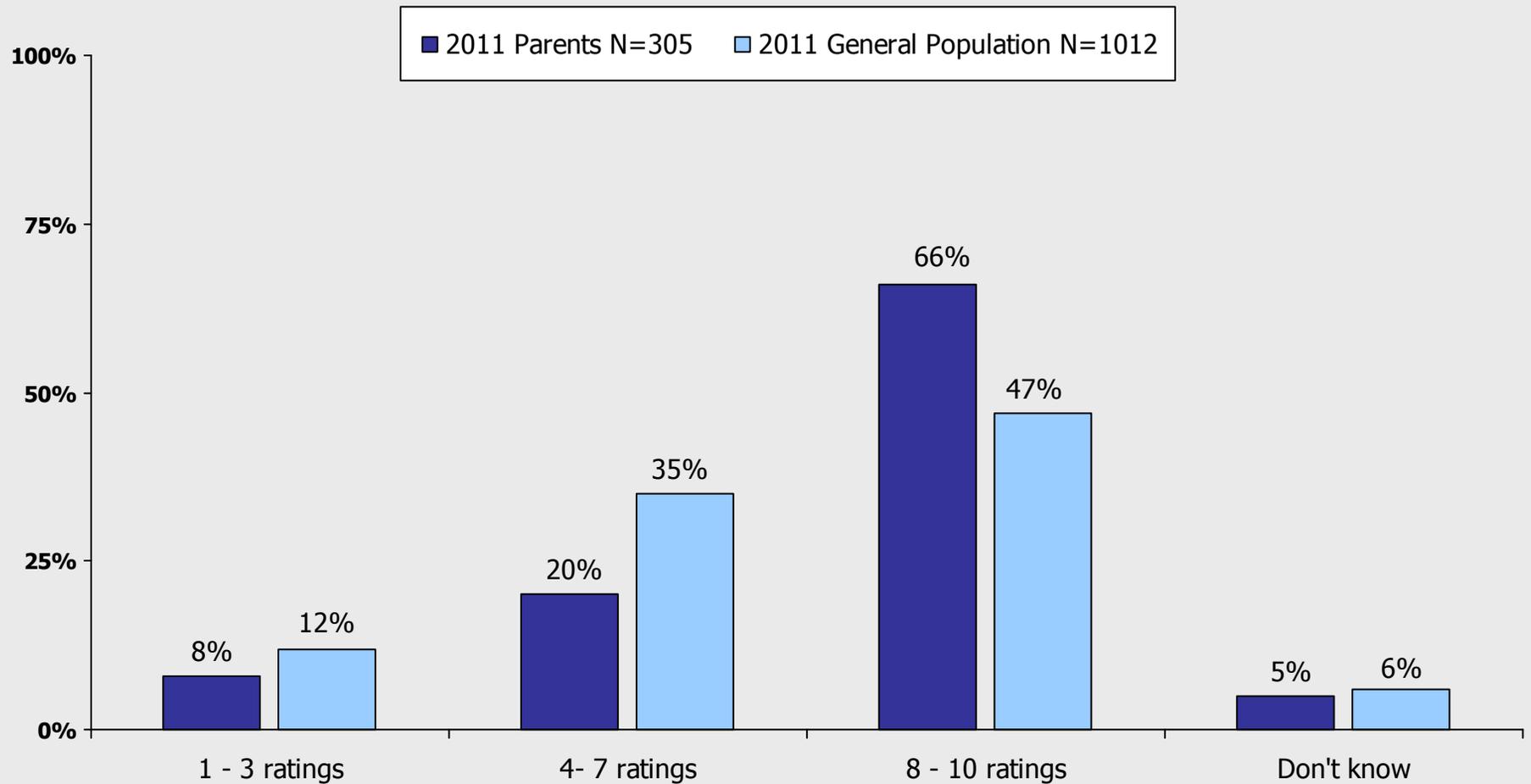
	General Population 2009	General Population 2011	Parents 2009	Parents 2011
Improve safety (crime, bullying, etc.)	16%	6% -G9	16%	9% -P9
Better quality teachers/staff	12%	16% +G9	7%	8%
Improve quality of curriculum/education/academics	8%	5% -G9	10%	4% -P9
Small class (lower student : teacher ratio, individual attention)	6%	4%	7%	3% -P9
Teach to learn, not teach to test	5%	3% -G9	4%	1% -P9
More caring teachers/staff	5%	2% -G9	4%	4%
Improve cafeteria food	2%	5% +G9	6%	13% +P9
Base	1008	1012	300	305

Other mentions by less than 4% of total sample

21. From what you have experienced yourself or heard from others, if you were going to make one improvement at HISD, which **108** improvement would you make?



# Likelihood to Recommend HISD



27. How likely would you be to recommend HISD as a school system?



# Communications

# Communications

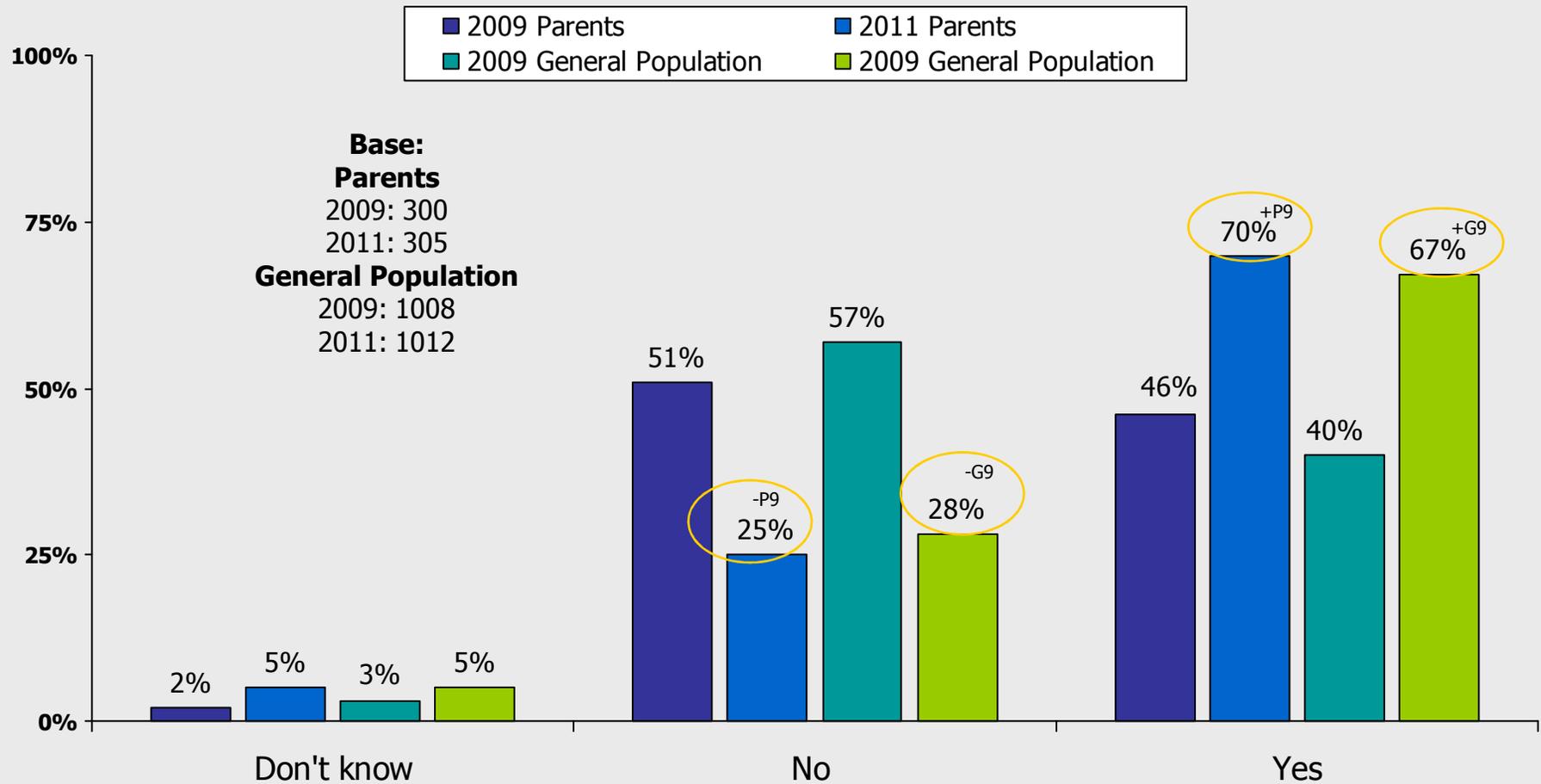
- The majority of Parents (70%, increased from 46% in 2009) and General Population (67%, increased from 40%) have seen or heard a message regarding HISD in the past six months (both significant increases from 2009).
  - Of those who have seen or heard a message, a third of Parents (32%) or General Population (27%) say it was positive.
- Parents' top method for receiving information about HISD is teachers (59%) while General Population's is TV (53%).

# Communications

- One-fourth of Parents (25%) are interested in direct email communication from HISD (in addition to the 15% who say they already receive it). This is a significant increase from 2009 when only 16% were interested (in addition to the 8% who received it).
  - Only 10% of the General Population are interested while 16% already receive it.
- One-third of Parents (36%) say Teachers are the most useful source of information. Secondary mentions include the HISD web site (23%) and TV (15%).
  - General Population mentions TV as the most useful source (29%) and Teachers as the second most useful source (22%).

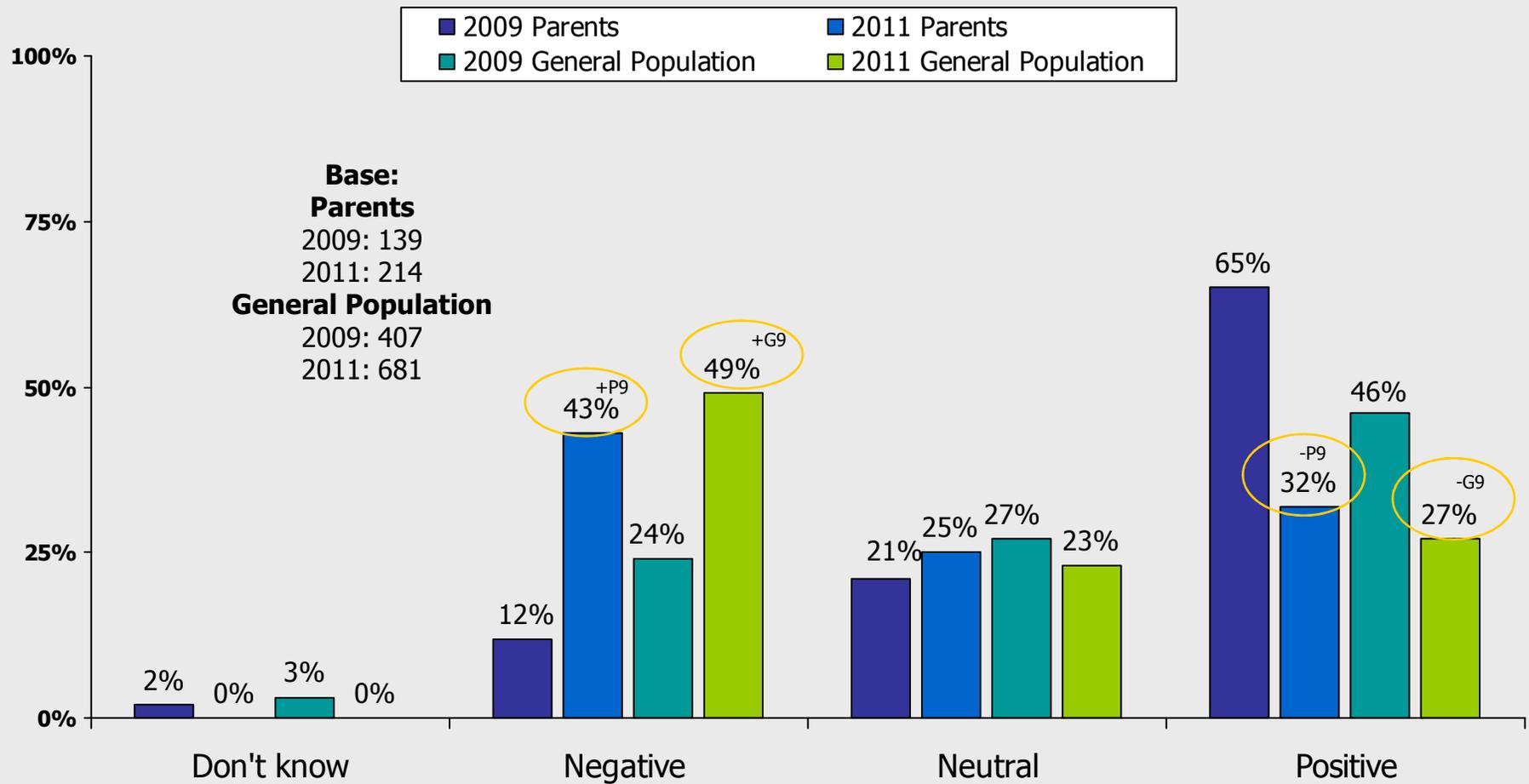
# Seen or Heard HISD Information or Messages

In Past Six Months

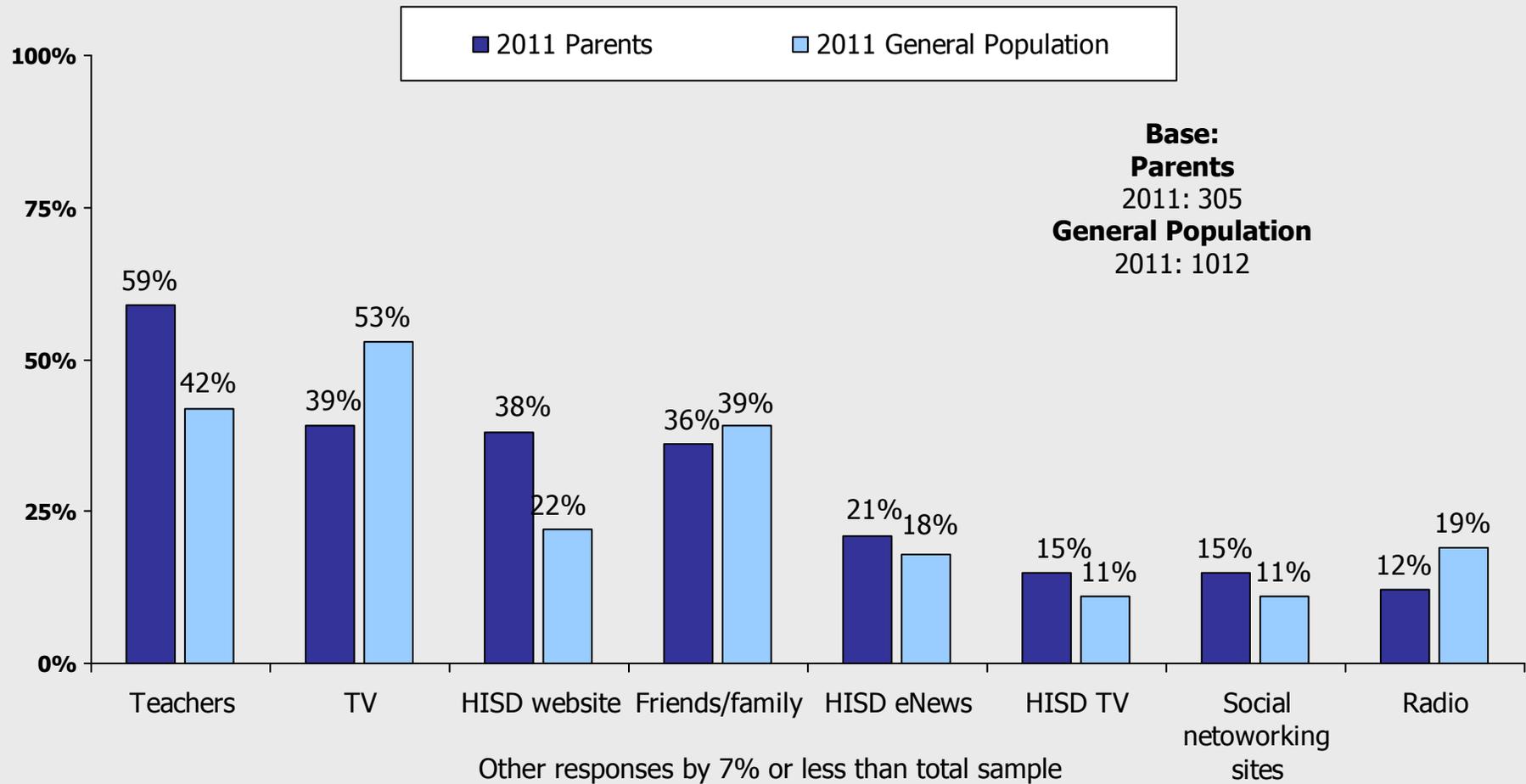


D2. Have you seen or heard any information or messages regarding HISD in the past 6 months?

# Tone of Information/Message

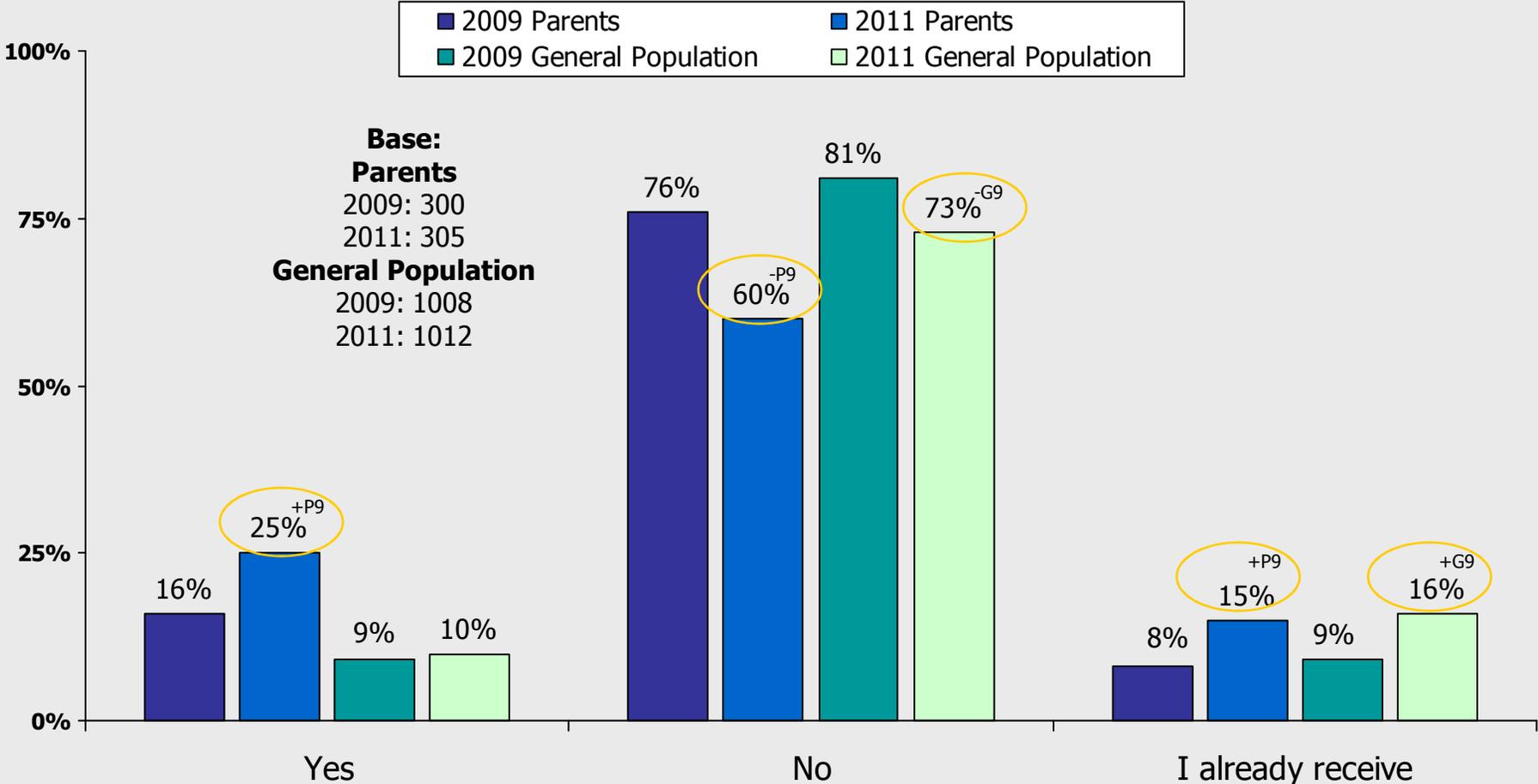


# Method Receive Information about HISD



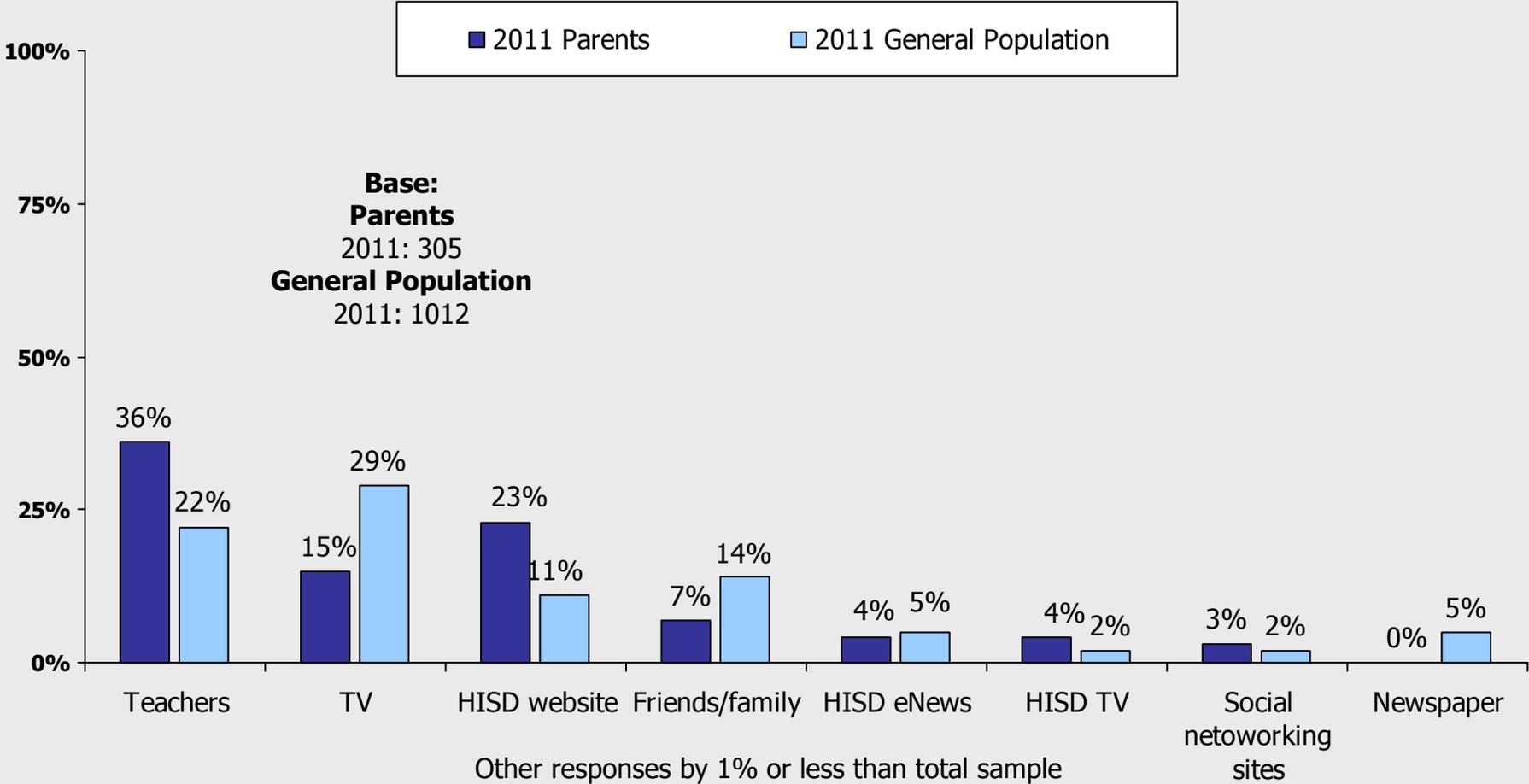
26a. Which of the following sources do you use to obtain information about the quality of HISD schools?

# Interest in Direct Email Communication from District



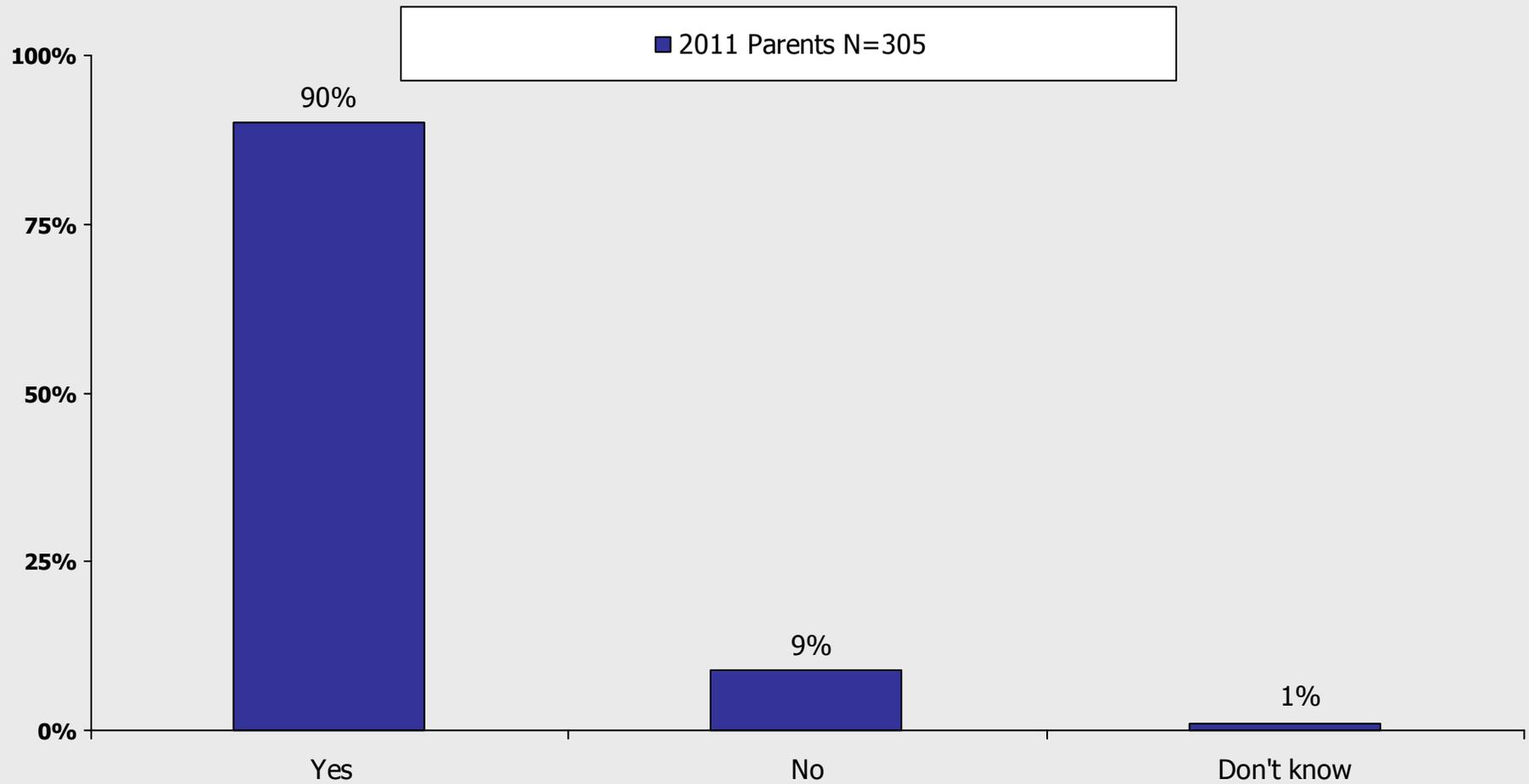
D4. Are you interested in being included on direct email communication from the district?

# Most Useful Source

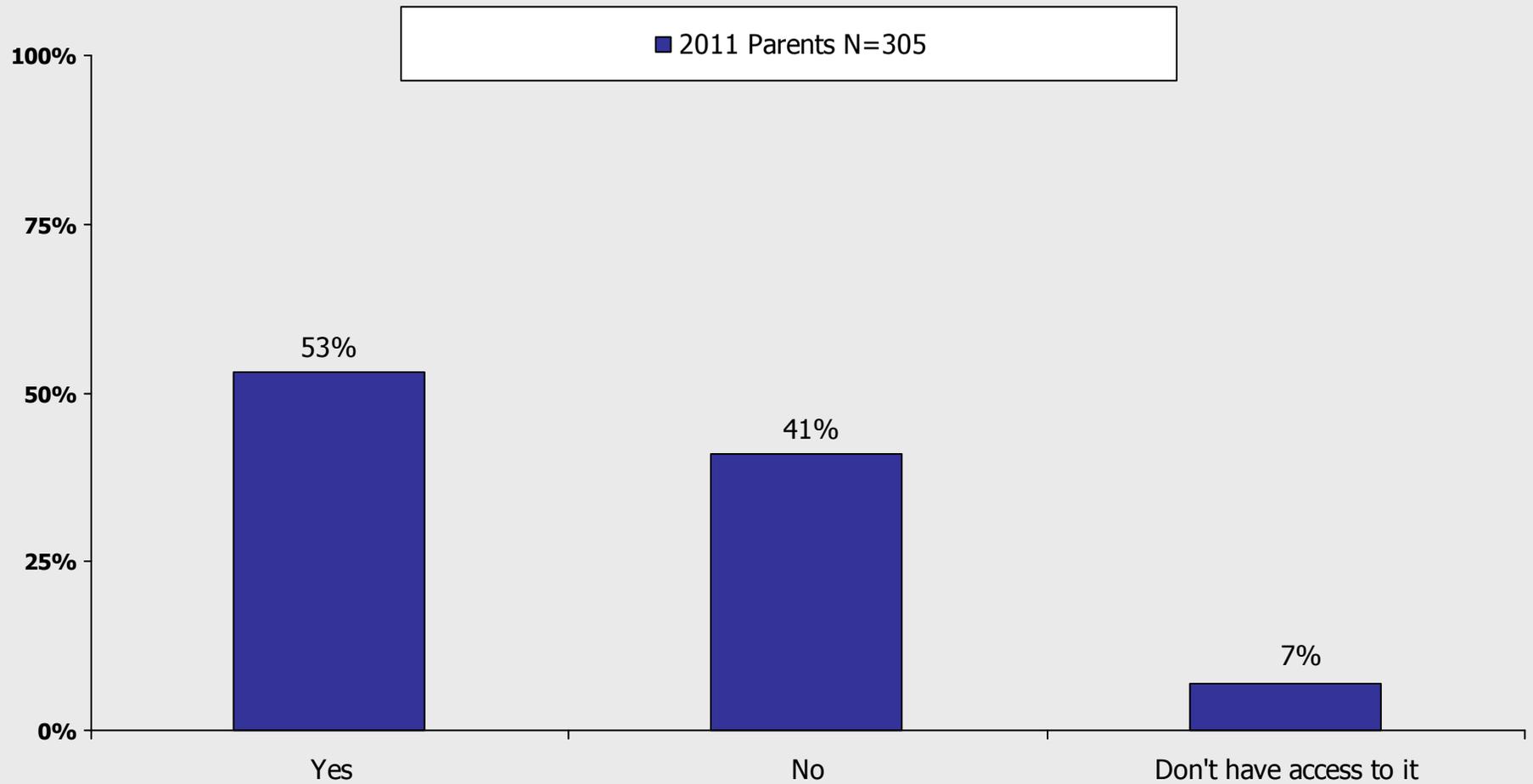


26b. Which of these sources do you feel is the most useful?

# Attended Function at Child's School



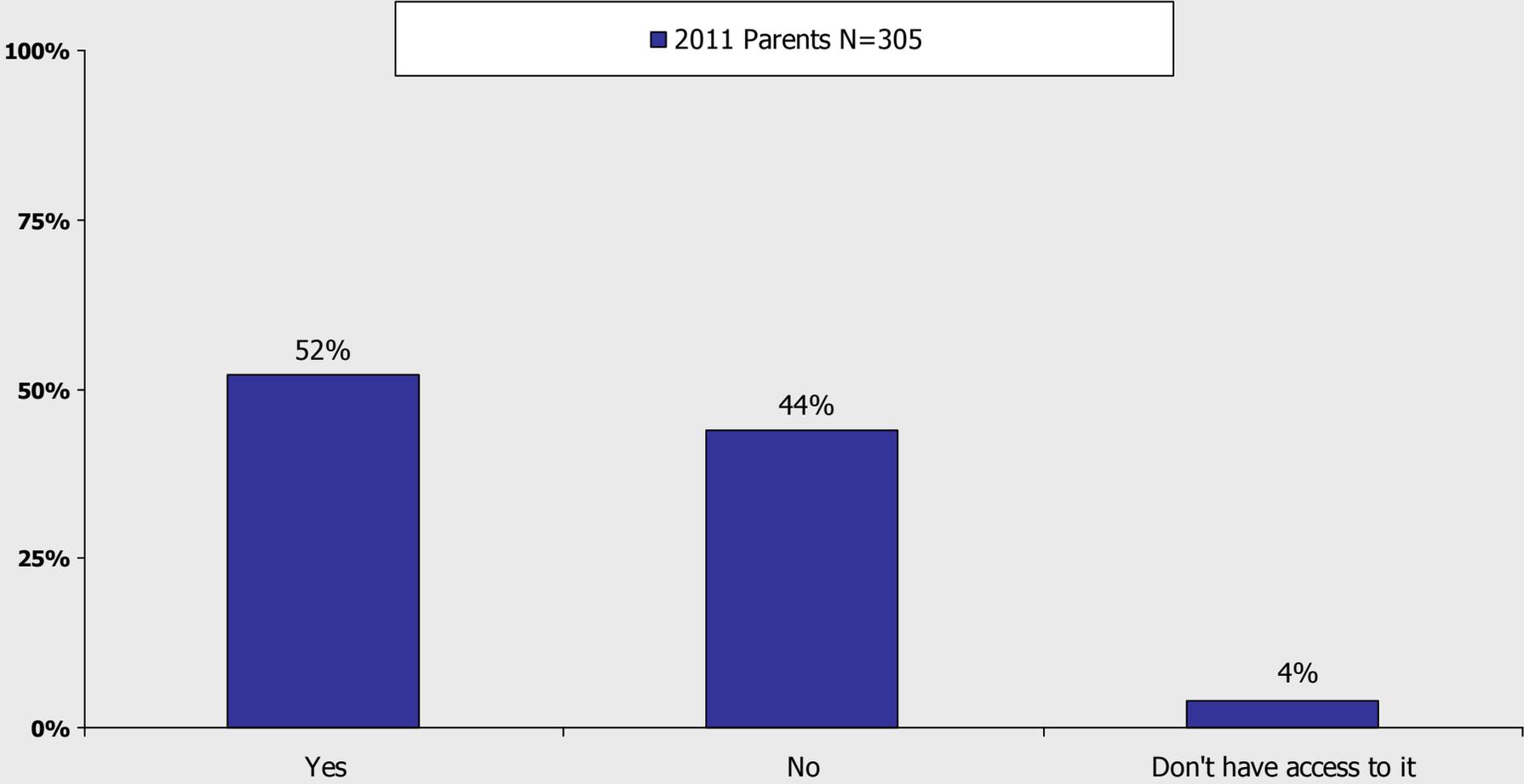
# Ever Visited HISD's Website



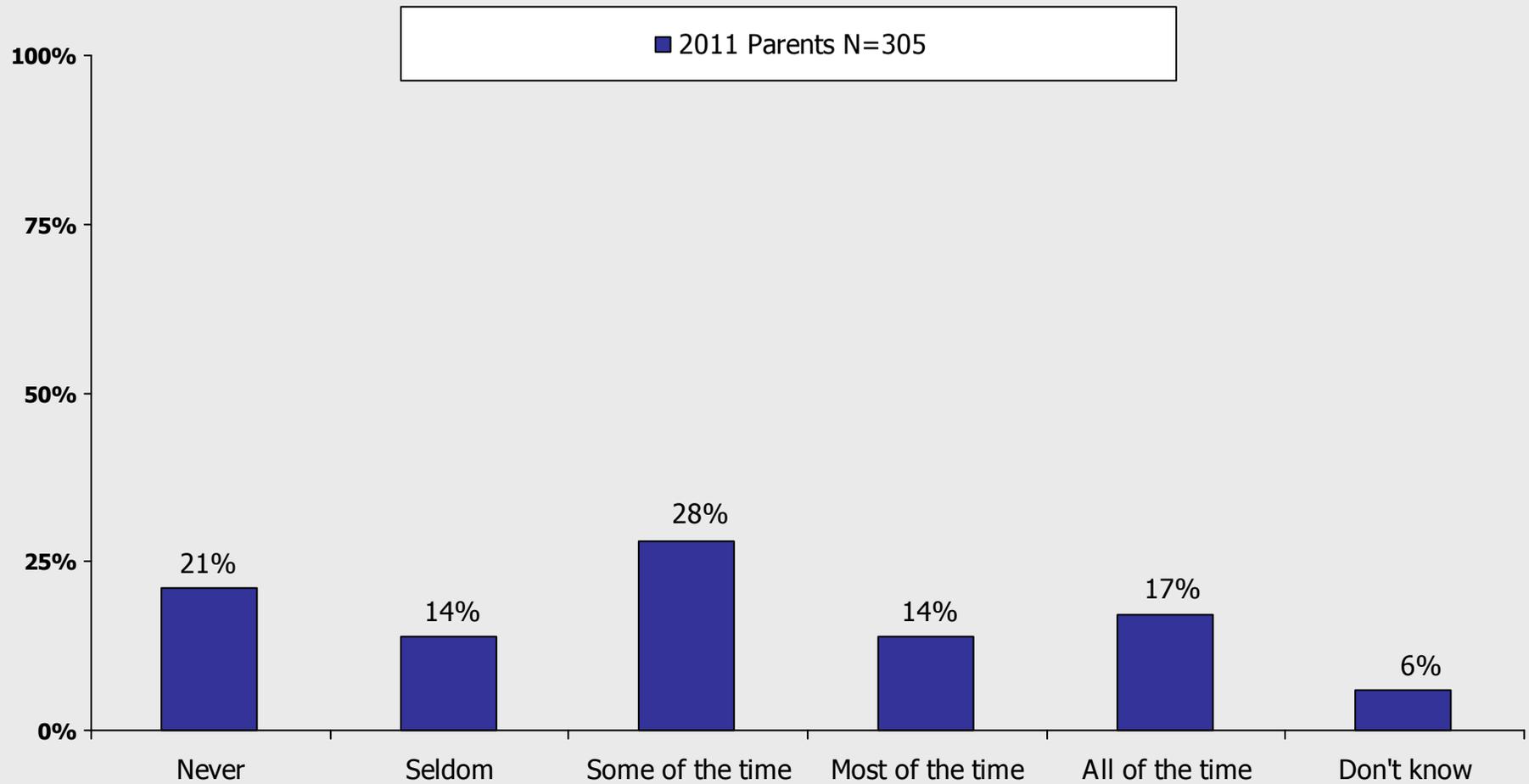
24b. Have you ever visited HISD's website?



# Watch HISD TV News



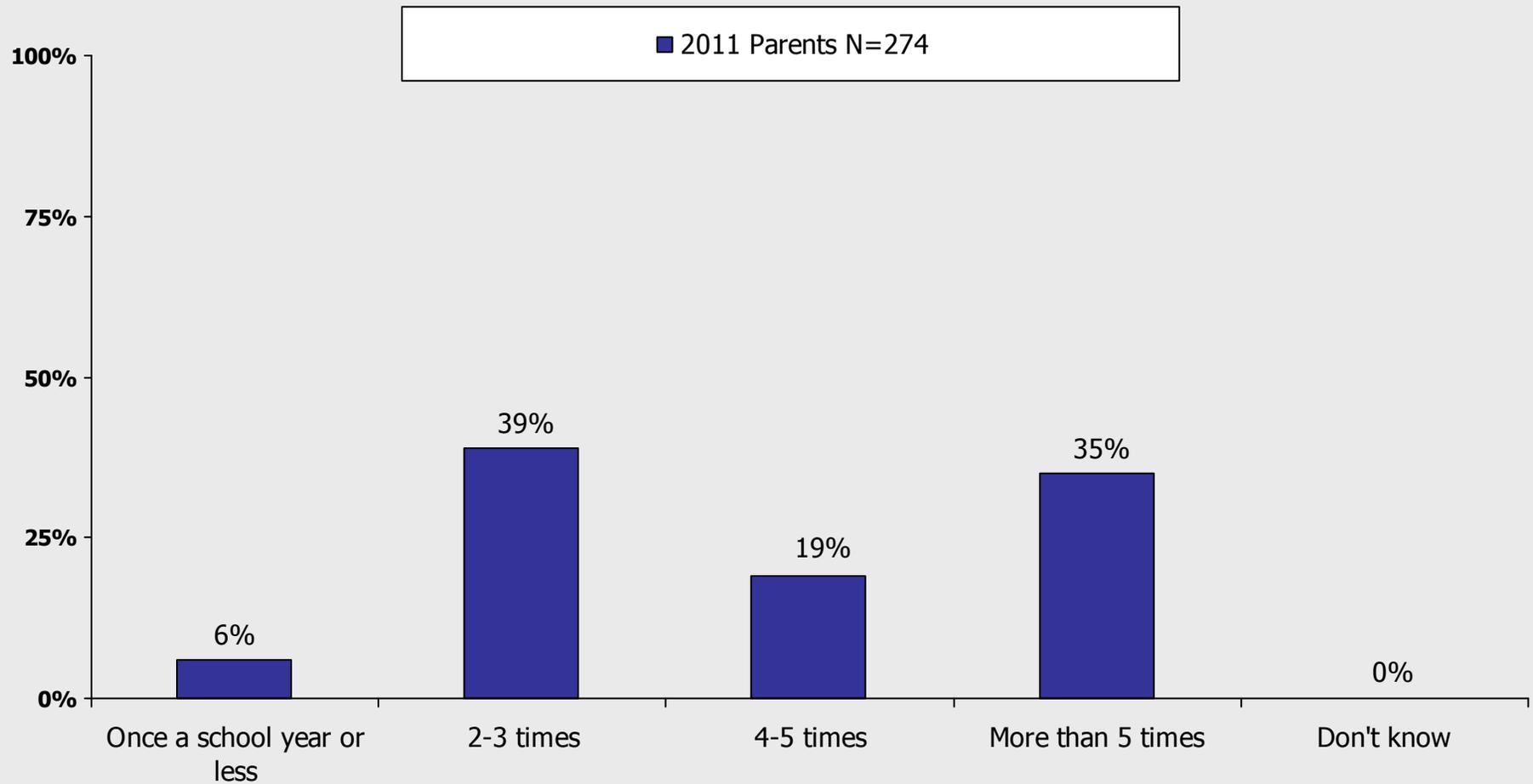
# Frequency Read HISD Newsletter



24a. How often do you read the HISD newsletter, Friday E-News?



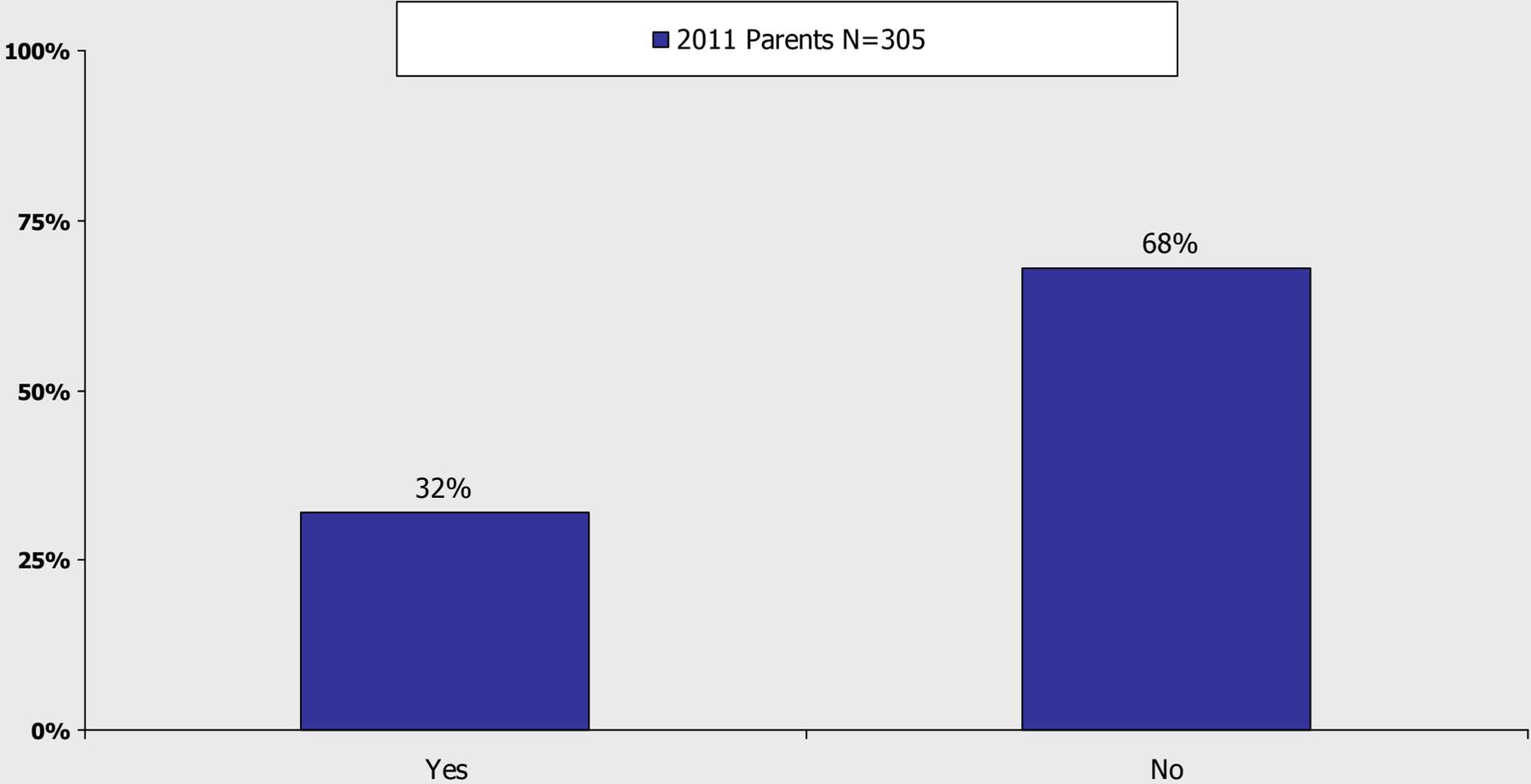
# Frequency Attend School Functions



23. How often do you attend functions at your child's school?



# Provided Input on HISD Initiatives



24d. Have you ever provided input on initiatives (surveys, community forums, feedback cards)?

