

Moorhead Area Public Schools

Community Survey (Random Sample)

Executive Summary

The School Board of Moorhead Area Public Schools commissioned a planning process to assess the current status of the school district and to develop a strategic plan for the district’s future. During the past few years the school district has seen many changes, including significant building projects and the implementation of major educational enhancements. This fall, for the first time in over a decade, the school district has experienced growth in student enrollment. Now is a good time to assess where the district has been, where the district is at, and where we would like the district to go in the future.

The school district is using Chainsaw Planning, a bottom-up process that begins with input from the individual stakeholders and moves up to the final strategic plan approved by the School Board. The process is designed to be efficient and allow school districts to focus on continuous improvement efforts.

As a part of that process the district conducted a random survey. Community members were also able to respond to a survey online or request a survey from the Superintendent’s Office. The results of the random sample and the self-selected sample are compiled separately. The survey had two basic types of questions. One set of questions asked for community members’ perceptions of the school district. The other questions allowed for the sharing of opinions about what the school district is doing or should be doing.

Demographics

Total surveys mailed: 2,486
 Total respondents: 221
 Percentage returned: 8.9%

	Number	Percentage
Parent PK-5	34	15.4%
Parent 6-8	17	7.7%
Parent 9-12	28	12.7%
Parent K-12	38	17.2%
Business Person	15	6.8%
Citizen	32	14.5%
Elected / Appointed Official	6	2.7%
Senior Citizen	42	19.0%
Other	3	1.4%
Demographic Unspecified	6	2.7%

1. Following is the mission statement of Moorhead Area Public Schools. A well-crafted mission statement should clearly and succinctly describe the primary purpose of the school system.

“The mission of the Moorhead School District is to develop the maximum potential of every learner to thrive in a changing world.”

- The majority of all respondents, 91 percent, appeared to be in agreement with the district’s mission statement. Only 4.5 percent felt the mission statement needs revision.

2. Moorhead Area Public School District has a good public image.

- The majority of all respondents, 75.6 percent, tended to consider the district as having a good public image. Only 7.2 percent did not agree, while 13.6 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official and Other responded the highest with 100 percent agreement in both groups.
- The groups of Parent 9-12, Parent K-12 and Senior Citizen agreed with 82.1 percent, 81.6 percent and 81 percent respectively.
- The majority of respondents in the Parent 6-8 group, 64.7 percent, tended to consider the district as having a good public image. However 23.5 percent did not agree, which was higher than for the other demographic groups.
- The groups of Parent PK-5 and Citizen agreed with 67.6 percent and 65.6 percent respectively. However the response of not sure was higher for both groups: 20.6 percent and 25 percent.

3. Overall, the Moorhead Area Public School District performs well academically.

- The majority of all respondents, 71.5 percent, tended to consider the district as performing well academically. Only 3.6 percent did not agree, while 21.3 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official and Other responded the highest with 83.3 percent agreement and 100 percent agreement respectively.
- The groups of Senior Citizen and Citizen agreed with 78.6 percent and 78.1 percent respectively.
- The majority of respondents in the Parent 6-8 group 64.7 percent, tended to consider the district as performing well academically. However 11.8 percent did not agree, which was higher than for the other demographic groups.
- The groups of Business Person and Demographic Unspecified had 60 percent and 33.3 percent respectively in agreement. However the response of not sure was higher: 40 percent and 33.3 percent.

4. Overall, the Moorhead Area Public School District provides students appropriate opportunities in extracurricular and co-curricular activities.

- The majority of all respondents, 71.5 percent, tended to consider the district as providing students appropriate opportunities in extracurricular and co-curricular activities. Only 9 percent did not agree, while 13.1 percent of all respondents were not sure.
- The demographic groups of Other, Business Person and Elected / Appointed Official responded the highest with 100 percent, 86.7 percent and 83.3 percent agreement respectively.
- The majority of respondents in the Parent 9-12 group, 60.7 percent, tended to consider the district as providing students appropriate opportunities in extracurricular and co-curricular activities. However 25 percent did not agree, which was higher than for the other demographic groups.
- The groups of Parent PK-5 and Senior Citizen agreed with 64.7 percent and 59.5 percent respectively. However the response of not sure was higher for both groups: 23.5 percent and 21.4 percent.

5. Overall, the Moorhead Area Public School District operates efficiently.

- The highest percentage of all respondents, 48 percent, tended to consider the district as operating efficiently. Only 12.7 percent did not agree, while 34.4 percent of all respondents were not sure.
- The demographic groups of Parent 6-8, Elected / Appointed Official and Other responded the highest with 70.6 percent, 66.7 percent and 66.7 percent agreement respectively.
- The groups of Business Person and Senior Citizen agreed with 60 percent and 52.4 percent respectively.
- The group Demographic Unspecified had 16.7 percent in agreement. The percentage in disagreement was 33.3 percent, which was higher than for the other demographic groups.
- For the Parent 9-12 group, 39.3 percent indicated the district operates efficiently. This group had the highest percentage, 42.9 percent, that were not sure.

6. Moorhead Area Public School District receives sufficient state aid to adequately support the school system.

- The highest percentage of all respondents, 44.3 percent, were not sure if the district received sufficient state aid. Only 16.3 percent felt the district does receive sufficient state aid, while 35.7 percent of all respondents said the district does not receive enough state aid.
- The demographic groups Parent 6-8, Elected / Appointed Official and Senior Citizen had the highest responses of no with 52.9 percent, 50 percent and 40.5 percent respectively indicating the district does not receive enough state aid.
- The groups of Citizen, Other and Demographic Unspecified had the highest response of yes with 34.4 percent, 33.3 percent and 33.3 percent respectively indicating the district does receive enough state aid.
- The groups of Other, Parent K-12 and Parent PK-5 had higher responses of not sure with 66.7 percent, 57.9 percent, and 55.9 percent respectively.

7. Moorhead Area Public School District receives sufficient local tax revenues to adequately support the school system.

- The highest percentage of all respondents, 44.3 percent, felt the district receives sufficient local tax revenue. Only 10 percent did not agree, while 41.6 percent of all respondents were not sure.
- The demographic groups of Business Person, Citizen, Parent K-12 and Demographic Unspecified responded the highest with 53.3 percent, 53.1 percent, 50 percent and 50 percent agreement respectively.
- The groups of Other and Parent PK-5 had the highest response of not sure with 100 percent and 50 percent respectively.
- The Parent 6-8 group had the highest percentage, 23.5 percent, who felt the district does not receive adequate local tax revenue.

8. Moorhead Area Public School District provides quality school facilities.

- The majority of all respondents, 86.4 percent, tended to consider the district as providing quality school facilities. Only 5 percent did not agree, while 4.5 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Other and Parent 9-12 responded the highest with 100 percent, 100 percent and 96.4 percent agreement respectively.
- The groups of Parent K-12 and Senior Citizen agreed with 89.5 percent and 88.1 percent respectively.
- The group of Parent 6-8 agreed with 88.2 percent. However 11.8 percent did not agree, which was higher than for the other demographic groups.
- The majority of respondents in the Citizen group, 78.1 percent, tended to consider the district as providing quality school facilities. However 12.5 percent were not sure, which was higher than for the other demographic groups.

9. I would recommend this school district to other families.

- The majority of all respondents, 78.7 percent, would recommend the school district to other families. Only 5.4 percent did not agree, while 12.7 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Other, Parent K-12 and Senior Citizen responded the highest with 100 percent, 100 percent, 81.6 percent and 81 percent agreement respectively.
- The groups of Business Person and Parent PK-5 agreed with 80 percent and 79.4 percent respectively.
- The group of Parent 6-8 agreed with 70.6 percent. However 11.8 percent did not agree, which was higher than for the other demographic groups.
- The majority of respondents in the Citizen group, 75 percent, would recommend the school district to other families. However 18.8 percent were not sure, which was higher than for the other demographic groups.

10. What positive things are being done within Moorhead Area Public School District that should continue?

- Thirty comments pertained to the district's staff.
- There were 32 comments related to the district facilities.
- Twenty-nine comments related to academics.
- There were 77 comments pertaining to programs in the district. Of those, six comments related to Community Education, 12 comments related to accelerated or Advanced Placement opportunities, and 11 comments related to special education programs.
- There were 33 comments pertaining specifically to the quality of the arts programs.
- Thirty-four comments related to the extracurricular opportunities available.
- Nineteen comments related to the Spanish Immersion Program as an asset to the district.
- Five comments were about continuing citizen input and inclusive planning efforts.
- There were 16 comments pertaining to communication and technology.
- Six comments related to the community.
- There were 11 general comments.

11. What less than positive things are being done within Moorhead Area Public School District that should be discontinued?

- There were 44 comments related to academics. Of those, 13 comments pertained to large class size.
- Fifteen comments pertained to staff and staff development.
- Eight comments were related to buildings.
- There were 11 comments related to schedules.
- There were 11 comments pertaining to behavior.
- Six comments referred to eliminating the Spanish Immersion Program.
- Thirteen comments were about block scheduling at the high school.
- Thirteen comments related to extracurricular activities.
- Six comments related to communication.
- There were 29 general comments. Of those, 13 were related to not having enough information to comment and six were related to not being aware of anything wrong.

12. What things are not being done within Moorhead Area Public School District that should be started?

- There were 75 comments related to class and program support. Of those, six comments related to reducing class size and six comments related to implementing full day kindergarten.
- Fifteen comments pertained to the buildings and the schedules.
- Eleven comments related to behavior.
- There were 12 comments related to extracurricular activities.
- Eighteen comments pertained to staff.
- Ten comments related to communication.
- There were 17 comments related to general perceptions. Of those, 10 comments were related to not having enough information to comment.

13. Please provide any additional comments that you would like school district officials to consider in their strategic planning process:

- There were 46 comments related to academic and program support. Of those, 11 comments pertained to large class size.
- There were 18 comments pertaining to transportation and schedules.
- Eighteen comments were about staff.
- Eight comments related to buildings.
- There were 14 comments related to communication.
- There were 34 general comments.