

Moorhead Area Public Schools

Community Survey (Self-Selected 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 respondents: 64

	Number	Percentage
Parent PK-5	15	23.4%
Parent 6-8	5	7.8%
Parent 9-12	6	9.4%
Parent K-12	18	28.1%
Business Person	3	4.7%
Citizen	6	9.4%
Elected / Appointed Official	1	1.6%
Senior Citizen	1	1.6%
Other	9	14.1%

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, 85.9 percent, appeared to be in agreement with the district's mission statement. Only 12.5 percent of all respondents felt the mission statement needs revision.

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

- The majority of all respondents, 56.3 percent, tended to consider the district as having a good public image. Only 9.4 percent did not agree, while 32.8 percent of all respondents were not sure.

- The demographic groups of Elected / Appointed Official, Senior Citizen and Parent 9-12 responded the highest with 100 percent, 100 percent and 83.3 percent agreement. However Elected / Appointed Official and Senior Citizen had the smallest sample size.
- The group of Parent 6-8 agreed with 80 percent. However 20 percent did not agree, which was higher than for the other demographic groups.
- In the groups of Citizen and Parent PK-5 the percentage in agreement was 50 percent and 40 percent respectively. However the response of not sure was higher for both groups: 50 percent and 46.7 percent.

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

- The majority of all respondents, 73.4 percent, tended to consider the district as performing well academically. Only 7.8 percent did not agree, while 17.2 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Senior Citizen and Parent 9-12 responded the highest with 100 percent agreement. However Elected / Appointed Official and Senior Citizen had the smallest sample size.
- The group of Parent 6-8 agreed with 80 percent. However 20 percent did not agree, which was higher than for the other demographic groups.
- In the groups of Citizen and Parent PK-5 the percentage in agreement was 66.7 percent and 46.7 percent respectively. However the response of not sure was higher for both groups: 33.3 percent and 40 percent.

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

- The majority of all respondents, 70.3 percent, tended to consider the district as providing students appropriate opportunities in extracurricular and co-curricular activities. Only 15.6 percent did not agree, while 14.1 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Senior Citizen, Citizen and Parent K-12 responded the highest with 100 percent, 100 percent, 83.3 percent and 83.3 percent agreement. However Elected / Appointed Official and Senior Citizen had the smallest sample size.
- The groups of Business Person and Parent PK-5 agreed with 66.7 percent and 46.7. However 33.3 percent and 26.7 percent respectively did not agree, which was higher than for the other demographic groups. The response of not sure was highest for Parent PK-5 with 26.7 percent.

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

- The highest percentage of all respondents, 46.9 percent, tended to consider the district as operating efficiently. There were 21.9 percent who did not agree, while 31.3 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Senior Citizen, and Parent 6-8 responded the highest with 100 percent, 100 percent and 80 percent agreement. However Elected / Appointed Official and Senior Citizen had the smallest sample size.
- In the groups of Parent PK-5, Parent 9-12 and Business Person the percentage in agreement was 40 percent, 50 percent and 33.3 percent respectively. However for all three groups 33.3 percent did not agree, which was higher than for the other demographic groups.
- The groups of Other and Parent K-12 had 33.3 percent and 44.4 percent in agreement. However 44.4 percent and 38.9 percent respectively were not sure, which was higher than for the other demographic groups.

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

- The highest percentage of all respondents, 43.8 percent, tended to consider the district as not receiving sufficient state aid to adequately support the district. There were 18.8 percent who responded that the

district does receive enough state aid, while 37.5 percent of all respondents were not sure.

- The demographic group of Senior Citizen tended to consider the district as receiving sufficient state aid with 100 percent. However Senior Citizen had the smallest sample size.
- The groups of Parent 6-8, Business Person and Citizen tended to consider the district as not receiving sufficient state aid with 60 percent, 66.7 percent and 50 percent respectively.
- The demographic group of Elected / Appointed Official responded not sure with 100 percent. However Elected / Appointed Official had the smallest sample size.

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

- The majority of all respondents, 51.6 percent, tended to consider the district as receiving sufficient local tax revenue to adequately support the district. There were 10.9 percent who responded that the district does not receive enough local tax revenue, while 37.5 percent of all respondents were not sure.
- The demographic groups of Senior Citizen and Business Person tended to consider the district as receiving sufficient local tax revenue with 100 percent. However Senior Citizen had the smallest sample size.
- The groups of Parent PK-5 and Other tended to consider the district as receiving sufficient local tax revenue with 40 percent and 44.4 percent respectively. However 20 percent and 22.2 percent did not agree, which was higher than for the other demographic groups.
- The demographic group of Elected / Appointed Official responded not sure with 100 percent. However Elected / Appointed Official had the smallest sample size.

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

- The majority of all respondents, 75 percent, tended to consider the district as providing quality facilities. There were 17.2 percent who did not agree, while 7.8 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Senior Citizen, Parent 9-12, Parent K-12 and Citizen responded the highest with 100 percent, 100 percent, 83.3 percent, 83.3 percent and 83.3 percent agreement respectively. However Elected / Appointed Official and Senior Citizen had the smallest sample size.
- The group of Business Person agreed with 66.7 percent. However 33.3 percent did not agree, which was higher than for the other demographic groups.
- The group of Other agreed with 44.4 percent. However the response of not sure was 33.3 percent, which was higher than for the other demographic groups.

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

- The majority of all respondents, 68.8 percent, would recommend the district to other families. There were 10.9 percent who did not agree, while 20.3 percent of all respondents were not sure.
- The demographic groups of Elected / Appointed Official, Senior Citizen, Business Person and Parent 9-12 responded the highest with 100 percent, 100 percent, 100 percent and 83.3 percent agreement respectively. However Elected / Appointed Official and Senior Citizen had the smallest sample size.
- The groups of Parent PK-5 and Parent 6-8 agreed with 53.3 percent and 80 percent respectively. However for both groups 20 percent did not agree, which was higher than for the other demographic groups.
- The groups of Citizen and Other agreed with 66.7 percent and 55.6 percent respectively. However for both groups 33.3 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?

- There were 29 comments related to academics and program support.
- Nine comments pertained to the positive experience of the Spanish Immersion Program.
- Fourteen comments related to the arts.
- Eight comments pertained to extracurricular and co-curricular activities.
- There were 12 comments related to staff, staff development and communication.
- Nine comments were general.

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

- There were 27 comments about class and program support. Of those, seven comments pertained to large class size, three comments pertained to needing full day kindergarten, and three comments pertained to the Spanish Immersion Program.
- Seven comments related to schedules, transportation and lunch.
- There were 16 comments pertaining to block scheduling at the high school.
- Six comments related to staff.
- Seven comments were about parent involvement and communication.
- There were eight general comments.

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

- There were 21 comments regarding class and program support.
- Five comments pertained to the Spanish Immersion Program and expanding beyond grade 5.
- Five comments related to behavior.
- Six comments pertained to parent involvement and communication.
- Four comments were about extracurricular activities.
- There were 11 general comments.

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

- Nineteen comments related to class and program support.
- Four comments pertained to the Spanish Immersion Program and continuing the experience in middle school and high school.
- Eight comments were about stakeholder involvement and communication.
- Six comments related to buildings and schedules.
- There were 11 general comments.