



The Power Of Integrated Solutions

Champaign Unit 4 School District

2016 Community Survey

Rod Wright
August 1, 2016

Research

Public
Engagement

Public Relations,
Communications

Elections

Methodology

- 500 completed interviews
- Field work conducted July, 2016
- Sample drawn from registered voter households in Champaign Unit 4 School District
- Results weighted to reflect 50/50 male/female respondents

Grading Public Schools

	Illinois	Champaign Unit 4
A	4.7%	12.1%
B	25.9%	36.6%
C	42.5%	29.2%
D	10.7%	9.5%
Fail	5.1%	4.9%
Other, don't know	11.0%	7.7%
A-B	30.6%	48.7%
D-Fail	15.8%	14.3%

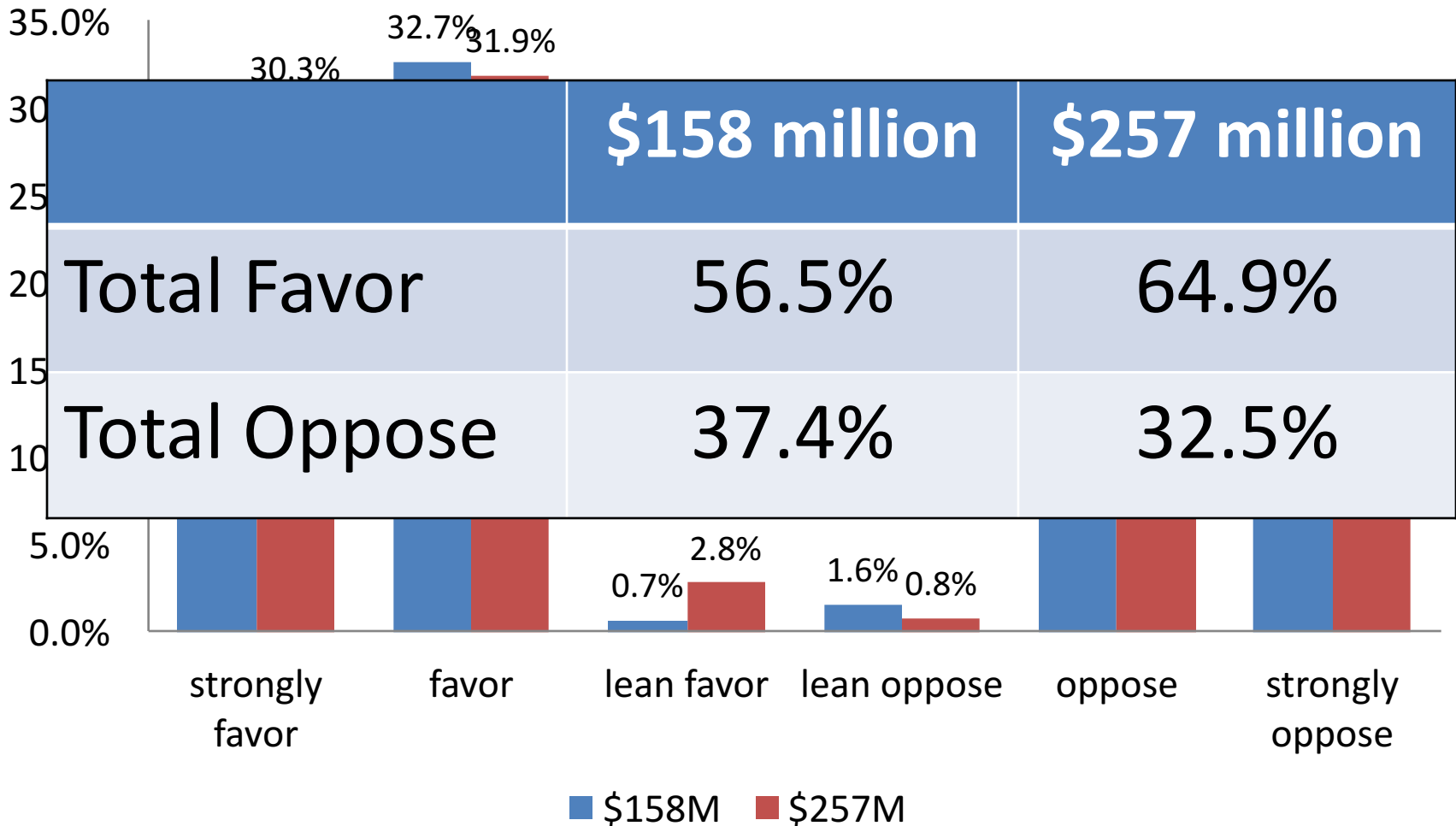
Possible Bond Proposal (\$158M)

03A. Unit 4 is considering asking voters to approve a bond issue in order to fund facility improvements. Although an exact cost has yet to be determined, for the purpose of this question, let's assume that the proposal would ask voters to approve bonds in the amount of \$158 million to expand and renovate Central and Centennial High Schools in their current locations. If a vote were held today, would you strongly favor, favor, oppose, or strongly oppose such a proposal?

Possible Bond Proposal (\$257M)

03B. Unit 4 is considering asking voters to approve a bond issue in order to fund facility improvements. Although an exact cost has yet to be determined, for the purpose of this question, let's assume that the proposal would ask voters to approve bonds in the amount of \$257 million to renovate and expand Central and Centennial High Schools, rebuild Dr. Howard Elementary School, renovate or rebuild South Side Elementary School, and renovate and expand International Prep Academy and Edison Middle School. If a vote were held today, would you strongly favor, favor, oppose, or strongly oppose such a proposal?

Possible Bond Proposals



Main Reason Opposed to Proposal

	%
I don't know enough about the proposal	6.0%
I don't want to pay more taxes no matter the cause	26.4%
The school buildings are fine the way they are	5.7%
I don't have children in Unit 4 schools	3.6%
I'm unhappy with recent decisions made by the BOE / Administration	11.7%
They should take care of school buildings with money on hand	4.5%
Proposed location of the high school	7.6%
other [specify]	30.8%
other, don't know	3.7%

District Performance

	<i>Excellent</i>	Excellent/ Good	Not so Good/ Poor
04. Earning community trust and confidence	5.5%	50.5%	45.3%
05. Hiring and retaining a high quality teaching staff	12.8%	65.2%	24.8%
06. Communicating with transparency regarding all aspects of the District	7.9%	53.2%	39.3%
07. Providing safe and secure schools	13.8%	72.9%	22.6%
08. Preparing students for success as they pursue college or a career	11.5%	63.3%	29.1%

District Performance

	<i>Excellent</i>	<i>Excellent/ Good</i>	<i>Not so Good/ Poor</i>
09. Providing up-to-date school buildings	4.7%	40.5%	54.5%
10. Building collaborative relationships with the City and Park District	10.7%	65.4%	21.8%
11. Encouraging residents to participate in the District's decision-making process	15.0%	58.6%	37.1%
12. Attending to the needs of an ethnically and racially diverse student population	12.9%	64.5%	29.6%

Building Updates and Improvements

	<i>Strongly favor</i>	Total favor	Total oppose
13. Expand and improve parking and bus loading areas at District schools where safety is of concern	36.3%	85.1%	11.5%
14. Install artificial turf on fields to allow for greater use among athletic, band and community activities	14.0%	51.8%	42.9%
15. Zone off areas at each high school so they can be used by community groups after school hours	22.1%	76.6%	20.2%
16. Improve heating, ventilation and air conditioning systems where needed	45.0%	91.8%	5.8%

Building Updates and Improvements

	<i>Strongly favor</i>	<i>Total favor</i>	<i>Total oppose</i>
17. Replace roofs, windows, floors and classroom doors that have been identified as in failing condition	50.4%	93.7%	4.3%
18. Renovate science, technology and math classrooms to better support curriculum standards	44.8%	91.2%	6.9%
19. Improve building features that support accessibility for people with disabilities	51.6%	92.8%	5.1%
20. Replace or repair old and out of date fire alarm systems	55.0%	94.0%	4.4%

Tier Two Recommendations

	<i>High priority (7)</i>	<i>Total priority (5-7)</i>	<i>Total not priority (1-3)</i>
21. Make needed repairs and classroom additions to, or possibly rebuild, South Side Elementary	19.6%	56.6%	19.6%
22. Renovate and expand Central High School at its current location to modernize classrooms and accommodate increases in student enrollment	39.2%	70.9%	19.1%
23. Tear down and rebuild Dr. Howard Elementary School on its current site	29.6%	58.4%	24.0%
24. Add gymnasium space at both Central and Centennial High Schools to support physical education and athletic programs	25.5%	58.9%	22.3%
25. Add athletic, activity, and physical education fields near and adjacent to Central High School	28.6%	59.6%	24.7%

Tier Two Recommendations

	<i>High priority (7)</i>	<i>Total priority (5-7)</i>	<i>Total not priority (1-3)</i>
26. Renovate and add classroom space at Edison Middle School	26.8%	67.4%	12.9%
27. Renovate and add classroom space at the International Prep Academy allowing the school to become a K-8 dual language program	17.7%	49.0%	26.1%
28. Renovate and expand Centennial High School at its current location to modernize classrooms and accommodate increases in student enrollment	30.3%	69.5%	16.3%
29. Improve athletic and physical education play fields at Franklin Middle and South Side Elementary to be utilized by students at these campuses as well as Central High School students	22.4%	58.5%	21.4%

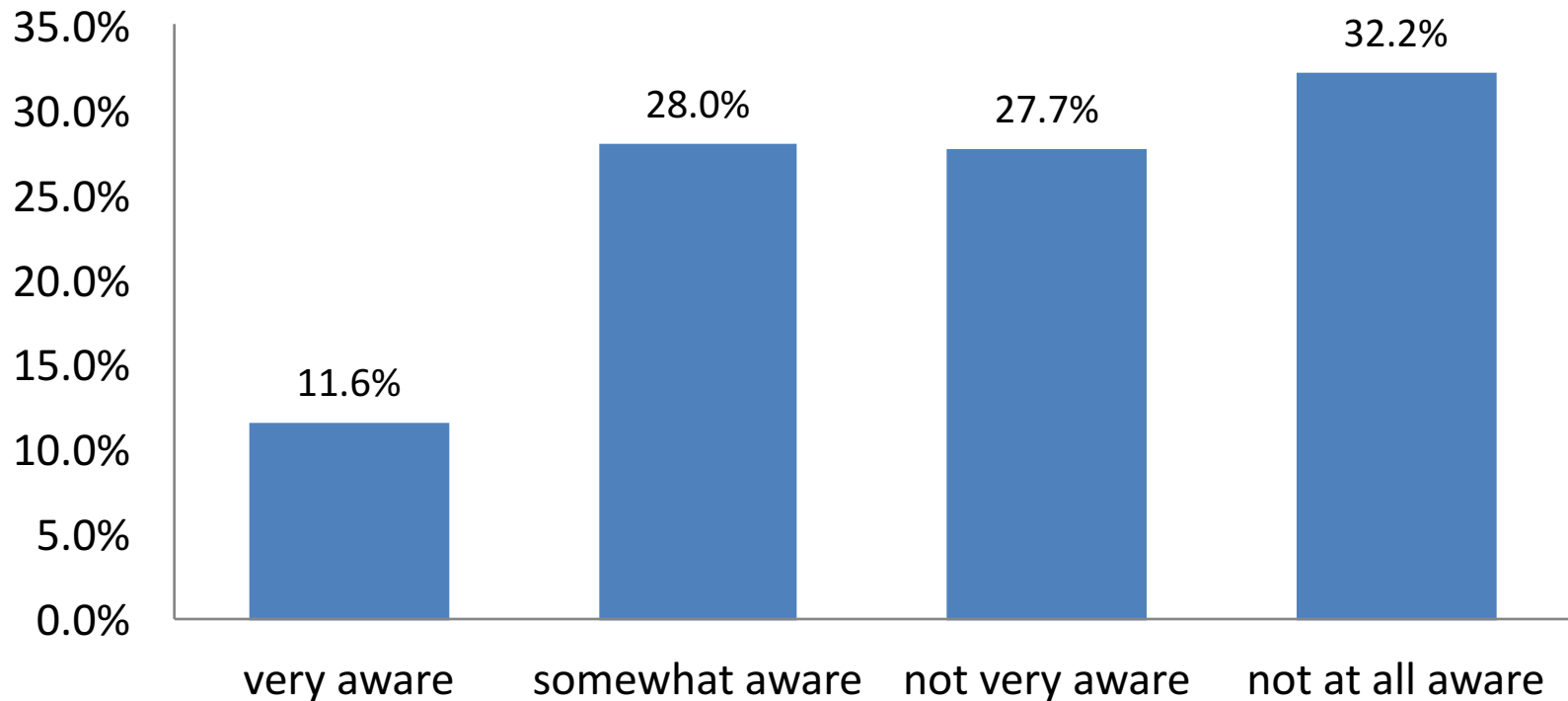
Statements about the District

	<i>Strongly agree</i>	<i>Total agree</i>	<i>Total disagree</i>
30. We must address challenges resulting from enrollment growth with several school buildings now over capacity.	50.6%	85.2%	11.2%
31. I'm willing to support a bond proposal to make sure the quality of our schools measures up to that of other top performing districts in our area.	46.3%	75.1%	21.0%
32. The quality of our schools is the most important factor protecting our property values.	33.1%	75.2%	21.7%
33. Several of our school buildings are old and outdated and detract from our ability to attract young families to our community.	33.7%	65.4%	32.1%

Statements about the District

	<i>Strongly agree</i>	<i>Total agree</i>	<i>Total disagree</i>
34. Our school district is a source of pride in this community.	31.9%	72.6%	24.1%
35. We need more space and updated school buildings to adequately prepare students.	45.2%	79.4%	16.9%
36. We need to take whatever steps are necessary to ensure safe and secure school buildings.	67.8%	93.5%	5.7%
37. People like me can't afford a property tax increase regardless of the cause.	28.2%	53.3%	43.9%
38. Our property tax rate for education is low compared to surrounding school districts.	14.1%	37.7%	40.8%

Required Health and Safety Repairs



39. State law requires Unit 4 to make upwards of \$6.5 million for health and safety repairs and renovations to its school buildings. If a bond issue were to pass, these costs could be paid for by funds collected from the sale of bonds. If bond money does not exist however, the Board of Education is obligated by law to determine a tax rate hike to pay for these improvements. How aware are you of these State mandated health/life safety requirements?

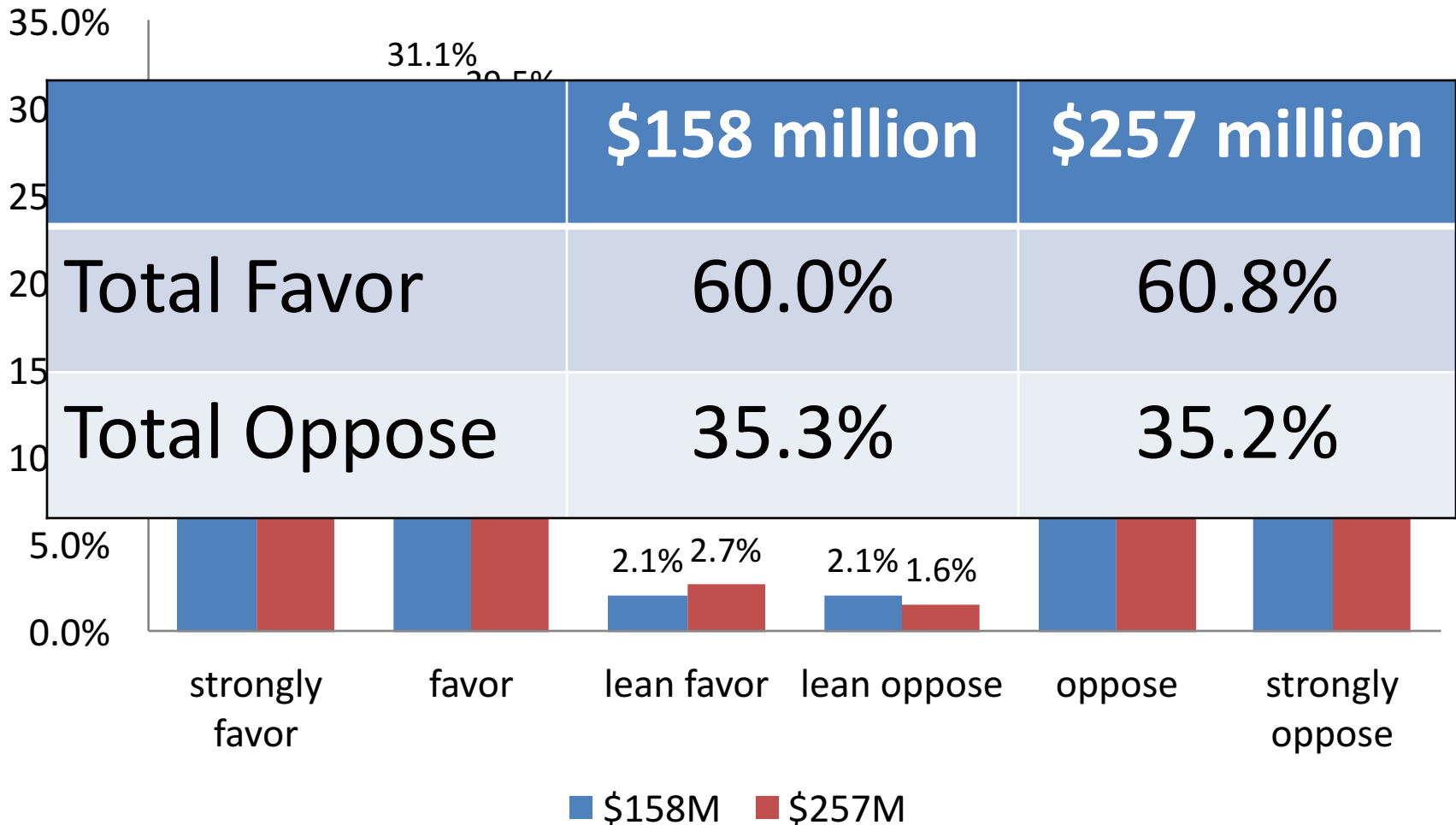
Bond Proposal (\$158M) - Reconsider

40A. Now that you've answered a lot of questions, I'd like to ask you about the possibility of a bond proposal one more time. Unit 4 has estimated that building improvements including some new construction will cost about \$158 million to be spent over the next several years. The District is considering asking voters to approve a bond issue in this amount which would cost the owner of a home valued at \$150,000 about \$242 per year. If an election was held today, and you were adequately informed about each project, would you strongly favor, favor, oppose or strongly oppose a bond proposal?

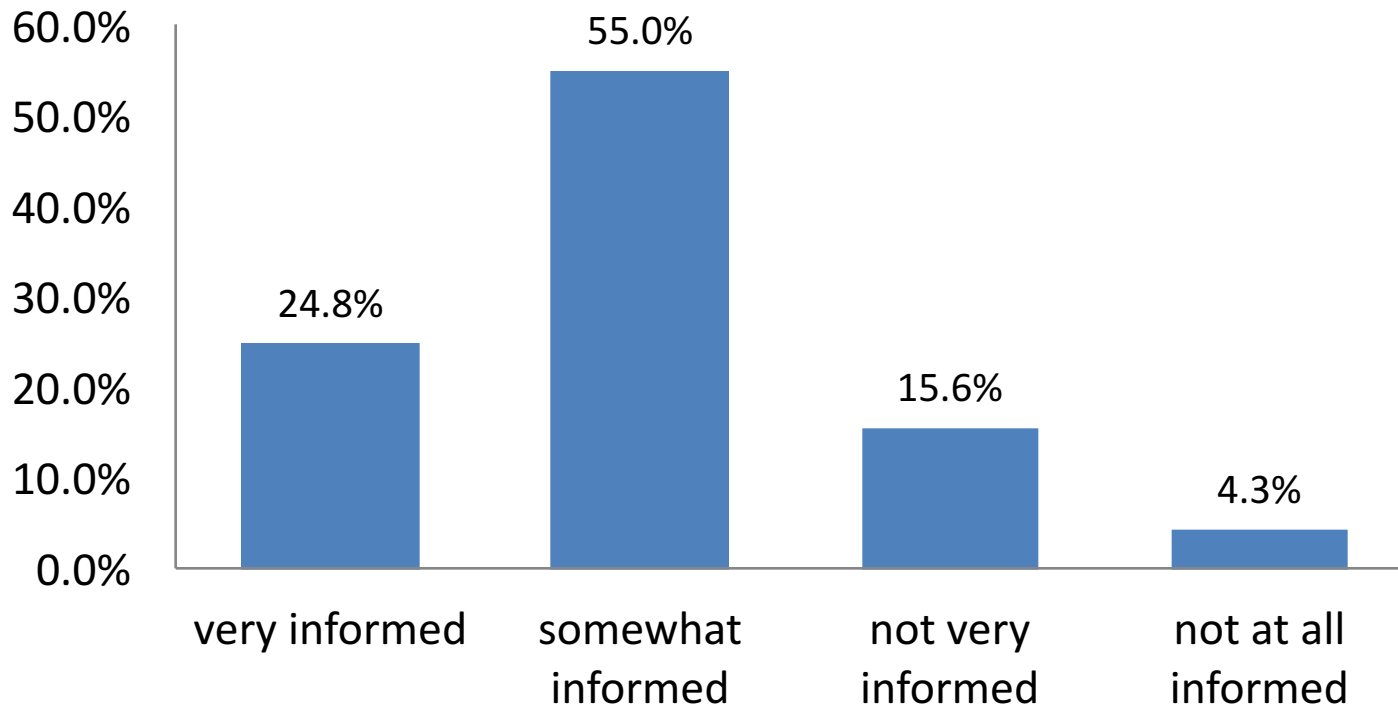
Bond Proposal (\$257M) - Reconsider

40B. Now that you've answered a lot of questions, I'd like to ask you about the possibility of a bond proposal one more time. Unit 4 has estimated that building improvements including some new construction will cost about \$257 million to be spent over the next several years. The District is considering asking voters to approve a bond issue in this amount which would cost the owner of a home valued at \$150,000 about \$393 per year. If an election was held today, and you were adequately informed about each project, would you strongly favor, favor, oppose or strongly oppose a bond proposal?

Possible Bond Proposals - Reconsider



How Informed About District



41. Generally speaking how well informed do you feel about Unit 4 School District?

Primary Source of Information about District

	%
the local newspaper, The News Gazette	36.4%
family and friends	2.2%
television coverage	8.5%
the Principal's Newsletter	4.2%
classroom teacher or staff member	2.2%
the District's website	4.5%
by attending a school event	1.6%
social media like Facebook or Twitter	4.1%
local blogs, such as Smile Politely, Chambanamoms, Board Corner Blog, etc.	1.6%
local radio [specify]	1.1%
other [specify]	28.5%

Other Preferred Source of Information

	%
the local newspaper, The News Gazette	9.7%
family and friends	2.2%
television coverage	7.3%
the Principal's Newsletter	5.5%
classroom teacher or staff member	1.3%
the District's website	3.0%
by attending a school event	1.2%
social media like Facebook or Twitter	4.2%
local blogs, such as Smile Politely, Chambanamoms, Board Corner Blog, etc.	1.5%
local radio [specify]	2.3%
other [specify]	24.5%



The Power Of Integrated Solutions

Questions?

Research

Public
Engagement

Public Relations,
Communications

Elections