



Parental and Community Engagement Survey Results

Presented by Clark County Commissioner Mary Beth
Scow

Exhibit N - CCSD Tech Adv
Document consists of 50 pages.
Entire exhibit provided.
Meeting Date: 03-28-16

+ Overview of the Survey



Overview of the Survey

- Convenience Sampling was done in order to target the unincorporated Clark County population in a short period of time
- Survey was placed on the Clark County website and shared via social media websites and newsletters
- Survey was open for approximately 12 calendar days
- The survey provides primary data on parental and community engagement

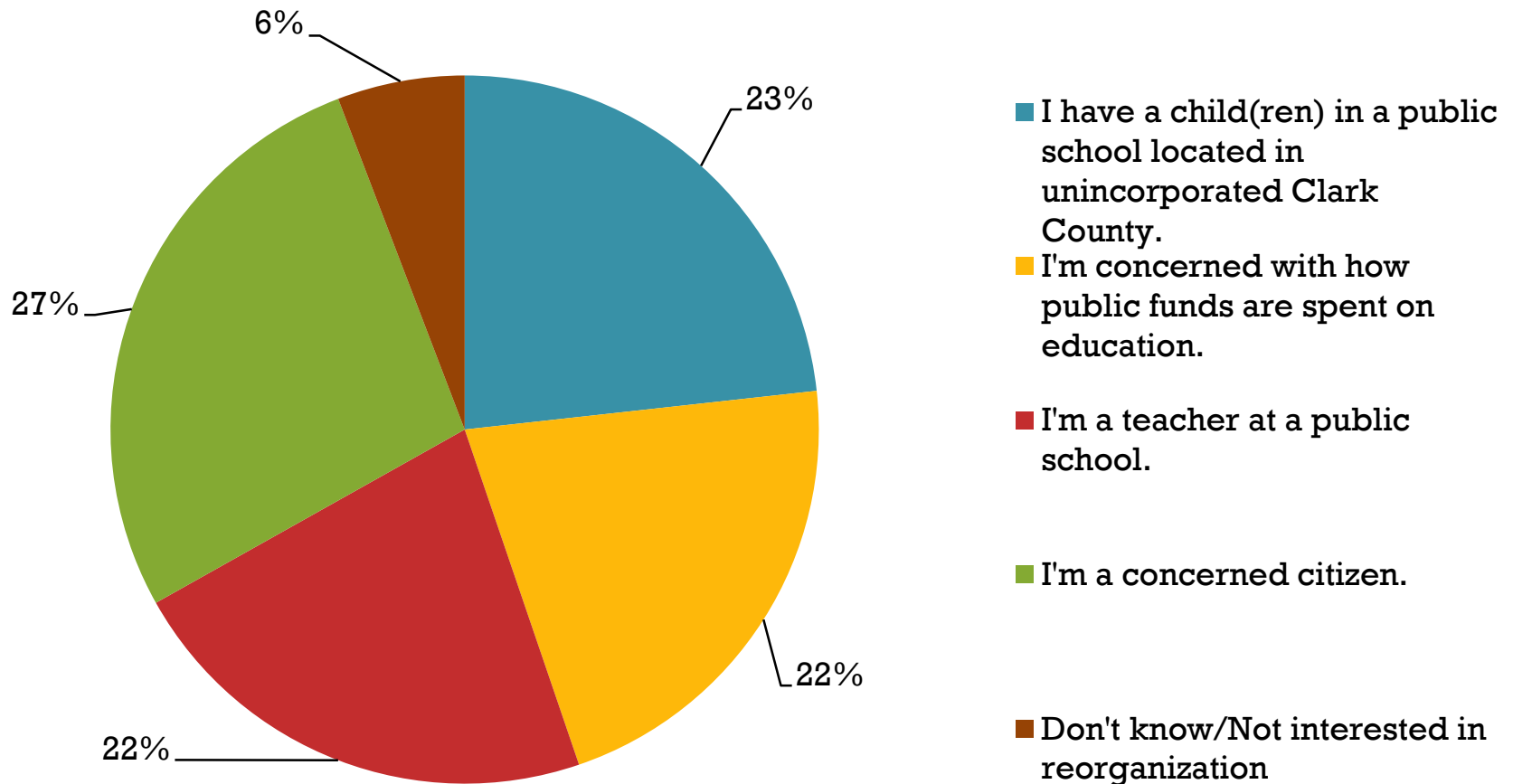


Survey Limitations

- Non-random sample- Sampling bias
- Survey results are not representative of the unincorporated Clark County population
 - Not all segments of the population completed the survey or had access to the survey (web-based survey)
 - Results cannot be generalized as they relate to the unincorporated Clark County population
 - No way of calculating how the survey represents the population as a whole

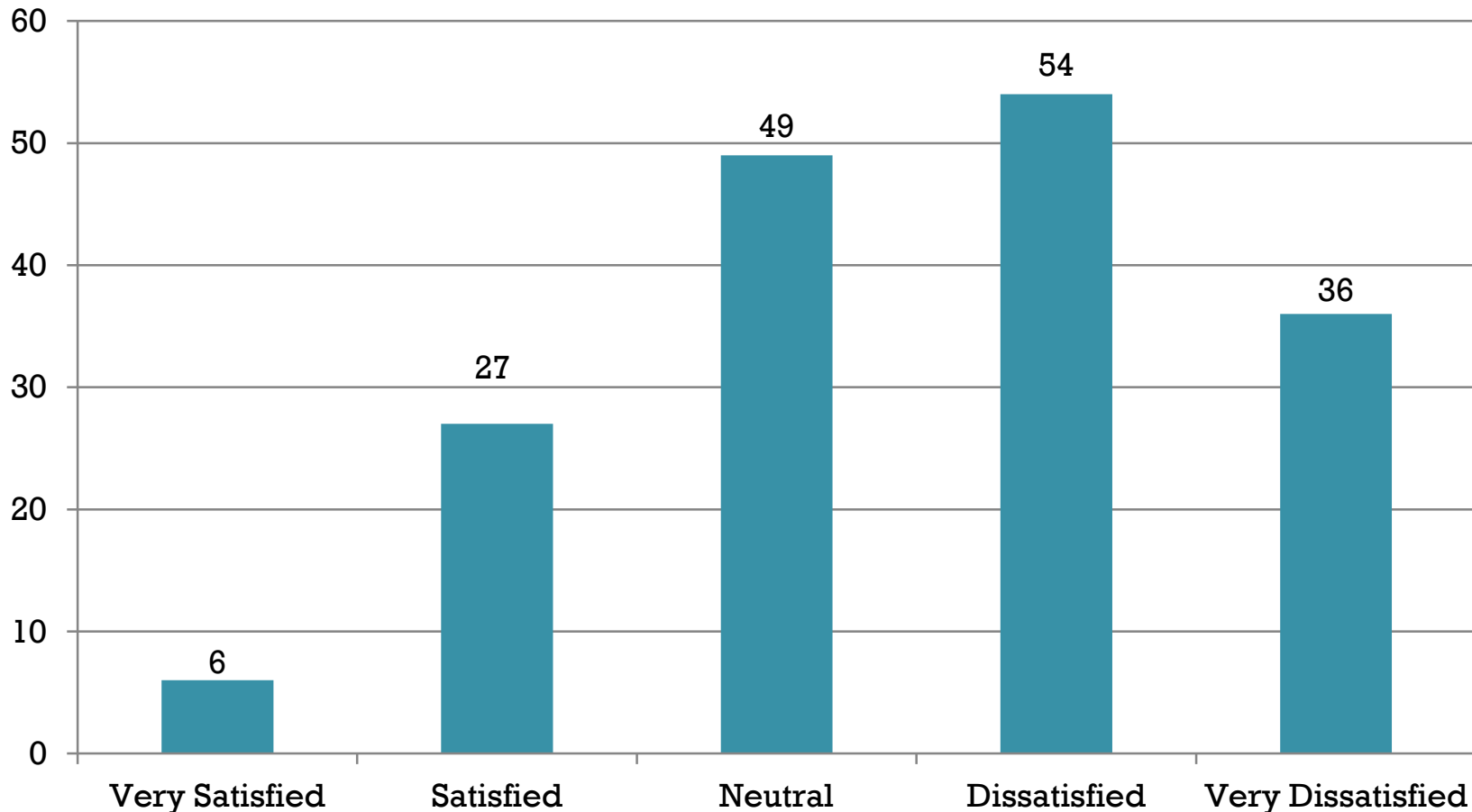
+ 27% of the respondents indicated that they were “concerned citizens.” (n=172)

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+ 52% of respondents said that they are either “extremely dissatisfied” or “dissatisfied” with the quality of public schools in Clark County. (n=172)

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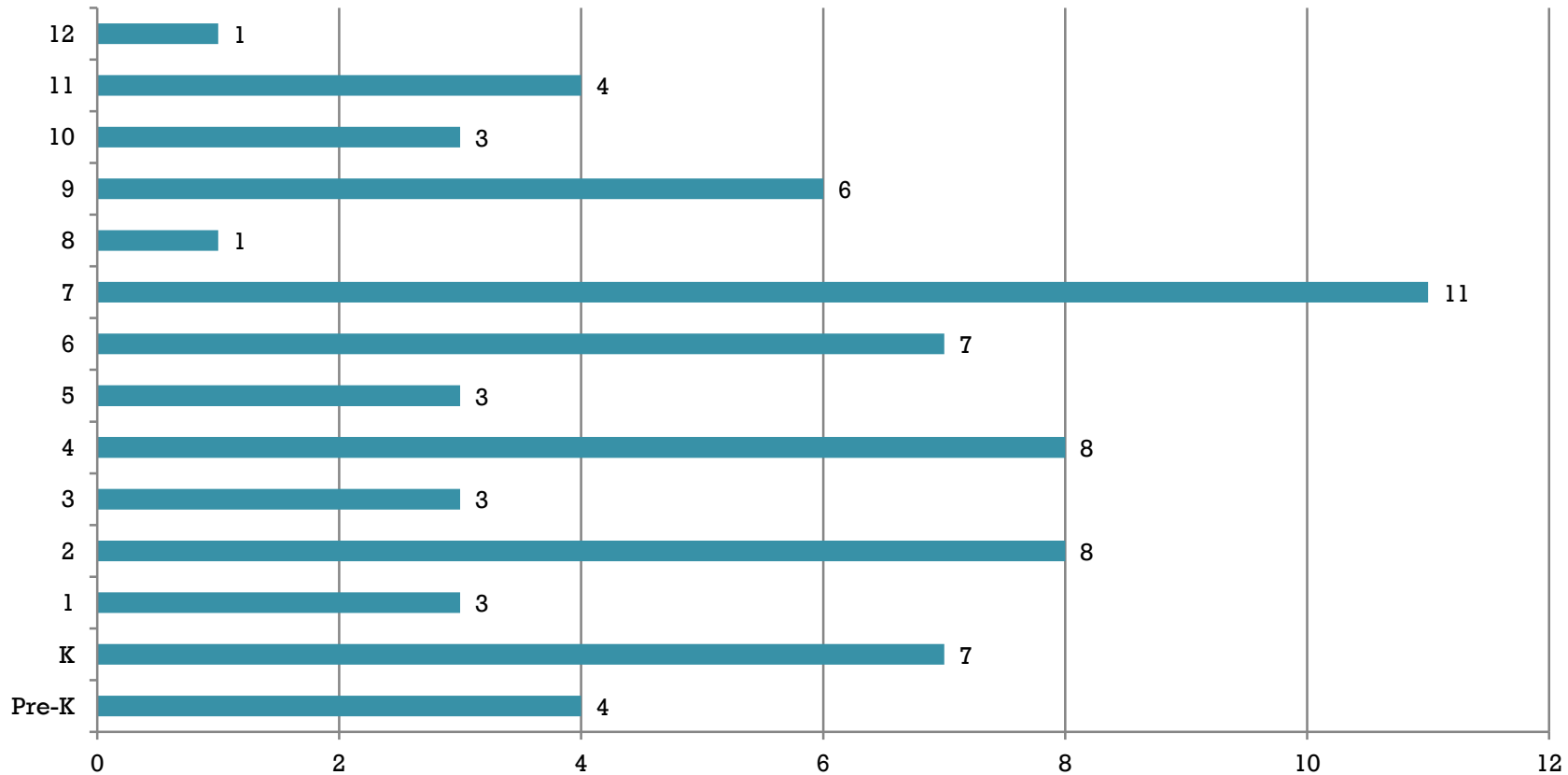
+ Parental Engagement Findings

+ Parental Engagement

- If a respondent selected that he or she has a child(ren) in a public school in unincorporated Clark County, they were asked various questions regarding parental engagement.
- As the survey design did not list public schools and mandate the selection of a public school in unincorporated Clark County, there is the potential that the responses to the parental engagement questions contain opinions related to public schools in one of the other municipalities' jurisdictions (e.g. City of Las Vegas) or other types of schools.

+ Parental Selection of Grade Levels for Children (n=40)*

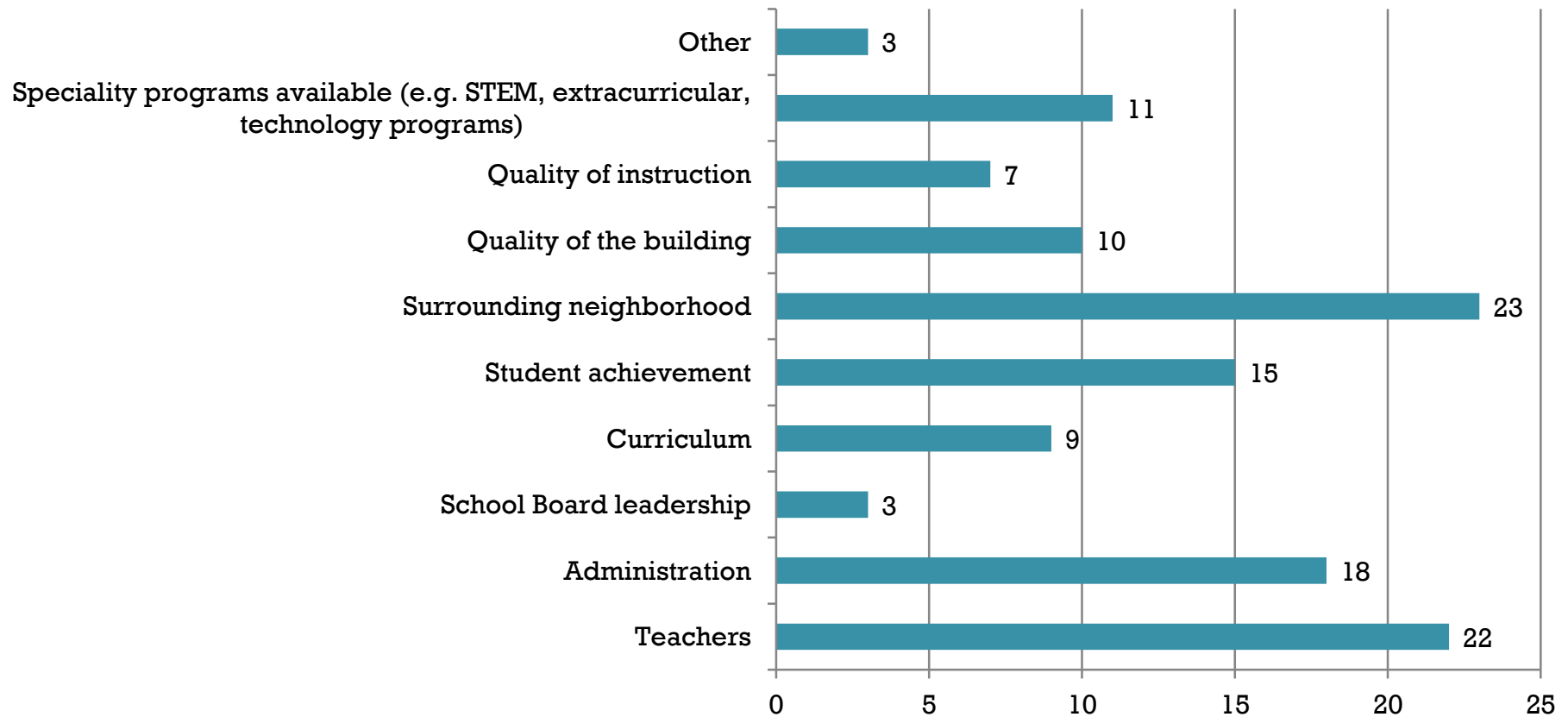
9



**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses. Parents could select more than one grade level.*

+ Parental selection of what they like about the public school their child(ren) attends. (n=38)*

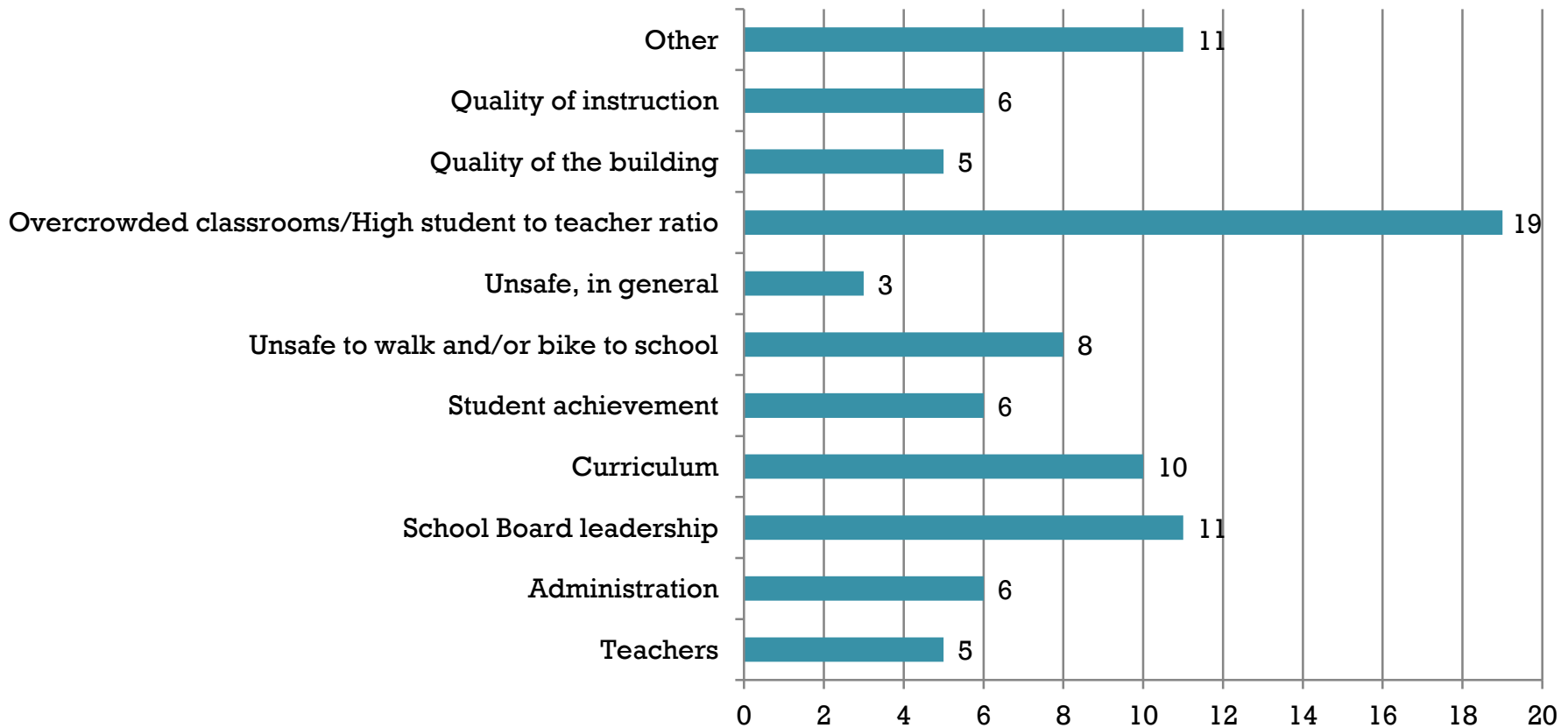
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**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

+ Parental selection of what they dislike about the public school their child(ren) attends. (n=34)*

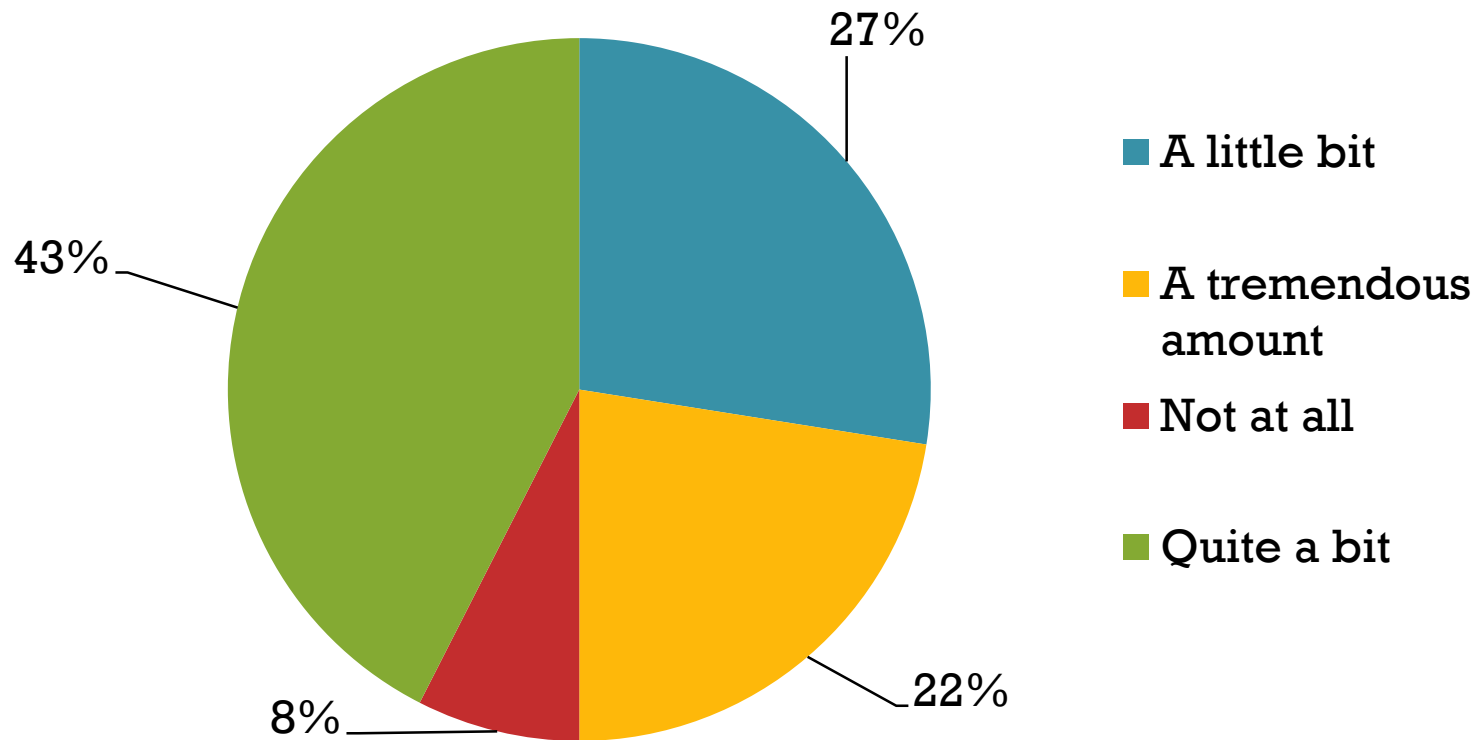
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**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

+ 43% of respondents said that they felt “quite a bit” welcome at their child’s public school. (n=40)

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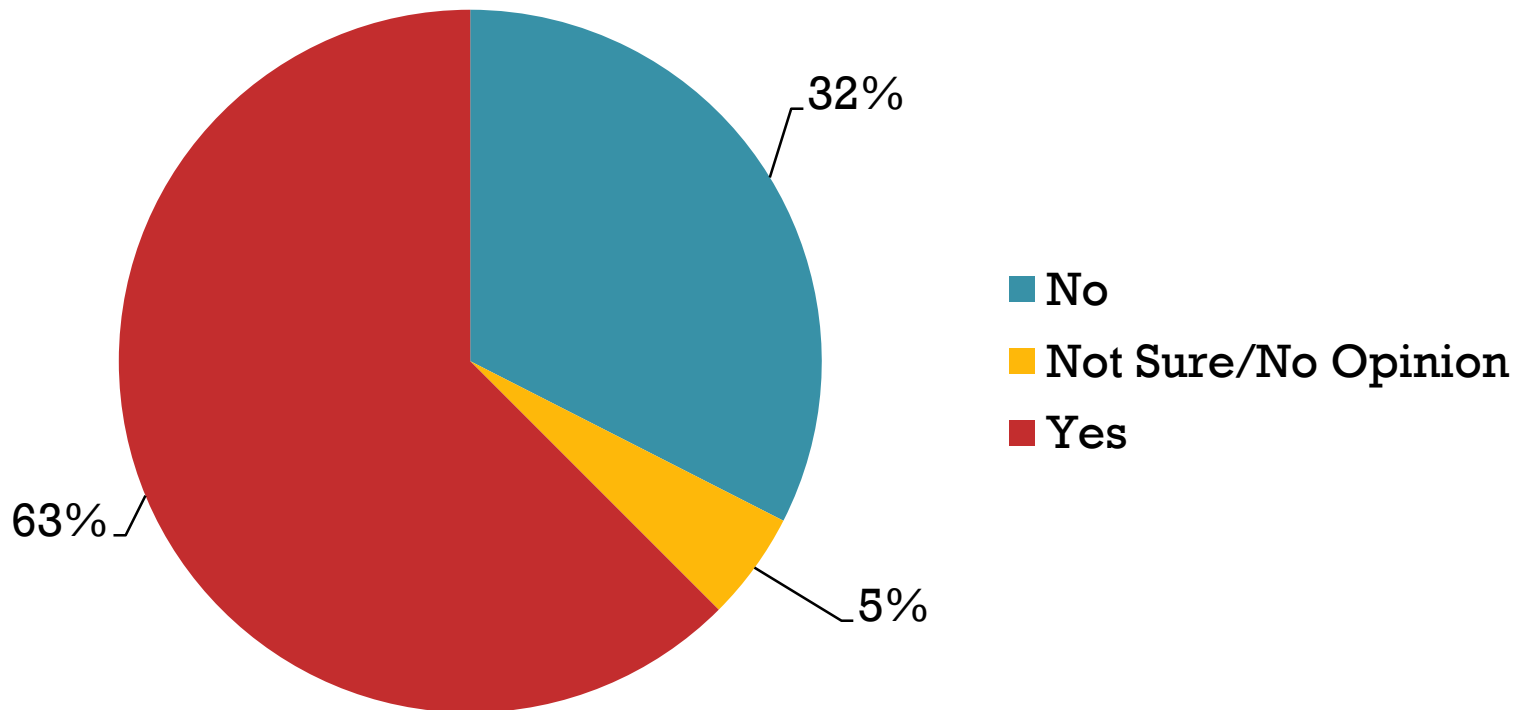




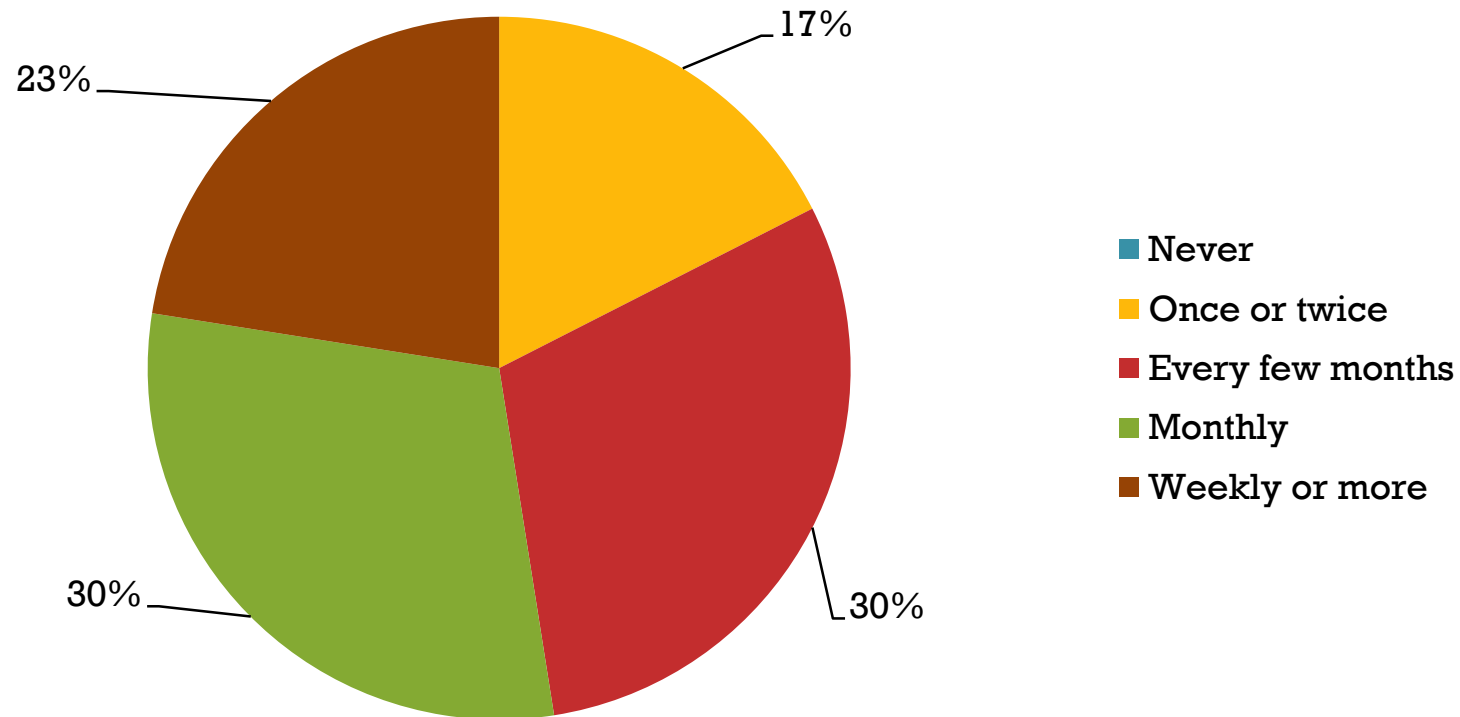
100% of the respondents said that that they think parental involvement is important to their child's performance in public school.(n=40)

+ 63% of respondents said that they participate as much as they would like in their child's education. (n=40)

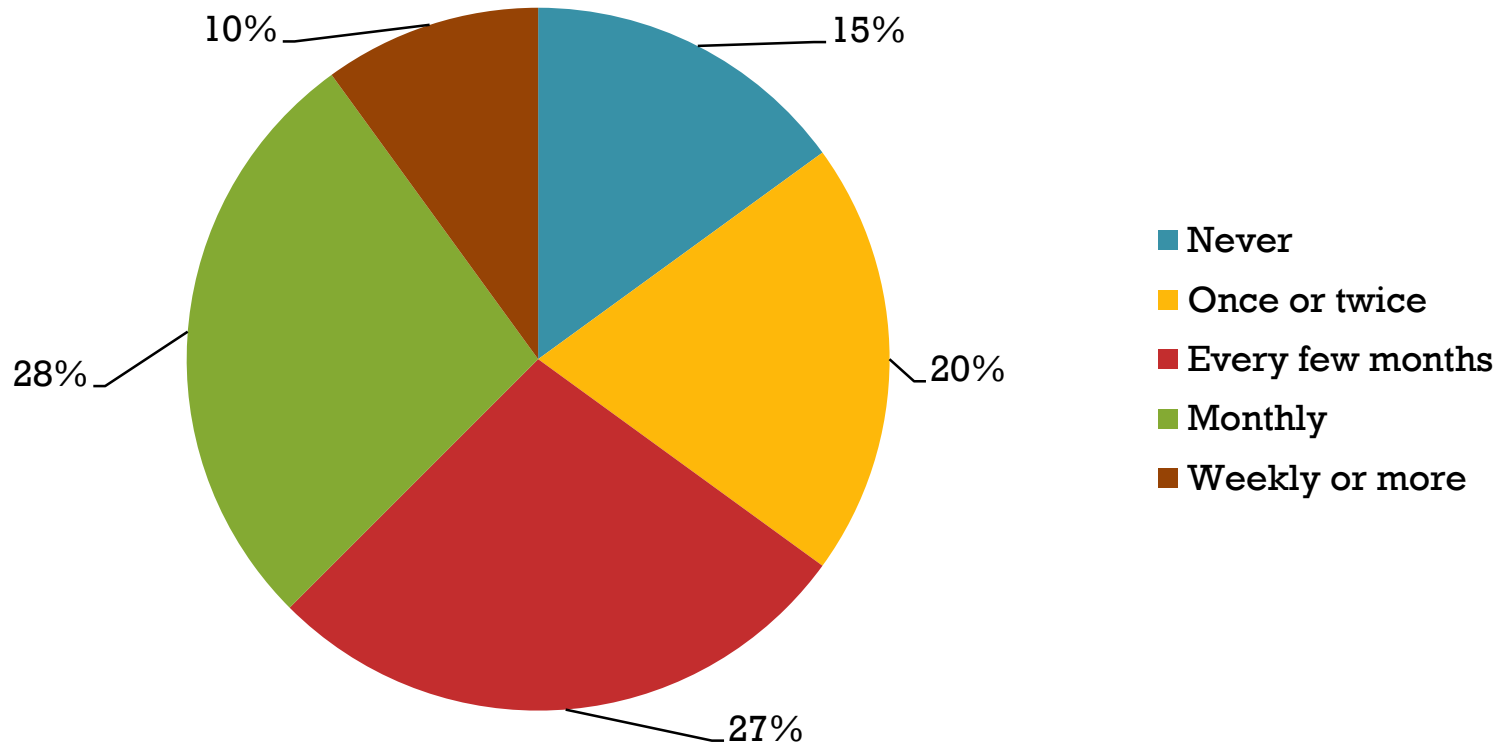
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+ 60% of respondents indicated that in the past year they have visited their child's public school “monthly” or “every few months.” (n=40)

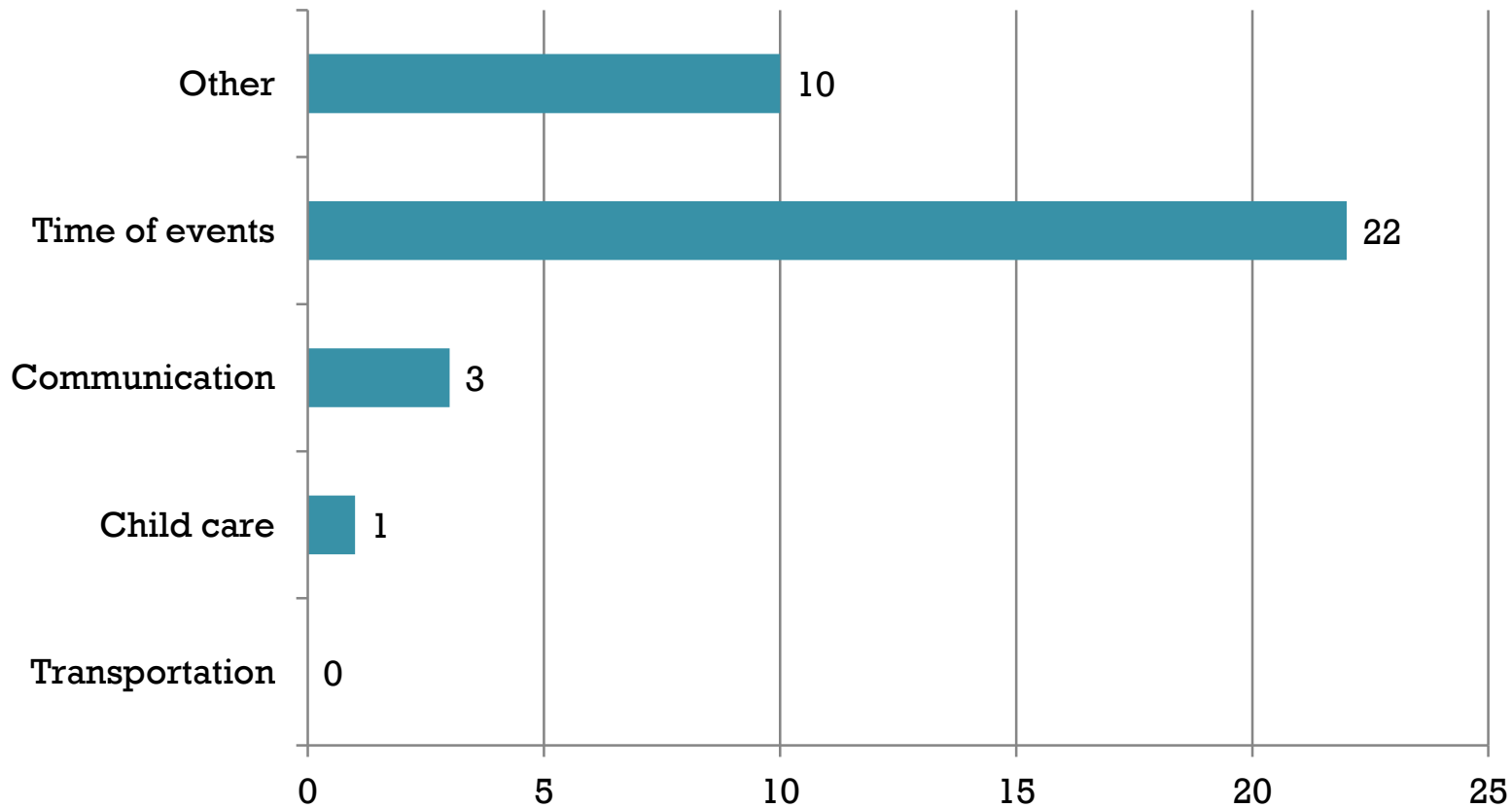


+ 28% of respondents indicated that in the past year, they participated in a parental involvement activity, event, or program at least “monthly” at their child’s public school. (n=40)



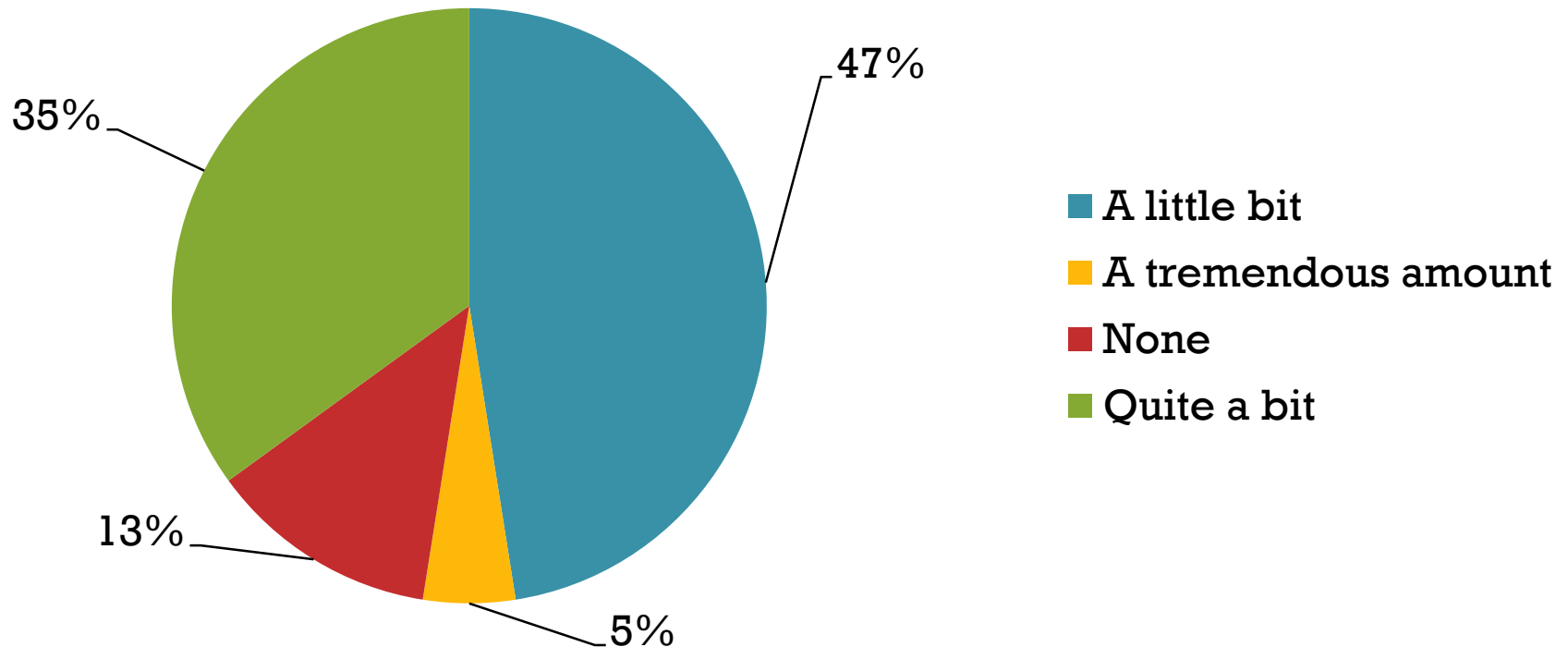
+ “Time of Events” was the most frequent answer on what prevented parents from participating in public school functions, activities, and planning events. (n=36)

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+ 47% of respondents said that their child's public school provides only “a little bit” about parental involvement opportunities. (n=40)

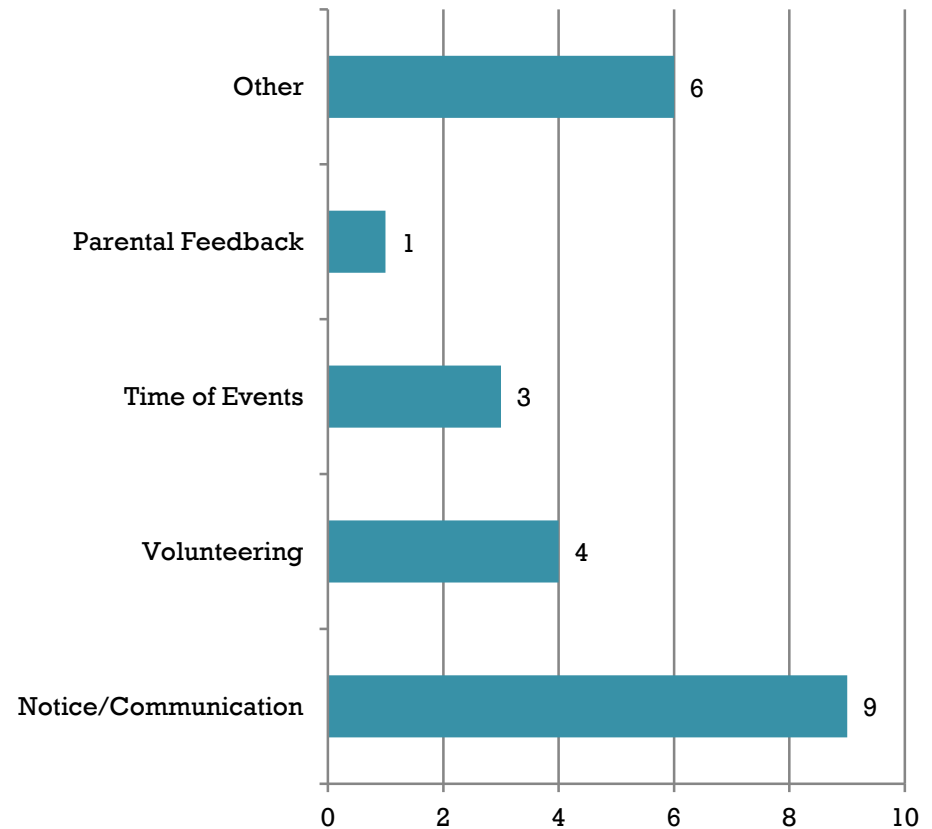
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+ Parents were asked what ways could parental involvement be strengthened at their child's public school. (n=23)

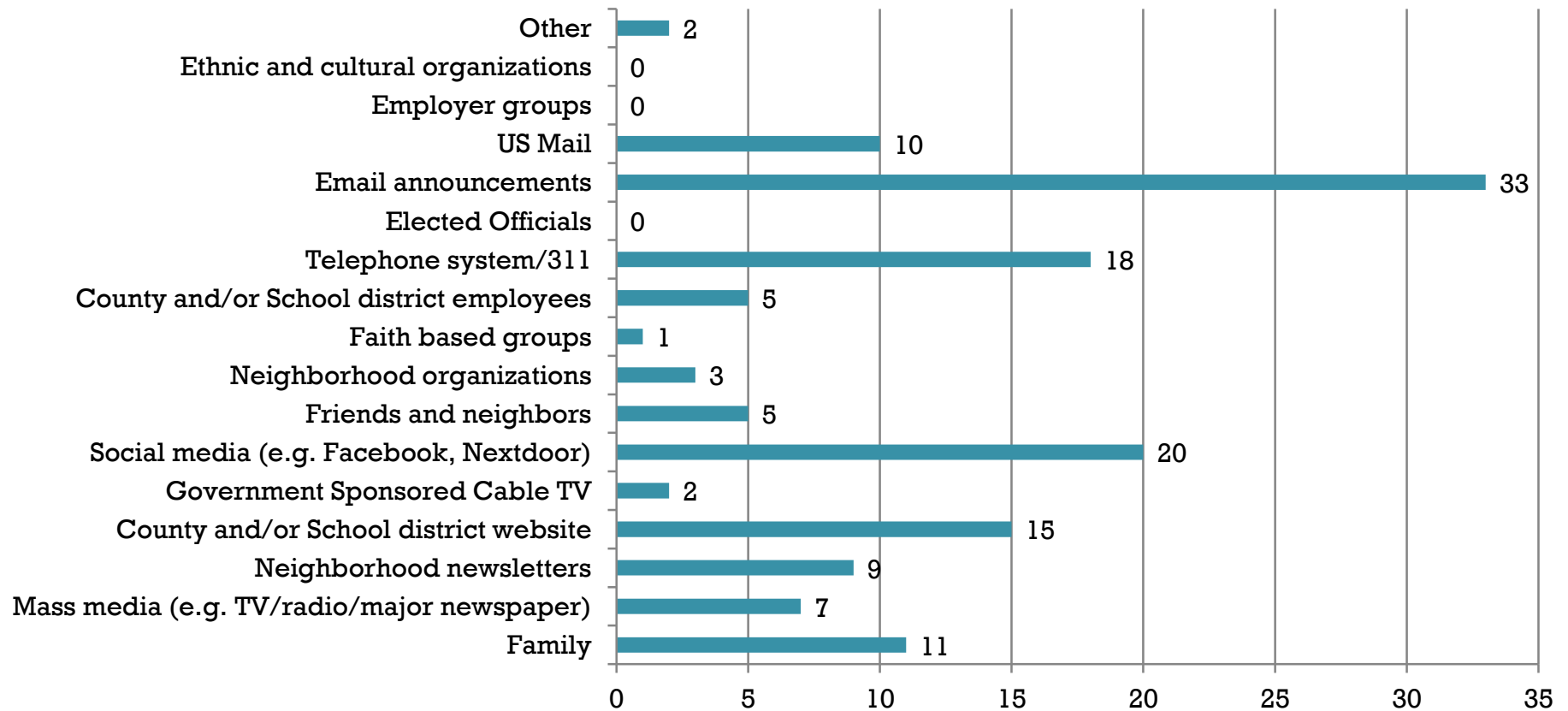
19

- Open-ended question
- Comments were categorized into 5 areas.
- “Notice/Communication” was the category with the highest number of comments.



+ 23% of respondents indicated that “email announcements” was the best way for public schools to share information.(n=39)*

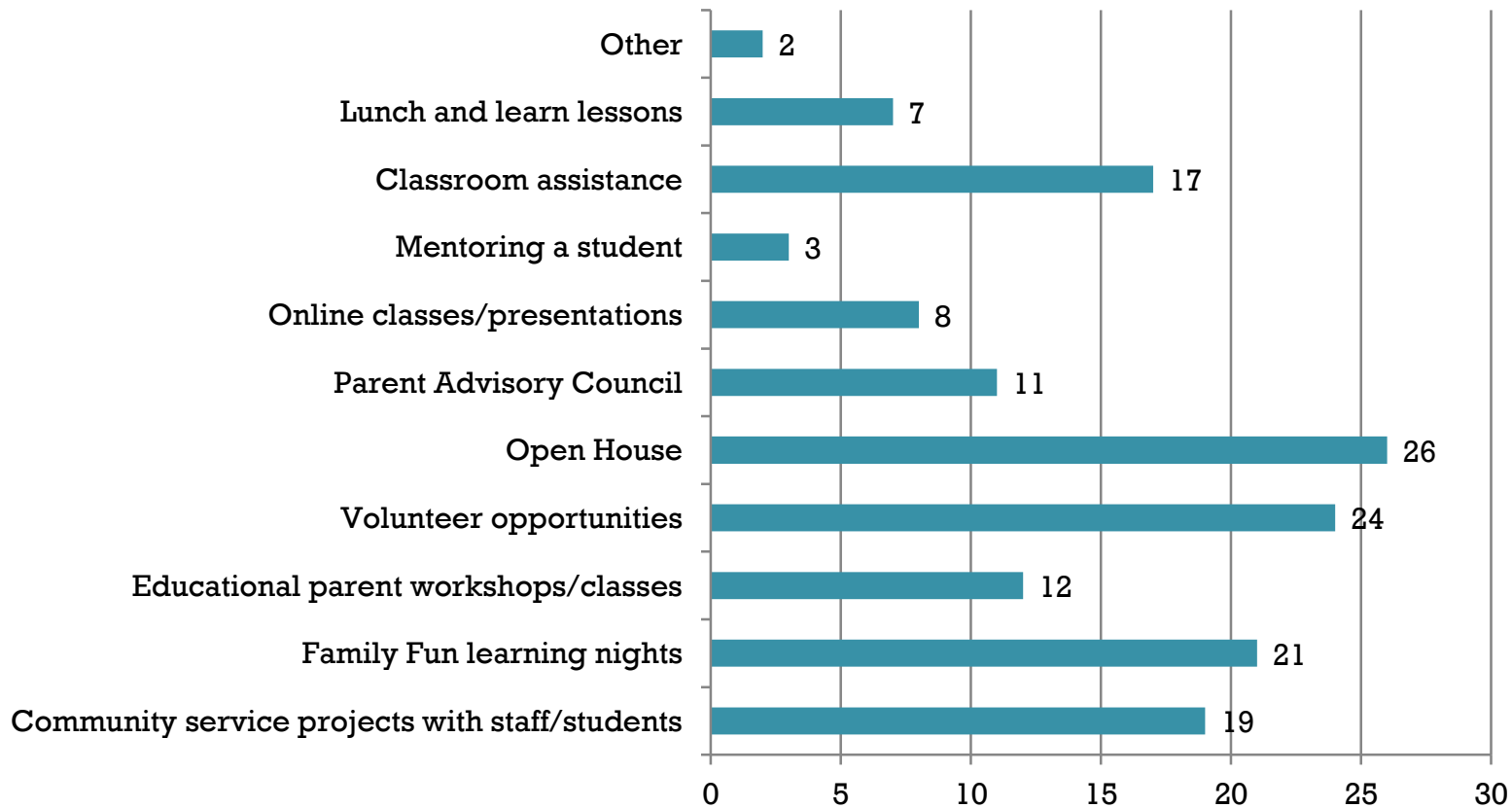
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**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

+ Parents listed “open houses,” “volunteer opportunities,” and “Family Fun learning nights” as activities that they would be interested in participating in. (n=38)*

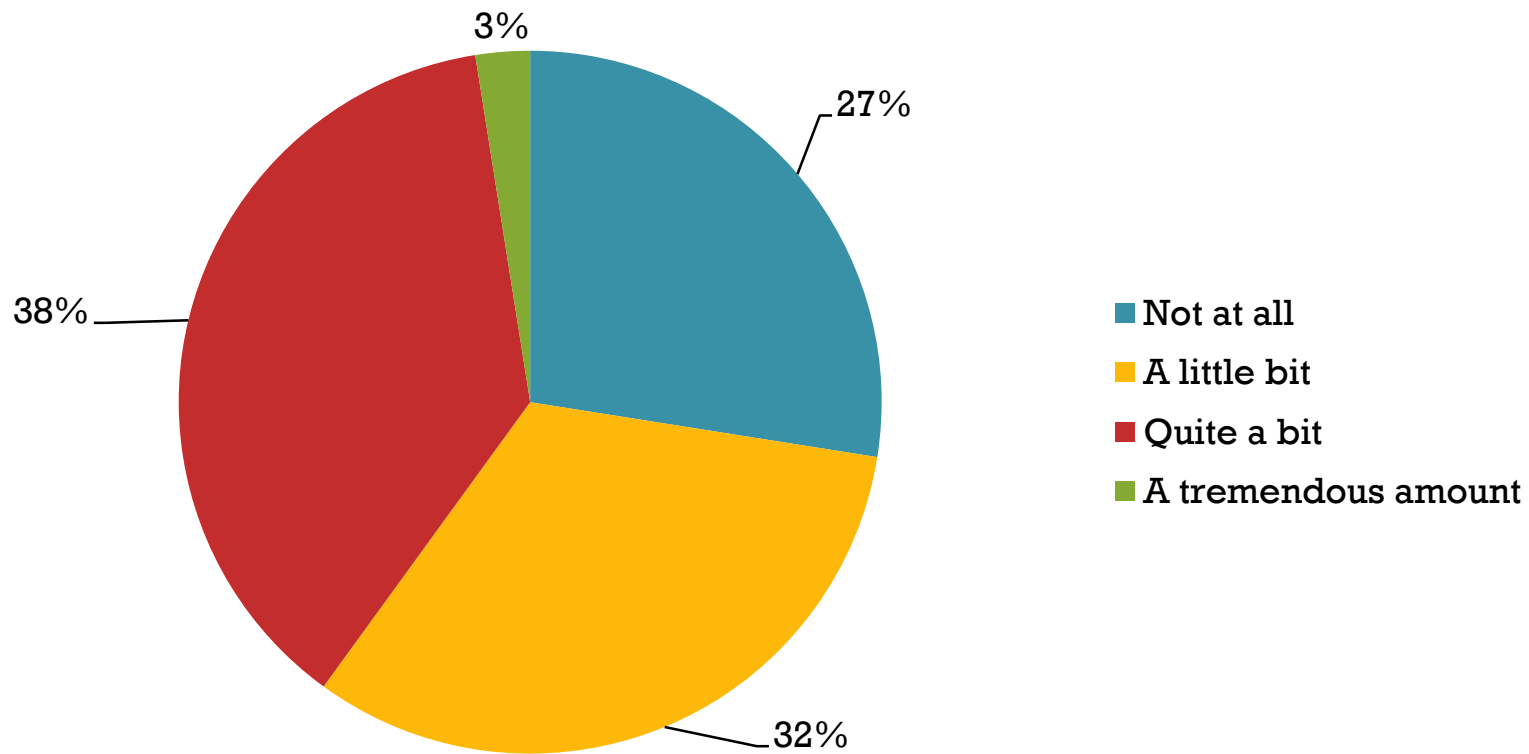
21



**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

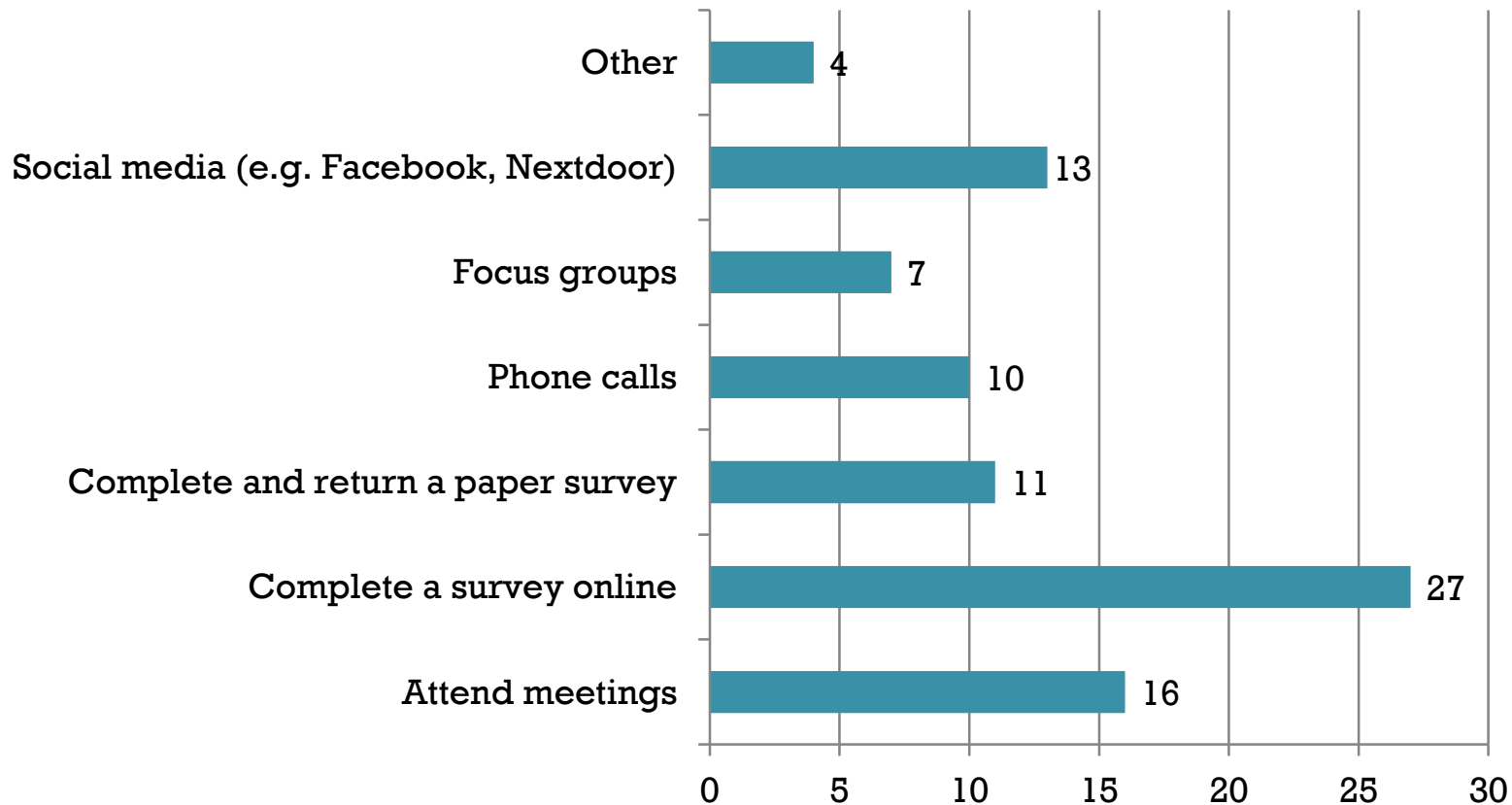
+ 38% of respondents indicated that their child's public school values parent input “quite a bit.” (n=40)

22



+ 31% of respondents indicated that they would prefer to complete a survey to provide input regarding their child's public school. (n=40)*

23

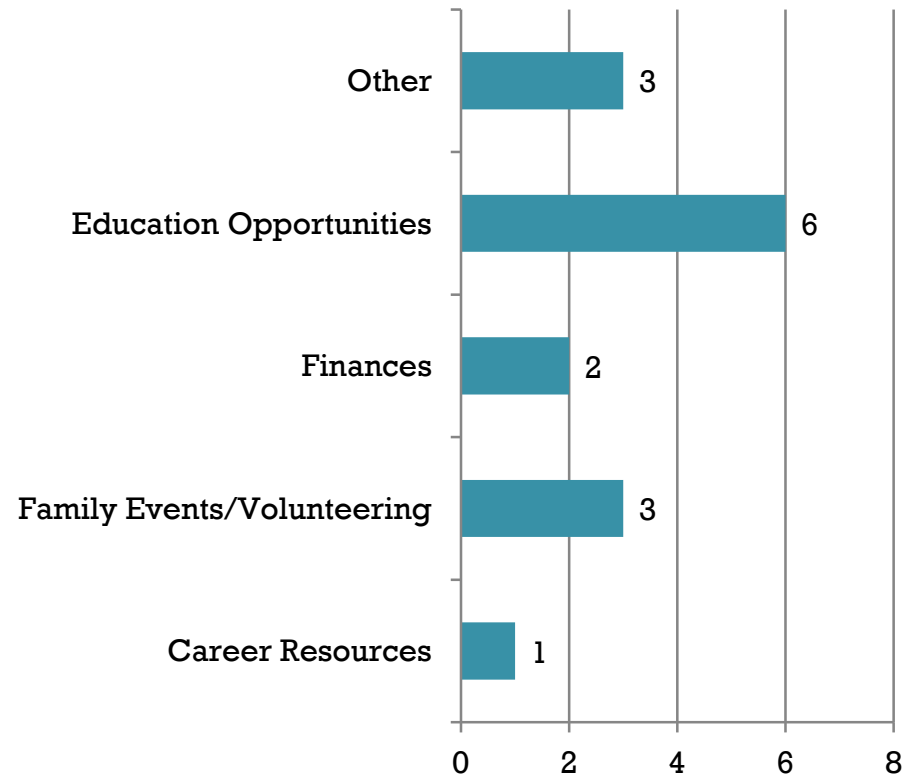


**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

+ Parents were asked to indicate skills, knowledge, work, or education experience that they could share with the parents, staff, or students at their child's public school. (n=15)

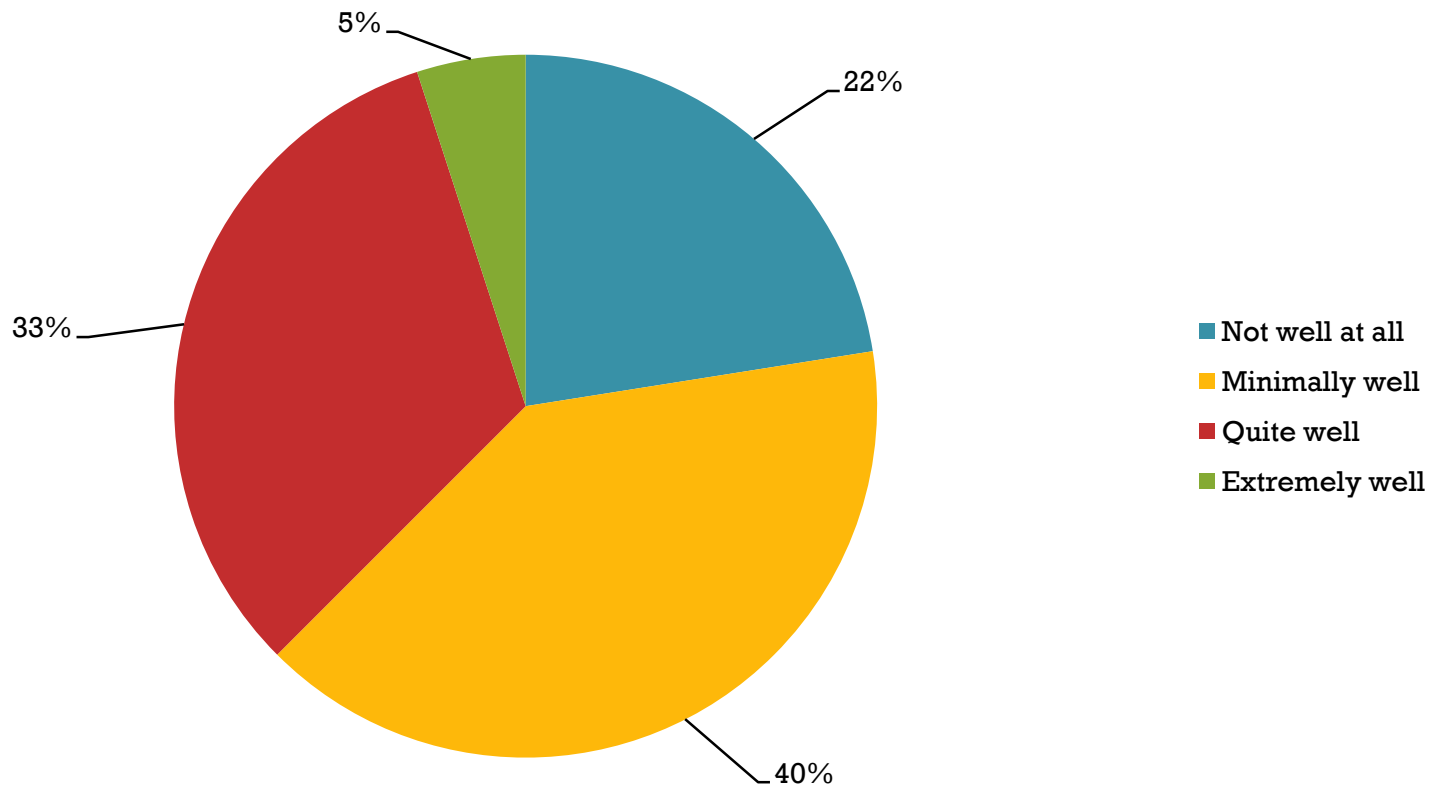
24

- Open-ended question
- Comments were categorized into 5 areas
- “Education Opportunities” was the category with the highest number of comments
 - For the purposes of the categorization, the “education opportunities” is an umbrella term for numerous subjects that the respondents indicated that they were knowledgeable about



+ 40% of respondents said that their child's public school provides information "minimally well" to support learning outside of school. (n=40)

25





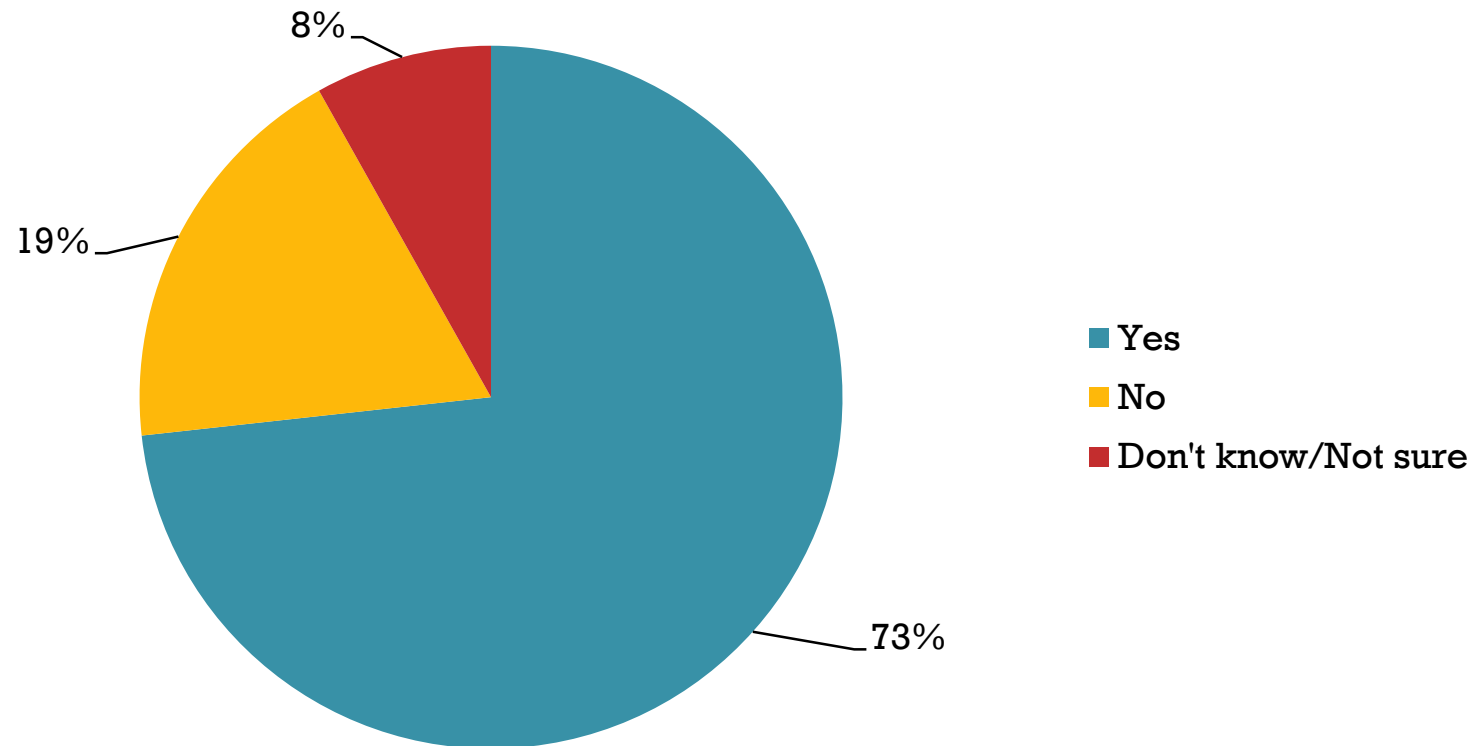
+ Community Engagement Findings

+ Community Engagement

- All respondents were asked about their community engagement.
 - If respondents answered that they were “active” in the community, they were asked about the types of organizations they were involved in and where they got their information.
 - If respondents answered that they were “not active” in the community, they were asked why not and what could make it more likely to be involved in events (e.g. public meetings)
- All respondents were asked the remaining community engagement questions regardless of their first set of questions

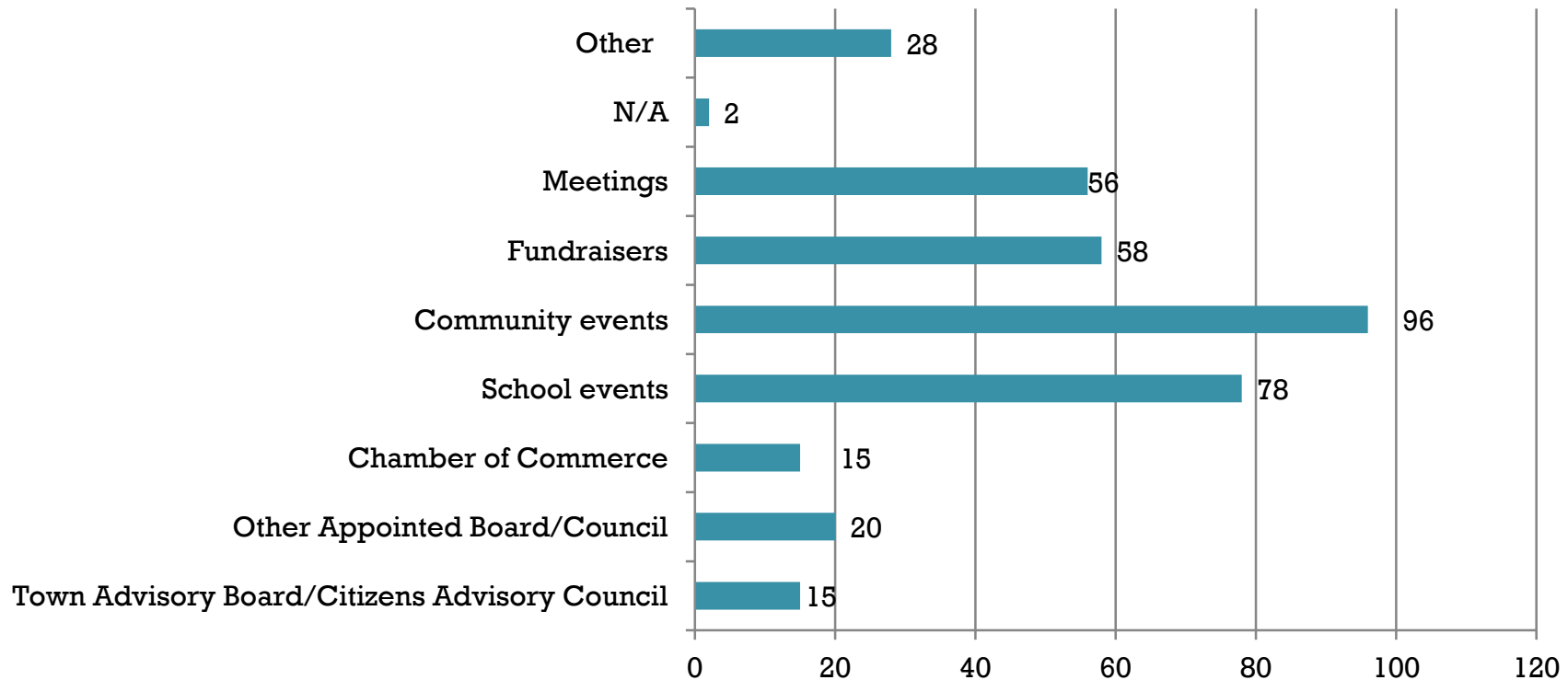
+ 73% of respondents said that they consider themselves “active” in the community. (n=172)

28



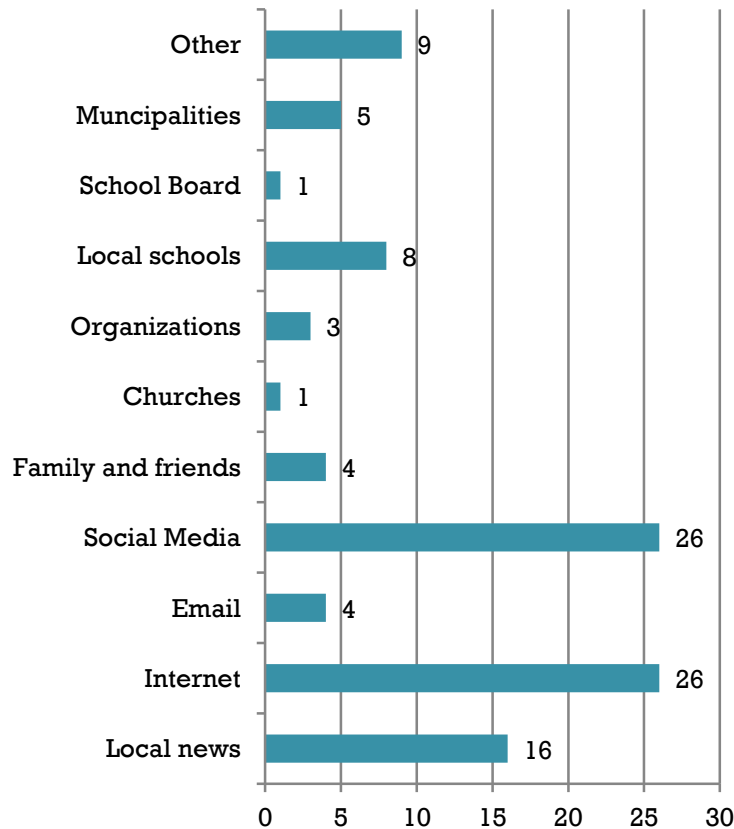
+ Types of Local Organizations and Activities Respondents Participate In (n=125)*

29



**Note: This question was only asked to those that indicated that they are active in the community. This question was asked to gather information about the types of local organizations and activities that respondents participate in to improve the community. As this was a question asked to those only who indicated being active in the community, the sample size is smaller than previous question. Additionally, as this is a multiple response question, the sample size reflects the number of respondents, not responses.*

+ Respondents who indicated that they were active in the community were asked where they found information about community events or meetings. (n=77)*

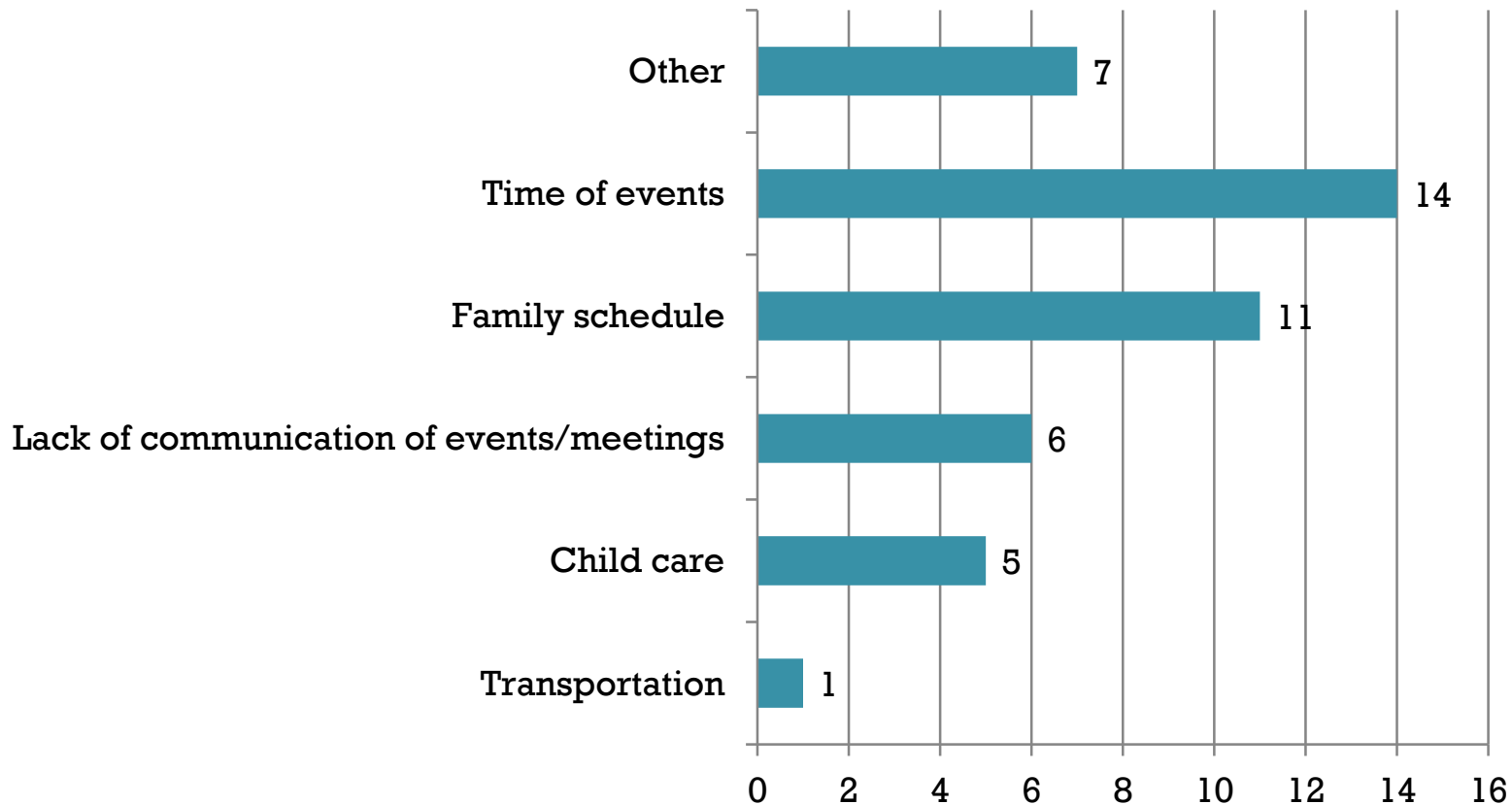


- Open-ended question
- Respondents indicated that social media and the Internet were the primary ways that they found out information regarding community events or meetings.

**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

+ For those who are not active in the community, “time of events” was the primary reason why they were not involved (n=44)*

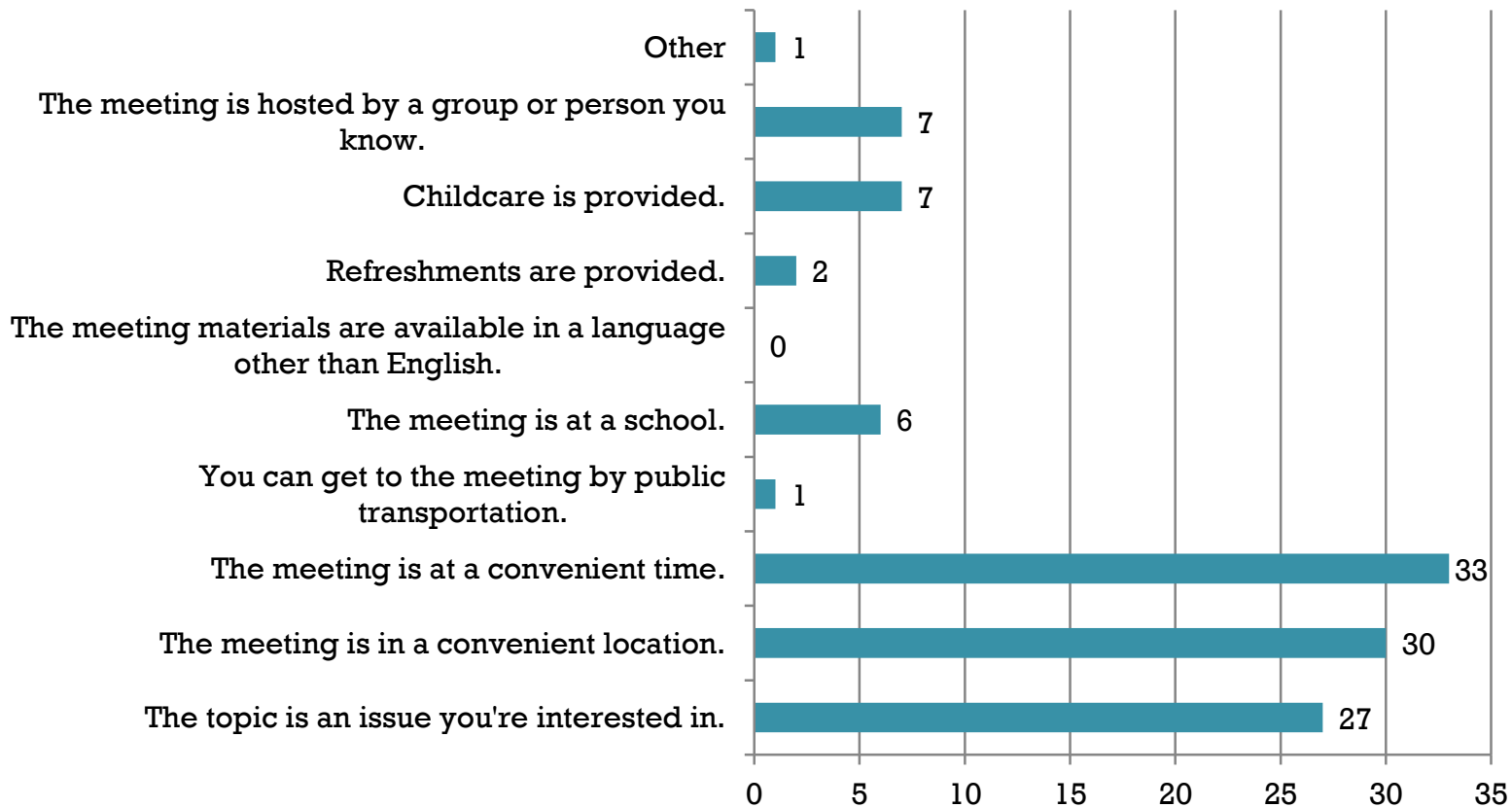
31



**Note: This questions was only asked to those that indicated that they were not active in the community or indicated that they did not know or were unsure on their active status in the community.*

+ Those respondents that are not active in the community indicated that they would be more likely to attend a public meeting or become more engaged if it was in a convenient location or at a convenient time. (n=44)*

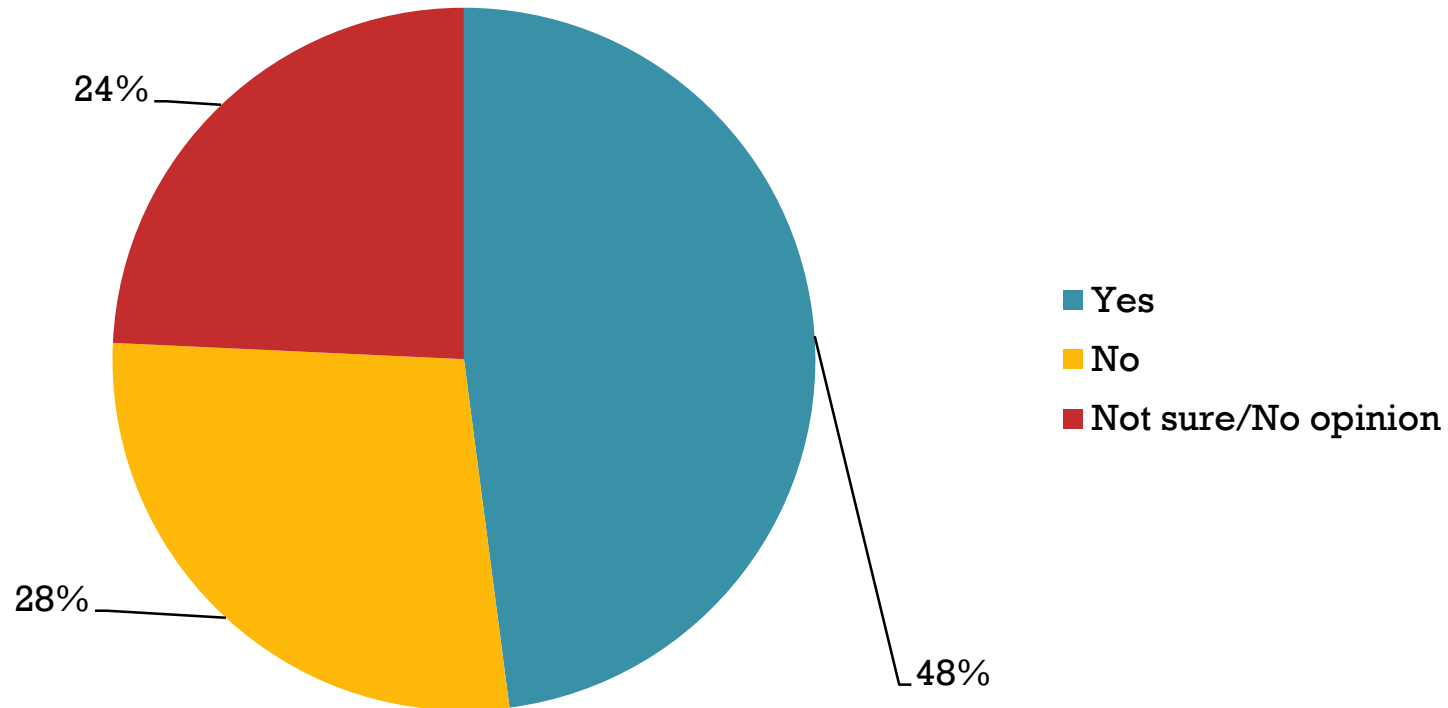
32



**Note: This questions was only asked to those that indicated that they were not active in the community or indicated that they did not know or were unsure on their active status in the community.*

+ 48% of respondents said that public schools should promote community engagement separately from parental engagement.
(n=169)

33

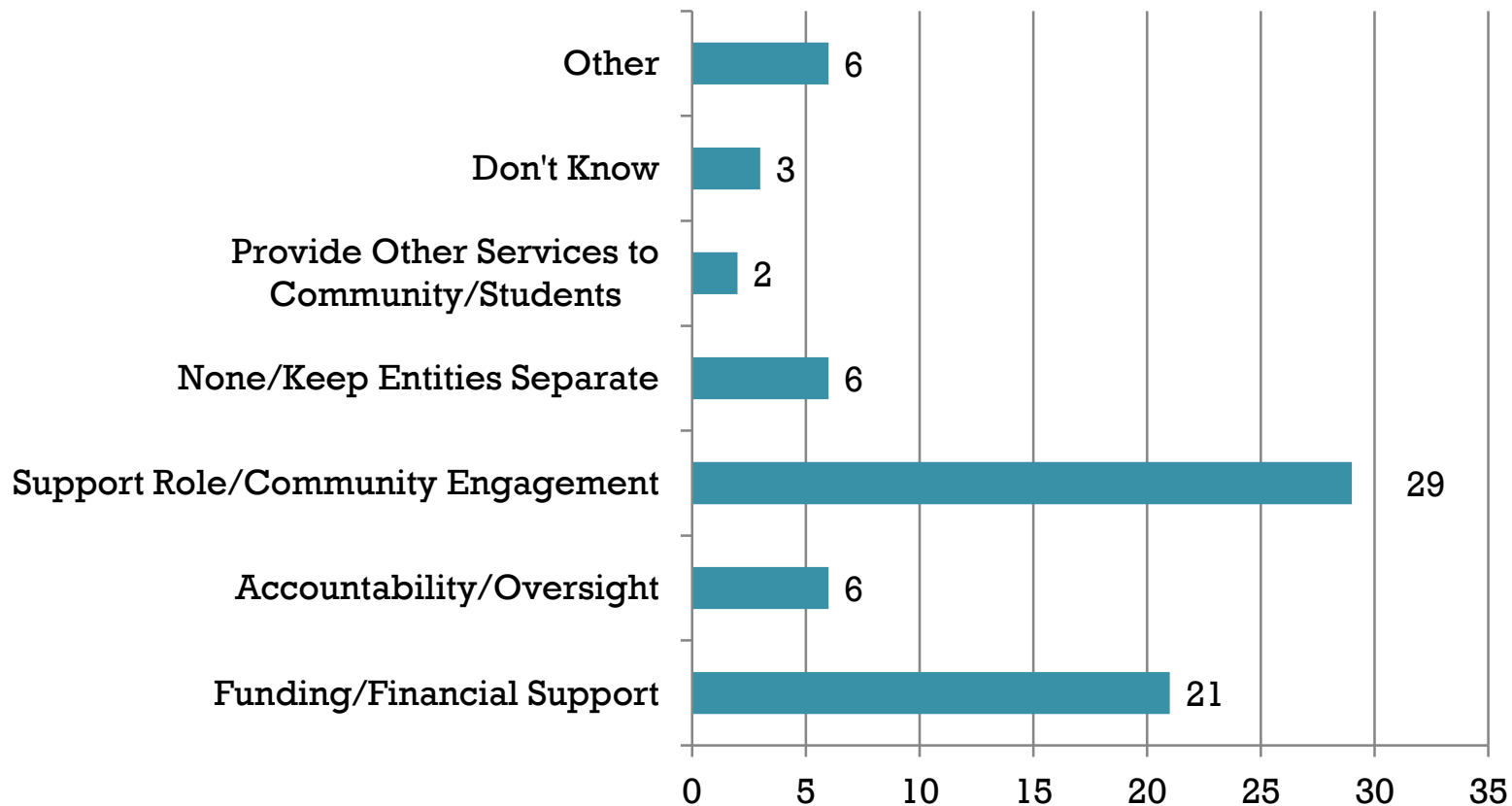


+ Role of the County of Clark in Supporting Public Schools and Education

- All respondents were given the opportunity to provide their opinion on what role Clark County should have in supporting public schools and education.
- Comments were categorized into 7 areas:
 - Funding/Financial Support
 - Accountability/Oversight
 - Support Role/Community Engagement
 - None/Keep Entities Separate
 - Provide Other Services to Community/Students
 - Don't Know
 - Other

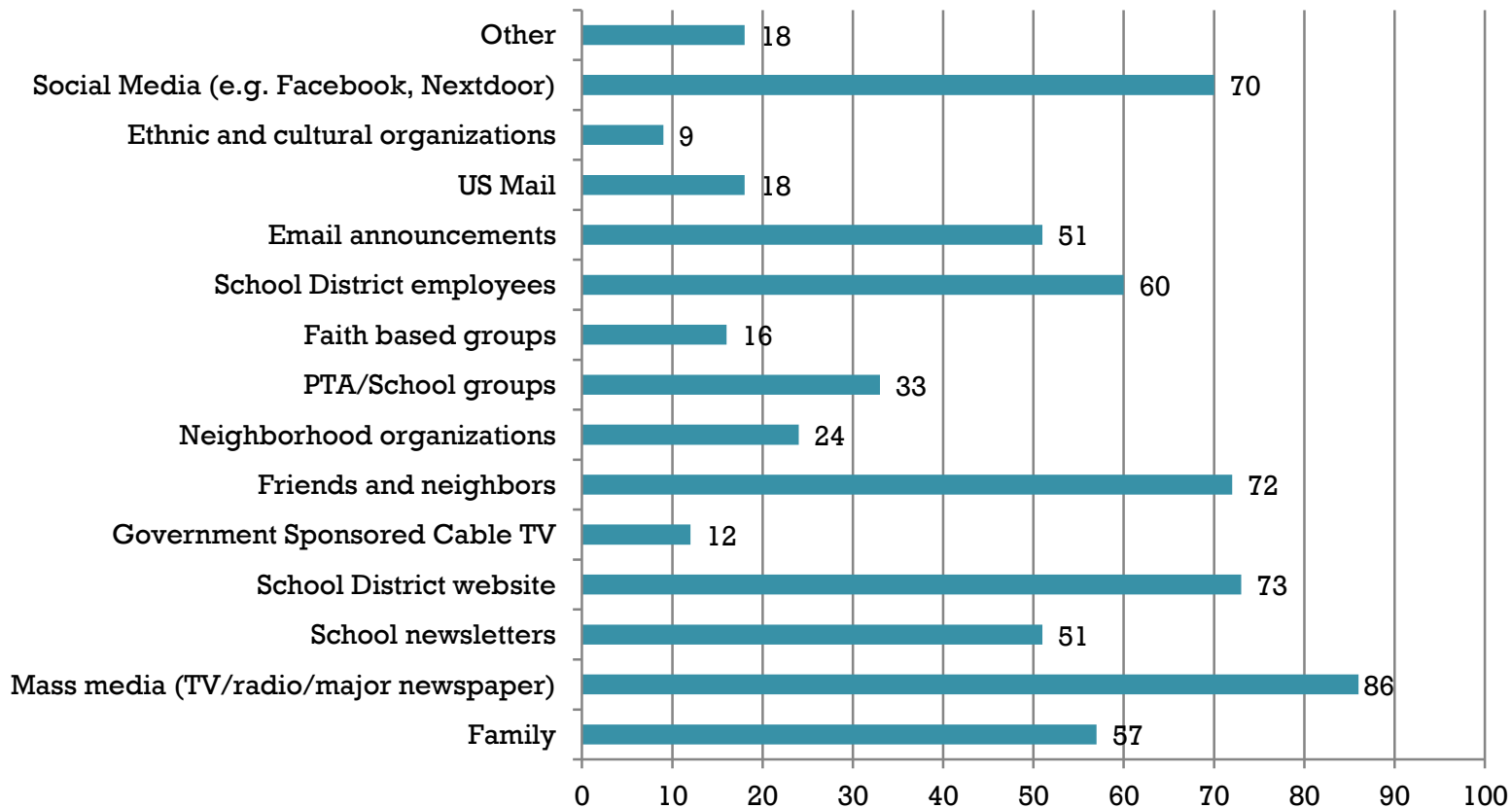
+ Role of the County of Clark in Supporting Public Schools and Education (n=73)*

35



**Note: 73 of the 172 respondents provided comments relating to the role of the County of Clark in supporting public schools and education.*

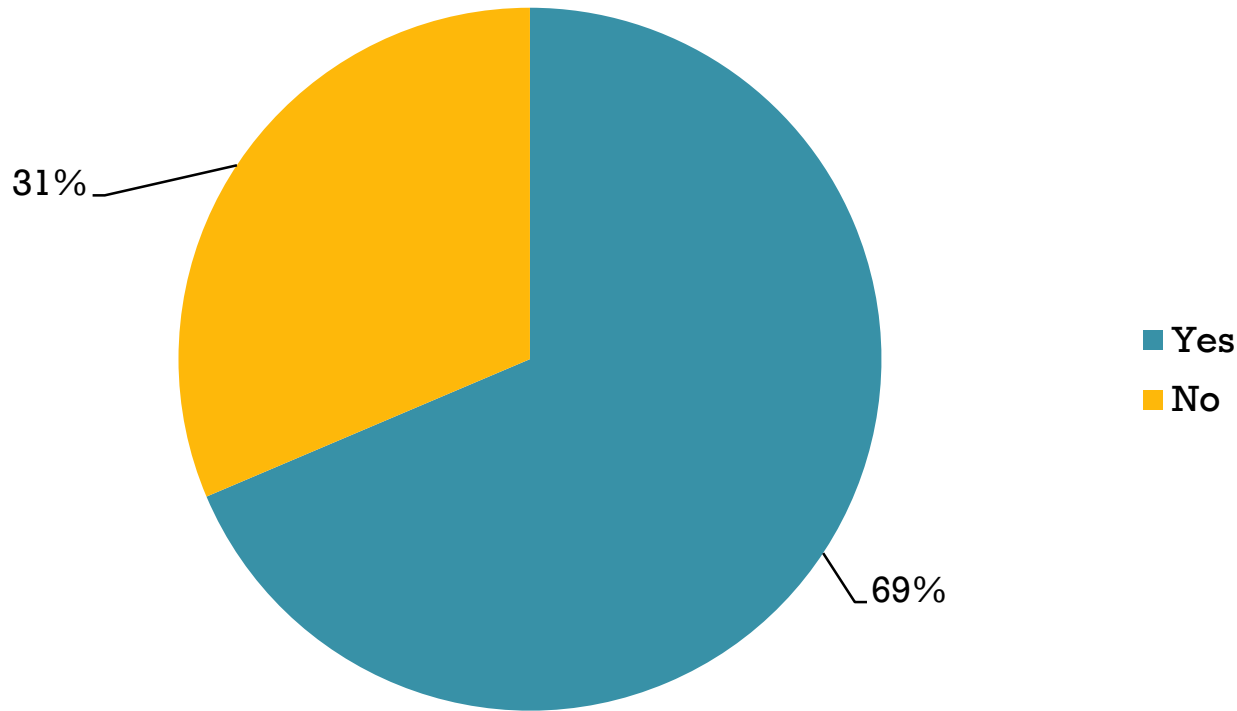
+ Respondents indicated that “mass media,” “School District website,” “friends and neighbors,” and “social media” were how they obtained information about the public schools in their neighborhood and community. (n=167)*



**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

+ 69% of respondents answered that they attended sporting events or performances at their neighborhood public school or other public schools in the community. (n=172)

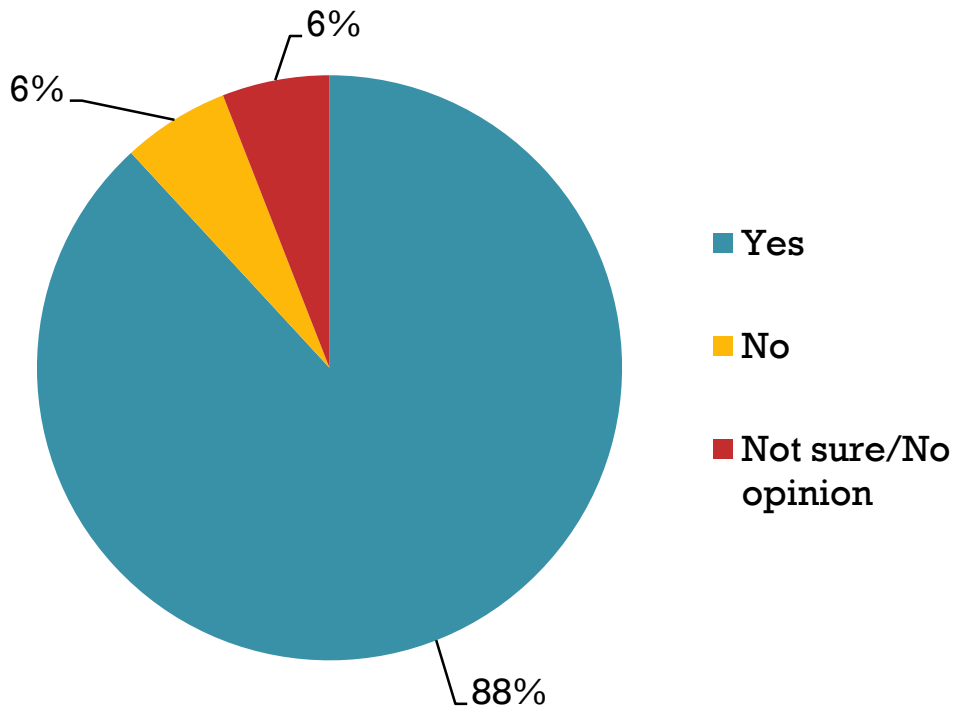
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Note: This was a required question for all respondents. The survey could not be completed without answering this question.

+ 88% of respondents answered that they believe sporting events or performances are important for fostering community engagement. (n=118)

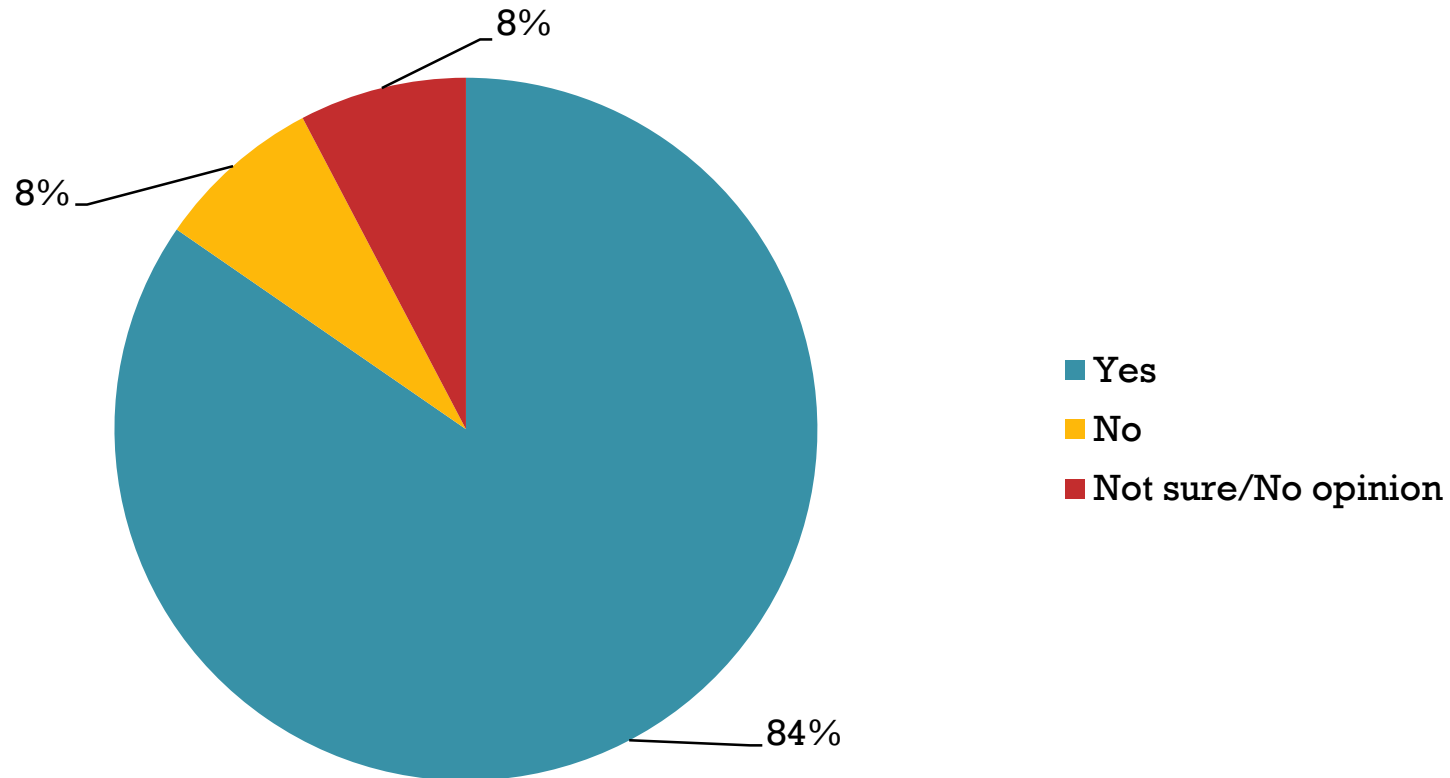
38



Note: This question was only asked to those that had marked that they have attended sporting events or performances at their neighborhood public school or other public schools in the community. Therefore, the sample size is lower than the previous question.

+ 84% of respondents think that local businesses should be involved in financial or volunteer partnerships with neighborhood public schools. (n=169)

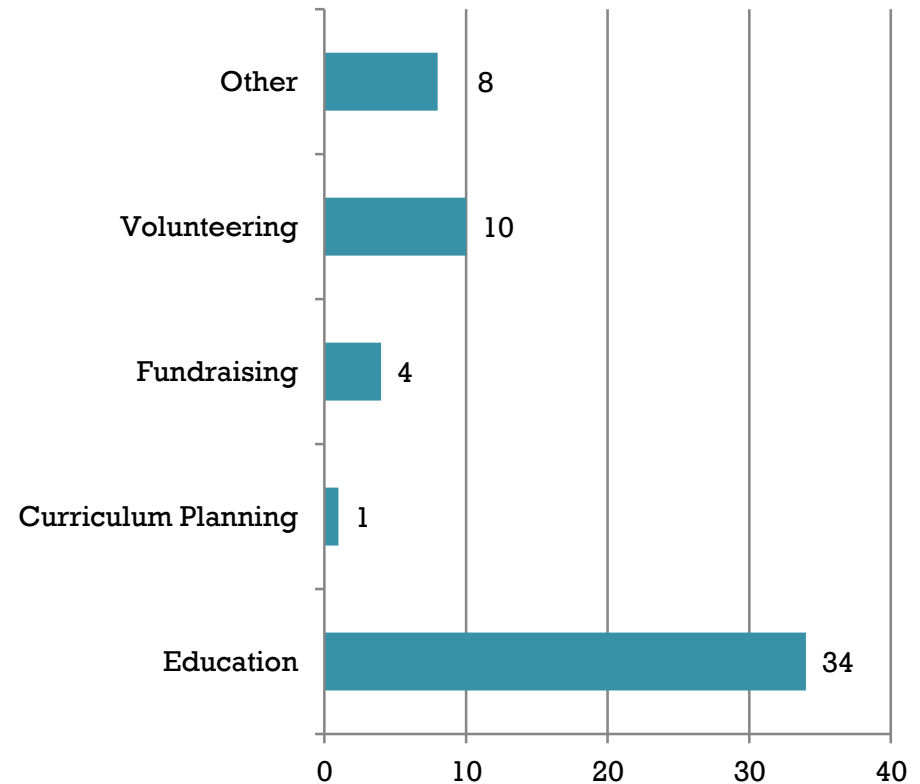
39



+ Respondents were asked to indicate skills, knowledge, work, or education experience that they could share with the parents, staff, or students at their neighborhood public school. (n=57)

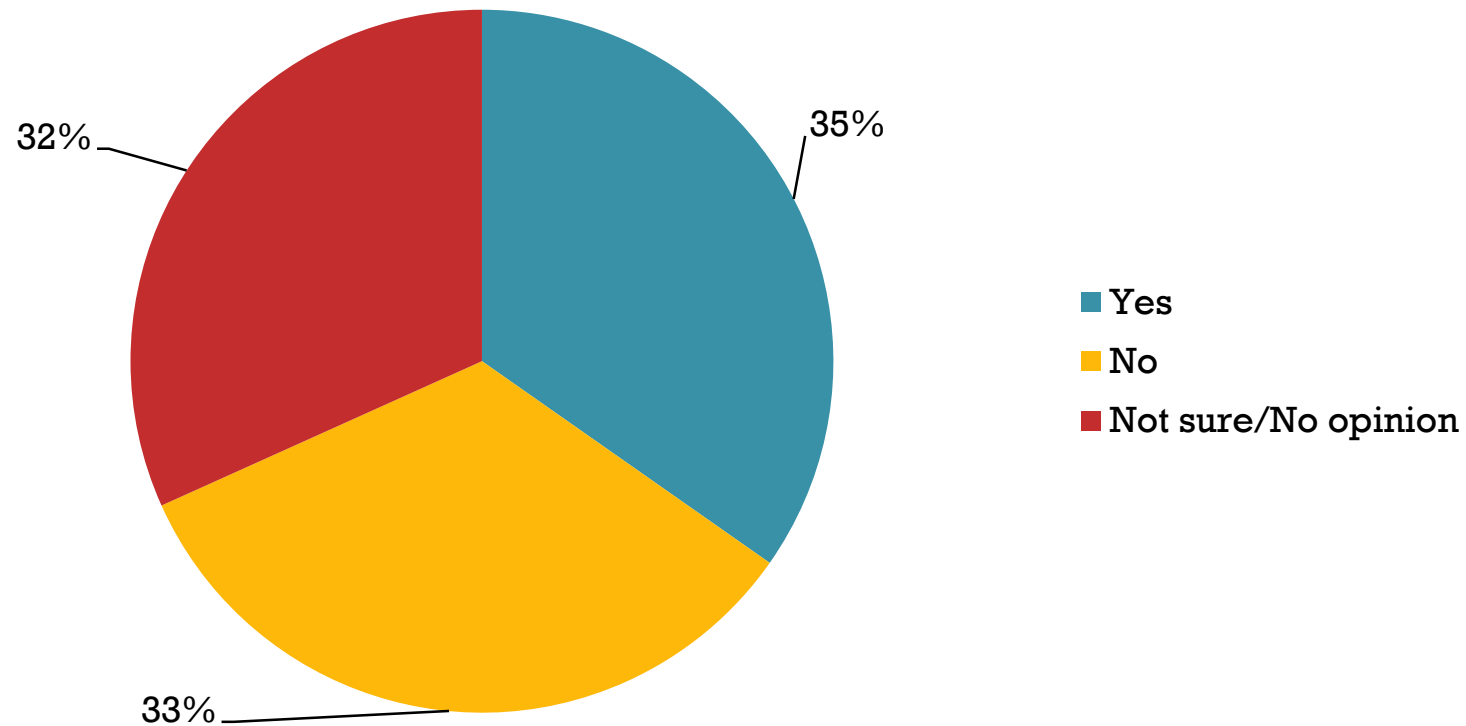
40

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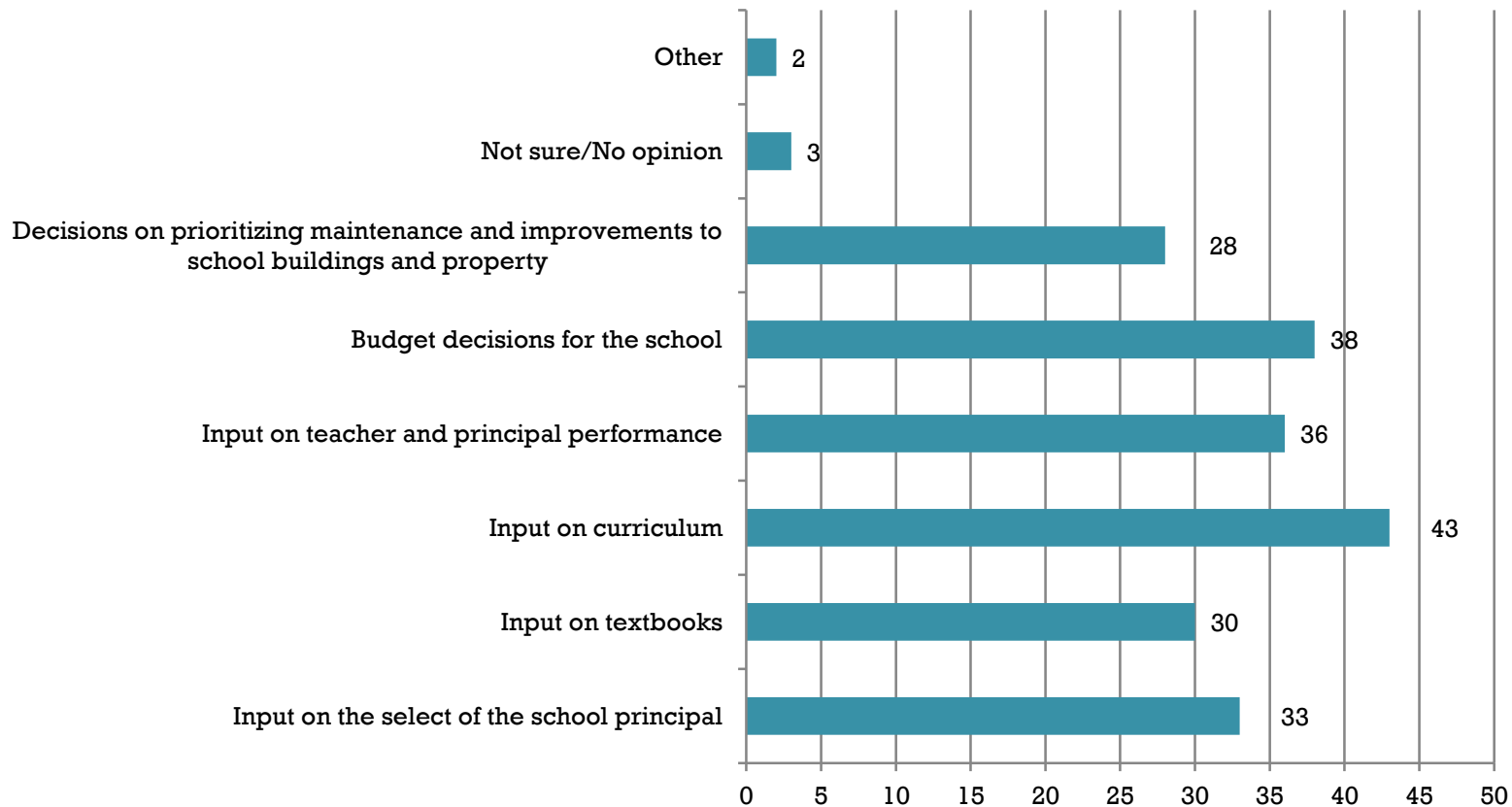
+ Respondents were indifferent about whether they would want to participate on a council that provides direction to a local public school on key decisions. (n=167)

41



+ If respondents indicated that they would be interested in participating on a council that provides direction to a local public school, they were prompted regarding their interests. (n=58)*

42



**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses. The sample size is smaller than the question that asked about council interest due to this question only being asked to those who marked “yes” on that question.*



Demographics

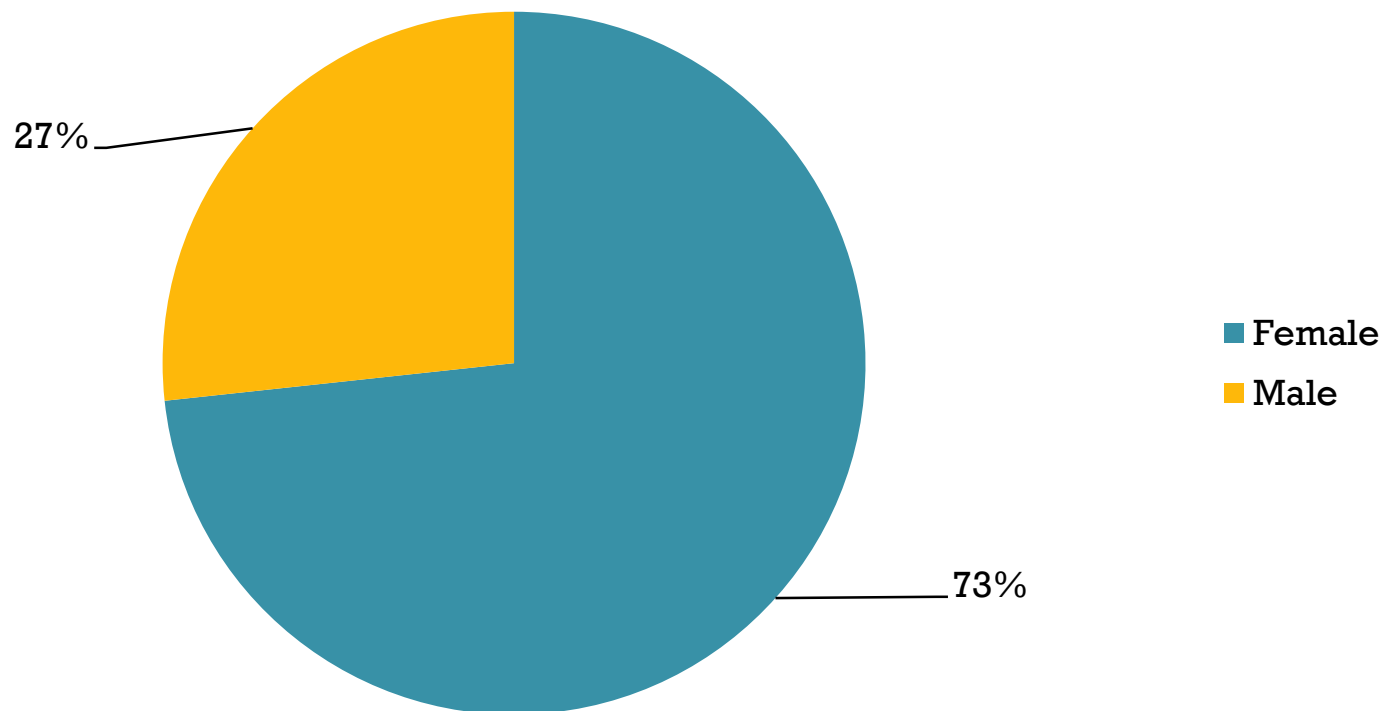
+ Zip Codes (n=172)*

44

- Respondents were asked to provide their zip code to place them geographically in Clark County
- The 5 zip codes with the most responses are:
 - 89120
 - 89052
 - 89031
 - 89121
 - 89149
- Further breakdown of the zip codes available upon request

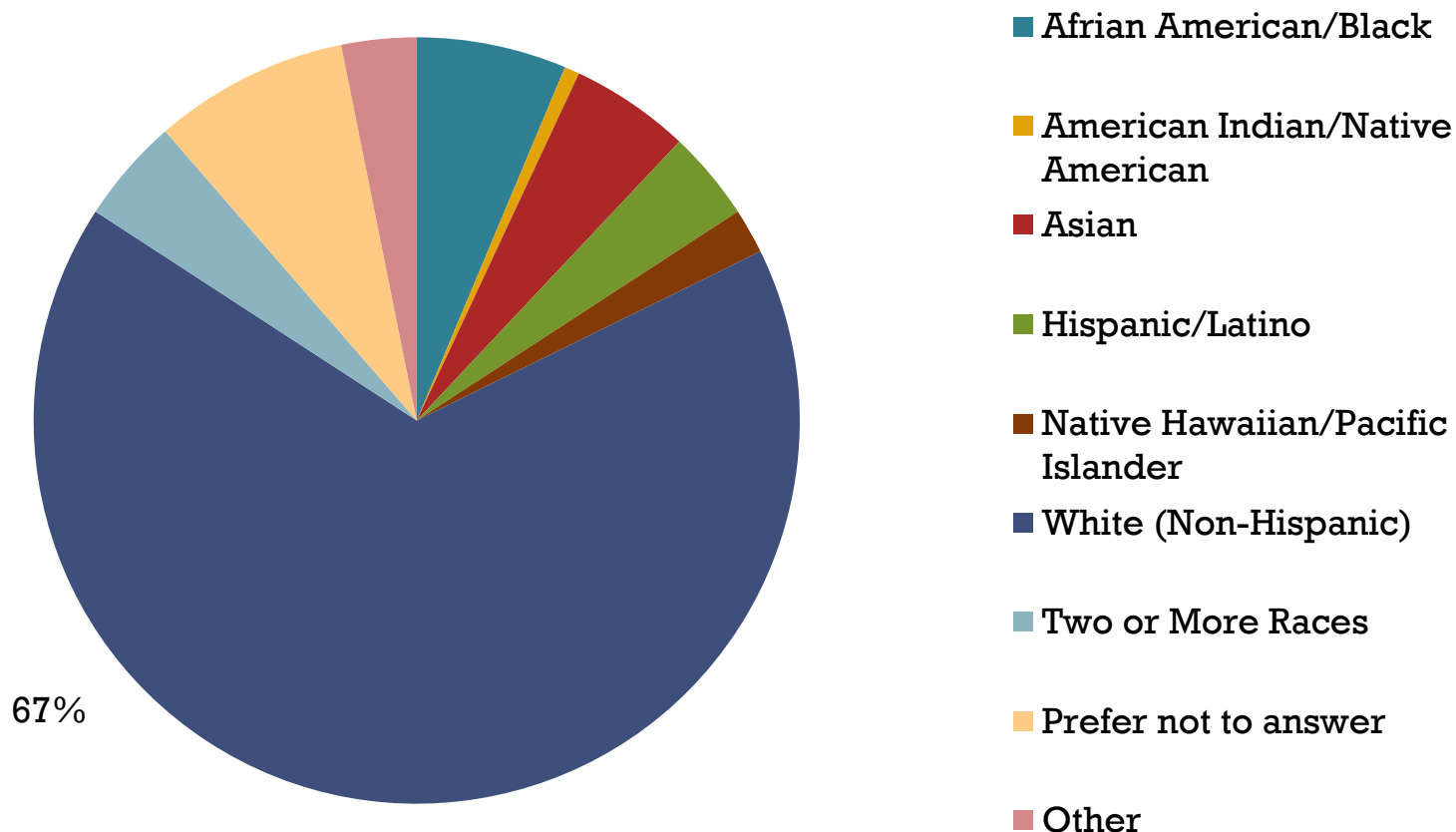
Note: This was a required question for all respondents. The survey could not be completed without answering this question.

+ 73% of respondents identified as “female.” (n=161)



+ 67% of respondents identified as
“White (Non-Hispanic).” (n=158)

46



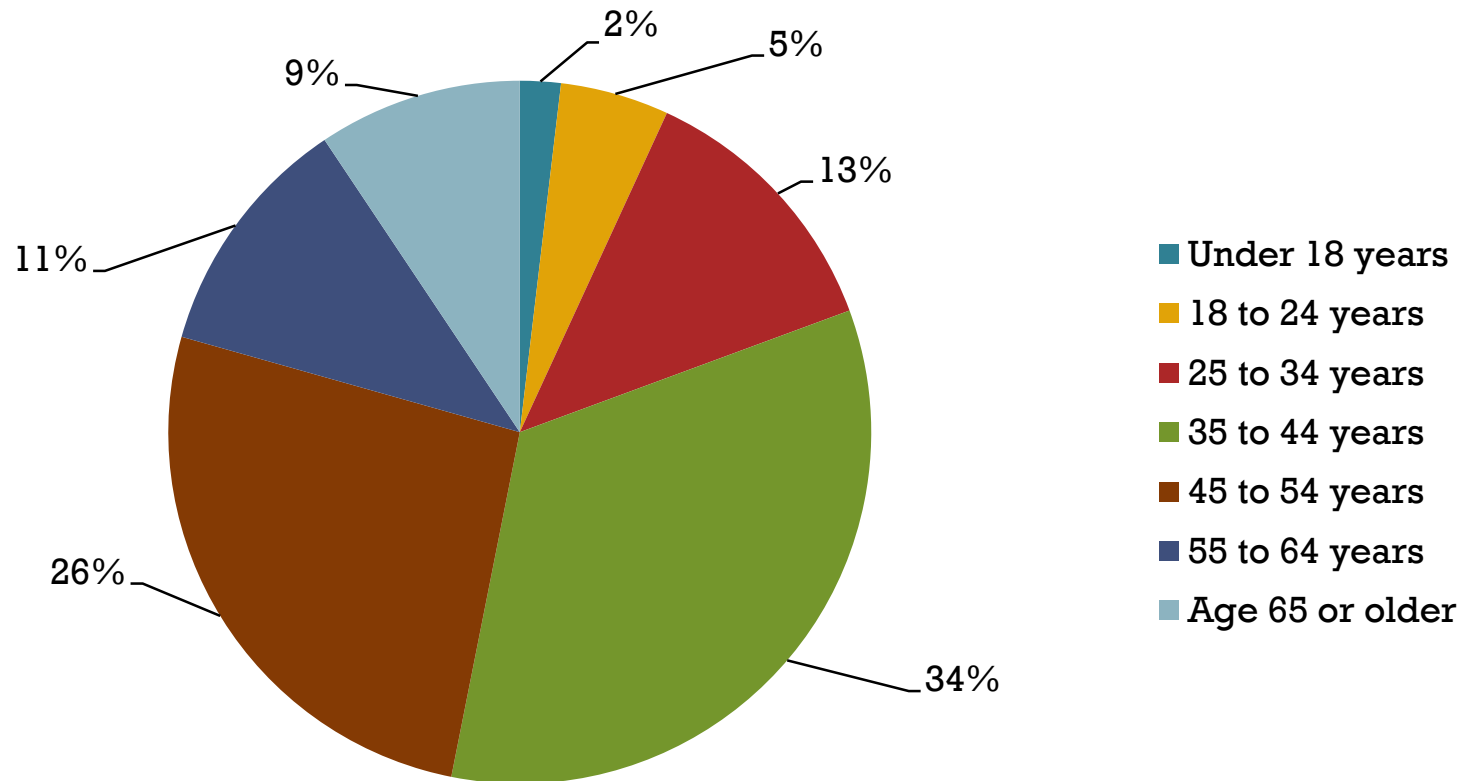
+ Responses to Primary Language Spoken at Home (n=144)*

- English (142)
- Tagalog (1)
- German (2)
- Spanish (4)
- Japanese (1)
- Other (2)

**Note: This is a multiple response question. Sample size reflects the number of respondents, not responses.*

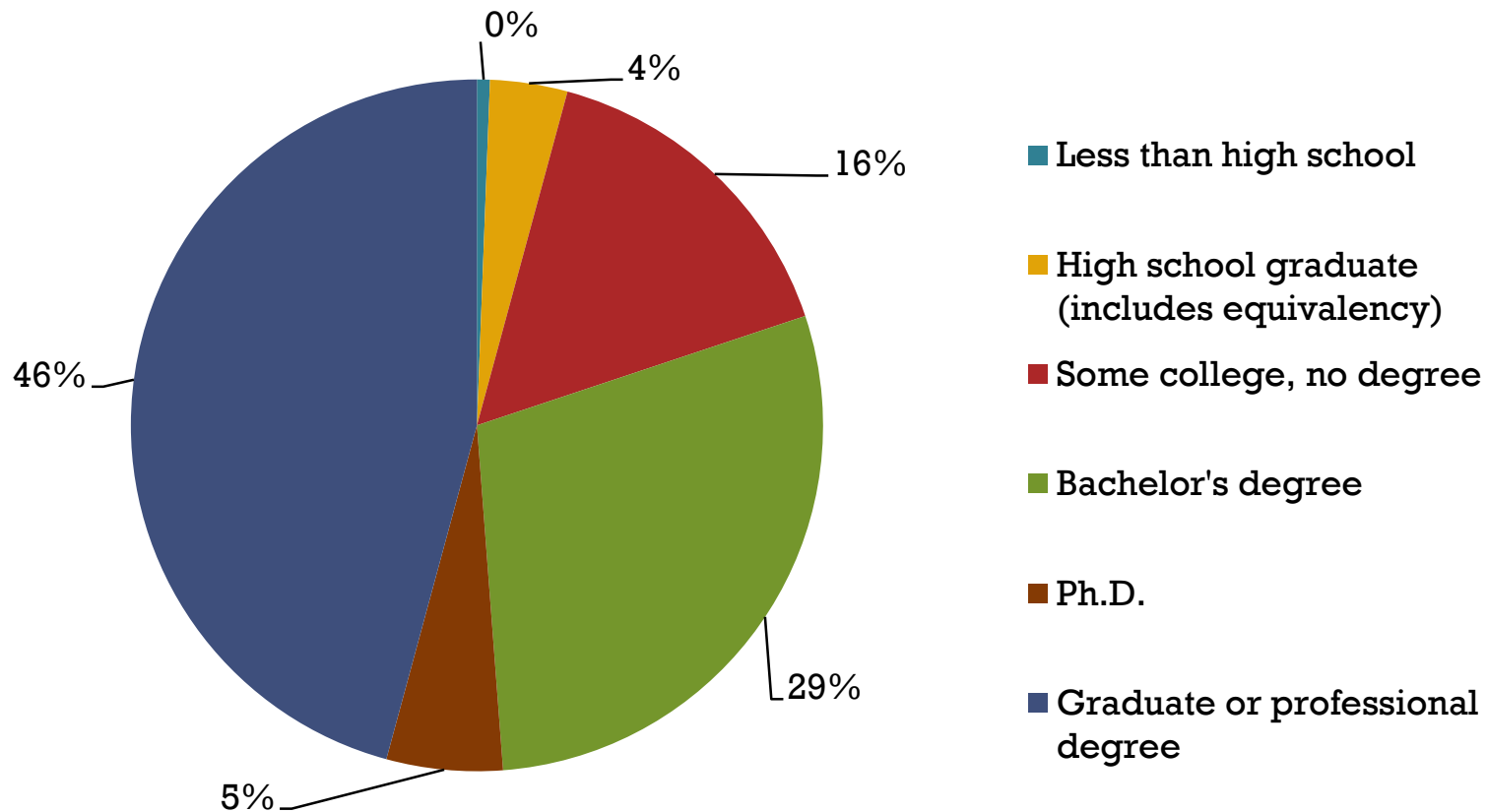
+ 34% of respondents indicated that they were between 35 to 44 years of age.
(n=160)

48



+ 46% of respondents indicated that their highest degree of education completed was a “graduate or professional degree.” (n=76)

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+ Questions?