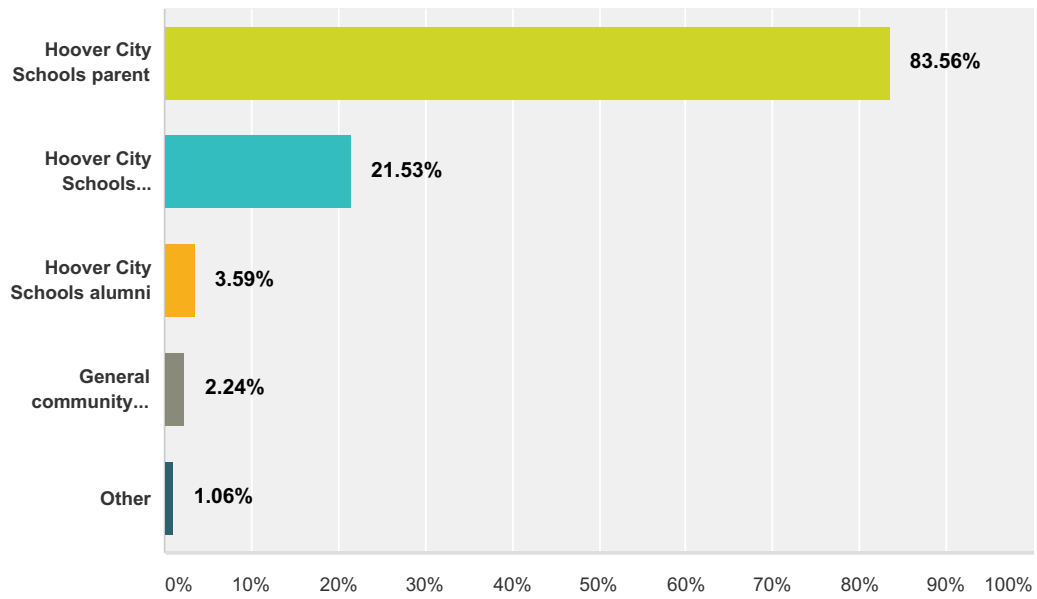


### Q1 I am a:

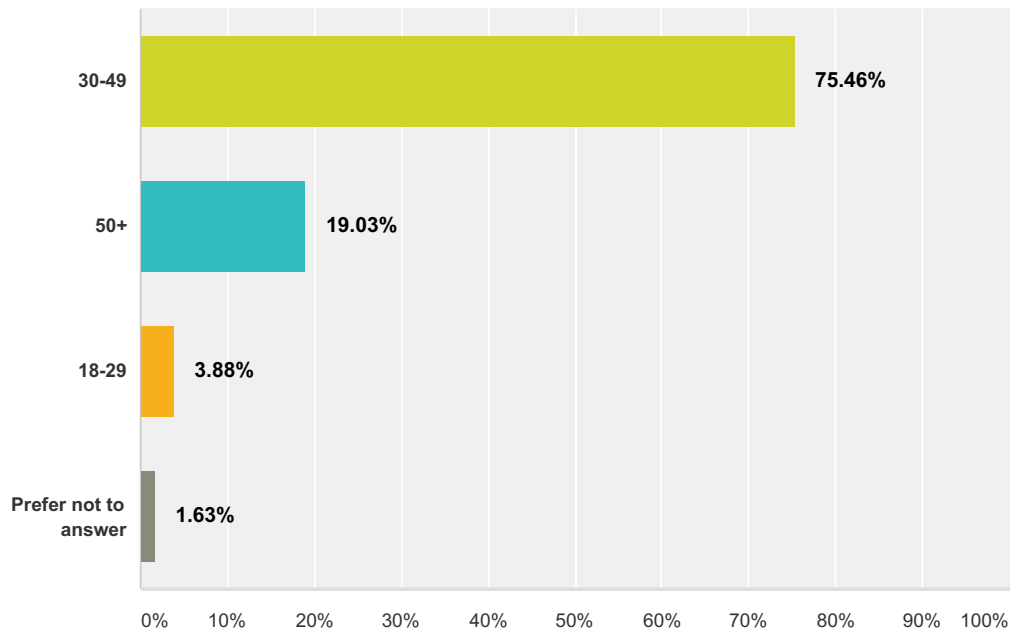
Answered: 3,121 Skipped: 0



Answer Choices	Responses	Count
Hoover City Schools parent	83.56%	2,608
Hoover City Schools employee	21.53%	672
Hoover City Schools alumni	3.59%	112
General community member	2.24%	70
Other	1.06%	33
<b>Total Respondents: 3,121</b>		

### Q2 Please select an age range:

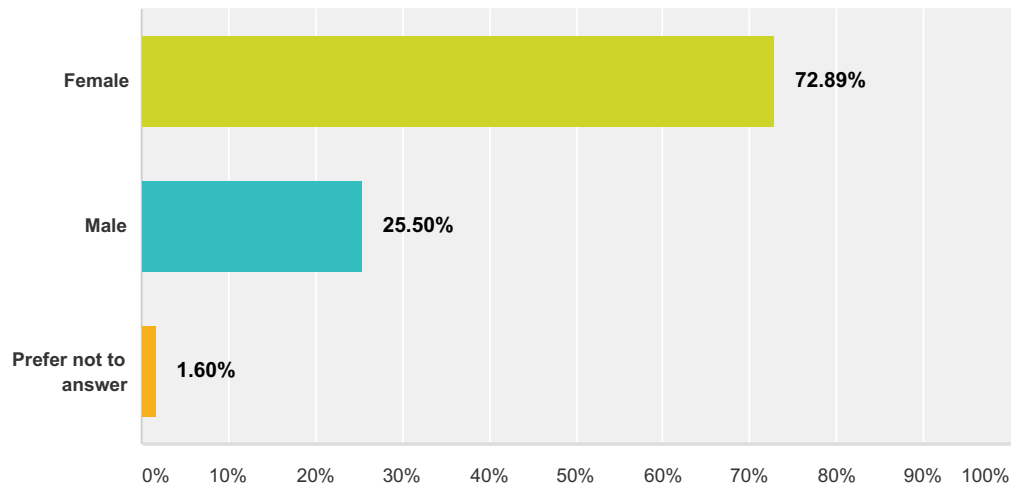
Answered: 3,121 Skipped: 0



Answer Choices	Responses	
30-49	75.46%	2,355
50+	19.03%	594
18-29	3.88%	121
Prefer not to answer	1.63%	51
<b>Total</b>		<b>3,121</b>

### Q3 I am:

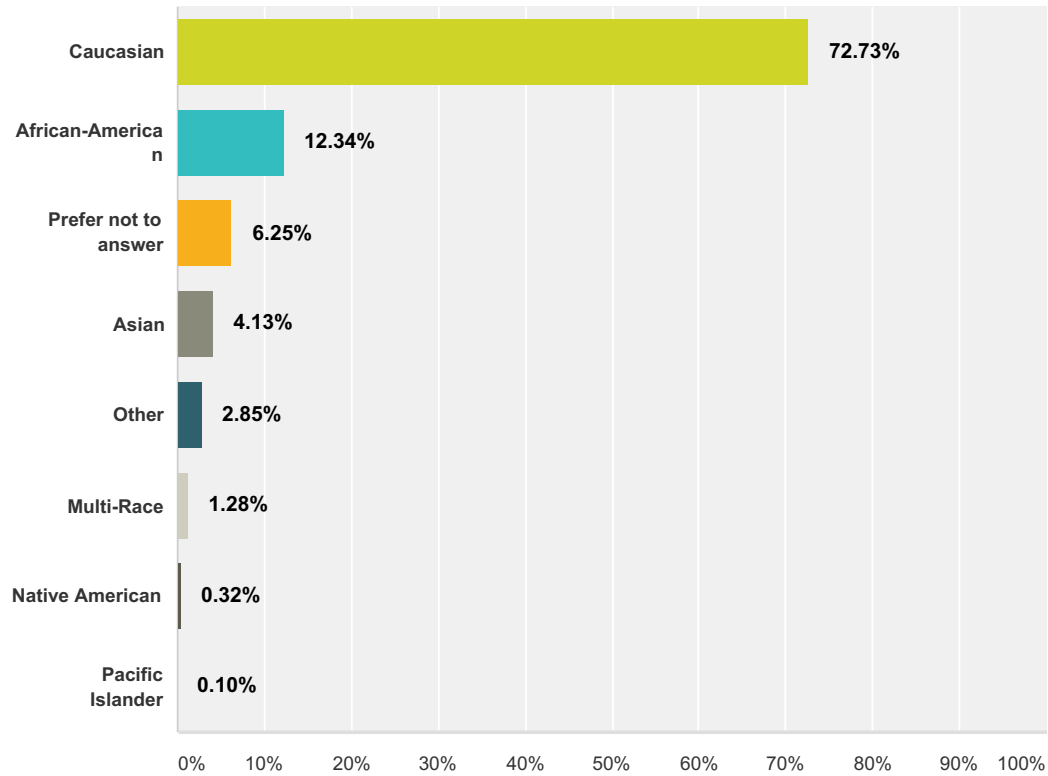
Answered: 3,121 Skipped: 0



Answer Choices	Responses
Female	72.89% 2,275
Male	25.50% 796
Prefer not to answer	1.60% 50
<b>Total</b>	<b>3,121</b>

### Q4 My race is:

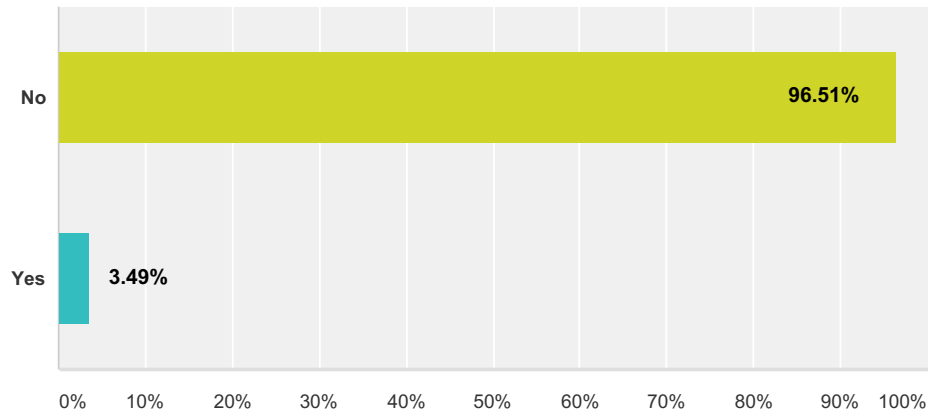
Answered: 3,121 Skipped: 0



Answer Choices	Responses	Count
Caucasian	72.73%	2,270
African-American	12.34%	385
Prefer not to answer	6.25%	195
Asian	4.13%	129
Other	2.85%	89
Multi-Race	1.28%	40
Native American	0.32%	10
Pacific Islander	0.10%	3
<b>Total</b>		<b>3,121</b>

### Q5 I am Hispanic.

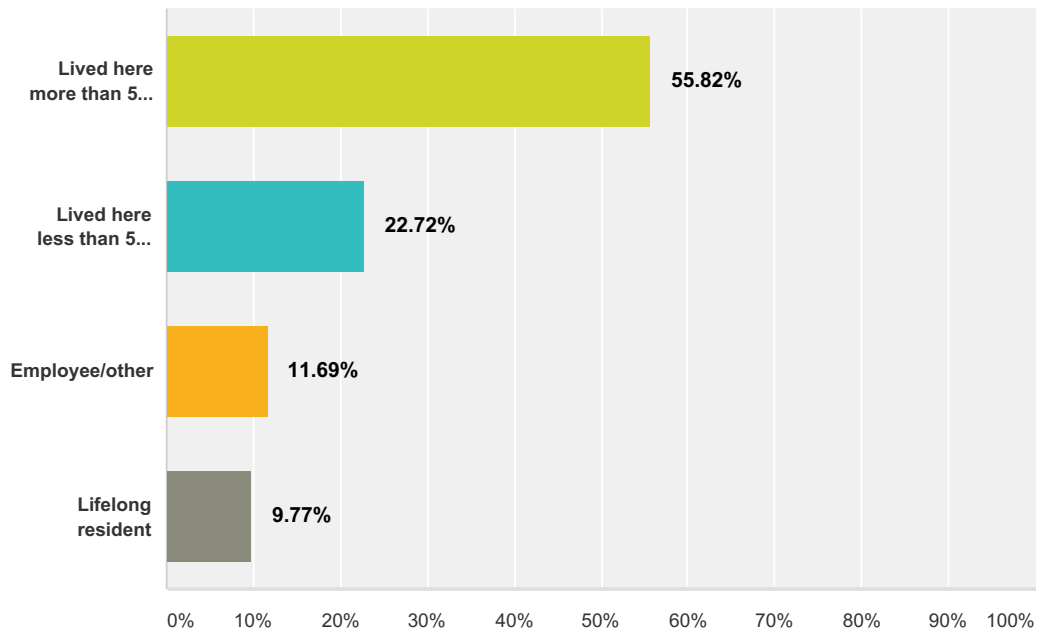
Answered: 3,121 Skipped: 0



Answer Choices	Responses	Count
No	96.51%	3,012
Yes	3.49%	109
<b>Total</b>		<b>3,121</b>

### Q6 My history with the Hoover community is best described as:

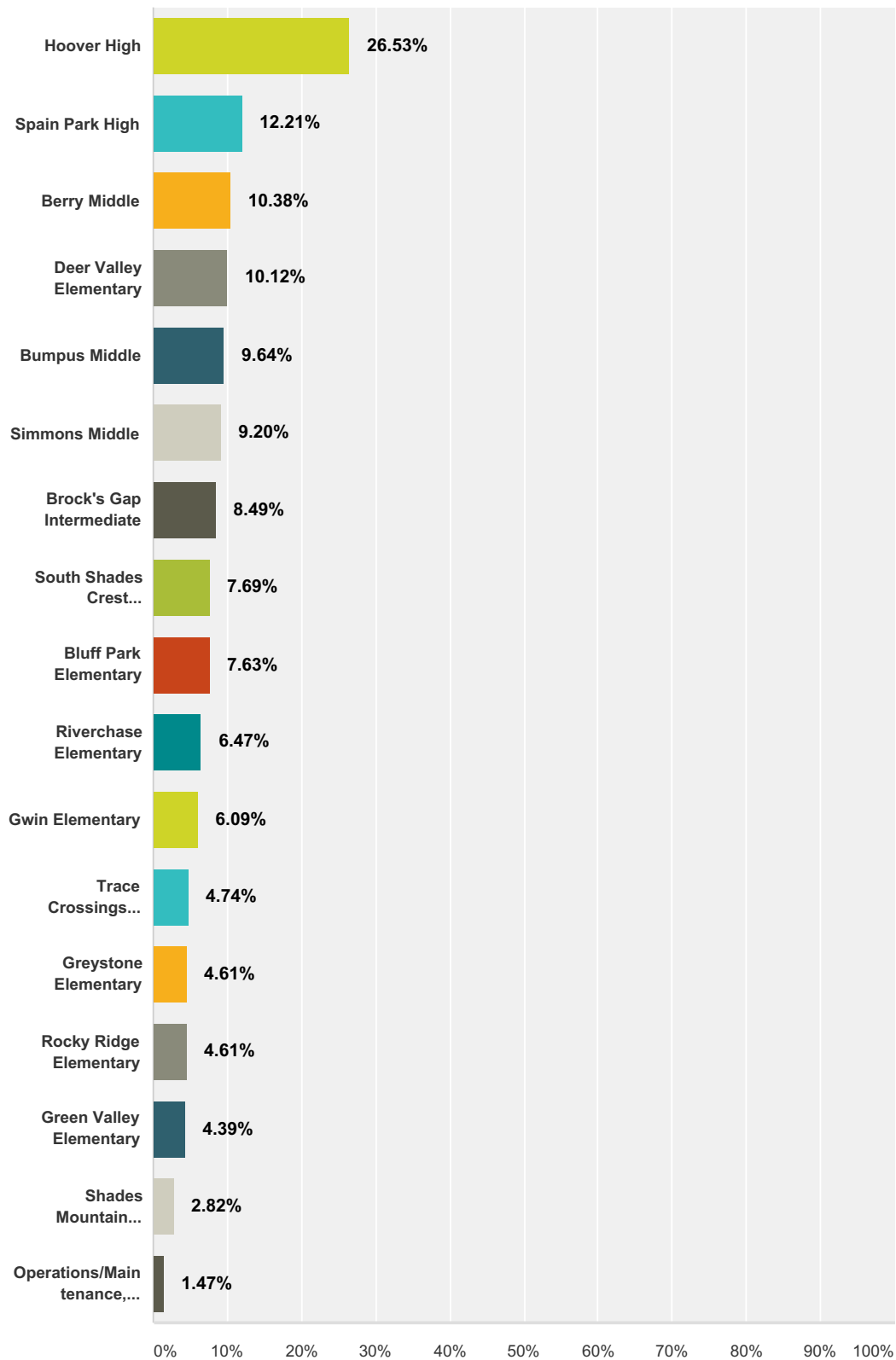
Answered: 3,121 Skipped: 0



Answer Choices	Responses
Lived here more than 5 years	55.82% 1,742
Lived here less than 5 years	22.72% 709
Employee/other	11.69% 365
Lifelong resident	9.77% 305
<b>Total</b>	<b>3,121</b>

### Q7 I have children attending or work at the following school(s)

Answered: 3,121 Skipped: 0

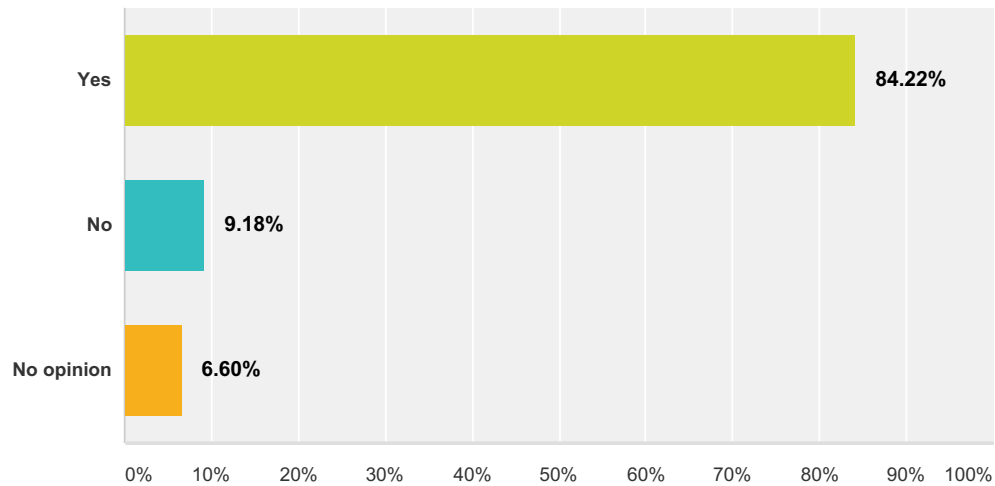


Answer Choices	Responses	
Hoover High	26.53%	828
Spain Park High	12.21%	381
Berry Middle	10.38%	324
Deer Valley Elementary	10.12%	316
Bumpus Middle	9.64%	301
Simmons Middle	9.20%	287
Brock's Gap Intermediate	8.49%	265
South Shades Crest Elementary	7.69%	240
Bluff Park Elementary	7.63%	238
Riverchase Elementary	6.47%	202
Gwin Elementary	6.09%	190
Trace Crossings Elementary	4.74%	148
Greystone Elementary	4.61%	144
Rocky Ridge Elementary	4.61%	144
Green Valley Elementary	4.39%	137
Shades Mountain Elementary	2.82%	88
Operations/Maintenance, Transportation, Child Nutrition, Central Office or other auxiliary department/office	1.47%	46
<b>Total Respondents: 3,121</b>		



**Q8 The mission statement of Hoover City Schools reads: "In a safe, caring, atmosphere of teaching and learning, Hoover City Schools provide each student with opportunities to develop exemplary character and achieve personal excellence through a rigorous and relevant curriculum." Do you believe this mission statement still captures the essence/defines the current mission of Hoover City Schools?**

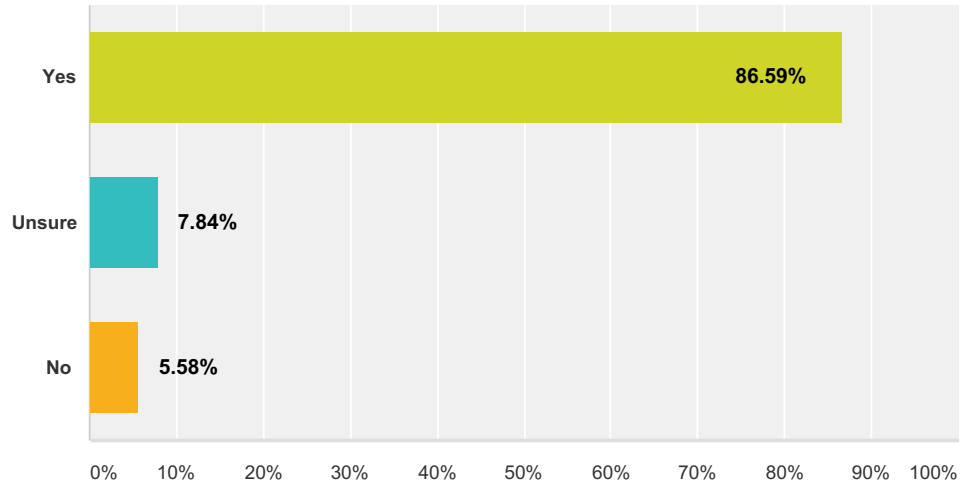
Answered: 2,833 Skipped: 288



Answer Choices	Responses	Count
Yes	84.22%	2,386
No	9.18%	260
No opinion	6.60%	187
<b>Total</b>		<b>2,833</b>

**Q9 The vision statement for Hoover City Schools reads: "All students are life long learners prepared to contribute positively to a rapidly changing world." Do you believe this statement still accurately projects a forward-thinking vision for Hoover City Schools?**

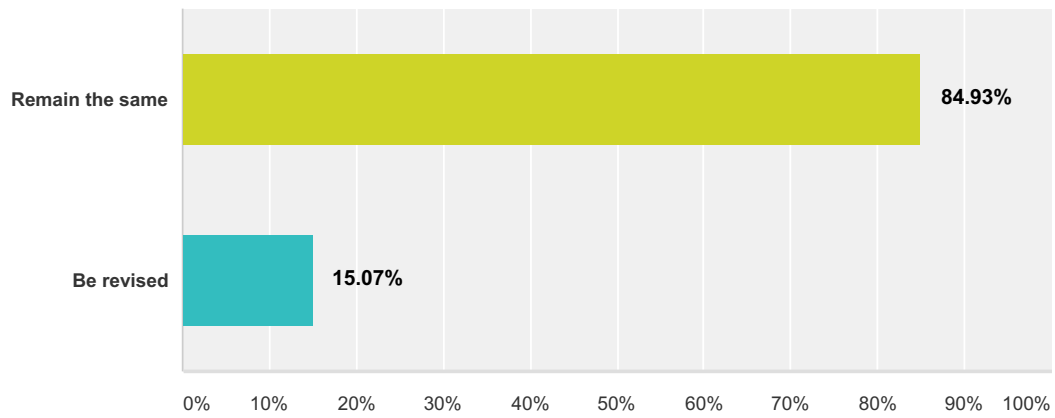
Answered: 2,833 Skipped: 288



Answer Choices	Responses	Count
Yes	86.59%	2,453
Unsure	7.84%	222
No	5.58%	158
<b>Total</b>		<b>2,833</b>

**Q10 The Hoover City Schools motto reads: "Learning for Life." Should the motto:**

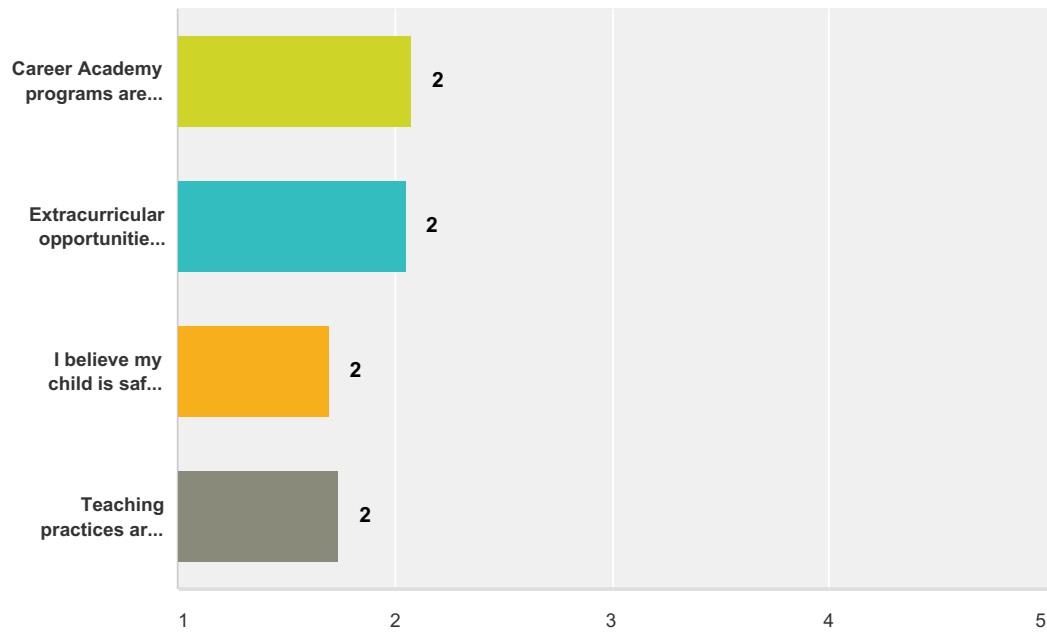
Answered: 2,833 Skipped: 288



Answer Choices	Responses	
Remain the same	84.93%	2,406
Be revised	15.07%	427
<b>Total</b>		<b>2,833</b>

### Q11 Please rate your level of agreement with the following statements.

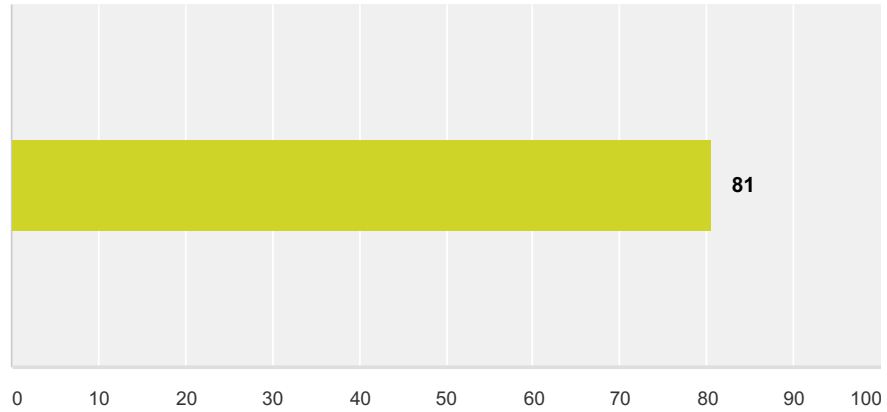
Answered: 2,833 Skipped: 288



	Strongly agree	Agree	Neutral	Somewhat disagree	Strongly disagree	Total	Weighted Average
Career Academy programs are varied and relevant to today's world of work	29.78% 831	36.24% 1,011	30.36% 847	3.08% 86	0.54% 15	2,790	2.08
Extracurricular opportunities exist for every student	33.77% 952	41.29% 1,164	13.34% 376	9.15% 258	2.45% 69	2,819	2.05
I believe my child is safe at school	45.27% 1,277	44.45% 1,254	6.27% 177	3.19% 90	0.82% 23	2,821	1.70
Teaching practices are strong in Hoover City Schools	41.78% 1,182	47.15% 1,334	6.65% 188	3.78% 107	0.64% 18	2,829	1.74

**Q12 How would you rank Hoover City Schools' overall effort to engage parents?  
(Click and drag button to match your response)**

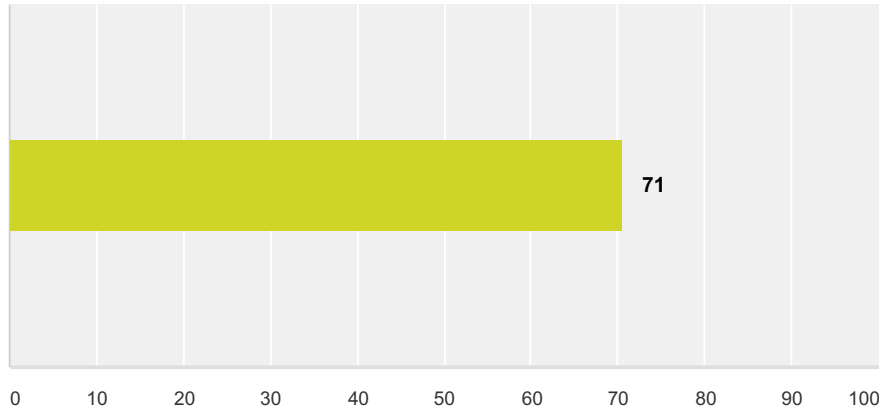
Answered: 2,780 Skipped: 341



Answer Choices	Average Number	Total Number	Responses
	81	223,936	2,780
<b>Total Respondents: 2,780</b>			

**Q13 How would you rank Hoover City Schools' overall effort to engage community members? (Click and drag button to match your response)**

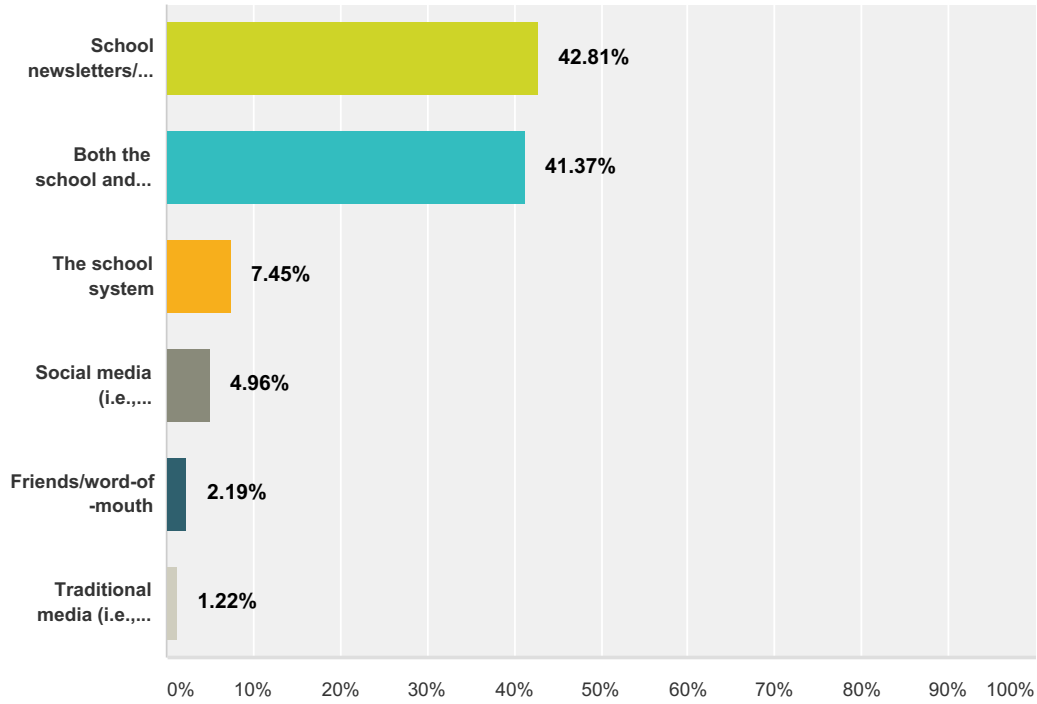
Answered: 2,780 Skipped: 341



Answer Choices	Average Number	Total Number	Responses
	71	196,442	2,780
<b>Total Respondents: 2,780</b>			

### Q14 What would you consider your primary source of information for Hoover City Schools?

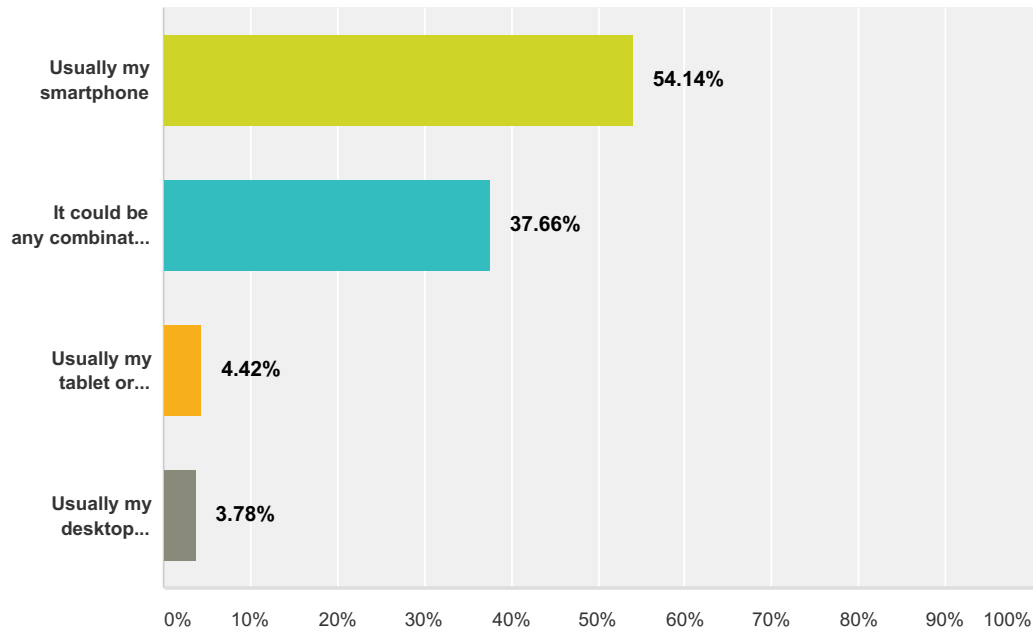
Answered: 2,780 Skipped: 341



Answer Choices	Responses
School newsletters/announcements/PTOs	42.81% 1,190
Both the school and school system	41.37% 1,150
The school system	7.45% 207
Social media (i.e., Facebook, Twitter, etc.)	4.96% 138
Friends/word-of-mouth	2.19% 61
Traditional media (i.e., tv news, newspapers)	1.22% 34
<b>Total</b>	<b>2,780</b>

### Q15 On which type of device do you typically receive school communication?

Answered: 2,780 Skipped: 341

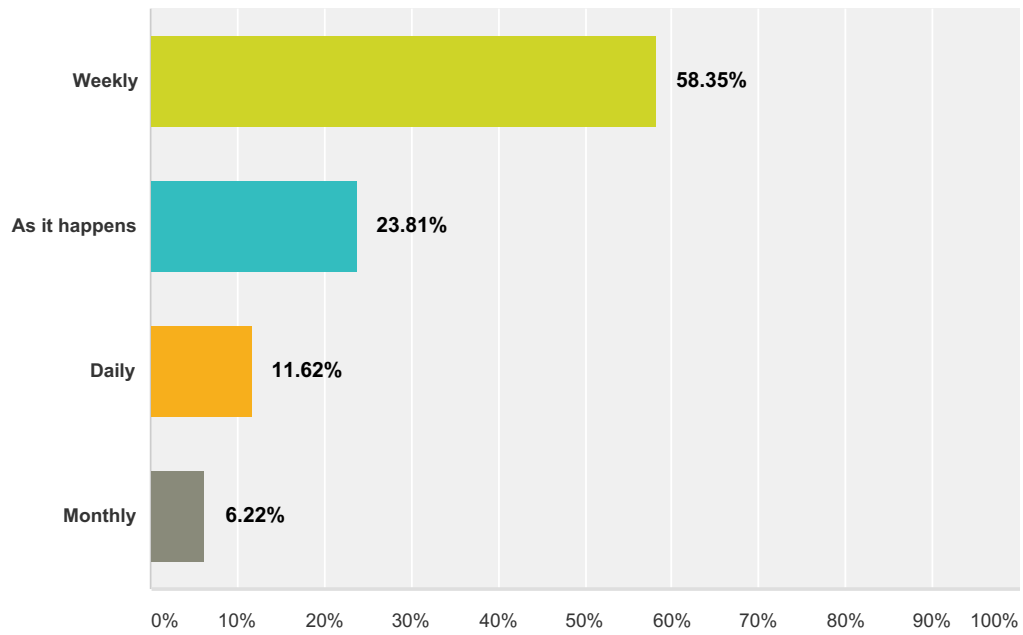


Answer Choices	Responses
Usually my smartphone	54.14% 1,505
It could be any combination of the above	37.66% 1,047
Usually my tablet or laptop	4.42% 123
Usually my desktop computer at home	3.78% 105
<b>Total</b>	<b>2,780</b>



### Q16 How often do you prefer to get general (non-emergency) information?

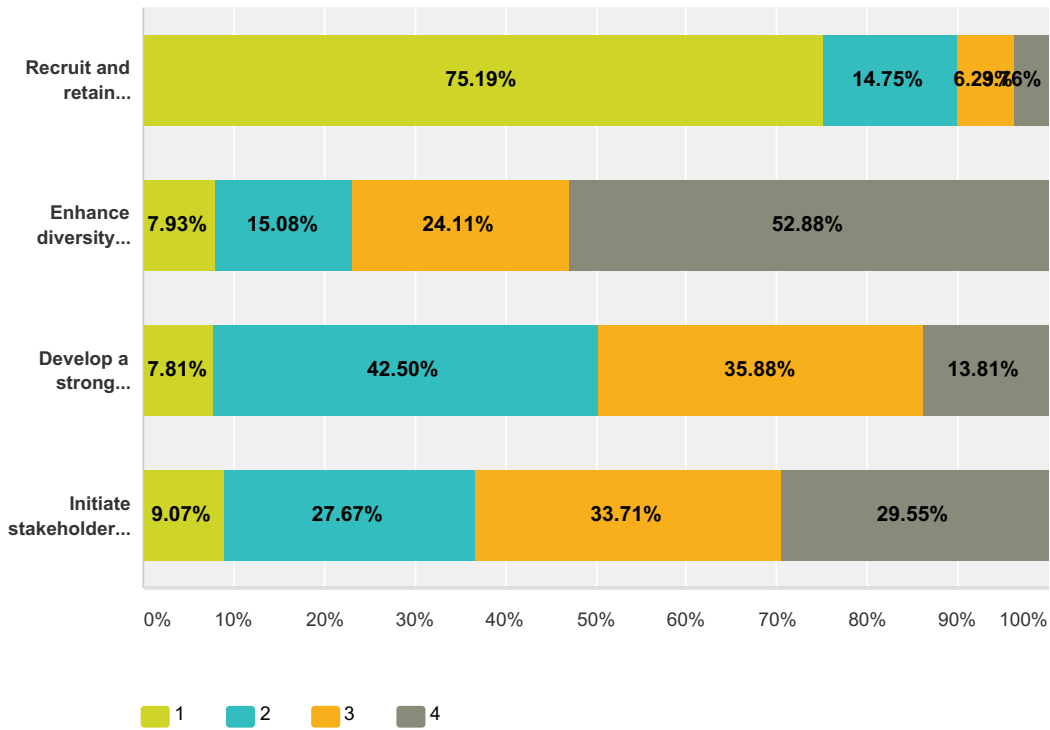
Answered: 2,780 Skipped: 341



Answer Choices	Responses	
Weekly	58.35%	1,622
As it happens	23.81%	662
Daily	11.62%	323
Monthly	6.22%	173
<b>Total</b>		<b>2,780</b>

### Q17 Please rank order - from 1 (most important) to 4 (least important) the following:

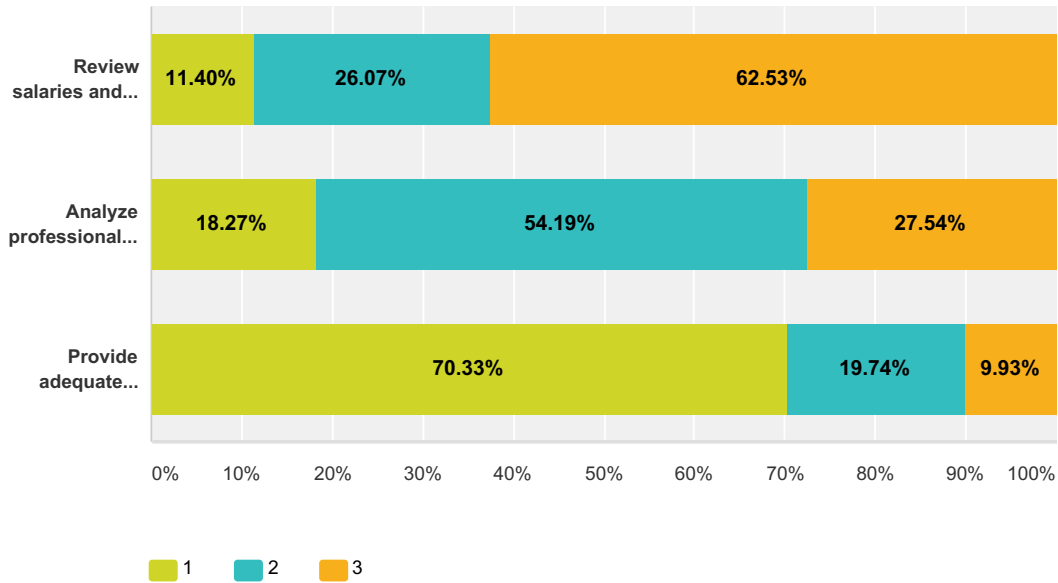
Answered: 2,447 Skipped: 674



	1	2	3	4	Total	Score
Recruit and retain excellent employees while maintaining competitive salaries and benefit compensation packages, compared to surrounding districts, to attract stronger applicants.	75.19% 1,840	14.75% 361	6.29% 154	3.76% 92	2,447	3.61
Enhance diversity amongst staff with focus on minority recruitment and retention.	7.93% 194	15.08% 369	24.11% 590	52.88% 1,294	2,447	1.78
Develop a strong mentoring program for new teachers and review new hire orientation offerings.	7.81% 191	42.50% 1,040	35.88% 878	13.81% 338	2,447	2.44
Initiate stakeholder input on district initiatives or programs that may impact a reduction in personnel or incur additional costs (i.e. technology purchases, academic and athletic programs, etc.).	9.07% 222	27.67% 677	33.71% 825	29.55% 723	2,447	2.16

**Q18 Please rank from 1 (most important) to 3 (least important) the areas you consider most urgent for Hoover City Schools to address:**

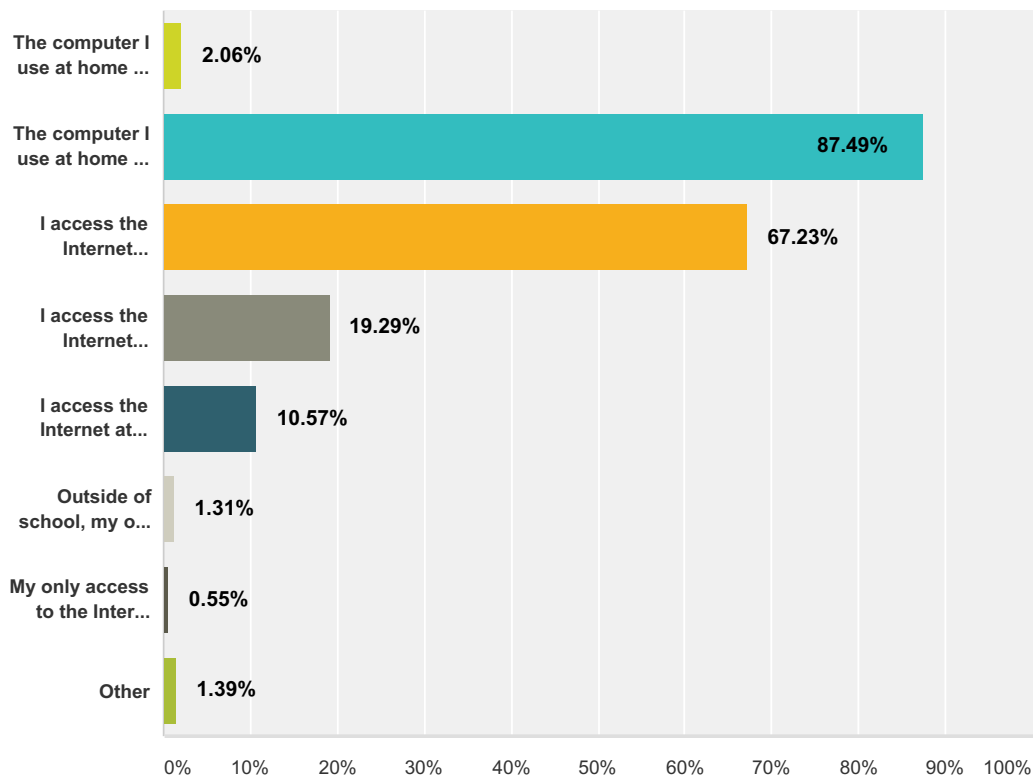
Answered: 2,447 Skipped: 674



	1	2	3	Total	Score
Review salaries and supplements/stipends for additional cost savings	11.40% 279	26.07% 638	62.53% 1,530	2,447	1.49
Analyze professional development offerings to motivate teachers and staff members	18.27% 447	54.19% 1,326	27.54% 674	2,447	1.91
Provide adequate staffing for all campuses/work locations	70.33% 1,721	19.74% 483	9.93% 243	2,447	2.60

### Q19 Regarding technology, please check all that apply to you.

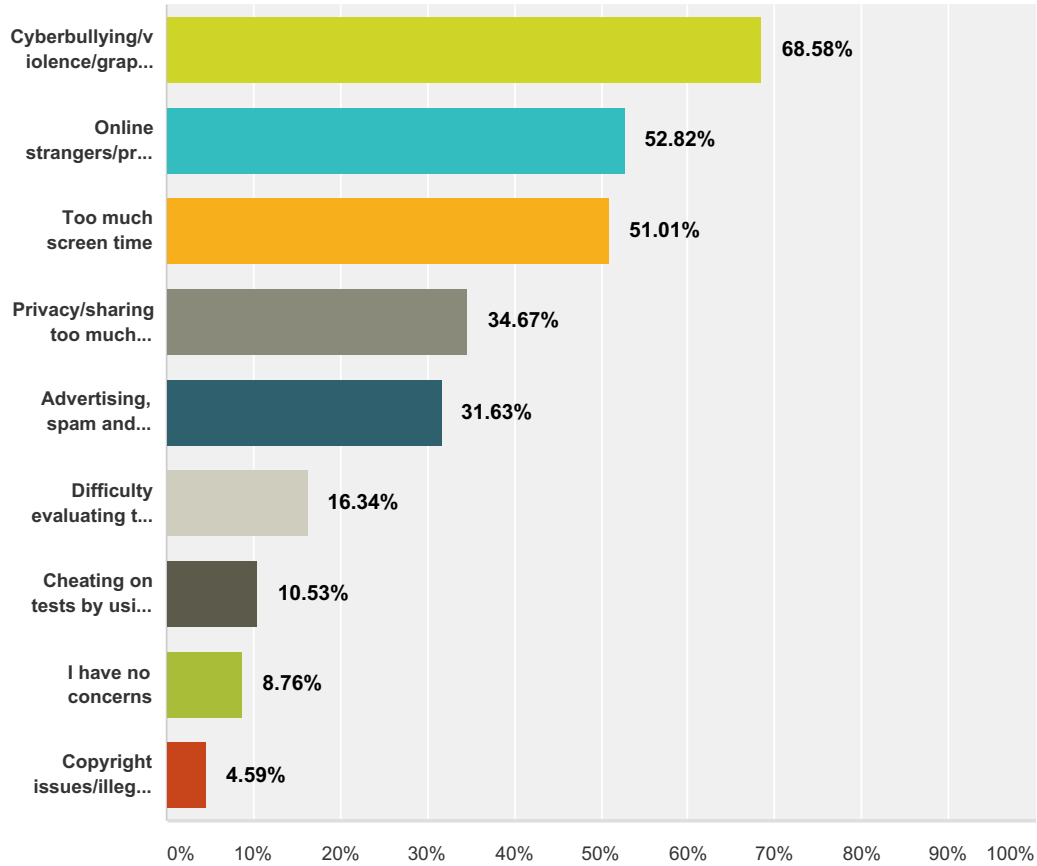
Answered: 2,374 Skipped: 747



Answer Choices	Responses
The computer I use at home has slow or dial-up Internet access	2.06% 49
The computer I use at home has fast Internet access (such as: DSL, Broadband, or cable)	87.49% 2,077
I access the Internet primarily through a wifi or 3G/4G mobile device	67.23% 1,596
I access the Internet outside of school through a mobile computer that was provided to me by my school	19.29% 458
I access the Internet at home through a TV or gaming system	10.57% 251
Outside of school, my only access to the Internet is through computers at the public library, after-school program or community recreation center	1.31% 31
My only access to the Internet is at school	0.55% 13
Other	1.39% 33
<b>Total Respondents: 2,374</b>	

### Q20 What concerns you the most about your child(ren)'s Internet use at school or home? Check your TOP 3.

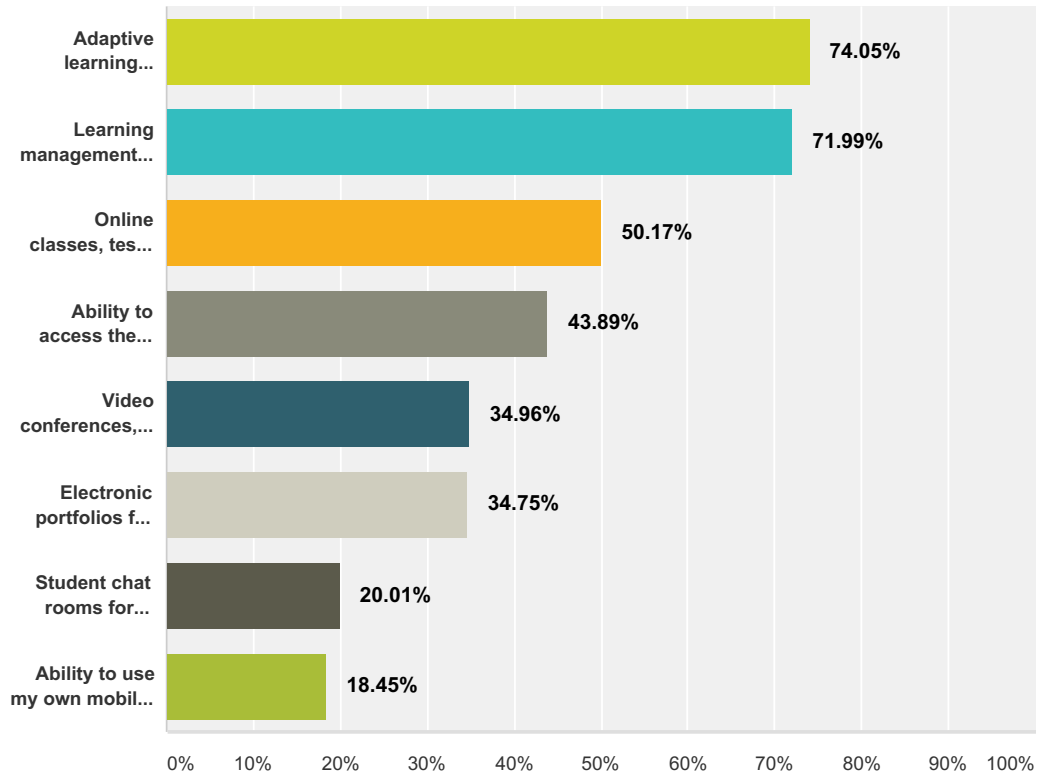
Answered: 2,374 Skipped: 747



Answer Choices	Responses
Cyberbullying/violence/graphic content	68.58% 1,628
Online strangers/predators	52.82% 1,254
Too much screen time	51.01% 1,211
Privacy/sharing too much student information online	34.67% 823
Advertising, spam and ineffective filters/firewalls	31.63% 751
Difficulty evaluating the credibility of an online resource	16.34% 388
Cheating on tests by using mobile devices to look up information	10.53% 250
I have no concerns	8.76% 208
Copyright issues/illegal file sharing	4.59% 109
<b>Total Respondents: 2,374</b>	

**Q21 Imagine you are designing the ideal school. Which of these tools do you believe would have the greatest positive impact on student learning? Please check all that apply.**

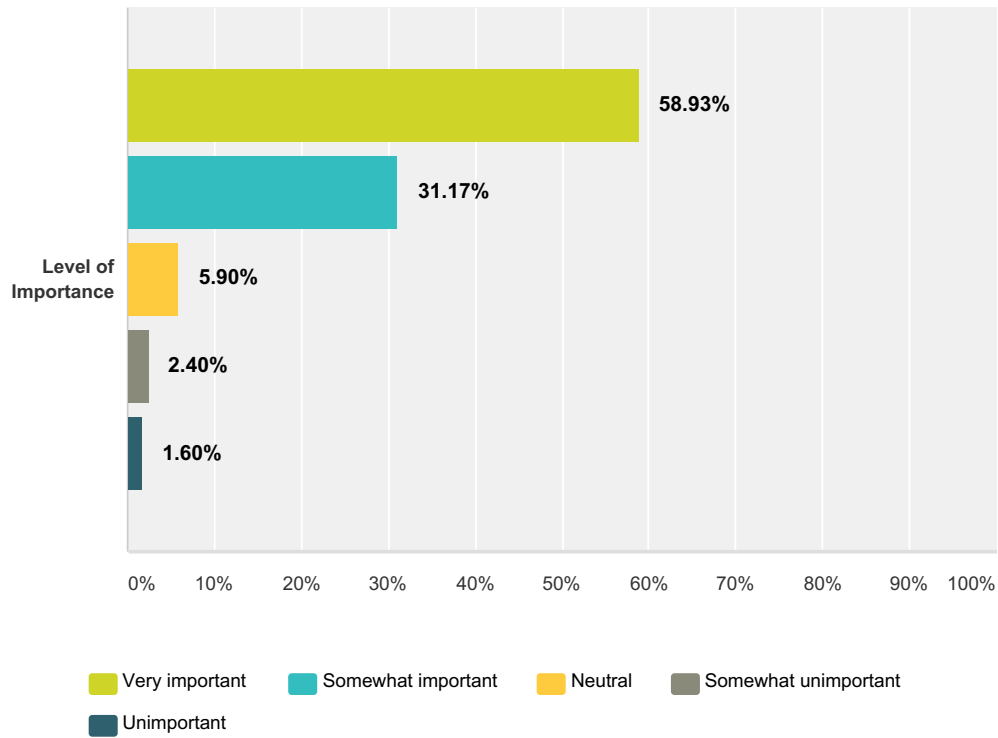
Answered: 2,374 Skipped: 747



Answer Choices	Responses
Adaptive learning software (adapts levels of difficulty)	74.05% 1,758
Learning management systems to organize calendars and class assignments (i.e., Google Classroom, Wikis, Canvas)	71.99% 1,709
Online classes, tests, assessments, textbooks	50.17% 1,191
Ability to access the Internet anywhere within school	43.89% 1,042
Video conferences, webinars	34.96% 830
Electronic portfolios for students	34.75% 825
Student chat rooms for collaborative communication	20.01% 475
Ability to use my own mobile devices at school (smartphones, tablets, etc.)	18.45% 438
<b>Total Respondents: 2,374</b>	

### Q22 How important is the effective implementation of instructional technology to the success of your students?

Answered: 2,374 Skipped: 747

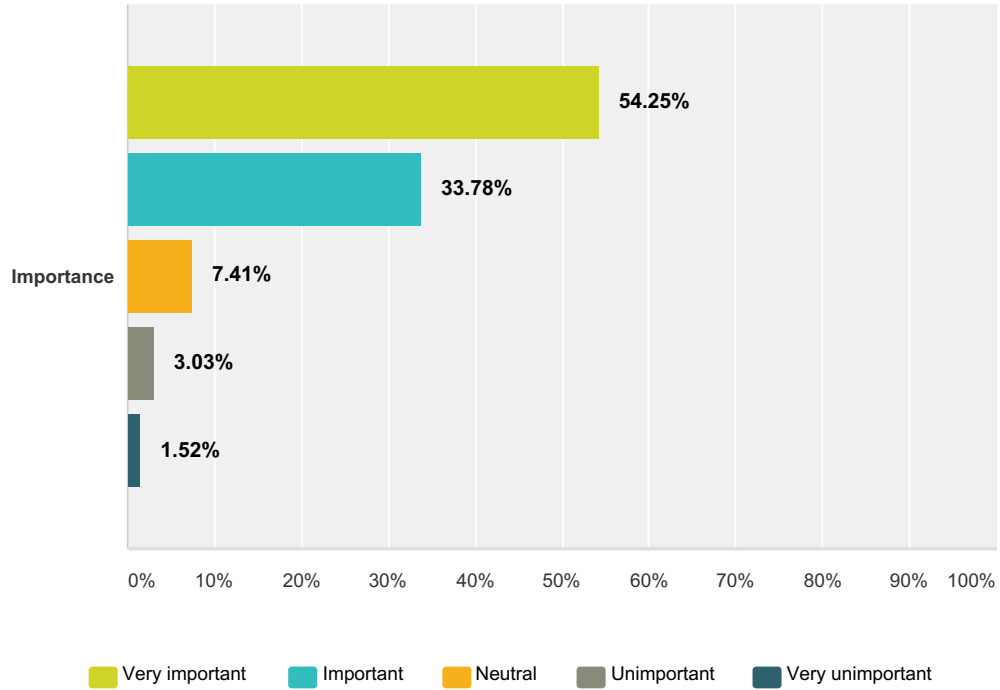


	Very important (1)	Somewhat important (2)	Neutral (3)	Somewhat unimportant (4)	Unimportant (5)	Total	Weighted Average
Level of Importance	58.93% 1,399	31.17% 740	5.90% 140	2.40% 57	1.60% 38	2,374	1.57

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	5.00	1.00	1.57	0.84

### Q23 How important is it to you for our schools to have the latest technology available for students and teachers?

Answered: 2,374 Skipped: 747

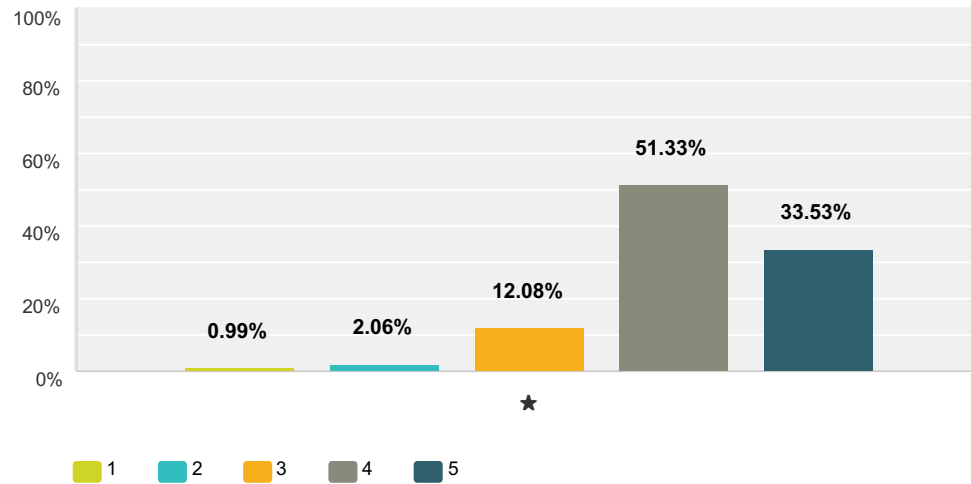


	Very important	Important	Neutral	Unimportant	Very unimportant	Total	Weighted Average
Importance	54.25% 1,288	33.78% 802	7.41% 176	3.03% 72	1.52% 36	2,374	1.64



### Q24 How would you rate the quality/rigor of Hoover City Schools' Curriculum and Instruction?

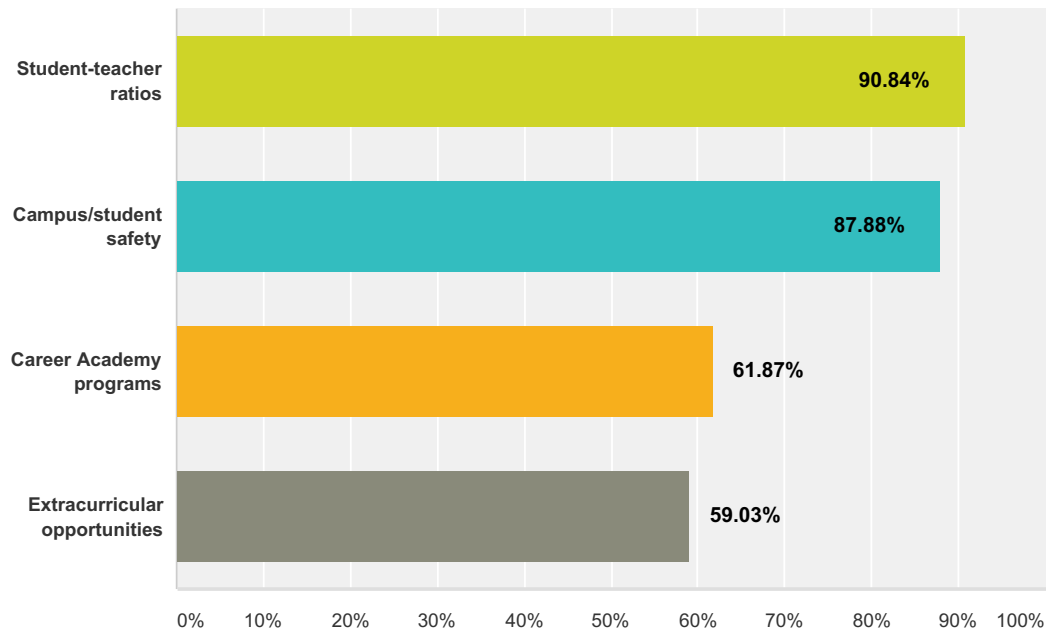
Answered: 2,326 Skipped: 795



	1	2	3	4	5	Total	Weighted Average
★	0.99% 23	2.06% 48	12.08% 281	51.33% 1,194	33.53% 780	2,326	4.14

### Q25 What is important to you? Please check all that apply.

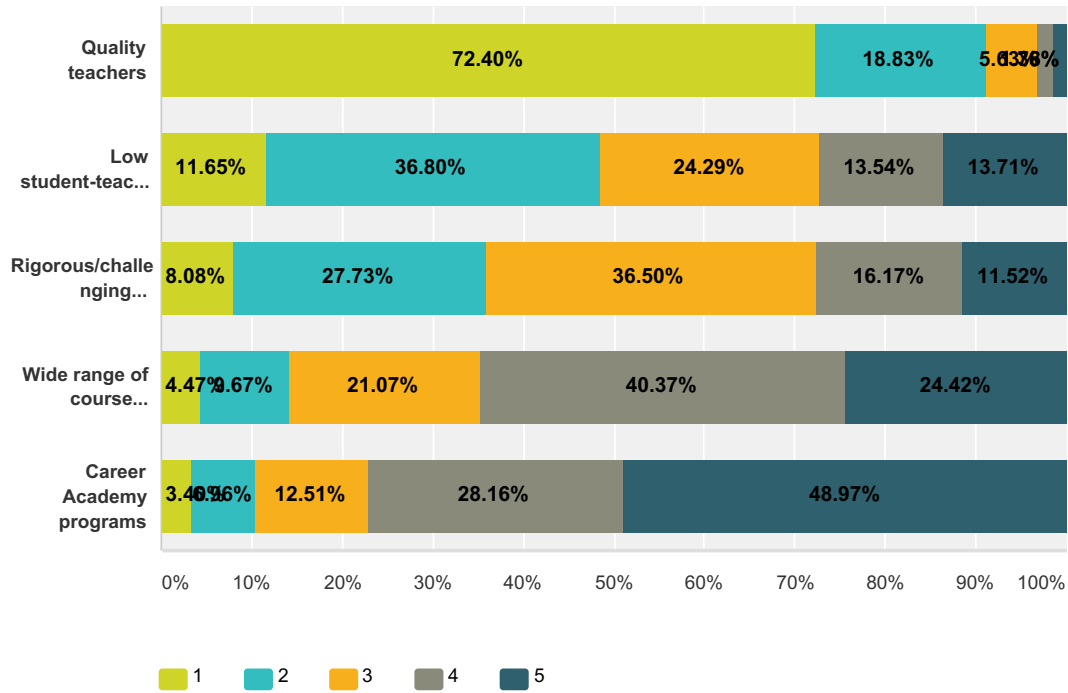
Answered: 2,326 Skipped: 795



Answer Choices	Responses
Student-teacher ratios	90.84% 2,113
Campus/student safety	87.88% 2,044
Career Academy programs	61.87% 1,439
Extracurricular opportunities	59.03% 1,373
<b>Total Respondents: 2,326</b>	

### Q26 Please rank order from 1 (most important) to 5 (least important) the following issues related to Student Achievement.

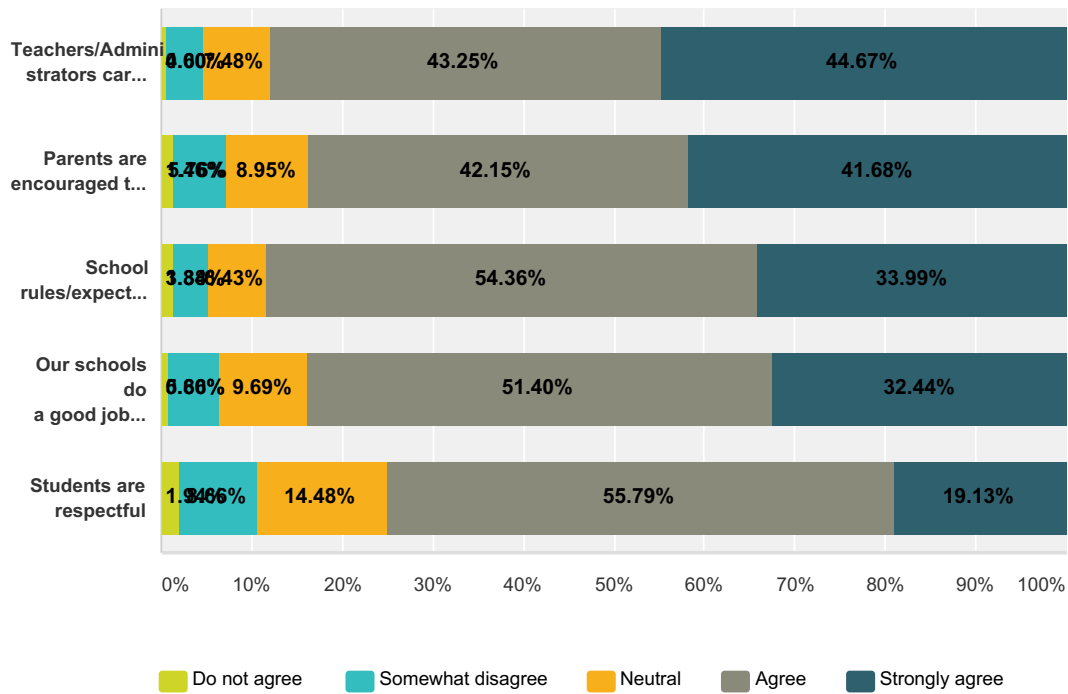
Answered: 2,326 Skipped: 795



	1	2	3	4	5	Total	Score
Quality teachers	72.40% 1,684	18.83% 438	5.63% 131	1.76% 41	1.38% 32	2,326	4.59
Low student-teacher ratios	11.65% 271	36.80% 856	24.29% 565	13.54% 315	13.71% 319	2,326	3.19
Rigorous/challenging curriculum	8.08% 188	27.73% 645	36.50% 849	16.17% 376	11.52% 268	2,326	3.05
Wide range of course offerings	4.47% 104	9.67% 225	21.07% 490	40.37% 939	24.42% 568	2,326	2.29
Career Academy programs	3.40% 79	6.96% 162	12.51% 291	28.16% 655	48.97% 1,139	2,326	1.88

### Q27 What is your perception of school climate?

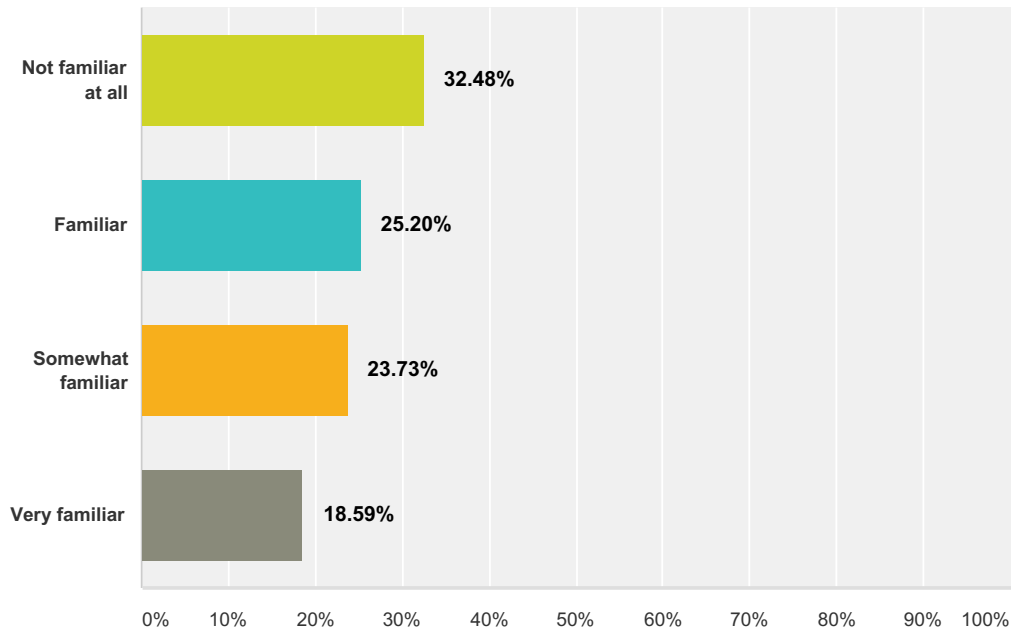
Answered: 2,326 Skipped: 795



	Do not agree	Somewhat disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
Teachers/Administrators care about my child	0.60% 14	4.00% 93	7.48% 174	43.25% 1,006	44.67% 1,039	2,326	4.27
Parents are encouraged to communicate with teachers about student progress	1.46% 34	5.76% 134	8.95% 208	42.15% 980	41.68% 969	2,325	4.17
School rules/expectations are reasonable	1.38% 32	3.84% 89	6.43% 149	54.36% 1,260	33.99% 788	2,318	4.16
Our schools do a good job helping students understand their responsibilities	0.86% 20	5.60% 130	9.69% 225	51.40% 1,193	32.44% 753	2,321	4.09
Students are respectful	1.94% 45	8.66% 201	14.48% 336	55.79% 1,295	19.13% 444	2,321	3.82

### Q28 What is your overall familiarity level with Hoover City Schools' Unitary Status efforts?

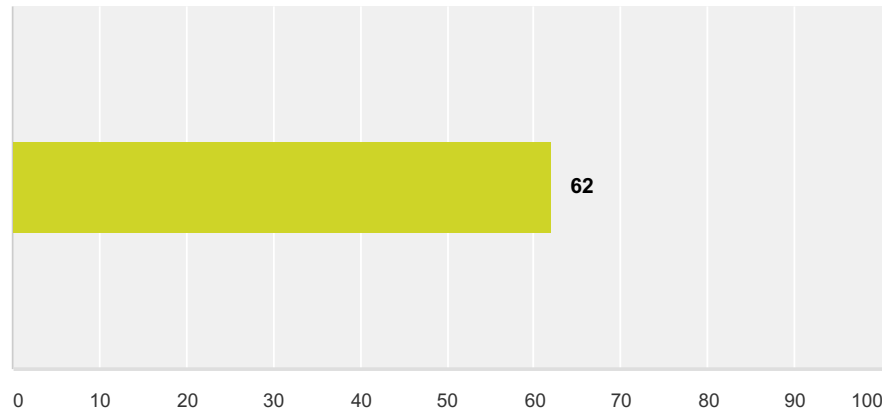
Answered: 2,238 Skipped: 883



Answer Choices	Responses
Not familiar at all	32.48% 727
Familiar	25.20% 564
Somewhat familiar	23.73% 531
Very familiar	18.59% 416
<b>Total</b>	<b>2,238</b>

**Q29 Please use this sliding scale to show how much you agree or disagree with the following statement: "Gaining Unitary Status for Hoover City Schools is important for the district to move forward."**

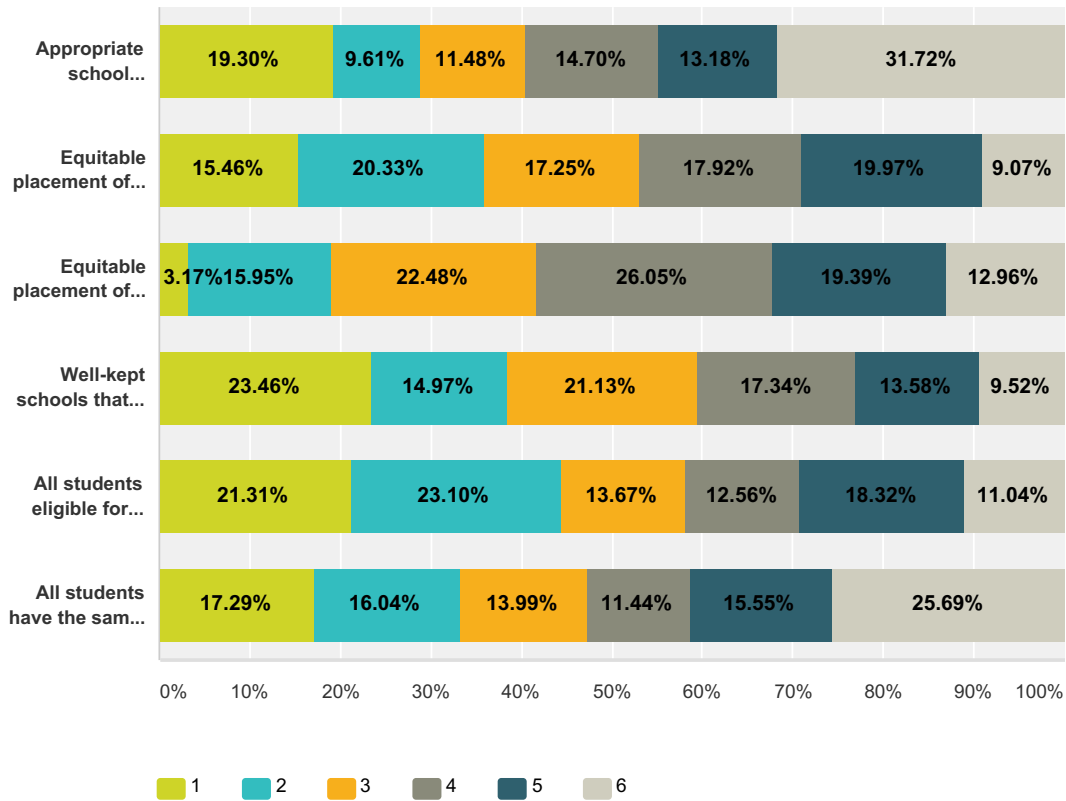
Answered: 2,238 Skipped: 883



Answer Choices	Average Number	Total Number	Responses
	62	138,828	2,238
<b>Total Respondents: 2,238</b>			

**Q30 Gaining Unitary Status requires that a school system show progress in six areas called "Green Factors." With 1 (one) representing the most progress and 6 (six) representing the least progress, please share how well you believe Hoover City Schools has made progress with respect to the following Green Factors:**

Answered: 2,238 Skipped: 883



	1	2	3	4	5	6	Total	Score
Appropriate school capacities and representative populations (i.e., rezoning)	19.30% 432	9.61% 215	11.48% 257	14.70% 329	13.18% 295	31.72% 710	2,238	3.12
Equitable placement of diverse, qualified teachers	15.46% 346	20.33% 455	17.25% 386	17.92% 401	19.97% 447	9.07% 203	2,238	3.66
Equitable placement of diverse, qualified staff members	3.17% 71	15.95% 357	22.48% 503	26.05% 583	19.39% 434	12.96% 290	2,238	3.19
Well-kept schools that are equitable regardless of feeder pattern	23.46% 525	14.97% 335	21.13% 473	17.34% 388	13.58% 304	9.52% 213	2,238	3.89
All students eligible for transport have safe and efficient access to busing	21.31% 477	23.10% 517	13.67% 306	12.56% 281	18.32% 410	11.04% 247	2,238	3.83
All students have the same opportunities to participate in extracurricular opportunities	17.29% 387	16.04% 359	13.99% 313	11.44% 256	15.55% 348	25.69% 575	2,238	3.31

**Q31 Using the slider, please share with us your thoughts on the current state of Hoover City Schools' finances.**

Answered: 2,203 Skipped: 918

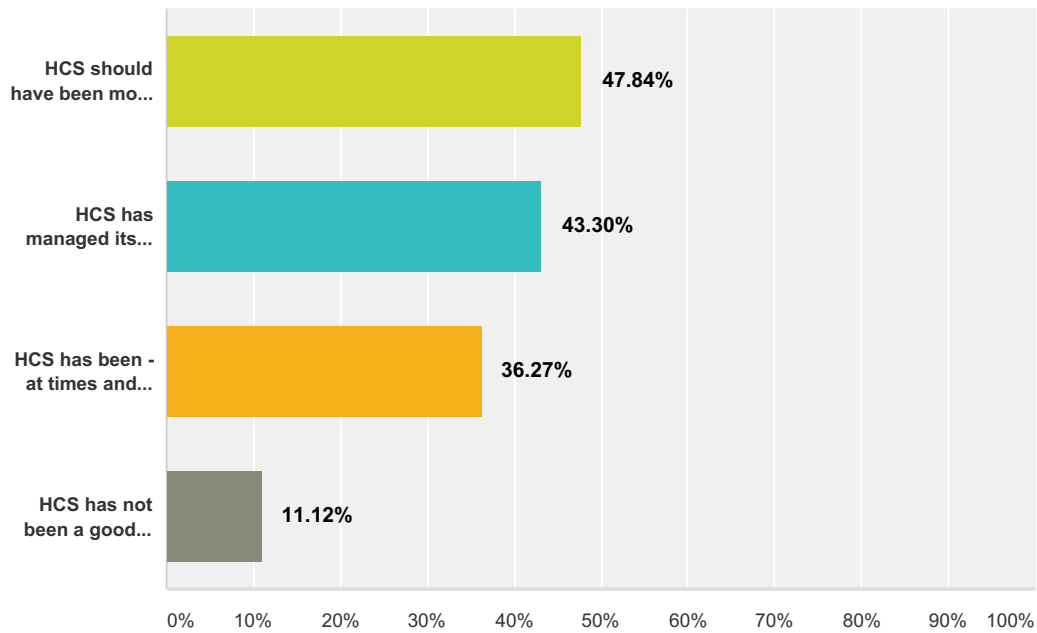


Answer Choices	Average Number	Total Number	Responses
	43	94,244	2,203
<b>Total Respondents: 2,203</b>			



**Q32 Please read the following statements and check all with which you agree.**

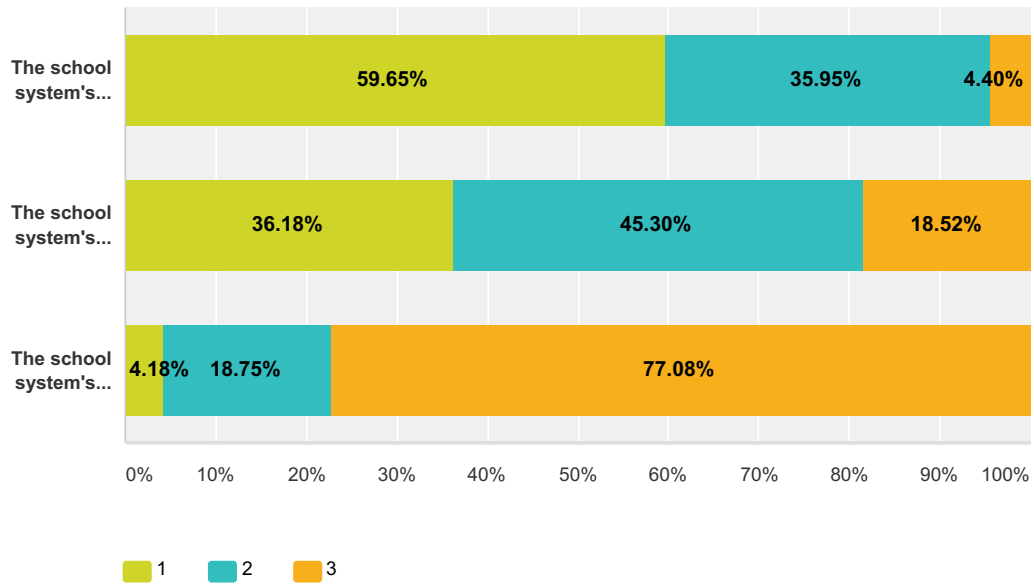
Answered: 2,203 Skipped: 918



Answer Choices	Responses
HCS should have been more aggressive over the years in finding new income/cutting expenses	47.84% 1,054
HCS has managed its financial resources wisely	43.30% 954
HCS has been - at times and in certain areas - irresponsible with its financial resources	36.27% 799
HCS has not been a good steward of taxpayer money	11.12% 245
<b>Total Respondents: 2,203</b>	

**Q33 With 1 (one) being MOST important and 3 (three) being LEAST important, please rank order the following statements:**

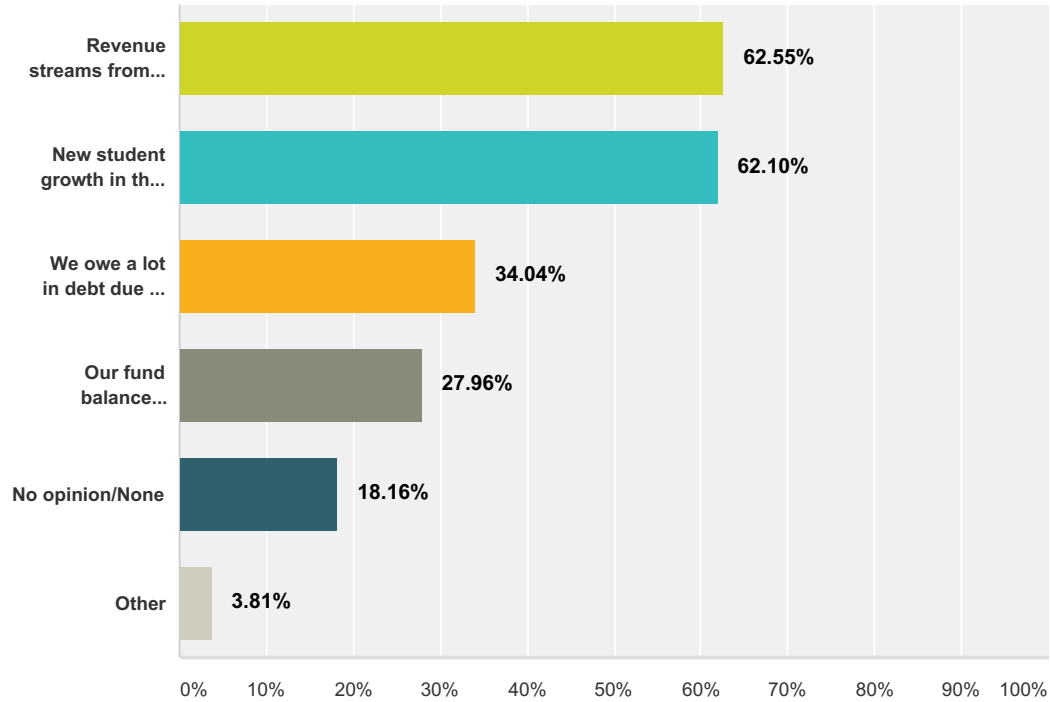
Answered: 2,203 Skipped: 918



	1	2	3	Total	Score
The school system's priority should be to find a balance between expenditures and revenues	59.65% 1,314	35.95% 792	4.40% 97	2,203	2.55
The school system's priority should be to seek new sources of revenue	36.18% 797	45.30% 998	18.52% 408	2,203	2.18
The school system's priority should be to reduce expenses	4.18% 92	18.75% 413	77.08% 1,698	2,203	1.27

**Q34 Please read the following finance statements. Check any that you consider a concern.**

Answered: 2,203 Skipped: 918



Answer Choices	Responses
Revenue streams from local, state, and federal sources have been strained for years	62.55% 1,378
New student growth in the coming years may dilute resources across the board	62.10% 1,368
We owe a lot in debt due to new school construction, rapid growth, and rising operational costs	34.04% 750
Our fund balance (reserves) should sustain future building projects	27.96% 616
No opinion/None	18.16% 400
Other	3.81% 84
<b>Total Respondents: 2,203</b>	