



School Funding Reform and Parent Engagement:

Key Findings From a Statewide Survey of Public School Parents

November 5-12, 2013

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

Methodology

- 1,003 telephone interviews with parents of public school children in California
 - Interviews conducted between November 5-12, 2013
 - Interviews on both landlines and cell phones
 - Random sample of 601 parents statewide, plus oversamples of 202 parents with household incomes of \$30,000 or below and 200 parents of children in ESL programs
 - Data weighted to reflect the true demographic characteristics of public school parents in California
- ➤ Margin of sampling error of +/- 4.0%
- Some percentages may not sum to 100% due to rounding

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy XANTA MONICA + OAKLAND + MADISON + MEXICO CITY

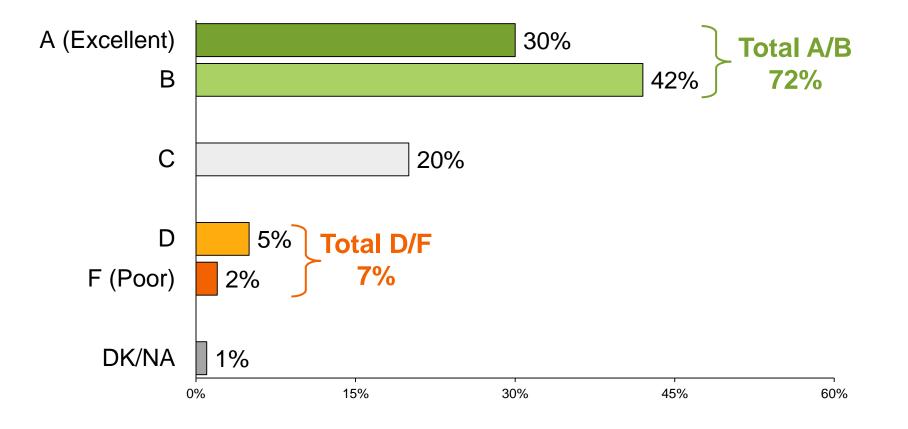




Context for Parental Engagement in Schools

Most parents grade their school's overall performance as an "A" or "B."

How would you grade the overall quality of public schools in your community – would you grade it an A, B, C, D, or F, with an "A" grade being excellent, and "F" being poor?



Q6.

Evaluations of school quality are generally good, but vary somewhat by household income level.

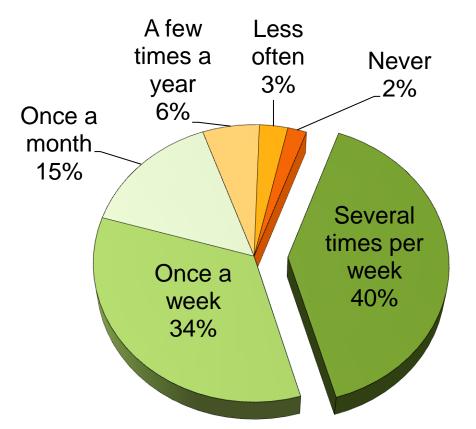
How would you grade the overall quality of public schools in your community – would you grade it an A, B, C, D, or F, with an "A" grade being excellent, and "F" being poor?

Grade	<\$30,000	\$30,000- \$50,000	\$50,000- \$100,000	\$100,000+
A (Excellent)	25%	17%	34%	43%
В	41%	49%	36%	40%
Total A/B	67%	67%	69%	82%
С	25%	24%	22%	14%
D	3%	6%	6%	2%
F (Poor)	4%	3%	0%	1%
Total D/F	7%	9%	6%	4%
DK/NA	1%	1%	2%	0%

Q6 by Income.

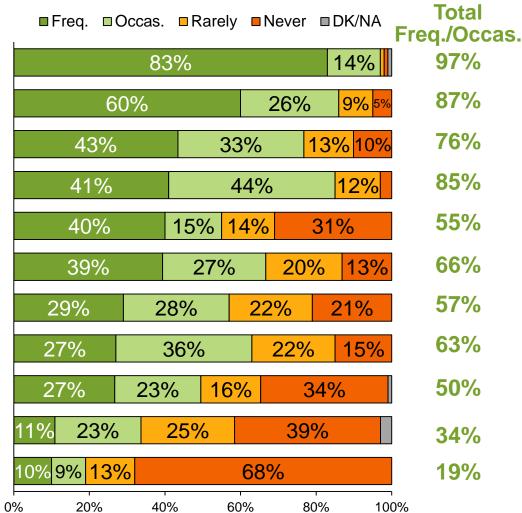
Three-quarters of parents get information from their child's school at least weekly.

More specifically, how often does your child's school contact you with information about what is going on there:



Q

Parents most frequently get information through their children.



Conversations with your child

Information sent home with students*

School newsletters

Conversations with your child's teacher

Emails from the school

Recorded telephone calls from the school

Information from a parent-teacher association

Conversations with other parents

On-line networks or e-mail newsgroups of parents

Information from a community group

Text messages from the school

10. I am going to read you a list of different sources of information that parents could use to find out about issues at their children's school. Please tell me how often you use these sources of information to find out what is going on in your child's school: frequently, occasionally, rarely, or never. *Not Part of Split Sample

EdSource Survey of California Public School Parents Conducted by FM3 – November 2013

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy SANTA MONICA : OAKLAND : MADISON : MEXICO CITY

Use of a few information sources varies notably by income level.

(Percent Who Responded "Frequently")

· ·	·	• • •		
Information Source	<\$30,000	\$30,000- \$50,000	\$50,000- \$100,000	\$100,000+
Conversations with your child	79%	81%	82%	88%
Information sent home with students*	59%	57%	66%	63%
School newsletters	48%	39%	36%	45%
Conversations with your child's teacher	42%	43%	41%	48%
Emails from the school	18%	26%	40%	61%
Recorded telephone calls from the school	51%	22%	44%	44%
Information from a parent-teacher association	30%	24%	30%	28%
Conversations with other parents	28%	16%	32%	33%
On-line networks or e-mail newsgroups of parents	19%	16%	32%	32%
Information from a community group	14%	10%	7%	10%
Text messages from the school	3%	14%	9%	14%

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy SANTA MONICA · OAKLAND · MADISON · MEXICO CITY Q10. by Income. I am going to read you a list of different sources of information that parents could use to find out about issues at their children's school. Please tell me how often you use these sources of information to find out what is going on in your child's school: frequently, occasionally, rarely, or never. *Not Part of Split Sample

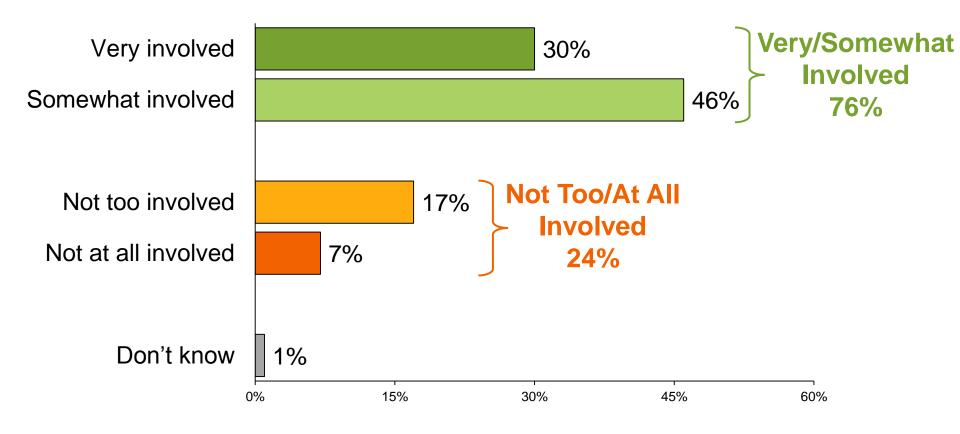




Current Levels of Parental Engagement in Public Schools

Three-quarters of parents characterize themselves as "involved" in their child's school.

And how *involved* would you say you are with activities at your children's schools:



Q8.

Parent participation is high, but typically directly related to their child's education.

Yes, Rewarding Yes, Not Rewarding 87% 83% 76% 73% 60% 58% 56% 55% 56% 52% 53% 52% 51% 48% 30% 23% 21% 24% 0% 60% 80% 20% 40% 100%

Attending parent teacher conferences

Attending school assemblies, or sporting or performing arts events

Volunteering at school events

Accompanying your child's class on a field trip

Attending fundraising events, like walkathons or silent auctions

Volunteering in your child's class

Participating in a parent group such as the PTA

Attending school board meetings

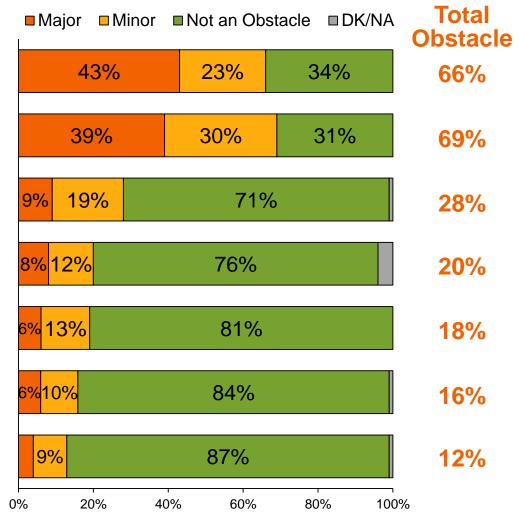
Participating in a school site council or other school or district committees

> **EdSource Survey of California Public School** Parents Conducted by FM3 – November 2013

11. I am going to read you a list of ways that parents may get involved with their kids' schools. Please indicate whether you have ever participated in that activity at your child's school.

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy

Work schedules and lack of time are the primary obstacles to participation for most parents.



Work hours make it difficult to attend

Not having enough time

Not having child care for your children

The school is not interested in what you have to offer

A lack transportation or other difficulties getting to the school

You don't feel welcome at the school

Not having translation services at events

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy

13. I am going to read you a list of factors that some people say prevent them from becoming more involved at their child's school. Please tell me whether you consider each to be a major obstacle. minor obstacle, or not an obstacle to spending more time at your child's school

A substantial number of lower-income parents says only a small group is offered the chance to participate in decision-making.

"Only a small group of parents are offered the opportunity to participate in school decision-making, while most are excluded."

	<\$30,000	\$30,000- \$50,000	\$50,000- \$100,000	\$100,000+
Total Agree	39%	34%	34%	19%
Total Disagree	52%	56%	62%	76%
DK/NA	9%	11%	4%	5%

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

15e. Now I am going to read you a series of statements about your children's schools. Please tell me whether you generally agree or disagree.

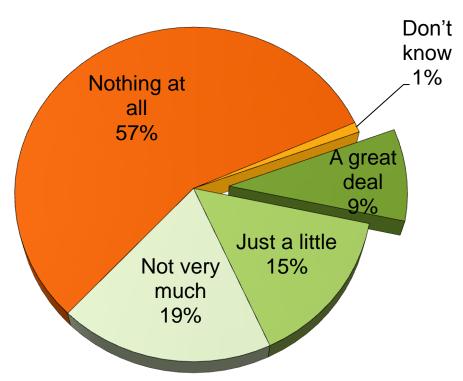




The Local Control Funding Formula and Opportunities for Further Engagement

Only one in four have heard anything about the LCFF.

As you may know California recently changed the way it funds public schools, through something called the Local Control Funding Formula. How much have you heard about this new way of funding schools:



Total Aware: 24%

Q17.

LCFF Description Tested

The local control funding formula will be phased in over eight years, and changes the ways that California public schools are funded:

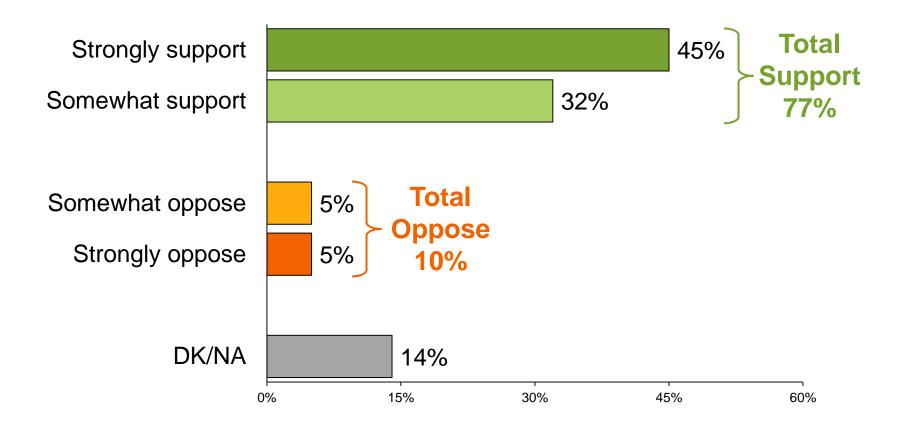
- It increases funding for nearly all districts, with extra funds for low-income and English language learners;
- It measures school success in a way that goes beyond just test scores; and
- It gives local school districts more options on how to best use funds.

The new funding formula requires active parent involvement in decision-making on how funds will be spent.

Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy SANTA MONICA + OAKLAND + MADISON + MEXICO CITY

More than three-quarters of parents support the LCFF.

Having heard this, would you say you generally support or oppose the Local Control Funding Formula?

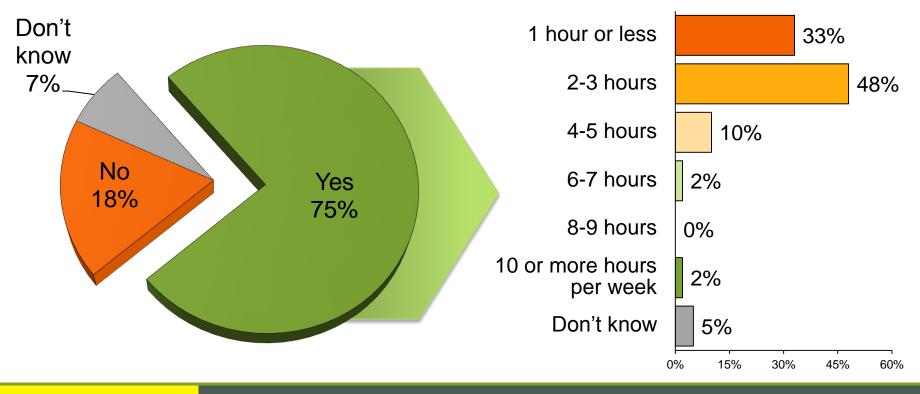


Q18.

Three-quarters of parents would be willing to give time to participate in LCFF decisions.

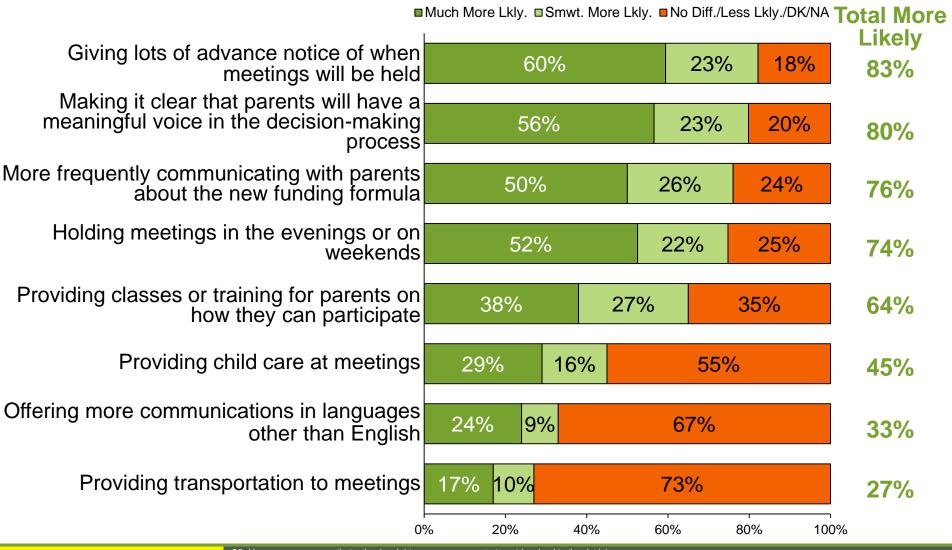
"Given the opportunities that the new law provides for parents to get involved in school funding decisions, do you think you would be willing to spend some time at your child's school helping to guide decisions about how local funds will be used?"

"And about how many hours per week would you be willing to spend at the school helping guide decisions about how funds will be used?"



Q19 & 19A.

Schools can enhance participation in LCFF through better communications and other means.



Fairbank, Maslin, Maullin, Metz & Associates - FM3 Public Opinion Research & Strategy SANTA MONICA + OAKLAND + MADISON + MEXICO CITY

20. Here are some ways that schools might encourage parents to get involved in the decisionmaking process around this new way of funding schools. Please tell me whether you would be <u>more likely</u> to get involved if your school took that step. If it would make no difference to you, you can tell me that too.

EdSource Survey of California Public School Parents Conducted by FM3 – November 2013





For more information:

http://edsource.org/today/parent-engagement

or contact:

Louis Freedberg

Executive Director, EdSource

436 14th St., Suite. 723 Oakland, CA 94612

Phone: (510) 433-0421 edsource@edsource.org Dave Metz President, FM3

1999 Harrison St., Suite 1290 Oakland, CA 94612

Phone: (510) 451-9521 Dave@FM3research.com