GUILFORD COUNTY UPDATE
SCHOOL BOND & TAX INFORMATION

$300M
SCHOOL BOND

+

¼ CENT
SALES AND
USE TAX

FIX OUR SCHOOLS, FUND OUR FUTURE

2021 NATIONAL SCHOOL PUBLIC RELATIONS COMMUNICATION AWARDS

GOLD MEDALLION ENTRY – BOND/FINANCE CAMPAIGN

Guilford County Schools – Greensboro, North Carolina
PreK-12 Urban District | 70,000 Students
Chief of Staff/District Relations Department (7 Team Members)

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GUILFORD County Schools
SOAR TO GREATNESS

SYNOPSIS

About Guilford County Schools

Guilford County Schools (GCS) is located in Greensboro, North Carolina, and serves 70,000 PK-12 students at 126 schools. With approximately 9,800 employees, GCS works in partnership with parents, businesses, colleges and the community to deliver an education that transforms learning and life opportunities. The district and its globally diverse students and staff consistently win national recognition. GCS also takes pride in its longstanding commitment to equity and serving all students well.

Fix Our Schools, Fund Our Future

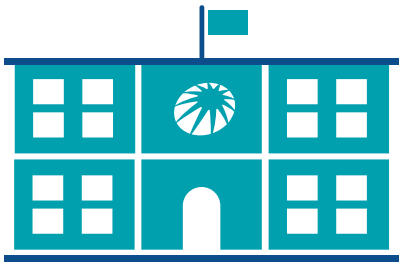
The district's facilities, however, do not reflect the quality of education provided. With an average building age of 54 years, most schools were built prior to the first lunar landing, the creation of the first personal computer and the invention of the internet.

A recent facilities study found than 50% of the district's schools and facilities were in either poor or unsatisfactory condition. Dozens of "temporary" mobile classrooms have been in place in excess of 30 years, and the district's outdated technology, wiring, plumbing, roofs and HVAC systems fail frequently.

To improve the learning environment for students and staff, while also increasing operational efficiencies and decreasing utility and repair costs, the district developed a Master Facilities Plan in 2019 that identifies more than $2 billion in unmet capital needs.

After working with the Guilford County Board of Education and district administrators for more than two years, Guilford County Commissioners placed two school finance measures on the November 3, 2020 ballot – a $300 million school bonds referendum and a ¼-cent local sales tax referendum that would generate up to $19 million per year, with proceeds going to pay the bond debt. Per state law, however, counties aren't allowed to specify how the revenue will be used on the ballot.

While leading school finance campaigns are always challenging, as the communication's team ongoing program of work continues unabated, doing so in the midst of a pandemic added new layers of complexity. Staying focused, working the plan and tapping into deep reservoirs of goodwill built through years of strategic school communications helped secure a much-needed win for GCS students, their families and the community.

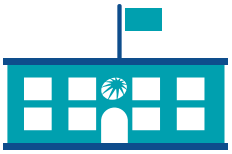


12 MILLION+
square feet of facilities

54
years
average age of district buildings

24K+
work orders
completed in 2019-20

126
school buildings



350
school and admininstrative buildings

PROGRAM SUMMARY

About GCS' District Relations Team

Although GCS is North Carolina's third largest school district and ranks 50th nationally out of more than 14,000 school districts, its communication team is "small but mighty," with just seven members, including the chief of staff.

Overview/Goals for "Fix Our Schools, Fund Our Future"

Goal 1

Increase awareness among targeted internal and external publics, particularly employees, opinion leaders and likely "yes" voters about the district's extensive capital needs and $300 million/1/4-cent sales tax referenda on the November 3rd ballot addressing the school district's extensive facility needs.

Goal 2

Increase awareness among targeted internal and external publics that there is unified bi-partisan community support for both ballot initiatives.

Goal 3

Encourage GCS employees, parents, eligible students, volunteers and partners to vote and remind them of the importance of making their opinions known by voting.

Campaign Measures

Benchmarks/Progress Indicators

- Plan tasks and deliverables completed on time, on budget and at/above expected quality.
- Successful message delivery to targeted audiences via major communication channels and platforms
  - Outreach, frequency and engagement metrics

Information Campaign Indicators and Outcomes

- Simple majority vote in favor of $300 million bond vote
- Simple majority vote in favor of ¼-cent sales tax increase

Key Campaign Messages

- Our schools provide students with a great education, but the facilities are in terrible shape and need to be fixed.
- $300 million in school bonds on the ballot represent an important first step in improving school facilities for all students.
- ¼-cent sales tax would generate $19 million annually to improve GCS facilities and would help pay for school bonds.
- Our community is united in support of better facilities for our children - there is bi-partisan, business and community support of the proposed bonds/sales tax increase.
- Make your voices heard; register and vote!

Priority Publics

GCS and Guilford County opinion leaders, employees, parents and likely "yes" voters. For additional details, please see the full campaign action communications plan.

RESEARCH

- Parents express high satisfaction levels on public opinion polls regarding the district's overall direction, educational programming, school quality, principal leadership, teacher quality, gifted and magnet school programming, and other indicators that drive parent school selections.
- While both parents and community members **rate the district favorably** across a variety of measures, parent perceptions and ratings are higher than those of community members.
- **Parent preferences** in terms of information sources about the district/schools vary significantly from those of community members. Parent and community information sources also vary by race/ethnicity and income.
- Significantly, nine of 10 information sources cited by **parents** are communication channels controlled by school and district personnel, while **community members** are more reliant on the news media and other, non-GCS communication channels.
  - 80% of **parents** indicate that voicemails sent via the district's mass notification system is their top source of information for GCS news and information, followed email (35%), school personnel (28%), GCS website (13%), word of mouth (10%), social media (10%), their child/children (9%), school newsletters/fliers (8%), take home folders (7%), texts (6%) and TV news (5%).
  - 32% of **community members** cite TV news as their top information source, followed by word of mouth (29%), school personnel (22%), voice mail messaging (18%), newspapers (18%), their child/children (14%), email (10%), social media (10%), school newsletters/fliers (4%), GCS TV and radio news (1%).
- Despite operating in a highly competitive marketplace with an increasing number of charter schools and private school tuition vouchers, **GCS serves nearly 80% of all families with school-aged children** (U.S. Census Bureau, ACS 2019). However, only 31.5% of Guilford County residents have children aged 3 to 17 at home, which means that 68.5% no longer have a current, personal connection to district schools (U.S. Census Bureau, ACS 2019).

- While Guilford County voters are generally skeptical of tax increases, they are **more likely to support bond issues** to improve local infrastructure. An in-depth voter analysis indicated that the most consistent yes voters resided within the Greensboro City limits, while voters within the High Point City limits were the most consistent no voters, followed by some of the more rural parts of the county.
- Mirroring national trends, early voters during the 2016 presidential election were **more likely to vote Democratic** (69%) and **more likely to vote for bond initiatives** for housing, parks, transportation, economic development and schools in previous elections than Republicans.
- A public opinion poll conducted in August by a local university funded through a private donor found that a majority (83%) of the **county's registered voters would vote yes for the school bonds,** while only 21% of the county's registered voters would vote for a measure to increase the local sales tax and use tax.

PLANNING

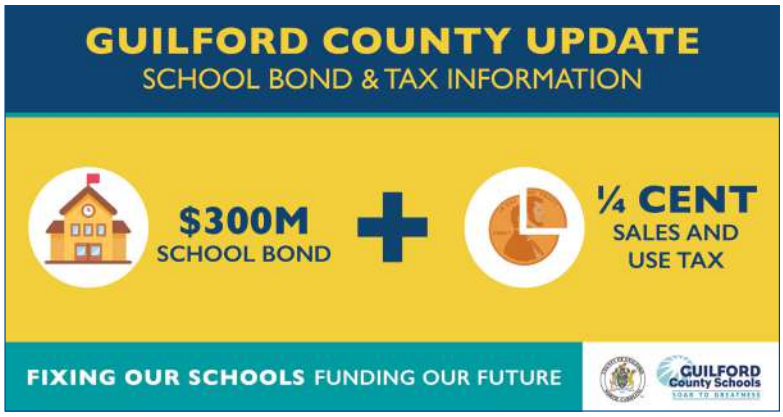
> *"As community leaders and elected officials in Guilford County, we stand united to support our schools. The time is now. We must join together to ensure that we have a safe and welcoming environment for our students to learn, grow and prepare for college, career and life. Strong schools create strong communities. Strong communities create a strong economy and a strong economy prepares us for a successful future. Visit Schoolbondfacts.com to learn more."*
>
> **– GUILFORD COUNTY LEADERS**

- The $899,635 **facility study marked a turning point** for GCS. It was the first such study conducted by an outside firm and it was commissioned and funded jointly by the Board of Education and the Board of County Commissioners, at the request of the Superintendent Sharon L. Contreras – another first. Since joining GCS as superintendent in August of 2016, Dr. Contreras has prioritized improving communications and collaboration between the two elected bodies.
- Superintendent Contreras also convinced both boards to **revitalize and relaunch a long-dormant joint facilities committee** to review the study and work together to develop a financial plan to meet the district's extensive capital needs.
- The data from the facilities study was used to develop the district's master facilities plan to ensure an equitable approach to future capital improvements based on data rather than parent and community advocacy strength, the master plan prioritized facilities based on overall condition score. (See video: Master Facilities Roundtable)
- Elected officials, the Greensboro and High Point Chambers of Commerce, Guilford Education Alliance and other partners formed a Get Out the Vote (GOVT) committee – dubbed the SMART Committee – which met weekly to coordinate fundraising, polling, voter analyses, text messaging, social media boosts, mailings to likely yes voters and get out the vote mobilization. (Social Media – Facebook, Instagram, Twitter)
- A **$40,000 budget** was established to provide the GCS and Guilford County communications staff with **technical assistance support,** including campaign branding, content development, graphic production, photography, paid social media boosts, printing and more targeted text, email and social media outreach to key constituents.
- **In another first,** County Commissioners also **provided staff time and shifted prepaid advertising buys and part of its printing budget** to support the "Fix Our Schools, Fund Our Future" campaign. Private funds supported the "vote yes" initiatives, which ran a separate campaign to avoid any conflicts of interest.
- Communications team met weekly as a department and with district leaders, elected officials, SMART campaign committee and county staff to plan, coordinate and monitor campaign implementation and early voting/absentee ballot data.

IMPLEMENTATION

Campaign Branding

The campaign colors were chosen to **coordinate with and unify** the GCS and Guilford County brands, subtly reinforcing a message of unity. The messaging and graphic treatments are simple, clear and direct, reflecting a practical, "no nonsense" approach.



Internal Communications

- A principal/supervisor campaign communications toolkit was developed to ensure consistency of message and branding and to make school-based communications easier.
- District, division and school staff **meeting agendas** included information about voter registration, absentee voting, early voting and campaign key messages.
- The superintendent discussed the campaign and the importance of voting with her **Student, Teacher and Principal Advisory Committees;** meetings switched to a virtual format due to the pandemic.
- Social studies curriculum specialist and social studies teachers **partnered with two non-partisan, nonprofit organizations** to encourage staff and eligible students to register to vote.
- Voter and campaign information was published regularly in *My GCS*, the district's weekly digital newsletter for employees and *Leadership Action Update*, the district's weekly digital newsletter for principals and district administrators.
- Emails, voicemail messages and text messages were **regularly shared** with employees.

Parent/Community Relations & Engagement

- Guilford Parent Academy (GPA) included bond/tax campaign information as part of its virtual programming and digital communications. (View newsletter example.)
- Guilford County of PTA sent **emails and digital newsletters** and hosted **virtual meetings.**
- **Virtual meetings** were held with the district's key communicators and other diverse stakeholder groups and priority publics.
- District representatives on community non-profit boards and professional associations **shared bond/tax information** and asked those groups to share the information with their constituents.
- The district's 12,703 active volunteers **received bond/tax increase information** via email and were asked to help spread the word to others.
- **Black fraternities and sororities** and their strong alumni chapters were mobilized by the communications team and asked to educate their members about the bond/tax increase.

Community Support

Our Opinion: Yes to bonds for education (Greensboro News & Record, October 25, 2020)

Referendums put future on the ballot (The High Point Enterprise, October 24, 2021)

Letter to the Editor: Two Seniors from Page High School Share Why This Bond is Needed (Greensboro News & Record, November 1, 2020)

- The district's English Language department and interpreters **translated campaign materials** into the top five world languages spoken by GCS students (Spanish, Arabic, Urdu, Vietnamese and Nepali) and their families and worked with the Latino Coalition, Faith House International and other advocacy groups.
- The communications team maintains a **robust database** of district partners, elected officials, business leaders, executive directors of non-profit, youth, educational and health and human services organizations. With in-person contact limited due to the pandemic, this database fueled the district's digital outreach efforts.
- The Get Out the Vote (GOVT) committee contacted **pastors of major congregations** in precincts with high concentrations of likely yes voters and enlisted their support in promoting the bonds/tax increase to their congregations and local communities.

Digital and Online Communications

- GCS website: "Fix Our Schools, Fund Our Future" section, including links to the Board of Elections website, how to register to vote (and deadlines), photos, videos, principal portal information (intranet) and communications toolkit, facilities web pages (facility condition assessment study, master facilities plan, joint capital committee, 2008 bond updates). Also posted banners on the homepage and news stories in "District News" section.
- **Alert buttons** on each district and school page notified web visitors about important deadlines.
- **Text messages** and voting reminders were sent likely yes voters in targeted precincts.

Social Media

- The official hashtag for the campaign was **#GuilfordTogether** and posts to Twitter, Facebook and Instagram were scheduled through Hootsuite.
- GCSTV posted three impactful videos on YouTube: School Bond Facts & Photos; School Bond Facts and Invest in a Bright Future-Guilford Education Alliance.
- The Guilford Education Alliance also created a powerful video series, "Invest in a Bright Future," including testimonials and support from prominent business and community partners. Social media boosts were purchased in zip codes with high concentrations of likely "yes" voters.
- The superintendent and other staff **posted/reposted/retweeted information** about district needs, voter registration, absentee voting, early voting, and the importance of voting

A sample of Instagram posts

Paid Media/Advertising

- **Radio and television spots** were produced and placed by Guilford County staff and featured county commissioners, school board members, students, teachers, parents, principals and community leaders. County staff purchased the advertising flights months in advance, well ahead of the general election crunch.

Direct Mail

- County staff worked with Strategic Link Partners to create and mail information about the school bonds and ¼-cent sales tax to likely "yes" voters in targeted precincts.

Print

- The GCS print shop produced a **large banner** to hang outdoors at central office.
- The GCS print shop also printed **fliers for distribution** at community events, although these were curtailed due to the pandemic and public health limits on public gatherings.
- Guilford County staff produced **yard signs** that were distributed in strategic locations.

Media Relations

- **Press releases** and **bond-related story ideas** pitched to local reporters generated numerous stories and segments in every local news outlet (print, radio and TV); the communications team responded to daily bond/tax-related press inquiries and interview requests.
- Both local newspapers **endorsed the bonds** and the ¼-cent tax increase, and featured bond-related content prominently.
- A joint press conference featuring the superintendent, school board chair and the county commission vice chair was well attended and generated news coverage in both daily newspapers, public radio, three local TV news program and one statewide news program.
- The Get Out the Vote (GOVT) committee **placed letters to the editors and op-eds** in local newspapers in support of the bonds/tax increase.
- The impact of **positive media coverage** was extended by posting it on social media and sharing links with key stakeholders via emails and texts.

In the Media

Community leaders and elected officials ask Guilford County residents to 'vote smart,' support our schools (WGHP, October 22, 2020)

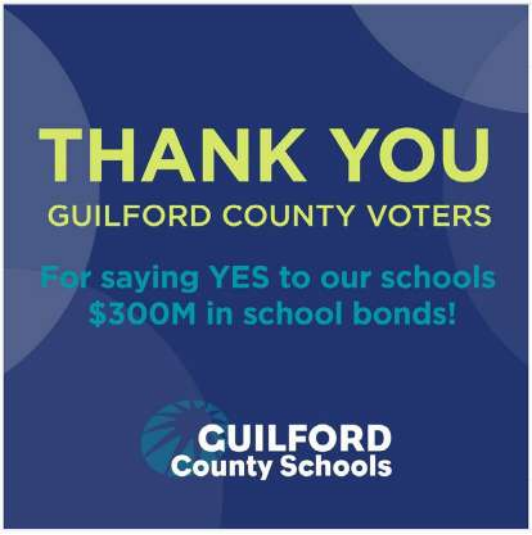
Guilford County Schools bond referendum on the 2020 ballot (WFMY News 2, October 23, 2020)

EVALUATION

The "Fix Our Schools, Fund Our Future" campaign was successful in meeting its goal of increasing awareness of the district's extensive facility needs. Voters approved the measure 72.52% to 27.48%.

The campaign also demonstrated that the school finance measures – and the district – had bi-partisan and unified support from elected officials and community leaders.

While the **quarter-cent sales tax increase** was not successful (30.07% voted "yes" and 66.93% voted "no"), the campaign forged greater inter-governmental cooperation and laid the groundwork for future school capital improvement and finance initiatives.



The campaign also tapped into deep reservoirs of political capital and community goodwill built through ongoing school communications and community engagement. See Supplemental Materials Section for specific data.

SUPPLEMENTAL MATERIALS AND RESOURCES

Part A. Voter Results for "Fix Our Schools, Fund Our Future"

Part B. Campaign Action Plan

Part C. Frequently-Asked Questions

Part D. Campaign the Numbers

Part E. Flier with a statement of cooperation with Guilford County Board of Education & Guilford County Board of Commissioners

Part F. Flier for parents and community stakeholder about the campaign

Part G. Survey Data from Parents/Community (2018 – 2019)

Part H. Parent and Community Opinion Polls (2009 – 2017)

Part I. Voter Analysis Presentation

VOTER RESULTS

$300 Million School Bonds

72.52% yes

27.48% no

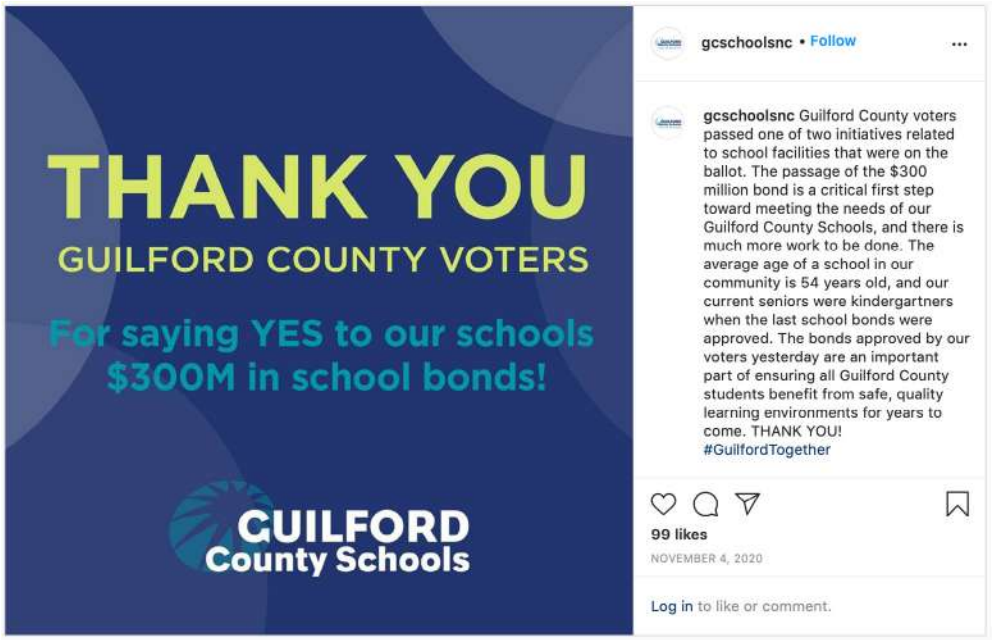
.25 Cent Increase in Sales Tax

30.07% for

66.93% against

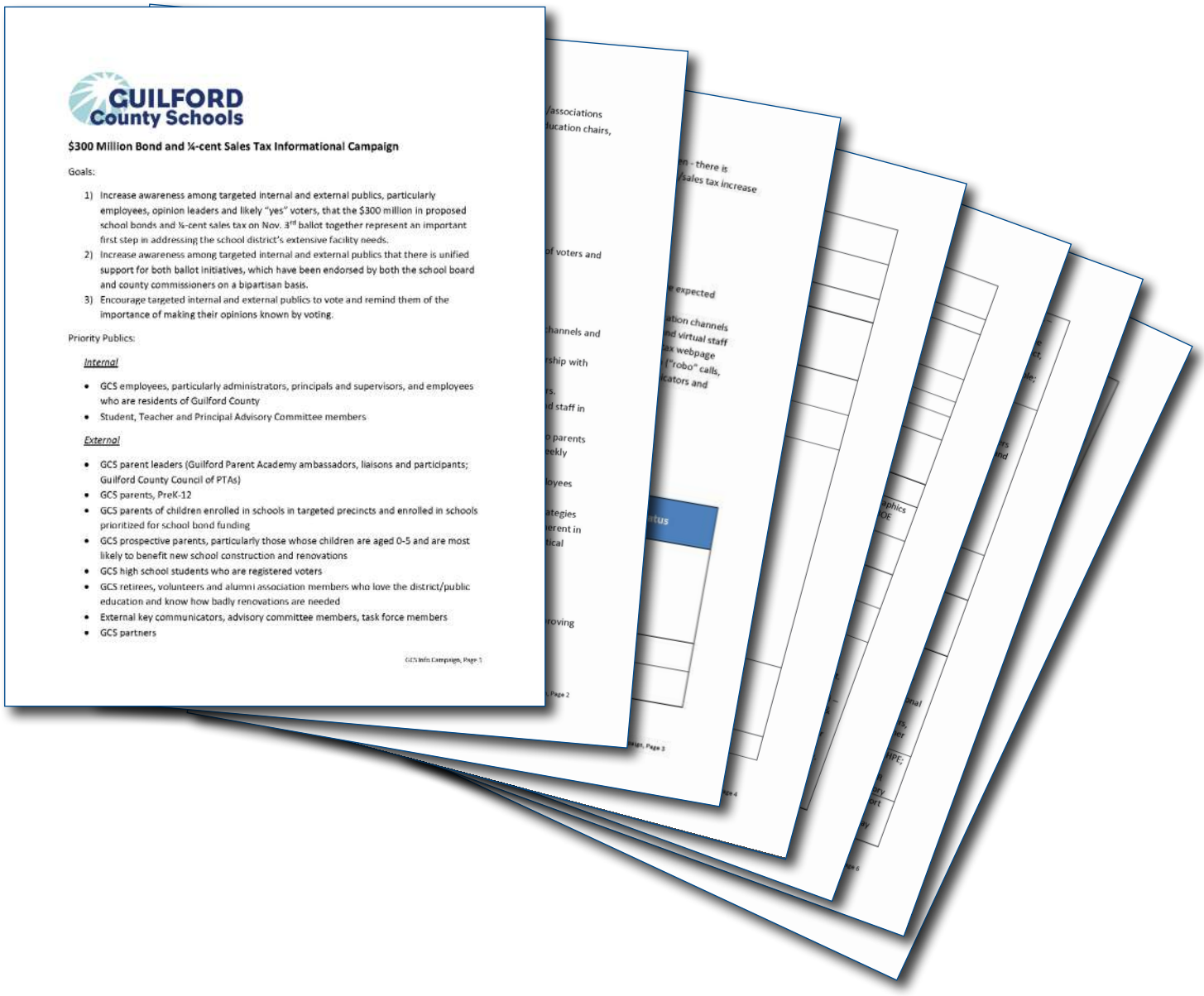
70.82% to 74.42%

increase in voter turnout



Part B. Campaign Action Plan

Download full Campaign Action Plan



GUILFORD County Schools

$300 Million Bond and ¼-cent Sales Tax Informational Campaign

Goals:

1) Increase awareness among targeted internal and external publics, particularly employees, opinion leaders and likely "yes" voters, that the $300 million in proposed school bonds and ¼-cent sales tax on Nov. 3rd ballot together represent an important first step in addressing the school district's extensive facility needs.
2) Increase awareness among targeted internal and external publics that there is unified support for both ballot initiatives, which have been endorsed by both the school board and county commissioners on a bipartisan basis.
3) Encourage targeted internal and external publics to vote and remind them of the importance of making their opinions known by voting.

Priority Publics:

Internal

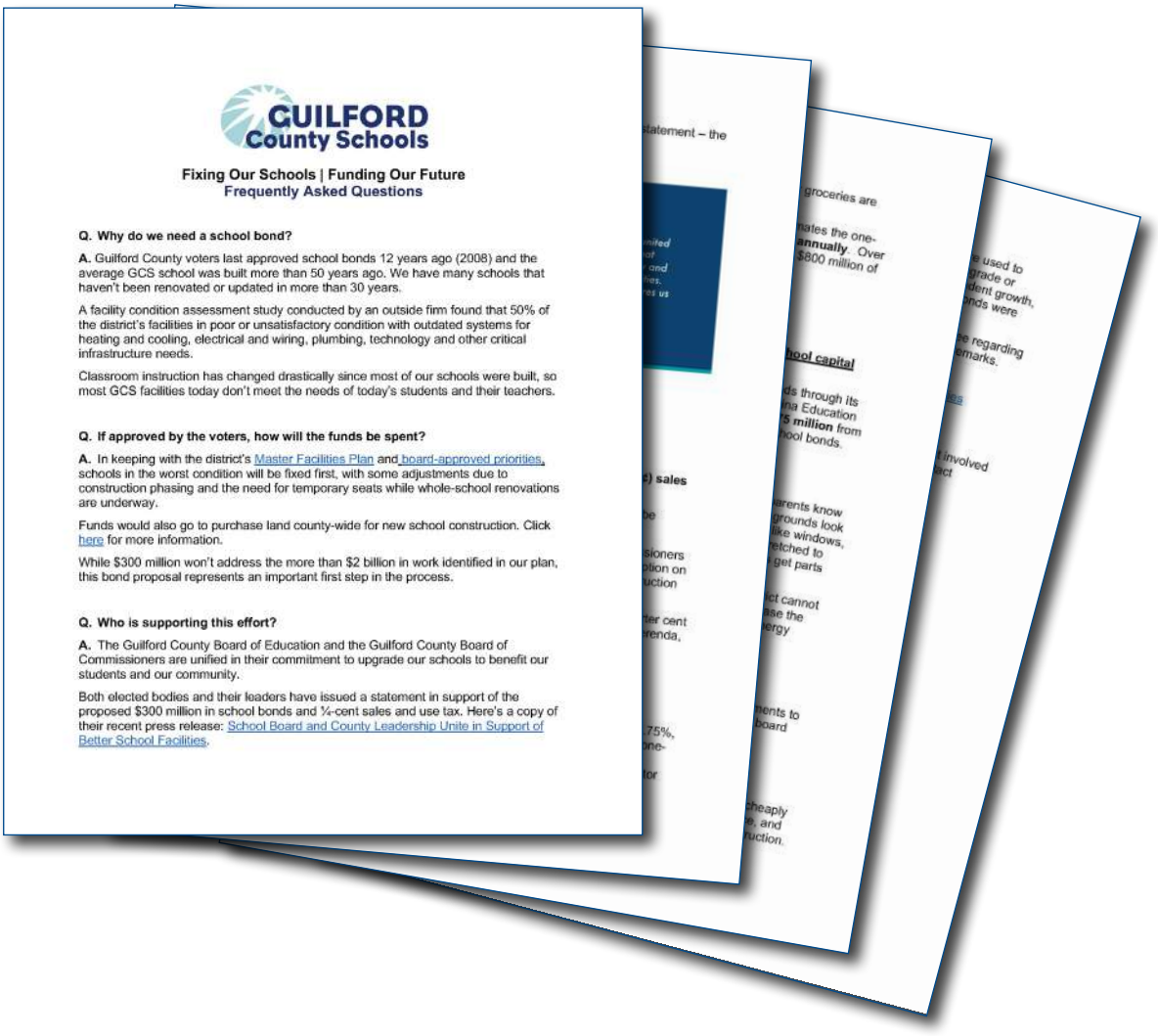
- GCS employees, particularly administrators, principals and supervisors, and employees who are residents of Guilford County
- Student, Teacher and Principal Advisory Committee members

External

- GCS parent leaders (Guilford Parent Academy ambassadors, liaisons and participants; Guilford County Council of PTAs)
- GCS parents, PreK-12
- GCS parents of children enrolled in schools in targeted precincts and enrolled in schools prioritized for school bond funding
- GCS prospective parents, particularly those whose children are aged 0-5 and are most likely to benefit new school construction and renovations
- GCS high school students who are registered voters
- GCS retirees, volunteers and alumni association members who love the district/public education and know how badly renovations are needed
- External key communicators, advisory committee members, task force members
- GCS partners

Part C. Frequently Asked Questions

Download full FAQ document



GUILFORD County Schools

Fixing Our Schools | Funding Our Future
Frequently Asked Questions

Q. Why do we need a school bond?

A. Guilford County voters last approved school bonds 12 years ago (2008) and the average GCS school was built more than 50 years ago. We have many schools that haven't been renovated or updated in more than 30 years.

A facility condition assessment study conducted by an outside firm found that 50% of the district's facilities in poor or unsatisfactory condition with outdated systems for heating and cooling, electrical and wiring, plumbing, technology and other critical infrastructure needs.

Classroom instruction has changed drastically since most of our schools were built, so most GCS facilities today don't meet the needs of today's students and their teachers.

Q. If approved by the voters, how will the funds be spent?

A. In keeping with the district's Master Facilities Plan and board-approved priorities, schools in the worst condition will be fixed first, with some adjustments due to construction phasing and the need for temporary seats while whole-school renovations are underway.

Funds would also go to purchase land county-wide for new school construction. Click here for more information.

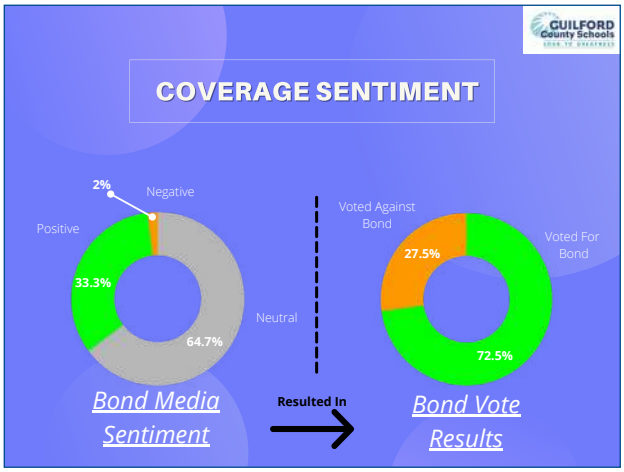
While $300 million won't address the more than $2 billion in work identified in our plan, this bond proposal represents an important first step in the process.

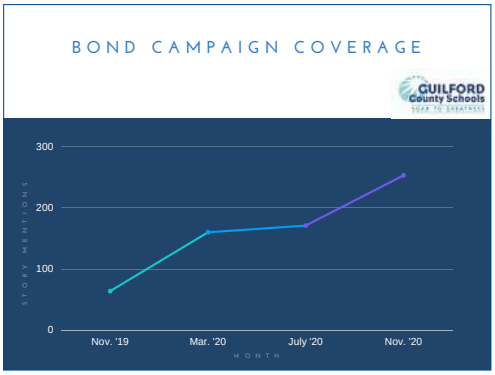
Q. Who is supporting this effort?

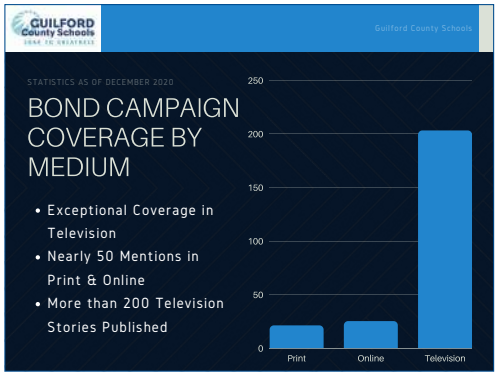
A. The Guilford County Board of Education and the Guilford County Board of Commissioners are unified in their commitment to upgrade our schools to benefit our students and our community.

Both elected bodies and their leaders have issued a statement in support of the proposed $300 million in school bonds and ¼-cent sales and use tax. Here's a copy of their recent press release: School Board and County Leadership Unite in Support of Better School Facilities.

MEDIA COVERAGE

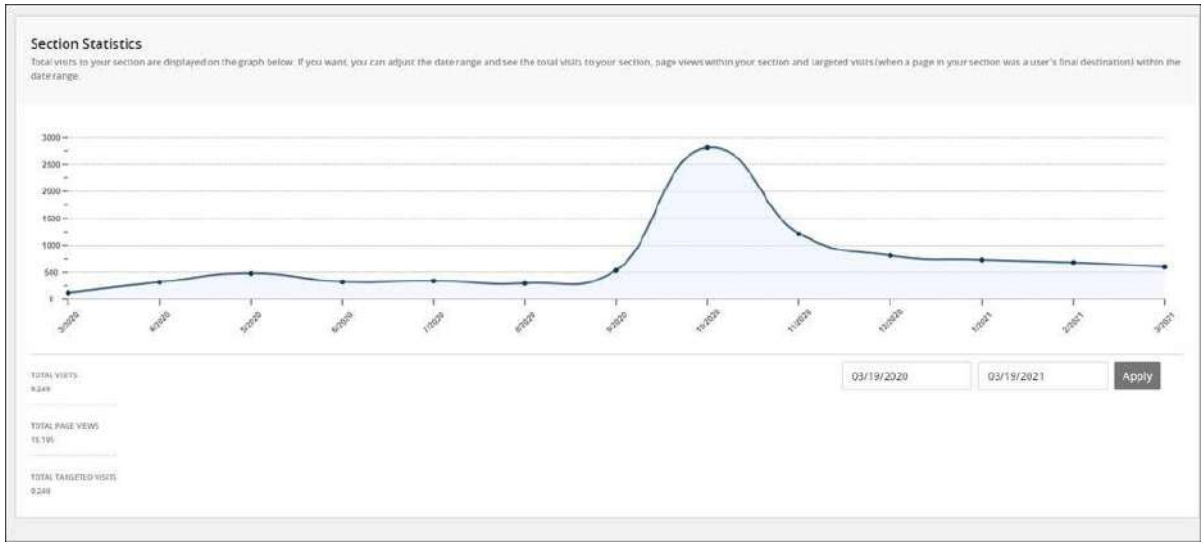






WEBSITE

Visits to GCS Campaign Webpage



SOCIAL MEDIA

YouTube

15 campaign videos & live streams

Playlist

133,474 impressions

20,115 views

10,512 watch time hours

Twitter

50 tweets

129,790 impressions

4,512 engagement

https://twitter.com/GCSchoolsNC

Facebook

52 posts

327,800 total reach

30,564 engagement

https://www.facebook.com/GCSchoolsNC/

Instagram

34 posts

54,891 total reach

https://www.instagram.com/gcschoolsnc/

Guilford County Board of Education Social Media Pages

Twitter

9 tweets

https://twitter.com/GuilfordBOE

Facebook

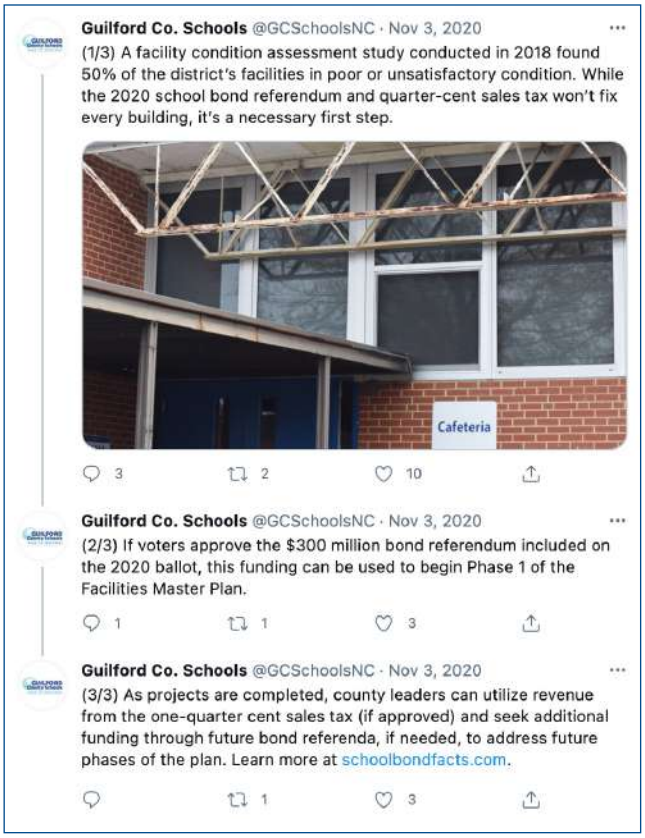
11 posts

2,666 total reach

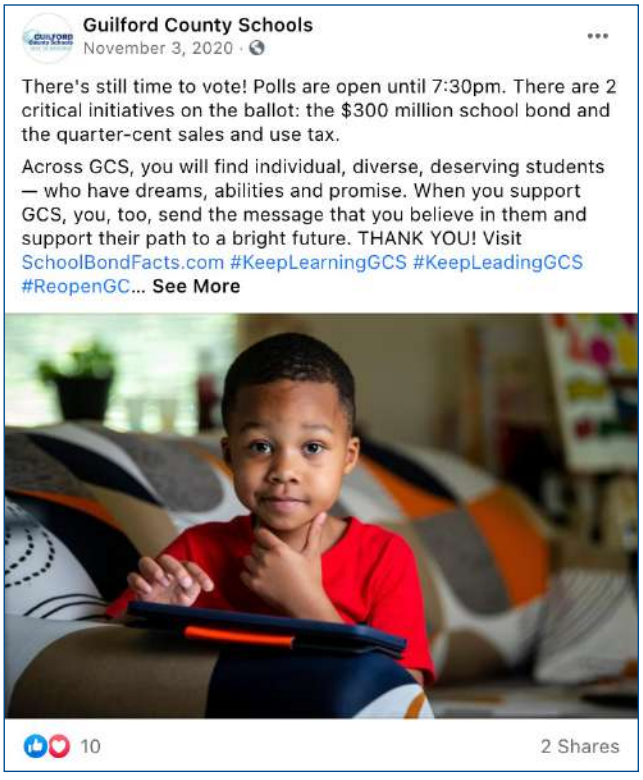
35 engagement

Instagram

Twitter



Facebook



ROBO CALL
October 21, 2020

Delivery Results

Back to Sent | Print

Title	bond english spanish 102120
Message Type	Outreach
Site	GUILFORD COUNTY SCHOOL DISTRICT
Scheduled By	Nora Shoptaw
Send Time	21 October 2020 5:30PM (ET)
Voice Completed	21 October 2020 6:15PM (ET) (First attempt completed at 21 October 2020 5:38PM (ET))
Text Completed	21 October 2020 5:37PM (ET)
Email Completed	21 October 2020 5:33PM (ET)
Selected Contacts	80,474 Successfully reached 70,352 (87%)
Languages	English*

DEVICE DELIVERIES

78% (45,566) — 58,147

View each attempt

91% (38,846) — 42,577

87% (813) — 935

Part E. Flier with a statement of cooperation with Guilford County Board of Education & Guilford County Board of Commissioners

GUILFORD COUNTY UPDATE
SCHOOL BOND & TAX INFORMATION

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"As community leaders and elected officials in Guilford County, we stand united to support our schools. The time is now. We must join together to ensure that we have a safe and welcoming environment for our students to learn, grow and prepare for college, career and life. Strong schools create strong communities. Strong communities create a strong economy and a strong economy prepares us for a successful future. Visit SchoolBondFacts.come to learn more."

- ***Guilford County Board of Education & Guilford County Board of Commissioners***

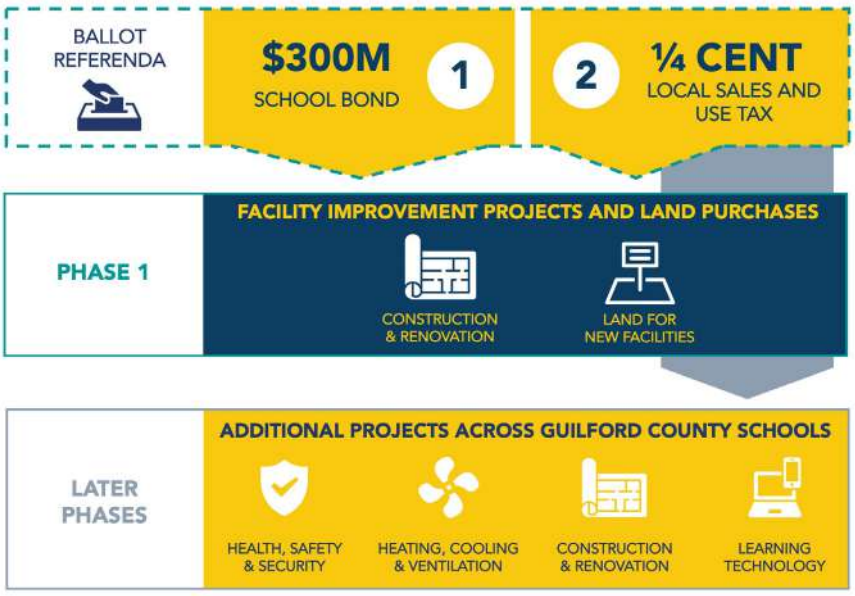
FIXING OUR SCHOOLS FUNDING OUR FUTURE

www.schoolbondfacts.com

GUILFORD COUNTY SCHOOLS
SCHOOL BOND AND TAX INFORMATION

During the November 2020 election, voters will consider a $300 million school bond and a 1/4-cent sales and use tax. Both would help fund the first phase of critical infrastructure projects in keeping with GCS' comprehensive master facilities plan.

- Healthy, safe and updated schools will benefit all Guilford County residents. The average school in GCS is 54 years old with outdated systems for heating and cooling, plumbing, wiring, school design and technology that don't meet the needs today's students.
- The $300 million bond is a critical first step to meeting our shared needs. It will fund the first phase of urgently needed projects to ensure all Guilford County students have a safe, quality learning environment for years to come.
- Within a fiscal year, the quarter-cent sales and use tax will generate approximately $19 million for school construction and renovation needs. See schoolbondfacts. com for more information.



"As community leaders and elected officials in Guilford County, we stand united to support our schools. The time is now. We must join together to ensure that we have a safe and welcoming environment for our students to learn, grow and prepare for college, career and life. Strong schools create strong communities. Strong communities create a strong economy and a strong economy prepares us for a successful future. Visit SchoolBondFacts.come to learn more."

- Guilford County Board of Education & Guilford County Board of Commissioners

GUILFORD County Schools
SOAR TO GREATNESS

Learn more! www.schoolbondfacts.com

Part G. Survey Data from Parents/Community (2018 – 2019)

GCS PARENTS

87%
say GCS keeps them
INFORMED

80%
say GCS does a good job
EDUCATING STUDENTS

Parent Rankings of School Quality

- #1 88% – GCS Magnet Schools
- #2 85% – GCS Choice/Option Schools
- #3 75% – GCS Traditional Schools
- #4 70% – Charter Schools

Parent Performance

Agree/Strongly Agree They're Doing a Good Job

- #1 86% – Support Staff
- #2 85% – Principals
- #3 84% – Teachers
- #4 75% – CO Administrators
- #5 73% – Board of Education

GUILFORD County Schools

Top Sources of Information for Learning about System-Wide Issues (Q18-Q20)
Parents and Community By Year
Base=Total Sample

Unaided, comment question. Up to three answers allowed.

Parents By Year	2017	2018
Connect Ed: Voice mail	76%	80%
E-mail	32%	35%
School my child attends (teacher/principal/staff)	30%	28%
GCS Website, Internet	13%	13%
Word of mouth (Other parents, friends, coworkers)	4%	10%
Social media	4%	10%
My child/children	13%	9%
School newsletters, flyers	7%	8%
Take home folder	13%	7%
Texts from teacher, class Dojo app	1%	6%
TV (other than GCS TV)	1%	5%

Community By Year	2017	2018
TV (other than GCS TV)	27%	32%
Word of mouth (Other parents, friends, coworkers)	25%	29%
School my child attends (teacher/principal/staff)	16%	22%
Connect Ed: Voice mail	19%	18%
Newspapers	22%	18%
My child/children	8%	14%
E-mail	11%	10%
Social media	6%	10%
GCS Website, Internet	10%	9%
None	10%	6%
School newsletters, flyers	3%	4%
GCS TV	5%	1%
Radio	4%	1%

- Percentages highlighted in blue show a significant increase in mentions from 2017 to 2018, the percentage in red shows a significant decrease.
- Percentages highlighted in blue show a significant increase in mentions from 2017 to 2018.

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GUILFORD County Schools

Perceptions of GCS School Your Child Attends (Q52-Q63)
Parents by Year
Base=Total sample, don't know responses dropped
Mean Ratings

Scale: 1=Disagree Strongly to 10=Agree Strongly	Parents 2017	Parents 2018
Q52. I would recommend my child's school to others.	8.4	8.2
Q53. I believe my child's school is safe.	8.6	8.3
Q54. I believe my child is challenged academically.	8.1	8.0
Q55. I believe my child's school has high quality teachers.	8.3	8.2
Q56. I believe my child's school supports the development of good character.	8.8	8.5
Q57. My child's school makes parent involvement easy.	8.5	8.4
Q58. My child's school keeps me informed on how to be involved.	8.5	8.4
Q59. My child's school values parent involvement.	8.6	8.6
Q60. My child's school keeps me informed on how well my child is performing.	8.5	8.4
Q61. My child gets the individual attention needed for success.	7.9	7.7
Q62. I feel a part of the school community.	8.1	7.8
Q63. I am confident my child's school will help develop a well-rounded child.	8.4	8.1

- Red highlighting indicates a significant drop since 2017.

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Part H. Parent and Community Opinion Polls (2009 – 2017)

2009 – 2017 Parent and Community Opinion Polls
Parent Trends

	2014	2015	2016	2017
GCS keeps me informed (% agree, strongly agree)*	90%	87%	88%	88%
GCS is doing a good job	82%	78%	80%	82%
GCS schools are safe	83%	81%	80%	82%
GCS is headed in the right direction	82%	79%	80%	81%
GCS is responsive to requests*	82%	79%	80%	83%
GCS is doing a good job using taxpayer money to educate children	67%	69%	69%	71%
Quality of education (good, very good)	86%	84%	82%	85%
Performance of teachers (good, very good)	89%	85%	85%	86%
Performance of principals (good, very good)	85%	83%	82%	83%
Performance of regional superintendents (good, very good)	80%	80%	78%	N/A
Performance of superintendent (good, very good)	84%	85%	76%	N/A
Performance of Board of Education (good, very good)	74%	75%	70%	74%
Quality of magnet schools (good, very good)	89%	87%	78%	87%
Quality of choice or option schools (good, very good)	87%	87%	75%	88%
Quality of traditional schools (good, very good)	80%	77%	77%	80%
Quality of charter schools – not GCS (good, very good)	72%	71%	68%	76%
Quality of gifted programs (good, very good)	87%	90%	85%	85%
I plan to re-enroll my child at a GCS school next year*		92%	92%	91%
Confident that GCS has best school for my child			75%	78%
Good academic programs for college-bound students			81%	90%
Good CTE programs			80%	85%
Good music, visual and performing arts			81%	83%
Good services for students who require extra help or special education			74%	80%
GCS gives me enough school choices to meet my child's needs			83%	85%
*Strategic Plan 2016 Measure(s); New questions added for marketing purposes; aligned with message framework				

Community Trends

	2014	2015	2016	2017
GCS keeps me informed (% agree, strongly agree)*	72%	74%	69%	69%
GCS is doing a good job	68%	67%	69%	60%
GCS schools are safe	70%	66%	66%	64%
GCS is headed in the right direction	66%	63%	65%	58%
GCS is responsive to requests*	64%	71%	65%	59%
GCS is doing a good job using taxpayer money to educate children	58%	55%	54%	46%
Quality of education (good, very good)	68%	69%	71%	64%
Performance of teachers (good, very good)	82%	79%	83%	74%
Performance of principals (good, very good)	75%	76%	78%	70%
Performance of regional superintendents (good, very good)	70%	69%	74%	N/A
Performance of superintendent (good, very good)	71%	83%	79%	N/A
Performance of Board of Education (good, very good)	63%	67%	63%	54%
Quality of magnet schools (good, very good)	83%	88%	86%	79%
Quality of choice or option schools (good, very good)	68%	83%	80%	73%
Quality of traditional schools (good, very good)	66%	64%	68%	65%
Quality of charter schools – not GCS (good, very good)	63%	77%	76%	73%
Quality of gifted programs (good, very good)	83%	N/A	N/A	N/A

*Strategic Plan 2016 measure(s)

Part I. Voter Analysis Presentation

[Download Full Presentation (Guilford County Election Data 2020)]

Correlations

Unaffiliated vs Dem/Rep

- 2016 (Presidential Race)
  - At the precinct level Unaffiliated voted at the same proportion as Clinton/Trump registered split
  - .98 correlation (1.0 is perfect correlation) at precinct level
  - In other words, unaffiliated split was at the proportion as the Dem/Rep registered voter split

Party & Bonds

- 2016 (Clinton & Yes):
  - Housing Bond had a .96 correlation
  - Parks Bond had a .64 correlation – 2 areas of GSO voted larger proportion Clinton & No
  - Trans Bond had a .76 correlation – 2 areas of GSO voted larger proportion Clinton & No
  - Community & Econ Devel Bond had a .93 correlation
- 2008 Primary (Democratic Candidate & Yes):
  - School Bond had a .43 correlation
  - Why? Maybe due to primary allows for unaffiliated to vote either party,

Key Takeaways

- Can use the Dem/Rep registration split to see how unaffiliated should vote
- In general, those that voted for the Democratic presidential candidate more heavily supported the bonds
  - There are precincts that are exceptions to this
- Around 9% of voters did not vote on the school bonds

Open Questions

- Can you track current election absentee/early voting by precinct to determine where to focus on election day?

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Precinct Landscape

Precincts

- 165 precincts
- There are fewer Trump favored precincts in 2016, but larger in avg size
  - Trump majority precincts: 52 w/ avg voters of 1,702 in 2016
  - Clinton majority precincts: 113 w/ avg voters of 1,471 in 2016

			2020 Registration Data					2016 Presidential Results				2016 Voting Method				Metrics						
Precinct	Voting Facility	City	Dem	Rep	Una	Other	Total	Clinton	Trump	Other	Total	Election Day	Early Voting	Mail	Total	% Dem	% Clinton	% Rep	% Trump	% Election Day	% Park Bond YES	% Park Bond Voted
SORI	Smith Grove Baptist Church	Colfax	1,431	2,275	1,865	34	5,605	1,357	2,201	157	3,715	1,239	2,215	261	3,715	26%	37%	41%	59%	33%	n/a	n/a
RC2	First Baptist Church of Whitsett	Whitsett	1,929	1,619	1,660	32	5,240	1,370	1,548	146	3,064	896	2,082	86	3,064	37%	45%	31%	51%	29%	n/a	n/a
FR1	Unitarian Universalist Church	Jamestown	2,133	961	1,419	33	4,546	1,783	938	115	2,836	807	1,939	90	2,836	47%	63%	21%	33%	28%	71%	81%
MON3	Locust Grove Baptist Church	Browns Summit	1,228	1,889	1,391	27	4,535	1,022	1,947	116	3,085	1,015	1,956	114	3,085	27%	33%	42%	63%	33%	n/a	n/a
STOK	Stokesdale Town Hall	Stokesdale	786	2,036	1,451	29	4,302	735	2,029	137	2,901	899	1,924	78	2,901	18%	25%	47%	70%	31%	n/a	n/a
JEF3	Piedmont Baptist Association	Greensboro	2,617	416	854	9	3,896	2,257	475	68	2,800	642	2,105	53	2,800	67%	81%	11%	17%	23%	n/a	n/a
OR1	Oak Ridge Town Hall	Oak Ridge	737	1,871	1,275	23	3,906	831	1,876	104	2,811	477	2,256	78	2,811	19%	30%	48%	67%	17%	n/a	n/a
FEN1	Brown Recreation Center	Greensboro	2,228	676	945	18	3,867	1,940	768	84	2,792	498	2,236	58	2,792	58%	69%	17%	28%	18%	72%	52%
G21	Mendenhall Middle School	Greensboro	1,540	1,064	1,077	24	3,705	1,404	986	119	2,509	715	1,616	178	2,509	42%	56%	29%	39%	28%	70%	96%
SF4	Pleasant Ridge Christian Church	Greensboro	854	1,483	1,301	29	3,667	1,021	1,670	127	2,818	854	1,864	100	2,818	23%	36%	40%	59%	30%	n/a	n/a
GS0	St John's United Methodist Church	Greensboro	2,160	287	1,171	29	3,647	1,572	340	79	1,991	845	1,111	35	1,991	59%	79%	8%	17%	42%	75%	92%
RC1	Eastern Guilford Middle School	Gibsonville	1,471	1,052	1,067	19	3,609	1,237	1,175	72	2,484	547	1,838	99	2,484	41%	50%	29%	47%	22%	n/a	n/a
G45	UNCG-Elliot University Center	Greensboro	1,187	207	2,043	32	3,469	2,307	353	138	2,798	669	2,117	12	2,798	34%	82%	6%	13%	24%	82%	86%
MON2A	Brightwood Elementary School	Greensboro	2,012	462	938	27	3,439	1,620	546	54	2,220	612	1,565	43	2,220	59%	73%	13%	25%	28%	n/a	n/a
H25	Tabernacle Baptist Church	High Point	993	1,371	1,035	31	3,430	1,050	1,487	111	2,648	633	1,871	144	2,648	29%	40%	40%	56%	24%	n/a	n/a
NCGR1	Center United Methodist Church	Greensboro	725	1,466	1,157	26	3,374	846	1,436	136	2,418	848	1,484	86	2,418	21%	35%	43%	59%	35%	n/a	n/a
SF1	Summerfield Community Center	Summerfield	642	1,520	1,182	27	3,371	837	1,528	118	2,483	762	1,638	83	2,483	19%	34%	45%	62%	31%	n/a	n/a
G48	Lindley Recreation Center	Greensboro	1,679	378	1,286	36	3,379	1,666	402	127	2,195	762	1,357	76	2,195	50%	76%	11%	18%	35%	80%	94%
G09	Craft Recreation Center	Greensboro	2,044	302	919	15	3,280	1,618	298	42	1,958	535	1,399	24	1,958	62%	83%	9%	15%	27%	72%	93%
G26	Hillcrest Baptist Church	Greensboro	1,733	467	1,064	20	3,284	1,738	485	79	2,302	643	1,605	54	2,302	53%	75%	14%	21%	28%	71%	93%
G46	Warnersville Recreation Center	Greensboro	2,316	94	853	21	3,284	1,787	60	42	1,889	792	1,073	24	1,889	71%	95%	3%	3%	42%	80%	94%
G43	Western Guilford High School	Greensboro	1,589	497	1,061	29	3,176	1,336	509	74	1,919	597	1,264	58	1,919	50%	70%	16%	27%	31%	73%	93%

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