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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Greensboro, NC 27401
(336) 370-8106 | carrn@gcsnc.com
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 Dozens of “temporary” mobile classrooms have been in place in excess of 30 years, and the district’s outdated technology, wiring, plumbing, roofs and HVAC systems fail frequently.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.
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

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.

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!
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

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.

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 I. Voter Analysis Presentation
Part A. By the Numbers: “Fix Our Schools, Fund Our Future”

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

THANK YOU GUILFORD COUNTY VOTERS
For saying YES to our schools $300M in school bonds!

GUILFORD COUNTY SCHOOLS

Guilford County Schools North Carolina | Fix Our Schools, Fund Our Future Bond Campaign
Part B. Campaign Action Plan

Download full Campaign Action Plan
Part C. Frequently Asked Questions

Download full FAQ document

Guilford County Schools | Fix Our Schools, Fund Our Future

Frequently Asked Questions

Q. Why do we need a school bond?
A. Guilford County voters last approved school bonds 12 years ago (2018) and the average GCS school was built more than 50 years ago. Many schools have never been renovated or updated in more than 50 years.

A facility condition assessment study conducted by an outside firm found that 90% of the district’s buildings are 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 temporaryasts while schools renovations are underway.

Funds would also go to purchase land countywide 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, the 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 school boards and their leaders have issued a statement in support of the proposed $300 million in school bonds and $300 million in new 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

**Coverage Sentiment**

- Positive: 21.3%
- Neutral: 64.7%
- Negative: 2%

**Results**

- Voted For Bond: 72.5%
- Voted Against Bond: 27.5%

**Bond Media Sentiment**

- Exceptional Coverage in Television
- Nearly 50 Mentions in Print & Online
- More than 200 Television Stories Published

**BOND CAMPAIGN COVERAGE**

- Exceptional Coverage in Television
- Nearly 50 Mentions in Print & Online
- More than 200 Television Stories Published

### WEBSITE

**Visits to GCS Campaign Webpage**

- **Statistics**

  - Total visits to the GCS Campaign webpage over time.
  - The website was most visited in March 2020.
  - The least visited month was January 2020.

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**Guilford County Schools North Carolina | Fix Our Schools, Fund Our Future Bond Campaign**
SOCIAL MEDIA

**YouTube**

campaign videos & live streams

15

- 133,474 impressions
- 20,115 views
- 10,512 watch time hours

**Twitter**

- 50 tweets
- 129,790 impressions
- 4,512 engagement

[https://twitter.com/GCSchoolsNC](https://twitter.com/GCSchoolsNC)

**Facebook**

- 52 posts
- 327,800 total reach
- 30,564 engagement

[https://www.facebook.com/GCSchoolsNC/](https://www.facebook.com/GCSchoolsNC/)

**Instagram**

- 34 posts
- 54,891 total reach

[https://www.instagram.com/gcschoolsnc/](https://www.instagram.com/gcschoolsnc/)

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Guilford County Board of Education Social Media Pages

**Twitter**

- 9 tweets

[https://twitter.com/GuilfordBOE](https://twitter.com/GuilfordBOE)

**Facebook**

- 11 posts
- 2,666 total reach
- 35 engagement
GCS schools cover more than 12 million square feet of building space

Liked by gcs_psychological_services and others
gcschoolsnc 12 million square feet — that’s a lot of ground to cover. We have a HUGE responsibility to provide learning spaces that are in good repair, well-supplied, and have what students need to learn at their highest level...and we take it very seriously. THANK YOU for your support of our students and our schools! Visit SchoolBondFacts.com #KeepLearningGCS #KeepLeadingGCS #ReopenGCS #soarwithGCS

Guilford County Schools
November 3, 2020

There’s still time to vote! Polls are open until 7:30pm. There are 2 critical initiatives on the ballot: the $300 million school bond and the quarter-cent sales and use tax.

Across GCS, you will find individual, diverse, deserving students — who have dreams, abilities and promise. When you support GCS, you, too, send the message that you believe in them and support their path to a bright future. THANK YOU! Visit SchoolBondFacts.com #KeepLearningGCS #KeepLeadingGCS #ReopenGC... See More

Guilford Co. Schools @GCSchoolsNC · Nov 3, 2020

(1/3) A facility condition assessment study conducted in 2018 found 60% of the district’s facilities in poor or unsatisfactory condition. While the 2020 school bond referendum and quarter-cent sales tax won’t fix every building, it’s a necessary first step.

Guilford Co. Schools @GCSchoolsNC · Nov 3, 2020

(2/3) If voters approve the $300 million bond referendum included on the 2020 ballot, this funding can be used to begin Phase 1 of the Facilities Master Plan.

Guilford Co. Schools @GCSchoolsNC · Nov 3, 2020

(3/3) As projects are completed, county leaders can utilize revenue from the one-quarter cent sales tax (if approved) and seek additional funding through future bond referenda, if needed, to address future phases of the plan. Learn more at schoolbondfacts.com.
### Delivery Results

**Title**: bond english spanish 102120  
**Message Type**: Outreach  
**Site**: GUILFORD COUNTY SCHOOL DISTRICT  
**Scheduled By**: Nora Shouple  
**Send Time**: 21 October 2020 5:30PM (ET)  
**Voice Completed**: 21 October 2020 6:16PM (ET) (Final attempt completed at 21 October 2020 8:38PM (ET))  
**Text Completed**: 21 October 2020 6:37PM (ET)  
**Email Completed**: 21 October 2020 6:38PM (ET)  
**Selected Contacts**: 80,474  Successfully reached 70,812 (87%)  
**Languages**: English*  

#### DEVICE DELIVERIES

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<tr>
<th>Language</th>
<th>% Delivery</th>
<th>Number</th>
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<tbody>
<tr>
<td>English</td>
<td>78% (45,588)</td>
<td>55,147</td>
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<tr>
<td>Spanish</td>
<td>81% (38,846)</td>
<td>42,577</td>
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</tr>
<tr>
<td>Spanish</td>
<td>87% (813)</td>
<td>835</td>
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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.com to learn more.”

- Guilford County Board of Education & Guilford County Board of Commissioners
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.com to learn more.”

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

Learn more! www.schoolbondfacts.com
**Part G. Survey Data from Parents/Community (2018 – 2019)**

### 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

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

### GCS Parents

- **87%** say GCS keeps them informed
- **80%** say GCS does a good job educating students

### Top Sources of Information for Learning about System Wide Issues (2018-2019)

- **GCS Parents**: 87% say GCS keeps them informed
- **80%** say GCS does a good job educating students

#### 2009 – 2017 Parent and Community Opinion Polls

**Parent Trends**

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

*Strategic Plan 2016 Measure(s); New questions added for marketing purposes; aligned with message framework
### Community Trends

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

*Strategic Plan 2016 measure(s)
Part I. Voter Analysis Presentation

Download Full Presentation (Guilford County Election Data 2020)

### Unaffiliated vs Dem/Rep

- **2016 (Presidential Race)**
  - At the precinct level Unaffiliated voted at the same proportion as Clinton/Trump registered split.
  - .39 correlation .39 (perfect correlation) at the precinct level.
  - In other words, unaffiliated split was at the proportion as the Dem/Rep registered voter split.

### 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?

### Precinct Landscape

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

### Correlations

- **2016 (Clinton & Yes):**
  - Housing Bond had a .96 correlation.
  - Parks Bond had a .64 correlation – 2 areas of GIS voted larger proportion Clinton & No.
  - School Bond had a .75 correlation – 2 areas of GIS voted larger proportion Clinton & No.
  - Community & Icon (Prop) bond had a .39 correlation.

- **2008 Primary (Democratic Candidate & Yes):**
  - School Bond had a .59 correlation.
  - Why? Maybe due to primary allows for unaffiliated to vote other party.

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**Guilford County Schools North Carolina | Fix Our Schools, Fund Our Future Bond Campaign**