

# #OneChippewa Survey June 2022

Report

# Overview

A survey was conducted targeting residents of the Chippewa Local Schools district during the month of May 2022.

In total, 229 responses were submitted. Respondents were solicited via posts on the Chippewa Levy Committee Facebook Page, with a small amount ( less than 20 overall ) solicited through as through business cards distributed to through local businesses and printed copies of the survey available at the Library.

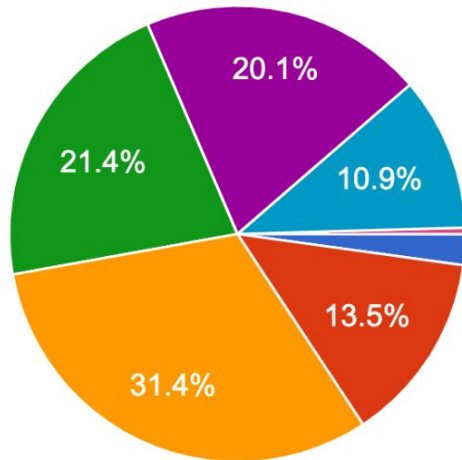
Survey responses were collected with no requirement to provide personally identifiable information (PII), though respondents could provide their contact information if they wished to be contacted about the survey responses they provided.

All raw survey data is made publicly available at xxx with any PII removed.

# Demographics

## What is your age?

229 responses

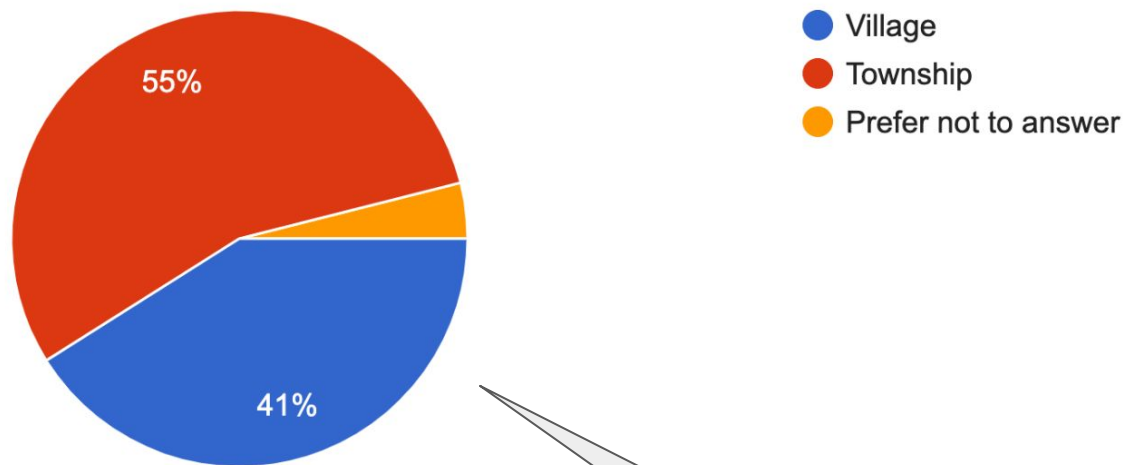


- 18-25
- 25-35
- 35-45
- 45-55
- 55-65
- 65+
- Prefer not to answer

The [2020 Census](#) reported a much more even age distribution than responded to this survey; much higher in the 35-45 age group and lower 65+ age group.

## Where do you live?

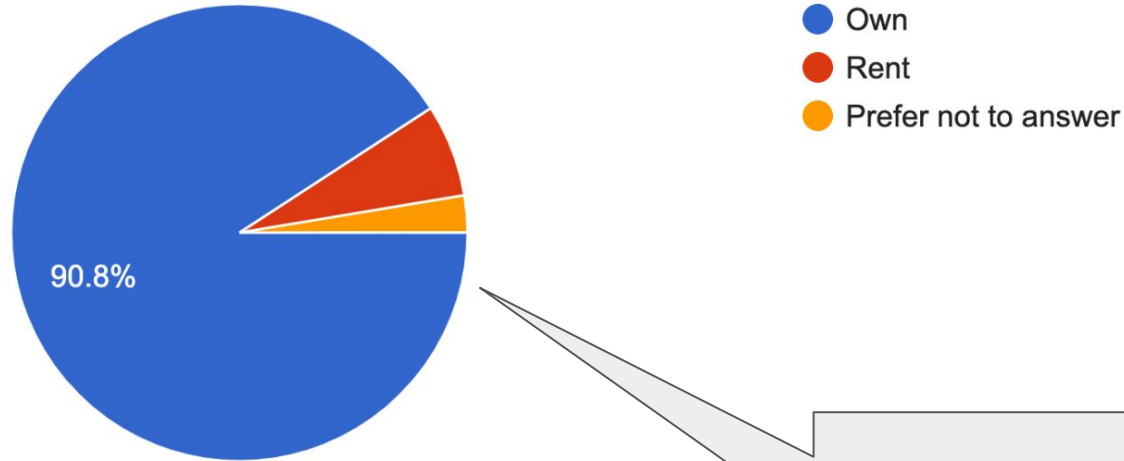
229 responses



Based on the 2020 Census, 30% of the district population resides in the village versus 70% in the township, so the township residents are not as represented.

## Do you own or rent your residence?

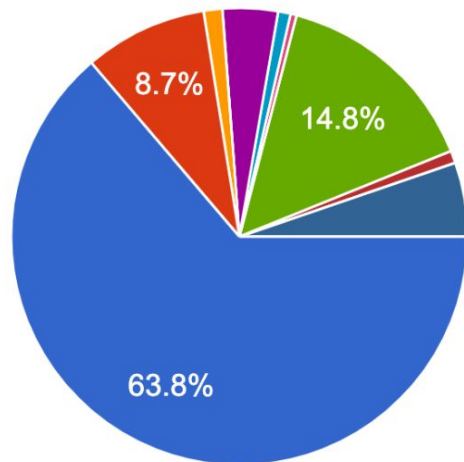
229 responses



Based on the 2020 Census, [87% of housing units were owner occupied](#), so respondents generally aligned with area demographics.

## What is your employment status?

229 responses



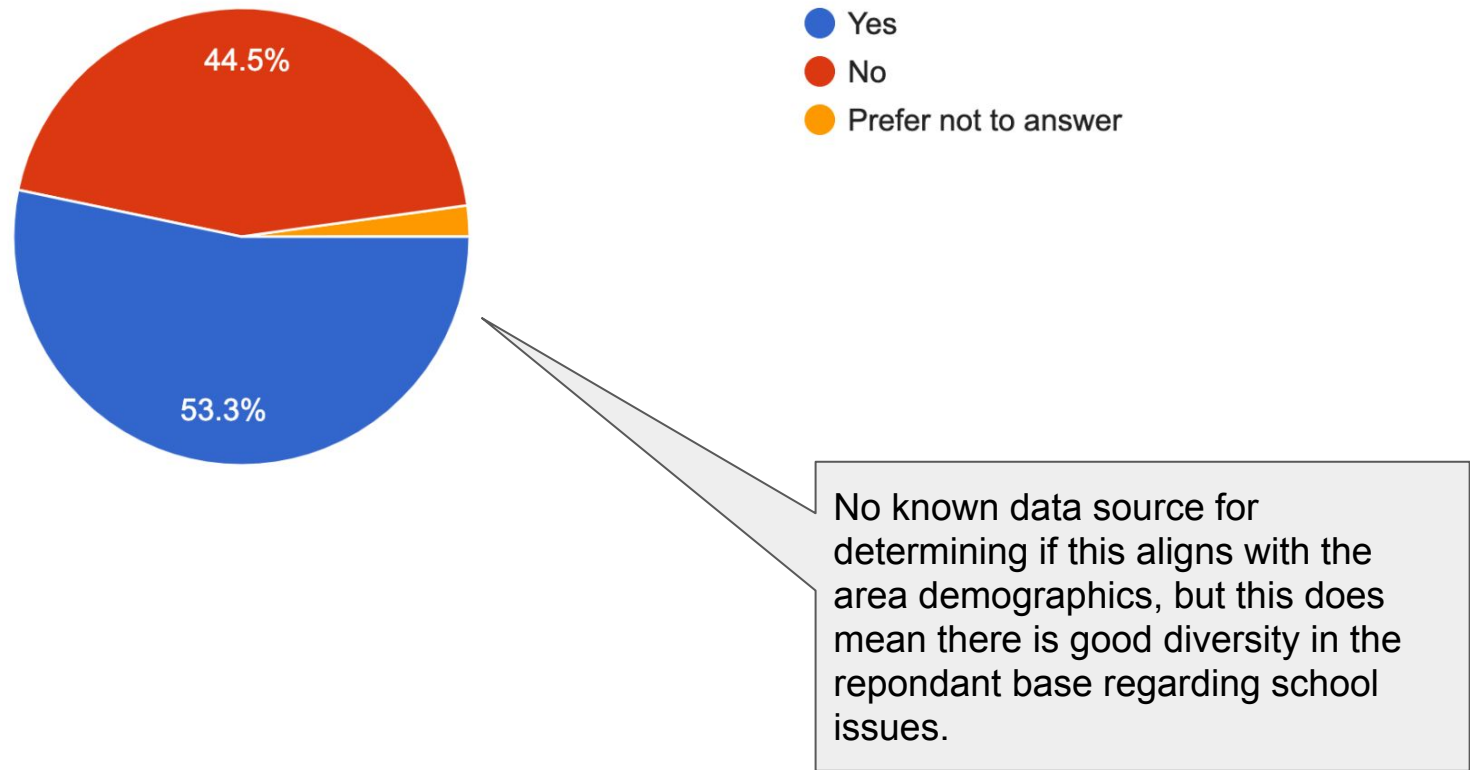
- Employed for wages
- Self-employed or own your own busin...
- Out of work and looking for work
- Out of work but not currently looking f...
- A homemaker
- A student
- Military
- Retired

▲ 1/2 ▼

Not aware of a data source to  
validate area demographics

Do you have children currently in the school district?

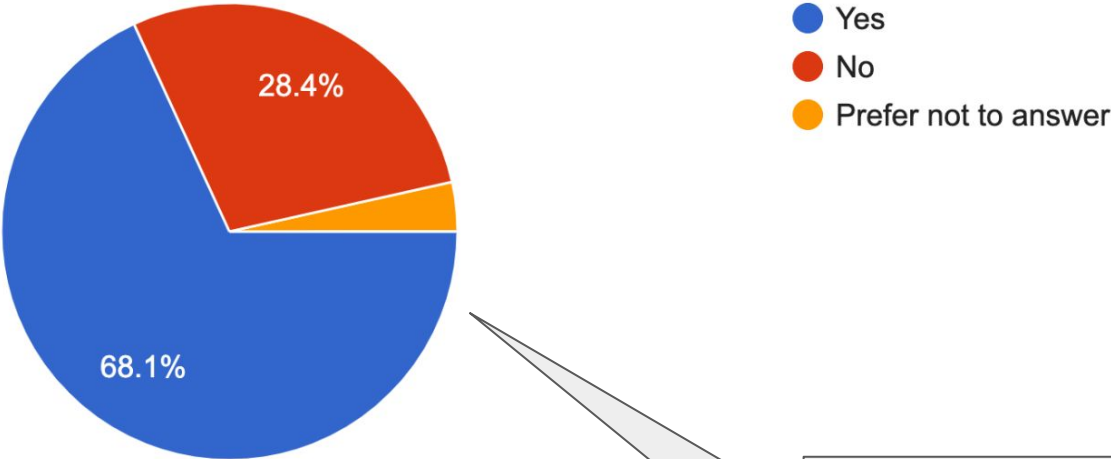
229 responses





Have you had children attend the school district in the past?

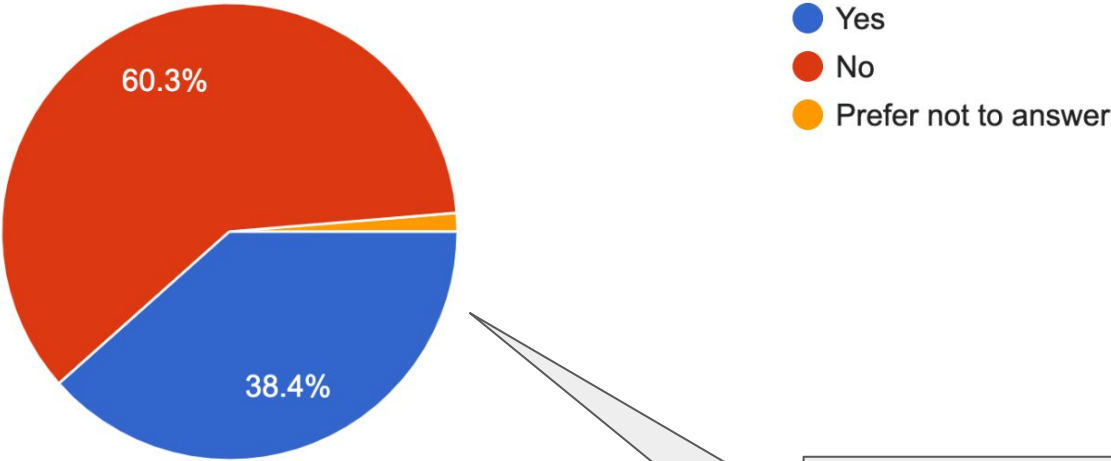
229 responses



Similar to the previous question, while there is no known data source for determining if this aligns with the area demographics, this does likely indicate diversity in terms of multi generation respondents.

Did you attend this school district?

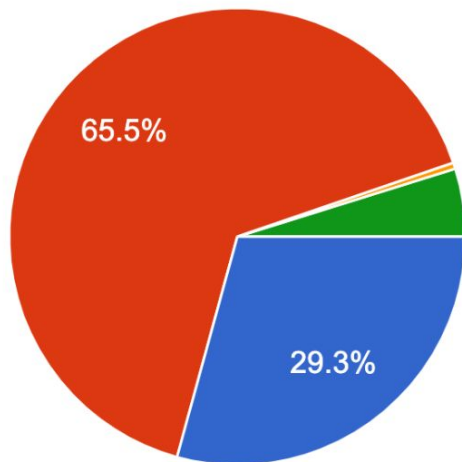
229 responses



While there isn't a good comparison data source, this is an interesting breakdown considering previous questions.

## What gender do you identify with?

229 responses

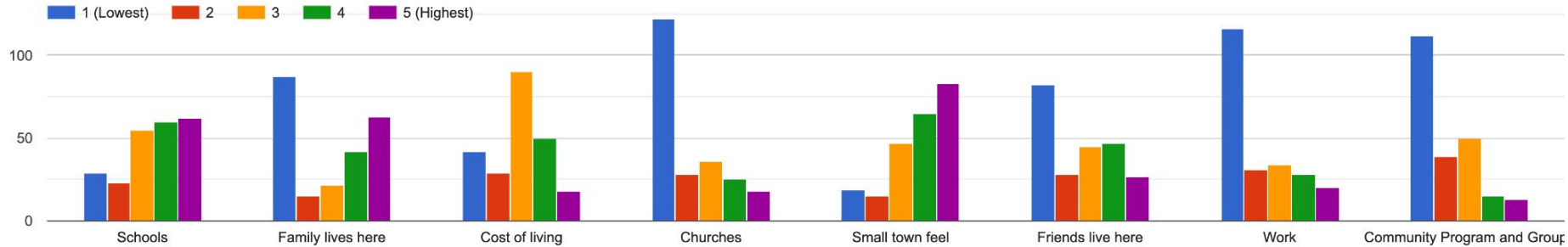


- Male
- Female
- Other
- Prefer not to answer

The 2020 Census indicated there was an [even 50/50 split on gender](#), so these respondents trended more female than the area demographics. However, considering the survey audience and type, it's likely there would be one survey response per household in many cases

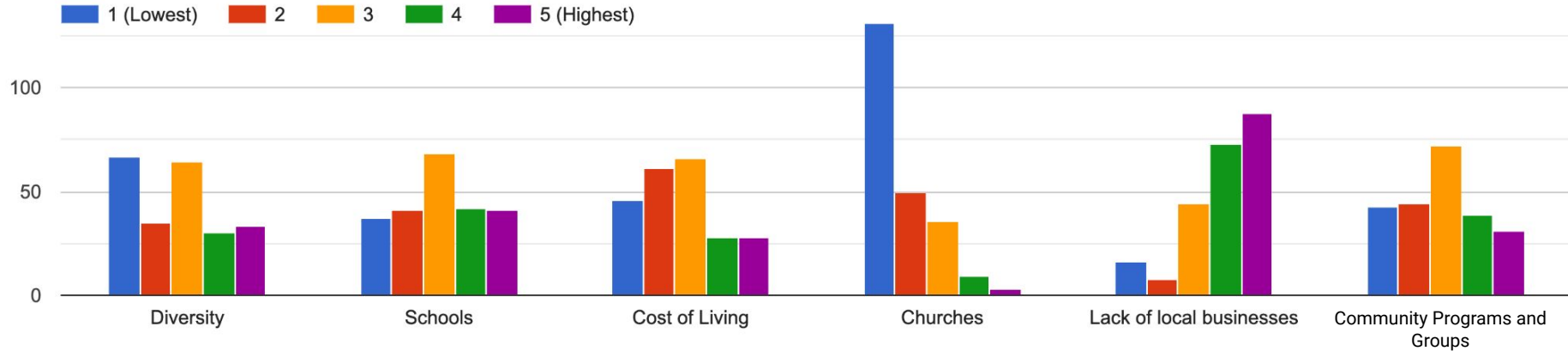
View of the district community

What has drawn you to live in the district? Rank each item on a 1-5 scale, 5 being the highest and 1 being the lowest. Note that if you are on a mobile device you may need to side scroll to rank an item 4 or 5.



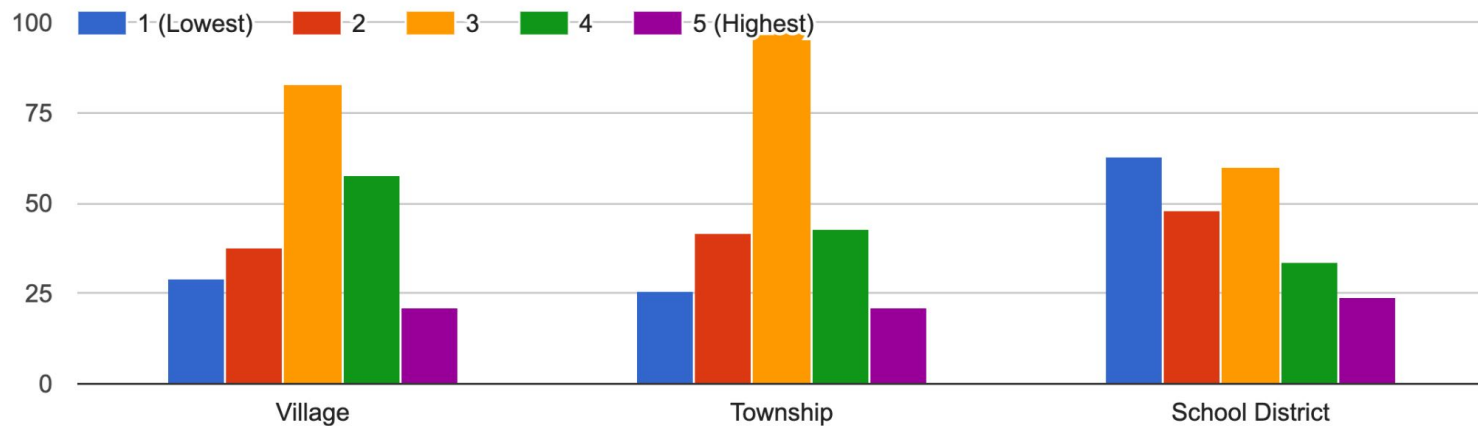
- Small town feel and Schools were generally the biggest draws to living in the district. Churches, Work, and Community Programs and Groups the least.
- Cost of Living seemed to be a mild factor ( neither highest nor lowest ).
- Family lives here was either the highest or lowest factor.

What do you see as the biggest challenges in the district community? Rank each item on a 1-5 scale, 5 being the highest and 1 being the lowest. Note that if you are on a mobile device you may need to side scroll to rank an item 4 or 5.



- Respondents generally agreed 'Lack of local businesses' as the biggest challenge, and 'Churches' the lowest.
- All other categories were even across rankings generally.

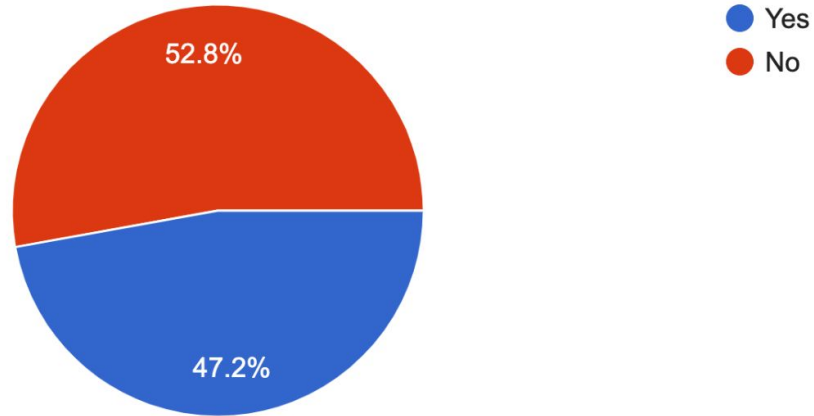
What is your confidence in the leadership of the governance group in our district? Rank each item on a 1-5 scale, 5 being the highest and 1 being the ... you may need to side scroll to rank an item 4 or 5.



- Respondents generally had median confidence in the leadership of the village and township.
- Respondents generally had lower ( ranked 1-3 ) confidence in the leadership of the schools district.

## Do you see this community as one set up for a sustainable future?

229 responses



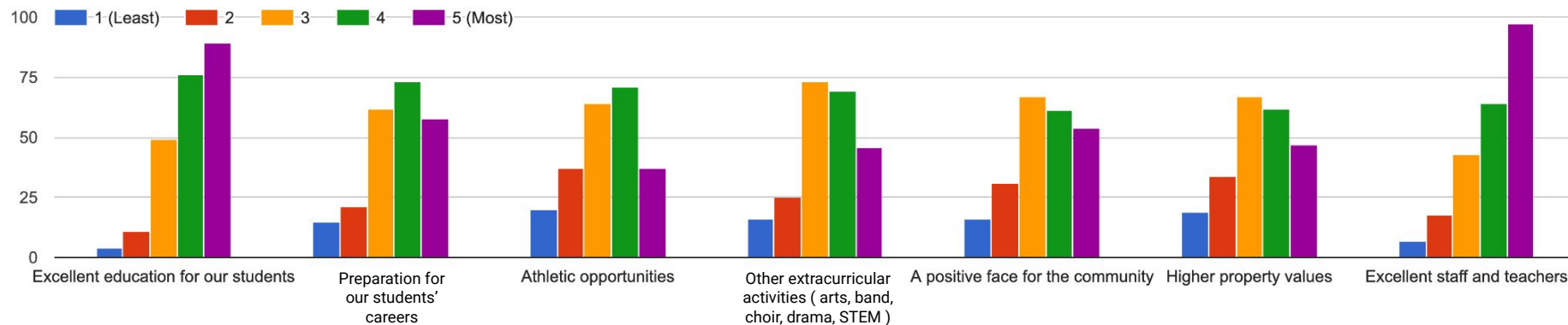
Selected detail responses:

- "Our township is reluctant to allow new businesses to move in, and the school district leadership pushes non-sensical spending while trying to promote "transparency" (turf field, digital wall-of-fame)"
- "Too much division. Lack of trust and all pushback on any change makes forward movement difficult. Need businesses to help bring in Tax revenue for schools and village"
- "There's no togetherness in the community anymore. there's no loyalty or transparency. "
- "Doylestown does a good job of maintaining the status quo but doesn't seem interested in investing in improvements or expansion with the intent of growing the community's size or demand. "



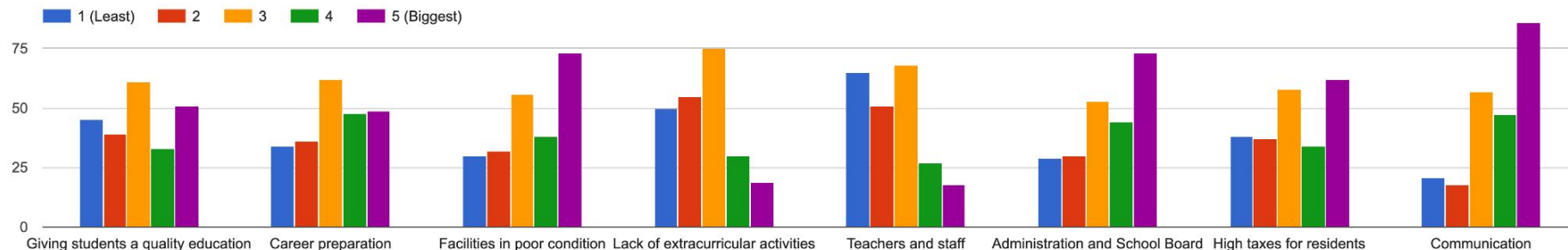
Schools

What do you see as values the school district provides? Rank each item on a 1-5 scale, 5 being the one you most agree with and 1 being the least you agree with. Note that if you are on a mobile device you may need to side scroll to rank an item 4 or 5.



- Respondents generally aligned on all categories being values the school district provides, with “Excellent education for our students” and “Excellent staff and teachers” being the highest.

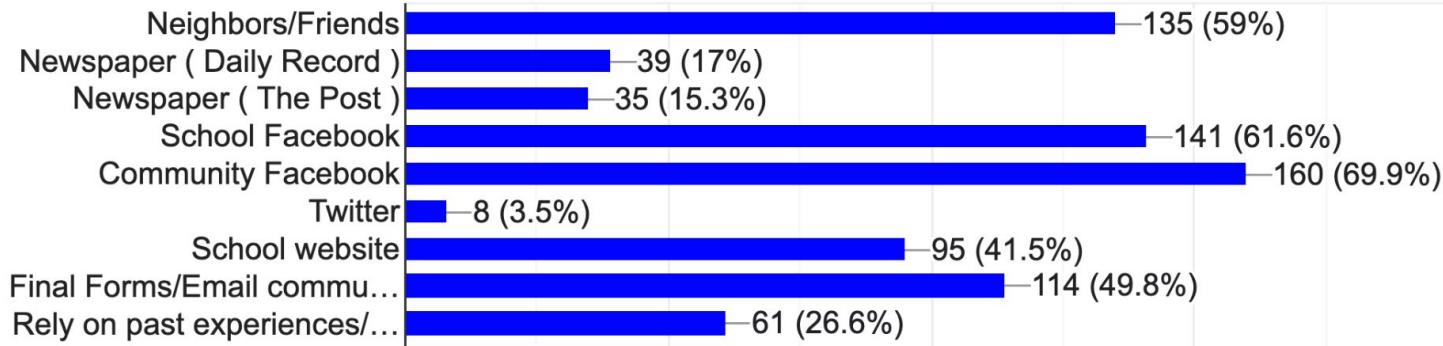
What do you believe are the biggest challenges facing the school district? Rank each item on a 1-5 scale, 5 being the biggest challenge with and 1 being the least challenge. Note that if you are on a mobile device you may need to side scroll to rank an item 4 or 5.



- Respondents saw “Communication” as the largest challenge, with “Facilities in poor condition”, “Administration and School Board”, and “High taxes for residents” as the next largest.
- “Lack of extracurricular activities” and “Teachers and staff” were the least challenge as seen by respondents.
- “Giving students a quality education” and “Career preparation” were considered median challenges.

What are the primary ways you get information and form opinions on the school district? Check all that apply.

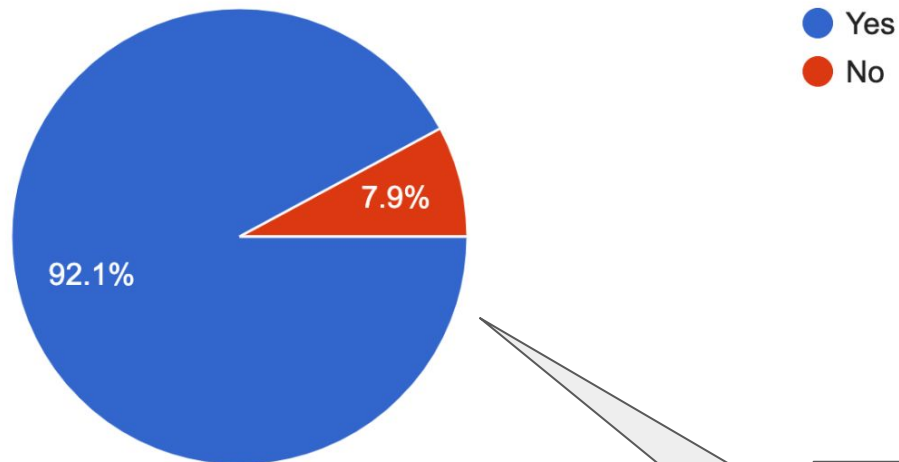
229 responses



- Respondents mostly indicated Facebook and Neighbors/Friends were the primary ways to get information and form opinions on the school district.
- School website and Final Forms/Email communication were reported by half of respondents.
- 1 out 4 relied on past experiences.

## Are you aware of the school district having a website?

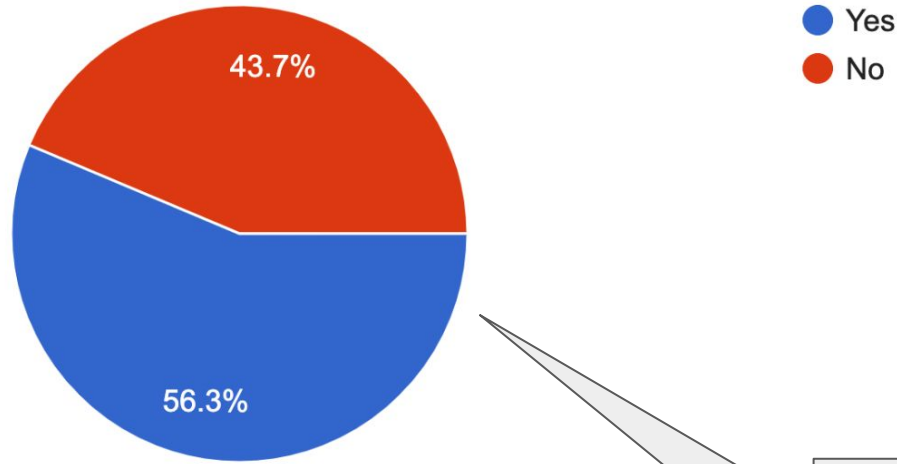
229 responses



This is good :-)

## Are you aware of the school district having a strategic plan?

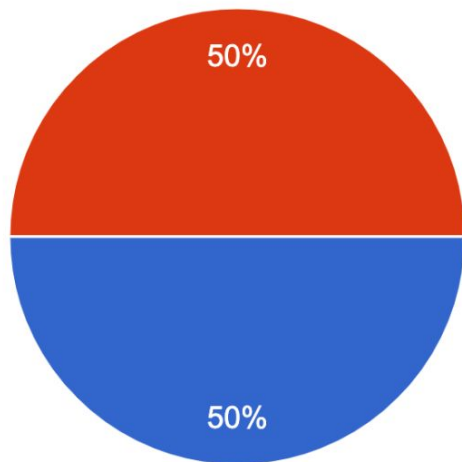
229 responses



This is a bit concerning, especially with the number of comments regarding lack of planning and future thinking.

# What form of taxation for school funding do you prefer

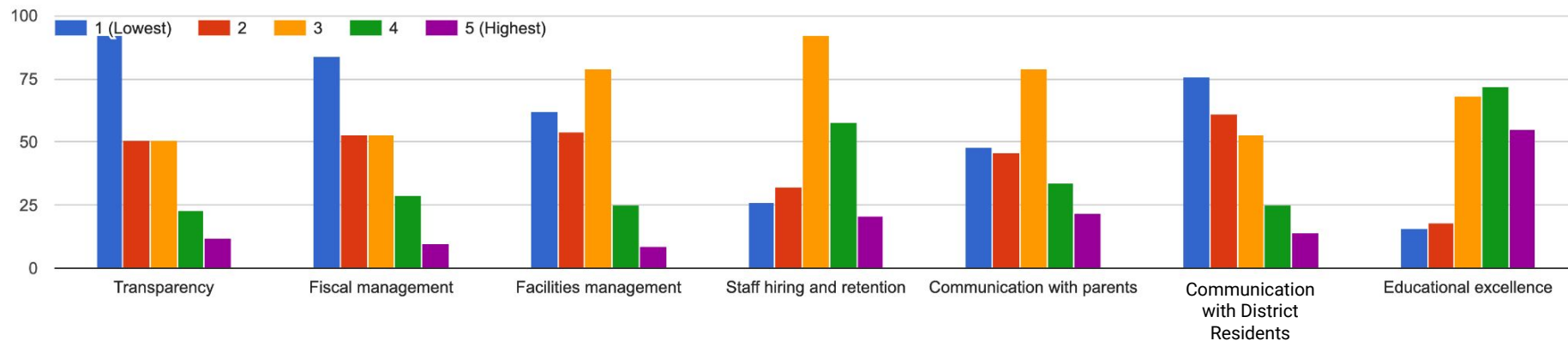
228 responses



- Property Tax (millage)
- Earned Income Tax (SDI)

This is an interesting statistic.

Rank from 1-5 in each area below on in the leadership of the school district ( superintendent, treasurer, school board ), with 1 being the lowest ranking and 5 being the highest ranking. Note that if you are on a mobile device you may need to side scroll to rank an item 4 or 5.



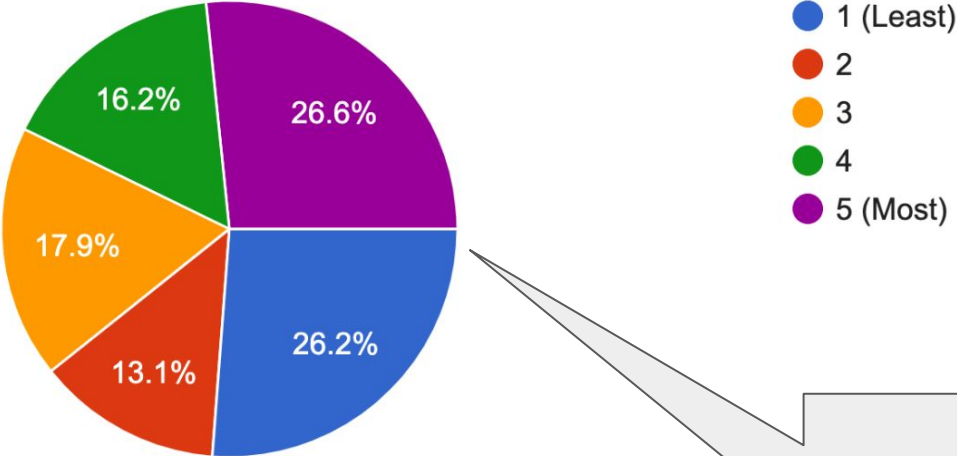
- Respondents rated the leadership of the school district lowest in areas of transparency, district resident communication, and fiscal/facilities management.
- Respondents generally rated 'Education excellence' as the highest for the leadership of the school district.
- 'Staff hiring and retention' and 'Communication with parents' had median responses.



# Future Directions

Decommission Hazel Harvey School and build an addition to the existing Chippewa Intermediate to house Grades K-2 ( including preschool programs )

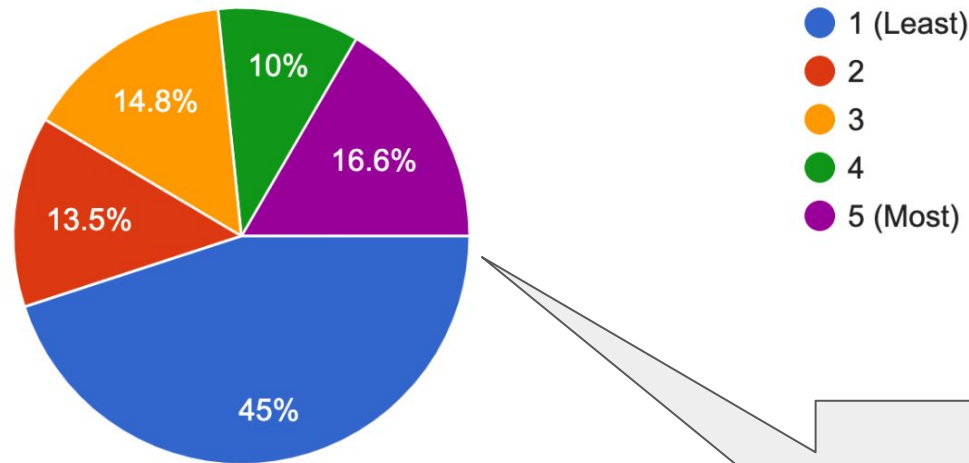
229 responses



Respondents are generally split on this proposal.

Move all school buildings onto the current Chippewa Jr/Sr High School site, purchasing additional property as needed.

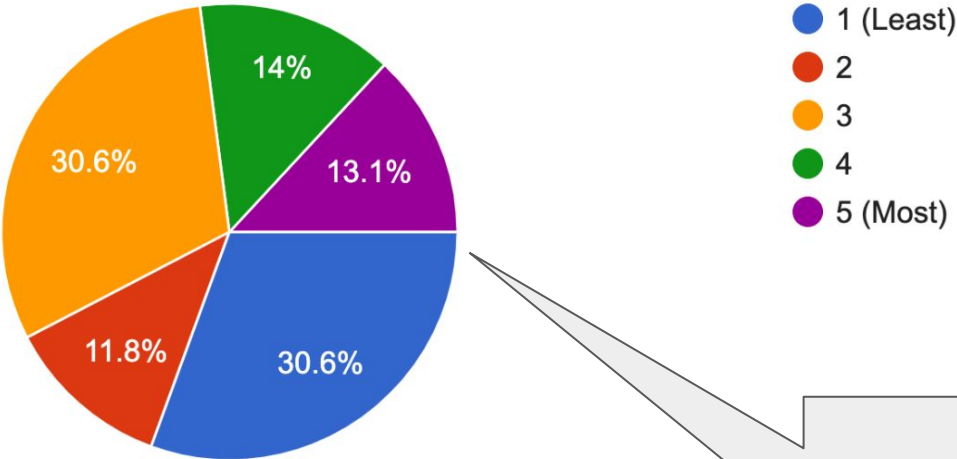
229 responses



Respondents generally are not in favor of this proposal.

Transition to having athletic programs sanctioned by the school district be self-sustaining, meaning any costs outside of salaries should be covered by revenues generated by those programs

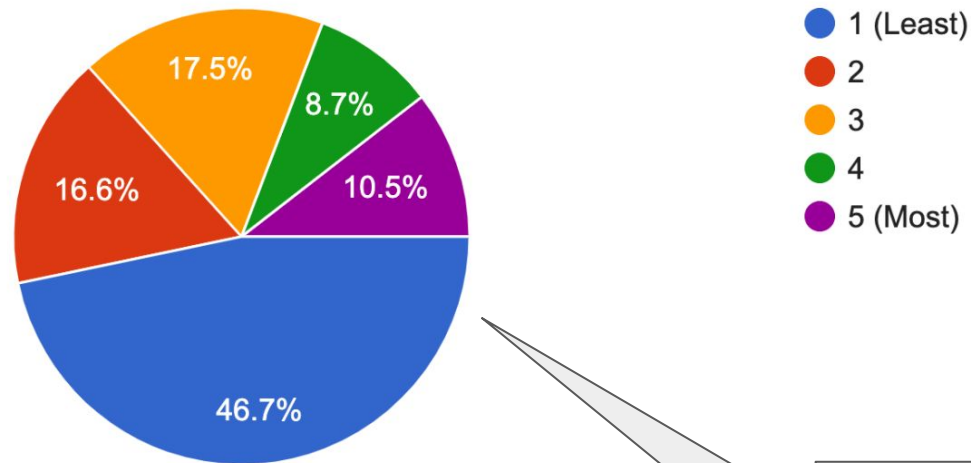
229 responses



Respondents generally trended to not be in favor of this proposal

Replacing all of the district's current athletic facilities with new, modern facilities.

229 responses



Respondents generally are not in favor of this proposal.

# Other Feedback

# What other feedback would you like to share about the community?

## Selected responses

- "It would show the community can progress if the community spoke with the folks who have the real information versus the "area pot stirrers" and the folks who are always negative."
- "Enjoy living here and would like to continue but feel city leaders are holding Doylestown back and not focusing on building or supporting downtown business and expanding tax base to help lower personal tax"
- "Communication and education are key"
- "We need to bring more businesses into the community. Like a grocery store. Not a convenience store but small grocery we also need more restaurants. Our downtown needs more modernization we look run down. We need to generate these things to also help lower our taxes."
- "Kids are our future, we need to invest in them"

# What other feedback would you like to share about the school district?

## Selected responses

- "Have transparency. Show where the money is going. Explain why these things have gone to the way side for so long. There's truly no excuse to have Hazel Harvey in such terrible condition when so much money was dumped into athletic facilities. It's embarrassing as an alumni and now a parent that our young students aren't valued or appreciated enough to give them a safe building."
- "I feel some leadership in the district seems more involved and welcoming than others. I can see a disconnect from the outside and it feels uncomfortable at times."
- "We moved here for the schools and have voted for all the levies until the last one. I don't believe in writing the government a blank check without accountability. Plan the project, bid it out, establish the budget and timeline and then present it to the voters. If I know what I'm getting for my \$, I will absolutely vote for it. "
- "We have some excellent educators and staff working for our children and deserve better classrooms and technology "
- "Continue to improve and keep the school district informed the best you can. Continue to be transparent. "



# Key Insights

# Community growth and vibrancy is an issue

- Respondents connect lack of local businesses to lack of growth and vibrancy in the community.
- Respondents would like to see leadership forward thinking and developing long term plans for a stronger community.
- Leadership should be more proactive in developing and communicating a strategic plan

# Communication and transparency are challenges

- Communication and transparency generally rated as the biggest challenges across questions and groups.
- While Facebook has been cited as a primary source of information with respondents, there was considerable feedback to have more diversity in the methods of communication.
- Many respondents cited information that has been publicly debunked, meaning there is a fair amount of disinformation filling the communication void.
- Leadership should invest in ways to be more intentional with communication with district residents.

# Respondents generally love the community and the schools.

- Generally the “small town feel” of the community is a draw for residents
- Respondents value the teachers and staff and the educational excellence provided.
- Leadership should continue to focus on the positive values and stories of the district and community