

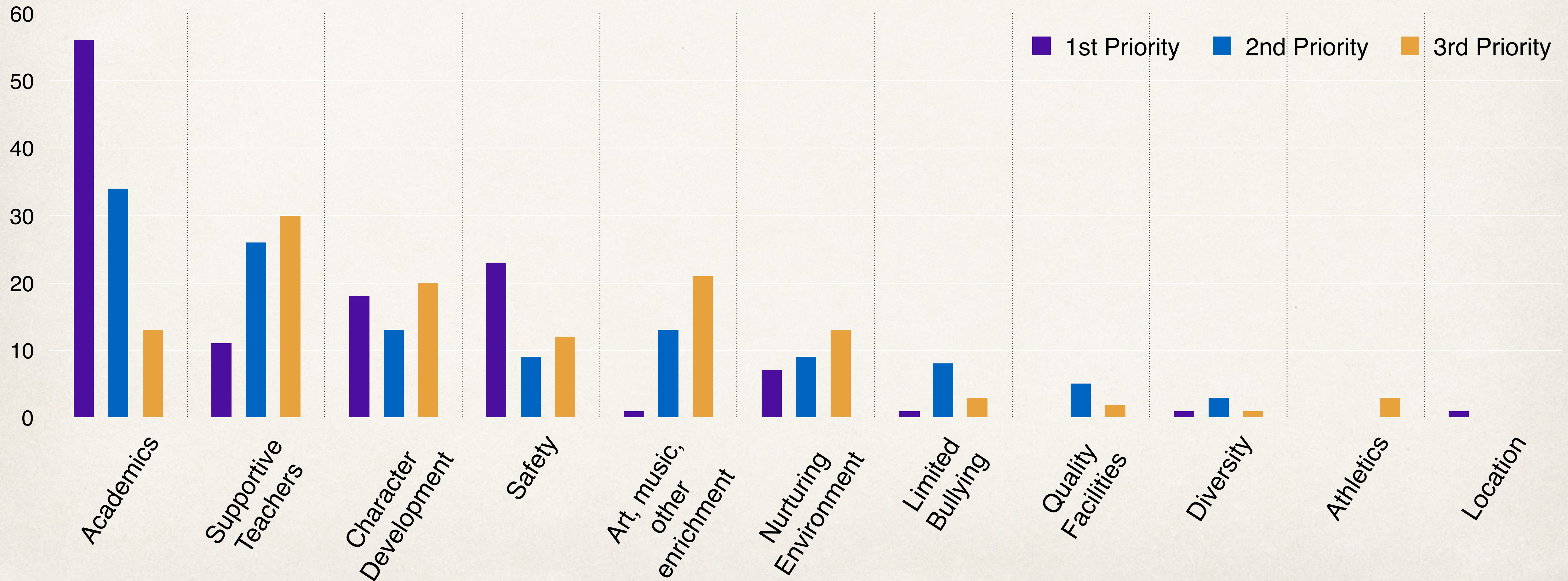
# Educational Opportunity: Research

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K-12 education reform focus group and survey research

# Importance of Educational Elements

Beyond academics, our respondents put an emphasis on supportive teachers, character development and safety.



# Three *Alternate Visions* for Education

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**Respondents provided feedback on three different positioning statements about education.**

Vision A: Focused on high-quality schools, accountability, superior results and shutting down underperforming schools.

Vision B: Students and families should have the ability to find a school that meets their needs and teachers must be able to innovate in order to meet the needs of students.

Vision C: Traditional public schools are the best option for most students and more funding should be provided to ensure their success.

# Three Alternate Visions

(0-100 Mean Agreement/ Likability Scores)	Vision A	Vision B	Vision C
<b>GRAND MEAN</b>	<b>65.2</b>	<b>73.2</b>	<b>75.1</b>
Indianapolis	58.8	68.6	73.8
Charleston	70.7	77.8	74.9
San Antonio	65.2	71.9	76.3
Phoenix	65.5	73.7	75.4
Moms	64.8	73.8	72.4
Opinion Leaders	66.9	76.4	76.8
Teachers	60.5	63.6	78.6
Low Income Parents	67.5	74.8	73.5

# Message Testing Results

0-100 point allocation

High-quality educational **opportunities** should be available to all students.

24.4

Children and their families should have **freedom** to pursue educational options that are best-suited to their individual needs and talents.

18.1

Teachers and school leaders provide the essential **capability** to nurture student growth and produce superior outcomes for kids.

13.3

**Innovation** drives continuous improvement in educational outcomes.

11.7

Children and their families should be able to choose schools based on shared **goals and values**.

11.7

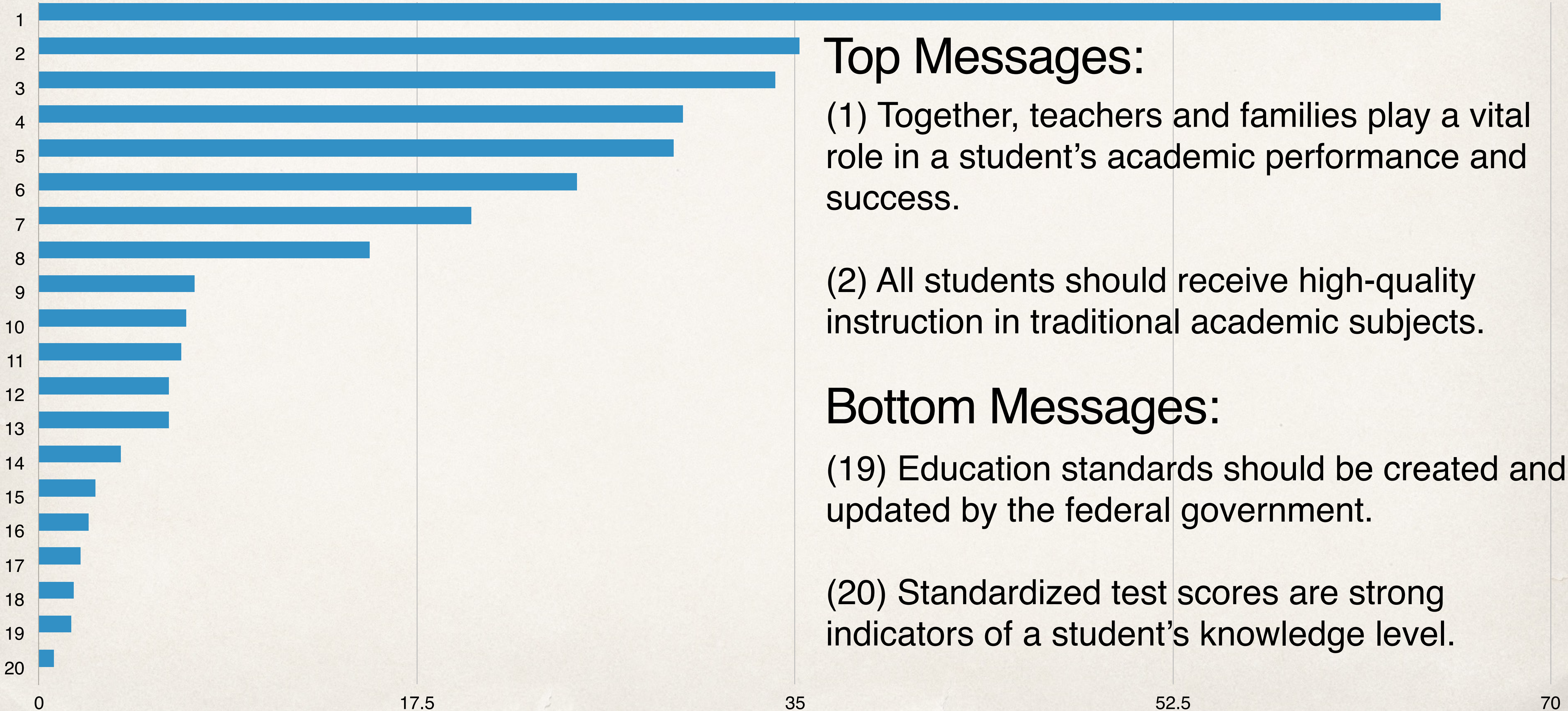
**Standards** are determined by providers in response to the needs of children and their families.

10.9

Education providers are **accountable** to children and their families.

9.9

# Message Results *Opinion Leaders, Registered Voters, Educators*



## Top Messages:

(1) Together, teachers and families play a vital role in a student's academic performance and success.

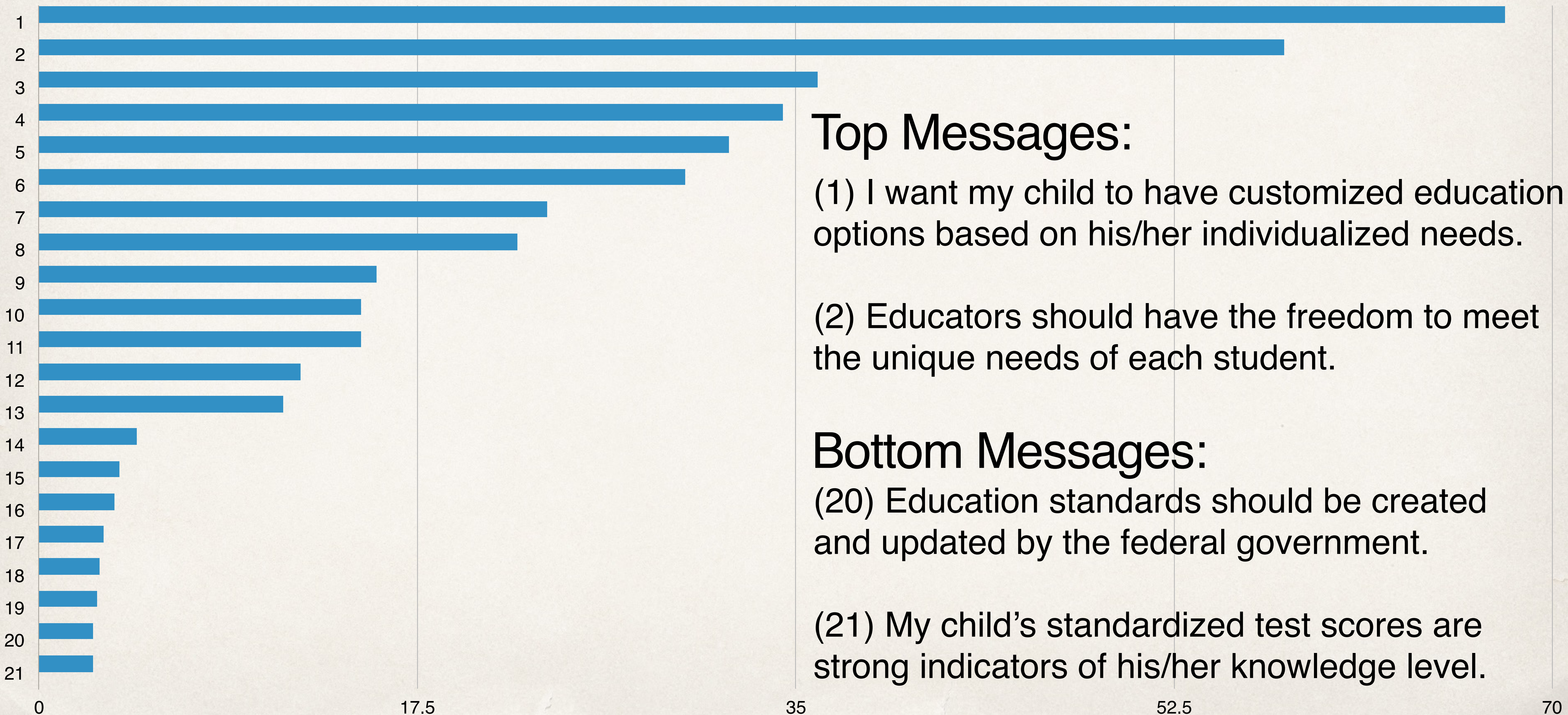
(2) All students should receive high-quality instruction in traditional academic subjects.

## Bottom Messages:

(19) Education standards should be created and updated by the federal government.

(20) Standardized test scores are strong indicators of a student's knowledge level.

# Message Results - *Hispanic, Low Income, Millennial & Suburban Parents*



## Top Messages:

(1) I want my child to have customized education options based on his/her individualized needs.

(2) Educators should have the freedom to meet the unique needs of each student.

## Bottom Messages:

(20) Education standards should be created and updated by the federal government.

(21) My child's standardized test scores are strong indicators of his/her knowledge level.

