

Specialized Schools Program Survey

Results and Analysis

Alamance-Burlington School System

October 11 – 21, 2016



Purpose of the Study

The Alamance-Burlington School System asked parents of middle and high school students about which programs they think ABSS should consider for the School of the Arts at Cumming High School and the Skilled Trades Academy at Graham High School. The district will use the feedback to inform its decisions on future programming.

To ensure content validity, K12 *Insight* partnered with district leadership to develop the Specialized Schools Program Survey, which addressed the following topics:

- Participant information
- Input on programs

Details of the Study

K12 *Insight* emailed individual invitations with survey links to parents. The survey was also available via paper surveys and a public link on the district's website. It was offered in both English and Spanish, with 1,280 surveys taken in English and five taken in Spanish.

Several pre-survey communications were used to increase awareness of the survey, including announcements at the Board of Education work session and meeting and on the district website, as well as launch and reminder emails to parents, phone scripts, and posts on Facebook and Twitter.

The survey was open Oct. 11 through Oct. 21. Reminders were sent to those who had not yet participated on Oct. 13 and 19. In addition, the district used phone calls and social media to encourage parents without an email address on file with the district to participate in the survey via the public link on the district website.

Understanding the Results

This report summarizes the survey results.

Two open-ended questions were included in the survey: “Please share any other programs you think ABSS should consider for the School of the Arts” and “Please share any other programs you think ABSS should consider for the Skilled Trades Academy.” The constant comparative analysis (CCA) technique was used to analyze the participant feedback and identify common themes. CCA is an analytical approach where all units of data are compared to one another to discover properties and dimensions in the data (O’Connor et. al, 2008). This technique allows researchers to develop categories and themes (*see Slide 16*).

Results do not reflect random sampling; therefore, they should not be generalized to all parents of ABSS secondary students. Rather, results reflect only the perceptions and opinions of survey participants.

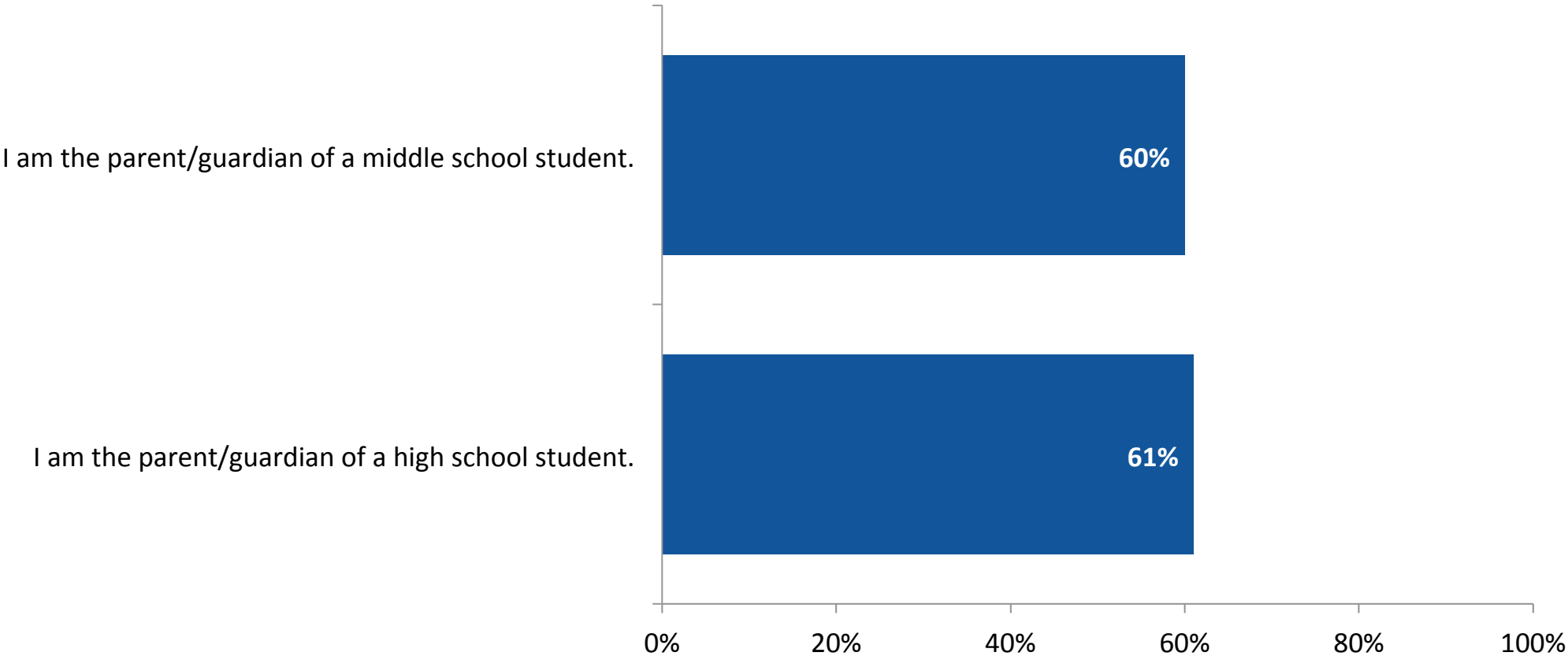
The findings for each item exclude participants who did not answer.

Participation

Respondent Group	Number of Invitations Delivered	Email Invitation Responses	Public Access Link Responses	Total Responses
Parents	5,866	1,023	262	1,285

Survey Participation

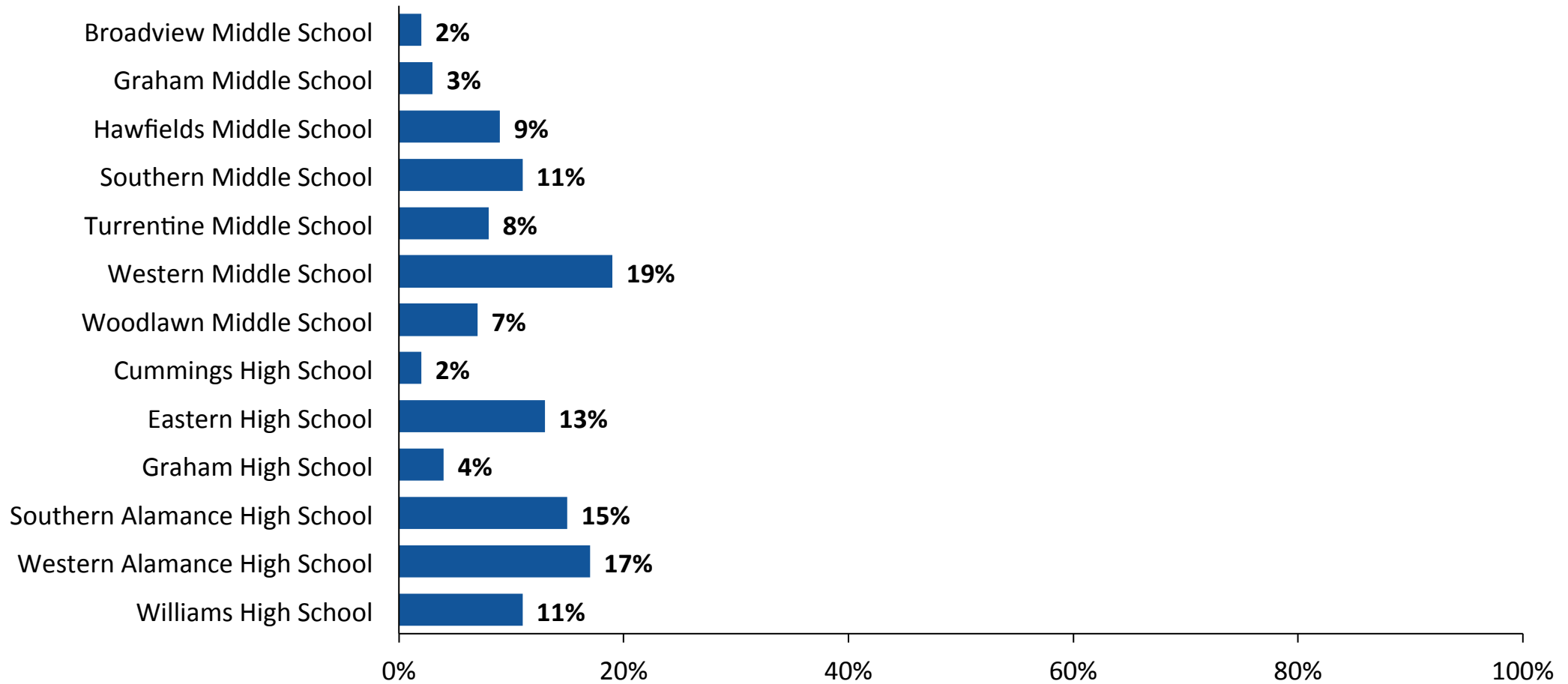
Please select your current relationship with Alamance-Burlington School System. (Select all that apply) (N=1,285)



6 Note: The sum of percentages may exceed 100 because participants could select more than one answer.

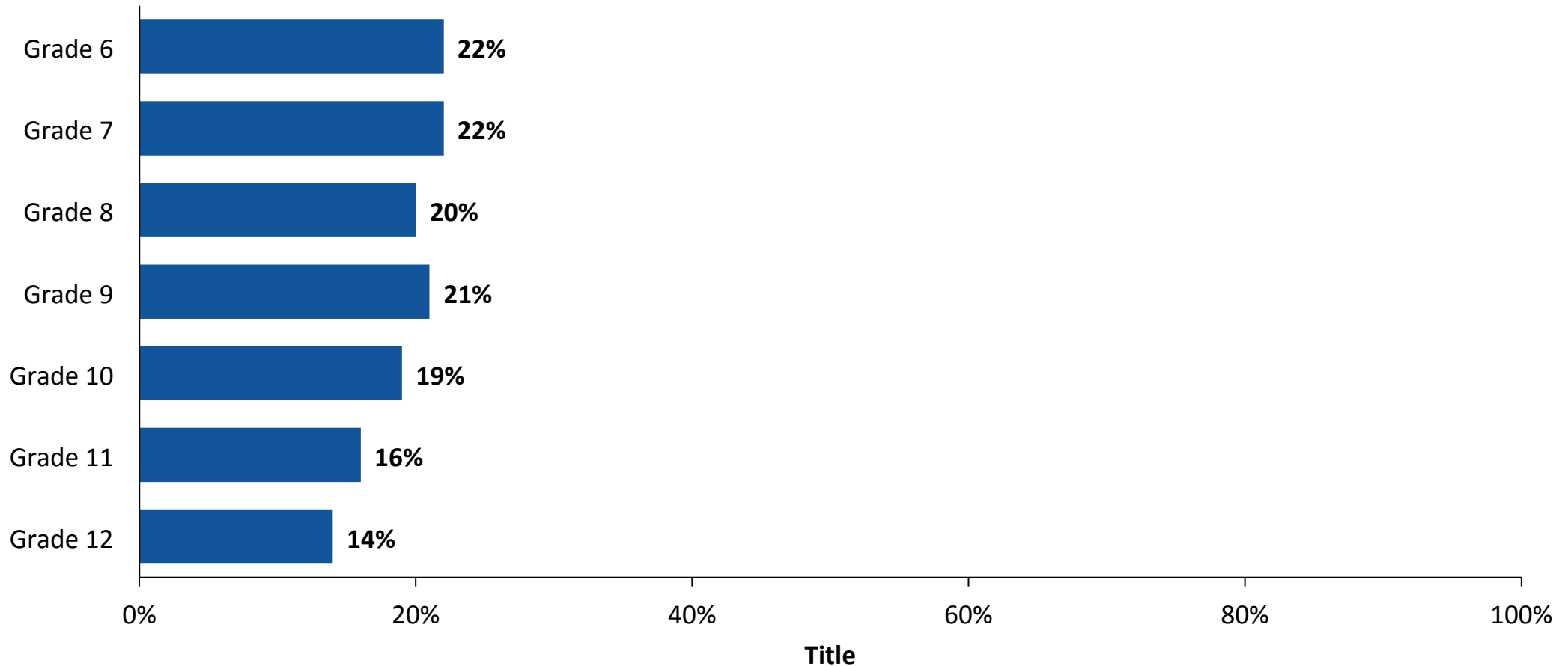
Participation by School

Please select the school(s) your child or children attend. If your child attends Ray Street Academy, please select his/her home school.
(N=1,285)



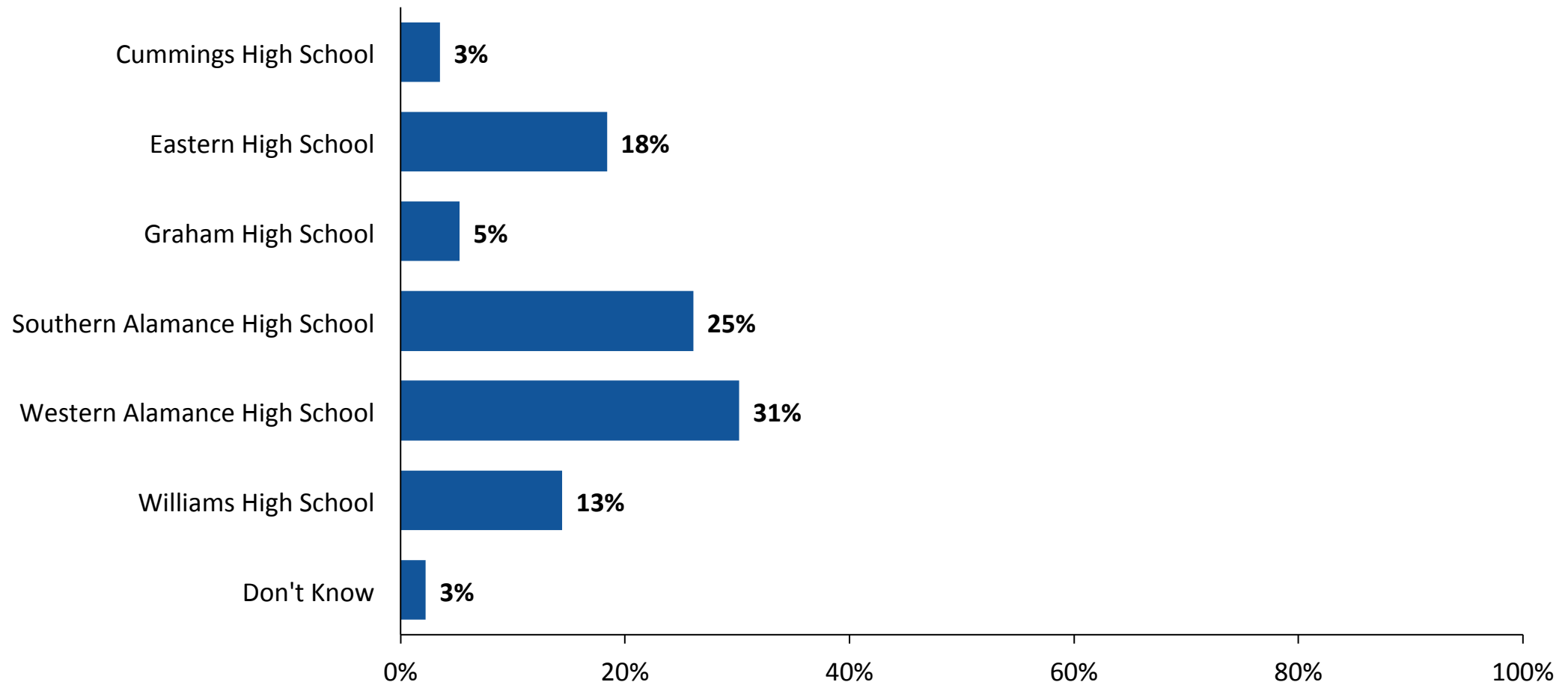
Participation by Grade

Please select your child's/children's grade(s). (N=1,285)



Participation (Continued)

Based on your current full-time residence, which high school will your middle school-aged child attend? (N=771)



Programming Preferences at School of the Arts

The proposed redistricting plan recommends that a School of the Arts be offered at Cummings High School. The school would be modeled after the highly successful Durham School of the Arts. Given this proposal, which of the following programs do you most support? Please rank your top five choices, with Rank 1 being your child's top preference and Rank 5 being your child's fifth preference. You may only select and rank 5 items. (N= 1,180)

Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Weighted Score	Relative Weighted Score	Overall Rank
Band	244	77	68	41	89	1903	100	1
Graphic Art	138	117	109	95	85	1760	92	2
Drawing	129	125	89	95	79	1681	88	3
Photography	73	106	121	133	106	1524	80	4
Choral Arts	106	114	73	72	74	1423	75	5
Dance	109	68	79	78	64	1274	67	6

Programming Preferences at School of the Arts (Continued)

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Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Weighted Score	Relative Weighted Score	Overall Rank
Videography	66	87	103	84	111	1266	67	7
Theater	76	81	80	96	102	1238	65	8
Music Technology	27	80	81	75	59	907	48	9
Musical Theater	47	63	71	59	58	876	46	10
Painting	22	51	78	83	64	778	41	11
Orchestra	60	52	30	29	30	686	36	12

Programming Preferences at School of the Arts (Continued)

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Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Weighted Score	Relative Weighted Score	Overall Rank
Guitar	30	38	45	37	43	554	29	13
Piano	19	33	32	42	39	446	23	14
Music Theory/Composition	8	37	35	52	29	426	22	15
Theater Tech	9	22	47	41	69	425	22	16
Pottery	11	20	27	41	43	341	18	17
Sculpture	6	9	12	27	36	192	10	18

Programming Preferences at Skilled Trades Academy

The proposed redistricting plan recommends creating a Skilled Trades Academy at Graham High School. Three programs are already planned, including:

- An early college program expansion with Alamance Community College
- An International Baccalaureate (IB) program (on hold at Graham for at least one school year)
- A municipal services academy, including the Fire Academy that opened in fall 2016

In addition to these planned programs, we would like your input on other programs that could be offered at the Skilled Trades Academy. Which of the following programs do you most support? Please rank all of the options, with Rank 1 being your child's top preference and Rank 7 being your child's seventh preference. (N=1,145)

Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Weighted Score	Relative Weighted Score	Overall Rank
STEM (science, technology, engineering and math)	746	119	46	58	47	57	72	6725	100	1
Electrical	75	260	391	215	120	65	19	5409	80	2
Aviation Technology	162	417	122	78	88	101	177	5201	77	3
Heating, Ventilation, and Air-Conditioning (HVAC)	73	139	245	273	206	134	75	4623	69	4

Programming Preferences at Skilled Trades Academy (Continued)

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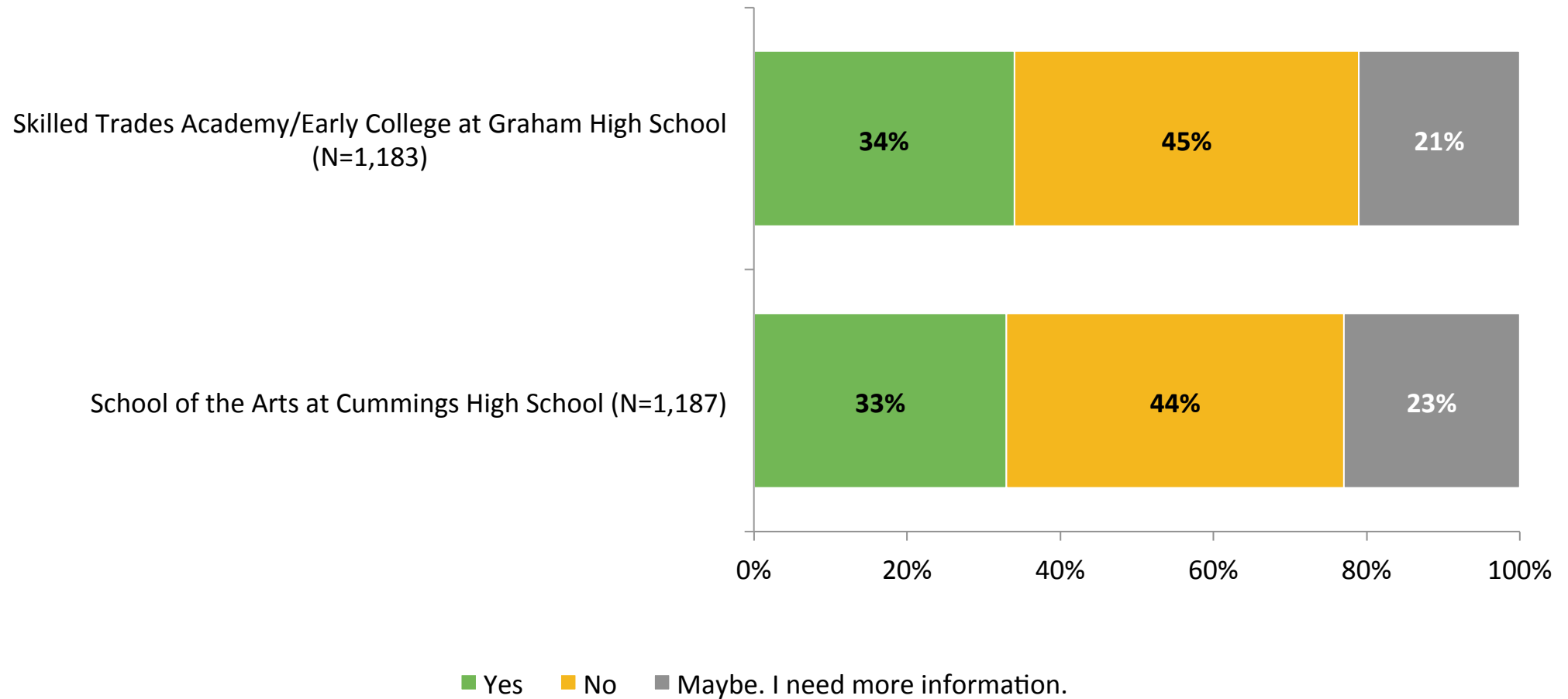
- An early college program expansion with Alamance Community College
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- A municipal services academy, including the Fire Academy that opened in fall 2016

In addition to these planned programs, we would like your input on other programs that could be offered at the Skilled Trades Academy. Which of the following programs do you most support? Please rank all of the options, with Rank 1 being your child's top preference and Rank 7 being your child's seventh preference. (N=1,145)

Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Weighted Score	Relative Weighted Score	Overall Rank
Welding	44	103	129	186	214	249	220	3675	55	5
Plumbing	22	59	122	168	236	261	277	3297	49	6
Masonry	23	48	90	167	234	278	305	3130	47	7

Level of Interest

Are you interested in the following programs for your child?



Theme Analysis

Please share any other programs you think ABSS should consider for the School of the Arts. (N=223)

- Nearly half of the comments focused on one of the following: Enthusiasm about offering this program, complaints about the redistricting plan, general feedback, and suggestions like incorporating students' feedback.
- The most common programs for the School of the Arts that participants mentioned were music, dance, computer programming, creative writing, culinary arts, STEAM/STEM, fashion design, and theater.

Please share any other programs you think ABSS should consider for the Skilled Trades Academy. (N=228)

- Nearly one-quarter of the comments focused on one of the following: Praise about the proposal and disapproval of the redistricting plan, and
- The most common programs for the Skilled Trades Academy that participants mentioned were auto mechanics/automotive repair, medical careers like nursing, EMT, or pharmacy, carpentry, STEM, computer programming, engineering, cosmetology, construction, and law enforcement.

Key Insights

When asked which programs parents think ABSS should consider for the School of the Arts at Cumming High School, the top responses were band, graphic art, drawing, photography, choral arts, and dance.

When asked about programming at the Skilled Trades Academy at Graham High School, the top responses were STEM (science, technology, engineering and math), electrical, aviation technology, and heating, ventilation, and air-conditioning (HVAC).

Several of the open-ended comments focused on praise for the district's programming efforts and complaints about the redistricting plan.

- Parents suggested music, dance, computer programming, creative writing, culinary arts, STEAM/STEM, fashion design, and theater as additional program options for the School of the Arts at Cumming High School.
- The most common programs for the Skilled Trades Academy that participants suggested were auto mechanics/automotive repair, followed by a career in the medical field (such as nursing, being an EMT or pharmacist), carpentry, STEM, computer programming, engineering, cosmetology, construction, and law enforcement.

K12 Insight recommends providing students with an opportunity to provide input on the program offerings. Once that information is gathered, *K12 Insight* recommends implementing a communications plan that informs the community which programs will be offered.

K12 Insight 

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