

# OSBA Webinar January 2014

“The State of Education in Oregon”



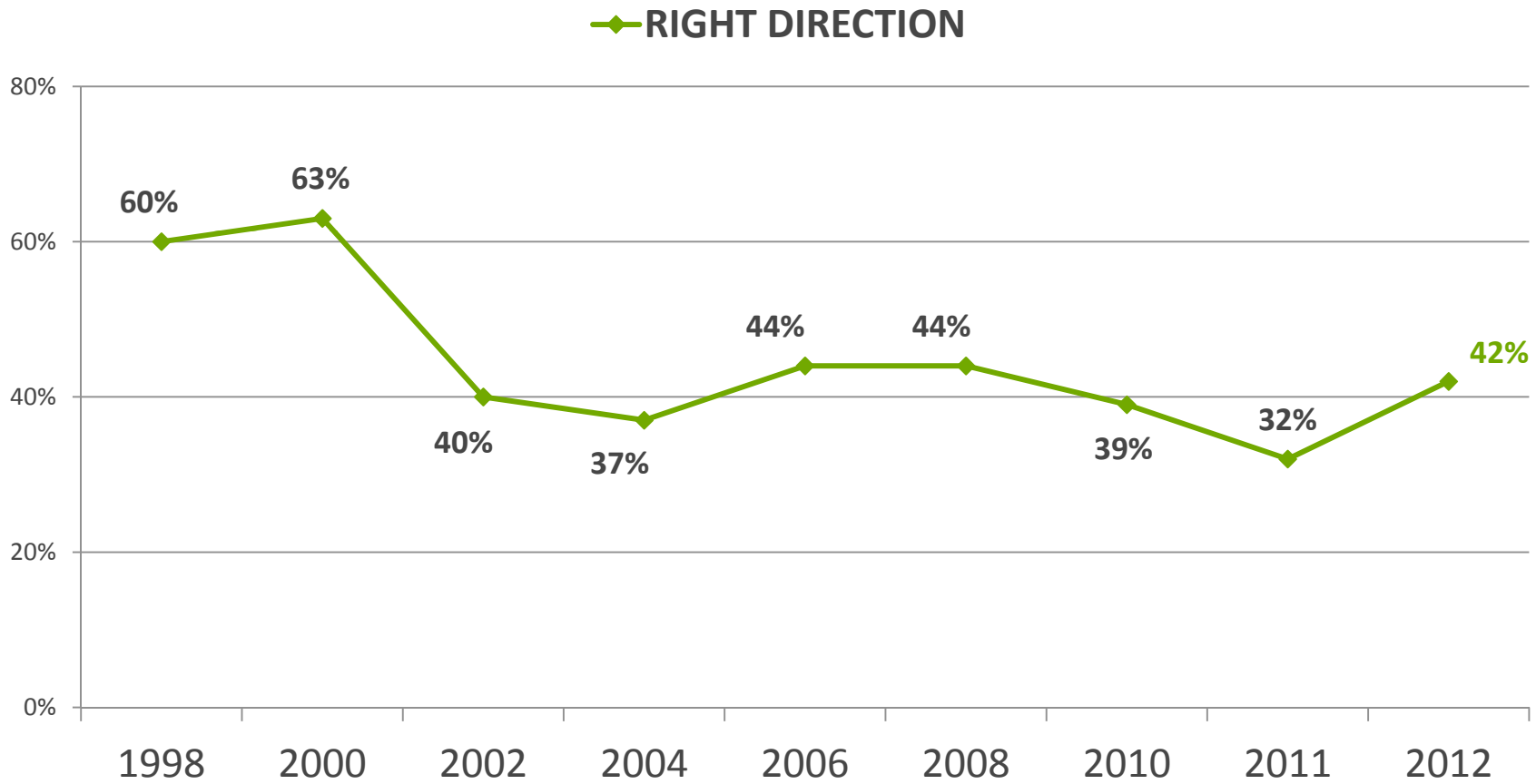
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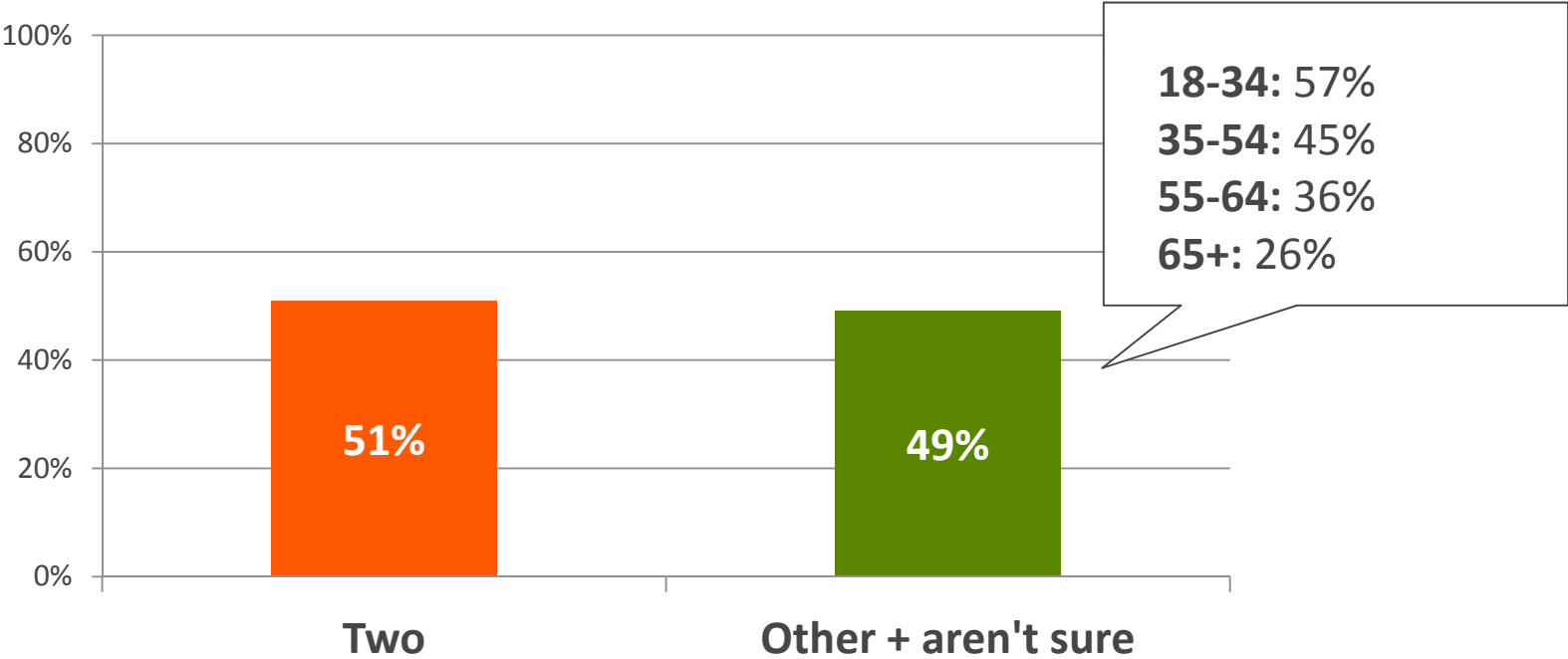


# Metric to gauge public mood



# Lack of knowledge about government

How many U.S. Senators does Oregon have?



## Belief in government waste

How many cents out of every dollar the state spends do you feel is  
wasted?

**\$0.44**

How many cents out of every dollar the state spends do you  
feel **benefits your daily life?**

**\$0.30**

## Want to see a balanced budget, but...

- 8 in 10 oppose making cuts to K-12 education
- 7 in 10 oppose making cuts to higher education
- 7 in 10 oppose making cuts to health and human services
- 5 in 10 oppose making cuts to prisons and corrections

## Most important **government service** to the quality of life in your community

- Affordable housing
- Children's services
- **Community colleges**
- Drinking water/sewer services
- Employment/job training
- Fire/emergency services
- Health/mental services
- **Higher education**
- Police services/public safety
- **Primary/secondary education**
- Senior services
- Services for low-income residents

# 2013 Oregon Values and Beliefs Survey Results



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# INTRODUCTION/METHODOLOGY

- General population
- Multiple tracks: scientific and public involvement; number and length of questionnaires
- Over 9,000 Oregonians completed questionnaires  
Phone (landline and cell), online, and mail
- Demographic quotas and statistical weighting for representative sample
- Full study: 200 questions



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# Education is mentioned as an issue residents want both their local and state governments to do something about

What are the most important issues that you want your local government officials to do something about?

*“Education. Oregon’s level of education is low compared other states; not enough teachers and hours, and not high enough standards or expectations.” – Female, age 35-44, Metro Region*

*“Education- improve education to be more effective and reasonable, we need to get more people into jobs when they graduate.” – Male. Age 35-44, Southern Region*

What are the most important issues that you want your state government officials to do something about?

*“Education - and the funding of the mandates to educate all children. Remove some of the unnecessary test requirements.” – Female, age 65-74, Central Region*

*“Add money to the education system.” – Male, age 55-64, Metro Region*

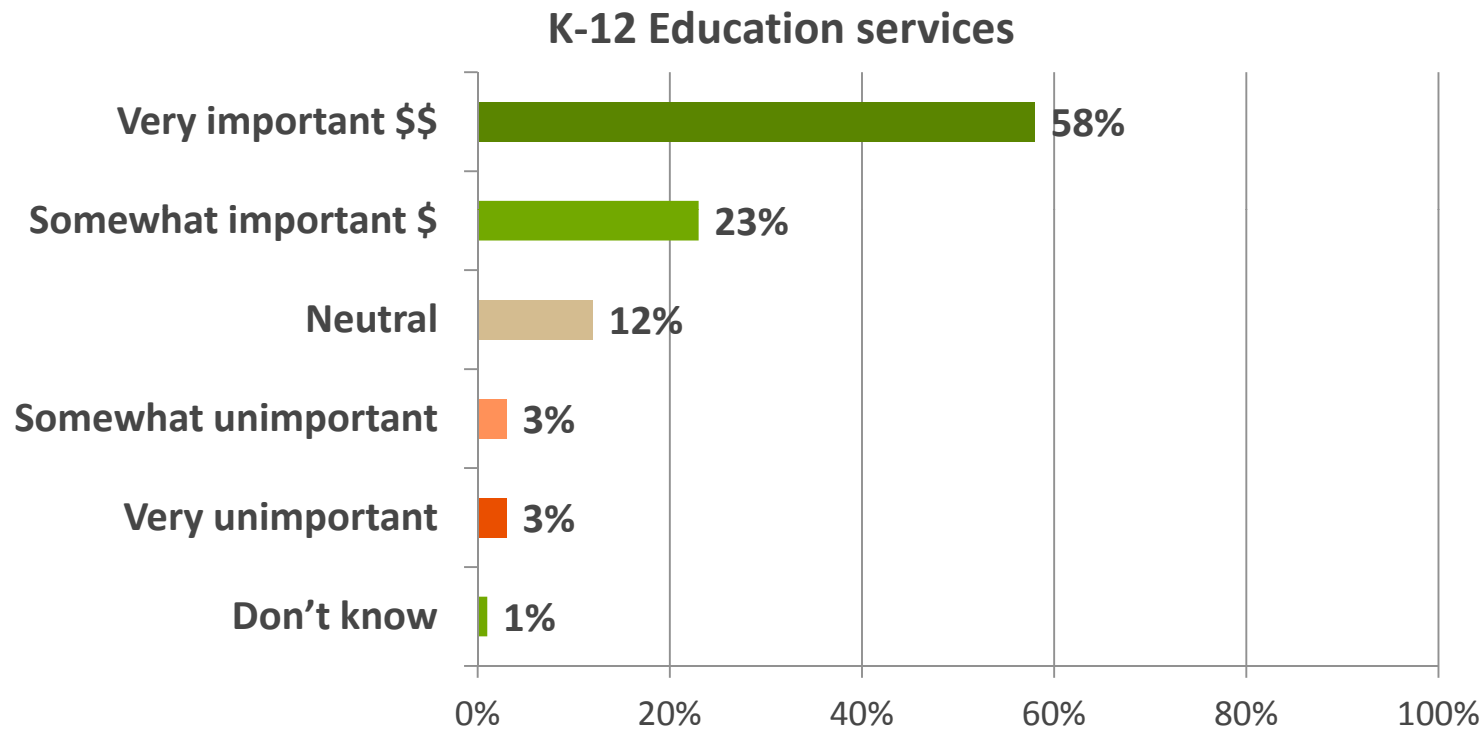
*“Education - fund higher education, stabilize funding for elementary and secondary education, reign in PERS expense.” – Female, age 65-74, Metro Region*



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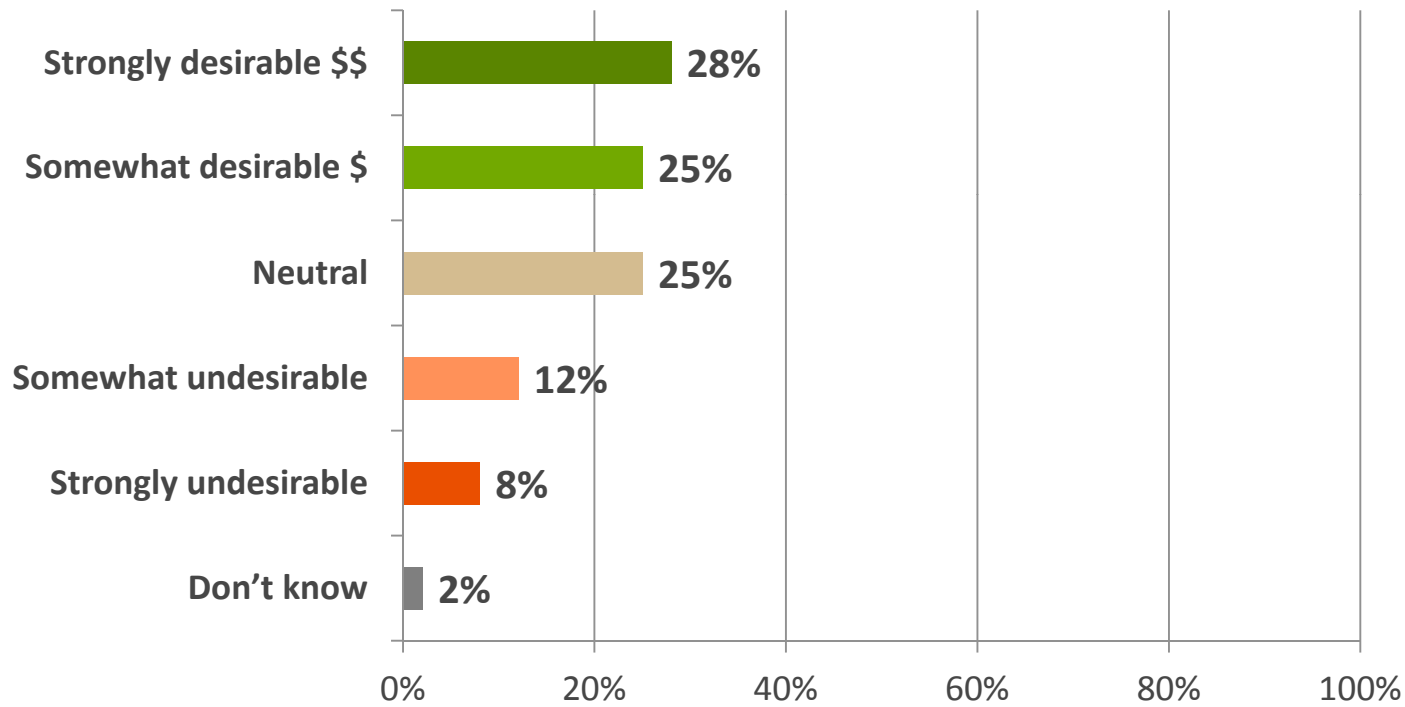


# Oregonians support increased taxes for K-12 Education above all other public services



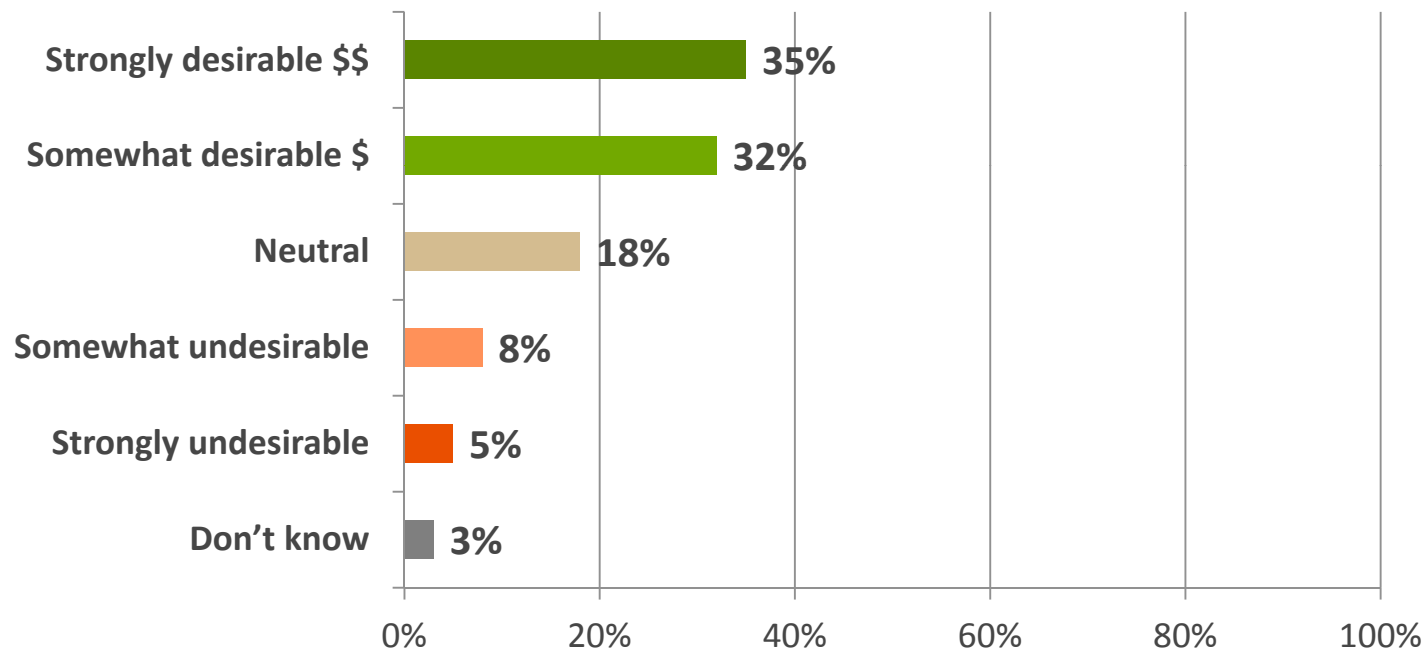
# Many find pre-kindergarten desirable

Provide pre-kindergarten to ensure students start elementary school prepared



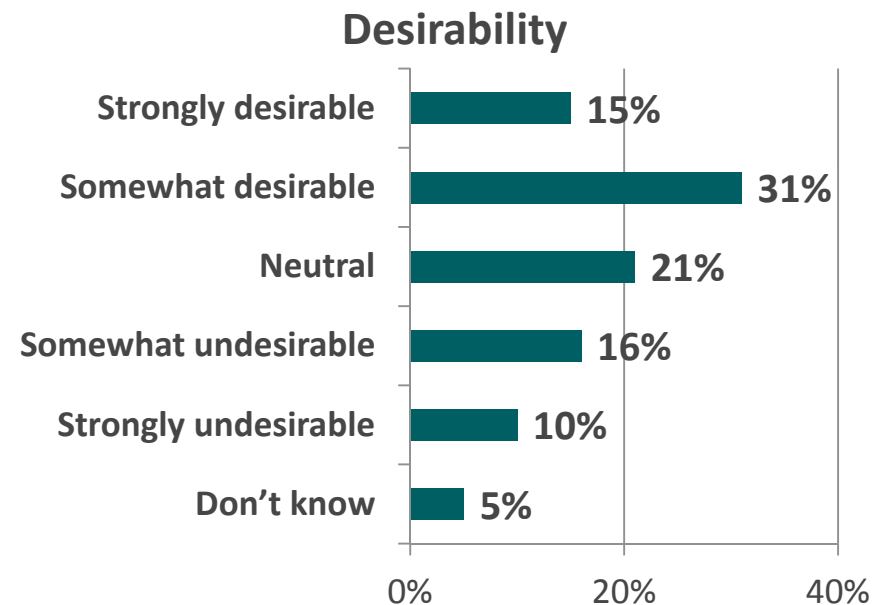
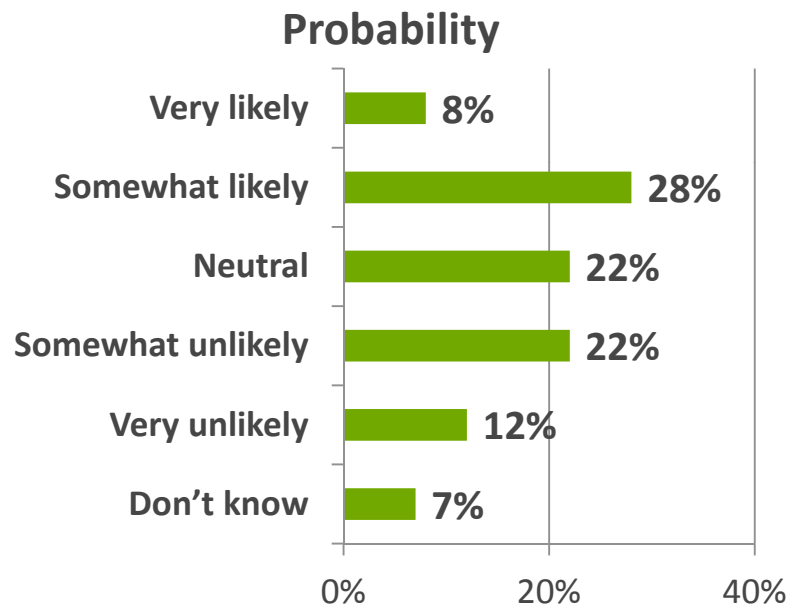
# Two-thirds would like to see increased funding for curriculum choices

Increase school funding to broaden curriculum choices for more effective learning experiences



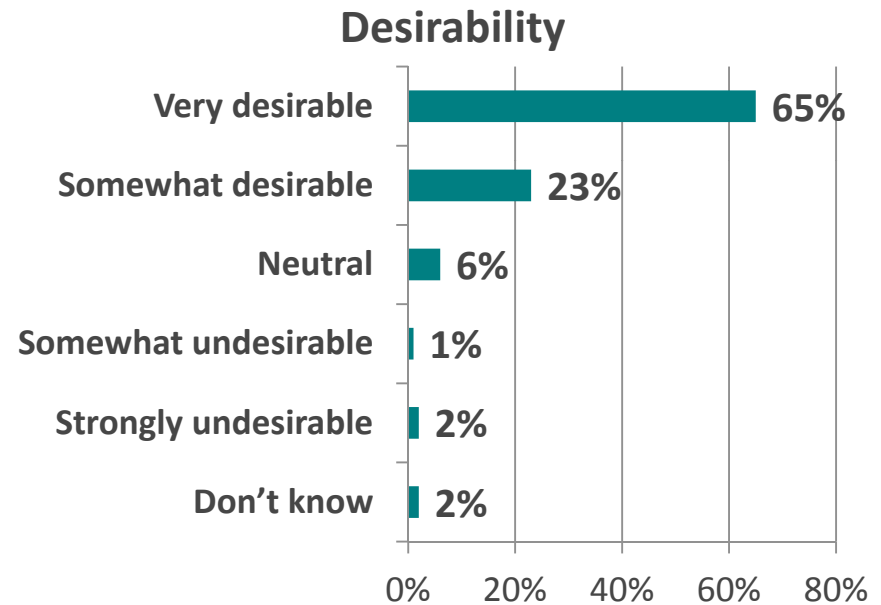
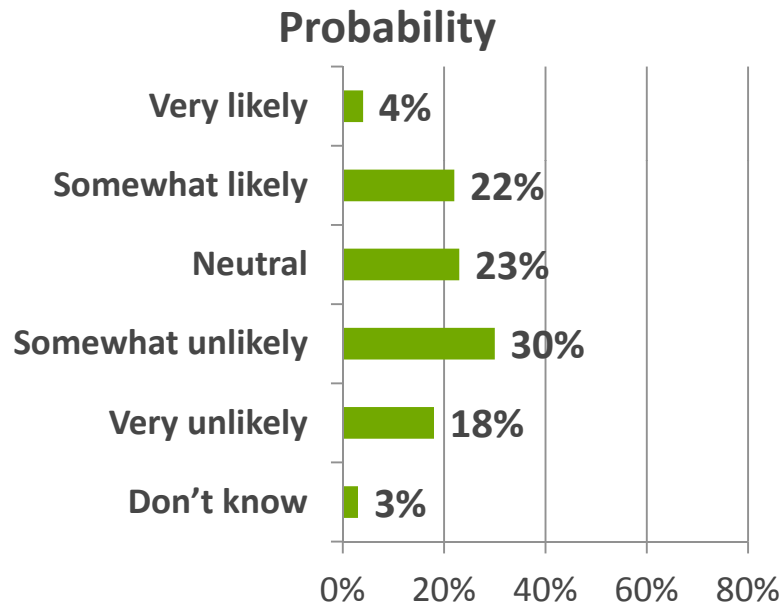
# Oregonians' opinions on the future of education

Education will increasingly move outside the classroom toward community mentoring and business apprenticeships



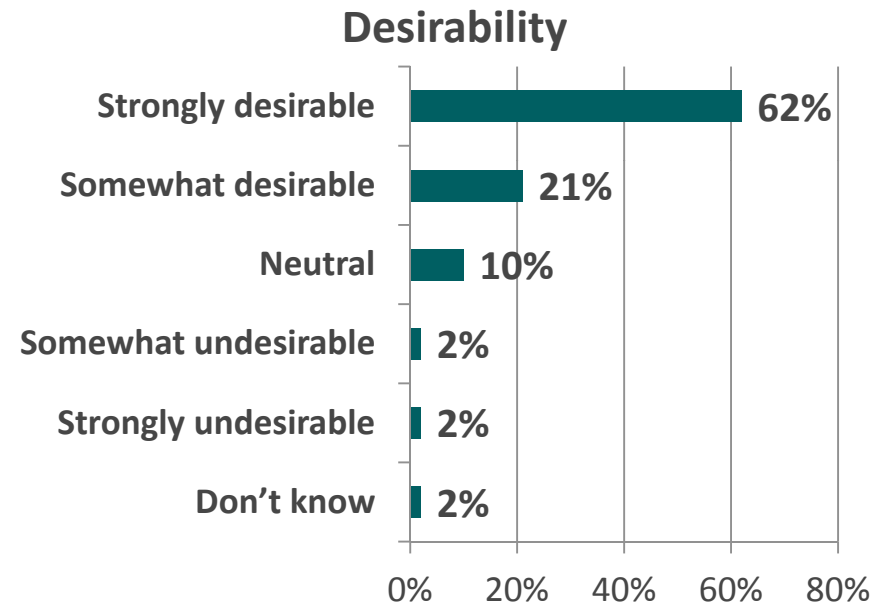
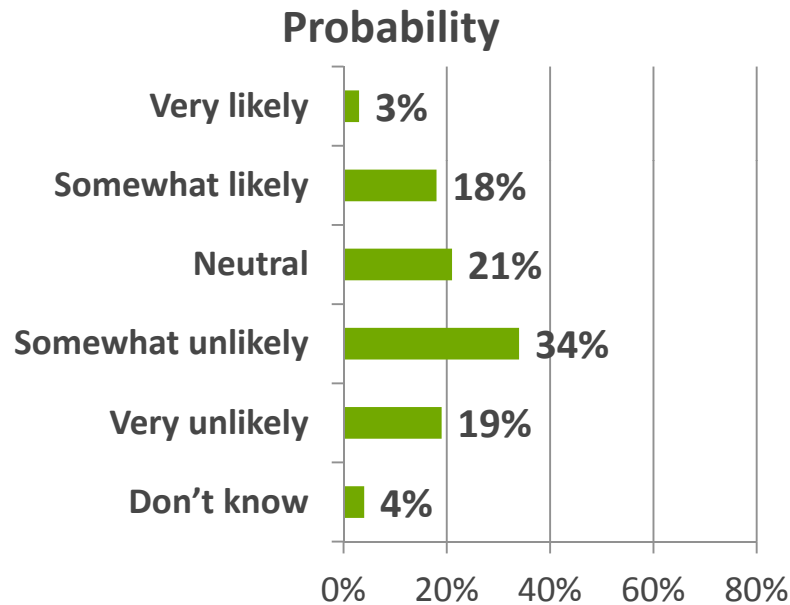
# Oregonians' opinions on the future of education

Schools will substantially improve student knowledge of money management and household finance



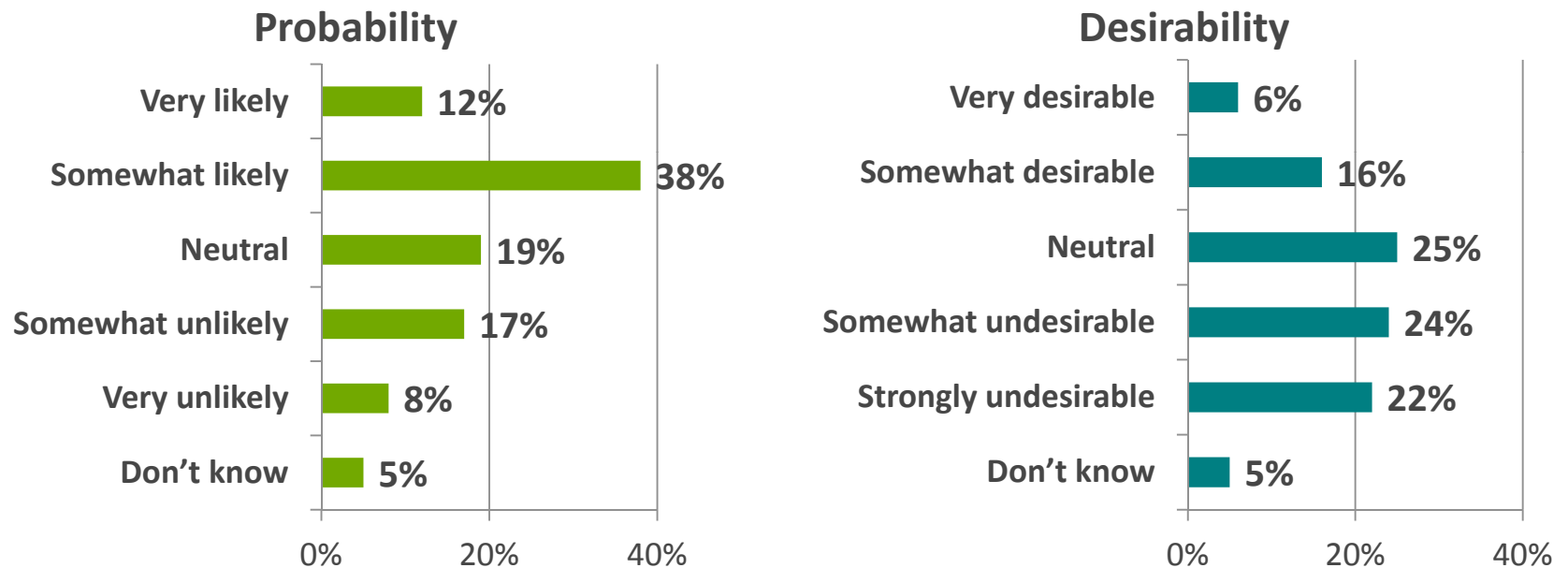
# Oregonians' opinions on the future of education

Students will better learn the lessons of citizenship, work, and family



# Oregonians' opinions on the future of education

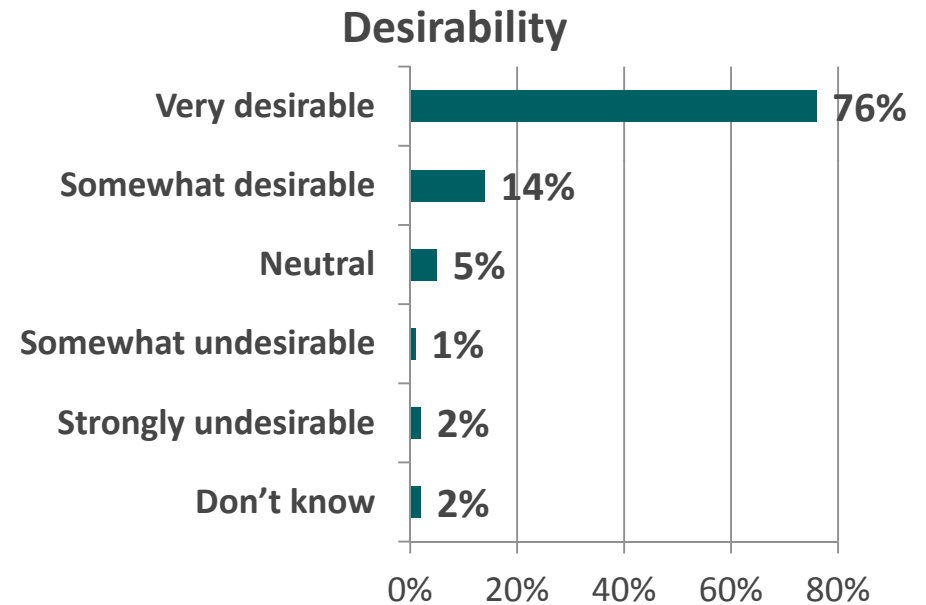
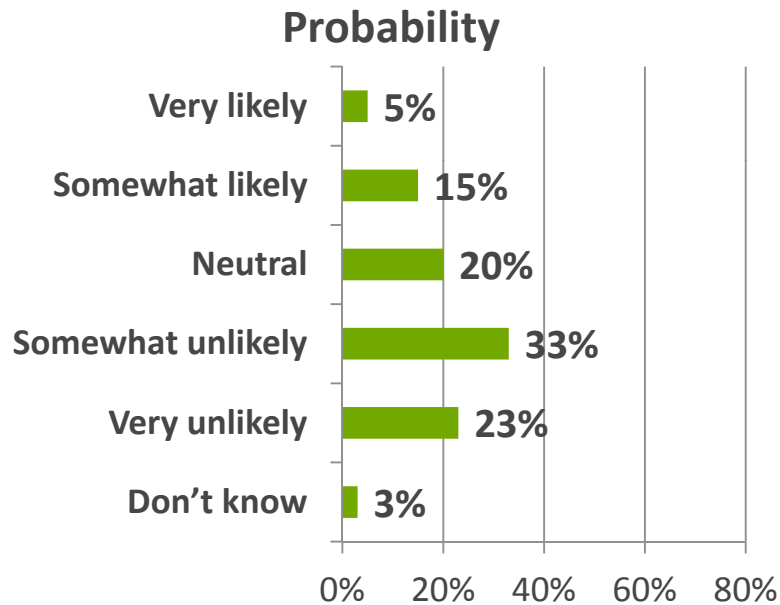
Traditional school facilities will increasingly lose relevancy because of changing cultural needs and technology offerings





# Oregonians' opinions on the future of education

Parents will take greater responsibility and be more involved in their children's learning



## What does it all mean?

- Any efforts to secure public funding for education requires an understanding of the public's mood towards education, trust in government, and public services.
- Education and education funding are top-of-mind issues for Oregonians.
- They place strong emphasis on general K-12 education services.

## Who are your best messengers?

*When it comes to school issues, do you trust the following person or organization a great deal, have some trust, not much trust, or no trust at all.*

- **Teachers – 83%** (45% great deal; 38% some trust)
- **Parents of school age children – 80%** (30% great deal; 50% some trust)
- **Small business owner – 80%** (23% great deal; 57% some trust)
- **School board members – 67%** (13% great deal; 54% some trust)
- **District Superintendent – 61%** (18% great deal; 43% some trust)

# Know Your Voters

## Demographic Profile

Voter Counts	Registered	Likely (2/4)
<b>Gender</b>		
Male	48%	47%
Female	52%	53%
<b>Age</b>		
18-34	32%	15% (-17)
35-54	25%	27%
55+	43%	58% (+15)
<b>Party</b>		
Democrat	46%	52% (+6)
Republican	24%	27%
Independent/Other	30%	21% (-9)

## What does it all mean?

- When presented with a set of possible future developments in the Oregon education system, Oregonians express high desirability for:
  - Improved student knowledge of money management and household finances.
  - Better understanding of the lessons of citizenship, work, and family.
  - Greater parental involvement.
- While residents are not confident that these improvements will come to pass, they do foresee that schools will become fundamentally different places in 10 years, involving new classroom atmospheres and teaching techniques.



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