

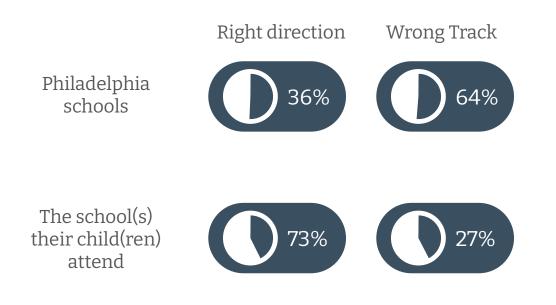
### EMBOLD research

Elevate 215 | Poll Results | September 2022

# Methodology

- Survey conducted September 22 October 5, 2022.
- 404 surveys completed by **parents** living in Philadelphia, PA.
- Modeled margin of error: +/- 5.1%.
- Survey fielded online using a combination of
  - Targeted advertisements on Facebook and Instagram
  - Text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data.
  - the Lucid sample aggregator, which recruits respondents from dozens of different online panels. All members of these panels are admitted to our survey based on qualification in a pre-screening survey administered by Lucid.
- Data weighted to accurately depict the gender and race/ethnicity of adults in Philadelphia, PA.

# In general, parents feel that Philadelphia schools are on the wrong track (64%)



- This is especially true among parents with children attending parochial or faith-based schools; 83% feel that Philadelphia schools are on the wrong track.
- More parents report that the schools their children currently attend are headed in the right direction (73%), especially parents with children enrolled in private schools (81%).

*Q*: In general, how would you say schools in Philadelphia are doing? Are they going in the right direction or are they off on the wrong track? *Q*: More specifically, how would you say the school(s) your child(ren) currently attends are doing? Are they going in the right direction or are they off on the wrong track? wrong track?

# Thoughts on where schools are headed vary by school type, parents' education, and income

In general, parents feel that Philadelphia schools are on the wrong track (64%).

- This is especially true among parents with children attending parochial or faith-based schools; 83% feel that Philadelphia schools are on the wrong track.
- Opinions among parents of high school children are closer to middling.

Non-college educated parents are more likely to report that the school(s) their child(ren) attend are headed in the right direction (80%).

- Likewise with parents reporting a household income of over \$75,000 (79%).
- Fewer parents with children attending public district schools report that their child(ren)'s school is headed in the right direction (63%)

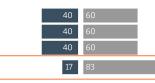
#### EMBOLD research

In general, how would you say schools in Philadelphia are doing? Are they going in the right direction or are they off on the wrong track?



33	67
41	59

39	61
34	66
34	66
43	57



#### Household Income Below \$75,000 Above \$75,000

All

**Parent's Education** 

Child(ren)'s Grade Level

Child(ren)'s School Type

Public District School

Public Charter school

Parochial or faith-based

Private school

schools

Non-college

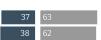
College

Pre-K

K-5

6-8

9-12



#### **EMBOLD**research

More specifically, how would you say the school(s) your child(ren) currently attends are doing? Are they going in the right direction or are they off on the wrong track?



#### **Parent's Education**

All

Non- college6832College8020

#### Child(ren)'s Grade Level

Pre-K K-5 6-8 9-12

68	32
75	25
79	21
66	34

# Child(ren)'s School Type Public District School Public Charter school Private school Parochial or faith-based

 75
 25

 81
 19

 77
 23

#### Household Income

schools



# Private and parochial or faith-based schools are top-rated among Philadelphia parents

- Feelings towards charter schools are mildly positive or neutral.
- Public district schools are rated most poorly; 31% of parents rate them as "very poor".

#### 

Excellent Good Acceptable Poor Very poor Not sure

Private schools

Parochial or faith-based schools

Public Charter schools

Public District schools

28%		34%	)		17%		169	%
20%		32%		22%			18%	
11%	28%		31%		13	8%	9%	9%
1	5%	21%	239	6	31%	, )		

# Teacher quality is viewed as the most positive part of Philadelphia schools, while student safety is the most negative.

• Parents have middling assessments of most attributes - they tend to believe performance is just "good" "acceptable" or "poor", and few would qualify school performance as excellent on any metric.

# How would you rate Philadelphia schools on each of the EMBOLD TEREST following attributes?

- Excellent Good Acceptable Poor Very poor Not sure
- Teacher quality
- Parent and family engagement
- Student safety

Curriculum and instructional practices Assessment data about student learning Youth development and afterschool programs Social and emotional supports Modern Facilities & Technology College and career readiness Addressing learning loss caused by the pandemic

13%	26%	33%		16%	8%
10%	23%	27%	19%	14%	6%
10%	21%	22%	21%	23%	
10%	21%	29%	21%	14%	
11%	19%	27%	21%	10%	12%
11%	18%	25%	21%	15%	10%
9%	20%	23%	26%	12%	11%
10%	18%	26%	23%	17%	6%
11%	16%	25%	24%	14%	10%
9%	17%	23%	23%	17%	11%

## For teacher quality and safety, opinions among K-12 parents tend to be quite similar

However, parents with children in private schools tend to have more positive views, while those with children attending parochial/faith based schools have the most negative assessments on both attributes.

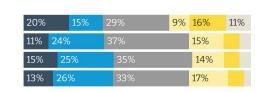
#### How would you rate Philadelphia **EMBOLD**research schools on each of the following attributes? - Teacher Quality

● Excellent ● Good ● Acceptable ● Poor ● Very poor ● Not sure 13

%	26%	33%	16%	
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#### Child(ren)'s Grade Level

Pre-K		
K-5		
6-8		
9-12		



#### Child(ren)'s School Type

Public District School Public Charter school Private school Parochial or faith-based schools

11% 3	1%	38%	38%			
16%	23%	35%		18%		
20%	25%	22%	13	13%	>	
15%	39%		12%	20%		

#### How would you rate Philadelphia **EMBOLD**research schools on each of the following attributes? - Safety

#### ● Excellent ● Good ● Acceptable ● Poor ● Very poor ● Not sure

	21%	22%	21%
	21/0	22/0	21/0

#### Child(ren)'s Grade Level

All

Pre-K

K-5

6-8

9-12

19%	19%	14%	14	%	30%	
21%	24	%	2	1%		23%
27%		24%		17%		22%
21%	19	)%	239	%		23%

23%

#### Child(ren)'s School Type

Public District School Public Charter school Private school

Parochial or faith-based schools

26%		24%	24%		20%		20%	
22%		27%	27%		25%			15%
19%	25%		11%	1	6%	259	%	
15%	14%	22%			41%			

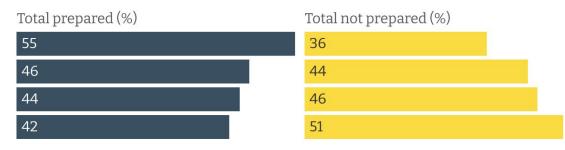
# Parents have mixed views of how prepared Philadelphia high school graduates are for life beyond high school

- They are most likely to believe that high school graduates are prepared for attending community college or a technical school (55% prepared), and least likely to believe they are prepared for "thriving in life" (51% not prepared).
- Parents opinions are split on how prepared graduates are for attending a four-year college or university and working a full-time job.

# How prepared do you think Philadelphia high school graduates **EMBOLD INCOMPANY** are for each of the following?

Attending community college or a technical school Attending a four-year college or university Working at a full-time job

Thriving in life



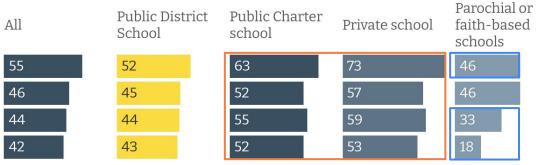
# These views vary based on their child(ren)'s school type

- Parents with children attending charter or private schools are likely to report that high school graduates are more prepared across the board.
- The opposite is true for parents with children attending parochial or faith based schools.

# How prepared do you think Philadelphia high school graduates **EMBOLDIESERICE** are for each of the following?

Total prepared (%)

Attending community college or a technical school55Attending a four-year college or university46Working at a full-time job44Thriving in life42



# Parents primarily base their school choice on student safety, teacher quality, and curriculum

#### How important are each of the following priorities EMBOLDIESERTCH to you when considering the school(s) your child(ren) attends?

- Teacher quality
- Curriculum and instructional practices
- Parent and family engagement
- College and career readiness
- Social and emotional supports
- Addressing learning loss caused by the pandemic
- Assessment data about student learning
- Modern Facilities & Technology
- Afterschool, co-curricular, and youth development programs

90%     9%       82%     16%       77%     17%       73%     18%       70%     21%       68%     21%       66%     26%       66%     27%       58%     32%	91%						
77%     17%       73%     18%       70%     21%       68%     21%       66%     26%       66%     27%	90%					9%	
73%     18%       70%     21%       68%     21%       66%     26%       66%     27%	82%				16%		
70%     21%       68%     21%       66%     26%       66%     27%	77%			17	%		
68%     21%     7%       66%     26%       66%     27%	73%			18%			
66%     26%       66%     27%	70%		21	%			
66% 27%	68%		21%	)		7%	
	66%		26%				
58% <u>32%</u> 9%	66%		27%				
	58%	32%				9%	

- Parents also prioritize parent
  engagement (77% very important),
  college and career readiness (73%), and
  social and emotional support (70%)
  when negotiating which schools are
  best for their child(ren).
  - Social and emotional support is even more important among parents with household incomes below \$75,000.
- Very few parents report that any of these priorities are not important to them.

### Student safety, teacher quality, and curriculum and instructional practices are top priorities across the board

- "College and career readiness" is a top priority for parents with children in high school.
- "Addressing learning loss from the pandemic" is very important for most parents with children attending public charter schools.

How important are each of the following priorities to you when considering the school(s) your child(ren) EMBOLDIERERIC attends?

% very important

	All	Pre-K	K-5	6-8	9-12	Public District School	Public Charter school	Private school	Parochial or faith-based schools	Below \$75,000	Above \$75,000
Student safety	91	89	95	93	87	92	97	80	90	90	89
Teacher quality	90	87	94	88	84	89	93	79	88	88	86
Curriculum and instructional practices	82	83	85	80	82	82	88	73	77	84	76
Parent and family engagement	77	84	83	73	72	77	82	71	66	78	69
College and career readiness	73	82	71	72	83	76	80	67	64	74	68
Social and emotional supports	70	71	74	72	67	69	74	67	58	75	62
Addressing learning loss caused by the pandemic	68	68	69	70	66	72	80	51	54	75	54
Modern Facilities & Technology	66	69	66	68	64	67	69	63	58	63	65
Assessment data about student learning	66	78	68	66	59	66	76	57	58	70	54
Afterschool, co-curricular, and youth development programs	58	70	57	58	59	60	62	58	43	62	52

# **Top post-pandemic concerns parents have for** their child(ren) are learning loss, food insecurity, and mental and social well-being

Roughly 76% of parents express concern about their child(ren)'s increased stress or anxiety levels, while a similar proportion is concerned about their child(ren)'s increased use of social media and video games (75%) and reduced interaction with friends and peers (73%).

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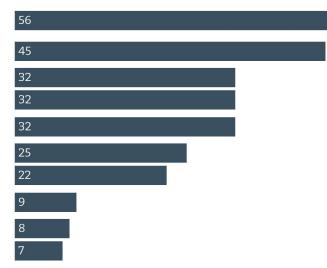
#### Now that we've made it through the worst of the pandemic, how concerned are you about each of the following for your children?

	Total concerned (%)	Total not concerned (%)
Loss of learning	79	21
Access to affordable healthy food	76	24
Increased stress or anxiety	76	24
Increased use of social media or video games	75	25
Reduced interaction with friends and peers	73	27
Lack of a daily routine	68	32
Getting sick with coronavirus	66	34
Access to childcare	57	43

## Parents feel that schools should prioritize delivering high-quality instruction and curriculum and supporting teachers in the new school year

# Which of the following are the most important for schools to prioritize in the new school year? Please select up to three.

- Delivering high quality instruction and curriculum
- Supporting teachers with additional pay, resources, and/or time
- College and career preparation
- Providing social and emotional support
- Offering additional tutoring and remedial instruction
- Addressing students' level of stress or trauma
- Investing in technology
- Making coronavirus testing accessible for students and teachers
- Maintaining social distance in the classroom
- Something else (please specify)



#### EMBOLD research

- High-quality instruction and curriculum is even more important among parents of color who are college educated (74%).
- College and career preparation, providing social and emotional support, and offering additional tutoring and remedial instruction were tied as the third most important areas that parents feel schools should prioritize in the upcoming school year (32%).

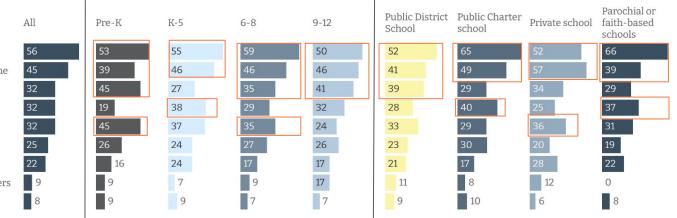
# Top three back to school priorities are similar across grade levels and school types

- "Providing social and emotional support" is the third most important priority among parents with children in grades k-5, along with parents whose children attend public charter or parochial/faith-based schools.
- "Supporting teachers with additional pay, resources, and/or time" is the top priority among parents with children attending private school.

#### Which of the following are the most important for schools to prioritize in the new school year? Please select up to three.

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Delivering high quality instruction and curriculum Supporting teachers with additional pay, resources, and/or time College and career preparation Providing social and emotional support Offering additional tutoring and remedial instruction Addressing students' level of stress or trauma Investing in technology Making coronavirus testing accessible for students and teachers Maintaining social distance in the classroom



# Just over nine in 10 parents see education as a key factor when deciding which candidate to support

### In the upcoming mayoral election, a candidate's EMBOLDIESERICE plan for improving the education system in the city is key to earning my support.



Nearly all parents want schools that create modern learning experiences for their children

### We need investments in and support for schools **EMBOLDIESERICE** to create modern learning experiences that prepare students for the real world.



# **Key Strategic Takeaways**

**Delivering high-quality education should be a top priority.** Parents prioritize curriculum and instructional practices in their school selection process and believe that "delivering high quality instruction and curriculum" is the top priority that schools should focus on in the new school year.

**Prioritize safety.** Student safety emerges as a top concern and priority that parents feel Philadelphia schools should focus on, even in the open-ended responses. Many parents prioritize student safety when considering which school to enroll their children in. Initiatives that focus on enhancing safety in Philadelphia schools may help parents to feel more at ease.

**Support teachers.** Teacher quality is important to parents, and is the most highly regarded attribute of Philadelphia schools. Parents want schools to prioritize supporting teachers, whether through additional pay, resources, and/or time.