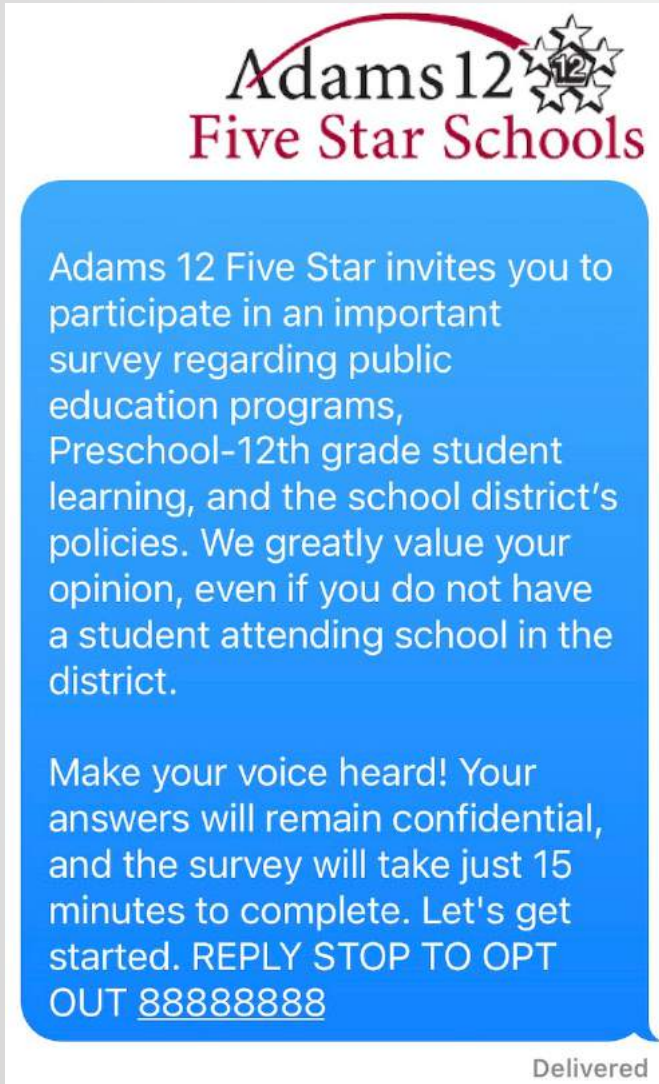




Adams 12 Five Star Schools Community Survey

January 2023

Methodology

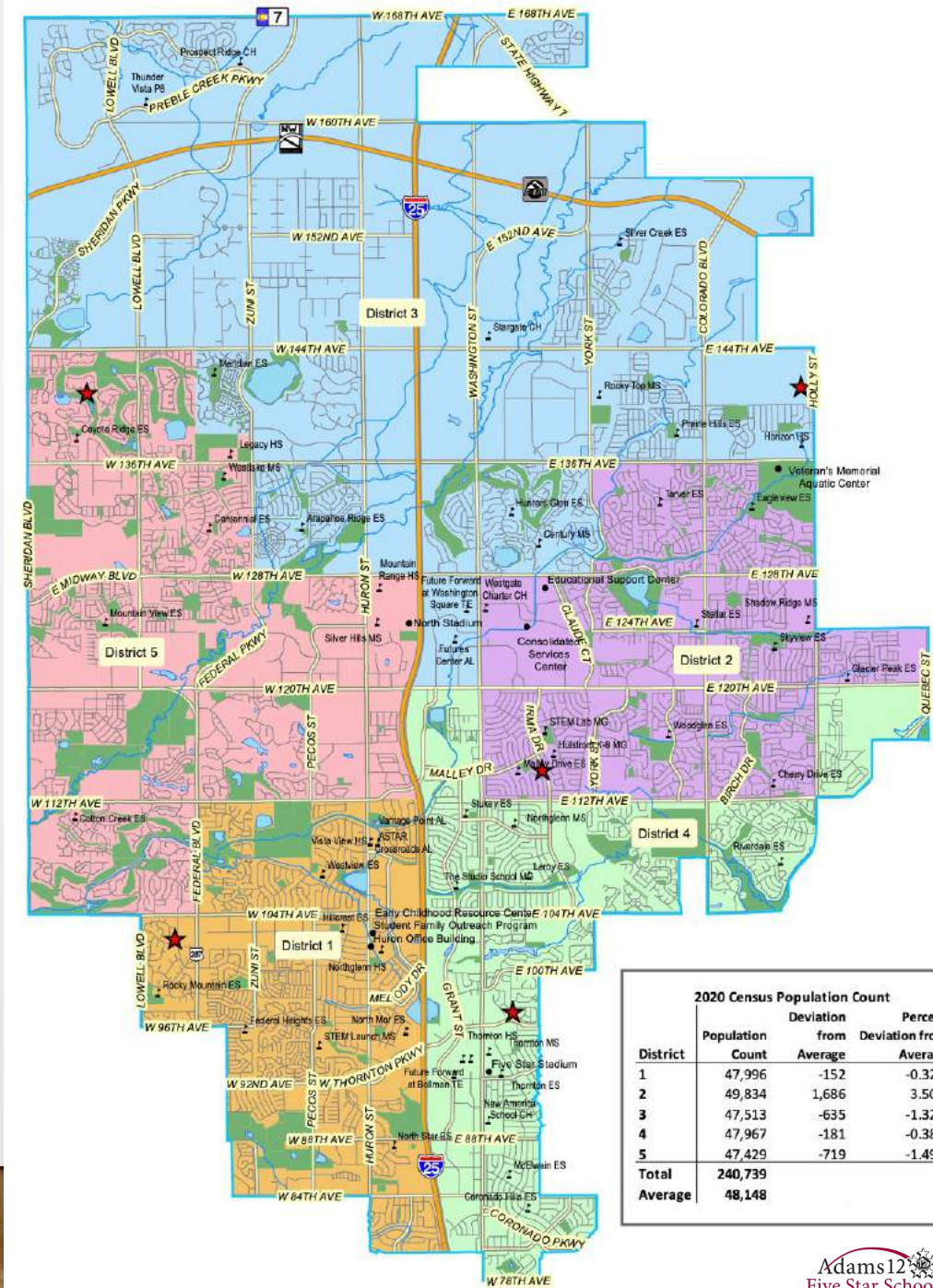
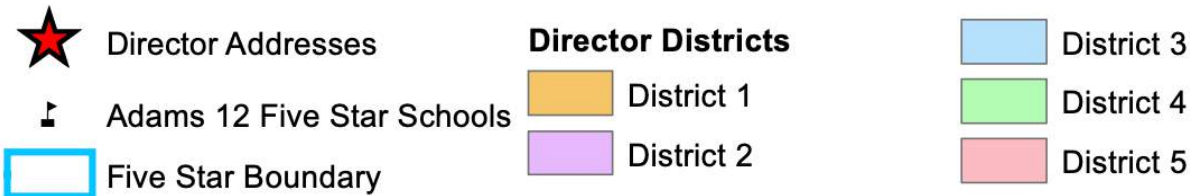


Magellan Strategies are pleased to present the results of an online, bi-lingual survey of 1,984 adult residents in the Adams 12 Five Star School District. The interviews were conducted from January 12th to the 27th, 2023.

The overall survey responses have a margin of error of +/- 2.19% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results were weighted to be representative of the school district's adult population demographics.

Adams 12 Five Star Schools Board of Education Director Districts



2020 Census Population Count			
District	Population Count	Deviation from Average	Percent Deviation from Average
1	47,996	-152	-0.32%
2	49,834	1,686	3.50%
3	47,513	-635	-1.32%
4	47,967	-181	-0.38%
5	47,429	-719	-1.49%
Total	240,739		
Average	48,148		

Adams 12 Five Star Schools Community Survey, Jan. 2023, 1,984n, +/- 2.19% MoE

5 Key Takeaways

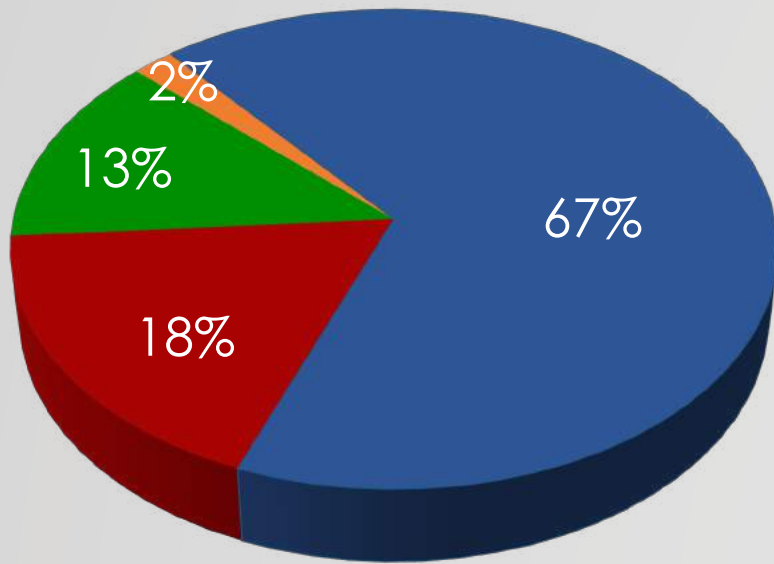
- Adams 12 Five Star Schools has a strong image rating across all population subgroups. **Two-thirds of respondents have a favorable opinion of the District**, including a large majority of parents (86% favorable) and a majority of those who do not currently have a student in Adams 12 (54%). Significantly, 84% of non-student households have a more favorable opinion of the District after reading a brief description of the District's Career and Technical Education programs.
- Among all respondents, **63% approve of the job the District is doing educating students**, just 20% disapprove, and 17% do not have an opinion. Among non-parents, the District's job approval is below 50% (47%), though 30% do not have an opinion.
- **Fifty-two percent of respondents think the school district spends taxpayer money wisely**, 21% disagree with how the district spends money, and 27% do not have an opinion on this question. Among student households, 63% agree with this viewpoint, as do 40% of non-student households.

5 Key Takeaways

- **Forty-three percent of respondents think Adams 12 Five Star Schools is heading in the right direction**, 22% think the District is off on the wrong track, and 35% do not have an opinion. Among student households, 59% think the District is headed in the right direction compared to just 33% of non-student households. However, 45% of non-student households did not have an opinion on this question.
- **Respondents are evenly split** on the issue of school consolidations or closures. **Fifty percent think the District should keep schools open even with lower enrollment**, while 45% think they should consider merging or closing schools. Parents are much more likely to want to keep existing schools open.

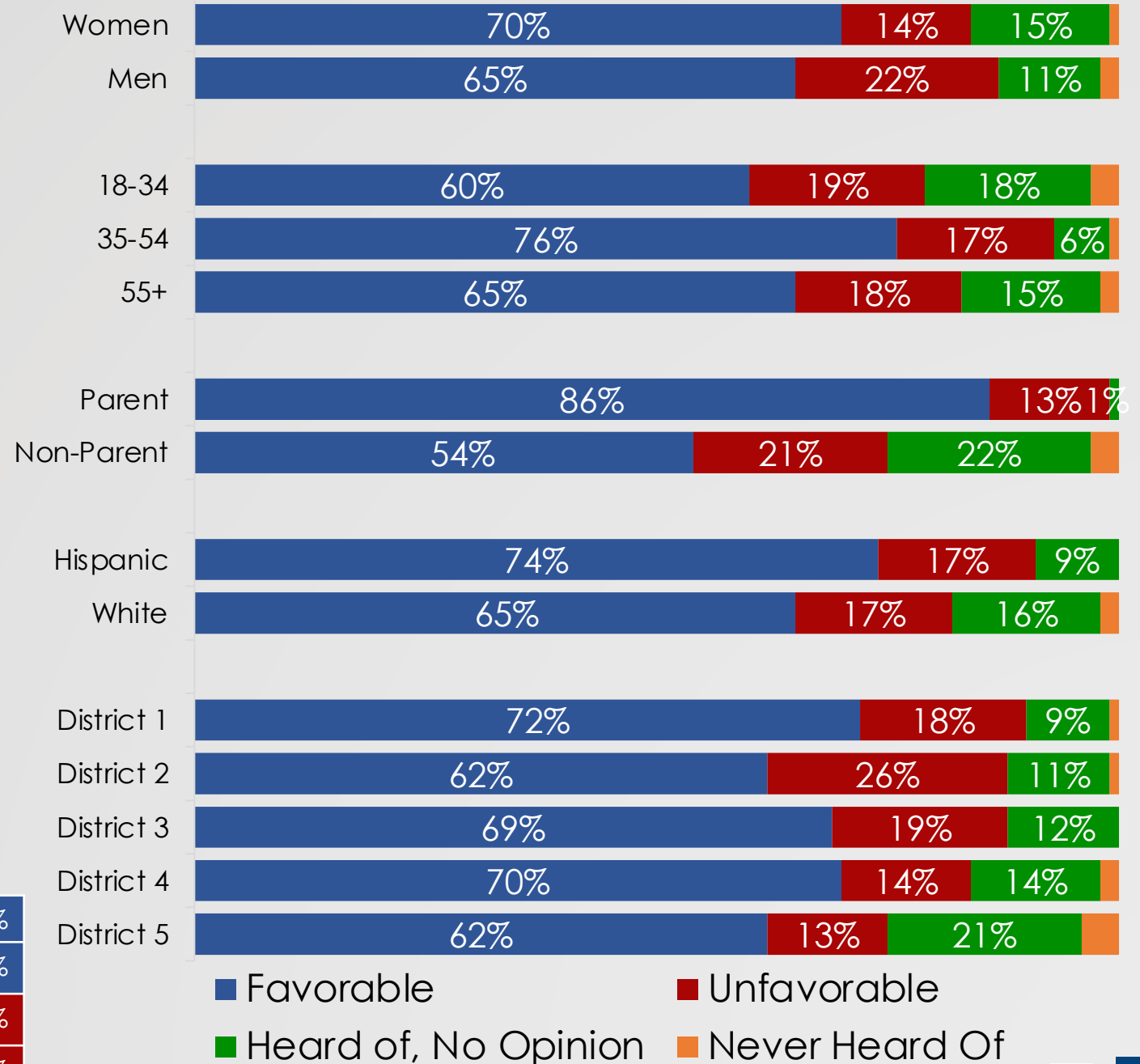
Adams 12 School District Image Rating

Do you have a favorable or unfavorable opinion of Adams 12 Five Star Schools?



■ Total Favorable
■ Total Unfavorable
■ Heard of, No Opinion
■ Never Heard Of

Very Favorable	23%
Somewhat Favorable	44%
Very Unfavorable	4%
Somewhat Unfavorable	14%



Adams 12 Image Rating Compared to Past Magellan Strategies Clients

Do you have a favorable or unfavorable opinion of...

District Name	Total Favorable	Total Unfavorable	Unsure/ No Opinion
Lewis-Palmer School District 38 (April 2022)	77%	14%	9%
Pueblo County School District 70 (September 2020)	68%	20%	12%
Adams 12 Five Star Schools (January 2023)	67%	18%	15%
Weld RE-4 School District (June 2022)	64%	24%	12%
Weld RE-4 School District (January 2022)	61%	25%	14%
Moffat County School District (April 2021)	60%	29%	11%
Mesa County Valley School District 51 (April 2021)	57%	32%	11%
27J Schools (November 2021)	54%	35%	11%
27J Schools (December 2022)	51%	37%	12%

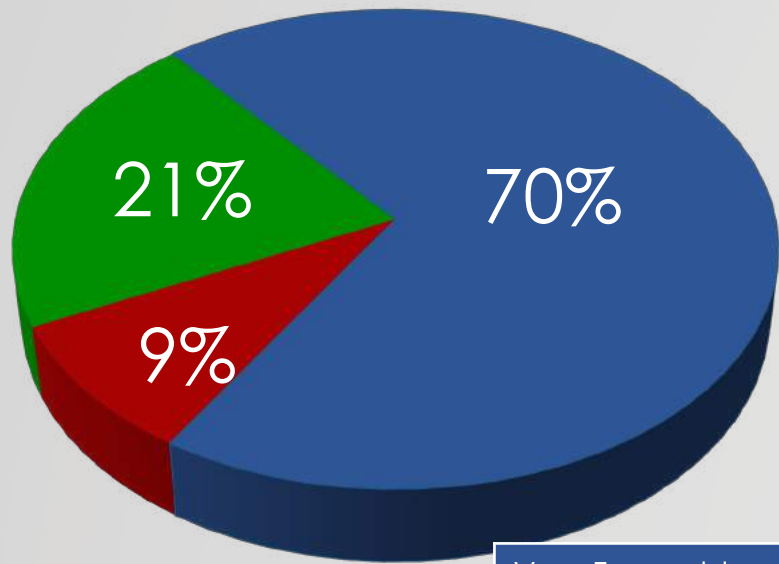
Adams 12 Image Rating Compared to Past Magellan Strategies Clients – Among Non-Parents

Do you have a favorable or unfavorable opinion of...

District Name	Total Favorable	Total Unfavorable	Unsure/ No Opinion
Lewis-Palmer School District 38 (April 2022)	73%	13%	14%
Pueblo County School District 70 (September 2020)	64%	13%	23%
Weld RE-4 School District (June 2022)	59%	24%	17%
Moffat County School District (April 2021)	57%	28%	15%
Weld RE-4 School District (January 2022)	55%	24%	21%
Mesa County Valley School District 51 (April 2021)	55%	32%	13%
Adams 12 Five Star Schools (January 2023)	54%	21%	22%
27J Schools (November 2021)	49%	35%	16%
27J Schools (December 2022)	47%	36%	17%

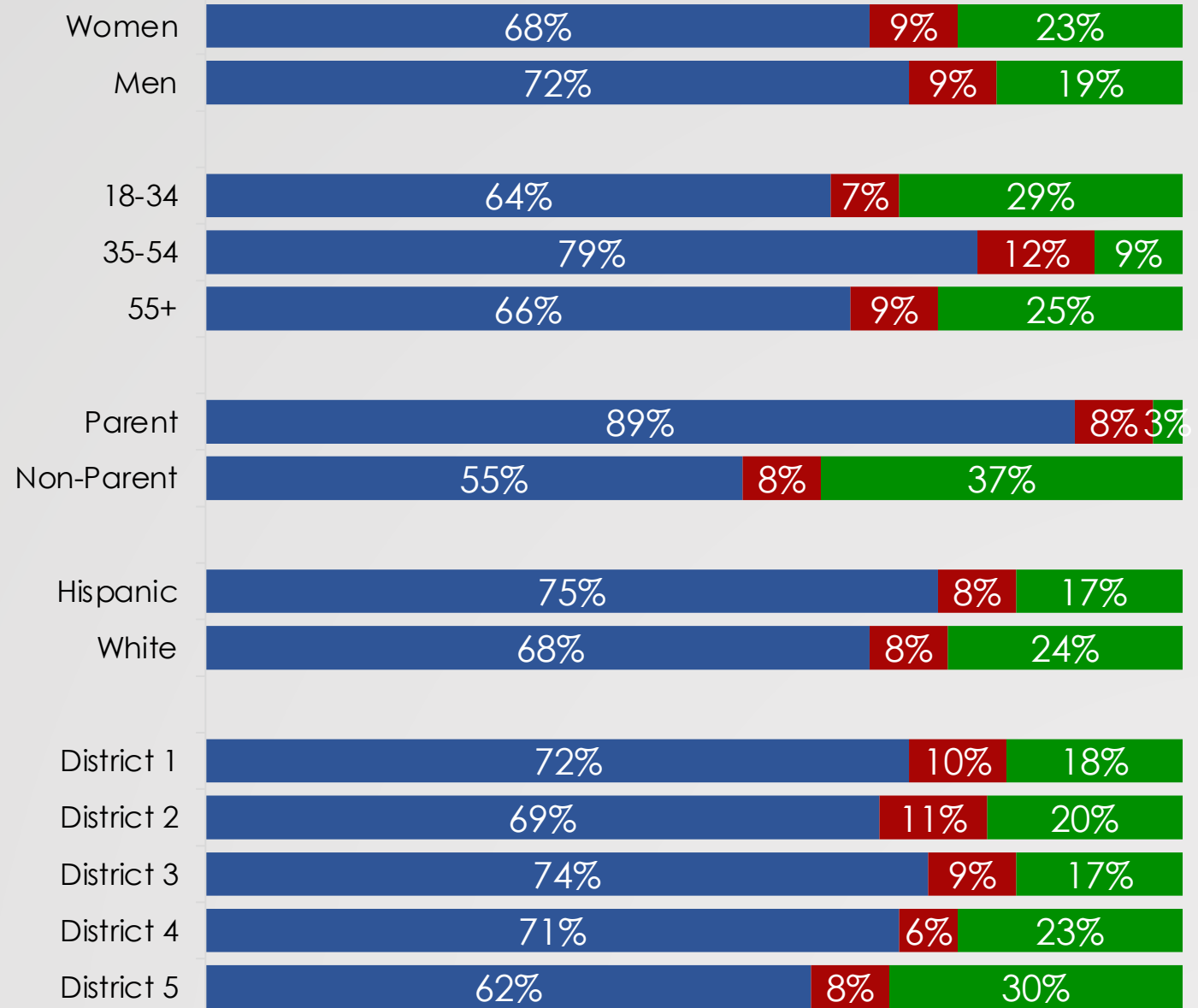
Adams 12 Teacher Image Rating

Do you have a favorable or unfavorable opinion of the teachers who work for Adams 12 Five Star Schools?



■ Total Favorable
■ Total Unfavorable
■ No Opinion

Very Favorable	32%
Somewhat Favorable	38%
Very Unfavorable	1%
Somewhat Unfavorable	8%



■ Favorable
 ■ Unfavorable
 ■ No Opinion

Adams 12 Teacher Image Rating Compared to Past Magellan Strategies Clients

Do you have a favorable or unfavorable opinion of the teachers who work for...

District Name	Total Favorable	Total Unfavorable	Unsure/ No Opinion
Lewis-Palmer School District 38 (April 2022)	75%	8%	17%
Adams 12 Five Star Schools (January 2023)	70%	9%	21%
Moffat County School District (April 2021)	70%	16%	14%
Mesa County Valley School District 51 (April 2021)	68%	16%	16%
27J Schools (December 2022)	62%	17%	21%
Magellan Statewide Survey (April 2022)	58%	22%	20%
27J Schools (July 2022)	53%	21%	26%

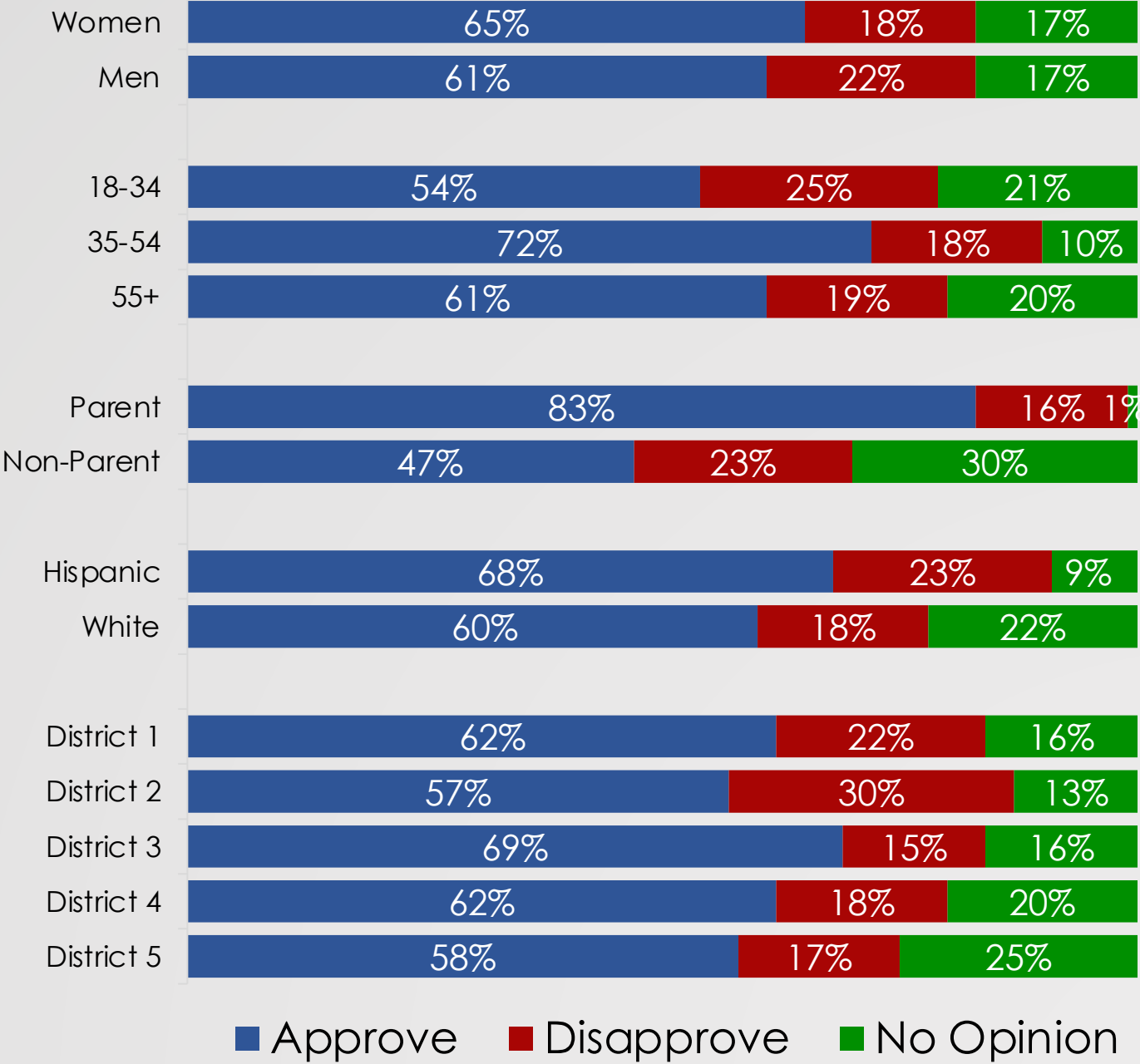
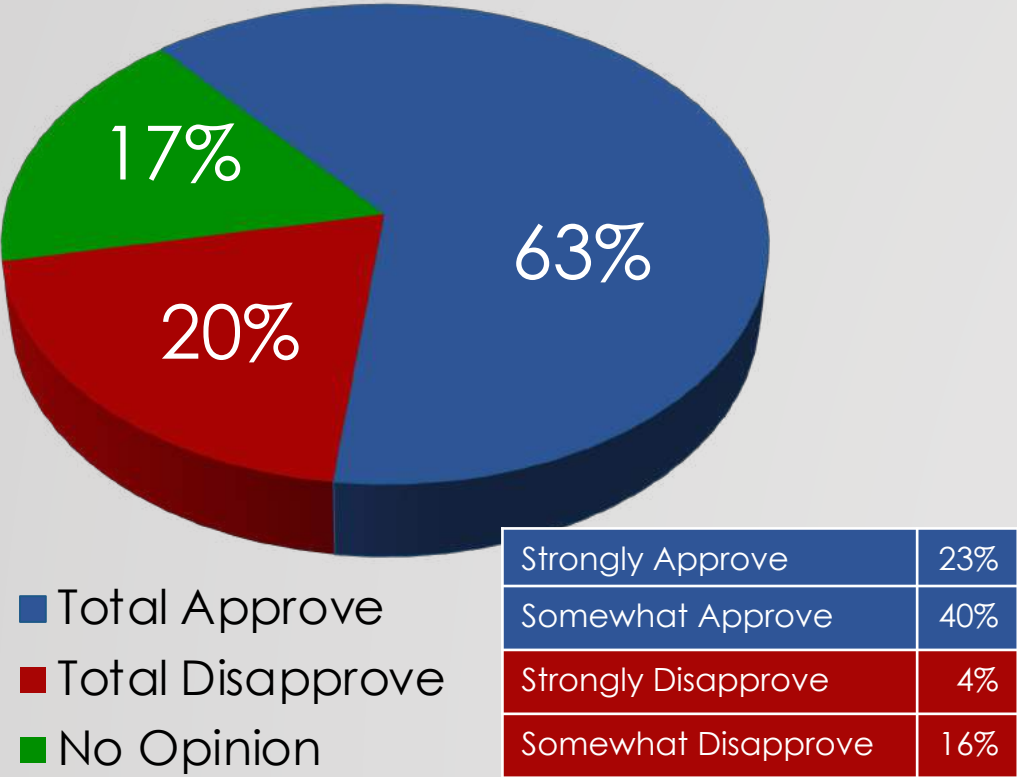
Adams 12 Teacher Image Rating Compared to Past Magellan Strategies Clients – Among Non-Parents

Do you have a favorable or unfavorable opinion of the teachers who work for...

District Name	Total Favorable	Total Unfavorable	Unsure/ No Opinion
Lewis-Palmer School District 38 (April 2022)	71%	6%	23%
Mesa County Valley School District 51 (April 2021)	64%	17%	19%
27J Schools (December 2022)	63%	12%	25%
Moffat County School District (April 2021)	61%	18%	21%
Adams 12 Five Star Schools (January 2023)	55%	8%	37%
Magellan Statewide Survey (April 2022)	54%	19%	27%
27J Schools (July 2022)	45%	19%	36%

Adams 12 Student Education Job Approval

Do you approve or disapprove of the job Adams 12 Five Star Schools is doing educating students?



Adams 12 Student Education Job Approval Compared to Past Magellan Strategies Clients

Do you approve or disapprove of the job [District] is doing educating students?

District Name	Total Approve	Total Disapprove	Unsure/ No Opinion
Lewis-Palmer School District 38 (April 2022)	74%	12%	14%
Weld RE-4 School District (January 2022)	64%	24%	12%
Adams 12 Five Star Schools (January 2023)	63%	20%	17%
Weld RE-4 School District (June 2022)	63%	21%	16%
27J Schools (November 2021)	61%	17%	22%
Pueblo County School District 70 (September 2020)	61%	27%	12%
Moffat County School District (April 2021)	61%	29%	10%
27J Schools (December 2022)	54%	29%	17%

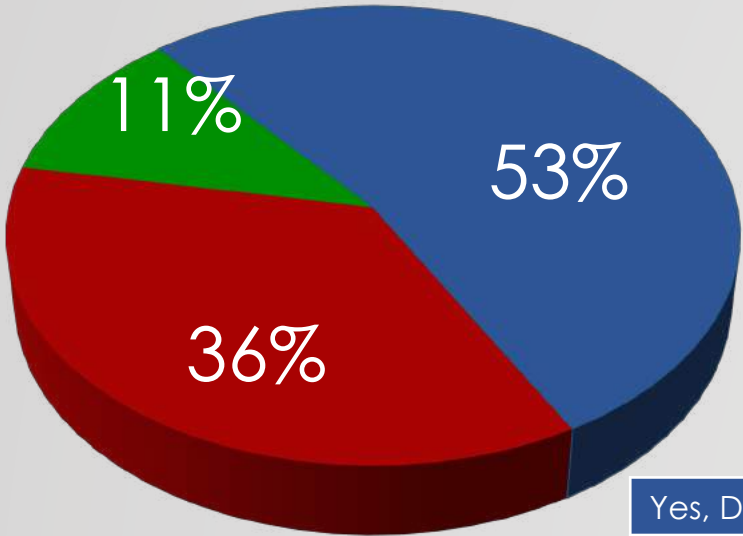
Adams 12 Student Education Job Approval Compared to Past Magellan Strategies Clients – Among Non-Parents

Do you approve or disapprove of the job [District] is doing educating students?

District Name	Total Approve	Total Disapprove	Unsure/ No Opinion
Lewis-Palmer School District 38 (April 2022)	71%	10%	19%
Pueblo County School District 70 (September 2020)	59%	15%	26%
Weld RE-4 School District (June 2022)	59%	20%	21%
Weld RE-4 School District (January 2022)	58%	23%	19%
Moffat County School District (April 2021)	56%	28%	16%
27J Schools (November 2021)	48%	33%	19%
27J Schools (December 2022)	48%	27%	25%
Adams 12 Five Star Schools (January 2023)	47%	23%	30%

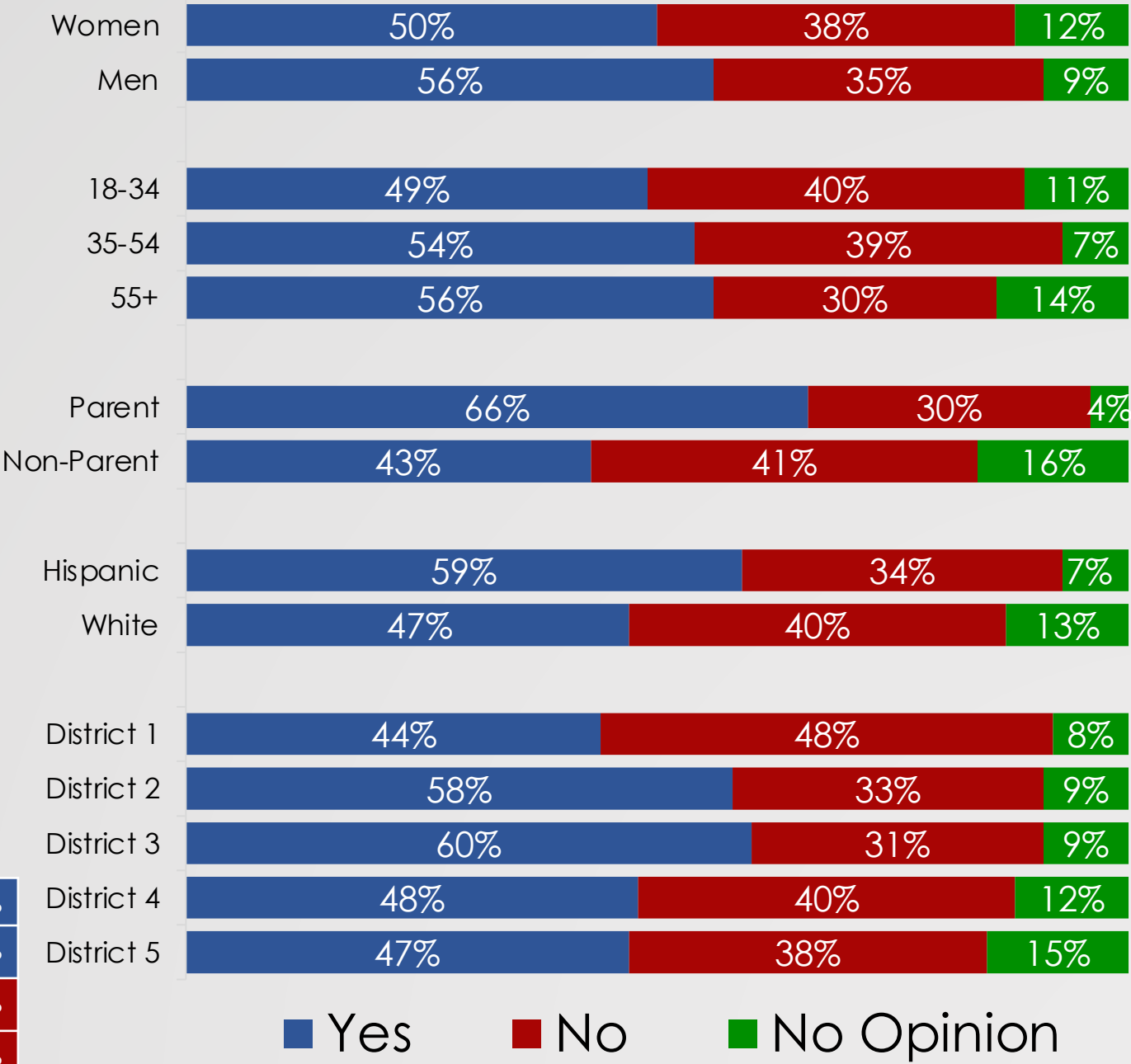
Opinion of Adams 12 Financial Resources

Do you think Adams 12 Five Star Schools has the financial resources needed to provide students with a good education?



- Total Yes
- Total No
- No Opinion

Yes, Definitely	20%
Yes, Probably	33%
No, Definitely Not	10%
No, Probably Not	26%



Yes No No Opinion

Adams 12 Opinion on Financial Resources Compared to Past Magellan Strategies Clients

Do you think [District] has the financial resources needed to provide students with a good education?

District Name	Total Yes	Total No	Unsure/ No Opinion
Adams 12 Five Star Schools (January 2023)	53%	36%	11%
Magellan Statewide Survey (April 2022)	43%	49%	8%
Weld RE-4 School District (January 2022)	43%	47%	10%
27J Schools (July 2022)	39%	48%	13%

Adams 12 Opinion on Financial Resources Compared to Past Magellan Strategies Clients – Among Non-Parents

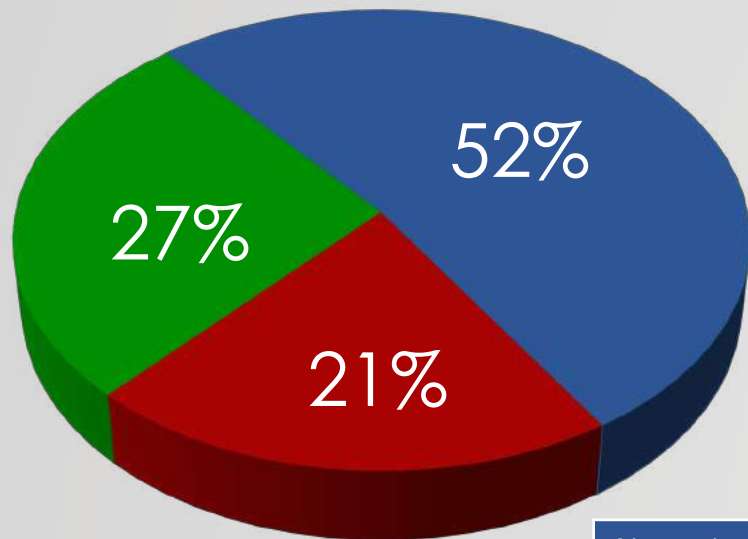
Do you think [District] has the financial resources needed to provide students with a good education?

District Name	Total Yes	Total No	Unsure/ No Opinion
Weld RE-4 School District (January 2022)	44%	42%	14%
Adams 12 Five Star Schools (January 2023)	43%	41%	16%
27J Schools (July 2022)	38%	44%	18%
Magellan Statewide Survey (April 2022)	37%	53%	11%

Opinion of Adams 12 Being Fiscally Responsible

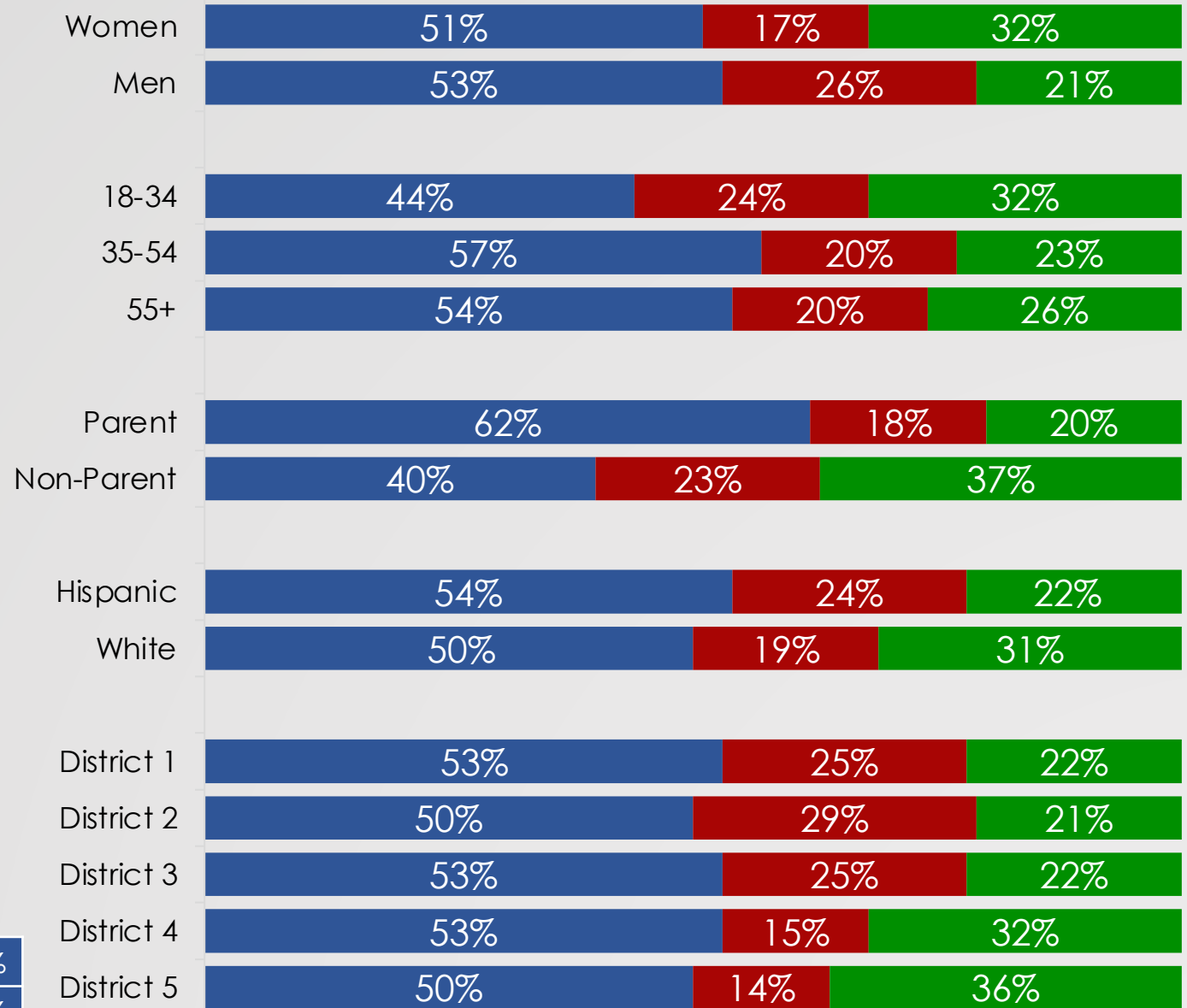
Do you agree or disagree with the following statement?

"Adams 12 Five Star Schools is fiscally responsible and spends taxpayer money wisely?"



■ Total Agree
■ Total Disagree
■ No Opinion

Strongly Agree	18%
Somewhat Agree	34%
Strongly Disagree	8%
Somewhat Disagree	13%



■ Agree
 ■ Disagree
 ■ No Opinion

Adams 12 Fiscal Responsibility Compared to Past Magellan Strategies Clients

Do you agree or disagree with the following statement: “[District] is fiscally responsible and spends taxpayer money wisely”?

District Name	Total Agree	Total Disagree	Unsure/ No Opinion
Weld RE-4 School District (January 2022)	58%	29%	13%
Weld RE-4 School District (June 2022)	54%	31%	15%
Adams 12 Five Star Schools (January 2023)	52%	21%	27%
Lewis-Palmer School District 38 (April 2022)	52%	27%	21%
Mesa County Valley School District 51 (April 2021)	46%	37%	17%
Moffat County School District (April 2021)	45%	36%	19%
27J Schools (December 2022)	44%	37%	19%
27J Schools (November 2021)	42%	40%	18%
Jeffco Public Schools (May 2021)	38%	38%	24%
27J Schools (July 2022)	36%	36%	28%

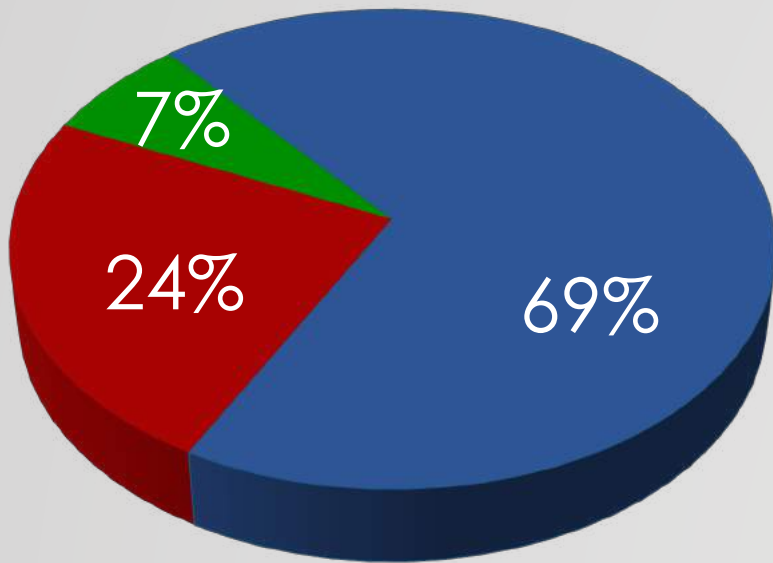
Adams 12 Fiscal Responsibility Compared to Past Magellan Strategies Clients – Among Non-Parents

Do you agree or disagree with the following statement: “[District] is fiscally responsible and spends taxpayer money wisely”?

District Name	Total Approve	Total Disapprove	Unsure/ No Opinion
Weld RE-4 School District (January 2022)	55%	28%	17%
Weld RE-4 School District (June 2022)	51%	31%	18%
Lewis-Palmer School District 38 (April 2022)	48%	28%	24%
Mesa County Valley School District 51 (April 2021)	44%	38%	18%
Moffat County School District (April 2021)	42%	36%	22%
Adams 12 Five Star Schools (January 2023)	40%	23%	37%
27J Schools (December 2022)	40%	36%	24%
27J Schools (November 2021)	39%	39%	22%
Jeffco Public Schools (May 2021)	34%	40%	26%
27J Schools (July 2022)	29%	37%	34%

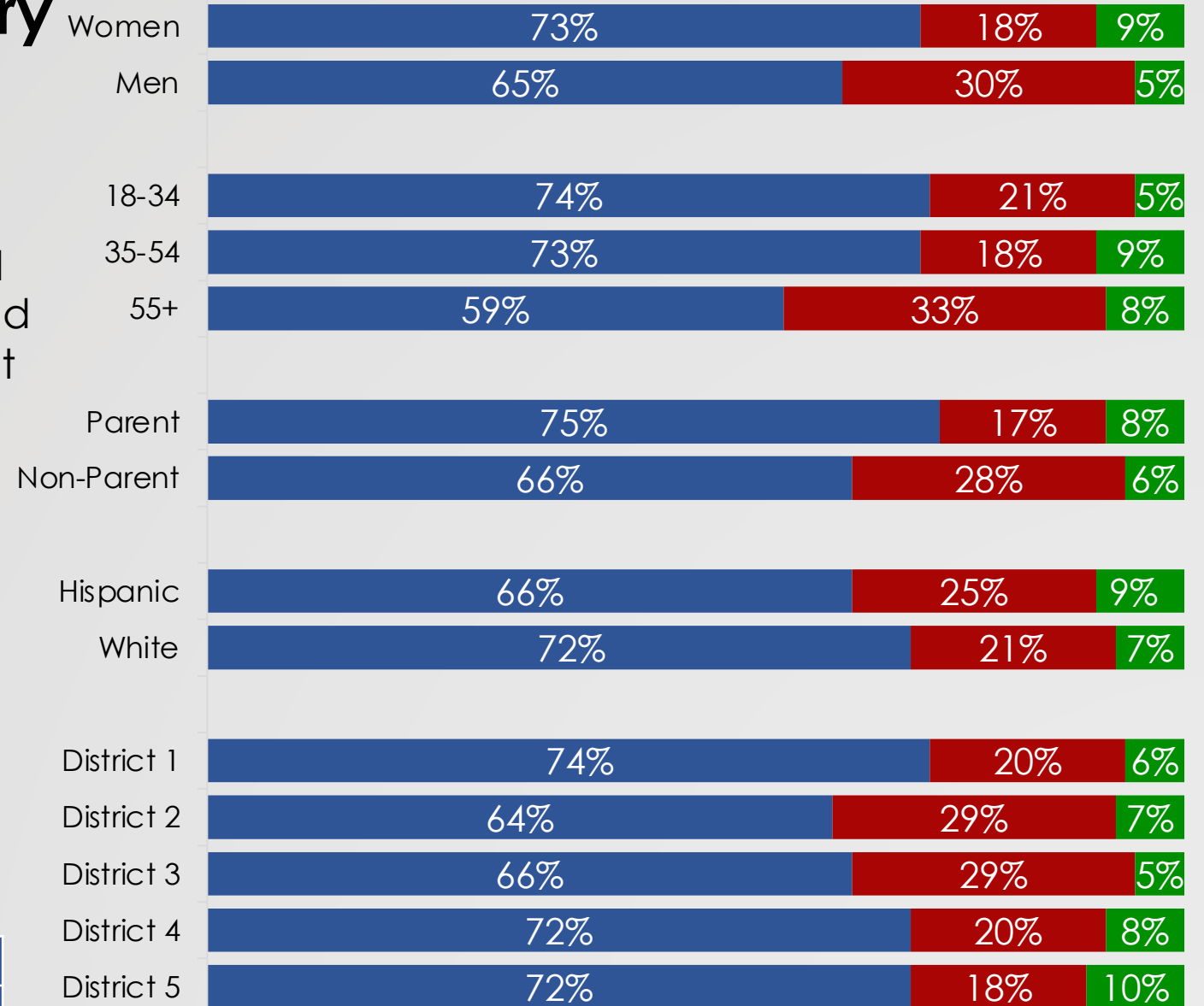
“Uninformed” Teacher Salary Tax Increase Ballot Test

If there was a modest tax increase on the ballot sometime in the future to allow the School District to fund teacher salaries and classroom programs, would you vote yes and approve it, or would you vote no and reject it?



■ Total Yes, Approve
■ Total No, Reject
■ Undecided

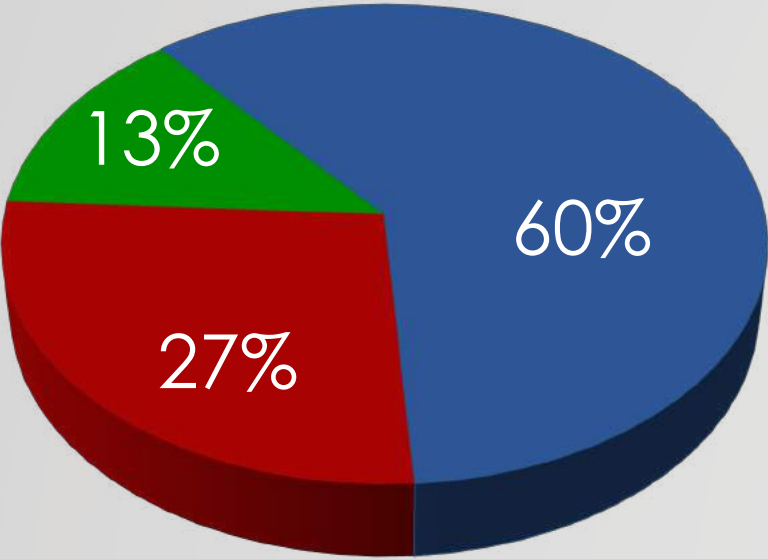
Definitely Approve	44%
Probably Approve	25%
Definitely Reject	14%
Probably Reject	10%



■ Approve ■ Reject ■ Undecided

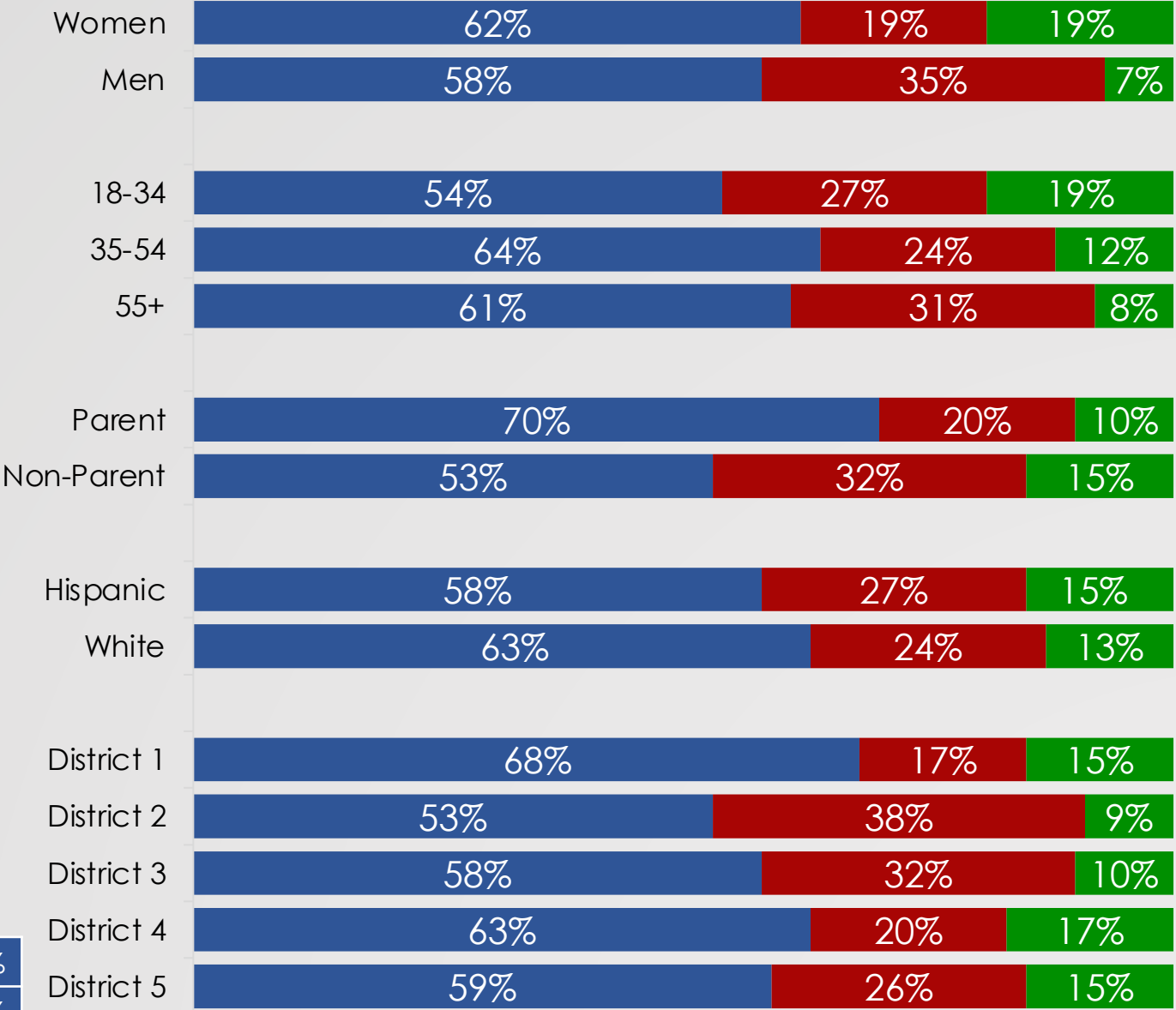
“Uninformed” School Construction Debt Ballot Test

If there was a ballot measure allowing the School District to increase its amount of debt without increasing taxes to fund school construction and infrastructure improvements, would you vote yes and approve it or vote no and reject it?



■ Total Yes, Approve
■ Total No, Reject
■ Undecided

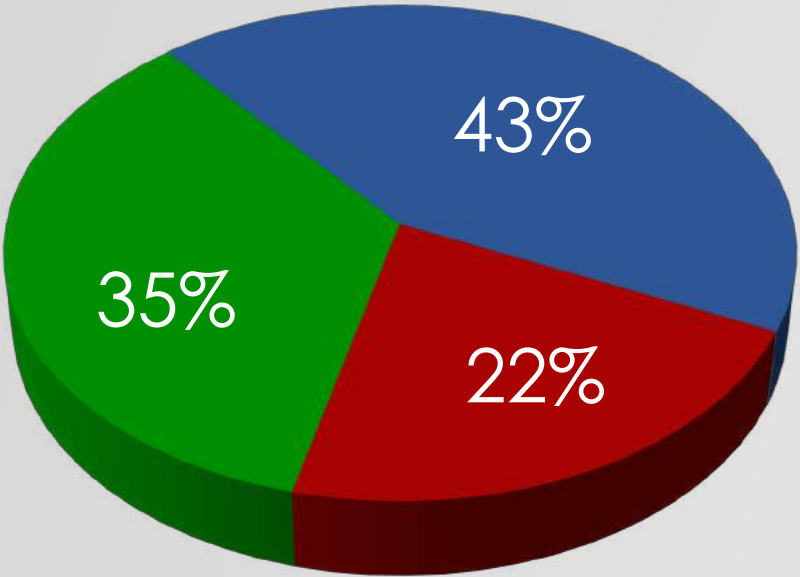
Definitely Approve	29%
Probably Approve	31%
Definitely Reject	9%
Probably Reject	18%



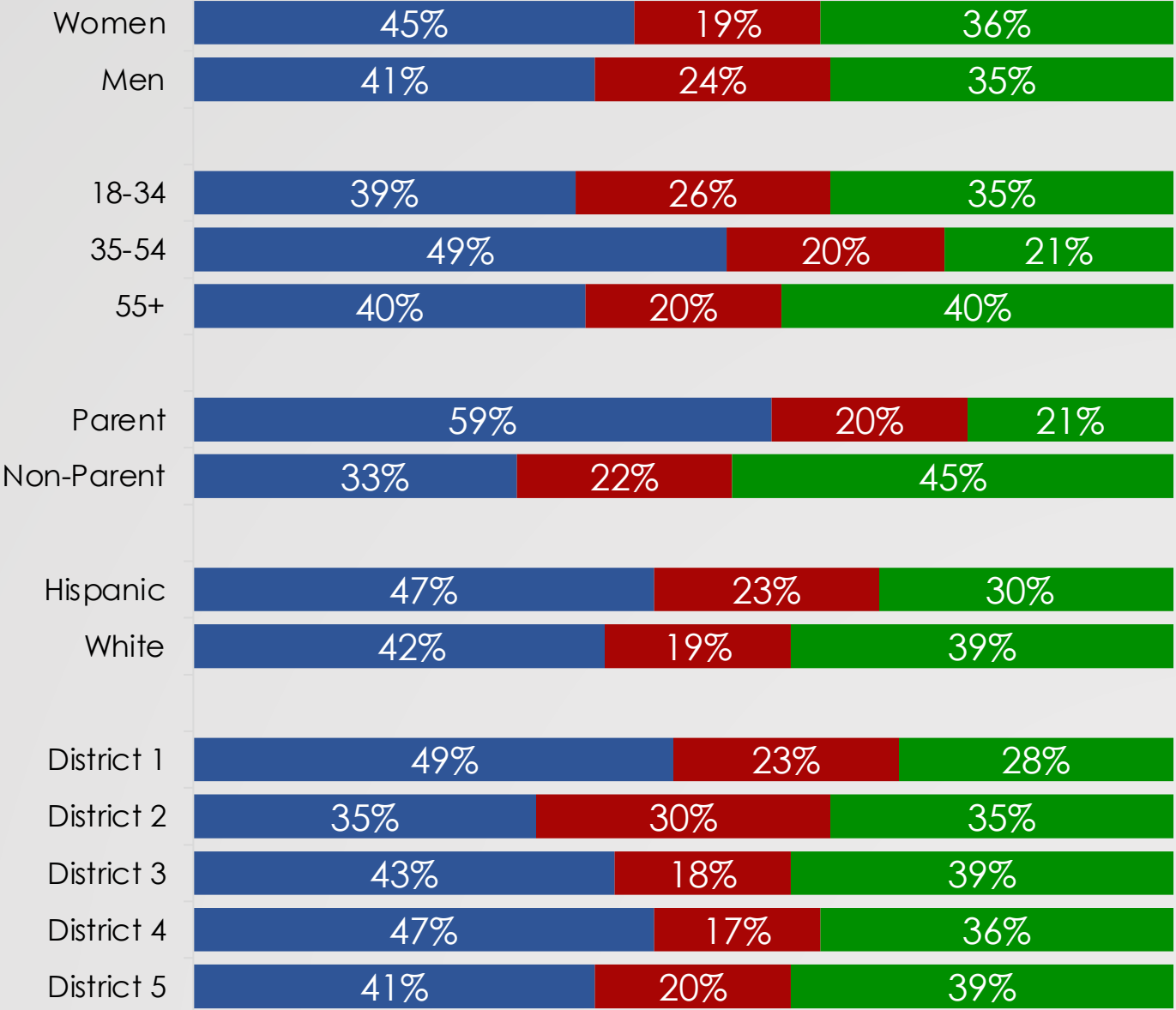
■ Approve ■ Reject ■ Undecided

Opinion of Adams 12 Direction

Do you think Adams 12 Five Star Schools is heading in the right direction, or do you feel it is off on the wrong track?



- Right Direction
- Wrong Track
- No Opinion



- Right Direction
- Wrong Track
- Undecided

Adams 12 Right Direction/Wrong Track Compared to Past Magellan Strategies Clients

Do you think [District] is heading in the right direction, or do you feel it is off on the wrong track?

District Name	Right Direction	Wrong Track	Unsure/ No Opinion
Pueblo County School District 70 (September 2020)	45%	23%	32%
Boulder Valley School District (May 2022)	45%	33%	22%
Magellan Statewide Survey (April 2022)	44%	28%	28%
Adams 12 Five Star Schools (January 2023)	43%	22%	35%
Mesa County Valley School District 51 (April 2021)	34%	32%	34%
Jeffco Public Schools (May 2021)	32%	37%	31%

Adams 12 Right Direction/Wrong Track Compared to Past Magellan Strategies Clients – Among Non-Parents

Do you think [District] is heading in the right direction, or do you feel it is off on the wrong track?

District Name	Right Direction	Wrong Track	Unsure/ No Opinion
Pueblo County School District 70 (September 2020)	46%	10%	44%
Boulder Valley School District (May 2022)	46%	32%	22%
Magellan Statewide Survey (April 2022)	40%	26%	34%
Adams 12 Five Star Schools (January 2023)	33%	22%	45%
Mesa County Valley School District 51 (April 2021)	32%	31%	37%
Jeffco Public Schools (May 2021)	25%	36%	39%

Why 59% of Adams 12 Parents Think the District is Headed in the Right Direction

Please describe the reasons why you think Adams 12 Five Star Schools is headed in the right direction.

Prominent Themes

Positive Personal Experience (35%) – Student is happy and successful in school, positive school environment

"Because my son comes home every day with something new he learned & is always in a great mood when he's picked up & always says he had a good day. That kinda speaks for itself if you ask me."

Teachers (17%) – Complimentary of teachers and the job they are doing

*"Teachers who genuinely love their students and want them to succeed."
"Teachers and staff work extremely hard to meet the needs of all of their students."*

Focused on Students (11%) – Prioritizing each individual student's growth

*"Lots of focus on students and specialties."
"They are involved with their students."
"It continues to focus on the whole child and many aspects of a student's life."*

Programs/Options for Students (10%) – Specific needs of students are being met, and they have choices

"There are a wide variety of options for kids to pursue areas that interest them. The schools have also been accommodating to my student's special needs."

CTE/Future Forward (8%) – Specific mention of the options available for high school students

*"The Future Forward programs are amazing and such a benefit to students who are not college bound!"
"We have fantastic teachers, beautiful schools (LHS & ARE). The future forward program is exactly what we were missing in the district and I'm excited for my kids to utilize the program. I'm very proud of our district and the schools my kids attend."*

Why 33% of Non-Parents Think the District is Headed in the Right Direction

Please describe the reasons why you think Adams 12 Five Star Schools is headed in the right direction.

Prominent Themes

Positive Personal Experience (28%) – Former student is now doing well or grandchildren are doing well, complimentary of the job the district has done

"Both of my children graduated from a high school in this district and as they continued their education they were able to build on the education they received in Adams 12. Both are highly successful individuals. Thank you, Adams 12."

Teachers (20%) – Complimentary of teachers and the job they are doing

"Teachers make the difference."

"They hire great staff. Most of the schools are equipped very nicely. Some need updated quite a bit."

Focused on Students (10%) – Prioritizing each individual student's growth

"I believe the district is working to meet the needs of all of its students."

"I believe they put students and families first."

Academics (9%) – Graduation rates, students learning what they need to know to be successful

"Good quality education. Prepare students to do well upon graduation."

Programs/Options for Students (9%) – Choices available to meet each student's interests

"Great teachers, providing for all categories of students such as Gifted, Special Education, sports, music, etc."

"Lots of great projects being completed. Attention being paid to every pathway for students."

Why 20% of Adams 12 Parents Think the District is Off on the Wrong Track

Please describe the reasons why you feel Adams 12 Five Star Schools is off on the wrong track.

Prominent Themes

Curriculum (28%) – Curriculum is too political, does not have the right focus

"I would like to see our children learning the basics, reading, writing, math, actual science, and real history. These days too much time and money is spent on critical race theory, socialism, gender issues, and other things that have no place in our schools."

Poor Academics (15%) – Students are not learning what they need to know to succeed

"I am not sure the current curriculum and grading standards have high enough expectations for students and are preparing them to be competitive in the future. Standards and demands on students are not demanding enough."

"I do not feel the education my children received has prepared them for college or careers in a meaningful way."

Fiscal Responsibility (10%) – Wasted money, funds not getting to classroom

"Adams 12 school district could use an audit and determine how much taxpayer money is wasted on things that have no direct correlation to the students and education. I'm fairly sure there is a lot of wasted tax payer money going to things that have no relation to the students in the district or their education."

Administration Size/Pay (10%) – Administration is too large, at the expense of teachers/classrooms

"Administrator bloat... Too many administrators, not enough teachers."

Low Teacher Pay/Teacher Burn Out (9%) – Teachers not paid enough for the job they are doing, behind other districts

"Underpaid teachers and excess turnover."

"Class sizes too large, underpaying teachers/staff."

Why 22% of Non-Parents Think the District is Off on the Wrong Track

Please describe the reasons why you feel Adams 12 Five Star Schools is off on the wrong track.

Prominent Themes

Curriculum (41%) – Curriculum is too political, does not have the right focus

"No 'woke' agendas. Teach the children reading, writing & arithmetic."

Poor Academics (15%) – Students are not learning what they need to know to succeed

"Passing students who have not done the work."

"Have yet to meet a kid in the district that can do math in their head."

Administration Size/Pay (14%) – Administration is too large, at the expense of teachers/classrooms

"Focused on the administration more than students and teachers."

"Too much funding is spent on managers and administrators. More needs to be spent on teachers and less on administration."

Fiscal Responsibility (9%) – Wasted money, funds not getting to classroom

"Raising taxes or increasing debt has been their immediate response since we moved here."

"Take some responsibility and make cuts."

Low Teacher Pay (6%) – Teachers not paid enough, behind other districts

"Teacher salaries are not in line with the cost of living. We can't attract the best teachers without giving them enough to live comfortably."

In your opinion, what are the attributes and characteristics of a great school? (Among Adams 12 Parents)

Prominent Themes

Student Focused (65%) – Opportunities to succeed and growth for all students

“Focus on making sure all students improve academically through the year. Supporting students, while pushing them & families to work to improve.”

“EVERY student is a priority. The focus needs to be more about post-secondary success in life not just college.”

Teachers (53%) – Great teachers who care about and encourage students

“Great teachers who teach tough curriculum and engage the kids in learning.”

“Inclusive, passionate teachers and administrators who ensure every student has their needs met.”

Positive Environment (25%) – Students feel safe and welcome and are excited to learn

“Warm, caring, whole-child centered, creative, classrooms are well managed with calm, caring so all kids can focus on learning.”

“Common purpose and sense of belonging, supporting individuals' different abilities, feeling welcome, students having fun-- learning activities that are engaging and build social skills.”

Strong Academics (25%) – Students receive the education they need to succeed

“Good academic content, good instructors, good goal setting and rewards, good extracurricular activities.”

Good Communication (25%) – Collaboration between administration, teachers, and families

“One that sees partnerships with families as a positive and actively makes efforts to work with us and our children. Great communication.”

“Parent and student confidence in teachers and administration. Well staffed. Small class sizes. Updated curriculum. Working technology. Well-maintained buildings. Great communication systems in place.”

In your opinion, what are the attributes and characteristics of a great school? (Among Non-Parents)

Prominent Themes

Student Focused (60%) – Opportunities to succeed and growth for all students

"The children learn at the appropriate rates, both low and high-level students are able to learn to their best abilities, and a lifelong love of learning is fostered."

Teachers (50%) – Great teachers who care about and encourage students

*"Great teachers! Appropriate salaries for them."
"Great teachers that really care and do their job."*

Strong Academics (28%) – Students receive the education they need to succeed

*"Students graduate from their schools prepared to take the next step in their journey and are positive about both where they came from and where they are going."
"A great school should graduate almost every student with the tools necessary to pursue a vocational or college degree."*

Positive Environment (26%) – Students feel safe and welcome and are excited to learn

"Strong community, passionate teachers, admin and coaching staff. A large variety of quality programs that students can find their place in and find a place to belong and build relationships."

Good Communication (14%) – Collaboration between administration, teachers, and families

"Solid and consistent communication with the residents of the area, and programs to address all styles of learning and cultures."

Importance of School Attributes in Developing Great Schools

Please indicate how important the following school attributes and characteristics are in developing great schools. (All respondents)

School Attribute or Characteristic	Very & Somewhat	Very Important	Somewhat Important	Not Too Important	Not Imp. At All
Attracting and retaining high-quality teachers	99%	88%	11%	0%	0%
Teaching basic subjects like reading, math, and writing	98%	89%	9%	2%	0%
A safe and secure learning environment	98%	90%	8%	1%	0%
Offering students career and technical programming (or learning) to prepare them for a job right after high school or give them a leg up as they pursue a postsecondary education	97%	80%	17%	2%	0%
Having excellent teacher-parent communication	97%	80%	17%	2%	0%
Teaching collaboration, critical thinking, and problem-solving skills	95%	84%	11%	3%	1%

Importance of School Attributes in Developing Great Schools

Please indicate how important the following school attributes and characteristics are in developing great schools. (All respondents)

School Attribute or Characteristic	Very & Somewhat	Very Important	Somewhat Important	Not Too Important	Not Imp. At All
Having small class sizes and student to teacher ratios	95%	65%	30%	4%	1%
Offering advanced science, technology, engineering, and math (STEM) classes and programs	94%	69%	25%	4%	1%
Providing work-based learning opportunities for students like internships and job shadowing	93%	65%	28%	5%	1%
Providing music, visual arts, performing arts, and other creative class offerings	92%	65%	27%	6%	1%
A welcoming environment for all students with different backgrounds	90%	78%	12%	7%	2%

Importance of School Attributes in Developing Great Schools

Please indicate how important the following school attributes and characteristics are in developing great schools. (All respondents)

School Attribute or Characteristic	Very & Somewhat	Very Important	Somewhat Important	Not Too Important	Not Imp. At All
Providing students opportunities to learn outside the traditional classroom like field trips and outdoor education	91%	56%	35%	6%	2%
A modern building equipped with state-of-the-art technology	83%	38%	45%	14%	2%
Offering competitive individual and team sports and athletics	83%	43%	40%	11%	5%



Opinion of School District Facts

We are now going to share with you some facts and information about Adams 12 Five Star Schools.

After reading the information, please indicate if it gives a more favorable opinion of the School District or if it makes no difference in your opinion.

Opinion of School District Facts & Information

After reading the information, please indicate if it gives you a more favorable opinion of the School District or if it makes no difference in your opinion. (All respondents)

School District Information	Much & Somewhat Favorable	Much More Favorable	Somewhat More Favorable	Info. Makes No Difference	No Opinion
The number of students earning industry certifications to begin a career after graduation has increased significantly, growing from 167 in 2016 to 610 in 2022.	82%	48%	34%	13%	5%
The School District's Career and Technical Education (CTE) program partners with industry leaders to provide students with opportunities to advance their education, earn industry certificates or earn work-based learning opportunities in several career "pathways." The number of students taking Career and Technical Education (CTE) courses has increased from 6,700 in 2016 to 9,000 in 2022.	78%	40%	38%	16%	6%

Opinion of School District Facts & Information

After reading the information, please indicate if it gives you a more favorable opinion of the School District or if it makes no difference in your opinion. (All respondents)

School District Information	Much & Somewhat Favorable	Much More Favorable	Somewhat More Favorable	Info. Makes No Difference	No Opinion
Advanced Placement examinations (AP exams) offered by the College Board are taken each May by some high school students. AP exams are scored on a scale of 1 to 5. Many colleges give course credit to students who score 3 or higher on an AP exam. In 2016, 3,229 students took an AP exam, and 53% scored a 3 or higher. In 2020, 4,089 students took an AP exam, and 69% scored a 3 or higher.	72%	34%	38%	21%	7%
The School District has a highly trained safety and security team that works collaboratively with staff and local law enforcement to provide a safe learning environment for more than 36,000 students. This includes School Resource Officers in each middle and high school within the district.	70%	37%	33%	24%	6%

Opinion of School District Facts & Information

After reading the information, please indicate if it gives you a more favorable opinion of the School District or if it makes no difference in your opinion. (All respondents)

School District Information	Much & Somewhat Favorable	Much More Favorable	Somewhat More Favorable	Info. Makes No Difference	No Opinion
The graduation rate for High School students in 2022 was 83.9%. This exceeded the state average of 82.3% and the School District graduation rate has improved by 11.1 percentage points since 2010.	66%	27%	39%	30%	4%
Just 6% of Five Star School salaries and benefits go toward administrative staff and employees. This is one of the lowest administrative staff cost percentages among School Districts on the Front Range.	52%	25%	27%	27%	21%



Arts & Design



Business and Marketing



Criminal Justice & Public Safety



Health Science



Hospitality, Human Services, & Education



Skilled Trades & Technical Sciences



STEM & Information Technology

Opinion of Future Forward and CTE Programming

The School District's Career and Technical Education (CTE) programming is known as FutureForward. These programs partner with industry leaders to provide students with opportunities to advance their post-secondary education, earn industry certificates and/or earn work-based learning opportunities in several career "pathways."



Opinion of Future Forward and CTE Programming

These programs give students a competitive advantage as they enter college, the military, or start a career in the following areas:

Arts & Media Design

Criminal Justice & Public Safety (Fire, Law Enforcement, EMS)

Health Sciences, Nursing, Behavioral & Mental Health

Hospitality, Food Production & Education

Construction, Manufacturing & Skilled Trades (Such as Welding)

Automotive Technology, Collision Repair & Refinishing

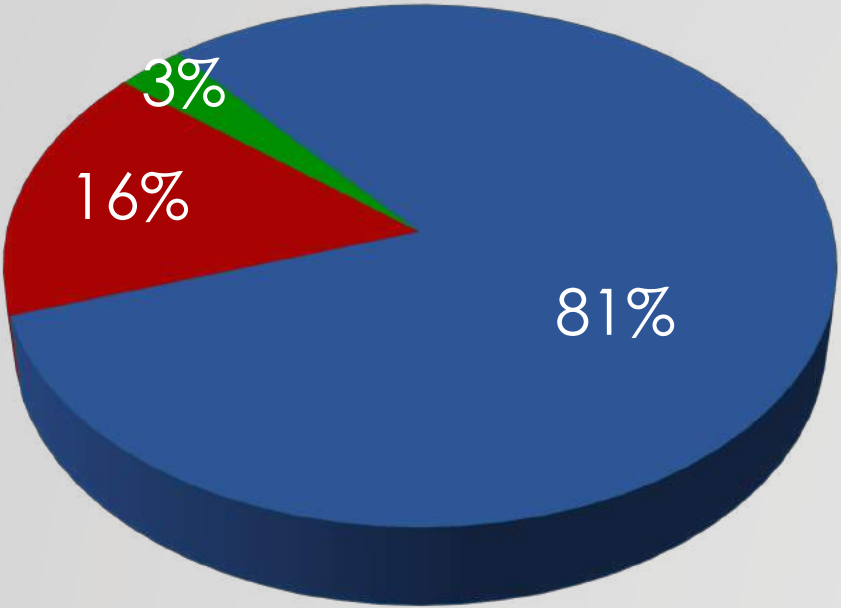
STEM Education & Information Technology

Business & Marketing

Knowing this, do you have a much more favorable opinion of the School District, a somewhat more favorable opinion, or does this information not change your opinion of the School District?

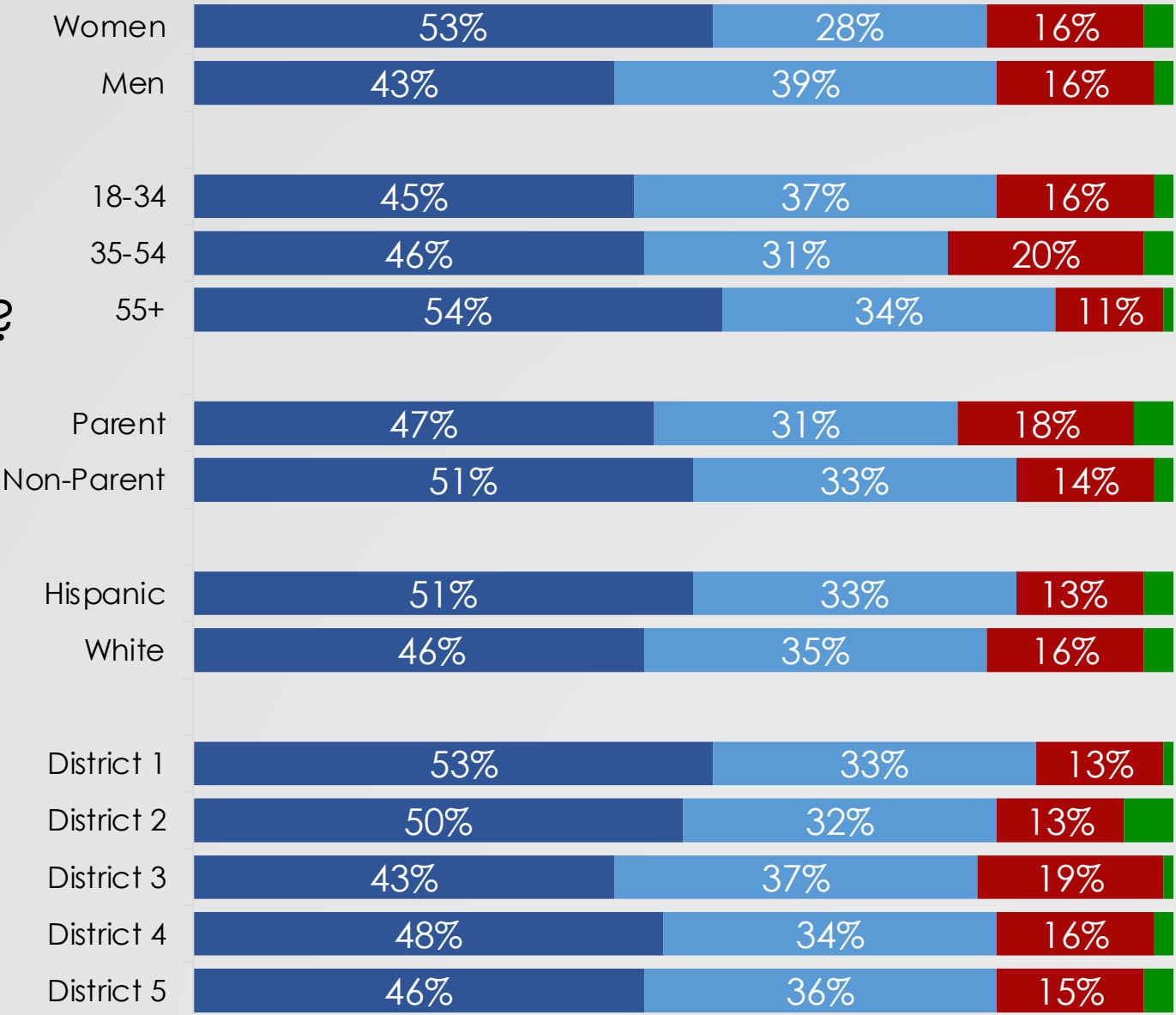
Future Forward and CTE Programming Information Question

Knowing this information, do you have a...opinion of the District?



- Total More Favorable
- Does Not Change My Opinion
- No Opinion

Much More Favorable	48%
Somewhat More Favorable	33%



■ Much More ■ Smwt More ■ No Diff. ■ No Opinion

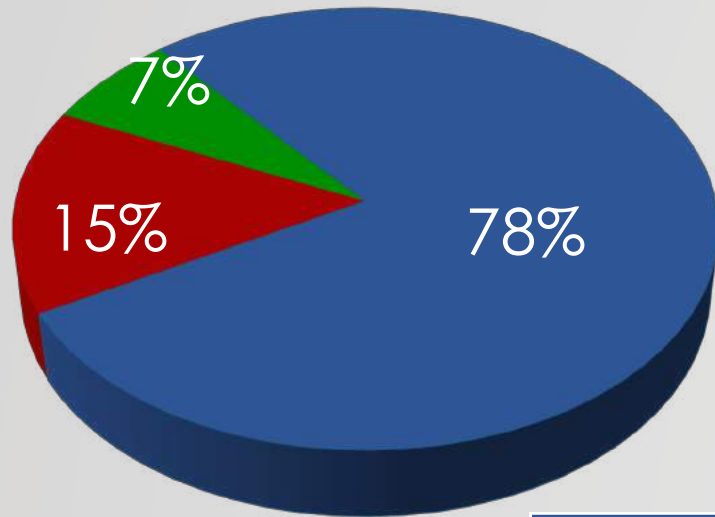
Ranking of Career Pathways

Please rank the following career paths in order of priority that you would like the School District to invest in. Ranking a career path #1 indicates it is your top priority. Ranking a career path #9 indicates it is your lowest or least priority. (Percentage Ranked #1, 2, or 3)

Career Path	All	Parents	Non-Parents	White	Hisp.	18-34	35-54	55+
Health Sciences, Nursing, Behavioral & Mental Health	63%	65%	64%	67%	54%	61%	61%	67%
STEM Education & Information Technology	60%	64%	61%	63%	50%	50%	68%	61%
Construction, Manufacturing & Skilled Trades	37%	31%	39%	39%	35%	37%	38%	38%
Agriculture, Natural Resources, & Energy	32%	28%	36%	33%	25%	42%	28%	27%
Business & Marketing	30%	34%	29%	28%	37%	24%	30%	37%
Criminal Justice & Public Safety (Fire, Police, EMS)	29%	29%	26%	24%	36%	29%	26%	31%
Automotive Technology, Collision Repair & Refinishing	23%	20%	24%	20%	29%	28%	23%	16%
Hospitality, Food Production, & Education	14%	15%	11%	13%	20%	17%	13%	12%
Arts and Media Design	12%	14%	11%	13%	15%	12%	13%	12%

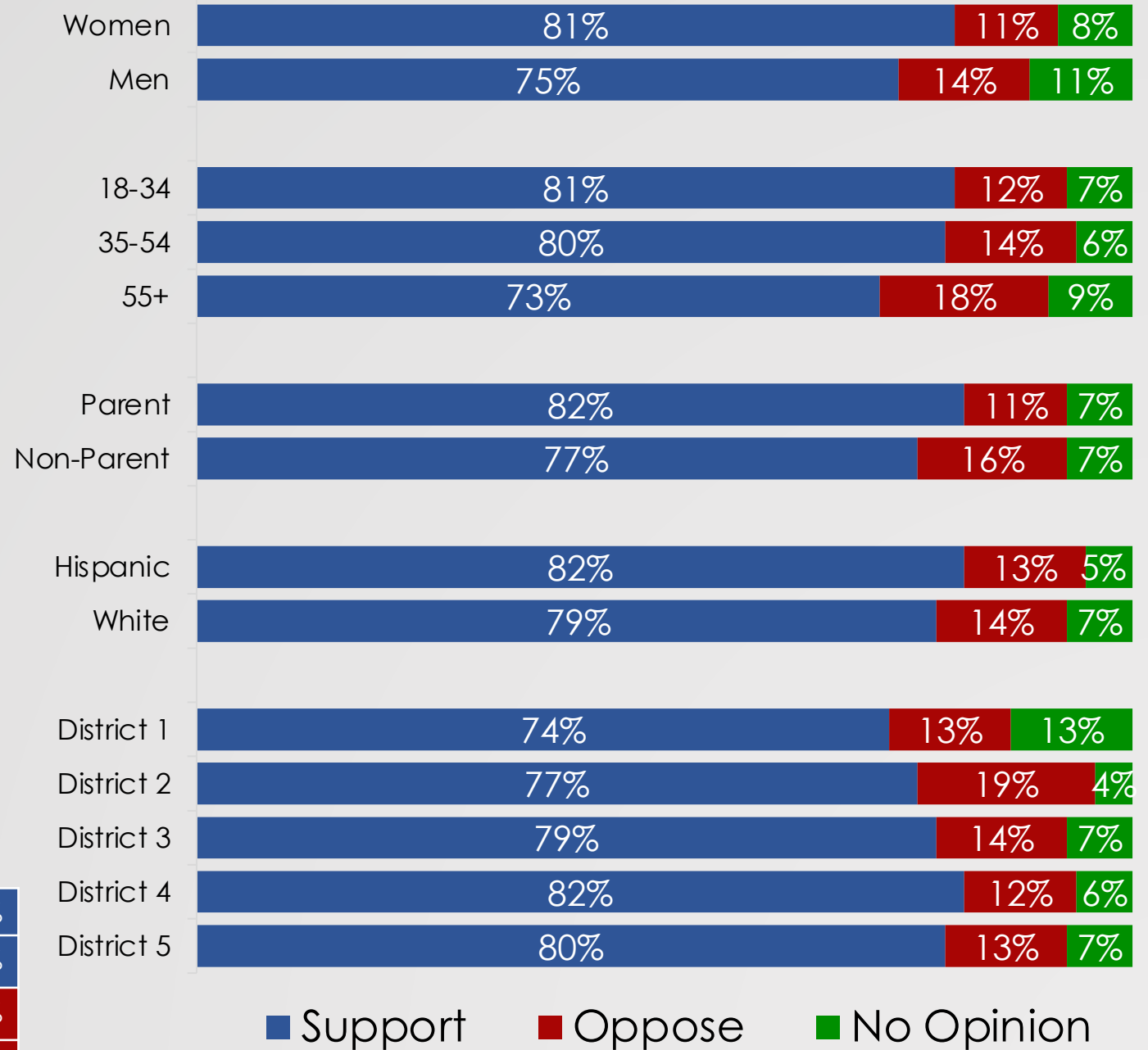
CTE Funding Ballot Test Question

Student interest in taking CTE courses and programs is so strong it is outpacing the School District's ability to provide enough spots in the program. Knowing this, would you support or oppose a modest tax increase to increase funding for CTE courses and programs?



■ Total Support
■ Total Oppose
■ No Opinion

Strongly Support	45%
Somewhat Support	33%
Strongly Oppose	6%
Somewhat Oppose	9%





Opinion of Neighborhood Schools, Consolidation and the Costs to Stay Open

Before we continue, it is important to understand that Adams 12 Five Star Schools is not considering any immediate school consolidations or closures. Please keep that in mind as you answer the following questions.

The School District will eventually have to address the issue of declining student enrollment. For example, some elementary schools that were designed to hold 400 to 450 students today have just 290 to 300 students.

Some smaller elementary schools have limited access to special classes like art, music, and physical education, and grade levels may be combined into one classroom.



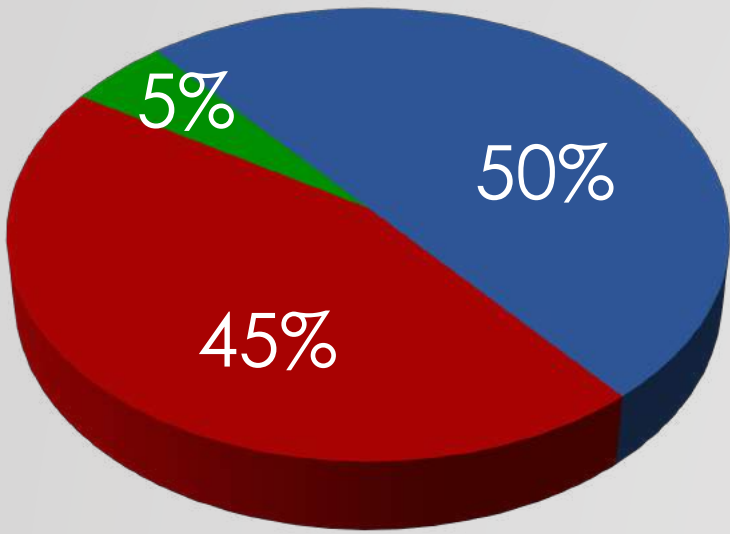
Opinion of Neighborhood Schools, Consolidation and the Costs to Stay Open

Also, the cost per student to operate schools with smaller enrollments is more than the cost of operating schools with full or nearly full enrollments. This creates a tough decision for the School District, where the merging or closing of schools needs to be considered.

Knowing this, do you think the School District should do everything possible to keep all schools open, or should the district consider merging or closing schools with smaller enrollment numbers?

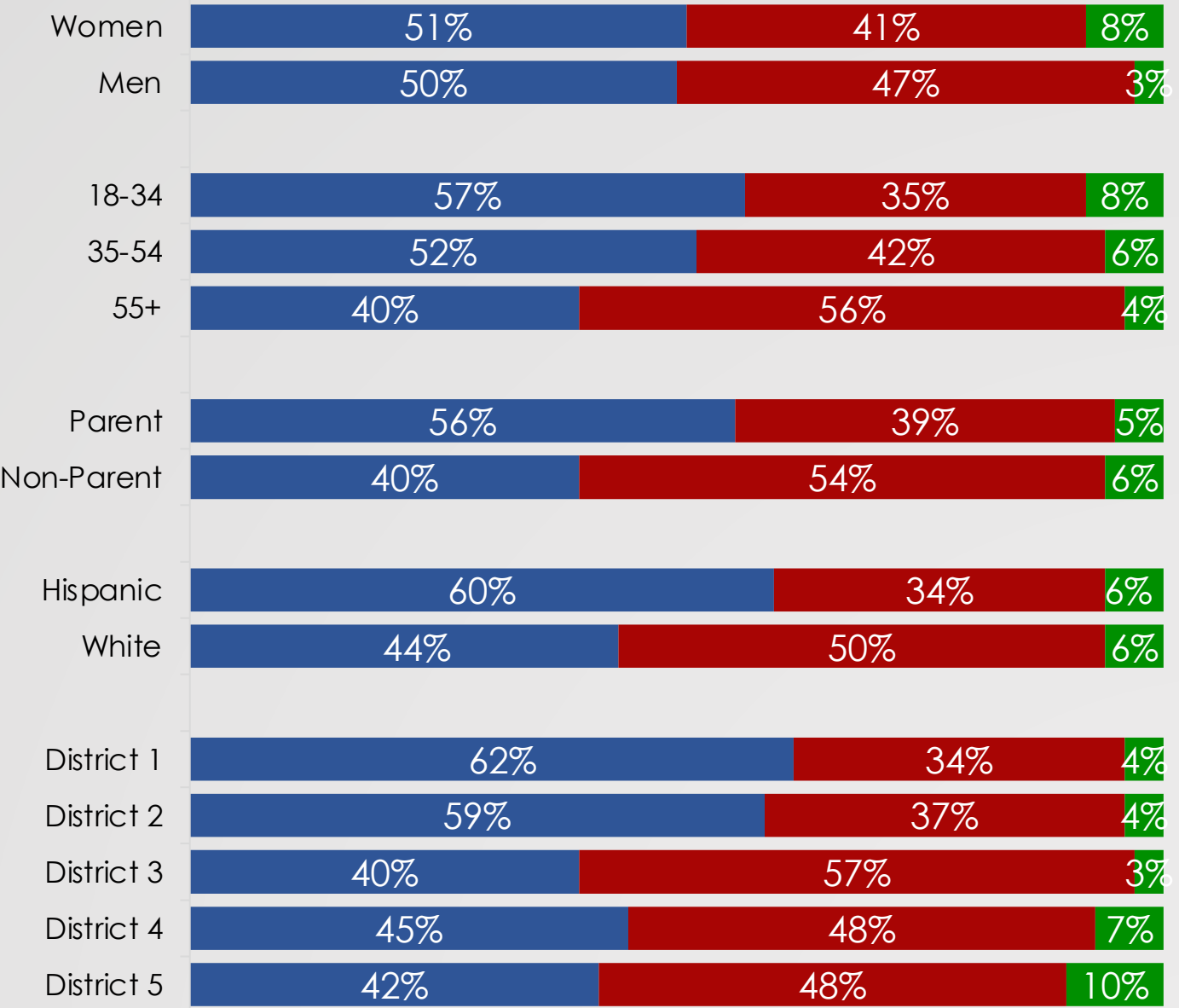
Opinion of Neighborhood Schools, Consolidation and the Costs to Stay Open

Knowing this, do you think the School District should do everything possible to keep all schools open, or should the district consider merging or closing schools with smaller enrollment numbers?



■ Total Keep Open
■ Total Close
■ No Opinion

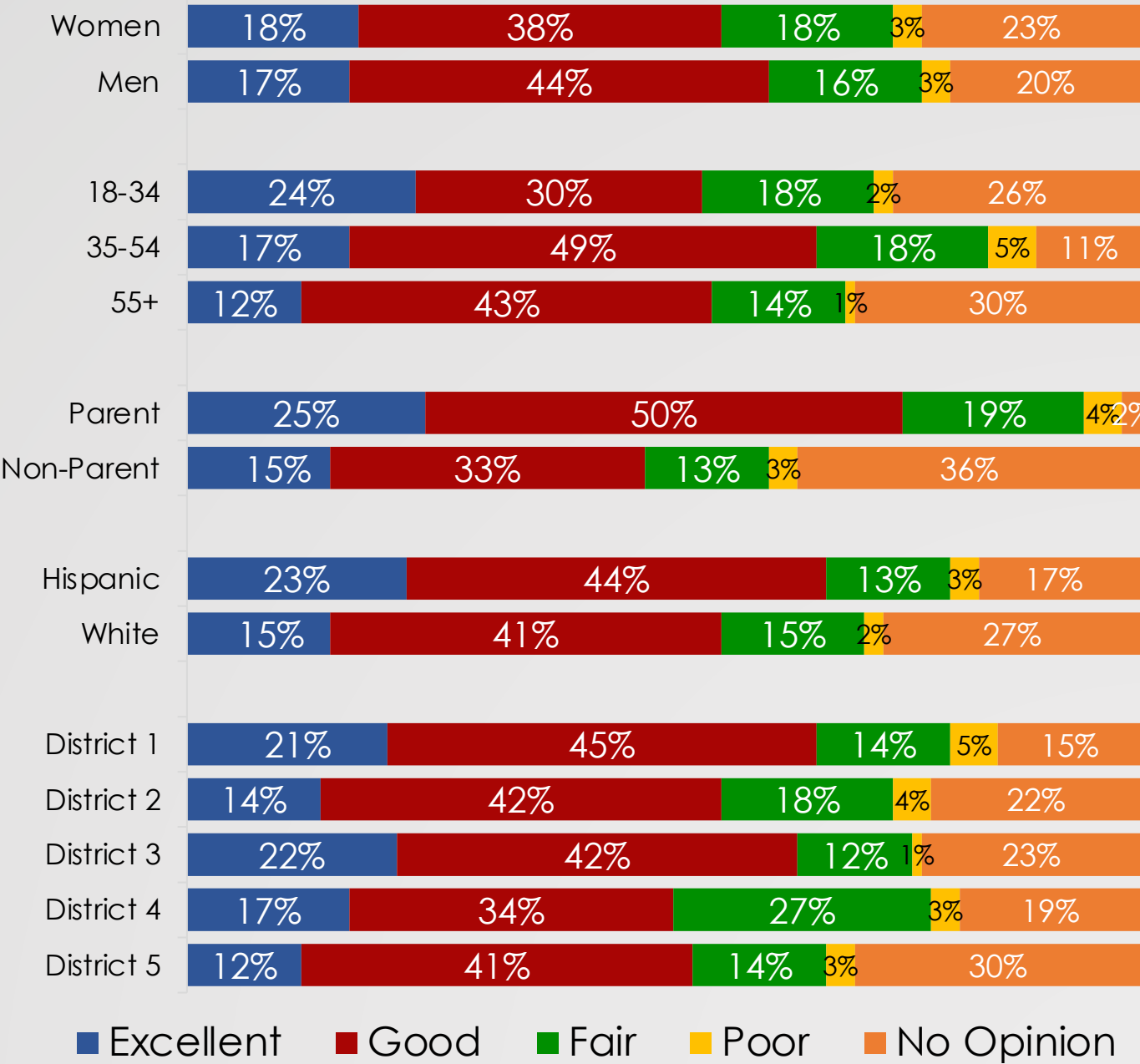
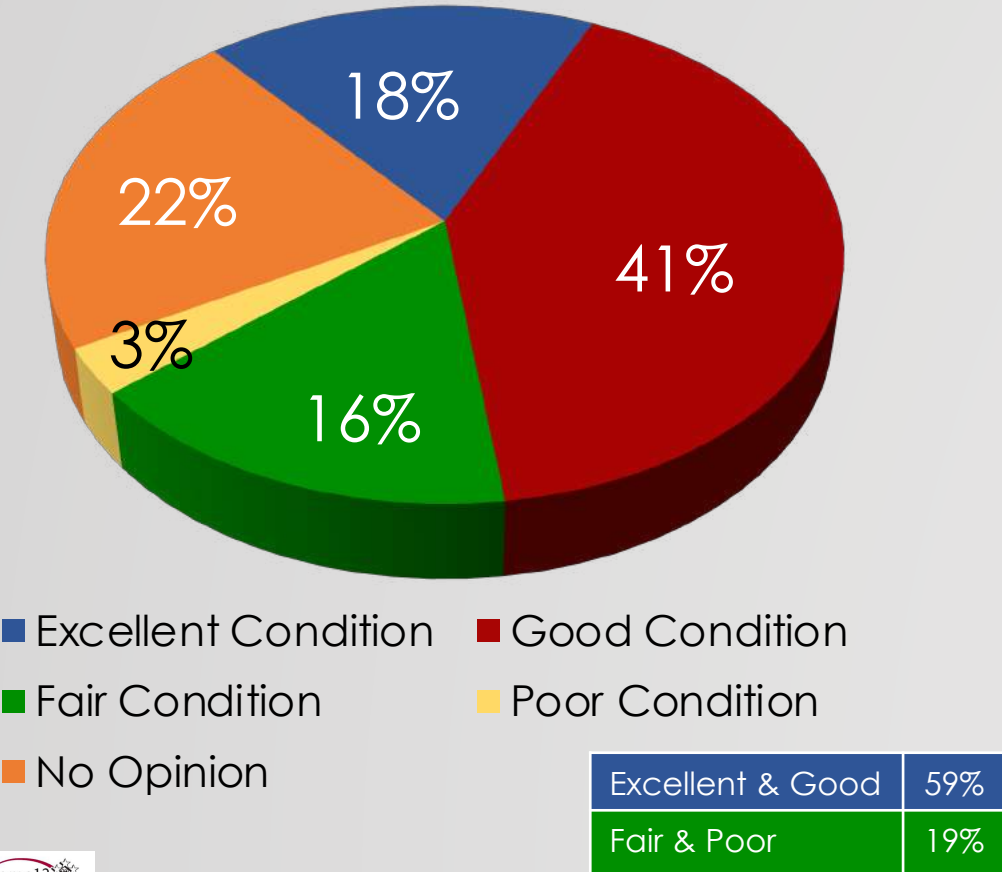
Definitely Keep Open	27%
Probably Keep Open	23%
Definitely Close	13%
Probably Close	32%



■ Keep Open ■ Close ■ No Opinion

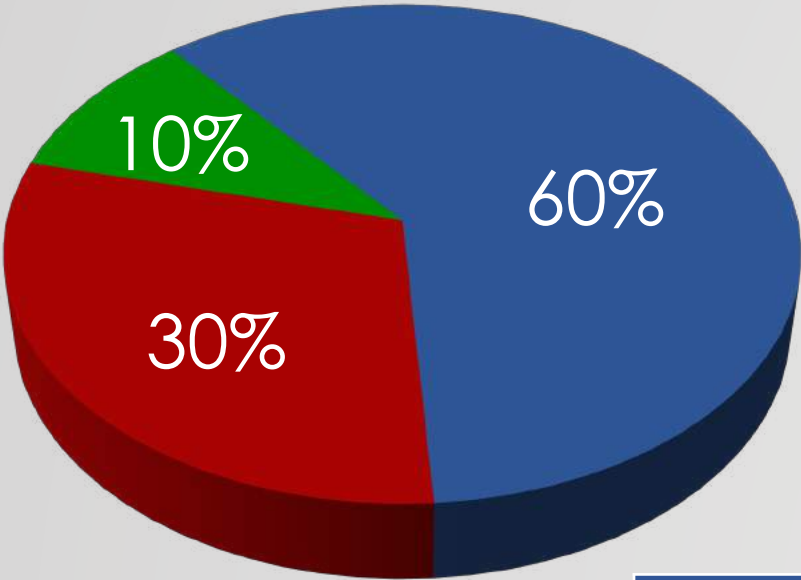
Opinion of School Building Improvements & Construction

The Adams 12 Five Star School District evaluates the condition of its school buildings regularly to ensure every student has a learning environment that is clean, safe, and comfortable. Knowing this, how would you rate the condition of the school buildings in your community? Are they in:



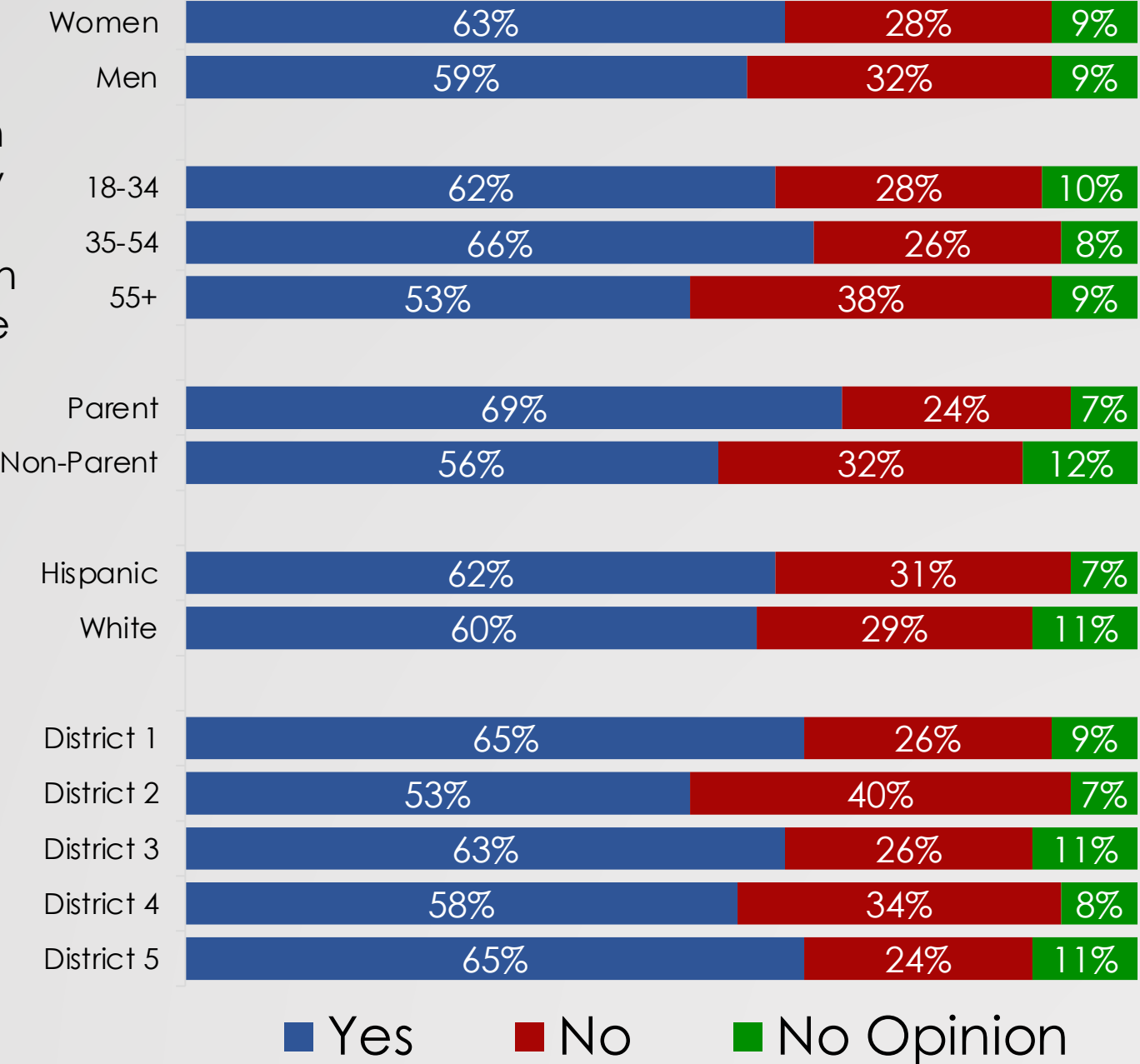
Opinion of New School Building Resulting in a Better Education

Do you think students who attend school in newly constructed buildings are more likely to have a better education and learning experience than those who attend school in buildings that need significant infrastructure improvements?



■ Total Yes
■ Total No
■ No Opinion

Yes, Definitely	24%
Yes, Probably	36%
No, Definitely Not	5%
No, Probably Not	25%





Opinions of Large and Small High School Environments

We are now going to describe to you two different kinds of high schools. After reading about each one, please indicate which one you would prefer for your student to attend.

“High School A” is a smaller school which allows for staff to have a better relationship with every student and provides more opportunities for participation in sports and other activities because, with a smaller student body, there is not as much competition.

However, High School A offers a limited number of courses and fewer activities like the student newspaper, art shows, debate club, and musical/theatre performances.

Opinions of Large and Small High School Environments



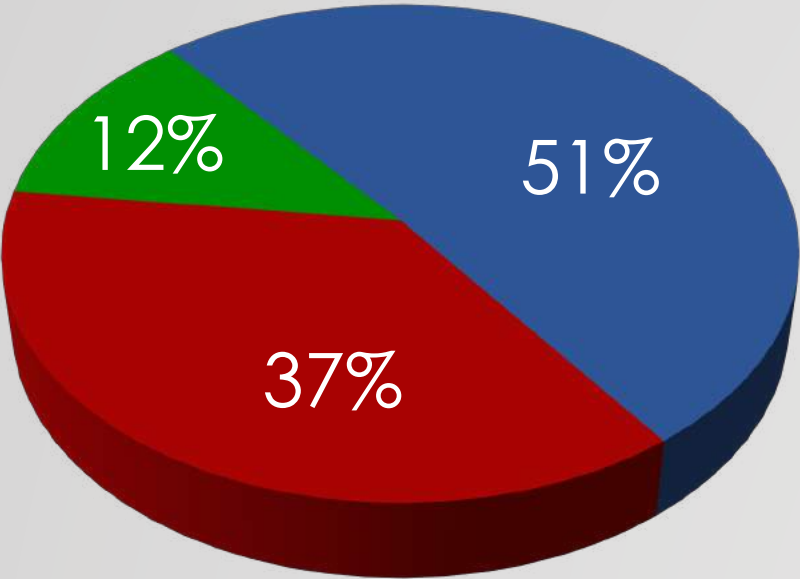
“High School B” is a large school that offers a wider range of courses and activities for students. However, the size of High School B makes it more difficult for staff to have close relationships with every student.



Knowing this, which High School would you want your student to attend?

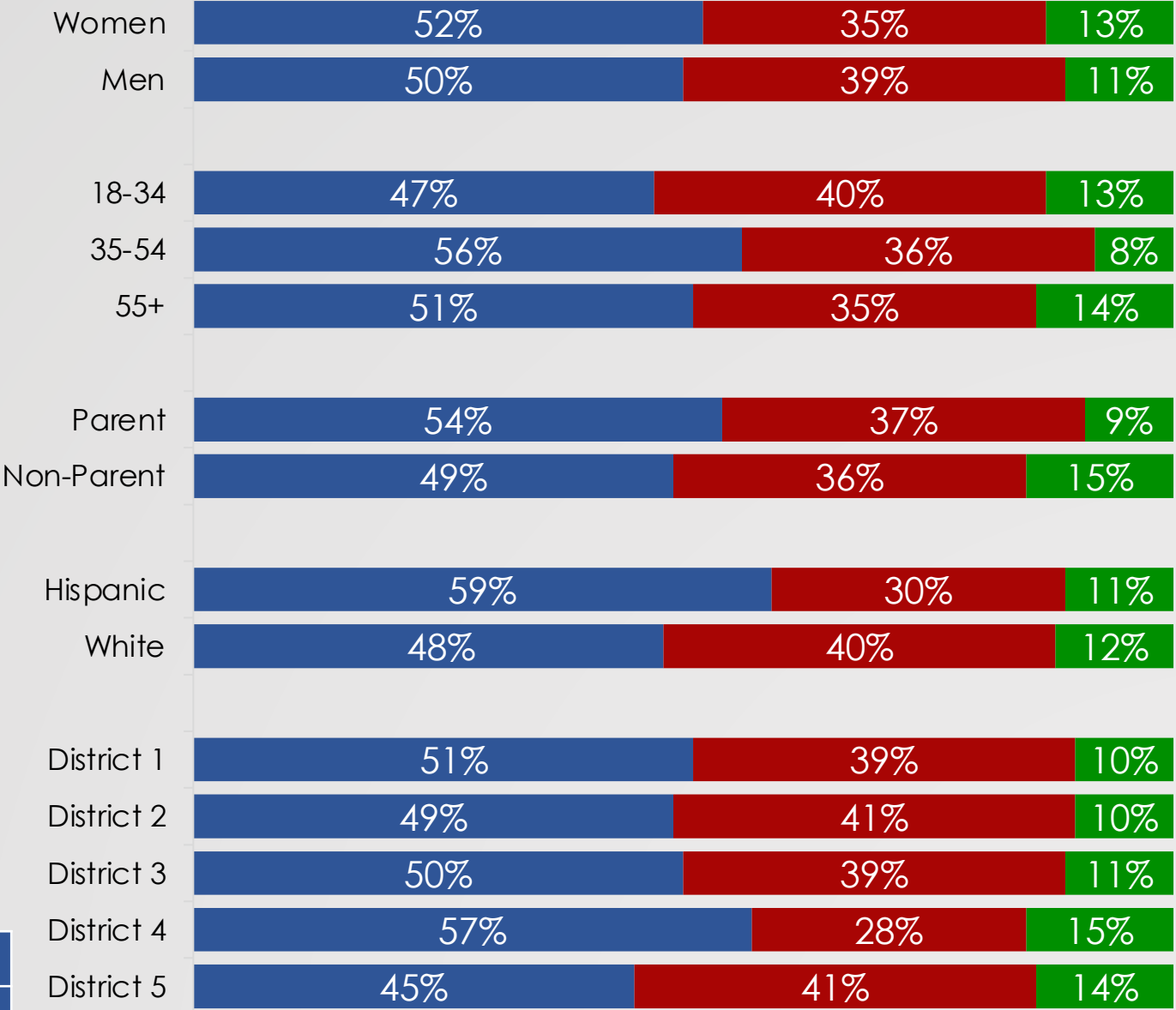
Opinion of Large and Small High School Environments

Which High School would you want your student to attend?



- High School A (Small)
- High School B (Large)
- No Opinion

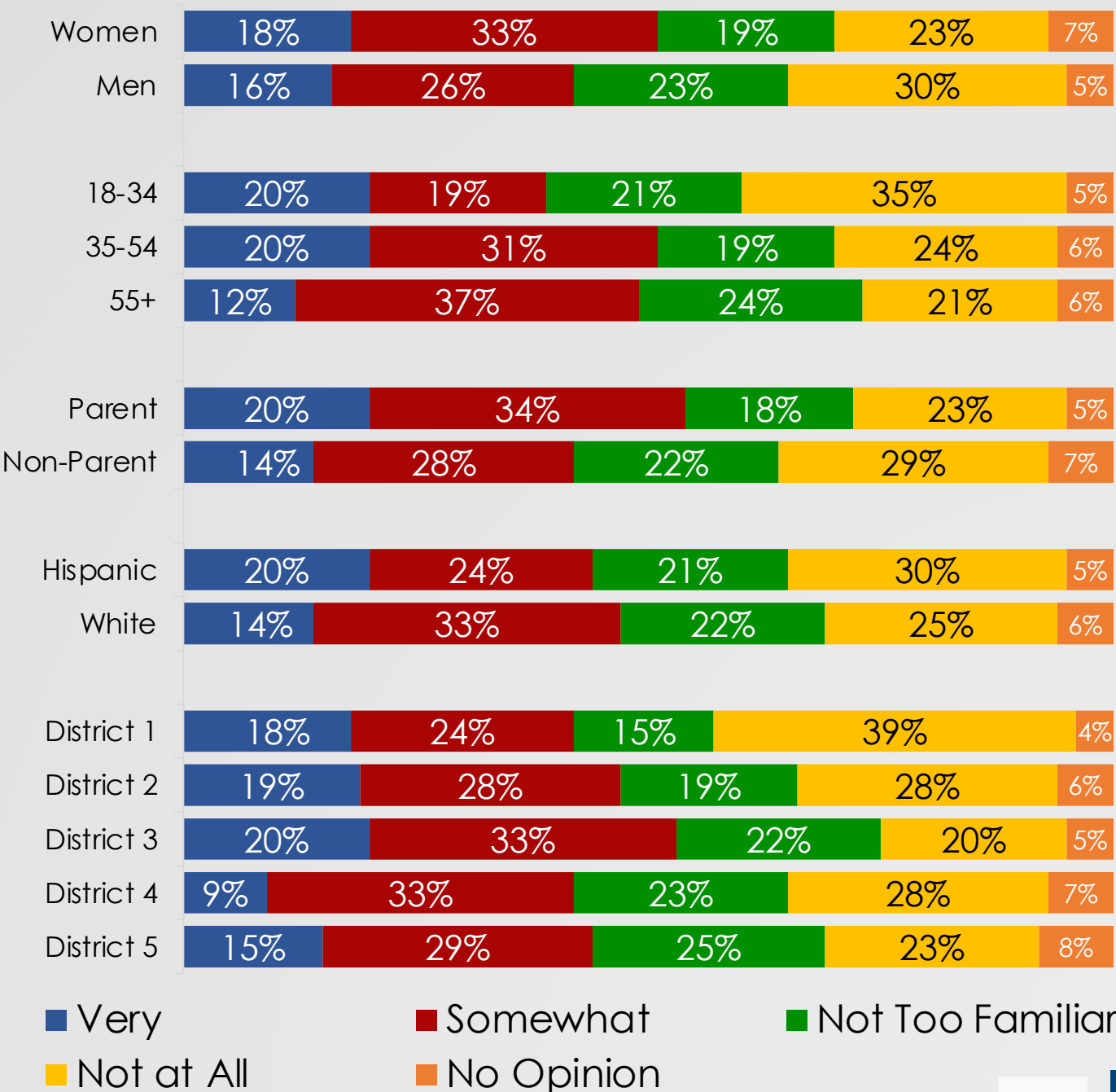
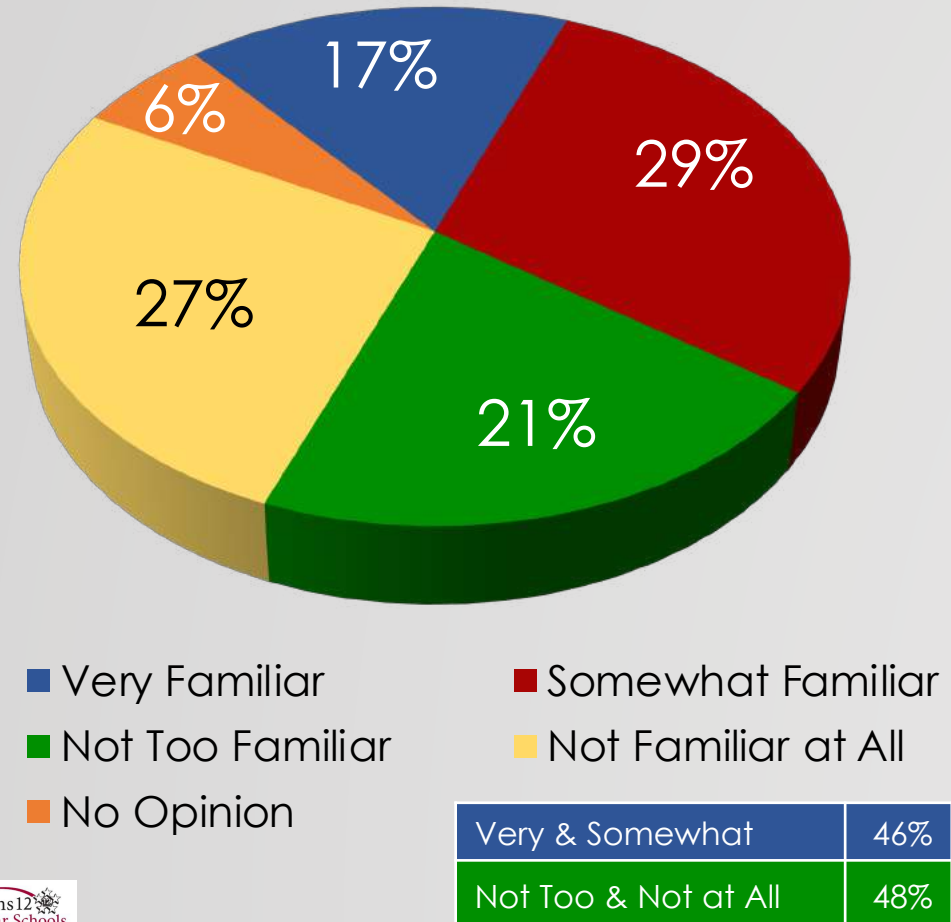
Definitely HS A	23%
Probably HS A	28%
Definitely HS B	8%
Probably HS B	29%



■ High School A ■ High School B ■ No Opinion

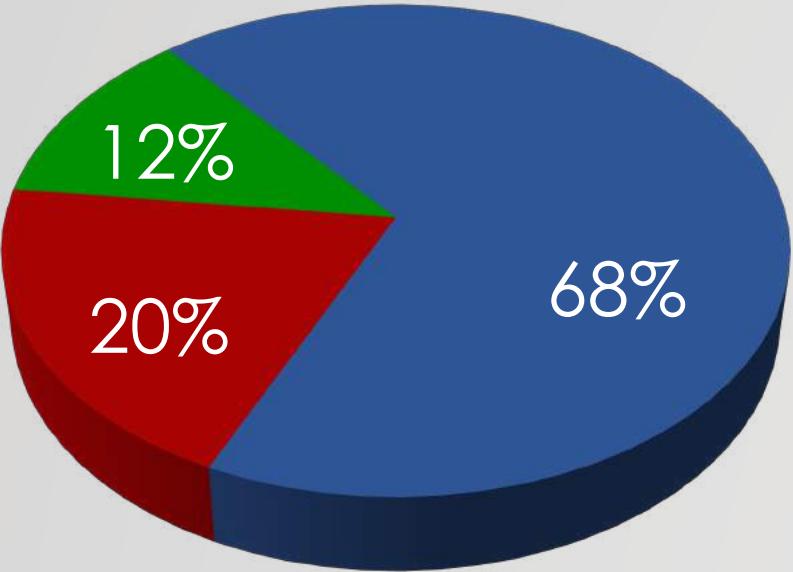
Familiarity of Colorado's Universal Preschool Program

How familiar are you with the state's new universal preschool program that offers every four-year-old 15 hours of tuition-free care per week beginning in the fall of 2023?



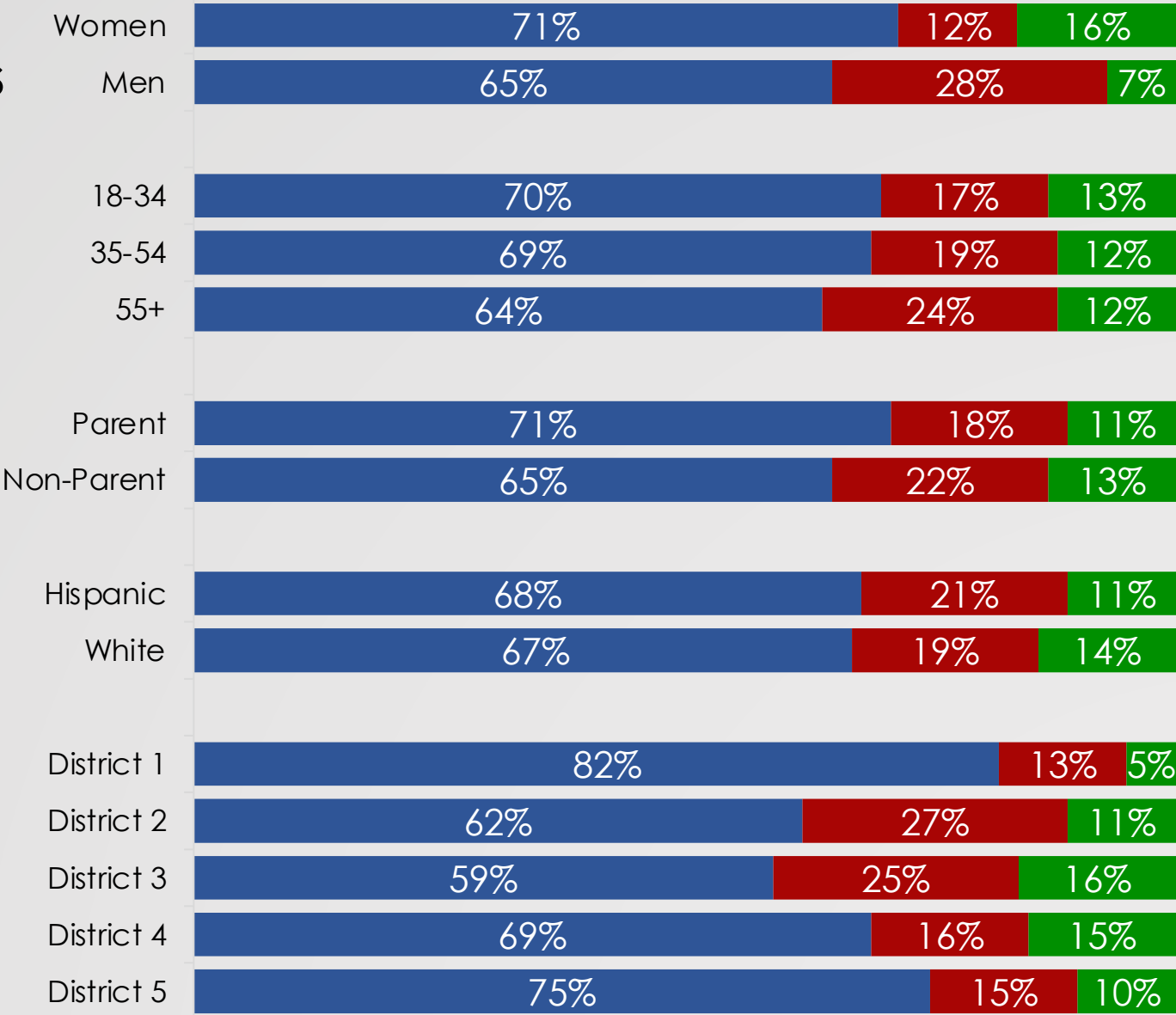
Opinion of Adams 12 Offering Universal Preschool Program at its Elementary & K-8 Schools

Do you think Adams 12 Five Star Schools should offer free, universal preschool at all of its elementary and K-8 schools?



■ Total Yes
 ■ Total No
 ■ No Opinion

Yes, Definitely	42%
Yes, Probably	26%
No, Definitely Not	12%
No, Probably Not	8%



■ Yes ■ No ■ No Opinion

The Increase in Support for a Modest Tax Increase to Fund Teacher Salaries & Programming After Learning About the School District

Teacher Salary Tax Ballot Test	All	Parents	Non-Parents	White	Hispanic	Dist. 1	Dist. 2	Dist. 3	Dist. 4	Dist. 5	55+
Net Support Increase	+4	+4	+4	+1	+9	+2	+4	+2	+7	+7	+5
Informed, Yes, Approve	73%	79%	70%	73%	75%	76%	68%	68%	79%	79%	64%
Uninformed, Yes, Approve	69%	75%	66%	72%	66%	74%	64%	66%	72%	72%	59%

The Increase in Support to Allow an Increase of Debt to Fund School Construction and Improvements

School Construction Ballot Test	All	Parents	Non-Parents	White	Hispanic	Dist. 1	Dist. 2	Dist. 3	Dist. 4	Dist. 5	55+
Net Support Increase	+1	-1	+2	+0	+3	-3	+2	+0	+1	+4	+0
Informed, Yes, Approve	61%	69%	55%	63%	61%	65%	55%	58%	64%	63%	60%
Uninformed, Yes, Approve	60%	70%	53%	63%	58%	68%	53%	58%	63%	59%	60%

Key Considerations Moving Forward

- While there is strong support for a generic tax increase and a generic bond measure, the specifics of the ask will be critical, and **support will only drop from these generic measurements.**
- It is also very important to consider that this community survey is not weighted to reflect likely November voters. **In an odd year, over half of the voters who turnout will be over the age of 55.** These older voters, even if they are generally supportive of the District, are going to be more hesitant to support tax increases.

Adams 12 Five Star School District Magellan Strategies Voter Registration and Past Election Turnout Report

City	Registration		2022		2021		2020		2019	
City of Thornton	65,731	40.3%	34,745	39.0%	19,279	36.7%	49,851	40.0%	21,030	37.3%
Broomfield	28,083	17.2%	19,054	21.4%	12,927	24.6%	22,997	18.5%	12,827	22.8%
City of Westminster	27,783	17.1%	16,346	18.3%	9,976	19.0%	22,048	17.7%	10,360	18.4%
City of Northglenn	25,526	15.7%	11,826	13.3%	6,476	12.3%	18,543	14.9%	7,716	13.7%
Unincorporated	10,053	6.2%	4,858	5.5%	2,658	5.1%	7,398	5.9%	2,996	5.3%
City of Federal Heights	5,768	3.5%	2,256	2.5%	1,145	2.2%	3,786	3.0%	1,428	2.5%
Total	162,944		89,085		52,461		124,623		56,357	

Sex	Registration		2022		2021		2020		2019	
Female	83,412	51.2%	46,647	52.4%	27,270	52.0%	65,681	52.7%	29,402	52.2%
Male	79,532	48.8%	42,438	47.6%	25,191	48.0%	58,942	47.3%	26,955	47.8%
Total	162,944		89,085		52,461		124,623		56,357	

Age Group	Registration		2022		2021		2020		2019	
18-34	53,534	32.9%	17,840	20.0%	7,309	13.9%	34,446	27.6%	8,138	14.4%
35-44	30,596	18.8%	15,517	17.4%	7,753	14.8%	23,155	18.6%	8,597	15.3%
45-54	26,857	16.5%	16,754	18.8%	9,381	17.9%	22,433	18.0%	10,331	18.3%
55-64	23,038	14.1%	16,168	18.1%	10,517	20.0%	20,470	16.4%	11,948	21.2%
65+	28,919	17.7%	22,806	25.6%	17,501	33.4%	24,119	19.4%	17,343	30.8%
Total	162,944		89,085		52,461		124,623		56,357	

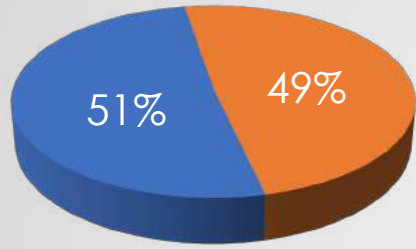
Party	Registration		2022		2021		2020		2019	
Unaffiliated	78,517	48.2%	37,887	42.5%	20,596	39.3%	52,025	41.7%	20,088	35.6%
Democrat	47,712	29.3%	28,986	32.5%	17,502	33.4%	40,236	32.3%	19,175	34.0%
Republican	33,497	20.6%	21,034	23.6%	13,792	26.3%	30,357	24.4%	16,388	29.1%
Libertarian	1,794	1.1%	773	0.9%	370	0.7%	1,339	1.1%	484	0.9%
Other	1,424	0.9%	405	0.5%	201	0.4%	666	0.5%	222	0.4%
Total	162,944		89,085		52,461		124,623		56,357	

Key Considerations Moving Forward

- Among respondents who do not have an Adams 12 student in their household, 45% do not have an opinion on whether the District is heading in the right direction or off on the wrong track. Along with higher unsure/no opinion measurements on the other benchmark questions, this suggests a **significant opportunity for community outreach and education. This is particularly true if the outreach and education is focused on FutureForward, which is incredibly popular among all respondents.**
- Given that **November 2024 will be a much more favorable electorate than 2023**, it is recommended that the District take advantage of that opportunity for the next year, and then look forward to the November 2024 ballot.

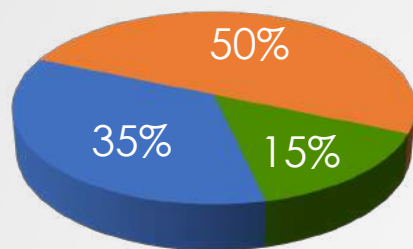
Survey Demographics

Gender



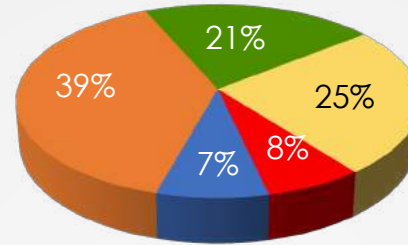
■ Female
■ Male
■ Identify Differently

Parent or Non-Parent



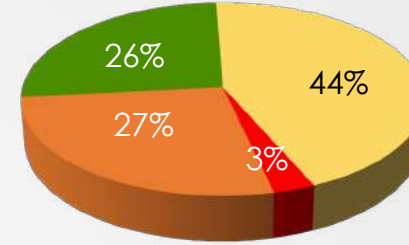
■ Parent
■ Non-Parent
■ Prefer not to say

Student Grade Household With 1 Student



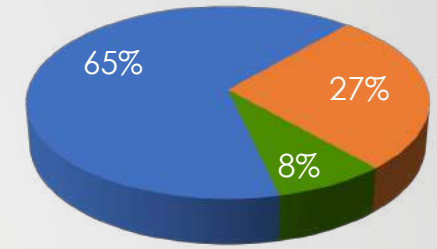
■ Preschool
■ Elementary
■ Middle School
■ High School
■ Prefer Not to Say

Student Grade Household With More Than 1 Student



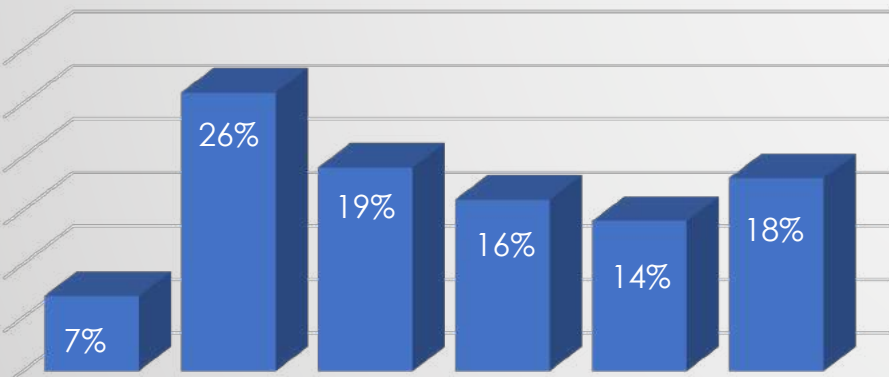
■ Preschool
■ Elementary
■ Middle School
■ High School
■ Prefer Not to Say

Marital



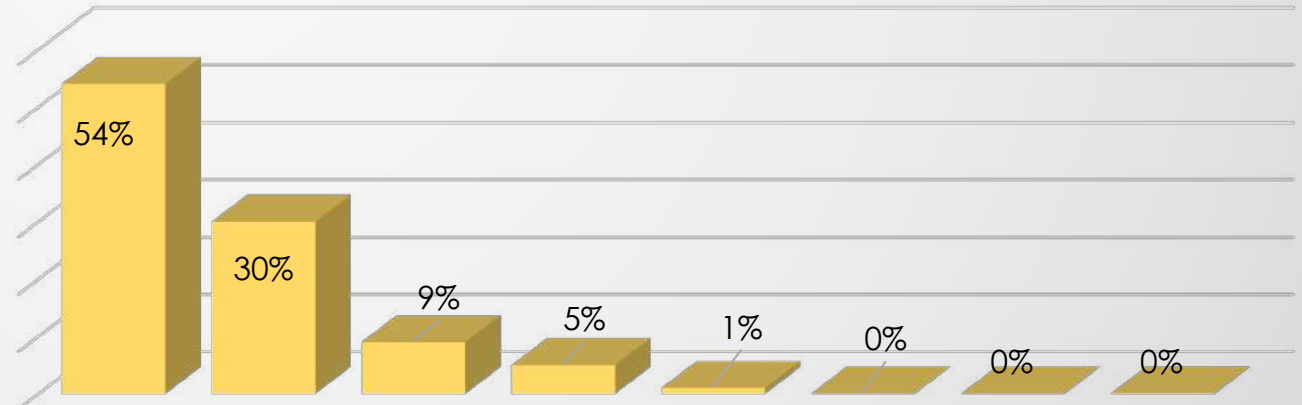
■ Married
■ Single
■ Prefer Not to Say

Age Range



18-24 25-34 35-44 45-54 55-64 65+

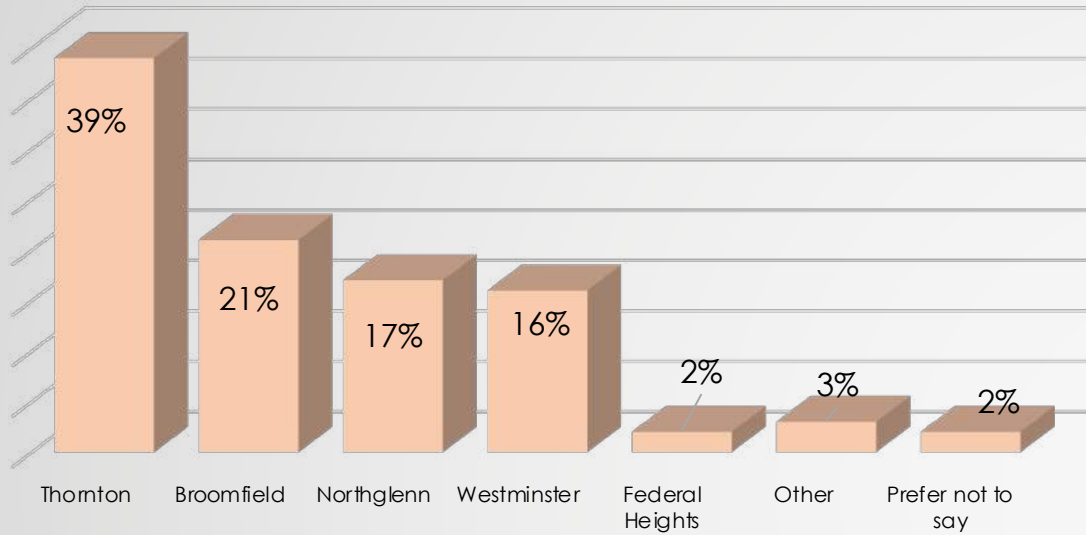
Race



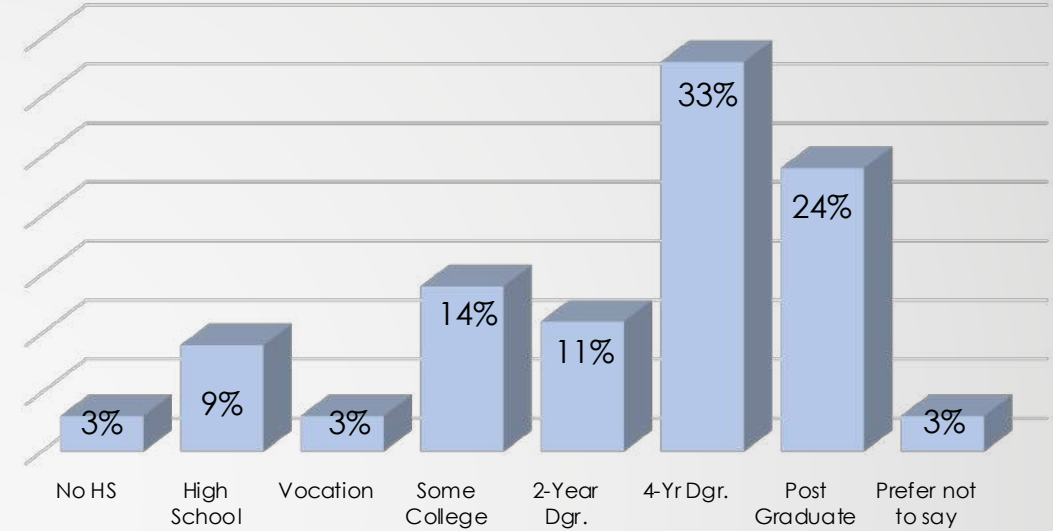
White Hispanic Two or More Asian Black American Indian Native Hawaiian Other

Survey Demographics

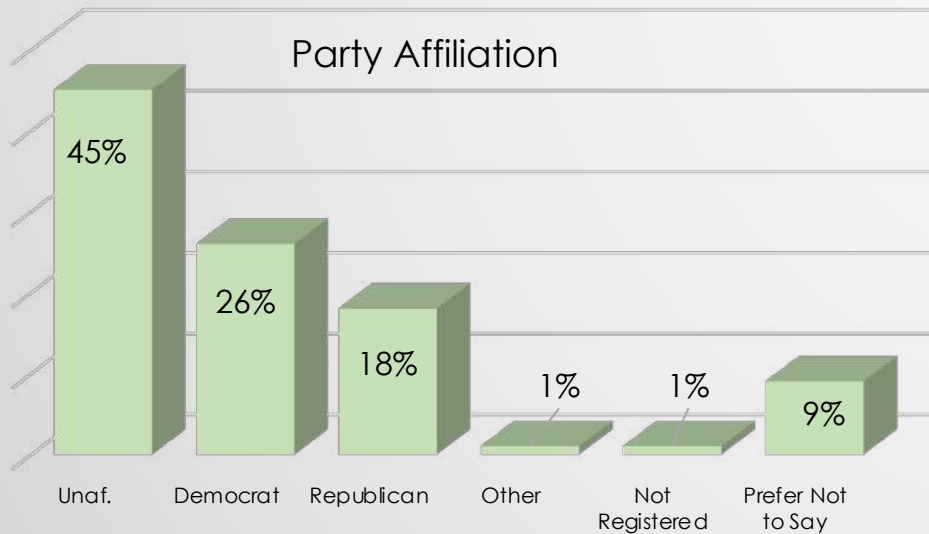
Region



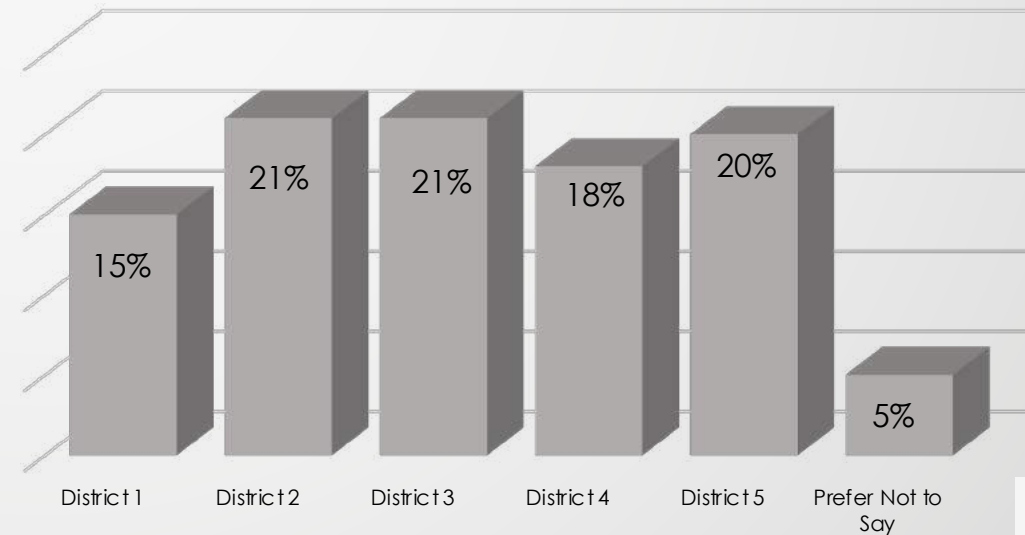
Education



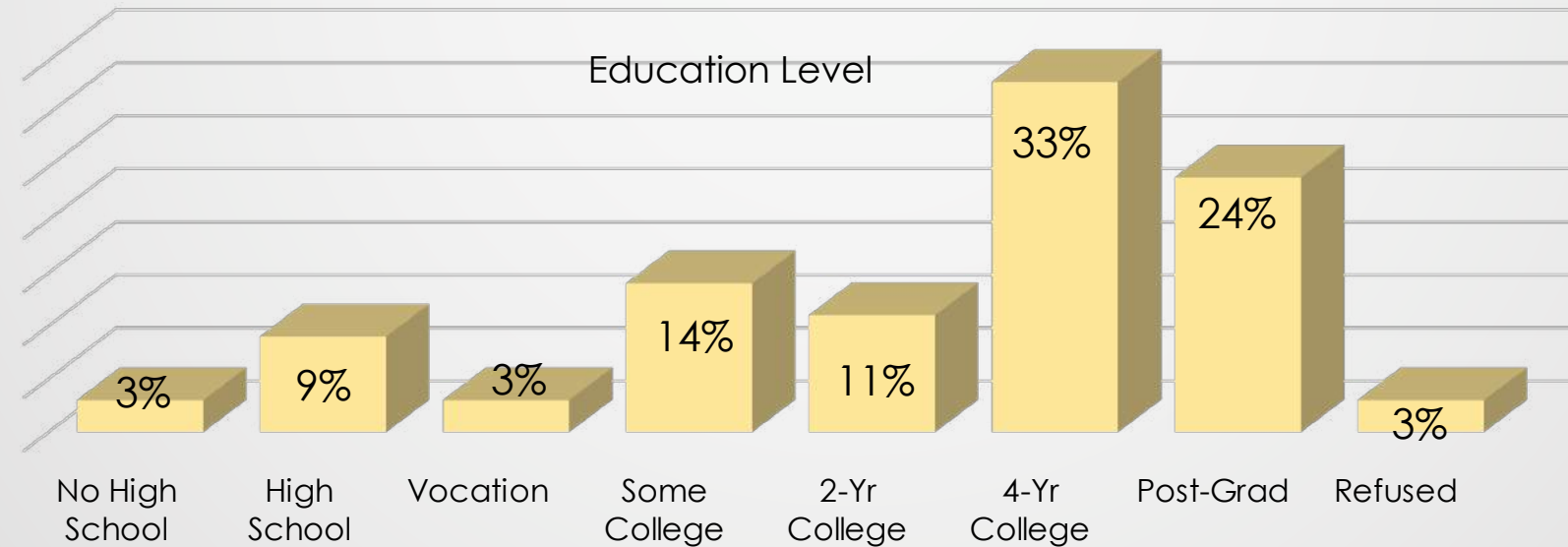
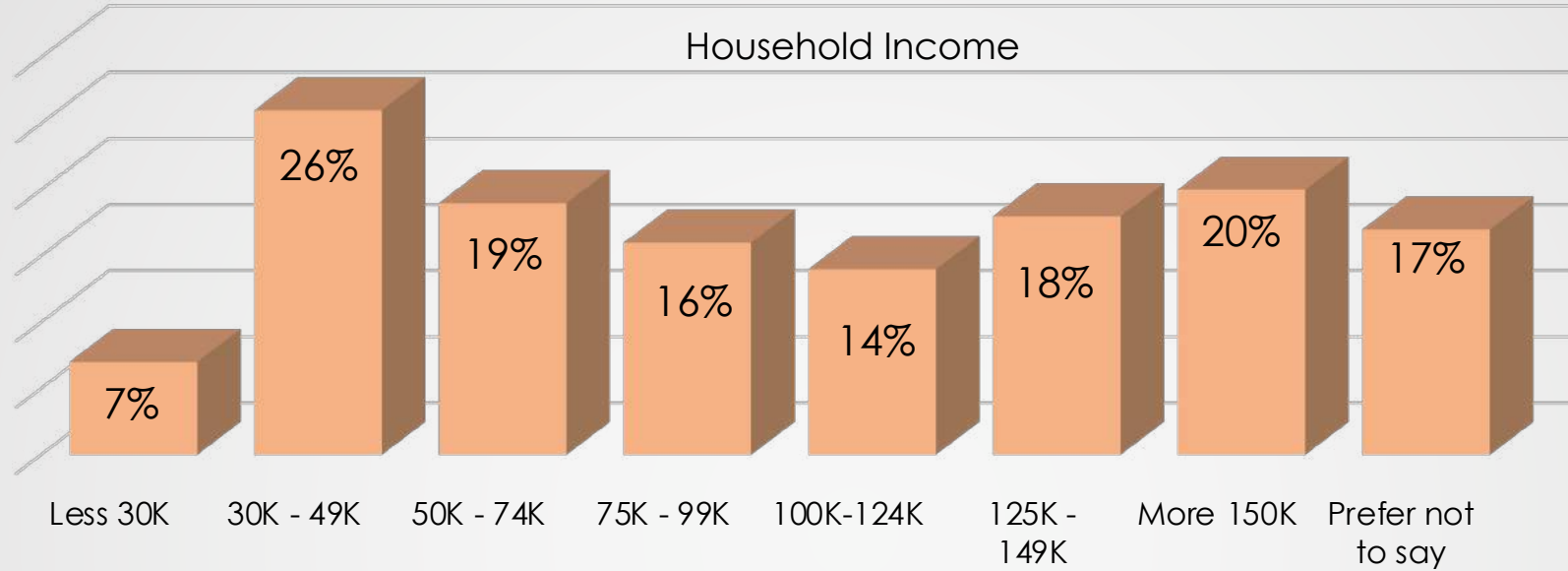
Party Affiliation



Director Districts



Survey Demographics



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