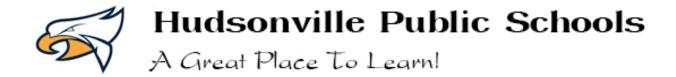
Community Research to Support Strategic Planning



Fall 2010 Focus Groups Findings

Parents, Staff, Students and Community Representatives

November 11th, 2010





Community research overview

Research purpose: bring voices of Hudsonville parents, residents, staff and students into Hudsonville Public Schools new strategic plan

This phase: Ten focus groups conducted Oct 12th – 27th, 2010

Additional reflections: Comment on focus groups findings at http://vovici.com/wsb.dll/s/405cg47be0

Next phase: Surveys scheduled Feb 2011 with Hudsonville current parents, residents, staff and students 4th-12th-grades



Focus groups participants

149 total

- Five groups -- 54 current parents
- Two groups -- 36 teachers and other staff
- Two groups -- 48 Hudsonville HS 11th- and 12th-graders
- One group -- 11 local business and civic representatives

Reflect "close-knit" yet gradually changing community

- Almost two-thirds (41 of 65) of parents and community representatives grew up in Ottawa Co/nearby GR area
- Most (58 of 65) have lived much of their adult lives in Hudsonville/nearby West Michigan area



Most visible strategic planning priorities center around growing enrollment

- Increased enrollment affecting infrastructure at
 - ... HS and elementary schools
- Preserve quality teaching and learning
- ·Maintain "close-knit" community



Strongly prefer: a single campus centrally located high school with two adjacent 9-10 and 11-12 buildings

- Equitable for all Hudsonville families
 - ... "Dead center in the district" for transportation
 - ... "Everyone gets to go to the new building"
 - ... "South needs a new school"

- Everyone is still an Eagle
- Additional academic opportunities



Strongly prefer: a single campus centrally located high school with two adjacent 9-10 and 11-12 buildings

- Strong support Freshman Campus change to Early Childhood Center
 - ... "better use of our resources" for elementary space
- Like separating younger HS students from older ones
- Some prefer two 9-12 high schools for *perceived* additional athletic opportunities
 - ... Understand associated cost, and unfamiliar with other co-curricular opportunities



Expect community support for related bond issue

• Favor no increase in current mills with existing 7 mills extended

• Trust district's leadership

... "they've made a lot of right choices in the past, so I expect they'll make the right choices this time"



Unfamiliar with integrating instructional technology into everyday classroom

"We go to the computer lab"

Staff: instructional technology unevenly distributed

... "not the same at all buildings, not everything is available for every classroom"

Parents: "important but not urgent" to update instructional technology

- Current high level of satisfaction
 - ... "Very good but not leading edge"
- Simultaneously expect district will continue to update its instructional technology
 - ... "always changing, so always need to update"
 - ... "we trust our leadership" to keep it current



Limited concerns for safety and security

Most parents silent when directly asked

A few concerned about HS parking lot and 32nd St traffic

• Most agree "Hudsonville does a good job of controlling bullying"

Recognize teaching & learning have changed

• Attention to individual learning levels & learning styles

- Instruction more engaging
 - ... interactive, hands-on, relevant
- Critical thinking and problem solving skills develop adaptable life-long learners
- Learning to work collaboratively in teams

Comments and Questions