

Community Research to Support Strategic Planning



Hudsonville Public Schools

A Great Place To Learn!

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