

Paterson Education Fund – Index Survey



**Findings from a citywide survey of 400
adults in Paterson, NJ
March 2008**



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Methodology:

Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers. The survey reached a base sample of 400 adults in Paterson, New Jersey. The survey was conducted February 27-March 3, 2008.

Interviews were conducted in both Spanish and English, with 67% of interviews among Latinos in Spanish.

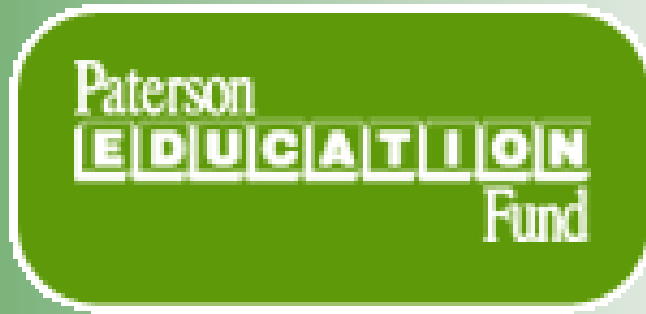
The margin of error for this sample of 400 adults in Paterson is +/- 4.9 percentage points.

What is the Civic Index?

- The civic index was designed and implemented to measure a community's perception of itself with regard to its public schools.
- The index is made up of many indicators and those indicators are collapsed into nine categories used as the general measurements of the index.
- The nine index categories are tolerance and inclusiveness, performance data, active parents, officeholder leadership, youth involvement, business community, media, school board, and civic organizations.
- The measurements of the community would then be used as a guide to fix inequities or problems in the local school system. The civic index survey would be re-administered every two years or so to measure the progress of the community.

What is Unique About Paterson?

1. A majority-minority city, the first such city to run the Civic Index. There are big differences by race and ethnicity, as well as key similarities. There are even significant differences within race and ethnicity.
2. Latino/as tend to be more positive even though they say they are less involved in public schools. They say they talk about public schools less often than others and while they say the community takes responsibility for schools, they are the least likely to say they personally have done something. Older Latinos are the most positive while younger Latinos tend to be more critical.
3. African Americans tend to be the most critical of public schools and the community. They say they discuss schools more often than other adults and are more involved than other adults, so their familiarity breeds more disappointment.
4. Adults here have a lot on their minds. Public schools are a priority, but they are cross-pressured to prioritize education, crime, the economy, and health care.
5. They feel the community takes some responsibility for public schools, but there is little intensity.



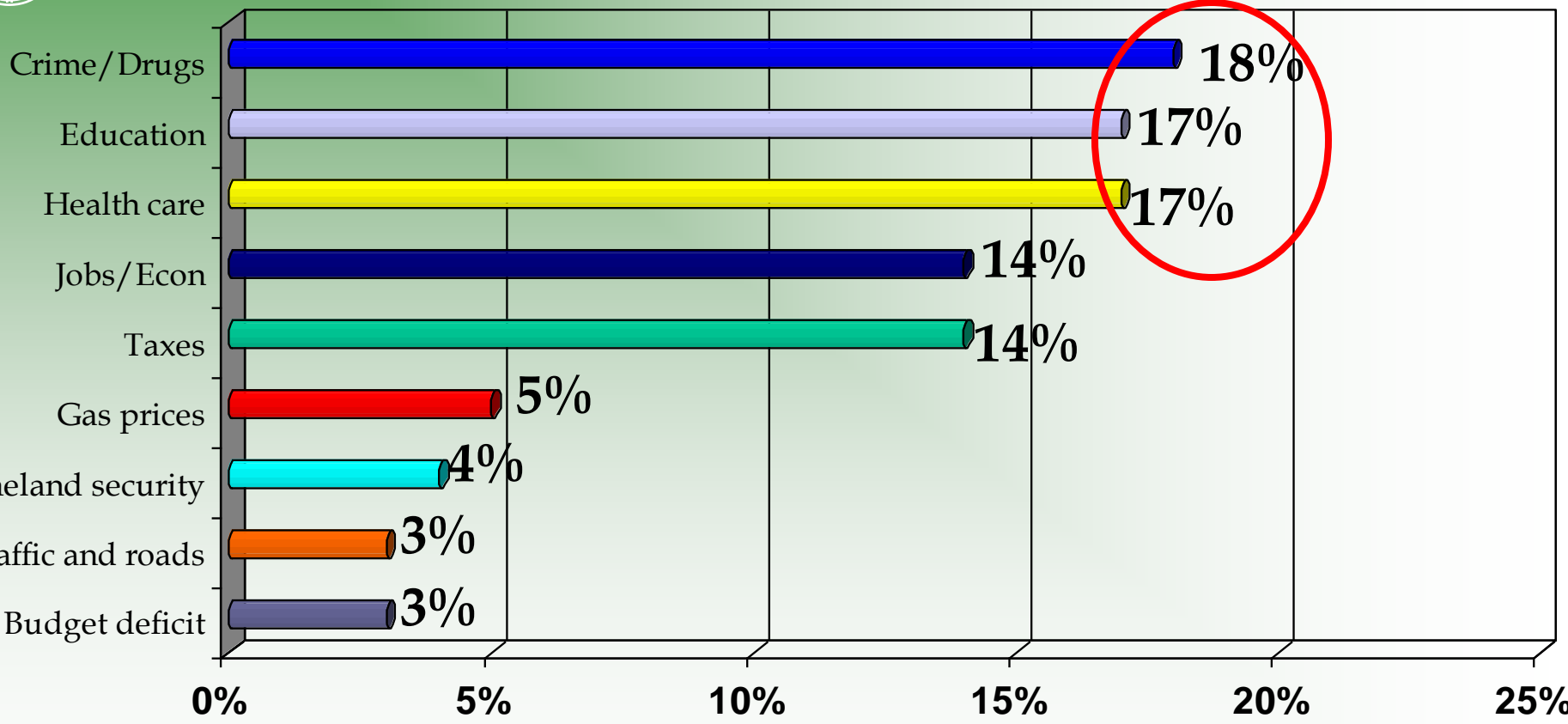
The Perception of Public Education



People in Paterson have a lot on their minds. Education is a priority, but most do not believe schools have improved in the last 5 years.



Adults in Paterson have a diverse issue agenda - they are worried about a lot and have the ability to worry about a lot simultaneously. To the extent that we can tie education to these other priorities - a stronger economy, fighting crime - the more relevancy we can give it.

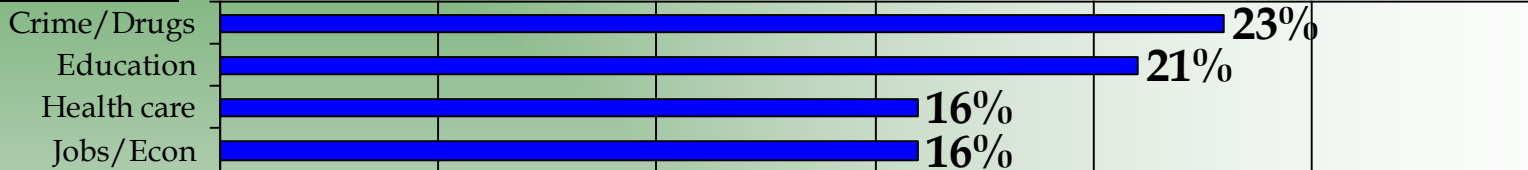


By a two-to-one margin, parents (24%) are more concerned about education than non-parents (12%).

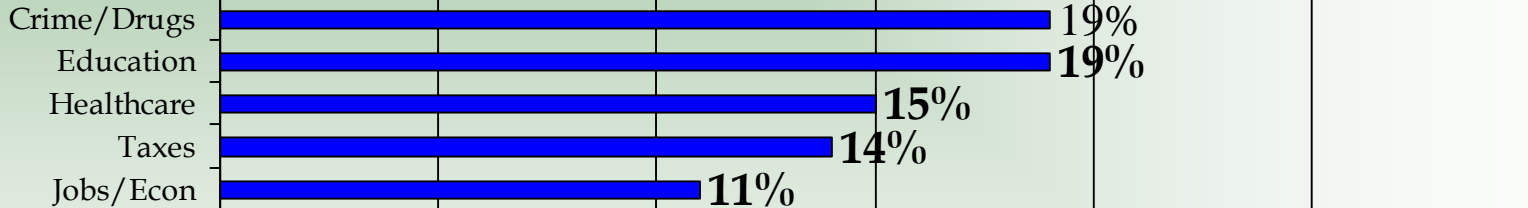
**African Americans and Latinos are more concerned with education than adults overall.
But they also have a lot on their minds.**



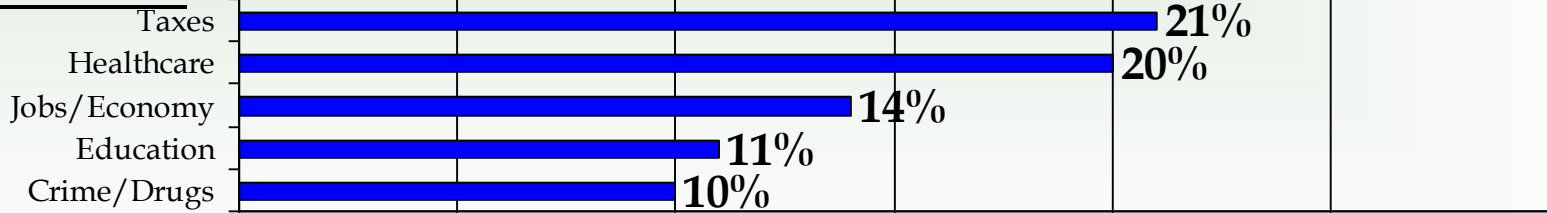
Latinos



African Americans



Whites



0% 5% 10% 15% 20% 25% 30%

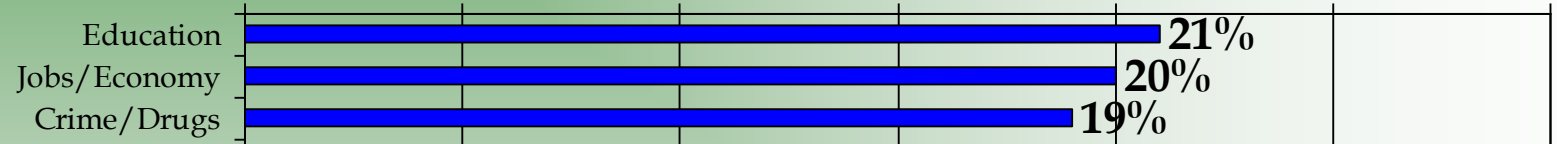


The differences that exist in the Latino community tend be driven by age. Older Latinos focus on crime and drugs, while younger Latinos have a larger agenda. Parents also focus on education, while it is not a top-tier concern for non-parents.



Latinos <45

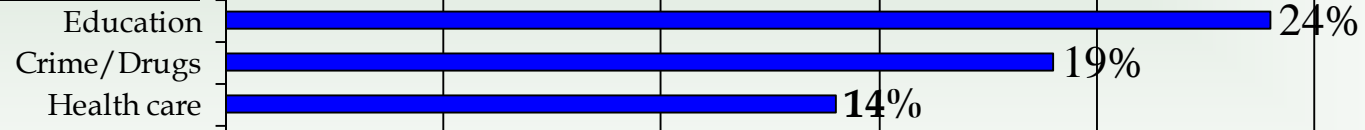
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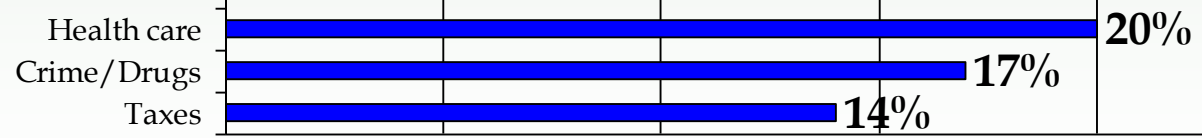
Latinos 45+



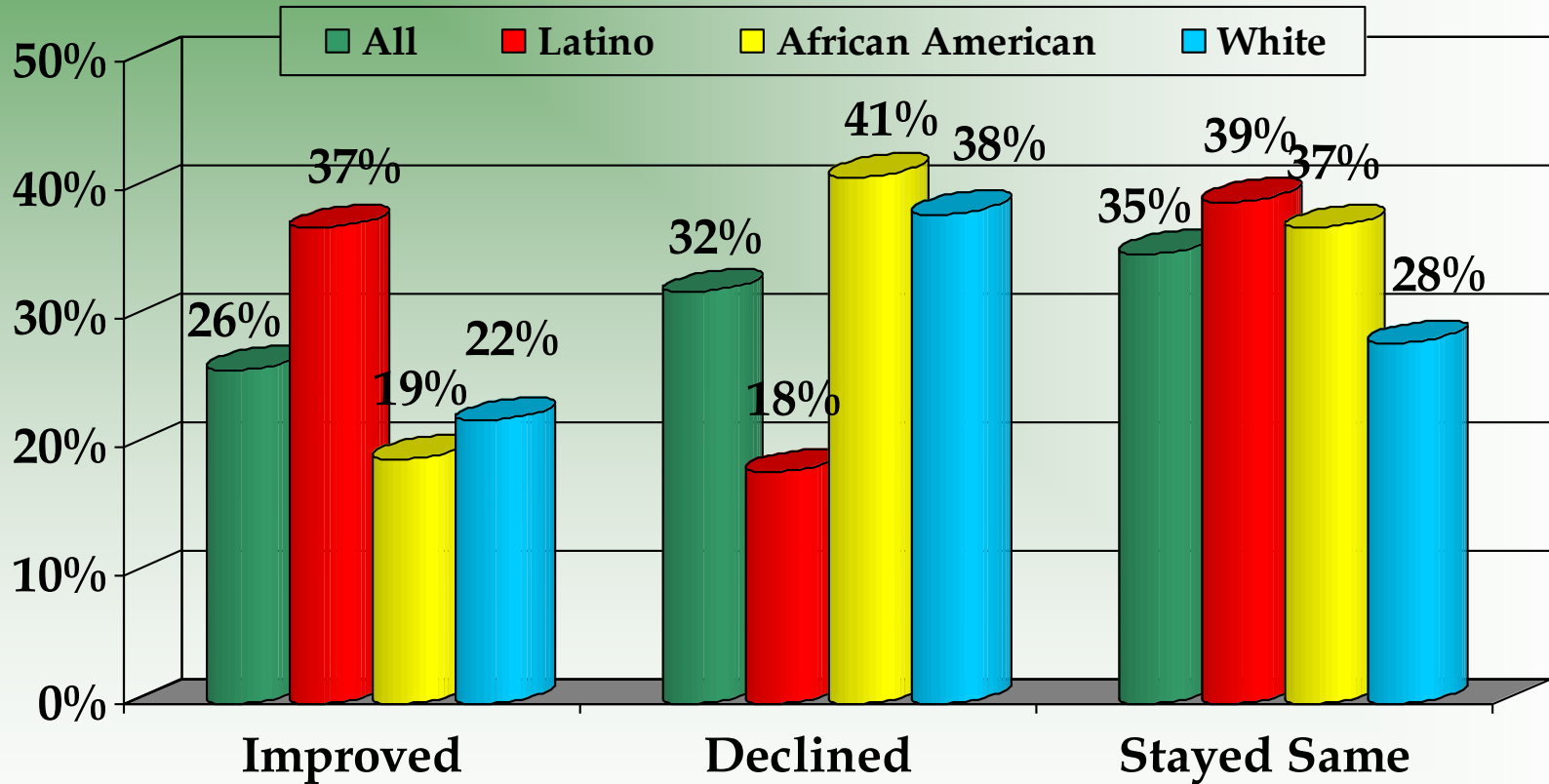
Parents



Non-parents



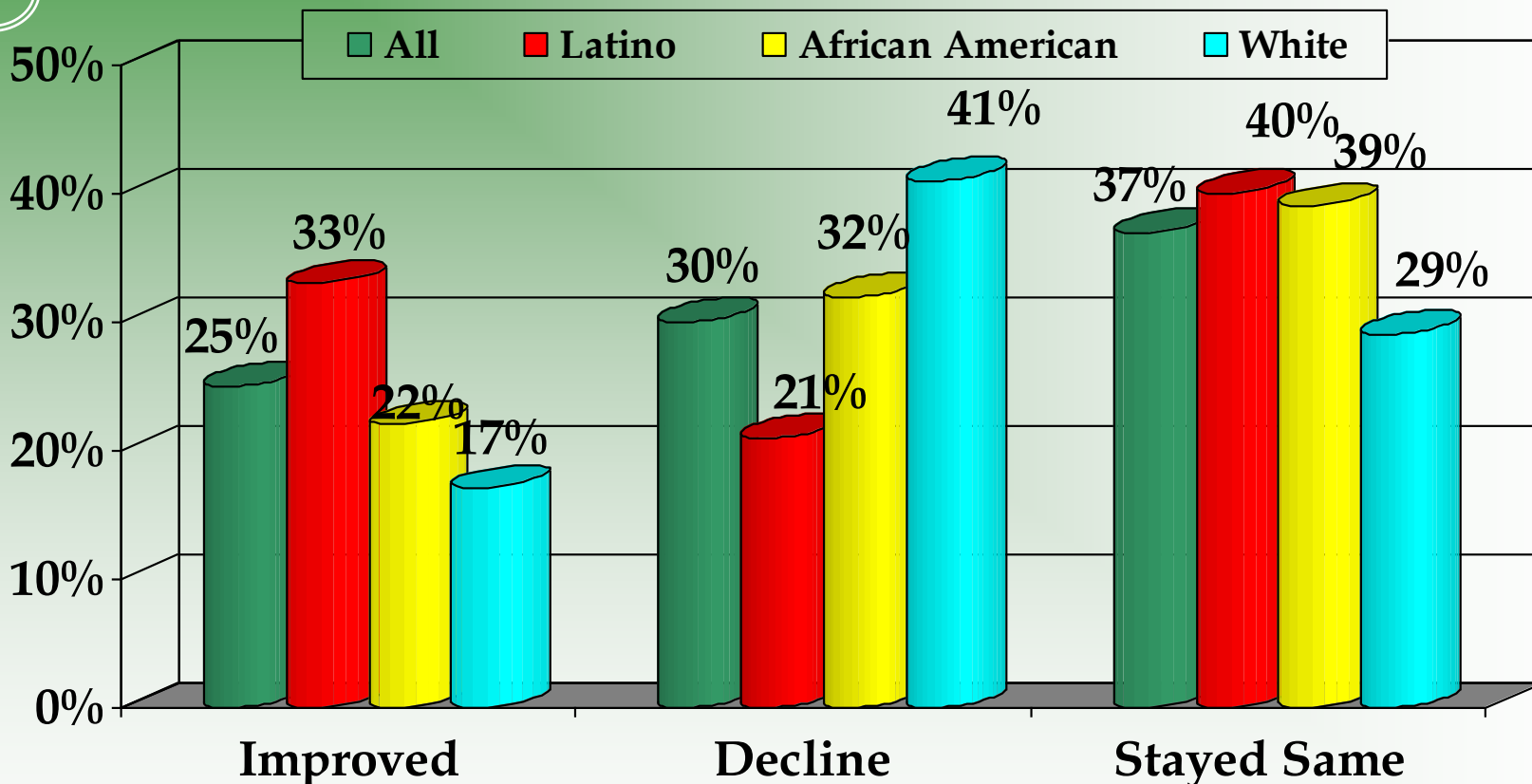
African Americans are the most critical of Paterson schools while Latinos are the most optimistic. Again, age is a big divide among Latinos.



Younger Latinos: 27% Improved, 25% Declined, 43% Same

Older Latinos: 49% Improved, 10% Declined, 34% Same

Whites are the most critical of schools nationally. Latinos, again, tend to be the most positive but still, a plurality of Latinos say schools have only stayed the same.



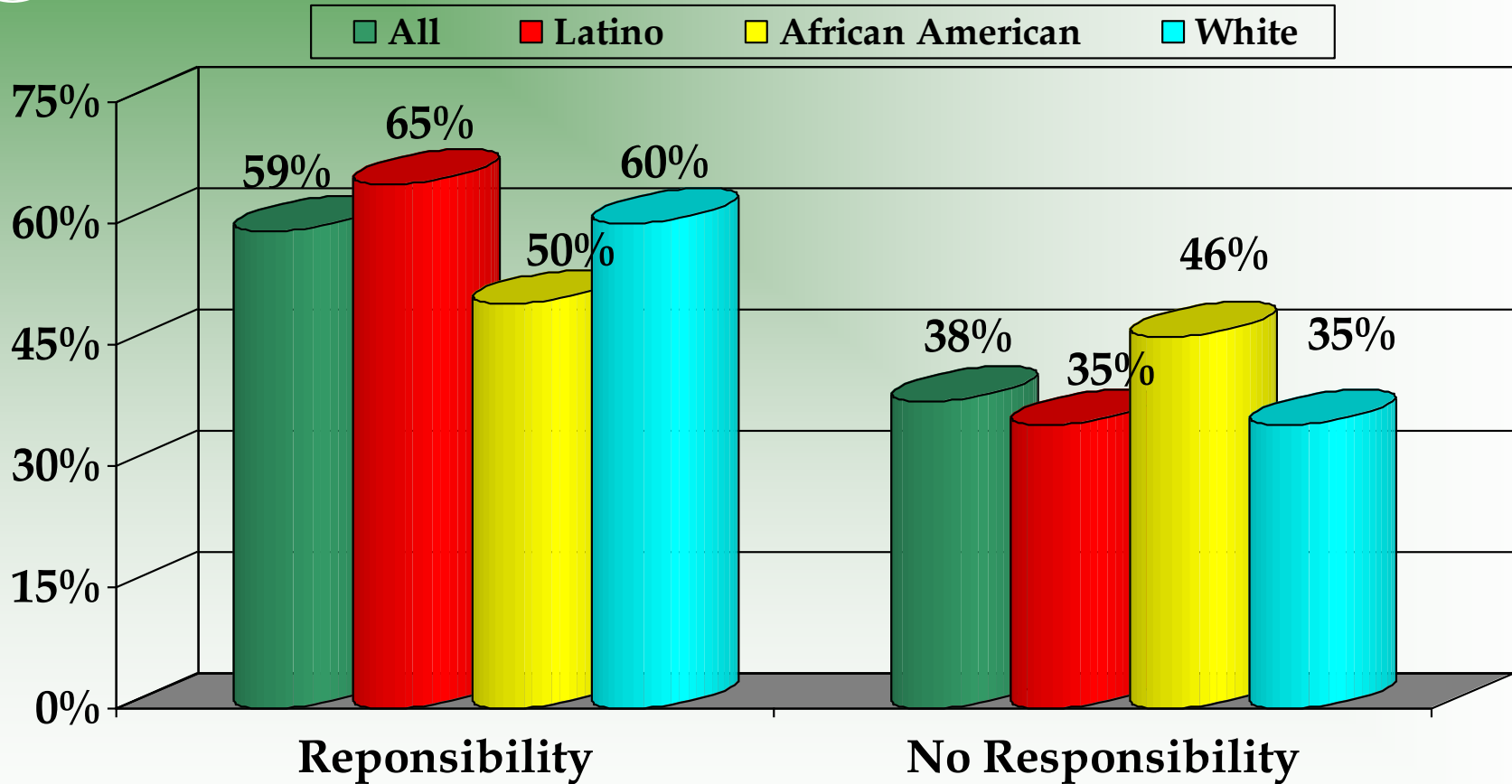


Community Involvement in Public Education



People in Paterson believe the community comes together for schools, but there are important differences by race and ethnicity and even within race and ethnicity.

Latinos are the most likely to say that the community takes responsibility for public schools. African Americans are the least likely.

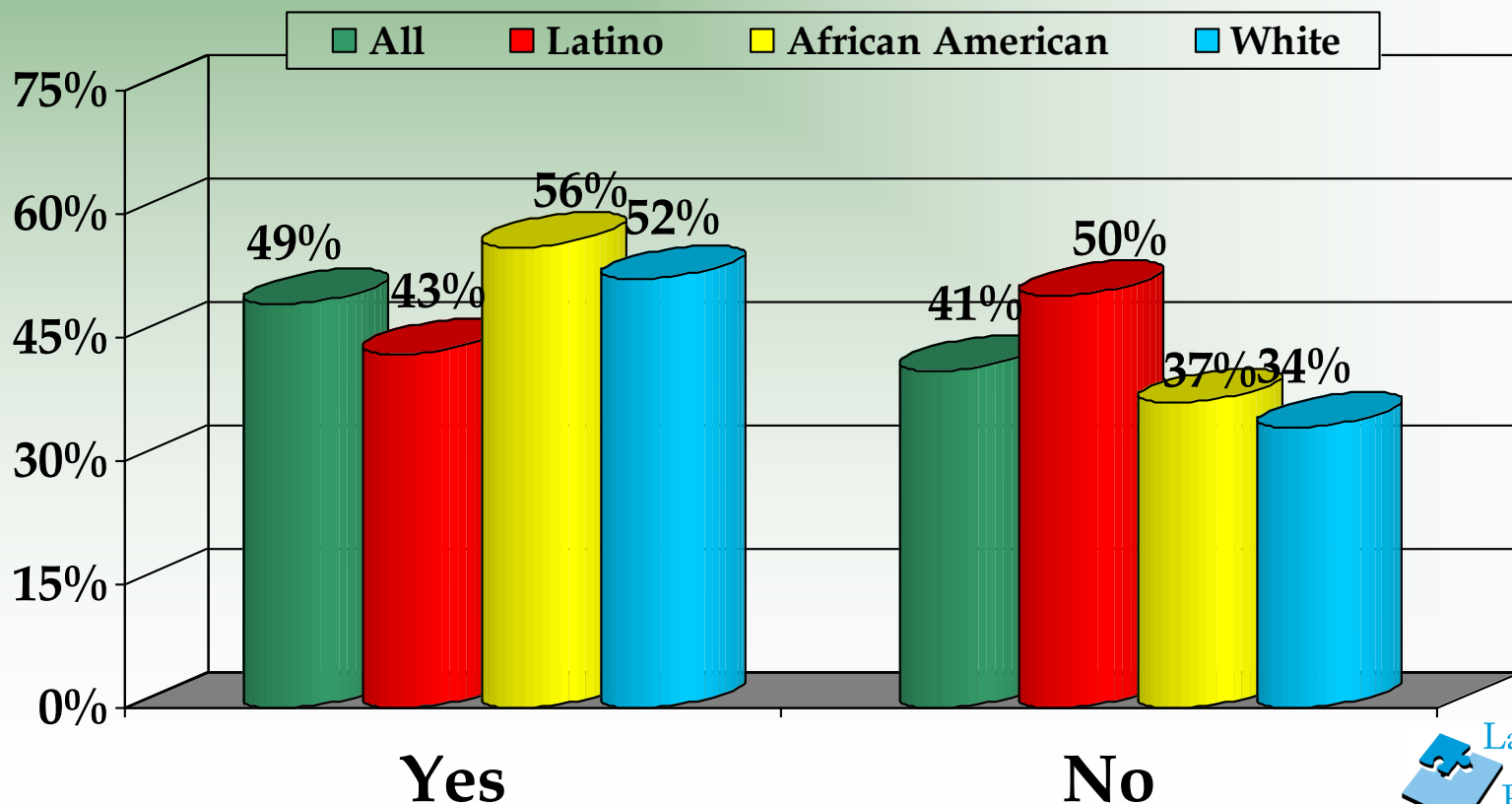


Younger Latinos: 56% Responsibility, 44% No Responsibility

Older Latinos: 75% Responsibility, 25% No Responsibility.

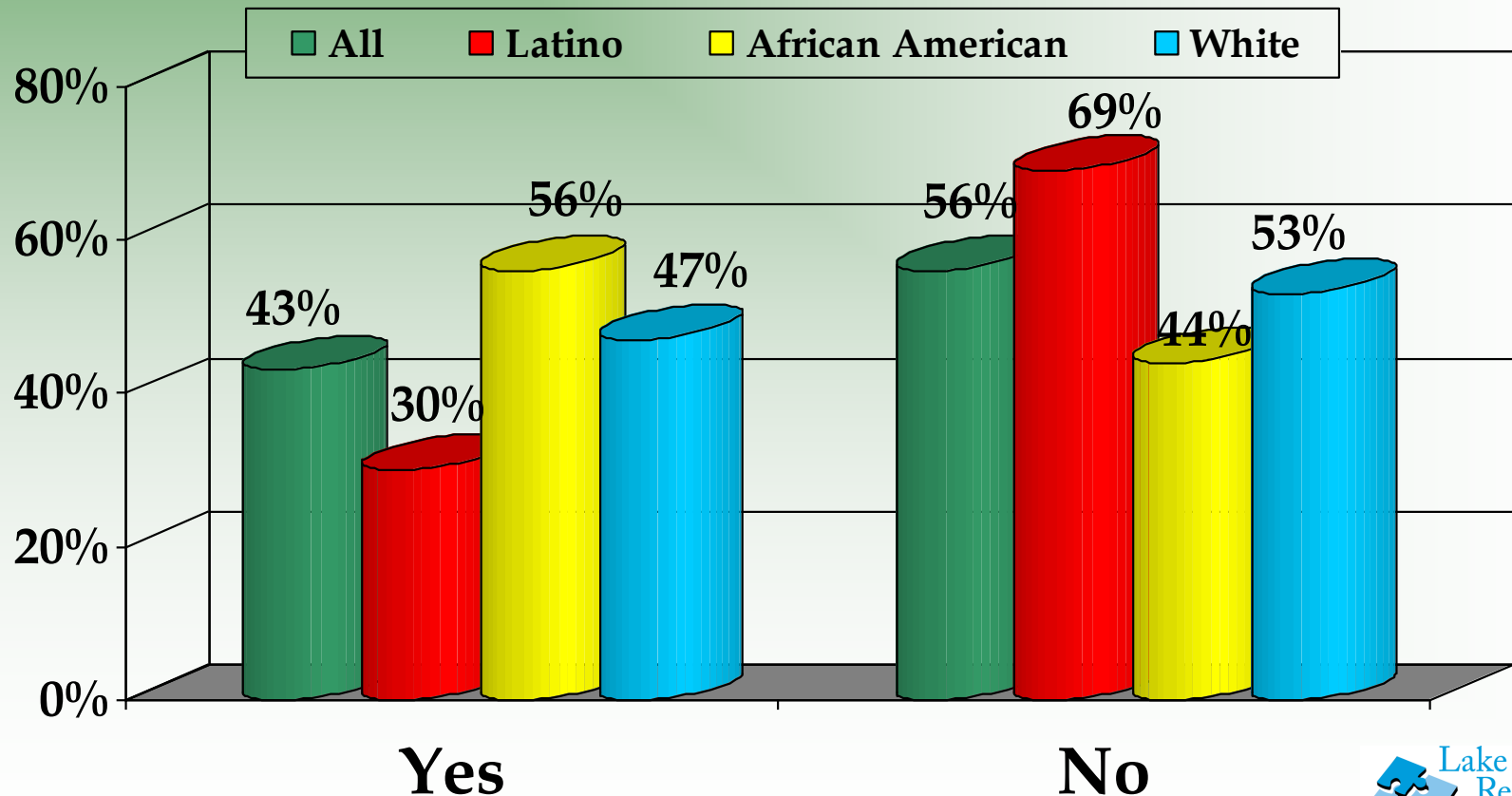
Notably, African Americans are more likely than Latinos to think the community comes together to work on education problems even though Latinos say the community takes responsibility.

Has your community ever come together to work on a public education problem or has your community not come together to work on a public education problem?

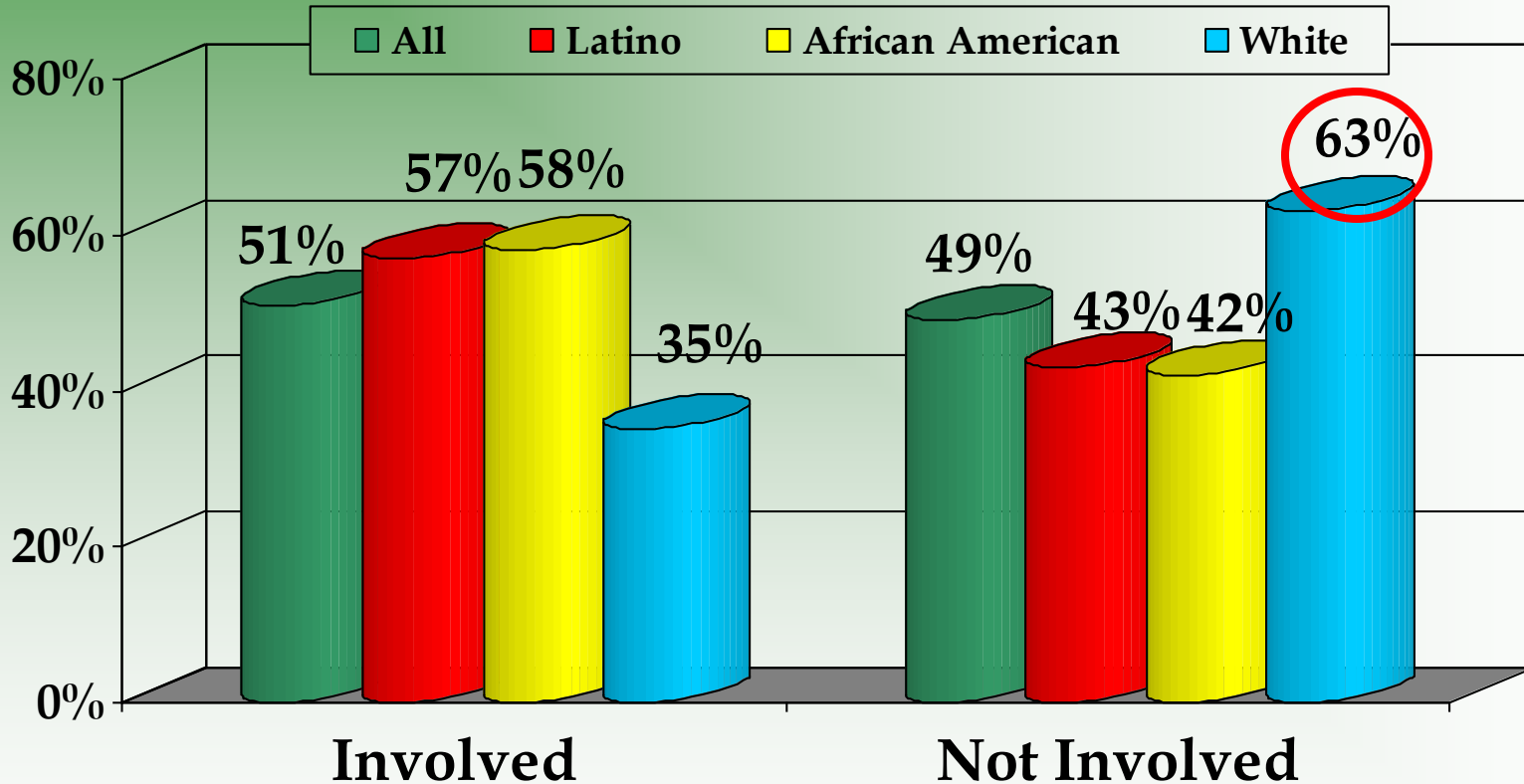


African Americans report higher levels of personal involvement. Latinos report the least personal involvement.

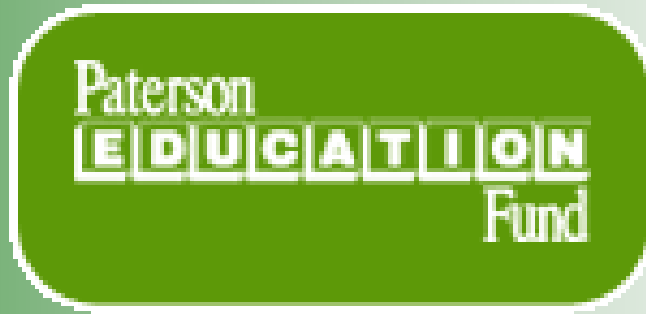
In the past year, have YOU personally done anything to support public schools in your local area?



African Americans and Latinos share similar levels of personal involvement. White adults show less personal involvement.



The most likely to be involved include younger women (64%), parents (66%), Democrats (54%), African Americans (58%), and Latinas (61%).



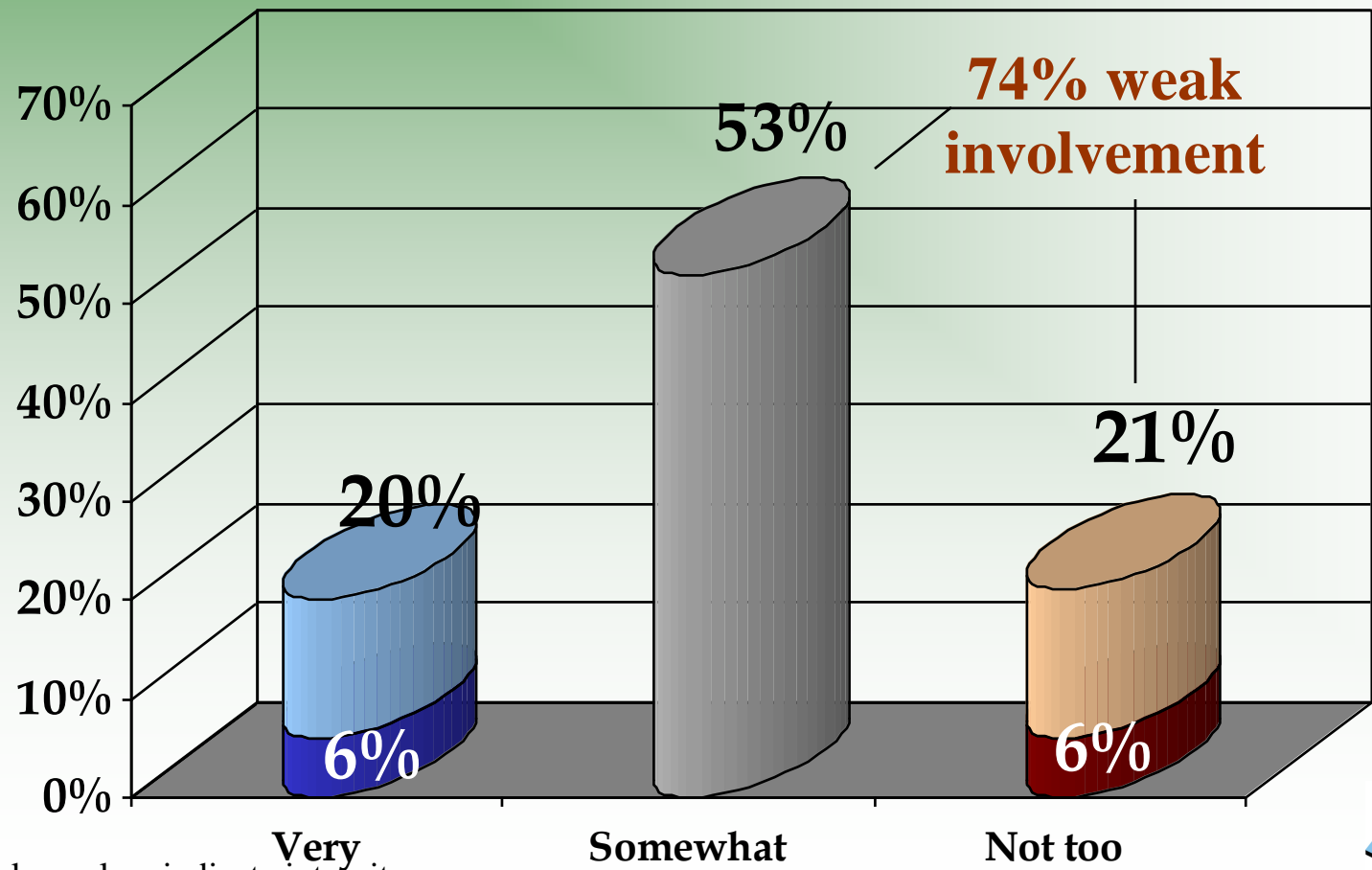
Organizational Involvement



Generally, residents do not think community organizations are very involved in public education. They certainly do not know if businesses are involved.

Adults think community organizations are just somewhat involved in local public schools.

When it comes to being involved in local public schools, would you say organizations in your community are extremely involved, not too involved, or not involved at all?

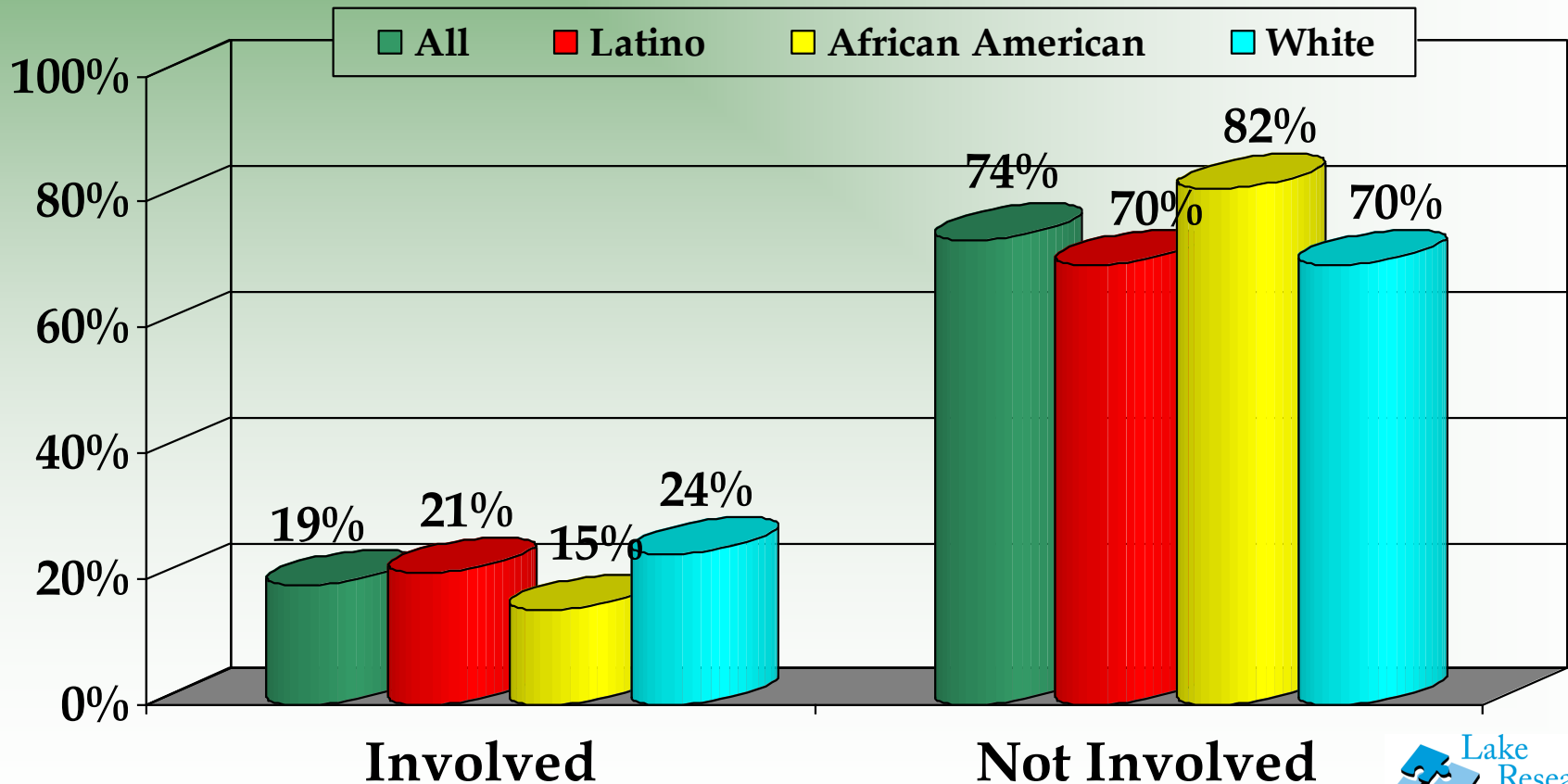


Darker colors indicate intensity.

Most of the community thinks organizations are less involved, but African Americans are the most likely to hold this opinion.

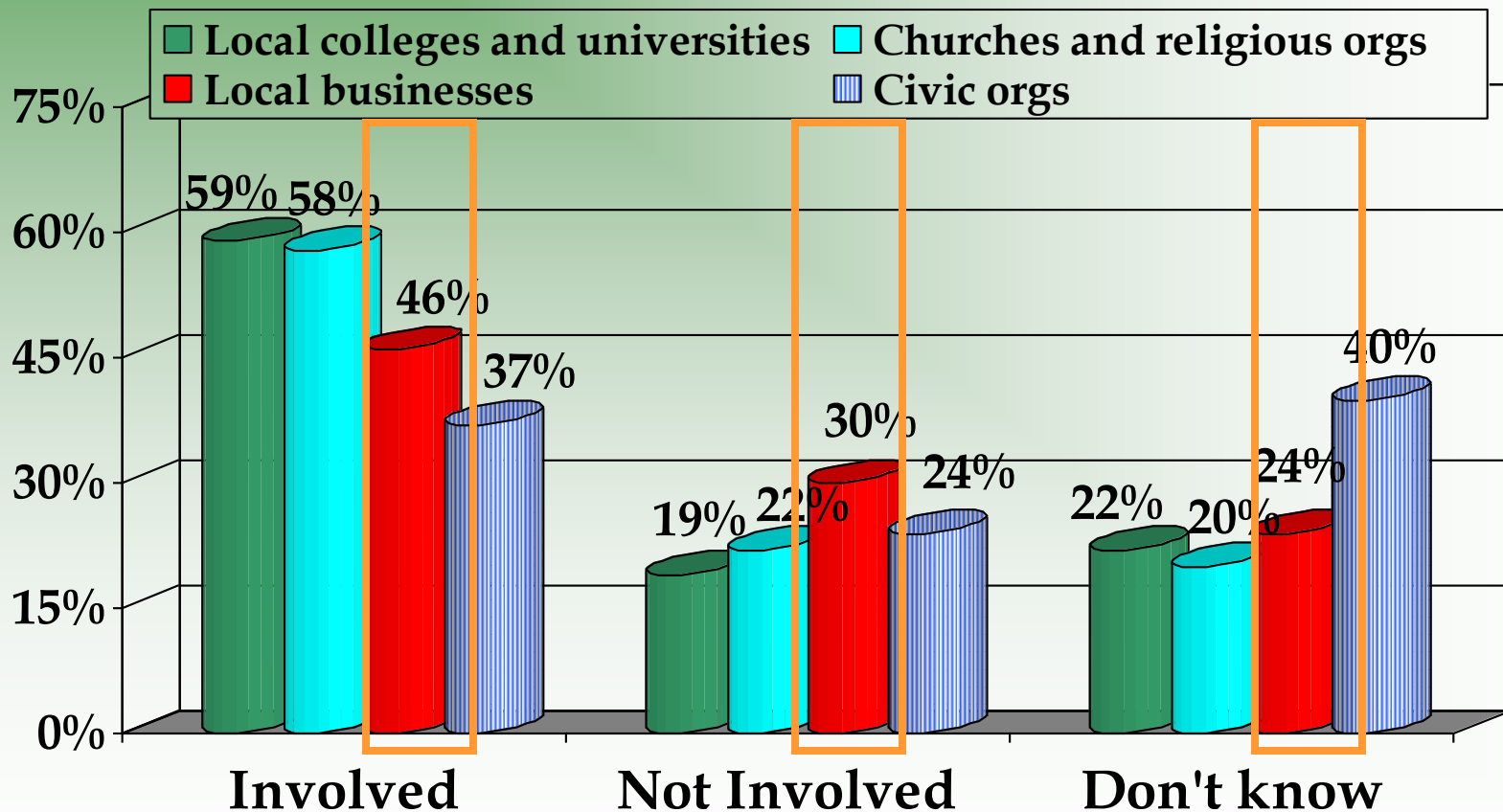


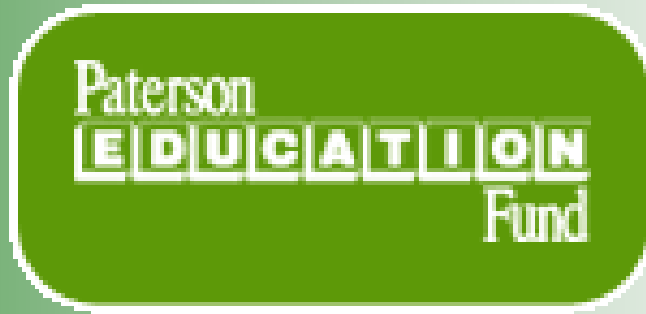
When it comes to being involved in local public schools, would you say organizations in your community are extremely involved, not too involved, or not involved at all?



Universities and churches receive decent marks for involvement, but local businesses fare less well.

Please tell me if any of the following organizations are involved in your local public schools:





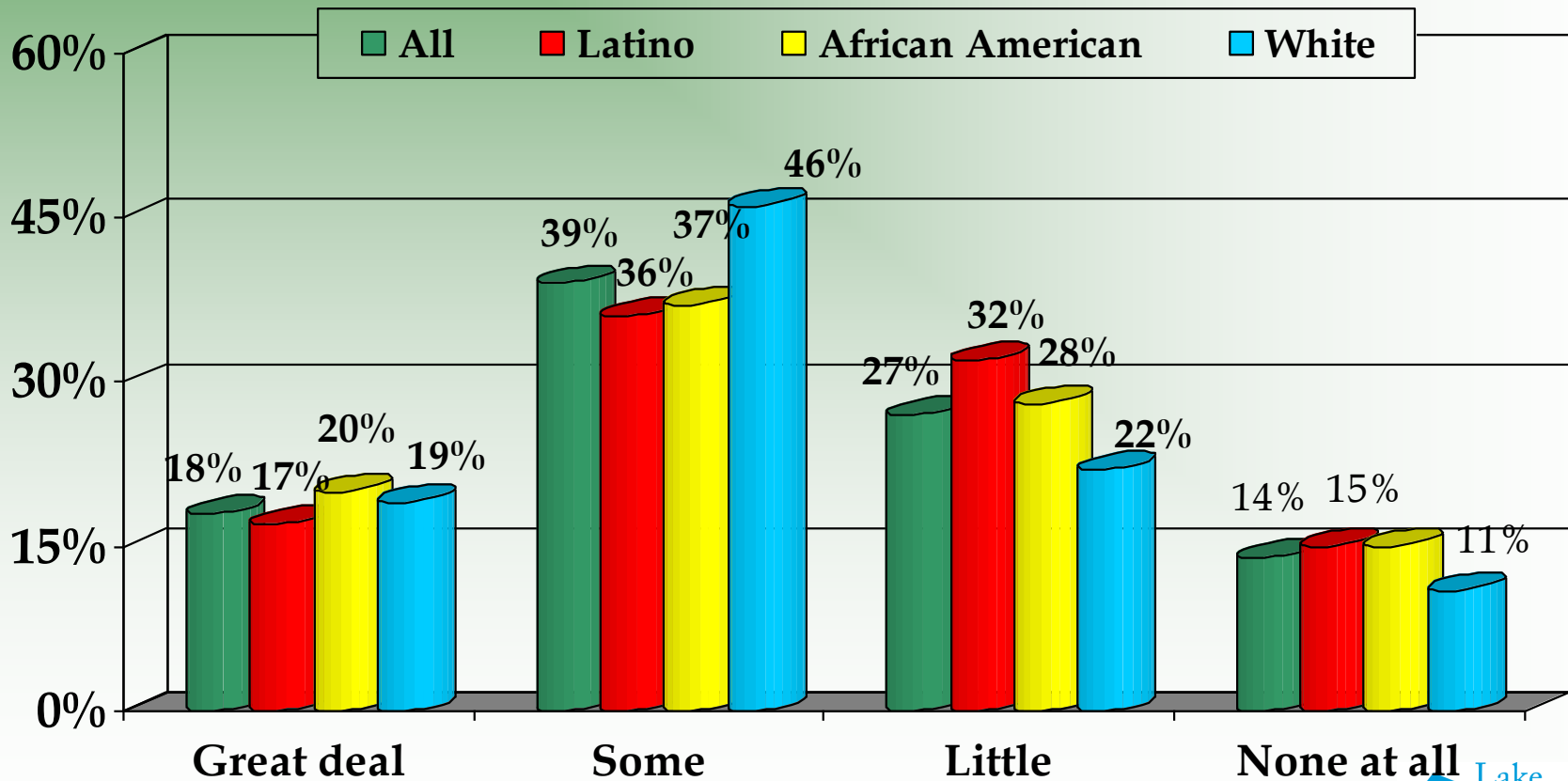
Information Sources



Residents turn to the television and newspapers for their information. However, they report getting just some information about education or a candidates' stance on education.

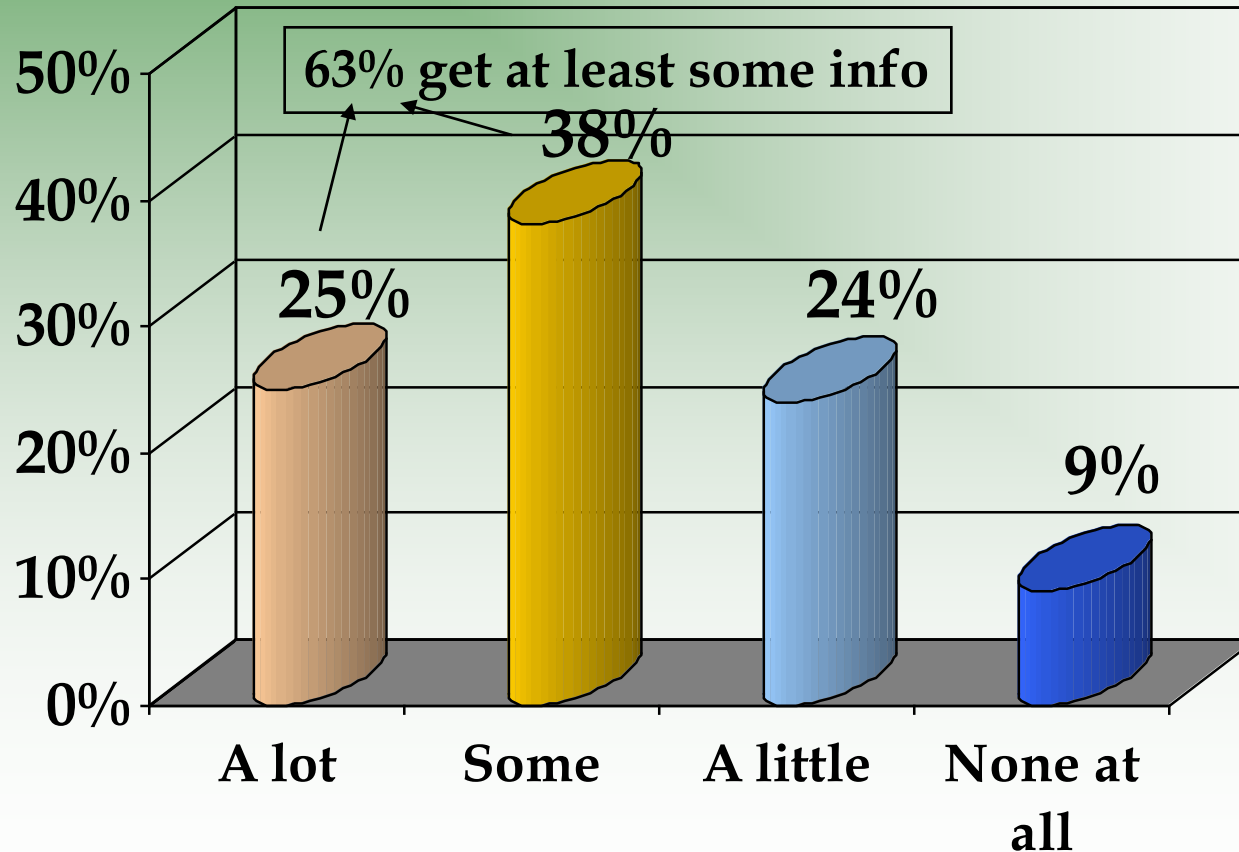
Latinos report receiving the least information when it comes to public schools, but there could be a language barrier. Remember, seven in ten of our Latino interviews were conducted in Spanish.

Generally speaking, in the past twelve months how much information did you receive about education?



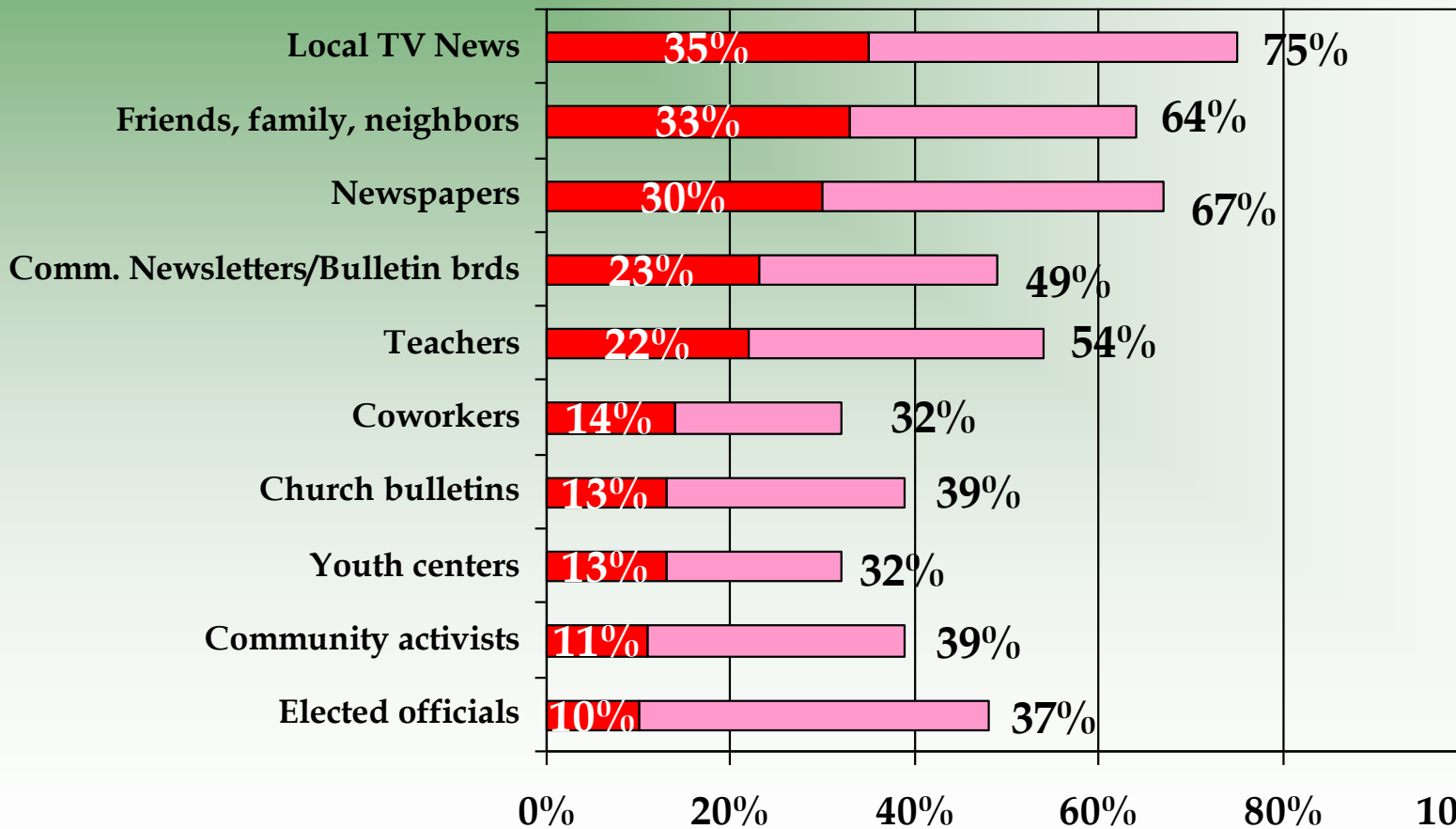
Political information seems more readily available than information on public schools. Fifty-eight percent said they get information on public schools, but 63% say they get information on a candidate's take on public schools.

When candidates run for public office how much are you able to learn about their stances on education?



The local news, friends, family, and neighbors are strong sources of education information to adults in Paterson.

As I read the following sources, please tell me if you get a lot of information, some information, or a little information from that source?





Latinos tend to get their information from television, while African Americans and whites tend to receive more information from the newspaper. African Americans also tend to uniquely tap into their network of friends and family.

% Great deal/Some

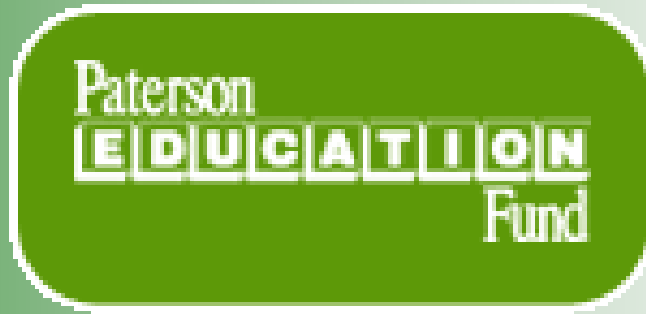
	All	Latinos	African Americans	Whites
Local TV News	75%	82%	74%	68%
Newspapers	67%	54%	79%	70%
Friends, Family, Neighbors	64%	59%	74%	60%
Teachers	54%	57%	56%	47%
Community Bulletin Boards	49%	41%	52%	55%
Church Bulletins	39%	34%	50%	33%
Community Activists	39%	39%	35%	44%
Elected Officials	37%	41%	31%	39%
Coworkers	32%	32%	32%	30%
Youth Centers	32%	33%	41%	22%



African Americans overwhelmingly turn to the New Jersey Herald News while Latinos split with the Herald News and Spanish newspapers. Whites turn to the Herald and the Star-Ledger.

	All	Latinos	African Americans	Whites
NJ Herald News	60%	46%	83%	52%
Star-Ledger	16%	4%	15%	31%
NY Daily News	15%	8%	18%	16%
NY Post	6%	4%	7%	9%
El Diario	8%	20%	1%	0%
El Especialito	6%	16%	0%	1%
Su Guia	2%	4%	0%	1%
Hoy	1%	3%	0%	1%
Arabic Voice	1%	1%	0%	0%
Other	21%	12%	18%	33%

43%
Spanish
News-
papers



Index Ratings

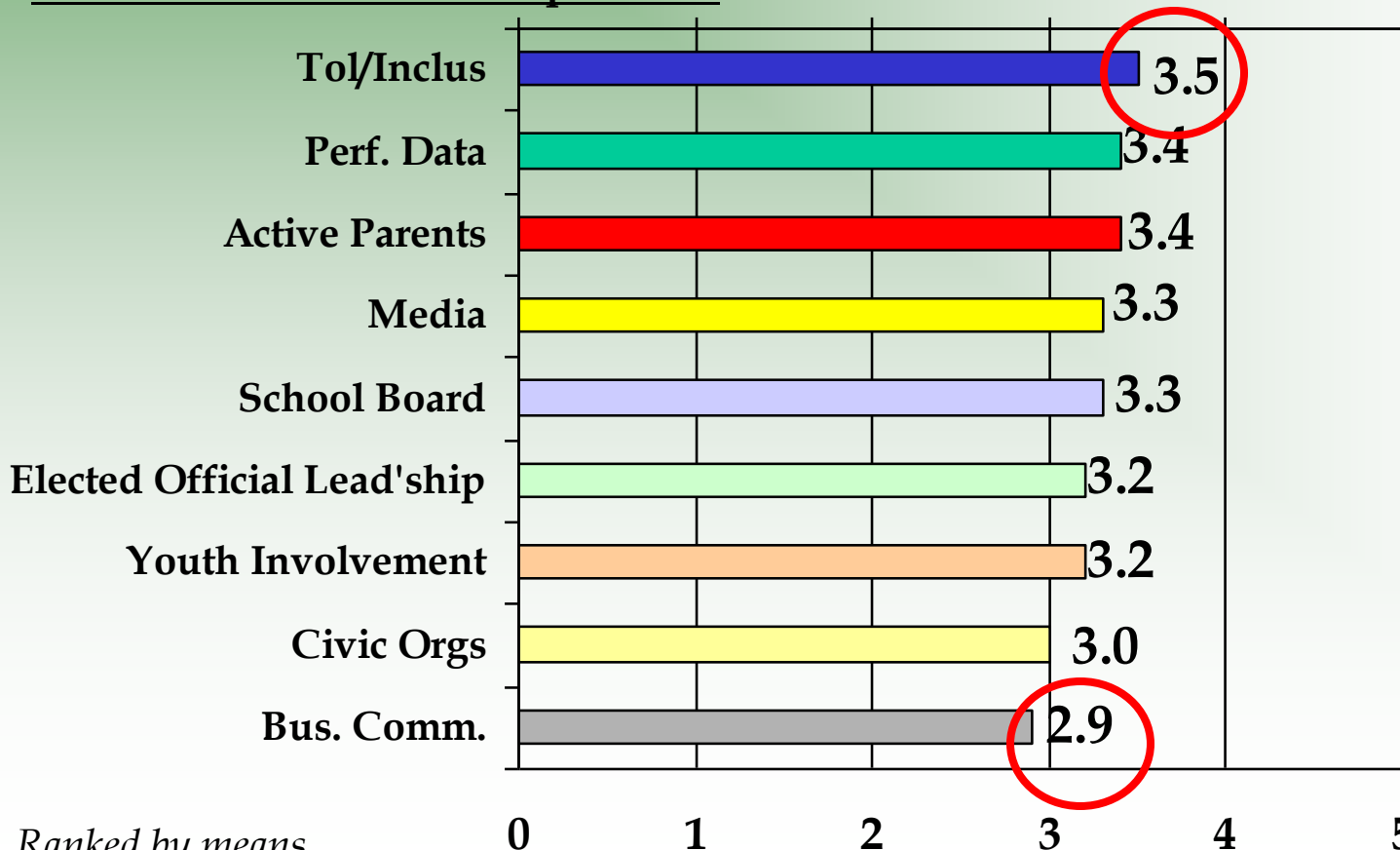


Responses to the Index varied widely. Tolerance and Inclusiveness were the top categories, with Businesses and Civic Organizations the lowest.

Tolerance and Inclusiveness is the strongest Index Category. The Business Community and Civic Organization categories rate lower on the scale. There is a log jam of indices in the 3.3 to 3.0 mean range.

For each one, I want you to think about your local community and how well it achieves these goals. I would like you to use a scale from ZERO to FIVE where ZERO means your community does not achieve that goal at all and FIVE means your community achieves that goal completely.

Means of combined index questions



Ranked by means

As we learned earlier, Latinos tend to be more positive in their ratings, African Americans more critical, and whites somewhere in between.

	All	Latinos	African Americans	Whites
Tolerance and Inclusiveness	3.5	3.6	3.5	3.4
Performance Data	3.4	3.4	3.4	3.4
Active Parents	3.4	3.6	3.3	3.2
Media	3.3	3.5	3.3	3.1
School Board	3.3	3.4	3.4	3.1
Officeholder Leadership	3.2	3.3	3.1	3.3
Youth Involvement	3.2	3.3	3.2	3.1
Civic Organizations	3.0	3.2	3.0	2.8
Business Community	2.9	2.9	2.9	2.8

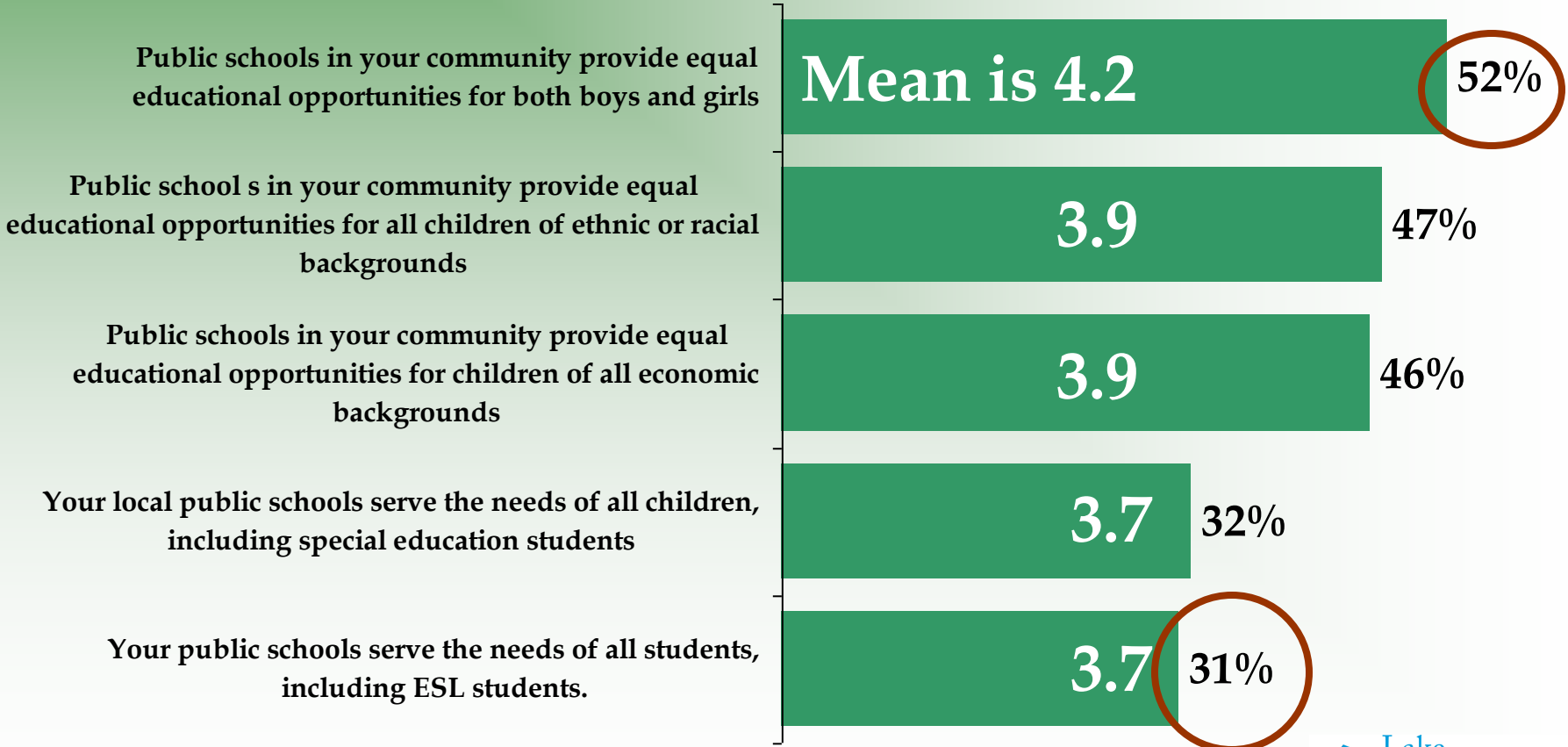


Gender, racial, and economic equality are the highest rated statements. Still, even ESL and special education students are treated fairly, according to the public. People are making distinctions, with half rating racial equality a "5" and a third saying so for ESL.



TOLERANCE/INCLUSIVNESS

Ranked by % Rated "5"





The public believes data on test scores is readily available but they offer poorer ratings for how well elected officials communicate with the public.

PERFORMANCE DATA

There is easily available data on the test scores and graduation rates of your local high schools and how they compared to other schools in your area

The voting record of your local officials regarding public education is easily available.

Voters in your community heavily weigh the issue of public education when they decided which candidates to support for public office.

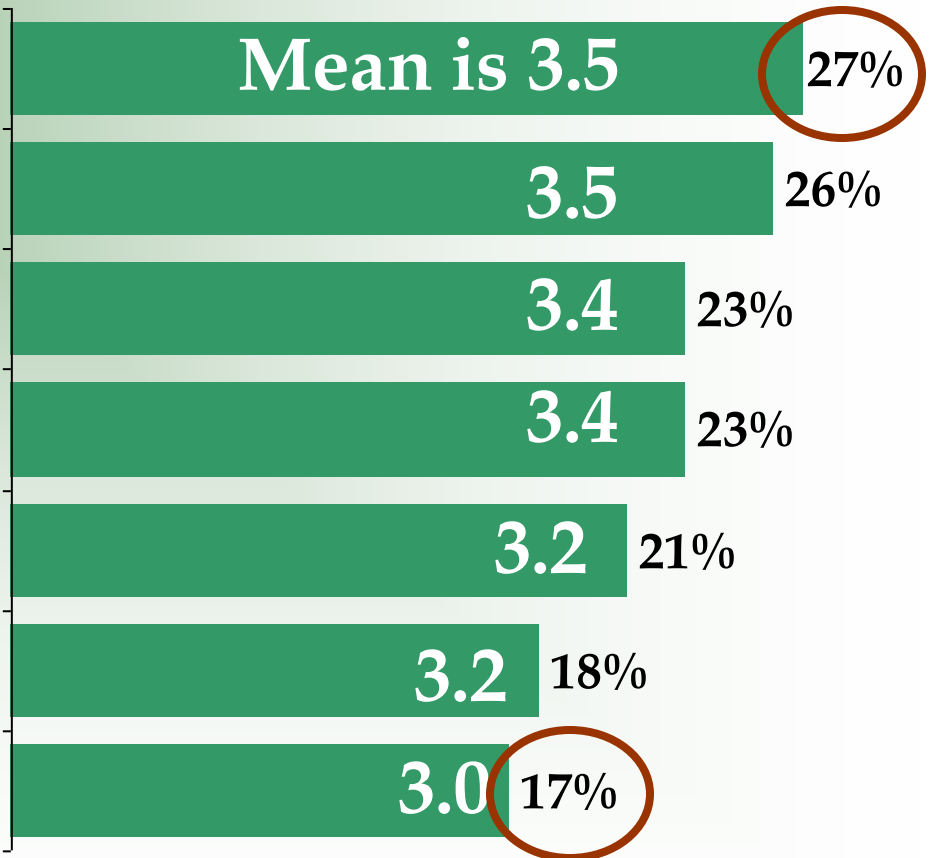
Members of your community not only vote in Presidential elections, but also vote in local school board elections.

Your locally elected officials demonstrate commitment to public education by voting for or seeking adequate financial support for public schools.

Voters in your community pay attention to what the school board is doing by attending public school board meetings, watching school board meetings on TV, or reading about the school board in the newspaper or

Elected officials in your community consistently communicate with their constituents regarding public education issues by sponsoring mailings on education issues or by hosting public meetings with constituents.

Ranked by % Rated "5"





The public offers decent ratings for parents, but they do make distinctions between schools encouraging parents to be involved and parents participating in school related organizations.



ACTIVE PARENTS

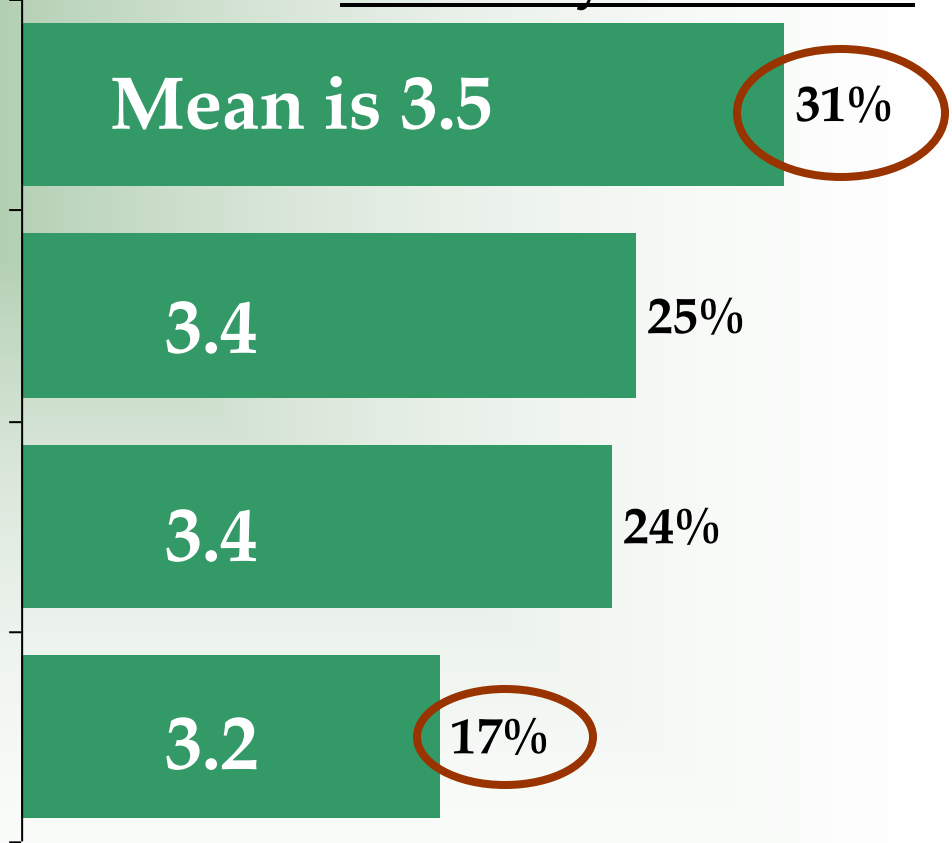
Your local public schools encourage parents to participate and contribute ideas on what it takes to improve education

Parents in your community participate actively in their children’s education by working with them on homework and other educational activities.

Parents in your community stay informed about key education issues

Parents in your community participate in school related organizations like the PTA and similar organizations that encourage parental involvement

Ranked by % Rated “5”





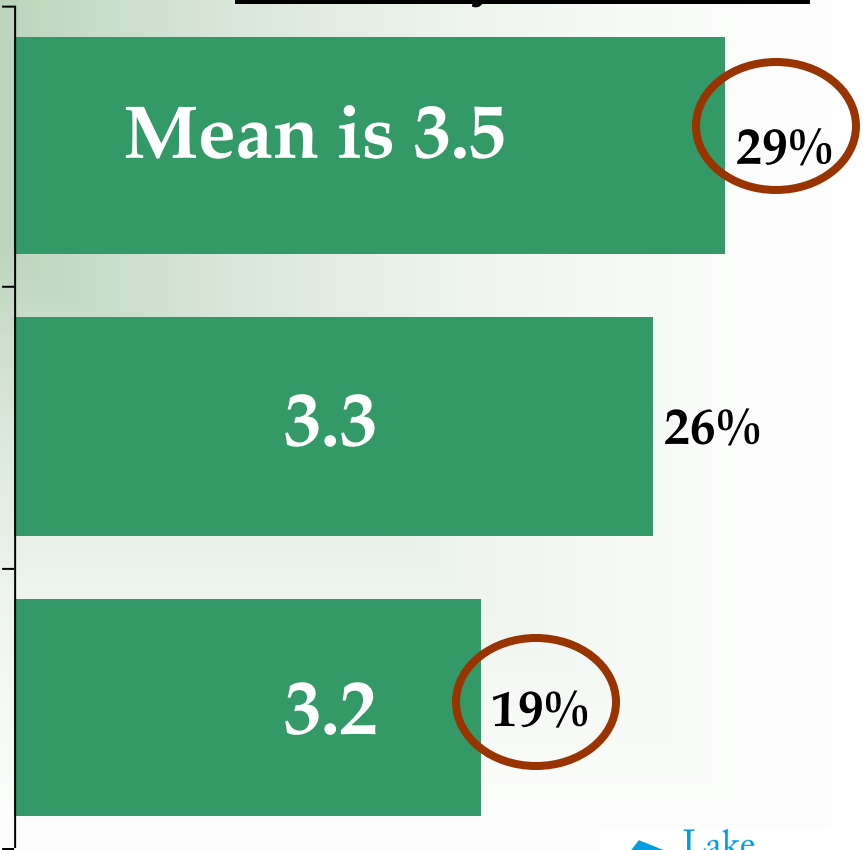
The public does not give rave reviews to the media, but they are comfortable with its coverage of public education.



MEDIA

Ranked by % Rated "5"

- Your local news media - including television and print media - reports on the education platforms of candidates when they run for state and local office
- Your local news media - including television and print media - helps the public understand public education issues by regularly reporting in-depth on public school issues
- Your local news media - including television and print media - reports on the voting record of local elected officials when it comes to public education and the extent to which elected officials keep their campaign promises in regards to public education

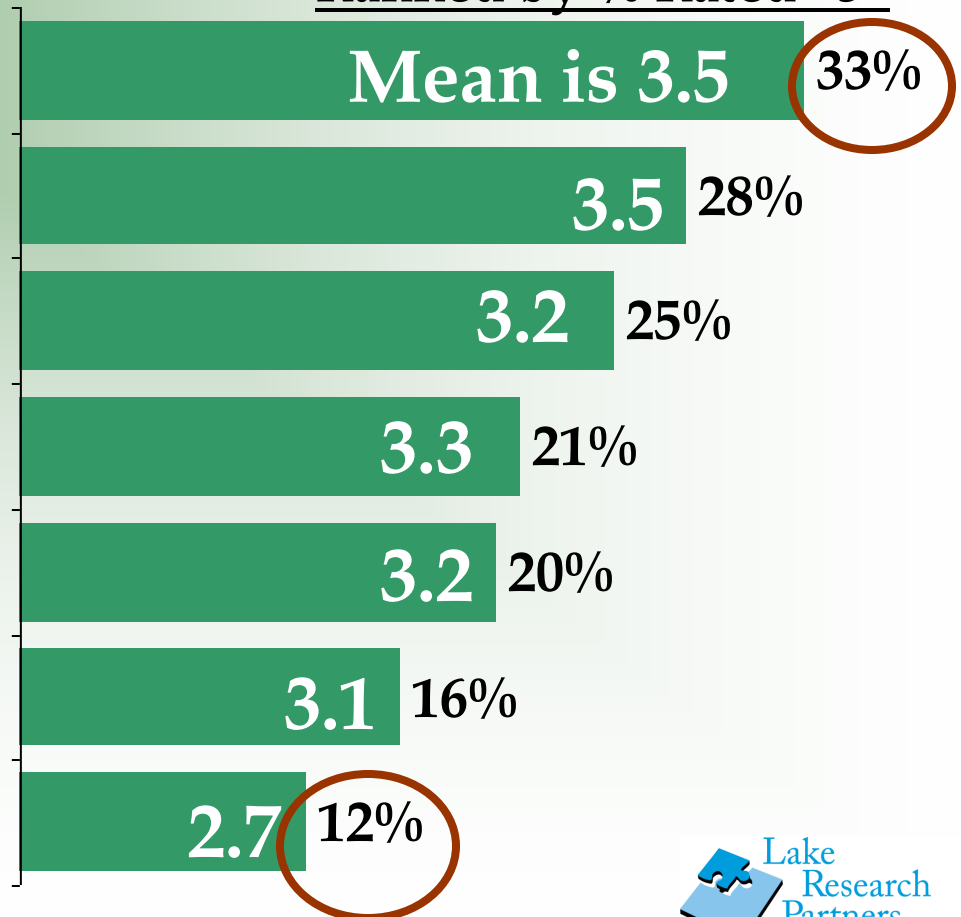


Adults believe the youth in the community are an asset, but they do not believe children are given a real say in their education.

YOUTH INVOLVEMENT

- Your community believes and reinforces that young people are an asset to the community.
- Your local public schools offer students counseling and other services when necessary so that schools meet student needs emotionally, not just academically
- Your local public schools encourage students to participate in civic activities outside of school such as getting involved in the community and volunteering their time
- Your local public schools encourage students to discuss important current public issues and to discuss issues from different point of view
- Your local area has community youth associations that encourage and support young people to participate in civic activities.
- Your local public schools teach young people the skills and values necessary to effectively participate in the political process and electoral process
- The public schools in your area give students a real say in decision-making about how their schools should operate on the school board and on advisory boards.

Ranked by % Rated "5"





Some of the harshest perceptions are aimed at local organizations. Very few adults think organizations are working to improve public schools.



CIVIC ORGANIZATIONS

Ranked by % Rated "5"

Organizations in your community make attempts to gather information about the area's public schools and share that information with parents in the community



Local organizations work to improve low-performing schools.





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