

# MEDFIELD SCHOOL BUILDING COMMITTEE SURVEY #1 – SUMMARY OF FINDINGS

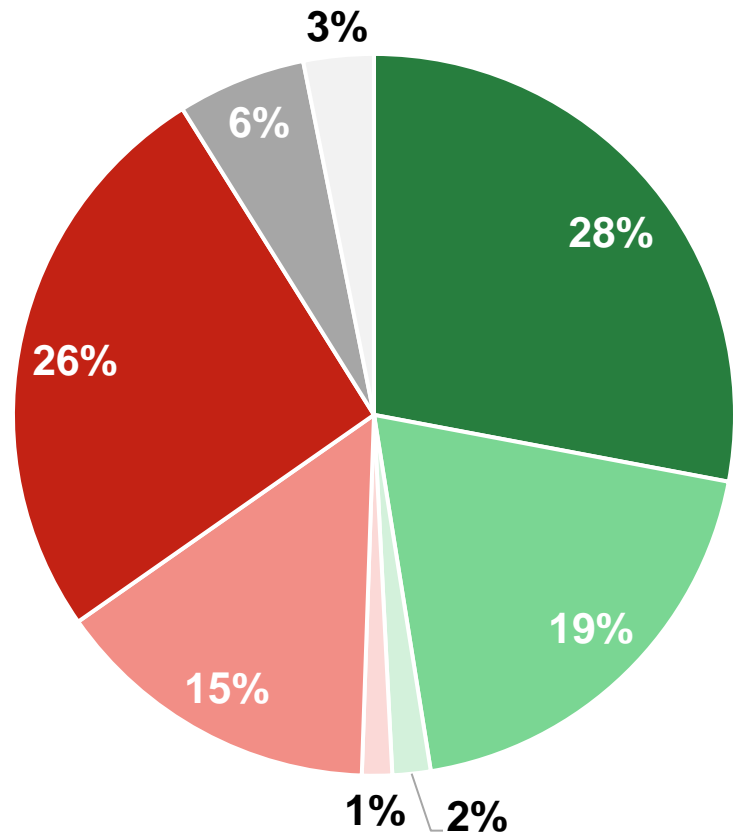


# Survey #1 Design Summary

- Survey was open to all Medfield residents. The survey received 1,112 responses.
- Survey was communicated via:
  - ▶ Patch, Hometown Weekly, school email, social media, blogs / newsletters (elected officials and others) and communication among neighbors
- Survey included two demographic questions:
  - ▶ How did you vote in the prior vote
  - ▶ What is your current relationship with regard to your children and the Medfield Public Schools
- Survey respondents were asked to rank what was important to them across 11 different criteria
  - ▶ Rankings were scored using traditional NPS methodology (score = % of “5” votes less % of “1-3” votes)
  - ▶ See appendix for additional details on NPS methodology
- Survey results will be used to understand initial differences across demographic groups as the SBC engages with the Town throughout the current process

# Survey #1 – Overall Survey Responses

The town voted down the proposed new elementary school building adjacent to Wheelock. Which statement best describes your position on the prior vote?

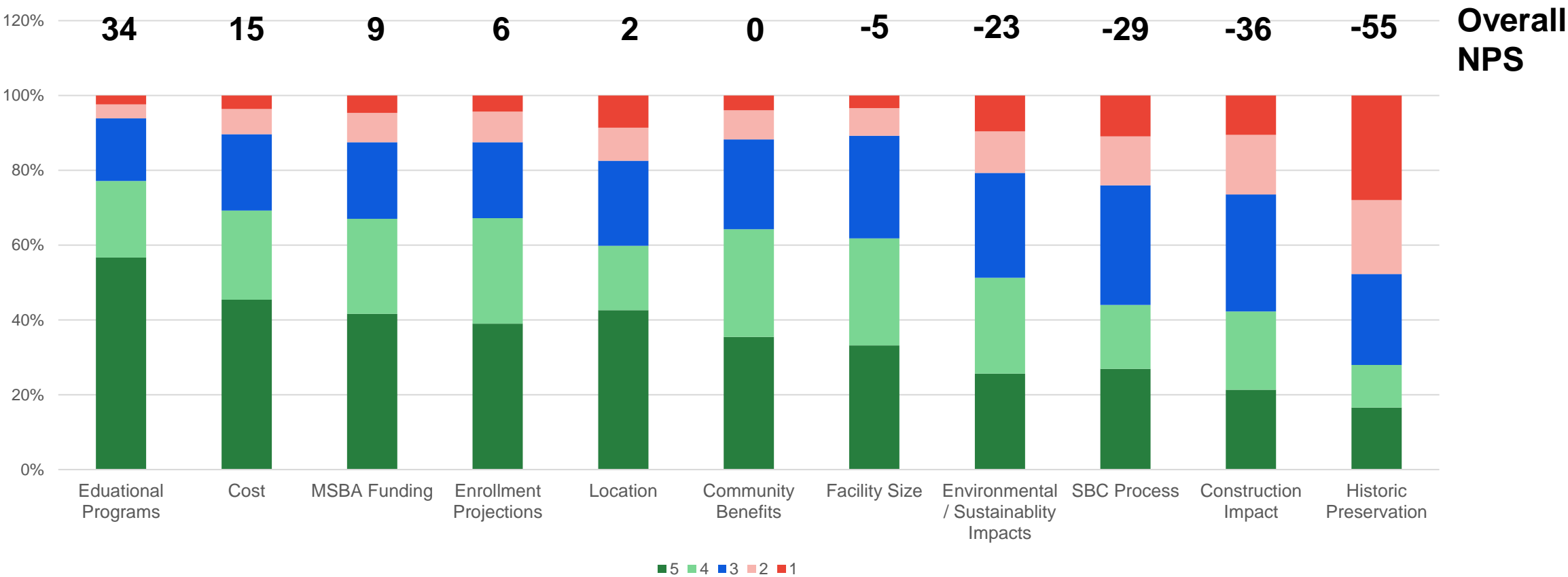


- It was a great plan and voted yes.
- The plan had certain weaknesses, but had enough merit and voted yes.
- I was neutral on the plan, but voted yes.
- I was neutral on the plan, but voted no.
- The plan had some merits, but too many weaknesses and voted no.
- It was a bad plan and voted no.
- I did not vote.
- Other



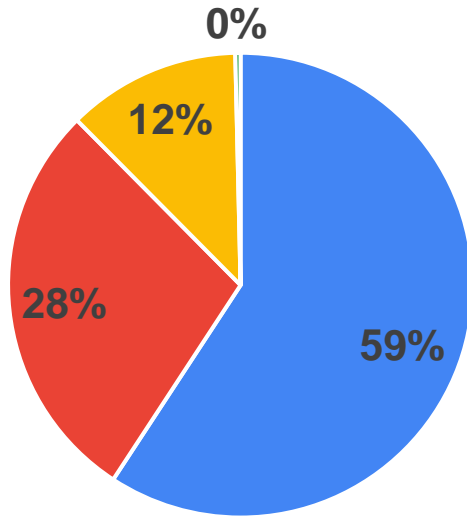
# Survey #1 – Overall Survey Responses

Please rank these considerations from your viewpoint as the SBC evaluates future plans for a new/renovated elementary school (1 not important to 5 extremely important):



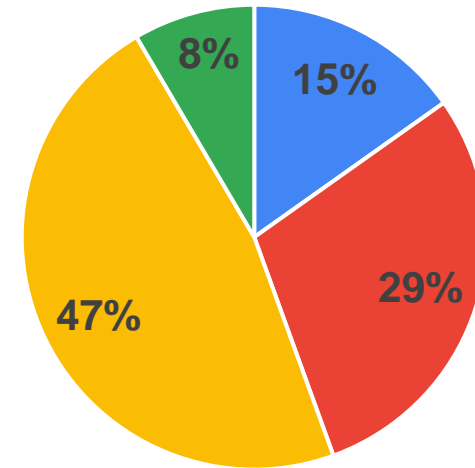
## Initial observations: yes votes vs. no votes

Yes votes (N=548)



- I have / will have children in Medfield public schools, and I expect to have a child attend Dale in the next four years.
- I have / will have children in Medfield public schools, but I don't expect to have a child attend Dale in the next four years.
- I have had children attend Medfield public schools in the past.
- I have never had children in Medfield public schools.

No votes (N=466)



- I have / will have children in Medfield public schools, and I expect to have a child attend Dale in the next four years.
- I have / will have children in Medfield public schools, but I don't expect to have a child attend Dale in the next four years.
- I have had children attend Medfield public schools in the past.
- I have never had children in Medfield public schools.

Did not vote / other, N=92

## Initial observations: yes votes vs. no votes

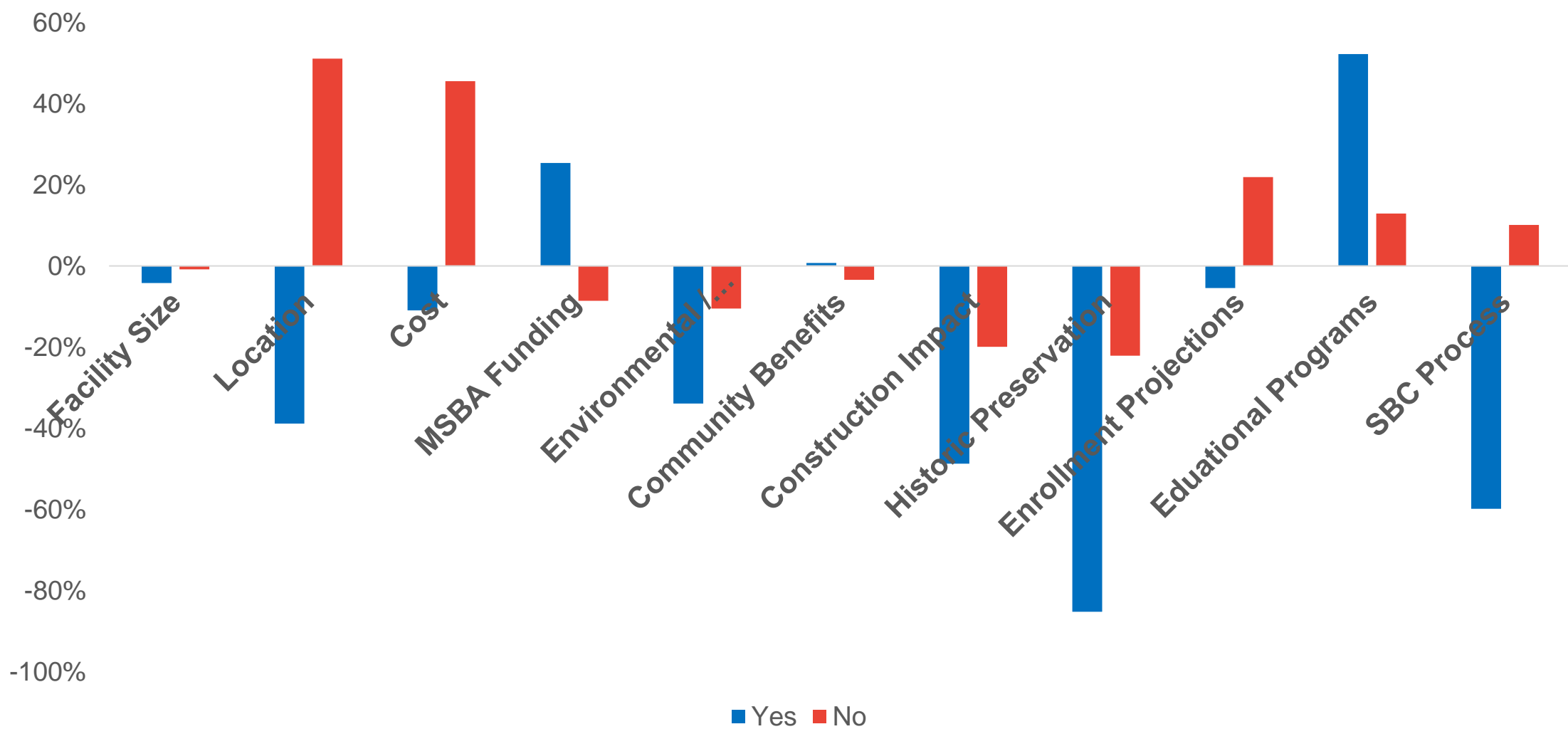
### Yes votes (N=548)

- Educational programs (NPS = 52) was by far the most important criteria to yes voters
- MSBA funding (NPS = 25) was the second most important criteria
  - ▶ However, cost (NPS = -11, 36pt delta) was not as important.
- Historic preservation (NPS = -85) and SBC process (NPS = -60) were the least important criteria to yes voters
- 59% of the yes voters expect to have a student attend Dale in the next four years
  - ▶ 28% currently have a child attending MPS, but don't expect to have a child at Dale in the next four years
  - ▶ 12% no longer have a child attending MPS

### No votes (N=466)

- Location (NPS = 51) and cost (NPS = 45) were the most important criteria for no voters
  - ▶ MSBA funding (NPS = -9) was not viewed to be as important despite cost being important
- Enrollment projections (NPS = 22) also scored highly
- Construction impact (NPS = -20) and historic preservation (NPS = -22) were the least important criteria to no voters
- 15% of the no voters expect to have a student attend Dale in the next four years
  - ▶ 29% currently have a child attending MPS, but don't expect to have a child at Dale in the next four years
  - ▶ 47% no longer have a child attending MPS
  - ▶ 8% never had a child in MPS

# NPS by criteria for yes vs. no voters



## Initial observations: Medfield Public School tenure

### Dale next four years

- N=436
- 74% voted yes, 7% did not vote
- Educational programs most important (NPS = 46)
- Historic preservation, SBC process, construction impact and environmental impact least important with NPS' of -75, -48, -48 and -41, respectively.

### Current MPS but not Dale

- N=317
- 49% voted yes, 5% did not vote
- Educational programs (NPS=35) and cost (NPS=28) most important
- Historic preservation, construction impact and SBC process least important with NPS' of -58, -44 and -32, respectively

### Children out of MPS

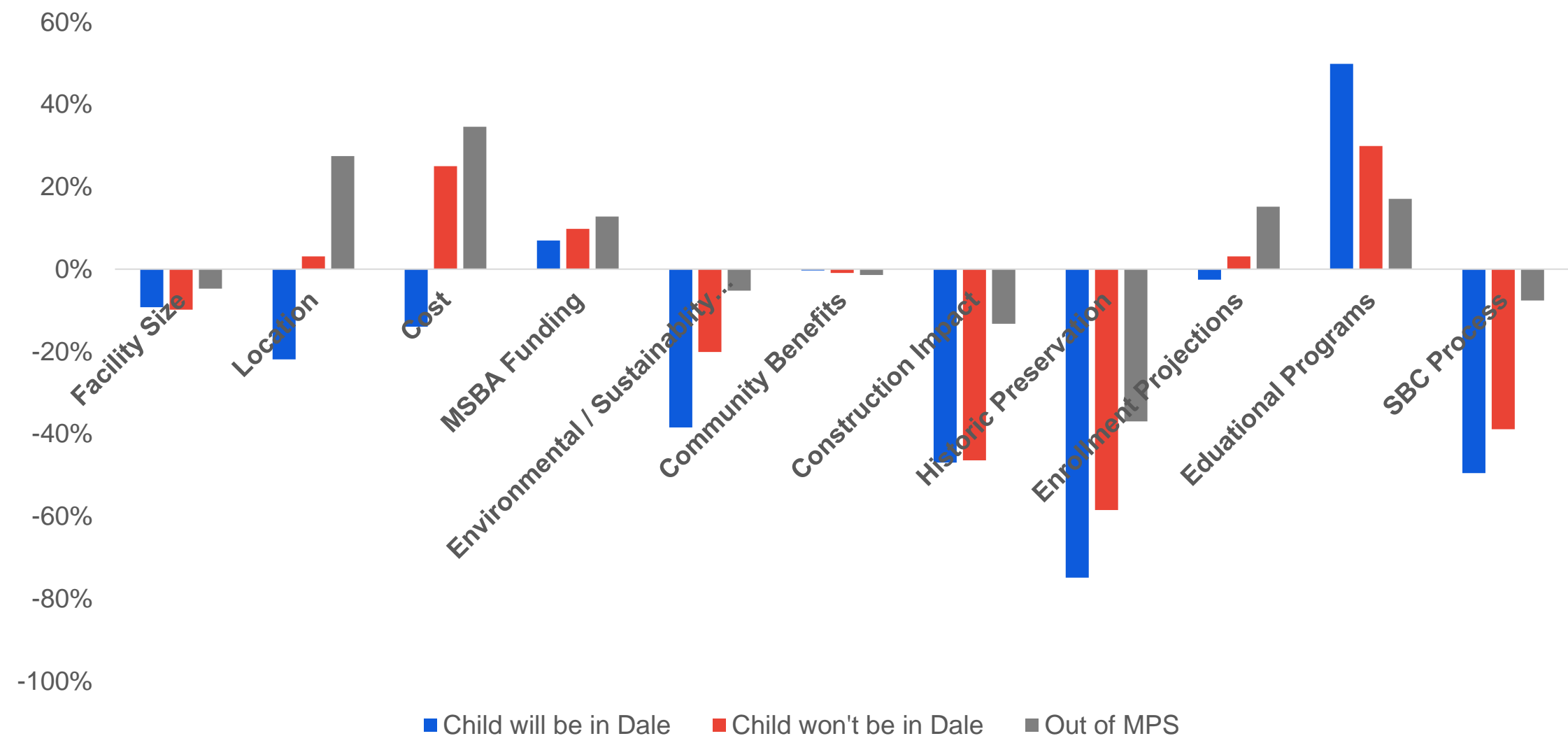
- N=307
- 21% voted yes, 4% did not vote
- Cost (NPS=34) and location (NPS=30) most important
- Historic preservation least important (NPS= -33)

I have never had children in MPS: 45 responses, 87% voted no.

*Note: "N" denotes total number of responses.*



# NPS by Medfield Public School relationship



# THANK YOU!!

We appreciate your interest in this important first survey! For more information on the survey results and data, please refer to the School Building Committee website at: <https://www.town.medfield.net/2148/School-Building-Committee>.

Please also consider signing up for alerts at: <https://www.town.medfield.net/list.aspx>.

We look forward to seeing you at a School Building Committee meeting soon!

# APPENDIX



# Survey #1 Design Summary – About Net Promoter Score

NPS is often held up as the gold standard customer experience metric. First developed in 2003 by Bain and Company, it's now used by millions of businesses to measure and track how they're perceived by their customers. NPS scores determine segmenting between positive and negative feedback. The scores can then be used to measure performance over time or be used to compare the importance of an item or service relative to other options.

Respondents give a rating between 1 (least important) and 5 (most important) and, depending on their response, customers fall into one of 3 categories to establish an NPS score:

- Promoters respond with a score of 5 and are typically loyal / enthusiastic about the item
- Passives respond with a score of 4. They are satisfied but not happy enough to be considered promoters.
- Detractors respond with a score of 1 - 3. These are areas where the respondent considers the item to be relatively less important than the most important items.

To calculate the final NPS score – just subtract the percentage of Detractors from the percentage of Promoters to arrive at an NPS score between +100 (+100 being everyone is a Promoter) and -100 (-100 being 100% of responses are Detractors).