

**Baldwin County Board of Education
Superintendent Search Survey
June 2015**

Summary:

To seek public input, the Baldwin County Board of Education conducted an online survey beginning on Monday, June 8, 2015, which ended June 21, 2015, when the survey was closed. Participating in the survey were 3,113 respondents. Of that number, 996 were employees. The nine-question survey concluded with a comment field; 1,955 respondents provided written input. The link to the survey was promoted by Mobile, Alabama news media and the link was provided on 52 Facebook school sites, 45 school web sites and on bcbe.org, in addition to being e-mailed to BCBE employees who have bcbe.org e-mail addresses and to all parents with e-mail addresses on file and to the school system's Key Communicators. The results of the survey will be made available via the same outlets, as well as made available to news media – posted as a PDF at bcbe.org – following the June 23, 2015 presentation of results to the Board.

Question 1:

50.37% of the respondents below listed themselves as “resident of Baldwin with child(ren) currently in its schools. 15% listed themselves as “resident of Baldwin without children currently in its schools”. It should be noted that 21% of the respondents listed themselves as teachers.

Question 2:

58% of the respondents believe Baldwin County's next superintendent should not be a current employee of Baldwin County Public Schools while 42% believe he or she should be.

Question 3:

Regarding the scope of the search, 35% believe that the search should be conducted nationally, 28% believe it should be conducted in just Baldwin County; 18% in surrounding counties and states and 18% in Alabama.

Question 4:

As for experience, 44% believe the next superintendent should have four or more years experience as a superintendent; 33% say no experience as superintendent is needed and 23% believe one to three years experience is sufficient.

Question 5:

This question allowed respondents to provide a one word response stating what the most important quality the next school superintendent should have. Similar words (like honesty or integrity) were grouped in the same category. “Trust” garnered the highest percentage with 43%; leadership was next at 22%, experience 13%; 11% relationship expertise.

Question 6:

This question allowed respondents to state in one word what they believe is the biggest challenge the next superintendent will face. Words of like nature were categorized (like funding or deficit); 54% believe it is “funding”; 11 percent believe it is student enrollment growth. 11%

believe it is public confidence and public perception.

Question 7:

This question allowed respondents to check the top five background and experience factors they felt were the most critical for the next Baldwin County Public Schools superintendent to be successful. 88% believe that to be skills in “budgeting, finance and facility planning”; 72% say “skills in short and long-range planning”; 48% “skills in providing instructional leadership”; 47% “skills in working effectively with an elected board”; 46% “ experience as a teacher”; 44% “experience as a school principal”; 43% “skills in public relations”; 29% skilled in the area of human resources; 27% “skilled in public speaking/written communication”; 20% “skills in the political process”; 11% “holder of an earned doctorate”.

Question 8:

This question allowed respondents to select the five most significant current or future issues they believe the next superintendent should address. 90% said “financial management; 73% said “facility management/build construction”; 51% “community relations”; 50% “communication with parents and community”; 50% “employee morale/relations”; 46% “defining school system goals”; 40% “Academic Standards/Student Assessment”; 40% “curriculum development and instruction”; 23% technology; 19% “enrollment”; 14% “employee professional development” and 7% “other criteria for consideration”.

Question 9:

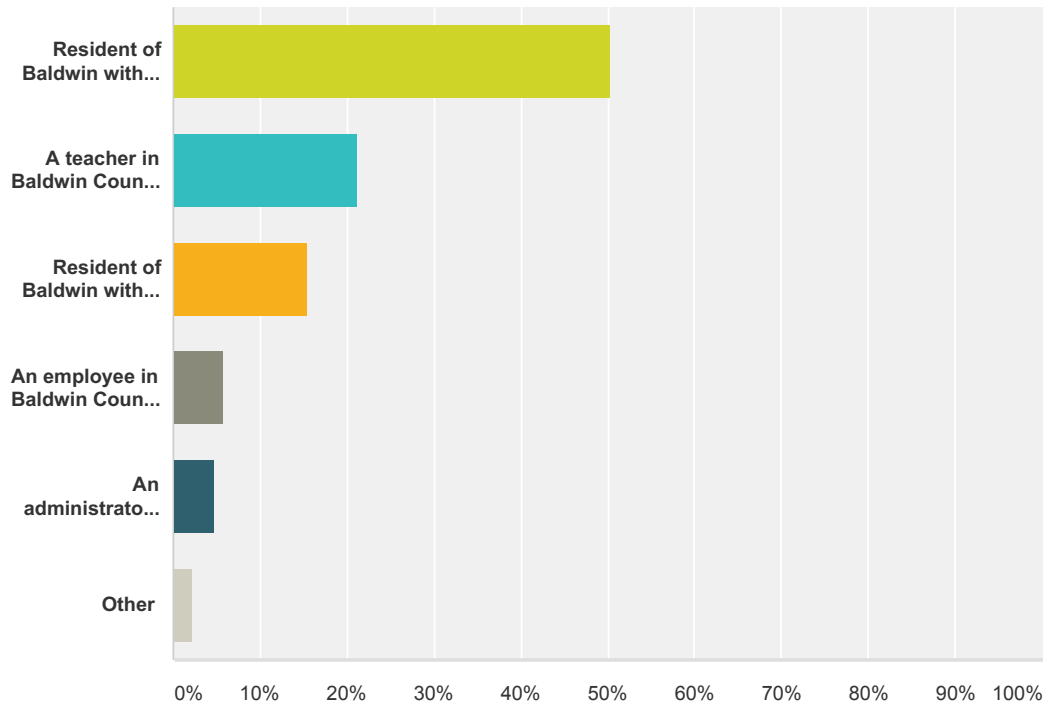
This was a question that allowed respondents to say anything they wished to the Board and 1,995 used the opportunity. These comments have been provided to each of the seven school board members in written and electronic form and are part of the published survey results.

Conclusion:

The Board has used online survey tools many times to seek public input. This survey has one of the highest participation rates of any the Board has ever done.

Q1 Please review this list, then choose the selection that best describes you:

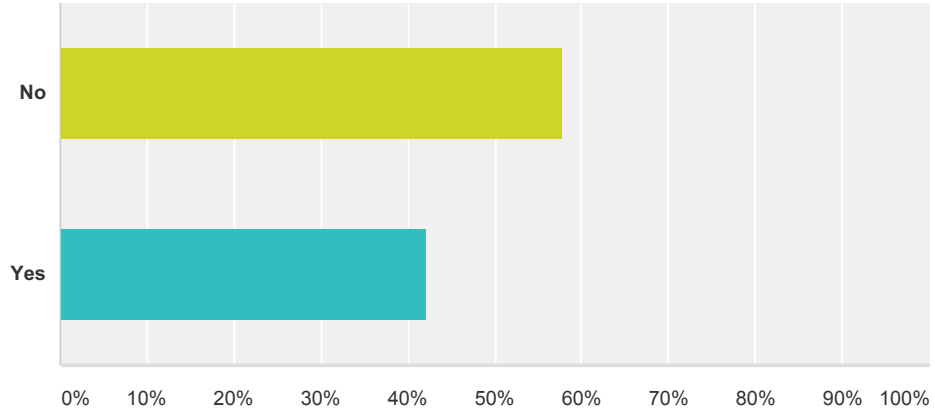
Answered: 3,113 Skipped: 2



Answer Choices	Responses	
Resident of Baldwin with child(ren) currently in its schools	50.37%	1,568
A teacher in Baldwin County Public Schools	21.39%	666
Resident of Baldwin without children currently in its schools	15.35%	478
An employee in Baldwin County Public Schools, but not an administrator or teacher	5.75%	179
An administrator in Baldwin County Public Schools	4.85%	151
Other	2.28%	71
Total		3,113

Q2 Should the next superintendent be a current employee of the Baldwin County Public School System?

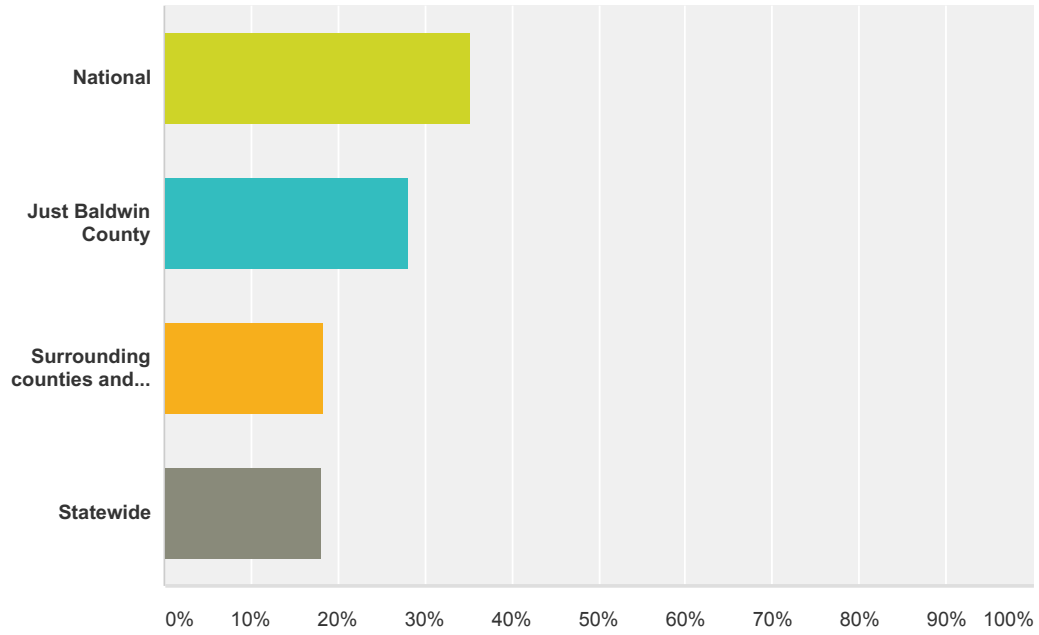
Answered: 3,113 Skipped: 2



Answer Choices	Responses	
No	57.82%	1,800
Yes	42.18%	1,313
Total		3,113

Q3 Should the board's search be?

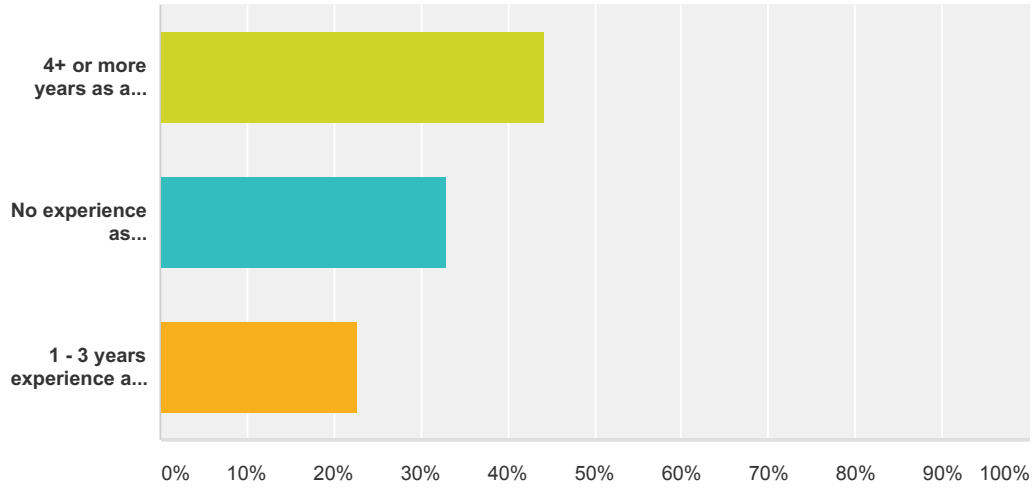
Answered: 3,113 Skipped: 2



Answer Choices	Responses
National	35.21% 1,096
Just Baldwin County	28.24% 879
Surrounding counties and states	18.34% 571
Statewide	18.21% 567
Total	3,113

Q4 What level of experience do you believe Baldwin's next superintendent should have?

Answered: 3,113 Skipped: 2



Answer Choices	Responses
4+ or more years as a superintendent	44.33% 1,380
No experience as superintendent needed	32.93% 1,025
1 - 3 years experience as a superintendent	22.74% 708
Total	3,113

Q5 In one word, state what you believe the most important quality Baldwin's next school superintendent should have?

Answered: 3,113 Skipped: 2

Baldwin		1.03%	32
Classroom		2.57%	80
Experience		13.40%	417
Faith		1.09%	34
Funding		6.23%	194
Leadership		21.94%	683
Politics		0.51%	16
Relationships		10.95%	341
Trust		42.79%	1332
Uncategorized		0.26%	8

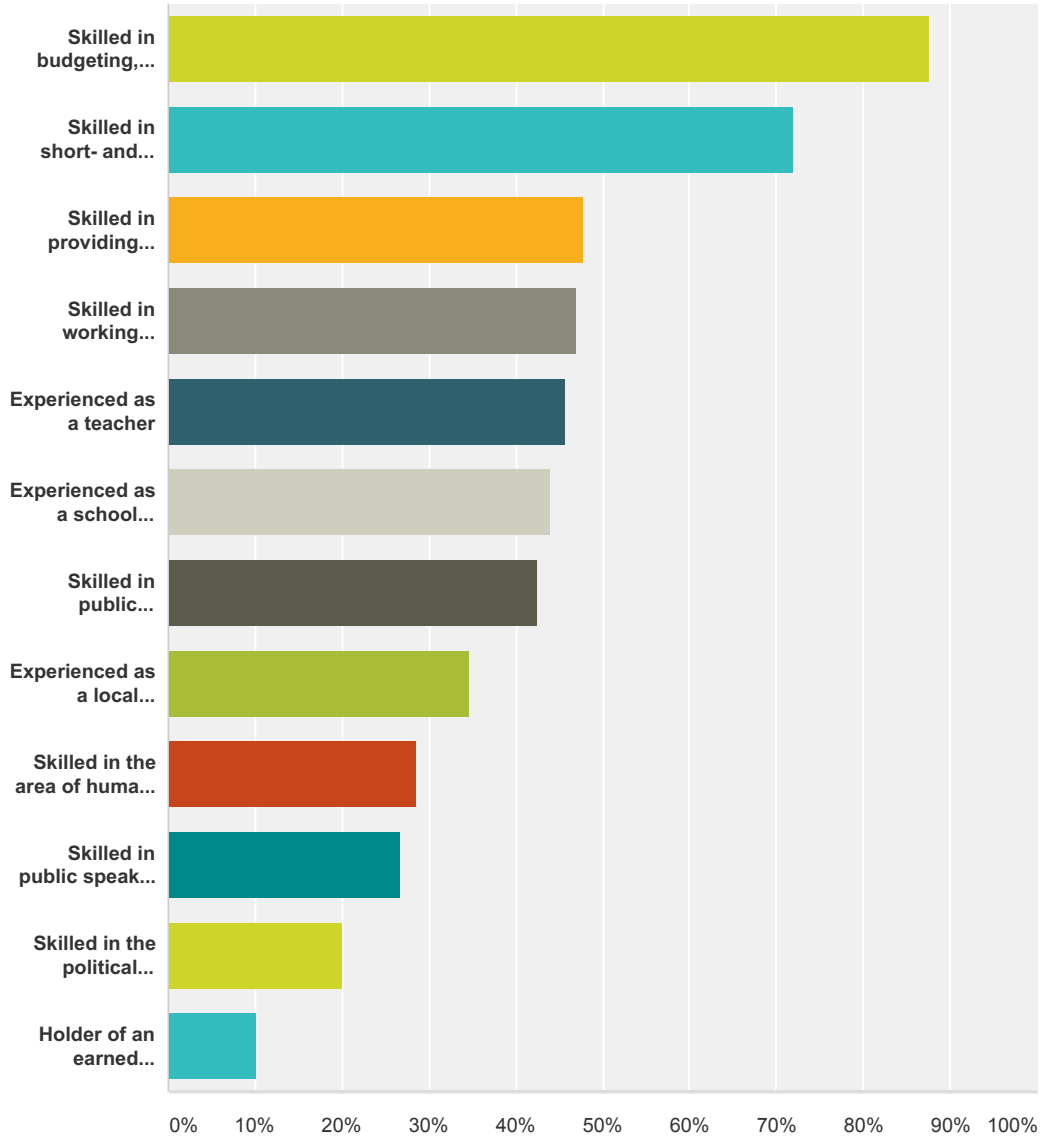
Q6 In one word, what is the biggest challenge you believe Baldwin's next school superintendent will face?

Answered: 3,113 Skipped: 2

Academics		1.45%	45
Apathy		0.84%	26
Community Relations		9.67%	301
Funding		53.61%	1669
Growth		10.38%	323
Leadership/future		3.69%	115
Politics		5.11%	159
Public Confidence/Percept		10.57%	329
School Board		4.05%	126
Technology		0.48%	15
Uncategorized		0.77%	24

Q7 In the following list of 12 important qualities for a superintendent, please select the FIVE background and experience factors which you feel are most critical for an individual to be successful as the Baldwin Superintendent at this point in time:

Answered: 3,113 Skipped: 2



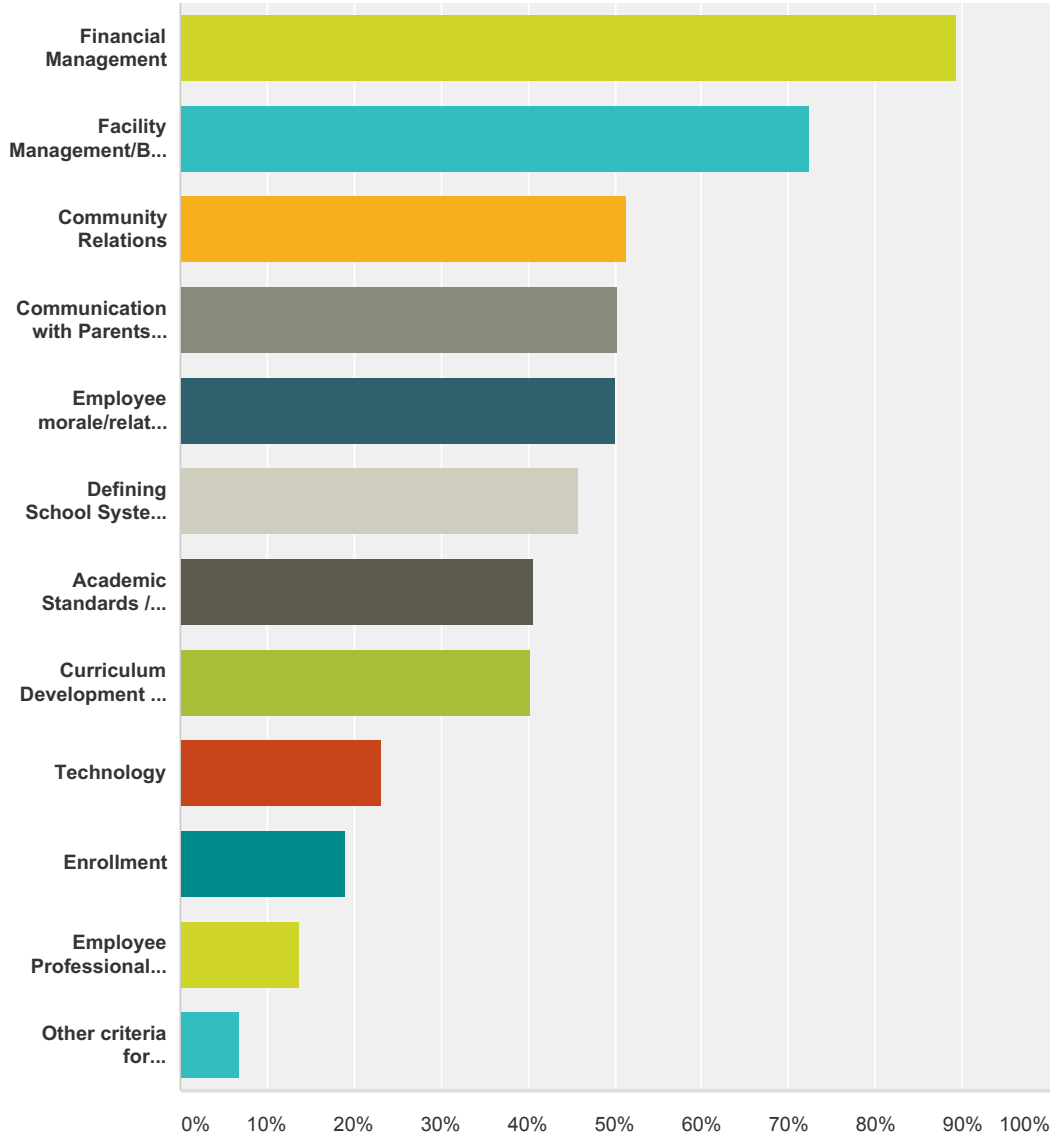
Answer Choices	Responses
Skilled in budgeting, finance, and facility planning	87.63% 2,728
Skilled in short- and long-range planning	71.99% 2,241
Skilled in providing instructional leadership	47.86% 1,490

Baldwin County [Alabama] Public Schools Superintendent Search

Skilled in working effectively with an elected board	46.93%	1,461
Experienced as a teacher	45.74%	1,424
Experienced as a school principal	44.07%	1,372
Skilled in public relations	42.63%	1,327
Experienced as a local superintendent of schools	34.69%	1,080
Skilled in the area of human resources (personnel)	28.69%	893
Skilled in public speaking and written communication	26.63%	829
Skilled in the political process	19.95%	621
Holder of an earned doctorate	10.25%	319
Total Respondents: 3,113		

Q8 Please select the FIVE most significant current or future issues for the next superintendent to address?

Answered: 3,113 Skipped: 2



Answer Choices	Responses
Financial Management	89.37% 2,782
Facility Management/Building Construction	72.53% 2,258
Community Relations	51.33% 1,598
Communication with Parents & Community	50.37% 1,568
Employee morale/relations	50.02% 1,557
Defining School System goals	45.84% 1,427

Baldwin County [Alabama] Public Schools Superintendent Search

Academic Standards / Student Assessment	40.70%	1,267
Curriculum Development & Instruction	40.25%	1,253
Technology	23.23%	723
Enrollment	18.92%	589
Employee Professional Development	13.81%	430
Other criteria for consideration	6.91%	215
Total Respondents: 3,113		