








# Parent Perspectives on Santa Rosa City Schools District Enrollment

*Key Findings of a Survey Conducted May 27-June 17, 2025*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	May 27-June 17, 2025
<b>Survey Type</b>	Dual-mode Parent Survey
<b>Research Population</b>	Parents in Santa Rosa City Schools District and Feeder Districts
<b>Total Interviews</b>	713 Total Interviews Oversample of Grades 5-9 Parents to Reach 410 Interviews
<b>Margin of Sampling Error</b>	(All Parents) $\pm 4.0\%$ at the 95% Confidence Level (Grades 5-9) $\pm 4.9\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Languages</b>	English and Spanish

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

## Notes About the Sampling Approach

- FM3 was provided with email and phone contact information for parents and guardians of SRCS students and the following feeder districts: Bellevue, Bennett Valley, Mark West, Rincon Valley, Roseland, and Wright.
  - Other districts were not able to send samples in time to participate in the study.
  - The number of interviews conducted within these feeder districts was very small, with the exception of Rincon Valley. Consequently, we were uncomfortable isolating those responses by feeder district with the substantial margins of sampling error.
- The initial round of interviews was of 600+ parents and guardians across the full sample.
- Additional interviews (an oversample) with parents and guardians of children in grades 5-9 was conducted to reach 400+ interviews.
- The oversample was weighted back to their observed proportions in the first round of 600+ interviews.

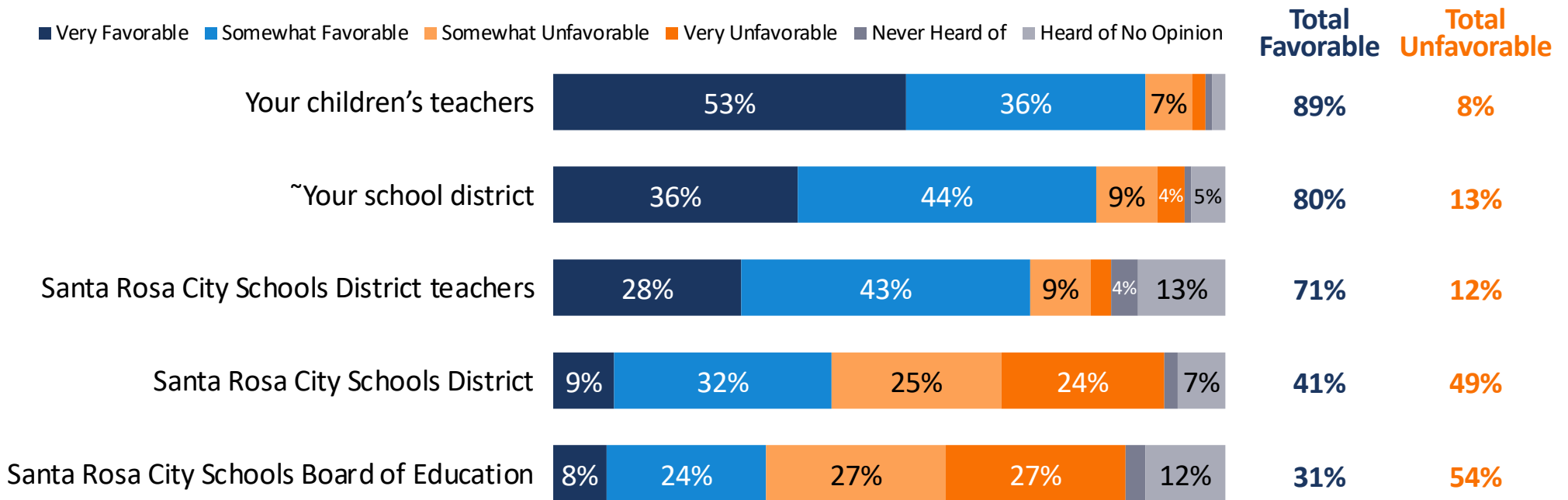


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# Perceptions of Santa Rosa City Schools District

# Opinions of teachers and feeder school districts are very positive; opinions of SRCSD and its Board are more mixed.

*Here are some names of people and organizations active in public education. Please indicate whether you have a favorable or unfavorable opinion of that person or organization.*



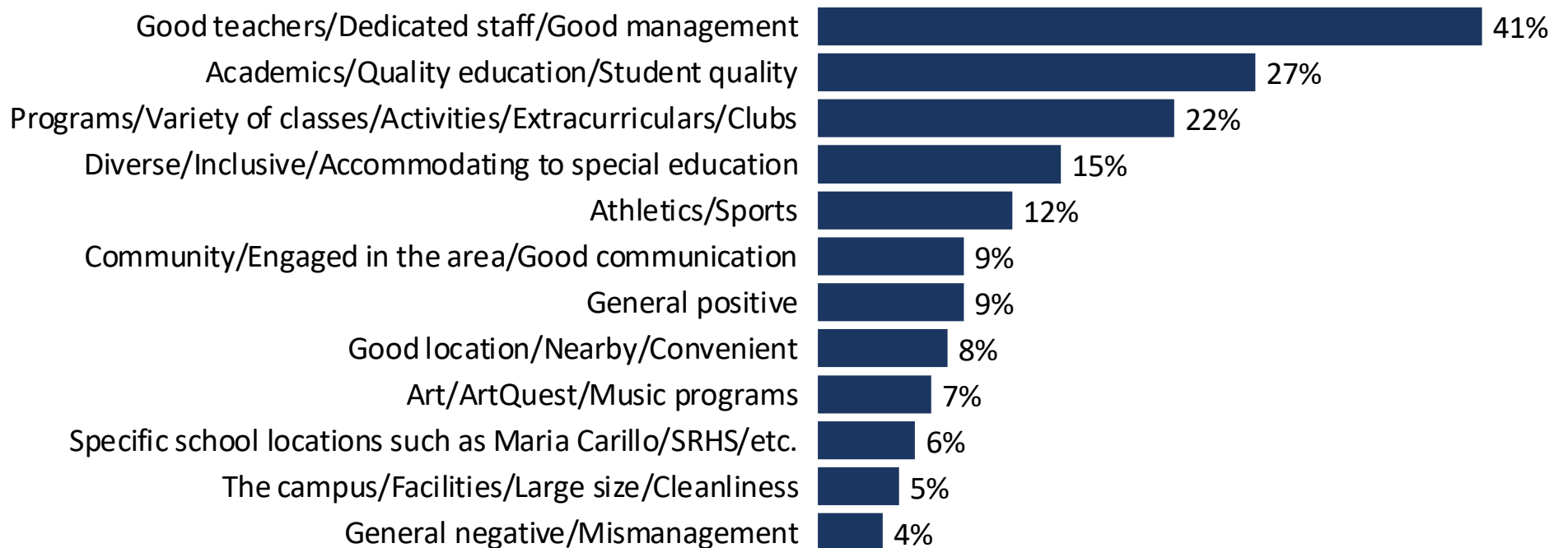
## These views were generally consistent among parents/guardians with kids in SRCS schools and other feeder districts.

Person/Organization	Total Favorable				Total Unfavorable			
	All Parents/Guardians				All Parents/Guardians			
		Santa Rosa City ES/MS	Santa Rosa City HS	Other Feeder Districts		Santa Rosa City ES/MS	Santa Rosa City HS	Other Feeder Districts
Your children's teachers	<b>89%</b>	92%	86%	89%	<b>8%</b>	8%	9%	7%
~Your school district	<b>80%</b>	--	--	80%	<b>13%</b>	--	--	13%
Santa Rosa City Schools District teachers	<b>71%</b>	87%	81%	58%	<b>12%</b>	8%	9%	15%
Santa Rosa City Schools District	<b>41%</b>	49%	44%	36%	<b>49%</b>	48%	53%	47%
Santa Rosa City Schools Board of Education	<b>31%</b>	34%	35%	28%	<b>54%</b>	58%	56%	51%

**Note:**  
More from other feeder districts answered "no opinion" for views of SRCS

# Many positive impressions of SRCSD high schools center around teacher and staff.

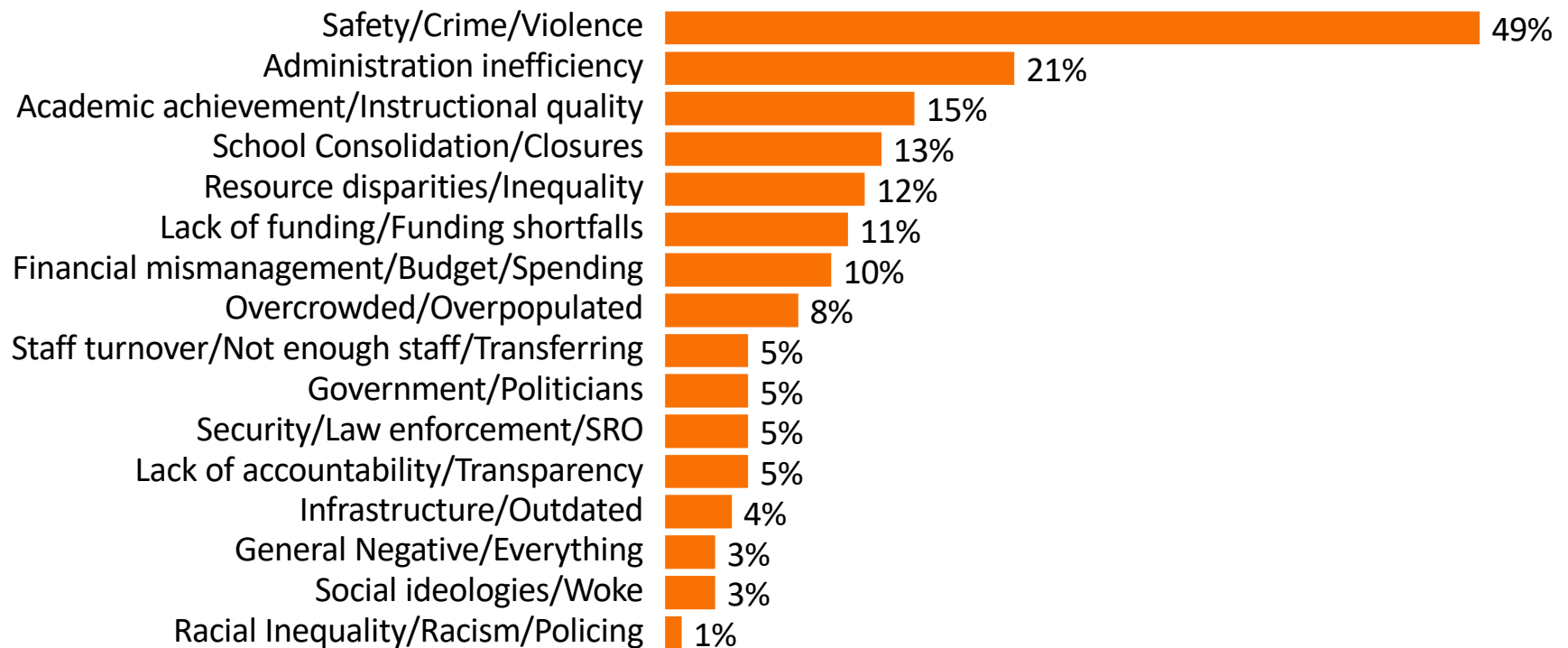
What are the top two positive things that come to mind when you think of Santa Rosa City Schools District high schools?  
(Open-ended; Two Responses Accepted)



# The most common negative impressions of the high schools are clearly related to safety.

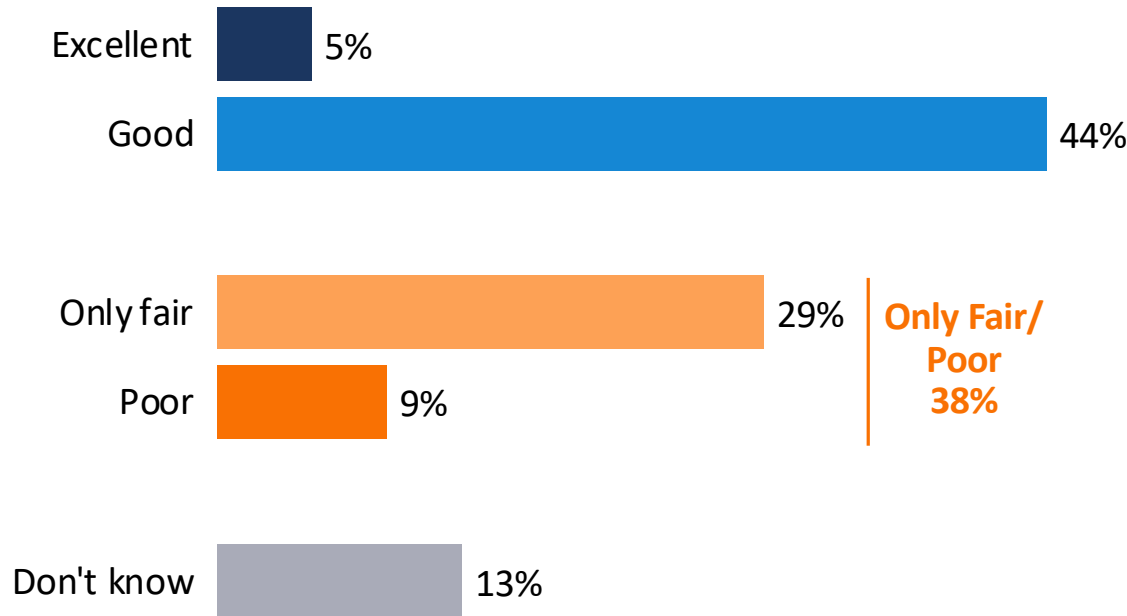
What are the top two negative things that come to mind when you think of Santa Rosa City Schools District high schools?

(Open-ended; Two Responses Accepted)



# Nearly half view the educational quality of the high schools as positive, though with modest intensity.

Overall, how would you rate the quality of education in SRCS high schools:  
is it excellent, good, only fair, or poor?



**Excellent/  
Good  
48%**

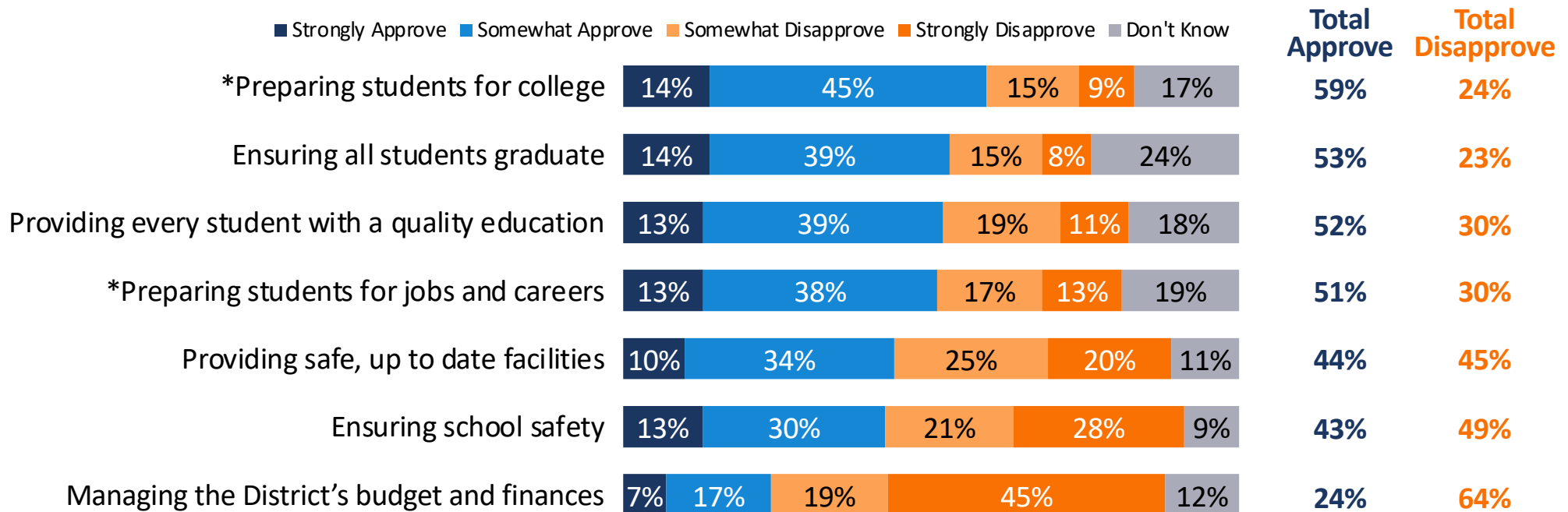
**Only Fair/  
Poor  
38%**

### Notable demographics

- 55% of those with students in the high schools rated them “excellent/good” compared to 42% of those with children in SRCSD middle and elementary schools
- Those with kids grades 5-9 were evenly split 45% “excellent/good” to 43% “only fair/poor”

# Views of the high schools' educational outcomes are generally positive, though many are concerned about safety and financial management.

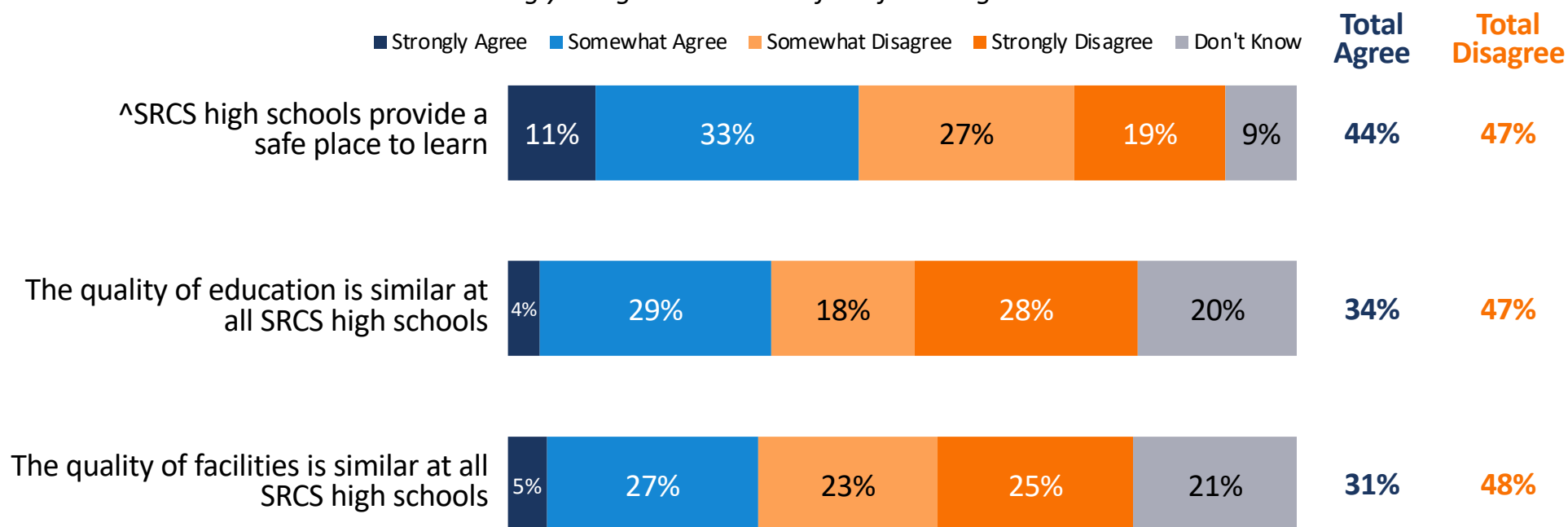
Please indicate whether you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job that the SRCS high schools are doing on each of the following items.



# Opinions are split on high school safety and pluralities feel there are inequities between the high schools' education and facilities.

Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't Know





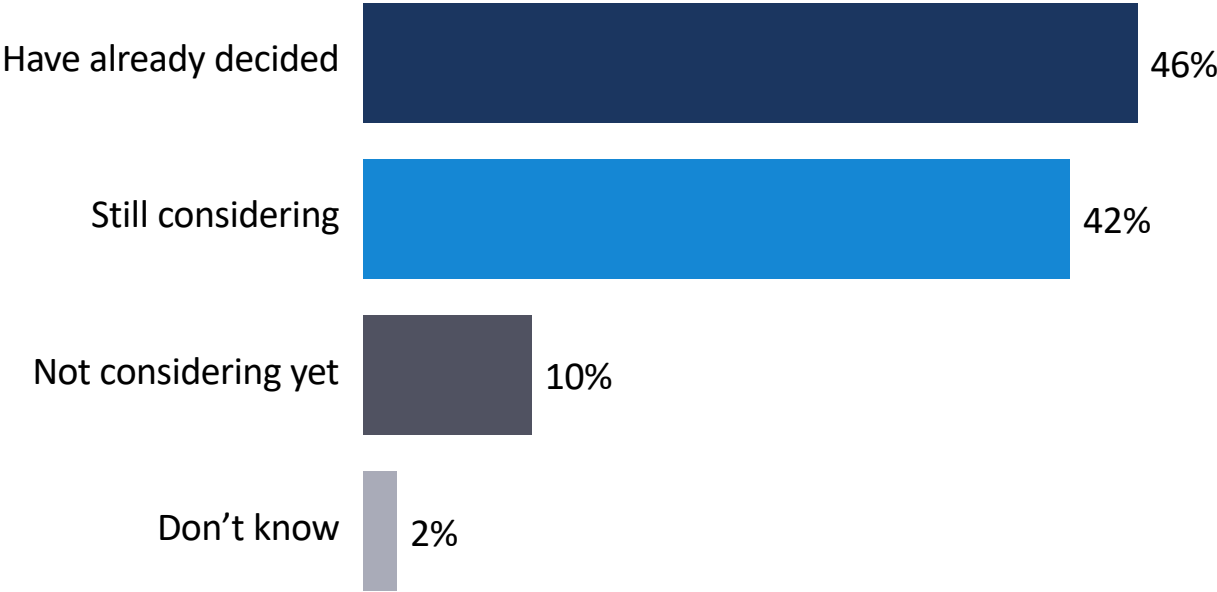
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# Views on High School Enrollment

# Nearly half of grade 5-8 parents and guardians have decided on high school enrollment, but nearly as many are still considering.

*Have you already decided where you will enroll your child in high school, are you still considering where you will enroll them, or have you not started considering it yet?*

*(Asked if Children in Grades 5-8, n=333)*

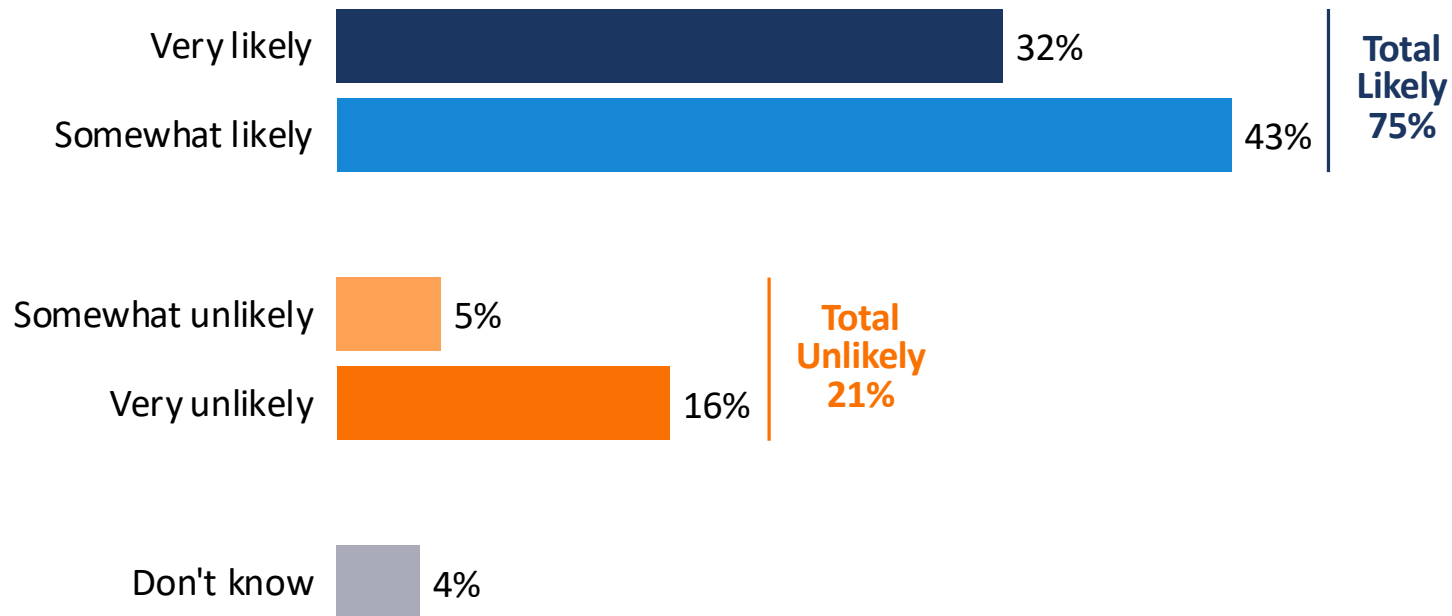


**Notable Demographics**

- Those most likely to have decided are older, have higher incomes, and are more likely to be white.

# Three quarters of parents and guardians of children in grades 5-8 are likely to enroll in SRCS high schools; one in five are unlikely.

Are you likely to consider enrolling your child in a Santa Rosa City Schools District school for high school?  
(Asked if Children in Grades 5-8, n=333)



## Those with kids in other feeder districts are less likely to say they intend to send their children to SRCS high schools.

Demographic Group	Total Likely	Total Unlikely	Don't Know
All Parents/Guardians	75%	21%	4%
<b>District</b>			
Santa Rosa City Schools District (Elementary/Middle)	81%	18%	2%
Santa Rosa City Schools District (High School)	83%	14%	3%
Other Feeder Districts	72%	24%	5%

## White parents and guardians are less likely to consider sending your kids to SRCS high schools.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Children's Grade</b>			
TK-5	78%	17%	5%
6-8	73%	25%	2%
5-9	75%	21%	4%
9-12	84%	13%	3%
<b>Parent Race/Ethnicity</b>			
Whites	70%	24%	6%
Latinos	78%	21%	1%
Asians/Pacific Islanders	94%	6%	0%
All People of Color	78%	20%	2%

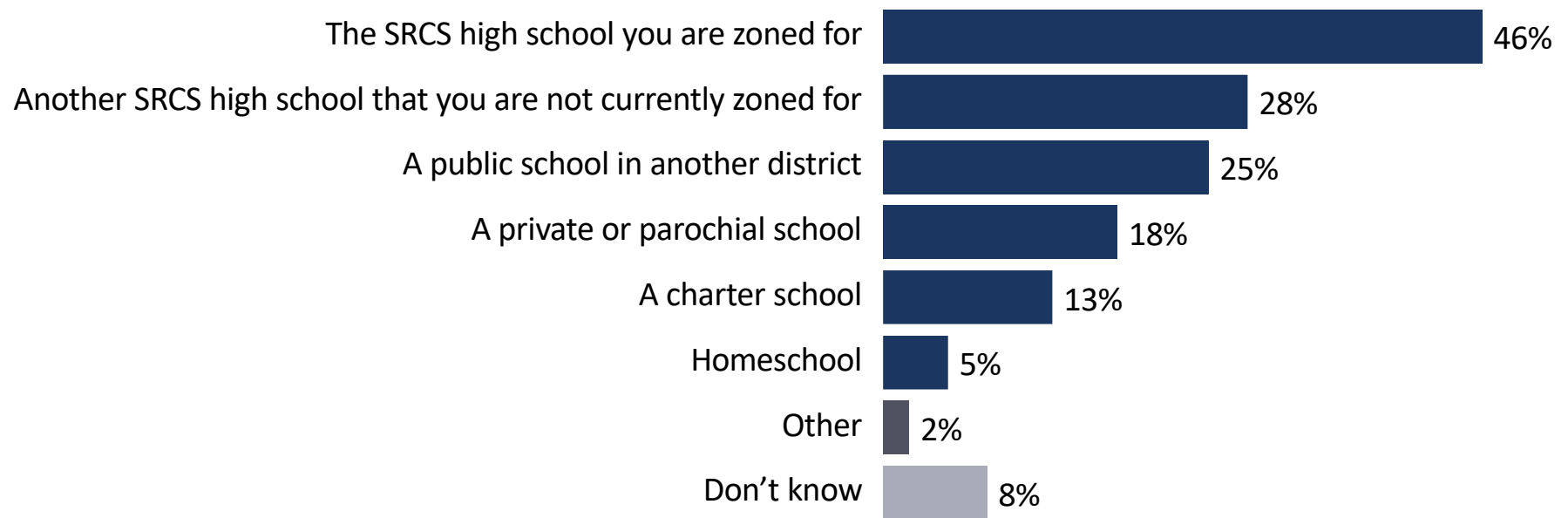
## Lowest income households are most likely to send their kids to SRCS high schools.

Demographic Group	Total Likely	Total Unlikely	Don't Know
<b>Education</b>			
High/Vocational School Educated	76%	21%	3%
Associate Degree/Some College Education	77%	21%	2%
Four-year College Graduates	70%	25%	5%
Post-Graduate Educated	76%	16%	8%
<b>Household Income</b>			
<\$25,000	90%	5%	4%
\$25,001-\$50,000	76%	22%	2%
\$50,001-\$100,000	66%	27%	7%
\$100,001-\$150,000	72%	24%	3%
\$150,001+	73%	25%	3%
<b>Language of Interview</b>			
English	74%	22%	4%
Spanish	88%	12%	0%

# While most are considering SRCS high schools, many are considering other public districts or private schools.

*When thinking about enrolling your child in high school in the next few years, which of the following are you considering?*

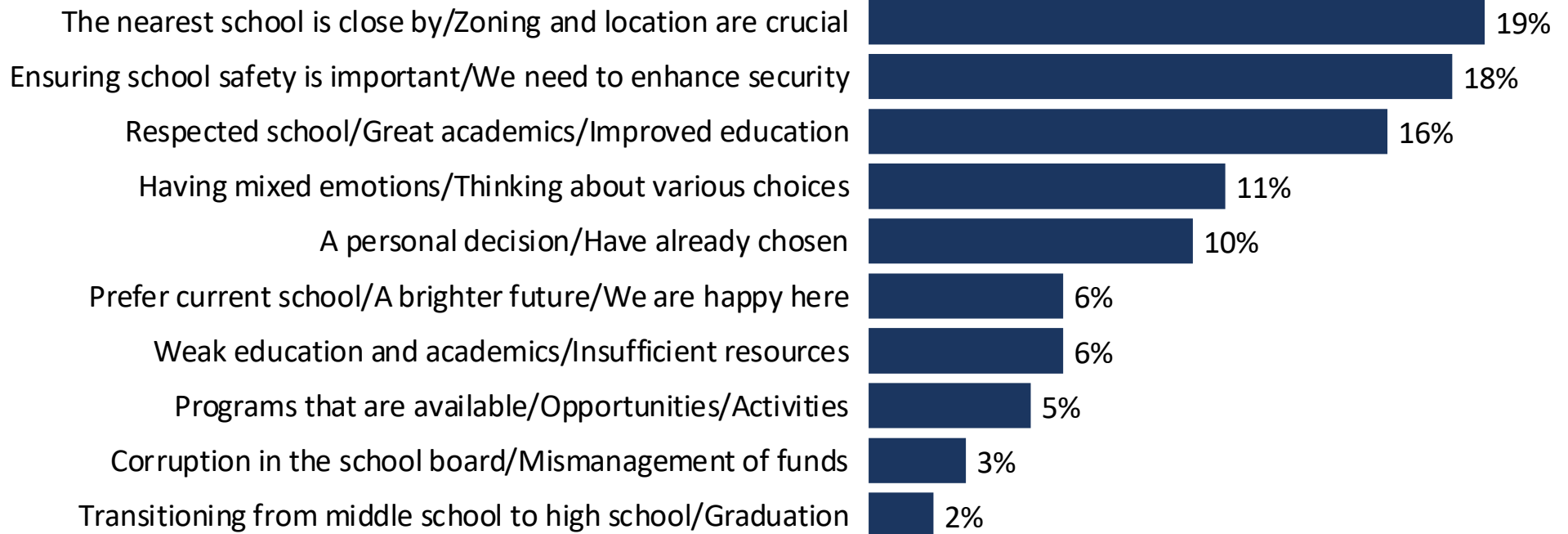
*(Multiple Responses Accepted; Asked if Children in Grades 5-8, n=333)*



# Safety is as important a factor as location and academics.

*In a few words of your own, please explain your choice(s).*

*(Open-ended; Multiple Responses Accepted; Asked if Children in Grades 5-8, n=333)*



## Verbatim Responses from Parents

Depends what the climate looks like in a few years.

I prefer a private school but it would be up to my child.

Unsafe, not sure the future of schools with all budget cuts, cutting programs, 7-12 model going to shrink resources.

Concerned about safety and the movement of middle schoolers to high school campuses. had bad experience when child was enrolled in SRCS.

We are zoned for Monty and I would send them there if it was safe but I have little confidence.

My older son will be attending Credo because it's a good for him, and my younger son will be attending Monty, because most of his friends are going there.

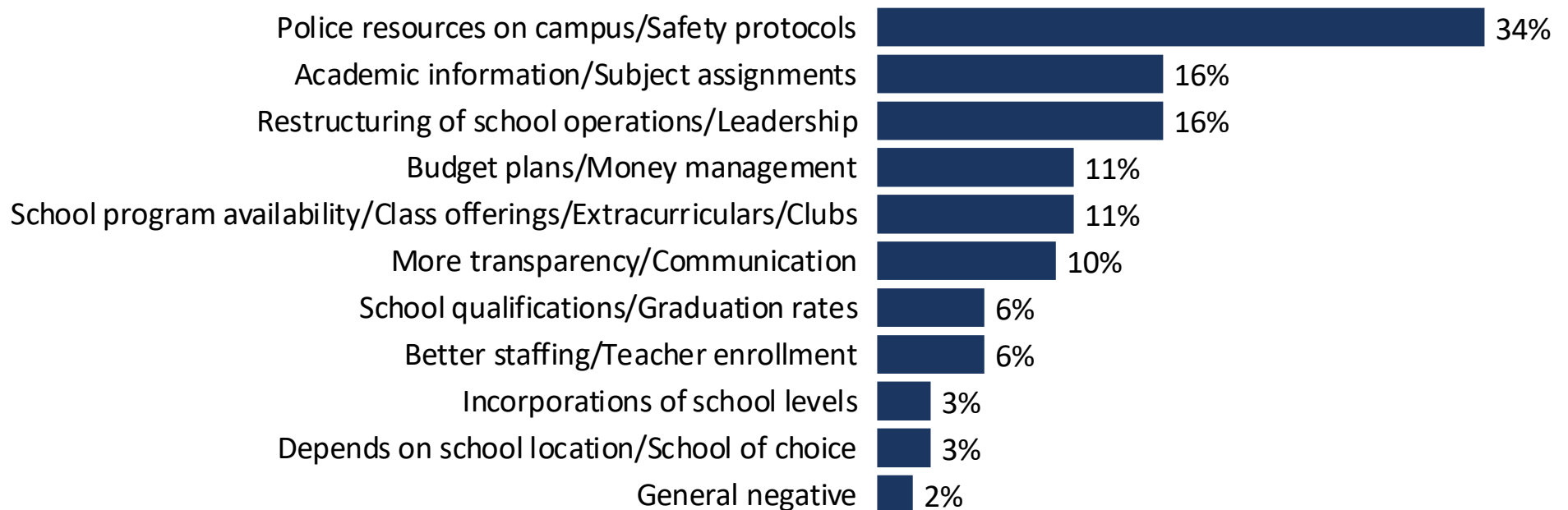
It all comes down to safety. With zero safety, staff is overwhelmed, overworked and under paid. There are little to no consequences for those that cause harm in the schools. Education is back burnered, whereas it should be the highlight of all schools. Preparing children for life after HS -- college, trades, finances, goals.

With the ever-changing zoning as well as the addition to Middle School students on High School campuses, navigating these decisions have become very confusing. Looking at districts out of SRCS aren't proving to provide anything other than what can be provided by SRCS. I feel like the climate of each High School changes every couple of years and it is uncertain how each school/district will be managed/staffed when my child is ready for High School.

# One-third (a plurality) mentioned they want to know more about campus safety before making a decision.

*What information would you need from the Santa Rosa City Schools District to be comfortable enrolling your child in an SRCS high school?*

*(Open-ended; Asked if Not Considering an SRCS School, n=155)*



## Verbatim Responses from Parents

I doubt there is anything. It's going to be chaotic the first few years in my opinion. I'll be watching the state scores for the schools when they come out.

Police on campus would be great. When I was a high school teacher, I felt safer when we had a resource officer at our school.

Ensure my child's safety and that they are on top of their p's and q's with every kid. With all the news I'm hearing it's everyone not just the kids.

Safety plans, SRO's on campus, updating bathrooms over summer, showing examples of what the staff are doing to provide rigorous instruction and learning for students.

I need to know that my child will be safe from violence, bullying, weapons and drugs. The schools right now seem to be out of control.

I would need assurance that they would not close my child's school in the middle of their high school career. I would need honest communication and real investment in the quality and safety of their education.

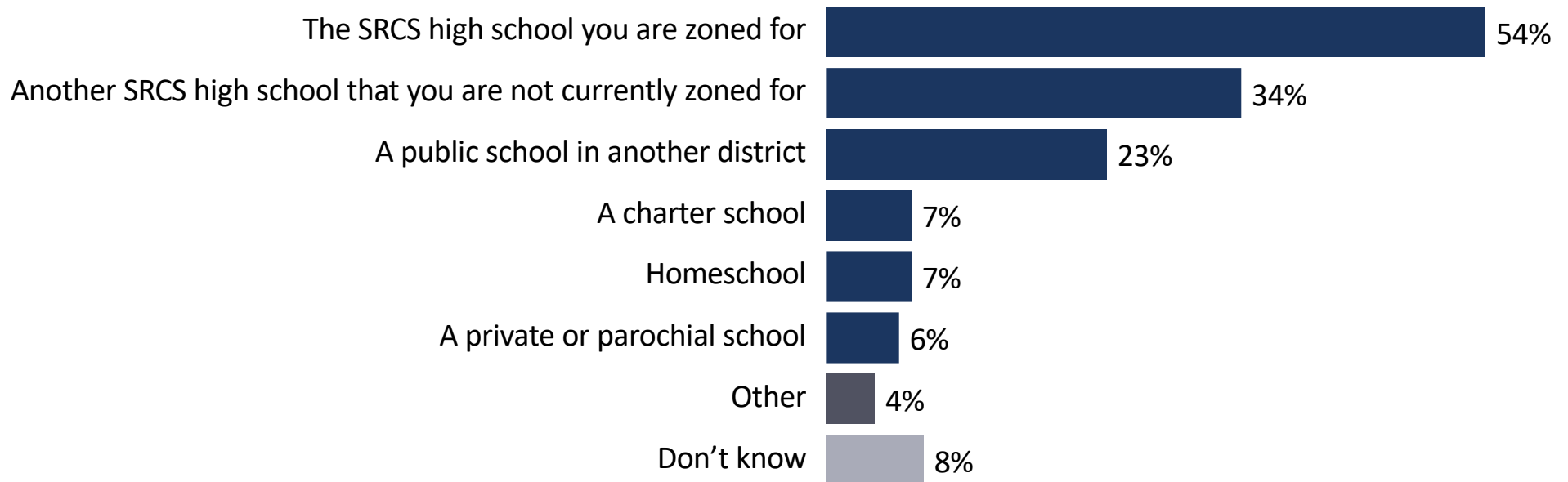
Keep the music program, Maria Carrillo open, and an officer on campus, and do something about vaping in the bathrooms so my child can breath safely while needing to use the bathroom!

I would register my daughter at Maria Carrillo in a heartbeat. I am concerned about violence at Montgomery. I am concerned about the lack of high performing academic peers at Santa Rosa. Piner is too far of a drive. I would homeschool before I'd send my child to Elsie Allen.

## For those with kids in SRCS high schools, most were choosing between public school options.

*When you were thinking about enrolling your child in high school, which of the following did you consider?*

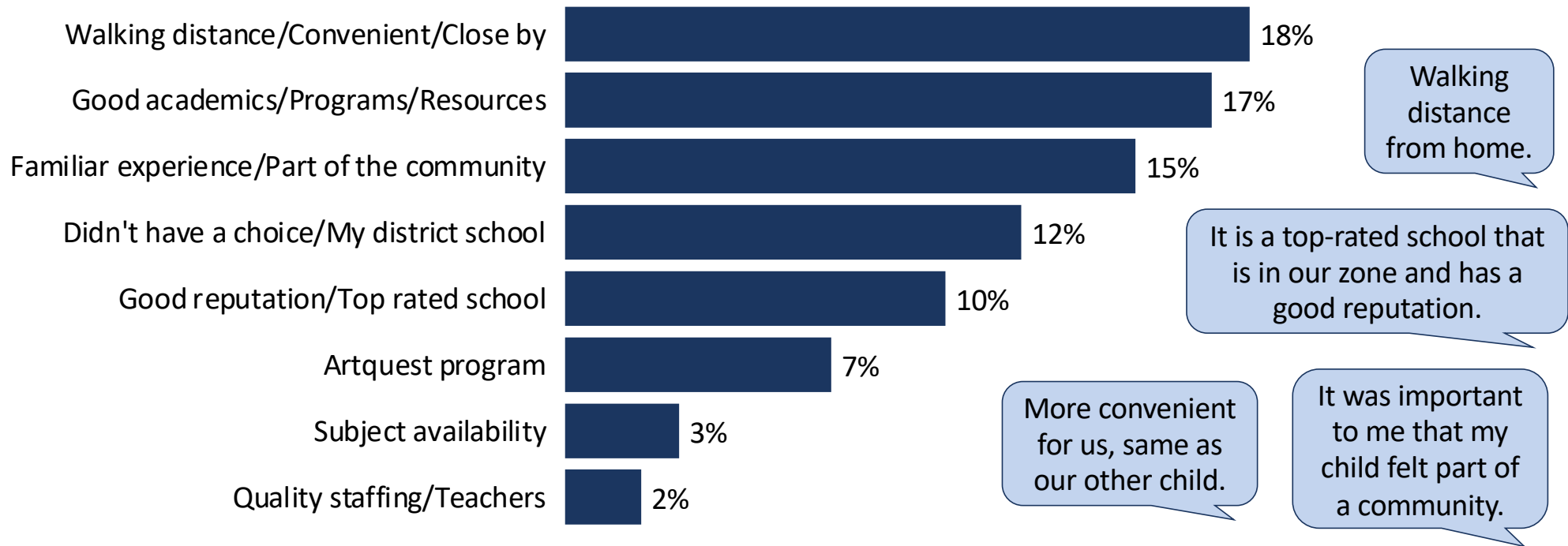
*(Asked if Children in Grade 9 and in SRCS, n=49)*



# There were a variety of reasons provided for their choices.

What led you to choose an SRCS high school?

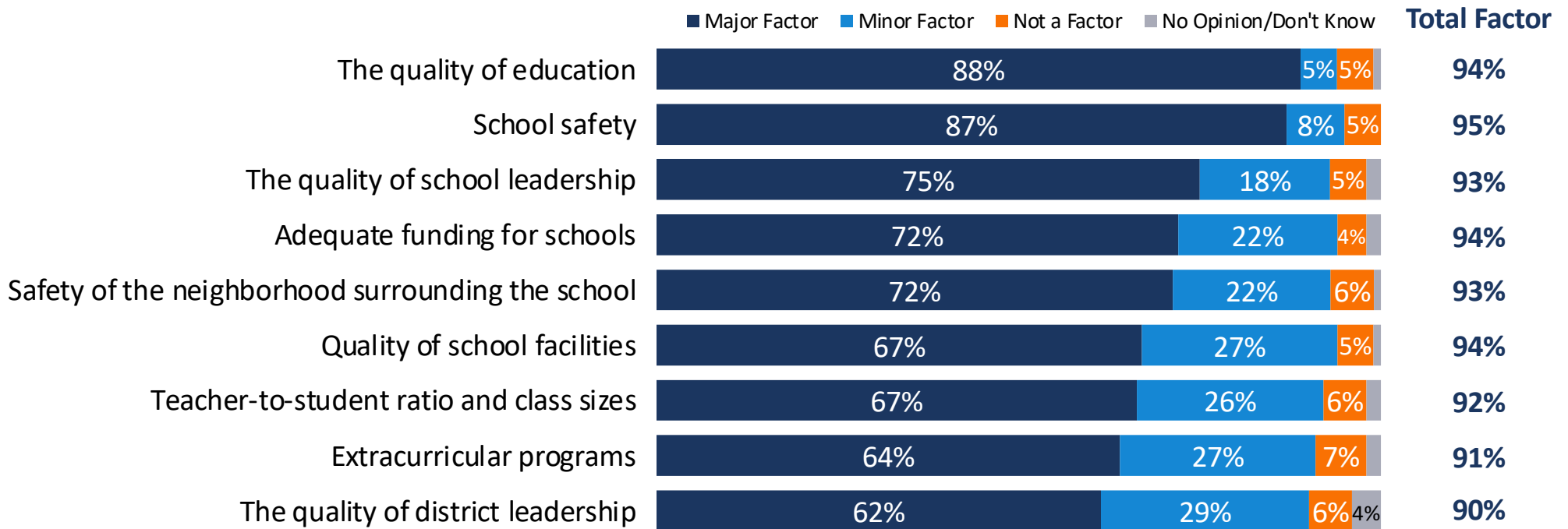
(Open-ended; Multiple Responses Accepted; Asked if Children in Grade 9 and in SRCS, n=49)



# Educational quality and safety are top decision-making factors.

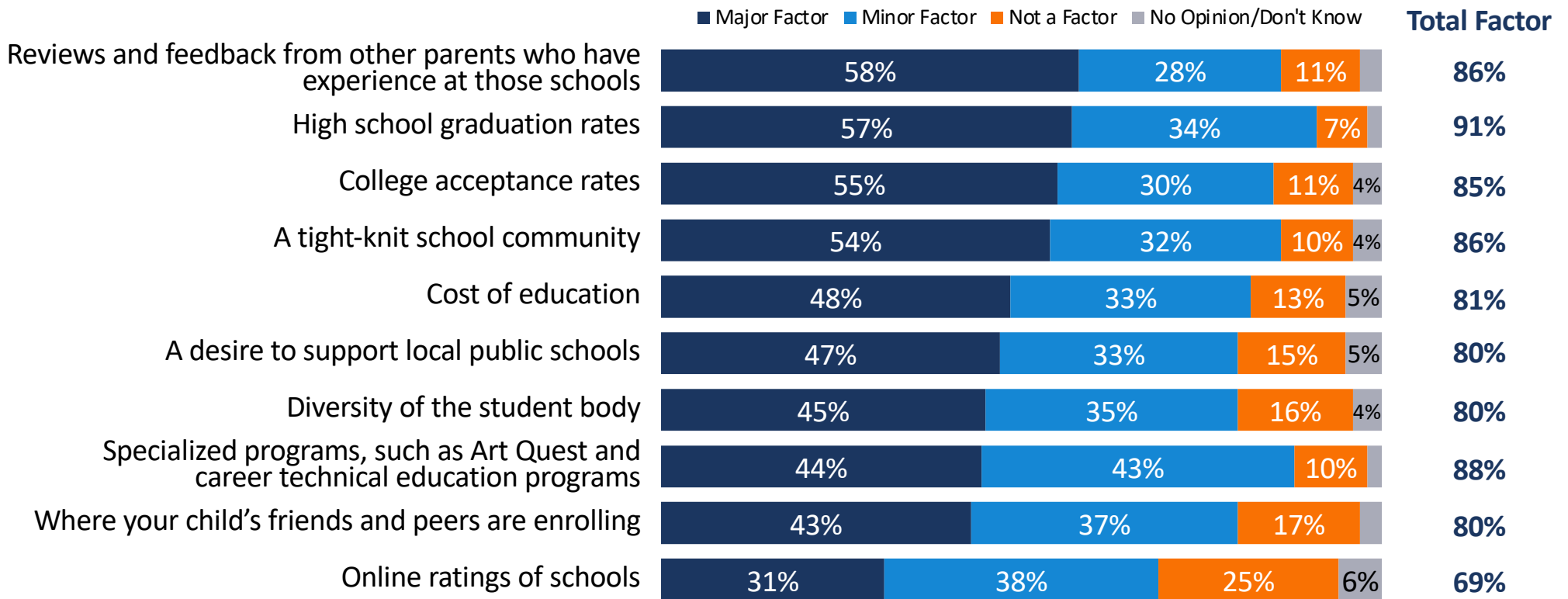
*Here are some factors families may consider when choosing which high school to enroll their child in. Please tell me if this is a major factor, a minor factor, or not a factor for you and your family as you consider which school your child should attend next.*

*(Asked if Children in Grades 5-9, n=371)*



# Online ratings are much less of a factor compared to other elements.

(Asked if Children in Grades 5-9, n=371)



## More highly educated parents/guardians are especially focused on educational quality and safety...

Factor	Major Factor						
	All Parents/ Guardians	Grade				Education	
		TK-5	6-8	5-9	9-12	Some College or Less	Four-Year College or More
The quality of education	<b>88%</b>	86%	93%	88%	87%	85%	<b>96%</b>
School safety	<b>87%</b>	83%	90%	87%	93%	84%	<b>93%</b>
The quality of school leadership	<b>75%</b>	72%	78%	75%	75%	72%	81%
Adequate funding for schools	<b>72%</b>	74%	75%	72%	69%	72%	72%
Safety of the neighborhood surrounding the school	<b>72%</b>	70%	75%	72%	72%	69%	78%
Quality of school facilities	<b>67%</b>	68%	70%	67%	64%	66%	67%
Teacher-to-student ratio and class sizes	<b>67%</b>	67%	67%	67%	63%	65%	71%
Extracurricular programs	<b>64%</b>	66%	64%	64%	64%	63%	68%
The quality of district leadership	<b>62%</b>	61%	63%	62%	56%	65%	54%
Reviews and feedback from other parents who have experience at those schools	<b>58%</b>	56%	59%	58%	64%	55%	67%

...and are more focused on college acceptance rates.

Factor	Major Factor						
	All Parents	Grade				Education	
		TK-5	6-8	5-9	9-12	Some College or Less	Four-Year College or More
High school graduation rates	57%	57%	58%	57%	59%	57%	57%
College acceptance rates	55%	54%	55%	55%	62%	49%	70%
A tight-knit school community	54%	55%	52%	54%	61%	52%	58%
Cost of education	48%	50%	52%	48%	49%	48%	50%
A desire to support local public schools	47%	44%	48%	47%	48%	44%	54%
Diversity of the student body	45%	49%	40%	45%	47%	45%	44%
Specialized programs, such as Art Quest and career technical education programs	44%	41%	47%	44%	46%	43%	48%
Where your child's friends and peers are enrolling	43%	43%	42%	43%	46%	41%	46%
Online ratings of schools	31%	28%	33%	31%	33%	30%	33%

## AAPI parents/guardians are particularly focused on school/district leadership, funding, and class sizes.

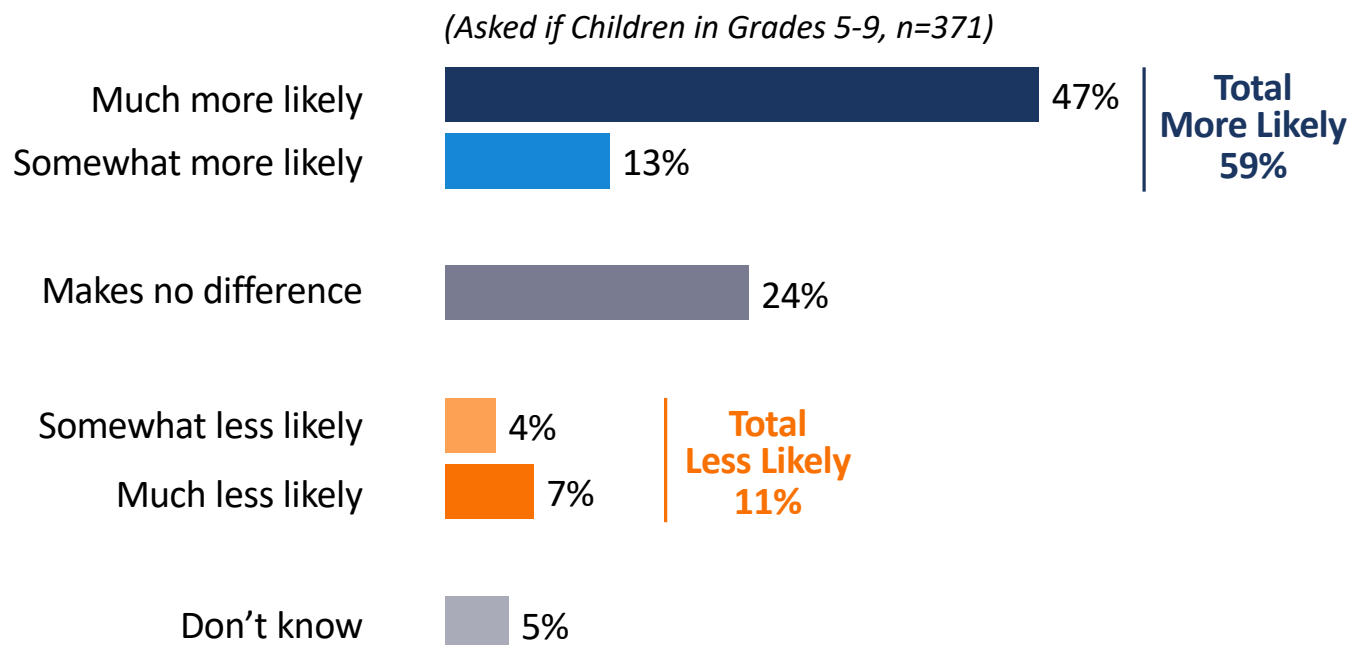
Factor	Major Factor				
	All Parents	Parent Race/Ethnicity			
		Whites	Latinos	Asians/ Pacific Islanders	All People of Color
The quality of education	88%	95%	86%	74%	84%
School safety	87%	91%	84%	79%	84%
The quality of school leadership	75%	79%	68%	90%	73%
Adequate funding for schools	72%	73%	68%	84%	71%
Safety of the neighborhood surrounding the school	72%	72%	73%	66%	72%
Adequate funding for schools	72%	73%	68%	84%	71%
Quality of school facilities	67%	65%	71%	55%	68%
Teacher-to-student ratio and class sizes	67%	70%	58%	92%	64%
Extracurricular programs	64%	60%	68%	59%	66%
The quality of district leadership	62%	57%	61%	82%	64%
Reviews and feedback from other parents who have experience at those schools	58%	62%	55%	56%	56%

**White parents/guardians are slightly less focused on college acceptance rates; AAPI parents/guardians very focused on graduation rates, diversity and peers.**

Factor	Major Factor				
	All Parents	Parent Race/Ethnicity			
		Whites	Latinos	Asians/ Pacific Islanders	All People of Color
High school graduation rates	<b>57%</b>	51%	57%	<b>78%</b>	60%
College acceptance rates	<b>55%</b>	<b>44%</b>	60%	62%	60%
A tight-knit school community	<b>54%</b>	56%	53%	54%	52%
Cost of education	<b>48%</b>	43%	54%	35%	51%
A desire to support local public schools	<b>47%</b>	52%	42%	36%	44%
Diversity of the student body	<b>45%</b>	29%	48%	<b>74%</b>	53%
Specialized programs, such as Art Quest and career technical education programs	<b>44%</b>	48%	44%	27%	42%
Where your child's friends and peers are enrolling	<b>43%</b>	42%	38%	<b>61%</b>	42%
Online ratings of schools	<b>31%</b>	29%	36%	14%	32%

# Nearly half of grade 5-9 parents/guardians said they would be much more likely to enroll in SRCS high schools with more SROs.

*Would increasing the presence of school resource officers on campus make you more or less likely to consider enrolling your child in an SRCS high school? If it would make no difference, you can select that option.*



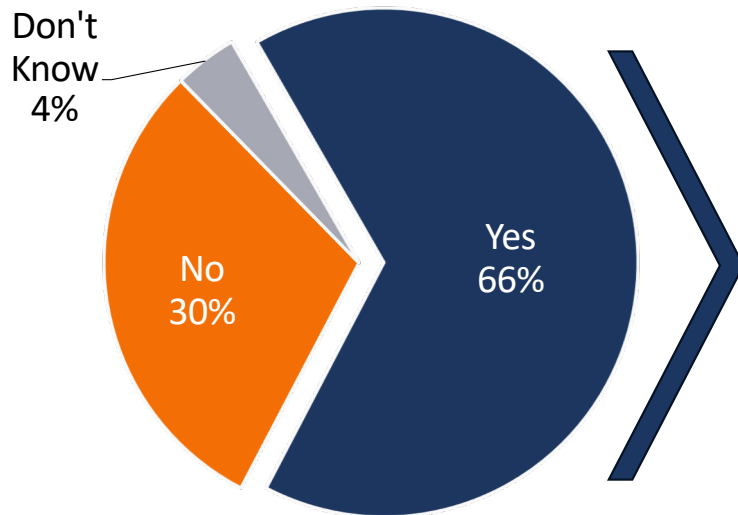


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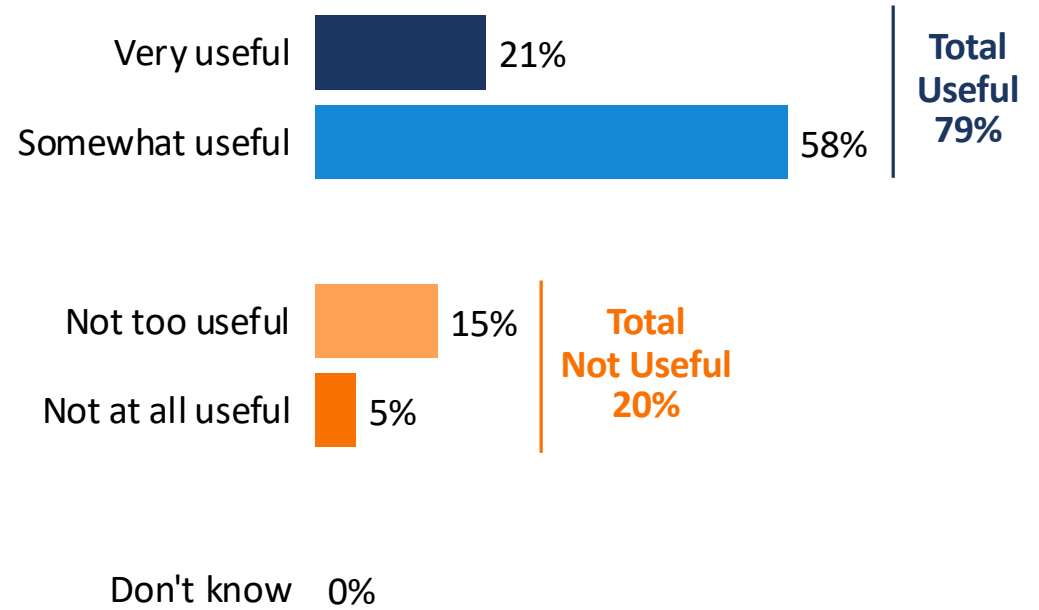
# Experiences With Santa Rosa Schools

# Two thirds have received some SRCS communications in recent years, and most have found them useful.

Over the past two years, have you received communications from the Santa Rosa City Schools District?

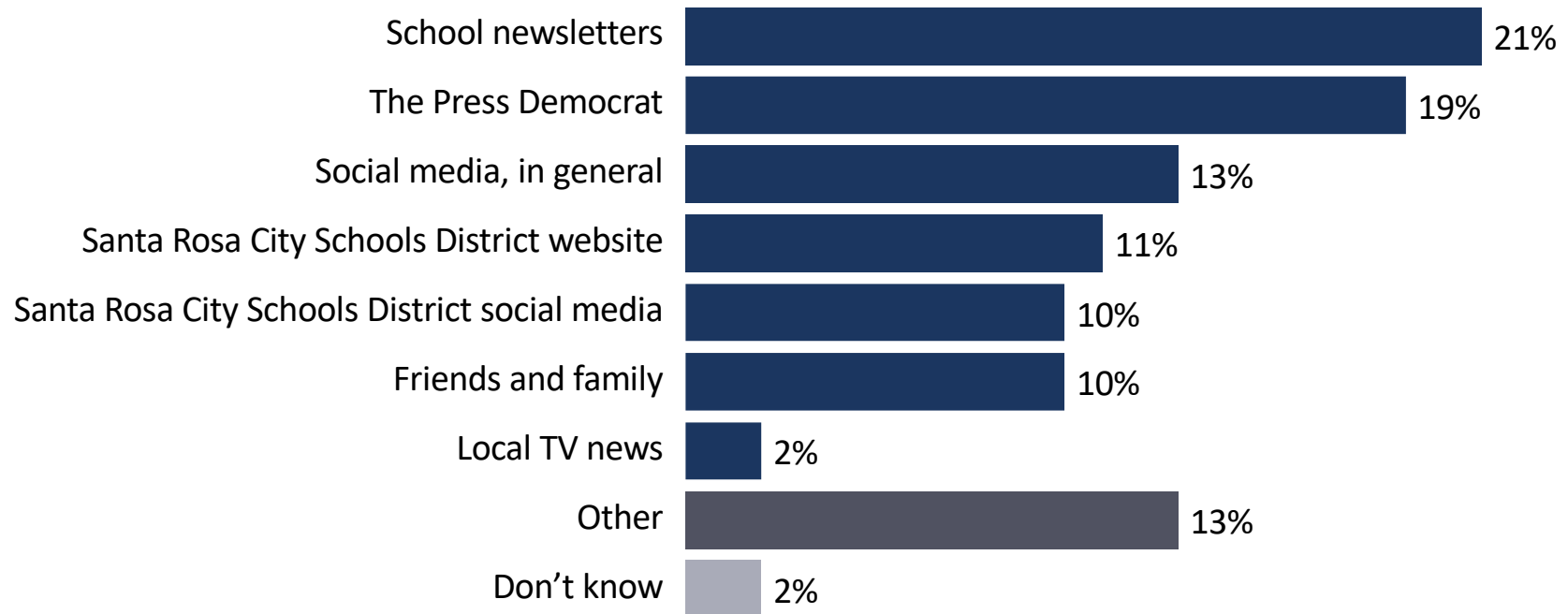


How useful were the communications you received from SRCS?  
(Asked if Received Communications from SRSD, n=470)



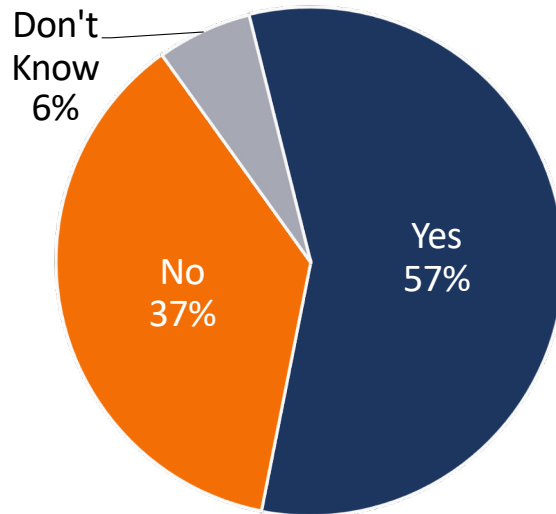
## Many get their information from school newsletters and *The Press Democrat*.

*Where do you get your news about Santa Rosa City Schools District schools?*



# More than half recall receiving information about restructuring.

*As you may be aware, the Santa Rosa City Schools District and the elementary and middle schools that feed into Santa Rosa City high schools are restructuring some schools due to declining enrollment. Have you received communications from SRCS on this topic specifically?*



## Notable demographics

- 76% of parents & guardians of kids in SRCS schools have heard of the restructuring compared to only 37% of those with kids in other feeder districts
- Other groups less likely to have heard of the restructuring include parents and guardians who are AAPI, took the survey in Spanish, ages 18-39, and have lower levels of education and household income



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# Conclusions

## Conclusions – Overall Impressions

- Parents and guardians of Santa Rosa public school students have generally quite positive impressions of teachers and staff.
- Feeder districts are also viewed favorably, though impressions of SRCSD are more mixed.
- Views of the education being provided by the SRCS high schools are generally positive, though perhaps with modest levels of intensity.
- Two of the biggest areas of concern or uncertainty are the safety of SRSC high school campuses and the District's overall financial situation.
- Given the views of the quality of education, it appears that these two factors are key drivers of impressions of the high schools, and perhaps—to a lesser extent—concerns of inequity between the high schools and the stability of leadership.
- Many recall receiving information from SRCSD and find what they have received useful.

## Conclusions – High School Decision-making

- While many parents and guardians of children in grades 5-8 are still considering their high school options, about three-quarters (75%) are at least somewhat likely to send their kids to SRCS high schools.
  - That number is higher among SRCS middle school parents/guardians (81%) compared to other feeder districts (72%)
- However, one in five (21%) are not likely to send their children to SRCS high schools, including 16% who are “very unlikely” to do so.
- White parents/guardians are comparatively less likely to send their kids to SRCS high schools than parents/guardians of color.
- Parents/guardians from households with the lowest income levels are especially likely to send their kids to SRCS high schools.
- Key factors in these enrollment decisions appear to be maintaining educational quality and, critically, improving perceptions of school safety. Addressing concerns about financial management and leadership stability are also important.



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