



COPESD
TO ENGAGE LEARNERS IN WAYS
THAT FOSTER GROWTH & SUCCESS

COP ESD CAREER & TECHNICAL EDUCATION (CTE) SURVEY

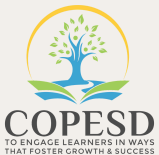
Executive Summary of Findings

April 2024

WHAT:

Banach, Banach & Cassidy, Inc. (BB&C) conducted an online survey related to Career & Technical Education (CTE) from April 14-30, 2024.

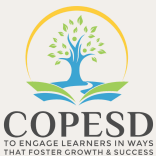
The survey was commissioned by COP ESD on behalf of the 10 local school districts in COP ESD's service area (Cheboygan, Otsego, and Presque Isle Counties).



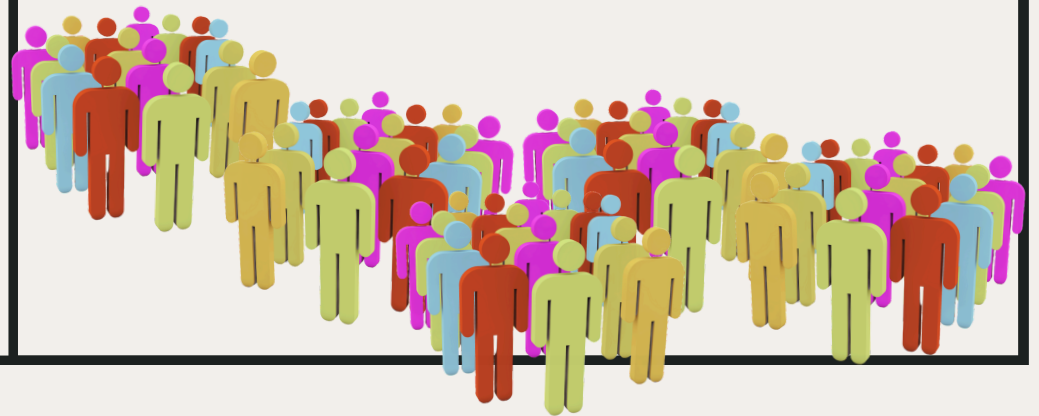
CTE COMMUNITY SURVEY FINDINGS

THE SURVEY:

- The online survey was open to parents of school-age children, school employees, and all other adult residents of Cheboygan, Otsego, and Presque Isle Counties.
- One-thousand-two hundred seven **(1,207)** individuals responded to the survey.



CTE COMMUNITY SURVEY FINDINGS



THE PURPOSE OF THE SURVEY WAS TO ACCESS:

- Public understanding of CTE programming
- Awareness of the need for CTE programming
- Opinions related to a proposal that would help students prepare for CTE-related employment opportunities
- The value of various educational options
- The level of support for a tax to support CTE program expansion

Note that totals in this Executive Summary may not add up to 100 because of rounding or multiple responses.

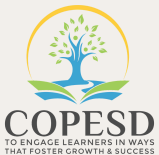
CTE COMMUNITY SURVEY FINDINGS



PUBLIC UNDERSTANDING OF CTE:

- To assess the level of CTE understanding in the 10 local school districts served by COP ESD, the questionnaire opened with this question:

“In the past, CTE used to be known as vocational education. In addition to vocational classes, CTE now includes technology-related classes and emphasizes career preparation. Before this survey, did you know that CTE was formerly referred to as vocational education?”



PUBLIC UNDERSTANDING OF CTE:



... said that they knew CTE was formerly referred to as vocational education.



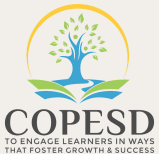
... said that they did not know that CTE was formerly referred to as vocational education.



... responded "Can't Say" to the question.

PUBLIC UNDERSTANDING OF CTE:

There was even less awareness of CTE being formerly referred to as vocational education among parent respondents to the survey.



CTE COMMUNITY SURVEY FINDINGS



... of parent respondents said they did know CTE was formally referred to as vocational education.



... of parent respondents said they did not know CTE was formally referred to as vocational education.

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THE NEED FOR MORE HIGH SCHOOL GRADUATES WITH CTE-RELATED SKILLS:



... said they knew many parents, employers, and community members want more graduates who have CTE related skills and training.



... said they were not aware that parents, employers, and community members wanted more graduates with CTE-related skills and training.

THE NEED FOR MORE HIGH SCHOOL GRADUATES WITH CTE-RELATED SKILLS:



... said they were aware of the problem when asked if they were aware of the difficulty employers and community members are experiencing finding workers with the vocational skills they need.



... said they were not aware of the problem.

THE NEED TO ADDRESS CTE OPPORTUNITIES:

Survey respondents were asked about a proposal calling for local school districts and employers to explore ways of enhancing and expanding CTE program opportunities.

- **This question was presented to survey respondents:**

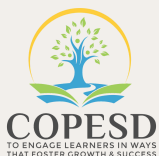
“To address the shortage of workers who are trained for high-skill, high-wage jobs and careers, COP ESD is partnering with local school districts and employers to explore ways of enhancing and expanding CTE program opportunities for students in Cheboygan, Otsego, and Presque Isle Counties.

By supporting and partnering together on this COP ESD-led initiative, schools would serve as a conduit through which students and employers would connect to address CTE learning opportunities. T

The COP ESD-led initiative has widespread support because: It will expand and enhance CTE-related opportunities for area students. COP ESD will coordinate all CTE program opportunities to ensure program and financial efficiency across the three counties. All area school districts will host one or more CTE programs.

The CTE programs in each school district will be open to all students residing in Cheboygan, Otsego, and Presque Isle Counties. Employer partners will advise COP ESD and area school districts to help ensure that CTE-related opportunities continue matching workplace needs. By working together, all school districts will be able to offer more CTE program opportunities than any one school district could provide by working alone.

Based on what you now know, do you think COP ESD’s efforts to enhance and expand CTE opportunities in the three counties is a good idea or not a good idea?”



CTE COMMUNITY SURVEY FINDINGS

THE NEED TO ADDRESS CTE OPPORTUNITIES:

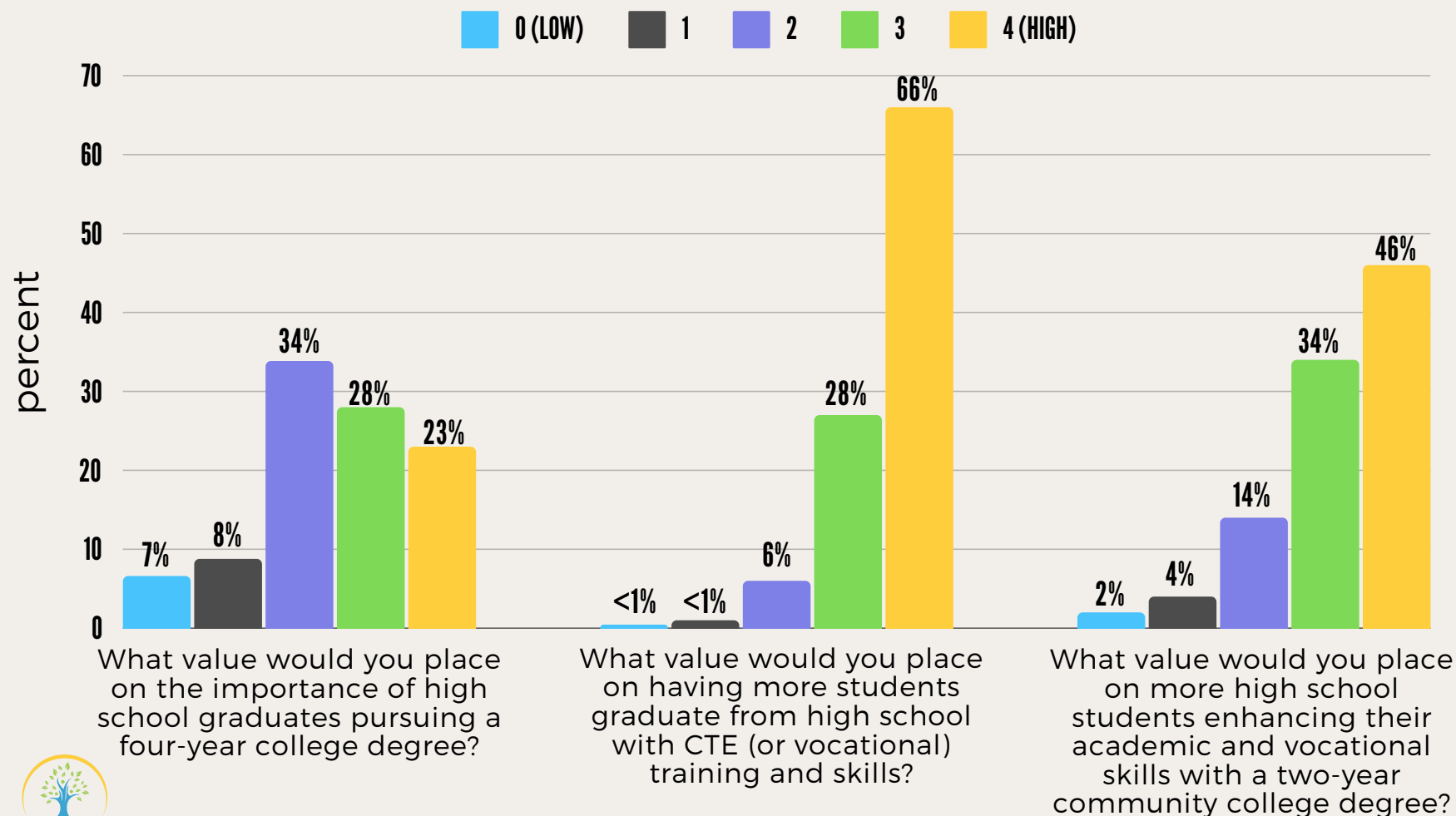


**... agreed that
COP ESD's
suggestions to
enhance and expand
CTE opportunities in
the three counties
were a good idea.**

**... said the
suggestions
were not
a good idea.**

**Four percent couldn't say if the suggestion was a good idea
or not a good idea.**

PERCEPTIONS OF VARIOUS EDUCATIONAL OPTIONS



SUPPORT FOR A CTE-RELATED TAX PROPOSAL:

Most survey respondents agreed that enhancing and expanding CTE opportunities was a good idea.

Similarly, 69 percent of survey respondents answered the following question affirmatively:

Providing more CTE-related program opportunities for students may require asking homeowners to approve a tax increase of up to one mill. (A one mill increase would amount to less than 25¢ per day for the average homeowner in Cheboygan, Otsego, and Presque Isle Counties.) Based on what you know today, would you tend to be in favor or tend to be opposed to a tax increase of up to one mill?





SUPPORT FOR A CTE-RELATED TAX PROPOSAL

In favor 69%

Opposed 11%

Not sure 20%

SUPPORT FOR A CTE-RELATED TAX PROPOSAL:

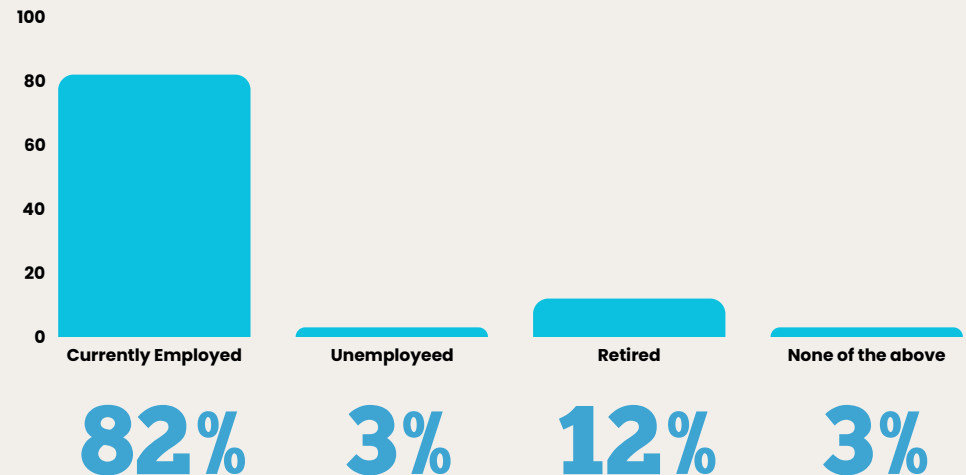
Respondents opposed to a tax increase of up to one mill were asked to share why they would be opposed.

Here are the top three responses of the 124 respondents who said they would tend to oppose a tax increase:



SURVEY DEMOGRAPHICS:

EMPLOYMENT STATUS



SURVEY DEMOGRAPHICS:

OCCUPATIONS OF RESPONDENTS

NOT EMPLOYED OUTSIDE THE HOME
<1%*

SELF-EMPLOYED 4%
**BUSINESS OWNER/ADMINISTRATOR/
MANAGER** 11%

SALES 3%

DEGREED PROFESSIONAL 43%
(E.G., ACCOUNTANT, ARCHITECT, PHYSICIAN, ENGINEER,
LAWYER)

TECHNICIAN 4%
(E.G., MEDICAL TECHNICIAN, COMPUTER PROGRAMMER,
ILLUSTRATOR)

OFFICE/CLERICAL 11%
(E.G., BOOKKEEPER, SECRETARY, CLERK, OFFICE HELPER)

SKILLED WORKER 4%
(E.G., CARPENTER, ELECTRICIAN, PLUMBER, MECHANIC)

SEMI-SKILLED WORK 1%
(E.G., APPRENTICES, TRUCK DRIVERS, WELDERS)

GENERAL LABOR 2%
(E.G., GROUNDSKEEPERS, WORKERS WHO MIX, LIFT, DIG OR
LOAD)

SERVICE WORK 9%
(E.G., POLICE OFFICER, FIREFIGHTER, WAITERS, GUARDS, GUIDES)

DECLINED TO ANSWER 7%*

* INCLUDES RETIRED INDIVIDUALS

SURVEY DEMOGRAPHICS:

Ages of Respondents

2%	18-25
14%	26-35
58%	36-55
25%	55 or older
1%	Decline to answer

