

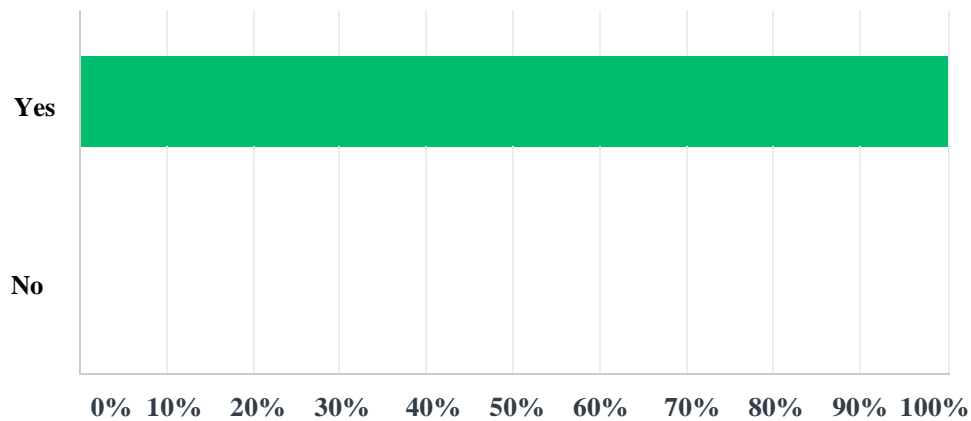
## Flagship Proud Campaign Survey

In November 2018, as a partial requirement for their COM 432 Public Relations Research and Campaigns class, students from Shippensburg University conducted a survey sent to SASD parents and staff and posted on the website, to measure the public perception of and involvement in the Flagship Proud Campaign for the Shippensburg Area School District. Participants were asked structured and open-ended questions and participation was voluntary.

512 guests participated in the survey and these are the results:

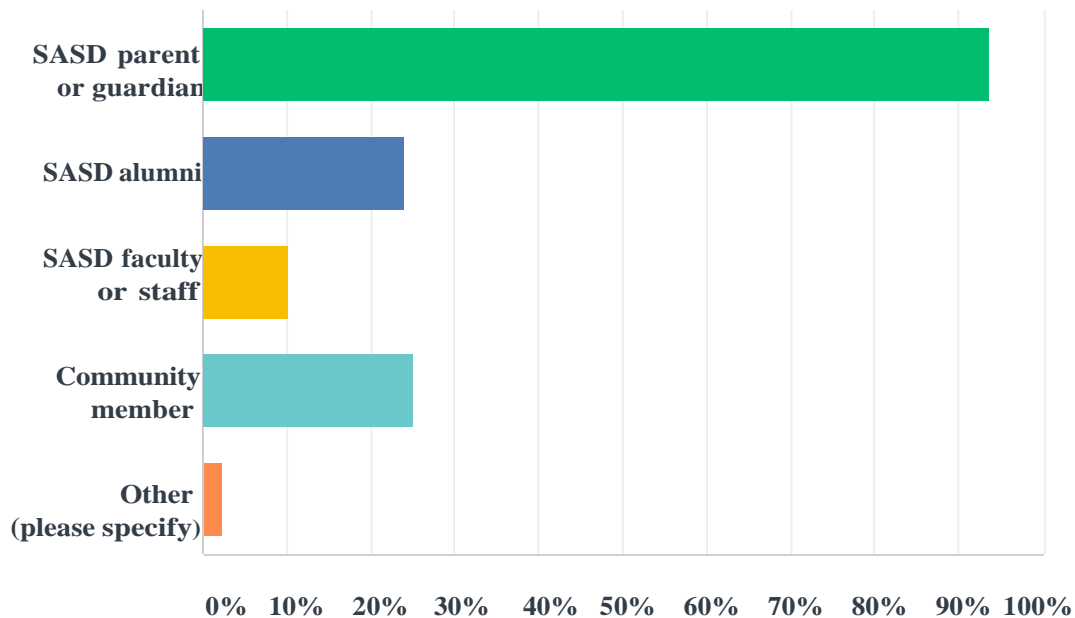
### Question 1 – 512 answered

I am at least 18 years old, and that I understand my rights as a research participant as outlined above. I acknowledge that there are minimal risks to participating in this survey. I acknowledge that my participation is fully voluntary.



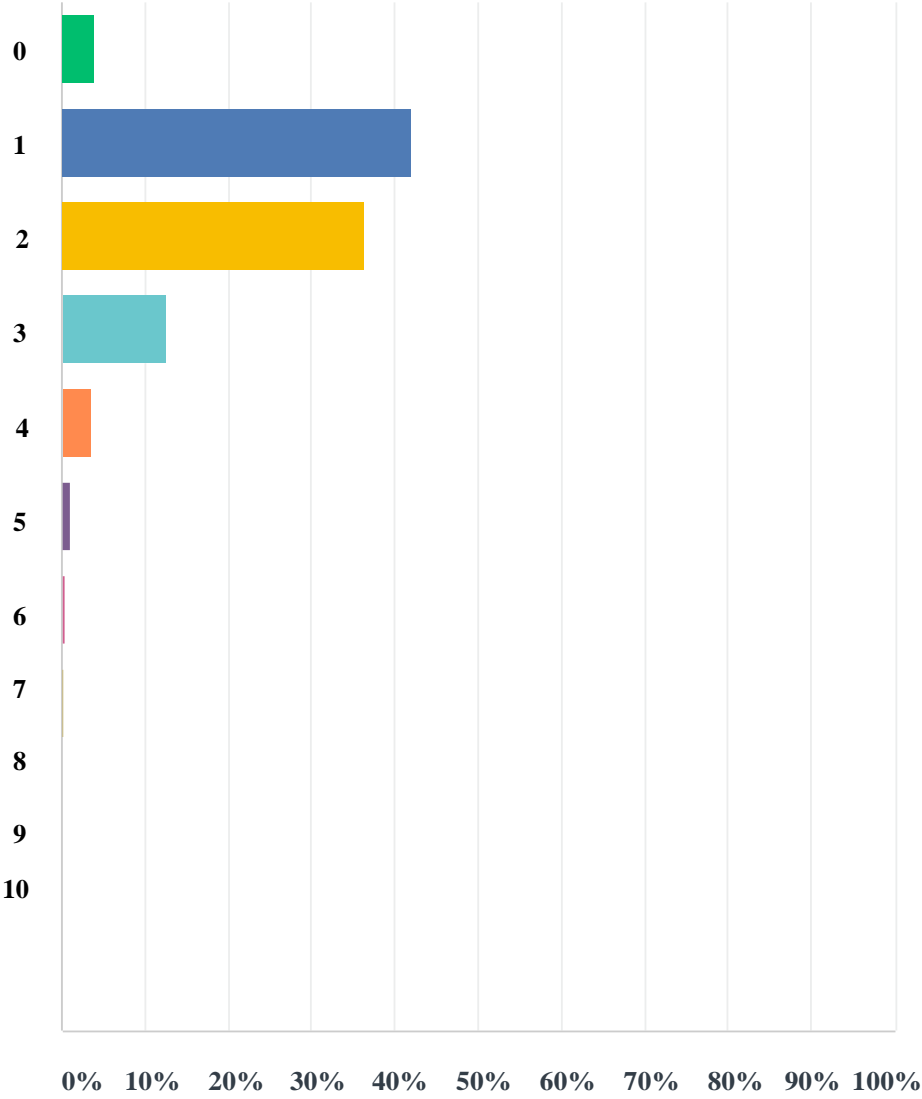
### Question 2 – 508 answered, 4 skipped

What is your connection to the Shippensburg Area School District?



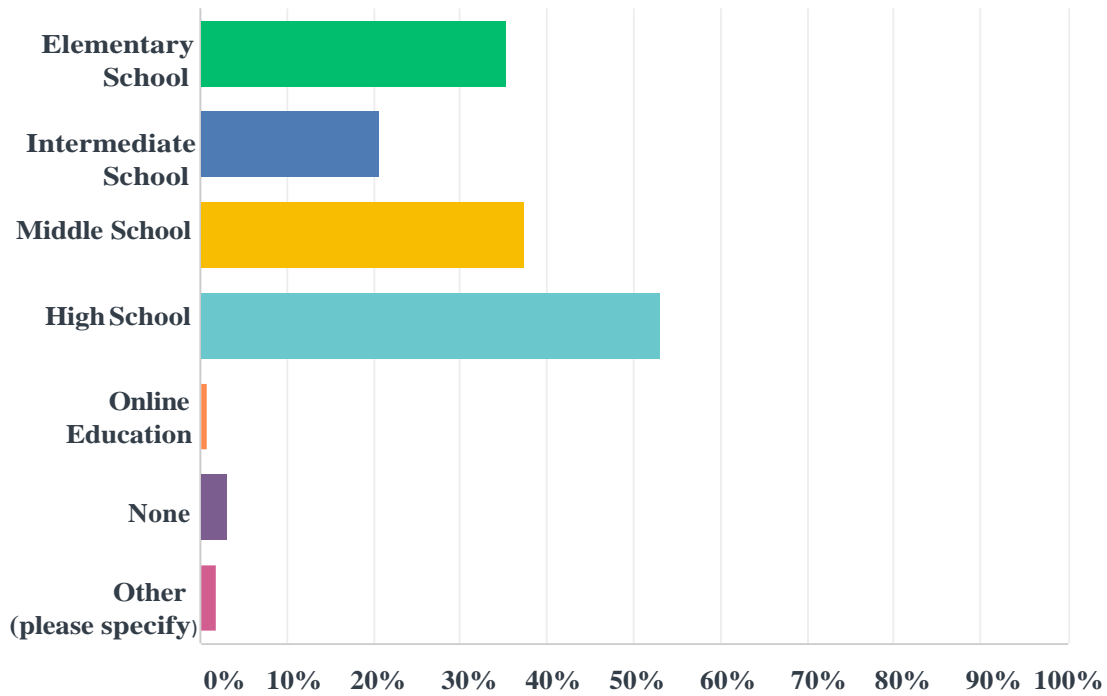
**Question 3 – 504 answered, 8 skipped**

How many Shippensburg Area School District students are you the guardian of?



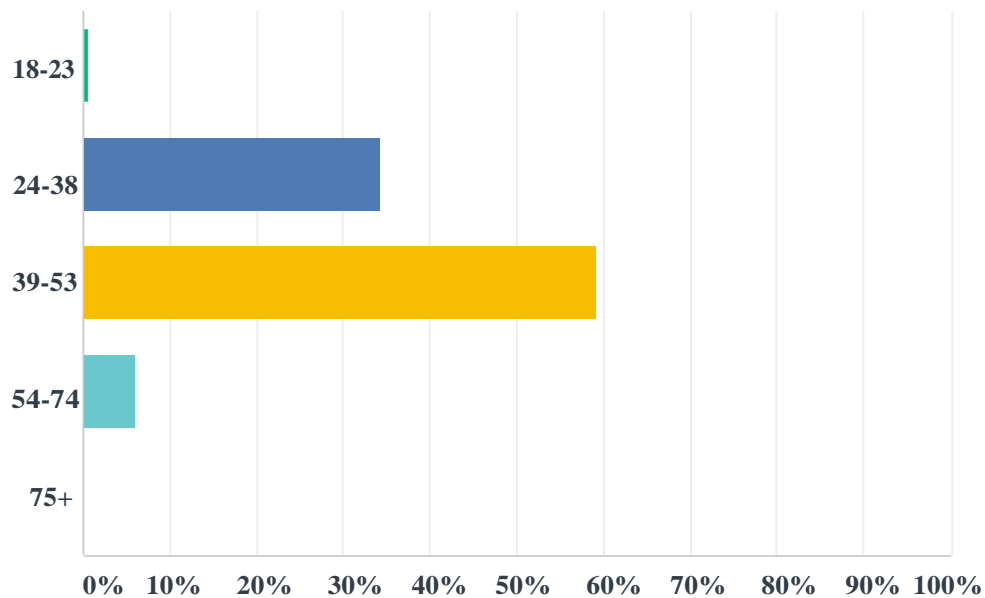
**Question 4** – 502 answered, 10 skipped

Please select the school(s) that your student(s) attend. Select all that apply.



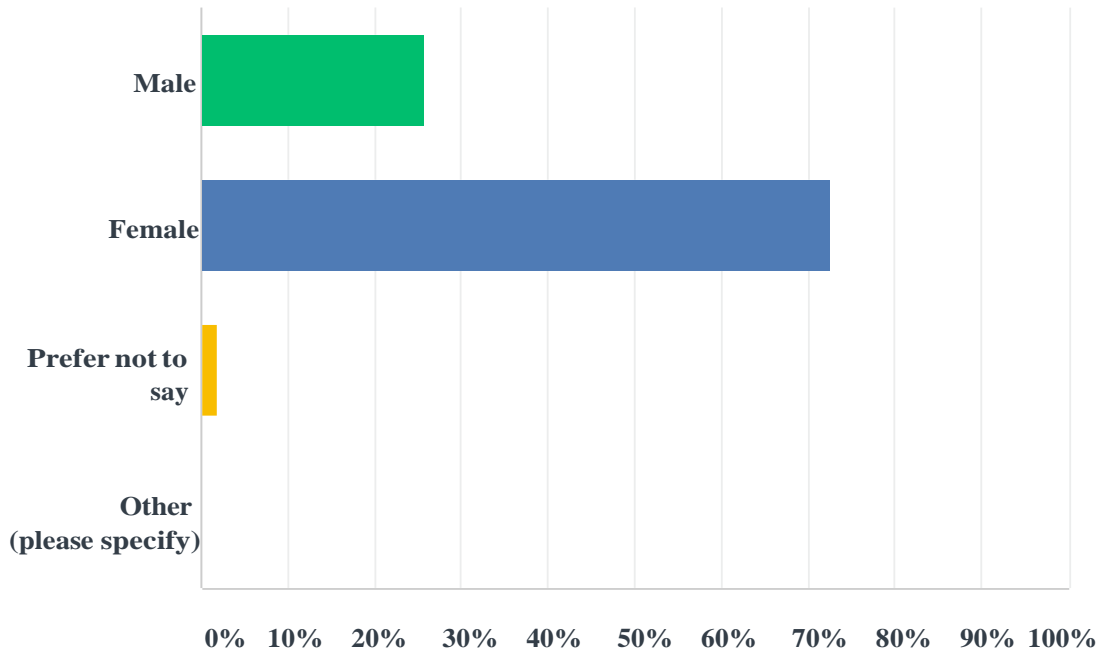
**Question 5** – 502 answered, 10 skipped

What is your age?



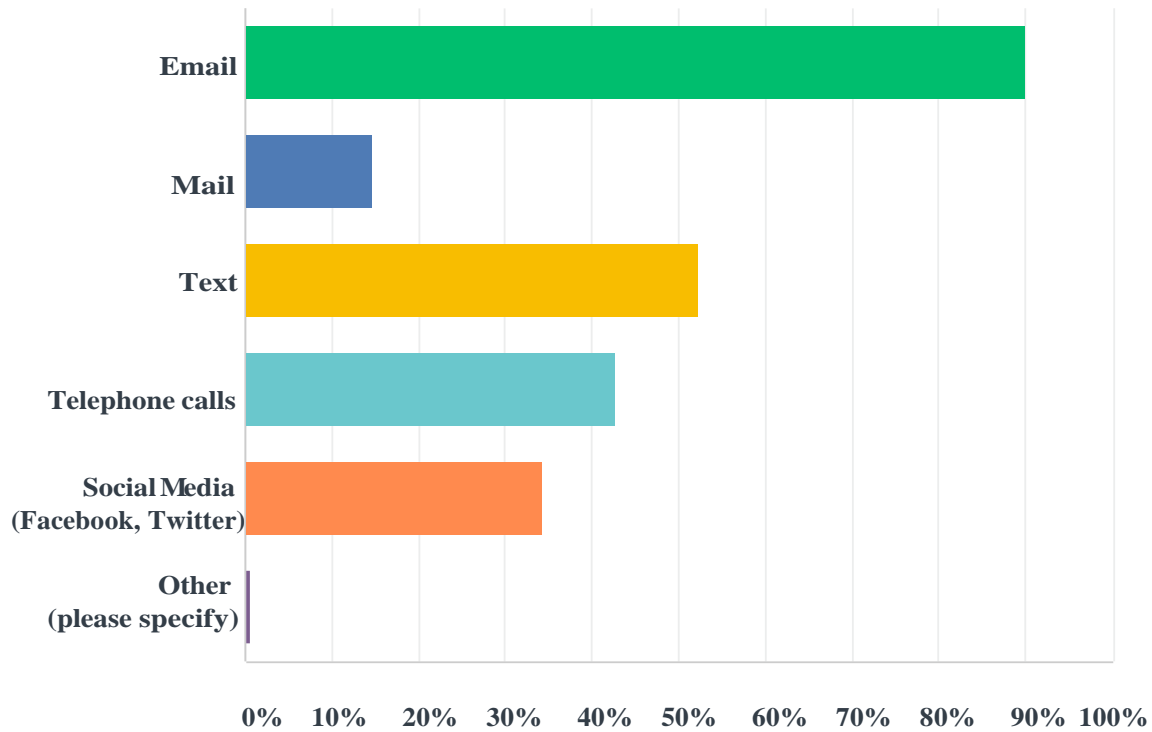
**Question 6** – 502 answered, 10 skipped

What is your gender?



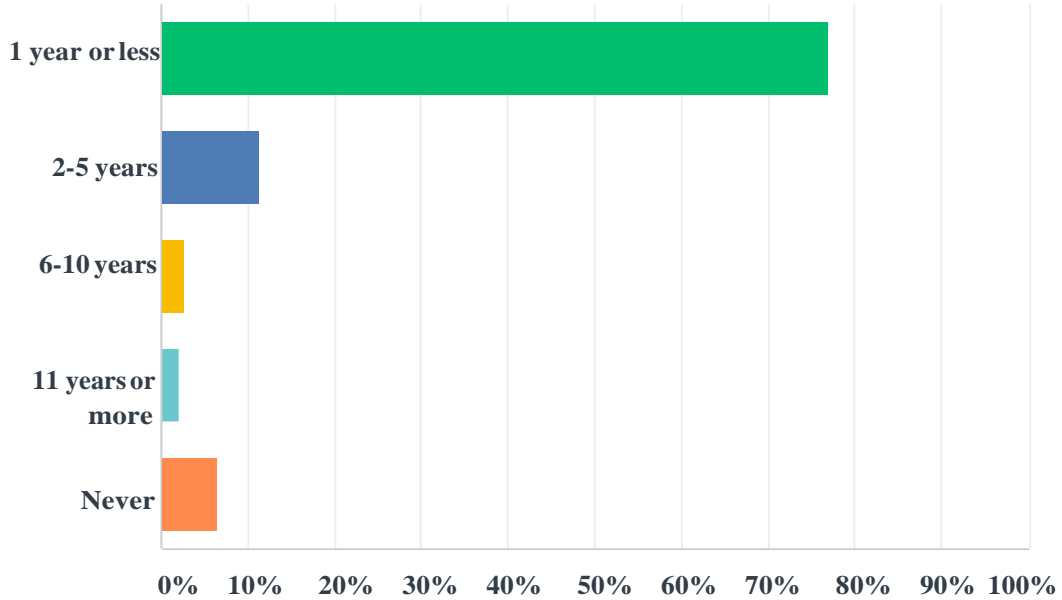
**Question 7** – 501 answered, 11 skipped

How do you prefer to receive information about the school district? Select all that apply.



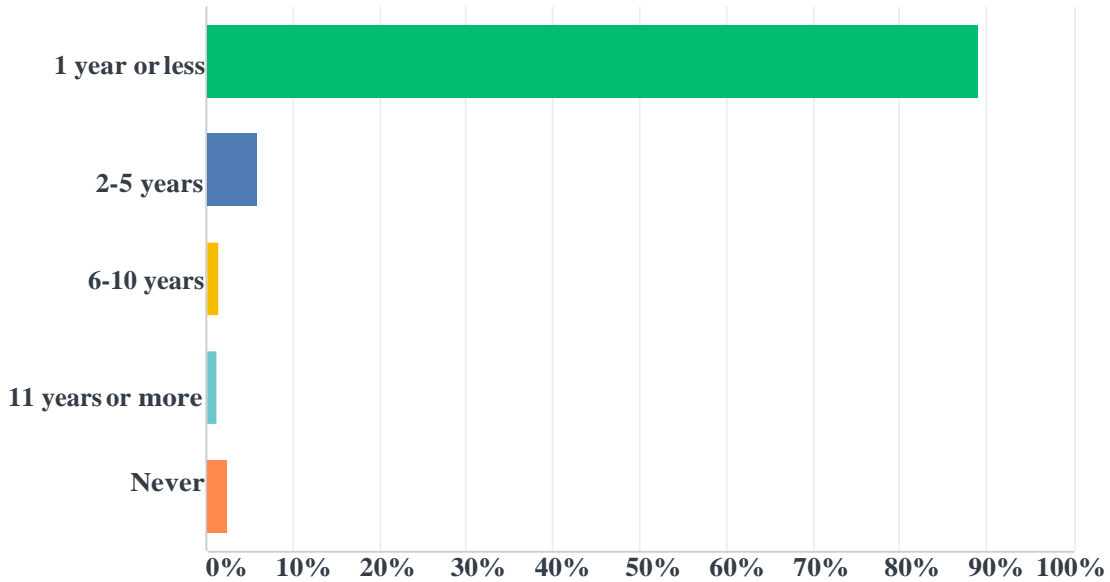
**Question 8** – 501 answered, 11 skipped

When was the last time you were in the auditorium at Shippensburg High School?



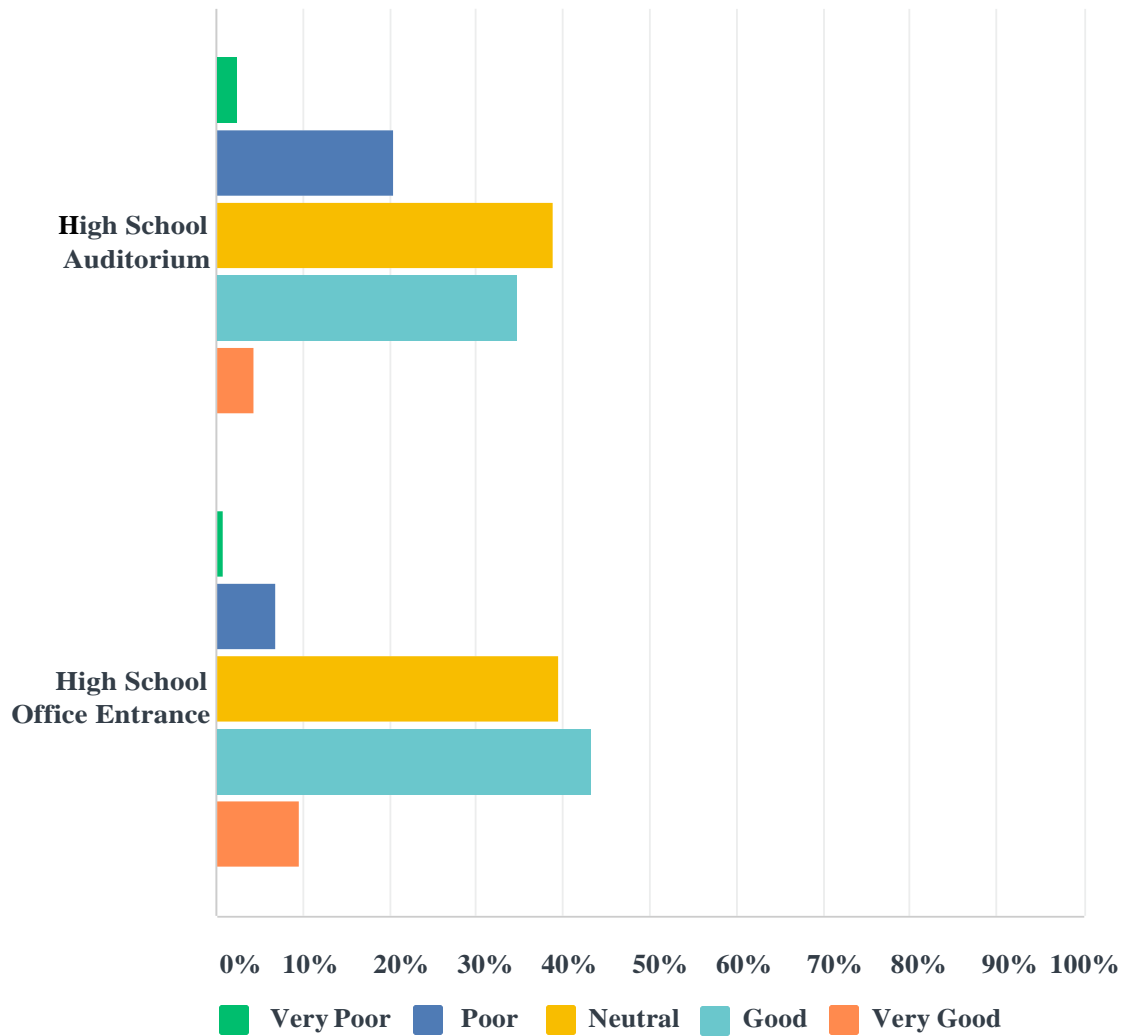
**Question 9** – 501 answered, 11 skipped

When was the last time you visited the Shippensburg High School?



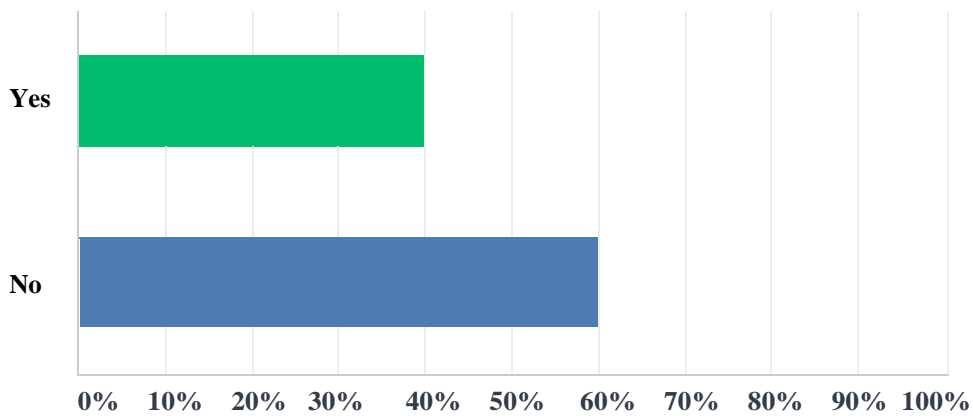
**Question 10** - 486 answered, 26 skipped

How would you rate the quality of the current facilities at the Shippensburg High School?



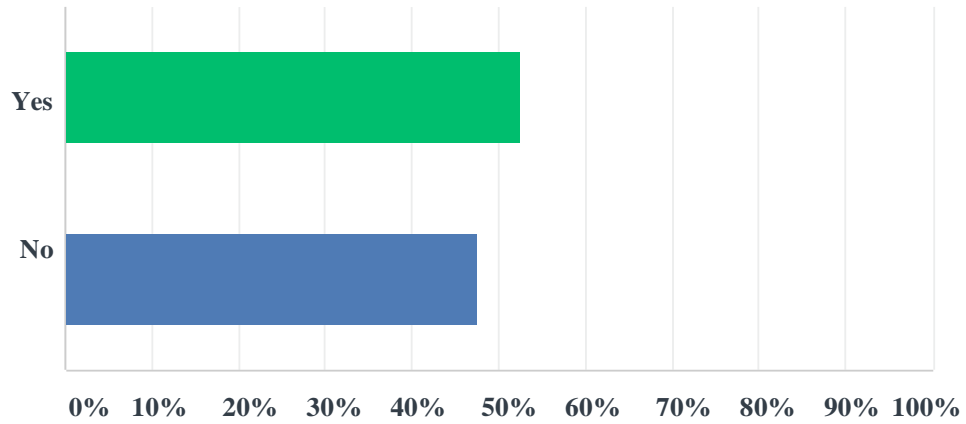
**Question 11** – 497 answered, 15 skipped

Are you aware of the planned renovations at the high school?



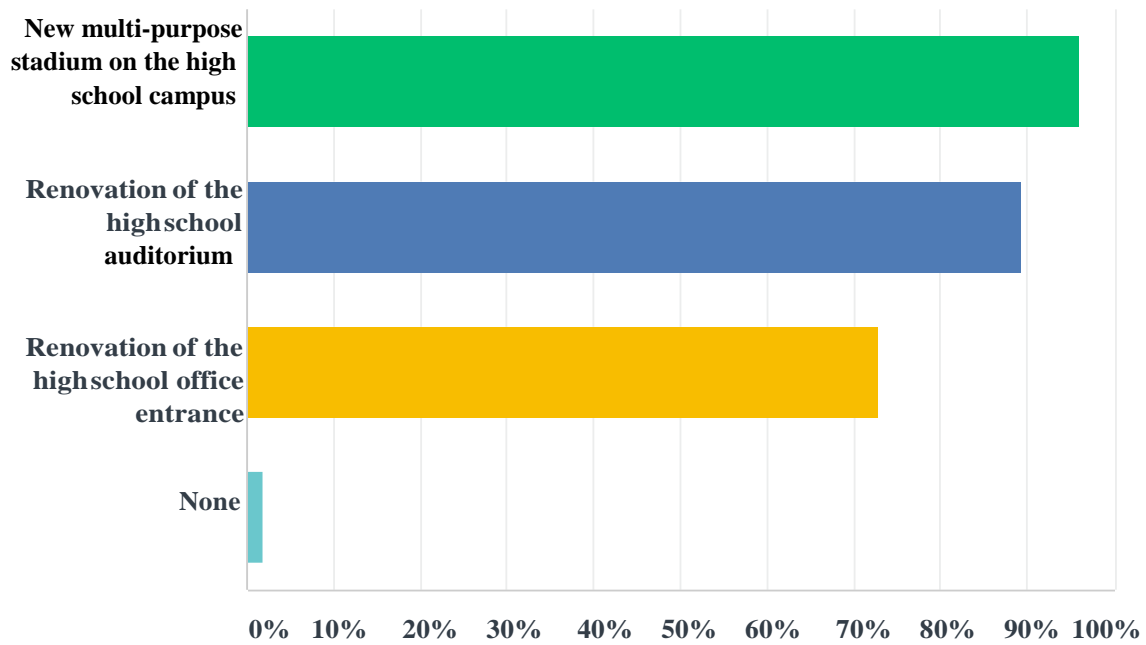
**Question 12** – 196 answered, 316 skipped

Are you aware the renovations are called the Flagship Proud campaign?



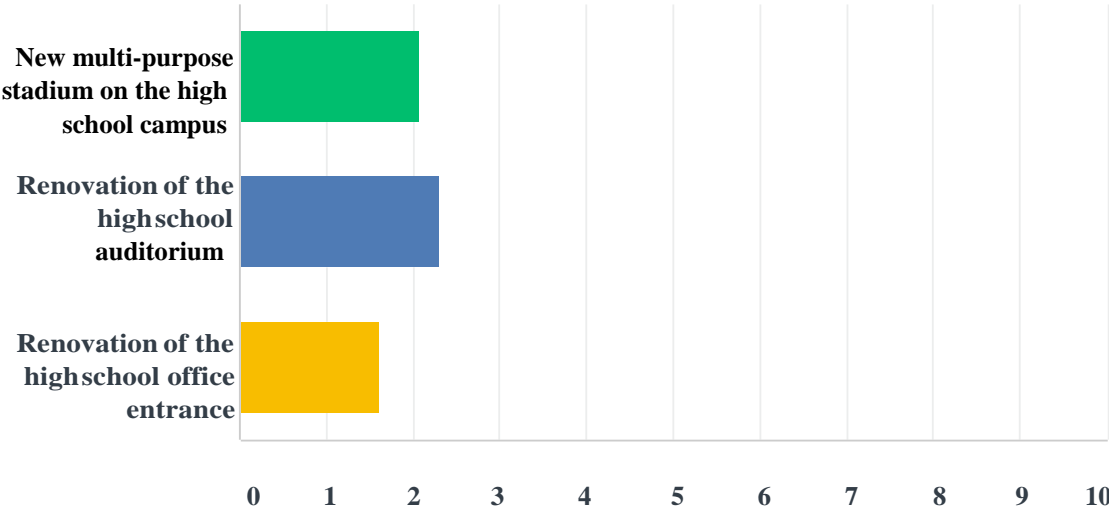
**Question 13** – 103 answered, 409 skipped

What part(s) of the Flagship Proud campaign are you aware of? Select all that apply.



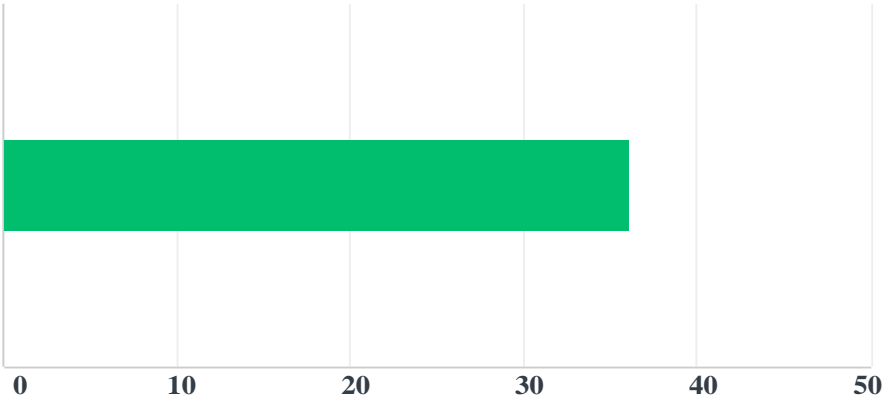
**Question 14** – 483 answered, 29 skipped

Rank the projects you are interested in from most to least



**Question 15** – 368 answered, 144 skipped

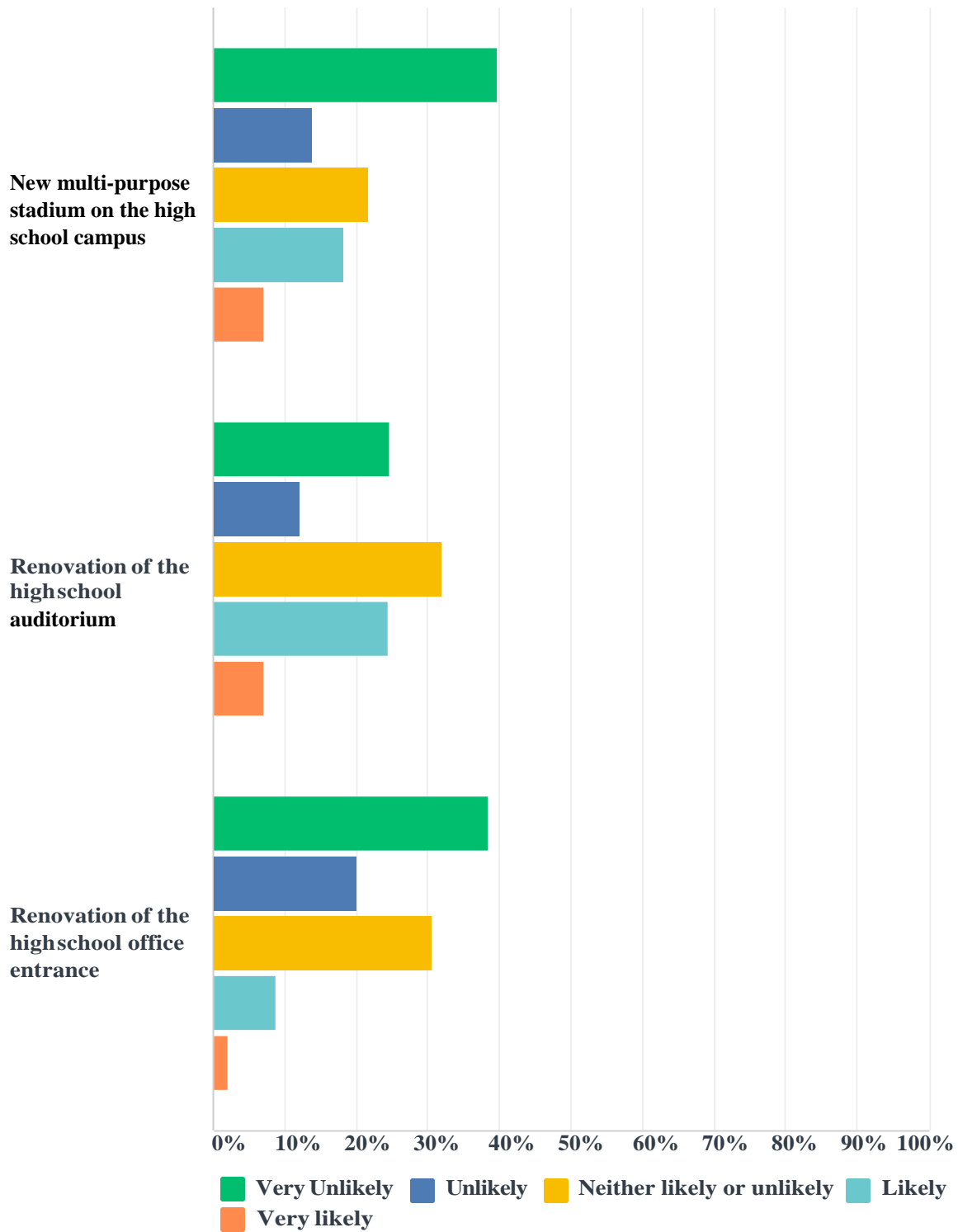
How likely are you to donate funds to the Flagship Proud campaign?





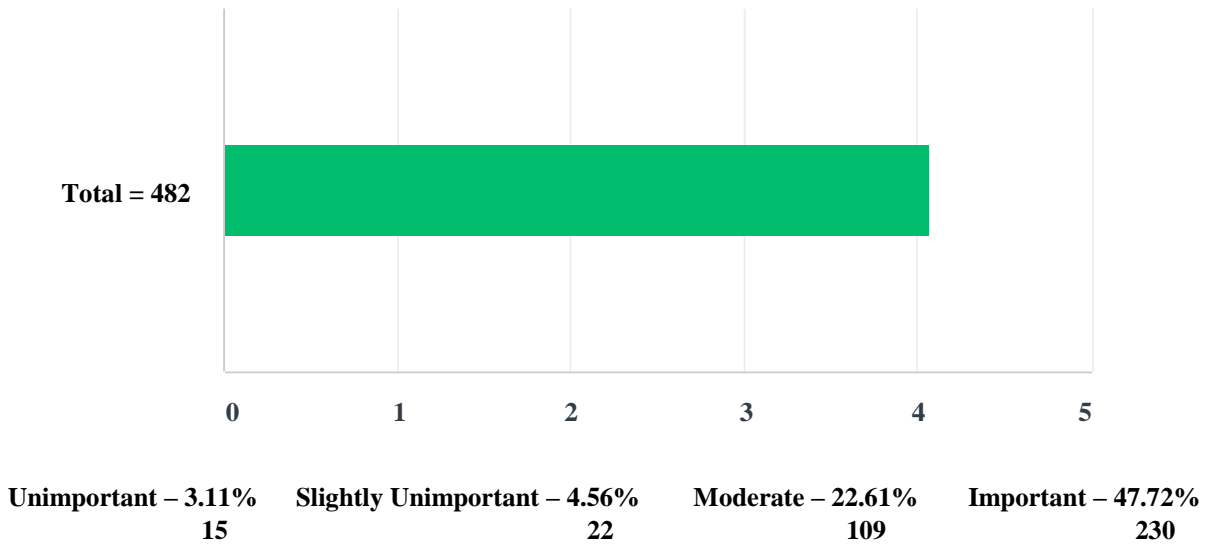
**Question 16** – 478 answered, 34 skipped

How likely are you to donate funds for:



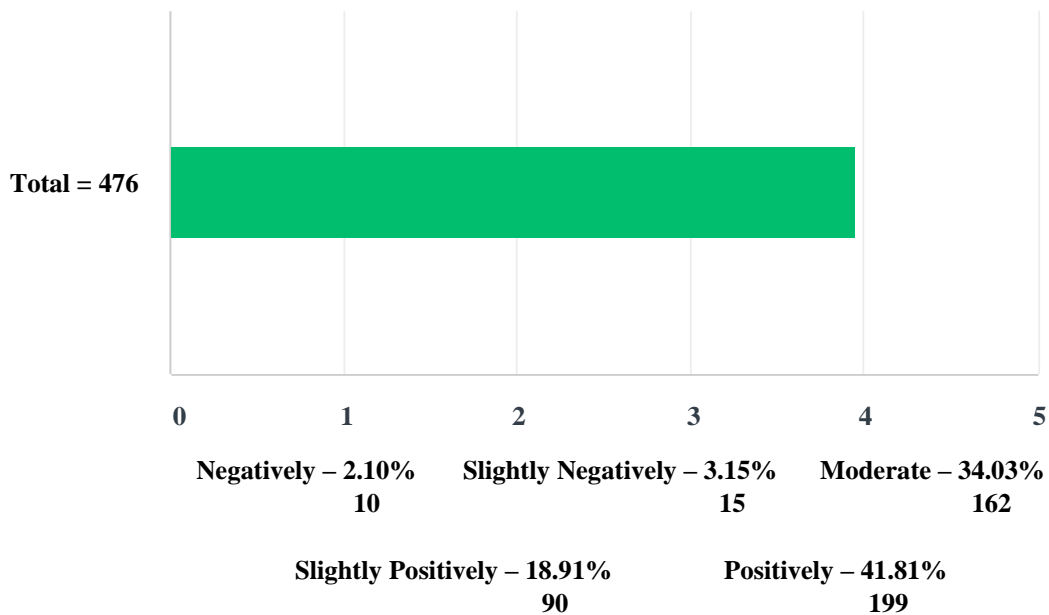
**Question 17** – 482 answered, 30 skipped

How important do you feel school pride is to your student’s education experience?



**Question 18** – 476 answered, 36 skipped

How do you think the renovations will impact school pride?



Thank you to the following students for conducting the survey on behalf of the District: Carly Erisman, Allison Hergenrother, Melissa Langdon, Kayleigh Purcell, Brandi Sartor, Michala Swoyer and Logan Wein and their professor, Dr. Carrie Sipes.