



Social Research Laboratory, PO Box 15301, Flagstaff, AZ 86011 (928) 523-1515

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For Immediate Release

For More Information:
Kristi Hagen, Director
Social Research Laboratory
(928) 523-1515

FLAGSTAFF REPORT CARD:
FUSD REGAINS FOOTING;
ALL LOCAL INSTITUTIONS IMPROVE SCORES

Each year the *Flagstaff Report Card* asks people living in the Flagstaff area to rate the quality of six local institutions and the health of the local economy. This year, the rating of the Flagstaff Unified School District (FUSD) has improved significantly from a 'C' in 2003 and 2004 to a 'B-' this year. This reflects increased public regard for the work FUSD is doing. The actual grades given to all other institutions in the Flagstaff area remain the same as last year, though the numeric scores given by the public

have increased across the board.

Kristi Hagen, director of the study commented, "Hats off to the Flagstaff School District for dramatic improvement in its public ratings. FUSD had a few difficult years with

budget and personnel problems. They now have their best numeric score since the Flagstaff Report Card was first reported in 2001."

	Grade 2005
Coconino Community College	B
Northern Arizona University	B
Flagstaff Public Schools	B-
County Government	C+
Local Media	C+
Flagstaff City Council	C
Economic Health	C

The *Flagstaff Report Card* survey has been conducted by the Social Research Laboratory since 2001. This year's survey was fielded by the Social Research Laboratory from April 7 to April 10, 2005. A random sample of 611 Flagstaff-area residents was asked to grade the quality of seven city and county institutions. A sample of this size is associated with a margin of error of +/- 3.9 percent at a 95 percent confidence level. Smaller samples of people living inside and outside the Flagstaff city boundaries are associated with larger margins of error.

Ratings were given according to a standard school report card format with A being "Excellent," B "Good," C "Average," D "Below Average," and F "Failure." Grades given this year range from a 'B' for Coconino Community College and NAU to a 'C' for the economic health of the area.

(See attached chart for changes across time)

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**FLAGSTAFF REPORT CARD
BACKGROUND MEMO**

The *Flagstaff Report Card* was conducted from April 7 through April 10, 2005. A random sample of 611 Flagstaff-area residents was asked questions about the local community. Survey questions addressed to Flagstaff-area residents are subject to a sampling error of +/-3.9 percent at a 95 percent confidence level. Survey results broken out for respondents living within the Flagstaff city boundaries (N=467) are subject to a sampling error of +/- 4.5 percent at a 95 percent confidence level and results for respondents living outside Flagstaff city boundaries (N=141) are subject to a sampling error of +/- 8.2 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

Students are often given the grades A, B, C, D, and F to rate the quality of their work. Now, thinking of a report card from school, with “A” being the highest grade and “F” a failing grade...

Now suppose the Flagstaff Public Schools were graded in the same way.

- a) What grade would you give the public schools in Flagstaff...an A, B, C, D, or F?
- b) What grade would you give to the overall performance of the Flagstaff City Council?
- c) If you were to grade the overall performance of the Coconino County government, what grade would you give it?
- d) What grade would you give the Flagstaff media for their coverage of local and state issues?
- e) How would you grade the health of the economy in Flagstaff?
- f) What about Coconino Community College? What grade would you give them?
- g) What about Northern Arizona University? What grade would you give them?

	Grade				
	2001	2002	2003	2004	2005
Coconino Community College	B (84.78)	B (84.36)	B (84.43)	B (85.37)	B (86.12)
Northern Arizona University	B (85.30)	B (84.32)	B (83.29)	B- (81.11)	B (83.87)
Flagstaff Public Schools	C+ (79.88)	B- (80.06)	C (77.29)	C (77.30)	B- (80.59)
Local Media	C+ (78.54)	C+ (79.07)	C+ (79.23)	C+ (79.16)	C+ (79.53)
County Government	C+ (78.66)	C+ (78.98)	C+ (78.29)	C+ (78.09)	C+ (79.29)
Flagstaff City Council	C+ (78.28)	C (76.69)	C (76.93)	C (76.01)	C (77.40)
Economic Health	C (77.22)	C (74.35)	C (73.61)	C (73.69)	C (76.15)

	Inside City Limits				
	2001	2002	2003	2004	2005
Coconino Community College	84.55	84.75	84.90	85.22	86.25
Northern Arizona University	85.02	84.72	83.45	81.15	83.80
Flagstaff Public Schools	80.14	80.74	78.11	77.33	81.11
Local Media	78.77	79.68	79.46	79.58	79.41
County Government	79.06	79.73	78.86	78.74	79.45
Flagstaff City Council	78.44	77.17	77.30	76.58	77.70
Economic Health	77.41	74.65	74.01	73.86	76.57

	Outside City Limits				
	2001	2002	2003	2004	2005
Coconino Community College	85.68	83.00	82.51	85.58	85.63
Northern Arizona University	86.39	82.75	82.51	81.07	84.13
Flagstaff Public Schools	78.92	77.93	74.09	77.27	78.61
Local Media	77.50	77.27	78.31	77.83	79.80
County Government	77.21	76.87	76.45	76.61	78.74
Flagstaff City Council	77.69	75.04	75.53	74.62	76.50
Economic Health	76.18	73.43	72.10	73.34	74.76

Grade Assignments	92.50 – 97.49	A
	90.00 – 92.49	A-
	87.50 - 89.99	B+
	82.50 – 87.49	B
	80.00 – 82.49	B-
	77.50 – 79.99	C+
	72.50 – 77.49	C
	70.00 – 72.49	C-

