



Survey: Business Perceptions of Springfield Public Schools

WHAT

A survey of the business community about SPS 186

At the request of Springfield Public Schools District 186 (SPS 186), The Chamber is conducting an independent survey of the business community to better understand business perceptions of the local public education system. After the survey, The Chamber will gather additional data to test the validity of the perceptions, and share the findings in a final report.

WHY

To better understand business community perceptions

There is a strong connection between economic development and education, and SPS 186 asked for The Chamber's help in better understanding the business community perceptions and attitudes around K-12 public education system. Economic growth requires a workforce capable of meeting employment demands, and the students of today make up the workforce of tomorrow. Until this survey, there has been no formal mechanism for SPS 186 to gather this information at a broad, communitywide level.

WHO

All Springfield employers

All Springfield businesses, regardless of Chamber membership, are invited to participate! To sign up, email wutterback@gsc.org with your business name, a contact person, and an email address where the survey should be sent.

Hanover Research, a professional market research firm, will develop and administer the survey.

THE STEPS

1. Survey is distributed by email.
2. Survey results are collected and provided to The Chamber.
3. Chamber task force and consultant analyze results.
4. Additional information is gathered and perceptions are tested for validity.
5. All findings are summarized in a final public report.

For more information visit www.gsc.org/survey