

# TUCSON UNIFIED SCHOOL DISTRICT

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## Rodeo Break Name Survey Results

Leslie Lenhart

Director Communications & Media Relations

10/16/18

# Purpose

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The Board was contacted by "a local group that is interested in discussing the potential of changing the name of the break given to TUSD students in February away from one focused on the rodeo and toward one that focuses on Tucson's heritage more globally. Essentially, we oppose the use of the word rodeo because it glorifies horrifically abusive practices toward animals."

The group sent us information explaining their position, titled "Rodeos: A Harmless Tradition or Spectacle of Animal Cruelty? Know Before You go!" They also shared with us: "...a documented list of abuses that occur in rodeos. Many of these practices are reasons why several prominent animal protection organizations oppose rodeos. Additionally, several cities across the nation have moved to end rodeos and others have moved to abolish and/or restrict many of the most abusive practices against animals. Tucson has no such ordinances at this time, hence TUSD's honoring of the rodeo with a school break is something that warrants reconsideration." If you would like to see the list of documented abuses or read through a copy of "Rodeos: A Harmless Tradition or Spectacle of Animal Cruelty? Know Before you go!," please contact the Board Office.

The Board requested a survey be completed to gather public opinion.

# What was done?

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An 8 question Survey was developed and sent out on 8/24/18 – 9/4/18 (12 days)

Emailed to:

- TUSD employees
- Parents
- Community members
- Total Recipients: 36,829

# Survey Link made available

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- TUSD Intranet
- TUSD Website (TUSD1.org)
- Parentlink Email to Staff, Parents and Community
- Social Media (Facebook, Twitter)
- Media Alert sharing link to all local media

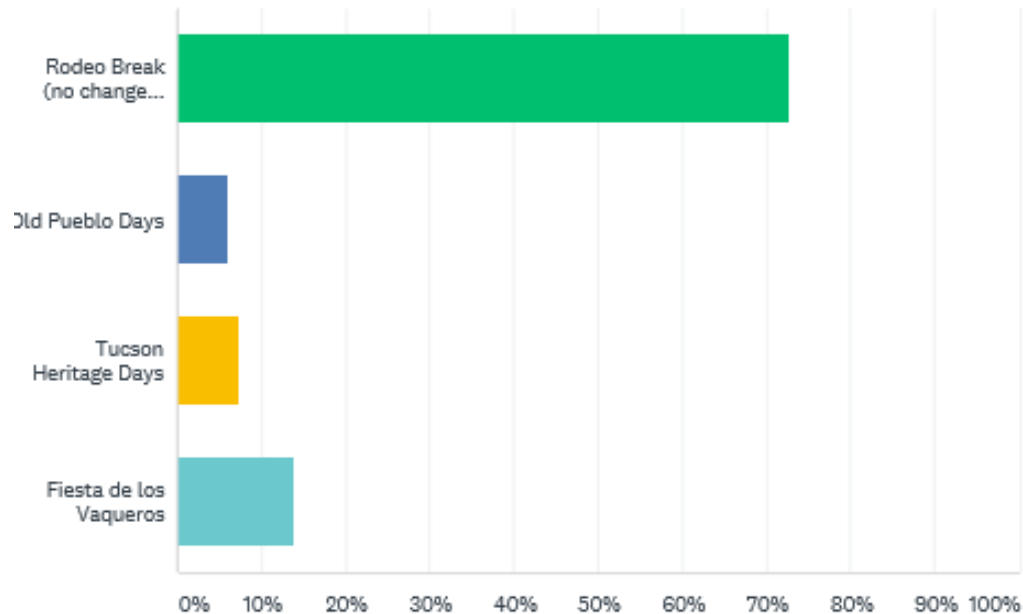
# Results

23.2% response rate

|                          |        |              |
|--------------------------|--------|--------------|
| ▼ Parent                 | 62.02% | 5,308        |
| ▼ Student                | 1.20%  | 103          |
| ▼ Extended Family member | 4.09%  | 350          |
| ▼ Community member       | 27.68% | 2,369        |
| ▼ NA                     | 5.01%  | 429          |
| <b>TOTAL</b>             |        | <b>8,559</b> |

# Results

|                                     |        |              |
|-------------------------------------|--------|--------------|
| ▼ Rodeo Break (no change requested) | 72.79% | 6,230        |
| ▼ Old Pueblo Days                   | 6.02%  | 515          |
| ▼ Tucson Heritage Days              | 7.35%  | 629          |
| ▼ Fiesta de los Vaqueros            | 13.85% | 1,186        |
| <b>TOTAL</b>                        |        | <b>8,559</b> |



# Questions?

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*Thank you*

# Appendix

## Email and Survey Questions



# Email sent

Good afternoon;

Recently, our Tucson Unified school district and Governing Board have discussed the possibility of changing the name of the Rodeo Break holiday. In order to ensure we are considering all the possibilities, we are asking you to complete this survey and share your thoughts. The survey takes less than five minutes and we appreciate any feedback you are willing to provide.

<https://www.surveymonkey.com/r/8DN89TP>

(If needed, please copy and paste the link into your web browser)  
If you have any questions, please contact us at [media@tusd1.org](mailto:media@tusd1.org).

[#PROUD2BTUSD](#)

Thank you

Leslie Lenhart

TUSD Director Communications and Media Relations

Thank you for your interest in sharing your opinion on the "Rodeo Break" name. Tucson Unified School District is interested in your opinion in order to represent the February school break appropriately.

Please mark NA if you are not interested in sharing your information.

We appreciate you taking the time to answer our short survey.

1. Please tell us what group you are a member:

Parent

Student

Extended Family member

Community member

NA

2. Do you have a student in your household that attends a Tucson Unified School?

Yes

No

3. If yes, what level of school are they?

Pre-school

Elementary (K-5)

Middle School (6-8)

High School (9-12)

N/A

4. Please provide your input on the name you prefer used for the "Rodeo break"?

Rodeo Break (no change requested)

Old Pueblo Days

Tucson Heritage Days

Fiesta de los Vaqueros

5. Please provide your Zip Code (optional)

85701 85702 85703 85704 85705 85706 85707 85708 85709 85710 85711 85712 85713 85714

85715 85716 85717 85718 85719 85720 85721 85722 85723 85724 85725 85726 85728 85730

85731 85732 85733 85734 85735 85736 85737 85738 85739 85740 85741 85742 85743 85744

85745 85746 85747 85748 85749 85750 85751 85752 85754 85755 85756 85757 85775 Other

(please type NA if you do not want to identify your zip code)

6. What is your age? (optional)

0 to 17

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

NA

7. Which race/ethnicity best describes you? (optional) (Please choose only one.)

American Indian or Alaskan Native

Asian / Pacific Islander

Black or African American

Hispanic

White / Caucasian

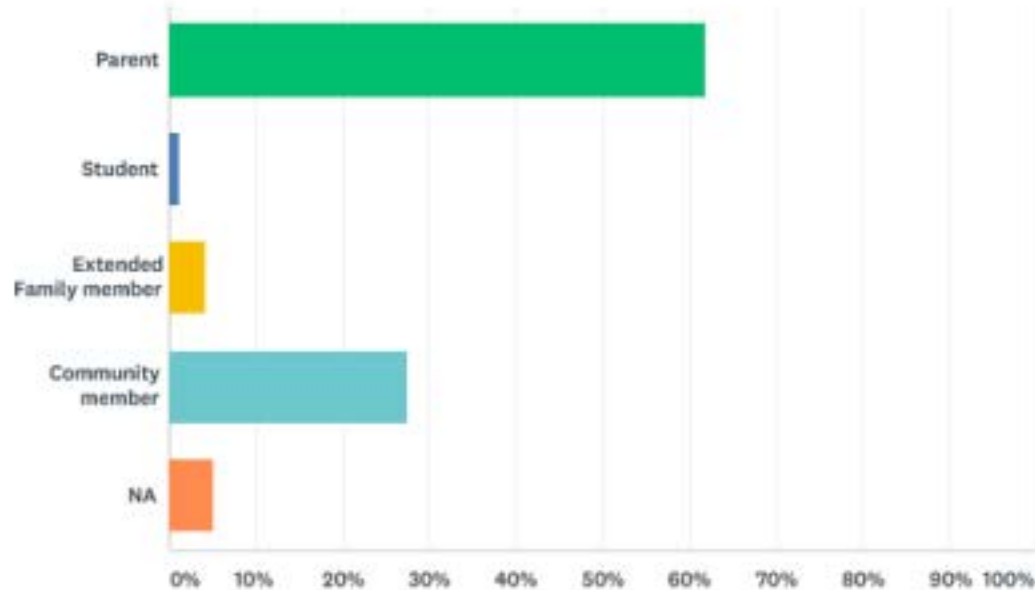
NA

Multiple ethnicity / Other (please specify)

8. Do you have any other comments you would like to share? (optional)

## Q1 Please tell us what group you are a member:

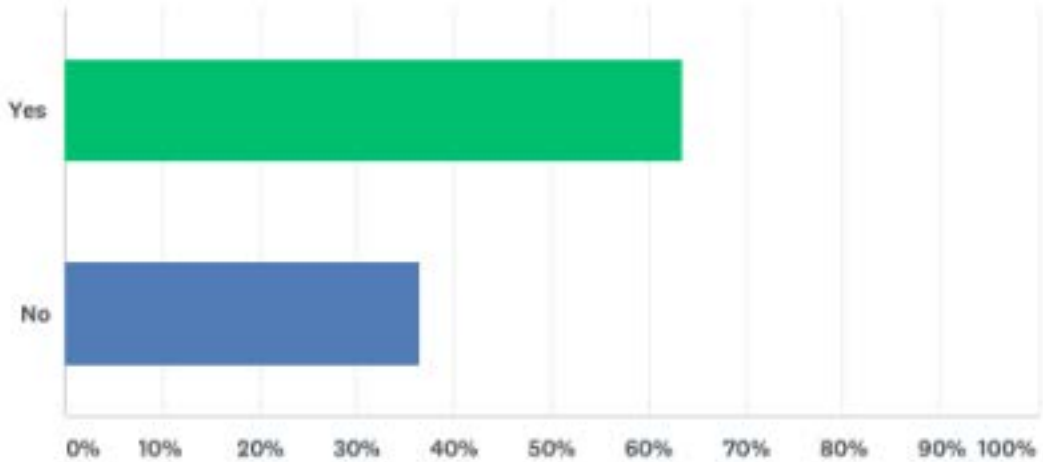
Answered: 8,559 Skipped: 0



| ANSWER CHOICES         | RESPONSES |              |
|------------------------|-----------|--------------|
| Parent                 | 62.02%    | 5,308        |
| Student                | 1.20%     | 103          |
| Extended Family member | 4.09%     | 350          |
| Community member       | 27.68%    | 2,369        |
| NA                     | 5.01%     | 429          |
| <b>TOTAL</b>           |           | <b>8,559</b> |

# Q2 Do you have a student in your household that attends a Tucson Unified School?

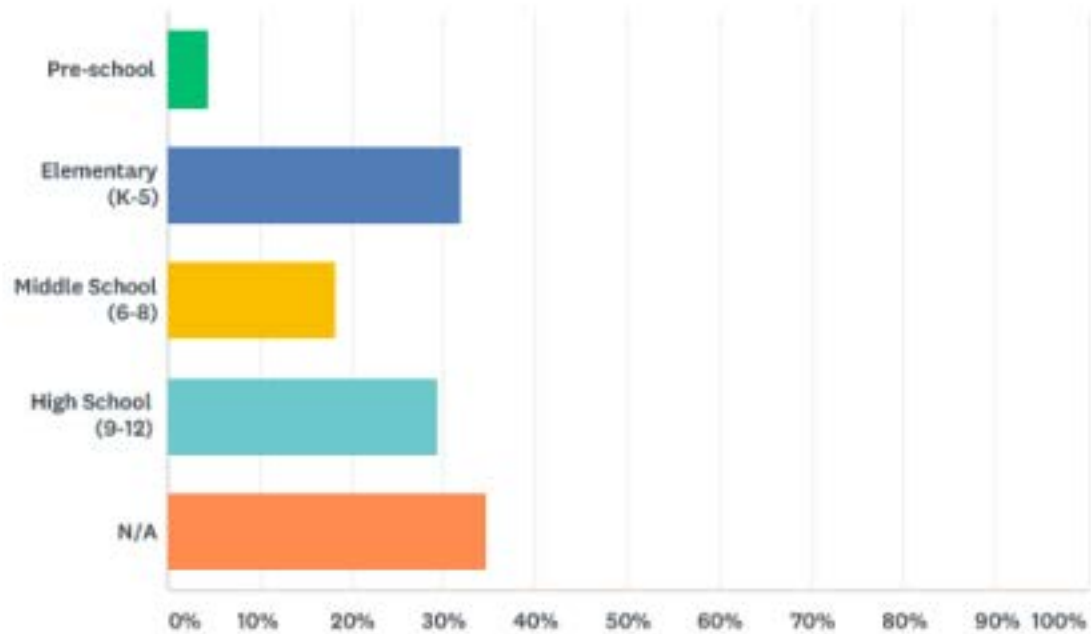
Answered: 8,533 Skipped: 26



| ANSWER CHOICES | RESPONSES |       |
|----------------|-----------|-------|
| Yes            | 63.69%    | 5,435 |
| No             | 36.31%    | 3,098 |
| TOTAL          |           | 8,533 |

### Q3 If yes, what level of school are they?

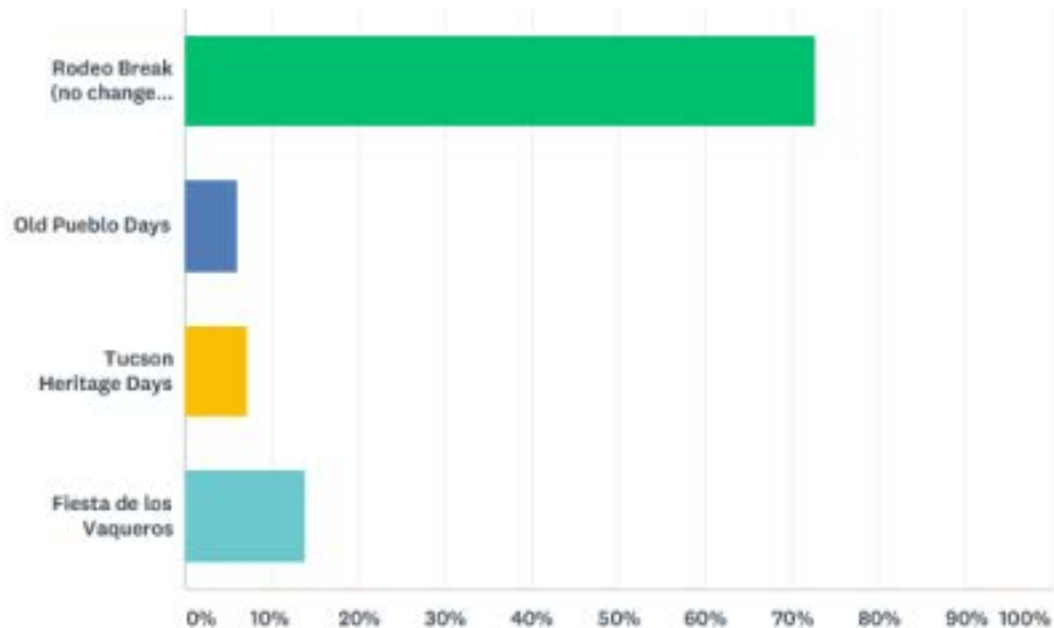
Answered: 8,470 Skipped: 89



| ANSWER CHOICES           | RESPONSES |       |
|--------------------------|-----------|-------|
| Pre-school               | 4.47%     | 379   |
| Elementary (K-5)         | 31.88%    | 2,700 |
| Middle School (6-8)      | 18.16%    | 1,538 |
| High School (9-12)       | 29.27%    | 2,479 |
| N/A                      | 34.82%    | 2,949 |
| Total Respondents: 8,470 |           |       |

## Q4 Please provide your input on the name you prefer used for the "Rodeo break"?

Answered: 8,559 Skipped: 0



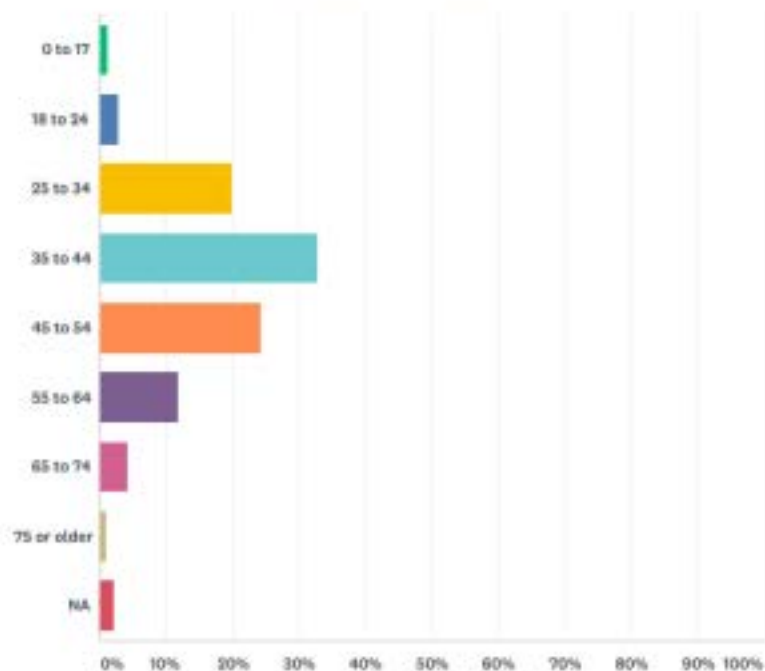
| ANSWER CHOICES                    | RESPONSES |              |
|-----------------------------------|-----------|--------------|
| Rodeo Break (no change requested) | 72.79%    | 6,230        |
| Old Pueblo Days                   | 6.02%     | 515          |
| Tucson Heritage Days              | 7.35%     | 629          |
| Fiesta de los Vaqueros            | 13.85%    | 1,185        |
| <b>TOTAL</b>                      |           | <b>8,559</b> |





## Q6 What is your age? (optional)

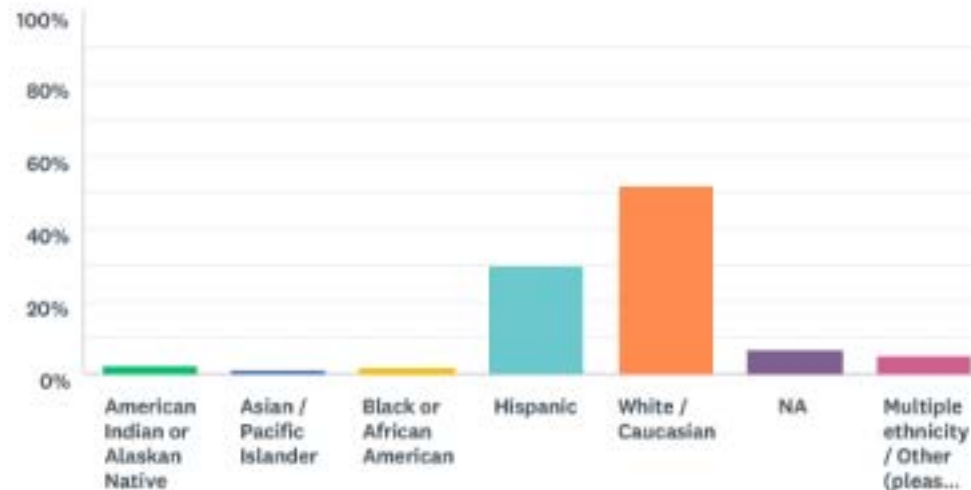
Answered: 8,389 Skipped: 170



| ANSWER CHOICES | RESPONSES |       |
|----------------|-----------|-------|
| 0 to 17        | 1.18%     | 99    |
| 18 to 24       | 2.60%     | 223   |
| 25 to 34       | 19.91%    | 1,670 |
| 35 to 44       | 32.82%    | 2,753 |
| 45 to 54       | 24.29%    | 2,038 |
| 55 to 64       | 11.78%    | 988   |
| 65 to 74       | 4.20%     | 352   |
| 75 or older    | 1.04%     | 87    |
| NA             | 2.13%     | 179   |
| TOTAL          |           | 8,389 |

## Q7 Which race/ethnicity best describes you? (optional) (Please choose only one.)

Answered: 8,314 Skipped: 245



| ANSWER CHOICES                              | RESPONSES |              |
|---|-----------|--------------|
| American Indian or Alaskan Native           | 2.68%     | 223          |
| Asian / Pacific Islander                    | 1.46%     | 121          |
| Black or African American                   | 1.90%     | 158          |
| Hispanic                                    | 29.82%    | 2,479        |
| White / Caucasian                           | 52.00%    | 4,323        |
| NA  | 7.24%     | 602          |
| Multiple ethnicity / Other (please specify) | 4.91%     | 408          |
| <b>TOTAL</b>                                |           | <b>8,314</b> |

Q8 Do you have any other comments you would like to share? (optional)

Answered: 3,216 Skipped: 5,343

Thank you

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