

# PROGRAM EVALUATION & PLANNING DATA REPORT



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## **Problems Facing Hawaiian Communities: Information from a Telephone Survey Conducted to Inform Kamehameha Schools' Strategic Planning Process**

During the strategic planning process conducted by Kamehameha Schools between Fall 1999 and Fall 2000, information was solicited from stakeholders and other interested parties through direct mail to parents and alumni, newspapers, public access television, community meetings, a web site, and via a toll-free telephone line. During Phase I, the first information gathering phase of the planning process, over 1,500 people responded to these requests for information with over 3,000 comments and suggestions. From this input, a set of sixteen strategic issues was identified.

As part of Phase II of the planning effort, Market Trends Pacific, Inc. was hired to conduct a telephone survey of a random sample of Hawaiians and part Hawaiians throughout the state. Questions respondents were asked included identifying problems facing Hawaiian communities and prioritizing the strategic issues. Although many of the survey questions were fixed response, the strategic issues they were based on were identified through a distillation of over 3,000 responses to the Phase I open-ended questions. The survey was designed with a sample size sufficient to generate a confidence interval of  $\pm$  five percent. However, as noted below, the representativeness of the sample is questionable.

### **Demographic Characteristics of Respondents**

To identify Hawaiian ethnicity, callers first asked, "Are you Hawaiian or part-Hawaiian by ancestry?" If the answer was "no" or "don't know" or a refusal to answer, the caller asked if the household had any adults of Hawaiian ancestry at home with whom the caller could speak. If not, the call was terminated. Ultimately, 2,010 self-identified Hawaiians or part Hawaiians were surveyed.

Table 1 highlights selected demographic characteristics of the respondents. The respondent group was a relatively affluent and educated sample of the Hawaiian population with a median income that was over \$10,000 higher than the national median income. The percent of respondents with some college education is comparable to national statistics<sup>1</sup>. These statistics are not consistent with census and large scale sample statistics for the Hawaiian population. Thus, despite the sample size, some question about the representativeness of the sample remains and caution should be exercised in generalizing the results to the Hawaiian population at large.

<sup>1</sup> Source of the national statistics is the U.S. Dept. of Commerce's Current Population Survey, Current Population Reports: Population Characteristics, Household and Family Characteristics, March 1998 (Update).

**Table 1. Demographic Characteristics of the Telephone Survey Respondents**

Characteristics	O'ahu	Kaua'i	E. Hawai'i	W. Hawai'i	Maui	Moloka'i	L~na'i
Average Age	47.57	46.59	47.27	46.62	45.48	46.93	50.92
Median HH Income	\$49k	\$43k	\$34k	\$43k	\$44k	\$37k	\$30k
Average HH size	4.32	3.62	3.65	3.83	3.94	4.12	4.2
Percent with "Some College" or more formal education	53	52	47	42	46	51	42
% with children	52	53	49	52	56	60	48
% preschool age	7	6	6	7	7	1	4
% school age	32	34	29	32	32	40	32
% pre and school age	12	13	14	13	17	19	12

## The "BIG" Problems

In the first question of the survey, the caller said, "Now I'm going to read you a list of possible problems facing the Hawaiian community. For each one, please tell me if you think it is a problem or not a problem in the Hawaiian community. Let us begin with [issue]. Would you say that it is a big problem, a small problem or not a problem at all in the Hawaiian community?"

The caller then went through the list of 11 possible problems. The order of the problem statements was rotated to eliminate order effects.

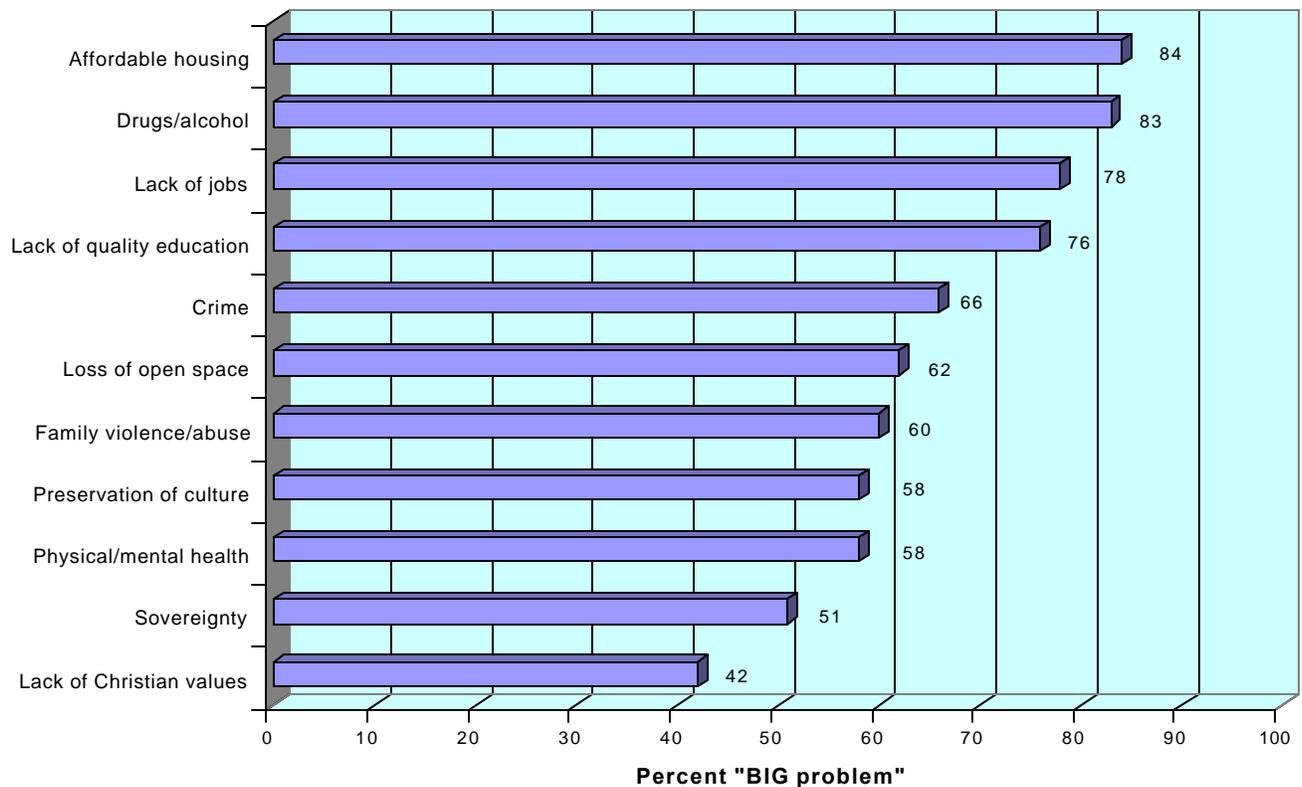
Figure 1 identifies the possible problem statements and shows the percentage of respondents who identified each issue as a big problem. The key findings were that

- The issues most frequently mentioned as big problems were affordable housing, drugs and alcohol, lack of jobs paying a living wage, and lack of quality education.
- The lack of quality education generally ranked 4<sup>th</sup>, perceived as a big problem by 76% of all respondents and between 70 and 80 percent on most islands.

## Issues Identified as Highest Priority for Hawaiian Community

Respondents were asked what types of education programs they would make a priority if they were in charge of meeting the educational needs of Hawaiians. The 12 types of programs were drawn from the 16 strategic issues identified in Phase I of the strategic planning process. Table 2 displays the educational program types and the percent of respondents identifying each as one of their one or two highest priorities for the Hawaiian community.

The highest priority was access to quality K-12 educational programs, identified by 47% of respondents as among their top priorities. Second and third, were quality educational experiences for children ages 0-5 and preservation of Hawaiian culture and language, selected by 28 and 26 percent of respondents as among their top priorities. Inclusion of Christian spirituality and moral values and improving the literacy skills of Hawaiians were fourth and fifth, respectively.



**Figure 1. Percentage of Telephone Respondents Identifying Issues as a BIG Problem**

**Table 2. Respondents' "Highest" Priority Issues for Hawaiian Community.**

	Total	Island/Area						
		O'ahu	Kaua'i	East Hawai'i	West Hawai'i	Maui	Moloka'i	L-na'i
	%	%	%	%	%	%	%	%
Quality K-12 programs	47	50	44	47	52	43	41	36
Educate children, 0-5 years	28	30	23	29	29	27	31	36
Preserve Hawaiian culture and language	26	22	25	23	27	33	25	32
Include Christian values	17	20	17	16	17	15	24	24
Raise reading & writing skills	17	19	11	18	23	15	11	12
Assist families' involvement in child's education	13	12	15	14	11	12	19	8
Lifelong learning opportunities	12	12	10	12	12	13	8	8
Special Needs people	10	9	15	10	8	11	8	4
Educational enrichment	10	11	11	9	9	9	5	8
Empowering communities	9	9	10	11	7	9	11	0
Learn more about child's development & learning	9	10	10	7	6	11	12	12
Isolated communities' needs	8	7	8	8	8	9	8	16
Don't know	4	2	4	3	6	5	3	8

Totals exceed 100 percent due to multiple responses.

Data Source: *A Study of the Hawaiian Community's Perceptions of Kamehameha Schools*. Market Trends Pacific, Inc., March 31, 2000.

## Conclusion

The respondents to this survey identified the most immediate felt needs facing the Hawaiian community today as affordable housing, drugs and alcohol, lack of jobs paying a living wage, and lack of quality education. Within the realm of education, their highest priorities are access to quality K-12 educational opportunities, educational programs for children between the ages 0 and 5 years, the preservation of Hawaiian culture and language, Christian values, and promotion of literacy.

These are areas of emphasis in the recently adopted Kamehameha Schools Strategic Plan and appropriate areas for emphasis by others committed to improving the condition of Hawaiians.