



# Executive Summary

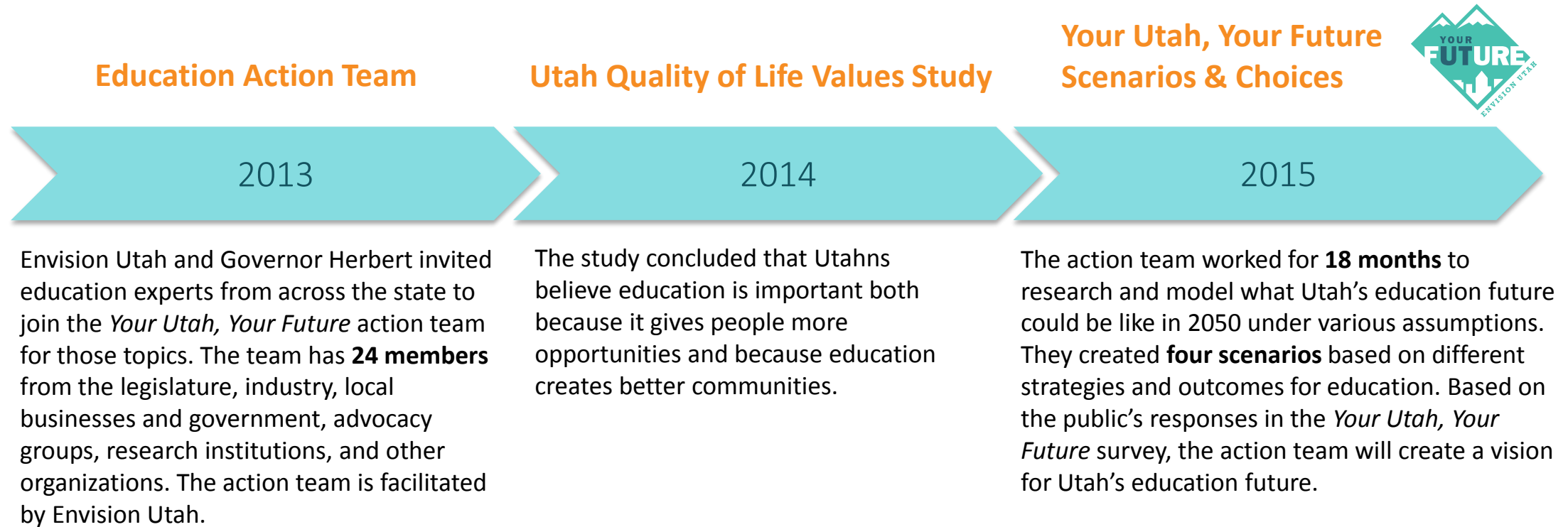
**Utahns want our state to be among the top ten states for academic achievement, providing access for all to a high-quality education, creating opportunity for them and their children, and allowing everyone to contribute to a safe, prosperous, and neighborly society.**

- **Current circumstances:**
  - Though many educational performance indicators in Utah are improving, Utah's rank in some indicators is dropping in comparison to other states and nations that are making changes faster.
- **Survey findings:**
  - Utahns want their education system to be one of the best in the nation.
  - Utahns expect the education system to
    1. Create an educated workforce that drives the economy.
    2. Create educated Utahns who are fully able to participate in society.
    3. Ensure all Utahns have an opportunity to succeed.

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The education action team worked for 18 months to create scenarios for the future of education in Utah.



## Education Action Team Members

Action team members were selected by Governor Gary Herbert and Envision Utah to represent a spectrum of experience and political persuasions. All action team members were invited to participate by Governor Herbert.

- **Martin Bates, Granite School District Superintendent\***
- **Bonnie Jean Beesley, Utah Board of Regents\***
- Rep. Joel Briscoe, Utah House of Representatives
- Dave Buhler, Commissioner of Higher Education
- Keith Buswell, Utah Board of Regents
- Gary Carlston, President, Snow College
- Joel Coleman, Utah Schools for the Deaf and the Blind
- Elizabeth Garbe, United Way
- Alan Hall, MarketStar
- Jeff Hatch, Envision Utah Board
- Marlin Jensen, Utah Board of Regents
- Justin Jones, Salt Lake Chamber
- Nolan Karras, Chair, Governor's Education Excellence Commission
- Rich Kendell, Education First
- Martell Menlove, Former State Superintendent of Public Instruction
- Sen. Ann Millner, Utah State Senate
- Tami Pyfer, Governor's Education Advisor
- Rep. Angela Romero, Utah House of Representatives
- Jana Scott, Prosperity 2020/SLC Chamber
- Brad Smith, State Superintendent of Public Instruction

- Lucille Stoddard, Utah Valley University
- Richard Stowell, Utah School Boards Association - Exec. Director
- Steve Winitsky, Utah International Charter School
- McKell Withers, SLC School District Superintendent

\*Action Team Co-Chair

# Your Utah, Your Future Background

## In Need of a Solution

Projections show that Utah's population will nearly double by the year 2050. The *Your Utah, Your Future* survey was designed for Utahns to create a vision for the State of Utah for the next 35 years.

## Identifying the Issues

Envision Utah performed a values study to understand **what** Utahns care about regarding the future and **why** those issues are personally important to them. The study identified eleven key issues: agriculture, air quality, recreation, disaster resilience, public lands, transportation and communities, housing and cost of living, education, energy, jobs and economy, and water.

## Identifying Choices and Trade-offs

Four-hundred Utah experts worked in eight task forces to identify Utah's choices for each of the 11 topics. **The information and options in the survey were the direct findings of these taskforces.**

## Choosing a Future

The *Your Utah, Your Future* survey was designed to prioritize issues and their associated outcomes in order to make strategic decisions for Utah's future. Nearly 53,000 people weighed in on the future that they want to create in 2050.

## The Challenge:

By 2050, Utah's population will nearly double in size. Utah will not.



TODAY THERE ARE

**2,900,000**

PEOPLE IN UTAH

BY 2050 THERE WILL BE

**5,400,000**

PEOPLE IN UTAH



The *Your Utah, Your Future* survey asked Utahns to indicate their choices for Utah's Future on 11 specific issues.



Housing & Cost of Living



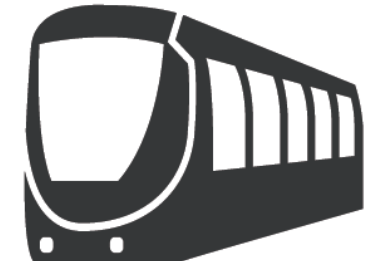
Education



Agriculture



Air Quality



Transportation & Communities



Economic Development



Disaster Resilience



Recreation



Water



Public Lands



Energy



# Your Utah, Your Future Background

Survey participants then chose between five overall scenarios for Utah's future, with each overall scenario proposing a set of choices for the 11 specific issues.

VOTE



**SEAGULL**  
SCENARIO

VOTE



**BONNEVILLE TROUT**  
SCENARIO

VOTE



**QUAKING ASPEN**  
SCENARIO

VOTE



**SEGO LILY**  
SCENARIO

VOTE



**ALLOSAURUS**  
SCENARIO

Our goal was for 50,000 Utahns to take the *Your Utah, Your Future* survey about their desires for the future for Utah.

Goal

50,000  
Respondents

Actual

**52,845**  
**Respondents**

# Your Utah, Your Future Background

The *Your Utah, Your Future* survey garnered more public participation than any such project ever has.



Envision Utah Quality Growth Strategy  
(Wasatch Front and Back—1998)



Show Your Love, San Diego



Heartland 2050  
(Omaha, NE)



PLANITULSA  
(Tulsa, OK)



(Atlanta, GA)



Louisiana Speaks  
(Southern Louisiana after Katrina)

The original *Envision Utah* 1999 survey held the record with 17,500 public response for many years.



# Survey Structure—Part One

Utahns were invited to participate in two parts of the survey.  
In the first part:

Survey participants chose among five overall scenarios for Utah’s future.



Each overall scenario was made up of a set a choices on 11 different topics.



Housing & Cost of Living



Education



Agriculture



Air Quality



Transportation & Communities



Economic Development



Disaster Resilience



Recreation



Water



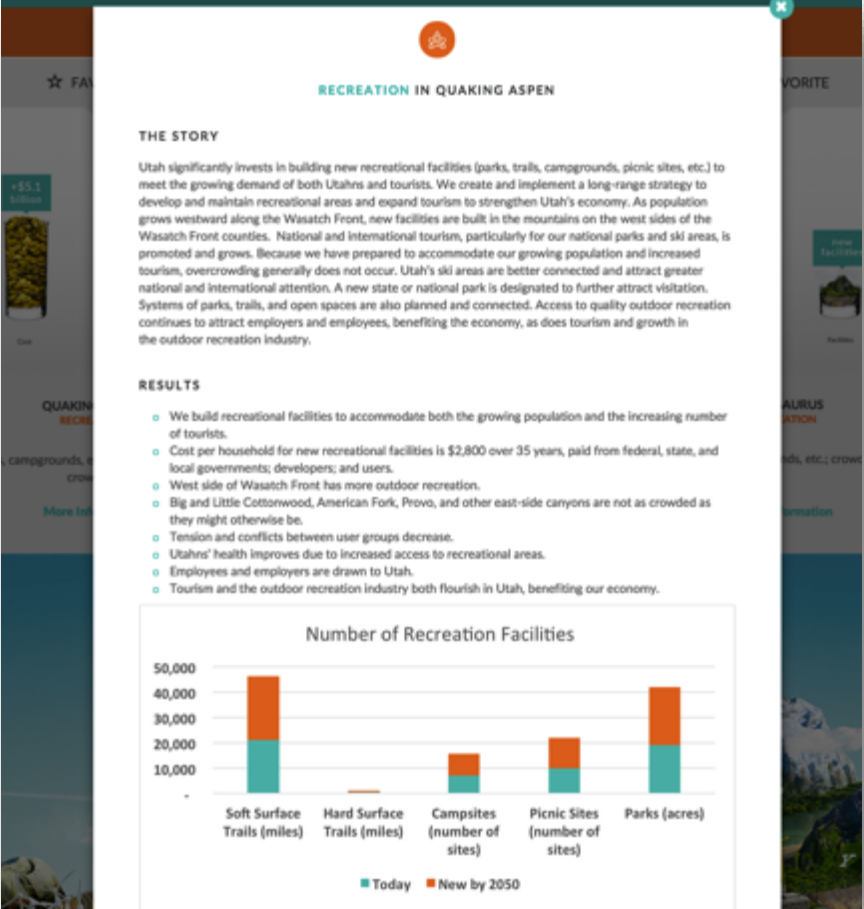
Public Lands



Energy

# Survey Structure—Part One (Cont'd)

Participants compared the different options within each topic and selected their preferred scenarios for that specific topic.



They were provided with in-depth information and background data for each of the topics and choices.








# Survey Structure—Part One (Cont'd)

After making selections for each of the 11 topics, participants could study a summary comparison chart and vote on their preferred overall scenario.

EDUCATION				
Moderate investment increase; no consistent strategy; little performance improvement	Significant, strategic investment increase; Utah in top 10 states	Moderate, strategic investment increase; moderate performance improvement	Significant, strategic investment increase; Utah in top 10 states	Investment does not keep up with growth; no strategy; performance declines
ENERGY				
Natural gas, some renewables; 3% cost increase	Renewables, natural gas, energy storage; 58% cost increase	Natural gas & renewables; 3% cost increase	Natural gas, renewables, & nuclear; 12% cost increase	Natural gas, some renewables; 3% cost increase
HOUSING & COST OF LIVING				
High housing and transportation costs	Reasonable housing and transportation costs	Reasonable housing costs; average transportation costs	Reasonable housing and transportation costs	High housing costs; high transportation costs in suburbs; low in downtown
JOBS & ECONOMY				
Average economy	Strong economy	Strong economy	Very strong economy	Struggling economy

Most Favored

VOTE	VOTE	VOTE	VOTE	VOTE
				
3 ★	8 ★	6 ★	1 ★	1 ★
<b>SEAGULL SCENARIO</b>	<b>QUAKING ASPEN SCENARIO</b>	<b>SEGO LILY SCENARIO</b>	<b>ALLOSAURUS SCENARIO</b>	<b>BONNEVILLE TROUT SCENARIO</b>
Utah makes targeted individual and collective efforts to keep the economy and quality of life strong, without making significant changes or large investments.	Utah becomes more economically resilient through economic diversification, connections to economies around the country and world, improved resilience to natural disasters, and increased ability to rely on local energy and food.	Utahns minimize their impact on the environment, conserve resources, and focus on improving both environmental and community health.	We do not implement strategies to achieve a vision of the future. Individuals, businesses, cities, counties, and other groups work separately to further their own interests.	Utahns continue doing what we're doing now. Our actions are the same as those in recent years. However, the outcomes of our future choices may not be the same as today because of growth and changing circumstances.
<a href="#">More Information</a>	<a href="#">More Information</a>	<a href="#">More Information</a>	<a href="#">More Information</a>	<a href="#">More Information</a>

# Survey Structure—Part Two

In the second part of the survey, Utahns participated in more traditional survey exercises.

## Prioritizing Issues

	Most Important	Least Important
⚡ What sources of energy we use in Utah (e.g., do we use more natural gas, solar, wind, or nuclear energy) and how much we use	<input type="radio"/>	<input type="radio"/>
💰 How high taxes are in Utah	<input type="radio"/>	<input type="radio"/>
☁️ Air quality in the State of Utah	<input type="radio"/>	<input type="radio"/>
🏠 How resilient Utah is to a natural disaster (how many people would be killed/injured, how much damage would occur, and how quickly our economy and way of life would bounce back)	<input type="radio"/>	<input type="radio"/>

## Weighting Outcome Preference

**JOBS AND ECONOMY**

When thinking about jobs and the economy, there are many things to consider regarding Utah's future. Below are some potential outcomes to contemplate.

Please indicate each outcome's relative importance by allocating 100 points across all outcomes. The more points you allocate to a given outcome, the more important it is to you to achieve that outcome.

Some areas may be left blank, but the sum must total to 100.

- Ensuring Utah's economy is strong so that it provides a lot of tax revenue to spend on our needs
- Ensuring Utah's economy is strong so that we have plentiful, good jobs and high wages
- Limiting how much we spend in taxes and other resources
- Ensuring that a strong economy doesn't attract additional population growth

Total

## Indicating Tradeoff Willingness

**ENERGY**

If Utah were to focus on using natural gas to produce our electricity as we move into the future, costs for electricity would stay as low as possible.

In order to get this outcome, some combination of the following trade-offs would have to take place.

Please indicate your willingness to make each trade-off in order to focus on natural gas as the primary energy source in Utah.

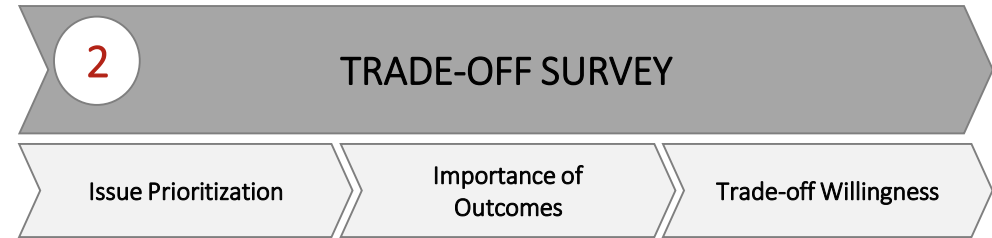
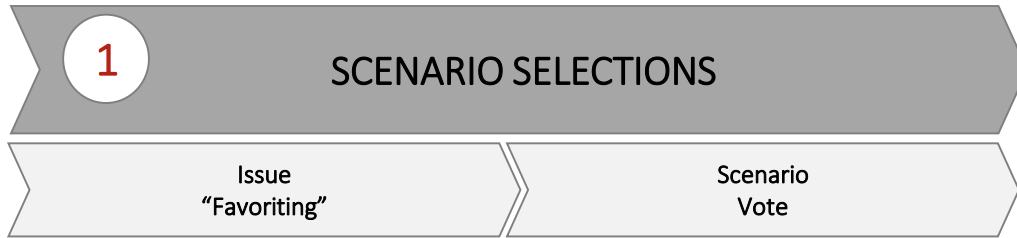
	Not At All Willing to Make This Trade-off 1	2	Somewhat Willing to Make This Trade-off 3	4	Very Willing to Make This Trade-off 5
We will be vulnerable to supply shocks/price spikes because of reliance on a single energy source that is shipped throughout the country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There will be more air pollution emissions in rural Utah (where the energy is produced) than if we used other energy sources, but fewer than today, because today we are primarily using coal for our electricity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More land will need to be used for natural gas wells, which have environmental impacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Together, the results of parts one and two of the survey allow a sophisticated analysis of what Utahns want, why they want it, and what they're willing to do to achieve their goals.



Each part of the survey had different goals and provided important information.

Process



Goals

1. Educate Utahns on the key issues facing the state
2. Quantify preferences for issue-specific outcomes
3. Identify areas of consensus and disagreement across issues
4. Quantify preferences for defined scenarios

1. Force Utahns to prioritize importance / level of concern for all issues
2. Quantify importance of outcomes related to specific issues
3. Assess willingness to make trade-offs in order to reach desired outcomes



A random sample survey of Utahns was used to cross-check outreach results

## OUTREACH SAMPLE

Utahns that heard about the survey through Envision Utah's outreach efforts and went to the website to vote

- School outreach
- Digital media
- Partner organization emails and posts
- Radio advertisements
- News coverage

**Total participants: 52,845**

## RANDOM SAMPLE

A statistically representative sample of Utahns randomly sampled to participate in the survey

- Direct email
- Physical mail (postcard invitations)
- Phone recruiting

**Total participants: 1,264**

All Participants participated in Part One



**OUTREACH**

n=52,845

**RANDOM SAMPLE**

n=1,264

Outreach Participants had the option to participate in Part Two



**OUTREACH**

n=13,459

All Random Sample Participants participated in Part Two



**RANDOM SAMPLE**

n=1,264

Outreach and Random Sample participant responses were very much aligned across issues and preferences.

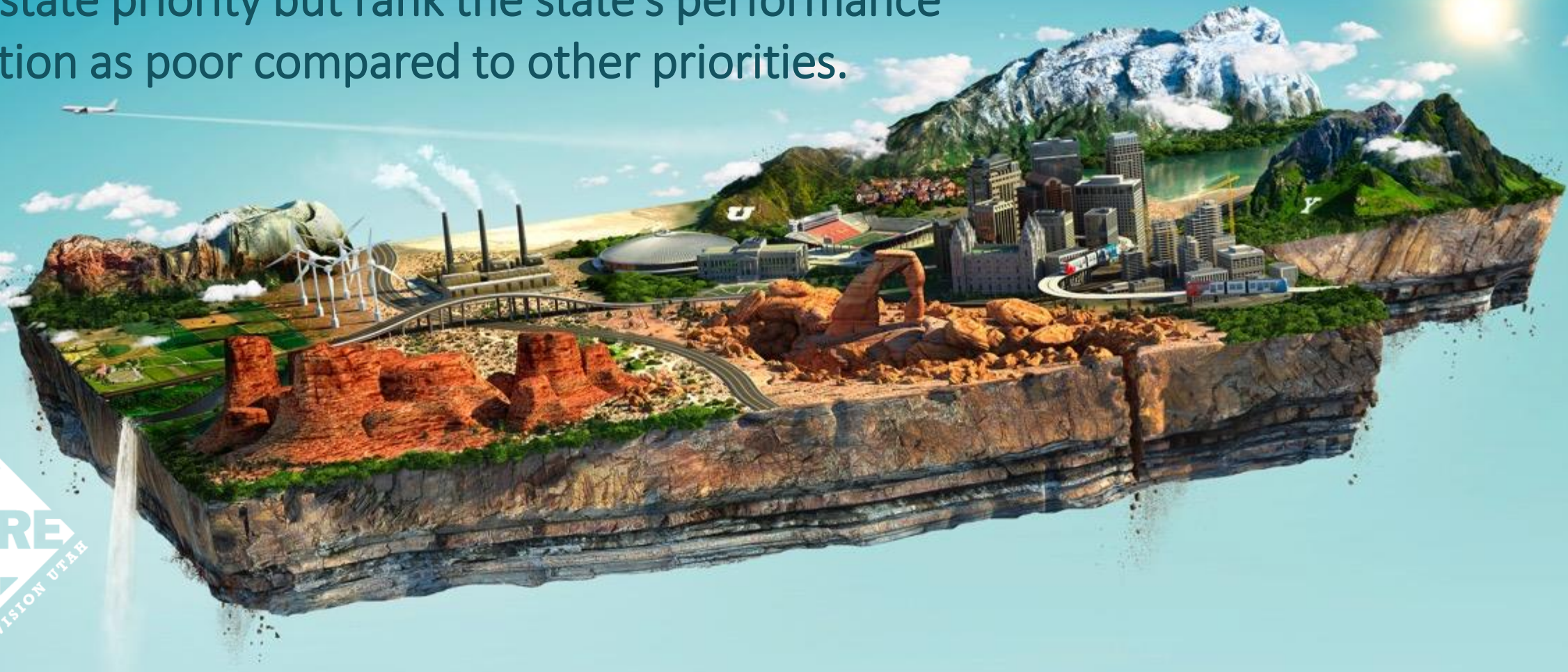
	Variance Across Most Responses
Issue "Favoriting"	+/- 3%
Scenario Vote	+/- 4%
Issue Prioritization	+/- 1.2%
Importance of Outcomes	+/- 2%
Trade-off Willingness	+/- 7%

**“We can conclude that the results represent the desires and opinions of Utahns.”**

“Results were obtained via the largest public outreach effort in the history of Utah, resulting in public input from more than 50,000 people; an effort that was cross-checked with a random sample of 1,264 Utahns, and overseen by Dan Jones & Associates.”

—Cicero; Dan Jones & Associates

Envision Utah performed a values study in 2014 to understand what Utahns care most about regarding the future. The study found that Utahns rank education very high as a state priority but rank the state's performance on education as poor compared to other priorities.



# Education Value Pathways

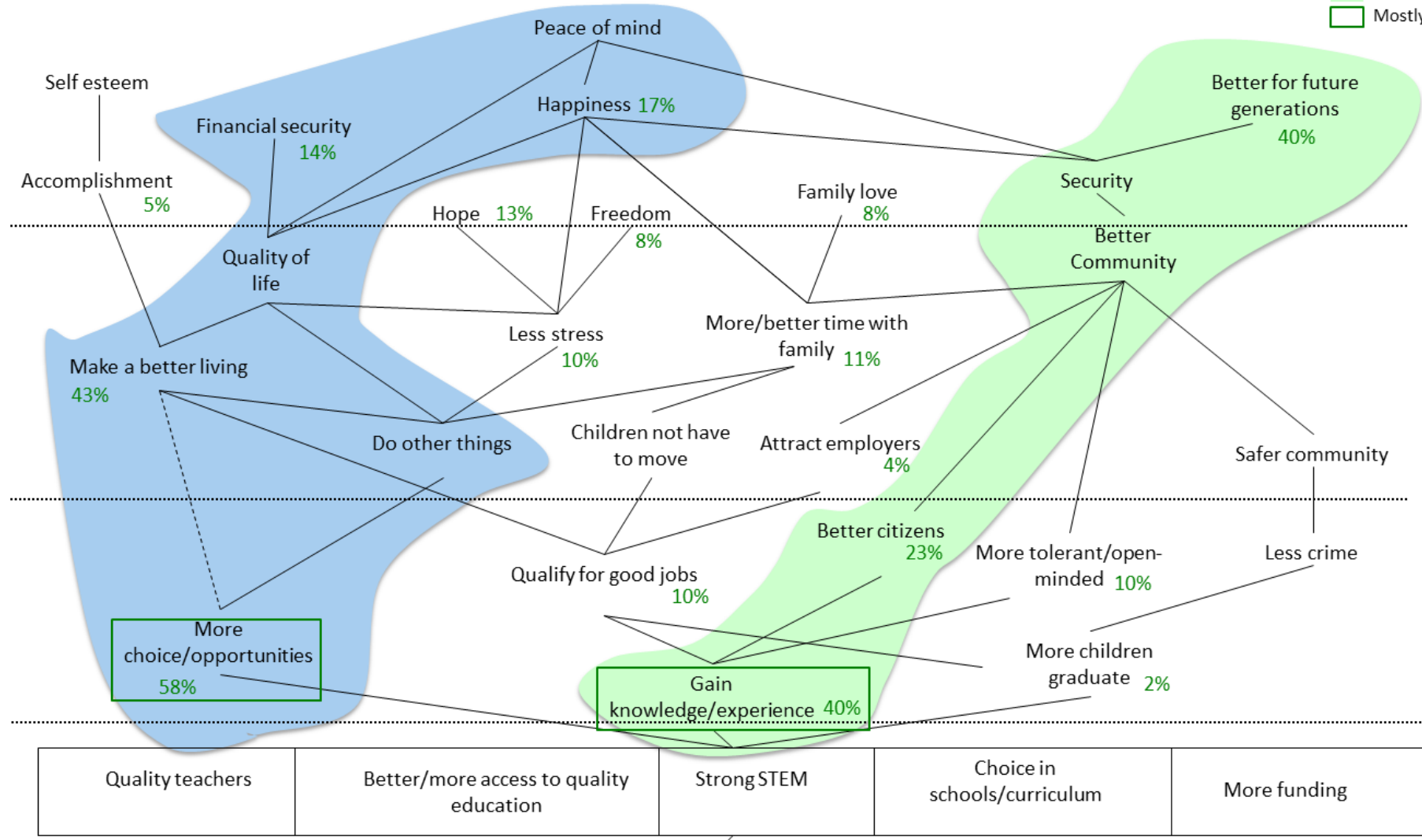
Personal Values

Psychosocial Consequences

Functional Consequences

Attributes

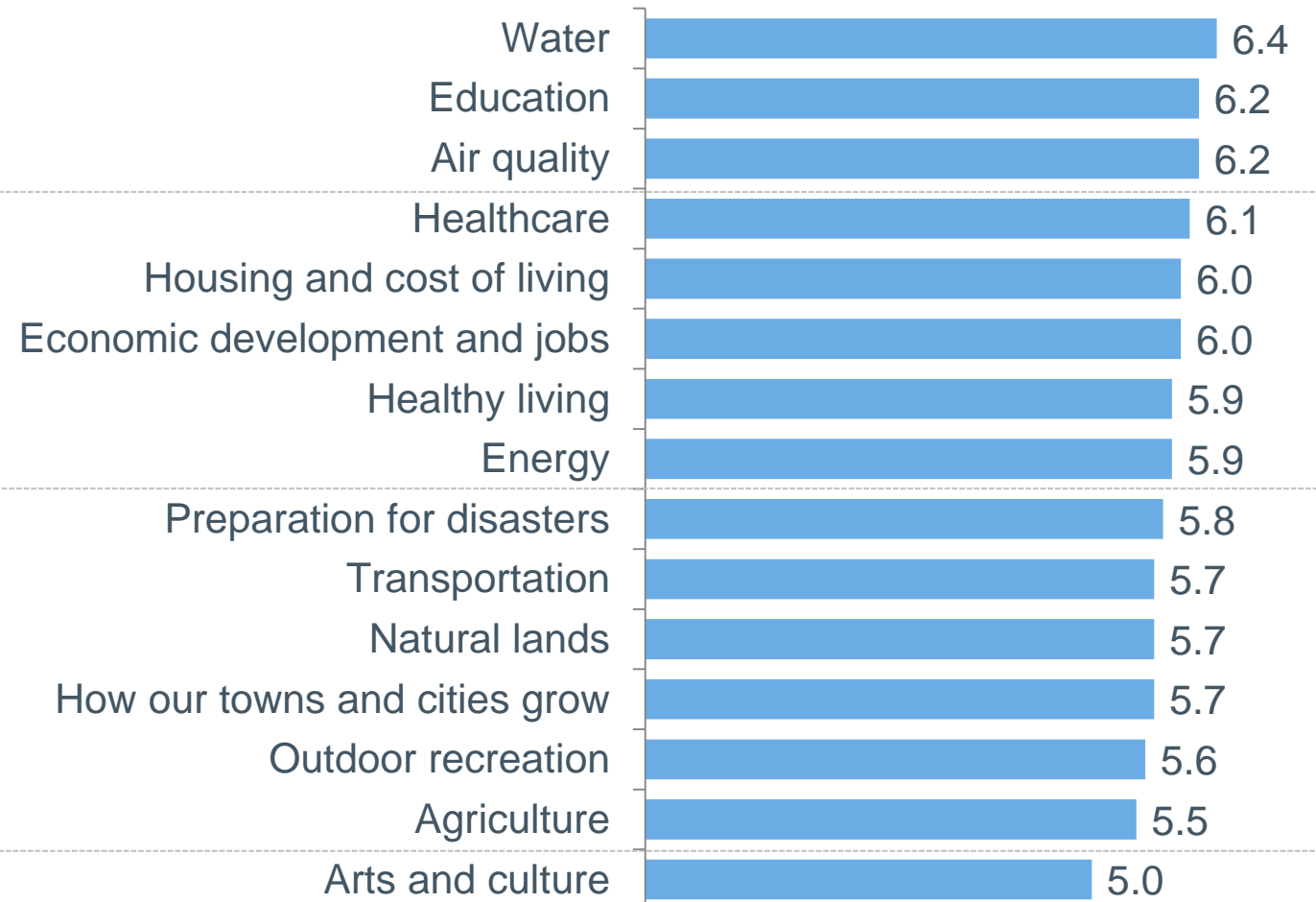
■ Dominant Pathway  
■ Secondary Pathway  
 Mostly Good Job



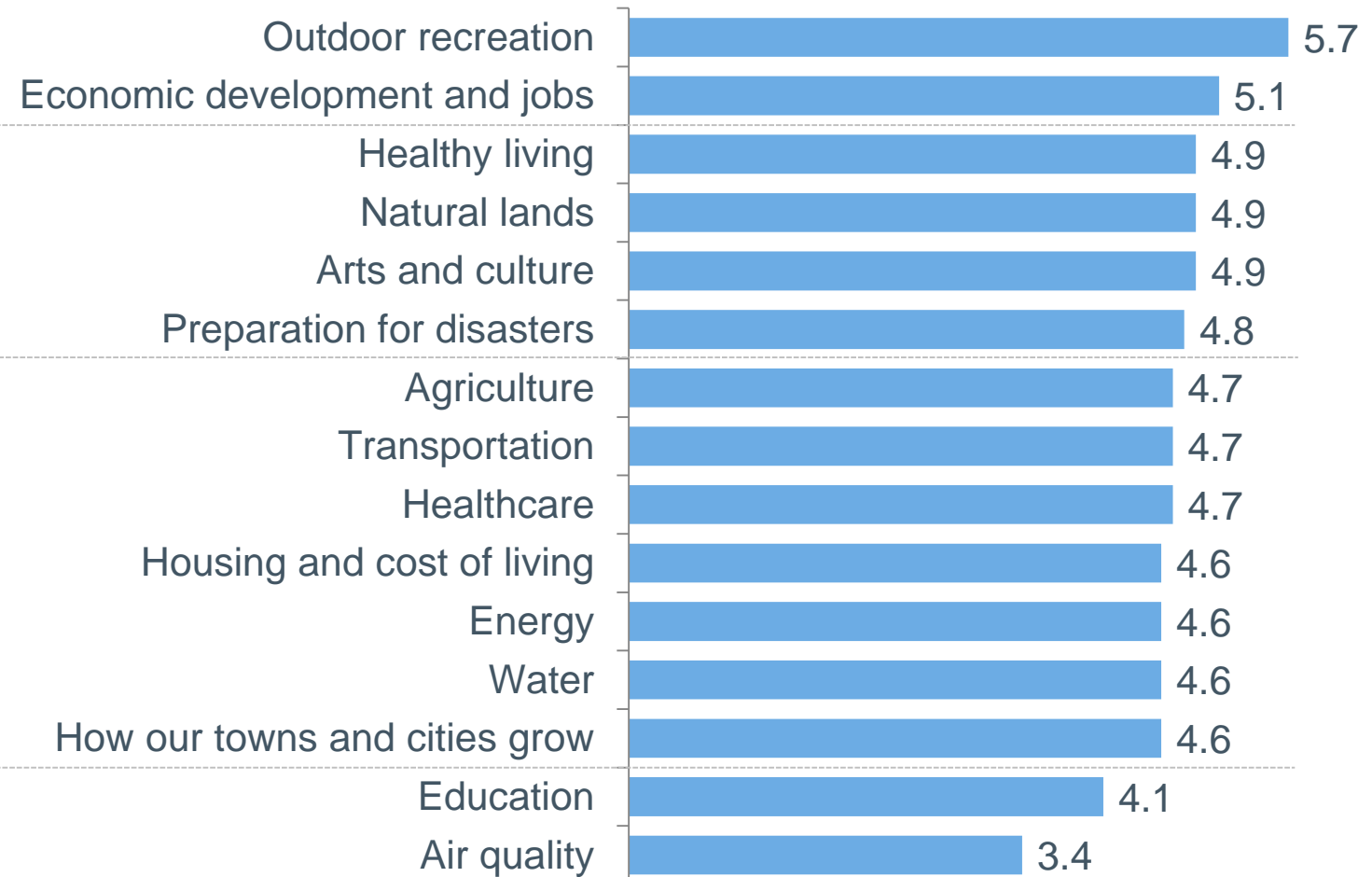
Utahns believe education allows them and their children to have more opportunities, earn a better living, and achieve a higher quality of life. They also view education as a key to developing a better, safer community with better citizens.

Thinking about the community where you live, please rate each of the following issues where 1 means “not at all important to Utah’s future” and 7 means “extremely important to Utah’s future.”

## Mean Importance to Utah’s Future

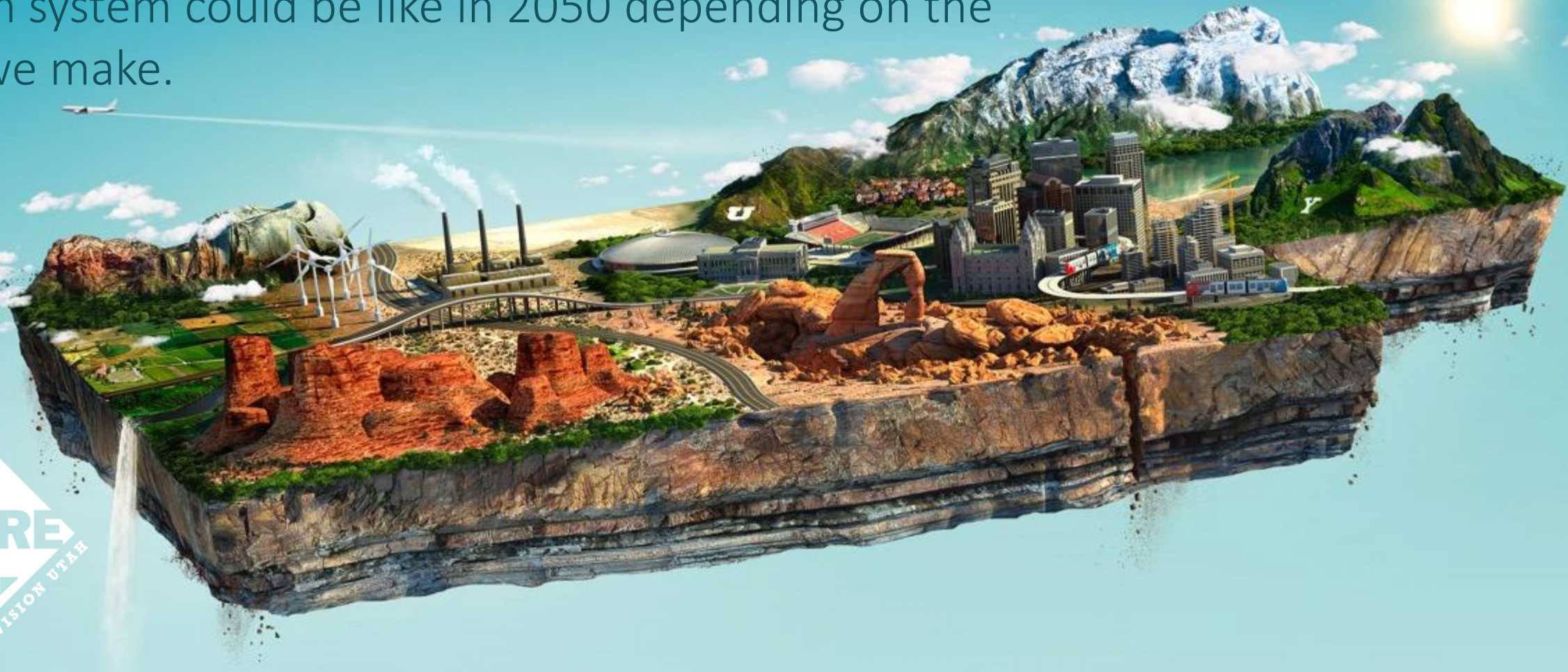


Please indicate how well you think Utah is performing on each of these priorities using the scale where 1 means “the state is not performing well at all” and 7 means “the state is performing extremely well.”





In the *Your Utah, Your Future* survey, Utahns were given information about Utah's education today and four different scenarios for what our education system could be like in 2050 depending on the choices we make.



# Utah's Education Today



- Utah is among the states with the highest growth in public school enrollment.
- Utah has among the lowest per-pupil spending in the nation.
- Though many educational performance indicators in Utah are improving, they are dropping in comparison to other places in and outside the United States where educational improvements are being implemented faster.

# Questions Concerning the Future of Education

- How much should Utah invest in education?
- What strategies should be implemented?
- Will parents and families become more involved?
- Will Utahns create a culture of educating every child?
- Will all students have the opportunity to access higher education?
- Will Utah develop the highly-educated workforce the economy needs?

## Allosaurus Scenario

No change in what we're doing; no increase in investment.

- Investment doesn't keep up with growth.
- No long-range state plan to improve education.
- Higher education costs prevent many from getting a degree.



## Bonneville Trout Scenario

Moderate increase in education investment; no consistent, long-range plan to develop high impact strategies for improvement.

- State investment increases 3.4% per year until 2020 (may not require tax increase, but an allocation of revenue surplus to education).
- No long-range state plan to improve education.
- Uncoordinated strategies.
- Lack of rigorous standards, continually changing standards.



## Seagull Scenario

Moderate increase in education investment; strategic investments targeted to make the most of what we have.

- State investment increases 3.4% per year until 2020 (may not require tax increase, but an allocation of revenue surplus to education).
- Resourceful use of investments & assets; can't meet all student needs.
- Research-backed strategies, but can't afford to properly scale programs.



# Quaking Aspen and Segoe Lily Scenario

Significant, stable educational investment is spent in highly effective ways; Utah rises to the top 10 states in academic performance.

- State investment increases 5% per year until 2020 (may be funded through allocation of revenue surplus to education plus some possible tax increase or reallocation from other budget items).
- Long-range plan to improve education.
- Rigorous standards & ongoing assessments with targeted interventions to help students.
- Affordable tuition & increased capacity help students get into/complete higher education.



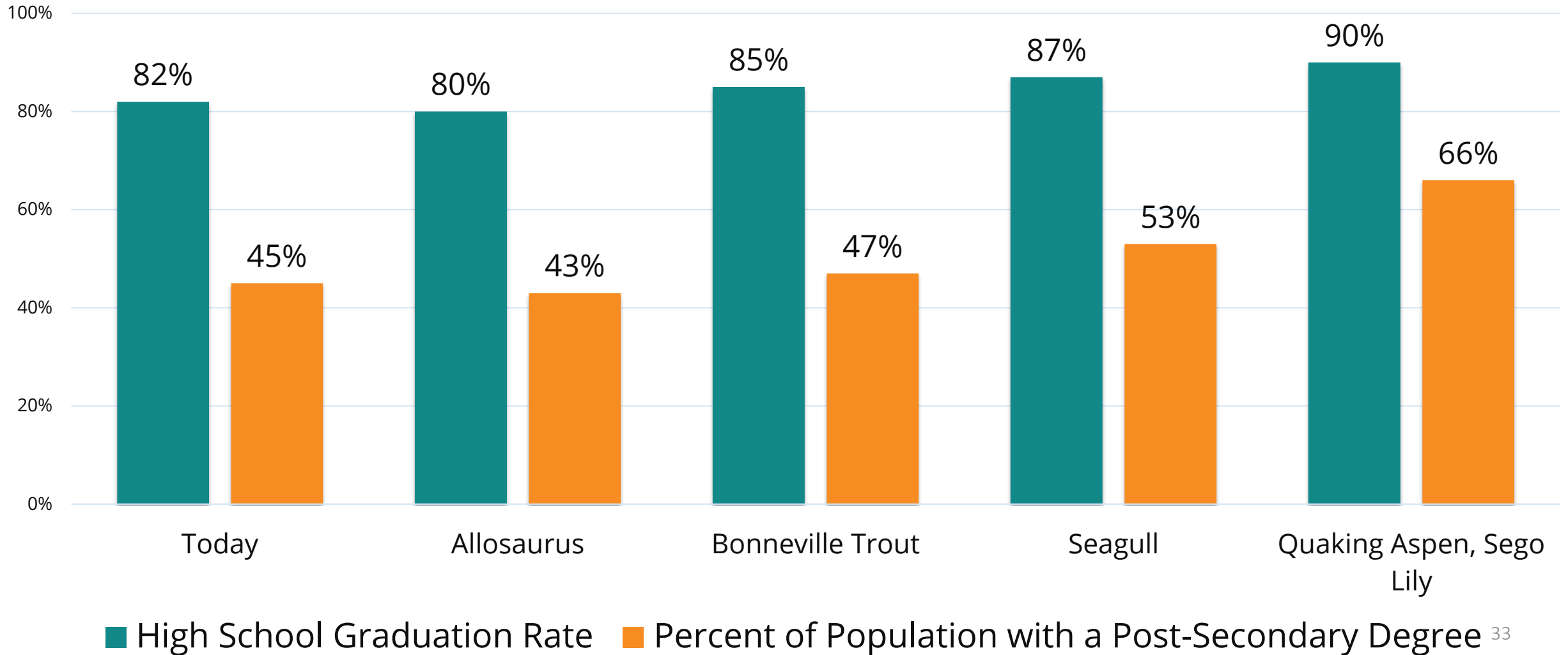
# Specific Strategies in Quaking Aspen/Sego Lily Scenario

**Significant, stable educational investment is spent in highly effective ways pursuant to a long-range plan to improve education:**

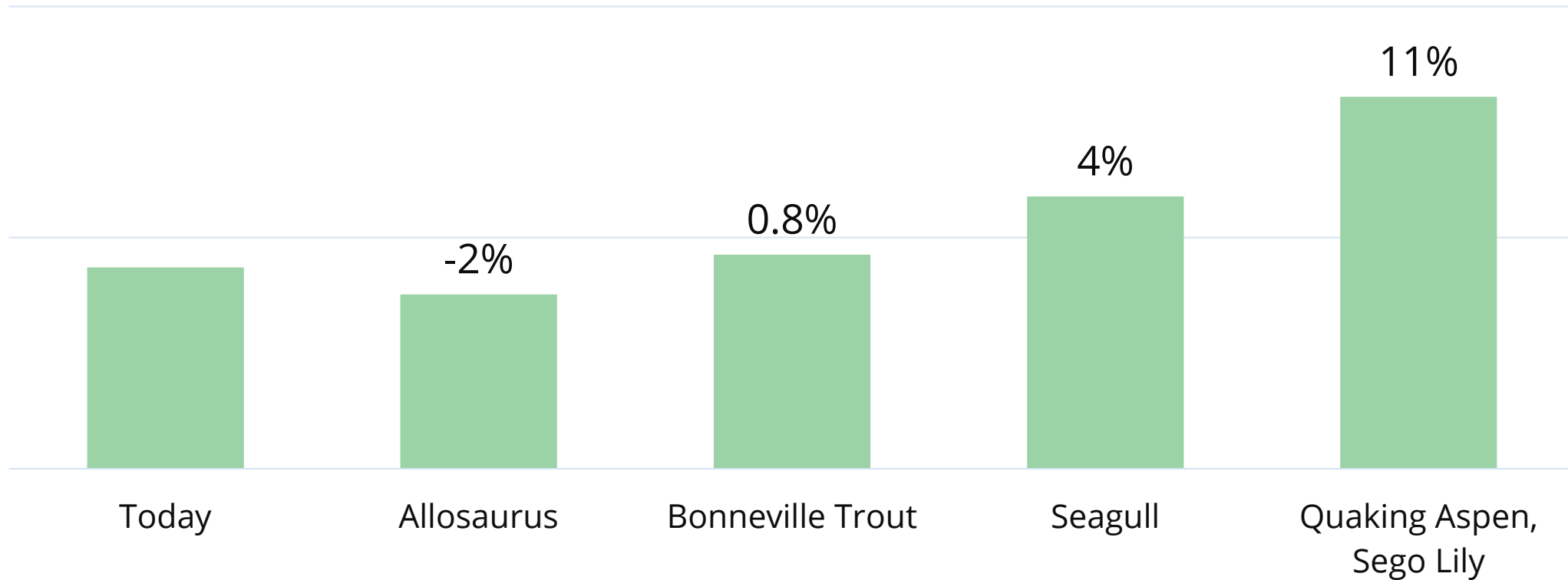
- Greater teacher compensation, training, & professional development
- High-quality early childhood education (particularly for at-risk children)
- Rigorous standards & ongoing assessments of progress with targeted interventions
- Programs to improve reading & math skills
- Increased collaboration: families, schools, educators, community partners
- Investment in technology combined with a strategic approach & teacher training
- Affordable tuition for higher education
- Invest resources in higher education institutions to ensure access and help students complete degree programs



## Educational Attainment

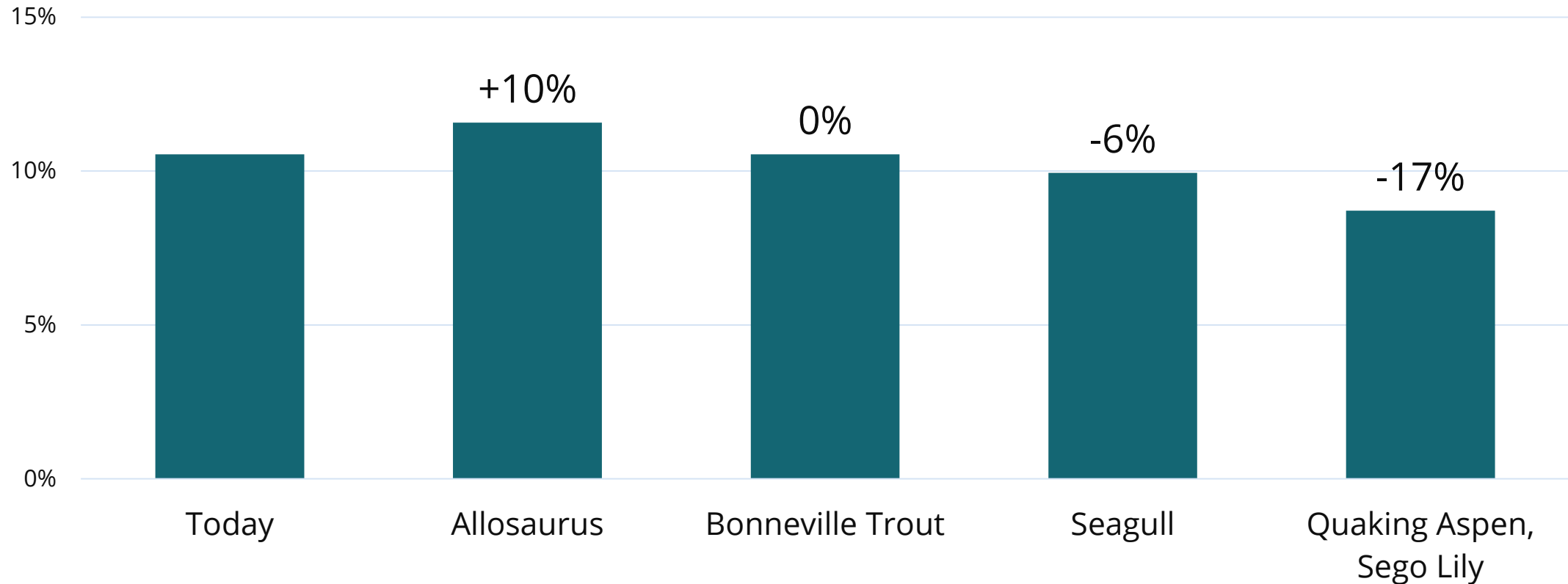


## Change in Median Earnings Based on Educational Attainment



Higher educational attainment means higher earnings and less need for public assistance.

## Change in Poverty Rate Based on Educational Attainment



Higher educational attainment means higher earnings and less need for public assistance.

## Effect of State Education Expenditure on Total Tax Revenue Over 35 Years (Based on Level of Educational Attainment)

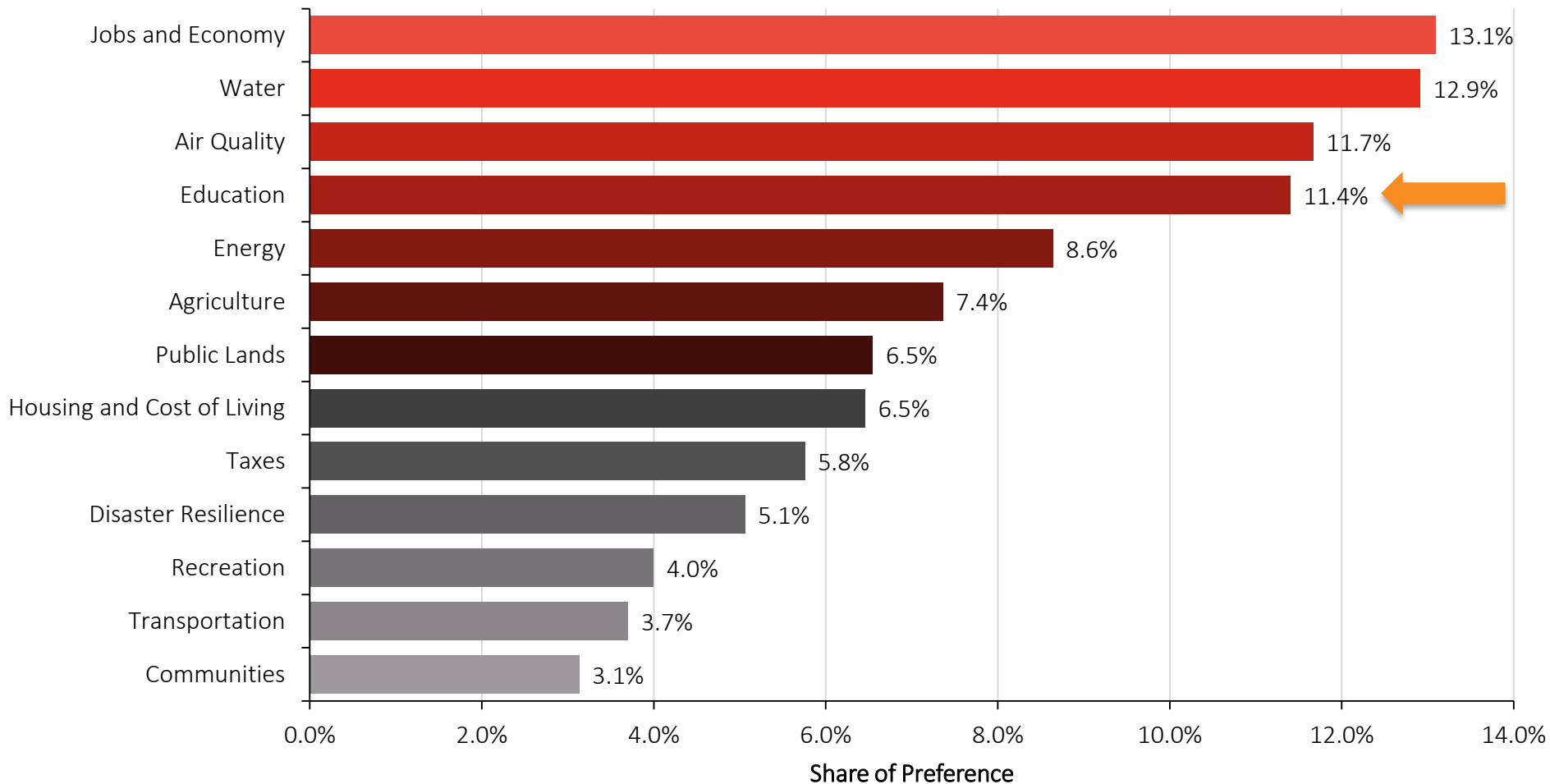


Note: The tax expenditure and revenue analysis is based on the assumption that in certain scenarios, more people receive diplomas, certificates, and degrees, and therefore earn higher wages and pay more taxes. Tax revenue is based on the median earnings by educational attainment (no high school, high school diploma, certificate/associate's degree, bachelor's degree, or graduate/professional degree), similar to a study conducted by the Utah System of Higher Education. An economic multiplier of 20% was included to estimate the impact of higher wages on the economy.



### Level of Concern for the Future—Outreach Sample Results

Share of Preference, n=13,459

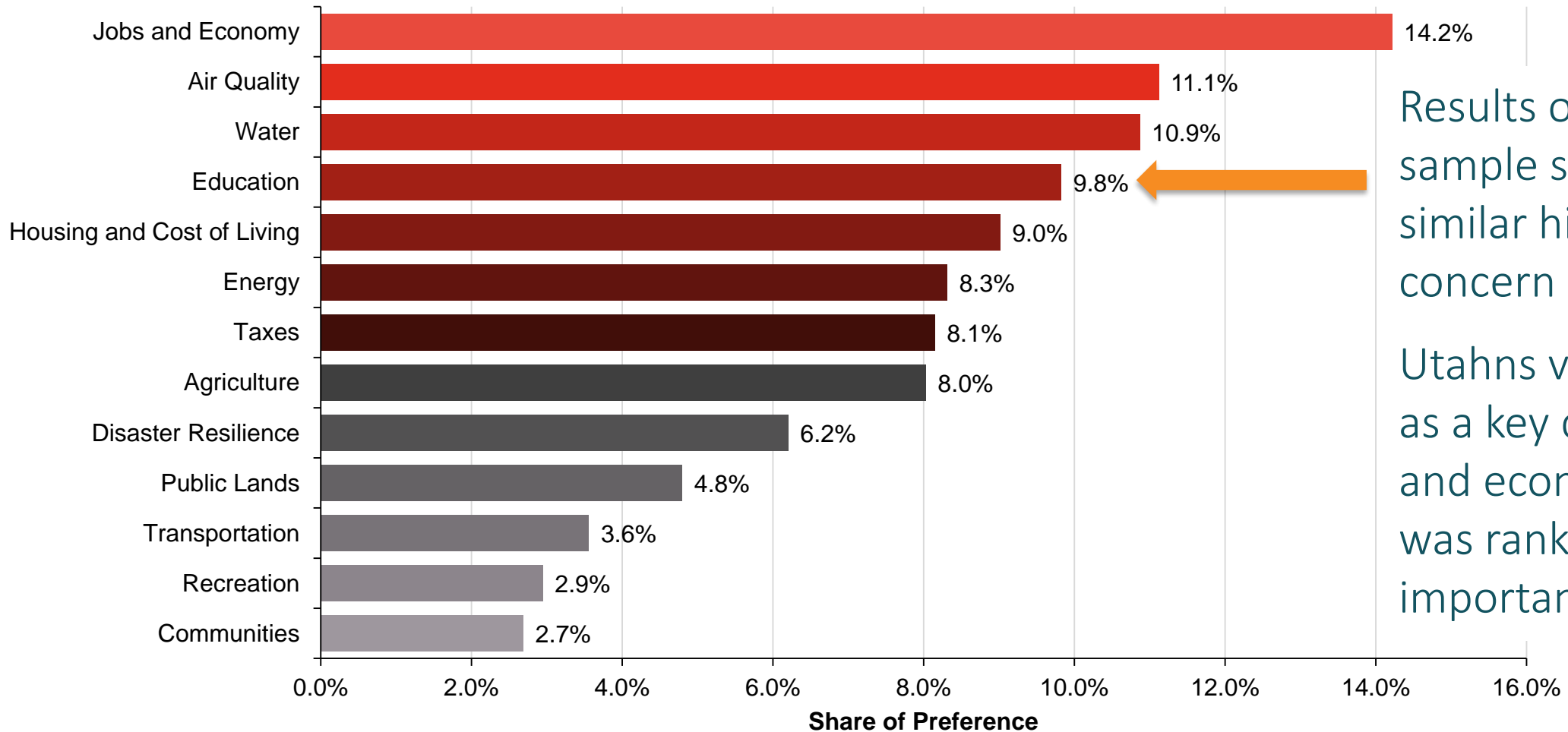


In the 2014 values study, Utahns ranked all 11 issues as being important to Utah’s future. The 2015 survey used a sophisticated technique to force a “weighting” of the issues, providing a wider gradation of concern.

## Level of Concern for the Future—Random Sample Results

Share of Preference, n=1,264

RANDOM  
SAMPLE  
n = 1,264



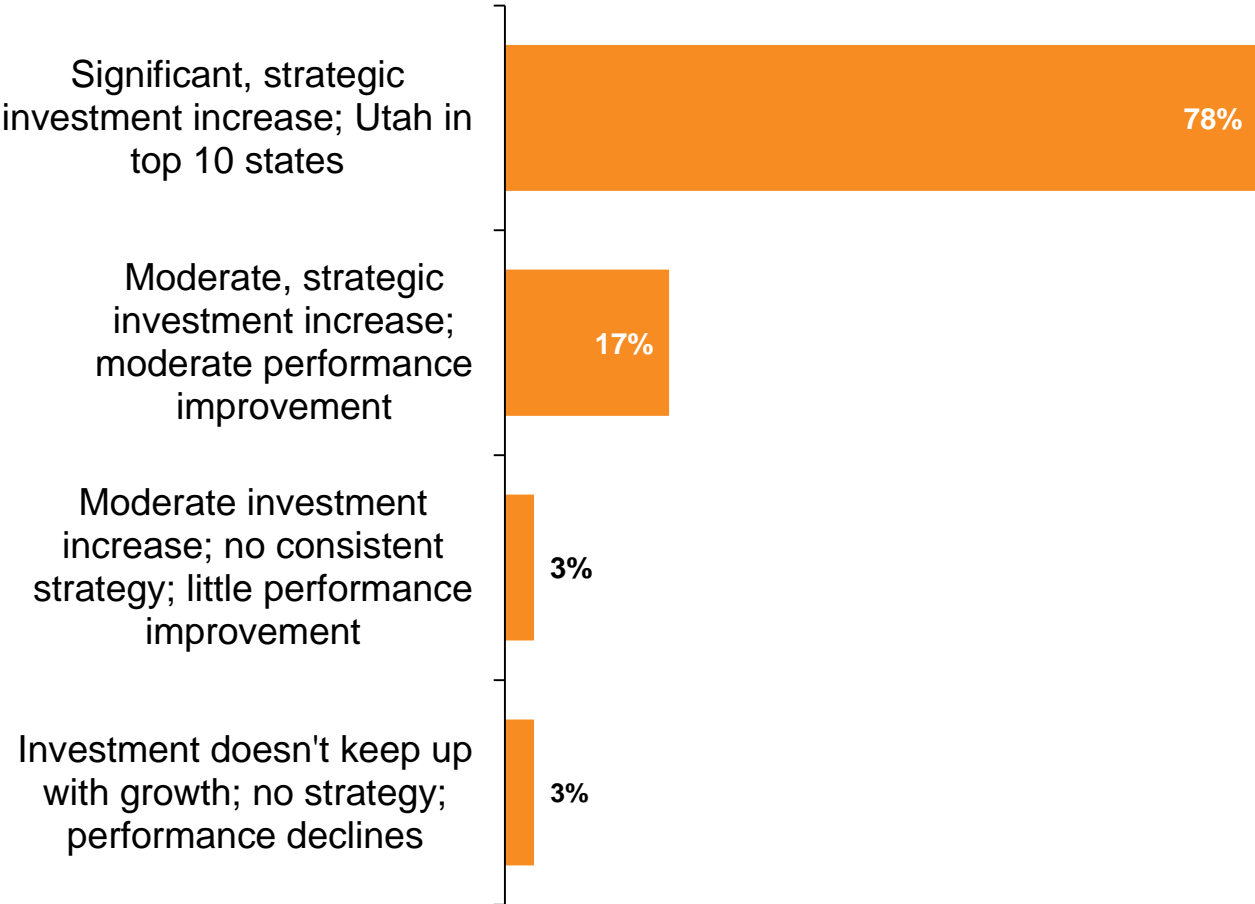
Results of the random sample showed a similar high level of concern for education.

Utahns view education as a key driver of jobs and economy, which was ranked most important by Utahns.

Source: Survey – Keeping in mind that between now and the year 2050, Utah will almost double in population, please consider how important each of the following issues is to you. Considering only these four issues, which is the Most Important and which is the Least Important as you think about Utah’s future?

### Issue-specific Scenarios

% "Favorite" Selections, n=19,319



Source: Website – Select your favorite education outcome(s) from the 4 presented below for Utah in 2050. Consider strategic investment increase, % obtaining a post-secondary degree, and the resulting tax revenue and change in median earnings.

## What Utahns Want:

**78%** of Utahns selected an education scenario which would put Utah in the top 10 states.

Another **17%** chose a scenario in which Utah makes moderate strategic investment increases.

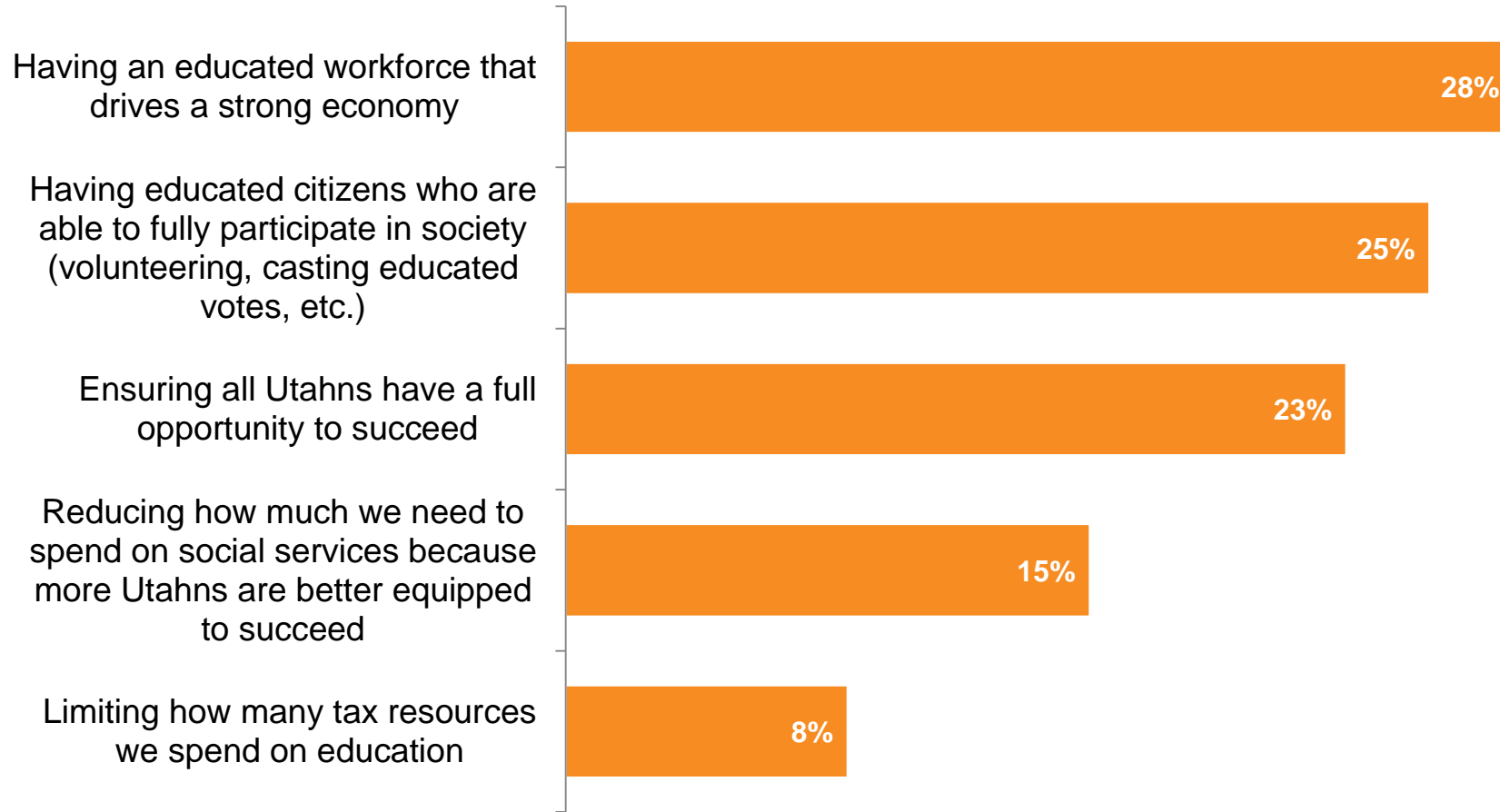
**6%** selected scenarios with no consistent strategies and little improvement.

OUTREACH  
n = 52,845



### Importance of Outcomes

Average % Allocated, n=4,961



## Why Utahns Want to Invest in Education:

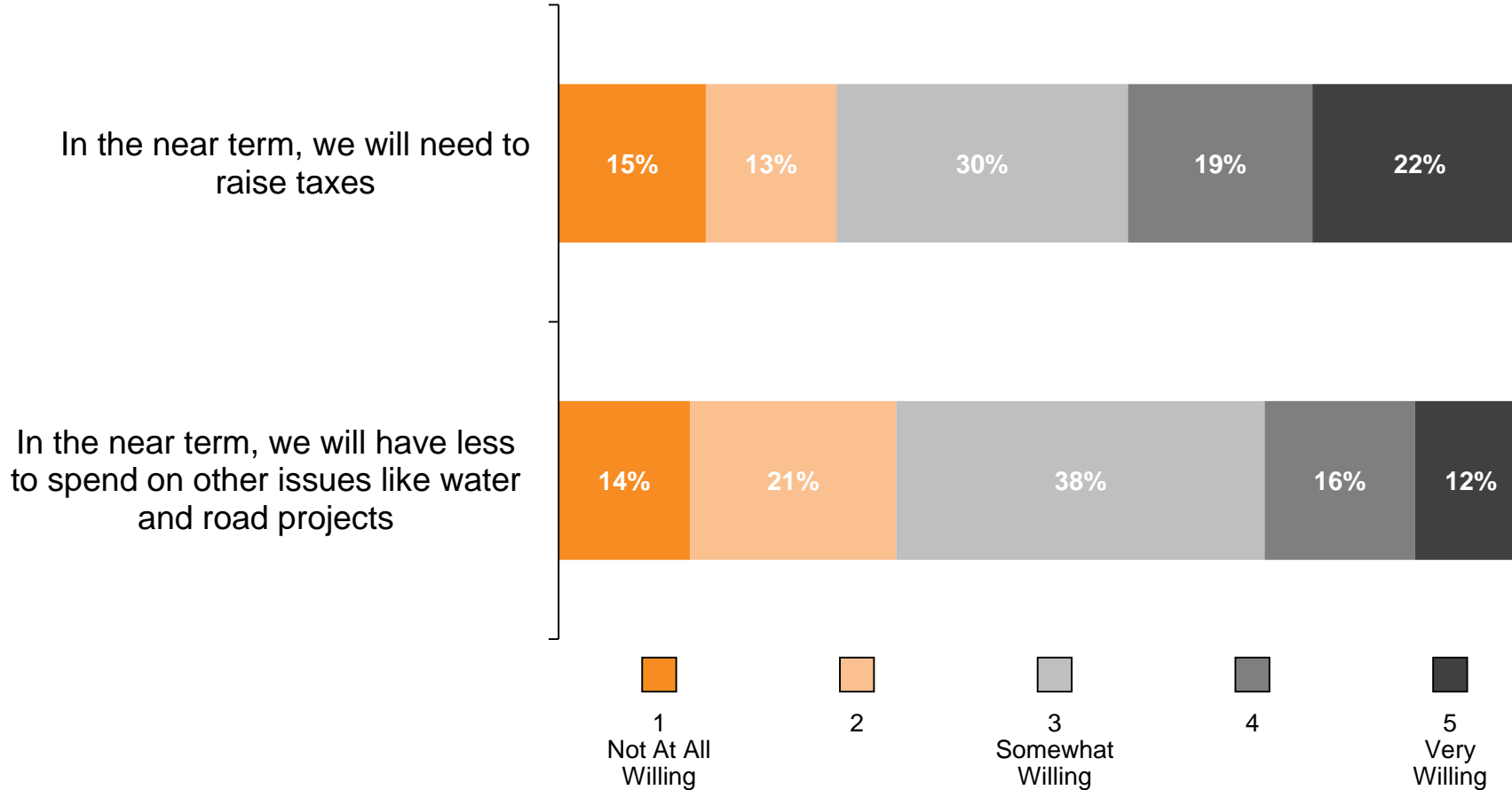
Utahns want a strong workforce, as well as citizens who are educated and knowledgeable. Utahns also want everyone in the state to have opportunities to succeed.

Source: Survey – Please indicate each outcome’s relative importance by allocating 100 points across all outcomes. The more points you allocate to a given outcome, the more important it is to you to achieve that outcome.

**OUTREACH**  
n = 52,845

**Willingness to Make Tradeoffs**

% Level of Willingness, n=4,961



**What Utahns are willing to do to improve education:**

Utahns are somewhat willing to raise taxes.

Utahns are less willing to have less money to spend on other priorities like water and roads.

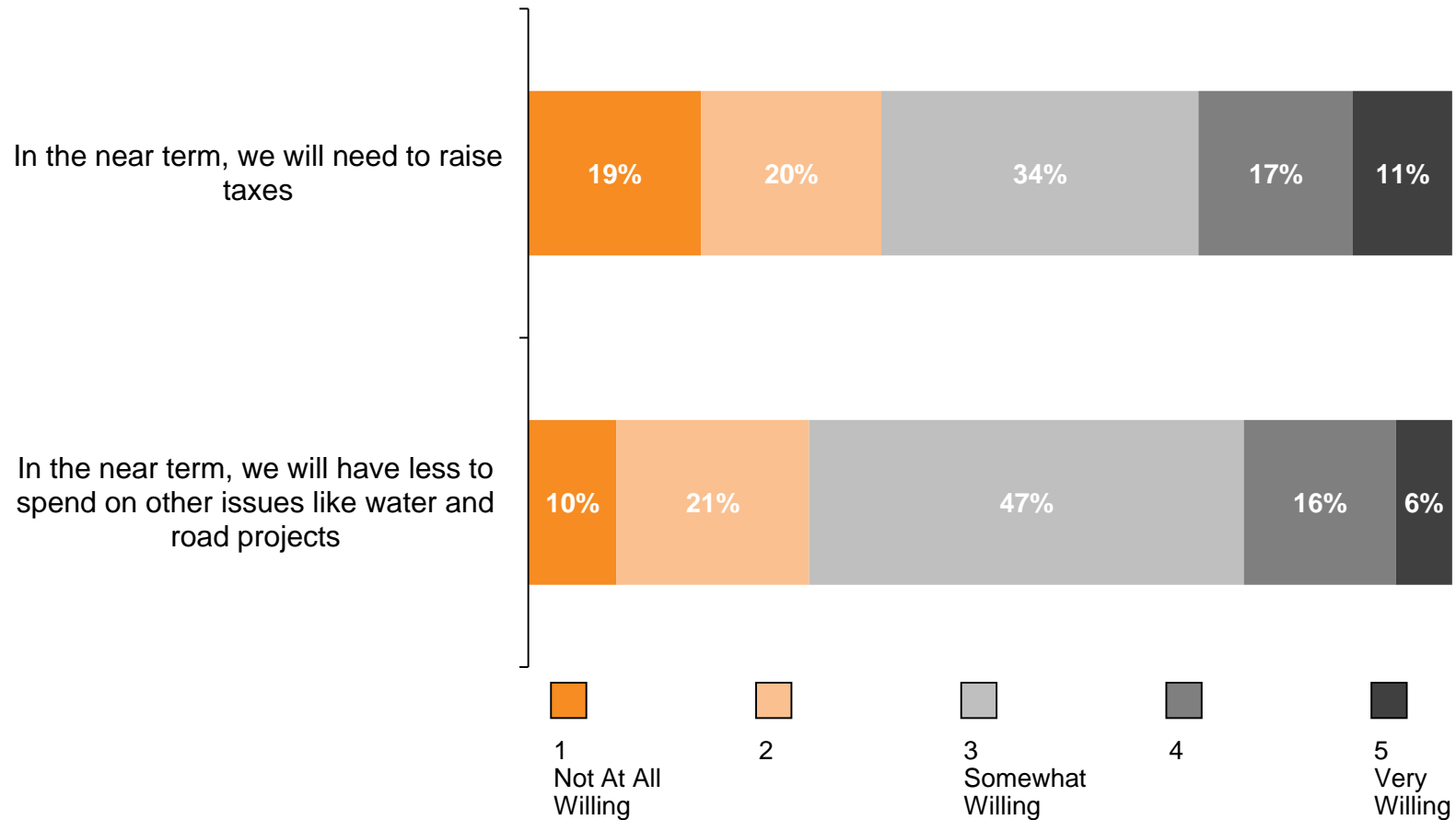
Source: Survey – Please indicate your willingness to make each trade-off in order to improve Utah’s education system. Outcomes:

- Greater educational attainment in secondary and post-secondary schools
- More opportunity for the underprivileged
- More and better jobs in the long term
- Fewer expenditures for social needs like welfare and prisons

**OUTREACH**  
n = 52,845

**Willingness to Make Tradeoffs**

% Level of Willingness, n=490



**What Utahns are willing to do to improve education:**

The random sample was less willing to raise taxes

Source: Survey – Please indicate your willingness to make each trade-off in order to improve Utah's education system.

Outcomes:

- Greater educational attainment in secondary and post-secondary schools
- More opportunity for the underprivileged
- More and better jobs in the long term
- Fewer expenditures for social needs like welfare and prisons

**RANDOM SAMPLE**  
n = 1,264

# The Survey is still available!

Visit **[envisionutah.net](http://envisionutah.net)** to view the choices for education and each of the 11 topics in the *Your Utah, Your Future* survey.

