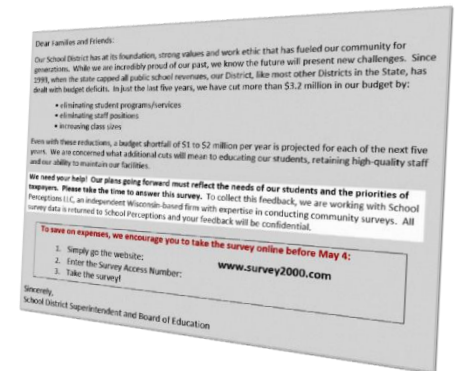


Community Engagement Survey

Since 2002, School Perceptions has conducted more than 500 community surveys, helping school districts and government organizations navigate the strategic planning, budgeting and referendum planning process. We strongly believe in utilizing a process that **builds ownership among stakeholders**, leading to ownership of an ultimate solution.

The School Perceptions Survey Process:

- ✓ Customized survey to educate and gather feedback on key issues
- ✓ Direct mail survey to every member of the community
- ✓ Utilizes our proprietary survey platform to produce reliable results
- ✓ Provides an objective and unbiased approach to data collection
- ✓ Development of a post survey plan based on citizen feedback



Services Include:

- Survey Administration
- Online Result Access
- Communication Plan
- Dynamic Analysis Tools
- Data Disaggregated By:
 - Parents
 - Staff
 - Taxpayers
- Presentation of Results

Funding Support As you are probably aware, a referendum to maintain current programs and services failed last year by 43 votes. While the School Board and administration acknowledge and respect the community's decision, we would like to know your thoughts and opinions on how best to move forward.

What advice would you give the Board in regards to future budget planning? (Mark all that apply)

Consider holding a referendum to maintain current programs/services
 Consider holding a referendum to attract/retain quality staff
 Consider holding a referendum to increase student and staff technology access
 Do not hold a referendum, continue to cut programs and services to balance the budget
 I'm not sure/need more information

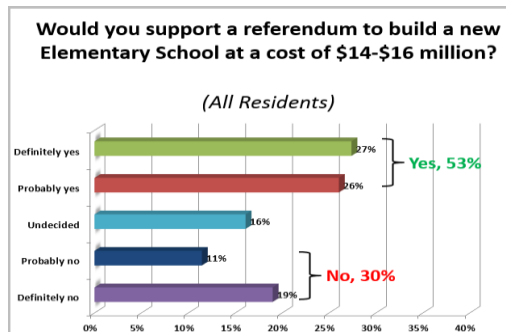
Would you help the District maintain current programs and services by supporting a \$1,000,000 (\$1 million) referendum? Definitely yes
 Probably yes
 Undecided
 Probably no
 Definitely no

At the end of three years, this would be a total tax increase of approximately \$34.00 on each \$100,000 of property valuation

Would you help the District update classroom technology and replace aging computers by supporting a \$500,000 referendum? Definitely yes
 Probably yes
 Undecided
 Probably no
 Definitely no

At the end of three years, this would be a total tax increase of approximately \$21 on each \$100,000 of property valuation

Comments/suggestions regarding school funding:



Look to School Perceptions for all your data collection and strategic decisions.

- ✓ Staff Engagement Surveys
- ✓ Parent Surveys
- ✓ Students Surveys
- ✓ Communication Audits
- ✓ Strategic Communications

Let our team of experts assist you through the entire design and survey process. Our survey will not only communicates your district's most pressing needs, but also gather critical data on what your community will support.

Gather input on:

- Referendum timing
- Tax tolerance
- Educational priorities
- Financial priorities
- Overall, District/school satisfaction

By using an independent firm to create, administer and report the survey results, the entire process is viewed as credible.

GET STARTED TODAY.

Info@schoolperceptions.com
 262.644.4300

"Over the years, we have found our survey methodology to be **highly predictive**. However, the true benefit of this engagement process is to *educate community members on the needs of the district*. Simply stated, people are more likely to support a plan if they have a voice in creating it."

- Bill Foster, President and Founder
 School Perceptions