Community Survey Report

Kenosha Community School District

October 22, 2024

Survey Process and Methodology

- Survey window: September 25 - October 11, 2024

- Purpose: evaluate the district's needs, consider possible solutions, and contribute feedback to guide next steps.

Donovan Group
School Communications

Survey Process and Methodology

All Respondents Group

- 4,273 respondents completed the survey

Comparison Group

- Community members who are not current parents of preschool or school-aged students, employees, or students.
- 829 respondents, or approx. 19.4% of the total

Weighted Group

- 70% weight to non-affiliated community members (Comparison Group)
- 30% weight to affiliated community members (parents of preschool or school-aged children, employees, students)

Donovan Group
School Communications

Survey Process and Methodology

- The following data points are not based on a scientific sample.

- Because we used a convenience sample, it would be methodologically inappropriate to conduct regression analysis or attempt to calculate error.

Donovan Group
School Communications

Survey Question 8

I am satisfied with the Kenosha Unified School District.

	All	**Comparison**
Strongly agree	10.09%	7.12%
Agree	51.35%	41.74%
Disagree	26.70%	34.02%
Strongly Disagree	11.87%	17.13%
Combined strongly agree/agree	**61.44%**	**48.86%**

Survey Question 10

How would you describe the Kenosha Unified School District to someone unfamiliar with it?

- Neutral views on the district
- Strong arts programs
- District size and diversity
- Financial and management concerns
- Empathy amid funding challenges
- Impacts of rightsizing
- School quality and inconsistency
- Concerns about school climate and safety
- Teacher-related concerns

Survey Question 11

How familiar are you with the Kenosha Unified School District's budget challenges and the process the School Board is using to find solutions?

	All	Comparison
I am very familiar	86.25%	33.90%
I am somewhat familiar	45.71%	52.71%
I have no familiarity	18.04%	13.39%
Combined very/somewhat	**81.96%**	**86.61%**

Survey Question 12

I believe the school district's most urgent financial needs must be addressed now.

	All	Comparison	Weighted
Strongly agree	44.79%	37.39%	39.86%
Agree	38.64%	35.59%	36.71%
Disagree	10.70%	16.77%	14.70%
Strongly Disagree	5.87%	10.25%	8.74%
Combined strongly agree/agree	**83.43%**	**72.98%**	**76.57%**

Survey Question 13

How likely are you to support an operational referendum on the February 2025 ballot?

	All	Comparison	Weighted
I would **definitely** support	37.30%	30.16%	32.53%
I would **probably** support	32.74%	21.47%	25.33%
I would **probably not** support	14.28%	19.06%	17.46%
I would **definitely not** support	15.68%	29.31%	24.68%
Combined definitely/probably	**70.04%**	**51.57%**	**57.86%**

Survey Question 14

SCENARIO #1: I would vote "yes" on a referendum question to increase the revenue limit by roughly $19 million a year to address KUSD's budget deficit, retain staff, and maintain student programming if there was to be an estimated annual tax increase of $261 on each $250,000 of equalized property value.

	All	Comparison	Weighted
I would **definitely** support	37.16%	27.99%	31.06%
I would **probably** support	24.01%	18.58%	20.45%
I am not sure if I would support it	15.66%	13.15%	13.99%
I would **probably not** support	6.69%	10.13%	8.97%
I would **definitely not** support	16.48%	30.16%	25.53%
Combined definitely/probably	**61.17%**	**46.57%**	**51.51%**

Survey Question 15

SCENARIO #2: I would vote "yes" on a referendum question to increase the revenue limit by roughly $28 million a year to address KUSD's budget deficit, retain and recruit staff, maintain student programming, add course offerings, and increase teacher professional time if there was to be an estimated annual tax increase of $394 on each $250,000 of equalized property value.

	All	**Comparison**	**Weighted**
I would **definitely** support	25.30%	18.82%	21.00%
I would **probably** support	20.81%	12.55%	15.30%
I am not sure if I would support it	20.41%	16.41%	17.73%
I would **probably not** support	11.02%	12.79%	12.21%
I would **definitely not** support	22.47%	39.45%	33.77%
Combined definitely/probably	**46.11%**	**31.37%**	**36.30%**

Survey Question 16

SCENARIO #3: I would vote "yes" on a referendum question to increase the revenue limit by roughly $34 million a year to address KUSD's budget deficit, retain and recruit staff, maintain student programming, add course offerings, increase teacher professional time, and add security personnel if there was to be an estimated annual tax increase of $482 on each $250,000 of equalized property value.

	All	**Comparison**	**Weighted**
I would **definitely** support	20.15%	14.84%	16.61%
I would **probably** support	14.53%	7.72%	10.08%
I am not sure if I would support it	22.16%	15.68%	17.78%
I would **probably not** support	14.42%	13.03%	13.48%
I would **definitely not** support	28.74%	48.73%	42.05%
Combined definitely/probably	**34.68%**	**22.56%**	**26.69%**

Survey Question 17

Please use the space below to provide any additional information to the Board of Education as it considers solutions to address the district's financial needs.

- Taxpayer burden
- State and federal funding issues
- Program prioritization
- Community engagement and transparency
- Concerns with financial management
- Calls for cuts and efficiency
- Opposition to referendums

Survey Questions 14-16

Weighted Group

	Option #1	Option #2	Option #3
I would **definitely** support	31.06%	21.00%	16.61%
I would **probably** support	20.45%	15.30%	10.08%
I am not sure if I would support it	13.99%	17.73%	17.78%
I would **probably not** support	8.97%	12.21%	13.48%
I would **definitely not** support	25.53%	33.77%	42.05%
Combined definitely/probably	**51.51%**	**36.30%**	**26.69%**

Next Steps

- Board discussion on whether or not to continue with development of a referendum for February 2025

- If board decides to proceed:
  - Determine amount of referendum
  - Authorize administration to engage Quarles & Brady to draft two resolutions for Board consideration (recurring vs. non-recurring)

Next Steps

- November 12: Committee of the Whole
  - Draft resolutions will be presented for discussion (recurring vs. non-recurring)
  - Board to hear feedback from committee on options

- November 19: Regular Board Meeting
  - Board discussion/possible action on referendum resolution
  - If approved, administration to begin informational campaign