

REFERENDUM ENGAGEMENT

Kenosha Unified
School District

Brian Nicol, Donovan Group | July 2024

Welcome

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About the Donovan Group

THE DONOVAN GROUP IS

a full-service communications firm that focuses
exclusively on public schools.

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OUR PRINCIPLES

- 1 We believe a high-quality public education is a human right
- 2 We believe public education is one of the fundamental elements of our democracy
- 3 We believe public education is changing and improving
- 4 We believe that those who are part of this educational change understand the responsibility to ensure all students are served
- 5 We believe in honesty, transparency and forthrightness
- 6 We believe in respecting the unique talents, skills and gifts of every team member

Our Time Together

REFERENDUM COMMUNICATION

1

Principles and
Process



2

Defining
the Need



3

Community
Survey



4

Timeline and
Next Steps



Referendum Communication

- The process for an operational and capital referendum is largely the same.
- A good referendum process answers three questions related to *need*, *process*, and *solution*.
- A referendum ballot question is a **solution** that was created with a **process** to evaluate the **need**.

Referendum Communication

Tactics

- Create a message document
- Create a roadmap
 - What will be done, when and by whom?
- Dig deep into your communications tool box
 - We recommend: three mail pieces
- Board members are key communicators

Referendum Communication

Four Types of Voters

- Yes voters
- ***Swing Yes*** voters
- ***Swing No*** voters
- No voters

Point your messaging toward **swing yes/no** voters

Referendum Communication

Final Thoughts

- Do not get into advocacy: [WASB guidelines](#)
- **Do** communicate about board process
- Do not overreact to social media
- **Do** tell the whole truth
- Do not be afraid to address elephants in the room
- **Do** use a lot of tools to get your point across
- Do not be afraid to repeat yourself

Stevens Point Area School District



PREPARING FOR THE FUTURE OF STEVENS POINT AREA SCHOOLS

The Stevens Point Area Public School District has served students and families well over the years. We take great pride in being an integral part of the community. The opportunities we offer and the people who provide them help take our students to heights of achievement.

At the same time, SPAPSD faces pressing financial challenges that require the attention of our entire community. On Tuesday, April 2, 2024, residents will vote on a proposed recurring operational referendum question to help address these challenges and ensure our educational system is appropriately funded.



Learn more at www.pointschools.net/referendum

PROPOSED SOLUTION

On April 2, 2024, the SPAPSD School Board is asking our community to approve a recurring operational referendum that would allow the district to exceed its revenue limit on a recurring basis.

- ✓ The revenue limit would be increased by \$8.75 million for the 2024-25 school year.
- ✓ The limit would increase another \$5.25 million (for a total of \$14 million) for the 2025-26 school year.
- ✓ The increase of \$14 million per year would then remain in place for the 2026-27 school year and beyond.

PROPERTY TAX IMPACT



YEAR	COST
Year 1	\$44/year
Year 2	\$47/year
Estimated tax impact on a home worth \$100,000	

If approved, the referendum would have an estimated property tax impact of 13 cents \$1,000 of assessed property value in the first year. The owner of a home worth \$100,000 would see a tax impact of about \$44 in year one.

In year 2, the estimated property tax impact would be an additional 13 cents per \$1,000 of assessed property value, or \$47 per year for the owner of a home worth \$100,000, recurring thereafter.

SPAPSD remains committed to the responsible stewardship of every dollar with strict accountability measures. Investing in our schools is not just a financial decision—it is a commitment to ongoing transparency and efficiency that benefits all taxpayers.

Learn more at www.pointschools.net/referendum



March 2022

March 2022		
Thu 3/3	<p>Our next Open House & Tour event is TONIGHT at Nelson Primary School, starting at 6 p.m.</p> <p>Learn more about our school facility needs and tour the Nelson Primary building. You'll also have opportunities to ask questions and provide your feedback.</p> <p>We hope to see you there!</p> <p>https://www.referendum.gk12.net</p>	Graphic
Tue 3/8	<p>We're hosting our next Open House & Tour event TONIGHT at Grantsburg Middle School, starting at 6 p.m.</p> <p>The referendum vote is about a month away. This event is your chance to learn more about our district's facility needs and the proposed solution on the ballot April 5. Come prepared with your questions and feedback, as well!</p> <p>Find more information about the proposal and view answers to frequently asked questions at: https://www.referendum.gk12.net</p>	Graphic
Thu 3/10	<p>While the Grantsburg School District has experienced a slow declining enrollment over the past 15 years, today's teaching and learning standards require additional space for young students to properly receive specialized services and experience hands-on learning. Plus, to commit to a full-day prekindergarten (Pre-K) program, additional classrooms will be needed.</p> <p>The district's facility study concluded that the elementary school would be short 10-12 classrooms with the shift of students from Nelson Primary School and launch of a full-day Pre-K program. Essentially, moving the classrooms currently at Nelson (9 classrooms+cafeteria/gym) with the addition of 2-3 classrooms for the expansion of full day Pre-K.</p> <p>Grantsburg School District residents will vote on a referendum question on Tuesday, April 5. Learn more and find additional answers to frequently asked questions: https://www.referendum.gk12.net</p>	Graphic
Wed 3/16	<p>One of our top priorities is the safety of our students and staff. To that end, we believe it important to create separation between the family and bus drop-off and pick-up zones. The proposed referendum solution allocates a significant amount of funds to improve each of the school sites on campus.</p>	Graphic



Donovan Group
School Communications

Survey Review: Background

Please note:

- The survey data points are not based on a scientific sample.
- Because we use a ***convenience sample***, it would be methodologically inappropriate to conduct regression analysis or attempt to calculate error.
- We create a link for all respondents to access.
- Paper copies of the survey available at all schools and upon request.
- We monitor participation and report updates daily.

Survey Review: Process

Development and translation

- Develop demographics section, narrative, and test questions
- Recurring vs. Non-recurring; Support for needs

Promotion and participation

- Press release, postcard mailer, email, social media, earned media

Analysis and reporting

- Two-to-three week survey window
- Survey report development and data disaggregation

Survey Review: Data Groupings

All Respondents Group

- Includes all residents who complete the survey

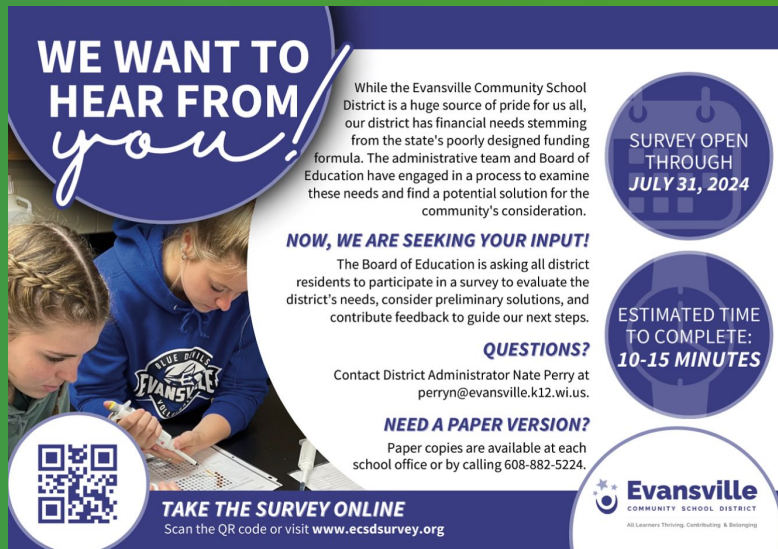
Comparison Group

- Includes the residents who complete the survey who are not current parents of preschool or school-aged students, employees, or students.

Weighted Group

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

Proposed Survey Timeline for KUSD



WE WANT TO HEAR FROM you!

While the Evansville Community School District is a huge source of pride for us all, our district has financial needs stemming from the state's poorly designed funding formula. The administrative team and Board of Education have engaged in a process to examine these needs and find a potential solution for the community's consideration.

SURVEY OPEN THROUGH JULY 31, 2024

NOW, WE ARE SEEKING YOUR INPUT!

The Board of Education is asking all district residents to participate in a survey to evaluate the district's needs, consider preliminary solutions, and contribute feedback to guide our next steps.

QUESTIONS?

Contact District Administrator Nate Perry at perry@evansville.k12.wi.us.

NEED A PAPER VERSION?

Paper copies are available at each school office or by calling 608-882-5224.

TAKE THE SURVEY ONLINE
Scan the QR code or visit www.ecsdsurvey.org

Evansville
COMMUNITY SCHOOL DISTRICT
All Learners Thriving. Contributing. & Belonging.

Event	Timeline
KUSD Administrative Committee convened	July 10
Initial Board of Education presentation	July 23
First draft of survey to KUSD for review	Aug. 23
Draft postcard for review and approval	Aug. 26
Final version of postcard to KUSD for printing	Aug. 30
Final version of survey approved	Aug. 30
Survey uploaded for DG testing	Sept. 3
Survey window for KUSD online testing	Sept. 4-9
Postcard mailbox date	Sept. 10
Survey window for residents to participate	Sept. 10-30
Draft survey report	Oct. 10
Survey results presented to KUSD board	Oct. 22



Next Steps

- Define needs and determine scope of solutions
- Survey development, deployment, and data reporting
- Potential board vote on ballot language
- Informational campaign to inform all voters
- Election Day

THANK YOU QUESTIONS?

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