

# REFERENDUM ENGAGEMENT

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Kenosha Unified  
School District

Brian Nicol, Donovan Group | August 2024

# Our Time Together

## REFERENDUM COMMUNICATION

1

Recurring vs.  
Non-recurring



2

Needs  
Determination



3

Survey  
Process



4

Next  
Steps



# Recurring vs. Non-Recurring

## Recurring

- Passage of a recurring referendum allows the District to exceed the revenue limit by **a specific dollar amount on an ongoing basis** and could allow for improved long-term planning in light of unknown future state budgets.

## Non-recurring

- Passage of a non-recurring referendum means the District can exceed the revenue limit for **a set number of years by a specific amount**. Therefore, the board may need to seek a new referendum every few years to exceed the revenue limit.

# Recurring vs. Non-Recurring

## Frequency

- Since 2000, Wisconsin school boards have elected to put a non-recurring operational referendum question on the ballot roughly **twice as often** as a recurring operational referendum question.

## Pass rate

- Since 2000, non-recurring operational referendum questions pass at a rate approximately **16% higher** than recurring operational referendum questions.
- The pass rate gap has **decreased in the last 10 years.**

# Recurring vs. Non-Recurring

## Since 2000

- There have been **479 recurring** operational referendum questions on ballots in Wisconsin with a **49.3% pass rate**.
- There have been **952 non-recurring** operational questions on ballots in Wisconsin with a **66.5% pass rate**.

## April 2024

- In April 2024 there were **20 recurring** operational referendum questions on ballots in Wisconsin with a **55.0% pass rate**.
- In April 2024 there were **43 non-recurring** operational referendum questions on ballots in Wisconsin with a **62.8% pass rate**.

# KUSD Administrative Committee: Needs Determination

## **Needs - three levels**

- Baseline Deficit
- Baseline Deficit + Academic Enhancements
- Baseline Deficit + Academic Enhancements + Safety Improvements

# Baseline Deficit

## Baseline Deficit

- Address the pre-existing structural deficit
- Restore operational costs temporarily covered by ESSER funding
- Restore the facilities major maintenance budget
- Rising healthcare costs
- Consumer Price Index (CPI) salary increases to address rising cost of living
- Curriculum replacement/adoption

# Baseline Deficit + Academic Enhancements

## Baseline Deficit + Academic Enhancements

- *Baseline slide items plus:*
- Increase Interventionists and Classroom Support
- Expand Course Offerings (AP, CTE, & MS Electives)
- Provide Equitable Professional Time K-12
- Increase Special Education and Security Educational Support  
Personnel Pay



# Baseline Deficit + Academic Enhancements + Safety Improvements

## **Baseline Deficit + Academic Enhancements + Safety Improvements**

- *Baseline + Academic slide items plus:*
- Update Security Cameras
- Increase Security Educational Support Personnel
- Install Secured Entrances

# Survey Update: Process

## **Development and translation - in progress**

- Develop demographics section, narrative, and test questions


## **Promotion and participation - in progress**

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

## **Analysis and reporting - next steps**

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

# Proposed Survey Timeline for KUSD







**Kenosha Unified**  
SCHOOL DISTRICT

**WE WANT TO HEAR FROM YOU!**

While the Kenosha Unified School District is a big point of pride in our community, our district has financial needs stemming from the state's inequitable funding formula and rising inflationary costs in recent years. District leaders and the Board of Education have been engaged in a process to examine these needs and find a potential solution for the community's consideration.

**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.

-  Survey open through **September 30, 2024**
-  Estimated time to complete: **10-15 minutes**
-  **Questions?** Contact Tanya Ruder at truder@kUSD.edu or 262-359-7612.
-  **Need a paper copy?** Call the District Office at 262-359-6300.

**TAKE THE SURVEY ONLINE**  
Scan the QR code or visit [www.KUSDsurvey.com](http://www.KUSDsurvey.com)



Event	Timeline
KUSD Administrative Committee convened	July 10
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
KUSD Administrative Committee meeting	Aug. 30
Final version of survey approved	Sept. 5
Survey uploaded for DG testing	Sept. 6
Survey window for KUSD online testing	Sept. 6-10
<b>Survey window for residents to participate</b>	<b>Sept. 10-30</b>
Postcard mailbox date	Sept. 12
Draft survey report	Oct. 10
Survey results presented to KUSD board	Oct. 22



# Next Steps

- Survey 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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