

REFERENDUM ENGAGEMENT

Kenosha Unified
School District

Brian Nicol, Donovan Group | September 2024

Our Time Together

REFERENDUM COMMUNICATION

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Weighting
Survey Data



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Survey Timeline
Update



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Communication
Planning



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Next
Steps



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)


Survey Review: Results (Question 14)

PRIOR SURVEY EXAMPLE

OPTION #1: I would vote “yes” on a referendum question to increase the revenue limit by \$1.75 million a year for four years for a total of \$7 million with a projected tax rate increase of \$59 on each \$100,000 of assessed property value.

	All	Comparison	Weighted
I would definitely support it	44.66%	31.21%	37.61%
I would probably support it	17.21%	15.29%	15.74%
I’m not sure if I would support it	13.29%	12.10%	12.63%
I would probably not support it	7.84%	10.83%	8.47%
I would definitely not support it	16.99%	30.57%	24.55%
Combined definitely-probably	61.87%	46.50%	53.35%

Updated Survey Timeline for KUSD





Kenosha Unified
SCHOOL DISTRICT


YOUR VOICE MATTERS:
Share Your Input on
Referendum Planning


While the Kenosha Unified School District is a big point of pride in our community, our district has financial needs caused by decreased state funding 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 residents to participate in a **referendum** survey to evaluate the district's needs, consider preliminary solutions, and contribute feedback to guide our next steps.


 Referendum survey open through **October 10, 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 OUR REFERENDUM SURVEY!
Scan the QR code or visit **KUSDSURVEY.COM**



Versión en español también disponible en este enlace.

Event	Timeline
KUSD Administrative Committee meeting	Sept. 10
Final version of postcard to KUSD for printing	Sept. 17
Final version of survey approved	Sept. 18
Survey uploaded for DG testing	Sept. 19
Survey window for online testing	Sept. 20-25
KUSD Board of Education meeting	Sept. 24
Postcard mailbox date	Week of Sept. 30
Survey window for residents to participate	Sept. 25-Oct. 10
Draft survey report	Oct. 15
Survey results presented to KUSD board	Oct. 22



Referendum Communication

Tactics

- Create a message document
- Create a roadmap
 - What will be done, when and by whom?
- Use your full communications tool box
 - Print mail pieces
 - Website
 - Earned media, Social media
 - Email
- Community events
 - Hosted by the district
 - Seek invitations to attend/present

PRIOR ROADMAP EXAMPLE

SEPTEMBER 2024		
Social Media	Create a series of referendum-focused social media posts and graphics to be published to the district's social media platforms throughout the month. Focus on the district's needs/proposed solution and upcoming public information events.	Draft by Sept 1 Publish weekly
Community Event	Board of Education Office Hours	September 10
Community Event	High School Open House/Info Session	September 16
Email Messages	Create and send email messages to parents and staff. Focus on the district's needs and the solution on the ballot in November. Include dates of upcoming public information sessions.	Draft by Sept 13 Distribute by Sept 19
Guest Article	Write a guest article from the board president; send to local newspapers for publication.	Draft by Sept 13 Distribute by Sept 19
Mailer #2	Finalize and print the postcard mailer. Distribute to all residential addresses in the district community.	Finalize by Sept 13 Hits mailboxes early October
Community Event	Board of Education Office Hours	September 26
Mailer #3	Design a postcard mailer that details the district's needs, outlines the solution on the ballot, and reminds community members of the election date.	Mockup by Sept 30
Web Content	Continue updating the referendum webpage and FAQs as needed.	Ongoing
Outreach	Continue community outreach to service clubs (Kiwanis, Rotary, etc.), as appropriate.	Ongoing

Next Steps

- Survey launch, analysis, and data reporting
- Potential board vote on ballot language
- Informational campaign to inform all voters
- Election Day

THANK YOU

QUESTIONS?

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