



Community Survey

ABOUT SCHOOL PERCEPTIONS

School Perceptions LLC is an independent educational research firm that works with school districts, regional service agencies, and state and national organizations. Since our founding in 2002, School Perceptions has conducted more than 600 community survey projects, helping school districts navigate the strategic planning and referendum processes.

For almost two decades, our mission has not changed: We help educational leaders gather, organize, and use data to make strategic decisions.

**SCH%L
PERCEPTIONS**

262.644.4300 | schoolperceptions.com  

THE SIX BUILDING BLOCKS TO A SUCCESSFUL COMMUNITY SURVEY

1

A PROVEN PROCESS

After conducting more than 600 community surveys, our staff has the experience to help you through each step of your process. We strongly believe in utilizing a process that educates and builds ownership among all of your stakeholders, leading to support of the ultimate solution.

2

CREDIBILITY

Surveys conducted by a district are frequently viewed as biased. Consequently, the results are deemed unusable, breaking trust with the community and undermining the entire process.

By using an independent third party, such as School Perceptions, your process and results are viewed as credible.

3

A BETTER STRATEGY

Before you can write the survey, you need a good plan. Over the years, we have learned what works and where districts stumble.

Therefore, we start by understanding your history, current challenges, and future needs.

We work closely with your architect, financial advisor, and/or construction manager to understand the proposed projects and potential tax impact. Clearly communicating these facts in terms that everyone can understand is critical to your success.

Would you support a referendum that provides \$10.8 million to build an auditorium at the high school and increases the dedicated space available for athletics?

**Representing an additional estimated average annual tax impact of \$47 for each \$100,000 of a home's value*

- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no

We use text, graphics, charts, and images to educate the respondent while gathering the data you need to finalize your plans.



TAKE THE SURVEY IN ONE OF TWO EASY WAYS

Online:

- 1) Simply go to the survey website: www.Feedback2000.com
- 2) Enter your Survey Access Number: GFYX-K9KB-BXDX-GFV8

By Paper: If you do not have Internet access, please return the survey to any school office or mail to School Perceptions, 317 East Washington St., Slinger, WI 53086.

Additional Surveys: The Survey Access Number can be used only once. To obtain additional surveys for other adults in your household, please call the District Office.

En caso de necesitar ayuda para realizar esta encuesta en español, por favor llame al.

[Please complete the survey before November 22, 2020.](#)

People are more likely to support a plan they had a voice in creating. Community surveys provide an opportunity to communicate your most pressing needs and gather critical data on what your community will support.

4

SECURE, USER-FRIENDLY SOFTWARE

For nearly 20 years, School Perceptions has used an inclusive survey process: every community member is educated about the needs and given a voice in the planning process.

We don't believe in conducting a random sample that excludes most residents and then bombards them with phone calls. Instead, all community members receive paper surveys. Surveys can also be taken on any internet-enabled computer, tablet, or mobile handheld device.

5

HIGH RESPONSE RATES/PREDICTIVE DATA

Our methodology allows every respondent to participate while ensuring data integrity through a one-time-use access code. This approach not only delivers a high response rate but is highly accurate in predicting referendum outcomes.

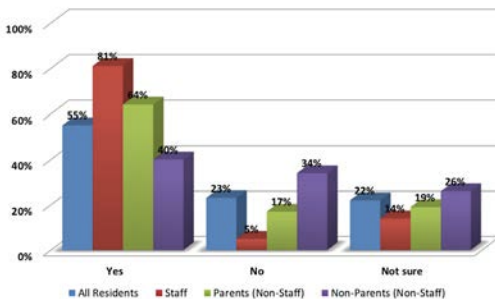
6

A COMMITMENT TO CLIENT SERVICE

The School Perceptions team is committed to helping you through each step of the process and working with your district to develop a realistic plan of action.

Call us at 262.644.4300 or email info@schoolperceptions.com for a customized service proposal.

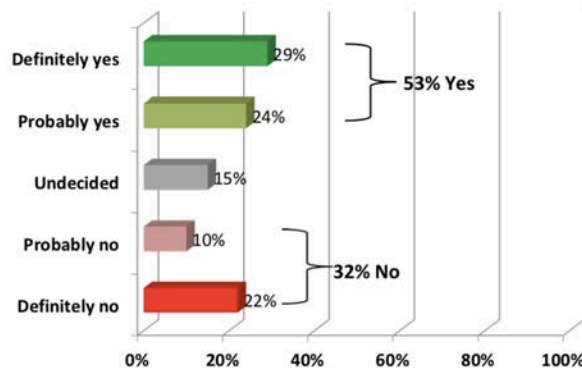
Would you support the plan to update Parkview Elementary?



Would you support a \$72.3 million referendum for the Facilities Improvement Plan?

This represents an estimated tax increase of \$98 for each \$100,000 of a home's value for each of the next 20 years.

All Residents



What priority would you place on the following projects?

High (3), Medium (2), Low (1)

Item	All Residents	Staff Residents	Parent Residents (Non-Staff)	Non-Parent Residents (Non-Staff)
Update building heating and ventilation systems	2.59	2.74	2.61	2.55
Update electrical and plumbing systems	2.54	2.60	2.53	2.54
Replace inefficient doors, windows and roofs	2.42	2.40	2.40	2.45
Perform all deferred maintenance	2.42	2.54	2.39	2.43
Update safety and security	2.44	2.43	2.50	2.39
Update exterior building (masonry and pavement)	1.98	2.04	1.93	2.01
Build middle school career and technical education spaces	1.99	2.07	2.03	1.94
Add gym space that is designed for physical education, athletics and performances	1.68	2.13	1.69	1.55



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OUR CUSTOMERS' IMPRESSIONS OF SCHOOL PERCEPTIONS

“The School Perceptions staff is highly professional, competent, and thorough. Their responsiveness and attention to detail made the process efficient and effective. I would recommend them to any school or municipality who needed a strong partner to help gauge community support.”

***Jerry Roth, District Administrator,
Evansville School District***

“School Perceptions provided professional service the moment I called them to inquire about utilizing their products. I was continually impressed with their honesty and dedication to making the survey experience a successful one.”

***Jordan Sinz, District Administrator,
Wisconsin Heights School District***

“School Perceptions provides state of the art technology combined with old fashioned personal service. The staff quickly became part of our team and our community. The information collected was invaluable. The experience of the team allowed strong thoughtful recommendations to be shared with the Board. Their outstanding reputation is well deserved!”

***Pam Streich, Superintendent
Lake Mills Area School District***

“School Perceptions did a tremendous job working with our district! Their response rate to questions was excellent and they stayed on schedule through the entire process. The results are presented in a manner that is easily understandable and useful for our district moving forward!”

***Scott Winch, Superintendent
Stratford School District***

“School Perceptions gave us an accurate assessment of our community and allowed our school board to make a reasoned, data-based decision. We will definitely be using School Perceptions in the future when we have another survey need.”

***Aaron Engel, Superintendent
Gale-Etrick-Trempealeau School District***



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