



# School District of the Menomonie Area

Community Survey Report  
November 16, 2023



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**Our mission is to help educational leaders gather, organize, and use data to make strategic decisions.**

- Founded in **2002** to provide independent research
- Conducted over **10,000** staff, parent, and student, and community surveys for school improvement
- Helped more than **900** districts navigate the strategic planning and referendum planning process



# Survey Deployment Process

- Residences in the district were mailed a survey.
- Parents and staff were also emailed a survey participation link.
- All surveys include a one-time-use access code.

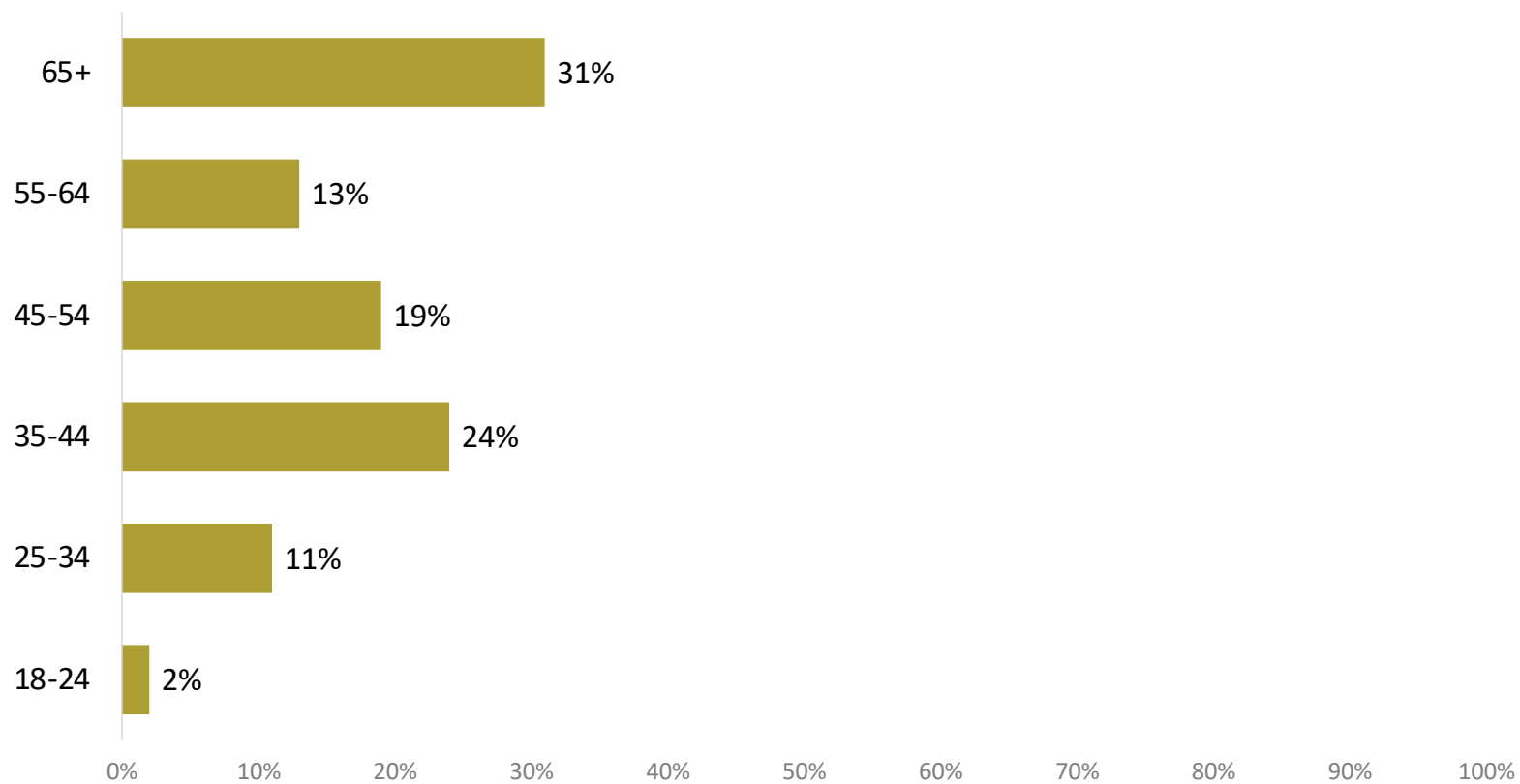


# Survey Information

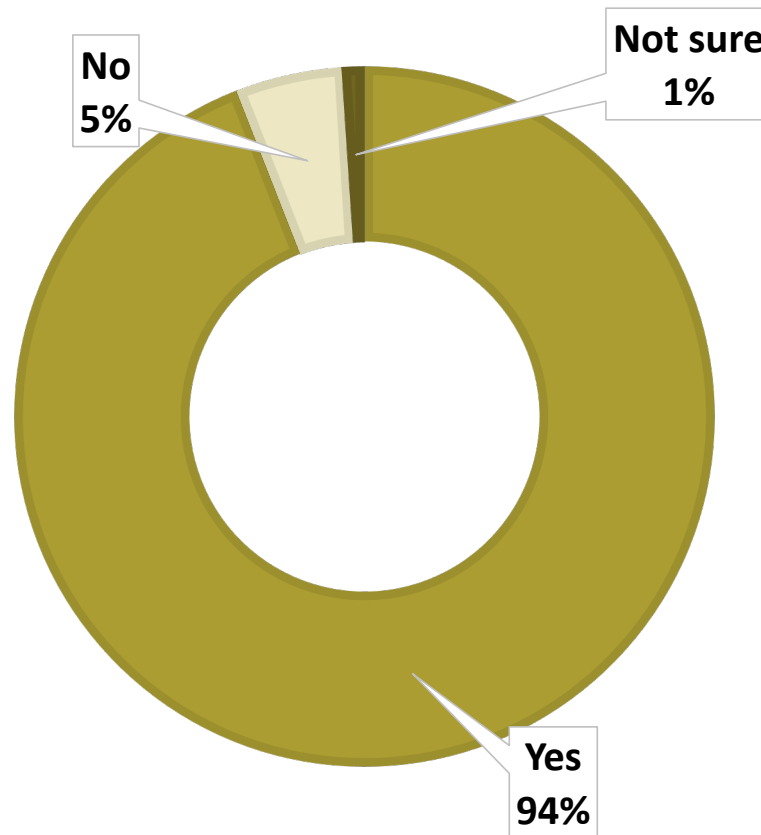
- **November 6, 2023** survey deadline
- **2044** total respondents (930 paper)
- **17%** response rate
- **+/- 2.21%** margin of error



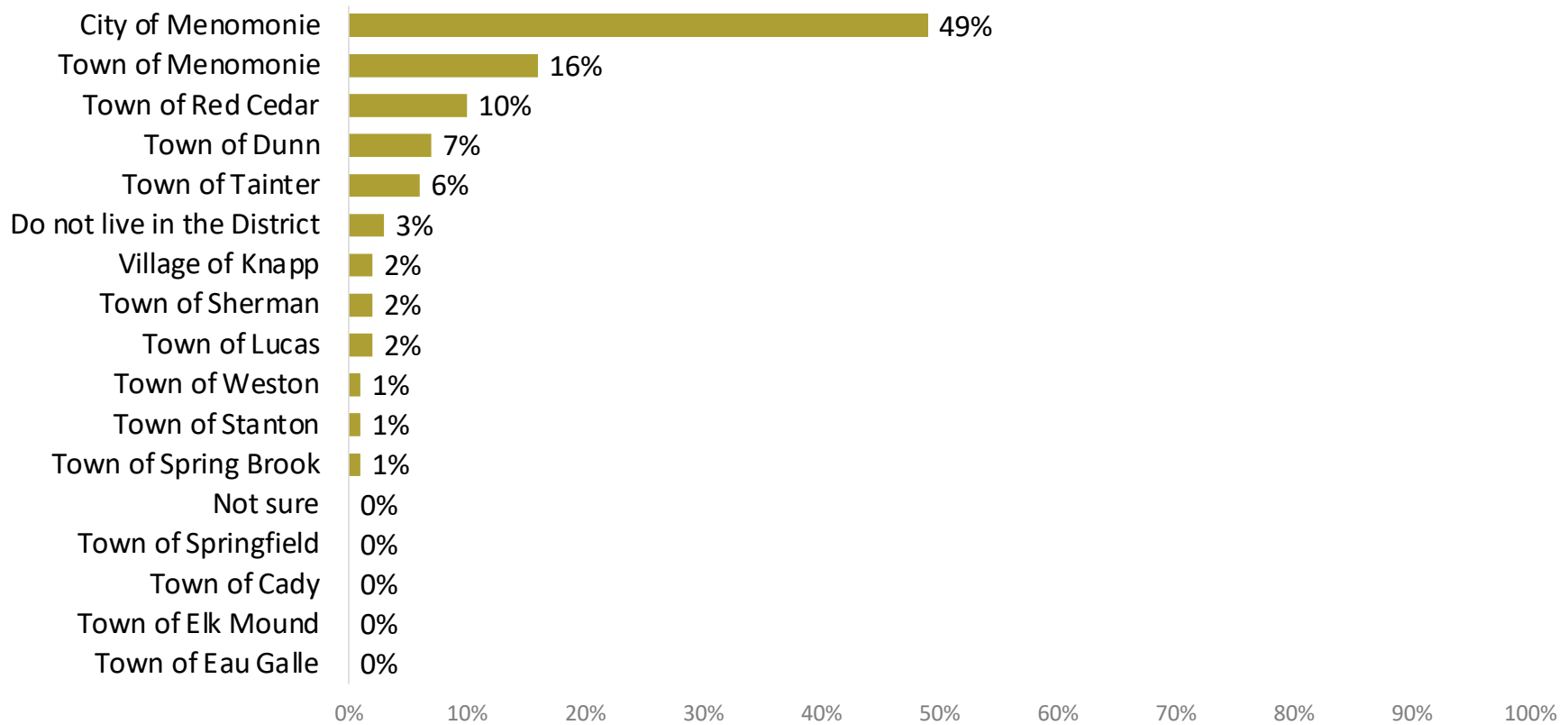
# What is your age?



# Is your primary residence in the School District of Menomoneie Area?



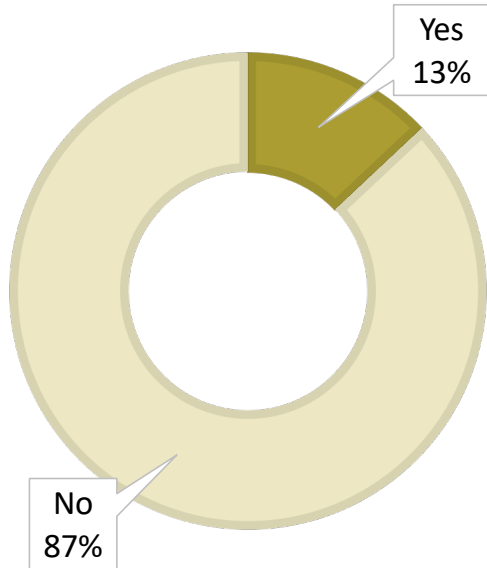
# In which municipality do you live?



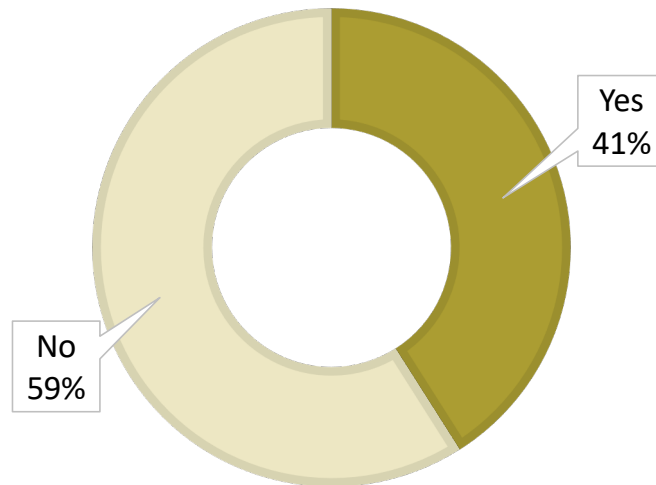


# Respondent Information

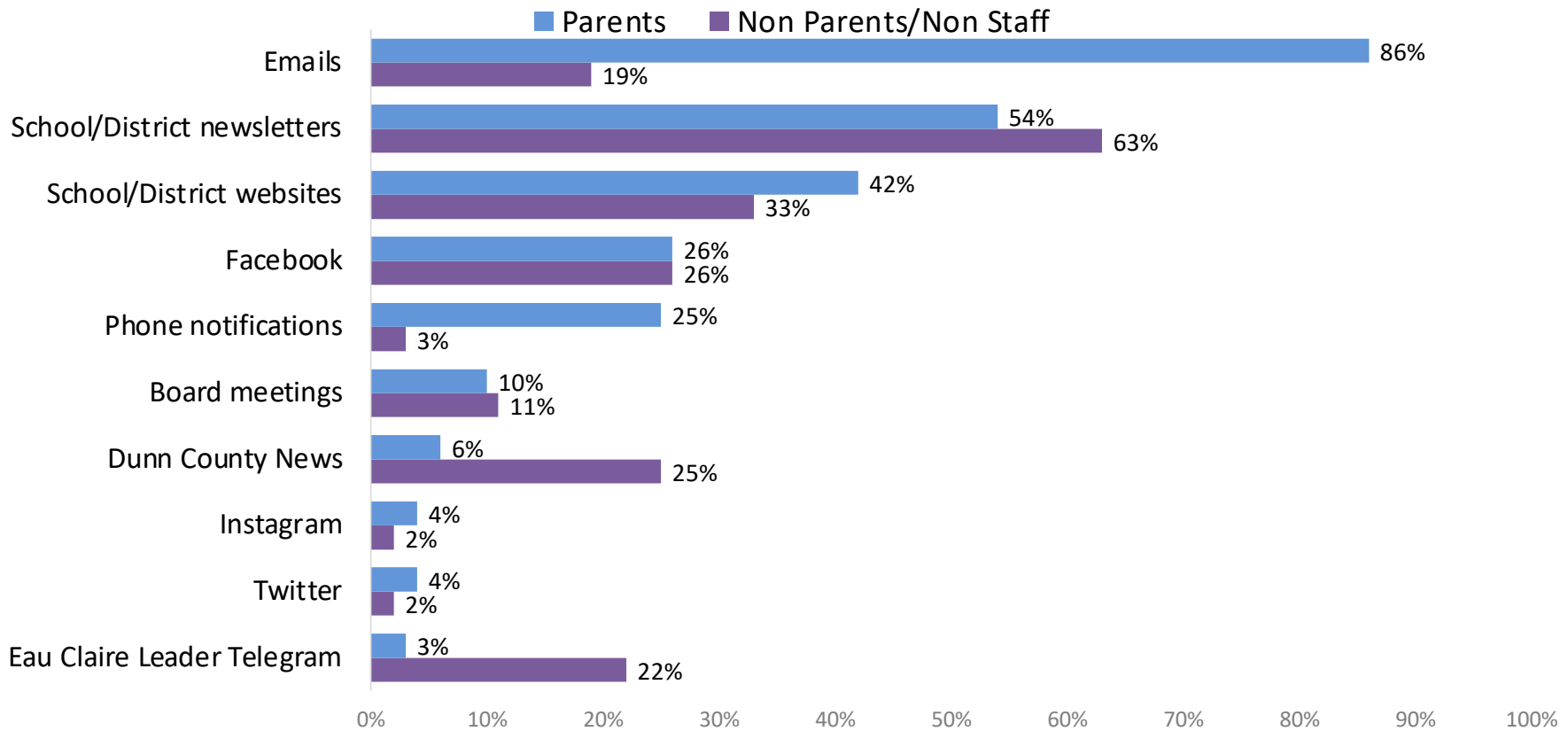
Are you an employee of the Menomonee Area?



Do you have children attending a school in the District?



# How do you like to receive school/District information?



# Background Information

## Financial Challenges

Even with the recently approved budget, state funding has not kept up with increasing costs. At the same time, since 2013-14, the District's property tax mill rate has dropped by 43% as shown in the chart.

Together, this situation has made it very difficult to keep up with increasing costs for such things as transportation/fuel, utilities, compensation, insurance, technology, and special education services.

After studying our needs and projections, the District is asking voters to consider an operational referendum. Unlike more than 70% of school districts in Wisconsin, the School District of the Menomonee Area has not secured this type of funding in more than 30 years.

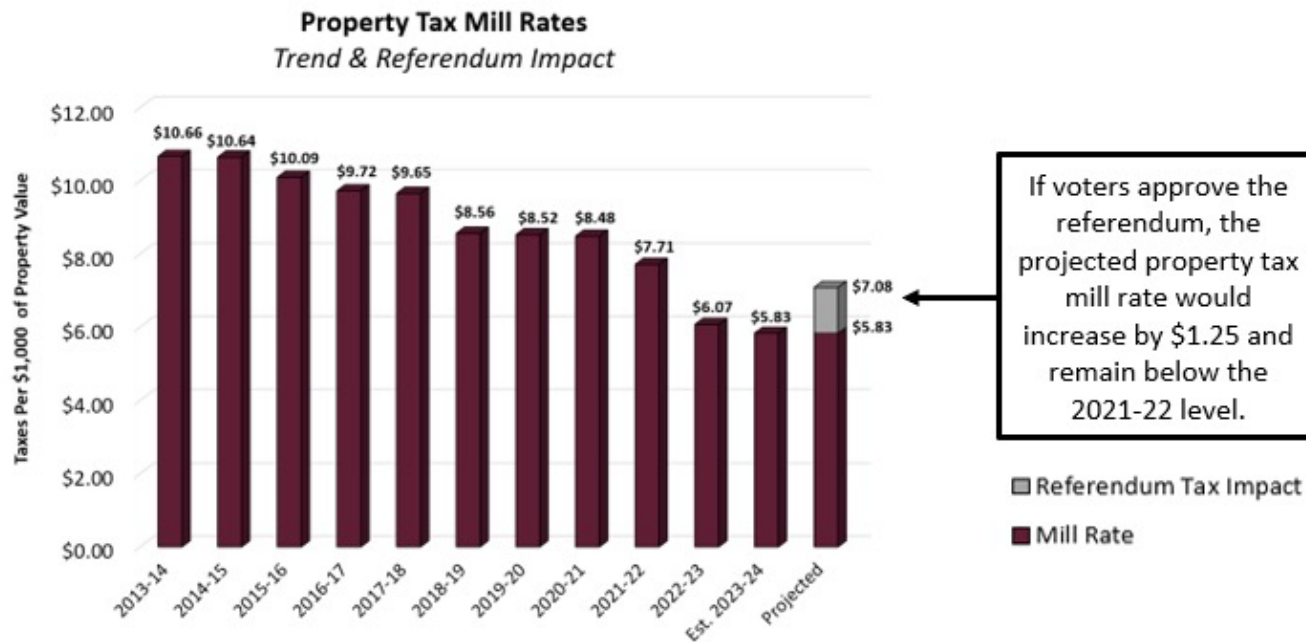
**A referendum that provides \$4.2 million each year on a recurring/ongoing basis would help pay for:**

- ✓ Maintaining class sizes.
- ✓ Maintaining current programs, services, and student extra-curricular activities.
- ✓ Continuing to offer courses such as career & tech ed, agriculture, fine arts, and foreign language.
- ✓ Funding building maintenance.
- ✓ Providing salaries competitive with nearby schools and local businesses.

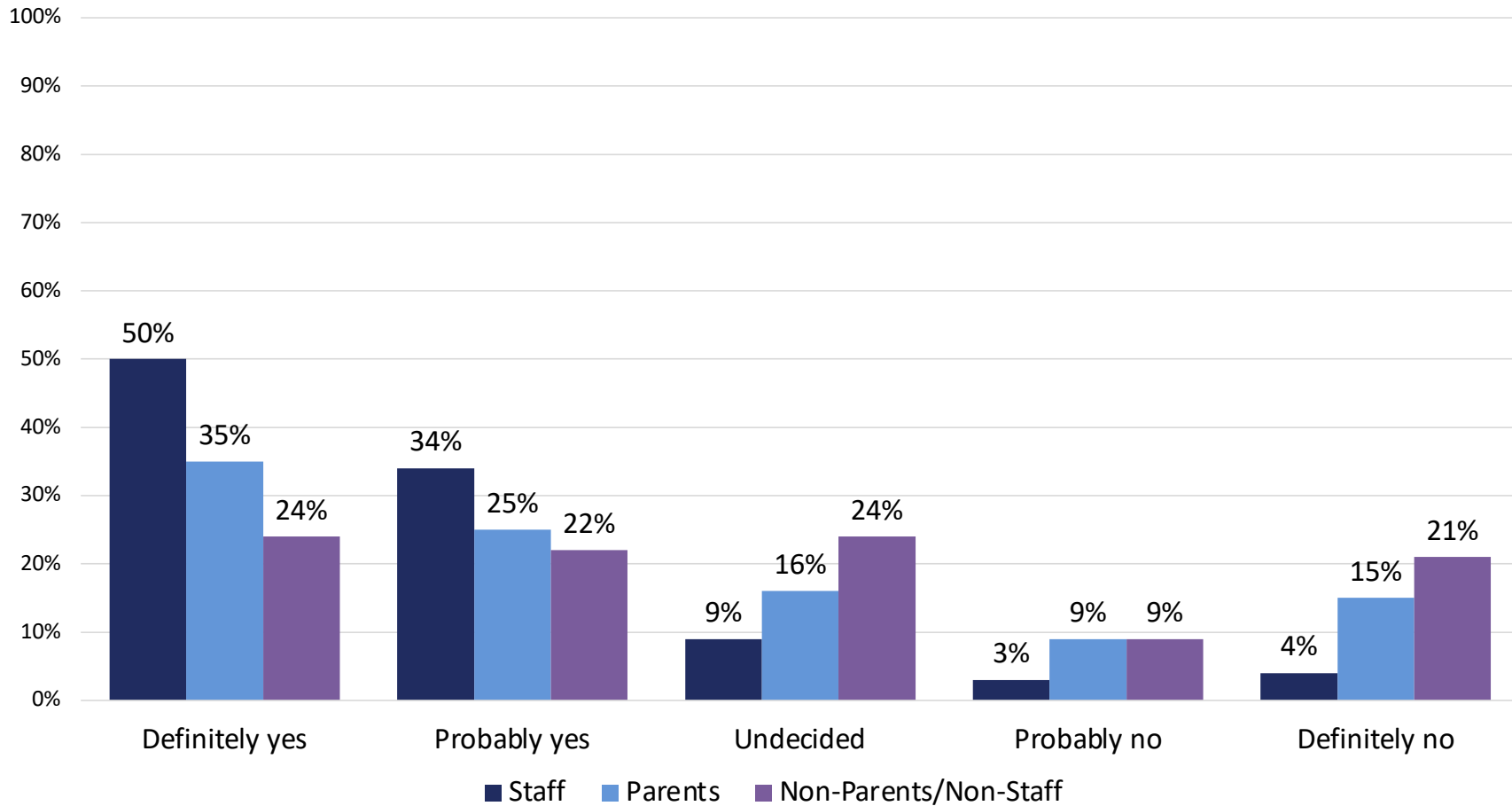


# Background Information

## Financial Challenges

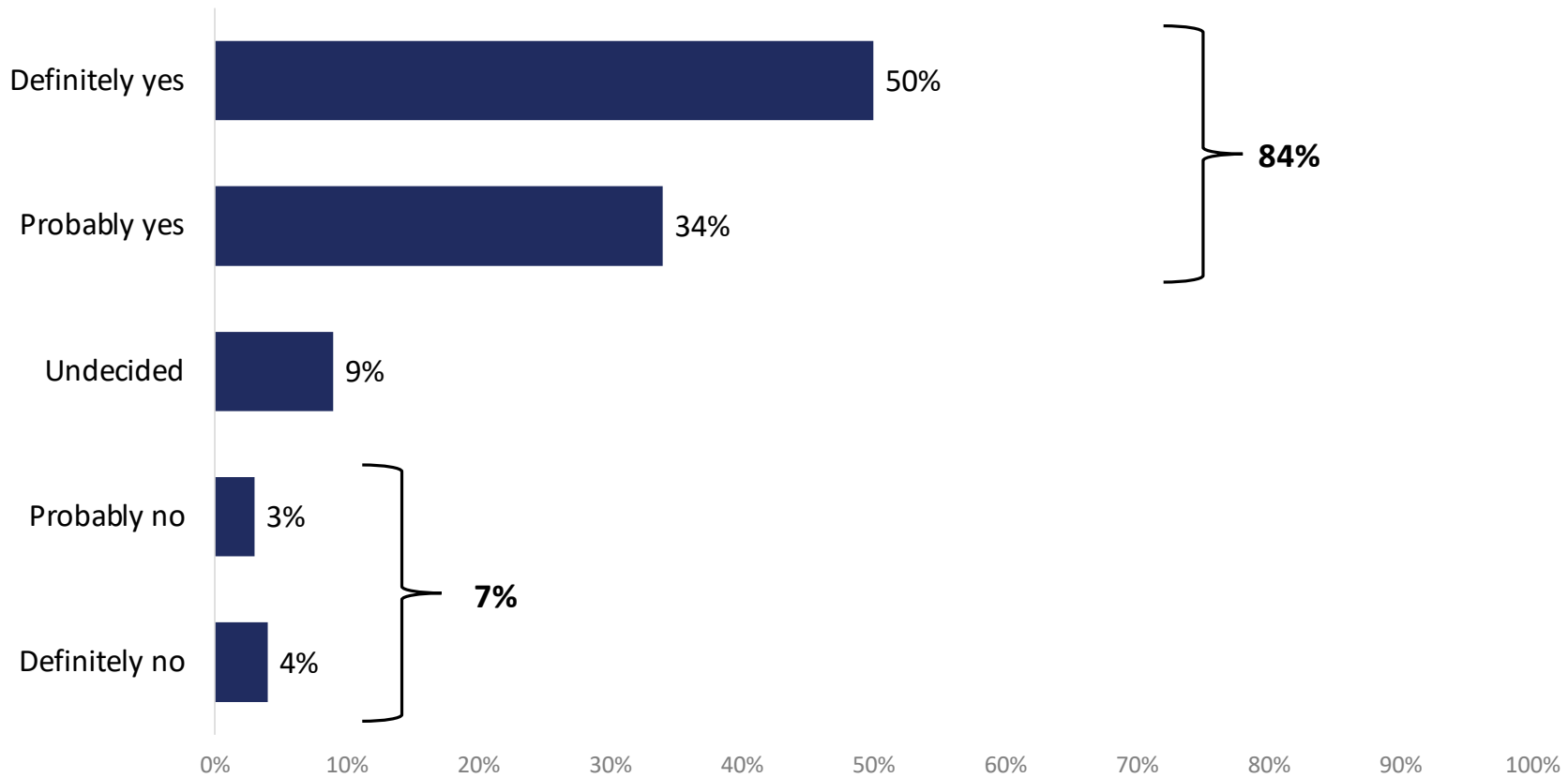


# Would you support a \$4.2 million operational referendum?



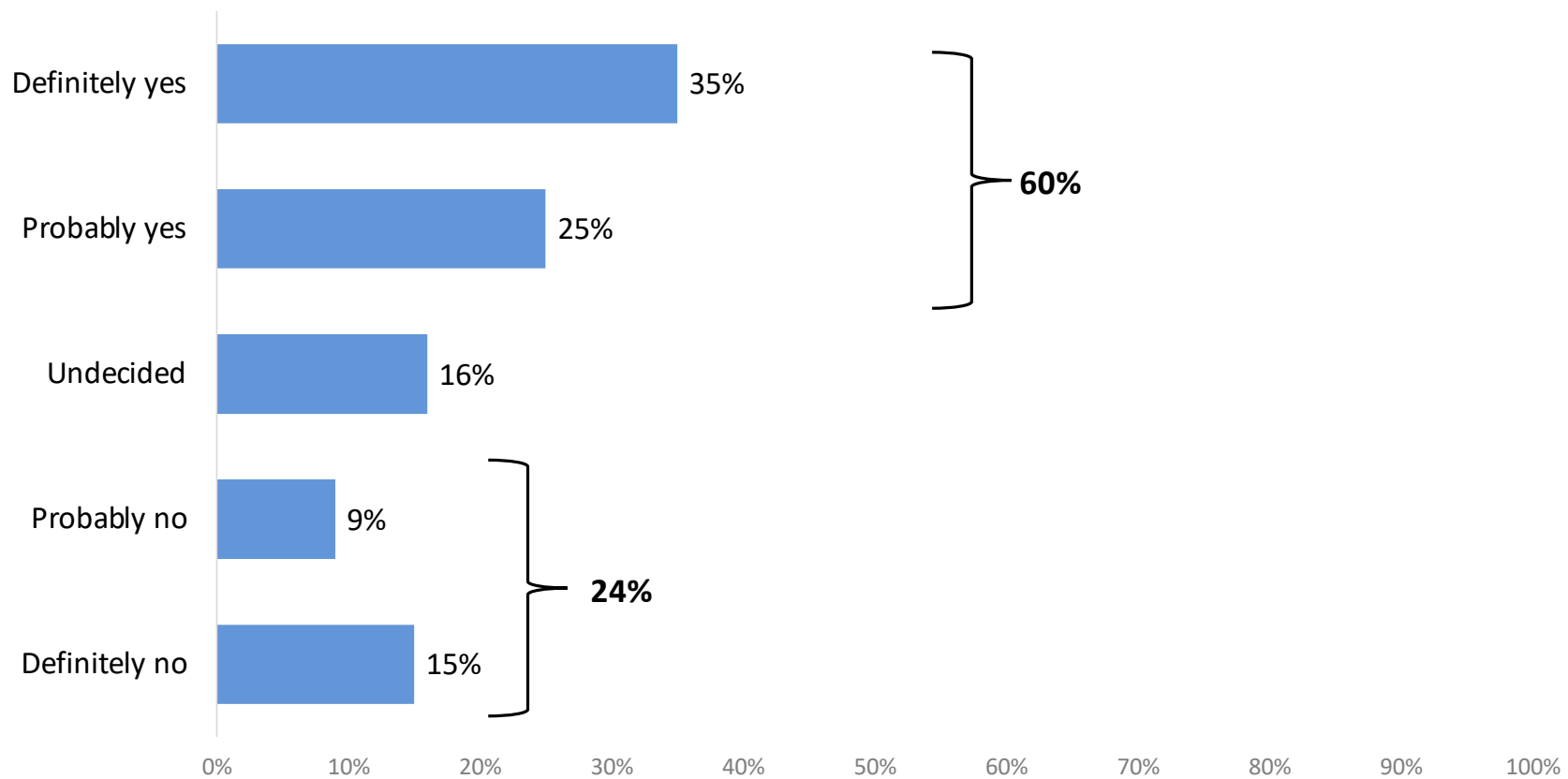
# Would you support a \$4.2 million operational referendum?

## Resident Staff



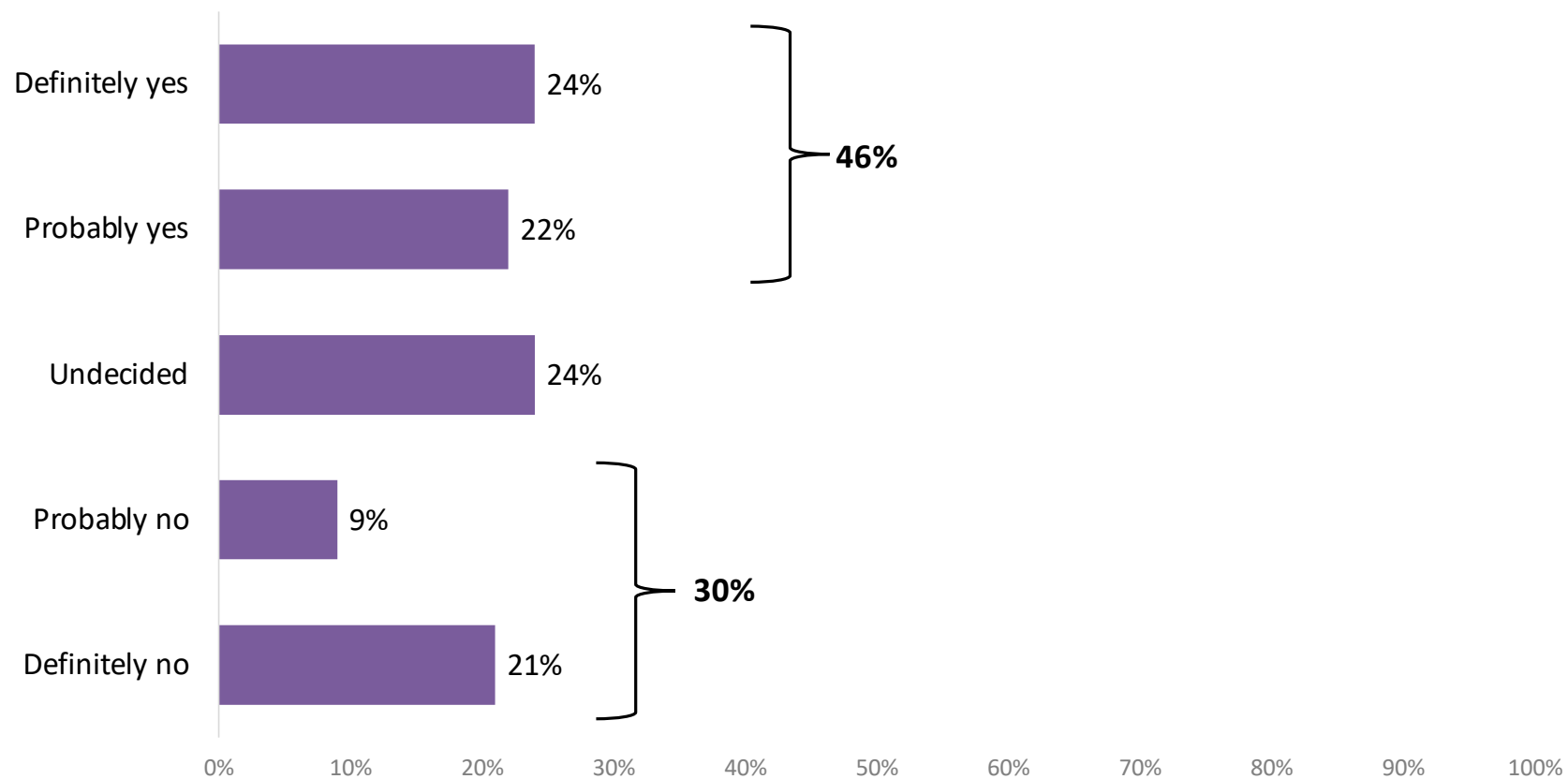
# Would you support a \$4.2 million operational referendum?

## Resident Parents



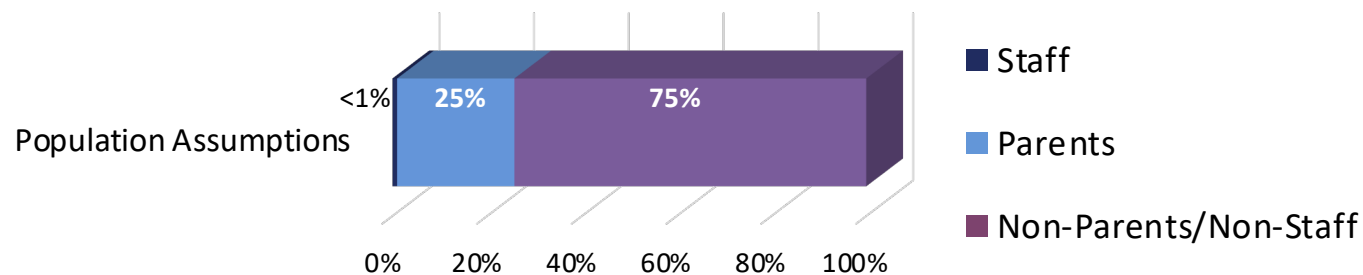
# Would you support a \$4.2 million operational referendum?

## Resident Non-Parent/Non-Staff





## Additional Analysis: Would you support a \$4.2 million operational referendum?



Weighted support for *Definitely yes* and *Probably yes*:  
 $0.25 (60\%) + 0.75 (46\%) = \underline{\underline{49.5\%}}$

- ✓ 16% of Parents were undecided
- ✓ 24% of Non-Parents/Non-Staff were undecided
- ✓ Margin for error was +/- 2.2%



# Cost-Cutting Scores

Yes = 10 No = 1 Median = 5.5

|   | Staff | Parents/Caregivers | Non-Parents/Non-Staff |
|---|-------|--------------------|-----------------------|
| Should the District reduce transportation services?             | 3.95  | 3.32               | 4.07                  |
| Should the District delay curriculum updates?                   | 4.47  | 3.58               | 3.89                  |
| Should the District delay technology upgrades?                  | 3.68  | 4.13               | 3.85                  |
| Should the District consider increasing class sizes?            | 1.90  | 2.76               | 3.81                  |
| Should the District reduce middle/high school course offerings? | 2.40  | 2.62               | 3.20                  |



# Cost-Cutting Scores

Yes = 10 No = 1 Median = 5.5

|  | Staff | Parents/Caregivers | Non-Parents/Non-Staff |
|--|-------|--------------------|-----------------------|
| Should the District reduce middle/high school athletics and fine arts offerings? | 2.40  | 2.57               | 2.96                  |
| Should the District reduce elementary school "specials"?                         | 1.69  | 1.92               | 2.36                  |
| Should the District reduce academic support services?                            | 1.95  | 2.03               | 2.35                  |
| Should the District reduce spending on routine building maintenance?             | 1.95  | 2.15               | 2.02                  |



# How is the District doing in each of the following areas?

*Great=4, Good=3, Fair=2, Poor=1*

| Item                                | Staff | Parents | Non-Parents/Non-Staff |
|-------------------------------------|-------|---------|-----------------------|
| Delivering a high-quality education | 3.07  | 2.85    | 2.78                  |
| Keeping the public informed         | 2.93  | 2.86    | 2.39                  |
| Managing funds appropriately        | 2.71  | 2.40    | 2.35                  |
| Building pride in the community     | 2.86  | 2.87    | 2.71                  |



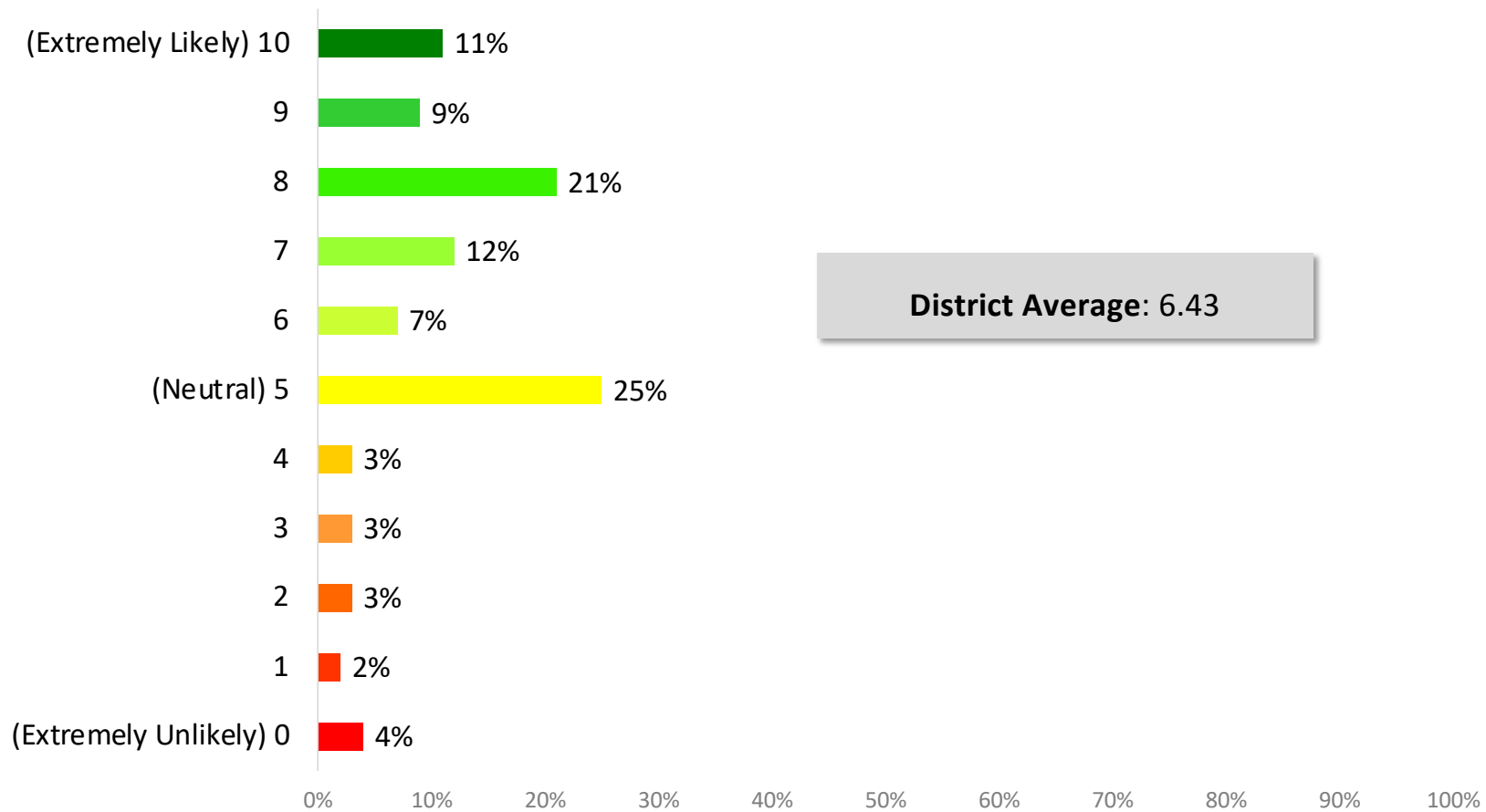
# How is the District doing in each of the following areas?

*Great=4, Good=3, Fair=2, Poor=1*

| Item                                | Percent "Great" or "Good" | Average |
|-------------------------------------|---------------------------|---------|
| Delivering a high-quality education | 74%                       | 2.85    |
| Keeping the public informed         | 69%                       | 2.79    |
| Managing funds appropriately        | 60%                       | 2.65    |
| Building pride in the community     | 51%                       | 2.43    |



# On a scale of 0 – 10, how likely would you be to recommend the District to a friend or family member?



# What did we learn?

- If held today, the operational referendum would be too close to call, but support is within the margin for error.
- There was not support for any of the cost cutting options.
- “I’m not sure/I need more information” was much higher than normal with *resident Non-staff/Non-parents*, and they represent 75% of the community.



# SCHOOL PERCEPTIONS

*Measuring what matters*

262.644.4300 | [schoolperceptions.com](http://schoolperceptions.com)

