REFERENDUM ON A BUDGET

Finding Funding Mechanisms
For Rural Schools

10.29.2018
AGENDA

1. Develop a Strategic Plan
2. Conduct a Facility Study
3. Identify Areas that are Lacking
Develop a Strategic Plan

- Curriculum
- Technology
- Achievement
- Behavior
- School Climate
- Staffing
- School Finance
- Communications
- Community and Parent Involvement
- Leadership
- Policy and Governance
- Facilities
Conduct a Facility Study

- HVAC Equipment
- Roofing
- Kitchen Equipment
- Classroom Technology
- Cabinetry and Storage
- Parking Lots
- Building Envelope
- Doors
- Security
- Lighting
- Flooring
- Ceilings
Identify Areas that are Lacking

- Funding Options
- 21st Century Learning Spaces
- Athletic Complexes/Gym Space
- Auditorium
- Bus Safety
- Large-Group Instruction
- Secure Entrances
- Shop Areas
- Parking
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10.29.2018
BRAND
Images
Grammar
Messaging

IMAGES
GRAMMAR
MESSAGING
ROYALTY-FREE IMAGES

Print - 300 dpi (CMYK)
Web - 72 dpi (RGB)
Grammar

- Typography
- Acronyms
- Titles
- Date and Time of Events
- Comma Usage
- Bullet Lists
- Numbers
Grammarly

A Better Way to Write

Did you mean: Wed?
Messaging

Consistency builds dependability, trust, and buy-in
BENEATH THE SURFACE

The Grenada Area School District has an aging pool that cannot be operated without necessary renovations to bring it up to code. The pool has provided a source of education, health, competition, and entertainment to students and the community for many years. The District needs your help to determine which approach would be best for the students, families, and wider community. The result of this study is vital, as it will determine the questions for Grenada’s upcoming referendum. Options include:

- **Retrofit the existing pool – Estimated cost: $1.3M**
  - The existing pool will be retrofitted to meet codes and have reliable equipment installed to provide a safer environment.
  - The option includes removing the old and worn-out equipment, locker rooms, and all pool-related equipment.
  - The pool will be opened at the start of the next school year.

- **Retrofit the pool area – Estimated cost: $1.6M**
  - The pool will be filled with new equipment, renovated locker rooms, and rejuvenated into a new educational area.
  - Mezzanine space not included in the estimate.

- **Build a new pool – Estimated cost: $1.6M – $4.0M**
  - Demolish existing pool and build a new one in its place for a large enough facility to compete and engage with a diving board.
  - The new larger pool would spread north towards the student parking lot.
  - Locker rooms, bathrooms, and a new facility are included in this option, as well as the cost of demolishing the existing pool.

- **Refurbish pool and update locker rooms – Estimated cost: $1.3M – $1.6M**
  - Refurbish existing pool and cover with a parking lot or green space.

**Costs subject to change depending on project scope.**
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COMMUNICATION EFFORTS

Newsletters
Videos
Social Media
Surveys
NEWSLETTERS

- Constant Contact
- Vertical Response
- Benchmark
- Canva
- GraphicRiver.net
- Company Folders
- Pixeden
Topics to Include

Message to the Mondovi Community from the Superintendent

Dear Community Members,

The School District of Mondovi has been committed to delivering high-quality educational opportunities to generations of students. To ensure that their educational journey continues to be successful, the district is dedicated to providing a safe, supportive, and innovative learning environment.

With the recent referendum in mind, we are excited to share some updates on how the funds will be utilized to enhance our schools. The estimated property tax impact, over the 2018-19 tax rate, is as follows:

- Question 1: $10 million
  - Updating woods and metals shop areas
  - Upgrading security and emergency services
  - Upgrading lighting and HVAC equipment
  - Renovating corridors
  - Upgrading locker rooms and showers
  - Upgrading maintenance/office areas near the stadium, baseball, and softball fields
  - Constructing new bus pads for safety and access to the high school gym and new commons area

- Question 2: $15 million
  - Upgrading woods and metals shop areas
  - Upgrading security and emergency services
  - Upgrading lighting and HVAC equipment
  - Renovating corridors
  - Upgrading locker rooms and showers
  - Upgrading maintenance/office areas near the stadium, baseball, and softball fields
  - Constructing new bus pads for safety and access to the high school gym and new commons area

- Question 3: $5 million
  - Upgrading woods and metals shop areas
  - Upgrading security and emergency services
  - Upgrading lighting and HVAC equipment
  - Renovating corridors
  - Upgrading locker rooms and showers
  - Upgrading maintenance/office areas near the stadium, baseball, and softball fields
  - Constructing new bus pads for safety and access to the high school gym and new commons area

As the district moves forward with these plans, we are committed to ensuring that every student has access to a safe, modern learning environment. This investment will not only benefit current students but also future generations.

Thank you for your continued support and trust in our district. Together, we are creating a strong foundation for the future.

Greg Caming, Superintendent
School District of Mondovi

For more information on the 2018-19 referendum, visit mondovi.k12.wi.us/referendum
Topics to Include

- Message from the Superintendent/Board President
- What is Being Considered
- Estimated Property Tax Impact
- Referendum Question
- Location of Polling Places
- Dates/Times of Community Meetings
- Referendum Website
- Mill Rate/Levy Rate Projection
- Social Media Icons
Referendum Results for Nearby Districts

Arcadia SD - $14M
Altomna SD - $23M
Whitehall SD - $12.5M
Alma SD - $9M
Codrane Fountain City SD - $7M

Durand-Arkansw SD - $13.5M

Eleve-Sturm SD - $12M
Fall Creek SD - $12.5M

WHAT DOES THAT EQUATE TO?

How will my property value fluctuations affect me in my day-to-day life?

For a $100,000 property, that equates to:

- $4 million option – One free stick of gum per week
- $8.5 million option – The cost of one bottle of soda per week
- $11.5 million option – The cost of one Starbucks coffee per week
VIDEOS

- Keep it Short!
- Use Smart Phone to Record
- Edit with YouTube
- Upload it to your Website
- Use Facebook Live
- GoAnimate
SOCIAL MEDIA

Image Editing
Canva
PicMonkey
Stencil
BeFunky
InDesign

Scheduling
Facebook
Hootsuite
Buffer
Spredfast

The bitterness of poor quality remains long after the sweetness of low price is forgotten.

FACEBOOK - 1-4 pm
TWITTER - 2 am - 10 pm
INSTAGRAM - 8 - 9 am
Surveys

- Potential options
- Instructions on how and **WHEN** to return
- Business Reply Mailer
- Online survey - Survey Monkey
- Alternate contact methods
- Estimated property tax impact
- Contact information
- Demographics
- Best way to receive communication
Online Surveys

- Age
- Length of time in district/area
- Children/grandchildren/alumni/staff member/community member
- Which school does child(ren) attend
- Recommended changes
- Satisfaction with extracurricular activities/education/facilities/tests/programs
- Technology
- Rate priorities
- Positive experiences
- How likely are you to support...
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WHAT'S NEXT

COMMUNITY OUTREACH

FINALIZE OPTIONS

INTERVIEW/HIRE A & E FIRM

GATHER INPUT

FINANCIAL ADVISOR

REFERENDUM RESOLUTION

FINAL MARKETING EFFORTS & REFERENDUM

GRANTON SCHOOL

QUESTIONS
QUESTIONS

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