

To: Board of Education

From: Kyle Hayden, superintendent
Julie Boyle, director, communications

Re: Patron Insight Survey Results & Bond Election Discussion

Date: December 8, 2016

Background:

Following discussions among Superintendent Kyle Hayden, School Board President Marcel Harmon and Communications Director Julie Boyle, and with input from the board, Patron Insight, Inc. finalized a survey on November 14, 2016, to be conducted of a scientific sampling of the community, 400 heads of household who are registered voters, as part of our pre-bond planning process. The purpose of the survey was to determine patron views on the district's performance in a variety of categories and to ascertain the level of public support or opposition for ideas being considered for a possible 2017 bond issue.

Survey calling began on or about November 15, 2016, was suspended during the Thanksgiving holiday, and resumed after the holiday and continued through the first week of December. Calls were placed to landlines and cell phones, and survey information was collected by professional interviewers.

Report:

Ken DeSieghardt of Patron Insight, Inc., will share with the school board the results of the survey, including an Executive Summary of a series of overall findings or highlights and a Final Report containing all questions, answers and subgroup analysis.

Discussion:

To meet the calendar for a proposed May 2, 2017 bond election, it is necessary for the Board of Education to engage in a conversation regarding the contents of a resolution authorizing and providing for the calling of said election and whether the election should be held using a mail-in or walk-in ballot.

As part of the discussion, the board will review the Master Plan for Secondary Schools presented by John Wilkins, architect with Gould Evans Associates, and David Arteberry, financial advisor with George K. Baum & Company, at the November 28, 2016 board meeting.