



Ashwaubenon School District

Community Survey Report

May 8, 2024

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



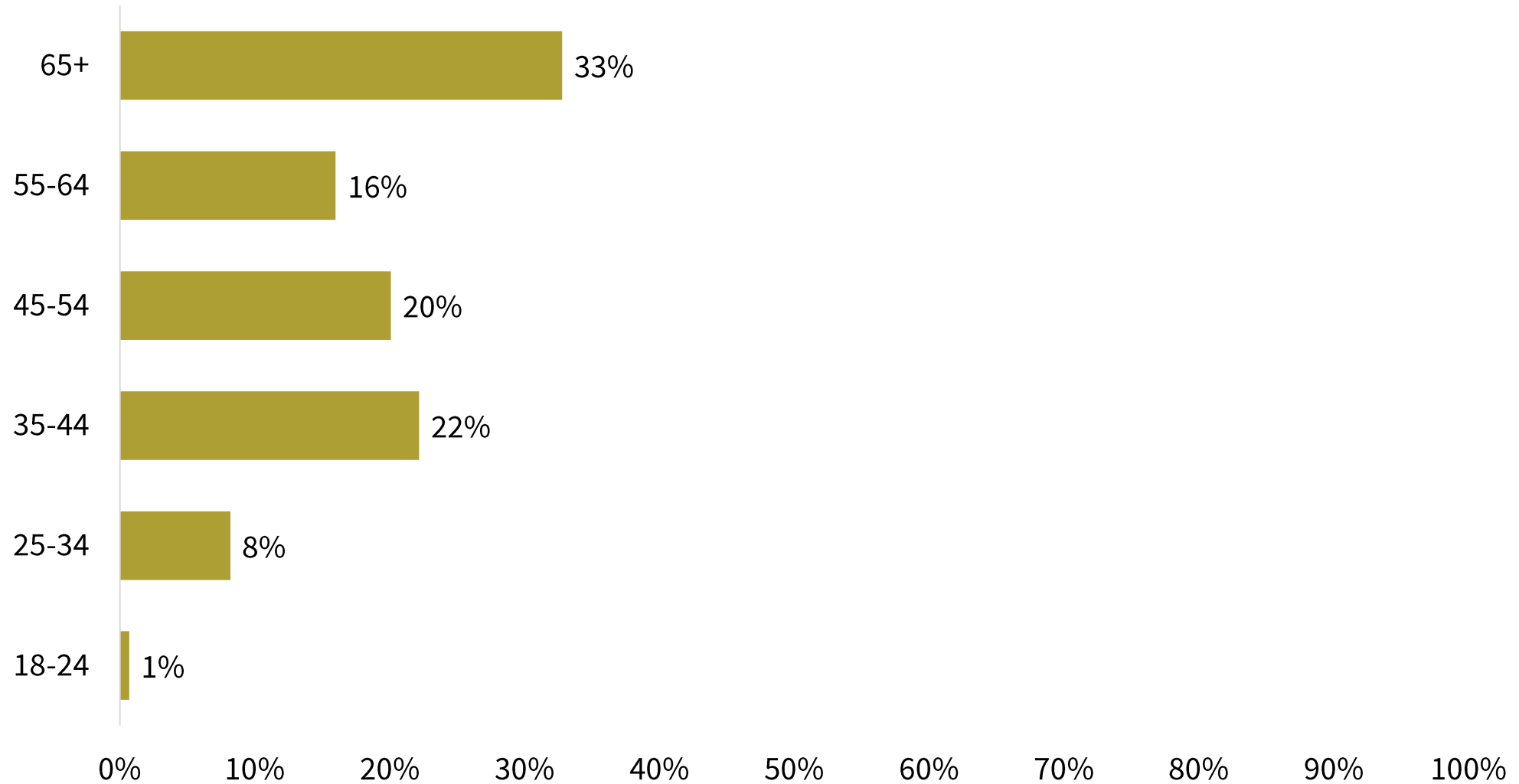
- Founded in 2002 to provide independent research
- Conducted over 10,000 staff, parent, and student, and community surveys for school improvement
- Helped more than 900 districts navigate the strategic planning and referendum planning process

Survey Information

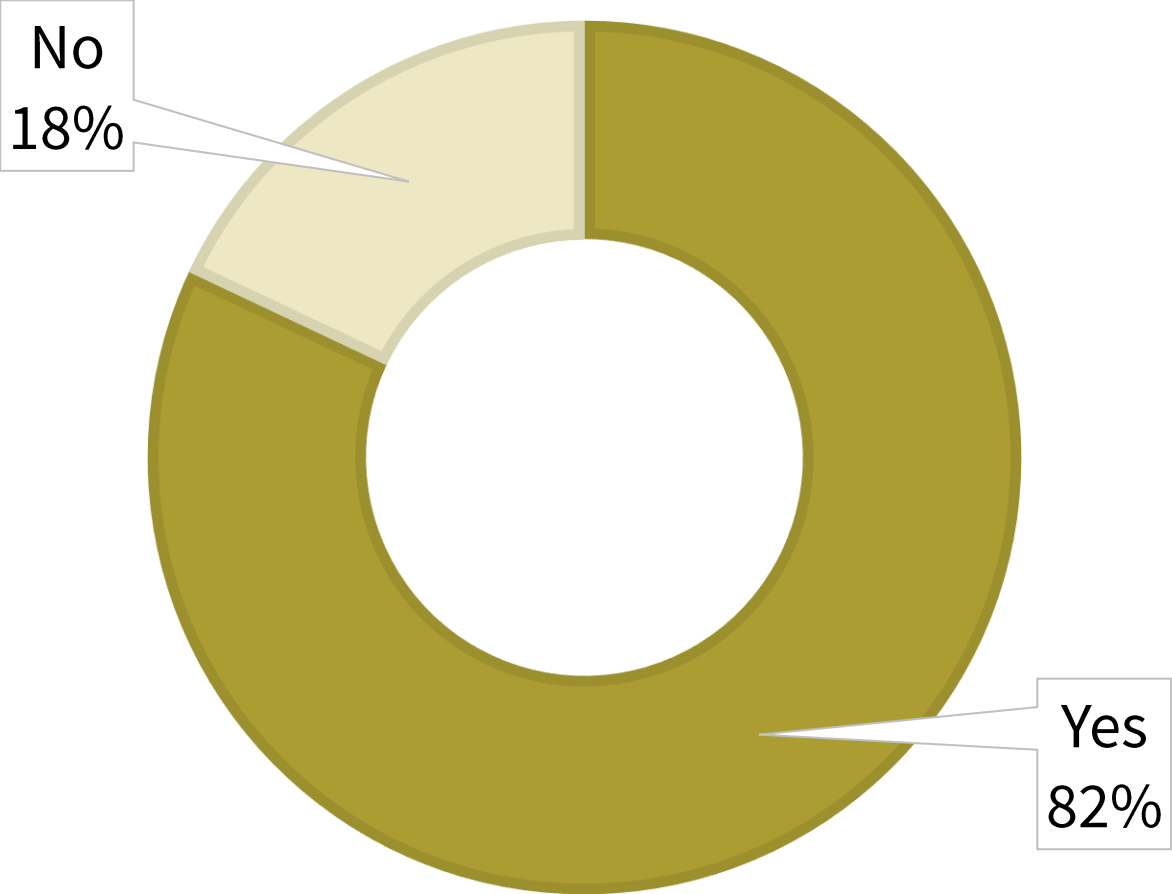
- **April 22, 2024** survey deadline
- **1,612** total respondents (989 in 2022)
- **+/- 2.49%** statistical margin of error



What is your age?



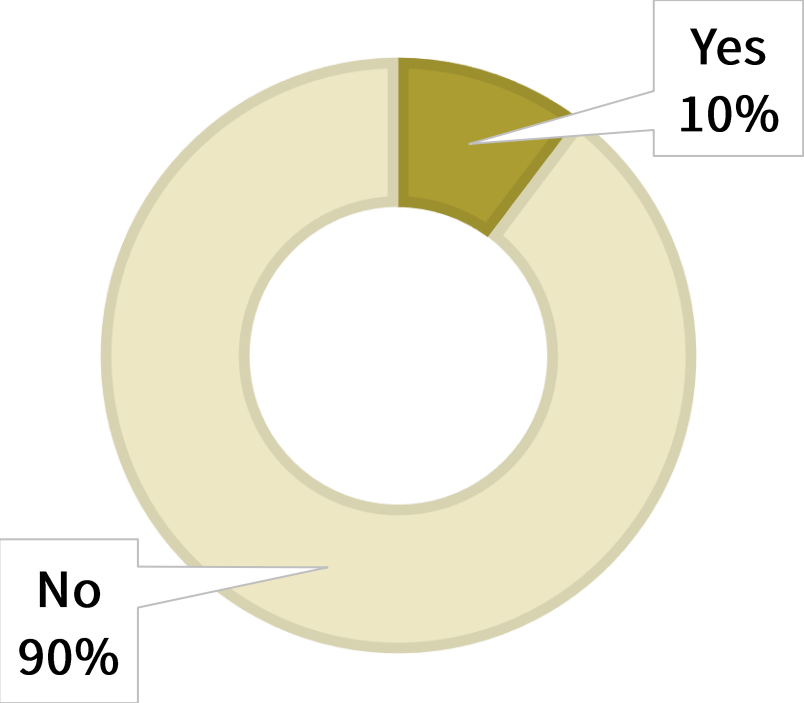
Is your primary residence in the District?



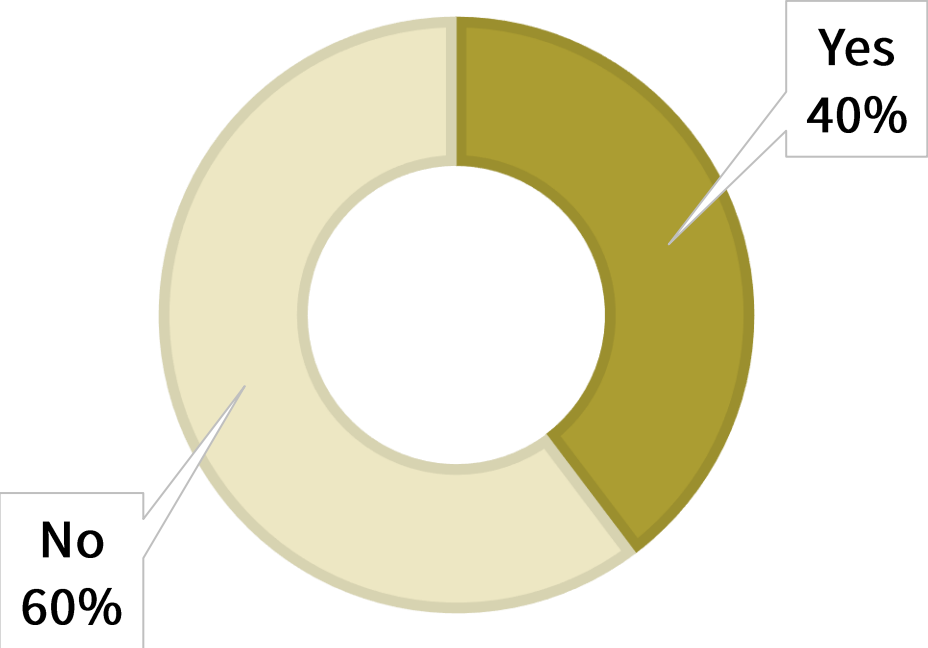
Respondent Information



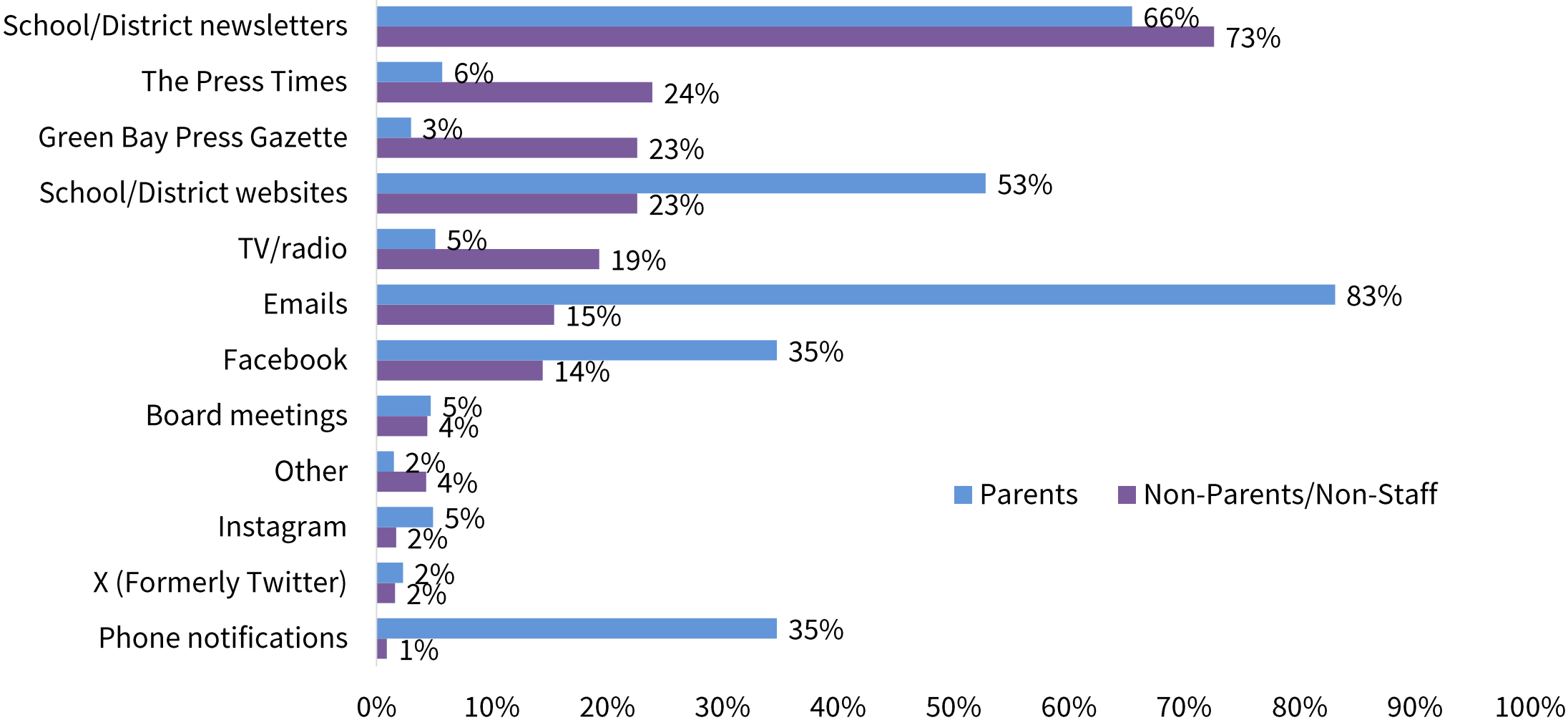
Are you an employee of the District?



Do you have children attending a school in the District?



How do you like to receive school/District information?



Support for Student Services



Last year, the District held community conversations that reinforced the importance of providing mental health services and better preparing our students for college, careers, and jobs in our area. Therefore, these items became high priorities in our strategic plan.

www.ashwaubenon.k12.wi.us/community/strategicplan.cfm

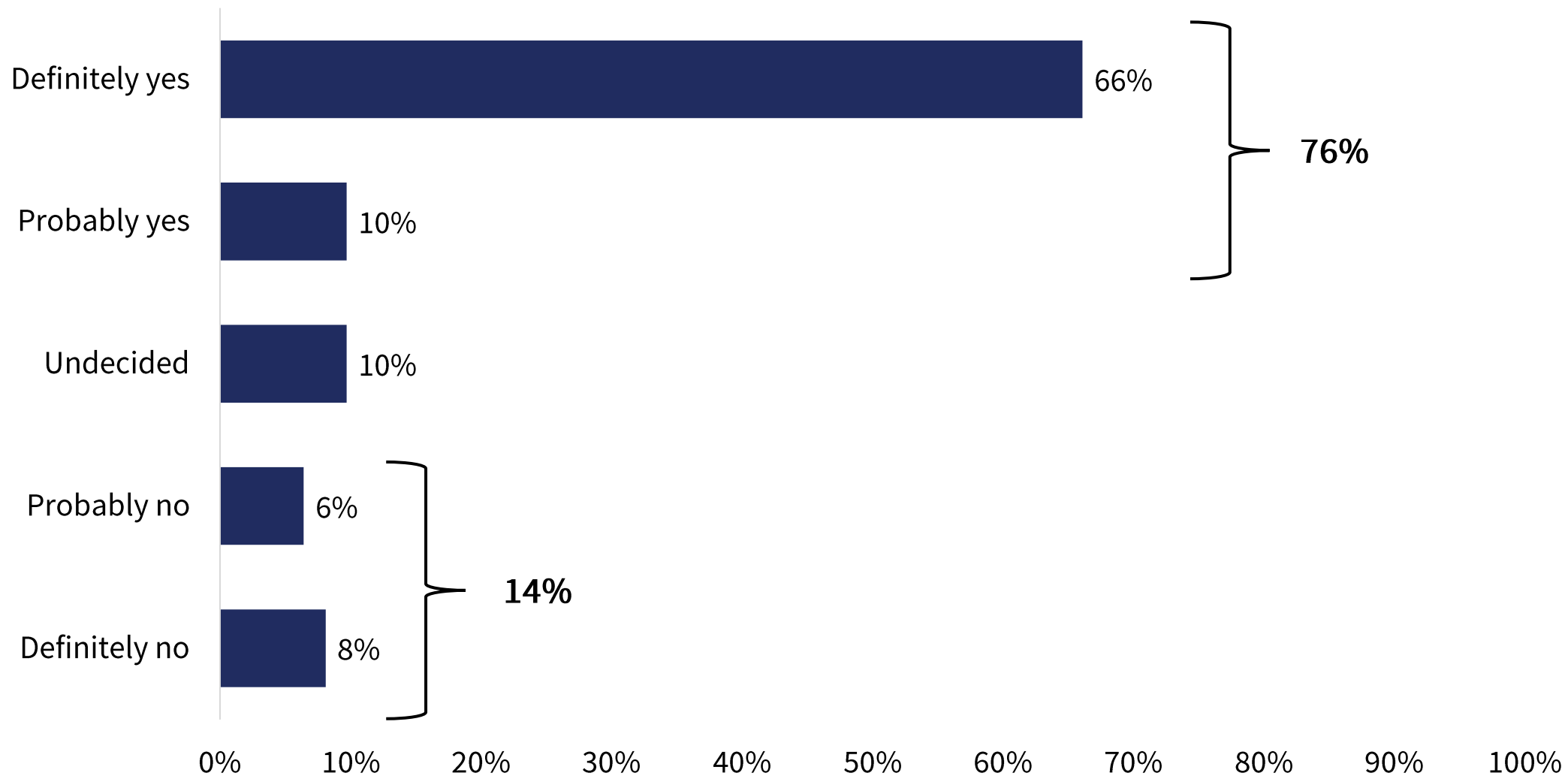
Next year, the \$730,000 referendum used to pay for these student services will expire. The District is asking voters to consider renewing the referendum for \$960,000 because staff expenses and student needs have increased. Without approval, the positions will be eliminated in fall 2025.

The funds will pay for staff positions to help students:

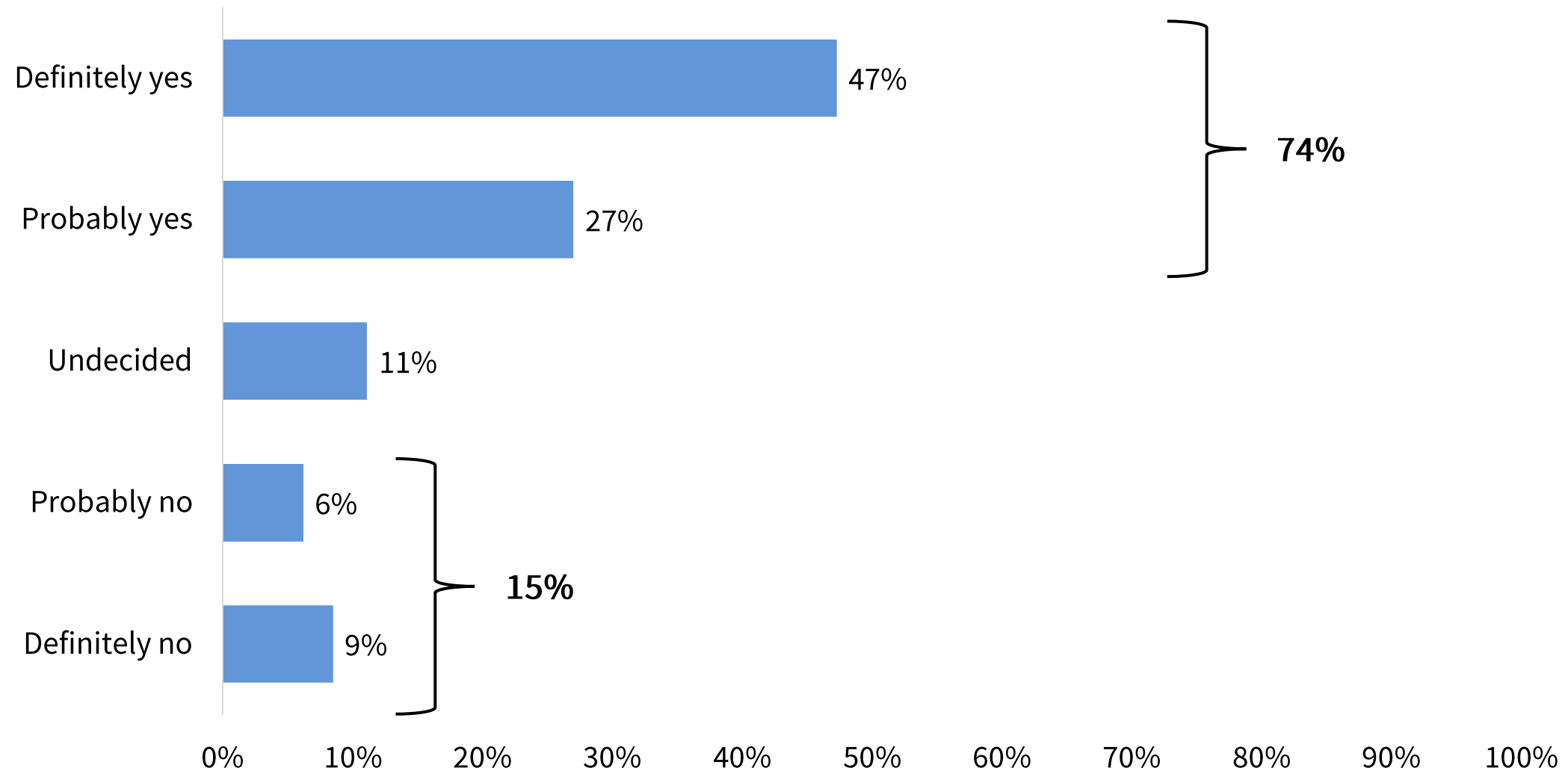
- ✓ Access resources for crisis intervention and suicide prevention.
- ✓ Receive help to deal with mental health challenges.
- ✓ Explore careers, set goals, and solve problems.
- ✓ Reach graduation, develop post-graduation plans, and improve attendance.

If approved, this referendum would run through the 2027-28 school year, which aligns with the expiration of the 2023 referendum. Because this is a renewal, approval of the \$960,000 referendum would increase the tax mill rate by approximately \$.09 per \$1,000, representing an annual tax increase of \$9 for every \$100,000 of property value.

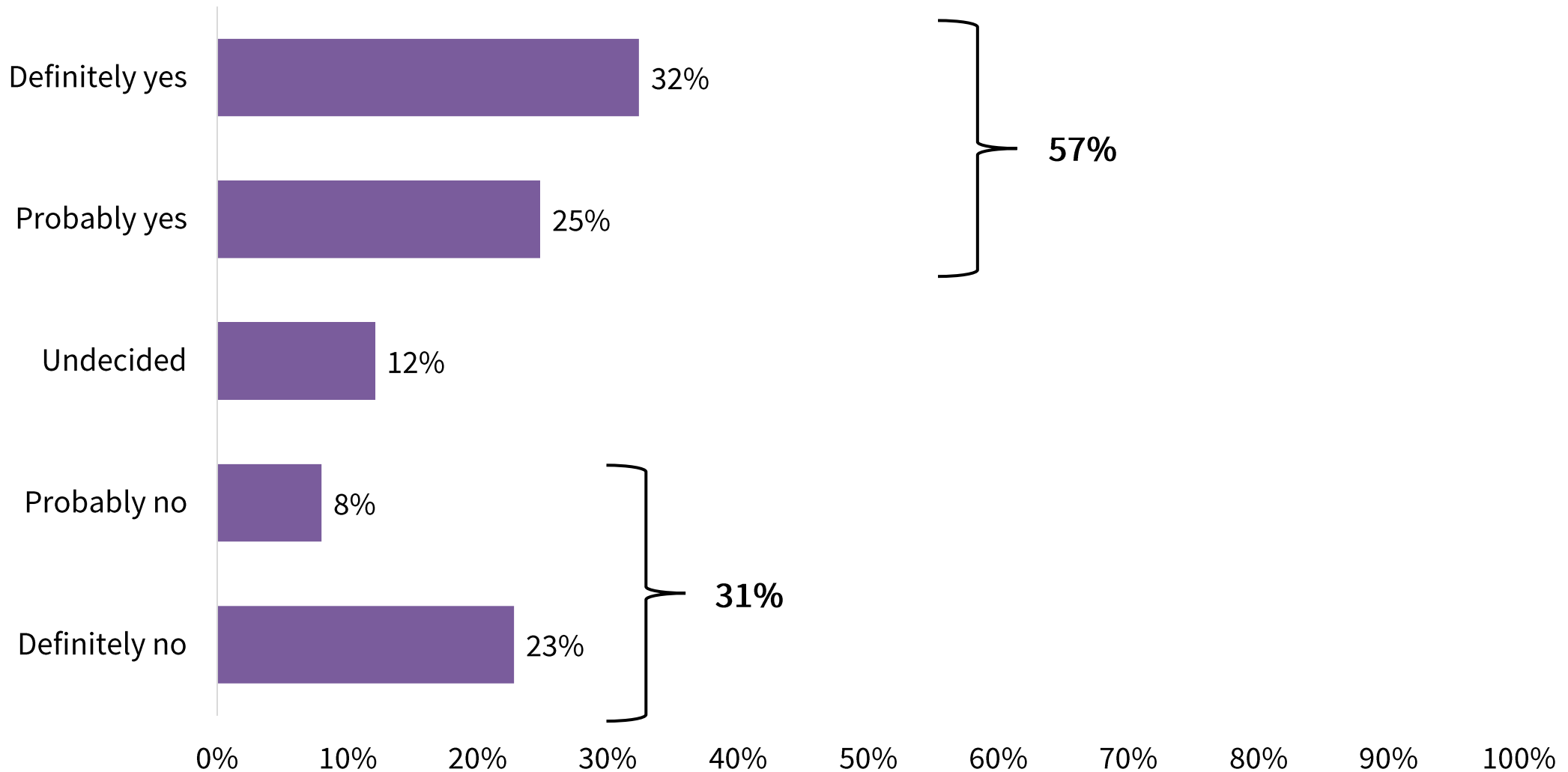
Would you support a \$960,000 referendum to fund existing student support staff positions for the next three years? (*Staff Residents*)



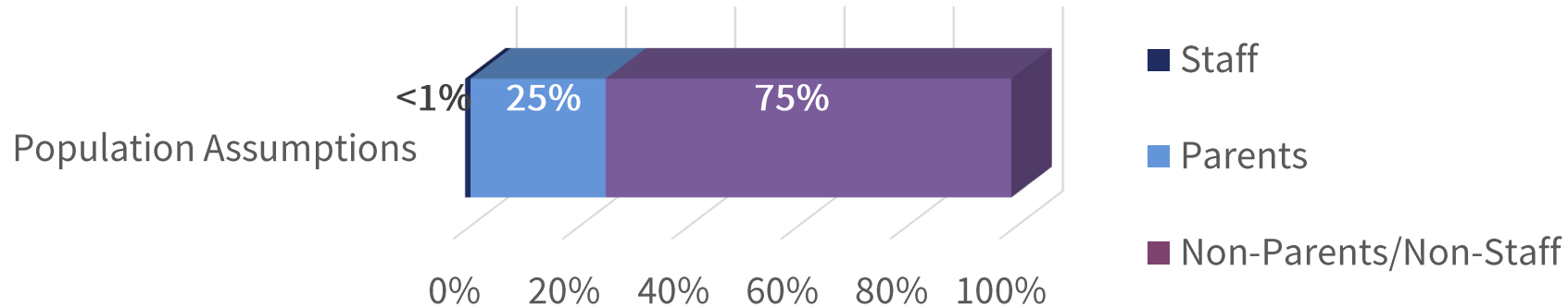
Would you support a \$960,000 referendum to fund existing student support staff positions for the next three years? (*Parent Residents*)



Would you support a \$960,000 referendum to fund existing student support staff positions for the next three years? (*Non-Parent/Non-Staff Residents*)



Additional Analysis: Would the \$960,000 referendum to pay for student support staff positions be supported?



Weighted support for *Definitely yes and Probably yes*:

$$0.25 (74\%) + 0.75 (57\%) = \underline{\underline{61.3\%}}$$



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	3.29	3.29	3.25
Keeping the public informed	3.38	3.19	3.03
Managing funds appropriately	3.31	3.09	2.81
Building pride in the community	3.35	3.24	3.16

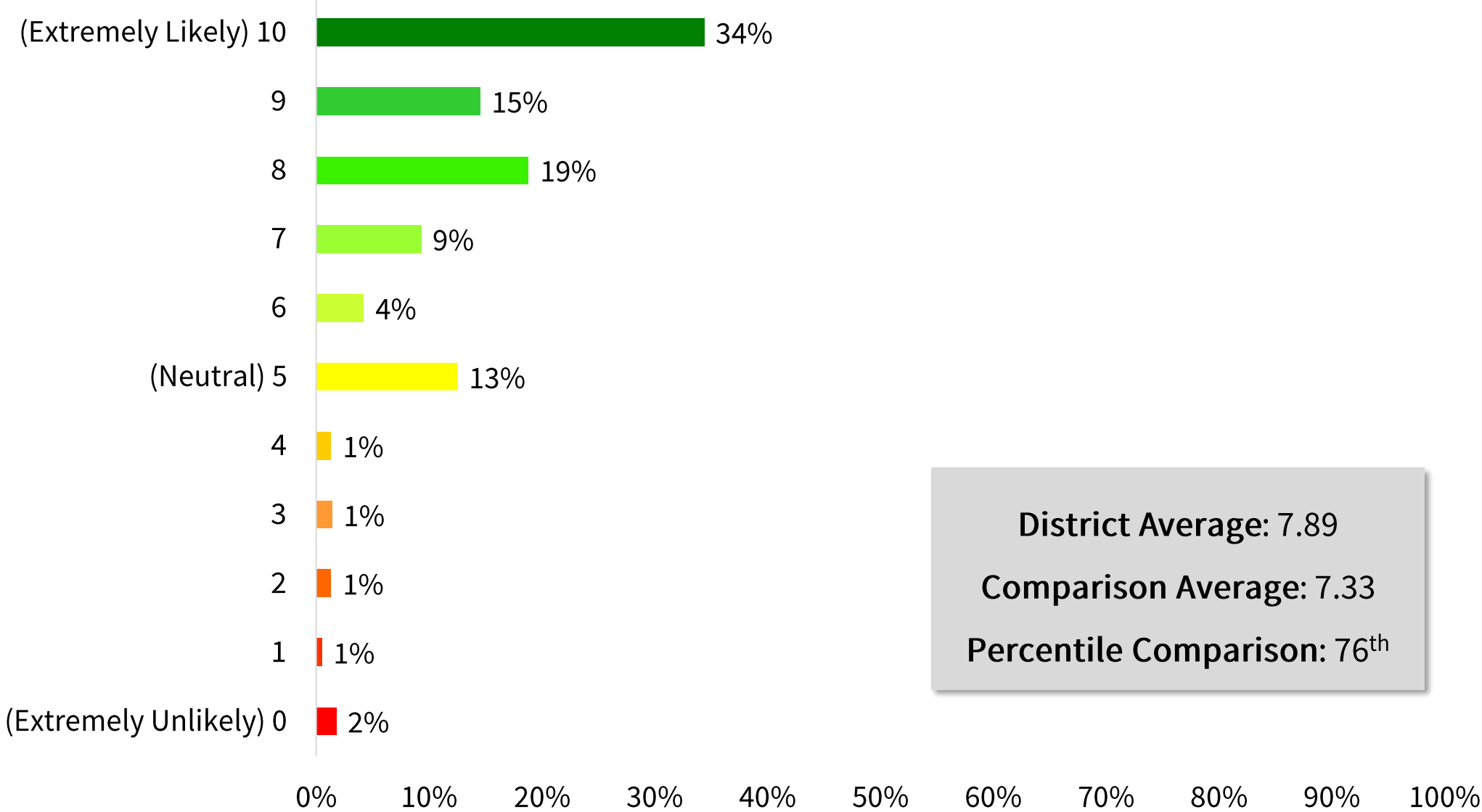
How is the District doing in each of the following areas?

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



Item	Percent “Great” or “Good”	Average	Comparison Percentile
Delivering a high-quality education	88%	3.27	84 th
Keeping the public informed	82%	3.13	92 nd
Managing funds appropriately	75%	2.97	81 st
Building pride in the community	84%	3.21	83 rd

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





SCHOOL PERCEPTIONS

Measuring what matters

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Background Information



The District’s tax mill rate (which is used to calculate a district’s share of local property taxes) has been declining. Some Ashwaubenon property owners saw an increase in their taxes last year as a result of property value reassessment. The school district has no role in determining property assessments.

Due to changes in the state budget, our tax mill rate for 2023-24 is \$6.95. Since 2016-17, the property tax mill rate has **dropped by more than 28 percent**.

