From "Susan Nenonen <susan@excellencek12.com>" <susan@excellencek12.com>
Subject **Items From Our Community Survey Discussion Today**
To "randy.barber@bvsd.org" <randy.barber@bvsd.org>
Cc Rick Nobles <rick@excellencek12.com>
Date December 16, 2025 3:59:27 PM MST

Randy,

It was really nice meeting and talking with you today. I hope everything goes OK with the power outage on your end tomorrow.

I have attached two sample survey instruments. One is the draft survey for Hickman Mills School District in Kansas City, Missouri, which Rick mentioned is in progress. The other is from Winfield Unified School District 465, a smaller district near Wichita, Kansas, who was discussing closing/consolidating schools a few years ago. I have also attached our community survey flyer as well as the budget authorization with our pricing.

Additionally, here is a link to a sample digital dashboard to give you an idea of what that would look like: https://excellencek12.com/example-survey-dashboard/.

Please let us know if there is anything else you would like us to provide and/or if you have any further questions.

Thanks, Susan

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Susan Nenonen

Content Manager| ExcellenceK12
susan@excellenceK12.com

cell: (913) 481-7080
office: (913) 484-0920

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Attachments:

- Hickman Mills C-1 School District Community Survey.pdf
- Winfield School District Community Telephone Survey Final.pdf
- Budget Authorization for Boulder Valley School District Community Survey.pdf
- CommunitySurvey_ExK12-3.pdf

Hickman Mills C-1 School District
2025 Patron Telephone Survey
10/29/25

Good AFTERNOON/EVENING. I'm NAME, calling on behalf of the Hickman Mills C-1 School District from Market Research Associates. I'm <u>not</u> selling anything, and I am <u>not</u> calling on behalf of any political party, candidate, or issue. I'm calling today to ask your opinion on some important educational issues in your community. My questions will take about 5 to 7 minutes. May I continue?

IF "NO," THANK AND TERMINATE.

IF "YES," CONTINUE.

1. **Thank you. First of all, are you a head of your household?**

   - ❒ Yes – ASK 2
   - ❒ No – ASK TO SPEAK TO THE HEAD OF THE HOUSEHOLD. IF UNAVAILABLE, SET TIME FOR CALLBACK, THANK AND TERMINATE.

2. **Do you live within the boundaries of the Hickman Mills School District?**

   - ❒ Yes – ASK 3
   - ❒ No – THANK AND TERMINATE

3. **Are you a registered voter?**

   - ❒ Yes – ASK 4
   - ❒ No – ASK IF THE OTHER HEAD OF THE HOUSEHOLD IS A REGISTERED VOTER. IF YES, ASK TO SPEAK TO THAT PERSON. IF UNAVAILABLE, SET TIME FOR CALLBACK, THANK AND TERMINATE. IF NEITHER HEAD OF THE HOUSEHOLD IS A REGISTERED VOTER, THANK AND TERMINATE.

4. **To make certain we have people who live in all parts of the school district participating in this survey, can you tell me which of the following best describes where you live? Do you live…?** READ CHOICES.

   - ❒ North of I-470 and east of 71 Highway
   - ❒ North of I-470 and west of 71 Highway
   - ❒ South of I-470 and east of 71 Highway
   - ❒ South of I-470 and west of 71 Highway

CHECK QUOTA AND EITHER CONTINUE OR THANK AND TERMINATE.

As you know, students are traditionally given a grade of A, B, C, D or F to reflect the quality of their work, with A meaning outstanding; B meaning above average; C meaning average; D meaning below average; and F meaning failing. Based on your experience, the experience of your children, or things you have heard about the Hickman Mills School District from others, please tell me what grade you would give the district on each of the following items. Let's start with… ROTATE QUESTIONS 5 THROUGH 8.

5. **Quality of education**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

6. **Preparation of students for college, vocational training, or employment**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

7. **Performance of the School Board**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

8. **Quality of the school facilities**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

9. **Thinking about everything you know or have heard about the district, what overall grade would you give the Hickman Mills School District?**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

10. **What do you think are the greatest strengths of the Hickman Mills School District?** PROBE FOR CLARITY.

11. **Where could the district improve?** PROBE FOR CLARITY.

I'm now going to read some statements people might make about the Hickman Mills School District. For each statement, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

12. **The quality of the Hickman Mills School District provides a strong foundation for property values in our area.**

    - ❒ Strongly agree
    - ❒ Somewhat agree
    - ❒ Somewhat disagree
    - ❒ Strongly disagree
    - ❒ Don't know (DON'T READ)

13. **The district does a good job of listening and responding to community opinions.**

    - ❒ Strongly agree
    - ❒ Somewhat agree
    - ❒ Somewhat disagree
    - ❒ Strongly disagree
    - ❒ Don't know (DON'T READ)

14. **Four of our elementary school buildings are only utilizing 50% of the space. I believe we should address the number of elementary school buildings we have.**

    - ❒ Strongly agree
    - ❒ Somewhat agree
    - ❒ Somewhat disagree
    - ❒ Strongly disagree
    - ❒ Don't know (DON'T READ)

As you may have heard, due to a budgetary shortfall of $15 million, the Hickman Mills School District must consider closing some of its elementary school buildings and consolidating its middle schools. The following are the buildings under consideration for closure. After each one is read, please indicate how strongly you would support closing this building.

15. **How strongly would you support closing Dobbs Elementary School? Would you…?** READ CHOICES.

    - ❒ Strongly support it
    - ❒ Support it
    - ❒ Oppose it or
    - ❒ Strongly oppose it
    - ❒ Don't know (DON'T READ)

16. **How strongly would you support closing Ingels Elementary School? Would you…?** READ CHOICES.

    - ❒ Strongly support it
    - ❒ Support it
    - ❒ Oppose it or
    - ❒ Strongly oppose it
    - ❒ Don't know (DON'T READ)

17. **How strongly would you support closing Truman Elementary School? Would you…?** READ CHOICES.

    - ❒ Strongly support it
    - ❒ Support it
    - ❒ Oppose it or
    - ❒ Strongly oppose it
    - ❒ Don't know (DON'T READ)

18. **How strongly would you support closing Warford Elementary School? Would you…?** READ CHOICES.

    - ❒ Strongly support it
    - ❒ Support it
    - ❒ Oppose it or
    - ❒ Strongly oppose it
    - ❒ Don't know (DON'T READ)

19. How strongly would you support consolidating Alvin Brooks Middle School and Hickman Mills Middle School? Would you…? READ CHOICES.

- ❒ Strongly support it
- ❒ Support it
- ❒ Oppose it or
- ❒ Strongly oppose it
- ❒ Don't know (DON'T READ)

20. As mentioned earlier, the Hickman Mills School District is facing a budgetary shortfall of $15 million. Knowing it would not require a tax-rate increase, how strongly would you support a 30-cent district operating levy transfer to cover this shortfall? A levy transfer is like moving money from a savings account to a checking account. Would you…? READ CHOICES.

- ❒ Strongly support it
- ❒ Support it
- ❒ Oppose it or
- ❒ Strongly oppose it
- ❒ Don't know (DON'T READ)

21. How strongly would you support a no-tax-increase bond issue… Would you…? READ CHOICES.

- ❒ Strongly support it
- ❒ Support it
- ❒ Oppose it or
- ❒ Strongly oppose it
- ❒ Don't know (DON'T READ)

22. Other than friends and neighbors, how do you receive school district news? PROBE FOR CLARITY.

23. Did you vote in either of the last two local elections?

- ❒ Yes
- ❒ No

My last few questions will help us divide our interviews into groups.

24. **How long have you lived within the boundaries of the Hickman Mills School District? Is it...?** READ CHOICES.

    - ❒ Less than 2 years
    - ❒ 2 years to 5 years
    - ❒ More than 5 years to 10 years
    - ❒ More than 10 years to 15 years
    - ❒ More than 15 years or
    - ❒ I've lived here all my life

25. **In what age group are you? Is it...?** READ CHOICES.

    - ❒ 18 to 24
    - ❒ 25 to 34
    - ❒ 35 to 44
    - ❒ 45 to 54
    - ❒ 55 to 64
    - ❒ 65 or older
    - ❒ Refused (DON'T READ)

26. **Do you have any children or grandchildren who attend school in the Hickman Mills School District right now?** CLARIFY "YES" ANSWERS, BY ASKING, "IS THAT YOUR CHILDREN, YOUR GRANDCHILDREN OR BOTH?"

    - ❒ Yes, children – SKIP TO RECORD GENDER
    - ❒ Yes, both children and grandchildren – SKIP TO RECORD GENDER
      Yes, grandchildren – ASK 27
    - ❒ No – ASK 27

27. **Do you have any children or grandchildren who previously were students in the district, but who have graduated?** CLARIFY "YES" ANSWERS, BY ASKING, "IS THAT YOUR CHILDREN, YOUR GRANDCHILDREN OR BOTH?"

    - ❒ Yes, children
    - ❒ Yes, both children and grandchildren
    - ❒ Yes, grandchildren
    - ❒ No

    RECORD GENDER

    - ❒ Female
    - ❒ Male

THANK AND TERMINATE.

Winfield School District USD 465
Patron Telephone Survey
Final

Good AFTERNOON/EVENING. I'm NAME, calling on behalf of the Winfield School District USD 465 from Market Research Associates. I'm <u>not</u> selling anything and I am <u>not</u> calling on behalf of any political party, candidate or issue. I'm calling today to ask your opinion on some important educational issues in your community. My questions will take approximately 7 to 10 minutes. May I continue?

IF "NO," THANK AND TERMINATE.

IF "YES," CONTINUE.

1. **Thank you. First of all, are you the MALE/FEMALE head of your household?**

   - ❒ Yes – ASK 2
   - ❒ No – ASK TO SPEAK TO THE MALE OR FEMALE HEAD OF THE HOUSEHOLD. IF UNAVAILABLE, SET TIME FOR CALLBACK, THANK AND TERMINATE.

2. **Do you, yourself, live within the boundaries of the Winfield School District?**

   - ❒ Yes – ASK 3
   - ❒ No – THANK AND TERMINATE

3. **Are you, yourself, a registered voter?**

   - ❒ Yes – ASK 4
   - ❒ No – ASK IF THE OTHER HEAD OF HOUSEHOLD IS A REGISTERED VOTER. IF YES, ASK TO SPEAK TO THAT PERSON. IF UNAVAILABLE, SET TIME FOR CALLBACK, THANK AND TERMINATE. IF NEITHER HEAD OF HOUSEHOLD IS A REGISTERED VOTER, THANK AND TERMINATE.

4. **To be certain that we talk to people throughout the district for this survey, please tell me which of the following best describes the location of your residence?** READ CHOICES.

   - ❒ North of 9th Street and west of Main Street
   - ❒ North of 9th Street and east of Main Street
   - ❒ South of 9th Street and west of Main Street
   - ❒ South of 9th Street and east of Main Street
   - ❒ South of the 360 Bypass
   - ❒ West of Highway 77
   - ❒ Refused – THANK AND TERMINATE

As you know, students in school are traditionally given a grade of A, B, C, D or F to reflect the quality of their work. Based on your experience, the experience of your children, or things you have heard about the Winfield School District from others, please tell me what grade you would give the school district on each of the following items. Let's start with… ROTATE QUESTIONS 5 THROUGH 11.

5. **Quality of education**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

6. **Preparation of students for college, vocational training or employment**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

7. **Performance of the USD 465 School Board**

   - ❒ A
   - ❒ B
   - ❒ C
   - ❒ D
   - ❒ F
   - ❒ Don't know (DON'T READ)

8. Quality of the Winfield School District school facilities

- ❒ A
- ❒ B
- ❒ C
- ❒ D
- ❒ F
- ❒ Don't know (DON'T READ)

9. The value received for the tax dollars spent (the district has been financially responsible)

- ❒ A
- ❒ B
- ❒ C
- ❒ D
- ❒ F
- ❒ Don't know (DON'T READ)

10. Class sizes, meaning the number of students in each classroom

- ❒ A
- ❒ B
- ❒ C
- ❒ D
- ❒ F
- ❒ Don't know (DON'T READ)

11. Safety of students

- ❒ A
- ❒ B
- ❒ C
- ❒ D
- ❒ F
- ❒ Don't know (DON'T READ)

12. Thinking now about everything you know or have heard about the district, what overall grade would you give the Winfield School District?

- ❒ A
- ❒ B
- ❒ C
- ❒ D
- ❒ F
- ❒ Don't know (DON'T READ)

13. **What do you think are the district's strengths?** PROBE FOR CLARITY.

14. **Where could the district improve?** PROBE FOR CLARITY.

As you may know, the Winfield School District has been discussing its facility needs to set priorities. The projects would require additional funding in the form of a bond issue.

The purpose of this survey is to share information about the projects that are being considered to determine the thoughts of a broad, cross-section of residents.

I'm now going to read you a brief description of each of the projects. After each one, please tell me if including that particular project in a bond issue would make you "More likely to vote in favor," "More likely to vote against" or that it would "Make no difference in your voting decision. Let's start with… ROTATE 15-24, BUT ALWAYS KEEP 25 AS THE LAST PROJECT QUESTION.

15. **One project idea includes the district building its own athletic fields at a site to be determined, instead of continuing to lease athletic fields from the city and the local college. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

    - ❒ More likely to vote in favor
    - ❒ More likely to vote against or
    - ❒ Would it make no difference in your voting decision
    - ❒ Don't know (DON'T READ)

16. **Another project idea involves closing the Winfield Early Learning Center and establishing individual preschool programs in the neighborhood schools or grade-level centers. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

    - ❒ More likely to vote in favor
    - ❒ More likely to vote against or
    - ❒ Would it make no difference in your voting decision
    - ❒ Don't know (DON'T READ)

17. **Another idea would involve switching from neighborhood schools to grade-level centers, meaning centers that are specific to certain grades. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

18. **Another idea would address deferred maintenance, including HVAC, roofs, plumbing and electrical. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

19. **Another project idea would involve building FEMA-rated storm shelters at all the school buildings, which would also include cafeteria improvements. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

20. **Another project idea would involve building one or two new elementary schools to replace our existing elementary schools. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

21. **Another project idea would involve looking at add-ons and renovations at Irving and Whittier Elementary Schools. If this project was included in a potential future bond issue, would you be…?** READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

22. Another project idea would involve building a district swimming facility. If this project was included in a potential future bond issue, would you be…? READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

23. Another project idea would involve building a Performing Arts Center. If this project was included in a potential future bond issue, would you be…? READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

24. Another project idea would involve raising the district's current administration building and constructing a new elementary school on the site. If this project was included in a potential future bond issue, would you be…? READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

25. The final project idea is to consolidate the district's elementary schools and to eliminate Country View Elementary. If this project was included in a potential future bond issue, would you be…? READ CHOICES.

- ❒ More likely to vote in favor
- ❒ More likely to vote against or
- ❒ Would it make no difference in your voting decision
- ❒ Don't know (DON'T READ)

26. If some of the projects we have just discussed were placed on a ballot issue, how do you think you would vote, if the election were held today? Would you…? READ CHOICES.

- ❒ Strongly favor it
- ❒ Favor it
- ❒ Lean favor it (DON'T READ)
- ❒ Lean oppose it (DON'T READ)

- ❒ Oppose it or
- ❒ Strongly oppose it
- ❒ Depends on what it costs (DON'T READ)
- ❒ Depends on what it includes (DON'T READ)
- ❒ Don't know (DON'T READ)

27. What if the bond issue proposed by the school district resulted in a tax increase of 45 dollars per YEAR for the owner of a $75,000 home in the district? If the election on such a ballot issue were held today, would you…? READ CHOICES.

- ❒ Strongly favor it – SKIP TO 30
- ❒ Favor it – SKIP TO 30
- ❒ Lean favor it (DON'T READ AND SKIP TO 30)
- ❒ Lean oppose it (DON'T READ AND ASK 28)
- ❒ Oppose it or – ASK 28
- ❒ Strongly oppose it – ASK 28
- ❒ Don't know (DON'T READ AND ASK 28)

28. What if, instead, the bond issue included fewer projects and resulted in a tax increase of 30 dollars per YEAR for the owner of a $75,000 home in the district? If an election on this smaller proposal were held today, would you…? READ CHOICES.

- ❒ Strongly favor it – SKIP TO 30
- ❒ Favor it – SKIP TO 30
- ❒ Lean favor it (DON'T READ AND SKIP TO 30)
- ❒ Lean oppose it (DON'T READ AND ASK 29)
- ❒ Oppose it or – ASK 29
- ❒ Strongly oppose it – ASK 29
- ❒ Don't know (DON'T READ AND ASK 29)

29. What if, instead, the bond issue included even fewer projects and resulted in NO TAX INCREASE for the owner of a $75,000 home in the district? If an election on this smaller proposal were held today, would you…? READ CHOICES.

- ❒ Strongly favor it
- ❒ Favor it
- ❒ Lean favor it (DON'T READ)
- ❒ Lean oppose it (DON'T READ)
- ❒ Oppose it or
- ❒ Strongly oppose it
- ❒ Don't know (DON'T READ)

30. **Other than friends and neighbors, how do you prefer to receive school district news – beyond weather-related school closing information?** PROBE FOR CLARITY.

My last few questions will help us divide our interviews into groups.

31. **How long have you, yourself, lived within the boundaries of the Winfield School District? Is it...?** READ ANSWERS.

    - ❒ Less than 2 years
    - ❒ 2 years to 5 years
    - ❒ More than 5 years to 10 years
    - ❒ More than 10 years to 15 years
    - ❒ More than 15 years or
    - ❒ I've lived here all my life

32. **In what age group are you? Is it...?** READ ANSWERS.

    - ❒ 18 to 24
    - ❒ 25 to 34
    - ❒ 35 to 44
    - ❒ 45 to 54
    - ❒ 55 to 64
    - ❒ 65 or older
    - ❒ Refused (DON'T READ)

33. **Do you have any children or grandchildren who attend school in the Winfield School District right now?** CLARIFY "YES" ANSWERS, BY ASKING, "IS THAT YOUR CHILDREN, YOUR GRANDCHILDREN, OR BOTH?"

    - ❒ Yes, children – SKIP TO 35
    - ❒ Yes, both children and grandchildren – SKIP TO 35
    - ❒ Yes, grandchildren – ASK 34
    - ❒ No – ASK 34

34. **Do you have any children or grandchildren who previously were students in the district, but who have graduated?** CLARIFY "YES" ANSWERS, BY ASKING, "IS THAT YOUR CHILDREN, YOUR GRANDCHILDREN, OR BOTH?"

    - ❒ Yes, children
    - ❒ Yes, both children and grandchildren
    - ❒ Yes, grandchildren
    - ❒ No

35. RECORD GENDER

- ❒ Female
- ❒ Male

THANK AND TERMINATE.

Boulder Valley School District
Community Survey Budget Authorization

December 16, 2025

Project will include:

- Survey planning meeting.
- Preparing a draft survey.
- Completing as many additional survey drafts as necessary to secure approval.
- Conducting 300 telephone interviews with randomly selected adults, divided geographically to match the general population pattern; landlines and cell phone numbers are to be used.
- Supervising all data collection.
- Preparing an overview report with topline data results for the close-ended questions.
- Conducting analysis of findings, preparing an executive summary and digital dashboard.
- Presentation of findings to the Board of Education.
- Preparation and administration of online versions of the phone survey for parents, staff, and the community. Reporting the results of these surveys.
- Conducting email exchanges and telephone conferences during the project.

300 phone call survey (5.6% margin of error)
Online stakeholder survey(s) with written report Parents Staff Community

TOTAL FEE: _____$27,000_____

- *An invoice will be sent for ½ the amount at the start of the project and the remaining balance will be invoiced at the end of the project.*
- *Change of project scope may alter this budget estimate.*

Accepted:

_____ _____

Print Name Date

_____ _____

Signed Name Title

EXCELLENCEK12

COMMUNITY SURVEYS

Keep your fingers on the pulse of your audiences.

An annual Community Survey tells you exactly what people think about you. Knowing where you stand with your patrons is mission-critical information for any decision you make.

We use a statistically reliable, random-dial telephone survey. It is the same method used by Gallup, Pew, and other national research firms.

Our survey will tell you the following three things and more:



How your patrons feel about you.



What your patrons want you to concentrate on.



How your patrons receive information about you.

Whatever changes or updates you want to implement, it all starts with your patrons.

ExcellenceK12.com
Contact Rick Nobles at Rick@ExcellenceK12.com or (913) 484-0920