Survey Methodology
2015 ISD 318

- 300 random sample of ISD 318 residents
- Telephone interviews conducted between June 25th and July 1st, 2015
- Average interview time of 18 minutes
- Non-response level of 4.5%
- Projectable within +/- 5.8% in 95 out of 100 cases
Quality of Public Schools
2015 ISD 318

Excellent 21%
Good 63%
Only Fair 10%
Poor 2%
Unsure 4%
Most Serious Issue

2015 ISD 318

Large Class Sizes: 16
Lack of Funding: 15
Poor Spending: 11
Aging Facilities: 11
Declining Quality: 8
High Taxes: 6
Lack of Discipline: 5
Scattered: 4
Unsure: 3
Nothing: 1

The Morris Leatherman Company

August 2015
Specific Perceptions
2015 ISD 318

- Good Value/Investment: 88 Agree, 10 Disagree, 2 Unsure
- Good Job Informing: 73 Agree, 22 Disagree, 5 Unsure
- Best Interests of Students/Families: 72 Agree, 21 Disagree, 8 Unsure
- Facilities Plan that Works for All: 66 Agree, 25 Disagree, 10 Unsure
- Involving Community in Facilities Discussions: 66 Agree, 27 Disagree, 7 Unsure

The Morris Leatherman Company
August 2015
Job Performance Ratings
2015 ISD 318

School Board
Superintendent/Administration
Teachers
Financial Management

Positive
Negative
Unsure

August 2015
Comparative Property Taxes
2015 ISD 318

The Morris Leatherman Company

August 2015
Following Facilities Discussions

2015 ISD 318

The Morris Leatherman Company

August 2015
Enrollment Trend
2015 ISD 318

- Increasing: 55%
- Decreasing: 8%
- Remained Same: 23%
- Unsure: 14%

50% of Residents think enrollment growth will continue in the future.
Buildings and Facilities
2015 ISD 318

Quality

- Excellent: 12%
- Good: 56%
- Only Fair: 26%
- Poor: 3%
- Unsure: 3%

Educating Today’s Children

- Yes: 65%
- No: 14%
- Strongly Yes: 8%
- Strongly No: 6%
- Unsure: 7%

The Morris Leatherman Company
August 2015
The Morris Leatherman Company

Property Tax Increase
2015 ISD 318

Average Tax Increase:
$8.14 per month

August 2015
Facilities Improvement Plan
2015 ISD 318

Good Idea 49%
Good Idea/Strongly 12%
Bad Idea 22%
Bad Idea/Strongly 8%
Unsure 9%

The Morris Leatherman Company
August 2015
$75MM Fair Price
2015 ISD 318

Yes  46%
No  40%
Unsure  14%
Positive Arguments
2015 ISD 318

- Increased by 26%: 29 (Strongly Agree), 43 (Agree)
- Rather build new modern schools: 27 (Strongly Agree), 27 (Agree)
- Creates space in middle schools: 24 (Strongly Agree), 49 (Agree)
- Costs will increase if we wait: 22 (Strongly Agree), 40 (Agree)
- Use funds more efficiently: 22 (Strongly Agree), 38 (Agree)
- State does not provide funding: 21 (Strongly Agree), 38 (Agree)
- Over 50 years old: 20 (Strongly Agree), 29 (Agree)
- Still pay less: 16 (Strongly Agree), 33 (Agree)

The Morris Leatherman Company
August 2015
Negative Arguments
2015 ISD 318

- Add up cost too expensive: 28 Strongly Agree, 27 Agree
- Property taxes going up too quickly: 28 Strongly Agree, 23 Agree
- Plan is too expensive: 26 Strongly Agree, 38 Agree
- Smaller neighborhood schools: 25 Strongly Agree, 30 Agree
- Concerned about economic slowdown: 19 Strongly Agree, 26 Agree
- Closed Riverview and Warba: 18 Strongly Agree, 31 Agree
- New schools aren't always best: 17 Strongly Agree, 41 Agree
- Too soon to close these schools: 17 Strongly Agree, 34 Agree

The Morris Leatherman Company
August 2015
$75MM Bond Referendum

2015 ISD 318

The Morris Leatherman Company

August 2015