

COMMUNITY SURVEY REPORT

Mequon-Thiensville School District
May 20, 2024

Perry Hibner, Lead Survey Strategist, Donovan Group

Survey Review: Limitations

Please note:

The following data points are not based on a scientific sample.

Because we used a convenience sample, it would be methodologically inappropriate to conduct regression analysis or attempt to calculate error.

Survey Review: Methodology

The survey opened on May 1, 2024

- The purpose of the survey was to continue to gather feedback from community members to evaluate options for addressing facility needs that also meet the community's needs, are financially responsible, and move the district and community forward.
- A total of 1,117 respondents completed the survey.
- Of these, 484 were placed in a comparison group (about 43% of total respondents) made up of district residents who are not current parents of preschool or school-aged students, employees or students.

The survey closed on May 12, 2024

Survey Review: Data Groupings

All Respondents Group

- Includes the 1,117 residents who completed the survey

Comparison Group

- Includes the 484 residents who completed the survey who are not current parents of preschool or school-aged students, employees or students.

Weighted Group

- 30% weight to affiliated community members (parents of preschool or school-aged children, employees and students)
- 70% weight to non-affiliated community members (comparison group)

Survey Review: Results (Question 9)

I am satisfied with the Mequon-Thiensville School District?

	All	Comparison
Strongly Agree	30.53%	19.83%
Agree	40.29%	37.19%
Disagree	13.97%	18.18%
Strongly Disagree	7.25%	11.16%
No opinion	7.97%	13.64%
Combined very satisfied-satisfied	70.82%	57.02%

Survey Review: Results (Question 12)

How familiar are you with the Mequon-Thiensville School District's budget challenges and the process the District is using to find solutions?

	All	Comparison
I am very familiar with the district's budget challenges	29.19%	21.07%
I am somewhat familiar with the district's budget challenges	53.18%	54.96%
I have no familiarity with the district's budget challenges	17.64%	23.97%

Survey Review: Results (Question 13)

I believe the Mequon-Thiensville School District's most urgent financial needs must be addressed now.

	All	Comparison	Weighted
Strongly agree	38.94%	24.59%	32.25%
Agree	31.96%	33.47%	33.10%
Disagree	15.76%	22.73%	18.71%
Strongly disagree	13.34%	19.21%	15.94%
Combined strongly agree-agree	70.90%	58.06%	65.35%

Survey Review: Results (Question 14)

How likely are you to support an operational referendum on the November 2024 ballot?

	All	Comparison	Weighted
I would definitely support it	33.21%	19.42%	27.27%
I would probably support it	24.44%	20.66%	22.96%
I would probably not support it	15.67%	20.87%	17.48%
I would definitely not support it	26.68%	39.05%	32.33%
Combined definitely-probably	57.65%	40.08%	50.23%

Survey Review: Results (Question 15)

The work of the 2023 Community Task Force makes me more likely to support an operational referendum in November 2024.

	All	Comparison	Weighted
Strongly agree	23.01%	15.29%	19.47%
Agree	34.56%	26.24%	31.29%
Disagree	21.22%	29.13%	24.09%
Strongly disagree	21.22%	29.34%	25.15%
Combined definitely-probably	57.57%	41.53%	50.76%

Survey Review: Results (Question 16)

MTSD's Zero-Based Budgeting approach makes me more likely to support an operational referendum in November 2024.

	All	Comparison	Weighted
Strongly agree	22.20%	15.08%	19.25%
Agree	32.32%	27.69%	30.11%
Disagree	12.18%	14.26%	12.70%
Strongly disagree	17.10%	23.14%	19.90%
No opinion/Not enough information	16.20%	19.83%	18.04%
Combined definitely-probably	54.52%	42.77%	49.36%

Survey Review: Results (Question 17)

If an operational referendum is approved, I support funds being used to maintain competitiveness in salary and benefits for teachers/instructional staff members.

	All	Comparison	Weighted
Strongly agree	41.63%	25.41%	33.51%
Agree	28.92%	30.37%	30.10%
Disagree	14.23%	21.69%	17.67%
Strongly disagree	15.22%	22.52%	18.71%
Combined definitely-probably	70.55%	55.78%	63.61%

Survey Review: Results (Question 18)

If an operational referendum is approved, I support funds being used to maintain extra or co-curricular programming and activities.

	All	Comparison	Weighted
Strongly agree	28.47%	16.74%	22.90%
Agree	35.00%	30.58%	33.50%
Disagree	19.87%	27.89%	23.29%
Strongly disagree	16.65%	24.79%	20.22%
Combined definitely-probably	63.47%	47.32%	56.40%

Survey Review: Results (Question 19)

If an operational referendum is approved, I support funds being used to retain or add staff to keep class sizes from increasing.

	All	Comparison	Weighted
Strongly agree	41.00%	22.11%	32.18%
Agree	28.02%	29.13%	28.78%
Disagree	15.49%	23.97%	19.20%
Strongly disagree	15.49%	24.97%	19.97%
Combined definitely-probably	69.02%	51.24%	60.96%

Survey Review: Results (Question 20)

If an operational referendum is approved, I support funds being used for necessary facilities and equipment maintenance.

	All	Comparison	Weighted
Strongly agree	30.62%	19.63%	25.30%
Agree	39.30%	38.43%	39.22%
Disagree	14.68%	20.66%	17.26%
Strongly disagree	15.40%	21.28%	18.22%
Combined definitely-probably	69.92%	58.06%	64.52%

Survey Review: Results (Question 21)

If an operational referendum is approved, I support funds being used to purchase classroom furniture rather than the current approach of relying on donations and school support group fundraising to cover the costs.

	All	Comparison	Weighted
Strongly agree	15.58%	8.68%	12.35%
Agree	31.51%	28.51%	30.69%
Disagree	31.15%	35.33%	32.82%
Strongly disagree	21.75%	27.48%	24.15%
Combined definitely-probably	47.09%	37.19%	43.04%

Survey Review: Results (Value Statements Review)

	All	Comparison	Weighted
Salary & Benefits	70.55%	55.78%	63.61%
Extra & Co-Curricular Programming	63.47%	47.32%	56.40%
Retain or Add Staff-Class Sizes Stable	69.02%	51.24%	60.96%
Needed Facilities-Equipment Maintenance	69.92%	58.06%	64.52%
Classroom Furniture Purchases	47.09%	37.19%	43.04%

Note: Percentage of those who strongly agree or agree in each group

Survey Review: Results (Question 22)

I would vote “yes” on a non-recurring referendum question that funds all of the items mentioned and increases the revenue limit by \$30 million over the next four years if there was projected to be a total tax increase of \$79 (\$43 in Year 1, \$17 in Year 2, \$11 in Year 3, and \$8 in Year 4) on each \$100,000 of equalized property value.

	All	Comparison	Weighted
I would definitely support it	36.62%	21.90%	30.14%
I would probably support it	17.99%	14.88%	16.77%
I’m not sure if I would support it	11.91%	14.26%	12.78%
I would probably not support it	9.67%	14.26%	11.64%
I would definitely not support it	23.81%	34.71%	28.68%
Combined definitely-probably	54.61%	36.78%	46.91%

Survey Review: Results (Qualitative)

- There were two qualitative (open-ended) questions on the survey.
- Approximately 1,400 responses were received to these questions.
- Describe the District (1,000 responses): great reputation, with high-quality education and college preparation, need for more community engagement, more transparency related to the budget and how money is spent, and concerns about not being as strong a district in recent years.
- What should Board keep in mind (400 responses): calls for fiscal responsibility, desire for more community engagement, transparency, and accountability, mixed feelings about further taxation, focus on core education, and general concerns about fiscal management.
- Similar to themes we hear in most districts when administer a community survey.

THANK YOU!

Questions?

