

BOND PROPOSAL 2007

Summary of Survey Results

In January 2007, a 12-minute telephone survey was conducted by DeSeighardt Strategic Communications with 250 district patrons to determine satisfaction levels with the district's performance, information sources for district news, and patron views on several concepts being considered for a bond issue election.

The respondents were divided to ensure balanced geographic representation, as well as being split 50/50 between those who had lived in the district fewer than 10 years, and patrons who had been residents 10 years or longer. Here is a brief overview of the results obtained by the research; a complete copy of the research results is available for viewing at the Central Office.

Evaluation of district people, programs, facilities and overall performance

This section of the research resulted in some of the highest grades the consultant has seen in 15 years of working with districts in Kansas and Missouri. Our district's highest scores came with topics that describe what happens in the classroom.

General, benefit-of-the-doubt support for a potential bond issue

Knowing little or nothing about the bond, respondents were asked if they would support the project. Benefit-of-the-doubt support in this instance is somewhat cautious, with a little more than half saying they would either "strongly favor" or "favor" a bond issue that would "expand some facilities, renovate some existing facilities, and potentially build some new facilities."

Item-by-item support or opposition to the concepts being considered for the bond issue

Generally speaking, the project details described to the respondents increased their likelihood to favor the bond package. Favorite projects were the additions proposed for EMS and EHS, as well as expanded preschool and a large attendance center that would house all first through fifth graders. The items with less support were the new district office and stadium complex.

Views on the future of Laws Stadium, should the district construct a new facility for athletic competitions

Nearly half of all respondents desired that the Laws facility be left as-is for public use.

Support for the idea of a bond issue, once all the specifics were known

For more than 60% of respondents, information about the specific projects increased their support of the bond. This demonstrates the importance of education among voters and continued efforts to strategically communicate about key issues related to the bond.

Most frequently consulted sources for district news

The top sources for news were their own district students, friends and neighbors, teachers and staff, the *Eudora News* and school/district newsletters. Other important sources were the *Journal-World* and the district's Web site.