



Referendum Update

School District of Fort Atkinson
Board of Education Meeting, December 17, 2015

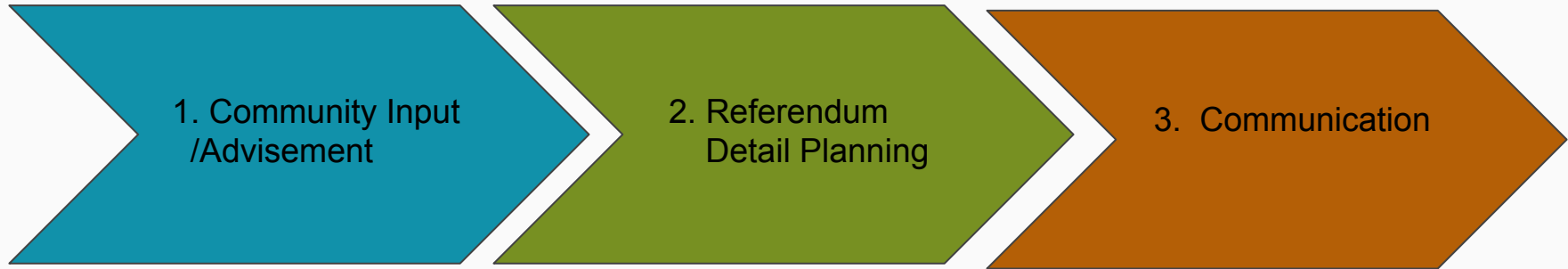
BOE: Special Meeting - December 1, 2015

Main Messages

- “Community involvement is crucial to the success of referendum efforts.”
- Larger Base of Community Input Needed
 - Earlier in the Process
 - Engagement in a Variety of Ways
- Staff Input Earlier in the Process
- Greater Ownership by the Board Desired
 - Structure
 - Amount



DRAFT - Referendum Process/Timeline



“Community involvement is crucial to the success of referendum efforts.”

- Administration identifies available community survey vendors
- Administration drafts “Community Input / Advisement” timeline from December 2015 to April 2016 that shows the process of survey company procurement, contract finalization, drafting of the survey itself, determining a dissemination plan and subsequent analysis of data gathered (this document)
- Administration drafts a RFI (Request for Information) for BOE consideration
- Recommended timeline and RFI goes in regular BOE packet for BOE review
- At regular BOE meeting, BOE discusses:
 - Proposed “Community Input / Advisement” timeline (this document), makes adjustments as necessary and considers it for approval
 - Proposed RFI and release/return date
 - Dates for special meetings in January / February for survey development
- RFI released after BOE pending BOE approval

January, 2016

- District receives RFI responses (first week of January)
- District contacts interested vendors to set up meetings
- Communication Committee meets with survey vendors to:
 - Define the purpose for the survey
 - Determine services available by vendor
 - Determine services available
- Communication Committee makes recommendations on purpose(s) of the survey, vendor selection, services to be procured, and timeline recommendations for survey completion to be drafted, disseminated, etc.
- At regular BOE meeting (1/28/15), the Communication Committee presents recommendations to BOE for consideration
- Consider feature article on the desire of the BOE to obtain community input / advisement

- Special BOE meeting(s) with selected vendor and Administration to create and finalize survey
 - Finalize purpose(s) for survey
 - Discuss / Determine survey questions
 - Discuss / Determine survey dissemination structures / process / timeline
- Communication Committee develops a communication plan to launch the community survey
- Begin communication to community regarding need for survey completion and community input

- Continue communication to community regarding need for survey completion and community input
- Anticipated survey disseminated to community for completion
- Survey conclusion prior to end of the month

April, 2016

- Regular BOE Elections - April 5, 2016
- Results of survey available for BOE review / Vendor presentation of results at April regular BOE Meeting
- Last Monday of April, newly elected BOE members sworn in



DRAFT - Referendum Process/Timeline BOE Feedback/Advisement

1. What questions does the Board have?
2. What changes or modifications to the process timeline would you suggest?
3. Other thoughts?
4. Should the Administration proceed with the proposed timeline?



“Community involvement is crucial to the success of referendum efforts.”