



Beaver Dam Unified School District

Community Survey Report
June 3, 2024

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Our mission is to help educational leaders gather, organize, and use data to make strategic decisions.



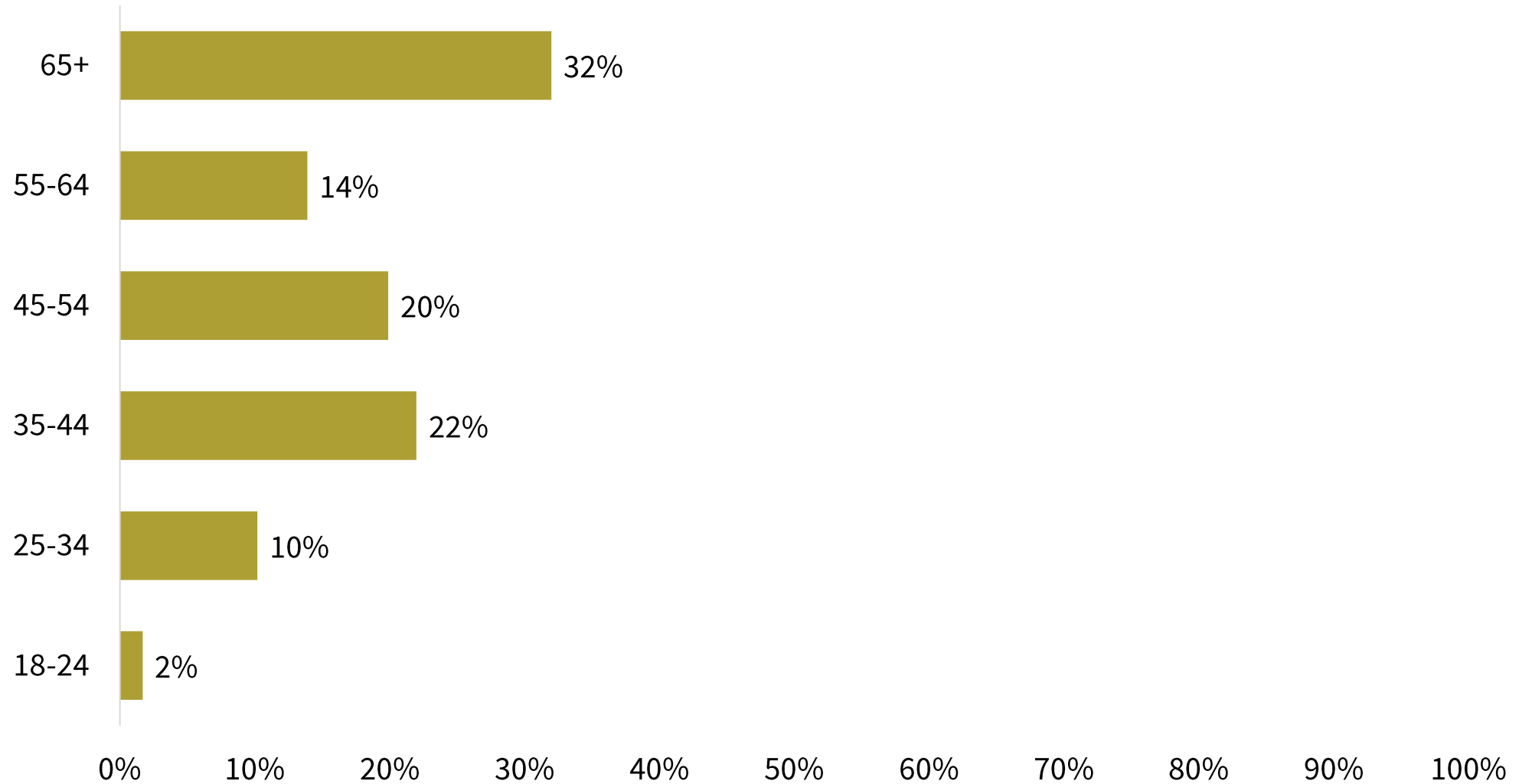
- Founded in 2002 to provide independent research
- Conducted over 10,000 staff, parent, and student, and community surveys for school improvement
- Helped more than 900 districts navigate the strategic planning and referendum planning process

Survey Information

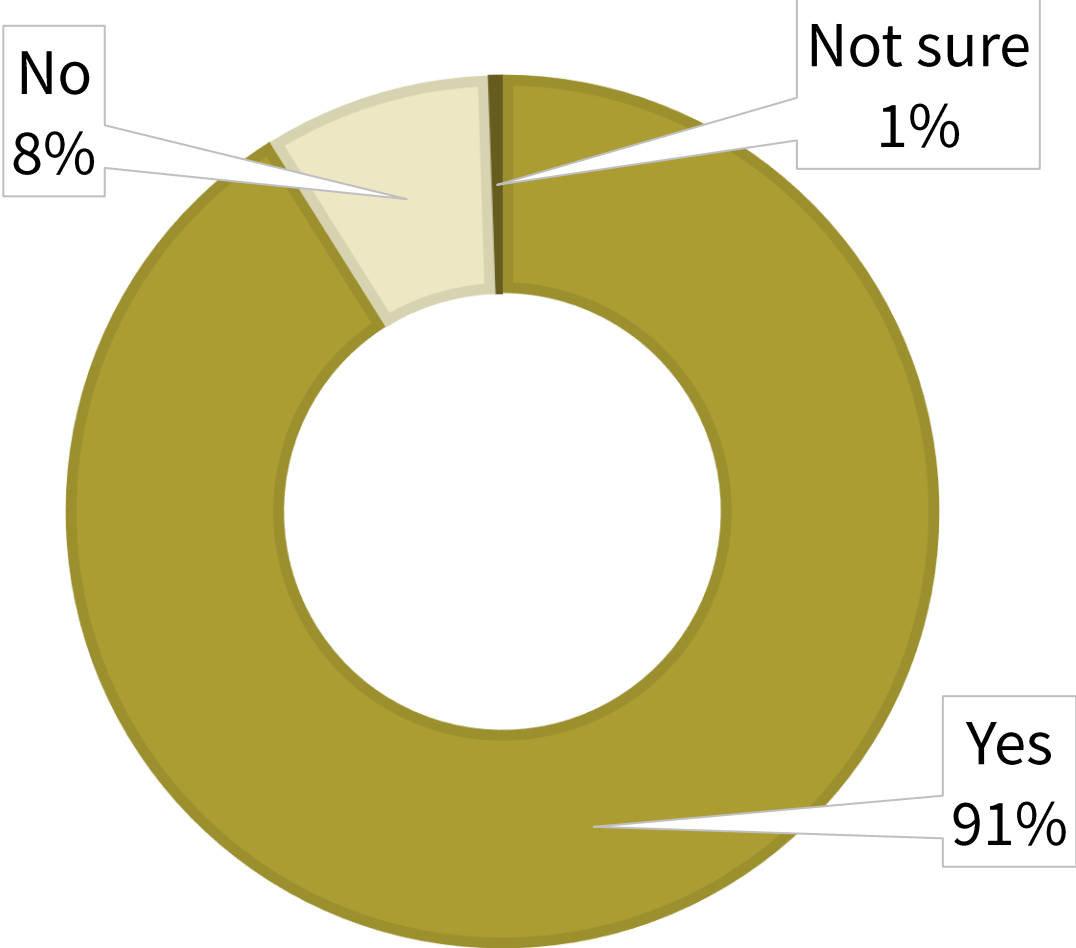
- **April 22, 2024** survey deadline
- **1,876** total respondents
- **18%** response rate
- **+/- 2.30%** statistical margin of error



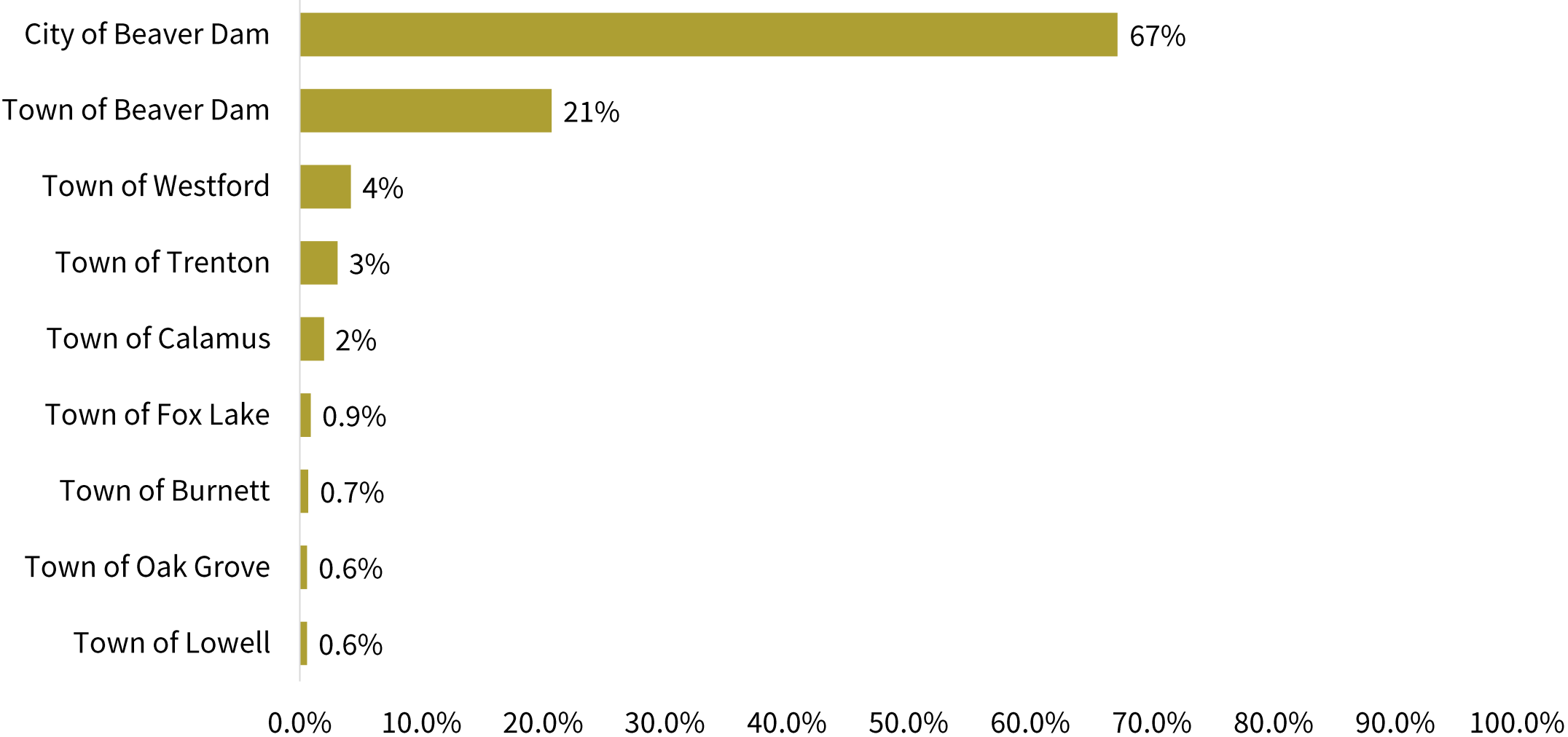
What is your age?



Is your primary residence in the District?



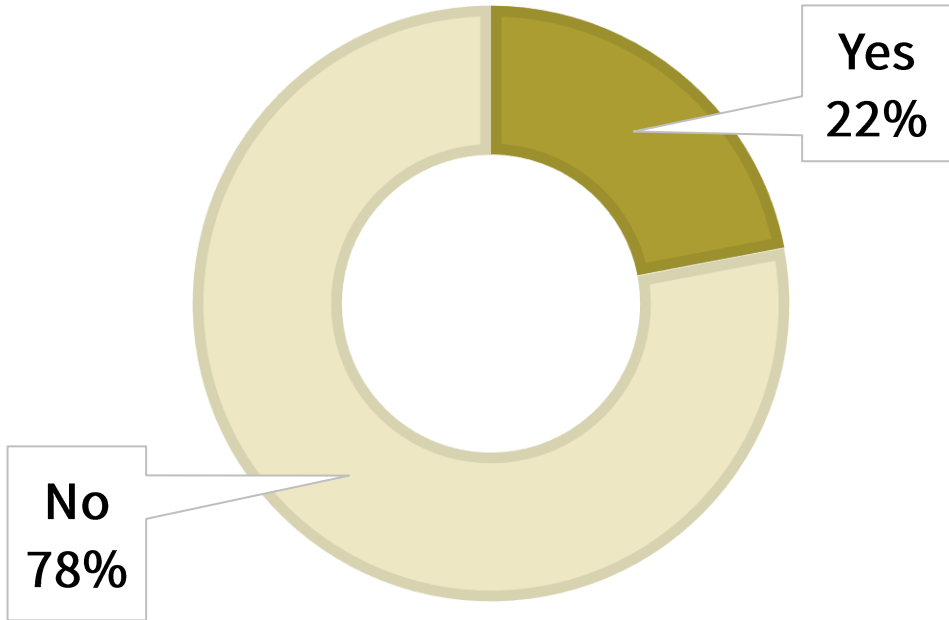
In which city or township do you live?



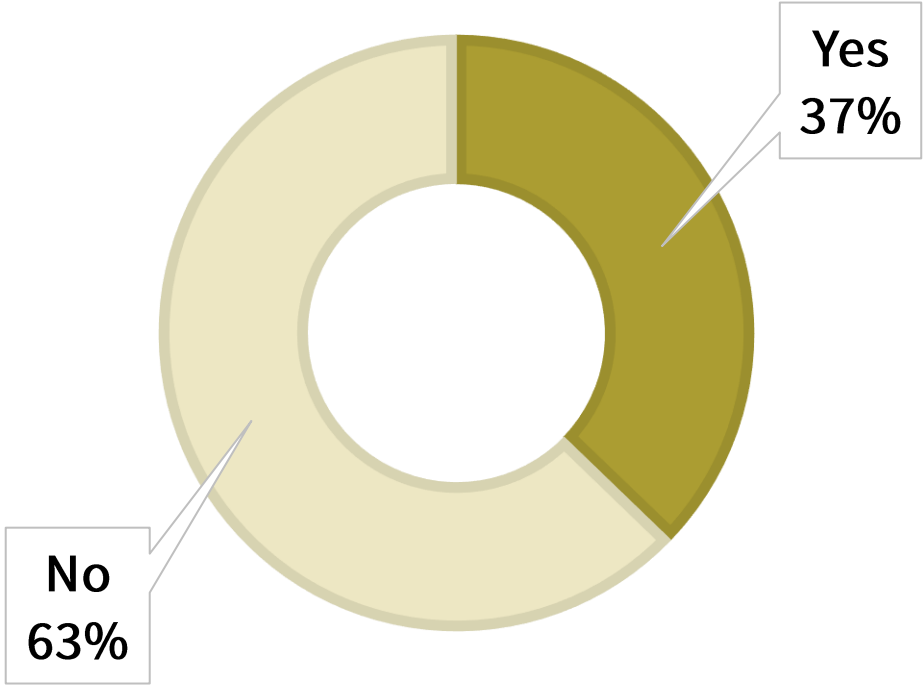
Respondent Information



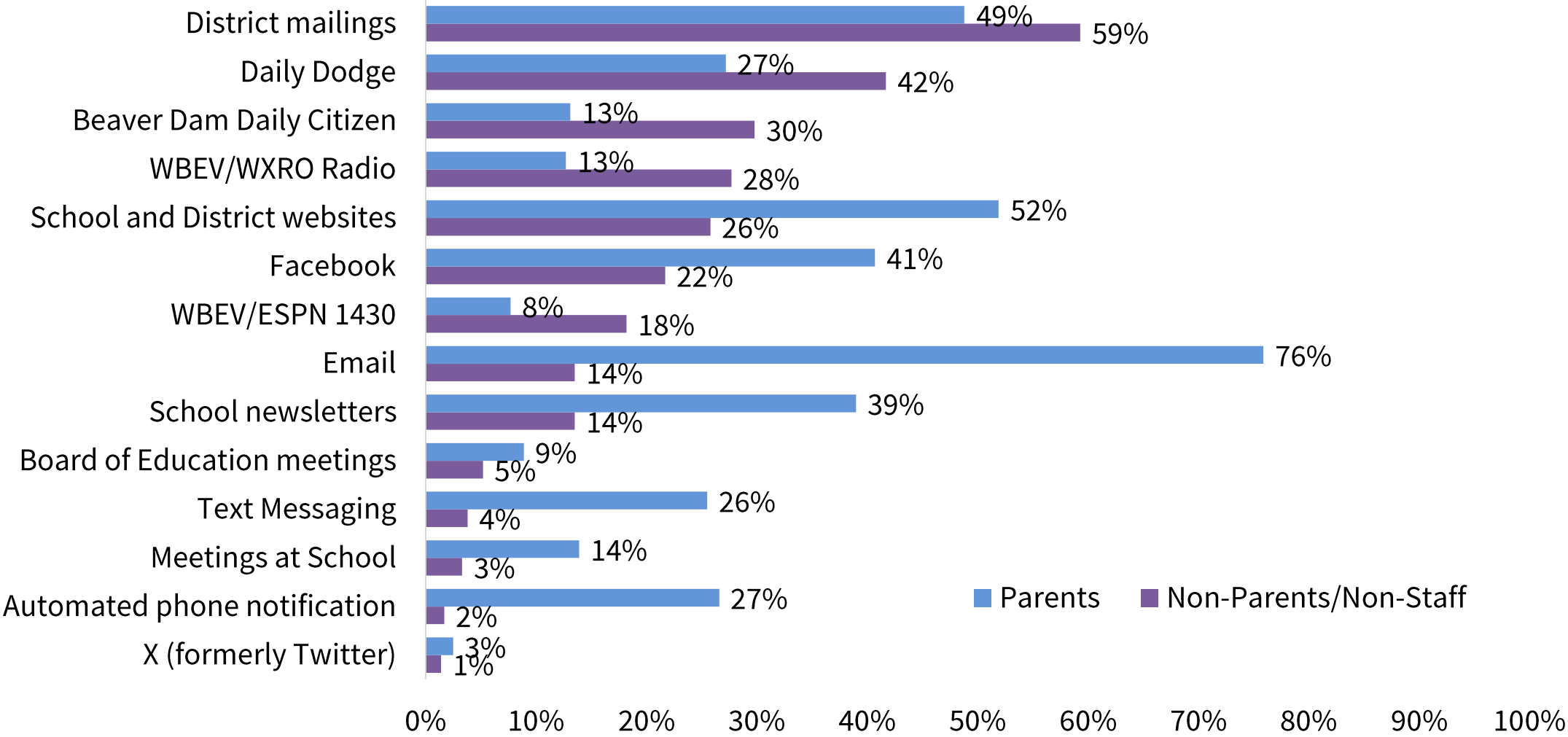
Are you an employee of the District?



Do you have children attending a school in the District?



How do you like to receive school/District information?

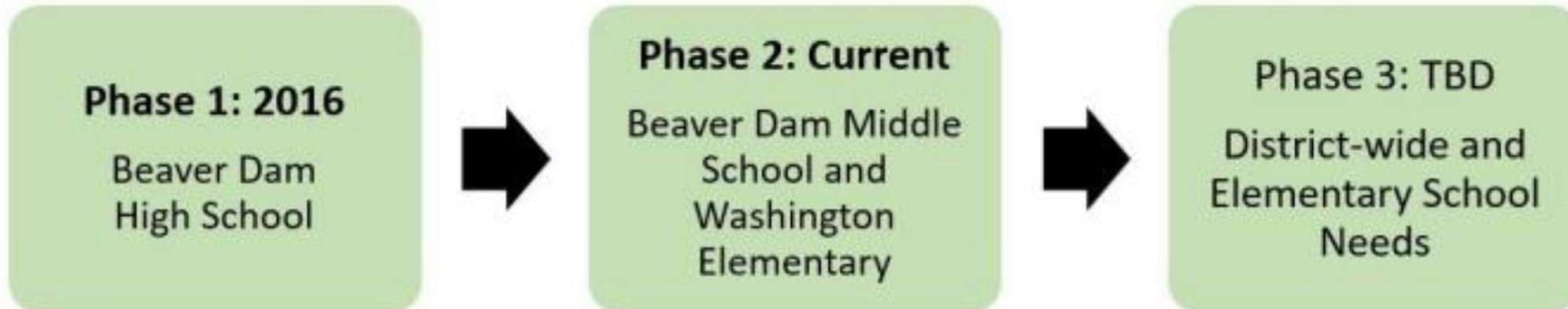


Background Information

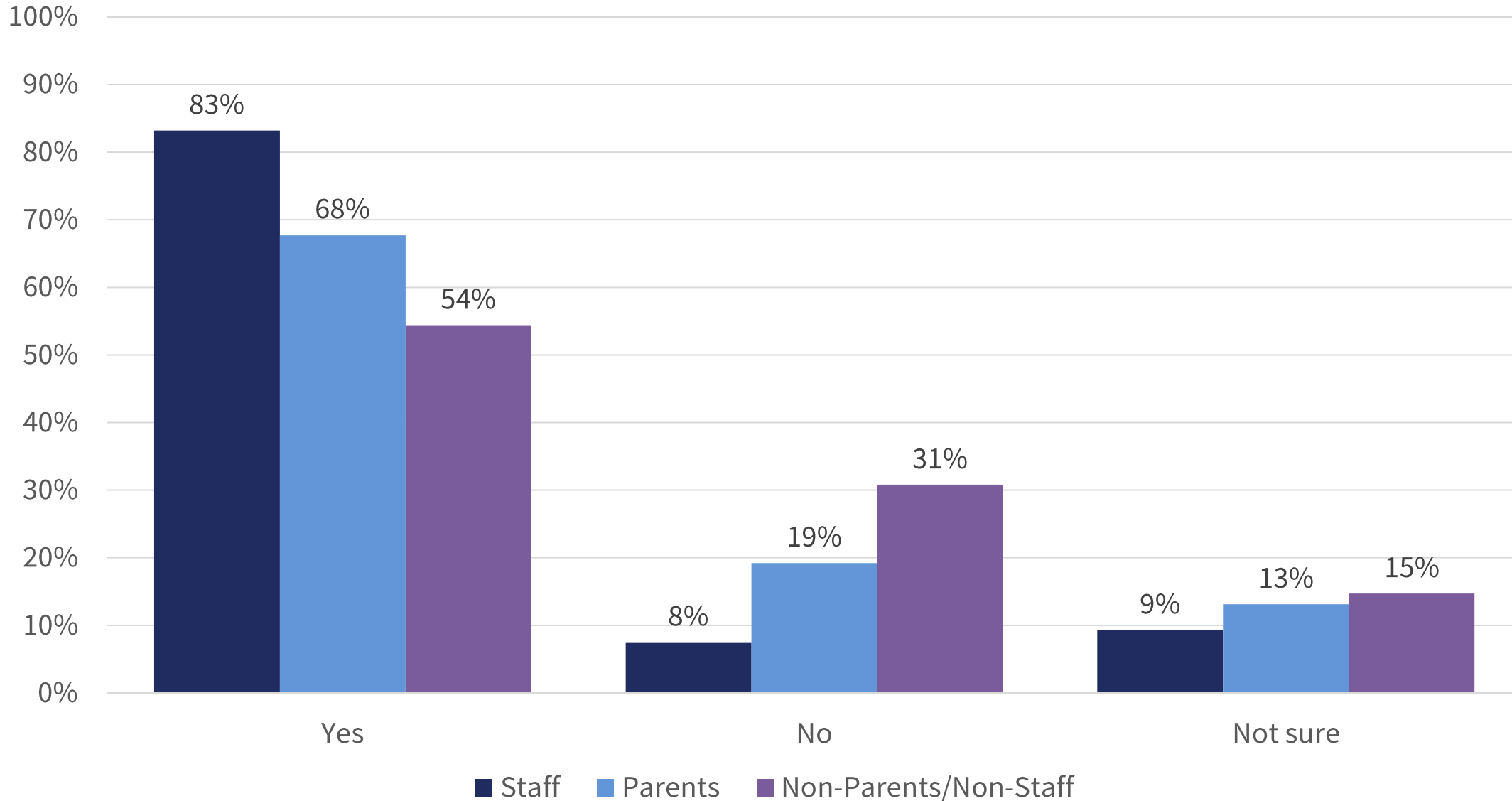


Facility Master Plan

In 2016, local voters approved a referendum to improve safety and security and update the high school. **The next phase focuses on Beaver Dam Middle School and Washington Elementary School.**



Would you support the District pursuing a referendum?

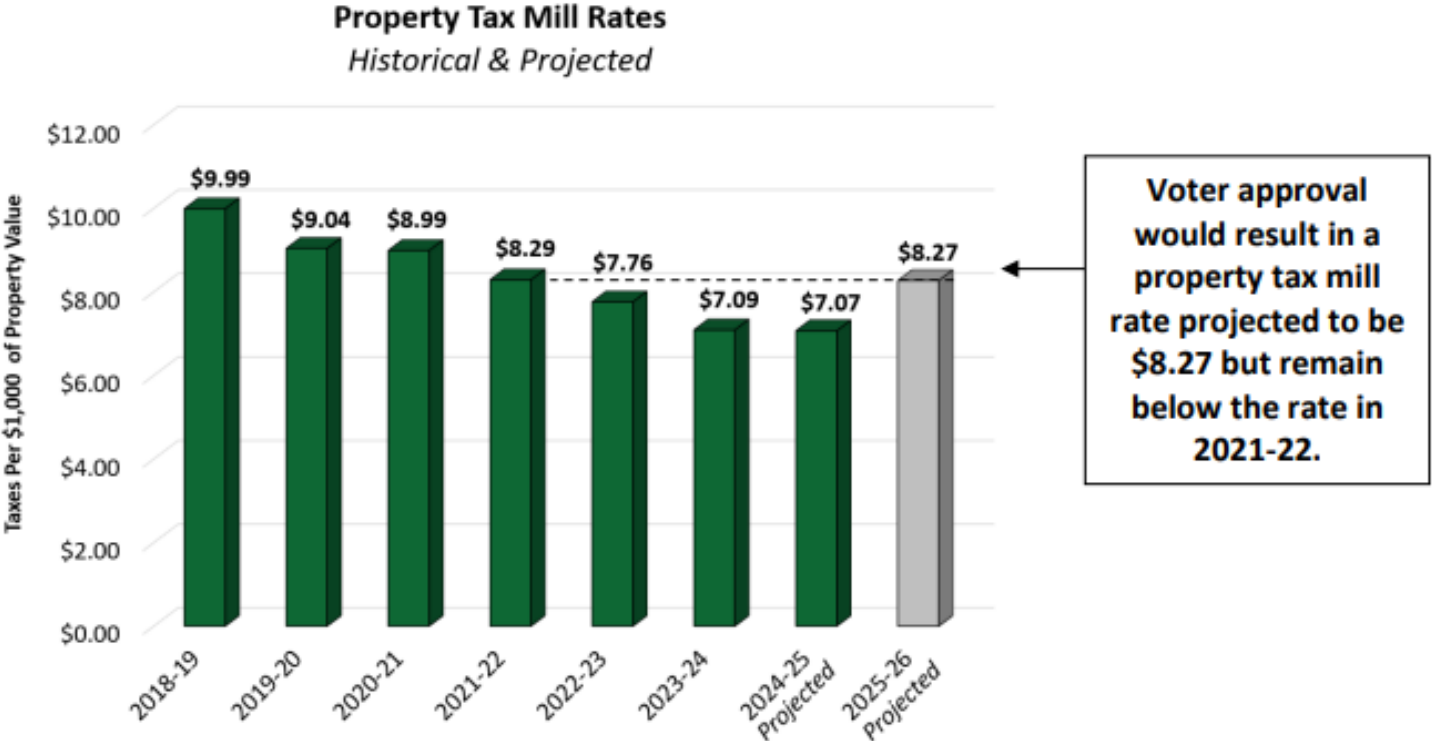


Recommended Plan Funding Support

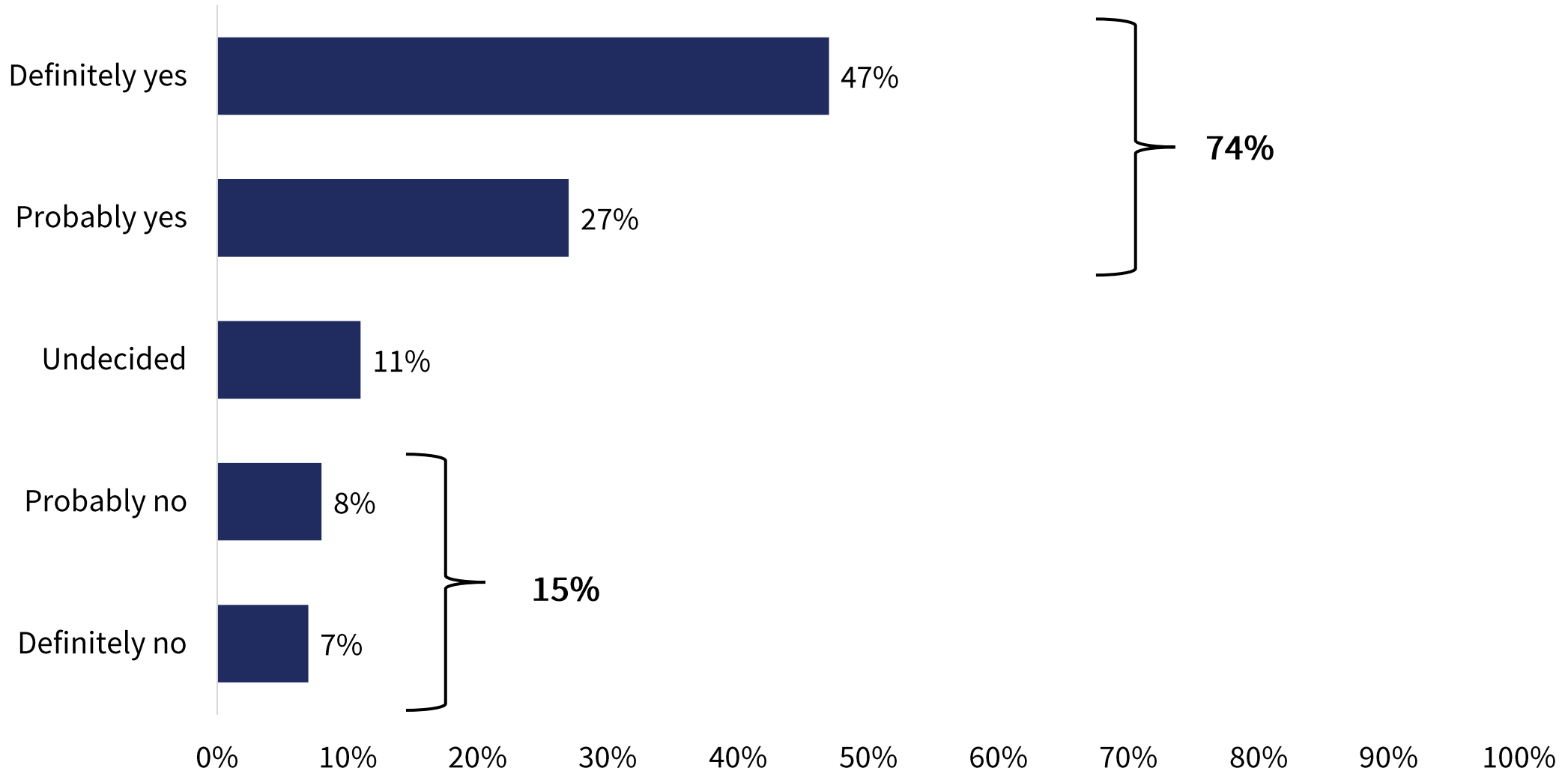


Cost Summary	
Replace Beaver Dam Middle School	\$87 million
Update Washington Elementary	\$13 million
District-wide Improvements	\$7 million
Total	\$107 million

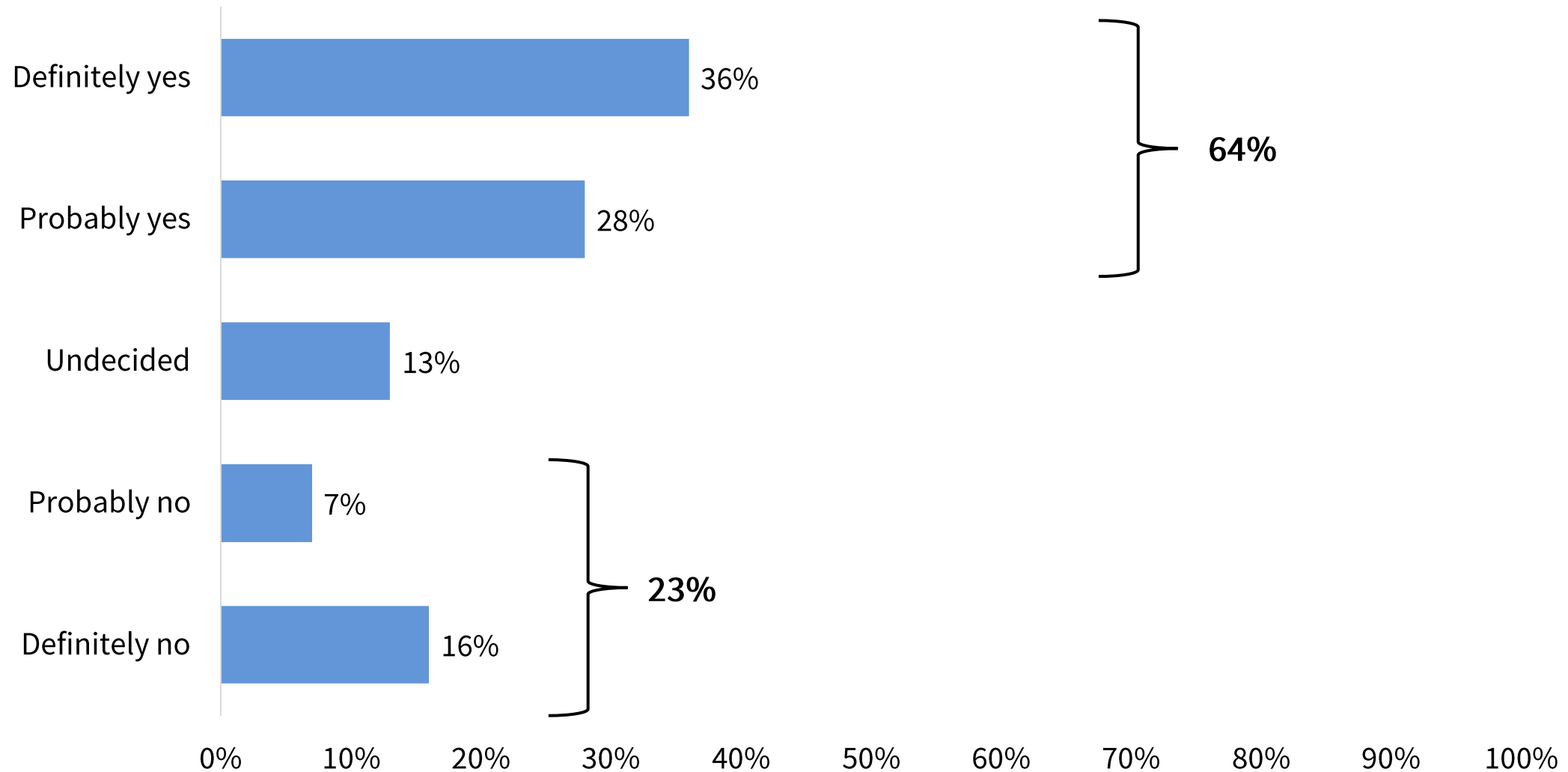
Voters in our school district would need to approve a referendum to pay for these projects.



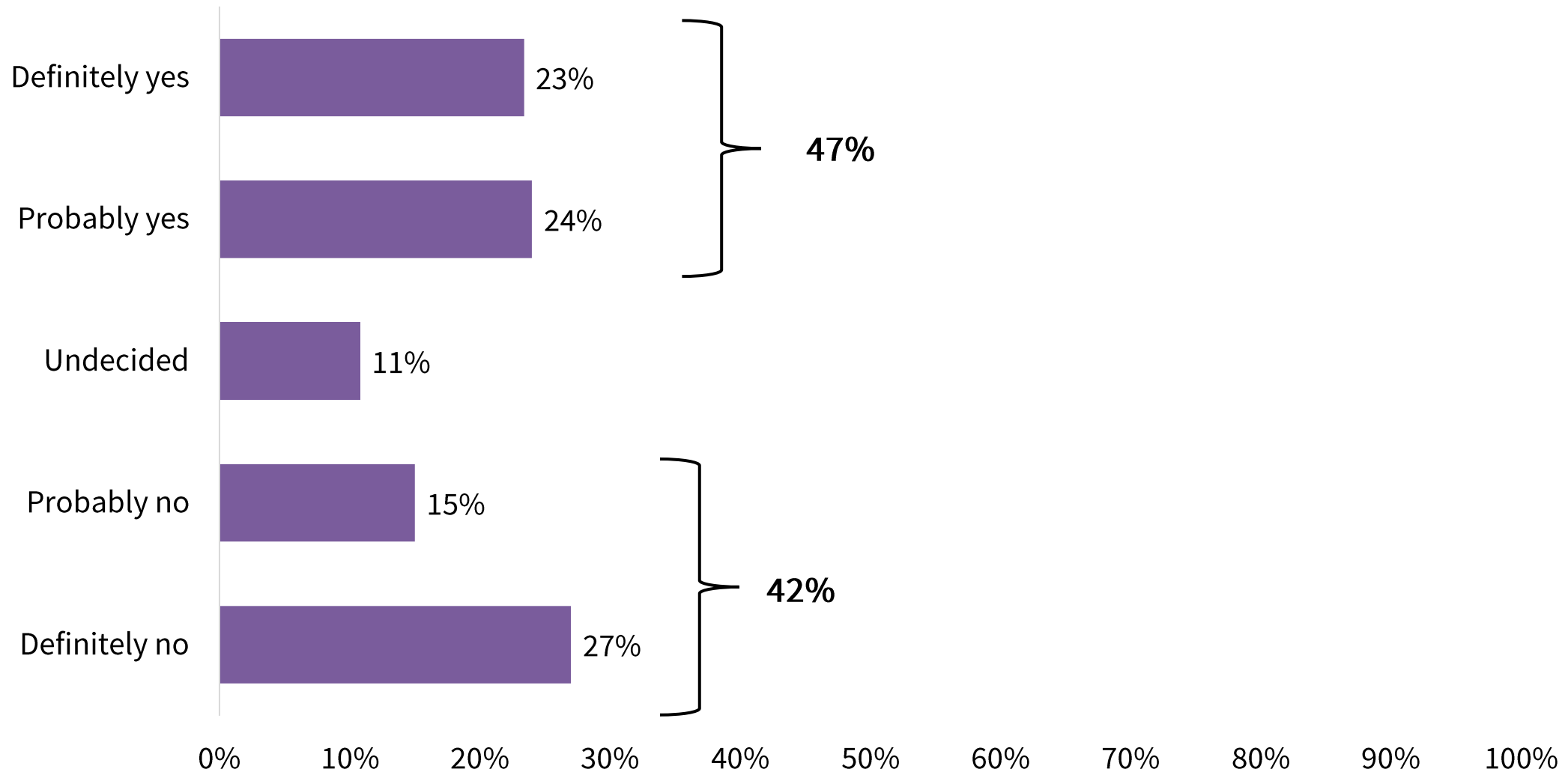
Would you support a \$107 million referendum to fund the recommended plan? (*Staff Residents*)



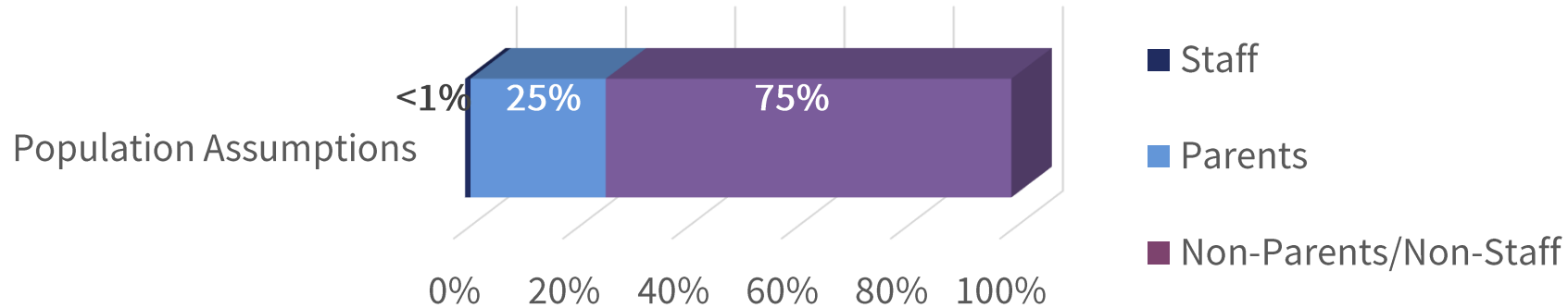
Would you support a \$107 million referendum to fund the recommended plan? (*Parent Residents*)



Would you support a \$107 million referendum to fund the recommended plan? (*Non-Parent/Non-Staff Residents*)



Additional Analysis: Would the \$107 million referendum to fund the recommended plan be supported?



Weighted support for *Definitely yes and Probably yes*:

$$0.25 (64\%) + 0.75 (47\%) = \underline{\underline{51.3\%}}$$



Primary reason for those who do not support the proposed plan.



	Reason
1	Too expensive/tax impact is too large.
2	Do not support building a new middle school.
3	Do not support the District-wide improvements.
4	Do not support updating Washington Elementary.
5	Other
6	Do not have enough information.

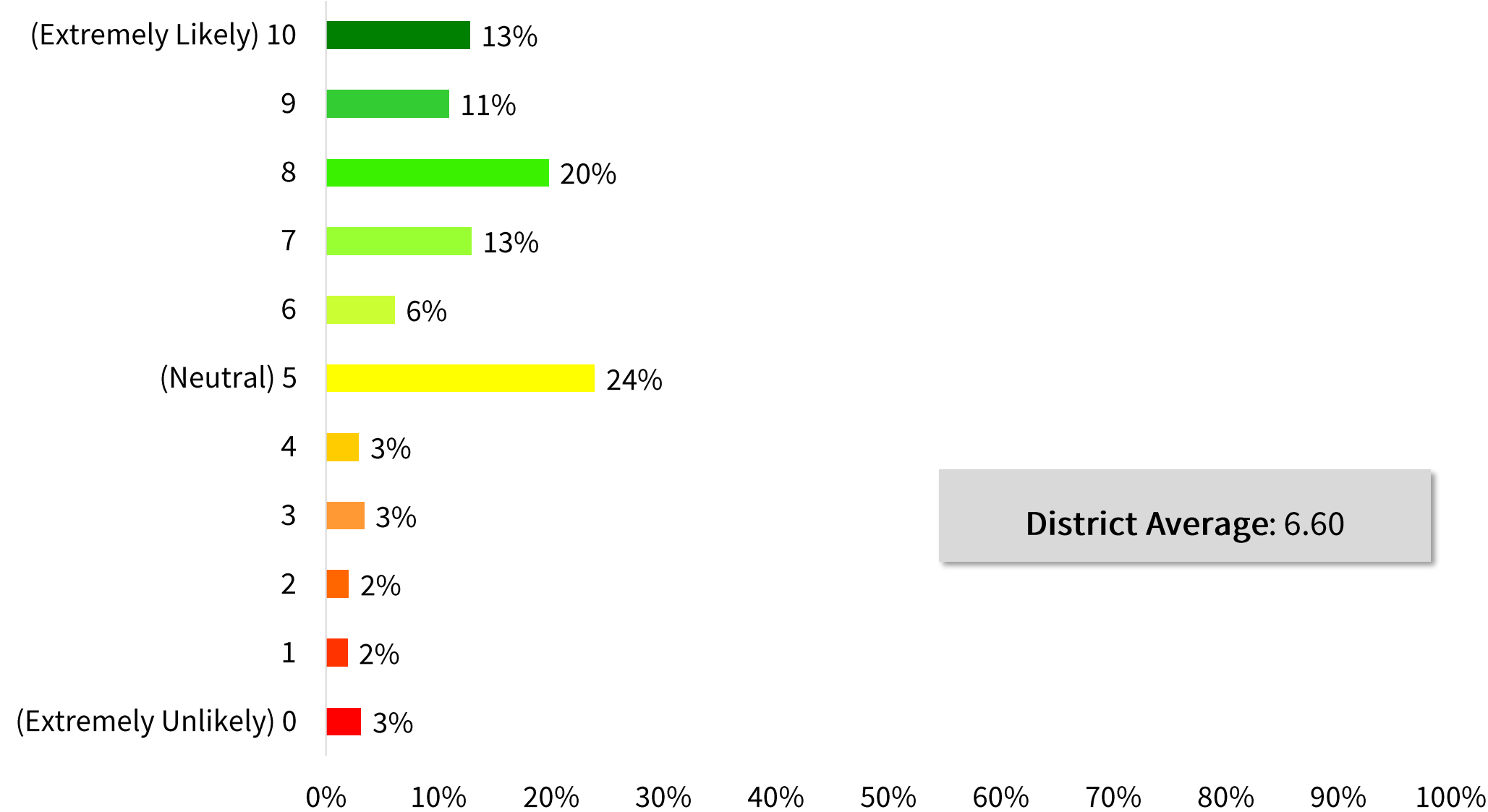
How is the District doing in each of the following areas?

Great = 4, Good = 3, Fair = 2, Poor = 1



Item	Percent “Great” or “Good”	Average
Delivering a high-quality education	72%	2.82
Keeping the public informed	70%	2.84
Managing funds appropriately	61%	2.61
Building pride in the community	71%	2.86

On a scale of 0 – 10, how likely would you be to recommend the District to a friend or family member?



What did we learn?

- A majority of all subgroups support the District exploring a capital (facilities) referendum.
- While the weighted average analysis has slightly more than 50% support for the \$107 million proposed plan, it is within the margin of error.
- There is enough support to put the proposed plan on the ballot in November and let the voters decide.

