



Howard Lake - Waverly - Winsted

# COMMUNITY SURVEY PROPOSAL

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**SCH<sup>o</sup>L**  
**PERCEPTIONS**  
*Measuring what matters*

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## Project Overview

The Howard Lake - Waverly - Winsted Public School District is interested in surveying parents, staff, and the community as they explore options to increase funding for schools, which may include pursuing a levy referendum.

To accomplish these goals, we do not advocate random sampling, a process that, by definition, excludes most members of the community. Instead, School Perceptions specializes in a process that includes every member of the community. With this approach, each community member is educated about the needs and challenges of the District. We have found that a community survey is a critical first step. By administering a community survey, your district will be able to:

- ✓ Educate your community members on the needs of your district.
- ✓ Gather data on community members' educational priorities.
- ✓ Understand the tax tolerance associated with the potential projects.

Our process begins with the mailing of a paper survey to all district households. A cover letter explains the nature of the survey and encourages the respondent to participate either online or on paper. Additionally, our methodology supports survey administration in multiple languages.

Our proprietary software generates a one-time use access code, which ensures no one can take the survey more than once. The paper survey can be completed and mailed back to School Perceptions for data entry. Once the survey process is completed, our software will break down the results based on key community subgroups.

**After completing more than 700 community projects over the past 20 years, the School Perceptions methodology has proven to be highly predictive.**

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## About Us

School Perceptions LLC is a Wisconsin-based, independent educational research firm that works with school districts, regional service agencies, as well as state and national organizations. Over 10,000 schools have used School Perceptions to collect millions of survey responses from students, staff, parents, non-parents, and community stakeholders.

*For 20 years, our mission has never changed:*

**We help educational leaders gather, organize, and use data to make strategic decisions.**

## Meet Your Account Manager

**Sue Peterson** is a Project Manager and Strategic Communications Specialist and will work with you to develop and deploy your community survey. She also works with districts to administer student, staff, and parent surveys.

Sue received both her bachelor's and master's degrees from the University of Wisconsin-La Crosse. Sue brings a strong background in program development, community organizing, grant writing, and communications.



## Meet Your Support Team

**Cari Udermann** is a Project Implementation Manager and will work with your district to coordinate survey administration. She attended St. Cloud State University and Syracuse University, earning degrees in Psychology and Nursing, respectively. Cari has worked in both the medical and education fields. While working in schools, she became aware of the importance a healthy school climate has on students' ability to learn.



**Chelsea Davis** is a Data Analyst and will help to facilitate printing and mailing logistics (if needed) as well as provide you with post-survey results reports. Chelsea graduated from the University of Wisconsin-Whitewater with a degree in Business Administration.



## Why School Perceptions?

Over the past 20 years, School Perceptions has developed a reputation of excellence and reliability. We take great pride in the following elements of our work. The following is a summary of nine factors that uniquely position School Perceptions to meet the needs of the Howard Lake - Waverly - Winsted Public Schools.

- 1) **An objective and unbiased process:** Often, surveys designed and administered by a district are perceived as biased by survey-takers. Consequently, results are questioned, trust is broken, and the entire process is undermined. By using an objective and independent firm like School Perceptions, your process, data, and plans moving forward are viewed as credible.
- 2) **An emphasis on you:** Every school district has unique challenges. Therefore, we never treat a project with a cookie-cutter approach. We listen to you, we work with you, and we customize your project to meet your needs.
- 3) **Cost-effective:** School districts use community surveys to help shape plans that will impact their communities for generations—plans that often amount to millions of dollars. School Perceptions understands the resource challenges schools face. We are confident that our services will be a good investment as you develop your long-term, continuous improvement projects.
- 4) **Research-based and applicable:** The quality of our work will never waver. We combine extensive research reviews with our decades of experience to help you get accurate, trustworthy, and dependable data.
- 5) **Comparison data:** If 80% of your community believes you are keeping the public informed, is that good? Or do you have a problem? By using our benchmarks, we can provide satisfaction question-level comparisons to similar schools. Rest assured, individual school names are never shared. Our software can also calculate longitudinal changes to quantify growth on a year-over-year basis.
- 6) **Proprietary survey software:** Our survey system is custom designed to meet school districts' unique needs and is proven to be extremely user-friendly and reliable. We continually review security protocols to ensure that your data is always protected and backed up. Additionally, our system includes a survey access control system to ensure that an individual can only take the survey once. A paper version of the survey is also available for those without internet access.
- 7) **Stakeholder engagement:** Our work together has a twofold purpose. Surveys help you collect the data you need for continuous improvement *and* serve as a tool to help the community understand your needs. Our experience has shown that asking the *right* questions in the *right* way is central to the project's success.
- 8) **Ongoing support:** Gathering good data is only half of the challenge. Our team of experts will help you make sense of your data and develop a realistic plan of action.
- 9) **Dedication to service:** Technology and information specialists are available Monday-Friday, 8 am-5 pm CT. We also provide 24-hour, 365-days-per-year real-time monitoring of company servers. Our staff is dedicated and ready to help your team through each step of the process.

## **Process & Costs**

### Phase 1 – Strategy Development: \$1,100

- ✓ Identify overall project goals
- ✓ Define options for testing support (if applicable)
- ✓ Develop the project timeline with key milestones and assignments
- ✓ Assist with pre-survey communications planning

### Phase 2 – Survey Design: \$2,300

- ✓ Gather key district stakeholder input in the planning process
- ✓ Draft the survey with content specific to your project/community
- ✓ Facilitate survey approval process with district leadership
- ✓ Send the draft to a professional proofreader and generate a print-ready version of the survey
- ✓ Program customized content into the School Perceptions proprietary software system

### Phase 3: Survey Administration: \$2,900

- ✓ Secure mailing lists
- ✓ Assist in sourcing the cost-effective survey printer option
- ✓ Coordinate printing and mailing logistics\*
- ✓ Assist with communications plan to promote awareness and participation per district plans
- ✓ Coordinate production and distribution of each survey instrument to target groups
- ✓ Generate unique survey access codes or kiosk codes
- ✓ Launch electronic survey to staff and parent groups
- ✓ Send staff and parent survey reminders via email
- ✓ Monitor live survey data, systems and perform daily data and software back-up

### Phase 4: Results Reporting: \$2,200

- ✓ Provide access to all data through the secure School Perceptions password-protected portal
- ✓ Produce and present a formal analysis report (assumes virtual presentation)
- ✓ Analyze qualitative data and develop a comment analysis report
- ✓ Assist in developing a realistic, data-driven plan of action

\* Administration costs do not include printing or postage.

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## **Policies:**

The School Perceptions Privacy Policy ensures that all email addresses provided will only be used for your district's contracted services. Our entire privacy policy can be found at [www.schoolperceptions.com/files/SchoolPerceptionsPrivacystatement.pdf](http://www.schoolperceptions.com/files/SchoolPerceptionsPrivacystatement.pdf).

Data access is granted to the District's Custodian of Records with the ability to disaggregate all compiled data and authorize access to other district staff. Unless otherwise noted, School Perceptions will designate the Custodian of Records to be the signer of this proposal.

## Optional Services

1. **Site Visits:** Our projects can be completed via online conferencing and phone. Sites visits, if needed, will be charged at \$800 per visit plus expenses.
  2. **Prepaid Postage Envelopes:** School Perceptions can provide prepaid envelopes at the cost of \$0.05 each. This option allows respondents who choose to fill out a paper version of the survey to return it directly to School Perceptions for processing.
  3. **Paper Survey Data Entry & Processing:** School Perceptions will enter all responses and comments for surveys mailed at a rate of \$1.80 per survey. If you district chooses to use the prepaid envelopes, return postage charge will be charged at the actual rate. The current business reply postal rate is \$0.61 for 1 ounce or less and \$0.76 for 2 ounces.
  4. **Additional Data Analysis:** School Perceptions will disaggregate and create reports at \$60 per hour for any crosstabs produced by the survey and/or in-depth comment analyses.
  5. **Non-English Translation Service:** School Perceptions will translate your survey at \$60 per hour to help ensure equitable access by your parents, students, and community members.
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If this proposal is acceptable, please sign this page, scan, and email to [sales@schoolperceptions.com](mailto:sales@schoolperceptions.com).

Community Survey Proposal Accepted: **Howard Lake - Waverly - Winsted Public Schools**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_