

Referendum 2023

HOWARD
LAKE-WAVERLY-WINSTED
PUBLIC SCHOOLS

August 7, 2023



Referendum History



Referendum History

- ❑ 2019 - two questions, operating levy, capital projects levy, neither approved
Q1: \$320.55 per pupil
Q2: Capital projects levy-\$200,000/year
- ❑ 2020 - two questions, operating levy, capital projects levy, neither approved
Q1: \$555.24 per pupil
Q2: Capital projects levy-\$200,000/year
- ❑ 2022 - two operating levy questions, neither approved
Q1: \$555.24 per pupil
Q2: \$200 per pupil

Small Group Work

- ❑ Why did people vote Yes?
- ❑ Why did people vote No?
- ❑ What should the school district do differently to ensure voters make an informed decision?
(please note on the comment cards at your place and turn in before you leave)

Referendum 2023

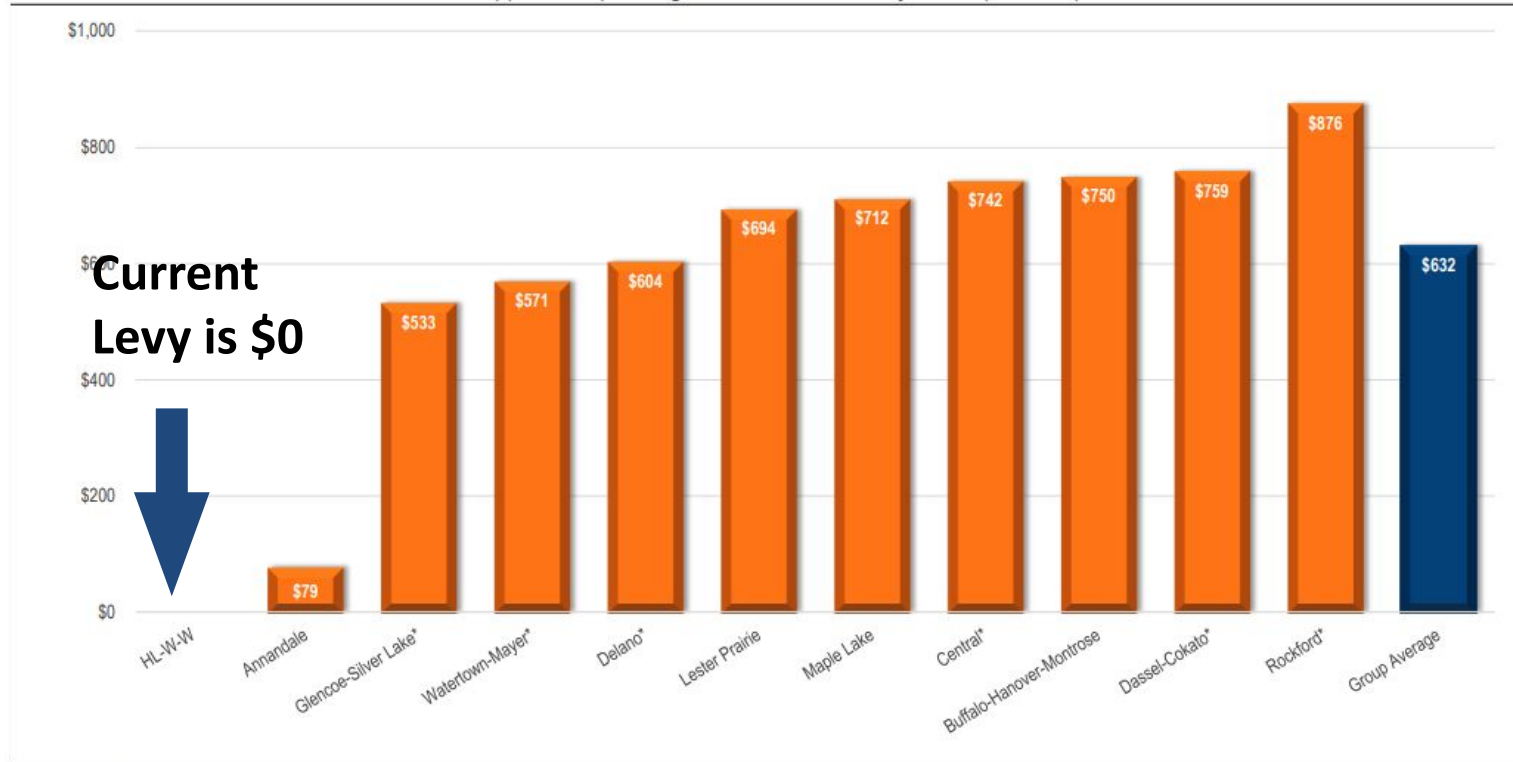


What is causing the situation

- ❑ expiration of of previous operating levies
- ❑ state funding doesn't keep pace with inflation
- ❑ end of COVID/ESSER funds
- ❑ high cost of special education

Operating Referendum Comparison

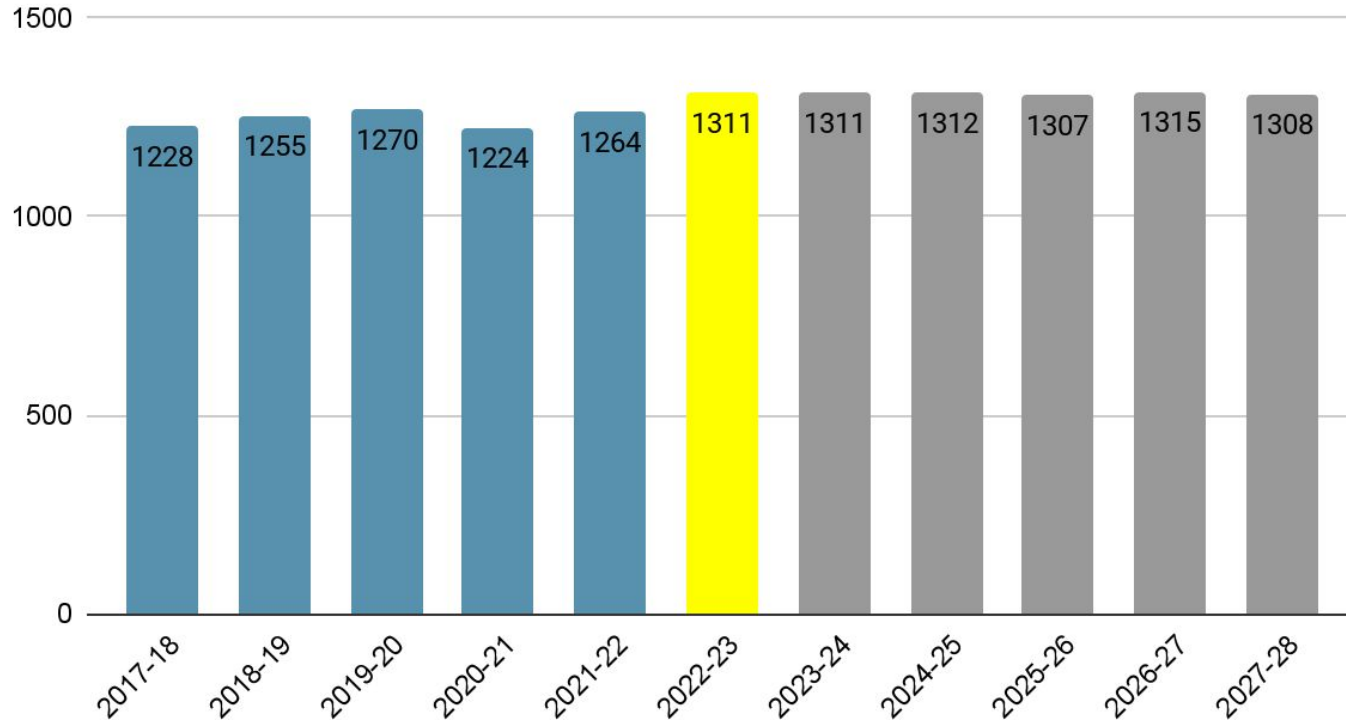
FY 2023-24 Voter Approved Operating Referendum Authority Per Pupil - Comparison Districts



**Current
Levy is \$0**

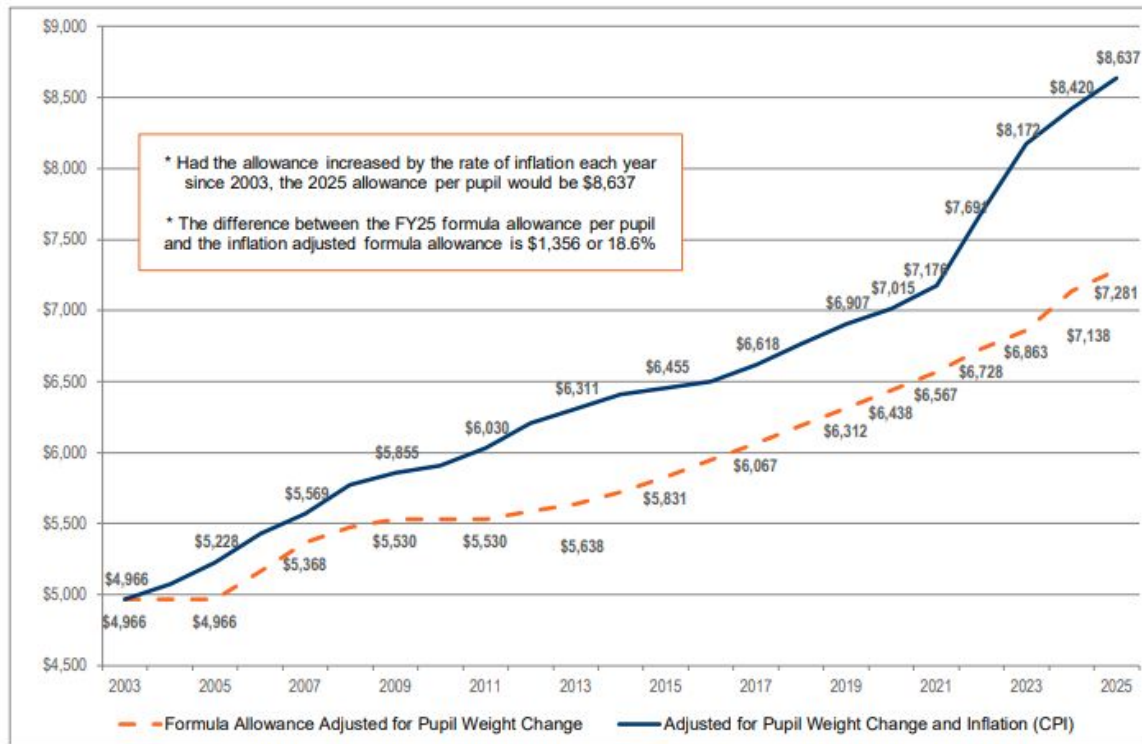
State Funding & Inflation

Adjusted Average Daily Membership

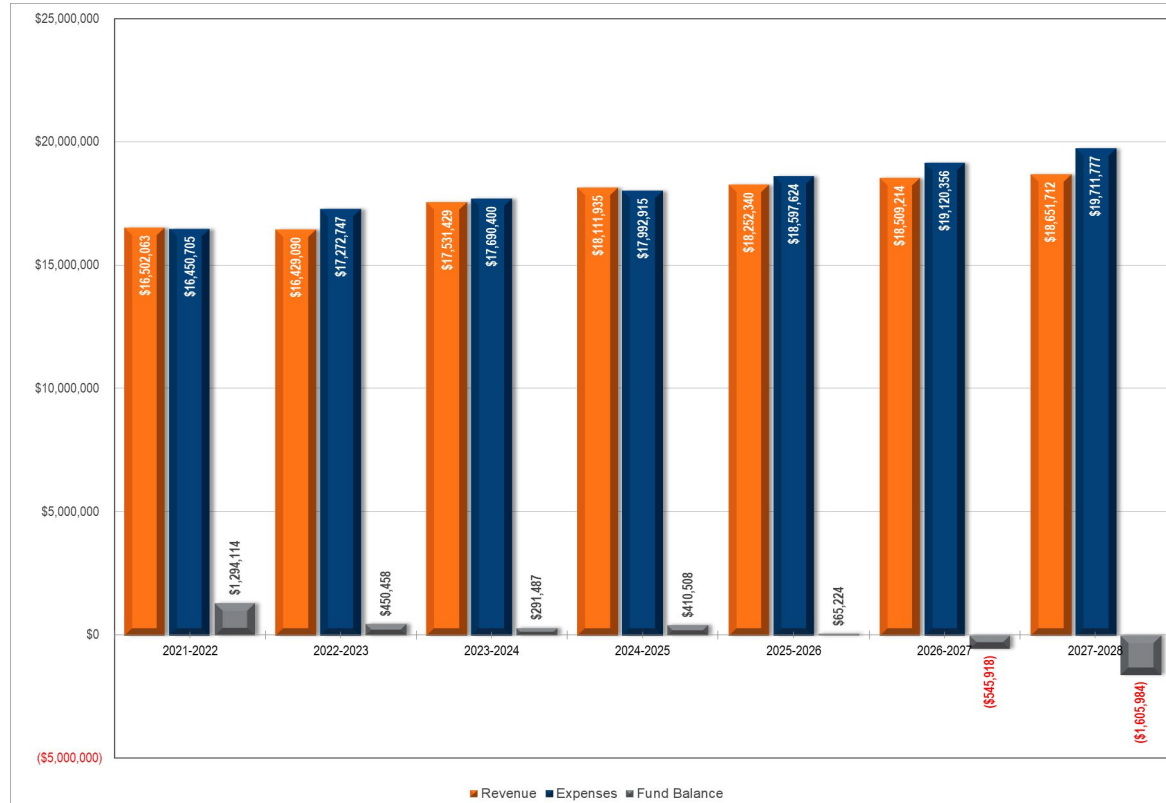


General Education Formula Allowance

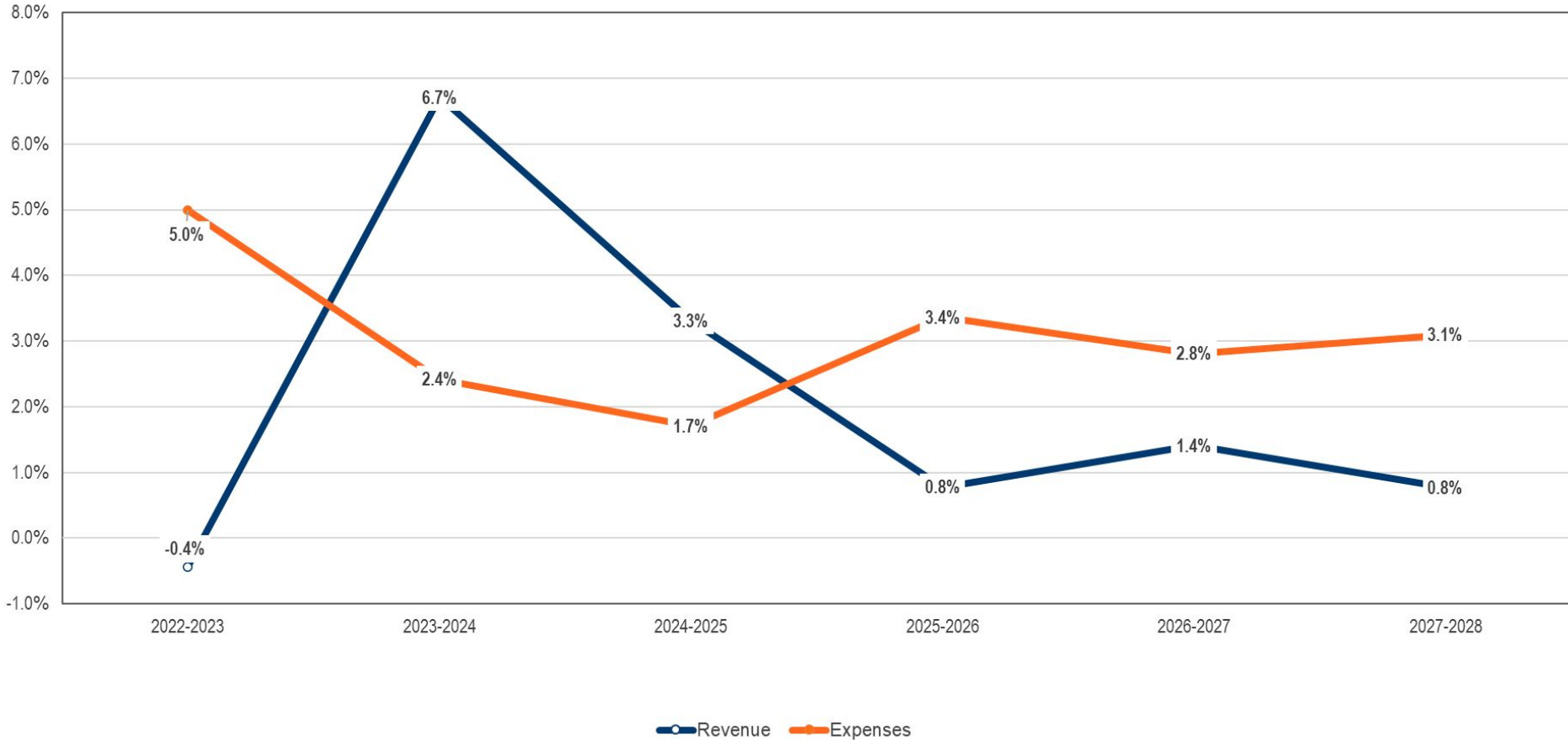
General Education Formula Allowance, 2003-2025
Adjusted for Pupil Weight Change and Inflation (CPI)



6 Year Comparison, Revenue, Expenses & Fund Balance



6 Year Annual Percentage Change in Revenue & Expenses

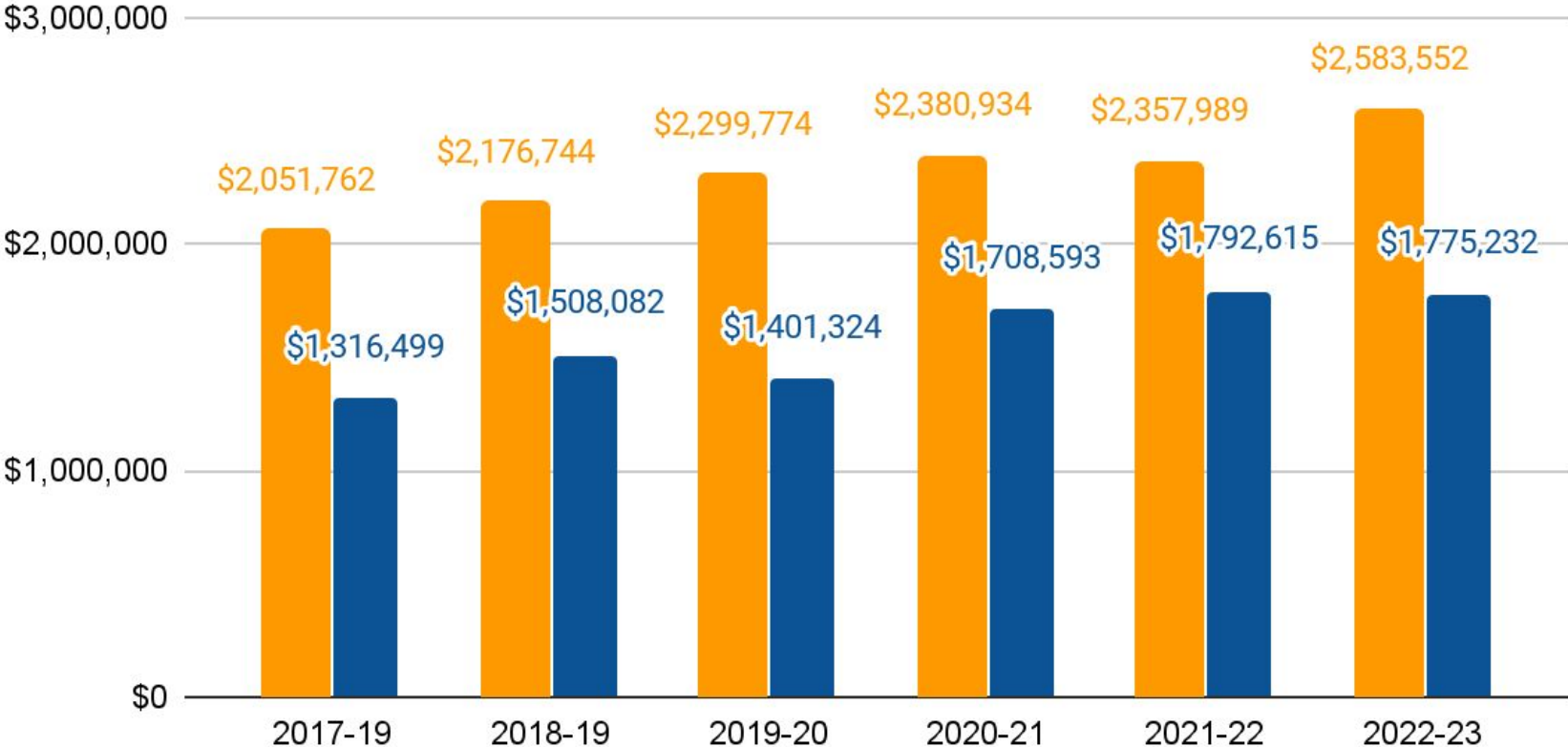


Item Funded with COVID/ESSER Dollars

- Preschool teachers' salaries paid while no fees were collected Spring 2020
- One-to-one Chromebooks K-12
- Nurtured Heart
- PPE
- Cleaning supplies added cleaning time covered by paras
- Added 0.5 FTE to District Counselor position
- Added MS teacher
- Mentorship Program
- After school tutoring, homework tables, Boost, Credit Recovery
- Summer school
- Planning time for 2021 return to school
- Added nursing position during COVID
- Teacher salary & benefits to keep class sizes small
- Curriculum
- Special Education supplies and training

Special Education Funding

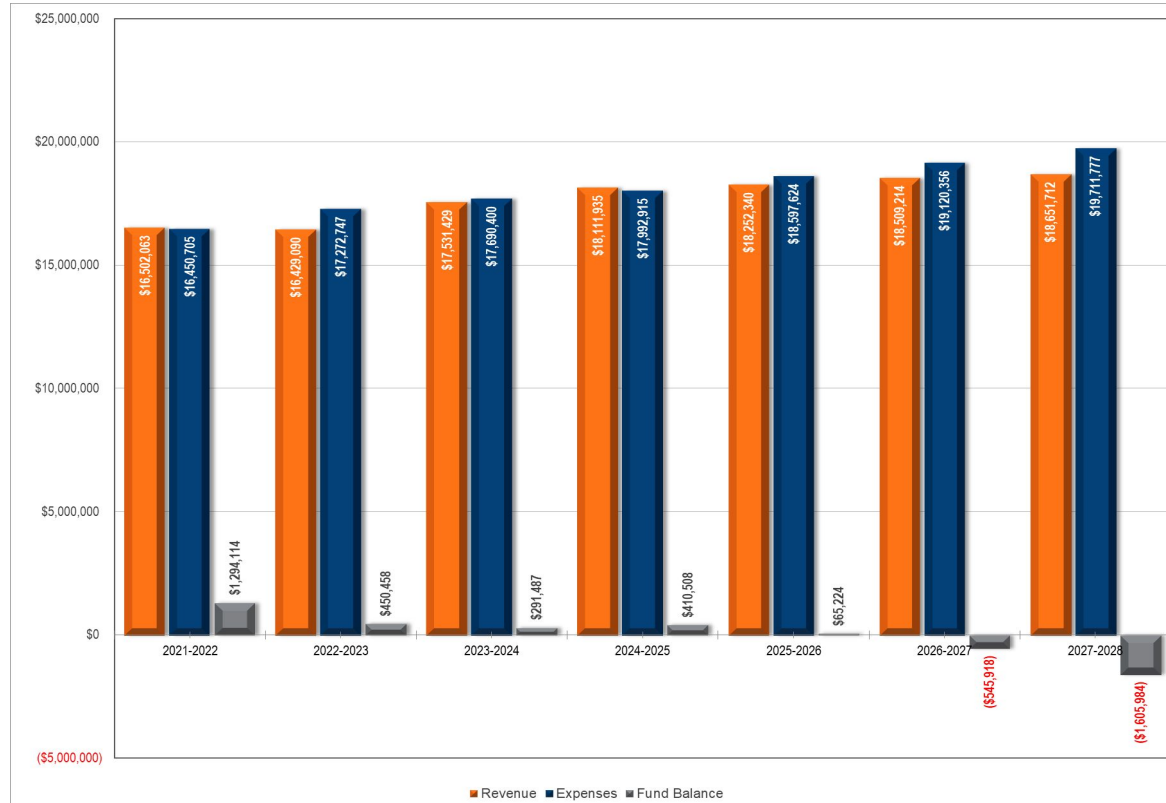
Expense Revenue



Solution Options

- ❑ Do nothing
- ❑ Budget reductions
- ❑ Increase in revenue
- ❑ Combination of the two

6 Year Comparison, Revenue, Expenses & Fund Balance



SY 22-23 Reductions

- RN Position - \$72,903
- 3rd Grade - \$88,902
- 4th Grade - \$87,965
- MS/HS Tech Ed - \$27,452
- MS/HS 0.2 FTE Art - \$3,700
- MS Reading - \$53,877
- Technology - \$30,000
- Curriculum - \$96,000
- STARRS Online - \$40,000
- Business Office Software - \$20,000
- Library Books/Instructional Supplies - \$33,700
- Memberships/Subscriptions - \$2,407

Total Reductions \$556,906

Potential SY 23-24 Reductions

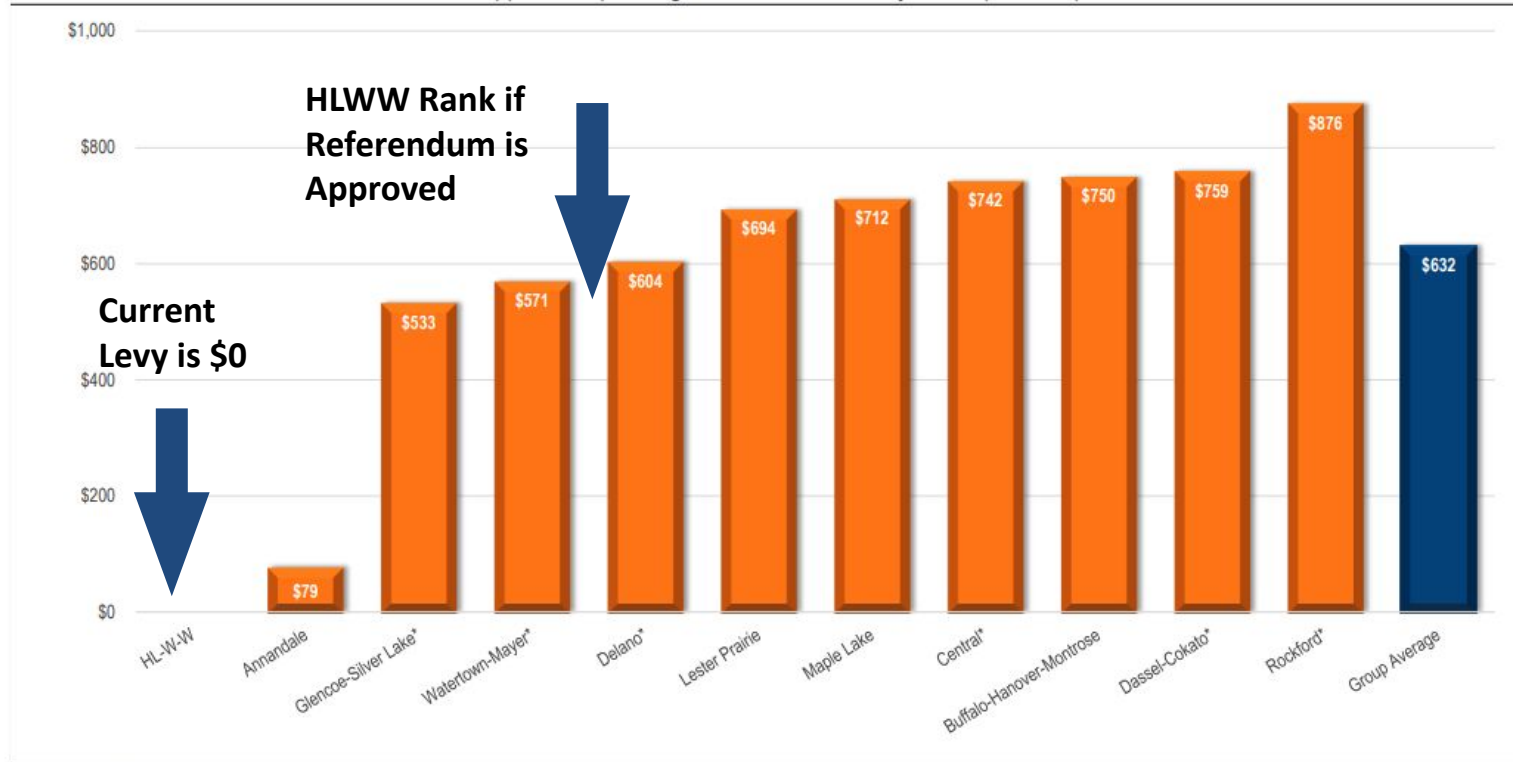
- Teaching positions - \$117,866
 - Reading/behavior intervention positions - \$191,838
 - Athletics/Activities Reductions - \$40,750
 - ALP - \$50,000
 - TOC contract cancellation (hire own subs) - \$10,000
 - Media Center staff reductions - \$41,598
 - Clerical reduction - \$67,885
 - Reduction of MS.HS elective - \$30,000
- Total Reductions \$566,873

2023 Referendum Proposal

One question: Operating Levy of \$600 per pupil, annual inflation increase for a period of 10 years.

Operating Referendum Comparison

FY 2023-24 Voter Approved Operating Referendum Authority Per Pupil - Comparison Districts



Residential Tax Impact

Type of Property	Estimated Market Value	Estimated Taxes for Referendum Only*	
		Annual	Monthly
Residential Homesteads, Apartments, and Commercial-Industrial Property	\$100,000	\$69	\$6
	125,000	86	7
	150,000	103	9
	175,000	120	10
	200,000	137	11
	225,000	155	13
	250,000	172	14
	300,000	206	17
	350,000	240	20
	400,000	275	23
	450,000	309	26
	500,000	343	29
	600,000	412	34
	700,000	481	40
	800,000	550	46
900,000	618	52	
1,000,000	687	57	
1,250,000	859	72	
1,500,000	1,030	86	
2,000,000	1,374	115	

Referendum Communications



REFERENDUM

Function and Components



DISTRICT



CITIZENS

District informational campaign

- The goal is an informed citizenry.
- The district must provide information about the campaign in a neutral manner.
- District funds must not be used to promote the election's outcome.
- Districts may use funds for a neutral informational campaign.





Citizen promotional campaign

(the “Vote Yes” group)

- The promotional campaign operates independently of the district.
- The goal is to pass the referendum.
- The individuals who work on the promotional campaign have a great deal of latitude in their promotional work.
- The promotional campaign raises and spends private funds.

COMMUNICATIONS

THE NEWSPAPER

Board members and staff can write letters to the editor advocating passage or defeat of the referendum. Letters should be written during personal time using personal resources.

District leaders can challenge or correct inaccurate information presented in the media.

Paid advertisements can be placed in the media as long as district funds are not used.

SCHOOL NEWSLETTERS

School newsletters can be used to provide factual information about the referendum. They cannot be used to advocate passage or defeat.

EMAIL

Email sent from the district or district campaign for or referendum cannot use district resources. Board members and staff can send promotional materials on their personal computers or mobile devices.

PRESENTATIONS

Board members and staff can give informational presentations to parent and community groups. If the presentations are promotional, then staff members must use their own time and resources, and board members must not collect per diems or reimbursement for expenses.

CABLE PUBLIC ACCESS

Board members and staff can use public access to promote referenda, just as any private citizen can. They must do it on their own time, and they may not use district equipment. They cannot be reimbursed by the district for any related expenses.

WHATEVER
ACCESS
IS PROVIDED TO
VOTE-YES
GROUPS

Board members and staff can serve on vote-yes or vote-no committees during their personal time.

STUDENTS

Do not send promotional materials home with students. There is no statutory prohibition against sending informational materials home with students. However, district officials should carefully weigh the perception of this practice.

Students can wear vote-yes buttons, t-shirts, etc. to school if such items do not interfere with the normal operations of the school. If this is allowed, however, students must also be allowed to wear vote-no buttons and t-shirts.

Do not allow staff to advocate for a referendum's passage or defeat to students. If teachers want to discuss the referendum in a relevant class (civics, government, etc.), these discussions must be neutral.

Former students—those attending college, for example—can vote on the referendum via absentee ballots as long as they are not registered in their

PERSONAL EXPRESSION

Board members and staff can serve on vote-yes or vote-no committees during their personal time.

Board members and staff can put vote-yes or vote-no stickers on the vehicles they drive to school. This is an exercise of free speech.

Staff cannot advocate for a referendum's passage or defeat while they are being paid by the school. Whether staff can wear vote-yes or vote-no buttons while working is an unsettled issue. MSBA believes the district has the authority to prohibit such buttons in school. Although staff may claim the right to free speech, the district has an obligation to control behavior that would cause disruption in the school.

THERE IS A
BIG DIFFERENCE
BETWEEN WHAT
SCHOOL LEADERS
CAN DO
AND WHAT THEY
SHOULD DO.
THE KEY IS TO
KNOW YOUR
COMMUNITY.



campaign for or

they cannot use
n.

STRATEGY

4 Steps to Success

1. Community Engagement
2. Good Project
3. Good District Story
4. Committed Advocates



District Information

- Research, comprehensive plan
- Website, social media, email
- Direct mail
- District newsletter
- Presentations and meetings

Communicate with all

Citizens' Committee

- Political campaign approach
- Persuasion – Meetings, displays, TARGETED marketing
- Concentrate on Yes voters
- GOTV

Identify YES voters and get them to the polls

ROLES &

NEXT STEPS

School Board Members

- Be visible in your support
- Serve as community “eyes and ears”
- Share district informational messages – concise and consistent
- Can take any role on citizen’s committee
- Lead by example
- Keep superintendent informed
- Attend open houses, presentations
- Network

Admin Team

STAFF

- Educate, answer questions
- Recruit staff for committee

PARENTS

- Answer questions
- Info displays in parent trafficked spaces
- Committee tables at events
- Site teams systematic parent engagement

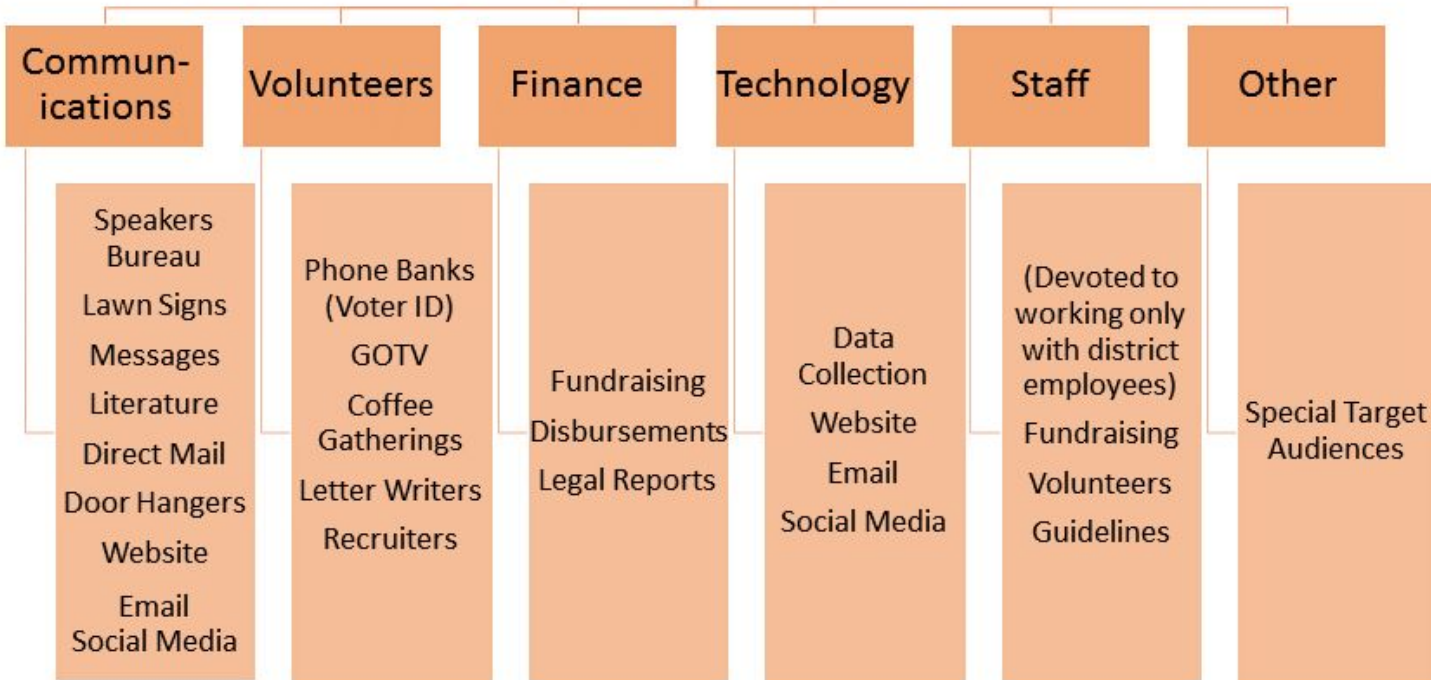
Committee

- Tabling at school and community events (provide referendum information, recruit volunteers)
- Canvassing (provide referendum information, determine yes or no voters)
- Get Out the Vote (GOTV) (get Yes voters to the polls)

Committee leadership

1. Chairperson(s)
2. Treasurer
3. Communications
4. Volunteer coordinator
5. Phone bank coordinator

Citizens Referendum Team



Getting started

1. Committee leadership
2. Review election law, get a bank account
3. Recruit volunteers (staff home contact info)
4. Plan strategy and budget
5. Fundraise
6. Obtain voter file, determine number of votes needed

Who's with me?

- Are you passionate about HLWW schools?
- What is your skill or talent?
- Does it match a committee role?
- We need committee leaders
- We need volunteers
- We need chairs (Tri-chairs, ideally)

It's about...

