Staff Survey - Results

1. How would you describe the information available about the referendum?

Lack of detailed information....need for renderings of what specifically will be done at the high school...what are they getting for their tax dollars, show the broken desks, crowded and inefficient weight room, storage container outside with overpacked stage storage, etc. More needs to be explained about what specific repairs need to be completed...
The community was well informed about the referendum.
·The community was well informed about the referendum.
·The community had a lack of information about the referendum. It was not clear and concise. From people I spoke with, didn't support the amount of money for this project especially not knowing the details.
·The community was well informed about the referendum.
Community had lack of choices
Community was well informed
Community was well-informed, but some of the specifics of the projects should have been labelled clearly as POSSIBLE options because that's what they were. Some people didn't like details of the auditorium, fields, etc., but these were just possibilities of what things could look like, not things that were already decided.
Great effort was put forward to provide information. A suggestion for the next go around would be to have local staff members help be the face of the messaging.
I believe good information was given to the community, but think the district lacked giving knowledge about how the district needs to operate with debt. A lot of what I heard from community members was that we already had enough debt, why would we want more. I do not believe the community knows that is how a school district operates.
I believe that many opportunities were provided for the community to be informed about the referendum. However, I do not believe the community took the time to be informed or get their questions answered.
I believe the information provided was available to the community; however, I believe something should have been in the Shawano Leader outlining what the District really needs. I also believe social media should have had information, in small bits, outlining each need instead of the same stuff over and over. Also, where is the plan for future maintenance located? As Jodi stated in the meeting at the beginning of the school year, there is a plan; however, it was never published nor given to anyone in the public. That is really concerning as it's not transparent to anyone including school district employees.
I do feel that the information was made available to the community. I have to say, in talking to community members that voted no...9 times out of 10 there were 1-2 items on it that swayed that decision. I feel an appropriate question in those listening sessions might be if you did not support the referendum, what did the referendum include that impacted that decision.

I don't think the community understands school funding, which played a big part in their response to the referendum. It is important for them to understand that we need to carry some debt in order to get the amount of state funding we need, otherwise more will need to come from taxpayers anyway. I also think some incorrect information from community people online negatively influenced some.
I feel that the community was well informed.
I feel the district did its best at informing, it was the community that may not have done the best listening. I do think more conversation before the decision was made to take the middle school off should have been had.
I think the community was informed, however I think if the info sessions were live streamed on Facebook or YouTube, more community members would have seen and heard the information verse hearing it by word of mouth
I think the community was partially informed. As in, they were informed if they chose to be.
I think the community was well informed bit had misinformation regarding the childcare center.
I think the community was well informed. There was great information out there about the different topics. I do feel more information about the daycare would be needed, but I also know that is an evolving piece that the community may not understand.
I think the community was well informed. There were multiple ways the information was put out to the community.
I think the community who participated was well informed.
I thought the overall information was well presented. However, listening to the naysayers the district did not do a good job with the, "why" we needed the improvements. In administrator speak, "we didn't of 5 why's deep." For example the football field and track 1. We have a large HS & MS track teams giving them separate facilities would be beneficial to both. 2. With MS Soccer being moved to the spring we have three teams looking to used the same space and you can't have practice if you have a meet or game. 3. Even though the NFLPA has issues with the turf at Met Life Stadium, having turf would be beneficial for our players for multiple reasons. (Having a field that is always ready to go) 4. The cost of maintaining the a grass field is quite large with at least two hours for mowing and several hours painting the field during the football and soccer seasons. 5. The field and the stadium need a face lift and moving dirt costs money. Let's do it right this time and have the stadium we want. Finally, I don't think the general public knows or realizes how bad some of our needs are. For instance in the High School we are losing 1 - 2 desks a month from metal fatigue and old age.
I'm unclear about the rest of the community, but as a teacher, it seemed there were large ideas without a great deal of specifics. What exactly would be implemented within classrooms, what would some spaces be used for, etc.

In my opinion, the community was well informed about the referendum as far as information being shared. However, paying attention to the information is another thing. Also, it seems that our community may have comprehension issues as far as understanding information due to picking and choosing the resources they pay attention to. With the internet, everyone has a platform to share what they believe. We have people in our community that spin information, or only give part of the information in order to persuade others to believe in what they do. I suppose any community has those people, but our community has a few groups that shine.
Information about the referendum was sent out in many different ways. The information, however, was not detailed. For instance, specific measurements for areas...
Information provided was too broad; needed to be more clear with dimensions.
Many people still did not understand that it would not raise their taxes, or why the proposed projects were needed.
Mix of both. Our friends heavily involved in the school knew a lot. Our friends that were older thought the referendum was more to build a new school. They thought it was weird because just earlier, they wanted to close one of the schools. The older people didn't realize it was a lot for updating the buildings (i.e. windows at Brener).
Needed more specifics with costs.
Needed to be more explicit in what the funds where going for.
The average community member had a lack of information. The community wants details on how this "blank check" will be spent.
The community had a chance to get the necessary information, but I think most went on hearsay vs getting the facts.
The community had a lack of information about referendum, but not because information was not available, but in my opinion because some members just go by what they see/read/hear from social media or friends.
The community had a lack of information about referendum.
The community had a lack of information about the referendum concerning the childcare center.
The community had a lack of information about the referendum if they did not attend meetings
The Community had a lack of information about the referendum. Information was vague.
The community had ample opportunity to be informed but I don't feel like they took advantage of it and then panicked when it came to voting time.
The community had lack of information about the referendum. Did you explain the Day Care well enough ? Is this going to be part of the Benefit package for teachers? If so I don't agree with it. I also feel we don't need a day care attached with the school system. We can't keep enough staff for the positions we have now and to try and keep that staffed as well ?
The community had many opportunities provided by the district to attend and learn the correct information about the referendum. Instead of attending or going to these opportunities, community members posted opinions/information that led to misconceptions or negative opinions about the referendum.
The community had many questions about needs vs. wants.
The community had plenty of ways to get the information

The community had the information the district wanted it to have
The community had the opportunity to be informed, had the taken advantage of the all sessions that had been offered. Maybe we needed to go to them... door to door campaign, or going to establishments on Friday nights to see people where they are...
The community has been given lots of opportunities to learn about and ask questions about the referendum.
The community ignored the official information about the referendum and only listened to hearsay and opinions. They also don't understand how the topics will improve student success. I suggest emphasizing how the referendum topics will positively affect the students and their academics. For instance, studies show that quality arts programs enhance academic performance... The city of Shawano currently has 3 daycares, with maxed enrollment, many on waiting lists, and a new daycare will not take away from the other daycares... etc
The community is still confused from the previous administration. The community needs clarity on the mill rate.
The community lacked ALL the information necessary to make a informed decision. While opportunities were provided for them to meet with the referendum team and ask questions, they did not. Even so, we should have added to FAQ and sent that info out to every household.
The community needs clarity on the mill rate - some still feel the proposed amount would have increased their taxes when it actually wouldn't have.
the community seemed to have a lot more questions than what was being answered. Daycare wasn't fully explained. Turf field seemed to bring up so many more complaints than why we don't keep the regular grass field.
The community should have been well informed about the referendum. There were numerous opportunities for people to learn about the information.
The community thought they weren't informed, but it is hard to believe they didn't know what was happening.
The community was informed, but was lacking information on future planning or alternatives.
The community was invited to hear information about the referendum, however I am unsure if it reached all members of the community
The community was somewhat informed, but right before voting I think the local daycare owners were very outspoken on social media and this caused a lot of mixed emotions last minute.
The community was well informed
The community was well informed about the referendum
The community was well informed about the referendum we just don't need to spend more money. Everything cost so much already ,we don't need extra cost.
The community was well informed about the referendum.
The community was well informed about the referendum.
The community was well informed about the referendum.
The community was well informed about the referendum.
The community was well informed about the referendum. Great job!

The community was well informed about the referendum. I am unsure if anyone was monitoring social media, but if someone were, a lot of rumors may have been debunked. The community has a lot of keyboard warriors...
The community was well informed about the referendum. The community assumed things like tax hikes for the referendum because they most likely did not attend the listening sessions.
The community was well informed about the referendum. There were key issues the public did not like in the referendum, like the childcare center and turf field. The public was informed the Middle School would be part of Phase II, but many disagreed with it.
The community was well informed.
The community was well informed.
The community was well informed.
The community was well-informed and had numerous opportunities to voice opinions and get answers to their questions.
The information was there, but many community members listen to people talk and who are vocal in the community
The were too many facets to consider. Break down the projects and let the voters identify what they would be willing to back. See question 3.
There should have been more of information shared as to the whys of some of the projects. The turf on the field, the need for the daycare, why new seats in the auditorium. Any of the project that came across as Needs. You did a good job with the repairs parts. (needs)
There was a huge misunderstanding in the community not completely on board with the idea of updates and additions to areas without a full explanation of what was going on in each area.
There was adequate information presented regarding the referendum. It seems that the daycare situation took everyone by surprise.
There was ample opportunity for information. Perhaps more info about the dearth of daycare options was needed.
There was helpful information on the website, but a lot of the community did not know how to find it. The information was to vague for this community. There were not enough specifics for the community to feel confident about it's decision.
There was information given to the public but no explanation to the why! The public needs to know why the district has a need for xyz! Why do we need turf? maintenance? injury stats? etc.. Number of athletes using facilities, grade point average of athletes vs rest of school. etc.. etc. etc.. List of deferred maintenance items that need to be repaired!!
There was referendum information everywhere, community was well informed if they chose to be. The Social Media (Shawano Let's Talk About) was extremely negative and I think this had a huge impact on votes.
Well informed
well informed
Well informed

Well informed
well informed
Well-informed. I appreciated how Admin Staff reached out and met with so many different community groups in Shawano.
Where is the space to just add a comment? What ever happened to asking community businesses/members to "help out" Local businesses donated time and energy into building the football stadium in the 1st place. Now we don't even hire local.. Where is the Booster Club? They wanted to pay for equipment and building before the pandemic. The stadium does need bleachers, but not everyone in the community come to games, so many feel the elaborate concessions stand etc are especially not needed.

2. How did the district's financial situation impact the referendum?

Taxes went up, yes, but that was due to reassessments...but people do not see that. With the 2-3 million deficit and potential closing of building, elimination of staff and then to just find a 2 million surplus is very confusing to me as a tax payer....no one was held accountable to this...this was not explained...
I do not believe the referendum would not increase taxes
· The community believes the school district is not fiscally responsible.
· The community believes the school district responsibly uses their funds.
· The community was impacted by recent property reassessments and tax increases
· The community was impacted by recent property reassessments and tax increases. · The community believes the school district is not fiscally responsible. · The community did not believe the referendum would not increase taxes.
All of the above. They also know how hard it has been for the district to retain teachers, paras and subs. Therefore adding a daycare and taking those jobs away from the private sector is not a logical idea at this time when daycares are also struggling with staffing.
Based on public feelings (living nearby and hearing the general consensus) that the school district has not made the best choices in the past, so is more hesitant than other districts
Community appears to not trust school district to be fiscally responsible. It is difficult to change an aging community's mind about supporting a referendum when they do not have kids in the district.
Even though they were wrong, some community members did not believe the referendum would not increase taxes. If there is any possibility that it could, that needs to be made clear to keep trust with the community from deteriorating any further. The community does not trust some people in the employ of the district because of the most recent past superintendent.
I believe the increase in taxes and inflation over the last few years has been difficult for families. I also think many believe the referendum will increase their taxes.
I believe they think taxes will increase eventually and I believe that they think we are fiscally not responsible forgetting who was in charge during the financial struggles.
I do not know.

I do think the community was confused about the financial situation of the district.
I don't blame the community for wondering how we can have a major surplus and still have the deferred maintenance needs that require referendum funding. We don't have a handle on our finances yet and it's becoming obvious to the general public.
I don't think the community understands school finances.
I don't think there was a large enough emphasis on the fact that the mill rate is what was not chaining and the fact that most areas were due for reassessments of the properties and that is what is causing their property taxes to increase not the referendum. Also the statement of a public entity like a school needs to run in the negative to maximize their state funding needs to be better explained.
I don't think they believe that their taxes would NOT go up, especially after the increase in property taxes.
I feel that the community lost a ton of trust in the district under prior leadership and I believe there is a percentage of the community that doesn't believe the school district is fiscally responsible. Also, community members don't believe it will not affect their taxes down the road.
I feel that the community was not believing that it wouldn't increase taxes due to the amount of money that they referendum was.
I feel the community does not trust the school district as far as finances. A few years ago they were told a school building might have to close because of budget shortfalls, then all of a sudden there is a surplus. Really, how can that be??? I myself am frustrated because the last two years funds have not been available that I requested for our department and no one from the business office let me know that. The revolving door of finance people is not helping.
I feel the community has a large presence of Tea Party activists and they are a "no" vote for any new taxes no matter what.
I think that the recent increase in property taxes in the city of Shawano negatively affected the receptibility of the community to the referendum. People didn't seem to want to accept that the referendum would not cause their taxes to increase. I think more could be done this time to educate the public on how school finance works. For example, in personal finance, you do not want to be in debt. I don't feel that the general public is aware that school's operate in debt and when some debt is retiring, more can be added on without seeing a tax increase.
I think that you are going to have both sides of the fence complaining on this one. I don't see how you navigate it to be honest.
I think the community did not believe taxes would not increase due to lack of information.
I think the community didn't believe the referendum would not increase taxes
I think the community is looking at all the different big projects going on around the community and are having a hard time believing all this money isn't going to cost them. We've been told with other projects they won't see a change, but end up seeing one anyways. Plus they don't understand the difference in building money and staff salary money. They see that we don't increase staff compensation or benefits, but want to increase and do projects to the building as being money that all comes from the same pot, but it's not.
I think there was a blurred line, most community members were receiving mixed information regarding how it would impact their taxes.

I think there was confusion about where the district is in regards to money. We were looking at schools closing, now we want to expand. I think people also wanted their taxes to go down instead of remaining the same.
I think there's still a good amount of distrust around this issue. Very recently, one year we were $2 million in the red, and the next we were $2 million in the black. How did that happen?
I'm not sure what the district's financial situation truly is. One year, we're closing a school, next we miraculously find two million dollars, next we're cutting positions and splitting positions between buildings, next we're hiring positions that don't even make sense (remind you they are NOT teachers/support staff), next we haven't done anything for maintenance, but we have two million extra dollars..... the list goes on. As far as I'm concerned, the district has an issue with administration responsible for finances period. Stop asking the public to pay for your short-falls and mismanagement of funds.
impacted by recent property reassessments and tax increases
Impacts tax increases. The school doesn't have the money to pay for it. It would still raise taxes in the end
It isn't the financial situation now, it's the story of the financial situation. 2020, we are so broke we need to remove teachers from the health insurance plan. 2021 we are so broke we need to close a building, but look at our new shiny apply products. 2022 we are broke but.... we can pay someone nearly a half million dollars to not come to work. 2023 we are broke and laying off teachers, but in August, surprise, we have $2million extra and we want to build a new middle school! It's the back and forth, that is confusing to the public and most do not understand how school budgeting works.
Many members who voted no, seem to believe our only priority is the improvement of reading/test scores. While these items are important, buildings and spaces to achieve these are also important. They seem to have a hard time justifying a referendum that only improves the spaces for learning/performing (athletics/arts) without addressing some of the concerns they see on our school report card. I know there are members of the community that believe the district is not responsible when it comes to finances. Addressing these concerns and making distinct decisions to alleviate these concerns is important. Often times, they point to a swelling of administration and a reduction in teaching/intervention staff, which, admittedly, has spelled disaster for a number of districts across the country.
Mill rate is voted on every year so if there is a change that is where it will happen.
Not sure
Past history is hard to overcome. There may be a lack of trust.
People are afraid that there would have been a tax increase
Possibly the community did not understand that their taxes wouldn't increase
Recent property reassessments and tax increases
The community believes that the school district is not always responsible with their funds. I think community members are still struggling with the fact that the community was told that Olga Brener would be shut-down because of a financial problem a few years ago, is still in the back of people's minds.

The community believes the district doesn't use funds responsibly due to past board members saying negative comments on social media about SSD.
The community believes the school district is not fiscally responsible.
The community believes the school district is NOT fiscally responsible.
The community believes the school district is not necessarily fiscally responsible.
The community believes the school district responsibly uses their funds.
The community did not believe the referendum would not increase taxes
The community did not believe the referendum would not increase taxes and the district is not fiscally responsible.
The community did not believe the referendum would not increase taxes.
The community did not believe the referendum would not increase taxes.
The community did not believe the referendum would not increase taxes.
The community did not believe the referendum would not increase taxes.
The community did not believe the referendum would not increase taxes. I heard " the money is going to come from us eventually."
The community did not believe the referendum would not increase taxes. People I spoke with indicated that eventually the taxes will have to go up due to the project.
The community did not believe the referendum would not increase taxes. They do not understand how a referendum actually works.
The community did not believe the referendum would not increase their taxes, they also believed that we were using our finances irresponsibly to get us into the maintenance scenario we are in now.
The community does not have trust in the district's past financial choices or have trust in their use of future amounts because they are being used towards sports/fine arts and not towards education, staff funding, maintenance
The community does not have trust in this district, therefore doesn't believe the tax implication.
The community does not trust the school district when we were 2 million dollars in the whole, then we were 2 million surplus. Declining enrollment, not declining enrollment...
The community doesn't understand that without the referendum the school district doesn't have the funds to fix our schools, retain good teachers, and improve the academic environment.
The community had a lack of understanding of the current needs and ire because the previous superintendent was talking about closing a school and now, we are discussing repairs.
The community has had too much confusion from the school district over the past few years. First we are closing a building and have a huge deficit and then we have a surplus of millions of dollars. Need more transparency.
The community is confused about the financial situation of the district. 2 years ago we were supposedly in a position where we needed to close a building. Now we have money to spend, but we are asking for more from the community. Overall, this is very confusing for everyone.
The community is confused on how the district went from a big deficit to add all this
The community is still confused from the previous administration messaging on our financial situation. They are also equating community proposals like the courthouse and public library into our school proposal.

The community is still upset about the talk of shutting down Brener and not addressing the middle school, while still going for wants (football field, tech dept, theater).
The community is still very upset about the threat of closing Olga Brenner a few years ago, and confused about the reasons of why we cut so many teachers due to funding issues. (I know many current teachers also wonder why our health insurance deductible is so incredibly high, especially when compared to other districts. Many teachers who went to surrounding districts in the past two to three years are thankful due to class sizes and insurance.)
The community may be confused about their responsibility/tax increase or lack of
The community seems to be concerned yet that the district is not fiscally responsible.
The community still does not trust the district financially.
The community still has trust issues with the school district, we need to make sure we are doing more to get the information out to the community, use the hawks news nest, Facebook lives, etc.
The community struggles with the recent property reassessment and tax increase, they don't believe that this won't increase taxes and they do not understand how the debit limit effects state funding.
The community was concerned about how money would be used.
The community was impacted by reassessments, tax increases, electric bill increases, water bill increases and I feel that they do not believe the referendum would not increase taxes.
The community was impacted by recent property reassessments and tax increase.
The community was impacted by recent property reassessments and tax increases and at first did not realize that this referendum would not increase taxes but felt that the district should eliminate the burden by potentially decreases taxes then without debt. The community doesn't understand how school funding works and that it would ultimately end with us receiving less money. The community also believes that the district is not fiscally responsible due to past spending. We are still dealing with the fall out from previous administrative decisions.
The community was impacted by recent property reassessments and tax increases and the community did not believe the referendum would not increase taxes.
The community was impacted by recent property tax increases
The community was impacted by recent tax increases and the community did not believe taxes would not increase, or that they would increase in the near future
The community was impacted by tax increases and still has lingering distrust of district fund allocations.
The community wasn't convinced the district knows what their financial situation is right now. Example: The district went from thinking they were millions of dollars in debt to actually finding they had millions of dollars in excess. The community needs to believe the school district actually knows the financial state it is in.
The problems was people were smart enough to know that we were extending the debt, The statement that we are not raising taxes, which is true but the debt would be paid longer. Also, having SMU asking for a raise in rate was not good timing for the District.

The statement your taxes will not increase is false! You need to build the community trust and emphasize the mill rate will not change but your tax bill will still reflect the assessed values!
There is still a bad taste in the mouth of the community when it comes to the district's fiscal responsibility due to the previous administration and board's lack of transparency. More should have been done to share how the district is currently fiscally responsible along with examples of "wise spending."
They do not understand school funding and are looking at other increases in their taxes and taxes have gone up a lot in the last few years
Yes, some people were unhappy that their home's value for taxes went up and that may have impacted their vote. The previous messaging about declining enrollment also had a negative impact. Also the plan to come back to do the middle school later on made people aware that their taxes would go up later, if not now, and they didn't like that.

3. How did the referendum address the facility and program needs of the schools?

Pretty good I feel....I personally feel the orchestra pit is a really a want and not a need... Too many feel this is all frills and not needs, but what about pride in our community....pride in our schools, students and staff....I felt dejected after the failed referendum....who wants to live in a community that is not supportive to their education system.
·Specific areas of the project were not necessary
·The community thought the project addressed areas that they did not feel were needs.
·The community thought the project did not address enough of the school district needs. ·The community thought the project addressed areas that they did not feel were needs. ·The community thought the project did not address their needs.
·The people I spoke with thought the project addressed areas they did not feel were needs. Comments I heard were that why it costs so much for athletics.
A lot of the community felt some of the projects were unnecessary which is why they voted No.
Anyone that I talked to that did not support it indicated that they did feel low student achievement and test scores was not addressed and the district was too fixated on aesthetics. I personally beg to differ, as one affects the other, however, I heard that quite a bit. Also, very specific community members reached out to the district on matters that were very important to them and the district never got back to them. That was very off putting to them and that was the one area that swayed the vote in many of those cases, as these are people that network with a lot of people in the community.
Community did not see need for daycare.
Feedback on social media provided negative comments about the day care proposal.

Hillcrest is a new school. We are a school district not a day care. Definitely hit on the wrong schools of where the money is going to. Middle school needs a major over haul or a new school. Hill crest does not. We also do not need a stadium as big as what they are proposing. Never in our school history have we ever had a need to seat that many people.
I agree that this referendum addresses a lot of WANTS, but maybe they are not all NEEDS right now. I have heard a lot that people agree with a lot of parts, but not the whole and they would rather vote per project then on the whole thing.
I believe that District Admin and Hoffman have collected information about the facility and program needs, however there is not enough information on which of the needs are being addressed. What portions of facility needs are guaranteed to be addressed? What program needs are guaranteed to be addressed. Which of the portions of the Referendum are wants? There is too much wiggle room in this plan. No one knows for sure what is going to get completed.
I believe the community was not in favor in spending money on an orchestra pit.
I cannot speak for the entire community; however, people do have a hard time justifying certain expenditures. Pointing out the cost of renting seating for the football field vs. the cost of building our own may be enough to help community see the financial advantage. Within the auditorium, pointing out the damage, discoloration, lack of usable space, etc. may help them see why electrical, seating, overall appearance needs an update. Perhaps a look at other theaters/auditoriums built around the same time to show how dated ours was even in 1997. There are definitely items on every area that could be viewed as wants instead of needs, which makes a sale pitch more difficult.
I feel that the items that were being addressed in the referendum were items needed.
I feel the facility needs were not addressed with the staff. This process was not discussed with us.
I felt the needs were addressed well. I was surprised how the community felt that the needs were frivolous- where those of us in the building recognize that they are extremely necessary.
I think not having the middle school on may have caused people not to vote yes.
I think the community though the project addressed areas that they didn't feel were needs
I think the community thought the project addressed some needs and some areas of the project were not necessary
I think the community was well addressed.
I think there was too much being addressed in the referendum which made it a lot to take in.
I thinks a lot of people do not understand the need. They do not see when coaches have things falling on them in over stuffed storage lockers. They do not realize we have the worst track in the conference. They never see the problem presented by expecting 60 HS kids and 60 MS kids trying to practice on a track at the same time with 50 MS soccer kids are trying to practice on the infield of the current stadium. It current situation is a major accident waiting to happen.
I thought the project addressed their needs, but the main focus should have been on the school that needs the most work.

I was hoping for more, but the community I feel thought the project addressed areas that they did not feel were needs. I feel many of them thought we didn't need a turf football field
If we are at such a short-fall, there is absolutely NO reason the restructuring of the pool, weight room, gym, football field, track, etc. should have had anything to do with this referendum. The idea of having a day-care to recruit and retain teachers/staff if completely ridiculous. If you plan to recruit and retain, it's time for the district to start paying and supporting teachers/staff instead of looking for the next best thing that someone heard at a conference. Lastly, where did the idea of restructuring the parking lots come from? While those need to be done, that has absolutely NOTHING to do with test scores, student achievement or producing competent citizens for the future. I was disappointed to hear the Tech Ed and Music areas were not talked to, at all, about what was being proposed or added in the referendum. I would think the district would be intelligent enough to discuss with those areas what they actually NEED instead of what you (as an administrator) think they need. Room is needed in those areas; however, if those teachers can't tell people what or why these suggestions are needed, how can administrators? In speaking with the Tech Ed teachers at the high school, they had no idea what their new addition was for. In speaking to the Music teachers at the high school, they had no idea where a pit orchestra came into play. Why would those teachers push a referendum if they can't explain to taxpayers what they need when you have included what YOU want?
It addressed some concerns, but adding too many extra bells and whistles to make the proposal shiny. Key issues like the Middle School, were left off, and the community knows it.
It was not adequate in regards to the Middle School. The community will not pass a Phase 2 for a middle school for at least another 30 years based on their current disgruntlement even with the first referendum proposal. The middle school can't last that long. Has the board considered building on to the high school for grades 7-8 and moving 6th graders to Brener and 3rd graders to Hillcrest? This would allow for shared staff and facilities between grades 7-12 and the daycare wasn't well received at Hillcrest anyway so there would be enough space.
Maintenance needs are necessary and should be the focus. The other building projects need to have their needs identified. The wants need to be filter out long before referendum questions and information is put together.
Many people in the community feel that the athletic complex was too much fluff and unnecessary items. Also the auditorium items were over the top.
Maybe the community thought there was too much? I had one person comment to me that it was either all or nothing, not enough options to pick from.
Most people I talked to thought that money was being wasted in areas that were not needed. The music program, and orchestra additions were viewed as not needed. I think we need to focus on area's of need as we move forward with the next referendum question.
My thoughts the community did not feel the needs were not needed.
Not every project was necessary. I think that the referendum should be a new Middle School or a few less projects.

Not focusing on the needs (new Middle School and maintenance needs) hurt the referendum. Many people thought the expenses of the athletic components were not necessary and didn't want to support them. As a staff member, I was very disappointed to not see the Middle School get addressed first as I think everyone knows it is the worst. To spend 2-3 million dollars just to limp by for a few years is wasteful. In the survey, the only Middle School option presented was one built on to Brener. I would like to see more thought put into other options for the Middle School, and maybe then would get more support.
project addressed community needs
Some community members thought the project was too lavish. I disagree myself, but many community members want the bare minimum done because they expect frugality with tax dollars. They would rather have taxes go down and not improve the schools. I think a design that actually looks less modern (at least what is given out pre-referendum) would be a good move. This could be KEY in getting it passed. Even the same dollar amount could pass if it looked LESS lavish. It needs to look necessary, useful, and utilitarian on paper. Once it is passed, then more fleshed-out plans could be presented.
Some of the things in the referendum were NOT needs
Specific areas of the project are not necessary. Focus on Needs vs Wants: YES to mechanical and roof repairs, NO to a new football stadium
Specific areas of the project were not necessary and scared the community. Example: the day care actually hurting the community because it would most likely cause the other centers to close due to "stealing" their workers
Specific areas of the project were not necessary.
Specific areas of the project were not necessary. People said the daycare would not have been able to get staffing.
Specific areas of the project were not necessary. We didn't go, "5 whys' deep."
Specific areas were not necessary
Specific areas were not necessary. And the community felt that we should be concentrating more on the current state of large class sizes, low morale, increased behaviors, and shortage of staff.
Specific parts of the proposal were not necessary
The community definitely believed that specific projects were not necessary. Specifically the daycare and the turf of the field.
The community desired to see a more concrete plan in place. There were too many unknowns. Also, when there was strong pushback on certain aspects of the referendum by a majority of the community, that should have considered. The referendum addressed facility needs. However, the community wanted to know what the district was doing to address non-facility needs such as, curriculum and test scores as well as bullying, violence, vaping, alcohol/drug related activities. The community needs to know what the district has done to address academics and to prevent, report, and discipline such behaviors. They would invest in the facilities if they could see progress in the other areas.
The community did not understand that many things were needs, and viewed them as "wants."
The community did not understand why Hillcrest needs updates since it is a "new" school and that the athletic field upgrade was unnecessary.

The community didn't fully understand the needs, not realizing that they're not just wants. Now with the city rec center announcing their pool--that seemed to throw even more drama about the school pool.
The community didn't think the project addressed the real needs of the school district. Why add on a daycare and not address the middle school. The community thinks we need to relook at the project and try to find a way to address our needs and leave the pretty stuff out.
The community didn't understand that the district took the results from the first huge survey and created a referendum based on what the community said was important. Because they ignored the information released later... they were misunderstanding the facts. Some people didn't like certain aspects of the referendum. Can you split up the questions next time?
The community does not want a daycare placed at the schools for many reasons. Others believe that we are not using the funds on needs, more wants. I have heard it voiced others would like to see staff paid more and scores increased vs. a new sports complex, auditorium, etc.
The community felt that a lot of the referendum was for wants (sports/fine arts)
The community felt that specific areas of the project were not necessary.
The community seemed to want an ala carte option, to pick and choose projects versus all or nothing
The community seemed to want the referendum to be divided in parts so that they could approve what major projects the school district does.
The community though the project addressed area that they did not feel were needs.
The community thought that there were unnecessary projects.
The community thought the project addressed areas that they did not feel were needs.
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The community thought the project addressed areas that they did not feel were needs.
The community thought the project addressed areas that they did not feel were needs. Even though was explained in detailed, some community members just focused on the athletic portion and believe is not important.
The community thought the project addressed areas that they did not feel were needs. Stop asking for the fitness center.
The community thought the project addressed areas that they did not feel were needs. Too large of a sports focus. The City Rec Center is about to be renovated and upgraded - so why are we building a larger athletic facility when the Middle School is a giant disaster?!

The community thought the project addressed areas they did not feel were needs
The community thought the project addressed their needs.
The community thought the project did not address enough of the school district needs.
The community thought the project did not address enough of the school district needs.
The community thought the project did not address enough of the school districts needs. The community the project did not address their needs.
The community wasn't sure what specific projects were actually going to be addressed. Department heads weren't even sure what the actual projects were even for their specific areas, therefore, they couldn't support what they didn't know.
The feedback I saw the most was on the wants list. I know the areas that need to have help, Tech and Music dept. We need to get the community to understand why the 2 are needed. Music helps kids become well rounded and learn to get along with others. The Tech Ed is needed to be up to date with equipment so the kids have a great start with being able to get a job right out of school if that is their path. Not all kids want or need to go to college. We need to do a better job showing that we are teaching student to be able to do the jobs of the future.
The music and arts area were taking too big a piece of the pie vs number of students using which the public seen as an issue. Public felt there were too many wants because they were not given a why! Need solid plans, a vote on a concept will never pass!
The only thing that I heard really negatively was artificial turf on the field. it's a small sample size, so take it for what it is worth.
The referendum addressed needs, but I think the community wants specifics.
There are areas that do not need the upgrades that were stated. There were areas that needed more explanation of their upgrades. Things needed to be looked at better for wants and needs.
There was a lot of negative comments about the need for a daycare. It seems they also felt our athletic facilities were adequate; they are not adequate. Key stakeholders within the school were not involved in planning for the needs of their department. Need to involve the staff to get better by-in and give us an opportunity to answer community questions with precise information when we are asked outside of school.
There were to many “wants” added in. At this time, we should be looking at only the real “needs.” Overall, most people in this community are not in a position of getting the extras-wants and if they are only meeting basic needs, why would the school district have such a wish list.

This question is more nuanced than these example express. Hoffmann should have reached out more often to the different people who are daily involved in the different areas where we want to fix/improve. They did a great job walking through with Shawn Mathwich (who is doing a superb job, btw), so I believe they got a clear understanding of all of the maintenance needs that our district has. However, I don't think Hoffmann spoke with enough people enough times in order to understand the USAGE of each space. If Hoffmann would have met with those people more often, we as teachers/advisors/etc would have been better able to promote the referendum because we would've known more of the details to communicate, and our needs vs. wants would've been better communicated to Hoffmann and the community at large.
We are never going to make everyone happy but we do need to understand the community and what is important to them. Just because it is something other school districts are doing does not mean it will go over here.
We have forgotten the Middle School and they thought things at the high school were unnecessary
You did the best you could to design a question that would pass. There are just so many needs that it is hard to know what exact package would pass in a vote.

4. Did demographics impact the referendum?

Areas of the overall school district did/did not vote for the referendum.
Areas of the overall school district did/did not vote for the referendum.
Areas of the overall school district did not vote for the referendum and spring break may have been a factor.
Areas of the overall school district did not vote for the referendum.
Areas of the overall school district did/did not vote for the referendum.
Areas of the overall school district did/did not vote for the referendum. I feel parents may not have voted and elderly/community did vote.
Areas overall did not vote.
Community members with young children probably didn't vote. Young demographics (18-25).
Community members without children did not vote
Community members without children didn't vote.
Different view points if they had children in the district
Don't know.
For people who are not involved in a community group (that SSD admins reached out to) or made the effort to attend one of the "booths" meetings in the library, then they more likely would have voted NO for the referendum due to a lack of correct information.
How would I ever know the answer to this question? The fact that the election landed during our spring break, may have played a factor. If this was one of the only big items, were there people who did not care enough to vote?
I am not sure who did or did not vote.
I am unsure how the demographics played out, however I think with it being spring break for the district that hurt voting, as well as the snow storm on voting day.

I believe due to spring break many voters may not have voted.
I can't answer this. But, I feel the snow storm that day had an impact on voter turn-out.
I can't speak on this intelligently.
I do not know for sure. My biggest concern is that voters who went on spring break did not do absentee voting on their own. I think this could have been more of a push and more support could have been offered with this.
I do not know.
I do not know.
I don't think our young voters were present at the poles, it is a shame that spring break matched up during the same week as the vote.
I feel older people do not care about the referendum and don't see how it impacts anything because they don't have children in the schools anymore.
I feel that the number of people that voted in the spring election was comparable to past spring elections.
I feel that the vast majority of voters in Shawano area are retired or retirement age. This is the demographic that we need to reach to pass the referendum. In my conversations with community members, I noticed that people with families and children in the district seemed to support the referendum, people who did not have children in the district seemed very skeptical. Some of the questions I heard were: "Why do they need this? How old is the high school? How old is Hillcrest? Do they need such a big sports complex?" They also did not believe that their taxes would go up.
I feel the snowstorm coupled with spring break did not get as many families out voting with school aged children.
I think community members without children were more invested than community members with children.
I think everyone voted just that not everyone was in favor for the referendum.
I think more members without children voted.
I think that the community members especially without children did not want to spend their money and did turn out to vote NO.
I think the community members without children did vote for the referendum
I think the snowstorm was a factor and the uproar in regards to the childcare center.
I think the vote happening during spring break may have impacted voter turn-out. Many people with families (or just teachers in general) were not in town and missed the vote ... as well as the snowstorm. I know a few people voted absentee, but others missed the cut-off to request a ballot. Oh, and the snowstorm might have played a roll in voter turnout in general.
I think the working class were concerned about the cost and the community repercussions.
I think voter turnout was fair and represented Shawano and how people generally felt - people are divided on the issue and running the same referendum plan again would likely have the same result unless we make changes.
I voted, but I was worried about the referendum vote during Spring Break. If a family was going out of town, they would need to be proactive and absentee vote. We may have missed some votes because of this reason.
I would believe many members without children did not vote for the referendum.

IDK
If a specific area of the district had no voter turn out or little turn out, those areas need to get hit with information. If Navarino is a specific lack of voters, we need to figure out how to get the word out to those members of the community.
I'm not sure of who all voted or not, so I don't feel I can give a good answer.
Many members of the community voted no because they don't have children in the district
Members of the community without students in the district seem to be against this Referendum.
n/a
No I believe it was the referendum that brought voters to the polls
No, everyone has a say in the votes. People didn't think we needed to put the money in some of the areas that they did. Waste of money in a lot of areas.
No, the blizzard did.
Not enough parents and community members with kids voted... and many voters who vote on this election are older community members without children. You would get a higher turnout at a bigger election.
Not sure
Not sure
Not sure about this one.
Our community has a large population of elderly who do not have children or invested interest in our schools.
Our demographic is exceptionally special and unlike the vast majority of any other area. That needs to be looked at as well and addressed.
People without children in the district didn't vote
Politics more than demographics. It was a lame duck election, we already knew who is going to be the nominee for both parties, few were aware of the State Constitutional Amendments during a nonpartisan election. We have a very conservative mindset in Shawano, people don't want to pay taxes and they certainly don't want to pay more for public education. Our aging population without grandchildren in our system do not see a benefit to themselves.
Some families that have children in this school or teach in the school live out of the area and couldn't vote.
Spring break was happening and I think this played a big part in people voting.
spring break, the weather, and the lack of details shared all played into why the referendum did not pass
Taxpayers are not going to fund a project where administration does not live in the district, has no ties to the district, and is not seen at district activities. The continuous 'lip-service' unfortunately does nothing for a referendum. It's time to put the boots on the ground and get out into the public and start being seen. Your actions are more important then your 'lip-service'.
The community members may have struggled to make an appearance to vote for the referendum as of the snow storm or spring break "on vacation".
The community members with children did not vote for the referendum - some were out of town on spring break.

The community members without children did not vote for the referendum
The community members without children did/did not vote for the referendum
The daycares went HARD against it for self preservation and were adamant to turn their families against it. It was incredibly disheartening and frustrating to see as someone who uses childcare in the community and know the needs but also respect their fears of losing their staff. Something went wrong between the two groups. But the daycares ACTIVELY worked to push their families to vote no.
The public did not get the information they need to make an educated decision and based their opinion on misinformation.
The timing (over spring break) and the weather may have impacted who got out to vote. Plus spring elections tend to be less attended.
The weather did not help with people getting out to vote!! The older people feel they can't afford to keep paying the higher taxes. Again, SMU timing was not good.
The weather, as well as being during Spring Break, hurt the overall voter turnout.
There are never enough people voting. There were a lot of informational meetings about the referendum; however there wasn't a push on the actual voting process - Where? When? How? Some people are unaware of these things.
There should have been a stronger push to engage those who were directly impacted by the referendum to stand up and be a voice as well as vote. This would have required detailed information being provided to those specific stakeholders on a consistent basis.
There was a storm that may have impacted people going out to vote.
This county is very fiscally and politically conservative....I feel that a November referendum will produce even worse results....can it be done is August????
Turnout was low and this affected results
Unknown
Unknown
Unsure
Unsure
Voting occurred during spring break when we had several families in support of the referendum that did not vote absentee. The bad weather maybe affected it as well. Also the rec dept releasing their pool plans 3 days prior did not help us.
Weather impacted the referendum as did the timing of spring break
What are the statistics of households voting the same.
With the aging population, many people who have children didn't vote, while those who are not emotionally invested in the school did vote.
Yes, demographics did impact the referendum. I don't think the needs of this referendum were communicated well enough to community members that do not currently have children in the school system. Those same community members need to be reminded that strong schools make a strong community. They also need to be reminded that if they had students in the district in the past, someone before them who maybe didn't have students in the school at that time, voted yes to support the school and the community that their child benefited from.
Yes, I believe the weather that day also impacted who was able to vote

Yes, it was spring break, the weather wasn't the best, I think more families that attend SSD would've voted that may or may not have had the best chance to due to weather and out of town
Yes. Mostly non-student families
Yes. We have diverse groups of voters and they seem to cancel each other out. I feel like we will always be a close vote.
You will always get people who do or don't vote- not a question that matters. Many will not vote, no matter what the question is. And they will not come to the "listening sessions" But they do all voice their opinions on Facebook, Shawano Let's talk about it..etc. check it out.

5. Did timing impact the referendum?

The community does not believe anything was well thought out....like I stated before....so very vague with renderings, etc....lacking exactly what will take place....the long timeline does not bode well...costs will go up and things will be cut and enhancements will be cut short like they were 27 years ago when the HS was built.
With the current economic climate the community believed it was a bad time to ask referendum questions. Inflation/Taxes/Food/Gas Prices are very high for most families in our district.
No. Timing did not impact the referendum
No
The timing was fine.
I don't think so.
I think the spring break was a tough time to vote especially when we need, the young population voting.
Yes, there was a blizzard. It was also Spring Break, and many members of the community were not in town.
Yes, lots of other things happening locally, such as library, SMU, etc. all asking taxpayers to already pay more.
The community thought the process was rushed and that not all options or community opinions/ideas were considered before the referendum.
The referendum was going to be an uphill battle anyway due to the recent property assessments. Also, to schedule spring break during the primaries was a mistake as many who would have benefited from the referendum were out of town.
The community believed the timing of the referendum was well thought out.
It was over spring break and many people did not vote
I feel that timings were not a factor
The weather, as well as being during Spring Break, hurt the overall voter turnout.
Bad Timing -Spring Break
not sure
Snow storm and spring break was a bad time.
I'm not sure on this either. I think all the big projects may have increased the worry, but I'm not sure if a different time would have honestly been better.

I don't think timing played a role in the referendum. I think the storm we had on election day negatively impacted the amount of voters who would have came out to vote.
No, misinformation and lack of voter turnout killed the referendum.
IDK
With spring break and a snow storm, I can only imagine not everyone went out to vote.
As a community member, I felt the timing was well thought out.
Referendum was well thought out
Yes the timing impacted the referendum but mainly because of a snow storm that was out of our control. I think community members that were possibly going to vote "after work" didn't because the weather got bad so quickly.
I am not sure perhaps with elections coming in November, people would like to see who will be the next president.
Yes. Being over spring break was terrible timing. It should be avoided in the future. There was low voter turn out. November will have a high voter turnout, so we will get a better idea of the whole community.
I don't know if this was a factor.
Unsure.
I don't think so. With the debt falling off the district soon, now is the time to be asking. Once the debt drops down, and you go to ask for it again, the complainers will really complain about having to pay in increase.
NA
Once again, I can't speak for the community. Members who were outspoken against this referendum seemed focused on student achievement. The mentality that it was good enough seemed to permeate their thinking for things like the weight room, etc.
I feel having the vote during Spring Break may have impacted the vote since some families may have been out of town.
The community believed it was a bad time to ask referendum questions.
Thought it was okay-can't control the weather.
I do think the community is still repairing from the huge trust that was lost the last few years. The timing of some of the significant social media posts from community members pleading no because of the daycare proposal did not help. That got many on board to not support it. Many that I talked to that did not support it would have voted yes if the daycare hadn't been on there, which is too bad.
IDK
The time should have been good.
The timing was fine. It failed because what they felt were wants vs. needs. A referendum will never win based on concepts!!!!! Need some solid plans and detailed rationale as to why each part is needed.
Timing was not the issue
The community believed the timing of the referendum was well thought out
Again, I think the community wanted more specific details of what was going to be done.
It was not a good time, with the new property tax hike, it scared a lot of people.

We have had a lot go on in our district the past 5 years and some have not gotten over things that have happened and think that it will repeat issues that have happened previously.
timing did not matter
Timing….no one has "extras" at this time.
Unsure.
Terrible timing due to Spring Break
SMU made it a bad timing. There is never a good time for asking for money.
Yes, it was a bad time to ask for the referendum.
Yes. Spring break - but moving it would have caused issues too. The weather didn't help.
I'm not sure there is necessarily a "good" time to ask for money from a community who doesn't collectively seem to value education yet
It was a bad time
Unsure
With spring break for Shawano, it may have been a bad time.
unsure
I don't know
Possibly with spring break, it wasn't the best time; however, people could have voted ahead of time.
The community may have thought the timing was bad… too close to having just had issues with our budget and talking about closing down one of our buildings
The community believed the timing of the referendum was well thought out.
Spring break and snowstorms might have played a roll.
Spring Break
With taxes just coming out, and many community members feeling the effects, an April ask may not have been the best time to ask.
Poor timing with spring break. Those 75 votes could have been community members gone for break.
No, the time was right. we just needed a higher turn out; more detailed explanations of exactly what we were asking for.
Timing as far as the weather and Spring Break had an impact I believe.
·The community believed the timing of the referendum was well thought out
I think that Spring Break is not a good time to have a referendum, but that probably couldn't be helped. Asking for it again in November is a good strategy, especially since there will be a presidential vote on the ballot too. More people turn out to vote for those.
Due to lack of solid answers, and too vague of a plan, the community may feel as if this whole process has been rushed and cobbled together. Community members wanted more questions on the ballot, but they do not understand the constraints.
I think the community thought the timing was a bit rushed, we could have taken more time to get local businesses on board (I know staff visited them, but maybe the businesses could help advocate for the district).
Unknown

There is never a good time to ask for this type of money but it came after taxes had just gone up.
I am not sure.
Bad timing
This was a good time to ask these specific questions. We needed the questions to pass to upgrade our schools in a positive way.
Timing was right but with the spring election falling on spring break week and the weather played major factors
The referendum plus the increase of taxes in the new year and the rising cost of utilities in Shawano was a lot for the community.
Timing was ok.
I don't really know
Most of the community doesn't (historically) vote during primary election. It is unfortunate but true.
Timing was ok.
Timing - Spring Break and bad weather was a problem
Timing was not an impact.
Timing of election to spring break and prior financial issues.
I heard from the public that the information about the referendum should have started/shared with the community earlier. Perhaps last fall would have been a good start.

6. How did the project cost impact the referendum?

Project cost was reasonable
· Project cost was reasonable
· Project cost was reasonable.
Again, non needs were in the referendum
Community feels a certain part of ref would be approved, I think some of the community thought parts were more about ascetics vs deep need.
Community members that were paying attention should have seen that the "reduced" project cost was reasonable for what needs to be done almost "immediately". Others may have disagreed with parts of the project and unfortunately voted NO for the entire referendum. In reality, the cost of this referendum wasn't going to cost them anything additional on their taxes so it should have been an obvious YES vote.
cost of reasonable
Cost was reasonable... our community just ignores the facts and likes to share their opinions on the topics without listening or any research. We need to target the parents and families. We need them to vote yes and spread the correct information about what the referendum will do to positively affect their child... and in turn the community... because more Shawano born, stay in Shawano.
Cost was too high
Day care was something I heard was not needed. I also heard that 9 million dollars was a lot for sports. A number of people indicated that they don't have enough trust of the admin. team.

First, $54 million is a lot of money and if you haven't been keeping up with construction costs, this is a huge number. Second, beyond concept what are we actually getting? People want to know what they are paying for and what it is going to look like. It felt like we were being told about the latest and greatest thing from our children and we just needed to give them the money for the purchase to really comprehend how cool this thing is. Finally, they didn't understand the why for some of the new construction. Out of all of these questions, there is one missing that has a deep impact on our community. The who, who is selling this project to us? I remember my first weeks in Shawano the question was, "where do you live?" When I told people where I lived and that my daughter was already a student in the district, there was a look of relief on their faces. After teaching here for almost a decade and living around Shawano for almost two decades, it is easy to see this is a tight knit community where lineage and background bind people together. At times getting into the community can be difficult, with nearly a decade as teacher here, one child through and another coming through, we are still finding our place. However, once you're in, you're in and it is hard to get through Wal-Mart, Downtown or the Fair without stopping to talk. The community was asked for $54 million, and few administrators could be seen at sporting events, eating out in the local restaurants and being part of the community. Only one administrator came to the Athletic Booster Club Banquet held a few days before the referendum vote. Administrative and school offices were dark during spring break before and after the vote. If the community does not feel the who is with them, why should they be supported?
For me, the project cost seemed reasonable. I was hoping it might be even a little higher to help fix more things. The tax rate was supposed to go up $0 compared to the previous year. I think the community must think the mill rate will go down even more if the referendum was not passed.
I am not sure
I believe its a reasonable amount to ask for but there needs to be a better identification of where and what it will be spent on.
I believe the project cost was reasonable.
I don't feel people were afraid of the cost. Wants vs Needs. People were not fooled with the publicity over Tech Ed expansion which was very small in comparison to music which was very large but little to no publicity. People are not fooled by smoke and mirrors!!! Need to explain the why!!!!!
I don't know. I don't think cost was actually the problems. Numbers are vague to people when they are so large. I think it looked too fancy and lavish and people thought we could lower taxes and still just do the bare basics. I suggest keeping the same dollar amount or making it slightly less to make people feel appeased, and then present the plans looking very basic and not flashy. Our community is turned off by flashy because it seems unnecessary to them.
I don't think the cost was the issue. It was a lack of detailed information and a lack of listening to the community about what they felt was important outside of the facilities.
I feel that we should be able to ask for more... but I am not in the majority, as evidenced by the result of the referendum question.
I feel the project cost was too high.

I felt that the cost was reasonable. That being said, I feel that a good percentage did not truly believe that it would not impact property taxes. The local daycares are really worried about losing their staff if it passes and regardless of anything else on there, that made it a hard and fast no for them, and then they network with many in the community. I also think the community members that voted no looked at it as a wish list of fluff and that it would not impact students. Again, I beg to differ, but that is what I heard in the community.
I heard people believing not all needs were being met with the referendum, and people believed that if this passed, a further referendum in the future for the middle school (the school in the biggest need in the district), would not be passed because the community would be too taxes.
I say go for the gold! Be upfront about all the real needs and really let the community know what the reality is.
I think a majority of the community thought it was reasonable and/or too high.
I think it was more of how it was being spent
I think it was more what was on the referendum.
I think it was reasonable- though I did hear feedback that it was too low from supporters of education.
I think it was reasonable.
I think some of the things asked for were not necessary such as turf field, and beautifying building space that isn't even 20 years old.
I think that the public had a bit of "sticker shock" with the price of the referendum. We need to stress that much of the cost is deferred maintenance. Compare it to home upkeep: If you don't fix things in your house for 20 years, you are going to have a big bill when you finally do the needed repairs!
I think the community thought the cost was too high and unreasonable needs.
I think the cost for the amount of projects being addressed was appropriate.
I think the cost was a huge number people were not willing to support
I think the cost was reasonable for community members did not understand that it would NOT raise their taxes. They do not understand that the district can not spend more than what the referendum is worth, which means that taxes would have to stay the same.
I think the project cost was reasonable but the community thought it was too high. can you give the community a certain referendum amount to approve.
I think was reasonable but I also think that for the community was too high yet.
I'm not sure if cost impacted the referendum much but rather the referendum covering what our community desired to pay for.
It was too much money for not enough positive impact.
Lets be honest..... that's a LARGE sum of money!! Everyone has a right to be cautious. I truly feel if you want a referendum to go through you will have a better chance to have it so the people can vote on each section of the job. Not by building either. Put it through by having the football field and stadium, the pool, maintenance, the daycare. Let them see it all broken down on paper and vote for which ones they approve of and which ones they don't.
NA

Need to market better with more detail and maybe utilize social media videos (Reels) to help point out key details. Project was reasonably priced; we needed to do better to promote it.
Not explicit enough to justify Very vague.
Price was high for what the community thought they were getting. Certain referendum I firmly believe would be passed identifying the Needs of our district not our WANTS
Project cost appeared too high to voters.
Project cost is too high. There are too many ideas presented at the same time.
Project cost was reasonable
Project cost was reasonable, but community did not feel money was being used in the best way.
Project cost was reasonable.
Project cost was reasonable.
Project cost was too high
Project cost was too high based on the focus.
Project cost was too high.
Project cost was too high. One of the highest in the state. The community feels that possibly- a certain referendum amount -less than previously, would be approved.
Project cost was too high.
Project was reasonable.
Project was very reasonable in cost.
Projected costs were both needs and wants, not just needs.
Reasonable
Reasonable in part
The big issue was definitely the Day Care addition to Hillcrest....take that out and sell the other issue better, lower the amount a bit and you may have a better chance next time.
The community feels that a certain referendum amount would be approved as they understand some of the needs.
The community feels that a certain referendum amount would be approved if it were more honest and other needs and concerns were addressed first. The middle school replacement should come first before all the High school stuff and a day care. The pool needs to be addressed but it needs to be or have more use for the public hours and times of pool use for public are not user friendly. People who have no children have nothing to gain from any of this they get no benefit from any of it other than anther hit to the pocket book.
The community feels that a certain referendum amount would be approved.
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The community feels that a certain referendum amount would be approved.
The community knows a second referendum is coming and that it will raise taxes and cost too much. They want to get this all done and on one. Also right now the community is feeling the pinch of all the rising costs from inflation and doesn't want to worry about more tax burden when they cannot even pay for their groceries.

The cost probably scared people, most people can not think on these terms, and realize this is just the cost of building and maintaining quality infrastructure.
The cost was reasonable. I am not sure how to make people listen and get the correct information and thought processes to the public. They need to be willing to put in the time and effort to receive and actually hear what's being presented.
The cost was too high considering most of the money was going into the high school. The Middle School is much older and has more needs than you actually see.
The cost was too much. The district needs to clean up what is really needed and focus on what is going to move the district forward. Again, this referendum should be smaller, pay it off, and move forward with another referendum in order to get things moving in the district.
The project cost was acceptable, it was the usage of funds that destroyed it.
The project cost was most likely less of an issue since the district habitually makes it a point to pay down these items ahead of schedule. They have also been lead to believe that we are shrinking at a staggering rate as a district despite all of the housing that is constantly being built.
The project cost was reasonable, but did. not address what was really needed
The questionnaire that went out said the voters would support this certain amount. Perhaps we need to decrease the amount and focus on our greatest areas of need.
they feel the cost was too high on "other things" instead of basic education and repair
This all depends on the demographic and what the money is being used for. In general the community feels that the cost is too high for what the district is getting. They do not understand the cost of deferred maintenance. There are certain demographics that do not feel it wise to spend money on a football field, auditorium upgrades (especially an orchestra pit), or day care when there is significant cost in repairing buildings/building new schools.
Thought the dollar amount was okay-again feedback from social media stated turf football was a want as well as daycare. Taxpayers have a difficult time seeing benefits of daycare as a whole-their perception is ....I'm not paying for a community childcare.
to community members it was to high
To many wants. Look at the last two surveys. The School Board needs personally to read the comments from the last two surveys. This might shed some light. Some areas do not hold high regards in our community.
Too high
Too high, and not impactful enough
Too high.
Too many extras- drove the cost too high.
Too many needs were not explained for the cost of the project. The price comes across as a lot of money for most people.
Way to high for Shawano. Especially with a brand new school going up in Keshena. Also our students withdrawing from our school has been way way up. Our numbers are falling in the Shawano district due to many many reasons.

When community members were made aware of how the debit the district holds, impacts that aid from the state, they were much more understanding, without that, they thought it was too high and unnecessary.
With such a high amount, I think the number feels pretty abstract. People care more about what the impact will be on them financially, and on how it will benefit the community. I think if we had decided to do everything, it would have had a similar result.