FEBRUARY 2026 COMMUNICATIONS REPORT
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Director of Communications

The "Let's Talk Finance" night communications plan and survey results.

COMMUNICATIONS PLAN
We followed our event plan for the district, working inside out from the board and staff to parents and the community.

- Avenues: In-person mentions at school meetings, Rotary, and Kiwanis; printed cards and flyers; email staff; personal email invites to targeted audience; staff newsletter; Chamber newsletter; Facebook event & invites; Facebook posts.

MEETING ATTENDANCE: 42. It was a success. We had more people at this meeting than we typically do for this format and topic.

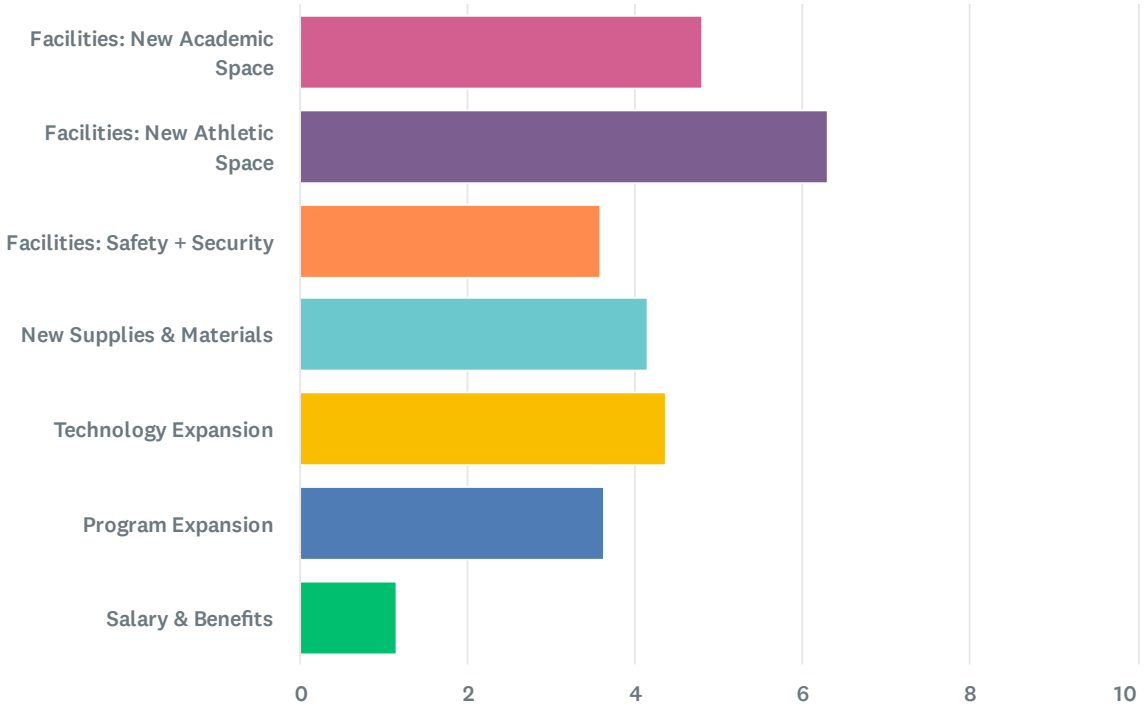
- In school PR, we often say "the messenger is more important than the message." We had the right people leading us: the Troy and Dana combo. Most of the slides were charts and graphs, but the duo told the story with interest and levity.
- Partnering with the Chamber of Commerce gave us a wide-base of attendees who are affiliated with local businesses and organizations, and also are the base of volunteerism in our town. These people are making important and informed decisions for our community's children.
- We held the meeting in our middle school, where we gave a tour of new construction related to our most recent bond. Combining these events helped get people there. (We'll see this again this week when the elementary literacy night combines with the HS basketball game!)
- We used personal invites. We printed cards that Troy handed out at community engagement events. We also emailed personal invitations to target individuals who would be interested.

On the flip side: Nationwide, there has been a decline in attendance at K-12 public school events. Long-term data shows the *intensity* of school-based participation has dipped, even when families still show up occasionally. The finance/budget topic is important to the board and admin, but overall, it may not be as important to a parent who has a child in an activity or someone who wants to enjoy an almost 70-degree day in February. (I'm sorry I'm not there to talk through this; there is much I have to say about event planning and schools.)

SURVEY RESULTS. 27 individuals completed the survey, which was strategically targeted for the audience in attendance *after* hearing the presentation. Attendees need to understand what we've done, what the bond is doing, and where we're headed to reflect an informed opinion on the survey.

Q1 DISTRICT PRIORITIES: Click on the left side of the options below to drag and rank the priorities.

Answered: 27 Skipped: 0

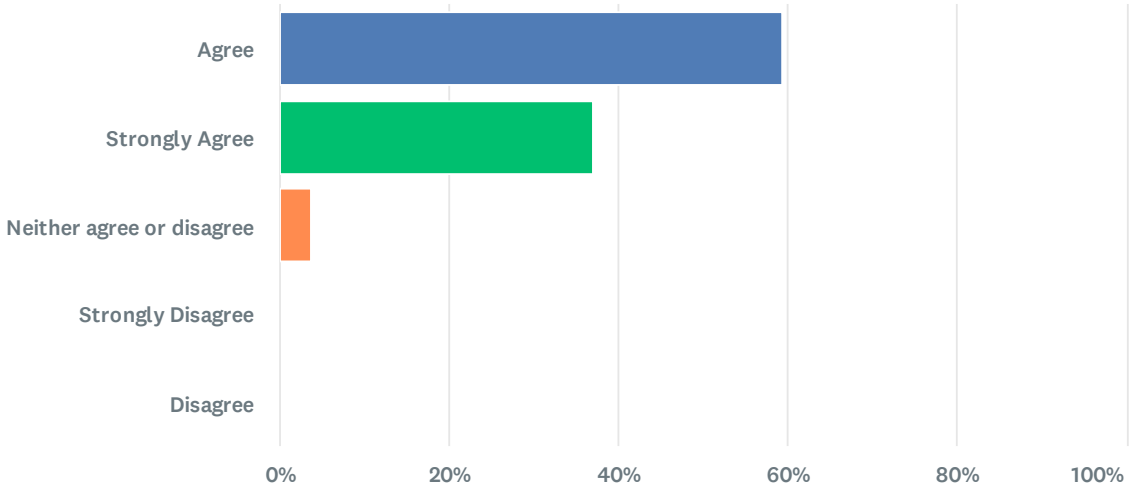


	1	2	3	4	5	6		Total
Facilities: New Academic Space	0% 0	3.70% 1	22.22% 6	18.52% 5	14.81% 4	25.93% 7	14. 4	27
Facilities: New Athletic Space	0% 0	3.70% 1	0% 0	3.70% 1	7.41% 2	25.93% 7	59 16	27
Facilities: Safety + Security	11.11% 3	37.04% 10	7.41% 2	3.70% 1	18.52% 5	11.11% 3	11. 3	27
New Supplies & Materials	0% 0	11.11% 3	11.11% 3	37.04% 10	33.33% 9	7.41% 2	0% 0	27
								189

	1	2	3	4	5	6		Total
Technology Expansion	0% 0	7.41% 2	29.63% 8	18.52% 5	18.52% 5	14.81% 4	11.1 3	27
Program Expansion	0% 0	29.63% 8	25.93% 7	18.52% 5	7.41% 2	14.81% 4	3.7 1	27

Q2 FUND BALANCE: When considering the fund balance board policy, to what degree to do support the policy?

Answered: 27 Skipped: 0



Answer Choices	Percentage	Responses
Agree	59.26%	16
Strongly Agree	37.04%	10
Neither agree or disagree	3.70%	1
Strongly Disagree	0%	0
Disagree	0%	0
Total		**27**

Q3: Facilities Overview

Survey responses showed strong community interest in improving public-facing spaces, restroom and accessibility upgrades, career and technical education facilities, classroom renovations, building security, and parking/traffic flow, with several respondents specifically noting the need to restore and maintain legacy spaces like Emmons Hall.

1. Public-facing spaces need attention

- Sports Complex lobby, locker rooms, bathrooms
- Areas seen by visitors and other schools
- General appearance, broken tile, grout, storage clutter

2. Restrooms & accessibility upgrades

- Bathroom renovations
- Baby changing stations
- Stall doors, grout, cleanliness
- Elevators and chair lifts

3. Career & technical education spaces (Hart Career Center / VoTech)

- Floors failing, moisture issues, heating/cooling problems
- Need for better learning environments for trades programs
- Emphasis on skilled trades and technical training growth

4. Academic & classroom space improvements

- Classroom renovations
- Added academic space in buildings
- Furniture updates (desks, chairs, cafeteria tables)

5. Safety & security

- Fobs on exterior doors
- Security across all buildings

6. Parking, traffic flow, and exterior logistics

- Parking lots at multiple buildings
- Bus exit concerns at Hawthorne
- Roof at Hawthorne gym
- Tree removal at high school

7. Historic & legacy spaces

- Emmons Hall restoration mentioned multiple times

Q4: Any other comments

Responses were largely appreciative of the district's transparency and stewardship, while also encouraging continued community input, attention to competitive wages for all staff, and a focus on maintaining existing facilities alongside future growth.

- Appreciation for transparency and the clarity of the presentation
- Encouragement to continue inviting community input on priorities
- Interest in competitive pay for both certified **and** non-certified staff, including longevity and insurance costs
- A reminder to balance growth with maintaining what the district already has
- Recognition of strong financial stewardship and district leadership