

# Phillips Board of Education Regular Board Meeting

Monday, August 20, 2018  
6:00 PM

Phillips Middle School IMC  
365 Highway 100  
Phillips, Wisconsin

#### **Our Vision:**

Preparing for Tomorrow

#### **Our Mission:**

To inspire and empower all students to reach their greatest potential.

#### **Our Goals:**

- Review and assess educational opportunities annually throughout the District that enables each student to achieve their greatest academic and social growth.
  - Develop annual objectives and plans that will promote safety and security.
- To create added awareness of the District by implementing or expanding communication strategies that involve family and community members throughout the District.

<b>Board Meeting Agenda</b>		Facilitator	Page #
I.	Call to Order (Pledge of Allegiance)	Pesko	
II.	Roll Call of Board Members	Pesko	
III.	Review of Compliance of Open Meeting Law	Pesko	
IV.	Public Participation Forum – Where members of the public will be allowed to make brief presentations to the board on items of interest to the school district. No action will be taken on items presented.	Pesko	
V.	Administrative Reports and Committee Reports		
	A. Phillips Elementary School Principal Report	Scholz	
	B. Phillips Middle/High School Principal Report	Hoogland	
	C. Director of Pupil Services Report	Lemke	
	1. Seclusion & Restraint Report		
	2. State Testing Update		
	D. Superintendent Report	Morgan	
	1. Staffing Update		
	2. Referendum Committee Update		
	3. School Safety Grant Update		
	E. Transportation/Facilities Committee Report	Fox	
	F. Business Services Committee Report	Burkart	
	G. Food Service Director Report	Gastmann	
	H. Grant Writer Report	Houdek	4-5
VI.	Items for Discussion and Possible Action		
	A. Designate District Depositories	Morgan	6
	B. Approval of District Public Notices	Morgan	7-8
	C. Approval of Academic & Career Planning Website	Lemke	
	D. Approval of DOT Speech Therapy Services for \$80,640 for 2018-19 School Year	Lemke	
	E. School Perceptions Survey	Morgan	PDF
VII.	Consent Items	Pesko	
	A. Approval of Minutes from July 16, 2018 Board Meetings		9-10
	B. Approval of Personnel Report		11-12
	C. Approval of Bills		PDF
VIII.	Items for Next Board Meeting	Pesko	
IX.	Motion to move into executive session pursuant to WI Stat. Sec. 19.85(1)(c) for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.	Pesko	
	• Administrative Contract Negotiation		
	• Grant Writing Service Contract		

X.	The Board may reconvene into open session pursuant to WI Stat. Sec. 19.85(1), if necessary, to act on motions made during the executive session.	Pesko	
XI.	Adjourn		

## Grant Writer's Report – August 2018

Dale Houdek

The following information represents activity relating to grant exploration/application for the 2017-2018 school year:

**Fab Lab Grant:** As you are aware, we received the second Fab Lab grant for \$25,000. At this time it appears that there will be one more opportunity to apply for another grant of similar nature later this fall. I would recommend that we reapply to add to our already existing resources since we did develop a 3 year plan for purchases.

**AODA Grant:** The school district was awarded the AODA grant which I submitted in mid-April of 2017. The award is for \$15,000 dollars a year for two years for a total of \$30,000. A district-wide AODA coordinator was hired and was responsible for developing K-12 activities related to alcohol and drug abuse during the 2017-2018 school year. I worked with that coordinator to resubmit the application for year 2 of the grant, which involved a fairly simple revision. The year-2 \$15,000 was awarded to the District.

**TEACH Infrastructure Grant:** The school district received a \$30,000 TEACH Infrastructure grant in the spring of 2017 to: add network hardware including switches and access points to provide overall network stability and provide corner to corner coverage; to add increased battery back-up; and to extend coverage (hot spots) within the district and outlying areas to allow student access to high definition content streams associated with school assignments. Trevor Raskie, provided the technical information regarding the network and I developed the narrative for the grant.

**Other Grant Opportunities:** I worked closely with the AODA coordinator as a mentor and editor of the ABC's for Healthy Communities grant sponsored by the Marshfield Clinic and Security Health. The school district did receive that grant which will be used to address behavioral health and AODA issues as part of the social determinants of health. This grant will further support the \$15,000 AODA grant initiative described above.

I did begin collecting data and met with the district's AODA Coordinator regarding the School Based Mental Health grant. In the process, it occurred to me that if we received it there would be additional costs to the district based on my contract language because of the size of the grant. I contacted Mr. Morgan with this issue and was notified that my services would not be needed in this particular case. I believe the grant was awarded for \$59,000.

I also pitched to the administration the Advanced Manufacturing Technical Education Equipment grant for between \$5,000- \$50,000 with a 2:1 match and a Trifecta grant for up to \$3,000 for the elementary school. No action was taken at this time but can be considered for the future.

I also followed up on a request by the superintendent on the Small Rural School Achievement grant (SRSA) to research the district's eligibility. Unfortunately, the district did not meet all of the criteria regarding the grant, however, a slight change in the total local population may move the district into eligibility. No application was submitted.

**Community:** I have had multiple contacts with Ms. Harper regarding potential splash pad grants and worked in an advisory capacity to Ms. Kandutsch as she worked on a potential AARP grant

targeting senior citizens as they relate to a splash pad. I also continue to explore grant opportunities for the Town of Emery, where I am chairman. We were recently awarded over \$9,500 from the Wisconsin Disaster Fund and am currently in negotiation with the U.S. Forest Service for a large sum of grant money on a road system in the National Forest. This past year I was chairman of the Price County TRI-grant awarding committee (town road aids) in collaboration with the County Highway Commissioner.

**History:** I have written grants or collaborated with other staff on grants for the School District of Phillips for the past 20 years. Over that period of time, I believe I have raised over \$1,000,000 for the district, **having an unprecedented record of receiving every grant for which I applied.** My success helped land me a job as a CLC (Community Learning Center) grant reviewer for the Department of Public Instruction (DPI) for three years. I am currently in discussion with DPI CLC consultants about me providing a training at the annual CLC grant writers workshop to give tips to school employees and other grant writers on how to write the upcoming CLC grant.

I take great pride in having been blessed with my grant writing success which has benefited the students and taxpayers of the School District of Phillips.

**SCHOOL DISTRICT OF PHILLIPS BOARD OF EDUCATION  
TOPIC SUMMARY SHEET**

**MEETING DATE:** August 20, 2018

**TOPIC:** Designate District Depositories

**BACKGROUND:** Each year the Board is required to designate district depositories.

**BUDGET/FISCAL IMPACT:** Formalizes the banking relationships

**POLICY IMPACT:** Fulfills the statutory requirements

**AGENDA CATEGORY:**

- Policy/Issues
- Monitoring Data
- Consent Agenda
- Other

**PROPOSED MOTION:** Approve First National Bank of Park Falls, Local Government Investment Pool, and Time Federal Savings Bank as designated depositories for the School District of Phillips.

**RATIONALE:** Allows the District to maintain banking relationships.

**CONTACT:** Molly Lehman **PHONE:** 715-339-2419, ext. 2007 **E-MAIL:** molehman@phillips.k12.wi.us

**SCHOOL DISTRICT OF PHILLIPS BOARD OF EDUCATION  
TOPIC SUMMARY SHEET**

**MEETING DATE:** August 20, 2018

**TOPIC:** Mandatory Publications

**BACKGROUND:** Each year the Board is required to provide public notices for the following items:

- Notice of Student Records (NL, WP)
- Notice of Student Directory Information (NL, STHP, HB, WP)
- Public Notification of Nondiscrimination Policy (Including Career & Technical Education) (NL, HB)
- Notice of Educational Rights of Homeless Children & Youth (NL)
- Notice of School Performance Report/Accountability Report/Assessments (NL, WP)
- Notice of Special Education Referral and Evaluation Procedures (NL, WP)
- Special Needs Scholarship Program (Annually through Special Ed Dept)
- Notice to Parents Regarding Limited English Proficient Students (NL, WP)
- Asbestos Notifications (NL, WP)
- Child Nutrition Program & Free/Reduced Price Meal Information (NL, STHP, WP, Media)
- Title I Programs (To be Determined)
- Human Growth & Development Instruction (STHP)
- Student Religious Accommodations (part of Non-Discrimination Policy)
- Recruiter Access to Students and Records (part of Student Directory Information Notice)
- Student Attendance/Habitual Truancy (HB)
- Student Locker Searches (HB)
- Early College Credit Program (HB)
- Use or Possession of Electronic Communication Devices (HB)
- Meningococcal Disease Information (STHP)
- Student Bullying (HB)
- Notice of Academic Standards (NL)
- Mandatory Reporting of Child Neglect & Abuse (Staff Inservice)
- Notice to Staff of Suicide Prevention Resources (Staff inservice)
- Meal Charge Policy (STHP/WP)
- Education for Employment/Academic & Career Planning (WP)
- School Wellness Policy (WP)

These notices are provided in a variety of different ways: District Newsletter (NL), Website Pages (WP), Handbooks (HB), Student Take-Home Packet (STHP)

**BUDGET/FISCAL IMPACT:** Publication of Fall Newsletter to Parents

**POLICY IMPACT:** None

**AGENDA CATEGORY:**

- Policy/Issues
- Monitoring Data
- Consent Agenda
- Other

**PROPOSED MOTION:** Approve the publication of all required notices by the District in appropriate forms.

**RATIONALE:** Meets state and federal guidelines

**CONTACT:** Rick Morgan **PHONE:** 715-339-2419, Ext. 2001 **E-MAIL:** rmorgan@phillips.k12.wi.us



MINUTES OF PHILLIPS BOARD OF EDUCATION REGULAR MONTHLY MEETING  
Monday, July 16, 2018

- I. The Phillips Board of Education meeting was called to order by President Pesko at 6:00 pm in the 6-12 Learning Center. The Pledge of Allegiance was recited.
- II. Present: Adolph, Burkart, Fox, Halmstad, Krog, Pesko, Willett and Student Liaison. Absent: Distin and Rose. Administration present: Superintendent Morgan, Finance Manager Lehman, . Others: Staff, student, community members, and Price County Review.
- III. President Pesko stated that public notice of the meeting was properly posted according to Wisconsin Statute 19.84(4). Notice was posted at all school-owned buildings, the School District of Phillips' website, and the Price County Review.
- IV. Public Participation - None
- V. Administrative and Committee Reports
  - A. Superintendent Report
    1. Terra Gastmann was not able to attend the meeting, but sent a report that there were 3,619 meals served during the summer feed program in June.
    2. The summer maintenance projects are well under way. Ceiling tiles have been replaced in portions of the high school, the pool air handling system is scheduled for later this summer. The custodial staff is doing a great job getting buildings ready. Dave Berens reported that boiler pumps have been rebuilt, new water fountains are being installed in PhMS, the new scoreboard sign at Logger Camp is being installed, work was done on the youth football practice area, and gym floors are scheduled to be done this week.
    3. DPI announced estimated state aid increase for Phillips at \$220,922 which will result in a decrease in community tax levy. Final figures will be released by October 15.
    4. A referendum planning meeting was held on July 10 and a second meeting is being scheduled for August. An article will be scheduled for the Review to help recruit community members.
    5. We have had no applicants for a world language teacher. We will begin the year with online learning. We do have community members who are willing to come in and give assistance on a scheduled basis to supplement the online teaching. We will continue to recruit for a teacher for the 2019-20 school year. Discussion was held on the importance of offering world language in a way that colleges accept the credits.
  - B. Finance Manager Report
    1. Quarterly Financial Report showed year-to-date expenditures as of June 30, 2018 were \$7,9523,182.92 (83.57% of budget) and revenues were \$8,778,281.10 (93.82% of budget). The total cash available was \$2,076,425.54. There will be adjustments to these numbers as year-end revenues and expenditures are added. No line of credit has been used this fiscal year.
    2. DPI has instructed districts to break down expenditures according to individual buildings. These will be completed for the 2018-19 budget.
    3. Budget amendments were presented for approval. Motion (Willett/Burkart) to accept presented budget amendments. Motion 7-0.
    4. Discussion held on Fund 80 and DPI guidelines on usage.
  - G. Business services committee met on July 12th and discussed the following:
    1. Closed session to discuss staffing updates.

2. Head Lifeguard and extra/co-curricular pay scales
  3. Other Post-Employment Benefits (OPEB) study being done by Key Benefit Concepts.
  4. Amended monthly meeting agenda and bills were reviewed.
- VI. Items for Discussion and Possible Action
- A. Compensation for head lifeguards will be tabled to closed session. Extra/co-curricular pay review is still being completed by the administrative team and will be presented at a later meeting.
  - B. Following a discussion of standards and curriculum, there was a motion (Krog/Burkart) to approve the continuation of the School District of Phillips academic standards for the 2018-2019 school year. Motion carried 7-0.
- VII. Consent Items - Motion (Willett/Burkart) to approve consent items. Motion carried 8-0.
- A. Approved minutes from June 18, 2018 Board meeting.
  - B. Approved bills from June 2018 (#344340-344477 and wires) for a total of \$693,731.40.
- VIII. The next regular board meeting will be held on August 20, 2018 at 6:00 p.m. Items to include are ACT Scoring, Grant Writer report. Middle school athletics and district calendar planning will be looked after school starts.
- IX. Motion (Krog/Adolph) to convene into executive session at the conclusion of the open session:
- A. Pursuant to WI Stat. Sec. 19.85(1)(g) for the purpose of conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.
    - Confer with legal counsel
  - B. Pursuant to WI Stat. Sec. 19.85(1)(c) for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.
    - Staffing Update
- Motion carried 7-0 with roll call vote at 6:37 p.m.
- X. Announced that the Board may reconvene into open session pursuant to WI Stat. Sec. 19.85(1), if necessary, to act on motions made during the executive session.
- XI. Motion (Willett/Adolph) to reconvene into open session at 7:25 p.m.. Motion carried 7-0.
- XII. Action Items.
- A. Approved personnel report: approved hiring of Mike McCardle, PHS English teacher; Mike Eggebrecht, PHS athletic director, business teacher, attendance/online supervisor; Brandi Smith, PES interventionist and 7th grade language arts teacher; Taylor Scanlon, kindergarten teacher; Staci Jo Grapa, PES building secretary; and fall sports coaches (non-faculty) Steve Precour (football), Lance Johnson (football), Jason Lazar (football) and Jodi Podmolik (volleyball).
  - B. Approved administration to proceed with negotiations within the parameters as directed by the Board of Education. Motion carried 7-0.
- XIII. Motion (Willett/Adolph) to adjourn. Motion carried 7-0. Adjourned at 7:35 p.m.

Respectfully submitted,  
 Tracie Burkart, Clerk  
 Board of Education

**Personnel Report  
July 14, 2018 - August 17, 2018**

**New Hires/Transfers**

<b>Name/Position</b>	<b>Position Description</b>	<b>New Salary</b>	<b>Previous Employee Salary</b>	<b>Effective Date</b>
Jamie Lund, Early Childhood SPED Tchr	Replace Michelle Hlavacek	\$40,000.00	\$59,568.73	8/28/2018
Christina Tingo, Speech/ Language Pathologist	Increase percentage from 40% to 60%	N/A	N/A	8/28/2018
Mark Fuhr PHS Girls Tennis Coach	Replace Jeff Willers	\$2,436.01	\$2,411.89	Fall Season
Faculty Extra/Co-Curricular Contracts	See Page 2			

**Recruitment**

<b>Position</b>	<b>Position Status</b>	<b>Location</b>	<b>Posting Date</b>
FBLA Advisor	Replace Jean Flower	Phillips High School	08-31-2015
Speech/Language Pathologist	Replace Amy Crabtree	Districtwide	04-10-2018
Bus Route Driver	Replace Jerry Butman	Bus Garage	07-02-2018
PES Cook II	Replace Colleen McHugh	Elementary	08-16-2018

**Resignations/Retirements**

<b>Name</b>	<b>Position</b>	<b>Resignation/ Retirement</b>	<b>Effective Date</b>	<b>Years of Service</b>	<b>Location</b>
Brent Edwards	PHS Boys JV Basketball	Resignation	7-12-2018	7	PHS
Pamela Kane	PES Teacher	Resignation	8-17-2018	1	PES

**Faculty:**

Tim Brown	Varsity Wrestling Coach	\$ 2,900.92
Bob Dural	Varsity Baseball Coach	\$ 2,437.07
Blake Edwards	Varsity Softball Coach	\$ 2,437.07
Blake Edwards	PhMS Head Basketball (Boys) Coach	\$ 1,508.31
Brent Edwards	PhMS Student Council Advisor	\$ 579.55
Brent Edwards	PHS JV Baseball Coach	\$ 1,625.07
Mike Eggebrecht	PHS Girls Varsity Basketball Coach	\$ 3,132.31
Mike Eggebrecht	PHS/PhMS Athletic Director	\$10,100.00
Paul Feuerer	PHS Forensics Advisor	\$ 1,044.46
Kyrstin Gabay	PhMS Track Coach	\$ 1,044.46
Kyrstin Gabay	PHS Cross Country Assistant	\$ 1,625.07
Tammy Holman	PhMS Forensics Advisor	\$ 463.85
Jack Hoogland	PhMS Wrestling Coach	\$ 1,044.46
Erik Johnson	PHS Girls JV Basketball Coach	\$ 2,087.86
Erik Johnson	PHS Assistant Track Coach	\$ 1,122.62
Jennie Kleinhans	PhMS Asst. Girls Basketball Coach	\$ 1,044.46
Justin Lindgren	PHS Band Director	\$ 1,856.46
Justin Lindgren	PhMS Band Director	\$ 371.50
Stacie Mollman	PHS Yearbook Advisor	\$ 2,077.24
Floyd Mootz	PhMS Yearbook Advisor	\$ 463.85
Erik Olson	Varsity Cross Country Coach	\$ 2,436.01
Erik Olson	Varsity Track Co-Head Coach (Boys)	\$ 2,437.07
Marc Peterson	High Quiz Bowl Advisor	\$ 1,013.68
Marc Peterson	PHS Student Council	\$ 1,044.46
Garith Pipkorn	PHS Assistant Track Coach	\$ 1,122.62
Tyler Ring	PES Before School Activity Director	\$ 2,250.00
Tyler Ring	Summer School Director	\$ 6,212.41
Vicki Spacek	PhMS Assistant Track Coach	\$ 720.67
Tara Strassburger	PhMS Girls Head Basketball Coach	\$ 1,508.31
Kyle Schleife	PES Choir Director	\$ 58.38/Each
Kyle Schleife	PhMS Choir Director	\$ 232.46
Kyle Schleife	PHS Choir Director	\$ 232.46

**Non-Faculty:**

Kay Belan	National Honor Society	\$ 348.15
Courtney Janak	PES After-School Program Coordinator	\$24,227.60

# Phillips School District Community Survey Proposal

Prepared by:



317 East Washington Street  
Slinger, Wisconsin 53086

September 20, 2017



## Project/Contractor Summary

The Phillips School District serves approximately 800 students in PK – 12<sup>th</sup> grade. The District is interested in conducting a survey to gather input and feedback from parents, staff and the community as they explore options to update their elementary school, which may include a capital referendum. Survey development would take place in the fall and deployed either later in the fall of 2017 or in the spring of 2018.

School Perceptions LLC is a Wisconsin-based, independent educational research firm that works with school districts, regional service agencies, as well as state and national organizations. **Our mission is to help educational leaders gather, organize and use data to make strategic decisions.**

## Executives, Staffing, and Management

Project management and survey development will be led by Bill Foster, the President, owner and Founder of School Perceptions. After graduating from the University of Wisconsin – Platteville with dual degrees in Engineering and Business Administration, Bill served the Kelch Corporation for 14 years as Vice-President and General Manager. During his time at Kelch, Bill volunteered at a local high school, first working with special needs students and later designing and teaching a class offered to gifted high school seniors. It was during these experiences that Bill developed an appreciation and passion for education.

Sue Peterson will provide strategic communications and additional project management support. Sue brings a strong background in community organizing, program development, grant writing and communications to School Perceptions. She received both her bachelor's and master's degrees from the University of Wisconsin – La Crosse. She has helped non-profits, governmental agencies and school districts with strategic planning, program and charter school development, fundraising, referendum planning and branding.

Chelsea Davis is the Data Analyst at School Perceptions. Chelsea graduated from the University of Wisconsin – Whitewater with a degree in Business Administration. While at UW-W, Chelsea played on and captained the Women's Golf Team. She continued her tenure with the team for two more years as the Assistant Coach. After graduating, Chelsea spent two years working at Eco-Latch Systems LLC, a company that produced sustainable packaging products for the purpose of maximizing efficiency and lowering material costs during work in process.

Providing software and technical support is Dr. Tim Mikula, Vice President of Technology for School Perceptions. Tim served as a school board member for twelve years and has been a business partner for seven years. Prior to joining School Perceptions, Tim was the president and CEO of System Management Software, Incorporated, a software company he founded in 1989 and later sold. In addition to private consulting, Tim has served as an adjunct professor of Computer Science and Statistics at St. Thomas University in St. Paul and as an analyst and consultant for 3M where he focused on Artificial Intelligence product development. He earned his bachelor, masters and doctoral degrees in Computer Science, with minors in Cognitive Science and Artificial Intelligence, from the University of Minnesota.



## Survey Methodology

We strongly believe in utilizing a process that builds ownership among stakeholders, leading to ownership of an ultimate solution. We have found that a community survey is a critical first step. We do not advocate a random sampling, a process that, by definition, excludes most members of the community. Instead, School Perceptions specializes in a process that *includes every member of the community*. The process begins with the mailing of a survey to District households. The survey's cover letter explains the nature of the survey and encourages the respondent to participate online, if possible, by using a unique survey access code. With this approach, each community member is educated about the needs and challenges of the District. For those people without internet access, a paper survey can be completed and mailed back to School Perceptions for data entry. Our proprietary survey access control system ensures that no one can take the survey more than once. Over the years, we have found our survey methodology to be highly predictive. However, the true benefit of this "engagement" process is to educate community members on the needs of the District. **Simply stated, people are more likely to support a plan if they have a voice in creating it.**

The following is a summary of five factors that uniquely position School Perceptions to meet the needs of the Phillips School District.

- 1) **A objective and unbiased process:** Many times, surveys that are designed and administrated by a District are perceived as biased. Consequently, the results are deemed unusable, thus, breaking trust with the community and undermining the entire process. By using School Perceptions, the process and results are viewed as credible.
- 2) **A proprietary survey platform:** School Perceptions' web-based survey platform has been built from the ground up to serve the unique needs of school districts. Our system has been proven to be extremely reliable.
- 3) **Comparable and longitudinal data:** The School Perceptions survey system allows schools to easily compare their results with other schools: If 80% of your community is satisfied with district communications, is that good or do you have a problem? By using our Master Questions®, we can provide question-level comparisons to other schools of similar size and social-economic settings; however, individual school names are never shared. If the District uses the same survey questions over multiple years, our system will create longitudinal (year over year) comparison reports.
- 4) **A plan after the survey:** Gathering good data is only half of the challenge. Using the data to develop a plan after the survey is critical to the project's success. Based on our experience, we will facilitate a process to allow the District to establish a realistic plan of action.
- 5) **A dedication to service and support:** Technology/information specialists are available Monday-Friday, 8am-5pm CT and real-time monitoring of company servers takes place 24 hours a day, 365 days per year. As a Wisconsin-based Company, our staff is close by, dedicated and ready to help your team through each step of the process.



## Survey Process

A detailed timeline will be developed with the District's project team once the project begins. Major activities include:

### Before the Survey

- ✓ Develop clear goals/define the project's scope
- ✓ Develop an explanation of the process to share with both external/internal audiences
- ✓ Secure mailing list/ mailing service
- ✓ Secure email lists
- ✓ Start drafting surveys
- ✓ Involve other administrators/teacher leaders in survey development/design process
- ✓ Survey review with Board or sub committees (if applicable)
- ✓ Send out external press release/internal communication regarding planning process and survey opportunity
- ✓ Print/stuff survey mailing
- ✓ Program surveys online

### Launch the Survey

- ✓ Launch electronic surveys
- ✓ Mail community survey
- ✓ Send out phone messenger reminder to parents to take survey
- ✓ Send out reminder to community members to take survey

### After the Survey

- ✓ Draft written report
- ✓ Board Meeting/presentation of written report
- ✓ Post report on website
- ✓ Develop action plan
- ✓ Internal release of findings to staff
- ✓ News release of general findings to parents/public, including plans going forward





## References

Over the past ten years, School Perceptions has conducted more than 400 community survey projects, helping districts navigate the strategic planning and referendum processes. We have learned what works and where districts stumble. **Below is a list of recent Wisconsin clients:**

**Howards Grove School District**  
Phone: 920-565-4454  
Successful referendum fall 2016

Contact: Chris Peterson, Superintendent

**Sheboygan Area School District**  
Phone: 920-459-3512  
Successful referendum fall 2016

Contact: Joseph Sheehan, Superintendent

**Oconomowoc Area School District**  
Phone: 262-560-1115  
Successful referendum fall 2016

Contact: Roger Rindo, Superintendent

**Deerfield School District**  
Phone: 608-764-5431  
Successful referendum spring 2016  
Community Engagement/Strategic Planning 2013

Contact: Michelle Jensen, Superintendent

**Baraboo School District**  
Phone: 608-355-3950  
Successful referendum fall 2016

Contact: Lori Mueller, Superintendent

**Kewaskum School District**  
Phone: 262-626-8427  
Successful referendum fall 2016

Contact: Jim Smasal, Superintendent

**Waupun Area School District**  
Phone: 920-324-9341  
Successful referendum fall 2016

Contact: Tonya Gubin, Superintendent

**School District of Monroe**  
Phone: 608-328-7171  
Successful referendum fall 2016

Contact: Cory Hirsbrunner, District Administrator

**Whitewater School District**  
Phone: 262-472-8700  
Successful referendum fall 2016

Contact: Nathan Jaeger, Business Manager



**Sun Prairie Area School District**  
Phone: 608-834-6500  
Successful referendum fall 2016

Contact: Brad Saron, Superintendent

**Colby School District**  
Phone: 715-223-2301  
Successful referendum fall 2016

Contact: Steve Kolden, Superintendent

**School District of Florence**  
Phone: 715-528-3215  
Successful referendum fall 2016

Contact: Ben Niehaus, District Administrator

**Melrose Mindoro Area Schools**  
Phone: 608-488-2201  
Successful referendum fall 2016

Contact: Del DeBerg, Superintendent

**Oostburg School District**  
Phone: 920-564-2346  
Successful referendum spring 2016  
Community Engagement/Strategic Planning 2013

Contact: Kevin Bruggink, Superintendent

**Slinger School District**  
Phone: 262-644-9615  
Outcome: Successful referendum spring 2016

Contact: Daren Sievers, Superintendent

**Beecher-Dunbar-Pembine School District**  
Phone: 715-324-5314  
Outcome: Successful referendum spring 2015

Contact: Chris Metras, District Administrator

**Racine Unified School District**  
Phone: 262-635-5600  
Outcome: Successful referendum spring 2015

Contacts: David Hazen, Chief Operations Officer;  
Stacy Tapp, Chief of Communication/ Community Involvement

**Watertown Area School District**  
Phone: 920-262-1460 Ext. 3229  
Community Engagement/Strategic Planning

Contact: Cassandra Schug, Superintendent

**Kaukauna School District**  
Phone: 920-766-6100  
Community Engagement/Strategic Planning

Contact: Mark Duerwaechter, Superintendent



## Expense Breakdown

### Phase 1: Strategy Development: \$1,400

Key elements:

- ✓ Assist in developing overall project strategy and timeline
- ✓ Assist in developing pre-survey community communications

### Phase 2: Survey Design: \$2,400

Key elements:

- ✓ Assumes custom survey design for staff, parents and community members, including:
  - Respondent information
  - Prioritization of options
  - Funding support
- ✓ Engage key internal stakeholders in the planning process
- ✓ Secure mailing list and printer

### Phase 3: Survey Administration: \$2,300\*

Key elements:

- ✓ Coordinate production, promotion and distribution of each survey instrument to the target group using the most cost-effective means while ensuring adequate and valid responses are obtained
- ✓ Program customized content utilizing the School Perceptions proprietary software system for:
  - All community members (assumes paper and online survey administration)
  - All parents
  - All staff
- ✓ Generate unique survey access codes or kiosk codes for each group
- ✓ Email launch staff survey
- ✓ Email launch to parents
- ✓ Generate an electronic printable version of the survey
- ✓ Help coordinate printing and mailing logistics
- ✓ Perform daily data back-up and software maintenance

\* Cost does not include printing or postage

### Phase 4: Online Results Access/Written Report/Plan of Action: \$1,700

Key elements:

- ✓ Provide full access to all data online (password protected)
- ✓ Provide full/reverse segmentation capabilities
- ✓ Provide a written report within two weeks after all paper surveys have been received
- ✓ The report covers:
  - ◆ Process overview
  - ◆ Demographics
  - ◆ ◆ Summary of all data, disaggregated by key subgroups
- ✓ Work with the District to establish a realistic data-driven plan of action



Optional services available for an additional fee:

1. **Site Visits:** The majority of the project can be done via phone and electronically. If requested, site meetings for planning or presentation purposes will be charged at \$600 per visit plus expenses. Another option for evening presentations is to schedule a conference call/web conference, which will be charged at \$200.
2. **Pre-paid Postage Envelopes:** School Perceptions can provide pre-paid envelopes at a cost of \$0.05 each. This option allows respondents who choose to fill out a paper version of the survey to return it directly to School Perceptions for processing.
3. **Paper Survey Data Entry/Processing:** School Perceptions will manually enter all responses and comments for surveys mailed at a rate of \$1.80/survey. If the District chooses to use the pre-paid envelopes, return postage charge will be charged at the actual rate. The current business reply postal rate is: \$0.545 for 1 ounce or less.
4. **Additional Data Analysis:** Additional cross-tab analysis and/or in-depth comment analysis will be charged at \$60 per hour.
5. **Non-English Translation Service:** \$60 per hour
6. **Strategic Communications Services:** Strategic Communications Services can be contracted on monthly basis per separate contract.

Please call 262.644.4300 ext. 7000 if you have any questions. If the proposal is acceptable, please sign and date below and email a scanned copy to [info@schoolperceptions.com](mailto:info@schoolperceptions.com).

Sincerely,

Bill Foster  
President  
School Perceptions LLC

Proposal Accepted: **Phillips School District**

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

FY	OBJ	FUNC	PRJ	OBJ	2018-19	2017-18	July 2018-19	July 2017-18	2018-19	2017-18
					Revised Budget	Revised Budget	Monthly Activity	Monthly Activity	FYTD Activity	FYTD %
10E	---	11	---	---	1,732,937.00	1,733,407.77	3,639.20	14,427.45	3,639.20	0.21
				UNDIFFERENTIATED CURRICULUM						
10E	---	12	---	---	1,803,213.00	1,804,061.00	1,014.60	6,638.07	1,014.60	0.06
				REGULAR CURRICULUM						
10E	---	13	---	---	337,145.00	344,455.00		3,159.82		
				VOCATIONAL CURRICULUM						
10E	---	14	---	---	168,650.00	167,250.00		1,000.46		
				PHYSICAL CURRICULUM						
10E	---	16	---	---	143,535.00	146,233.00	525.00	199.40	525.00	0.37
				CO-CURRICULAR ACTIVITIES						
10E	---	17	---	---	15,258.00	15,258.00		50.00		
				OTHER SPECIAL NEEDS						
10E	---	21	---	---	251,383.00	170,939.00	10,947.75	1,731.99	10,947.75	4.36
				PUPIL SERVICES						
10E	---	22	---	---	210,978.00	212,984.00	12,475.54	11,292.58	12,475.54	5.91
				INSTRUCTIONAL STAFF SERVICES						
10E	---	23	---	---	265,543.00	265,543.00	31,514.24	27,011.85	31,514.24	11.87
				GENERAL ADMINISTRATION						
10E	---	24	---	---	573,461.00	569,101.00	34,409.66	32,478.65	34,409.66	6.00
				SCHOOL BUILDING ADMINISTRATION						
10E	---	25	---	---	1,999,481.00	2,053,453.12	104,629.28	109,465.93	104,629.28	5.23
				BUSINESS ADMINISTRATION						
10E	---	26	---	---	337,767.00	337,767.00	24,966.68	28,967.07	24,966.68	7.39
				CENTRAL SERVICES						
10E	---	27	---	---	142,192.00	143,555.00		29,996.00		
				INSURANCE & JUDGMENTS						
10E	---	28	---	---	49,460.00	36,539.37	7,153.59	1,087.81	7,153.59	14.46
				DEBT SERVICES						
10E	---	29	---	---	94,610.00	153,738.00		83,932.21		
				OTHER SUPPORT SERVICES						
10E	---	41	---	---	866,000.00	807,411.00		3,429.85		
				TRANSFERS TO ANOTHER FUND						
10E	---	43	---	---	552,191.00	552,191.00				
				PURCHASED INSTRUCTIONAL SERV						
10E	---	49	---	---	2,040.00	2,040.00				
				OTHER NON-PROGRAM TRANSACTIONS						
Grand Expense Totals					9,545,844.00	9,515,926.26	231,275.54	354,869.14	231,275.54	2.42

Number of Accounts: 1002

Funds Available to the District as of July, 2018:

***** End of report *****	
First National Bank (General Checking)	683,517.36
Local Gov't Investment Pool	845,694.94
First National Bank (Savings)	4,322.55
<b>Total</b>	<b>1,533,534.85</b>

Current Line of Credit Balance (\$1,500,000 max) 1,500,000

Total Borrowed (through 07/31/18): 0.00

FY2018-19	2017-18	July 2018-19	July 2017-18	2018-19	2017-18	2018-19	2017-18	2018-19	2017-18	2018-19	2017-18	2018-19
Revised Budget	Revised Budget	Monthly Activi	Monthly Activi	FYTD Activity	FYTD Activity	FYTD Activity	FYTD Activity	FYTD Activity	FYTD Activity	FYTD Activity	FYTD Activity	FYTD Activity
10R--- 180 41800- --- COMMUNITY SERVICE	5,400.00											
10R--- 180 41900- --- COMMUNITY SERVICE	5,400.00											
10R--- 180 50000- --- COMMUNITY SERVICE	5,400.00											
10R--- 211 50000- --- CURRENT YEAR PROPERTY TAX	4,239,337.00											
10R--- 213 50000- --- MOBILE HOME TAX	2,269.00											
10R--- 249 50000- --- TRANSPORTATION FEES	9,465.00											
10R--- 264 50000- --- SURPLUS NON-CAPITAL OBJECTS	1,416.00											
10R--- 271 50000- --- ADMISSIONS	12,650.00											
10R--- 279 50000- --- OTHER SCHOOL ACTIVITY INCOME	13,000.00											
10R--- 280 50000- --- INTEREST ON INVESTMENTS	7,600.00											
10R--- 291 50000- --- GIFTS, FUNDRAISING, CONTRIBS	40,000.00											
10R--- 292 50000- --- STUDENT FEES	18,100.00											
10R--- 293 50000- --- RENTALS	15,000.00											
10R--- 345 50000- --- OPEN ENROLLMENT WI SCH. DIST.	231,692.00											
10R--- 515 50000- --- TRANSIT OF AIDS INTER. SOURCES	2,100.00											
10R--- 517 50000- --- TRANSIT OF FEDERAL AIDS	4,385.00											
10R--- 612 50000- --- TRANSPORTATION AID	61,226.00											
10R--- 613 50000- --- LIBRARY AID	26,215.00											
10R--- 621 50000- --- EQUALIZATION AID	2,918,331.00											
10R--- 630 50000- --- SPECIAL PROJECT GRANTS	23,892.00											
10R--- 650 50000- --- SAGE AID	199,181.00											
10R--- 660 50000- --- STATE REVENUE THROUGH LOCAL	1,810.00											
10R--- 691 50000- --- COMPUTER AID	7,071.00											
10R--- 695 50000- --- Per Pupil Aid	352,800.00											
10R--- 699 50000- --- OTHER STATE REVENUE	1,000.00											
10R--- 730 50000- --- SPECIAL PROJECT GRANTS	179,397.00											
10R--- 751 50000- --- ESEA TITLE IA	171,394.00											
10R--- 780 50000- --- FED AID THRU STATE NOT DPI	42,500.00											
10R--- 878 50000- --- CAPITAL LEASES	121,267.38											
10R--- 971 50000- --- REFUNDS - PRIOR YR., E-RATE	25,000.00											
10R--- 990 50000- --- MISCELLANEOUS	10,000.00											
10R--- 999 50000- --- COPY FEES	200.00											
10----- GENERAL FUND	8,577,031.00											
Grand Revenue Totals	8,577,031.00	8,752,038.38	4,266.22	4,693.88	4,266.22	4,693.88	4,693.88	4,266.22	4,693.88	0.05	0.05	0.05

Number of Accounts: 39