



WCSD Board of Education ***Communications Update***

Monday, February 6 @ 6:30 PM



PLANNING





WINNECONNE COMMUNITY SCHOOL DISTRICT

2023 | Road to Referendum

	2022												2023			
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
Master Planning Discussions and Meetings					■	■	■									
Finance Committee Workshop- June 27					■	■										
Options & Costing Exercise					■	■	■									
School Board Workshop						■	■									
Community Participation/Focus Groups							■	■	■							
Refine Options & Cost							■	■	■							
Survey Preparation							■	■	■	■						
Community-wide Survey									■	■	■					
Survey Results (Board & Community)										■	■					
Refine Scope of Work											■	■				
School Board Presentation of Referendum Plan											■	■				
Deadline to Adopt Resolution - January 24th											■	■				
Information Campaign												■	■	■		
Referendum - April 4th													■	■	■	★

YOU ARE HERE!



Color Key

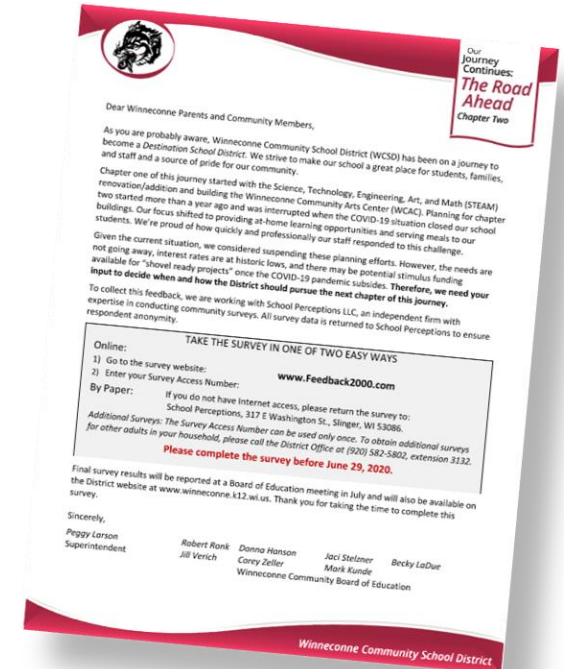
- Core Team
- Board of Education
- Community



Community Wide Survey Results

SNAPSHOT FROM NOVEMBER 2022

- Respondents expressed a **high level of satisfaction** in all metrics compared to similar school districts.
- **A majority of all key subgroups support the District pursuing another referendum to update the schools.**
- If a \$28.3 million referendum were held today to fund Project 1 (renovating the middle school), it would likely be supported.
- The Board could consider placing project 2 (adding classrooms at the middle cost at a cost of \$9.1M) on the ballot in April as a second question for voters to consider.





REFERENDUM QUESTION



Official Ballot Language



Question: Shall the Winneconne Community School District, Winnebago and Waushara Counties, Wisconsin be authorized to issue pursuant to Chapter 67 of the Wisconsin Statutes, general obligation bonds in an amount not to exceed \$28,300,000 for the public purpose of paying the cost of a school facility improvement project consisting of: renovations, infrastructure and capital maintenance replacement, safety and security improvements, accessibility updates and site improvements at Winneconne Middle School, and acquisition of furnishings, fixtures and equipment; and reconstruction of the Winneconne High School parking lot?



REFERENDUM COMMUNICATION STRATEGY





Referendum Communications Goals

- Mobilize
- Energize
- Emphasize

Public Information Campaign

PRINT

Fact Sheet
Newsletter mailings
Display/Inspiration Boards
FAQ's
Posters
Campaign Buttons



MAIL

Referendum Newsletter
FAQ Mailer



ONLINE

District Website
Social Media
School Calendars
Video Series
Marquees & TV
Screens



WORD OF MOUTH

Information Nights
Press Releases/
Newspaper
Radio
Word of Mouth





WINNECONNE SCHOOL DISTRICT | April 4, 2023 Referendum Communication Plan - DRAFT

ACTIVITY	PRODUCTION	COMP	FINALIZE		MOBILIZE			ENERGIZE			EMPHASIZE				4/4	
			1/2	1/9	1/16	1/23	1/30	2/6	2/13	2/20	2/27	3/6	3/13	3/20		3/27
REFERENDUM COMMUNICATION STRATEGY	(week starting)															
Ongoing Communication Plan	Miron, PRA, District	Ongoing		confirm												
Develop- Manage Events Calendar (Internal)	District	Ongoing														
Develop- Manage Community Event Calendar (external)	District	Ongoing														
Develop- Manage Organization Presentation Calendar "Roadshow"	District	Ongoing														
Develop- Manage Social Media Campaign	District	Ongoing														
Communications Team Meetings: TBD	Miron, PRA, District															
Bi-Weekly Snapshot Emails	Miron															
Board of Education Updates	Miron, PRA, District								2/6 workshop							
REFERENDUM MATERIALS (Print Deliverables)																
Referendum Branding: Logo, Graphic Elements, Masthead, Tagline	Miron	X		FINALIZE												
Referendum Key Messages	Miron				FINALIZE											
Referendum Site & Floor Plans: high-res for print, detailed for website	PRA				FINALIZE											
Construction Schedule	Miron					FINALIZE										
Referendum Fact Sheet	Miron			CONTENT	CONTENT	DESIGN	PRINT	DIST.								
Referendum Information Display Boards	Miron					CONTENT	DESIGN	PRINT	DIST.							
Referendum Buttons ("Ask me about the Referendum" for staff & BOE)	Miron						DESIGN	DIST.								
Posters (11" x 17") (up to 25 donated)	Miron					CONTENT	DESIGN	PRINT	DIST.							
District Wide Referendum Mailer #1 - Referendum Fact Sheet	Miron, PRA, District					CONTENT	CONTENT	DESIGN	PRINT	MAIL						
Space Inspiration Boards to be used at Community Events	Miron, PRA									DESIGN	PRINT	DIST.				
District Wide Referendum Mailer #2 FAQ Newsletter	Miron, PRA, District							CONTENT	CONTENT	DESIGN	PRINT	MAIL				
Banners Outdoor - Vinyl	Miron										PRINT	DIST.				
Press Releases - Winneconne News	Miron, District															
Newspaper(s) Ads (determined around Open House Dates) (print due dates)	District															
REFERENDUM MATERIALS (Digital/Online Deliverables)																
Website Referendum Header/Banner (Dimensions / Format)	Miron															
Website Updates (checklist)	District	Ongoing														
Frequently Asked Questions (FAQ- web based)	Miron, District															
Informational Presentation (PPT) (based on roadshow)	Miron, District	Ongoing							DRAFT	DRAFT	FINALIZE					
Social Media Post Template	Miron															
Social Media Updates - Facebook	District	Ongoing														
Video Series - OPTIONAL (Online Usage) (Outsourced: by District)	District								DEV.	FILM	EDIT	RELEASE				
Alert Message - Reminder to Vote	District															
COMMUNITY ENGAGEMENT ACTIVITIES																
Staff Presentation	Miron, PRA, District															
Staff Outreach / Communications (email- as needed)	District	Ongoing														
Parent Outreach / Communications (Building Newsletters, Email, Other) (as needed)	District	Ongoing														
Newspaper Guest Editorials - Winneconne News	District															
Host Daytime Tours	District											DATE			DATE	
Host Referendum Information Night / Tours	Miron, PRA, District											DATE		DATE		
VOTE: TUESDAY, April 4, 2023																



Things We're Doing Differently

- New, Refreshing Referendum Logo
- Campaign Buttons
- Adding More Visual Elements
 - Video Series
 - Inspiration Space Boards
 - Daytime Tours
 - Coffee at Winneconne Middle School





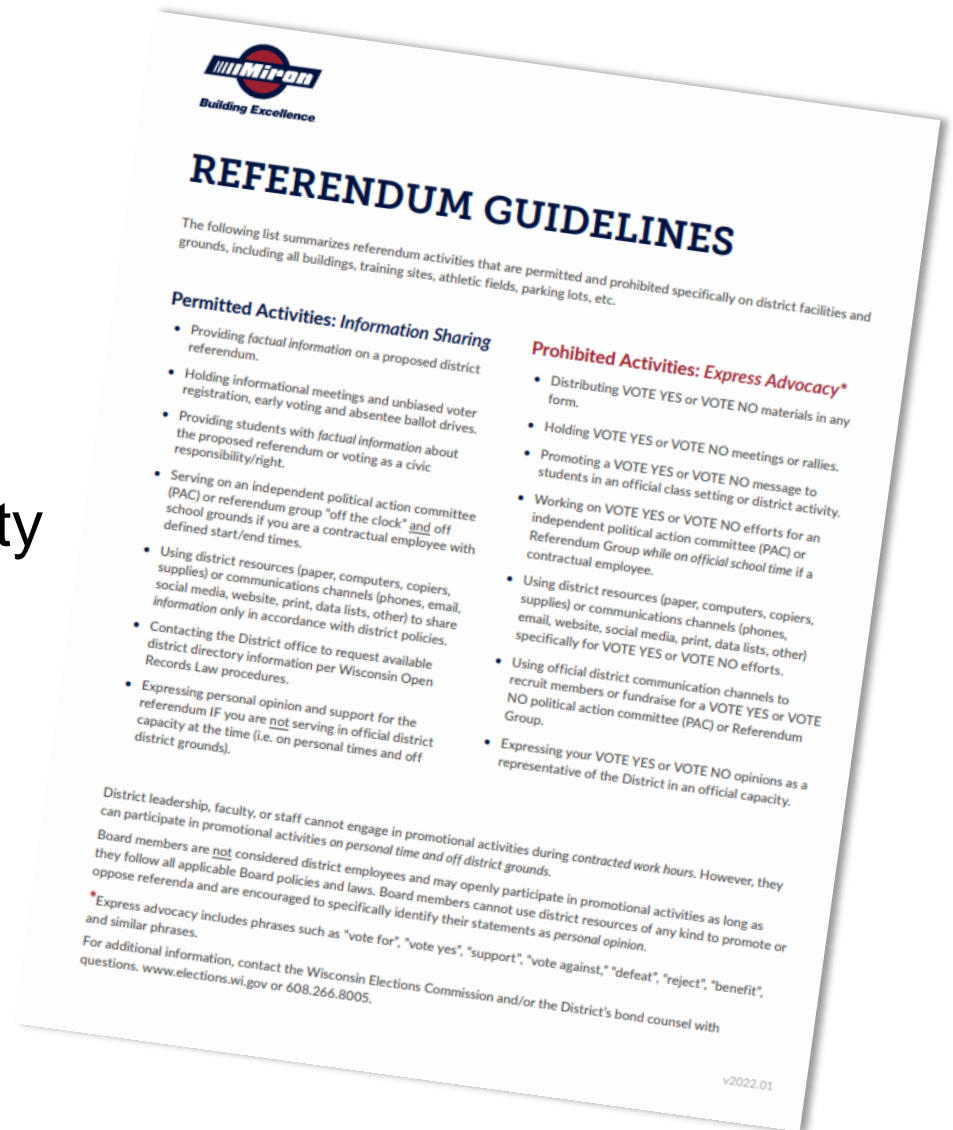
WHAT YOU NEED TO KNOW



Referendum Guidelines

Information vs. Advocacy

- District's objective is to share information
 - Stick to the facts
- Advocacy not permitted on duty and/or on school grounds



Referendum Fact Sheet

- Core referendum messaging
- Includes “need to know” information
- Additional marketing materials will recycle general information
- Share with EVERYONE!

The graphic is a vertical layout of information. At the top, it says 'WINNECONNE COMMUNITY SCHOOL DISTRICT REFERENDUM INFORMATION' in white text on a dark background. Below this is a photo of three students at a table. To the right is a large red tiger head logo. At the bottom right, the word 'VOTE' is written in large white letters. A large yellow 'DRAFT' watermark is overlaid diagonally across the center. The content is organized into sections: 'How We Got Here', 'Why Now?', 'Primary Challenge', 'Solution', 'What is Included?', and 'For More Information'. There is also a table titled 'Tax Impact on Property with Fair Market Value' and a 'Join Us!' section with contact information.

How We Got Here

Last year, the Winneconne Community School District (WCSD) reached out to all residents through a **community-wide survey** to obtain feedback on options to plan for the future of our District and improve our school buildings. Many options were evaluated. The survey petitioned feedback on those determined to be best suited for the District and community. The survey asked residents when we should address our facilities and what should be prioritized. The majority of resident survey **respondents indicated** that WCSD should:

- **REVISE** a plan and pursue another referendum
- **INVEST** \$28.3 million to renovate the existing middle school for grades 6-8

Your feedback was instrumental in shaping the referendum plan, which the Board of Education unanimously adopted for the April 4, 2023 ballot.

The community spoke, the District listened, and it's time to continue our Journey to the Future is now.

Primary Challenge

Originally built in 1975, the middle school building is uniquely constructed with a steel structure and is still in good shape. However, the building's proprietary wall system that pre-installed all electrical components. This system is no longer manufactured, and replacement parts are not available. In addition, the plumbing, heating, and cooling systems are failing to function adequately and need to be replaced. The building has served our community well for 40+ years, but it needs to be updated to meet the needs of current and future students.

Solution

Invest \$28.3 million to renovate the existing school to "like new."

Why Now?

Our facility needs, which cannot be addressed within the annual operating budget, are not going away.

ADDRESSING Our Priorities

- Our Middle School building is falling us. The major building systems continue to deteriorate, and the District is unable to get replacement parts for the proprietary system used when originally built.
- A proprietary wall system and inefficient building layout make the building expensive to operate, difficult to navigate, and challenging to maintain.
- The plan includes needs that were prioritized based on staff and community feedback.

MINIMIZING Tax Impact

The April 2022 referendum, the District has reduced the scope of proposed work to minimize impact to taxpayers.

- The District will pay off debt early when we have the savings from taxpayers money on interest-free debt.
- The District's debt rate has a mill rate more than 2 over the 20-year mill rate.
- If the referendum is approved, the mill rate would still be less than the 21-22 mill rate of \$7.04.

What is Included?

- Renovations at Winneconne Middle School to revitalize and add another 50 years of life to the building
- Replace panel wall system with permanent walls to create better building flow and efficiency
- Transition computer labs into large-group collaboration rooms
- Renovate kitchen, commons, and library
- Update finishes
- Infrastructure improvements for aging building systems at the Middle School
- Upgrade all building systems (HVAC, electrical, plumbing, fire alarm, and bell)
- Replace roof
- Update flooring, ceiling, and doors (as needed)
- Address Americans with Disabilities Act (ADA) non-compliance
- Safety and security improvements
- Replace and reconfigure High School parking to improve traffic flow and pedestrian safety

Property Value	Maximum Annual Impact	Maximum Monthly Impact
\$100,000 Property	\$20.00	\$1.67
\$200,000 Property	\$42.00	\$3.50
\$300,000 Property	\$63.00	\$5.25
\$400,000 Property	\$84.00	\$7.00

For More Information

CALL 920.582.5302 x3747
VISIT www.winneconne.k12.wi.us
EMAIL lraines@w-csd.org
FOLLOW @winneconneschools

Join Us!

Coffee Hour Q&A
WEDNESDAY, MARCH 8
WEDNESDAY, MARCH 29
redesign to fit upon approval

Referendum Information Nights
Tuesday, February 28 @
Wednesday, March 15

VOTE
APRIL 4, 2023

Key Message

PRIMARY CHALLENGE:

Winneconne Middle School's unique construction (1975)

- Originally built with proprietary wall system
- Replacement parts for building systems no longer available
- Plumbing, heating, cooling systems are failing to function adequately

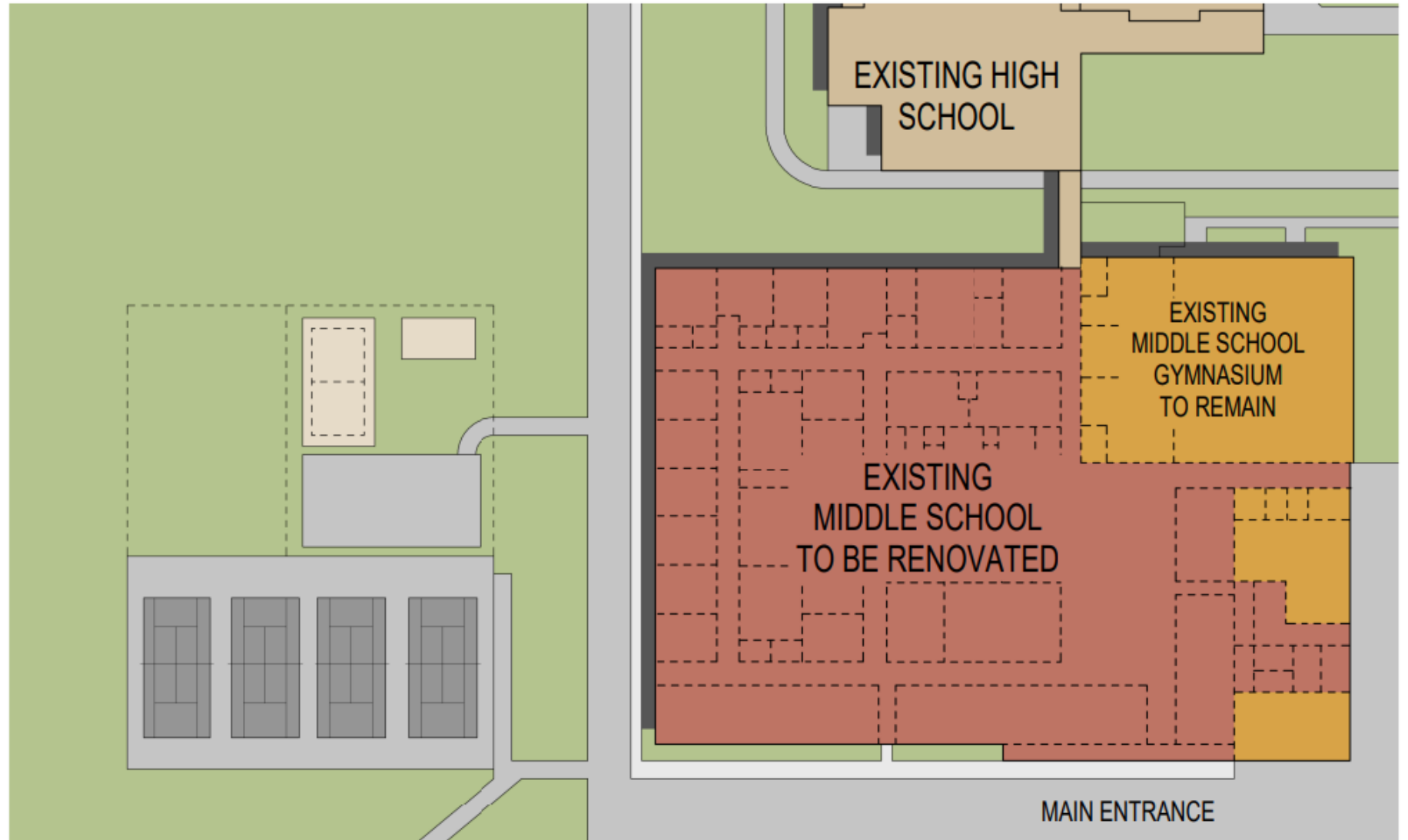
SOLUTION:

Invest \$28.3 million to renovate the existing middle school to "like new"



PRELIMINARY SITE PLAN







THE INVESTMENT



Financial Fast Facts

- The previous referendum asked for \$47.8 million, totaling \$1.34 mill rate increase, over current levels
- The proposed referendum solution asks for **\$28.3 million, totaling \$0.29 mill rate increase**, over current levels
- Current mill rate is \$6.22
- The District has reduced the mill rate more than \$2 over the last five years
- If the referendum is approved, the mill rate would still be lower than the 2021-22 mill rate of \$7.04

Estimated Tax Impact

	Referendum Amount
	\$28,300,000
Max Mill Rate Impact <i>(over projected 2022-23)* (per \$1,000 valuation)</i>	\$0.29

Tax Impact on Property with Fair Market Value:	
\$100,000 Property	
<i>Maximum Annual Impact</i>	\$29.00
<i>Maximum Monthly Impact</i>	\$2.42
\$200,000 Property	
<i>Maximum Annual Impact</i>	\$58.00
<i>Maximum Monthly Impact</i>	\$4.83
\$300,000 Property	
<i>Maximum Annual Impact</i>	\$87.00
<i>Maximum Monthly Impact</i>	\$7.25

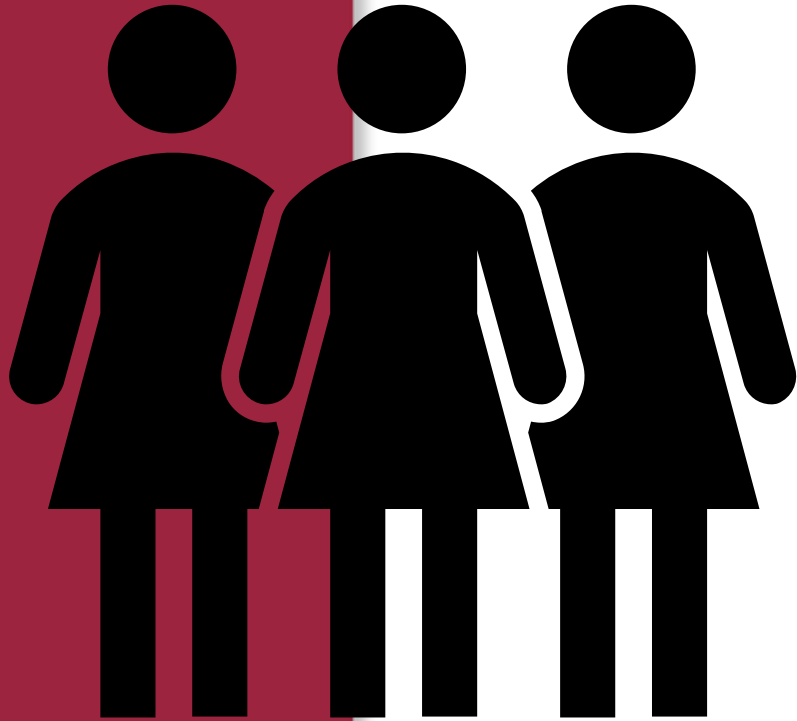
Assumes: Multi-phased borrowing approach. Each debt issue amortized over 20 years at a planning interest rate of 4.75% - 5.00%. Planning estimates only. Prepared by Robert W. Baird & Co.



**COMMUNITY REFERENDUM
INFORMATION SESSIONS**



Community Information Sessions



- Daytime Tour Dates- Morning Coffee Social & Tours:
 - **Wednesday, March 8, 2023** **8:30-9:30 AM**
 - **Wednesday, March 29, 2023** **8:30-9:30 AM**
- Referendum Information Nights:
 - **Tuesday, February 28, 2023** **6:00-7:00 PM**
 - **Wednesday, March 15, 2023** **6:00-7:00 PM**
 - *Program begins at 6:00 PM- brief ref overview (15 mins)*
 - *Q & A breakouts*
 - *Optional tour of the middle school*



What You Need to Know...

- The District is going to referendum on **April 4, 2023**
- **One question** (\$28.3M) to renovate existing Middle School to “like new”
- Solution based on **taxpayer feedback** from community survey
- If approved, increase in mill rate of \$0.29
- Visit the website for more information

Questions?





THANK YOU!