

Community Survey Report

School District of Reedsburg

December 2025



DONOVAN GROUP
SCHOOL COMMUNICATIONS

Process and Methodology



- Survey window: November 3 through 17, 2025
- Purpose: evaluate the district's needs, consider possible solutions, and contribute feedback to guide next steps.

Process and Methodology



All Respondents Group

- 1,100 respondents completed the survey

Comparison Group

- Community members who are not current caregivers of preschool or school-aged students or employees
- 371 respondents or approx. 33.7% of the total

Weighted Group

- 70% weight to non-affiliated community members (Comparison Group)
- 30% weight to affiliated community members (caregivers of preschool or school-aged children, employees)

Process and Methodology



- Administered using the Donovan Group's survey engine.
- Efforts were made to ensure that all eligible respondents had the opportunity to take the survey, but that no respondents took it multiple times.
- Because we used a convenience sample, it would be methodologically inappropriate to conduct regression analysis or attempt to calculate error.

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I am satisfied with the School District of Reedsburg.

	<u>All</u>	<u>Comparison</u>
Strongly agree	25.91%	15.09%
Agree	59.18%	64.42%
Disagree	11.82%	15.90%
Strongly Disagree	3.09%	4.58%
Combined strongly agree/agree	85.09%	79.51%

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How familiar are you with the school district's financial challenges and the process the Board of Education is using to find solutions?

	All	Comparison
I am very familiar	28.18%	25.61%
I am somewhat familiar	53.91%	59.30%
I have no familiarity	17.91%	15.09%
Combined very/somewhat	82.09%	84.91%

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Please select all of the reasons why you believe the November 2024 operational referendum was not approved.

- **42.09%:** The District didn't communicate its needs effectively.
- **39.18%:** The tax impact was too high.
- **31.55%:** The District hasn't shared enough about its budget.
- **27.36%:** The dollar amount requested over the four years is too high.
- **22.55%:** I need more information.
- **17.18%:** The District hasn't reduced expenses enough.
- **15.27%:** Other
- **5.64%:** Regardless of the cost and dollar amount, I won't vote for any operational referendum.

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Please use the space below to provide additional information regarding the November 2024 referendum question.

Approximately 270 responses

- Personal financial concerns.
- Lack of understanding or confusion about the ballot language, what the operational referendum would fund, and how it would affect residents.
- Lingering frustration over past facility (e.g., school closures) and financial decisions (e.g., high school renovations, athletic facilities).
- Perceived lack of urgency or understanding of facility needs, especially at Webb Middle Schools.
- Opposition to multiple referendums on the same ballot, and the facility referendum being able to pass without the operational referendum passing.

10 I believe the District's financial needs must be addressed now.

	<u>All</u>	<u>Comparison</u>	<u>Weighted</u>
Strongly agree	44.64%	33.15%	37.24%
Agree	43.27%	47.44%	45.87%
Disagree	9.27%	13.75%	12.17%
Strongly Disagree	2.82%	5.66%	4.72%
Combined strongly agree/agree	87.91%	80.59%	83.11%

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OPTION #1: I would vote “yes” on a non-recurring referendum question to increase the revenue limit by \$2 million a year for four years for a total of \$8 million, with no projected tax rate increase.

	<u>All</u>	<u>Comparison</u>	<u>Weighted</u>
I would definitely support	52.91%	36.12%	42.22%
I would probably support	30.64%	36.12%	34.15%
I would probably not support	9.27%	14.02%	12.25%
I would definitely not support	7.18%	13.75%	11.38%
Combined definitely/probably	83.55%	72.24%	76.37%

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OPTION #2: I would vote “yes” on a non-recurring referendum question to increase the revenue limit by \$2.5 million a year for four years for a total of \$10 million, with a projected tax rate increase of \$19 on each \$100,000 of assessed property value.

	<u>All</u>	<u>Comparison</u>	<u>Weighted</u>
I would definitely support	46.64%	30.19%	36.06%
I would probably support	27.09%	27.49%	27.35%
I would probably not support	14.46%	20.48%	18.22%
I would definitely not support	11.82%	21.83%	18.37%
Combined definitely/probably	73.73%	57.68%	63.41%

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You indicated you would not support an operational referendum in April 2026. Please select the reason(s) why.

- 50.00%: The tax impact is too high.
- 40.00%: The District hasn't reduced expenses enough.
- 24.19%: I need more information.
- 21.61%: The District hasn't communicate its needs effectively.
- 16.13%: Other
- 15.81%: Regardless of the cost and dollar amount, I won't vote for any operational referendum.

Survey Questions 11 and 12

Weighted Group

	<u>Option #1</u>	<u>Option #2</u>
I would definitely support	42.22%	36.06%
I would probably support	34.15%	27.35%
I would probably not support	12.25%	18.22%
I would definitely not support	11.38%	18.37%
Combined definitely/probably	76.37%	63.41%

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Please use the space below to provide any additional information you believe the Board of Education should keep in mind as it considers an operational referendum.

Approximately 205 responses

- Perception of the number of administrative/non-teaching roles and the impact on the budget, with calls to reduce expenditures before asking for more funding.
- Personal financial concerns.
- Concerns about how the district has managed funds and prioritized other facilities/projects over the needs at Webb Middle School.
- Support for increasing compensation for staff working directly with students.
- Calls for focusing funds on core academics, hands-on learning, and essential programs.

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As the district evaluates long-term solutions to facilities needs at Webb Middle School, which of the following options would you support exploring?

	<u>All</u>	<u>Comparison</u>	<u>Weighted</u>
Renovate current Webb MS	17.82%	29.92%	25.93%
New middle school (6th-8th)	38.82%	35.58%	36.53%
New middle school (5th-8th)	26.18%	22.64%	23.82%
New high school campus/ Transition current HS to MS	17.18%	11.86%	13.72%

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As the district evaluates the possibility of moving to a full-day 4K program, which option do you believe the District should explore?

	<u>All</u>	<u>Comparison</u>	<u>Families</u>
Option #1 (4K in neighborhood elementary schools)	54.82%	57.95%	53.31%
Option #2 Westside (4K-K)/ Pineview (1st-2nd)	45.18%	42.05%	46.69%



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School Communications

Thank You!

Questions?