



Donovan Group
School Communications

**Pewaukee
School District**

**COMMUNITY FACILITIES
SURVEY REPORT
October 2023**

EXECUTIVE SUMMARY

The Pewaukee School District has been engaged in a process to inform residents about its facility challenges and needs, and began to investigate possible solutions as the next step in the district's long-range facility plan.

The district has already held multiple presentations, along with tours of its schools. As part of a process to continue to engage the community, the Board of Education and district administration requested that a survey be conducted. The survey was administered by the Donovan Group. Input from community members through the survey will be used to evaluate solutions that meet the community's needs, are financially responsible, and move the district and community forward as the Pewaukee School District remains committed to One Campus, One Mission.

It is worth noting that, for most of the survey questions, there was a high level of clarity and consistency in terms of the preferences expressed by survey takers. To that end, it is unlikely that more responses would have significantly changed the survey's results.

This report provides a summary of survey responses, along with analysis from the Donovan Group team.

PROCESS & METHODOLOGY

The survey was 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. In accordance with best practices in online research and to protect the security of the survey, internet protocol (IP) addresses were logged and each response was time-stamped.

While we do not detail our survey security protocols, if we have reason to believe that anyone has taken the survey more than once or that there is any fraud, those responses are removed.

To encourage residents to take the survey, the school district sent a postcard with information about how to access the survey to all households. The district also used its multiple communication tools to remind stakeholders to complete the survey while it was open. The survey was open from October 10 to October 27, 2023.

Finally, it is worth noting that, by design, this data is not based on a scientific sample. Therefore, it should be treated as qualitative data that is similar to data from a large number of focus groups. Because we used a convenience sample, it would be methodologically inappropriate to carry out a regression analysis or attempt to calculate error. Our response pool to date is a solid one that provides sound data to the board.

SURVEY RESULTS

A total of 1,030 community members completed the survey. All of the respondents who completed the survey did so online. To complete the survey, respondents must have clicked "submit" at the end of the online survey. Paper copies were made available for anyone who preferred that method, but no completed paper surveys were submitted.

Below are the questions and their corresponding responses. For some of the questions or statements later in the survey, there are three columns of data. The first column reflects the responses of all completed surveys. The second column indicates responses from a comparison group of district residents who are not current parents of preschool or school-aged students, employees, or students. The comparison group does include parents of former district students.

The third column of data provides a weighted average of those who are affiliated with the district and the comparison group. In most districts, about 70 percent of eligible voters do not have an affiliation with the district, which is why that group was given a .70 weight. Those who are affiliated with the district received a .30 weight.

We typically find the comparison group to be a more accurate representation of the general population than all respondents. There were 199 completed results in the comparison group, representing a little more than 19 percent of the total respondents. This is typical of what we see in most community surveys. The responses of this comparison group differed significantly from the overall response pool for some questions, as noted in the analysis of those questions.

Below are the questions and their corresponding responses. Under each question and results is some brief analysis from the Donovan Group team.

1) What is your age? *

Answer	Responses	Comparison
Under 19	1.75%	0.50%
19-35	7.77%	6.53%
36-50	65.63%	24.62%
51-65	19.81%	43.22%
Over 65	5.05%	25.13%

Analysis: *Generally, we find that those who are 65 and older tend to be underrepresented in school district surveys. We are pleased that the all-respondent group included nearly 25 percent of those who are 55 and older. It is also typical for the comparison group to skew older than the larger group of respondents, which is the case here; more than 68 percent of the comparison group was 55 or older. Overall, the survey received a healthy balance of respondents across age groups 36 and older, although we certainly would have liked to see more participation from those ages 35 and younger.*

2) Where do you reside? *

Answer	Responses	Comparison
City of Pewaukee	64.56%	62.31%
Village of Pewaukee	30.29%	35.68%
Other	5.15%	2.01%

Analysis: *It is our understanding that this distribution largely mirrors the population of the district and therefore represents a good respondent pool. Nearly 95 percent of all respondents live in the City or Village of Pewaukee. The vast majority of those who don't live in one of those two municipalities are staff members or families of students who open-enroll in the District.*

3) How long have you lived in the school district? *

Answer	Responses	Comparison
--------	-----------	------------

Less than 1 year	2.62%	2.51%
1-5 years	17.48%	10.55%
6-10 years	26.12%	13.57%
11-20 years	31.17%	22.61%
More than 20 years	17.86%	48.74%
I do not live in the district	4.76%	2.01%

Analysis: We often find that newer residents and those who have lived for a long time in the school district tend to differ significantly in their perceptions and opinions. While we would have liked to see a few more responses from those who lived in the district for 5 years or fewer, this pool provides us with a solid representation of the overall district community.

The group of all respondents skews on the newer side. Note that more than 77 percent of those who completed the survey have lived in the area 20 years or less, while more than 71 percent of the comparison group has lived in the area more than at least 11 years. It is also apparent that once residents move into the Pewaukee school community, they tend to stay for a long time.

4) Do you usually vote in elections? *

Answer	Responses	Comparison
Yes	92.33%	97.49%
No	7.67%	2.51%

Analysis: As the goal of any community survey that involves potential questions on a future ballot is to find out how those in a community might vote, it is good that more than 92 percent of all respondents and more than 97 percent of the comparison group usually vote in elections. This isn't surprising because someone who takes the time to complete a survey is likely civic-minded.

5) Please select all the following that apply to you. *

Answer	Responses	Comparison
I have school-aged children	36.42%	0.00%
I have preschool-aged children	4.73%	0.00%
I have children who are younger than preschool age	3.63%	0.00%
I have children who currently attend or have attended a Pewaukee School District school	33.75%	30.45%
I have children who once attended a Pewaukee School District school	8.03%	31.69%
I have grandchildren who currently attend or have attended a Pewaukee School District school	1.05%	7.41%
I have attended a Pewaukee School District school	3.92%	6.58%
I am a community member who has never had children attending a Pewaukee School District school	2.72%	20.58%
I am currently a student at a Pewaukee School District school	0.81%	
I am currently employed by the Pewaukee School District	4.40%	0.00%

Other	0.53%	3.29%
-------	-------	-------

Analysis: No surprises here. The all-respondent pool is meaningfully diverse in terms of participants and connections to the school district. Note that more than 36 percent of all respondents have school-aged children and nearly 34 percent have a child who currently attends or has attended a Pewaukee School District school. Meanwhile, nearly 32 percent of the comparison group have a child who once attended a district school, while more than 30 percent have a child who currently attends or has attended a Pewaukee School District school.

6) If you have children who attended a Pewaukee School District school, but do not now, when was the last year that they attended?

Summary: There were approximately 170 responses submitted to this question. The five years listed the most, along with the number of times those years were listed are:

- 2023 - Listed 31 times
- 2022 - Listed 23 times
- 2021 - Listed 21 times
- 2020 - Listed 19 times
- 2019 - Listed 8 times

7) If you have school-aged children, which schools do your children attend? (Select all that apply)

Answer	Responses
Pewaukee Lake Elementary School (includes 4K offsite programs)	24.98%
Horizon Elementary School	25.67%
Asa Clark Middle School	23.09%
Pewaukee High School	24.21%
Private/Parochial School	1.03%
Public school outside the district (open enrollment)	0.60%
Virtual school	0.00%
My children are home-schooled	0.09%
I do not have school-aged children	0.09%
Other	0.26%

Analysis: It is our understanding that this distribution largely mirrors the student numbers at each of the three levels. However, it is important that we had a good cross-section of participation from families with children at each of the four district schools.

8) How satisfied are you with the Pewaukee School District? *

Answer	Responses	Comparison
Very satisfied	53.59%	40.20%
Satisfied	39.03%	37.69%

Not very satisfied	3.11%	7.54%
Extremely dissatisfied	1.17%	2.01%
No opinion	3.11%	12.56%

Analysis: More than 92 percent of all respondents and nearly 78 percent of the comparison group are satisfied with the district. These numbers are astounding and significantly higher than what we are seeing with other Midwestern districts over the past couple years. It is important to note that more than 12 percent of the comparison group had no opinion. That isn't surprising because they have less of a connection with the district. Additional engagement efforts over the next year would be one way to raise the percentage of those who strongly agree or agree with this statement.

9) Would you recommend the district to others? *

Answer	Responses	Comparison
Yes, I would recommend the district to others	94.37%	86.93%
No, I would not recommend the district to others	5.63%	13.07%

Analysis: Considering the satisfaction levels we saw earlier, it isn't surprising that more than 94 percent of all respondents would recommend the Pewaukee School District. It may be even more impressive that nearly 87 percent of the comparison group would recommend it. These are fantastic numbers.

10) In the space below, please share something you think is exceptional about and/or needs attention in the Pewaukee School District.

Summary: Approximately 500 responses were provided. Respondents used this open-ended question to leave a variety of responses regarding the school district as it looks to address facility needs. In examining the responses, we found that they tended to fall into several overall categories:

- **Exceptional teachers and staff:** Many respondents mentioned the exceptional quality of teachers and staff in the Pewaukee School District, highlighting their dedication and care.
- **One-campus concept:** The idea of having all schools on one campus was praised for its community feel and the opportunities it offers for interactions and shared resources among students of different age groups.
- **Communication and administration:** Positive feedback was given regarding the level of communication from the schools and administration, including updates and weekly communication. However, some respondents also mentioned the need for prioritizing and managing the volume of information.
- **Academic excellence:** The school district was commended for its academic offerings, curriculum, and educational support programs. Many parents appreciated the quality of education provided by the district.
- **Challenges and concerns:** Some areas needing attention included bullying, the school board's handling of politics, lack of support for non-college-bound students, the need for more trade and career preparation programs, and challenges with busing and safety concerns.

**11) Where do you get your information about the schools and the district? *
(Select all that apply)**

Answer	Responses	Comparison
--------	-----------	------------

Parent organizations	26.31%	15.08%
Friends and-or neighbors	47.86%	48.24%
My children and their friends	44.37%	25.13%
District mailings	49.42%	55.28%
District website	39.81%	25.13%
District publication (The Perspective)	28.35%	40.20%
District emailed newsletter (PSD Post)	47.28%	23.62%
School Board meetings	10.00%	10.05%
Teachers and staff	47.57%	24.12%
The Waukesha Freeman (GMToday.com)	3.50%	11.56%
The Milwaukee Journal-Sentinel (JOnline.com)	2.62%	7.04%
Local blogs	1.75%	2.01%
Local television	2.14%	6.53%
Local radio	2.23%	5.53%
Facebook	34.17%	24.62%
X (Twitter)	3.01%	2.01%
Instagram	12.82%	7.54%
Other	3.30%	4.52%

Analysis: You will notice that the percentages add up to more than 100 percent here. We believe it is important to take the number of choices participants selected to this statement and divide by all respondents or the comparison group.

What stands out here is how many ways respondents get information about the District. Normally, we see 3-4 options that receive 30 percent or more. In this case, there were seven with more than 30 percent and another two in the high 20s. Even the comparison group had seven options that received at least 20 percent. We would encourage the district to use this data to determine the best communication tools for reaching specific audiences going forward.

12) How familiar are you with the Pewaukee School District's identified facility needs? *

Answer	Responses	Comparison
I am very familiar with the district's facility needs	21.36%	24.12%
I am somewhat familiar with the district's facility needs	56.02%	56.78%
I have no familiarity with the district's facility needs	22.62%	19.10%

Analysis: More than 77 percent of all respondents and nearly 81 percent of the comparison group indicated they were well informed or had some familiarity with the identified facility needs. But with 19.10 to 22.62 percent (depending on the group) having no familiarity with the process, there appears to be ample opportunity for the district to continue to engage stakeholders in the coming months.

13) Do you currently use the District's facilities? *

Answer	Responses	Comparison
Yes	39.90%	16.58%
No	60.10%	83.42%

Analysis: Nearly 40 percent of all respondents and more than 16 percent of the comparison group currently use District facilities. The District should tailor its messaging in the coming months based on the audience and make sure to emphasize how any new or repurposed spaces will benefit the community.

14) Please list any spaces you use in the Pewaukee School District

Summary: There were approximately 200 responses submitted to this statement. The spaces listed the most, along with the number of times those spaces were listed are:

- Gyms (mentioned the most frequently)
- Athletic facilities
- Auditorium
- Cafeterias
- High School
- Football fields
- Classrooms
- Baseball fields
- Tennis courts
- Walking trails

15) I believe the district's facility needs must be addressed now. *

Answer	Responses	Comparison	Weighted
Strongly agree	23.79%	15.08%	17.87%
Agree	56.12%	50.25%	50.73%
Disagree	14.47%	21.11%	19.47%
Strongly disagree	5.63%	13.57%	11.94%

Analysis: In most cases, the percentage of respondents who strongly agree or agree with addressing facility needs tends to be higher than the support for specific solutions and after a referendum date is announced. This statement often sets the ceiling for support for specific solutions.

Notably, nearly 80 percent of all respondents and more than 65 percent of the comparison group strongly agree or agree that the district's facility needs must be addressed now. More than 68 percent of the weighted group strongly agreed or agreed with this statement. This bodes well for the district if the right option and tax impact are determined.

16) I would vote "yes" on a referendum question to address CTE facility needs as described above at Pewaukee High School. *

Answer	Overall	Comparison	Weighted
--------	---------	------------	----------

Strongly agree	50.39%	33.67%	38.01%
Agree	36.60%	36.18%	36.39%
Disagree	6.12%	11.56%	10.34%
Strongly disagree	6.89%	18.59%	15.26%

Analysis: Nearly 87 percent of all respondents would vote “yes” on a referendum question to address CTE facility needs at Pewaukee High School, while nearly 70 percent of the comparison group strongly agreed or agreed with this statement. More than 74 percent of the weighted group would support such an option.

17) I would vote “yes” on a referendum question to address multi-use facility upgrades as described above at Pewaukee High School. *

Answer	Overall	Comparison	Weighted
Strongly agree	42.04%	18.59%	25.57%
Agree	33.79%	28.64%	30.92%
Disagree	14.08%	26.13%	22.23%
Strongly disagree	10.10%	26.63%	21.27%

Analysis: While there was still significant support for a referendum question to address multi-use facility upgrades at Pewaukee High School, it was less than support for CTE spaces. Nearly 76 percent of all respondents strongly agree or agree with the statement, while more than 47 percent of the comparison group did so. Support from the weighted group was 56.49 percent.

18) I would vote “yes” on a \$24 million capital referendum question that addressed capital maintenance and solar energy projects, as well as modernization of the existing Career and Technical Education and art program areas at Pewaukee High School, having an estimated tax impact of \$22 per year on each \$100,000 of fair market home value, based on the information provided above.

Answer	Overall	Comparison	Weighted
I would definitely support it	57.38%	36.68%	41.24%
I would probably support it	25.05%	28.14%	28.33%
I would probably not support it	7.38%	12.06%	11.44%
I would definitely not support it	10.19%	23.12%	18.99%

Analysis: More than 82 percent of all respondents would support a \$24 million capital referendum question. That number dropped to just under 65 percent of the comparison group, while the weighted group was at more than 69 percent.

19) I would vote “yes” on a \$42 million capital referendum question that addressed capital maintenance and solar energy projects, modernization of the existing Career and Technical Education and art program areas, and the addition of a multi-purpose use facility including a health classroom, expanded fitness/training area, and turf surface at Pewaukee High School, having a tax impact of \$46 per year on each \$100,000 of fair market value, based on the information provided above.

Answer	Overall	Comparison	Weighted
I would definitely support it	41.36%	17.09%	24.52%
I would probably support it	29.90%	27.14%	28.19%
I would probably not support it	14.56%	22.11%	19.98%
I would definitely not support it	14.17%	33.67%	27.32%

Analysis: More than 71 percent of all respondents would support a \$42 million capital referendum question. That number dropped to a little more than 44 percent of the comparison group, while the weighted group was at just under 53 percent.

20) I would vote “yes” on a \$48 million capital investment question that addressed capital maintenance and solar energy projects, modernization and expansion of the Career and Technical Education and art programs into a STEAM Innovation Hub. This option includes the addition of a larger multi-purpose use facility with a health classroom, expanded fitness/training area, turf surface, sprint training lanes, and additional court surfaces (pickleball, volleyball, tennis, robotics, etc.) at Pewaukee High School, having a tax impact of \$54 per year on each \$100,000 of fair market value, based on the information provided above.

Answer	Overall	Comparison	Weighted
I would definitely support it	38.06%	15.08%	22.56%
I would probably support it	27.77%	21.61%	23.38%
I would probably not support it	16.50%	21.61%	20.19%
I would definitely not support it	17.67%	41.71%	33.89%

Analysis: Nearly 66 percent of all respondents would support a \$48 million capital referendum question. That number dropped to more than 36 percent of the comparison group, while the weighted group was at just under 46 percent.

21) Please use the space below to provide additional information to the school board as it considers solutions to address the district’s facility needs.

Summary: Approximately 200 responses were provided. Respondents used this open-ended question to leave a variety of responses regarding the school district as it looks to address facility needs. In examining the responses, we found that they tended to fall into several overall categories:

- **Opposition to additional spending:** Many comments express skepticism or opposition to allocating additional funds for school district projects, especially given previous referendums and concerns about misallocation of funds. In addition, the perception that maintenance issues should have been addressed within the regular budget.

- **Emphasis on education over sports:** Several comments highlight the importance of prioritizing educational programs and facilities over sports-related projects, advocating for a focus on STEM, CTE, and the arts.
- **Concerns about solar energy project:** A significant number of comments express reservations about the inclusion of a solar energy project in the proposals, citing concerns about the financial viability of such projects and their long payback periods.
- **Calls for community collaboration:** Some comments highlight the importance of community involvement and maximizing the use of existing facilities and space, such as collaborating with local businesses and organizations.
- **Emphasis on transparency and separation of projects:** Several comments call for transparency in the referendum process and suggest separating projects to allow taxpayers to prioritize and choose which projects they support individually.