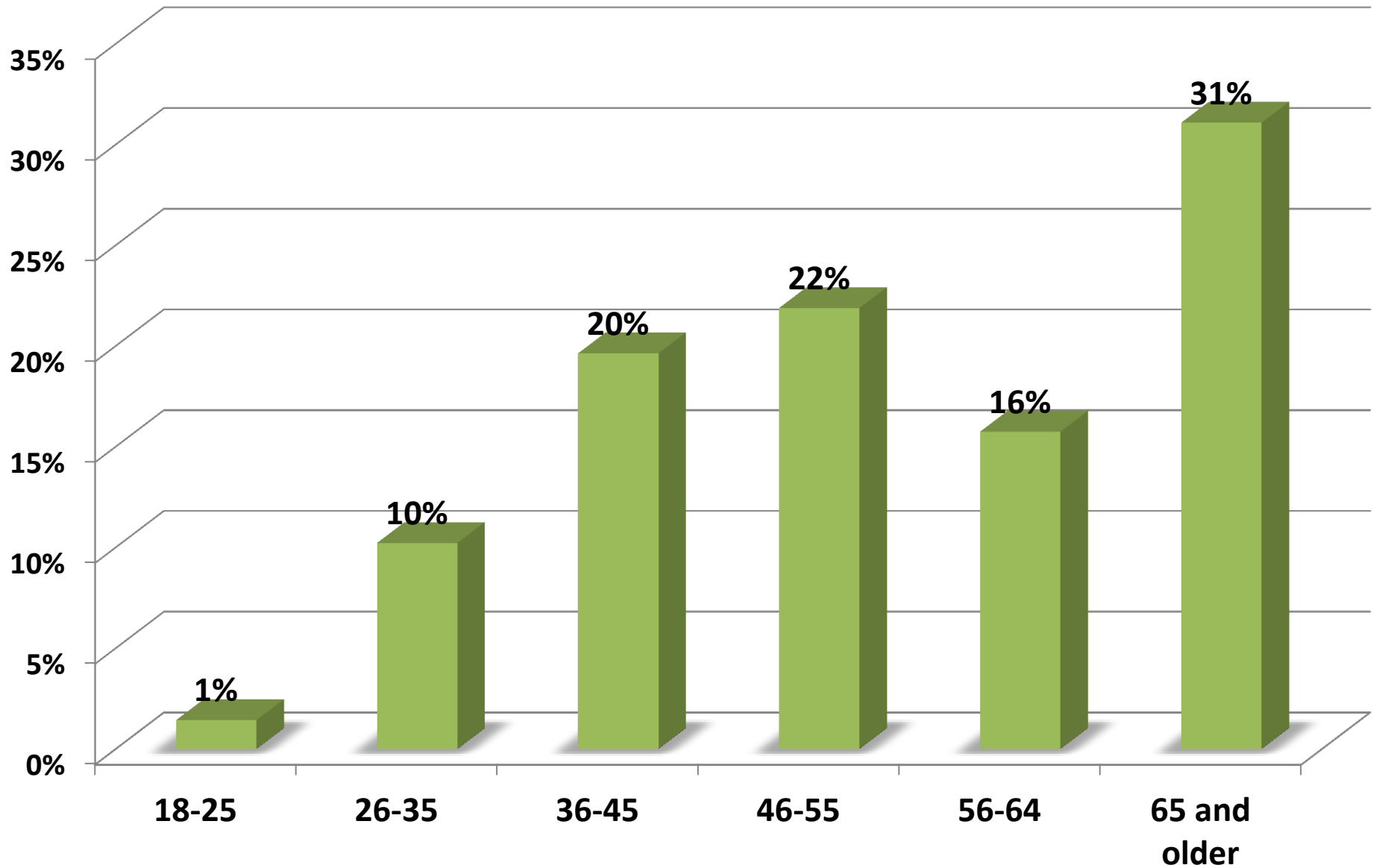# Marathon School District
## Community Survey Results

Spring 2018

Survey Summary

- The survey was conducted in June of 2018.

- Residents within the District were mailed a paper survey. Each survey included a unique survey access code for those who preferred to take the survey online.

- Total responses = 501 (280 paper)

- Participation rate = 24%

Respondent Information

What is your age?

Do you live in the Marathon School District?

- Yes
- No
- Not sure

91%

8%

1%
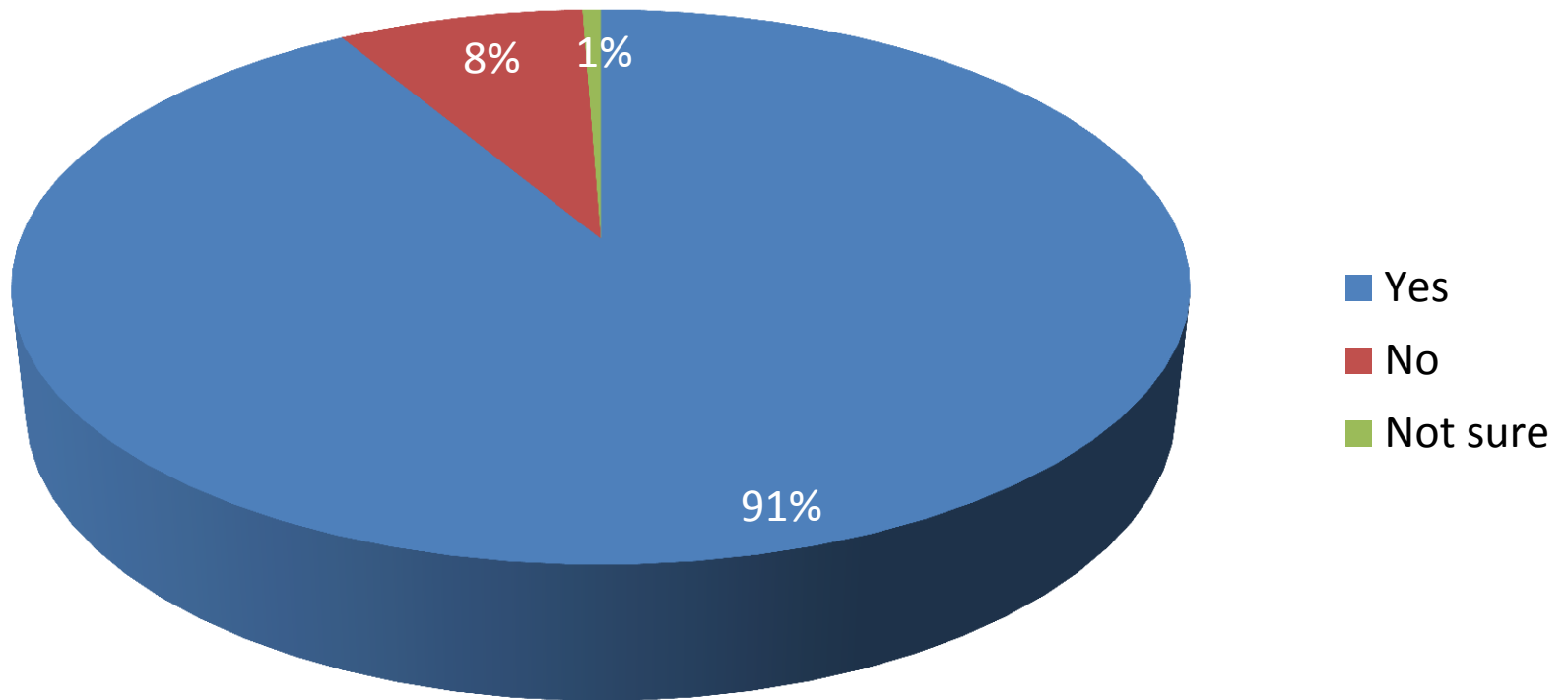
In which municipality do you reside?
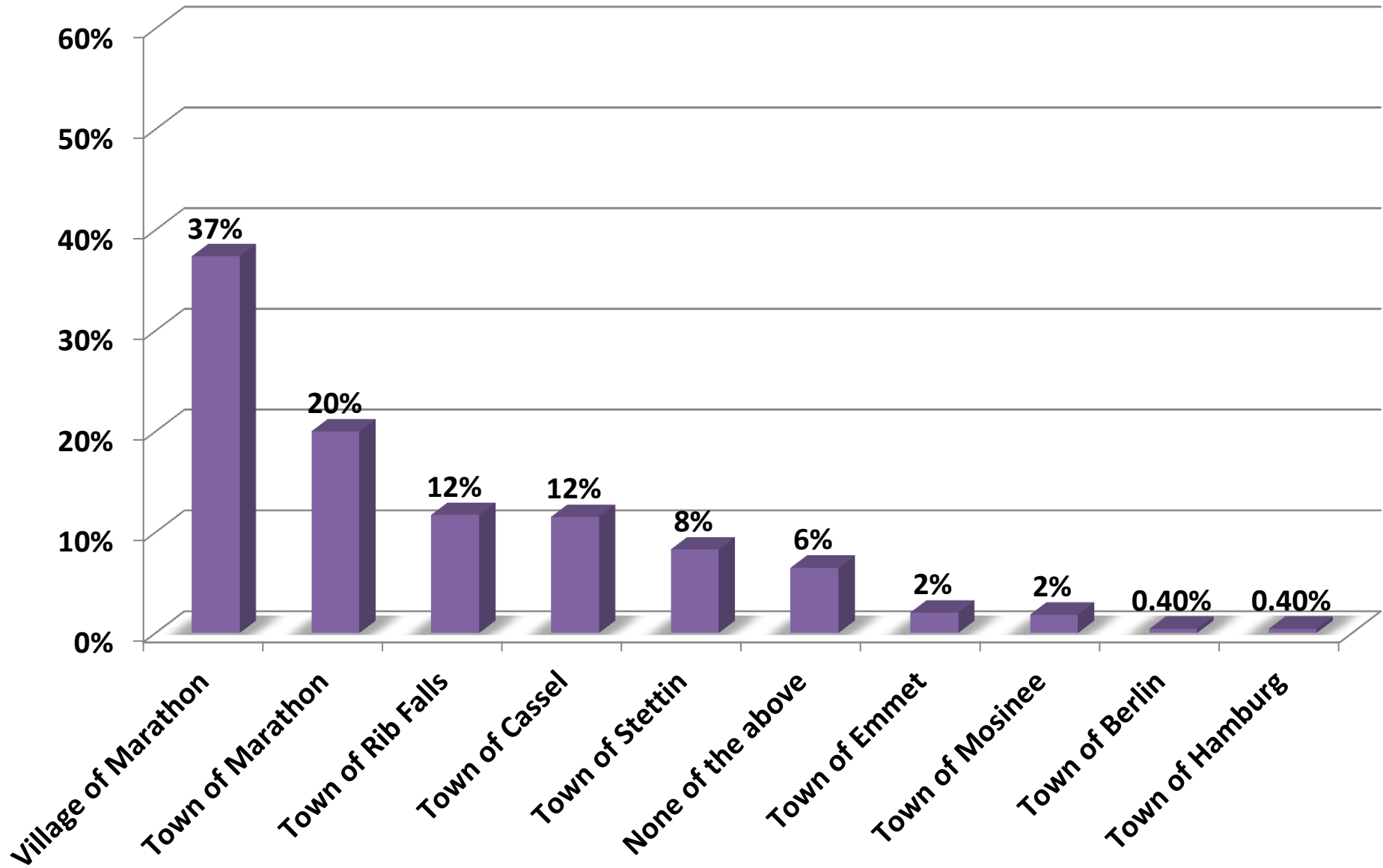
Are you an employee of the District?

17%

83%

- Yes (n=83)
- No (n=418)
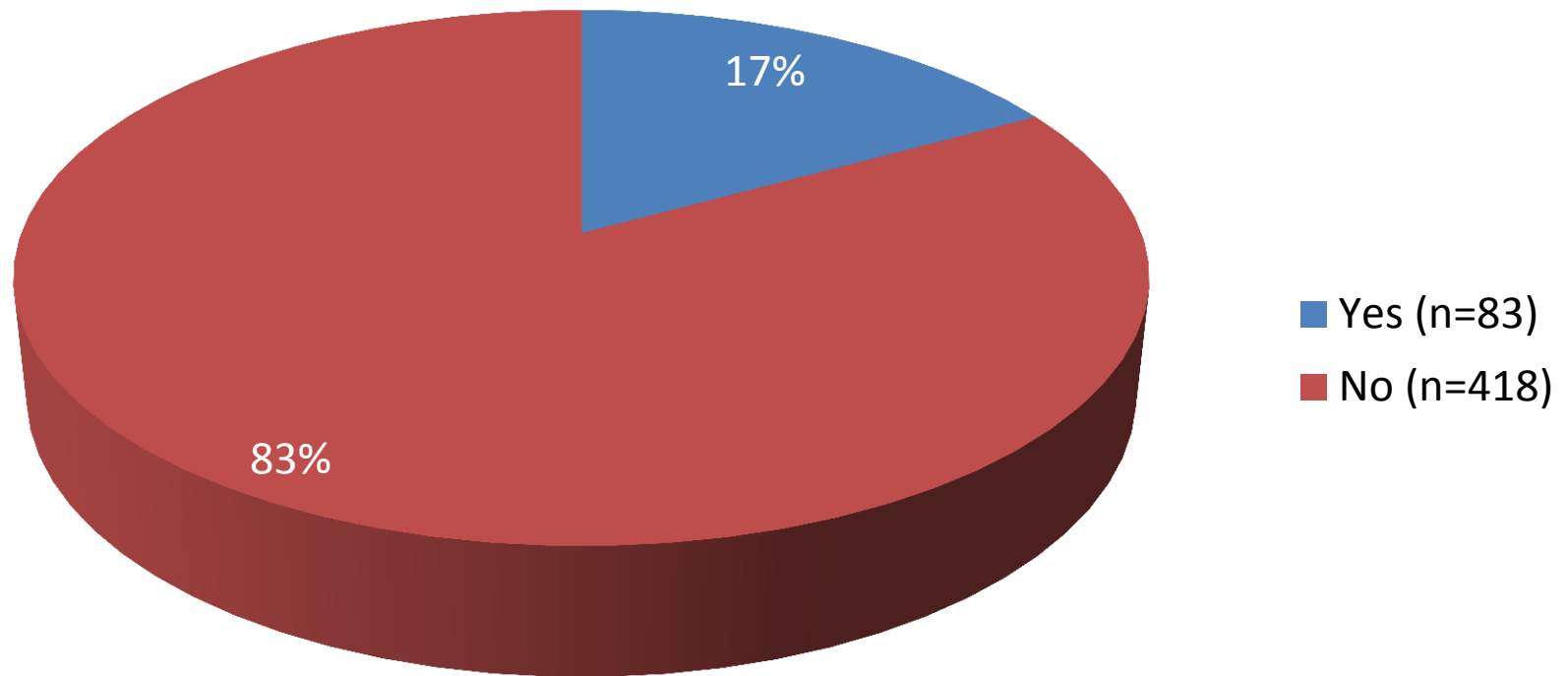
Do you have children attending school in the District?
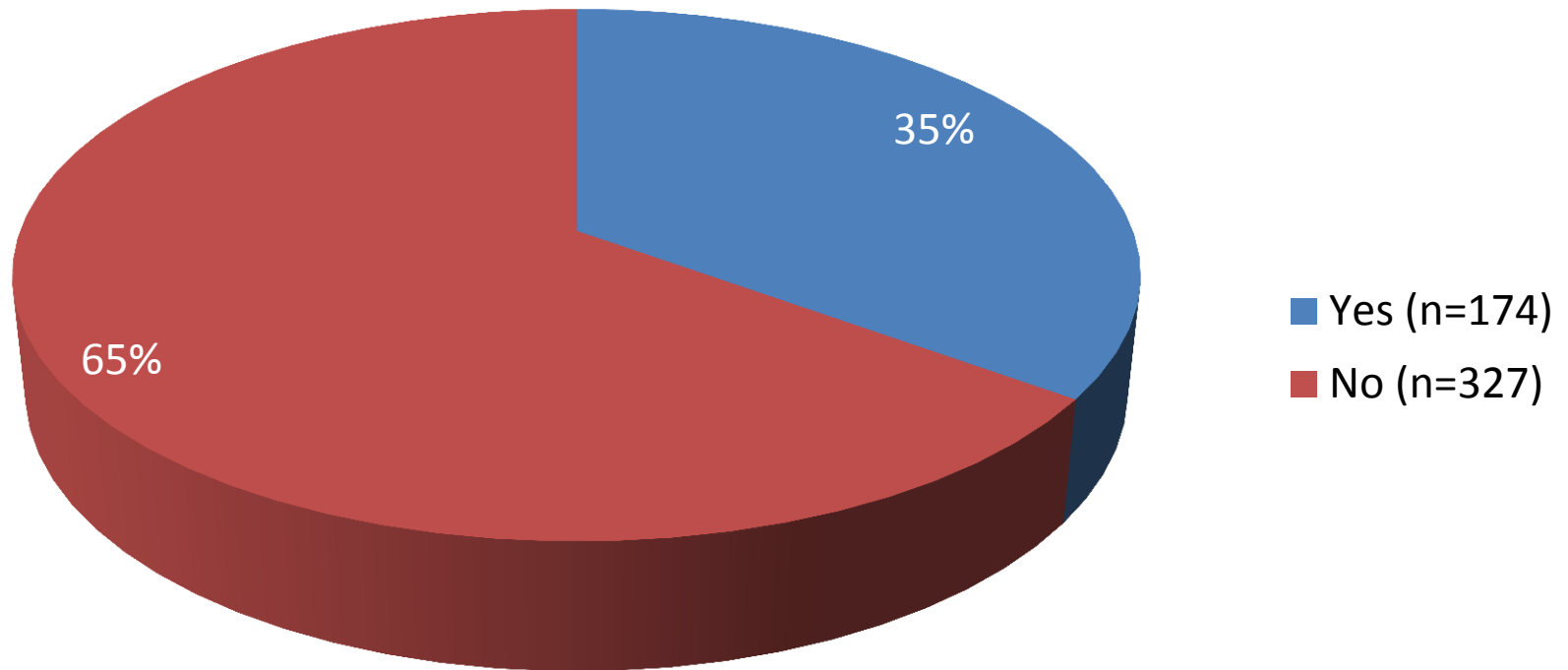
If you have school-aged children, what school(s) did they attend during the 2017-18 school year?
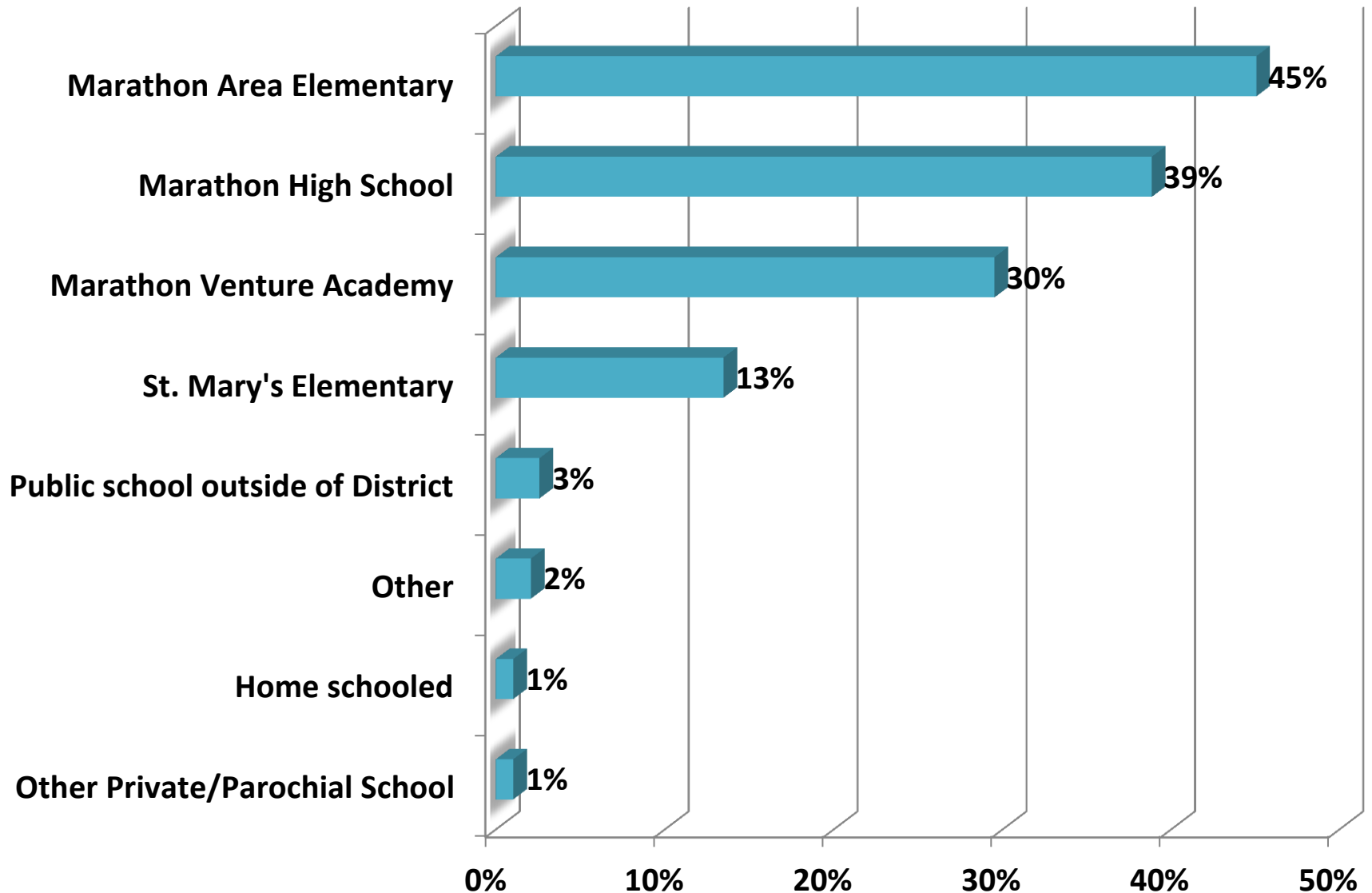
Please mark ALL other relationships you have with the Marathon School District:

Bar chart showing percentages for each relationship:
- Graduate of Marathon Schools: 59%
- Parent/guardian of Marathon graduate(s): 53%
- Grandparent/relative of Marathon student(s): 31%
- Volunteer at Marathon Schools: 20%
- Parent/guardian of child not yet school age: 13%
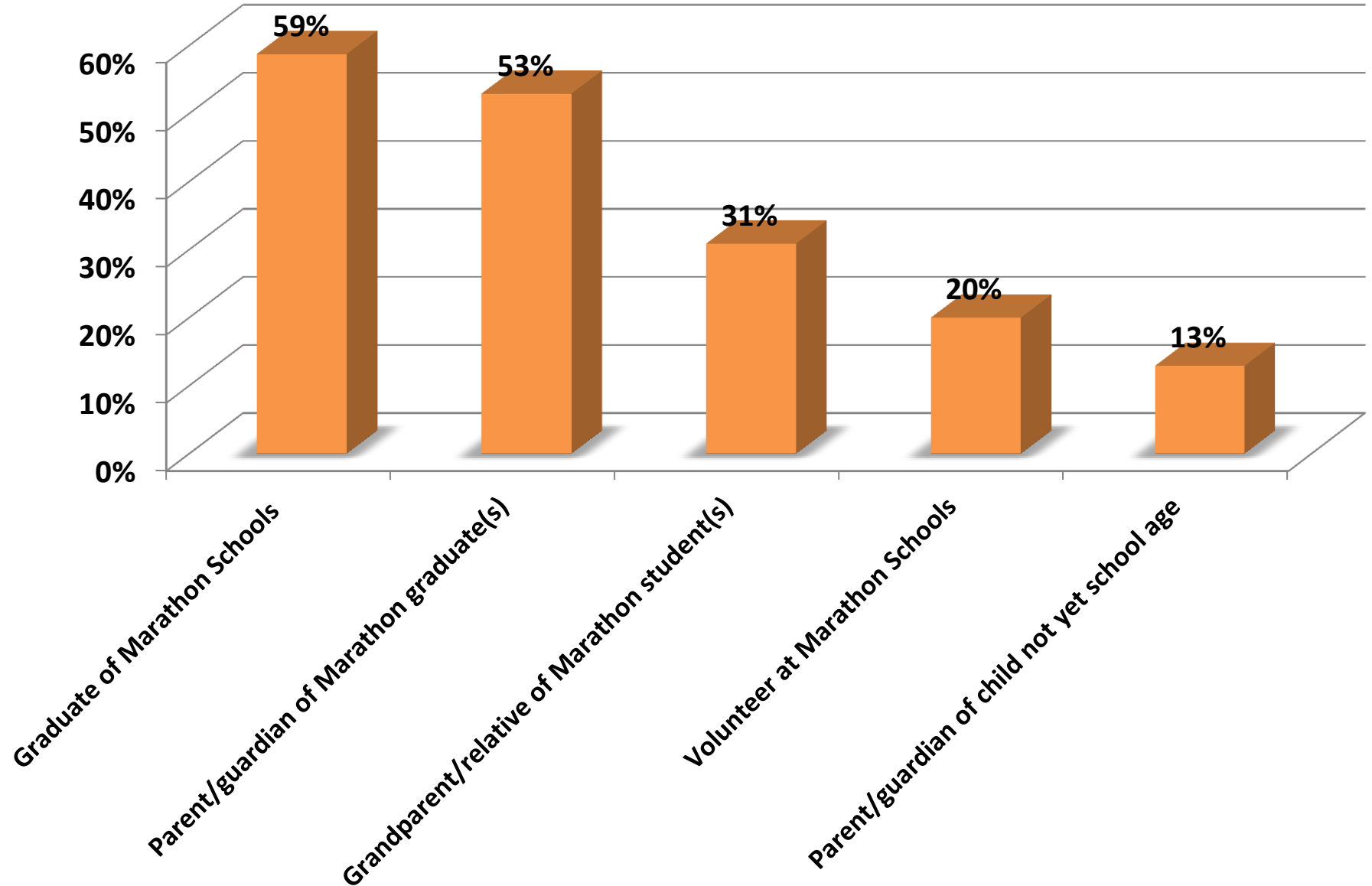
How would you like to receive information from the District?

	Non-Parents (Non-Staff)	Parents (Non-Staff)
Email	16%	72%
District mailings	72%	72%
School/District website	17%	51%
Text message	4%	40%
Facebook	10%	34%
Record Review	58%	33%
Attend meetings	6%	16%
Parent organizations	1%	8%
Attend School Board meetings	3%	7%
Automated phone messenger	1%	6%
Wausau Daily Herald	16%	4%
Other	1%	2%
TV/Cable	5%	2%
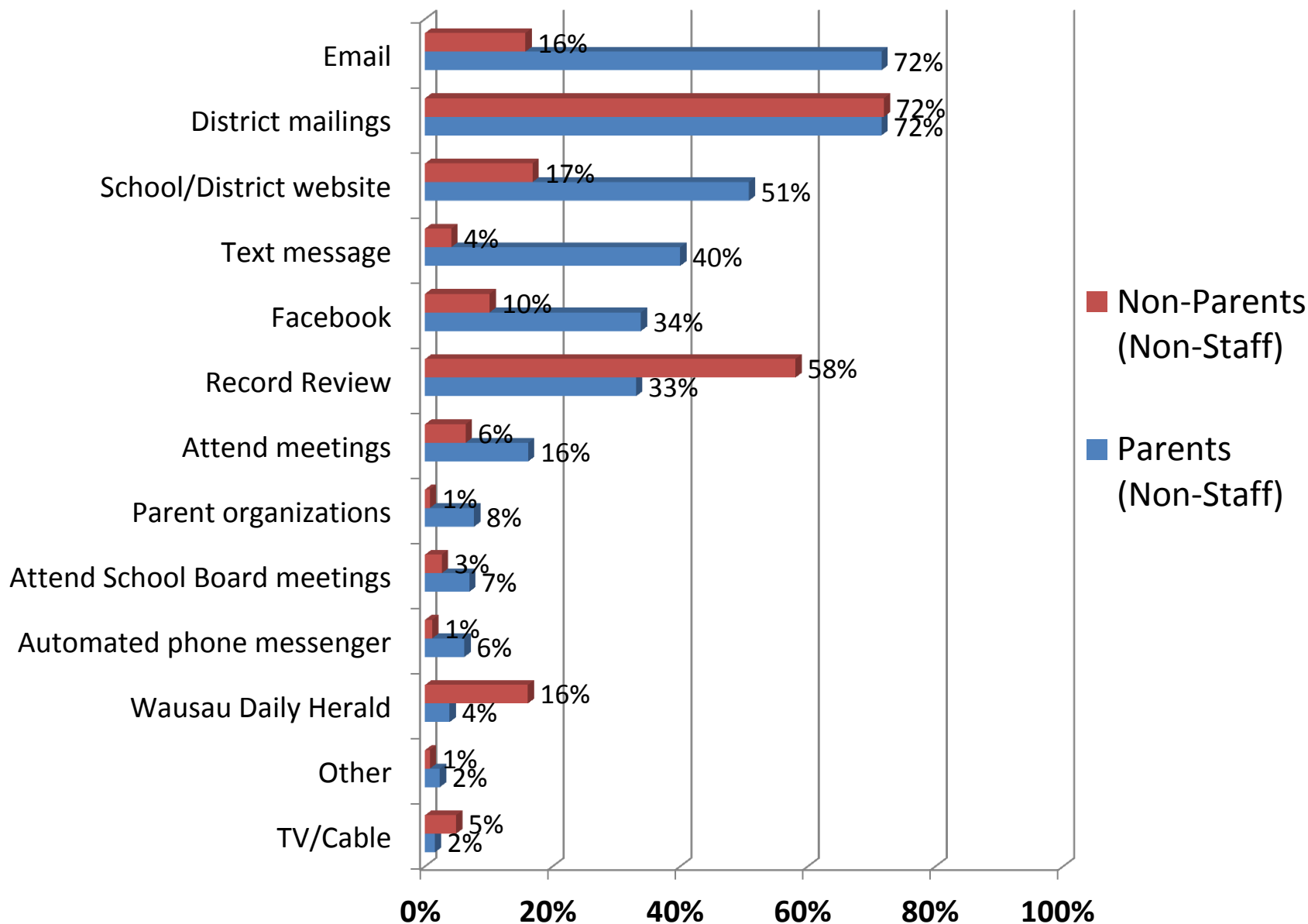
Achieving Academic Excellence

How well are we doing in the following areas?
*Great (4), Good (3), Fair (2), Poor (1)*

Item	Staff	Parents (Non-Staff)	Non-Parents (Non-Staff)
Delivering a high-quality educational experience	3.40	3.35	3.20
Building pride in our communities	3.41	3.44	3.17
Using technology to enhance the learning experience	3.44	3.17	3.05
Providing a welcoming and safe learning environment	3.21	3.18	2.99
Developing student character	3.15	3.27	2.92
Maintaining school facilities	2.60	2.90	2.92
Preparing students for life after high school	2.97	3.04	2.88
Making decisions in the best interest of students	2.90	2.94	2.83
Hiring and retaining high-quality staff	3.26	3.08	2.81
Meeting all students' social and emotional needs	2.67	2.94	2.58
Keeping the public informed	2.68	2.76	2.53

Overall, how satisfied are you with the Marathon School District?
(All Respondents)
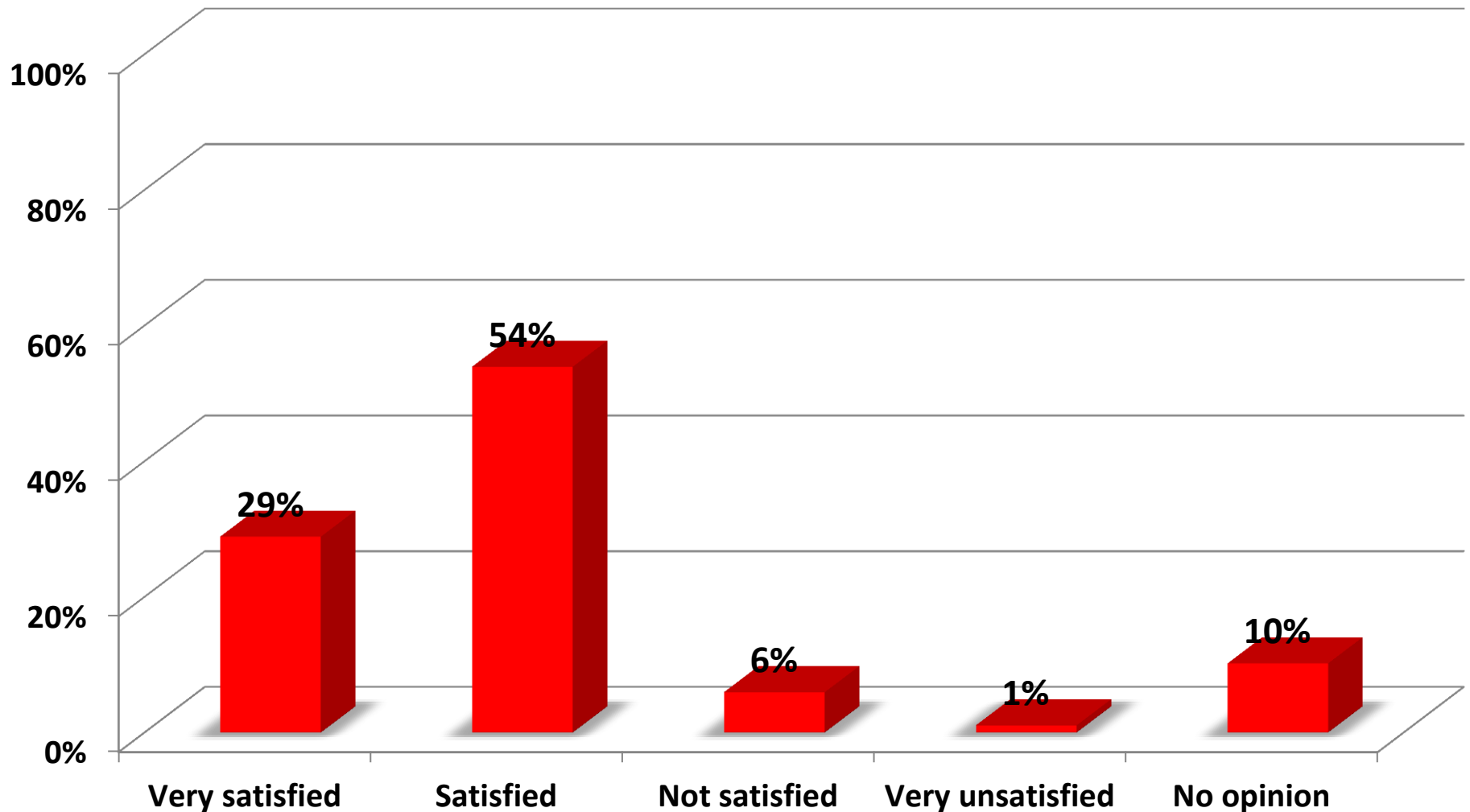
Funding to Support Operations

Like many other districts in the state, the Marathon School District has been dealing with ongoing budget challenges. In an effort to balance our budget, over the past ten years, the District:

• Reduced employee health/retirement benefits
• Limited employee salary increases
• Reduced school and building maintenance budgets

For the past seven years, the District has also:

• Returned $1.4 million to Marathon taxpayers by under-levying $200,000 per year
• Prepaid $770,000 in loans, saving the District more than $70,000 in interest payments
• Secured over $2 million in additional revenue through open enrollment

Even with these efforts, the District is forecasting a budget shortfall averaging $685,000 for each of the next four years. **The District will need to secure an operational referendum or make significant cuts to programs and daily expenses.**

The District <u>does not endorse or recommend</u> any of the following but, in order to address future budget shortfalls should an operational referendum not be successful, must consider all cost-saving options.

Cost-Saving Options
Yes (10), No (1)

Item	All Taxpayers	Staff Taxpayers	Parent Taxpayers (Non-Staff)	Non-Parent Taxpayers (Non-Staff)
Should class sizes be increased to save money?	4.20	1.83	2.30	5.57
Should college/AP/elective courses be reduced or eliminated to save money?	4.30	3.93	3.25	4.86
Should salaries be frozen to save money?	3.83	1.83	2.69	4.76
Should curriculum and textbook updates be reduced or postponed to save money?	4.26	2.88	4.36	4.48

Would you support an operational referendum totaling $685,000?

Representing an estimated annual increase of $77 for each $100,000 of the current home value over last year's level.

All Taxpayers
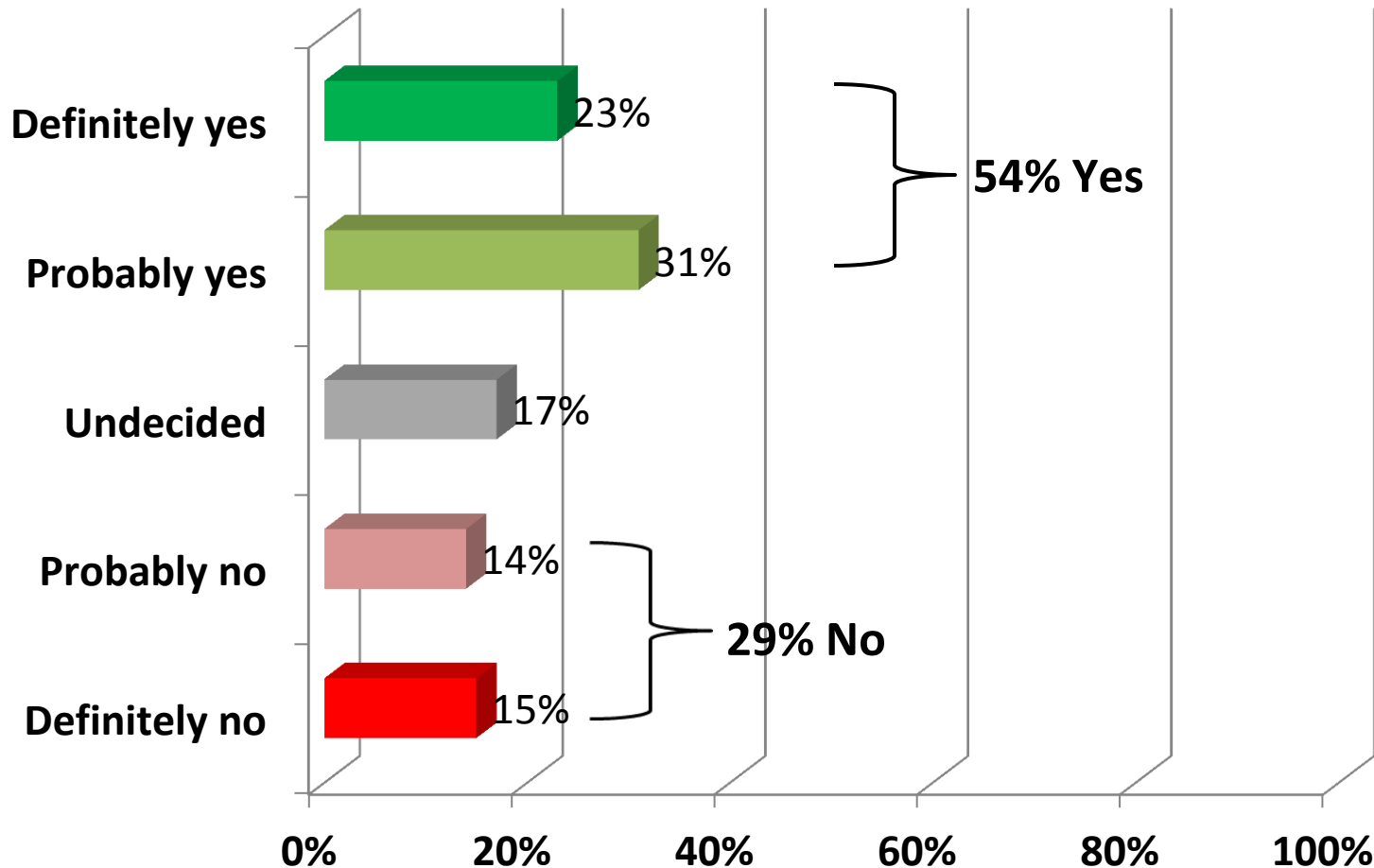
- Definitely yes — 23%
- Probably yes — 31%
- Undecided — 17%
- Probably no — 14%
- Definitely no — 15%

54% Yes (Definitely yes + Probably yes)

29% No (Probably no + Definitely no)

x-axis: 0%, 20%, 40%, 60%, 80%, 100%

Would you support an operational referendum totaling $685,000?

Representing an estimated annual increase of $77 for each $100,000 of the current home value over last year's level.

Staff Taxpayers

- Definitely yes — 47%
- Probably yes — 26%
- Undecided — 11%
- Probably no — 8%
- Definitely no — 8%

73% Yes

16% No

Would you support an operational referendum totaling $685,000?

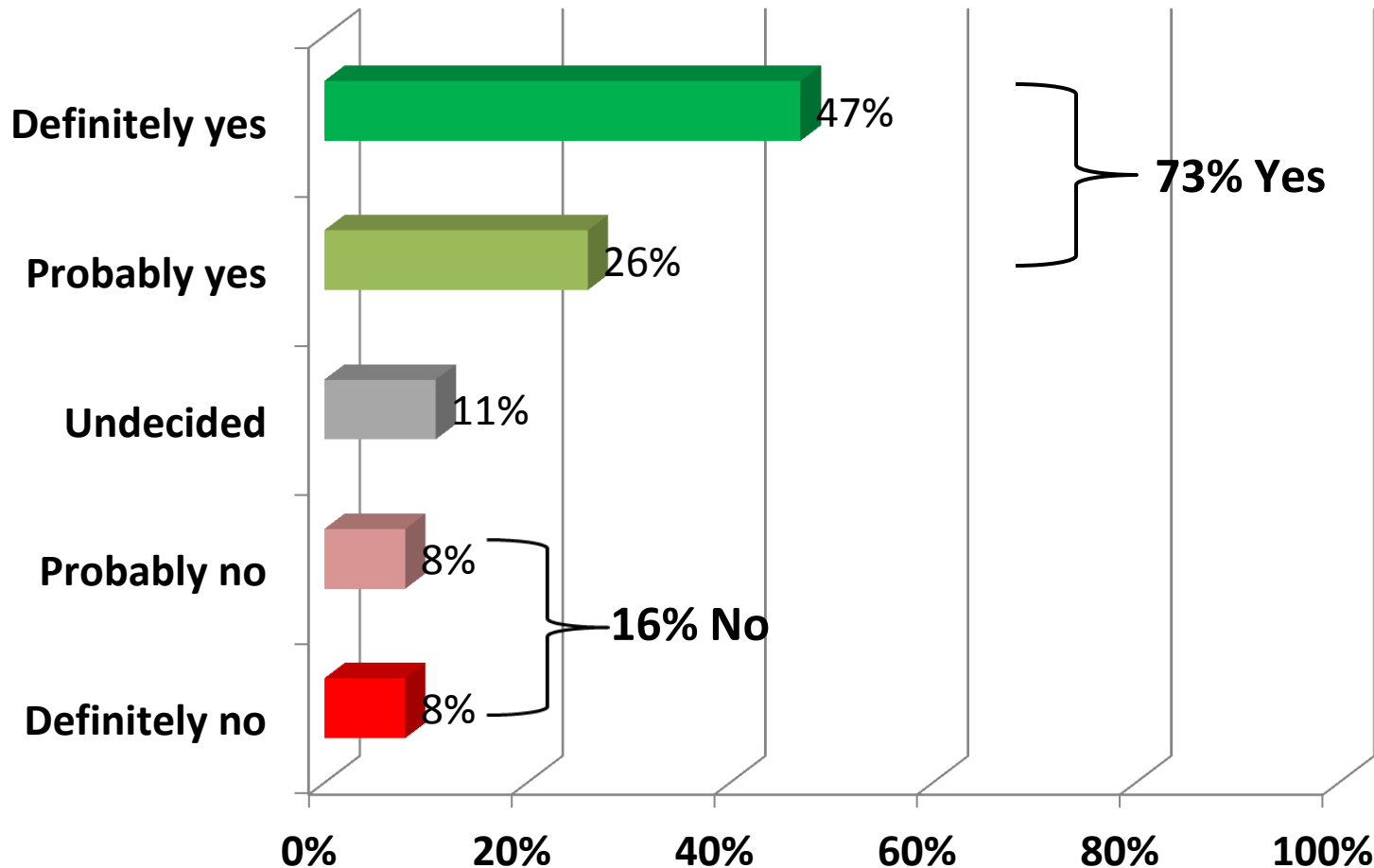*Representing an estimated annual increase of $77 for each $100,000 of the current home value over last year's level.*

Parent Taxpayers (Non-Staff)

- Definitely yes: 33%
- Probably yes: 39%
- Undecided: 15%
- Probably no: 8%
- Definitely no: 5%

72% Yes

13% No

Would you support an operational referendum totaling $685,000?

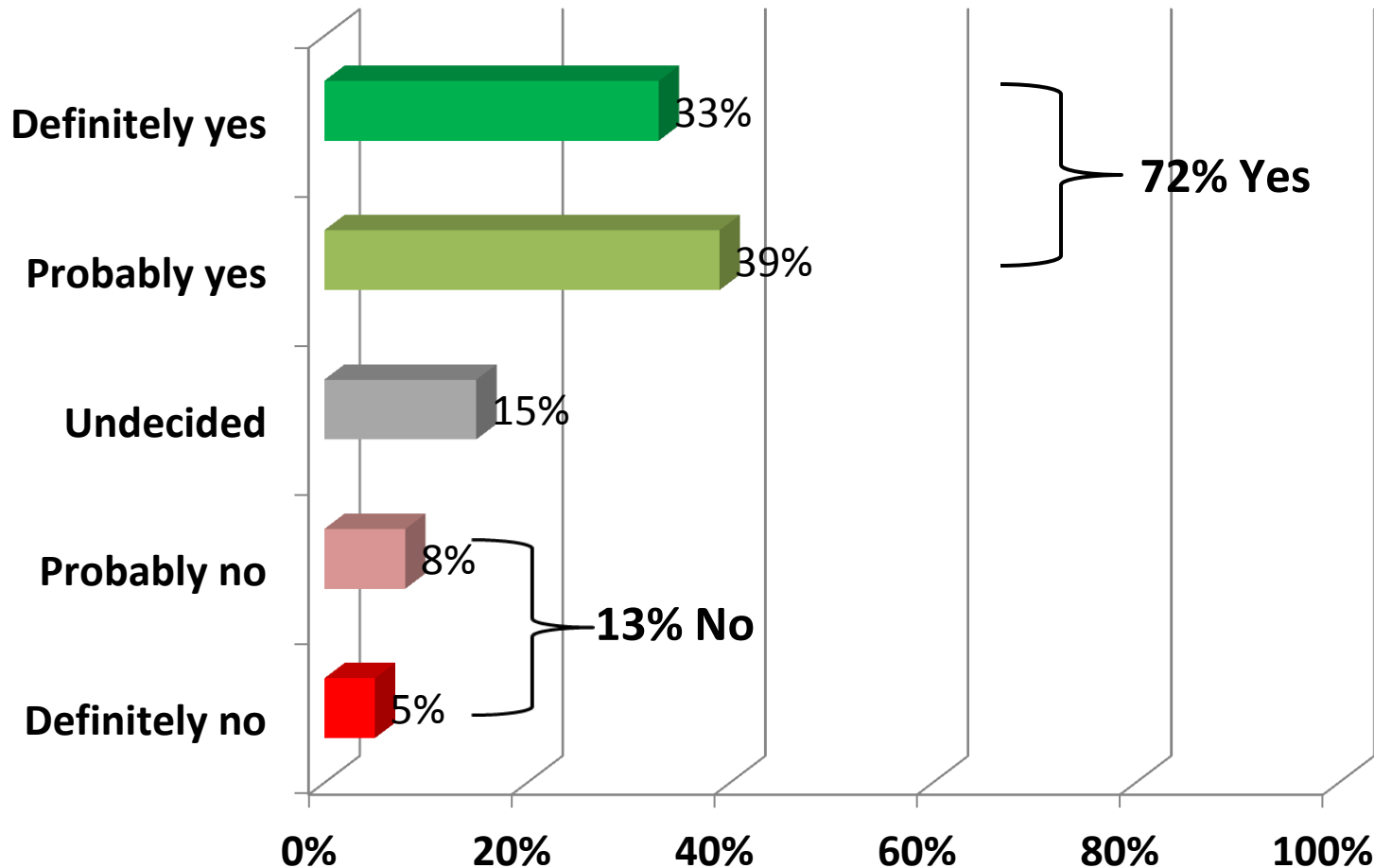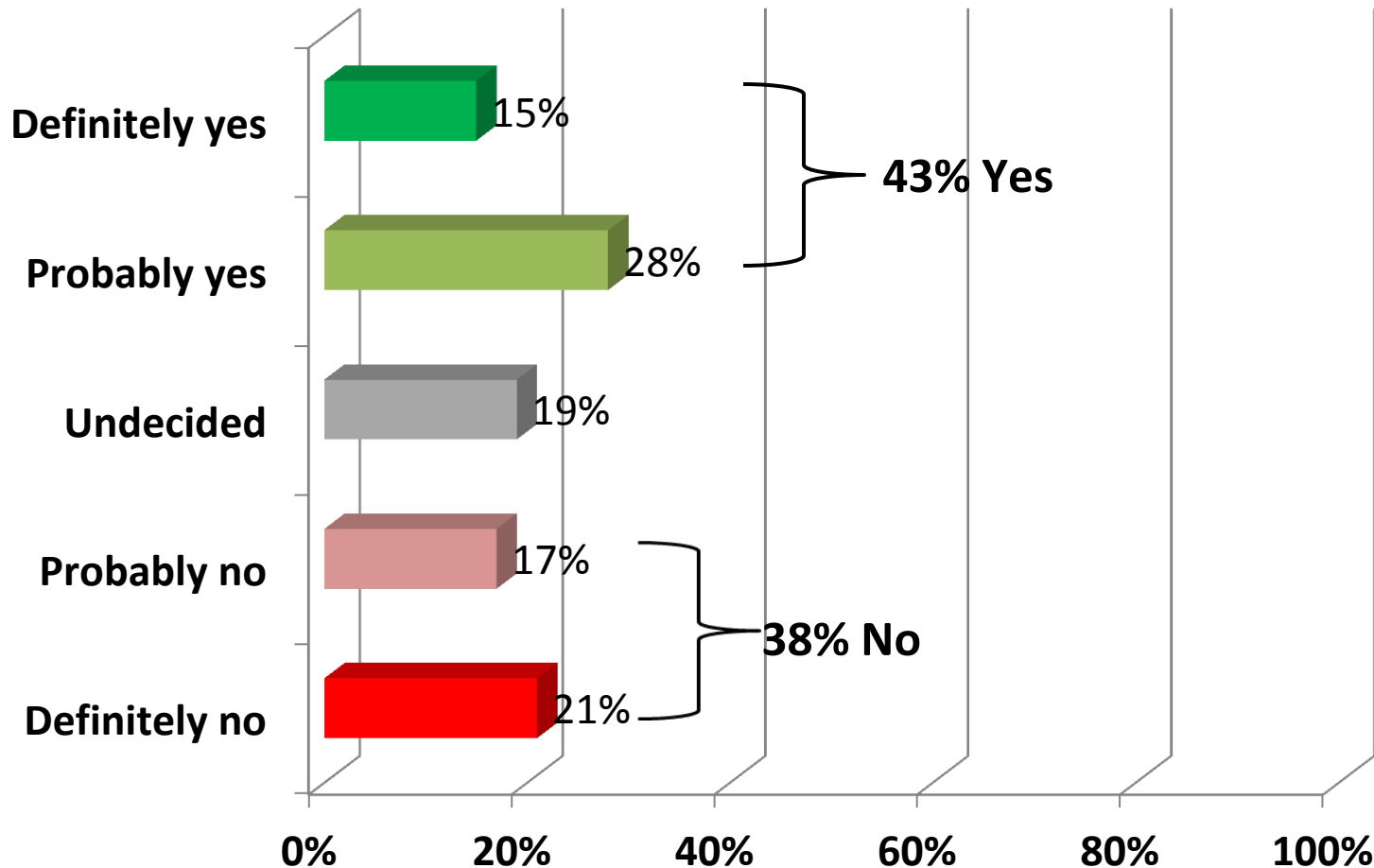*Representing an estimated annual increase of $77 for each $100,000 of the current home value over last year's level.*

Non-Parent Taxpayers (Non-Staff)

- Definitely yes — 15%
- Probably yes — 28%
- Undecided — 19%
- Probably no — 17%
- Definitely no — 21%

43% Yes

38% No

Additional Analysis for the $685,000 referendum

Assuming percent of Resident Population Assumptions
- Non-parent/non-staff = 75%
- Parents = 25%
- Staff < 1%

Of those responding either Definitely Yes, or Probably Yes:

.25(72%) + .75 (43%) = 50.25%

Assuming carrying 1/3 of Undecided:
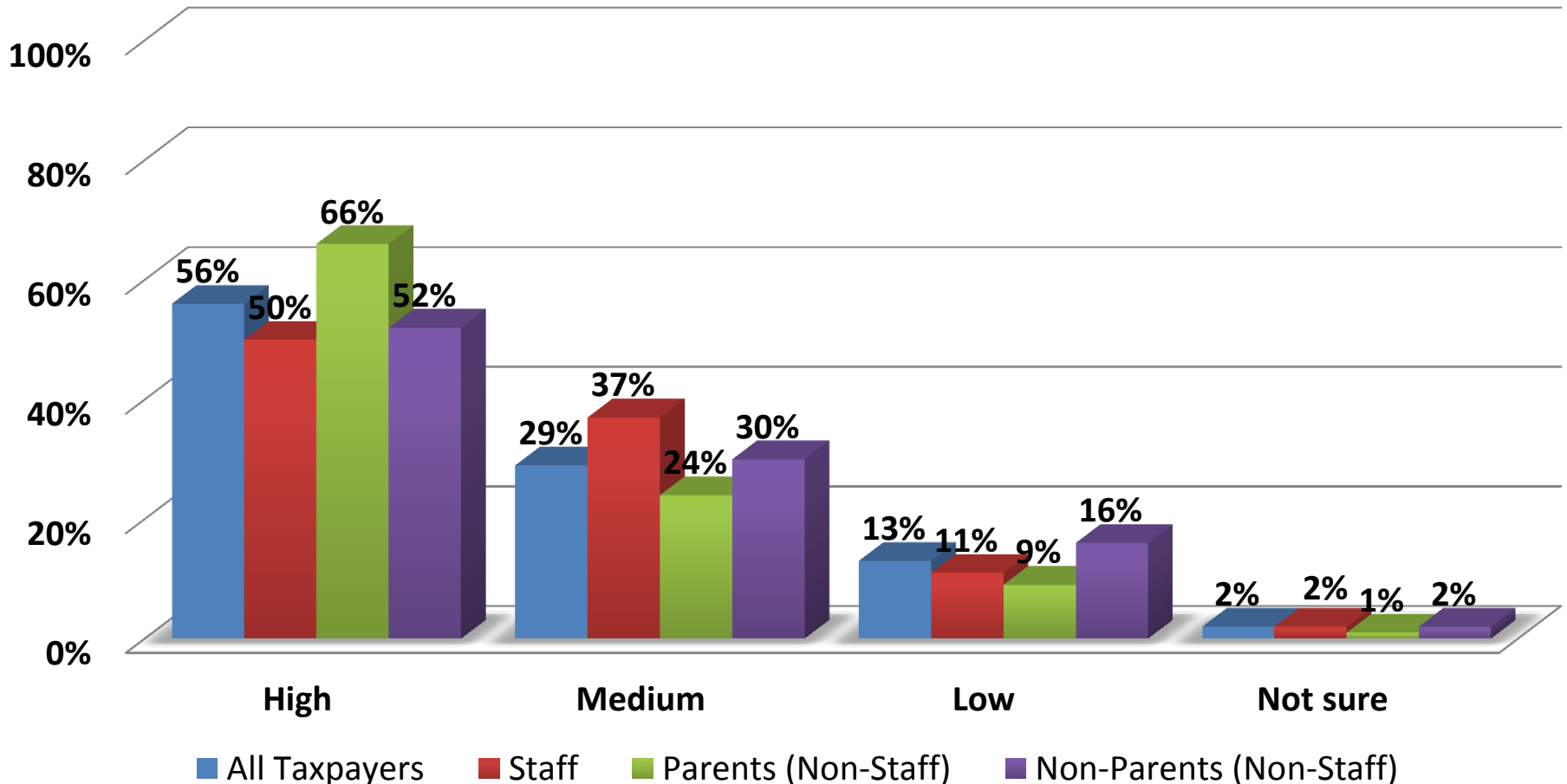
.25(77%) + .75 (48%) = 55.25%

Funding to Update Facilities

Improve School Safety and Security

Estimated Cost - Elementary School: $1.32 million, High School: $665,000

What priority would you place on improving school safety and security?

(Marathon School District Taxpayers Only)

Chart values:

High: All Taxpayers 56%, Staff 50%, Parents (Non-Staff) 66%, Non-Parents (Non-Staff) 52%

Medium: All Taxpayers 29%, Staff 37%, Parents (Non-Staff) 24%, Non-Parents (Non-Staff) 30%

Low: All Taxpayers 13%, Staff 11%, Parents (Non-Staff) 9%, Non-Parents (Non-Staff) 16%

Not sure: All Taxpayers 2%, Staff 2%, Parents (Non-Staff) 1%, Non-Parents (Non-Staff) 2%

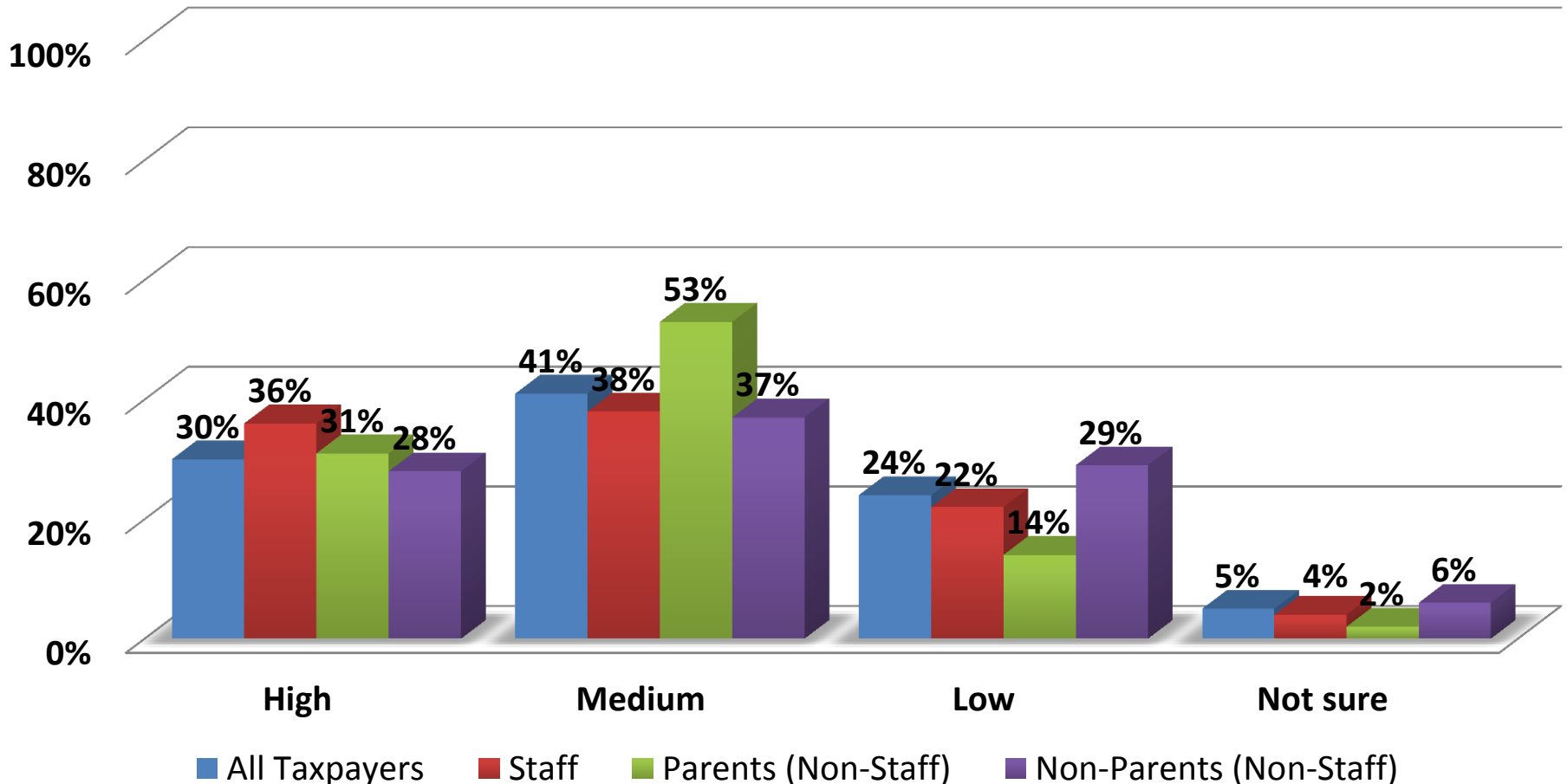Legend: All Taxpayers, Staff, Parents (Non-Staff), Non-Parents (Non-Staff)

Address Aging Building Infrastructure

Estimated Cost - Elementary School: $616,000, High School: $383,000

What priority would you place on updating the building infrastructure at both schools?

(Marathon School District Taxpayers Only)
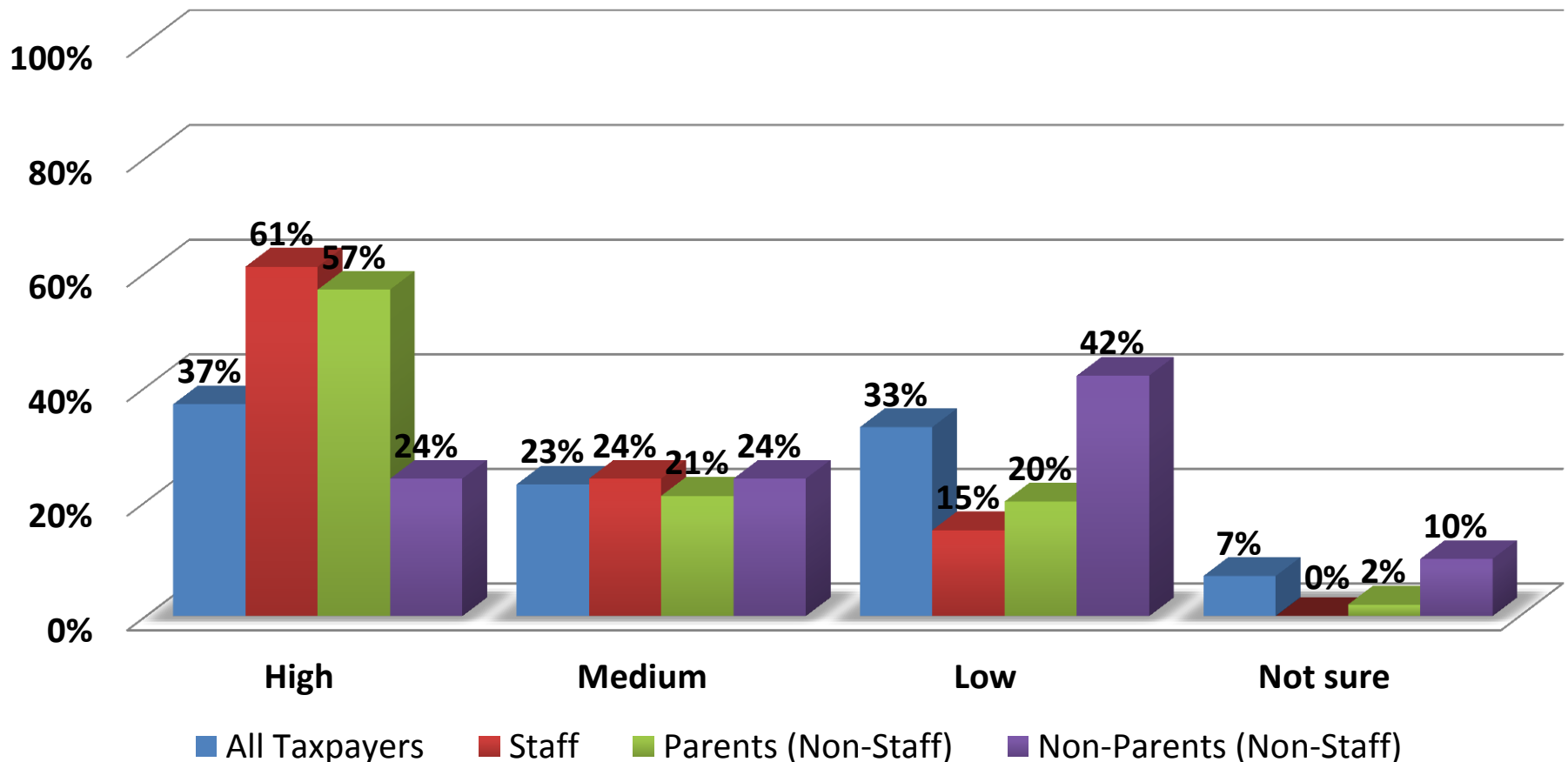

Priority	All Taxpayers	Staff	Parents (Non-Staff)	Non-Parents (Non-Staff)
High	30%	36%	31%	28%
Medium	41%	38%	53%	37%
Low	24%	22%	14%	29%
Not sure	5%	4%	2%	6%

Add Classroom Space
Estimated Cost: $5.7 - $6.1 million

What priority would you place on adding classrooms?

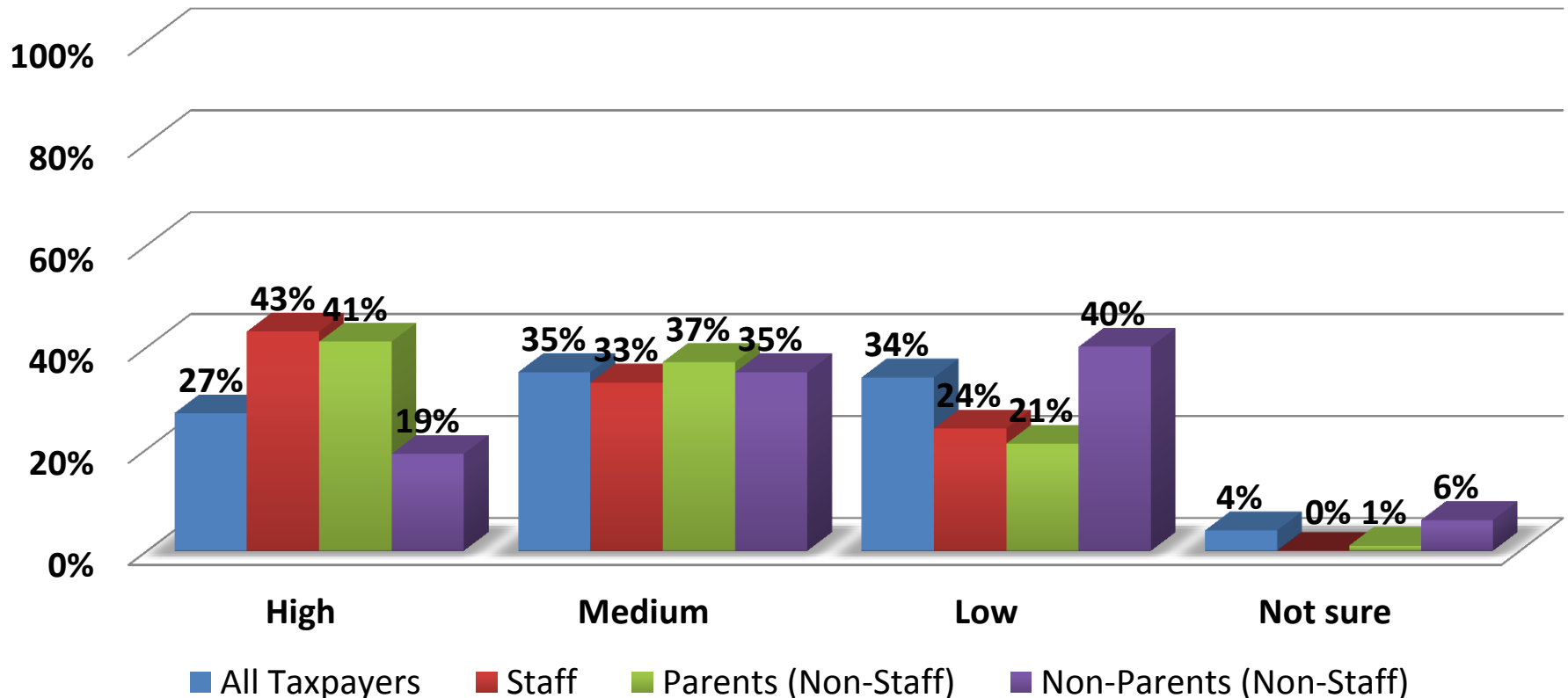*(Marathon School District Taxpayers Only)*

Improve/Expand Kitchens
Add Additional Cafeteria/Large Group/Multi-Purpose Space

Estimated Cost - Elementary School: $2.4 million, High School $440,000

What priority would you place on updating and expanding the kitchens and adding additional cafeteria/large group/multi-purpose space at the elementary school?

(Marathon School District Taxpayers Only)
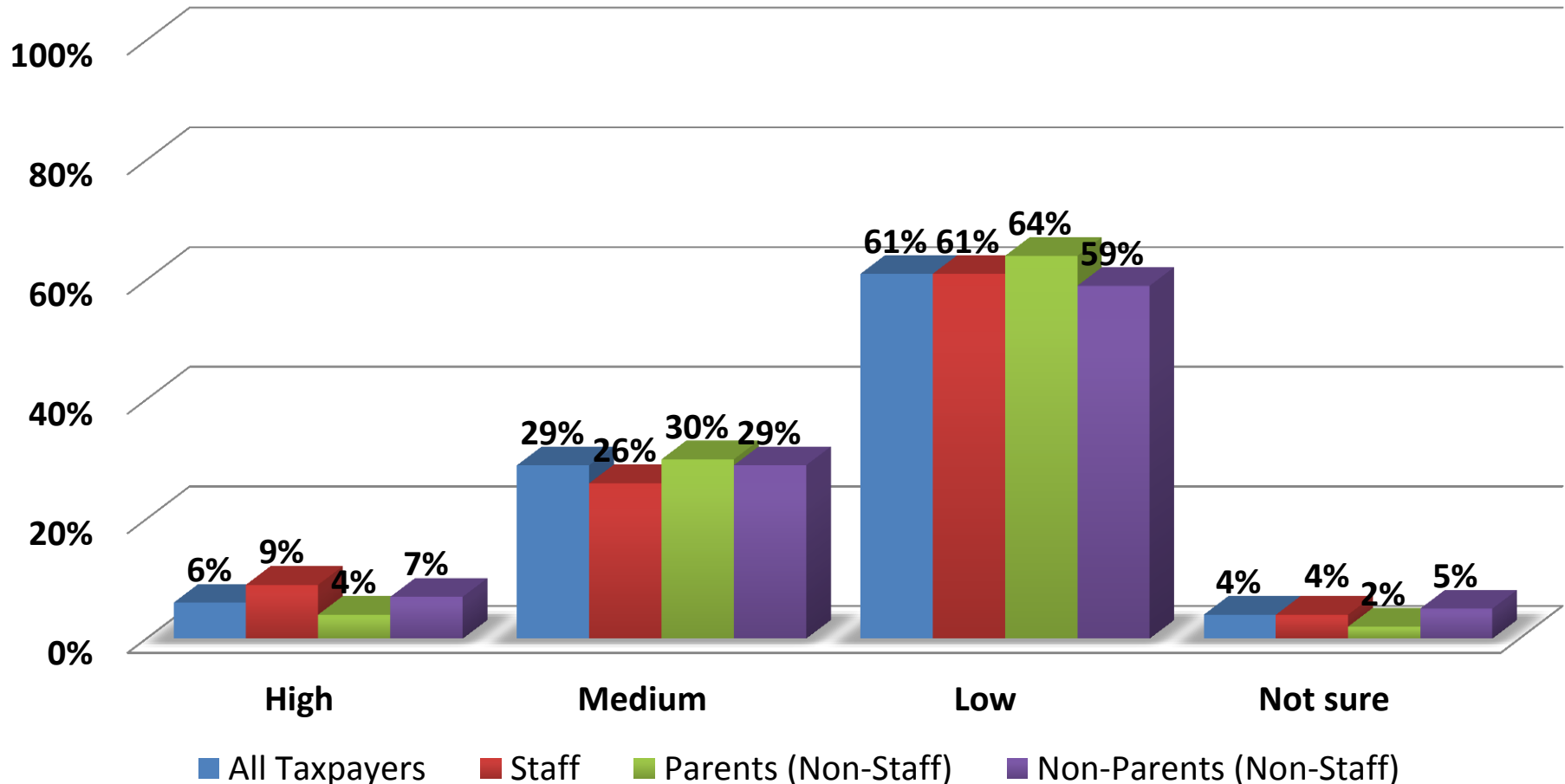

	High	Medium	Low	Not sure
All Taxpayers	27%	35%	34%	4%
Staff	43%	33%	24%	0%
Parents (Non-Staff)	41%	37%	21%	1%
Non-Parents (Non-Staff)	19%	35%	40%	6%

Renovate High School Lockers and Restrooms

Estimated Cost: $1 million

What priority would you place on renovating the high school lockers and restrooms?

(Marathon School District Taxpayers Only)

Priority	All Taxpayers	Staff	Parents (Non-Staff)	Non-Parents (Non-Staff)
High	6%	9%	4%	7%
Medium	29%	26%	30%	29%
Low	61%	61%	64%	59%
Not sure	4%	4%	2%	5%

What priority would you place on...
High (3), Medium (2), Low (1)

Item	All Taxpayers	Staff Taxpayers	Parent Taxpayers (Non-Staff)	Non-Parent Taxpayers (Non-Staff)
improving school safety and security?	2.42	2.40	2.57	2.37
updating the building infrastructure at both schools?	2.05	2.13	2.17	1.98
adding classrooms?	2.03	2.45	2.37	1.79
updating and expanding the kitchens and adding additional cafeteria/large group/multi-purpose space at the elementary school?	1.93	2.19	2.20	1.76
renovating the high school lockers and restrooms?	1.43	1.45	1.38	1.44

Funding Support

The cost to address all the projects identified in the survey is estimated at nearly $13 million. Given the cost, it may not be realistic to complete all of these projects at one time. Therefore, the work may need to be completed in phases, based on the priorities of the community and its willingness to financially support the projects.

Elementary School Projects

School Safety and Security	$1.32 million
Building Infrastructure	$616,000
Kitchen & Cafeteria/Large Group/Multi-Purpose Space	$2.4 million

High School Projects

School Safety and Security	$665,000
Building Infrastructure	$383,000
Kitchen & Cafeteria	$440,000
Lockers and Restrooms	$1 million

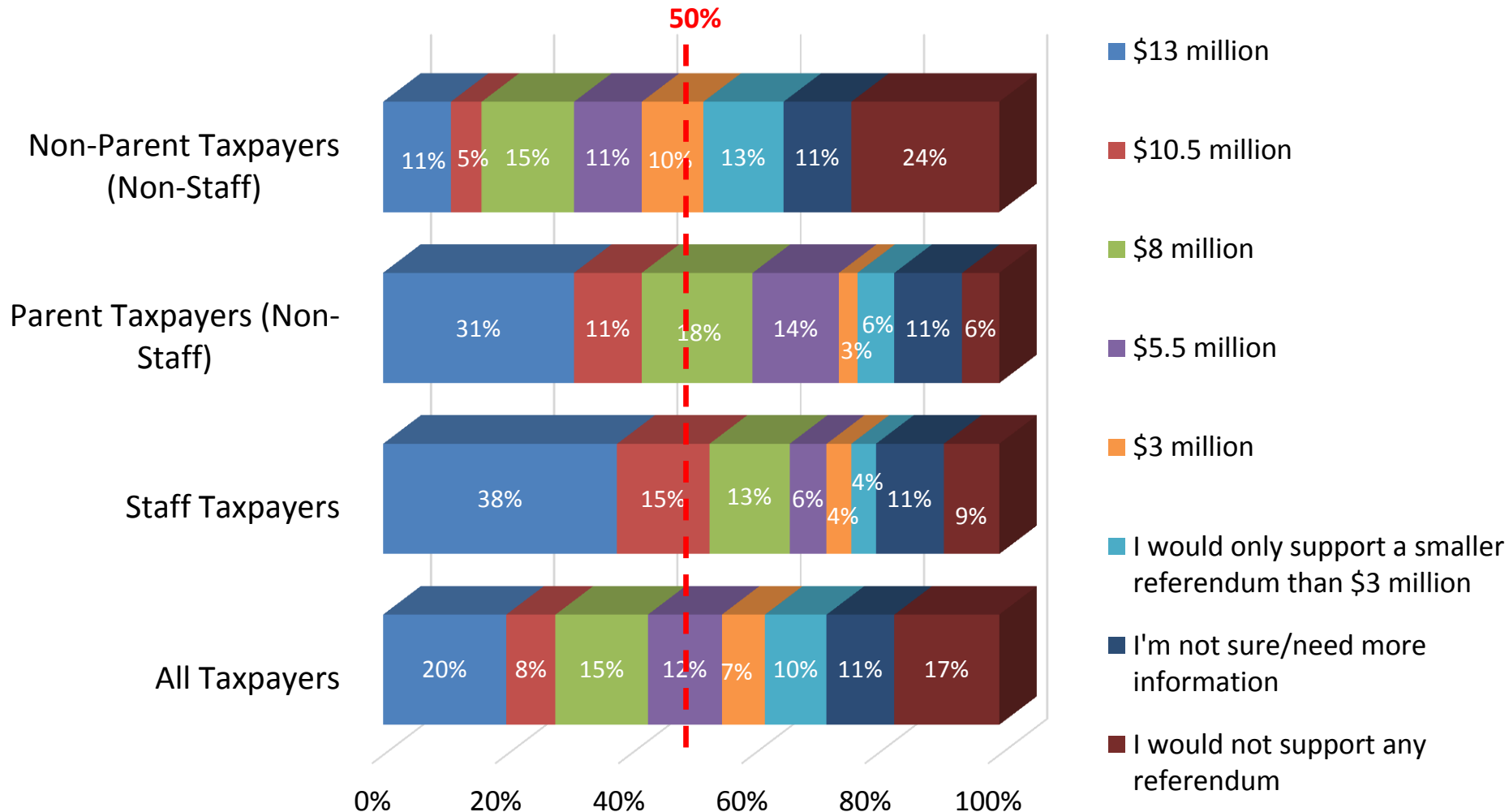|	
Add Classroom Space	Up to $6.1 million
Total	**$12.92 million**

The following table shows the impact to the school portion of your local property taxes for various referendum amounts.

Referendum Amount Tax increase per:	$3 million	$5.5 million	$8 million	$10.5 million	$13 million
$100,000 of property value	$28 per year	$53 per year	$79 per year	$104 per year	$129 per year

How much of a tax impact would you support through a referendum, assuming the projects included were acceptable to you?

(Marathon School District Taxpayers Only)

Thank you!