Future Ready 2020 Referendum Planning

January Board Retreat

Jan 11 BOE Retreat Outcomes

- Board members develop your process for moving forward with the referenda including roles, responsibilities, tasks, and timeline in order to come to consensus on the referenda ask.
  - Which Board members are in charge of the referendum work moving forward?
  - What 3 or 4 high level actions will the Board take over the next two months?
  - When will the Board vote?

Jan 13 Operations Work Group Outcomes

- Board discusses the outcomes of the community input phase of the referendum process.
- Board identifies open questions that the next phase of the work must answer.
- The Board asks questions and probes for or requests additional information.

2020 Referendum - Project Calendar

Madison Metropolitan School District

This schedule is designed to make possible a November 2020 referendum. The Board of Education owns that key decision and would ideally act between March and May 2020, but could act as late as August 2020.

	Mid-Sept to Dec 2019	January 2020	Mar-May 2020	June-Nov 2020	November 2020
Project Activity	Community input and engagement	Present input summary and vetted, prioritized, near final options for Board discussion	The Board could authorize a school bond referendum for Nov 2020	Public information effort to inform the Madison community	Date of general election
Board Action/ Outcome	Community input and engagement	Begin 1 to 3 month window for additional Board input and discussion	Potential Board action setting 2020 referendum in motion	Public information effort to inform the Madison community	

- Community Engagement Process Report
- [MMSD Future Ready](#) website
- Board poll data
- Referendum Case Studies
- Referendum Team Talking Points
- Referendum Team PowerPoint Slides

MADISON METROPOLITAN SCHOOL DISTRICT

RPEO

**Facilities and Operating Revenue Referenda
Community Engagement & Input Report**

Executive Summary

The Madison Metropolitan School District (MMSD) Board of Education (BOE) is considering two possible referenda questions for the community to vote on in 2020: **one referendum for facilities**, and **one referendum to fund operating expenses.** Each possible referenda is discussed in more detail on MMSD's Future Ready website.

1. The potential **facilities referendum** will address a series of high-priority items identified in the draft Long-Range Facilities Plan (LRFP), including: reinvestment in MMSD's four comprehensive high schools, building a new elementary school site in the Rimrock area, and relocating Capital High School to the Hoyt building.

2. The potential **operating referendum** allows the district to request taxpayer authority to tax above the current revenue limits. An operating referendum would allow the district to retain the current teacher and support staffing ratios and continue to invest in the District's Strategic Framework goals, values, and outcomes.

The Community Engagement and Input Process

To understand the perspectives of families, students, community members, and staff regarding the possible referenda, MMSD - supported by its Research and Program Evaluation Office (RPEO) - enacted an engagement and input process. This process included several key strategies for gathering feedback and input. First, MMSD conducted a series of feedback sessions, sharing information with participants and solicited questions and comments from a wide array of community groups. Sessions included:

- Informational sessions focused on a variety of community groups and stakeholders with an interest in the potential referenda.
- Open community sessions held at the four comprehensive high schools to inform the public at-large about the possible referenda in their entirety, and to provide opportunities for feedback.
- Targeted sessions, including: (1) location-focused sessions with family, staff, students, and community members impacted by specific components of the possible referenda, (2) sessions with existing, MMSD role-based advisory and equity-

*MMSD Research & Program Evaluation Office | Referenda Input Report (January 2020)
Prepared by Oriana Evecode, Ph.D., Chris Harrison, Ph.D., Brianne Monahan, MPA, and Grady Brown, MPA*

Referendum Expertise Resources

- Referendum Community Advisory Group
  - Local community leaders, prior board members, union leaders, parents and students
- Foundation for Madison's Public Schools
- Parent Advocates
  - PTO, PTA, and PEG (most diverse) parent contacts
- MMSD Staff (Building Excellence Team, Budget Team, Instructional Leaders)
  - Individual meetings to further explain facilities proposals and operating finances
  - Site visits and building tours

2020 Referendum - Capital/Facility Planning Team

- MMSD Core Team
- Financial Advisor - PMA
- Realtor - Andrew Kessenich
- Projections and Municipality Coordination - Vandewalle
- Legal Consult - von Briesen & Roper
- Architects and Designers - ZAS & PRA
- Construction Manager - January Consent

Shared the Hanover report and IASB article

In pairs, turn and talk:

- What **ideas stood out** for you in these articles?
- What might these ideas **mean for MMSD** moving forward?

Imagine it's next spring and you, as a Board, have **voted to move forward** with the referendum. You **personally feel good about voting yes** and the direction of the work thus far.

- **How** did you arrive at this decision?
- **What action(s)** did the Board as a whole, or you personally, do between this winter and the spring to get there?

Discuss in small groups of 2-3, then share out theme(s) with large group

In addition to what you have to date, **what else do you need to move forward confidently**?

Individual brainstorm using post-it notes
- *be concise - one idea per post-it note*
- *be specific - smaller, more finite actions work best*
- *be bold - think big with complete success in mind*
- *be creative - more ideas is better*

Large group share out, then choosing your top must-have

Then, Lets Define Roles, Actions & Timeline

How do you, as Board members, want to **organize around this work**?

- *Who* **will lead** this work for your team?
- *What* are the **few, high-leverage actions** you, as a Board, want to take in the next few months?
- *When* do you **want to vote**? How often do you need to **check in on progress**?

Individual brainstorm on papers provided; share out with large group and discuss

What do you **need from central office leaders** to set you up for success?

Large group discussion

Appendix

Referendum Community Advisory Group

Dr. Reverend Marcus Allen, Mt. Zion Baptist Church

Ray Allen, Director, Workforce Development Team,
    Urban League

Dave Branson, Executive Director of Building and
    Construction Trades Council of South Central
WI

Sal Carranza, Senior Policy Advisor, UW System

Deon Carruthers, Community Development
Specialist,
    City of Madison

Carol Carstensen, former MMSD Board member

Ilana Greenspan, student and West High Green
Club
    President

Melinda Heinritz, Executive Director, Foundation
for

James Howard, former MMSD Board
member

Ed Hughes, former MMSD Board member

Doug Keillor, Executive Director, Madison
    Teachers, Inc.

Dr. Floyd Rose, President, 100 Black Men of
Madison

Dean Ryerson, Edgewood College faculty,
    former Supt WI Rapids School District

Arlene Silveira, former MMSD Board
member

Grisel Tapia, Vera Court Community Center

Julie Thao, Bayview Community Center,
Hmong Parent leader

Gary Wolter, retired CEO, MG&E

Strategic Questions Based on Shared Findings

What are the pros/cons for differentiating the high school investments?

How might we think about getting to a community-based decision on the type of school in the Rimrock area? Do we need that decision before the referendum?

How do we position the operating referendum to be more successful?
- Should we tie to a specific strategy (emerging themes are maintenance and equity)?
- Do we have to change the generality of the ask?
- Should we decrease the operating ask?

(If time allows…) What other strategies do we employ in the Hoyt neighborhood?

(If time allows…) Other?