

Additional considerations, comments, concerns, questions

- Greatest concern seems to be the non-resident student attendance.
- Because non-resident students are still a concern the “fair share” per student should be determined for educating the public (add capital projects, debt service, and transportation and divide by number of students to determine the cost of non-resident students).
- How many non-resident students are children of district staff? It contributes to teacher retention and school community.
- Encourage non-resident families to participate in the process (“planning for our future”).
- Even though non-resident families do not pay assessed taxes without them there would be a financial loss to the district.
- There is a need to educate all of the community including apartment residents and apartment managers about what a referendum means and why it should be supported.
- There is a Nora Community Council annual meeting on July 21st at St. Luke United Methodist Church. It would be important to have someone there to discuss the options.
- Identify private school “champions” who would support even though they don’t have students in public school. They could help educate other private school families. Use the property value argument. Combine with faith based efforts.
- Share message of “standing on the shoulders of those who came before us” to empty nester residents to support the next generation of learners. Public education is a civic responsibility.
- Keep the message simple and use simple language (“planning for our future”).
- We need a multi-faceted approach to distribute information. What is the best way to spend money to be sure everyone is informed. Use local radio as a means of communicating.
- Share the message to high school seniors who will be eligible to vote.
- Due to state regulations the only way for public schools to raise additional funds is through referendums – Use tax chart that shows the other districts with construction or operating referendums.
- Was there a question in the survey “Would you actually vote?”
- Voter registration will be important. Remind those who have moved that they need to register again. Use the federal voter registration form – it is easier than the state form.
- Be mindful that there is potential for a Transportation Mass Transit Referendum on the ballot in November.
- Have a meeting and invite all election officials so that they understand and can answer voter questions on Election Day. The Clerk’s office has the list of election officials.
- People need to work at the polls to share information as people go in to vote.
- The “ask” is not too much - we could ask for more money.
- Voting “No” for the referendum is still doing something. The budget will change because the tax-neutral referendum expires.
- What happens if a referendum does not pass?
- Talk about the Operating referendum – that money is going away, expires in 2017.

- Some people have suggested that the Operating Fund portion of the “ask” should be increased so that all needs will be covered.
- There is a desire from some people to see an increase in the Operating referendum request because some believe there are more needs to be addressed than can be addressed with the current \$6.5 million being discussed.
- People would like visuals of what the money would buy. Some complain that they still don’t know what it is going to look like for the money. They want to see pictures instead of a bullet list of project scope.
- Tax abatement issues are important. Giving tax abatements takes money away from education.
- How do we convince \$150,000.00 value homeowners who may not be able to afford private schools that they need for this to pass?
- Do not down play the monthly impact, it may be substantial for some community members.
- How do we convince stakeholders that the improvements are worth the investment?
- When people first hear about the amount of money needed they hesitate, but once they see the tax chart comparisons it helps sway their thinking.
- Community outreach has been uplifting. People are excited to be engaged.
- Show how even with these concerns we have excellence in our schools.
- How can we attract and retain talented teachers if we do not bring our buildings up to standard?
- Balance benefit and general feeling of parents getting a quality education they love and not seeing the need for facility changes.
- A consideration for what areas in the schools the community will view during community tours will be important.
- There is a long term impact on the 2nd and 3rd child. There are future over-crowding concerns, loss of extracurricular supports, loss of after school supports, and loss of academic supports.
- Informational mailers need to be in the primary language of the home.
- Put people in front of people to convey the message.
- The more boots on the ground the better off we will be in passing the referendum.
- Target those folks who feel disenfranchised to get them on board.
- Do more polling of our community – “are you friend or foe?”
- Catchy simple slogan like Noblesville’s “Vote Yes” slogan.
- Poster for referendum posted in neighborhood businesses. Visibility is important.
- Use our employees as cheerleaders.
- Why has nothing been done to the buildings in the past so they have deteriorated to their present condition?
- Articulate results of the last bond issue to the community.
- Show the district’s fiscal responsibility up until now. We have reached our “stretch”.