

APRIL 5, 2018 (6:00 p.m. – 8:00 p.m.) *REVISED*  
Superintendent's Feasibility Committee  
Meeting Notes

Ms. Place thanked everyone for coming to the Feasibility Committee meeting tonight. She asked committee members to please introduce themselves, and provide their connection to the district:

Marie Baca – Nurse at TVES

Barbara Drummond – parent with students attending TVUSD schools

Rocky Ferrell – retired International Financial Investment, community member

Stephanie Koessler, parent with students attending TVUSD schools

Candace Lansberry, community member

Kaitlyn McWilliams, TVHS student

Theresa McWilliams, parent and employee with students attending TVUSD schools

Diana Nottingham, Teacher at TVES

Taylor Nye, TVHS student

Shannon Pacheco, Teacher at TVES with students attending TVUSD schools

Dr. Wayne Peate, former Governing Board Member, community member

Carrie Radomsky, parent with students attending TVUSD schools

Debra Reuter, parent with students attending TVUSD schools

John Reuter, parent with students attending TVUSD schools

Robert Torres, parent with students attending TVUSD schools

Anne Velosa, parent with students attending TVUSD schools

Frances Verbois, Librarian at TVES

Trina Weeks, parent with students attending TVUSD schools

Board Members:

Susan Fry, Board President

Jeremy Schalk, Board Clerk

Jeff Neff, Board Member

Administrators:

A.J. Malis, Principal of TVHS

Greg Miller, Principal of EGJH

Claire Place, Community Liaison

Dr. Scott Hagerman, Superintendent of TVUSD Schools

Ms. Place introduced Mr. Paul Bentz with *HighGound* – Public Affairs Consultants. Paul Bentz has more than fifteen years of experience in strategy, messaging and campaign management; his specialty is in public opinion surveys and understanding the Arizona electorate. Mr. Bentz is familiar with our district from his work on our last community survey back in 2014. Tonight he is sharing the recent survey results and how they compare to the last survey. He presented the following:

Survey - Likely 2018 General Election Voters  
 March 19-24, 2018  
 (N=300)

2018 November General Election Balanced for Turnout

Age Group:  
 15.0% 29 and under  
 10.0% 30 to 39  
 16.0% 40 to 49  
 28.3% 50 to 64  
 30.7% 65 Plus

Gender:  
 53.3% Male  
 46.7% Female

Party:  
 47.7% Republican  
 27.0% Democrat  
 18.7% PND  
 6.7% Ind/Other

Area:  
 37.3% Precinct 179  
 30.0% Precinct 199  
 21.3% Precinct 243  
 11.3% Precinct 46

In general, would you say that Pima County is heading in the right direction, or the wrong direction?

<u>2018</u>	<u>2014</u>
7.0%	7.0% Definitely right direction
33.0%	27.7% Probably right direction
12.7%	16.0% Probably wrong direction
22.7%	28.0% Definitely wrong direction
24.7%	21.3% Don't Know, Refused

29 and Under:	53.4% right direction
30-39:	36.7% right direction
40-49:	35.4% right direction
50-64:	35.3% right direction
65+:	41.3% right direction

40.0% Total Right  
35.4% Total Wrong  
24.7% DK, Refused

In general, would you say that K-12 education in your area is heading in the right direction, or the wrong direction?

<u>2018</u>	<u>2014</u>
17.7%	17.7% Definitely right direction
20.3%	21.0% Probably right direction
16.0%	14.7% Probably wrong direction
31.0%	33.3% Definitely wrong direction
15.0%	13.3% Don't Know, Refused

29 and Under:	31.1% right direction
30-39:	43.4% right direction
40-49:	50.0% right direction
50-64:	29.4% right direction
65+:	41.3% right direction

38.0% Total Right  
47.0% Total Wrong  
15.0% DK, Refused

In general, would you say that the size of the schools in your area are too large, too small, or just about right?

<u>2018</u>	<u>2014</u>
17.3%	20.0% Too large
62.0%	64.0% Just about right
6.3%	6.0% Too small
14.3%	10.0% Don't know, Refused

29 and Under:	28.9% too large
30-39:	10.0% too large
40-49:	31.3% too large
50-64:	14.1% too large
65+:	9.8% too large

In general, would you say that the amount of funding the schools in your area receive is too low, too high, or just about right?

65.7%	Too low
21.0%	Just about right
4.7%	Too high
8.7%	Don't know, Refused

29 and Under:	86.7% too low
30-39:	60.0% too low
40-49:	70.8% too low
50-64:	67.1% too low
65+:	53.3% too low

#### Bond Pre-Test

This November, the Tanque Verde Unified School District is considering a bond election. The bond would fund upgraded safety and security at school sites, buses, technology, and school renovations. The bond would cost \$10 million over 20 years or approximately \$43 annually for a home assessed at \$100,000. Knowing just what you know right now, would you vote Yes or No on the bond?

#### Bond Pre-Test

Definitely Yes,	39.0%
Probably Yes,	25.0%
Probably No,	11.3%
Definitely No,	18.3%
Don't Know, Refused,	6.3%

Total: 64.0% Yes  
29.6% No

### Override Pre-Test

This November, the Tanque Verde Unified School District is considering a budget override election to be held in November of this year to request voter authorization to adopt maintenance and operations fund budgets which exceeds the district's revenue control limit by not more than 15% for the next seven years. This renewal would support the District's efforts to help maintain present levels of service in all Maintenance and Operation programs teacher salaries, music, art, PE, gifted education, Advanced Placement options, librarians and nurses. The override would cost approximately \$89 annually for a home assessed at \$100,000. Knowing just what you know right now, would you vote Yes or No on the maintenance and operations Override?

### Override Pre-Test

Definitely Yes,	39.7%
Probably Yes,	27.0%
Probably No,	8.0%
Definitely No,	20.7%
Don't Know, Refused,	4.7%

Total: 66.7% Yes  
28.7% No

### Rate the following: (Scale 1-5)

Q7. Art program	3.76%	[Very Important, 34.3%]
Q8. Band and musical education	3.92%	[Very Important, 37.7%]
Q9. Physical education	3.90%	[Very Important, 38.0%]
Q10. Replacing aging buses	3.57%	[Very Important, 25.7%]
Q11. Technology	4.10%	[Very Important, 45.7%]
Q12. Enrichment programs	3.66%	[Very Important, 25.3%]
Q13. Increased teacher pay	4.47%	[Very Important, 69.0%]
Q14. Improving school security	3.92%	[Very Important, 43.0%]
Q15. Changes to campus and buildings to increase student safety	3.76%	[Very Important, 34.3%]
Q16. Improved fencing and barriers	3.26%	[Very Important, 20.7%]
Q17. Fixing or replacing air conditioners	4.04%	[Very Important, 43.7%]
Q18. Roof replacement	3.81%	[Very Important, 34.3%]
Q19. Parking lot improvements	2.64%	[Very Important, 9.3%]

Q20.	Gifted education	3.93%	[Very Important, 37.0%]
Q21.	Advanced Placement	3.91%	[Very Important, 36.0%]
Q22.	School Librarians	3.82%	[Very Important, 36.0%]
Q23.	School Nurses	3.85%	[Very Important, 33.3%]
Q24.	School renovations	3.37%	[Very Important, 17.7%]
Q25.	Adding science labs	4.14%	[Very Important, 46.0%]
Q26.	Adding school capacity for preschools	3.12%	[Very Important, 19.7%]

### Ranking Proposal Items

#### Mean

Q13.	Increased teacher pay	4.47
Q25.	Adding science labs	4.14
Q11.	Technology	4.10
Q17.	Fixing or replacing air conditioners	4.04
Q20.	Gifted education	3.93
Q8.	Band and musical education	3.92
Q14.	Improving school security	3.92
Q21.	Advanced Placement	3.91
Q9.	Physical education	3.90
Q23.	School nurses	3.85
Q22.	School Librarians	3.84
Q18.	Roof replacement	3.81
Q7.	Art programs	3.76
Q15.	Changes to campus and buildings to increase student safety	3.76
Q12.	Enrichment programs	3.66
Q10.	Replacing aging buses	3.57
Q24.	School renovations	3.37
Q16.	Improved fencing and barriers	3.26
Q26.	Adding school capacity for preschools	3.12
Q19.	Parking lot improvements	2.64

### Pro Arguments (Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q27. Quality competitive workforce Tanque Verde Unified School District is top rated district and is ranked among the highest in the state. We need to support their efforts to educate a quality, competitive workforce to support our area's long-term success.	4.27	55.7%
Q28. Quality of life Quality schools help protect your property values and reduce crime. We need continue to invest in our school system and programs such as class sizes, teacher salaries, music, art, PE, gifted education, Advanced Placement options, librarians and nurses to protect our quality of life.	4.16	52.7%
Q29. Arizona ranks 48th Arizona ranks 48th in school funding and we are far behind when it comes to investing in our schools. Our schools get less money per student now than they did 10 years ago. Our schools are dramatically underfunded, and we need to give our schools the money they need to educate the next generation.	4.20	61.3%
Q30. Not a tax increase This override is not a tax increase. It is simply a vote to continue the existing override that is currently in place to fund a lot of important academic programs	3.71	35.3%
Q31. School security We need to continue to invest in school security to make sure that our students are safe. These proposals would pay for security and facility improvements including building improvements, better fences, and single points of entry. The safety and security of our students should be our number one priority.	3.86	41.0%

### Ranking Pro Arguments

	<u>Mean</u>
Q27. Quality competitive workforce	4.27
Q29. Arizona ranks 48th	4.20
Q28. Quality of life	4.16

Q31. School security	3.86
Q30. Not a tax increase	3.71

Con Arguments (Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q32. Open enrollment concerns The school district continues to grow and have increasing needs because of their open enrollment policy. They could live well within their means and not need as much money if they would stop trying to bring in kids from outside the district.	2.74	21.0%
Q33. Arizona is making progress The State of Arizona has increased education funding by more than \$1.5 billion over the last 3 years. We are leading the nation in math and reading improvement and have five of the top 10 schools in the country. Arizona schools are making progress and we have done our job to fund our schools.	2.48	13.3%
Q34. Get the hint – voting no It’s time for the school district officials to get the hint. Many districts voted no for school bonds and overrides last year and we’re going to vote no again this year.	2.58	17.7%
Q35. Fixed income I live on a fixed income and have to live within my means. The schools should learn how to do the same. I have already paid my fair share of education costs.	2.69	20.3%
Q36. Taxed enough already We are taxed enough already. Taxes go up, they never go down. Taxes hurt our economy and kill jobs. We simply can’t afford another tax.	2.73	22.0%

Ranking Con Arguments

	<u>Mean</u>
Q32. Open enrollment concerns	2.74
Q36. Taxed enough already	2.73
Q35. Fixed income	2.69
Q34. Get the hint – voting no	2.58
Q33. Arizona is making progress	2.48



### Bond Post-Test

This November, the Tanque Verde Unified School District is considering a bond election. The bond would fund upgraded safety and security at school sites, buses, technology, and school renovations. The bond would cost \$10 million over 20 years or approximately \$43 annually for a home assessed at \$100,000. Knowing just what you know right now, would you vote Yes or No on the bond?

### Bond Post-Test

Definitely Yes,	41.7%
Probably Yes,	23.3%
Probably No,	10.0%
Definitely No,	18.0%
Don't Know, Refused,	7.0%

Total: 65.0% Yes  
28.0% No

### Override Post-Test

This November, the Tanque Verde Unified School District is considering a budget override election to be held in November of this year to request voter authorization to adopt maintenance and operations fund budgets which exceeds the district's revenue control limit by not more than 15% for the next seven years. This renewal would support the District's efforts to help maintain present levels of service in all Maintenance and Operation programs teacher salaries, music, art, PE, gifted education, Advanced Placement options, librarians and nurses. The override would cost approximately \$89 annually for a home assessed at \$100,000. Knowing just what you know right now, would you vote Yes or No on the maintenance and operations Override?

Override Post-Test

Definitely Yes,	44.7%
Probably Yes,	23.3%
Probably No,	7.3%
Definitely No,	17.0%
Don't Know, Refused,	7.7%

Total: 68.0% Yes  
24.3% No

If both the bond and override questions were on the ballot, which of these opinions comes closest to your own?

51.7%	I would likely support both
8.3%	I would likely only support the bond.
12.3%	I would likely only support maintenance and operations override.
19.7%	I would vote no on both
8.0%	Don't Know, Refused

When combining categories that overlap, the results are:

60% Yes for Bond  
64% Yes for maintenance and operations Override  
19.7% No  
8% Don't know

Demographics

Ideology:

21.3%	Very Conservative
18.3%	Somewhat Conservative
28.0%	Moderate
12.0%	Somewhat Liberal
10.3%	Very Liberal
3.0%	Don't Know
7.0%	Refused

Children under 18 at home:

28.3% Yes
66.7% No
5.0% Refused

Committee members asked clarifying questions throughout the presentation. Questions regarding the survey language were asked; Mr. Bentz explained it was important to use the same language that will appear on the ballot – over which districts have no control.

At the conclusion of the presentation, Mr. Bentz stated the survey results indicate, at this point in time, that there is a very high probability that the community would support both a bond and an override. The school district has a very good reputation.

Mr. Bentz spoke briefly about messaging, specifically keeping the message positive. He recommends being transparent, and suggested we provide a property tax calculator for community members to use so they can calculate their property taxes.

Best Practices and Lessons learned from past elections:

Dr. Wayne Peate – Dr. Peate spoke briefly to the committee. He mentioned TVUSD was the first district in Pima County to have a JTED Central Campus program. TVUSD supports JTED and career and technical programs. The district is graduating students that are of high quality and are competing for positions in the workforce. The senior population within the community watch their property values. Homes within the TVUSD district boundaries hold a higher property value and placement in district schools is highly sought after. It's important we connect person to person as we communicate the district's needs.

Mr. Rocky Ferrell – Mr. Ferrell talked about his past experience serving on committees and his mindset at the time. His initial thoughts were to thwart district efforts toward an override and bond. Mr. Ferrell immersed himself in learning as much as he could about the district, and the schools. As he learned more about the district he changed his mind and fully supports the district. During the last override in 2014, Mr. Ferrell was instrumental in a letter writing campaign, home visits, and organizing a district wide Career Day and connect community members to our schools. He feels this district is a quality district, so much so he likens it to a private school with a public label.

Ms. Barbara Drummond - Ms. Drummond was instrumental in the last override. She indicated if we move forward we will be starting from a very different place; last time we had lost the two previous overrides. Ms. Drummond also served on the same committee as Mr. Ferrell and they combined their efforts to spread the word, sharing the facts and dispelling any rumors. If the Board approves moving forward with a bond and an override, there is a lot of work involved. An organized effort will be needed.

Ms. Place – Ms. Place echoed much of what the others said. Ms. Place was involved in the committee that both Mr. Ferrell and Ms. Drummond served on. Ms. Place attended many

coffee held in community members homes; she was involved in organizing efforts with Career Days and the letter writing campaign. Ms. Place added, all indications from the survey point to support from the community; if the Board chooses to approve both the bond and override, there will be a need to provide clear, factual information on both measures.

Ms. Fry thanked everyone for coming and said the next steps are for the committee to make a recommendation to the Superintendent. Dr. Hagerman will ultimately make a recommendation to the Governing Board.

The next meeting is April 19, 6:00 p.m. The Bond Consultants will present information to the committee regarding facilities needs and cost projections.

If you have any questions or concerns, you may contact, via email: Dr. Scott Hagerman at [shagerman@tanq.org](mailto:shagerman@tanq.org); Ms. Claire Place at [place@tanq.org](mailto:place@tanq.org), or Mr. Adam Hamm at [ahamm@tanq.org](mailto:ahamm@tanq.org).