

SAN DIEGUITO UNION HIGH SCHOOL DISTRICT BOARD OF TRUSTEES WORKSHOP

MINUTES

WEDNESDAY, MAY 9, 2012

3:00 PM

DISTRICT OFFICE BOARD ROOM

710 ENCINITAS BLVD., ENCINITAS, CA. 92024

The Governing Board of the San Dieguito Union High School District held a Board Workshop on Wednesday, May 9, 2012, at the above location.

ATTENDANCE

BOARD OF TRUSTEES

All board members were present.

DISTRICT ADMINISTRATION

Ken Noah, Superintendent

Eric Dill, Associate Superintendent, Business

Terry King, Associate Superintendent, Human Resources

Rick Schmitt, Associate Superintendent, Educational Services

John Addleman, Director, Planning and Financial Management

Mike Grove, Ed.D, Executive Director, Instruction, Curriculum and Assessment

Bob Croft, President, SDFA

Ron Tackett, President, CSEA

1. CALL TO ORDER

The meeting was called to order at 3:00 PM.

INFORMATION ITEMS

2. General Obligation Bond,

Tracking Poll Update Benjamin Dolinka, CEO, Dolinka Group

Jared Boigon, TBWB Strategies

Timothy McLarney, President, True North Research, Inc.

Justin Rich, Associate Director, Dolinka Group

In compliance with the Americans with Disabilities Act, if you need special assistance, disability-related modifications, or accommodations, including auxiliary aids or services, in order to participate in the public meetings of the District's Governing Board, please contact the [Office of the District Superintendent](#). Notification 72 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accommodation and accessibility to this meeting. Upon request, the District shall also make available this agenda and all other public records associated with the meeting in appropriate alternative formats for persons with a disability

The board received an update on the results of the tracking survey, including the purpose and methodology of the study; importance of issues; ballot test results (initial, interim and final); reasons for supporting / not supporting the measure; levels of support based on median annual homeowner rate (\$150); quality of education; programs and projects strongly favored; positive and negative arguments; and key conclusions.

For details, please see the attached PowerPoint document, which was distributed at the workshop.

3. ADJOURNMENT

The meeting was adjourned at 4:15 PM.

Amy Herman
Amy Herman, Board Clerk

5 / 24 / 2012
Date

Ken Noah
Ken Noah, Superintendent

5 / 24 / 2012
Date

APPROVED IN PUBLIC MEETING OF THE
BOARD OF TRUSTEES OF THE SAN DIEGUITO
UNION HIGH SCHOOL DISTRICT 5-24-12
Becky Banning
BECKY BANNING RECORDING SECRETARY
BOARD OF TRUSTEES



San Dieguito Union High School District

GO BOND BOARD WORKSHOP

MAY 9, 2012

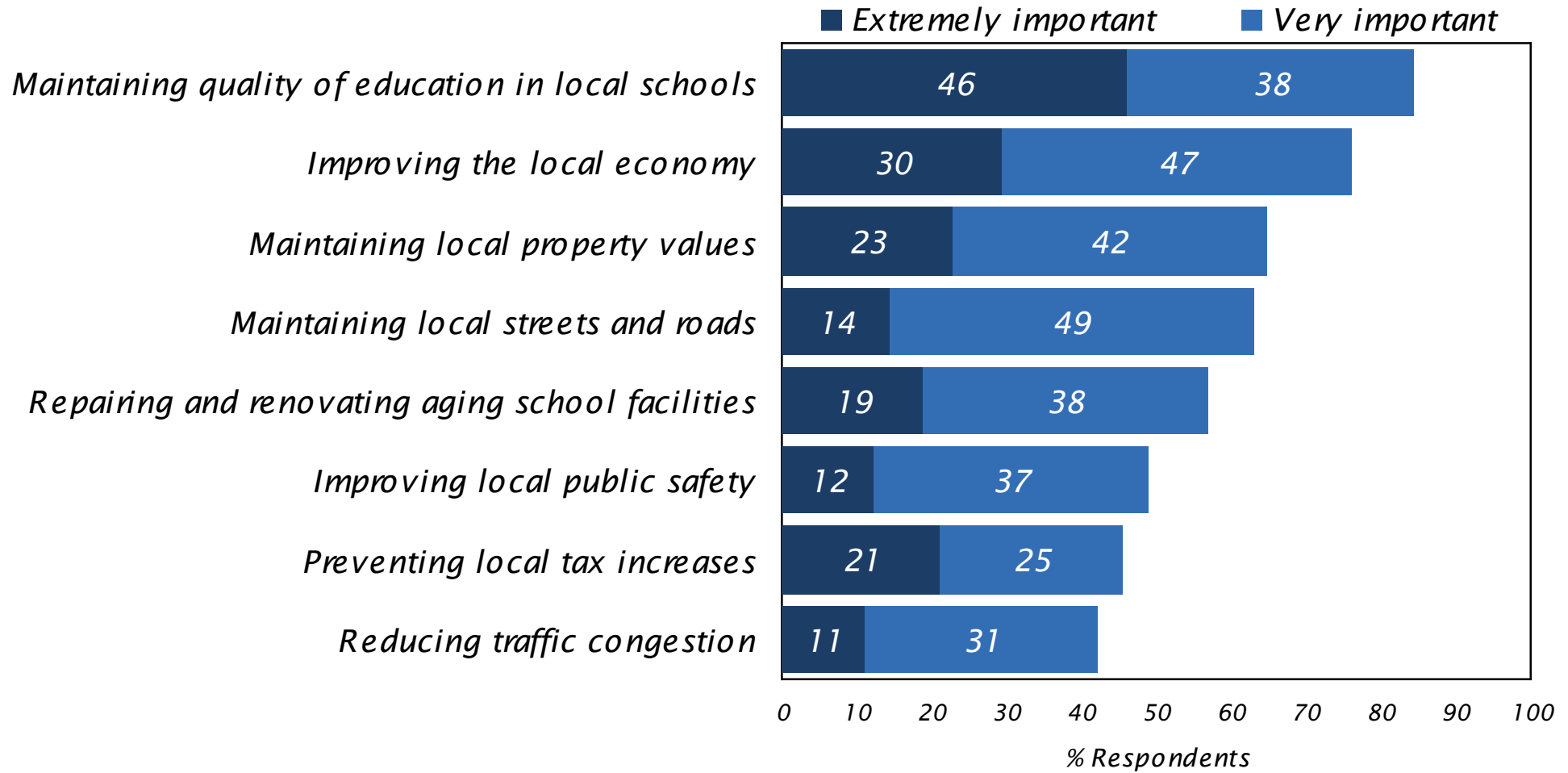
Purpose of Study

- » Determine if a bond measure is feasible
- » Do the District's facilities needs align with community priorities?

Methodology of Study

- » Telephone survey
- » 17 minutes
- » Conducted Apr 20 to Apr 27, 2012
- » 500 District voters likely to participate in Nov 2012 election
- » Overall margin of error of $\pm 4.4\%$

Importance of Issues



Initial Ballot Test

In order to:

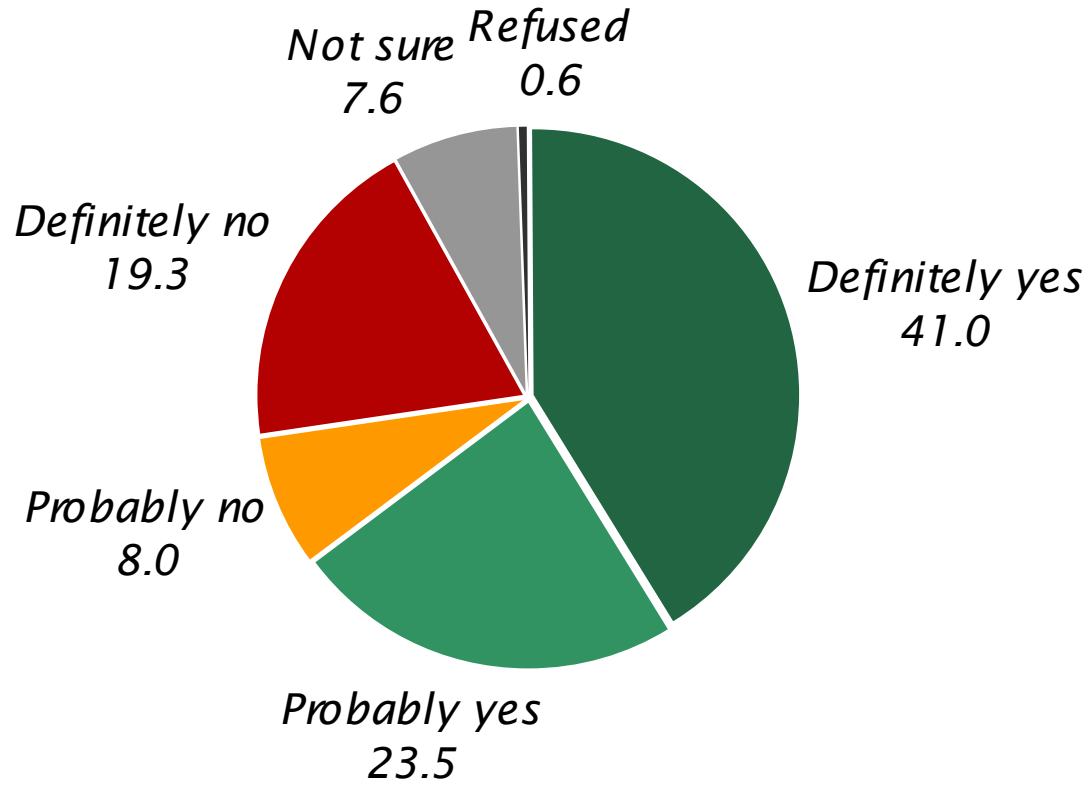
- » Provide safe, modern local middle schools and high schools
- » And better prepare students for success in college and careers

Shall San Dieguito Union High School District:

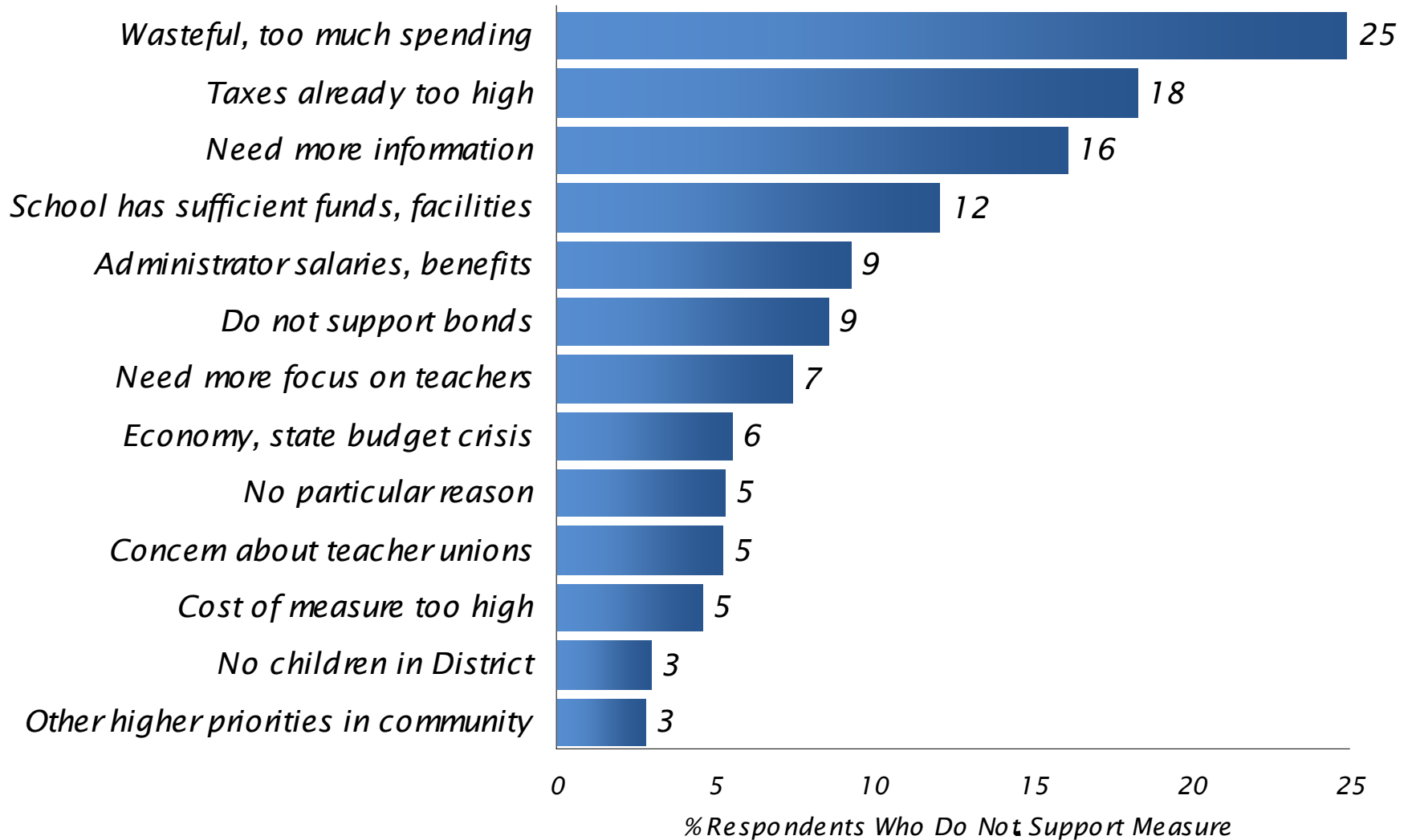
- » Repair and upgrade aging, outdated classrooms and schools
- » Upgrade classrooms, science labs, and libraries with 21st Century instructional technology
- » Improve student safety and security
- » And make funds available to retain qualified teachers and protect academic programs

By issuing 448 million dollars in bonds at legal interest rates, with independent citizen oversight and all money staying local? If the election were held today, would you vote yes or no on this measure?

Initial Ballot Test

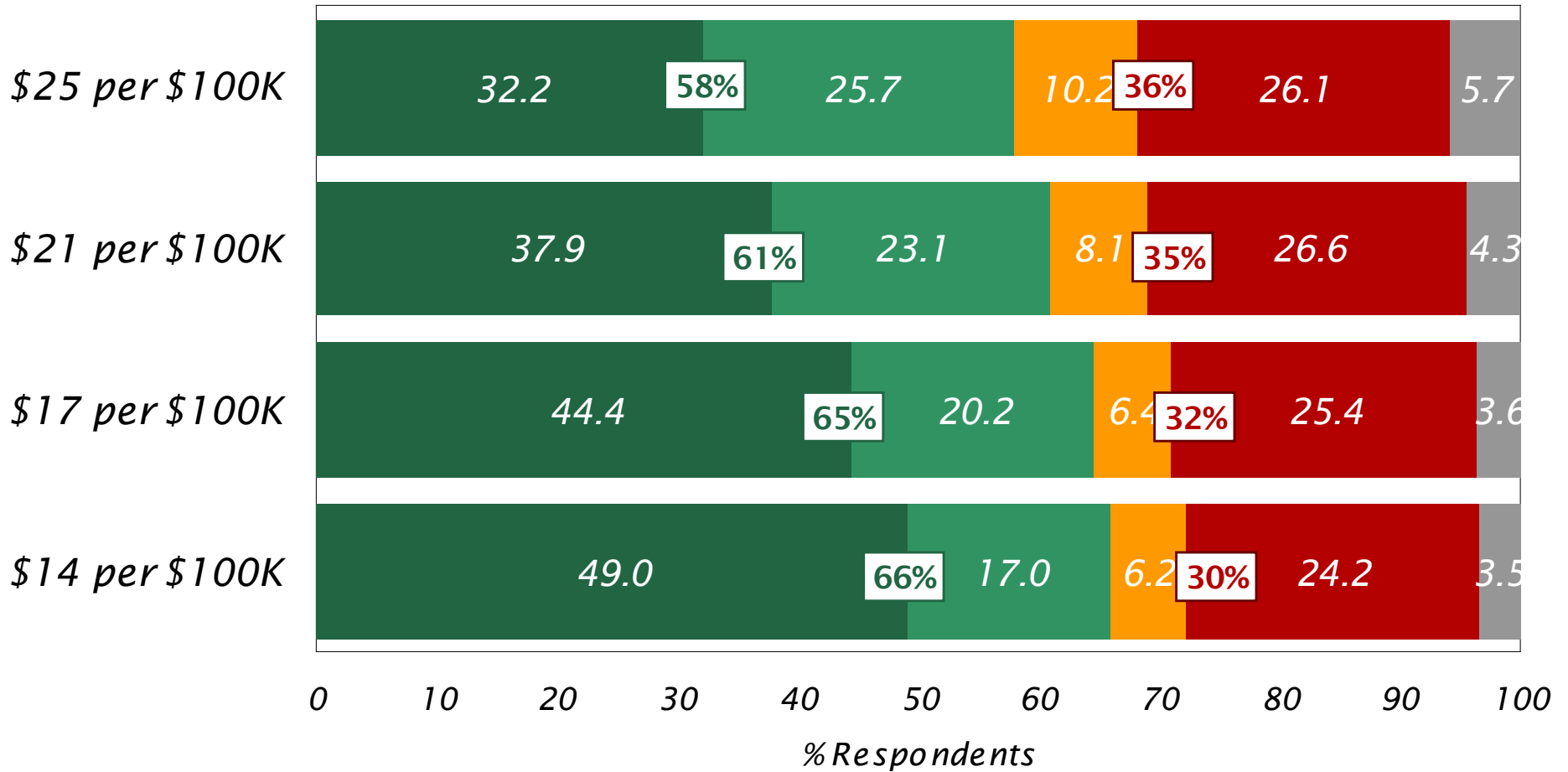


Reasons For Not Supporting Measure (among the 27% who would vote “No”)

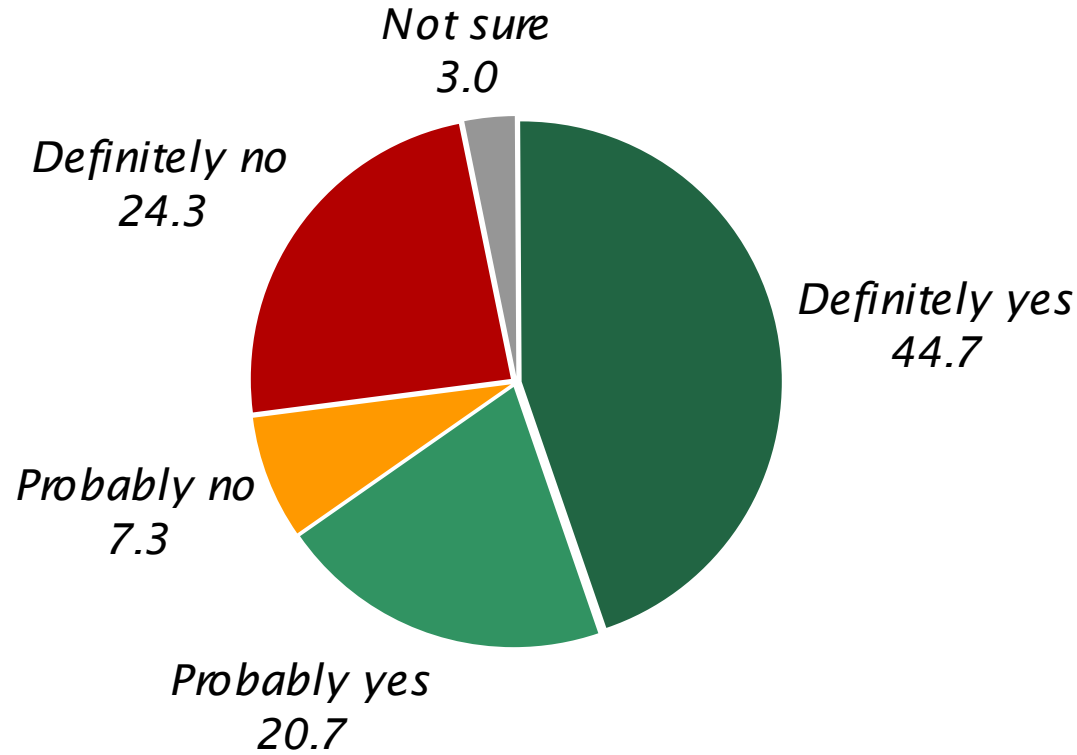


Tax Threshold

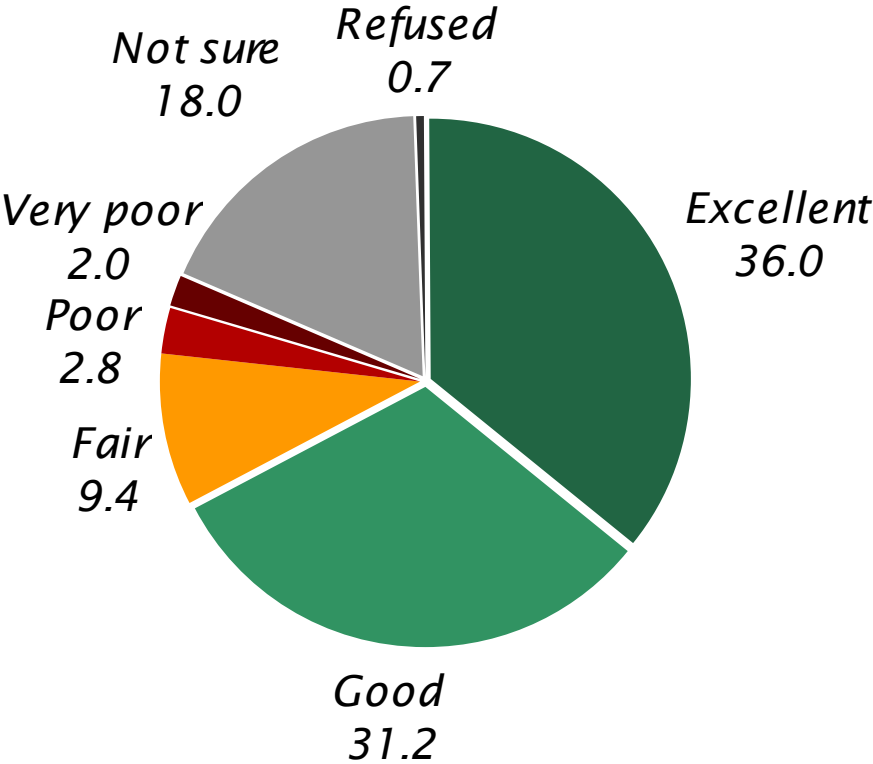
■ *Definitely yes*
 ■ *Probably yes*
 ■ *Probably no*
 ■ *Definitely no*
 ■ *Not sure*



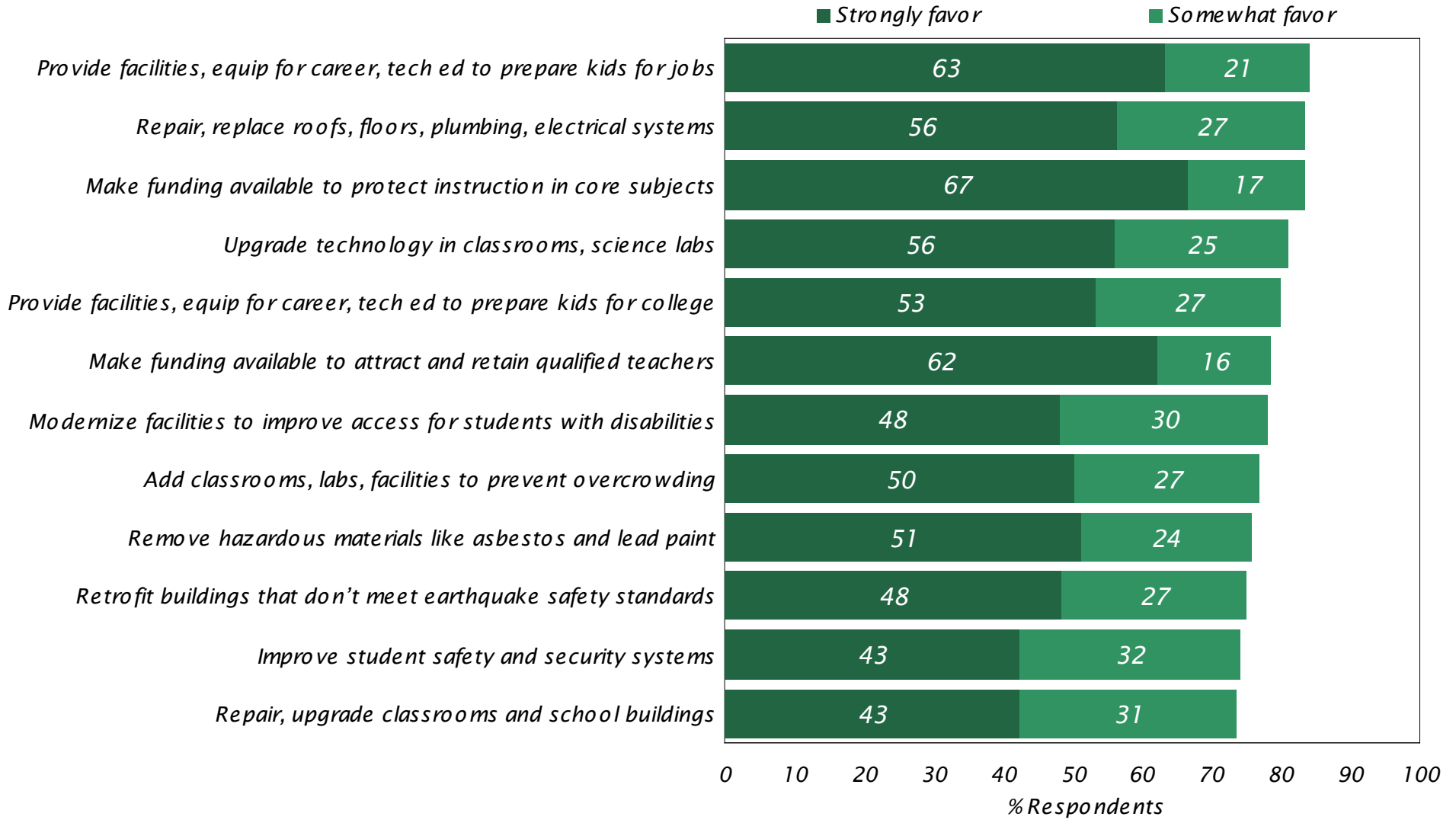
Support at Median Annual Homeowner Rate of \$150



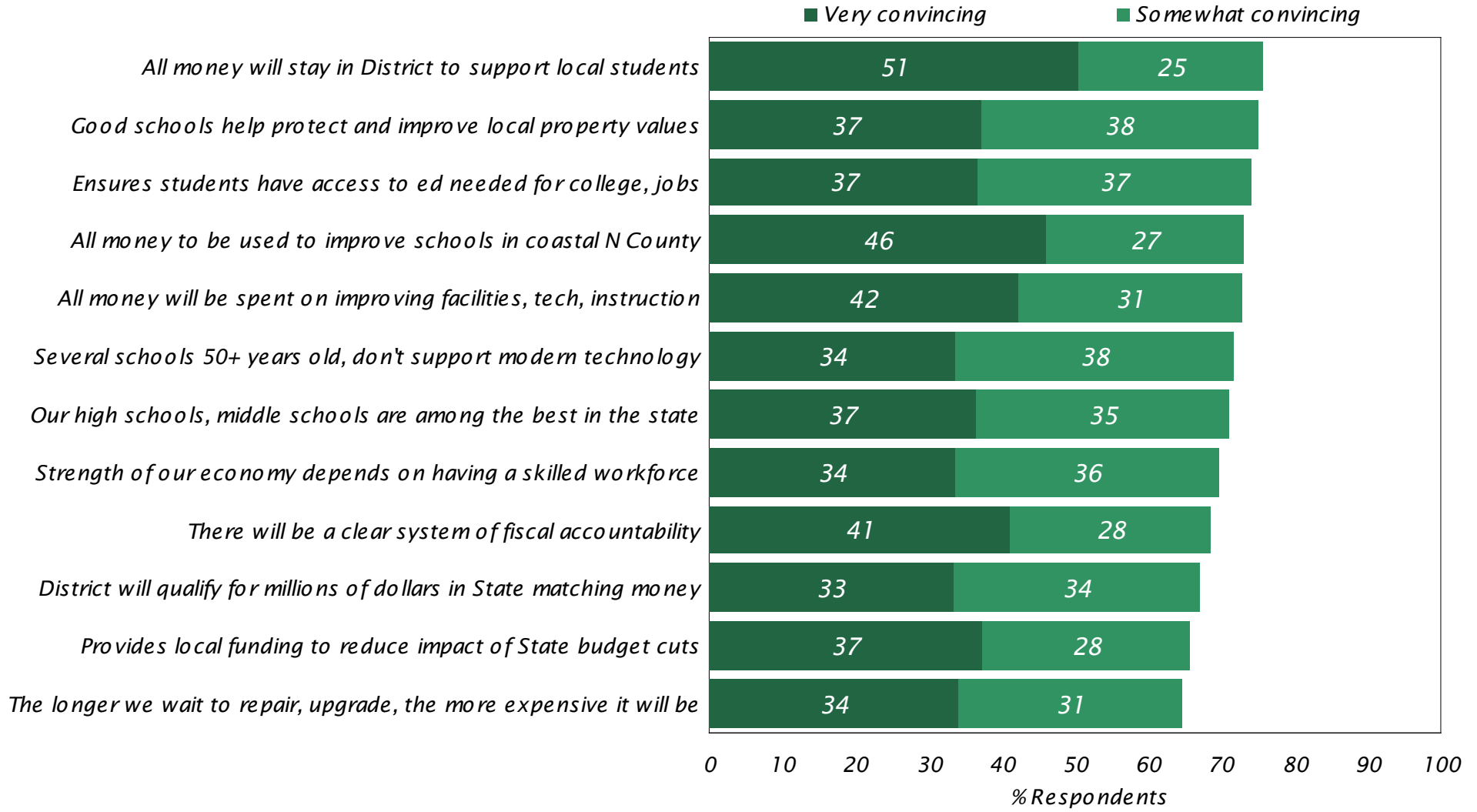
Quality of Education



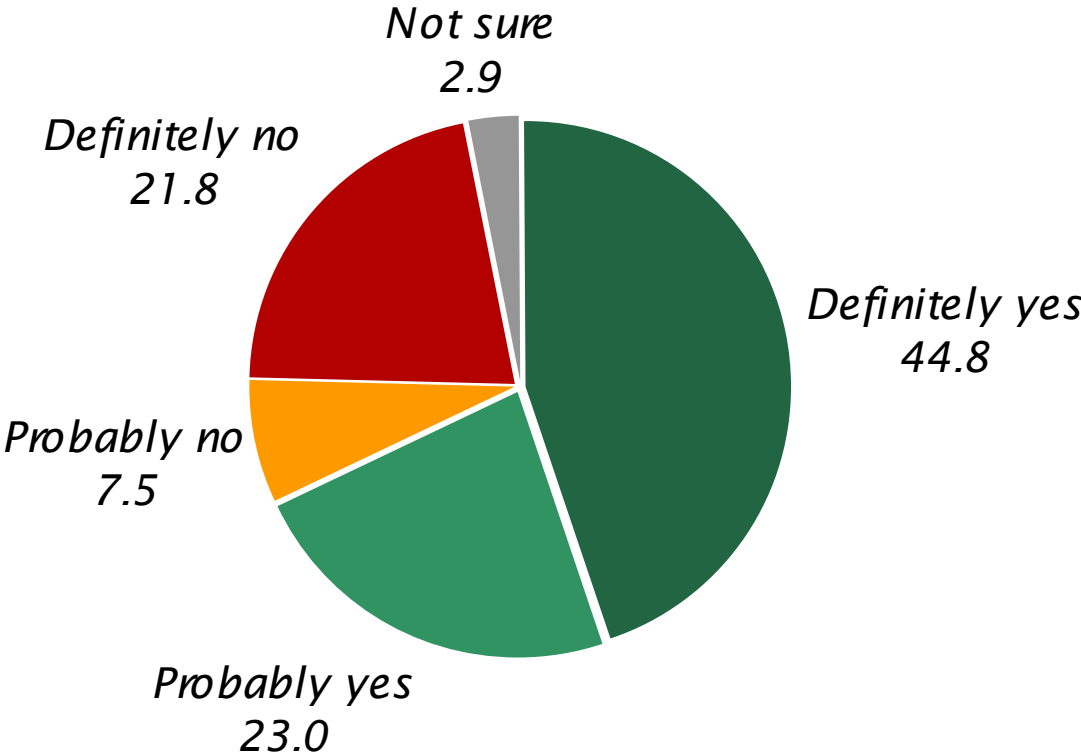
Programs & Projects



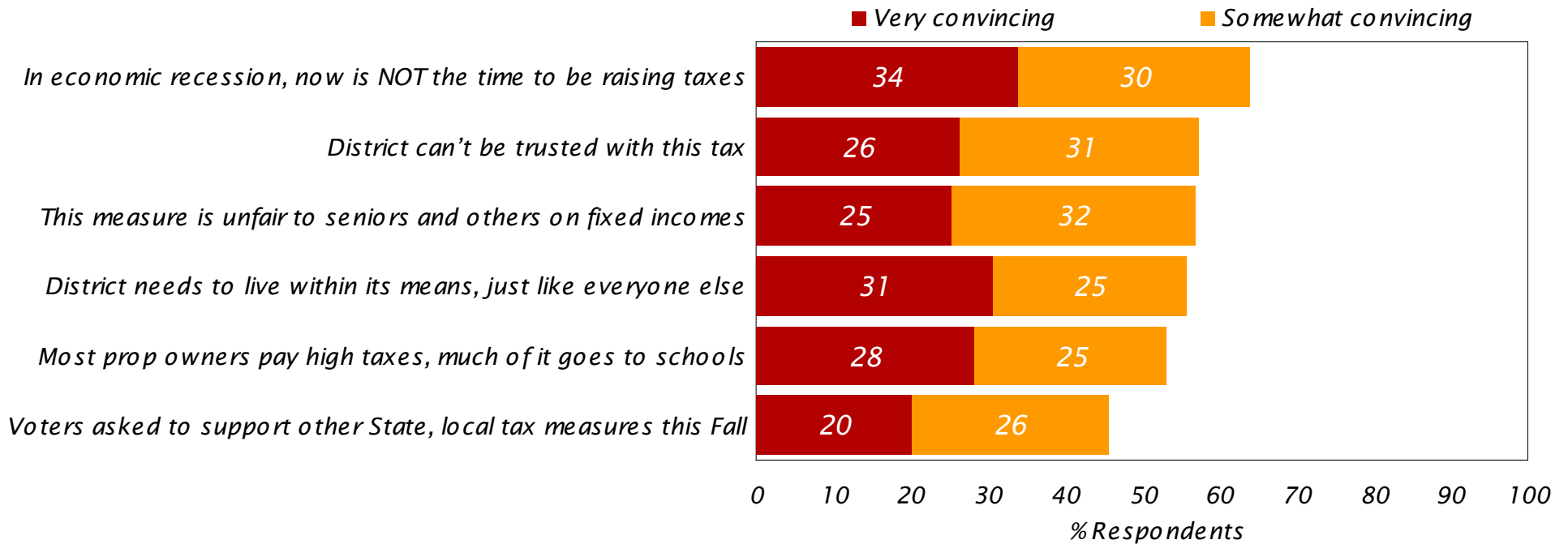
Positive Arguments



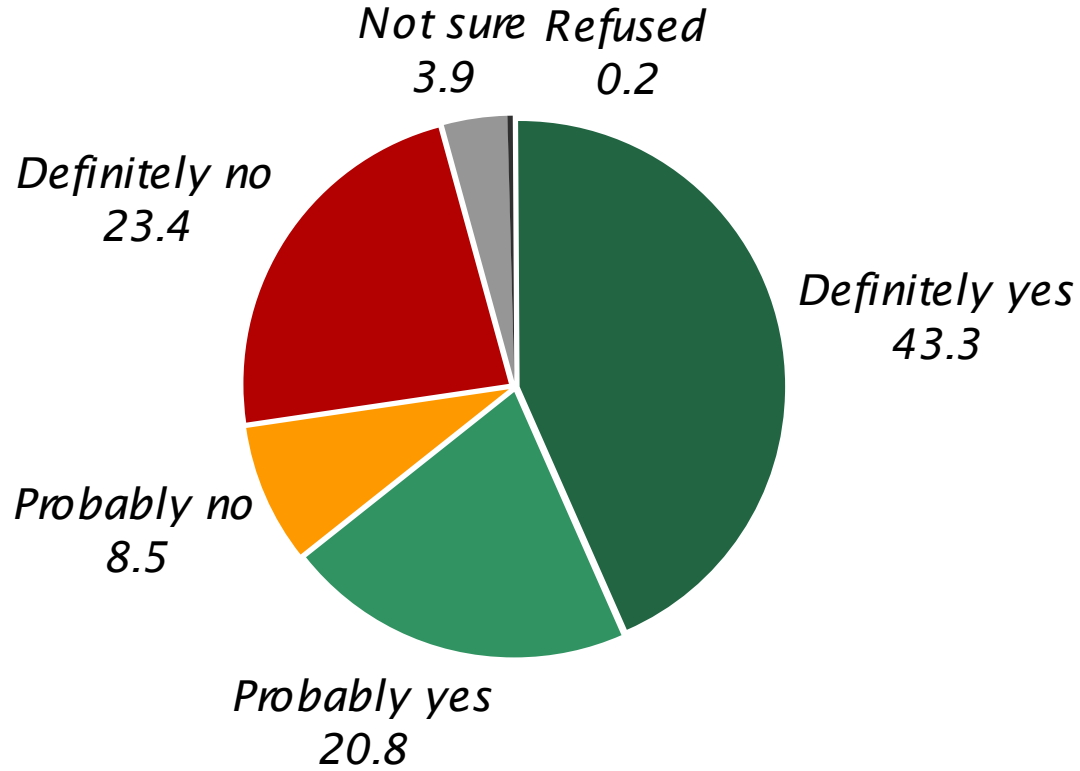
Interim Ballot Test



Negative Arguments



Final Ballot Test



Key Conclusions

- » Is a bond measure feasible? *Yes.*
 - High opinion of the District's performance
 - Maintaining the quality of education is the most important issue to voters
 - Solid natural support for a bond measure
 - District's facilities needs are well-aligned with voters' priorities