

**Board of Trustees** 

Joyce Dalessandro Barbara Groth Beth Hergesheimer Amy Herman John Salazar

> Superintendent Ken Noah

#### 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,

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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.

Ken Noah, Superintendent

APPROVED IN PUBLIC MEETING OF THE BOARD OF TRUSTEES OF THE SAN DIEGUITO UNION HIGH SCHOOL DISTRICT

BOARD OF TRUSTEES



# San Dieguito Union High School District

# **GO BOND BOARD WORKSHOP**



## 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 ± 4.4%









## **Importance of Issues**

Maintaining quality of education in local schools

Improving the local economy

Maintaining local property values

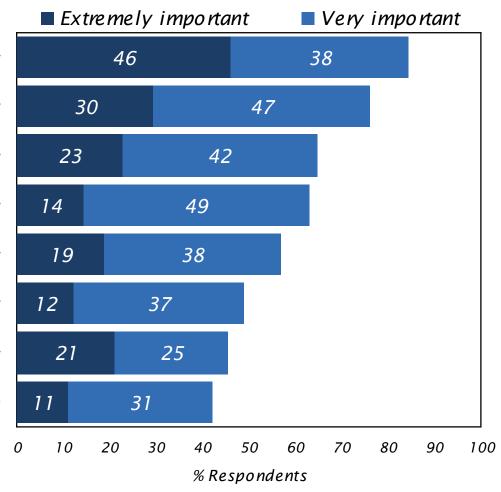
Maintaining local streets and roads

Repairing and renovating aging school facilities

Improving local public safety

Preventing local tax increases

Reducing traffic congestion











## **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 21<sup>st</sup> 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?

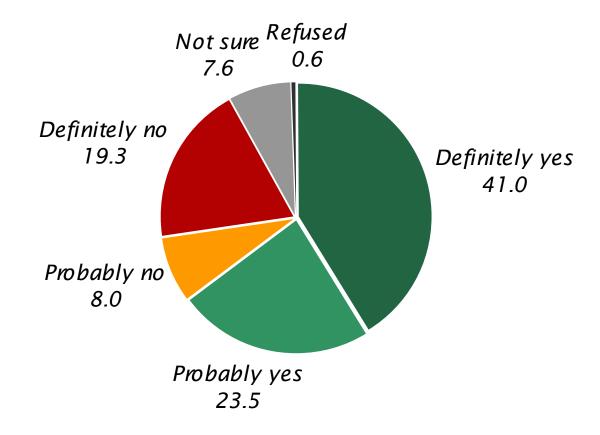








# **Initial Ballot Test**



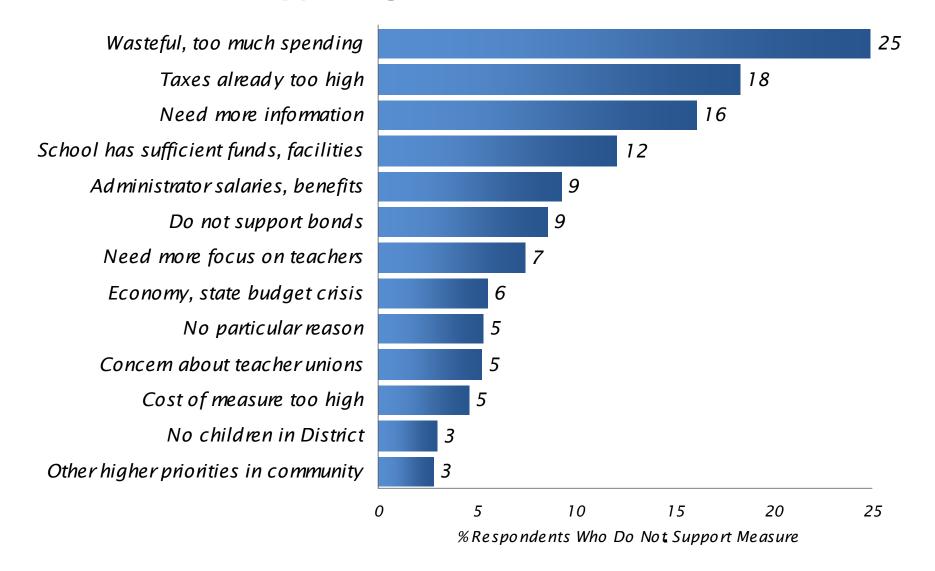








#### Reasons For Not Supporting Measure (among the 27% who would vote "No")



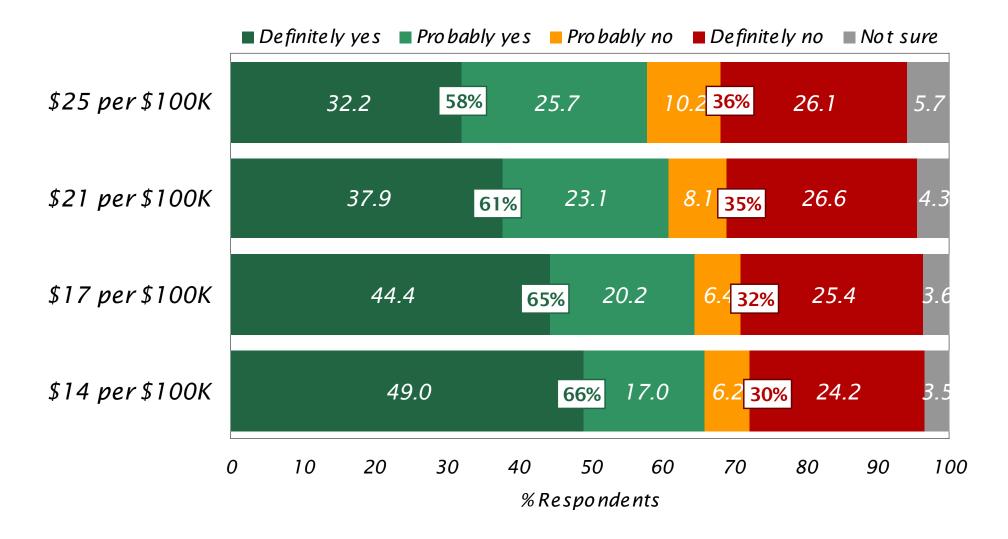








## **Tax Threshold**



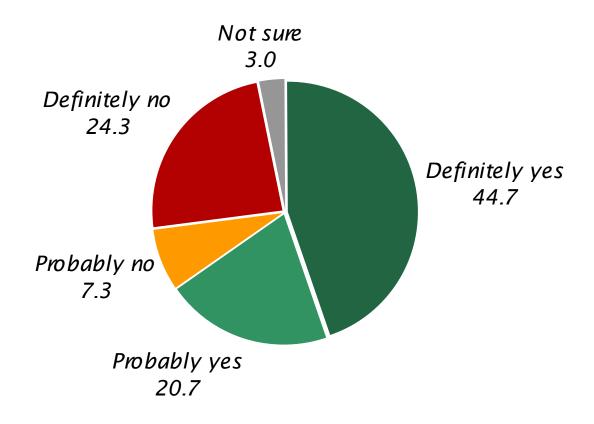








# **Support at Median Annual Homeowner Rate of \$150**



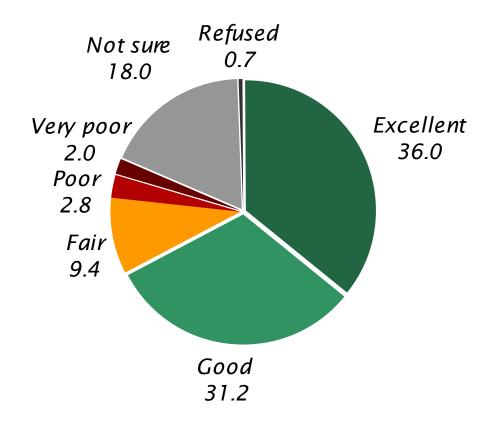








# **Quality of Education**





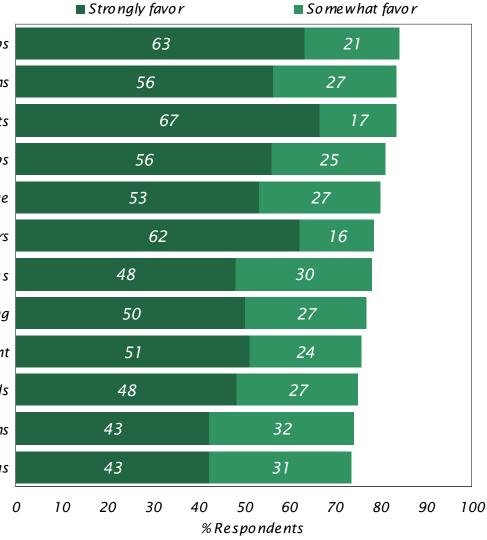






#### **Programs & Projects**

Provide facilities, equip for career, tech ed to prepare kids for jobs Repair, replace roofs, floors, plumbing, electrical systems Make funding available to protect instruction in core subjects Upgrade technology in classrooms, science labs Provide facilities, equip for career, tech ed to prepare kids for college Make funding available to attract and retain qualified teachers Modernize facilities to improve access for students with disabilities Add classrooms, labs, facilities to prevent overcrowding Remove hazardous materials like asbestos and lead paint Retrofit buildings that don't meet earthquake safety standards Improve student safety and security systems Repair, upgrade classrooms and school buildings











## **Positive Arguments**

■ Somewhat convincing ■ Very convincing All money will stay in District to support local students Good schools help protect and improve local property values Ensures students have access to ed needed for college, jobs All money to be used to improve schools in coastal N County All money will be spent on improving facilities, tech, instruction Several schools 50+ years old, don't support modern technology Our high schools, middle schools are among the best in the state Strength of our economy depends on having a skilled workforce There will be a clear system of fiscal accountability District will qualify for millions of dollars in State matching money Provides local funding to reduce impact of State budget cuts The longer we wait to repair, upgrade, the more expensive it will be % Respondents

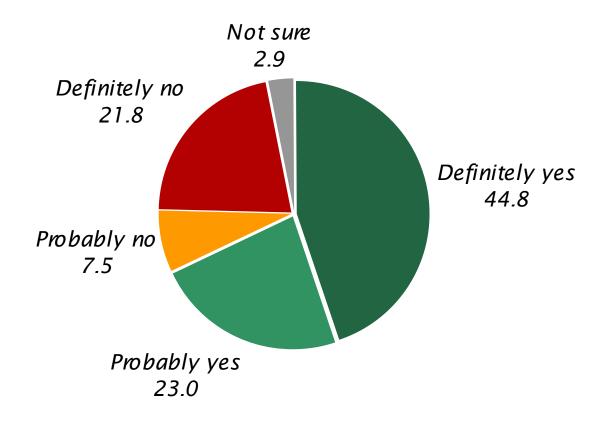








# **Interim Ballot Test**











## **Negative Arguments**

In economic recession, now is NOT the time to be raising taxes

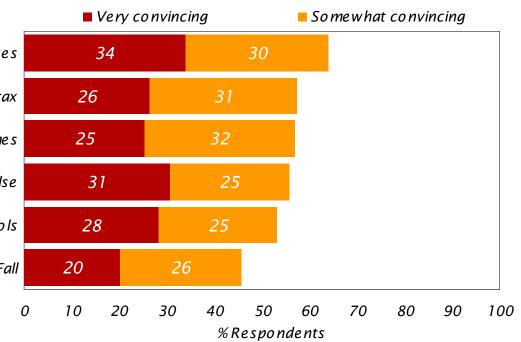
District can't be trusted with this tax

This measure is unfair to seniors and others on fixed incomes

District needs to live within its means, just like everyone else

Most prop owners pay high taxes, much of it goes to schools

Voters asked to support other State, local tax measures this Fall



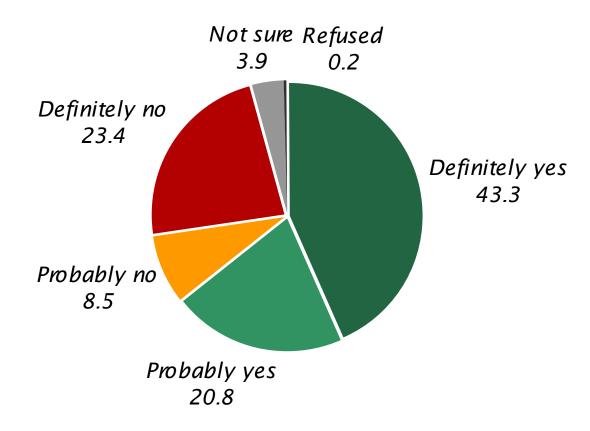








# **Final Ballot Test**











## **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





