

# Santa Clara Unified School District

## **School Board Update**

School Facilities Bond

Community Engagement & Listening Effort

February 8, 2018

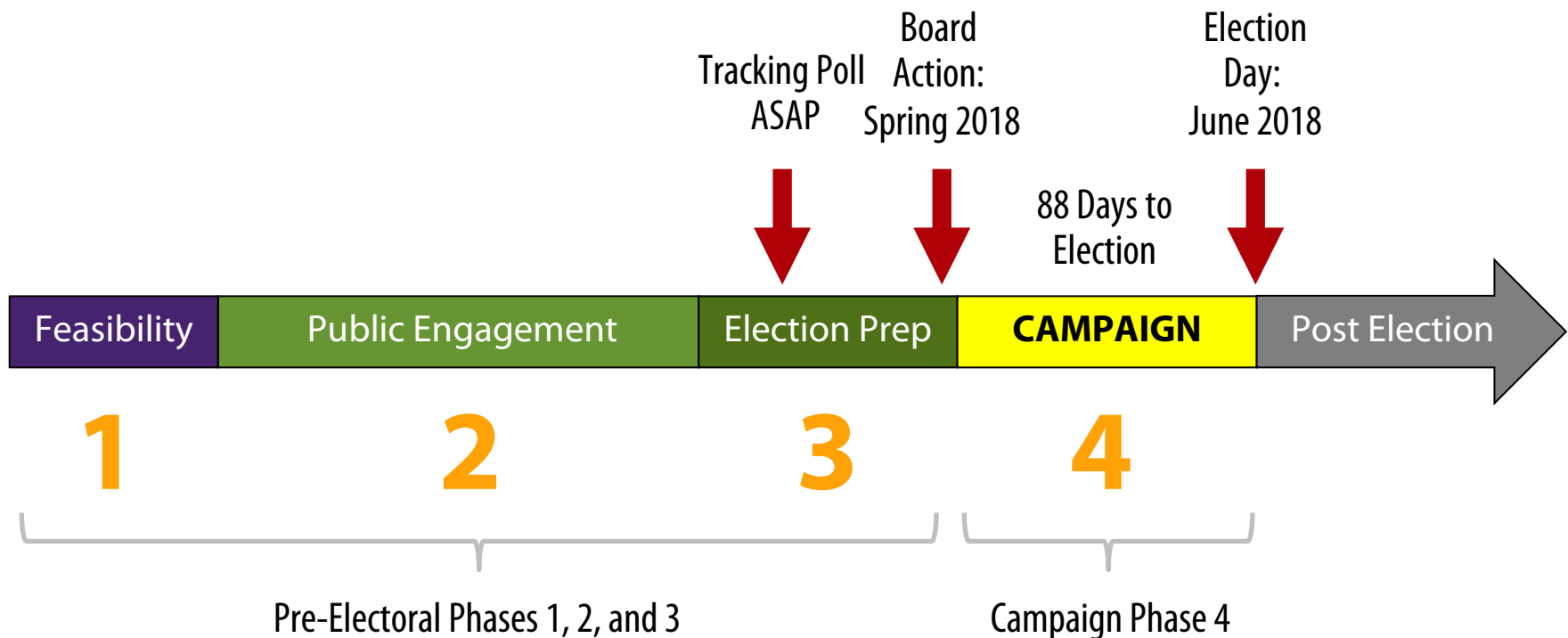
**CliffordMoss.**

# *Presentation Objectives*

- ▶ Overview / Context
- ▶ “Listening” Overview & Results
- ▶ Board Q&A / Discussion

*This is an information item. No Board action is requested.*

## Time is your most valuable resource!



## **Community Engagement** Progress Report

## **Tracking Poll Results** True North

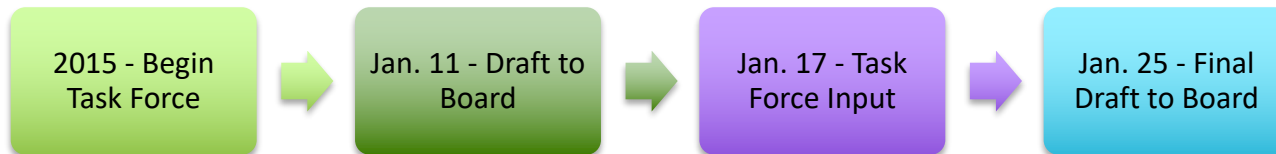
## **Review of DRAFT Resolution** Bond Counsel



## Facilities Needs Summary

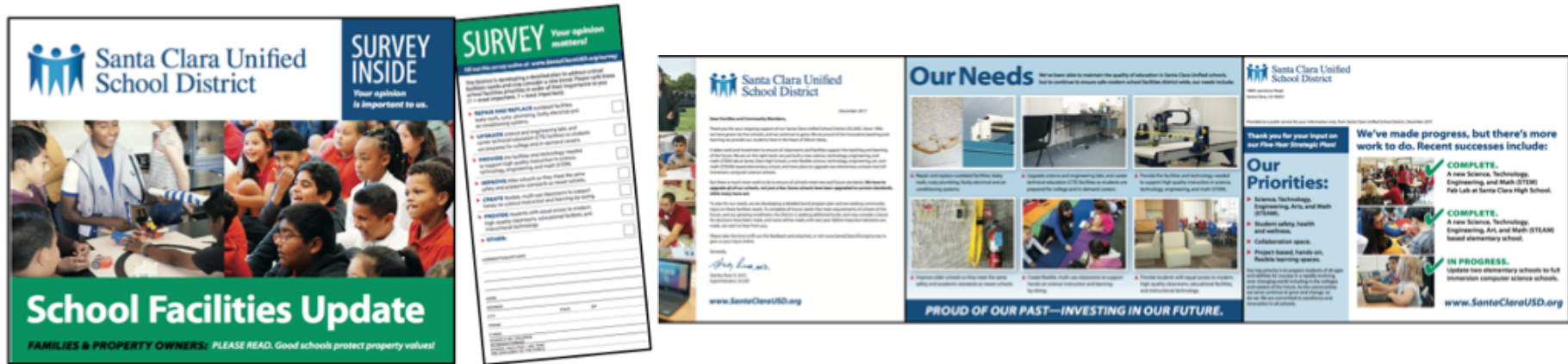
### & Facilities Needs Task Force

- Facilities needs community engagement
- Advisory to the facilities master plan



\$1.5 B identified in facilities **NEEDS**

# Community Engagement – Progress Report



- Board Ad-Hoc Committee Engagement
- Telephone Survey – **698** SCUSD Residents
- **1,416,643** Online Outreach Impressions
- Community Reply Mailer - **41,369** Households
- **Dozens** of Opinion Leader Conversations
- **406** Mailer Survey & Online Responses
- Strategic Media Navigation



# Community Engagement - Telephone Survey Results

*From a random sample of 698 residents performed in August 2017.*



## **Ballot Question Tested:**

"In order to:

- Upgrade classrooms, science labs, libraries, career training facilities, and instructional technology to support student achievement in math, science, engineering, technology, and the arts
- Acquire, renovate, construct and equip classrooms, sites and facilities to relieve overcrowding
- And improve older schools so they meet the same safety and academic standards as newer schools

Shall the Santa Clara Unified School District issue <425/875> million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrator salaries, and all money staying local?"

# Community Engagement - Telephone Survey Results

FIGURE 2 INITIAL BALLOT TEST

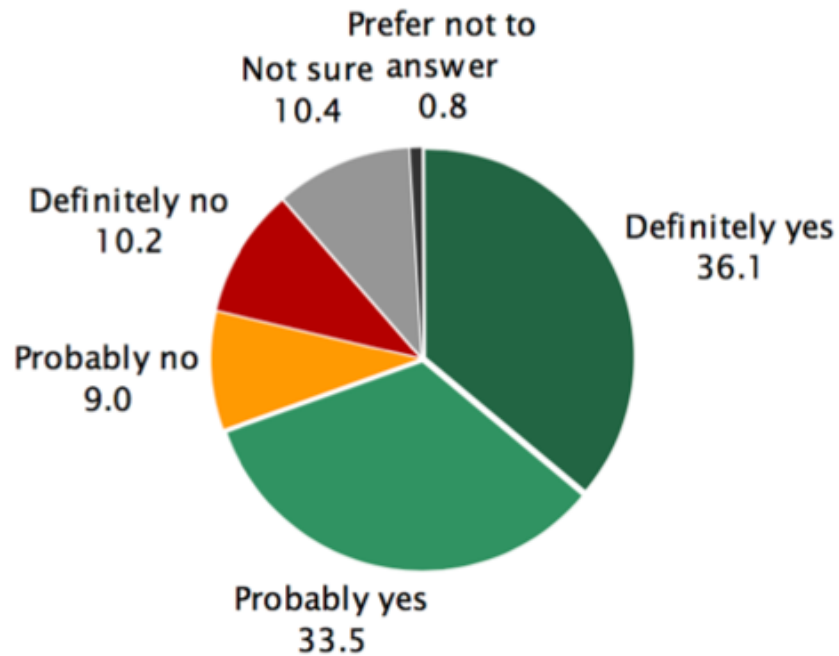
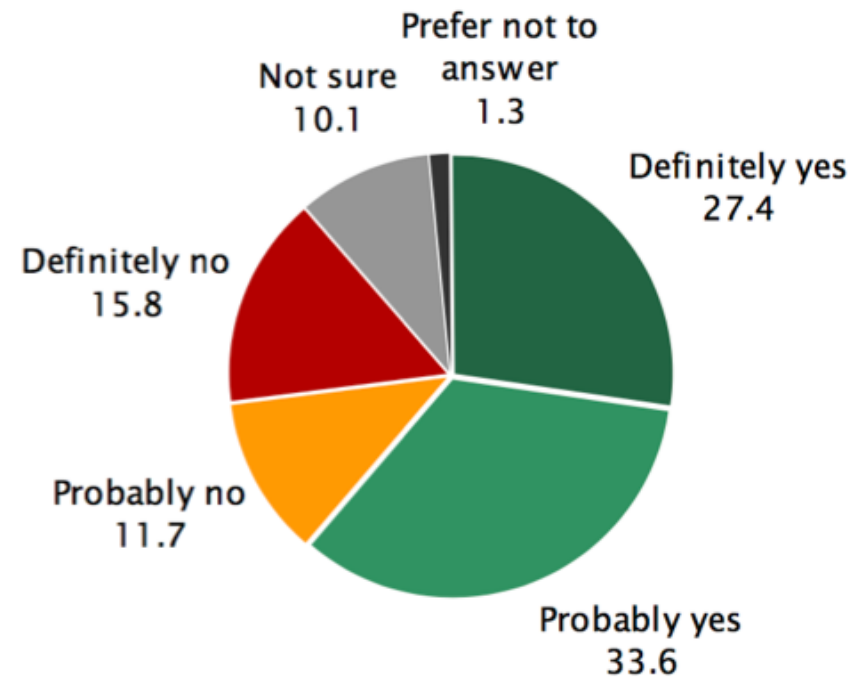


FIGURE 10 FINAL BALLOT TEST



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# Community Engagement - Telephone Survey Results

Feature	Strongly Favor	Somewhat Favor	Total Favor
<b>Top 5 Features RE facilities (School Bond)</b>			
Repair or replace leaky roofs, old rusty plumbing, faulty electrical and air conditioning systems where needed	64%	23%	87%
Upgrade science labs, engineering labs, and career technical education facilities so students are prepared for college and in- demand careers	58%	28%	86%
Provide the facilities and technology needed to support high quality instruction in math, science, engineering, and technology	58%	27%	85%
Improve older schools so they meet the same safety and academic standards as newer schools	56%	27%	83%
Create flexible, multi-use classrooms to support hands-on science instruction and learning-by-doing	51%	31%	82%
<b>Top 5 Arguments in Favor</b>			
All money raised by the measure will stay local to support our students. It cannot be taken away by the State or used for other purposes.	49%	24%	73%
This measure requires a clear system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and independent audits to ensure the money is spent properly.	43%	30%	73%
Some schools have been upgraded to current standards, while others have not. This measure will provide students with equal access to modern, high-quality classrooms, educational facilities and instructional technology.	35%	38%	73%
Even if you do not have school-age children, supporting this school bond is a wise investment. Good schools improve the quality of life in our community and protect the value of our homes.	42%	30%	72%
This measure will ensure that students who plan to go to college are prepared to succeed, and those who don't plan to go to college receive the career training they need to compete for good paying jobs.	35%	35%	70%

# Community Engagement - Online Engagement



## Online Ads



**1,416,643 impressions** delivered to SCUSD registered voters & community via:

- **1,127,870** Both desktop and mobile device ads.
- **271,664** Facebook
- **17,109** Instagram

**273** Facebook interactions through Facebook and Instagram



# Community Engagement - Reply Mailer



**Santa Clara Unified School District**

**SURVEY INSIDE**

Your opinion is important to us.



**School Facilities Update**

FAMILIES & PROPERTY OWNERS: PLEASE READ. Good schools protect property values!

**SURVEY** Your opinion matters!

Fill out this survey online at: [www.SantaClaraUSD.org/survey](http://www.SantaClaraUSD.org/survey)

The District is developing a detailed plan to address critical facilities needs and may consider a new bond. Please rank these school facilities priorities in order of their importance to you (1 = most important, 7 = least important):

- **REPAIR AND REPLACE** outdated facilities: leaky roofs, rusty plumbing, faulty electrical and air conditioning systems.
- **UPGRADE** science and engineering labs, and career technical education (CTE) facilities so students are prepared for college and in-demand careers.
- **IMPROVE** the facilities and technology needed to support high-quality instruction in science, technology, engineering, and math (STEM).
- **IMPROVE** older schools so they meet the same safety and academic standards as newer schools.
- **CREATE** flexible, multi-use classrooms to support hands-on science instruction and learning by doing.
- **PROVIDE** students with equal access to modern, high-quality classrooms, educational facilities, and instructional technology.
- **OTHER:**

COMMUNITY COMMENTS:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

DATE: \_\_\_\_\_

Reply Mailer –  
41,369 Households



**Santa Clara Unified School District**

December 2017

Dear Families and Community Members,

Thank you for your ongoing support of our Santa Clara Unified School District (SCUSD). Since 1989, we have grown by leaps and bounds, and we continue to grow. The success of this community meeting and having an open line of communication is the heart of SCUSD.

Today we are excited to share with you the results of our School Facilities Update survey. We received over 10,000 responses, and we are grateful for your input. Your feedback is critical to our planning and decision-making process. We will use your input to develop a detailed plan to address critical facilities needs and may consider a new bond. We will keep you updated on our progress as we move forward.

We are proud to be a part of the community that has made us who we are today. We look forward to continuing to work together to create a bright future for all of our students.

Sincerely,  
*Anthony Lopez*  
Superintendent

[www.SantaClaraUSD.org](http://www.SantaClaraUSD.org)

**Our Needs**

We've been able to maintain the quality of education in Santa Clara Unified schools, but to continue to ensure safe, modern school facilities district-wide, our needs include:

- Repair and replace outdated facilities: leaky roofs, rusty plumbing, faulty electrical and air conditioning systems.
- Upgrade science and engineering labs, and career technical education (CTE) facilities so students are prepared for college and in-demand careers.
- Provide the facilities and technology needed to support high-quality instruction in science, technology, engineering, and math (STEM).
- Improve older schools so they meet the same safety and academic standards as newer schools.
- Create flexible, multi-use classrooms to support hands-on science instruction and learning by doing.
- Provide students with equal access to modern, high-quality classrooms, educational facilities, and instructional technology.

**PROUD OF OUR PAST—INVESTING IN OUR FUTURE.**

**Santa Clara Unified School District**

1400 Lawrence Road  
Santa Clara, CA 95050

Thank you for your input on our Five-Year Strategic Plan!

**Our Priorities:**

- Science, Technology, Engineering, Arts, and Math (STEAM).
- Student safety, health and wellness.
- Collaboration spaces.
- Project-based, hands-on, flexible learning spaces.

We have a goal to be a premier district of all types and abilities for students in middle, secondary, and higher education. We are committed to providing a world-class education for all students. We will keep you updated on our progress as we move forward.

**We've made progress, but there's more work to do. Recent successes include:**

- **COMPLETE.** A new Science, Technology, Engineering, and Math (STEM) Feb Lab at Santa Clara High School.
- **COMPLETE.** A new Science, Technology, Engineering, Arts, and Math (STEAM) based elementary school.
- **IN PROGRESS.** Update two elementary schools to full immersion computer science schools.

[www.SantaClaraUSD.org](http://www.SantaClaraUSD.org)

# Community Engagement - Opinion Leader Conversations

128 Opinion Leaders Identified

	A	B	C	D
1	Category	Name	Title	Organization
30	Business	Ben Field		South Bay Labor
31	Business	Joe Head	Managing Director	Summerhill
32	Business	Elaine Breeze	VP of	Summerhill
33	Community			Jobe Wells - Mobile Home Parks
34	Community			Viso
				Viso
				Lands
				ornia Impressions Yahoo Group
				Renaissance
				Home Parks
				ad Resident's Association
				ent Community
				ent Community
				ent Community
				Raynor Park
				Reclaim Our Downtown
				River Oaks
				Rivermark Hub
				Rivermark Moms
49	Community	Cynthia Chen	Moderator	Rohnert Park
50	Community			Santa Clara Lions Club
51	Community	Craig Connelly		Santa Clara Senior Center
52	Community	Grant McCauley		Santa Clara Woman's Club
53	Community	Donna Marencia	President	SCUP
54	Community	Lisa Kunze		SCUP / Rivermark area
55	Community	Richard Wang		Sunnyvale
56	Community	Doug Osking		Tri-City
57	Community	Josh Howard		Santa Clara Weekly
58	Media	Miles Barber	Editor	CSI
59	Other			Youth Sports
60	Other			
61	Other	Debbie Sparks		
62	Other	Dr. Mohammed Nadeem		

## **Board Ad-Hoc Committee**

- **Jim Canova**, Trustee Area 1
- **Jodi Muirhead**, Trustee Area 2, Board Clerk
- **Andrew Ratermann**, Trustee Area 3



# Community Engagement - What We Heard

**SURVEY** Your opinion matters!

Fill out this survey online at: [www.SantaClaraUSD.org/survey](http://www.SantaClaraUSD.org/survey)

The District is developing a detailed plan to address critical facilities needs and may consider a new bond. Please rank these school facilities priorities in order of their importance to you (1 = most important, 7 = least important).

- ▶ **REPAIR AND REPLACE** outdated facilities: leaky roofs, rusty plumbing, faulty electrical and air conditioning systems.
- ▶ **UPGRADE** science and engineering labs, and career technical education (CTE) facilities so students are prepared for college and in-demand careers.
- ▶ **PROVIDE** the facilities and technology needed to support high quality instruction in science, technology, engineering, and math (STEM).
- ▶ **IMPROVE** older schools so they meet the same safety and academic standards as newer schools.
- ▶ **CREATE** flexible, multi-use classrooms to support hands-on science instruction and learning-by-doing.
- ▶ **PROVIDE** students with equal access to modern, high-quality classrooms, educational facilities, and instructional technology.
- ▶ **OTHER:**

COMMENTS/QUESTIONS

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_

CITY \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

SCHOOLS MY CHILDREN ATTEND/ATTENDED \_\_\_\_\_

SCHOOL FACILITIES I USE THAT ARE AVAILABLE TO THE PUBLIC \_\_\_\_\_

**Santa Clara Unified School District**

**YOUR OPINIONS MATTER**

The District is developing a detailed plan to address critical facilities needs and may consider a new bond. Please rank these school facilities priorities in order of their importance to you (1 = most important, 7 = least important).

	1	2	3	4	5	6	7
<b>REPAIR AND REPLACE</b> outdated facilities: leaky roofs, rusty plumbing, faulty electrical and air conditioning systems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>UPGRADE</b> science and engineering labs, and career technical education (CTE) facilities so students are prepared for college and in-demand careers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>PROVIDE</b> the facilities and technology needed to support high quality instruction in science, technology, engineering, and math (STEM).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>IMPROVE</b> older schools so they meet the same safety and academic standards as newer schools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>CREATE</b> flexible, multi-use classrooms to support hands-on science instruction and learning-by-doing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>PROVIDE</b> students with equal access to modern, high-quality classrooms, educational facilities, and instructional technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>OTHER:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

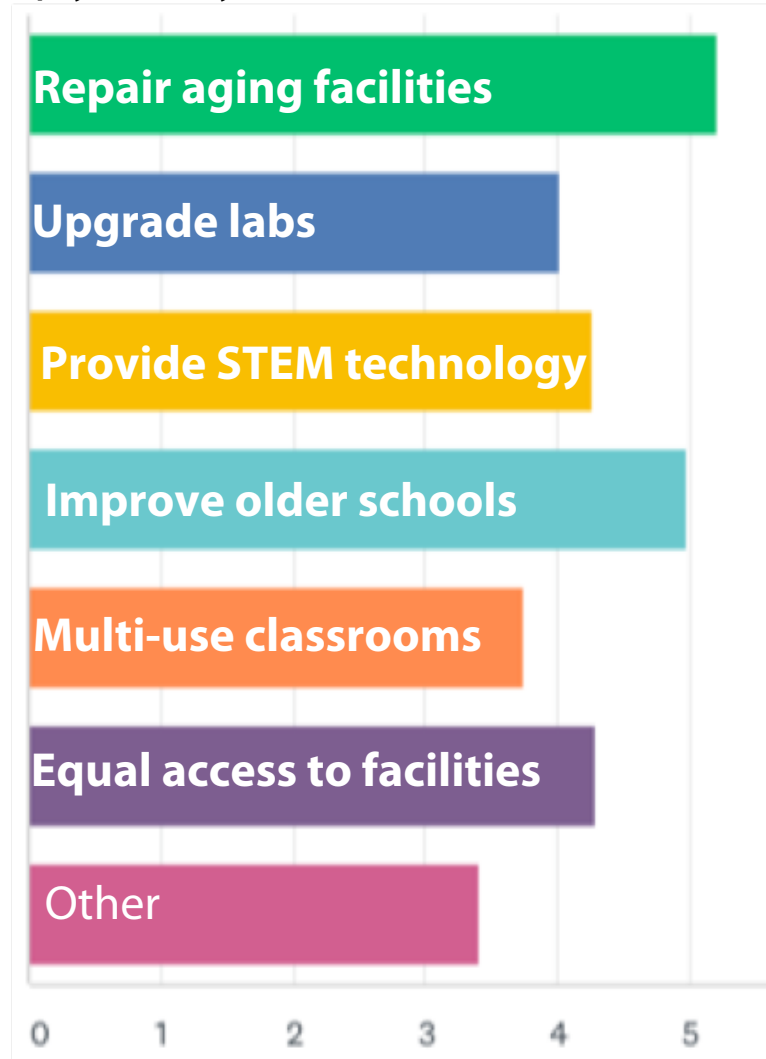
Comments/questions:

## 406 Responses

- 195 Online
- 211 Via Mail

# Community Engagement - What We Heard

Online & Postcard Reply Survey Results:



# Community Engagement - What We Heard



# *Community Engagement – What We Heard*

**In heart of Silicon Valley, we should have the best tools for teaching and learning.**

- “Our technology spaces in all schools can be upgraded, and our teachers should be the best prepared in California for STEM programs.”

**Some classrooms have been updated, but not all have. We need to adequately upgrade all classrooms in the district.**

- “Students in all of our schools should have access to the kinds of tools and facilities they need to thrive.”

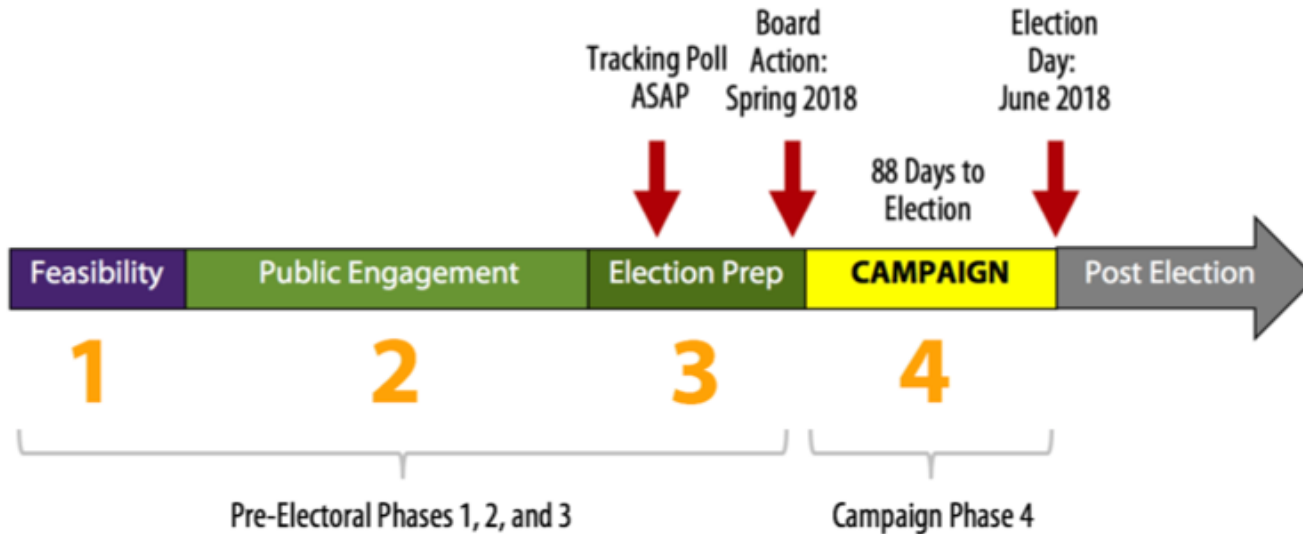
**We need to make improvements to bring our schools into the modern day.**

- “Our school safety measures can be made much better, including perimeter fencing and safety cameras, and outdated facilities – which include leaky roofs, old HVAC systems, and outdated plumbing – need to be improved to allow students to succeed.”

**There are additions and improvements that need to be made to facilities.**

- “The District is running low on space in a few schools; turning temporary classrooms into permanent ones and adding more space for certain facilities will fix this.”

# Community Engagement - Next Steps



January - February 2018

- Community Mailer #2 & #3
- Tracking Poll
- Additional Video and Online Engagement

# *SCUSD School Board - Next Steps*

- ☐ Review Draft Ballot Resolution (Tonight)
- ☐ Continue Opinion Leader Outreach (Ongoing)
- ☐ Approve Resolution Calling for Election (February 27)



**CliffordMoss.**

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Oakland, CA 94609

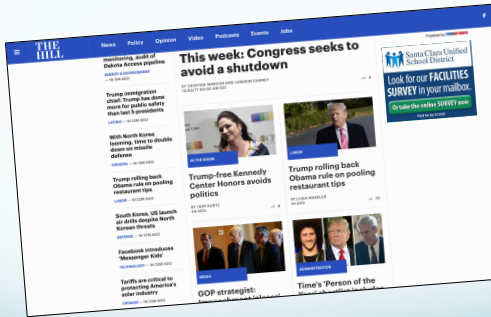
[www.cliffordmoss.com](http://www.cliffordmoss.com)  
Phone: (510) 907-3195

# Supplemental Slides

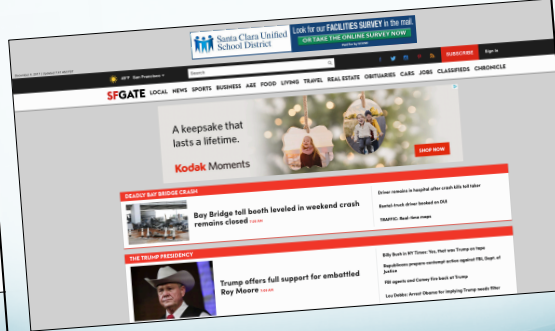


# Community Engagement - Online Engagement

Desktop Display 300x250



Desktop Display 728x90



Mobile Display 300x50



Mobile Display 300x250



Facebook



Instagram

