



School District of the Menomonie Area

# STAFF SURVEY PROPOSAL

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## Project Overview

The School District of the Menomonie Area serves approximately 3,200 students in prekindergarten through 12<sup>th</sup> grade. The District is interested in surveying staff to quantify areas such as engagement, climate and culture, and overall satisfaction and build longitudinal data.

Our research found that engaged employees are more committed, have better job satisfaction, and “go the extra mile” for their employer. They will also act as an ambassador on your behalf.

The School Perceptions Staff Survey collects data and builds insights for your staff in these key areas:



- ✓ **Academics:** We are effective in teaching and supporting our students.
- ✓ **Engagement:** I like working at this school because I am valued, heard, and can contribute.
- ✓ **Support:** I have the support I need to educate our students and work as a team.
- ✓ **Student Experience:** Students are accepted, respected, and supported at school.
- ✓ **Staff Experience:** Staff are accepted, respected, and supported at school.

Your survey can also be customized to meet your district’s unique needs. The survey would be developed and deployed during the 2025-26 academic year.

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## About Us

School Perceptions LLC is a Wisconsin-based, independent education research firm that works with school districts, regional service agencies, as well as state and national organizations. Over 10,000 schools have used School Perceptions to collect millions of survey responses from students, staff, parents, non-parents, and community stakeholders.

*For 20 years, our mission has never changed:*

**We help educational leaders gather, organize, and use data to make strategic decisions.**

## Meet Your Account Team

**Daren Sievers** is a Project Manager at School Perceptions. He will work with you to develop and deploy your survey. Daren was born and raised in Lake City, Minnesota. Prior to joining School Perceptions, Daren worked for the Slinger School District in Southeastern Wisconsin for 27 years in a variety of roles, including the last nine as Superintendent of Schools.

Under Daren's leadership, the Slinger School District consistently ranked in the top 10% in Wisconsin academically and in the bottom 10% in terms of spending on a cost-per-student basis. Daren has bachelor's degrees in Business Management and Psychology from Luther College and master's degrees in K-12 School Counseling from UW-Stout, K-12 School Leadership from Marian University, and District Administration from Marquette.



**Dr. Rob DeMeuse** is the Vice President of Research at School Perceptions. Rob will work with you to develop and deploy your survey. He also works with districts to administer student, community, and staff surveys and regularly reviews each survey to ensure content is current with up-to-date research.

A proud product of rural Wisconsin, Rob earned his Ph.D. from the University of Wisconsin, where he researched a combination of school finance, school referendums, and statistics. Prior to graduate school, Rob was a high school social studies teacher in Evansville, WI, and a healthcare software trainer at Epic.



**Dr. Derek Gottlieb** is the Senior Research Director at School Perceptions. He will work with you to develop and deploy your survey. Derek earned his Ph.D. from the University of Iowa, where he studied the hopes and challenges of implementing new teacher-effectiveness policies. As a professor of education for the past eight years, he has researched and supervised doctoral dissertations on school climate, teacher and student voice, administrator-board relations, school-community trust, and school accountability issues.



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**Scott Girard** is a Project Manager at School Perceptions. He will work with you to develop and deploy your survey.

Scott graduated from the University of Wisconsin-Madison with degrees in journalism and political science before reporting about schools professionally for a decade, including writing about referendums and school climate. Talking to students, parents, staff, administrators, and school board members helped Scott develop a passion for education and understand the long list of considerations that go into leaders' decisions.



**Cari Udermann** is a Project Implementation Manager and works with you to coordinate survey administration. She attended St. Cloud State University and Syracuse University, earning degrees in Psychology and Nursing, respectively.

Cari has worked in both the medical and education fields. While working in schools, she became aware of the importance a healthy school climate has on students' ability to learn.



**Beverly Zukowski** is a Project Implementation Manager and works with you to coordinate survey administration. Beverly pursued a degree in Early Childhood Education and earned an Administrative Credential.

Beverly's most recent work experience was at the Slinger School District as an administrative assistant and open enrollment coordinator. Prior to that she was a director of a local child development center and worked as a Program Coordinator for Kohls' Corporate Child Development Center.



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## Why School Perceptions?

Over the past 23 years, School Perceptions has developed a reputation of excellence and reliability. We take great pride in the following elements of our work, which we believe uniquely position us to meet the needs of the School District of the Menomonee Area.

- 1) **An objective and unbiased process:** Often, surveys designed and administrated by a district are perceived as biased by survey-takers. Consequently, results are questioned, trust is broken, and the entire process is undermined. By using an objective and independent firm like School Perceptions, your approach, data, and plans moving forward are viewed as credible.
- 2) **An emphasis on you:** Every school district has unique challenges. Therefore, we never treat a project with a cookie-cutter approach. We listen to you, we work with you, and we customize your project to meet your needs.
- 3) **Cost-effective:** No matter if your enrollment is 100, 1,000, or 10,000 students, our services are cost-effective. We understand the staffing and resource constraints schools face.
- 4) **Research-based and applicable:** The quality of our work will never waver. We combine extensive research reviews with our decades of experience to help you get accurate and valid data.
- 5) **Comparison data:** If 80% of your staff believe the district is heading in the right direction, is that good? Or do you have a problem? By using our benchmarks, we can provide question-level comparisons to similar schools. Rest assured, individual school names are never shared. Our software can also calculate longitudinal changes to quantify growth on a year-over-year basis.
- 6) **Proprietary survey software:** Our survey system is custom designed to meet your unique needs and has proven to be extremely user-friendly and reliable. Our software has controls to ensure each survey can be used only once. We continually review security protocols to ensure that your data is always protected and backed up.
- 7) **Ongoing support:** Gathering good data is only half of the challenge. Our team of experts will help you make sense of your data and develop a realistic plan of action.
- 8) **Dedication to service:** Technology and information specialists are available Monday-Friday, 8 am-5 pm CT. We also provide 24-hour, 365-days-per-year real-time monitoring of company servers. Our staff is dedicated and ready to help your team through each step of the process.

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## Process & Investment

### Project Management & Survey Design

- ✓ Definition of overall objectives
- ✓ Development of the project timeline with key milestones and assignments
- ✓ Assistance with survey promotion and communication materials
- ✓ Assumes two (2) hours to update/customize the survey

### Survey Administration

- ✓ Securing staff email lists
- ✓ Survey programming utilizing the School Perceptions proprietary software system
- ✓ Survey distribution via email
- ✓ Follow-up reminders for non-responders
- ✓ Print-ready copy of the survey upon request
- ✓ Daily data backup and all software maintenance

### Results Reporting

- ✓ Password-protected access for all raw data via the School Perceptions system
- ✓ Online reports, including full disaggregation capabilities

**Investment: \$3,200**

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### **Policies:**

The School Perceptions Privacy Policy ensures that all email addresses provided will only be used for your district's contracted services. Our entire privacy policy can be found at [www.schoolperceptions.com/files/SchoolPerceptionsPrivacystatement.pdf](http://www.schoolperceptions.com/files/SchoolPerceptionsPrivacystatement.pdf).

Data access is granted to the District's Custodian of Records with the ability to disaggregate all compiled data and authorize access to other district staff. Unless otherwise noted, School Perceptions will designate the Custodian of Records to be the signer of this proposal.



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## Additional Services

### Pre-Survey

#### Survey Customization

Assumes two (2) hours (included in the proposal)

*School Perceptions can work with your team to develop survey content that addresses issues and challenges unique to your school. We will also facilitate approval with your board if needed. Additional customization time is \$95 per hour.*

#### Evening Meetings & Site Visits

\$200 for virtual or \$800 + expenses for in-person

*Our projects can be completed via online conferencing and phone. If requested, we can schedule evening meetings with your team and/or school board for planning or presentation services. Site visits will be charged at \$800 per visit plus expenses. Evening virtual meetings will be charged at \$200.*

#### Survey Translation

\$95 per hour

*School Perceptions can translate your survey to help ensure equitable access for your parents, students, and/or community members. The translated survey can be made available in a paper version and/or programmed online.*

#### Prepaid Postage Envelopes/Data Entry

See below

*School Perceptions has a business reply mailing permit and can provide these envelopes at \$0.05 each. This allows respondents who choose to fill out a paper version of the survey to return it directly to School Perceptions. Our data entry team will enter all responses and comments for surveys, which are mailed at a rate of \$1.80 per survey. You will also be charged for the return postage at the actual rate, currently \$0.61 for 1 ounce or less and \$0.76 for 2 ounces.*

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## Additional Services (cont'd)

### Post-Survey

Not only are we here to help you plan and gather your perception data, but we will also help you make sense of your results.

#### Consulting

Cost varies depending on the survey type and project scope.

*School Perceptions partners with various associations and educational services agencies to help you make sense of your data and develop action plans.*

#### Overall Reports

\$750

*We can produce reports of your quantitative results to help your leadership team, school board, and/or committee make sense of data. This report allows us to assist you in developing a realistic, data-driven plan of action.*

#### Comment Reports

\$95 per hour

*Our team analyzes every comment in your survey and generates themes from these comments. These reports are an excellent complement to your quantitative data, provide additional nuance to your stakeholders' thoughts, and are highly effective at driving communications. A major theme is identified as a result of having multiple participants referencing similar issues or concerns. (\$95 per hour; we will provide a cost estimate based on total comments collected before we begin.)*

#### Comparison Reports

\$400

*We can produce a detailed comparison report (spreadsheet) for each item in the survey, which can be presented to your leadership team, school board, and/or committees.*

#### Longitudinal Reports

\$400

*Implementing School Perceptions surveys year after year that use the same questions allows you to build longitudinal data. Is the feedback from your stakeholders on the right track? Are there areas of concern? Have we improved? This spreadsheet report allows you to focus on trends, identify patterns of behavior, and see your growth or areas of need over time.*

#### Additional Analyses

\$95 per hour

*School Perceptions can crosstab your data by subgroups and provide more in-depth data analysis.*

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## Proposal Acceptance

If the costs contained in this proposal are acceptable, please sign, scan, and email to [sales@schoolperceptions.com](mailto:sales@schoolperceptions.com), and we'll get to work.

Proposal accepted: **School District of the Menomonie Area**



Signature: \_\_\_\_\_ Date: \_\_\_\_\_