

“Patron Insight told us what our patrons were really thinking about our district and about our ballot proposal. It was critical insight that really guided our planning.”

Dr. Gary Compton
Superintendent
Arkansas School District #6 (Bentonville)

Comprehensive Planning Research

Since 1992, Patron Insight has used **statistically valid telephone research** to help school districts of all sizes find out what will win at the ballot box.

We do so by getting inside the heads of a true cross-section of patrons to find out what they're really thinking about your district's performance, your ideas for your upcoming ballot proposal, and the price tag.

At the same time, we also conduct a **confidential online poll of your teachers, staff and (if you wish) your Board of Education**, so you can see if their views match what your community is thinking.

It's everything you need to know to effectively plan your next election.



What do you need to know?



Comprehensive Planning Research

The Process

- An on-site planning meeting to identify what you need to know to help your planning efforts.
- Creation of a draft survey, and as many revisions as necessary to get it just right.
- Allocation of completed telephone calls to match your district's distinct population patterns, ensuring a statistically valid cross-section of responses.
- Completion of surveys with a statistically valid sample size (usually 400 completed interviews), and fielding of a similarly designed online survey to teachers, staff and Board of Education members.
- Analysis of all data for each survey, and pinpoint analysis by key demographic and geographic subgroups, allowing you to see the differences of opinion by factors such as age and where a patron lives.
- In-person presentation of the report, plus bound and electronic copies for the district to distribute as it sees fit.

The Fees

The telephone survey fee is a “not-to-exceed” figure of \$15,800, and includes all the services described above. (The final fee is based on the length and complexity of the final, approved survey.) The online survey of teachers, staff and Board of Education members is provided at no charge with the telephone survey, meaning the school district has complete control over the distribution of results for the staff survey. (Packages are available offering discounted rates for multiple research projects contracted for during a two-year period.)

The Results

School districts that have gone to the ballot box with a proposal within six months of conducting Comprehensive Planning Research with Patron Insight have been successful more than 90 percent of the time.

References

Please tell us what you need to know through your research, and we'll connect you with references that are contemporaries in terms of district size, region, and information need.



What do you need to know?