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Moderator & Presenters

Our Moderator Was Double-Booked



Brad Paulsen (Speaker)
SVP, PK-12 Education Practice Leader, Wight & Company
Board of Education Member, Wheaton Warrenville CUSD 200



Dr. Adam Parisi, Ed.S. (Speaker)
Chief School Business Official
Park Ridge-Niles School District 64



Paul Hanley (Speaker)
Managing Director
Beyond Your Base



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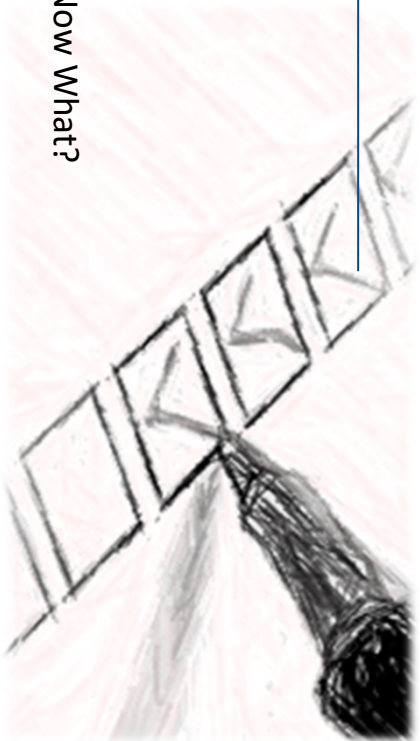
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Agenda

1. The Situation Room
2. Framework for Success
3. The Modern Voter
4. The Challenge Question
5. It's Almost May Already! Now What?



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2524
ANNUAL
CONFERENCE

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The Situation Room

- ✓ Community angst continues
- ✓ Loud voices have returned
- ✓ Funding opportunities ahead
- ✓ Known facility needs
- ✓ Social media army
- ✓ Changing voter behavior
- ✓ “Student learning” back on the front burner



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Lots of External Noise



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Framework for Success

(Any obvious strategies?)

- How do we structure our referendum story?
- What do voters want to know?
- Does perceived need differ across project types?
- How do you reinforce your WHY under their terms?

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Referendum story structure...

Problem Solution Cost Urgency Value Added

How does this benefit me?

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What do voters want to know?

1. Amount of tax increase?
2. Anticipated benefits (students, other)?
3. Oversight/transparency?
4. Use of proceeds?
5. Total cost?

- ✓ Problem/challenge (hook)
- ✓ Solution/urgency
- ✓ Issue size and tax impact
- ✓ Benefits
- ✓ Oversight
- ✓ Opportunities to comment

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 A man in a grey suit and blue tie is shown from the chest up, looking directly at the camera with a wide-eyed, stressed expression. His hands are pressed against his temples, and his mouth is slightly open as if he is shouting or in pain. The background is a solid black color.

No new school?

Safety & Security
Plumbing & Electrical
HVAC/Air Quality
 Etc.
 Etc.
 Etc.
 Etc.
 Etc.
New Schools

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Shall the Board of School Inspectors of Joliet School District Number 86, Will County, Illinois, alter, repair and equip existing school buildings, including but not limited to improving safety and security, replacing roofs, plumbing, electrical and HVAC systems, renovating science labs, classrooms and other instructional spaces, installing certain Americans with Disabilities Act compliance measures and updating technology infrastructure; build and equip two school buildings to replace the Hufford Junior High School and Gompers Junior High School Buildings; build and equip an addition to the Jefferson Elementary School Building; improve sites; and issue bonds of said School District to the amount of \$99,500,000 for the purpose of paying the costs thereof?

11

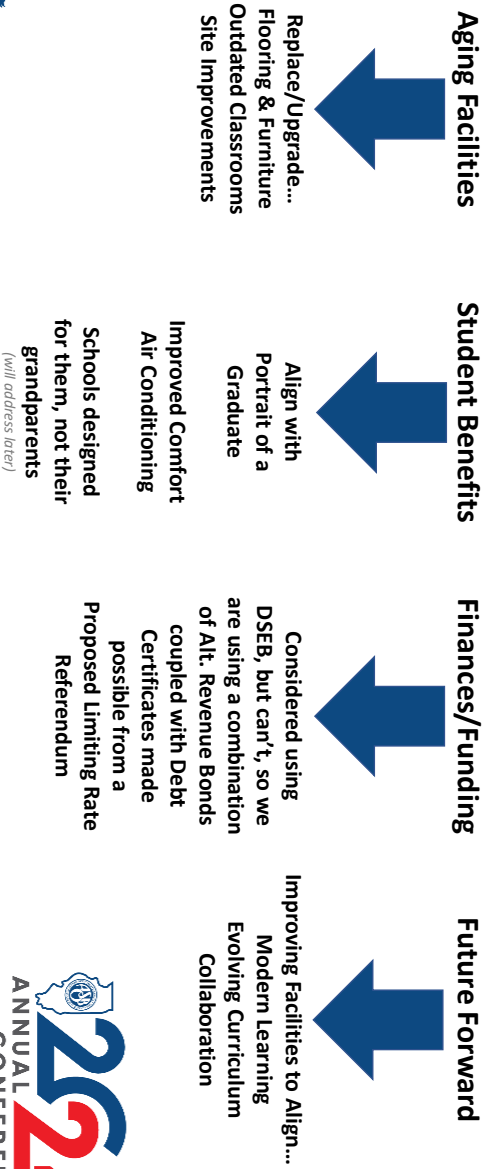
Reinforcing your WHY



under their terms

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Reinforcing your WHY under YOUR terms...



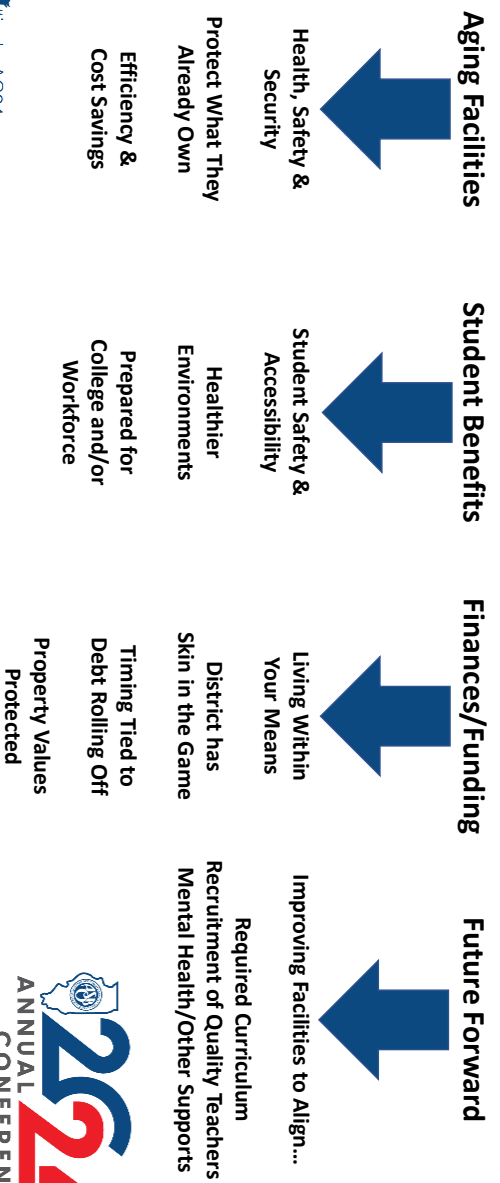
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Reinforcing your WHY under THEIR terms...



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The modern voter...

Is this a **completely** new animal?



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The modern voter...

barely reads anymore.

The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to a new study from Microsoft Corp., people now generally lose concentration after eight seconds, highlighting the affects of an increasingly digitalized lifestyle on the brain.

Researchers in Canada surveyed 2,000 participants and studied the brain activity of 112 others using electroencephalograms (EEGs). Microsoft found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from 12 seconds to eight seconds.



Goldfish...9 seconds } YES

Human...8 seconds

NO



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The modern voter...

- ✓ checks their phone 344 times each day (every "4 minutes")
- ✓ scans, but does not read, almost everything that pops up on their screen



- ✓ allocates 26 seconds on content "of interest"

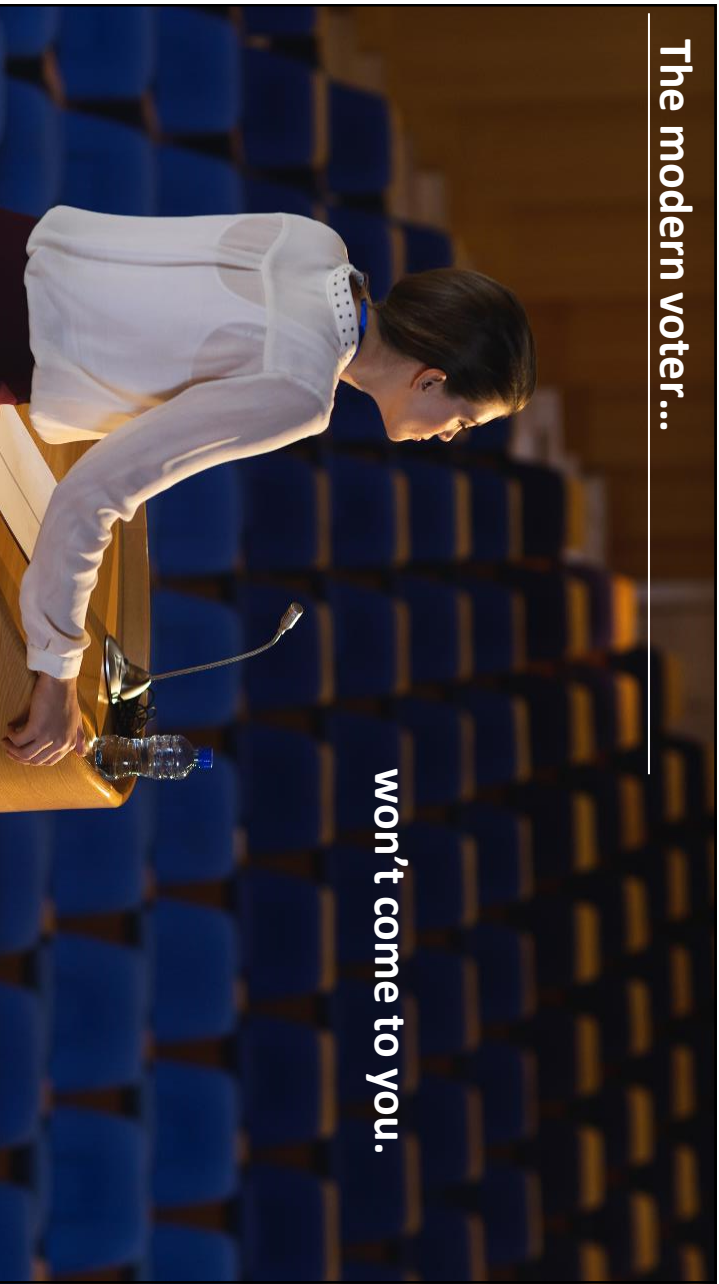
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The modern voter...



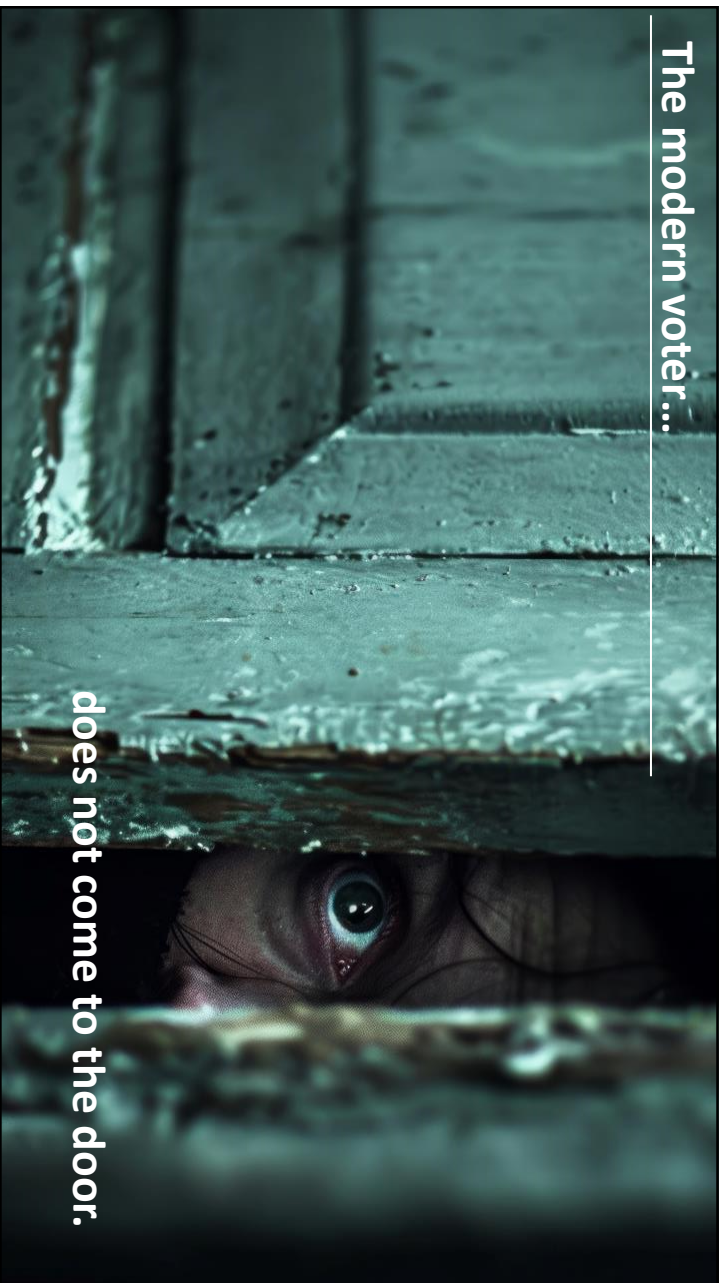
won't come to you.

18



Well, some still show up...

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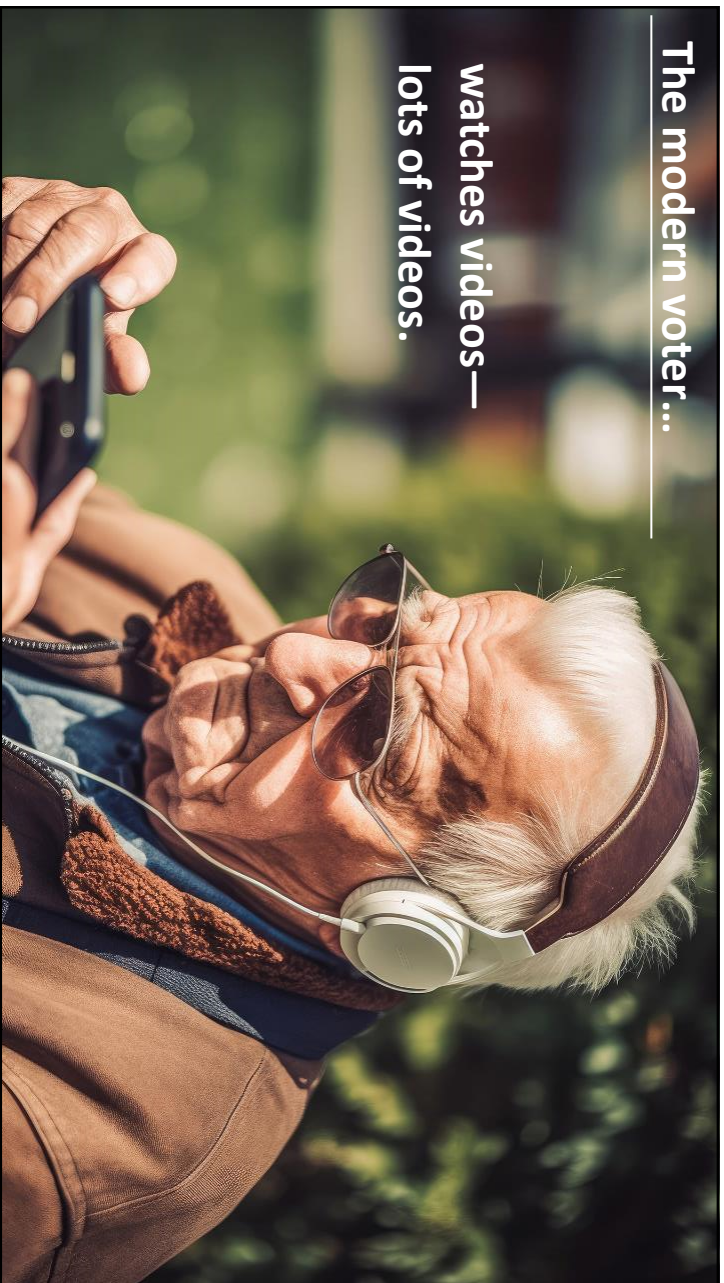
The modern voter...

does not come to the door.

20

The modern voter...

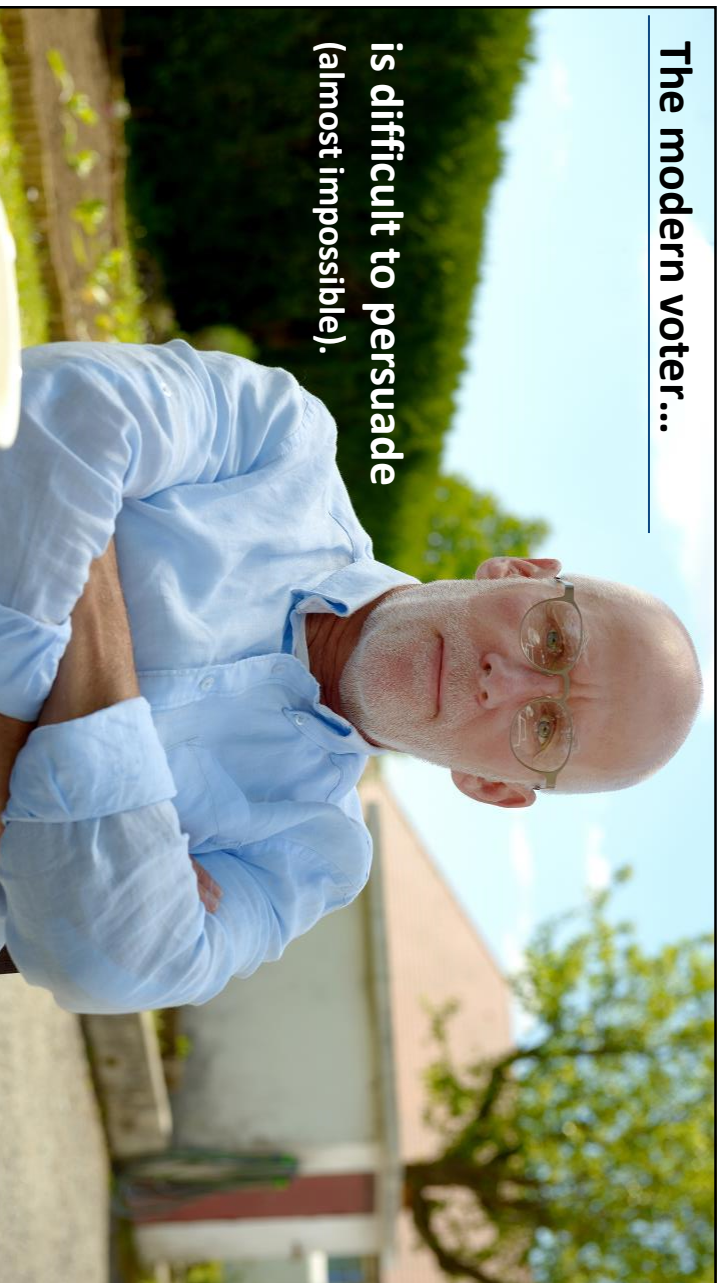
watches videos—
lots of videos.



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The modern voter...

is difficult to persuade
(almost impossible).



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An updated toolbox is needed...



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More pretty pictures, infographics, etc.

DISTRICT 11 IS NOW FOCUSED ON "PHASE 2" OF ITS LONG-RANGE FACILITIES PLAN

PHASE 1 (2019-2023)

- Approved the 2019-2023 Long-Range Facilities Plan
- Approved the 2019-2023 Capital Construction Program
- Approved the 2019-2023 Debt Management Plan
- Approved the 2019-2023 Financial Management Plan
- Approved the 2019-2023 Information Technology Plan
- Approved the 2019-2023 Public Works Plan
- Approved the 2019-2023 Parks and Recreation Plan
- Approved the 2019-2023 Public Safety Plan
- Approved the 2019-2023 Public Works and Maintenance Plan
- Approved the 2019-2023 Public Works and Maintenance Plan

PHASE 2 (2023-2028)

- Approved the 2023-2028 Long-Range Facilities Plan
- Approved the 2023-2028 Capital Construction Program
- Approved the 2023-2028 Debt Management Plan
- Approved the 2023-2028 Financial Management Plan
- Approved the 2023-2028 Information Technology Plan
- Approved the 2023-2028 Parks and Recreation Plan
- Approved the 2023-2028 Public Safety Plan
- Approved the 2023-2028 Public Works and Maintenance Plan
- Approved the 2023-2028 Public Works and Maintenance Plan

PHASE 3 (2028-2033)

- Approved the 2028-2033 Long-Range Facilities Plan
- Approved the 2028-2033 Capital Construction Program
- Approved the 2028-2033 Debt Management Plan
- Approved the 2028-2033 Financial Management Plan
- Approved the 2028-2033 Information Technology Plan
- Approved the 2028-2033 Parks and Recreation Plan
- Approved the 2028-2033 Public Safety Plan
- Approved the 2028-2033 Public Works and Maintenance Plan
- Approved the 2028-2033 Public Works and Maintenance Plan

COMMUNITY ENGAGEMENT INITIATIVES

- Approved the 2019-2023 Community Engagement Plan
- Approved the 2019-2023 Community Engagement Plan
- Approved the 2019-2023 Community Engagement Plan
- Approved the 2019-2023 Community Engagement Plan
- Approved the 2019-2023 Community Engagement Plan
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PHASE 2 HIGHLIGHTS

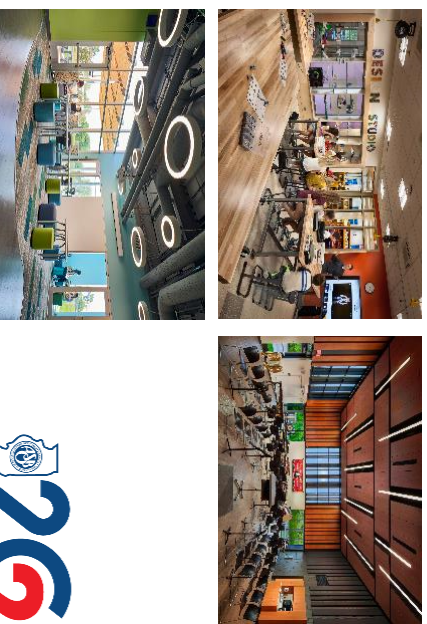
- Approved the 2023-2028 Long-Range Facilities Plan
- Approved the 2023-2028 Capital Construction Program
- Approved the 2023-2028 Debt Management Plan
- Approved the 2023-2028 Financial Management Plan
- Approved the 2023-2028 Information Technology Plan
- Approved the 2023-2028 Parks and Recreation Plan
- Approved the 2023-2028 Public Safety Plan
- Approved the 2023-2028 Public Works and Maintenance Plan
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ORIG DRIVE PLAN

Origin	Destination	Mode	Frequency	Cost	Notes
...

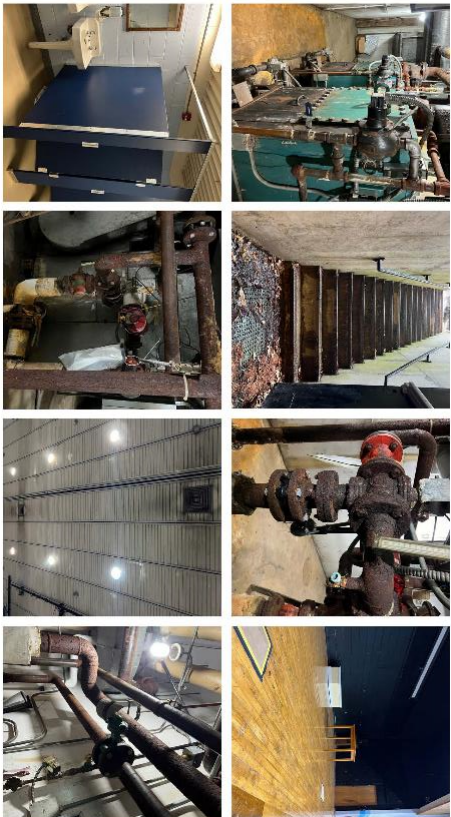
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And some ugly pictures...



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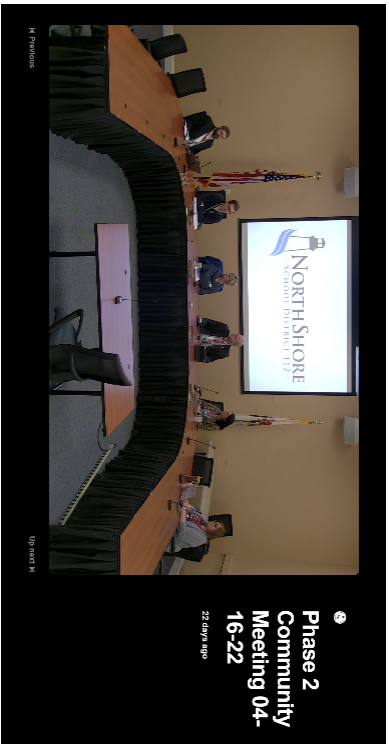
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Couch presentations (webinars)...

(livestream and recorded)



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Informational videos “on steroids”



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The Challenge Question

Will making these building improvements improve student performance?

Not possible to answer definitively...

Many variables that influence a student’s performance level including...

- ✓ Did they receive **appropriate early learning opportunities**?
- ✓ Do they have a supportive **home environment**?
- ✓ Does their **socio-economic status** give them the best opportunity for learning?
- ✓ Are they bringing **adverse childhood experiences (ACEs)** into the classroom?



“MEASURABLE OUTCOMES MAY BE THE LEAST SIGNIFICANT RESULT OF LEARNING”
Dr. Linda Mendez



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The Challenge Question

Will making these building improvements improve student performance?



We know if students are feeling **safe, comfortable, calm, connected and supported** then more effective learning can happen.

So, the question is not: *“does the building improvement academic performance?”*

Reframe the question: *“does the building provide the environment and experience to allow a student to learn and for teachers to do their best work?”*

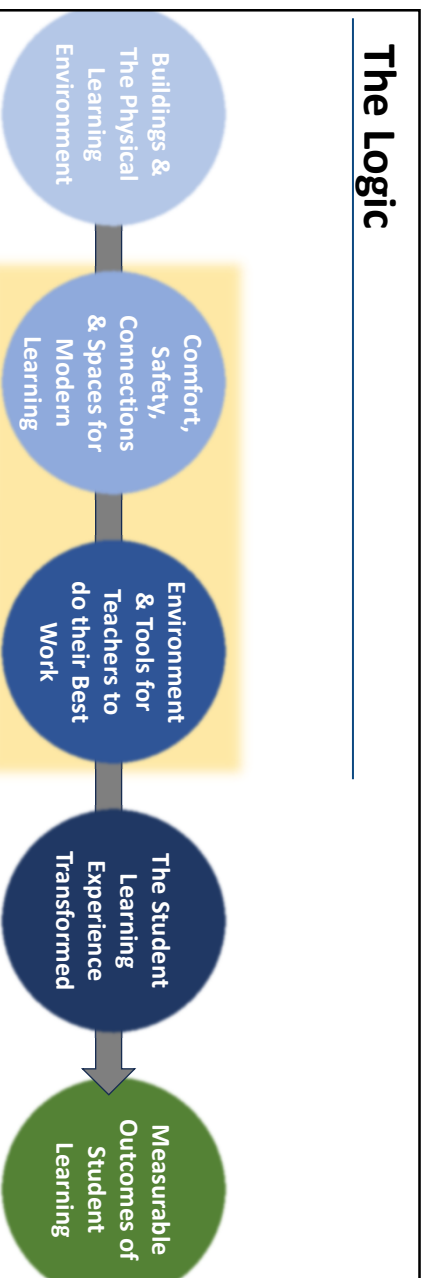
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The Logic



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Buildings are NOT neutral.

They either enable and promote positive learning opportunities and experiences or they get in the way.

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Can Buildings Help Enable Learning?

1999 Study by Heschong Mahone Group (updated 2003)
Daylighting in Schools: An Investigation into the Relationship between Daylighting and Human Performance.



21,000 school records	3 school districts
2,000 classrooms	3 states

established a statistical connection between daylighting & student performance

Students with the most classroom daylighting progressed **20% faster in math & 26% in reading** in one year than those with the least.

Students with the largest windows progressed **15% faster in math and 23% faster in reading** than those with least.

In classrooms with operable windows, there was **7 – 18% faster educational progress** than those with fixed windows.

[Click Here for Updated Study](#)



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Can Buildings Help Enable Learning?

University of Salford (England) analyzed the design of 153 classrooms across 27 elementary schools in the UK...taking measurements and making observations of several factors.

- Light
- Ventilation & Air Quality
- Complexity & Color
- Nature, Plants & Greenery
- Representation
- Flexibility
- Learning Differences and Neurodivergence
- Heat
- Acoustics/Noise
- Seating Arrangements
- Learning Zones

Good classrooms should be “designed to make attending school an interesting and pleasurable experience,” ...balancing visual stimulation with comfort and a sense of ownership.

Combined, these classroom design elements accounted for 16 % of the variation in students’ academic progress.



[Click Here for Study](#)

[Click Here for Article](#)



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Can Buildings Help Enable Learning?

2023 Study by University of Chicago
 Researchers determined school’s effectiveness based upon its impact on students’ social-emotional development, test scores and behaviors...*the most effective schools provide a welcoming environment for students, an experience that shapes their later years.*

“How safe students feel — **physically, socially, psychologically** — how deeply connected they are to others, how much they trust their teachers and their peers matters.”

“And the impact isn’t just social-emotional...it influences trackable metrics such as test scores, high school graduation rates and college attendance... *these things that feel soft are inextricably linked to these hard measures of learning”*

[Click Here for Study](#)

RESEARCH SUMMARY APRIL 2023

Investing in Adolescents
 High School Climate and Organizational Context
 Shape Student Development and Educational Attainment



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UChicago Consortium on School Research

Shanette C. Porter

UChicago Consortium on School Research

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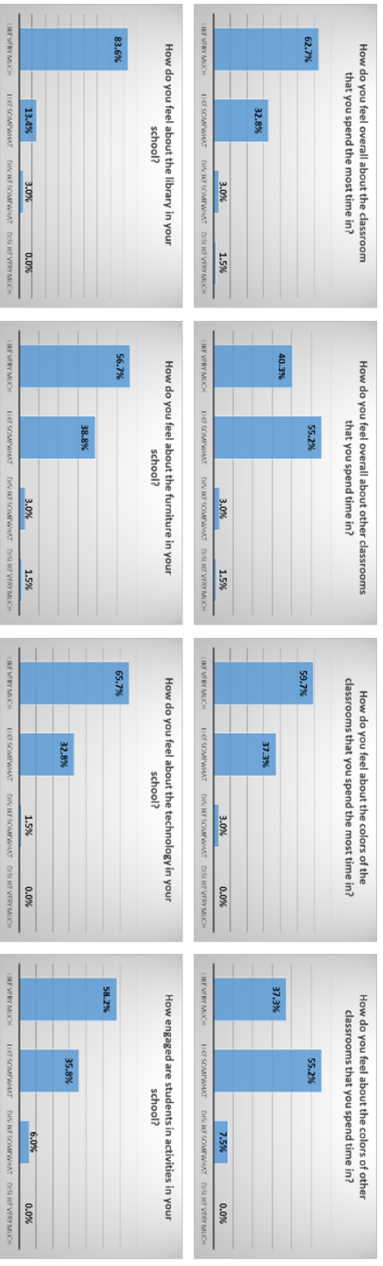
Does the Physical Environment Impact Student Engagement?

Belief...
Engaged students will learn better.

Will Key Components Make Students
and Adults (Teachers) Feel Better?

Color
Furniture
Technology
Libraries
Activities

Student Survey



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It was good enough for me!

Is it good enough for them?

book smarts	digital natives
readers, writers, and arithmeticians	collaborators, creatives, communicators, and critical thinkers
generalists	specialists
common skills	global competence
assumed to learn identically from one another	proven to learn uniquely from one another
expected to retain knowledge	expected to apply knowledge
predictable workforce expectations	shifting career expectations

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Are Buildings Aligned with Needs of Modern Students?



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Are Buildings Aligned with Needs of Modern Students?



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Are Buildings Aligned with Needs of Modern Students?

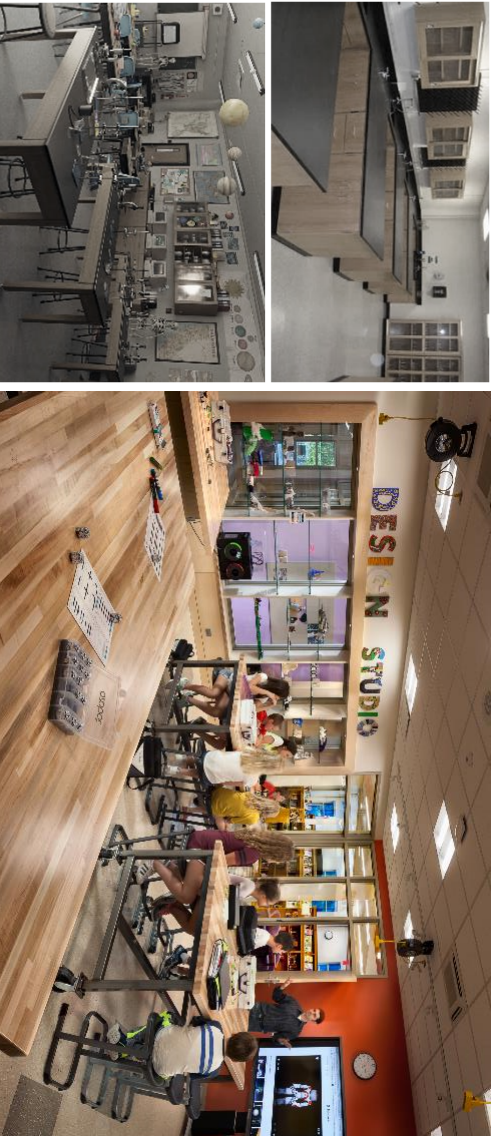


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Are Buildings Aligned with Needs of Modern Students?



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Next best action steps if November 2024

- ✓ Wrapping up “priming the pump” (Mar-May)
- ✓ Public opinion research (May)
- ✓ Refine ballot question (Jun-July)
- ✓ Adopt election resolution (Aug)
- ✓ Additional illustrations, if needed (Summer)
- ✓ Voter information pieces (Fall 2024)
- ✓ Ongoing presentations/tours (Fall 2024)



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Next best action steps if April 2025, or beyond?

- ✓ Finalize your homework (facilities/operations)
- ✓ Voter analysis
- ✓ Preliminary thoughts from BOE
- ✓ Get your financing / funding options in shape
- ✓ Assemble your consulting team
- ✓ Build your brand (consistent communications)



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Presenters



Brad Paulsen
SVP, PK-12 Education Practice Leader, Wight & Company
Board of Education Member, Wheaton Warrenville CUSD 200
bpaulsen@wightco.com



Dr. Adam Parisi, Ed.S.
Chief School Business Official
Park Ridge-Niles School District 64
aparisi@d64.org



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Beyond Your Base
phanley@beyondyourbase.com



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