Community Survey

School Perceptions LLC is an independent educational research firm that works with school districts, regional service agencies, and state and national organizations. Since our founding in 2002, School Perceptions has conducted more than 600 community survey projects, helping school districts navigate the strategic planning and referendum processes.

For almost two decades, our mission has not changed: We help educational leaders gather, organize, and use data to make strategic decisions.
After conducting more than 600 community surveys, our staff has the experience to help you through each step of your process. We strongly believe in utilizing a process that educates and builds ownership among all of your stakeholders, leading to support of the ultimate solution.

Surveys conducted by a district are frequently viewed as biased. Consequently, the results are deemed unusable, breaking trust with the community and undermining the entire process. By using an independent third party, such as School Perceptions, your process and results are viewed as credible.

Before you can write the survey, you need a good plan. Over the years, we have learned what works and where districts stumble.

Therefore, we start by understanding your history, current challenges, and future needs.

We work closely with your architect, financial advisor, and/or construction manager to understand the proposed projects and potential tax impact. Clearly communicating these facts in terms that everyone can understand is critical to your success.

We use text, graphics, charts, and images to educate the respondent while gathering the data you need to finalize your plans.

People are more likely to support a plan they had a voice in creating. Community surveys provide an opportunity to communicate your most pressing needs and gather critical data on what your community will support.
For nearly 20 years, School Perceptions has used an inclusive survey process: every community member is educated about the needs and given a voice in the planning process.

We don’t believe in conducting a random sample that excludes most residents and then bombards them with phone calls. Instead, all community members receive paper surveys. Surveys can also be taken on any internet-enabled computer, tablet, or mobile handheld device.

Our methodology allows every respondent to participate while ensuring data integrity through a one-time-use access code. This approach not only delivers a high response rate but is highly accurate in predicting referendum outcomes.

The School Perceptions team is committed to helping you through each step of the process and working with your district to develop a realistic plan of action.

Call us at 262.644.4300 or email info@schoolperceptions.com for a customized service proposal.
“The School Perceptions staff is highly professional, competent, and thorough. Their responsiveness and attention to detail made the process efficient and effective. I would recommend them to any school or municipality who needed a strong partner to help gauge community support.”

Jerry Roth, District Administrator, Evansville School District

“School Perceptions did a tremendous job working with our district! Their response rate to questions was excellent and they stayed on schedule through the entire process. The results are presented in a manner that is easily understandable and useful for our district moving forward!”

Scott Winch, Superintendent Stratford School District

“School Perceptions provided professional service the moment I called them to inquire about utilizing their products. I was continually impressed with their honesty and dedication to making the survey experience a successful one.”

Jordan Sinz, District Administrator, Wisconsin Heights School District

“School Perceptions gave us an accurate assessment of our community and allowed our school board to make a reasoned, data-based decision. We will definitely be using School Perceptions in the future when we have another survey need.”

Aaron Engel, Superintendent Gale-Ettrick-Trempealeau School District

“School Perceptions provides state of the art technology combined with old fashioned personal service. The staff quickly became part of our team and our community. The information collected was invaluable. The experience of the team allowed strong thoughtful recommendations to be shared with the Board. Their outstanding reputation is well deserved!”

Pam Streich, Superintendent Lake Mills Area School District