

Quick statistics

Survey 647676 'Middle School Branding Feedback'

Results**Survey 647676**

Number of records in this query:	2050
Total records in survey:	2050
Percentage of total:	100.00%

Field summary for Demo1

Please select the option that best describes you.

Answer	Count	Percentage
Parent (ID1)	1434	69.95%
CSISD Employee (ID2)	176	8.59%
Student (ID3)	67	3.27%
Other (ID4)	144	7.02%
No answer	39	1.90%
Not completed or Not displayed	190	9.27%

Field summary for Demo2

Select the high school zone you where you currently live.

Answer	Count	Percentage
A&M Consolidated High School (AMCHS)	872	42.54%
College Station High School (CSHS)	946	46.15%
No answer	42	2.05%
Not completed or Not displayed	190	9.27%

Field summary for Demo3

Select the intermediate/middle school zone you where you currently live.

Answer	Count	Percentage
Oakwood/A&M Consolidated Middle School (OWACM)	754	36.78%
Cypress Grove/College Station Middle School (CGCSM)	587	28.63%
Pecan Trail/Wellborn Middle School (PTWBM)	477	23.27%
No answer	42	2.05%
Not completed or Not displayed	190	9.27%

Field summary for Demo4

Select the grade levels of all students you have attending school in CSISD.

Answer	Count	Percentage
Kindergarten (SQ001)	205	10.00%
1st (SQ014)	174	8.49%
2nd (SQ013)	182	8.88%
3rd (SQ012)	222	10.83%
4th (SQ011)	239	11.66%
5th (SQ010)	425	20.73%
6th (SQ009)	378	18.44%
7th (SQ008)	443	21.61%
8th (SQ007)	347	16.93%
9th (SQ006)	247	12.05%
10th (SQ005)	259	12.63%
11th (SQ004)	195	9.51%
12th (SQ003)	188	9.17%
Not completed or Not displayed	178	8.68%

Field summary for Demo5

For any students you have in Middle School, please select which, if any, extracurricular activities in which they participate.

Answer	Count	Percentage
Athletics (Volleyball, Football, Basketball, Track, Tennis, Golf) (ATH)	650	31.71%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	493	24.05%
Cheer, Drill Team, After School Clubs (CLUBS)	246	12.00%
Not completed or Not displayed	190	9.27%

Field summary for Feedback1

If your student were zoned to AMCMS and then to College Station High School OR if he or she were zoned CSMS then to A&M Consolidated High School, how important would it be for that middle school to have an identity that is not a direct reflection of one of our high schools?

Answer	Count	Percentage
Answer	1078	52.59%
No answer	111	5.41%
Not completed or Not displayed	861	42.00%

ID	Response
19	Important.
20	On a scale of 1-10 I'd say 6
24	Don't want this split. Athletics would be greatly impacted. Coaches must be able to coach their style at middle school level to then carry on to high school.
26	Moderately importance
27	Not important at all. Kids don't care about that!
31	Not important at all!!!!
32	I believe that putting that much money into rebranding the schools could be spent much more wisely. If the students cannot handle that adjustment, they aren't going to be prepared for actual problems in the world.
34	Not that important.
35	As a family we like the idea of the middle school identity being reflected toward the high schools. It gives the middle school kids a sense of belonging to a group of students they look up to and when attending athletic games and fine art attractions they simply show their support for the upper classmen and look forward to attending high school.
36	Not important. My students appreciate the junior identity...knowing they are growing into a high school.
37	I think it would be very important
40	not important
42	Very important
46	Important
47	If the 3 school split solution is not going to be revisited (as I think it should) so that we have two feeder middle schools and one 50/50 middle school, then I can understand the need for rebranding IF and only if the District can afford such a thing.
49	None.
55	no significance
56	Not at all important.
57	Not important
58	It would be nice to not have a direct reflection, but I don't think it is worth thousands of dollars to do it.
62	semi-important
63	Extremely
65	I don't think it matters. Depends on cost to rebrand everything. Perhaps a change could be made at the 2 existing middle schools over a long duration. Ultimately, I don't care if the mascot and colors match the high school my child will attend or not. At all.
67	How about you revisit the split and then you won't have to deal with this nonsense and waste of our taxpayer dollars!!!
70	I support middles schools having a separate identify from the high schools. It's important for students to feel welcome in any new school, and strong ties with a particular identity/school would harm the cohesiveness of the high school and smooth transition.
74	I think it's more important that we don't have to pass TWO middle schools to take our kids to a different middle school further away regardless of brand identity. It's middle school. It's high school. Not trying to over think anything here just giving my opinion.
75	It really doesn't matter
77	I think it is important for the identity of the MS to NOT directly reflect the HS identity if there is no direct feeder path where only 1 certain school feeds into only 1 certain other school.
79	Each of our students knows and WANTS to be associated with the high school they have always been assigned to. It is not only a HUGE waste of taxpayer money, but an insult to our

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	students who have grown to love and have a connection to the high school, and mascots they so love.
81	It wouldn't matter to me. It's more of a legacy thing. With the addition of Wellborn Middle School they will all be different anyway.
82	I think consistency between the schools is important.
83	Kind of important
85	Not important at all.
86	It would make no difference. The elementary and intermediate schools all have their own mascots. My children do not spend time promoting that mascot or color scheme in their daily activities. I do not believe middle school students are going to define themselves or their wardrobe to a color scheme and mascot attached to 2 years of school.
88	I think the middle schools should have their own identity. But, I also think that the High schools should continue to attend and facilitate and coach and instruct those students who will be attending their high school. This is an invaluable resource and help!
89	It has no importance. ZERO. This is the dumbest thing in the world.
91	I do not think my child would care.
94	It does not matter to me if the mascots and colors are similar. Just make a culture change at the intermediate and middle schools and stop having them support one high school over the other for athletics, fine arts, UIL academics, etc. Encourage them to go to all events at both schools.
95	I think it would be important to give the middle schools their own identity through school colors and mascots. School spirit is important! However, as boundaries diversify students, each school should have its own identity to stand alone. Then we can unite as a community to support all College Station schools.
96	It's not important, either way.
97	Not important at all
99	I strongly feel an identity to one of the high schools is extremely important. It is a great source of pride and building on a tradition of excellence that should be given to these students as early as intermediate.
101	Not important
102	Very important
104	I don't know.....we have 5 kids, 2 who have already graduated, and we all liked having AMCMS linked to AMCHS. Honestly, I would rather seem AMCMS feed into AMCHS, CSMS feed into CSHS, and Wellborn be split between the two. With as many kids as we have, it has gotten really tiresome for the zones to keep changing around.
108	They should have a direct reflection...I am against the change
109	I can see both sides. I currently have a 7th grader at CSMS and she does take pride in athletics knowing that she will be attending CSHS. But at the same time I understand that there will be 3 middle schools and only two high schools. I guess my question would be, will there be a 3rd high school that would be attached to a middle school
111	Not important
113	Don't care about the branding. I care about the quality of education.
115	Not important
118	Not that important. I am more concerned with the education rather than branding.
120	Not important.
121	Very important-the issue for me at this point is that we have two students currently at CSHS and my little ones have been looking forward to going to the same school. Changing schools would be a much bigger issue that changing the logo
122	I think it is extremely imports. The middle schools should take into account that students can go to either school and not have a specific feeder pattern. We have been somewhat ostracized for making it publicly known at CSMS that we plan to go to Consol. Athletics is the worst!!!! Take the approach larger school districts have, we are now large!
123	I am a district employee zoned for CG, CSM, and CSHS. Currently I have my child at Pecan Trail and will have him go to Wellborn middle. This is due to the attendance of the new schools have a lower number of students.
124	I don't feel that it should be to important for them to reflect differently, however we all know how cross town rivalry goes. Could this cause an issue between the kids in high school?
125	Not important at all
127	I think that any student would be proud of what ever logo goes with the school. Almost all schools have something that is similar to the others in one way or the other.
128	Very important! I think if there is not a complete vertical alignment, there should be NO replication or connection with mascots.
131	i think it is 2 years and they do not need their own identity...the students will adjust just fine
132	Not very
133	Very important to have an identity that reflects!

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136	I think it is very important not to be identified with the High school if they are different.
138	I don't see that it matters
141	I do feel this is going to be a factor as the middle school colors & mascots reflect the high schools they are currently zoned for. Further, the MS athletic programs are fully vested in their designated high schools through summer camps, pep rallies, school events, etc. This actually even starts as early as elementary school in the CSISD.
142	I feel this is very important. My children are currently zoned in K-8 schools in south CS; but are zoned for AMCHS. Right now, the CSHS students attend my elementary and intermediate schools for various reasons. My children are inundated with Cougar spirit - this is unfair to them bc they will never be Cougars as long as the zones stay like this.
144	Not important.
145	It is very important. We have created a culture of either the "purple school" or "maroon school" My daughter was one of those impacted by the rezoning. She was at CSMS and we got rezoned to Consol. NO consideration was given to those kids. The only high school visit offered was to CSHS. Very disappointing!!
146	Not at all
147	Very important
148	Not important. They do not need to be the same and they do not need to be different. It's unimportant.
150	Not important...in fact I think they should have an identity that reflects the high schools. I also STRONGLY believe that the 80/20 splits will detrimentally affect the schools and that the district should go back to the 100-100-50/50 split that would create a sense of continuity with the schools.
151	I think it would be a good idea to have the middle schools different from the high schools. It gives them an identity.
154	Not important at all. As a school district, CSISD has reached a point where an individual identity should be developed for each individual school campus - intermediate, middle school, and high school. Each elementary school has a unique identity. We need to remove the "path of attendance" mentality that was so apparent during the last rezoning.
155	Somewhat important
156	Very important that every school have it's own identity
158	Not important
164	Personally my family and our child does not consider a mascot or school color that important in her education. I would hope our time and energy is focused on other areas of school. Have people allowed their children to be that sensitive to what the school color or macot will be. I think it's silly!
165	Not important at all. I don't think a middle school has to have the same mascots as the high school. I think the money can be better spent on teachers and furthering education purposes rather than going through extensive mascot changes. This will not effect my child's education at all which is the whole point of public education.
167	The same level of top education between all schools is my most important requirement. That being said, I can see the significance of rebranding these schools as a positive for students and parents, especially with the addition of the new Wellborn Middle School, much like the elementary have done. Kids wouldn't feel like an "ex" something.
168	I would think it is very important and I would encourage a separate identity for all of the middle schools rather than have the same identity as the local high schools.
169	Very important. Next year I will be in a different zone to where my daughter's will attend AMCMS and Oakwood and my elder children will both be at CSHS.
171	I think an inconsistency in identity could lead to a student not feeling connected to their high school. Feeling connection is important, because that can change how they perform in class and how they choose to behave.
173	not important
174	It is not important. Until this survey arrived with the logos side by side I didn't realize how strongly they were connected. I do not think my students have noticed this either.
177	Not overly important....it's just colors and a mascot. Each school has it's own identity created by the staff and students that goes beyond those 2 minor items.
179	It is important to the kids to have pride in their school. I own a bunch of maroon clothes to cheer the Aggies, now I am buying a bunch of purple clothes to cheer my son's high school
182	I would actually like to see continuity and feeder patterns in CSISD. With a third hs opening in our future, and 3 middle schools, might this work?
183	NONE
185	Not important at all! Use this rebranding money to improve education!
187	I don't think it matters that much. It's easier for the parents to buy new gear then the school to buy new gear

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189	Moderately important.
190	Not important
191	I couldn't care less about the identity of the school, the mascot or the colors. My kids don't care either. We believe as a family that whatever you are spending on this deal could be spent elsewhere. One example is the ridiculous gym clothes and gym bag my daughter received at the beginning of the year, her shirt has a giant hole in the front.
193	I don't like the idea of rebranding the schools nor of the 80/20 split. I think that neither is wise nor long term focused. I would much prefer identities be kept and that students from AMCMS and CSMS track 100% to the high school they are currently tied to. I would prefer only the 3rd middle school to be split 50/50.
194	To be honest that you guys are worrying about this kind of minutia. I'd rather the effort be placed on teaching our kids and lowering our property taxes...
195	Zero, absolutely zero, importance.
197	Doesn't matter. I'd rather the money be spent on items for education. When the kids are finished with school, they are not going to look back and think, "gee, I wish I got to wear more colors." This seems to be more driven by some adults that are jealous of the new school getting to develop their own "brand" and want the same for themselves.
198	Some what Important
199	Doesn't matter.
200	Somewhat important
202	It wouldn't be very important to me at all. I think my daughter could make that mental transition pretty easily.
205	None
208	I don't think this is really an issue. I think we are wasting money on rebranding AMCMS and CSMS. This is more for certain parents than the kids themselves.
209	Zero. I think the board has gone way too far with assuming it makes any difference. You go to the school and cheer for what it is. I didn't get upset that my high school was not known as the aggies even though that is where I went to college. Our taxes keep rising at an alarming rate and we come up with something as ridiculous as this to blow \$
210	To me, the middle schools should be branded independent of the high schools - just like the elementary schools have their own brands. Consistent with this, if my child were in this situation and the middle schools had their own brands, this would be a non-issue. I don't think this is hugely important, but seems like a good time to rebrand.
211	Not important at all.
214	Not important. We have bigger issues than this.
215	none
218	I think the middle schools should have their own identity, separate from the high schools.
220	Not at all. Rebranding costs a lot of money that could be better put to use. In my opinion, rebranding is a COMPLETE waste of money and time.
221	very important
222	Not important.
234	My children have since graduated but even when they did attend CSMS, they did not concern themselves with the branding and how it relates to the high school. From what I understand, the elementary schools have their own brand and colors that are not tied to middle schools. Why is this so important?
223	It couldn't matter less to me. This seems like a really silly issue
224	Not important.
225	My son does not associate the mascot / identity of the MS to that of the HS. It's just not on his radar.
226	Rebranding would be a waste of time/effort/money. Education and extracurriculars are important, rebranding is not.
228	Not important at all. Students can identify with whatever identity that is present at the campus they are attending. These kids participate in a variety of activities in and outside of school. They are used to playing soccer for a team called Dynamo, then running track as a cub, in high school they will adjust just as they do now.
230	Not important. The school's mascot is not a major factor in my child's education.
238	Completely and totally unimportant
241	Not important at all. Kids adjust, parents adjust. Money can be better spent elsewhere.
243	Terrible question and very misleading.
244	I don't believe this matters at all.
245	Very
246	It's a huge mistake. The first thing our district needs to do is to re-visit the split. It is not necessary to split all 3 schools and frankly we cannot afford any type of re-branding. I believe our schools need to be 100-100-50/50. We need feeder patterns in order for our kids to feel connected and grow in such a way they can be competitive.

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247	Not important.
250	Not very important
251	School identity is over-emphasized, to the detriment of our students. Creating a "us versus them" perspective for an arbitrary division and encouraging students to tie their personal pride to football success is a horrible tradition in Texas schools. It is not ok! If they are a tiger one year and a panther the next, maybe it is better.
253	Not important
254	None what so ever
256	I think it's more important to the student than me as a parent with a 5th grader. But it only makes sense to keep the identity the same or completely use different ones for the middle schools that don't relate as far as the mascot and colors.
257	Not at all. I would rather funding be spent toward academic enhancements than re-branding. I spoke with my children, and they truly don't care, especially since they have already had to switch zones once and have friends attending both zones. Even if you re-brand, the kids will know who is zoned to which high school.
259	If there is indeed going to be a division of the high schools at both middle school campuses, then it would seem to me that the middle schools should have their own school colors and mascots. I'm not sure why it wasn't done that way to begin with. In my opinion, it's like the younger sibling who's only identified by who their older sibling is.
260	I think it is important to them as it gives them an identity. It helps them bring up morale or take it down.
262	At AMCMS, even though we were the same color as Consol, we felt like our own entity. We were wanting to do the best for our school & didn't let the thought of Consol factor into it.
263	If you had a direct reflection from middle school to high school then you would have more loyalty and cohesiveness.
264	Not crucial but it might be more interesting and also reduce rivalries/divisions.
266	Whatever you do there has to be continuity in athletic and elective programs. Splitting schools will make it where high school coaches/teachers have not vested interest in making the junior high school programs successful. You would be in essence training your adversary.
268	It doesn't matter to me either way.
272	Somewhat
274	To us it wouldn't matter, he or she will have to adjust.
276	Very
278	Seems like the right thing to do.
279	It seems most logical to have the middle school NOT match the high schools since all 3 will split. There is such a strong purple vs maroon vibe that really begins as early as intermediate school and re-branding would help leave that rivalry at the high school level only.
280	The boundary lines and attendance should provide as much continuity as possible. While it's not always possible to do so in a larger school district, allowing the kids and families to have some continuity in friends, mascots, colors, and traditions is important in an overall positive school experience.
284	Give Wellborn their own identity. There is no problem here except that the social engineers at the ISD are moving students out of their neighborhoods and away from the children and friends they grew up with to schools where they, not their parents, want them to go. This is a problem created by the CSISD.
285	NOT AT ALL IMPORTANT
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
287	Why wouldn't it reflect our high schools? Can we not support and be in favor of both high schools? I do not think the color of uniforms or the mascot should even be a concern. These 'things' are not what will make our students successful.
288	I would prefer that the middle schools have colors and mascots independent of a high school identity. There is an overabundance of purple and maroon in the district!
293	It is important enough that my child has brought it to my attention indicating that she is uncomfortable about the situation. My child is currently attending Oakwood Intermediate but will go to CS Middle School next year and will then go to AMCHS.
295	I do not feel it is very important. We are very invested and involved in athletics and academics; in our experience, we have no tie to either high school via the middle school. If there is influence, input, or resources being provided, I have no idea what they are, nor does my daughter (7th grade athlete). It would be nice to know what it is?
296	The middle school needs to have an identity to a High School. They need to have a "big brother". Extra activities need supervision to learn a system, to have pride in a school, to have pride in community. The young students need someone to look up to and respect, to have a goal to reach.
297	It would not be. I am more concerned about making sure all of my children attend Consol.
298	What difference does that make?! I care about my children's education and that is all.

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299	Don't think it's too much of a big deal
302	It's very important.
307	For our family, not important. My 6th grader is more upset about not having a choice to go the middle school his sister and other family member have been at.
308	I don't think kids think that much of it. It's a school! They wear whatever t-shirts are given and memorabilia. I don't think it's important unless older people make a big deal.
311	Very important
312	Incredibly important. Students shouldn't feel guilty about going to one high school or another. They should go to what best fits their needs.
313	Not important.
315	Follow the logic...we would need a 4th High School...Wellborn H.S... Considering that there will now be a 3rd middle school... "re-branding" wouldn't be a bad idea...the greater problem lies in the names of each school... "re-branding" without a change in the name of the school would be pointless.
316	Banding and colors are NOT important at all. The fact that the district is even spending money on this idea is taking money away from programs and services that could be used to educate our children. My child will already have to switch schools because College Station ISD doesn't think swimming is a good enough sport.
317	not very
320	I am not for the rebranding but because of the past rezoning, I feel it is the only fair thing to do.
322	The growth of College Station is not continued to slow down any time soon and I believe the attendance zones will have to be looked at on a regular basis. Giving each school it's own unique brand allows students to take pride in the school they are in and not worry about if they are in a "purple" or "maroon" school.
324	i do not think it's important. It would be a fact of life...you live in this school zone, you go to this school. There needs to be a better plan with zoning to avoid these such problems. We have opened a can of worms and are now trying to clean it up.
341	Not important, I think the middle schools should be tied to the highschools
328	I think it is important. Both my children went from Rock Prairie to Oakwood (only ~ 20% did) and they felt like the ugly step children and left out. Now more will be, but there will be the assumption that CSMS is supposed to go to CSHS and those who don't are the "others".
331	It has zero importance! I don't believe they should have been split in the first place. AMCMS still feeds primarily into AMCHS as does CSMS into CSHS and I feel their names and branding should always remain the same.
333	Very
334	Not important at all.
336	Not important
338	I would find a way to keep both Csms and amcms as feeder schools to their respective high schools and split wellborn ms instead. And keep current middle schools as they are.
345	This is not really of any importance to us. Tigers to Cougars or vice versa is fine.
346	Not important
347	I would like the middle and intermediate schools to have separate identities from the high schools. The kids view the branding in both positive and negative lights, when creating and acting in their social structure. For it too be eliminated as a factor (in establishing pride or ownership/control) could only be helpful.
349	I never noticed until now the schools had same mascot and colors. I don't see why they should.
355	All of the middle schools or none of the middle schools need to have a direct reflection of the highschool.
357	NOT IMPORTANT AT ALL
	Please spend my tax dollars on something to actually provide a stronger education system and support for our teachers. How many of us look back on our middle school days and talk about the mascot??? This is ridiculous and would be a huge waste of taxpayer dollars.
358	It is very important for a middle school to not have a direct identity with a HS. I find it discouraging when CSMS is always associated with CSHS in any Athletics or other events when I know my child will not be going to CSHS.
367	Very important
369	Not important to me.
372	I think having students tied from the middle school to high school works great now, because it provides continuity and excitement. However, once there are three schools, I see this as being problematic no matter which way you go. We need a third high school, so it would make the most sense to start planning that.
373	Not important at all.

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374	Not important at all. These kids don't care about what their mascot is or what their color is.
376	I think it is important for the schools to have their own identity. However, has anyone thought about how this zoning will effect fine arts and athletics as far as vertically aligned teaching? This is a far bigger problem than school colors.
379	Not important relative to the cost to change things
381	Having a specific middle school identity is very important if my kids were to go to the opposite high school. Having to be on "the opposite side" for two years is very confusing to kids during an already awkward period of life and their school career.
382	It would not be important. The identity of the high school feels independent from middle school mascot for us.
384	Question is not stated well and you should have offered a scale for your convenience. Pretty important (3 out of 5).
385	Not at all.
387	Not important at all.
388	They should be independent of one another. The current identity leads you to believe they directly feed into the high school.
389	Middle schools should have the identity of the high school they feed into.
392	Not important
393	Children change schools all the time for various reasons this is a fact of life and children need to be able to adapt.
398	I think the middle schools should have their own branding that is not linked to a particular high school.
402	It is important to have a support link from the middle school to the high school. For example, the orchestra has a strong linear influence between the intermediate, middle, and high school. This chain has made orchestra a strong, successful program. Band and athletics have more success if there is a linear influence between the feeder schools.
405	Unimportant. They don't care about identity until HS.
407	It would be very important. They like to have something to identify with (color, mascot, etc) but also should know that this doesn't define them if the are sent to another school (of opposites color, mascot, etc). We are all one ISD striving for the same thing!
410	don't think it matters
413	important
415	Doesn't matter
416	I think it's very important for the middle schools to have their own identities. It will benefit the middle schools and the high schools.
417	I think it shows a diminishing effect of having school pride. Why because 20 percent
418	It would not matter at all.
420	Very important
421	Not very
422	I do not agree with the rebranding of the middle schools, nor do I agree with the split. It is extremely important to have a structure that is formed from the intermediate school & the middle school & then finally to the high school. It is in my strong opinion that the flow should be consistent & have a direct reflection to a HS!
423	Although this does not impact my children, this would not be important to me as a parent and I do not feel it would be important to either of my children.
426	Silly that all three MS are zoned in to be split AMCMS should be AMCHS, CSMS should be CSHS and the new school should be Split until; 3rd HS designated . IW very important that the schools be aligned . The Gerrymandering is ridiculaous
428	Not important at all
430	Not important.
431	Not important
434	not at all. save the money!
435	As long as the current identity is not promoted as being tied to either school, it shouldn't be an issue. Regardless of new brand or not, there will naturally be some internal divisiveness between middle school students who will be attending separate high schools.
436	Not important, students in large districts have to learn to be adaptable to all sorts of issues. This is a minor adjustment in comparison. My daughter who is now in 3rd will in fact be zoned to cypress/CSMS then Consol.
438	Relatively important
440	I think it is unfair for all to be identified as one high school that they may not be attending. However I realize this comes with a cost. I would suggest that it be done slowly and as needed over next few year. Doing all at one time will be expensive. Some things such as painting and uniforms are needed to be updated after a few years anyway
441	I don't think the school colors and mascots are as big of an issue compared to the issue of rezoning and where the students are actually going to school. In a town growing as fast as

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	College Station currently is, changes are expected.
442	Not important at all.
443	i think it makes sense to have a different identity.
444	This is a waste of time. Quit worrying about rebranding and focus more on quality of education.
445	It is important. Since one middle school no longer feeds into one high school, they should have their own identities. Additionally, Branding with the high schools takes away from middle school feeling important as it's own time in a child's life and makes it feel like a two year holding pen before high school.
446	Does not matter
447	My kids are attending Cypress Grove and CSMS. Their friends are going to CSHS. Therefore, we are planning to move to attend CSHS. I live in a community between Cypress Grove and CSMS. This area was zone for CSHS but was changed to AMCHS. Kids in this area feel that we are in the zone of CSHS.
448	This scenario does not reflect my child. He would be going to College Station Middle and CSHS. I personally would desire for CSMS stay as it is and let the students identify with their school in which they are zone into. All schools should have some identity to those campuses they feed.
449	The District should be all maroon and all from the cat family
454	Don't think it's important.
455	Extremely important! I think rebranding middle schools is an important first step in healing our community divisiveness by holding off allegiance to maroon or purple until high school. I am a huge fan of the rezoning that occurred that started to shake up the "us" vs. "them" culture in the community.
456	The students transition from different elementary schools into the middle school and have no issue with 'branding'. Why would they feel a difference going from middle school to high school?
462	i do not agree that having an identity separate from a high school would be helpful in this situation. However it would be nice to have incorporated some of the future high school into the middle school so that they have a sense of direction.
463	All you need to do is remove the animal from the logo of the middle school. The color scheme is not a problem at all for me, not important to our family to switch colors.
464	Middle schools should keep their current identity even tho students will be going to 2 different high schools.
465	Don't care
466	I would prefer the middle school go to set high schools. We need a school feeder program. If they must be split up then each school needs it's own identity.
467	I think it is a waste of money to rebrand this. Leave it as it is. It is fine! Spend that money in the places it is really needed. This is just the outside image...focus on the inside--training the kids, loving them well and building in them the desire to grow in learning.
469	somewhat important - but not a big deal
470	not important
474	I think this is absolutely irrelevant. Do you really think the students care about the "branding" of the school. This is a colossal waste of money that could actually be redirected into something useful. If branding and buy in is so important why don't you use the CATE students to design and implement murals and/or mascots.
477	not important
478	I think it is a good thing that the kids in my middle school identify with the high school to which they are zoned because it gives them an identity and a goal to look forward to. It's becoming a part of something bigger than themselves. It's about being a part of a team, and it encourages them to set their sights on being successful in high school
479	Not important
482	EXTREMELY IMPORTANT THAT IT REFLECTS THE ASSOCIATED HIGH SCHOOL. TRADITION IS IMPORTANT (IS AGGIE TRADITION IMPORTANT?) DO NOT SPLIT THE 2 SCHOOLS JUST THE NEW SCHOOL 50/50. STOP MOVING THE LOWER SOCIAL ECONOMIC CLASS OR CSISD WILL HAVE A LAWSUIT THAT IT DOESN'T WANT
488	Let the middle schools choose for themselves.
489	Its not important. People talk about "Two schools one pride", that's a direct reflection if someone goes to multiple schools.
490	Not important
491	I do think it is important. Many people spoke at rezoning hearings and said that it would be hard to go to AMCHS because they had already established themselves as Cougars.
494	Important to change

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495	Not important at all.
500	It's not important
502	I think the middle schools should have an identity separate from the high schools.
503	Not very important
506	First of all, I do not agree with the current arrangement. I think it is healthy and good for the kids to identify with one of the high schools. In-town rivalry is a good thing. Even under the current system, I would prefer that the middle schools maintain identities tied to the high schools.
508	Somewhat
509	Not important. Each school is its own entity with its own identity.
510	This is a waste of my taxpayer money! I've already sent a child through this school district. Children adapt to whatever school they attend.
512	I do not think it would matter as long as the adults do not make it something to matter about.
513	It would not be very important to me.
516	No important at all.
519	It's actually more important to my 6th grade daughter that she not have a school with maroon. Growing up in College Station, surrounded by A&M Maroon, she is sick of maroon. She doesn't care if her middle school mascot matches her high school mascot as long as it's not maroon. She is happy that whichever HS she attends, the mascot is a big cat.
520	Not Very
521	It really doesn't matter to me as long as I am at the school with the same friends. It would be good because some of the people that I am zoned to go to school with will go somewhere else.
523	VEry.
524	Not important AT ALL!
526	Not at all important. Although I must say I feel the decision to split all three middle schools into both high schools rather than have a dedicated middle school for each high school with one middle school having a fifty fifty spiky was rather unintelligent.
528	Not at all
529	It would be important to have a middle school with its own identity. Right now CSISD has a clear and obvious division between the Maroon and Purple track. This sense of non-unity is encouraged by CSISD policies. For example, Students zoned to a specific high school are NOT allowed to participate in athletic camps offered by the other CSISD HS
530	Important
531	Since i have had 2 kids go to CSMS feed to CSHS, I feel that they need to Keep the Identity. I feel it helps build the HS tradition to know that I will be a Cougar or Tiger from 7th grade on.
533	not important
535	It is too confusing if all are the same
537	It wouldn't be a necessity for my family to have a separate identity for the middle school.
541	I think that is a great idea and would be very important.
544	Somewhat important
545	It would be nice but definitely not important with the cost predicted. Money should be used for more staff and vocational departments.
548	I think the middle schools should be feeder schools for he high schools. I think it is very important that the middle schools start building pride in their future high school. I think CSMS should be allowed to repaint and adjust to being future cougars.
551	Very! Middle schools and intermediate schools should have their own colors and their own mascots, just like the elementary campuses do!
553	Not important at all. This issue should not even be discussed. Parents in this community need to grow up and start worrying about their child's education, and not what silly brand their child's school has. I appreciate the board taking this seriously, but this is equally a serious waste of your time. Move on.
554	Can we focus on educating our kids? My child doesn't care and I don't care. Changing colors and new mascots is the least of the trustees problems. You all don't listen to parents or teachers or coaches. I listened to the last board meeting on your website. It was so frustrating. Listen to those IN the schools.
555	very important
556	I think it is very important for the middle schools to have their own identity that is not a direct reflection of the high schools. Especially if the children attend a split middle school.
558	Not important at all

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559	I have actually asked some middle schoolers and high schoolers about this and both have said that they would not care at all about school colors or mascots. It just does not mean that much to them. I think it bothers the parents way more than the kids. Kids are more interested in their peer groups and their phones than they are their school mascot.
561	Not important at all.
562	I don't think it is. Your time at MS is your time at MS and your time at HS is your time at HS. I don't think it matters that in MS you were a Tiger and in HS you became a Cougar or that the colors are different. I don't think it is necessary to change the identities of the current MS...eventually we will get a 3rd HS and it can match Wellborn MS.
565	Not important at all.
567	Not at all. I do not think that matters at all.
568	Very important. I also think "College Station" should be removed from all school names. Labeling one school "College Station" makes it seem like that school is THE main and most important school.
570	Not important at all!
571	Very
572	I don't think it is a big deal to be a different color in middle school and high school.
573	Of absolutely no importance
576	Somewhat
578	Very important
581	Not very. It is not the middle school that matters to us as much as the high school affiliations. My student comes home crying after pep-rallies/selling of spirit materials at PT because she feels there is not any support for where her brothers go to school/where she will go to school (a 7th grader at AMCMS and an 11th grader at AMCHS).
583	Very important. It's so unfair that students going to CSMS are indoctrinated into the CSHS community when they will be attending AMCHS next fall. There are currently no plans for the future AMCHS students to get any information from or tours of the AMCHS campus! Unfair!
584	Money could be spent on more important issues such as teacher pay, proper equipment and tools in school, pe equipment and such.
585	It would be important to me. However, I personally don't have that issue at hand so it is hard for me to really care about the logistics of it because it doesn't pertain to me.
587	This would not be a concern for me. Rebranding two schools would be costly and a waste of taxpayer's money.
590	Yes
591	I would actually prefer my child not be cross-zoned in this manner, but if that is to be the case for large numbers of students, I would prefer the middle schools have their own identities. However, as a taxpayer, I do not think this is worth the money unless there is strong research to support positive academic and/or affective benefits.
594	Not a big deal
596	I think that the two current middle schools are already directed toward their HS of choice and that WMS should be the one to split.
597	Not important at all
599	Important. It may feel like they are switching sides or don't belong.
601	Very I would prefer it
602	It's important for the Identity of the students. Example My son plays football at CSMS. He plays against AMCMS then in high school goes to AMCHS it strips the previous two years identity from that student.
603	I think the middle school stands on its own & does not need to look the same as the high school. 2 separate schools, 2 separate looks
605	the identity of the middle school should not reflect either of the high schools.
606	Not important at all
607	Very
608	I think the schools should be branded completely independently of each other. There is no need, especially for impressionable youth, to develop a die-hard loyalty to a particular brand. Today's politics are already much too divisive. We don't need to reinforce such polarizing ideas in our children.
613	Not that important at all.
614	Do not care
620	The muddle schools should be tied to the high school. It gives the kids a sense of belonging to something bigger than the 4 walls they are in now.
623	Not important at all. What a disgraceful waste of time and money this discussion of rebranding is! Does CSISD, really think this is the most responsible use of tax payer money? Use the money to make academics the priority. Help the kids who need to break the cycle of poverty. Use the the money to better deal with the behavior issues.
624	Not very important.

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625	I believe it is extremely important for the middle school to have its own identity.
627	I think the middle school should reflect the same colors and ties . I think if your child goes to CSMS they should go to CSHS, and the same with AMCMS to AMCHS. I personally think all schools should be maroon.
628	Very important
631	I think it would be great to have different identities for the schools, it would foster more allegiance to a high school if my student could have her 'own' sense of identity, not one that she has been aligned with during middle school. It would be important to me for the school to have a separate identity, like all the elementary schools do.
633	I believe these kids grow up knowing they want to be a Tiger or Cougar. I do not believe that it is good for them to go t a middle school that is not connected to the high school that they will be attending.
634	Not that important. As long as the names are different and distinquishable, that would be good enough for the kids' life after they graduated from the high schools.
637	It would be important as she has already learned to play the CSHS School Song & Fight Song in band at CSMS. The band directors at the IS/MS & HS levels work together to provide an excellent music education for my daughter and her classmates. It could be challenging or conflicting for students to be affiliated with one HS and then go to the other.
641	Not important
649	We have enjoyed the identity built within the schools by the district. From elementary school this identity has been built within our children. It has helped in many ways with transitions.
650	It is not important. My child would be fine no matter where they went to middle school and then HS. To me this is a non issue. If a school need some updates done to facilities/classrooms, fine. But rebounding everything is a waste of my tax dollars.
651	not important
652	Very
818	Very
656	Not important.
664	Not important.
670	None
671	I think it would be fairly important to make my student feel apart of the middle school culture.
672	I think it's important for each school to have its own identity and do not think it's important for the feeder schools to mirror the high schools' mascots. I think it is much worse to have conflicting branding among schools. Individual branding which evokes school pride for the school they attend is important, not the school they WILL attend.
674	If this was my child's zoning, yes, I understand it would be hard if the middle school was branded as the high school they would NOT attend. However, with that being said, this is NOT a wise zoning decision. I do not think branding a MS differently will have the positive effect it intends of having 7th&8th graders connect with their current school
677	I don't feel that the costs of rebranding is warranted. Each student is not really going to care about the name of their school.
681	We like the idea of school affiliation. Our boys play sports and stability and relationships within a group/team is important. The ability to have a relationships and help each other when necessary aren't developed overnight. Having peers to identify with has helped our boys with social skills and there education.
682	None. Please stop wasting time, money and resources with this. Please.
684	The middle schools SHOULD be connected, identity wise, to a high school. AMCMS should be connected to AMCHS. Welborn MS should be connected to CSHS. CSMS should be the split school feeding BOTH high school. End of discussion. The 80/20 "sliver" plan is not a good idea. It will ruin 5 years worth of work already put into AMCHS and CSHS.
687	Each school should have their own identity.
693	Important so that kids feel included at this level. Middle school is hard enough and having a strong identity at this level is key! It would be best for each middle school to have their own color scheme and mascot that was separate from the high schools so that there was no animosity for those kids going to the "other" high school.
694	Not too important, just weird
695	I think high school support should start at the elementary level. But my main concern is the student groups and bonds they create and it would be upsetting for those connections to be broken.
696	Not at all.
697	Marginally. I can see it helping them associate with the HS but do not see it as a vital determining factor.
698	It doesn't matter to me. The only thing that matters to me is that we are zoned for my children to attend the school that is closer to our home.

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705	I believe we should let the middle schools feed into the appropriate high school. Soon each middle school will have a Hs. No point in wasting the tax payer money to rebrand when there will eventually be a 3rd high school
707	Not important at all.
709	As a parent of children who will choose to go to Consol due to a lack of swimming program at CSHS, but who will go to Welborn Middle School, it would be nice to have a separate identity for the middle school. For all other students too, I suspect they would feel less like outsiders who are having to go to the "other" school.
710	Not Important.
712	I think that having feeder patterns for Fine Arts and Athletics is integral for middle school programs even if we re-brand school colors and mascots although I do feel that this would be a waste of taxpayer dollars to accomplish this at this time.
713	Not important
714	If students are going to flow to both high schools, instead of just one, which I think would be ideal, then the identity should NOT reflect only one high school
719	Not overly important. While none of my kids at home are in sports now, my oldest kids were and it was truly irrelevant as all of the clothes and stuff were branded with the school information, so color was irrelevant. Meaning, even though he played football at CSMS, it's not like I wore a shirt to CSHS games that said "CSMS football".
721	I think there are much better things to spend this money on that the students will benefit from better than this.
725	I do not think it is important that the middle school identities need to be linked to the high schools. The elementary schools are not linked.
728	Very important to not have an identity. With the zones constantly changing you never know where they will be the following year.
730	not important at all
735	Not important at all. This is a waste of time and money.
736	I do not think it matters. We are more concerned with the academic opportunities.
738	not that important. although it would be nice to have a fluid identity transition from middle school to hs, it just wont be possible with 3 schools split into 2 high schools. I would say leave it the way it is
740	I think it is more important that we have continuity. Rebranding the middle schools is as bad an idea as the current zoning plan that splits all of the middle schools into pieces.
742	I like the idea of re-branding the middle schools to have their own identity that is not reflected of any of the high schools.
743	Not important at all
748	Not important at all- between my 3 children I have had kids at all 3 intermediate schools, will have attended all 3 middle schools and my senior is at Consol but my 8th grader is attending CSHS next year. This is not an important issue for me at all. Not worth the time or money to change anything
751	very important
752	Not at all.
754	They should have their own
755	I would think it would be important to no reflect a relation to any high school
758	It really makes no difference. These are extra-curricular activities. Let's focus on educating our kids.
759	I think the students might not find it that important.
761	Very important
763	Splitting the middle schools completely ruins the traditions, rivalries, dynamic of competition and identity to your school which starts in the school system during middle school and let's middle schooler look up to the their high school. By splitting the middle schools it also stripes student of friendship that they have had for many years.
764	It is my opinion that a new identity should be incorporated for each middle school. It is also my opinion that each separate school should be able to have their own brand. Unique individuality and identity makes for healthy competition.
768	Rebranding is a waste of money. My oldest attended CSMS and goes to CSHS. He could have cared less than the school was primarily maroon with a little purple thrown in. In junior high kids do not care about the color of their jersey they just want to participate whether it is athletics or fine arts.
769	Somewhat
770	I think it's nice that the middle school mascots and colors coincide with the high schools. It kind of gives them the feeling that they're part of the high school in a small way.
772	It wouldn't matter
774	Very important. I think the middle schools need their own identity and mascot.
775	not important in the slightest

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776	This is. It important at all! It costs too much money to change. That money should be put towards MUCH MORE IMPORTANT educational experiences or to give our under appreciated teachers a RAISE!
777	Not at all.
781	not important.
783	Not real important.
784	I am indifferent
785	Doesn't matter to us
786	Quite important, as at this age many of the students become quite competitive and have aspirations of what they will accomplish in high school and may be very put off to be "forced" to identify with the "other" high school.
791	I don't feel that re-branding is the issue....it's that the high schools are not equitable and the zones are not fairly drawn.
793	somewhat important, but not worthy of being addressed regardless of expense
794	Much less important than the cost associated with the change.
795	Not important
798	Not important at all. School pride should be encouraged for both high schools. They are only in middle school for 2 years. My kids are looking forward to being in high school and want to be proud of their next 4 years.
799	Not very important
800	Highly
802	Having a student that is in 10th grade currently I will say that the "branding" for CSHS began in 5th grade at Cypress Grove. He entered 9th grade 100% a Cougar. Not a big deal with 2 sets of Intermediate/Middle schools funneling into specific high schools....until you rezone. Football player and is in the Band.
803	Our family has had difficulty with a school identity because the redistricting keeps moving us around often to schools that are not the closest (or next closest) to our neighborhood. But with the splitting of students into different middle schools, a distinct identity from that of high school might be good.
807	Not important
808	It's NOT important in my opinion or in my household. Middle school is only 2 years and therefore I don't think school colors, mascots, and athletics really count until you reach the High School level.
809	not important.
811	None.. even though they've fed into a high school, the middle school has its own identity. The only exception is with regards to athletics. And I feel that has been a good thing.
812	Not really that important at all.
813	It would be important
816	I think it would be nice to have all three schools with their own identity. But, I DO NOT think it is worth the 2.2 million dollars that is being suggested. More importantly, I do not think the current and proposed zoning for the three middle schools makes sense.
817	We need a 100/100/50/50 split Period!!
819	Important.
821	Not important at all
824	So far the only child I have interested in wearing school colors and attire is my high school student. I could be wrong, but I don't think my kids care what the high school kids identity is until they are there. So I think not very important.
826	Very important. It would not make sense for my child to attend a middle school who fully supports one high school extracurricularly knowing that he/she will be attending the other high school.
827	None. I cannot believe money and time is being waisted on this topic.
828	Honestly, it wouldn't be important at all, in my opinion.
830	As I am not in this situation, I can not say. I am truly neutral on the subject and will be fine with whatever the board decides.
831	Somewhat important but not vital
832	I think that having an identity related to the high school is a good thing. It gives students a sense of identity, and something to look forward to.
834	Not important
835	Not important enough to spend a ton of money on
836	I understand the desire to have the "maroon track" and "purple track" terminology not used anymore, but I don't feel it is good use of our district's financial resources to rebrand the middle and high schools. My middle schooler doesn't care about the current consistency of the school names or colors-i.e. Consol MS/HS or CS MS/HS
841	It is very important to identify yourself with the high school that you will go to. Therefore

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	identity should start in middle school. For families it is extremely important because we have already bought a house based on high school preference, that includes spending a lot of money on taxes.
842	NOT!
843	Not very
844	I think it is important to be distinct, not predispose students to prefer one over the other. It will create a greater divide by identifying students with one school and not the one they are currently attending.
845	I believe the identity associated with the schools is very important and makes each of our campuses stronger. It creates families. I strongly disagree with splitting all three middle schools. We know a third high school is coming. They could be branded to match the third middle. The money needed to rebrand could be used in so many other ways.
846	Not important
847	Both high schools and both middle schools currently have a mascot from the "cat" family. So the only real change would be school colors. Going to a new school means CHANGE. That is the focus that should be taught, not school colors. People move and change schools all the time. They adapt and move on. Adults have the problem.
848	No importance what-so-ever.
	However it is "kinda dumb" to have a feeder school that feeds into multiple places and still encourage a rivalry between those different outcomes (High schools).
	Re brand the High schools to foster community between the students that live in the same town. "One-town one-school" (just split into multiple campuses) sh
850	Not important at all
851	Not important at all!
852	It is not important at all. I feel spending the money on rebranding could be better used in other ways.
854	I understand the point of having a unique identity. However, with the current school funding amounts, I do not see how that money would be wisely spent to make the change. Also, maybe if the zoning had been done better you wouldn't face this issue.
858	Very important
859	It would be nice to have an identity not directly affiliated with a high school
866	I can see that it's a problem, but is not worth spending 2 million dollars over.
868	I think it would be best for each middle school to have it's own identity now given the growth in the district and students attending one of three different middle schools. This makes sense especially since the new middle school will not directly feed into either HS. That being said, I also feel the cost of such a move be strongly considered.
869	None at all.
870	Not important at all.
875	I think that each school should have its own identity and not be tied to a certain high school.
876	Not at all important. I couldn't care less who the mascot is for a middle school. It only matters slightly for a high school.
882	I do not believe that changing the MS's logos/colors etc. would make a difference. Again, this is from an adult's point of view, and students may feel differently.
883	I think the middle school has to have an identity in relation to the high school. The impact that the students have in school pride is a huge jump from intermediate to middle school from the interactions I have seen through the kids at the middle school level, and the impact from the high school students to those kids as role models is important.
886	Not important at all
887	Not important and not fiscally responsible use of tax payer funds sine the district is already in deficit spending. There are many other issues that need to be addresses before spending \$2.2 million plus to rebrand two middle schools.
889	Important
890	I would feel less inclined to purchase shirts and spirit items if they did not correspond to the highschool. The middle school would just be "another" school. I like the community spirit built around a spirit feed into the highschool. With that gone, we will just attend middle school and pour our spirit \$ into the HS
891	It is not important at all.
894	not important at all
895	It would not matter to me, coming from a large district growing up, we changed zones all the time.
897	Not very important
899	I do feel it is completely confusing and unfair based on athletics to change the current middle schools now. Yes it is stupid that the rezoning is 80/20, this could have been avoided all

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	together without having to do that. Just leave them the way they are and change the new one. And then rezone the high schools when the new high school is built.
900	I think in the district's current state, separating the levels is fine. Everything is widespread due to odd numbers on the middle school and high school levels, so it will be awkward either way.
901	I want my children to attend CSHS, that is exactly why we bought our home where we did
902	Very important. Currently everything at CSMS is directed towards CSHS. I mean everything. Not just colors/mascots but classes, touring of schools, and football camps, etc. It is irritating to parents to have their child "groomed" for one high school just to be sent to another while the rest of his friends and teammates are sent on as planned.
903	Not very
907	I think it's very important. If we want our district to be unified, we should not be creating alignment through branding. Each school should be unique.
910	Not important. Both parents were former US Army. All military kids move every 3-5 years. These kids are too young to become affiliated with one school ID or another. They parrot their parents or older siblings wishes. Lets stop pole-vaulting over mouse turds.
913	Really not at all. Although the colors are the same they are really separate mascots. I think you do the legacy of AMCMS and CSMS a disservice by changing who they are. I am completely against the "rebranding."
915	Not that important.
920	Not important at all.
925	Not important at all
927	Very important
928	We moved here from Houston and all schools (including Jr High and Intermediate) all had unique mascots, school colors, and fight/School songs. If CSISD does not go down this path then CSMS should learn both CSHS and AMCHS fight/School songs and perform both at their activities.
929	I don't believe the identity is that important. I don't know of any other school district that does this. I think focusing on education versus school colors is a better focus.
930	Not very important at all and a waste of time and money.
931	As CSISD is growing, the only thing I would like to see consistent is the mascot theme; be it cats, or animals in general, or at least something that makes sense in a school-unifying way. Cypress Grove's "Home of the Texas Animals" just doesn't quite have the ring of a mascot to it. Ties to a specific HS aren't necessary.
933	I think it's a STUPID idea to not have middle schools be directly correlated to a specific high school. Any survey to try and make this seem like a good idea is a waste of time.
935	More important things for \$ to be spent in
939	Very Important
940	I would prefer middle school students not be affiliated with a specific high school.
942	Somewhat. Particularly at CSMS since that school is nearly evenly split in where students attend high school. Less important at AMCMS since the large majority of students there are zoned to consol.
945	It is not important.
946	Not important
948	It is not needed to reflect the high they are going to.
949	Very important. They should not have to think about high school at all while in middle school
950	I think the new middle school should have different colors. I think CSMS should stay the same colors as CSHS.
952	I am totally against this type of split. Therefore, this question is not applicable to me. I am against rebranding & wasting tax payer dollars. My child does not have enough space for desks in her 5th grade math class at Oakwood. Similar problem we had with my son in 6 th grade at oakwood, 4 years ago.
953	I don't feel it would matter to him.
954	It doesn't matter at all-- if things stay the same, mine will go to CSMS and then to Consol. Total waste of money.
955	If the school does not feed all students into the next school then it needs to be color independant
956	I don't think a name change is necessary. A change in color and mascot is fine but if it happens at an exorbitant price, it is not necessary.
958	I think the Middle Schools need their own identity, not an identity tied to a high school.
959	Not at all important. Especially not \$1000000 important.
960	I think the middle schools need a direct link to a high school. I think the students look up to the older kids , coaches and orchestra directors. I think they will stay involved in activities once they get to a big high school . I don't think the kids care if a mascot ties them to specific school.
961	Not important at all.

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That being said, I don't care at all if there is any kind of track, path, reflection, etc. Chuck and everyone at CSISD has far more important things to do than spend time or precious resources on mascots, colors, etc.

1026	Not at all
1028	This entire exercise is complete nonsense. We literally have kids who are deficient in reading, writing, math, etc. and we are actually considering spending money on school branding? First world problems.....or rather, not being good stewards of our tax dollars.
1035	It's not a huge deal to me. To the kids, it's big however. They like being "separated" from each other.
1036	Zero I am not for "rebranding" . It is a waste of money.
1038	I think it gives them a sense of pride knowing and continuing to the same high school
1039	Not very important
1040	Not at all...
1042	Not that important at all. I care more about the quality of education my children receive than identifying with a high school while in intermediate or middle school.
1044	it is not important to me
1045	I think the middle school should keep their present identity. Students begin to associate themselves to the high school even in middle school.
1048	Not important
1050	NOT IMPORTANT AT ALL! Not important enough to spend money that is no needed within that school for something that does not matter to the kids. My kids were rezoned years ago and did not fall apart when they started wearing new colors and cheering for a new team. They make friends and cheer for the school they go to.
1052	I would want the middle school to be affiliated with the high school they are going too.
1053	Not very important.
1058	I don't know that it bothers me that much, but since we're zone to CSMS and CSHS, I haven't given it much thought.
1061	Not important
1065	Middle school is 2 years. I am not certain that the colors are a direct reflection of the high schools. Were the colors of CSHS chosen because of the colors of CSMS?
1067	Not important enough to spend \$ rebranding.
1069	It is important for each school to have a matching identity. However, I don't recommend a change at this time. Wait until 3rd HS is built. I'm sure we'll have to suffer through a rezone again.
1072	It would lack significant importance.
1074	Rebranding is critical. The current environment leaves the feeder-pattern attitudes and relationships intact, isolating students who are zoned for the other high school. This district has done a terrible job of mitigating the inevitable isolation those students outside the feeder track would experience this year.
1075	NOT important at all!
1076	Very important
1077	Important, but not very
1080	Not important.
1081	Not important
1082	Not at all important
1086	Not important
1087	This whole question is absurd,as a grandmother of 7 in this district and a retired Texas teacher, I know full well our school funds should be spent.It is certainly not on changing school colors but educating students,more staff is needed so teachers can do a better job.Their salary does not begin to compensate for the hours they put work.Not at all
1088	Somewhat important but not enough to spend as much money as is being discussed
1089	Not important. If CSISD plans to split at least one middle school 50/50, then it becomes much less valuable for middle schools to be branded for a particular high school.
1090	No importance at all; as long as the quality of teaching was comparable.
1091	Not that big a difference to me.
1095	I think that, once again, the school board has managed to find a way to waste time AND money pursuing something as idiotic and money wasting as this!!! Our children our some of the most illiterate and mathmatically challenged on the world stage and you want to waste your efforts and resources on THIS!?!? Let the kids decide what color they wish!
1096	Not terribly important
1106	I feel it is important
1110	Very important, but I think that the middle school should correspond with a high school. Not splitting them all up. Good friends are made at this age.
1111	Identity is not relevant in regards to Middle School. Who even brought up this issue!

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Taxpayer dollars need to be directed toward improving students minds and bodies. Schools need to direct more money toward paying teachers higher salaries so the schools can keep good teachers and attract better teachers from other school systems.

1113	Each school should have its own identity anyway.
1114	So not important
1115	Important
1117	Not that important.
1118	I think the middle schools should have their own identity, unrelated to the high schools.
1120	Not important at all.
1122	We're zoned to Wellborn MS so I don't believe we will have colors or mascot that tie to either of the HS. Given that we have 3 MS now, it's probably best they each have their own identity & not tie to any HS.
1125	Doesn't matter
1128	Not very.
1131	This is what my tax dollars are getting wasted on. Grow up!
1132	Not important at all.
1134	Not important at all.
1136	Not important
1137	Not important
1139	Not important.
1141	Unfortunately, the MS identity isn't nearly as important as some vocal community members have voiced. What is important is constantly being swept under the rug. As a tax payer, I'm sick and tired of being referred to as the "ghetto side". I pay taxes for ALL CSISD students. Instead of rebranding, figure out a way to even out the SES numbers for BOTH HS!
1143	Not at all
1145	Branding is a very low priority. Education should be the primary function of the school district. CSISD has many low income students with greater needs than branding. These students need food, school supplies and parents that are supportive.
1148	I don't think it really matters and I do not feel that a lot of money should be spent on something as minor as this.
1150	Very. On a scale of 1-10 it's an 11.
1152	Not important. Focus on curriculum instead of school colors. Ridiculous to have this as a topic of discussion.
1153	Not at all important
1155	None at all.
1156	I think that the current mascots should stay the same to continue the tradition that has been established.
1158	I think the schools need self identifying characteristics. The elementary and intermediate schools are independent.
1159	If a student attends AMCMS but then goes to CSHS, I do not believe that it is important to rebrand AMCMS. Our school administrators have fought hard for the concept of classy competition within the district.
1166	I think it would make sense for the middle schools to have their own identity. However, I think it's too late to change things now especially if the cost to do so is significant.
1167	I would rather the district focus on fixing the leaks in the roof and the rotting ceiling tiles than re-branding the school.
1171	Not important
1174	Not important. I have kids at both high schools although, we are zoned for CSHS. CSHS is deemed the school for the "rich" kids and AMCHS the "poor" kids. My kids are both involved in athletics, both in honors and make good grades. I believe the rebranding will just cause more division amongst the school. I have witnessed poor behavior from students
1175	Our family personally feels that if a child attends CSMS, or AMCMS the colors that already set in place should stay. This helps the kids feel connected to their future High school and helps build a loyalty to that school, and mascot.
1177	I think that it would be a good thing to not have any specific school to directly lead to a specific high school. But something to consider is that the students may be divided within the middle schools based on which high school they lead into.
1181	Very! It creates a sense of pride and ownership.
1182	It's not that big of deal.
1183	Not important. Leave it alone.
1185	Not important. Having the colors or mascot of middle school the same as the high school is the least of a parents issues with school environment
1186	I am more concerned about the quality of the education than the branding. Taxes a way to high if you have money to waste on appearances.

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1187	Not important
1188	Personally, I think that the friendships students make are more important than the color/mascot of the school. Finding ways to allow students to maintain relationships across school boundaries is far more important than the color of the uniforms. It could be an opportunity to decrease the rivalry and improve collaboration between schools.
1189	It is wrong if you do not affiliate with a high school. I think there should be more affiliation not less.
1190	The ideal situation would be for my kids to attend the middle school that feeds into the high school it is similar to. It's fun for the younger kids to go to the high school events and cheer for the teams they will eventually be a part of. I would love for them all to align but if they can't then I prefer that they don't have the same identity.
1193	Not important at all
1196	It makes no difference.
1197	Middle school identity? I want my children to receive the best education possible. This branding issue is a non-starter. Spend the tax dollars on necessities - teacher pay and upgrades on equipment that will benefit the education process.
1198	Not important at all. I don't think it matters what brand your school has till you are in high school.
1199	Not very much.
1200	Makes no difference at all!!
1201	Not important. I want to keep the mascots and brands what they are now.
1202	I understand the desire to not directly link the middle schools to the high schools. But, I think 2 million dollars is better spent on enhancing educational opportunities, not on logos and colors.
1204	Yes
1206	None at all. Not important.
1210	Not important at all.
1212	None. New school and combined with other schools.
1213	We want a tradition and affiliation with our HighSchool.
1219	Very
1220	Not particularly.
1221	Not important at all. This would be a tremendous waste of funds that could be spent on the education of our children.
1222	I believe that all three middle schools should have their own identities, colors, and mascots.
1223	Almost no importance
1224	I do not feel it is important to have the branding of the middle school be a direct reflection of the high school.
1225	Somewhat important
1226	It needs to stay the same as it is right now. Rebranding would cost way too much for the existing schools to change. There will need to be a new high school built in the near future and then we will be back to middle schools feeding into a singular high school. There may be money already available, but not enough to cover all the expenses.
1227	I do not think there is a big problem in not "having an identity that is not a direct reflection of one of the high schools". I think the kids LIKE having the same mascots and colors, but I don't think it necessarily a negative thing to have to accept change. However, I think it is a obscene waste of 2+ million dollars.
1228	I think it's a good idea to rebrand. It's best for school pride if they can match up all the way down, but if the feeder patterns don't hold, then there's no reason for the mascots/colors, etc... to flow down. This way ALL the kids will buy in to their school equally. No one should feel like a "stepchild" in their own school.
1229	I think it should stay as is, its keep the community united as one.
1232	Not that important.
1233	Good idea to have it's own identity.
1235	All students at AMCMS should associate with AMCHS and all students at CSMS should associate with CSHS. They should share the colors and the current mascots. The plan that the school board and administration is wrong. It is important that students associate themselves with the future. The students need to be able to look to the future.
1237	I think the concept to keep the middle schools branded independently and not directly reflective of either high school is VERY important. Zoning for schools may change and middle school students should not be focused on whether they are 'purple' or 'maroon'.
1239	Not important at all, especially because we will eventually have three high schools of growth

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	continues. I think we should build a 3rd HS before expanding CSHS.
1241	It would be nice if the middle schools have their own identity separate from the high schools, but I think the 'rebranding' can be done in steps as funding allows.
1245	Unimportant.
1247	Depends. Like continuation of identity to extent possible.
1248	Not at all
1249	Highly important. I strongly support getting rid of the Purple vs Maroon, New School vs Old School, This side of 6 vs that side of 6 mentality that has developed over the recent years due to the new high school. It has created way to much division in our community and created a view among many people that one side is better than the other.
1252	My children are going to school to learn it does not matter what the name and school colors are.
1255	I don't think that it's important either way. It's not worth the time/effort/money to rebrand.
1258	Not important at all.
1259	Not at all vital. My son is in 7th grade and plays footvall. I couldn't tell you if our mascot is the Cougars or the Cubs. I overheard other parents also wondering what to yell at games. In the end, we settled on cheering for team purple. Honestly, with all the needs that the district has, rebranding is a complete waste of money.
1260	None really
1261	Not important at all.
1263	Not important should not change the current middle schools
1265	This is not important at all. Academics are what matter.
1266	It is not important that the middle school identity may be different from the high school identity. Students only spend two years at the middle school. High school is where a student will begin to identify him/herself. That is where it will really count.
1268	I'm going to the high school I have always been set to go to.
1269	None. Who cares who their mascot is. How is this worth asking?
1270	I don't know that it is extremely important in the long run, but it might help create an opportunity to make sure the district shows they are focused on those crucial years of development and not simply focused on creating high schoolers.
1272	I think this matters more to parents than students. I have found students are generally more flexible and resilient than their parents
1273	Very important
1274	Not important
1276	Not important, a waste of money
1281	It isn't important. Travel time and distance to school are far more important.
1282	It is not important. You make it sound like they are affiliated with gangs, having to have the same colors.
1283	Not important
1285	I wouldn't care
1286	It is not important let tradition stand for these two schools and spend the money on educational expenditures.
1288	Not Important
1292	zero importance
1293	It wouldn't matter at all to me if the colors and/or mascots were oriented to the high school. Each school is an individual entity that represents CSISD as a whole. There is no point to align school colors and mascots.
1295	It is not important to me that the logo reflects either school. I do not think its important to spend alot of money on changing a logo when there are so many other things CSISD need to spend their money on.
1296	It is not important because it was a mistake in the first place to do this.
1298	Not important at all.
1300	Very important
1301	My daughter went to Rock Prairie where most kids were zoned for Cypress and a few to Oakwood. Having only Purple school announcements, bands, etc. left those zoned for the other school feeling like second class citizens and I can see the same issue just migrating to the middle schools. Having a neutral sense of identity could mitigate that.
1302	Not at all importantly
1303	Not important.
1305	Leave it the way it is! Don't change it!
1308	I think this is important. It puts the child in an awkward position.
1309	I could care less!
1311	Not important at all.
1312	Not important

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1313	I think it helps build the community around the middle schools
1314	Not that much
1319	Not very important.
1320	It doesnt matter because It has its own identity, that is its own
1321	Not important. Kids needs to learn to adjust to new surroundings and new places. Plus, isn't this an expensive process to change from websites to marketing to clothing, etc.? And as the town keeps growing and we get more schools, will we just keep re-branding? Let's focus on teaching kids to come together regardless of their "identity" background.
1322	Not much.
1326	Not at all
1327	Not important at all
1328	Not important at all. I think that the identify of the Middle Schools should be consistent with the High School that the kids should be attending. You don't just start supporting your high school team when you get there. It is important to start building those relationships in the middle school years so that there is some "buy-in" for the school.
1331	Not at all
1332	It's not , I think it's a waste of tax payer's money .
1334	Fairly important
1335	None at all.
1340	Very. This is not an efficient way to ask this question.
1343	Not very
1344	Not important at all.
1347	Not important
1353	Not important
1354	Very important
1356	I don't care.
1357	Not important
1361	Very important .. I support the rebranding to make the schools more neutral.
1363	One of my children did attend a middle school in another zone than the high school. Being a band student, he had to learn a high school fight song and other music only associated with a school he knew he would never attend. I feel the middle schools should be more horizontally aligned as opposed to vertically aligned to any one high school.
1364	Not important at all.
1367	Not important at all.
1369	Not important at all....rebranding the current schools would be a total waste of money and my tax dollars...if is approved i will vote against anyone who voted for it
1370	Give each school a mascot
1373	I think it's a good idea to have separate colors, but the cost seems high. Money maybe could be better used on education!
1374	I don't feel it is that important. Each school will make their own identity.
1375	Not important
1377	It wouldn't matter either way.
1378	I would rather money be spent in other places, rather than on rebranding
1380	Semi
1381	It is not as important to have a direct reflection of one of the high schools. It honestly doesn't matter what colors and/or the mascot are in the middle school level.
1383	Not important. Forget this crap and focus on teaching the kids. Colors don't matter and we live in a transitional community where folks move in and out all the time. This stuff is not important to the education of the students.
1384	The CSISD needs to keep the zoning the way it is and for the new New Middle School students last names that start with the first half of the abc's will attend CSHS and the second half of the abc's will attend AMCHS
1385	This is not important at all
1388	It doesn't matter what color their school is.
1390	Not important
1392	Not important at all! The kids don't care and the money and time would be wasted.
1394	Not important.
1395	Doesn't matter
1396	Not very
1397	It doesn't matter. Middle schools do not need to be training grounds for purple or maroon. They need to have their own identities.
1399	Not important... would rather see money spent on other more important things for our students.
1401	I think that's only part of the equation. I saw plenty of students that went to middle school with my daughter at AMCMS cheering loudly on the Cougars during the annual rivalry game. I do

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	see both sides of the debate, though.
1402	We are currently in that situation. While I think over time it would be good to shift the logos so they aren't connected, the colors don't bother me and it depends how expensive the change would be. I think quality of education is more important
1406	It's not important at all; there are more important things to spend money on. Students should wear whatever color their current school wears.
1407	Not very
1408	I think the separation from the high school is a bad decision, we live in a community that takes pride on their schools and their colors, with the action proposed we are teaching our kids that commitment is not important, that taking pride on our colors and our school is irrelevant.
1412	Not very
1416	Not at all important.
1421	they will be fine.
1423	no big deal
1425	Kids switch schools all the time during middle and high school years. This is a non-issue.
1426	Very important
1427	I don't believe the identity of the middle school should reflect that at the high school. I could think of many different avenues in which we could take as far as spending that kind of money.
1428	No very important.
1433	Not important and not worth rebranding
1437	It is not important to me that the middle school have an identity that is not a direct reflection of one of the high schools. I do feel that if our zoning was different (NO FEEDER SCHOOLS), the rebranding would not be an issue.
1439	Not important. The money can be spent on better things than aesthetics.
1440	Not important! I would hate to see money spend on foolishness such as rebranding. What's wrong with these schools being proud of their own school traditions?
1442	I think each school should have its own distinct identity.
1444	Not important at all
1445	I can't believe this is an issue
1449	It's a middle school. Why are we worried about what the MASCOT is for two years in a student's education and if it 'properly reflects an identity'? How is promoting tribalism, already a problem in this age group, a benefit to College Station ISD and its students?
1450	It truly does not matter to me. I just want them to get to he best education possible.
1451	i believe identity is important and it would be great for my kids to grow knowing they are a Tiger, Cougar, or something else. Developing that culture is a neat thing for a community, even if it is a community within a community.
1455	Important. My youngest already had some apprehension about going to Cypress only because they knew it had previously been associated with CSHS. This was confusing to them. They really need their own identity not related to their high school campus.
1456	Not that important.
1457	Not important
1458	I do not agree with the rebranding of any of these schools. The money needs to be spent on facilities or other items that will help the students learn.
1459	It would be ideal
1460	It would be nice to have middle schools not directly related to a specific high school. This means color, mascot, and other such items. Of course we need to consider the cost impact. Maybe develop a timeline to do this. This is what should happen when major changes occur. DO NOT SHOOT FROM THE HIP.
1462	Not important
1464	Not important at all. The schools should be the same and the money spent elsewhere.
1467	I do not believe that the branding of the middle schools and high schools will have any adverse effects on the students who attend a "maroon" middle school and a "purple" high school, or vice versa. This issue is not important enough to warrant a huge expense of capital or a major disruption to our athletic and fine arts programs.
1468	It would have no importance whatsoever! In fact, it is idiotic to think this district and this leadership would spend taxpayer money on such trivial things as this nonsense! It didn't work in Bryan ISD why do people not learn from history?
1470	Not important at all. Rebranding would be a needless waste of money.
1472	Would not matter at all.
1473	It is not important to me at all. I feel the high school mascots can stand alone from the middles schools just as the intermediate and elementary schools stand alone from each other.
1475	It would be a consideration, but not that important. Ideal? No. However, it creates a learning opportunity and a lesson in life. Each school is independent regardless of branding, much like the 2 previous franchises I owned.

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1476	My student is zoned to CSMS and then Consol. It is not important at all. Absolutely zero importance. No one's identity should be tied up in the brand of a school.
1477	If there is a crossover, each school's own identity would hopefully eliminate confusion, frustration and independence until high school.
1478	OH good grief, WHO cares? Once in HS, you identify with the high school. Lot of people MOVE to a different school and identify with that school and its colors. This is so stupid. Who thinks these things up?
1479	none
1482	Not really important
1483	Very important
1484	It's ok as long the student go to a better school and better education.
1486	Very important. No need for kids not to feel proud of the school they are at, or the school they are going to.
1487	I think it is important as the children establish a sense of comradarie within their student body and campus. To then "cross over" to a school with colors and logos that were previously considered to be a rival team may cause a bit of confusion. I wouldn't want the kids to be reluctant to feel accepted at an already intimidating, new campus.
1490	None. There are more important issues
1494	Very important
1495	Historically, it's been the culture of College Station for this continuity to exist. However, as the city and district grows, I feel that re-branding to a different color scheme and mascot that is not reflective of the feeder high school is important. These schools need to have their own identity independent from the high schools.
1496	VERY IMPORTANT!!! I have seen first hand how the lack of influence from the high school fine arts staff and coaches is damaging to the programs! Putting ALL schools at a disadvantage instead of just one is not a valid reason for the 80/20 50/50 Jr High split that was voted on.
1497	Not at all.
1499	I don't know the data but I don't think it's going to be that big of a deal.
1500	I believe each school should have unique branding.
1503	It would not have any importance whatsoever. Our kids are not robots. There is no problem. Save the money. Spend it on fine arts and computers. I'm in education and marketing & I think "branding" of middle schools is a waste of money. Make the new school something completely different, like green.
1504	Very Important.
1505	I think the current success of CSISD as a whole is in part due to the pride children have as they grow up through the grades being "a cougar cub" then cougar and vice versa. They form that identity early, especially if in athletics and other clubs. I feel the middle schools should directly reflect the high schools.
1506	I'm not sure it really matters all that much to me. What matters is making sure they get the best experience they can at each level.
1507	not important at all.
1509	Not important at all, I think rebranding will just cause confusion, and money. Money that can be spent in a much better way. Seriously what are you people thinking !!!
1510	Zero importance. We should not be investing dollars in things that have zero academic influence on our children. I cannot think of one college student or adult that laments over where they went to middle school and if that middle school reflects where they went to high school.
1512	Absolutely NONE
1516	not important at all , it's absurd to consider spending huge sums of limited money on this
1517	Very important, they need their own identity. Right now the HS coaches treat the middles schools as their farm program and this puts undue stress of winning on the players and coaches instead of teaching and having fun. Let kids be kids!
1520	No important ALL AT!
1521	Not at all important
1522	NOT AT ALL.....
1524	I'm most concerned that we might spend thousands on rebranding while we have students not reading at grade level. Let's keep our priorities.
1525	That is something I think the students would have to answer. I cannot speak to how much a schools brand changes affect students. I don't remember it being particularly important to me as a child.
1526	It is junior high school. Kids adapt. Keep the mascots for the existing middle schools, create a new one for the new one, and move on, without spending cubic dollars.
1530	Very. This was why rezoning, with the idea of sending students zoned for different High Schools in the same Middle School to prevent major rivalries and promote familiarity

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	between students at the High School level was a bad idea. Does the board know what they are doing when they plan these changes?
1535	As long as my child were guaranteed attendance at CSHS then I'd want middle school identity to transfer to high school.
1536	Any notion of changing the historic names and colors is highly inappropriate. Life is full of changes. If one moves from one school to another, embrace the new colors, traditions, mascot, etc.
1538	It's not important at all!! The mascots and colors do not have to match the high schools.
1539	It's not important.
1540	It's school. They go they learn. You can't tell me you don't have more important issue to worry about then this. Logos, mascots and colors really? Time for the snowflakes to grow up.
1541	Most middle school kids enjoy having an identity with a certain high school as it gives them a feeling of belonging and continuation such as the pit crew in band. MS is only two years and graduating students identify with their high school, not with their Jr. High so this question is almost pointless.
1543	Not important at all!
1544	I think it is very important that you do not label a middle school to high school unless that middle school will 100% feed into that high school. But, for athletic purposes how do you teach the offense and defense to students who may go to the other high school. Junior High Schools is where you begin your high school program. It is a system.
1545	It would not be important.
1548	not at all important
1549	Each school should have their own identity, but schoolmcolors being like minded (mostly A&M colors) is not an issue
1550	Not important-especially at the cost you are reporting.
1552	The kids will identify with their Middle School. They will wear those colors. If that means it stays as it is now, that is the colors they will wear and the mascot for they will cheer. What school they attend one, two or three years later has no significance.
1553	Not important.
1558	I grew up where the middle school and high school were uniform. Intermediate and elementary was not so much but the most important to making sure the middle and high schools are the same. It's really important to me as a parent to find a middle and high school with the same identity. It's what helps kids continue school spirit & saves us money.
1560	Not important. The important thing is the IDENTITY of the school they are at (FOR A WHOLE 2 YEARS). I think they should focus on being an AMCMS or CSMS student - not be thinking about high school. I really think this is an issue that PARENTS have a problem with.
1562	Not that important.
1563	We are in that current situation right now. I don't feel that it's a big deal and neither do my children. I think parents/community creates this rivalry tension, not the kids. Pecan Trail seems to have its own identity-the Owls.
1564	I would not be important to me.
1568	Each school has thrived with pride for its school colors and mascots for so long. Why would you take that away from them? When you rebrand, you create a new identity for each school and that's not necessarily a good thing. I think the time and money would be better spent in other ways to support the schools.
1567	Not important at all. Rebranding is a huge waste of money. Please spend it on things that actually matter.
1571	Very important.
1572	I do not think it's a big enough deal to spend the money that is involved to change colors, mascot, uniforms etc. The amount of money talked about (and even if it's considerable less) is needed in many other areas other than this non sense.
1577	It's important to me. We moved to the district 3 years ago, and I find the divisiveness in the district to be hurting us, not helping us. And this purple/maroon issue is part of it. Let's allow our younger kids to be middle school students, enjoy those years for what they are, and not have them feel left out for wearing the "wrong color".
1579	It's not important at all! As parents, we prefer you to spend our more wisely and not waste it on mascot identity.
1582	It's probably a GOOD IDEA to unlinked MS and HS identities/logos. Every school should have its own identity.
1583	I could care less. It's not important.
1584	Relatively unimportant because there are many more important things to spend the money on within the district.
1585	It's not important. You go from school to school and each school has a different mascot and different school colors. You proudly wear the school colors of the school you currently attend

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	and if that changes when you go to the next school, then great! I don't want any tax dollars spent towards rebranding.
1587	I believe that Middle School should have its own identity not tied to either high school.
1589	I think they should be able to identify with a high school under the original feeder plan. You changed the name of the middle school on Rock Prairie, from Rock Prairie Middle School to College Station Middle School because that would feed into College Station High School. You have already branded them by the names you have given them!
1590	Not important.
1592	It would not matter at all.
1593	It's not important.
1595	It's not important.
1596	I don't feel it is that important. My child will only be there for two years, the other is done.
1597	Not at all stop wasting our tax dollars
1599	Not very. I would rather the schools have an identity as part of a larger community.
1600	It would not be important to me in the least bit. This is a blown up issue that is receiving too much time and attention. I would rather the board, central office administration, and campus administration focus on the main purpose which is continuing to provide a high level rigorous education that prepares students for success beyond CS ISD.
1602	not very
1605	It would not be important.
1606	Absolutely not important at all! My student's only job is to attend class and make good grades. Colleges don't look at school colors, mascots, nor school identity.
1608	It is important to me that my child feel proud of the school they are in attendance at and excited about being a "Tiger" at the next level. I think kids need to feel like they belong to a community and can generate pride in belonging to an even bigger community. However I do STRONGLY believe that this can be done at all campuses without rebranding
1609	Important in our current situation, since the schools are very much branded to the opposite high schools. I feel terrible for those kids, but mainly for being stripped from the friends they have grown up with in this school system - not so much because of the branding. The whole situation caused by the rezoning stinks.
1610	Not much. We all live in College Station. Anything the district does to create tension between the schools is a bad idea.
1611	Not at all important.
1613	Honestly it doesn't matter. There are bigger problems in this world that we should be worried about but instead y'all are making a huge deal about the color and mascot of the school or kids go to.. it's ridiculous
1615	It is not Important at all.
1617	Such an odd situation to be occurring, in my opinion, but I think now that there will be 3 middle schools and split the way they are, the middle schools should not have a direct reflection of either/any high school.
1618	Not important at all. As a retired teacher I have dealt with students' identities and they will adapt to their situation. Students need to learn to adjust and adapt to new situations. They will live up or down to the expectations we have for them. The identity of the school does not affect my grandchildren's identity.
1620	I dislike the idea of breaking these ties. These links give kids a path to look forward to. By breaking them you disassociate their promotion to the next level.
1621	Not very important it has always been this way and I don't believe it should change.
1623	It is not a concern. They will acclimate to their surrounding. The color and mascot at that level does not concern most of the students.
1625	Not important
1627	Not important
1630	It is very important. It didn't used to be, but now that both high schools are working hard to develop cohesive athletics and fine arts programs that span 5th-12th grade, the issue is becoming more important. Since the HS schools are now more actively involved in the development of players and teams and even musicians early, it effects kids more.
1631	Very important
1632	Not really that important.
1635	It's not important. Stop wasting money
1638	It would not matter to me.
1640	Not important at all.
1641	Not a matter of importance.
	Focus should be more on academic excellence.
1642	It really isn't important at all.
1644	Let's go back to calling the schools "Junior High" . What is the difference between "middle"

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and "intermediate" schools? Students in 7th and 8th grade need to feel that they are advancing toward high school, not just two more years of the same. The current names fit the locations as do all the other schools in the district.

1646	I feel they NEED to have a direct reflection. That is why I think the re-zoning has been very poorly thought out.
1647	Not very
1649	This would not be important to me as a parent. I do have a 4th grader and there will likely be a 3rd high school by the time this affects her. I see no reason to pour money into this project now when after a 2-3 years, it will no longer be an issue.
1650	Not important
1654	I think rebranding is a TOTAL WASTE of taxpayer dollars. I think this survey is a waste of money as well. I'm going to attend the next school board meeting and try and get to the bottom of just who is supporting/initiating this nonsense. This money could be used to repair existing infrastructure and increase teacher pay. This = theft of our tax \$.
1655	I don't think the issue is that they have a different identity. I think the issue is the way the "identities" are split. Why couldn't Wellborn Middle School (or the current CSMS) be the blended campus? Wouldn't it make sense to have 1 middle school 100% AMCHS, 1 middle school 100% CSHS and the other split evenly between the two high schools?
1656	My kids, third and fourth grade, already talk about "Tigers" and "Cougars," and recognize that there are differences between the two schools related to colors and mascots, so I feel it's fairly important for the middle schools to either feed completely into one specific HS and share branding, or for the middle schools to be completely neutral.
1657	I like the idea of the schools having their own identity, however I do not like the cost associated in doing so.
1658	I really don't think that the identity of schools will have a direct effect on my child.
1659	Zero. If you purposefully mix all kids based upon race, neighborhoods, socio-economic groups, etc.; then why on earth would you spend millions to change a school logo that will undoubtedly change while students are in school as our town is still growing? If your position is that all CSISD schools are equal, then it's asinine to change logos.
1660	Not important at all.
1661	Should be a reflection
1663	Extremely Important. You absolutely should not try to build allegiance to a certain track or high school at the junior high level if 100% of the kids are not on that track. Each school should stand alone if zoning will remain an issue in the city.
1665	It is not important at all. I don't understand why this is even being discussed. The school district I grew up in never was concerned about this. I had choice of school in a district 5X the size of CSISD. No one ever even said anything about the high school we would be attending or choose to attend.
1666	No importance.
1667	I feel like it's very confusing for children and they are very patriotic from a young age and that can be hurtful to our district unity
1668	not important
1670	Given the current boundaries, I think all the Middle Schools should have their own identity. There may be some animosity if someone is a Tiger in Middle School knowing they will be a Cougar later. I don't think it is a that big of a deal, but given the change is necessary anyway, maybe each school should develop its own identity independently.
1671	Horrible idea.. we are not a metroplex city. Tradition means a lot to us.
1674	Not that important.
1675	None, in larger cities the middle schools do not match the high schools.
1677	I think it's a pipe dream to hope that this town would be prepared to disregard a traditional feeder pattern. It will cripple the student's sense of connection with their campus and additionally ruin the Fine Arts and Athletic recruitment pattern.
1678	not important at all there is nothing wrong with keeping some history around, we don't have to change what things are just because it makes a few folk uncomfortable
1679	Not important. All schools get split to somewhere and if I were to move causing a switch in school what is the difference. When moving to high school they become part of high school and leave middle school behind making new friends, joining new teams and clubs, its a new beginning... they don't hold onto the past.
1680	Not important
1682	Very important. Children need to be a part of their future in schools at a young age. Branding them as something in middle school and something totally different in high school is too much change. Let them form a strong belief in the community, school, team/band etc...from the beginning. Consistency is key!
1685	Not!! Don't waist the \$. Why don't I see the rebranding cost here. That may sway people

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1687	away from rebranding!!! The identity of the school does not matter on the grand scale of things. Quality education matters most. It would be nice to have the identities match the high schools the students are zoned for.
1688	Not important at all. It's two grades.
1692	Not important at all.
1698	Huge! It really has a detrimental effect on those switching to the HS they have not been funneled into their whole lives. Happened to use. Awful, awful thing!!!
1701	Having the identity of a middle school tied to a high school is not important.
1704	Not important to us
1706	Not important at all.
1707	Not at all
1709	It is important to me that the middle school should have an identity to the high school in which the two are zoned.
1711	No
1712	I don't care.
1713	I think very important. My daughter went to CSMS and then AMCHS, but my son was rezoned from Cypress Grove to AMCMS. My daughter was the class that was split. This whole thing has been a debacle. Why do we need a "zone" identity? We sit next to each other at church and little league, but when it comes to school it makes us enemies.
1714	None
1718	The identity of the school is NOT what is in the best interest of the district. It is ridiculous to split 3 different schools. Two middle schools should each directly feed one high school alone and the third should be split 50/50. I currently have a student who transferred schools from CSMS to AMCMS and he has not been affected by school logo
1728	Screwed up idea
1731	It does not matter that the middle schools identify with the high schools. Extra time and certainly money does not need to be spent to rebrand the middle schools to give them their own distinct identity. My child nor we are concerned with the logos and branding. Their education is the most important factor here.
1734	I do not think it is important enough to spend over 2,000,000 on. I think there are better ways to spend that money.
1738	It's 50/50. It has more to do with the school admin and teachers not pushing one way or the other and having school pride for their school. The cost of rebranding is also a huge issue. We have facilities that need work and \$2 million is a lot of money. Need more breakdown of what that will pay for before I can think it is important.
1740	Not important at all- many students cross boundaries due to the specific curriculums that are campus specific
1741	Not important. School pride is not based on the mascot, colors, etc., it's about just being proud of the students in the school, in all programs, and feeling included.
1742	Not at all important. School spirit is what matters
1743	Not at all. Let each school be independent.
1744	I think it makes complete sense for the middle schools to have a separate identity from the HS. I had it that way when I was in school in Austin and it just made sense.
1748	I think it'd be weird, because switching colors and then switching your pride and stuff, it's weird.
1754	If it were not already a direct reflection of one of our high schools, it would not be that important.
1755	fairly important
1757	Somewhat important
1758	The branding of middle schools is not important.
1760	I believe that based on the current zoning and middle school splits it is important for schools to have their own identity. However, I believe the district could represent both mascots at campuses to encourage unity in the district.
1761	Not very important
1762	inthink It is important to keep the children directed to the same high school
1765	Very
1768	Not at all important. Spend that money on education matters directly affecting students.
1769	It would be irrelevant. Two years ago my 11th grader had to copy worksheets at home b/c school was out of paper. Last week I spent \$200 on classroom supplies for son's class. For the last 6 years thousands of dollars of cash, clothes, and electronics have been stolen from gym dressing rooms because no cameras or security exist to watch the doors.
1770	Does not matter

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1771	Very important! The middle schools DO NOT need to be tied to a particular high school. Each school needs to have it's own identity. Every CSISD parent should know that their child could go to any CSISD secondary school and receive equally great learning opportunities. The attitude/ugliness of the purple parents is atrocious!!
1774	I think it would be very helpful.
1775	I have 3 children at AMCHS and 1 child at Oakwood. The branding of the schools is not an important issue at all to me or my children. They have pride in the school they are attending from year to year and that would not change.
1777	I think it would be helpful for the students, but they will be successful either way and it is not the biggest issue.
1781	Not important at all
1784	I personally think that they need to be zoned directly to a high school. Don't believe in growing a child with some friends and then moving them from there friends. That can be devastating to a child.
1785	It's not important - need to go to 100/100/50-50.
1788	Please listen to the teachers and coaches on these issues. It's about culture not colors or uniforms The kids have pride in their schools already
1791	Not even a little bit. This is ridiculous.
1792	Not very important
1794	It is important. It is time for College Station, and CSISD, to realize that we are no longer a "small" district with only one identity. Our middle schools should have their own identities. In time, having completely separate identities might end some of the mistaken impressions and hostility that still exist between the 2 high schools.
1796	My children take pride in playing sports and cheering for the Cats knowing they will soon be Tigers at the school their parents graduated from. They do not even remember the mascot of their elementary or intermediate school, therefore I believe that rebranding the middle schools would not be important to them.
1803	Almost not at all. More important is that students be treated equally, with no specialized instruction based on which middle/high school they are heading to.
1809	Not important.
1810	It is not important. My children don't care if the colors for the middle school match their HS.
1812	Not important, it is just a school name, don't we have more important things to spend time and money on...like academics?
1813	The current schools are established with their identity and building. Spending that much money on rebranding already established schools should not be priority. As a parent and employee, that money could be re-budgeted to benefit much more useful programs, go directly to those teachers or to fix the custodial shortages at campuses.
1814	While not "important", i do believe that each school should have have colors and identities of their own. They can be similar to one of the schools that the students will eventually go to in HS but it shouldn't be exactly the same.
1815	I don't think this is something that kids really think about by the time they get to high school. I teach at AMCHS, and I have freshman that attended both middle schools, and it does not seem to be an issue for them.
1820	Not that important at all. It is important that the facilities, resources, demographic populations, and opportunities be equal. Students and parents must feel that there is not a preferred zoning path, which offers some kids better chances than the others.
1821	I think it is incredibly important that the identity not be a reflection of the high school. Students should be proud of where they are attending, and not become attached to where they might be attending.
1823	It will not mean much for the academic side of things, but for extracurricular activities, and competitive athletics it means a lot. Coaches are hired and fired based on the results they produce. Establishing the culture and routines at the Jr. High level puts CSISD on the same playing field as everyone else in the state we are competing against
1824	Not important at all.
1828	I don't think it's fair to the children to be influenced toward loyalty to one high school over another. We are all College Station ISD. The excitement and loyalty should be toward learning and community.
1830	I don't think it has that much of an impact. Every elementary school has their own identity and yet when they go to Oakwood or Cypress they become associated with that school, that logo & that brand. They become a part of their environment and accept that.
1833	It wouldn't matter to me.
1838	This not important at all.
1845	Very important!
1843	not important to me

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1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1852	I think the identity should be completely separate from the HS
1856	It is not at all important
1857	The problem lies with the alignment. Go back to feeder schools and the problem will be solved. The training and molding starts in 7th grade when you change the athletic plays or the band music after just 2 years you are hurting the kids social bonds and high schools which are depending on that foundation
1862	NOT IMPORTANT
1863	I think vertical alignment is important. But I do not think that this is a branding issue, its an issue about getting the lines right for both sides in the split.
1864	NOT IMPORTANT
1866	Not Important
1867	I DON'T LIKE THE REZONING- SHOULD BE 100 / 100 AND THEN 50 / 50 FOR THE NEW MIDDLE SCHOOL
1871	I can't overstate the insignificance of how a middle school reflects on the high school in regard to school colors, uniforms, etc.
1874	Not important at all
1875	Thanks for giving us the opportunity to voice our concerns. Unfortunately, your survey is a completely inadequate tool to gather complete opinions. All of the questions could be answered with the same answer. Rebranding and refreshing the two existing middle schools is a waste of tax payer money.
1878	could care less. With all of the problems and limited resources this is a ridiculous concern. School board focus on teaching kids, developing leadership, and parental resources to support the kids education. For example better dyslexia programs, tutorial programs, reading and math enhancement programs.
1881	NOT IMPORTANT AT ALL. THIS IS A WASTE OF TIME AND MONEY! Why not spend money on bringing in ROTC or building a robotics program??
1882	I like the way it currently is. To change it would disconnect for the traditions we have already established.
1884	It doesn't really matter to me. They can have a link or not. There are bigger issues in our schools than what colors they are and what mascots they have.
1886	Zero. Most middle school kids have no idea of their identity to begin with. They need to know where they're going and who they'll be there with. Brand them in reflection of the high school they'll attend.
1889	It would not matter if the schools had colors from both HS's as well as a cat name.
1890	Middle school students should have a high school that they identify with. It is a part of their school experience.
1891	No importance at all.
1892	This rebranding is negligent use of taxpayer money. AMCMS does NOT have HEAT! South Knoll was supposed to have WiFi and Ethernet wiring that has NOT happened. You neglect our poorest schools to rebrand? NEGLIGENCE!
1896	Let's have the middle schools have their own identity.
1897	Not important.
1900	Not important, leave the mascots be, as the district gets larger, it won't even be noticeable. Develop the culture of shared community, the mascots and the color aren't the issue.
1904	VERY
1905	not very important
1907	Extremely important, the middle schools need their own identity
1908	NOT IMPORTANT AT ALL
1909	Not important
1910	Not important at all
1911	Not
1914	Important
1915	Not important
1916	Not very
1918	There are far more important things that money needs to be spent on then rebranding. There are bathroom stalls in one of the schools that don't even have doors.
1920	Not very important. This city steeped in deep tradition and it is part of what makes it so great. Keep the history and tradition alive by keeping AMCMS maroon.
1921	You should not waste time and money to change something that is working and should have a goal of investing in the money to enhance the curriculum
1922	Completely unimportant.
1923	The middle schools need their own identities. If the middle school is closely linked with one

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high school, the kids not attending that high school could feel as if they are second class citizens. Changing brands, could be difficult. AMCMS and CSMS are very much linked to their high schools, especially their athletic and fine arts programs.

1925	I think the middle school should stay the same colors and not change them
1926	I think each school should have their own identity and should have from the beginning.
1927	It doesn't matter to me. Education should be the focus.
1929	not important
1930	Not important
1931	Not important in the least. My child would adjust to the new school identity as she has already done twice through rezoning for the new elementary school and moving on to Intermediate school.
1932	Doesn't matter.
1933	I do not believe it it makes a difference if the middle school and high school share the same colors or "identity". My child and his friends do not
1934	It would be good for the middle schools to have their own mascot, traditions etc. but still keep some of the HS traditions in mind. I wouldn't completely change the middle schools one hundred percent.
1936	It's not important, people are making to big a deal out of. Nothing and wasting money that could go to each school for improvements or what the kids need.
1939	Not important
1940	Not important.
1941	Not important.
1943	None
1945	Wouldn't care
1947	Not very important.
1948	No. Not at all
1949	I certainly understand both sides of this decision. I know you are trying to help the children establish some identity for their middle school, not their high school. Having taught middle school for many years, I'm not so sure this is a big issue to the students. They are who they are at the minute and don't forsee that much in the future.
1953	Very
1956	No importance. Certainly not worth the high costs. Too many real needs that money can better be used for
1957	Not important
1959	I think it's wise to not have them directly associated to one in the event they could be attending a high school with a different mascot/color.
1964	Middle school & high school colors should be same. The root problem is the really BAD idea of splitting students from each of 3 middle schools into two different high schools! Their elementary school friends are with them in middle school, but now you are going to split them apart as they go to high school? That's equal harm for all!
1966	Not important
1968	I'm not convinced that it is anything that would influence their capacity to learn. It could be fun if the students are allowed to vote on colors and mascots. However, what will be the cost to change everything?
1969	Not important at all. Kids don't care about mascots and colors being the same as the high school they 'might' attend in several years! It's adults, parents and the local sport supply businesses that care!
1970	I think it is a good idea for the Middle Schools to have their own identities.
1973	Not that important.
1974	I don't think the students care and the parents don't care as long as the quality of education is excellent.
1975	I don't think it matters that much.
1977	This is not important.
1979	It is portant
1980	SHAME ON YOU FOR CREATING THIS PROBLEM TO BEGIN WITH BY REZONING AND BUSSING TO MAKE YOUR NUMBERS WORK. YOU DESTROYED OUR PROPERTY VALUE AND TOOK OUR KIDS AWAY FROM THEIR FRIENDS AND TEACHERS. YOU HAVE NO IDEA THE EXTENT HARM YOU CAUSED OUR FAMILY. AND YOU ARE GOING TO DO IT TO MORE KIDS WITH YOUR LATEST PLAN. ANSWER- NOT IMPORTANT AT ALL
1981	Great idea!
1982	Zero importance
1983	None
1985	Not important
1987	High. They should not reflect each other

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1989	Not important at all - a great waste of tax dollars
1992	I care more about the educational opportunities than the name of the school. Until we have more financial support for instruction funds shouldn't be spent on branding initiatives.
1993	Absolutely no importance whatsoever. It is important to have students feel as part of a team. Even being a member of the purple tract in intermediate/junior high and the attending AMCHS, it does help students feel as if they belong to a larger community .
1994	Not so
1995	not important to me.
2000	Important
2002	Not a priority.
2004	This question is worded extremely poorly. The "identity" of a school doesn't make any difference whatsoever. How about getting qualified instructors, so that the computer programming teacher isn't the cheerleading coach?
2005	It would be nice to have their own logos and identities.
2007	My children have all graduated from CSISD. However their middle school identity was important to them when they were at that school. When they moved on to high school they became involved in the culture of that campus and were proud of the school they were attending then. Wasting money rebranding perfectly good school identities is wasting money
2008	Not very important. The school spirit will weaken if you start changing Mascots.
2009	Not important-there are more important issues in education
2013	Not very, seems like a waste of money to me. A group of volunteers would be enough to slap some paint up and change the mascot.
2014	I would say that if he middle schools won't go just to one HS, there should be some change to the colors and mascot.
2016	Not important at all!
2017	Should be 100-100-50/50 and we wouldn't have this issue
2019	I believe an independent branding for each school level is perfectly acceptable and can be beneficial.
2020	I like having the middle school branded like the high school it feeds into.
2022	High- I believe in community and in teaching children to build communities at an early age. In rebranding the schools you foster that opportunity and build a sense of unity towards a common pride.
2023	Not important.
2024	I no longer have any children attending public schools. But if I did, I would want the school to have its own identify.
2025	I don't understand the paths for the high schools
2026	Not important at all. As a retired teacher, I find that students adjust to their situations.
2027	Considering the splits are basically 80/20, 50/50, and 80/20 this isn't even a valid question. 80/20 isn't a real split. Giving AMCMS a new identity will not keep the 80% that are going to Consol from identifying with Consol no matter what their middle school identity is (and the same for CSMS and CSHS).
2028	That is COMPLETELY unimportant. I think it is fiscally IRRESPONSIBLE to spend money on something as ridiculous and NON-RELATED to education as this.
2029	I am not against rebranding the schools but do not think millions of dollars should be spent on this. This money should be reinvested in the older schools to equip them in the same way the new schools are.
2030	not important, education is most important....given the choice, the maroon vs purple would not be an issue. schools don't have to be maroon or purple from elementary all the way through.
2032	It would be IMPORTANT that the middle school have a reflection of the high school OR high schools to which the students are attending will be zoned
2033	Not important
2034	Not important.
2035	Not important at all
2036	It is of no importance whatsoever
2037	It is critically important for my children goes to the high school with the same identity. My two children are in orchestra and they always went to CSHS for performance. Now due to the zone change, suddenly they have to go to AMCHS. They are heart-broken and discouraged. I am very concerned about their emotion and academic performance.
2038	This is not an important issue to my family relative to so many other important issues in the school district. Of course it doesn't make sense to have the identities of the middle schools so closely aligned to one of the high schools if all kids won't flow to those high schools, but please deal with this as a lower priority and at low cost.
2042	It would not matter to me, or my kids.
2043	It's important to me that our middles school HAVE an identity that is directly reflected by the high school they will be attending

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2044	Not important at all
2045	Not important at all
2047	Honestly, It doesn't matter. I think the students embrace their school mascot in high school at a completely different level than they do in high school.
2048	Very Important.
2050	I think if you're trying to promote openness to a student going to one middle school and then to a high school that's a completely different mascot, then the middle schools need to be individual as far as mascots go. Similar to Bryan schools, none of the middle schools mascots coincide with the high school those students will attend.
2051	Consistency in a path is more important than the color. STOP the constant need to rezone children. If they know a path it is easier to prepare for. Then the children and family has the ability to associate with that future school. Making them worry every year which school will they go to next is NOT a SOLUTION!!!!
2052	Not important. I don't think the kids would continue to wear their middle school colors or clothes in high school. I attended a private middle school and a public high school and it was fine. It might mean as a parent I'd need to buy a purple shirt instead of maroon to wear to my son's football games, but that's no big deal.
2054	We don't care. My kids identity is not based on their school.
2058	I feel that a student's identity begins in high school. Students are there for four years participating in UIL/extra-curricular activities joining clubs and preparing for post-secondary education. The middle school you attend should not matter if you went to a maroon or purple school.
2060	It would be very important.
2061	Frankly, I think this is a non-issue. The fact that we have mascots for anything other than high school seems superfluous. I feel there is already a backlash associated with school competition that is exacerbated by the whole mascot thing. The rivalry at the high school level is off-putting. Do we really need that at the middle school level?
2062	Very important
2064	I think the way the middle schools are being split starting next year should be revisited and that there should not be such a small group being split off to go to a different Highschool than the majority of the middle school.
2066	VERY
2068	I think it's important for the middle schools to align with a high school. As one affected by it, I would still rather have one split campus vs no feeder campuses.
2070	Not at all
2071	How many times will CSMS be renamed and re-branded? Each school can develop its own culture and identity. I grew up in a Texas district that went from 1 high to 2 with 2 existing middle schools. It was not the issue that our area has made of it.
2072	At this time it's not important as I cannot predict what my child will participate in when they get to 7th grade.
2073	I believe each school should have their own personal identity.
2074	not important
2075	It would not be a major issue.
2076	I think the logos should not be so similar. When we stopped calling them junior highs this should have happened - now with ultimately 4 middles and 3 highs - it makes no sense. The feeder pattern was sold to make east side parents feel better and it's been shattered.
2077	I think it is very important to establish identities for the middle schools that are separate from the identities of the high schools. I am very supportive of the proposal to "rebrand" the middle schools to colors and mascots that are new exciting and most importantly different from the identities of the high schools.
2080	dfv;aodfjvoiaadf;ovijoadfv;oijadfv;oijadfojado;fijv;oijdfv;oijdf;ovija;oeifjv;oijaefvoijae;oivjoijaervk jlkajfvk;ldafllkvmlkdfvndfjdfkvnjkdvnjkkvndfkjvn
2081	Not important at all. I don't see why it matters if the middle school is more related to one than the other. They are leaving one school and starting at a new school. Our students move within schools all of the time when they move into a new attendance zone or the attendance zones have been redrawn. I don't think it has caused anyone a problem.
2082	No correlation whatsoever!! Dumb and wasteful effort. Are you kidding me! Buy books, computers, teacher supplies which are beneficial. School colors mean nothing towards strong education. Who even proposed this?? They need to be removed immediately!!! No clue on what is important in life.
2084	Not too important as the middle school personalities are and histories are more important to their students.

Field summary for Feedback2

With their new campus, Wellborn Middle School will have the opportunity to develop their own brand (e.g. culture, school colors, mascot, traditions). How important is it for our current middle schools (AMCMS and CSMS) to be able to generate the same type of excitement by changing their own brand as well?

Answer	Count	Percentage
Answer	1077	52.54%
No answer	112	5.46%
Not completed or Not displayed	861	42.00%

ID	Response
19	Somewhat important.
20	On a scale of 1-10 I'd say 7
21	AMCMS and CSMS have already established their identity and culture over the years. I think to completely change everything due to a new school being added to the district is a misuse of funds. Will we then have to rebrand again if a third high school is ever opened or another intermediate or middle school?
24	Not at all. Keep AMCMS the cats who then go to Consol to be tigers. Rebranding is a waste of money, effort and time
26	Very important
27	Not important at all - they chose their logo when the school was built too. It's a waste of money for them to change their logos.
31	Not important at all!!!
32	The identity of AMCMS and CSMS has been established and successful, I think rebranding might be confusing.
34	Not that important
35	I don't think the kids will really care that Wellborn middle school has it's own branding. College Station thrives on tradition which trickles down from living in a college town where traditions matter. It's unique that the middle schools show ties to the high schools. Why change something that the kids are already excited about.
36	Important
37	Very important that they all get to rebrand
40	not important
42	Very important
46	Important
47	Hard to say. The question is framed in such a way as to elicit a favorable response. If you could assume that there would indeed be such excitement for rebranding then I can see the benefits to the children. However, that comes with a steep price of lost tradition and history. My children are fourth generation Consol and AMCMS.
49	It's not the most important thing, but I think when Wellborn Middle comes on board it would seem a little weird that the other two middle schools' iconography follows so closely to the high schools, especially when it's not a hard and fast rule that a kid that goes to CSMS will wind up at CSHS or AMCMS to AMCHS.
55	I think it's a great opportunity to break the direct affiliation from high to middle - I'm truly not sure what tradition exists at the current campuses that is so highly sought after. The first priority is education.
56	Not at all important. Rebranding is a waste of taxpayer money. The schools have their own identity anyway. The gyms at CSMS are still maroon. No one cares.
57	Not important
58	Again, while it would be nice, it is not worth the cost.
62	should be allowed
63	Good
65	I don't find it important. Those students attend middle school for 2 years. I guarantee you a top priority for my child's education has nothing to do with what color Tshirt he buys or what the mascot is. If it matches the high school fine, if it doesn't fine. If it matches a different high school that's fine too.
67	Not important
70	Critical. Each new school has this exciting opportunity to create their future, which is great,

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	but giving some attention to long standing schools is important as well.
74	When you go to a new school you adopt the current tradition of the school. That happens every single year when new students go to AMCMS and CSMS. Don't feel it's necessary to try and re-create buzz around existing schools.
75	That's ridiculous, why change something that's not broken. Why should the students even be involved in this? Are we going to change the theme every year so that every student gets this opportunity when they reach middle school? Of course not so why should all the schools do this just because a new school is opening. Don't waste resources on this.
77	It would be nice if there were an across the board excitement. So that the Wellborn students are not exclusive in their celebration.
79	Completely unnecessary and a huge waste of money.
81	When an elementary school is added the other elementary schools do not have the opportunity to change their branding.
82	I think the kids would enjoy it and it would make them feel more connected to their schools.
83	somewhat important
85	Not important at all.
86	I do not believe it is important at all to the students. This may be important to some parents and the faculty of the middle schools, but has no bearing on education, teacher salaries or anything that tax dollars should be spent redefining.
88	Very important
89	It has no importance. ZERO. This is the dumbest thing in the world. Check that, this is the 2nd dumbest thing in the world (after the issue in the question above).
91	At this age, I do not think the kids have much of a since of school identity especially since it is just for two years (7th and 8th)
94	They don't need to change their "brand" to make that happen, although it is easier that way. Modify the logos a little bit and let it go. But don't waste money changing signs, etc. unless they are worn out and need replacing.
95	I think it would be a great opportunity to let all students make this change for all three schools!
96	Changing brands for the sake of changing, and this thought process that school colors at this age matter at all, is asinine.
97	Not important enough to spend tax payers dollars to accomplish this goal
99	Not at all. Once again, I strongly feel their is tradition and a historical identity that is much more important than a new brand.
101	Not important
102	Important
104	I don't really think it will matter much.
107	I think it's a great idea
108	Keep the brand..no changing. Let Wellborn figure that out.
109	I think
111	Not important
113	Don't care about the branding. I care about the quality of education.
115	Not important
118	Again I am more concerned with education.
120	Not important.
121	Important I guess-I'm not sure what traditions you are talking about-all the schools seem to do the same type of activities. Having their own mascot is not overly important to my younger students
122	We are no longer a small town and we can not act like it anymore. Lower schools do not have represent the next level of schools anymore. All the schools should have their own identity. If my CSMS student decides to go to Consol, he should not have been branded for CSHS the entire 4 years leading up to high school. But that is exactly what happens.
123	not sure
124	I think the leaders and teachers of our current middle schools probably are already use to having the mascots that we have. Some times change can be a bigger issue for some than excitement.
125	Not important at all
127	Wellborn has that right but the other schools have had their logos for a very long time and shouldn't be made to change them just because the board or schools want to.
128	It is important to have that "new" branding for 2 reasons: to avoid any connection with either HS, and to have kids staying in "existing" schools with old equipment/facilities a "new" and different experience.
131	I think it is a waste of time..I think Amcms has its identity and the community does not want to change..it has a tradition of being maroon
132	Somewhat
133	If the Wellborn Middle school students are zoned to CSHS they should be allowed to follow

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	the high school!
136	I think they should have their own brand
138	very
140	Not important at all when you take into consideration the costs associated with doing so. There are so many more important things that the money should be spent on, not changing colors and names of the schools. It is ridiculous this is even being considered.
141	It will be important for Wellborn to develop its own identity/brand. If this is going to happen, some consideration should also go into relabeling the middle schools as junior high schools. Seems like the term "middle" and "intermediate" are interchangeable. If the rebranding is going to happen, go all in and label them junior high schools.
142	My children will attend Wellborn Middle School. For those children in the other middle schools, I feel it's important for them to have their own identity and not be associated with a high school for the simple reason that it is confusing (an unfair) for them to be inundated with a high school brand if they are not going to that high school.
144	Not important.
145	I think it would be very exciting for the students.
146	Not at all
147	Very important
148	Not important. They should keep what they have.
150	It's not...they're fine the way they are and creates an attachment to the high schools the kids will be attending which is a good thing.
151	This should be done, all 3 should be independent from the high schools.
154	I think that is a great idea. Rebranding also creates an opportunity for development of the "community" at a given school campus, as well as an opportunity for the students, teachers, staff, and parents to feel a sense of involvement and connectedness to the respective school.
155	Not important
156	Very important that every school have it's own identity
158	not important
164	Silly! I like our AMCMS color and mascot but if that changes my child will be fine either way!
165	Not important at all. Do what will be the most cost effective solution and keep money into teacher salaries, school staff, and things that will benefit the children's educational opportunities.
167	I like the idea of all of them getting to do their own branding as well. Creates ownership, pride in schools.
168	I think it would be very important for all students in CSISD that are in these specific grades to all have the same excitement with their school colors, mascot, traditions and culture so that one specific school is not seen as better/newer then any of the others!
169	Very important. Let the other schools have a great start with all the new schools.
171	I don't think the students care that much about what is happening with Wellborn Middle School, but I think they would enjoy having a say in a rebranding of their own school. It gives them an opportunity to have a say in the identity of the school moving forward.
173	not important
174	I do not think it is important to provide the current middle schools with the opportunity to rebrand. What I have appreciated in the past is receiving advertisements from the high school my children will attend that generates excitement for the high school among my children.
177	Not overly important....if those campuses are not already generating a culture/brand/excitement then that is on them. Kids going to middle school are already excited about being able to participate in fine arts, athletics and other classes. I feel that the "brand change" is more to appease parents than it is for the betterment of kids.
182	If done correctly, those schools CSMS and AMCMS should already have identity! From my child's experiences, I've learned that they do at CSMS (thanks to the strong leadership of Hadnot) They are proud to be Cubs and look forward to continuing excellence as Cougars- the mentor ship of high school coaches such as Sullivan and Symank were integral.
183	NONE AT ALL
185	Not important at all. Use the miner to improve education!
187	Again I think it's less important.
189	I think that some change might be welcome. I feel like it is important that we not push the middle schools and high schools together quite so much - let the kids be kids for a while and not try to force an identity on them.
190	Not important
191	Another example is the "room" that my daughter has advisory in. There are no desks to speak of, no tables, no place for kids to sit and do any work. So they have to hold their books, etc in their lap if they want to get any work done. What sense does that make?
193	I think it is a waste of time and money that we don't have when our priorities should be

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	facilities repairs and retention of qualified staff through competitive salaries.
194	Education is so much more important that a color scheme or athletics. I think that the athletics programs should be disbanded and more focus put in education.
195	Again, this is a complete non-issue for us as parents (my wife is a teacher in the school district).
197	It's not. See above
198	Important
200	Very important
202	Not very important to me.
205	I don't think so
208	I think its a waste of tax dollars.
209	Zero! What would make anyone care? If this is an issue with anyone maybe the snowflakes need to be ignored. Get a life. There is zero viable explanation to spend money on such non sense. I repeat zero. If this action continues the school board should be completely turned over. Irresponsible fund uses is not needed.
210	Not sure it's all that important as much as the right time if it's going to be done.
211	Although "rebranding" may be exciting it doesn't make since to do it. If having more culture is important then that's something that should be done district wide as well as traditions. Colors and mascots don't seem like something we should be putting in so much time and money to change when these schools already have those established.
214	Not important. It would be a waste of funds, when there are more important things that can benefit from that.
215	doesn't matter
218	I think this is important for building a community within the schools. It's an opportunity for then current students and staff to create the image they want.
220	The identity of a middle school is much less important that the quality of the teachers and the curriculum. Use the money to improve both.
221	very important--they should all have new brands
222	Not important.
234	I think they should be given the same opportunity to create their own brand just as CSHS did the year before they opened. They had a parent/student committee guiding the process and then allowed students (then at CSMS) to vote. It will only be exciting for those creating the brand. Beyond that, it really shouldn't matter.
223	Not at all
224	Not important. Money needs to be spent on improving education not branding.
225	It may be a fun exercise for the kids to vote and participate on creating a new brand.
226	How much extra money would it bring in? If we're talking an increase in the long-term annual income of thousands or tens of thousands of dollars from increased sales of merchandise, that would make sense. Otherwise I don't think the brand matters.
228	I don't think the kids are really going to put that much thought into it. Sounds like a parent issue instead of something the kids really care about. The kids picking the new mascot, school colors, ect. are only going to be at that school for a couple of grade levels before moving on.
230	Not at all. The "traditions" of a middle school should have no impact on the quality of education - or extracurricular activities - that students receive.
238	Completely and totally unimportant.
241	Not important at all. It is what it is at this point. I don't think it matters at this age. Who at 40 ever goes..."hey, back when I was a wildcat in middle school..."
243	Not very.
244	I don't believe they need to change at all. Kids love their school and what ever the mascot. My child did at cypress even though she was only there one year.
245	Very
246	They shouldn't be doing this. They still belong to the district. It's still 2 cats 1 pride. We do not have the funds to do this. We will lose all of our coaches and fine arts instructors if you continue on this path. It's a shame our district will not listen to our educators.
247	Not important.
250	not very important
251	Not important in the least. What is the excitement over? Academic and life success? I really doubt it.
253	Do not change. Keep original mascots and colors. No need for added cost. My children look forward to traditions, colors, mascots their brothers and sisters had. Do not change.
254	not important at all
256	I think that with the new school addition, its either now or never. Giving the other 2 middle schools the opportunity to develop their own brand is only far at the point. And i feel its a great idea!!

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257	Instead of being so concerned with re-branding, can you be more concerned with re-designing the classroom spaces for alternative seating, collaborative technology spaces, and general visual makeovers (incentivizing teachers with good performance reviews to have a statement in their classrooms to effect retention of quality teachers)?
259	I think it is important to maintain uniformity across the middle schools in an effort to eliminate the feeling that one campus has an advantage/disadvantage over the other. Each school should be a new experience for the students attending, as opposed to seeming like a continuation of their previous school.
260	I think it would be good that everyone has the same opportunities.
262	I can see the benefit of it, but the cost seems frivolous.
263	A school's brand is not in colors instead it is the climate and culture the leaders in the school create.
264	Provided it's not a ridiculous admin cost to change logos and all paperwork and forms that use them, rebranding would signal a new era. This would also make it easier down the road when a 3rd high school and 4th middle school are added.
266	The current brand does no create any type of excitement. There is absolutely no excitement or energy on the maroon side.
268	I don't see an issue with what we currently have.
272	It seems that all middle schools should be branded independently of high schools.
274	It would be nice if they were given the opportunity buy in the end the person taking the decision of what changes and what stays would be the district.
276	It only makes sense
278	Seems like the right thing to do.
279	I think this is super important. Each school should have it's own identity and be proud of who they are. Staff and student input should be taken into account during this process.
280	This is extremely difficult to do as they will almost be like other K-8 schools in the area (such as Gause or Westphalia for example) or private K-8 schools. They should have their own mascot and tradition and their brand should reflect that as soon as possible.
283	I think it is very important. It will give them a sense of ownership. Hopefully, that will lead to having more pride in their school.
284	Not important. The schools are not broken, why are you trying to fix them?
285	NOT AT ALL IMPORTANT
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
287	The current middle schools were "new" at one point as well. We cannot re-do all schools every time we open a new one. The existing campuses can build new traditions and excitement anyway and at anytime. They do not need to be rebranded to accomplish this!
288	I think it would make it a lot more fun.
293	Branding contributes to culture/traditions that result in sense of belonging. Having a sense of belonging is very important.
295	I believe all middle schools should have a homogenized branding, especially since they are not specific to a high school, are only two year programs, and are expensive. The colors and branding should be the same throughout. The differentiator can be the school acronym as a prefix. AMCMS Tigers. CSHS Tigers. WMS Tigers. (or Cougars, whatever it is).
296	AMCMS and CSMS need to be left alone!! The schools have pride and traditions. Wellborn MS will develop their traditions and in the future will feed into Wellborn HS. You are screwing up two schools to open a new one. 100% needs to attend AMCHS and 100% attend CSHS and 50/50 of Wellborn needs to attend AMCHS/CSHS until Wellborn HS is open.
297	Not important.
298	Again, what difference does this make? Is school branding really that important? My childs education should come first.
299	Don't think it matters, the elementary schools didn't have that opportunity when spring creek or greens prairie opened up .. neither did consol when cshs opened ..
302	It's very important.
305	I absolutely love this idea!
307	Traditions can always be added, but I think it is unsettling for a child like mine that thrives on predictability to disrupt all that they have known or heard about. We may not prefer the culture, colors, etc. of the other school(s), but at least we are aware of them and can try to prepare him for that transition.
308	When phrased with Wellborn developing their own brand, it seems like an ideal time for all schools to rebrand but only if that is what the focus is. I don't believe children actually care.
311	Very
312	I believe the rebranding, while expensive, is important and now is the time to do it.
313	Not important.
315	Or change the names and the brandor nothing.
316	NO! Rebranding the schools is not going to create excitement for the students or parents.

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	Offering more programs and services would do that better than changing colors, logo, and the name. There are lots of great programs, systems, and services that could be purchased with this money. Please consider using this money for our students.
317	none
320	Again, I am against the rebranding as I am a big proponent of traditions and school spirit that feeds into the high school. If we don't rezone, there is no other choice but to rebrand at all 3 schools.
322	Anytime you can involved kids in the decision making process is a good thing. I imagine part of the cost of the rebranding is a consultant fee so having the kids serve as the consultants would reduce costs and allow them ownership of their schools.
324	At the cost of 2.2 million I do not think that the established schools should change their branding.
341	Not important at all. Keep CSMS and AMCMS the way they are
328	It would be the perfect time to do it.
331	I strongly HATE the idea of rebranding the older middle schools. I believe that we are a fairly young community compared to other areas across the state and this is one of the few pieces of history that our community and school district has.
333	Very
334	Not important at all.
336	Not important
338	Keep Csms as the cubs and purple.
345	No, this is the wrong thinking! Do not do it! This will actually negatively affect those who are going to Welborn MS (Gee, what's so special about OUR school if everyone got to rebrand?). It is simply a waste of funds that would be better used on better educating the children or offering merit awards to teachers and instructional aides.
346	Not important
347	Absolutely! That is a wonderful idea! If you can manage, seeking community input would be appreciated by all.
349	Seems fair to me. Make it a big deal for all schools
355	Very important. The students of Wellborn Middle need to feel connected to their high school, just as the other middle schools do.
357	NOT IMPORTANT. You know what would be exciting? Teachers with more funding for educating their kids. Buses that bring my kids home promptly. New equipment in the classrooms. More field trips. NOT NEW PAINT AND A NEW MASCOT
358	To have their own brand that's not associated with a specific HS will be exciting.
367	not so much
369	I don't think it is important
370	I think it's important, but should be done as it would when that need arises. It will take some time, and doesn't need to be done immediately.
372	I think rebranding all three schools is a good idea, given the current zoning situation.
373	They (AMCMS & CSMS) already have their own brand, right? They are the cougars and we are the cats. SO Wellborn Middle school should have their own mascot and culture.
374	Not important
376	Now is a great time to have the students be involved in rebranding the campuses. What effect will this have on the intermediate campuses? Pecan Trail has school colors and a mascot. Cypress Grove really does not. Do they get to rebrand as well?
379	Not important relative to the cost to change things
381	I think the brand is critical to the success and culture of the campus. However, I do NOT feel as though this decision should be left up to the students.
382	I do not think it is that important however I do not have a child at those current schools. I think changing the identity will impact alumni more than anything else. You will forever remove their association to their history at these schools through rebranding.
384	I don't think it would be "exciting." I think it will take a tremendous amount of their time for one school year to develop their "brand." With a two-year school, it will pass very quickly.
385	Not at all.
387	Not important at all
388	I think the rebranding is independent of what is going on with Wellborn. The rebranding is a good decision because of their closeness to the high schools.
389	Not!! They already have an identity!!!
392	Not important.
393	It would not be excitement to make them change the history of their school.
398	I don't think excitement of re-branding the current schools should be under consideration just because there is a new school that "may" have excitement of their own brand. I think the excitement is just having a new school in this case and nothing to do with branding.
402	None. That makes no sense. A new school is opening. Why would that make the other

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	schools change? It does not when any new elementary opens, or intermediate school, or high school.
405	Unimportant. Identity at this stage is unnecessary. This is like saying being a SWV Eagle and the colors that goes along with that school matters
407	I think it would be good. Give them the same criteria and see what they come up with!
410	I think the kid in all 3 schools would love the chance to do this
413	it's important
415	New schools have time to do this, I don't think it is that important to change the existing schools
416	I think it's very important, especially as the district is continuing to grow. It will be exciting for AMCMS and CSMS to create their own identities. It will also make it easier when the district needs to add a 4th intermediate or middle school.
418	It would not. They already have their own traditions.
420	Very important. The current school board and CSISD admin made this answer themselves already by forcing "equality" between CSHS and AMCHS. One school couldn't have something new if they other school wasn't getting it or didn't already have it. You pretty much have forced this answer into changing all middle schools due to how you handle HS.
421	Not important enough to spend \$2 million dollars on. We could buy a lot of glue, paper towels, pencils, and other items I currently supply with my own money.
422	I do NOT agree with the rebranding of CSMS and AMCMS & spending over \$2 million of our hard earned money. It is extremely frustrating that CSISD wants to spend money on rebranding of existing schools. Why spend that money on "marketing tools" when the schools could use the funds for other items that are needed that are far more important???
423	I am not convinced re-branding the middle schools would "generate the same type of excitement"
426	Need to aligned with cat theme and I would designate the MS to one of the HS
428	I think it matters very little
430	Sounds fine.
431	I like the traditional names that they were originally.
434	absolutely zero.
435	I would ask the students that question. Both of my children, (5th grader and senior), have stated that they would like to have the middle schools retain their current "brand" even if they were not promoted as being tied to the high school.
436	Not important. They have outstanding tradition and reputation, something the new school will not have...so it is always a give and take.
438	Very Important
440	Again I think it is important, but should be done over time due to cost. I am sure some of these things, are already in current budgets , such as uniforms, paint , ect..
441	I think it would be good for all of the schools to have their own identities especially when new schools are added almost every year lately.
442	Not important as well. It's best for them to keep their culture.
443	i think it would be great and make it not any more confusing than it already is
444	This is a waste of time. Quit worrying about rebranding and focus more on quality of education.
445	It's important for the reasons listed above.
446	I think their brands are established and should stay the same
447	I thought my kids are in love with their current brand. There would be confusion if their brand needed to be changed.
448	I like the idea of Welborn having the oppotrtnity to develop thier own brand as they are a new school. I feel the current Middle Schools have great influence over the students attending their school. I am not sure how changing that would benefit the district, schools and students.
449	zero
454	Sounds good in theory but don't think the price tag is worth it.
455	Extremely important! I can see the benefits CSHS has enjoyed from being mindful about their traditions and the culture they wanted to have in their school. It would be wonderful for all the middle schools to have the same chance to build a fresh school culture from the ground up.
456	The brand for the existing schools is set. There is no point, in my opinion, of spending money on new mascots for our schools when they have been set. Why repaint, fix floors, and spend money on uniforms for each school. There are more important ways to spend tax payer's money.
462	I think developing their own colors and mascot would be enough excitement. Changing the names would cause confusion. I also think keeping the colors neutral so that they link with the high schools would be nice; e.g. black/ gray, with a cat type mascot. It helps to link them all together while maintaining some independence.

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463	It is not important for middle school kids to have "excitement" about changing brands. They will only be there for 2 years. Their identity and success in life do not depend on color schemes, mascots, and logos.
464	Not a good use of funds to re-brand existing middle schools. Spend the money on something that will impact the kids like classroom equipment, teacher materials, books, computers, literally ANYTHING but branding. Parents might care but the kids don't.
465	unimportant
466	I agree with that. The schools need to be involved in making the decisions. Lots of big changes for the schools.
467	I do not feel this is important, at all.
469	sure - let them have fun with it
470	not important
474	Again, this is a total waste of money. Please use these funds for better teacher compensation or resources for the students. This is so wasteful.
477	not important
478	While I believe it is important to allow students to identify with the high school they will go to, I don't think it is quite as important for CSMS and AMCMS to go through rebranding because their cultures are so ingrained in this community already.
479	not important
482	DO NOT SPLIT EXCEPT FOR WELLBORN MIDDLE SCHOOL AND YOU WILL NOT HAVE THAT PROBLEM. SAVE THE MONEY. FIX THE DRYERS, ROOF LEAKS, CONCESSION STAND ROOF, AND UPDATE EQUIPMENT
488	How important is it that any group of people choose their own identity? Do we ask the State of Texas every time we want to have a new event in a local park (and make it a tradition)? Do we ask Canada if they approve of a federal website branding change? Of course not. Why should our local schools be any different. Let them choose for themselves.
489	Nobody wants to rebrand. Every student, teacher, and parent I have discussed this with is strongly against the re branding of the Middles schools. Whats wrong with having school pride these days?
490	Not important. Would add confusion. Sometimes life isn't fair and as a school that should be taught.
491	Huge. You definitely need to do some things to generate excitement for older schools, even if this isn't the way you choose to do it. Imagine if you gave your first teen the old family car. And then you bought the next teen a state-of-the-art car because you don't have about her family car to share. That is how it feels being a Tiger parent.
494	They should change as well
495	Not important at all.
500	It's not important
502	I think it is the best time to redo them all together.
503	Not very important
506	I think the new middle school should be branded in a way to be able to match the new high school when it is built. 3 middle schools -> 3 high schools with paired branding and identities. Being that that is not the current plan, I think building pride in a long standing tradition would be a more fruitful goal.
508	I don't feel it is important.
509	Cannot say as I am not a student.
510	Children will adapt to whichever campus they attend at that time. They will do just fine unless directed otherwise by overzealous parents, teachers and administrators.
512	Again, why can't we just keep the identity that goes with the history of the school? The adults are the only ones to be concerned with this. Students are only in middle school for 2 years unlike their elementary years and their high school years. Middle school students really care about one thing - them selves.
513	It's essential. If all three middle schools will feed both high schools, they must be autonomous, especially with the politics of this town. The parents of kids who will be going to CSHS will already overwhelm the student organizations and sponsorships of other programs. Change mascots and colors at every school.
516	Not important.
519	My daughter wants to keep the big cat theme for a mascot. And she loves purple. My two oldest kids went to AMCHS and then we were rezoned so that our 3rd kid went to CSHS. Now we're rezoned again back to AMCHS for our 4th kid. She is REALLY disappointed to have to go to the maroon HS.
520	May not be important but the kids might find it fun and a neat opportunity
521	It is very important because I don't like a&m and we are called the "cats". Cats are

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	considered weak and we are pretty tough. uh
523	Waste of money.
524	Not important AT ALL!
526	Leave the current branding and save the money for the new schools we will have to build in the near future.
528	Not at all
529	The identity issues needs to be address by policies established by CSISD.
	Athletic expectations of coaches and student athletes differ significantly from the Purple track and Maroon Track.
	Funding and facilities are significantly different between Maroon and Purple Track. Even commercial stores (HEB and Walgreens) offers far more CSHS stuff.
530	Important
531	I think AMCMS and CSMS SHOULD NOT change their Brand. Wellborn can create their brand because they are new.
533	AMCMS and CSMS already have a culture, school colors, mascot and traditions. There is no need to change them now.
535	Very
537	Not at all.
541	I think it is very important.
544	Somewhat
545	Would be fun but there is a better use of time and money.
548	All of AMCMS should feed into AMCHS, all of CSMS should feed into CSHS, and Wellborn should be split 50/50 between the schools. When a new high school is built, Wellborn should feed into the new school
551	Very!!!
553	See response to #1.
554	The kids love their schools. Yes, that's important. They have their own "brand" - some kids identify with a particular HS (they have siblings and parents that are connected). Spending money and time thinking about this seems silly.
555	Very Important
556	It is very important for the middle schools to have their own brand.
558	NO!
559	The students are only there for two years and, as stated above, they really do not think this is an important issue, especially for the amount of money it will cost to rebrand. You can also solve this problem by keeping AMCMS 100% to AMCHS and CSMS 100% to CSHS and split Wellborn 50/50. Problem solved. Very logical.
561	Not important at all.
562	Don't think it is necessary.
565	Not important at all
567	Also, it does not matter. I feel like this is a waste of money to rebrand.
568	All schools should have their own identity.
570	Not important
571	Very
572	Not important. Spend the money on something more important.
573	Of absolutely no importance. I cannot even believe the board wasted any time whatsoever in discussing this topic. Kids don't compare mascots. Are you kidding?
576	Very
578	Very important
581	Not at all. We are zoned PT/WMS, but my 7th grader attends AMCMS (employee transfer). When we were telling him how exciting it would be to be a part of this process, our son was ANGRY! It was CRAZY! He said it was not fair he has to change "just because some other school is being built." We were flabbergasted he felt this way!
584	Money could be spent on more important issues such as teacher pay, proper equipment and tools in school, pe equipment and such.
585	Doesn't matter to me.
587	This would not cause excitement at AMCMS and CSMS. Use money instead to make school repairs.
590	Very
591	Depends on how you define "generating excitement." There is something to be said for the excitement tradition brings. Do you have evidence that re-branding schools results in some sort of revitalization for kids or that revitalization is even a concern in the current CSISD middle schools?

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594	Sounds like a lot of effort and cost for not a lot of benefit.
597	None. We do not need excitement about rebranding. Kids don't even care.
599	I think this is a nice idea but potentially expensive.
601	I agree with and would like the branding so the kids can already identify with the high school they will attend
602	Confusing to the students that already relate to what, who and where they are
603	I think it is incredibly important for each school to have their own unique brand and stand alone from the high school.
605	I doubt that it generates excitement, but with students from the same middle school going to either of the two high schools, I believe that the middle schools should have their own identity. that doesn't mean that we have to repaint and remodel the entire school building. Update colors, if necessary, when normal maintenance of the building calls
606	Not important at all
607	Not very
608	I grew up in a small, rural town with only one school of each level. Students of a new elementary school were allowed to submit possible mascots and colors, then the students voted. The final selection had nothing to do with the other schools in the town (which already had distinct branding). Students felt ownership and pride for the new school.
613	Not very important.
614	None
618	I think it's important for school pride. I think the kids would get behind it. We are currently at CSMS in 7th with an option to go to WMS. My son is already thinking about whether he wants to change schools.
620	I don't think they should change from who they are now.
623	Not important. The schools already have their own identity and it's made each year by the student body and their administrative leaders. Not by a mascot, colors, or whatever else. This is a complete waste of tax payer money.
624	Not important
625	I believe all 3 middle schools should develop their own brand.
627	I think all schools should stay as they are and the new middle school should be grey or black and white. I don't care about their mascot. I don't like that CSMS and CSHS are purple. I think they should be a shade of maroon or black or grey
628	Very
631	I think it is very important and time for the change. Our town has grown and the time has come to rebrand and create separate identities for the kids. The students will definitely form a stronger connection to their school if they are a part of the selections. This is a great idea!
633	Culture is a very important thing for these kids to develop in the school that they attend. History is important also. If mom or dad went to one of the middle schools and they get to go there it is important to keep the same name and color.
634	Why bother? Spending more money and resources just to erase the history?
637	It is a valid concern that will take time to institute change. It is very important for MS students to have stability in their lives. They're already going through enough change with their bodies & social skills. Brands unique to each MS would be a big change at first but a welcome one in years to come.
641	Not important
649	Not very exciting to us. Our children have enjoyed the branding and have enjoyed walking the hallways of those before them whether friends, family, etc.
650	It is NOT! Please let's spend this money on faculty and fixing what we already have.
651	not important
652	That would be more fair to other middle schools. Even though their campuses are not new, they could rebrand and get new uniforms, etc. for their students
818	Very
656	Not important.
664	I think that this is a good idea. Before this year, it was a "given" that kids going to CSMS would go to school at College Station High School and the AMCMS kids would go to Consolidated. It made sense that logos/colors were similar. For those of us with children affected by the rezoning decisions, this has been challenging.
670	None
671	I think this would be a moderate need.
672	It will be harder to change a current color scheme/mascot, but totally worth it in my opinion.
674	Not at all. Why on earth would someone think CSMS & AMCMS would want to rebrand and who on earth thinks it would generate excitement? It will do the opposite. Are you going to let every single school rebrand every single time a new campus opens??
677	It's great for Welborn to be able to do that, but I don't think the students at the other schools

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	will feel like they are missing out.
681	Means very little. It's great for Wellborn, but to try and rebrand two middle schools that have done a great job of establishing an identity makes very little sense. There is positive energy within both CSMS and AMCMS that would be essentially wasted.
682	None. Please stop wasting time, money and resources with this. Please.
684	None. AMCMS should remain the same (branded to link to AMCHS). CSMS should FINALLY be painted a new color/brand. Welborn MS should carry the CSHS colors/brand.
687	If it's going to cost money, I think AMCMS and CSMS should stay with what they have now! Wellborn MS is new so of course they need to find their own brand!
693	We came from a fast growing district before coming to CS that opened schools frequently. With this they allowed the students to vote for the new mascots and color schemes and this created strong bonds and commitment to the middle schools. I think it would be a great idea that rebranding happen but that the students have a voice to choose mascot/color they should stay the same
695	they should stay the same
696	None.
697	I believe the students involved should have a say, whether that be to re-brand, and, if yes, what to assign - as in name, colors, mascot. I'm not saying they should have final say, but should have a voice in choosing finalists or a weighted portion of the final decision along with staff/admin. These can be by student committee or student-body vote.
698	This is the least of my worries or concerns when it comes to my children's educations.
705	Not important. Keep Their branding the same!
707	Not important at all.
709	Not as important since those schools aren't new.
710	Not important.
712	I think that most students including my own 7th grader do not want mascots and colors to change currently. I also feel very strongly that middle schools need clear feeder patterns for Fine Arts and Athletics. This can be accomplished without rezoning or rebranding if both high schools were to split time at middle school that is split.
713	Not important
714	Rather than the excitement, I think it is necessary since students go to both high schools.
719	See previous answer.
721	I think you are not using the tax payers money wisely... The taxes are high enough just with building new schools... Why is this waste of funds necessary?
725	Again, the middle schools should be able to have their own "brand". Again, the elementary schools do without being linked to a particular high school.
726	Very Important!
728	Since they currently have an identity then cost would be an issue. CSMS looks bad since there is maroon and purple. All middles schools should go neutral and create their own identity.
730	I think the current brands are fine. The excitement for the school is generated within.
735	Not important.
736	The question assumes that excitement is generated. I am not sure that is the case.
738	again not that important. stick with the current branding and when they get to hs they can have their hs identity
740	Not important at all. Consol did not 'rebrand' just because College Station High opened...it is an utter waste of time and money. Under that theory, every time a new school opens, all of the others at the same level would need to be rebranded and renamed.
742	I would support re-branding the new schools at that time.
743	Not important
748	Not important at all. I don't think kids that age care at all. My son did not care about any of that this year when he started going to Pecan Trail this year after being at Cypress last year. He probably can't even tell you what their mascot is it is so unimportant to him
751	not important. Keep existing middle schools' colors and mascot, if possible. Traditions OK, too, but not to exclusion of allowing students intended to go to Wellborn or "to the other HS" feeling welcome. In other words, goal #1 is for students at all middle schools to feel excited about their HS; toss out the existing colors if needed
752	It's not important, they already have one.
754	All students should get to be a part of this new season in college station
755	I think it would be very important. I would think all schools should be independent since they send students to both high schools.
758	No preference.
759	I think costs should be a higher determining factor.
761	Very important
763	I do not think this is needed.
764	It would be great for each school to have the opportunity to generate their unique individual

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	brand. They will all still be under the CSISD umbrella as a united front.
768	It's the parents that are more worried about it than the students. Kids are going to identify with the high school not middle school. Go to the high school games on Friday nights, what are the middle schoolers wearing? Middle School or High School shirts? They are wearing the high school shirts and sweats. Or the summer high school camp shirts
769	Important
770	I don't think it's important.
774	Very important. This is an opportune time to make the change for this ever growing school district and city!
775	barely important
776	Not at all! There are far more important things, especially when this is a school they will only attend for TWO years. Again, the money could be used much more wisely!
777	Not at all. Waste of money.
781	not important.
783	I feel it would create excitement but I feel the cost would outweigh the need for excitement.
785	Not important to us
786	Many students will not care much one way or the other, but I think as adults we want them to have school pride. I think having middle schools with logos/mascots completely out of the cat family or at least distinct cats (like cypress grove teams) rather than cubs is appropriate for establishing a good culture.
791	I don't feel that re-branding is the issue....it's that the high schools are not equitable and the zones are not fairly drawn.
793	same answer as before: somewhat important, but not worthy of being addressed regardless of expense
794	Not important. It's too expensive.
795	Not important. Keep the colors maroon and purple
798	Not important at all. Hopefully wellborn middle school will continue the traditions that instill school pride and excitement about their future. Being affiliated with the high schools should be encouraged! This politically correct whitewashing of any school pride and identity has been overplayed. It seems the parents are the ones most concerned.
799	Moderately important, but only out of concern for consistency between all 3 middle schools
800	Highly
802	It's important and should be done at this point in this district prior to a 3rd HS opening.
803	I don't know.
807	I thought that Wellborn middle school already had colors and a mascot. Culture isn't something that's forced, the administration has to be a guide, so in a way, they won't have a say.
808	I don't think re branding is necessary. If so it should be phased in over a couple of years.
809	not important.
811	None. Aren't we planning on a new high school within 4-5 years? If we rebrand now, we will be re-branding then too. How silly. Surely, there is a better place for those funds!!
812	If Wellborn Middle School develops their own brand I can see why it might be important for the other two to follow suit. I see no problem with it and encourage it.
813	It would be particularly important for CSMS as they will be divided and for the AMCMS students going to CSHS
816	Most of the kids don't care. It is the parents who are worried about it.
817	We need a 100/100/50/50 split Period!!
819	Important.
821	Not important at all
824	I think it's important, but I don't see a lot of excitement now.
826	I think that would be very smart to offer the existing middle schools the chance to rebrand at the same time the new middle school is choosing their brand for the first time.
827	None.
828	I don't think it's very important. Developing a culture is part of being a new school. Wellborn obviously will need to do so, but the other schools don't.
830	As I am not in this situation, I can not say. I am truly neutral on the subject and will be fine with whatever the board decides.
831	Not important to me
832	I don't think this is important at all. I think there is already plenty of excitement associated with the current situation. Kids like to go to the events associated with the high school their school will feed into, etc.
834	Not important
835	Not important enough to spend a ton of money on
836	Don't feel it's important. The actual ones involved with planning and making the decision would be excited during the moment, but I don't see rebranding boosting overall excitement at

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	the schools.
841	Very.
842	A monetarily & physically ridiculous idea, which can surely be addressed another way!
843	Not necessary
844	All middle schools should rebrand.
845	This is ridiculous! I strongly disagree with every part of this statement. Who exactly are you trying to please....
846	Not important. Each new school has perks old ones don't, it just goes with the territory.
847	Changing the brand will not make their education better. Changing the thought process is a lesson that can be used for post education life. It is the teachers and administrators that are stuck on this idea of "have to change to make things equal". Let the kids dialog for new or updated "culture" and "traditions".
848	If excitement is what your after shouldn't you rebrand each school every single year? Why single out this year as the year that was "important enough" for the students to help pick new colors, or new logos, or new mascots.
	Either keep things "the same" , Or change them for a reason other than "excitement" or plan to never keep them consistent fr
850	These schools are already established. Wellborn is new therefore it obviously needs branding.
	There is no need for this at csms and consol ms
851	Waste of money and SILLY
852	I don't feel it is very important.
854	No matter if you and try to get them to change, they have been this way so long I do not see people adapting to a new system. They will always be seen as maroon and purple.
858	Very important
859	It would be nice for the older schools to pick new branding
866	CSMS just had a change a few years ago. AMCMS didn't have one and no one seemed too worried about that. My 7th grader wore maroon workout clothes for athletics and was at CSMS. The 7th graders wore maroon and the 8th graders wore purple. It was just how it was done and she was fine.
868	Somewhat important.
869	It's simply not a priority.
870	Not important at all.
875	Very important.
876	Not at all important.
882	Again, I just do not feel that this is necessary, especially if this process is costly. I feel that there are more important things that money could be spent on.
883	I believe the campus' currently have a distinct identity. Changing it at this point serves no additional benefit.
886	The students should decide. If it is important to them then it is important to me.
887	Not important compared to other priorities facing CSISD. Any board trustee that supports this issue needs to be held accountable.
889	Important
890	I think the excitement is being taken away not added. Not important anymore.
891	I don't think that rebranding will provide excitement.
894	not important at all
895	Not at all
897	Not very important
899	They don't want to change. Leave them alone.
900	I think it would be good for specific community, especially since one cannot connect 100 percent with a single high school.
901	Not important
902	I don't know that it is needed solely for the purpose of "generating excitement". That is a silly reason to spend a couple million dollars.
903	Not if it's going to cost a little of money. I'd rather money be spent on teacher raises or upgrading equipment.
907	Not that important. I don't think the opening of a new middle school should be a reason.
910	Very little importance.
913	As if their current cultures, colors and mascots aren't good enough now? Is that what you are really saying?
915	Not that important.
920	It is not needed.
925	Not important at all because it holds zero educational significance.
927	I like the idea of rebranding but I would keep the cost to a minimum.

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928	Important
929	I don't believe the identity is that important. I don't know of any other school district that does this. I think focusing on education versus school colors is a better focus.
930	Still doesn't make sense to me to waste time on this when there are other things that could be discussed or done to help improve the current campuses.
931	I recommend if you're rebranding, to fix the school names. Middle and Intermediate, last time I checked, are two words with essentially the same meaning. Let's get back to Middle School (5-6) and Junior High, and not continue to perpetuate this embarrassing confusion.
933	Being able to identify with the high school you will be attending is far more important than having your own "identity" or "brand". Poor planning on the part of the district leadership can not be fixed by surveys about "rebranding".
935	Excitement doesn't come from rebranding it will come from staff and working with teammates/classmates
939	Very Important
940	I think it would be nice.
942	I think it's a nice idea - but only if it doesn't take away from other necessary investments in quality education. How much would it cost?
945	There is nothing wrong with the current brands. And is a waste of money to change it
946	Not important
947	I think it would be a fun and exciting opportunity for the middle schools to go through together.
948	It would be nice for each to be able to done this but not st the expensive of the current students feelings.
949	Very important
952	Waste of money. Excitement is generated for the high school years from the feeder schools.
953	I don't feel it is needed. Why not color all the middle schools the same and make the teams the same animal. Csms cowboys, amcms cowboys and Wellborne cowboys
954	This is silly. Surely this is a joke.
955	They need to create their own color scheme.
956	I don't feel that it will bring excitement.
958	I think all Middle Schools should have their own identity.
959	Completely unimportant. Use the money on education.
960	I don't think it should be the kids choice. If school district is not deciding then the whole town should have a vote not just the kids attending
961	Important. It's time to have 3 independent middle schools that are disassociated with the High Schools. This tribalism created by cradle to graduation "zoning" has been a problem. We are in serious jeopardy now of having a good (new) and dad (old) attendance zones.
962	Not important, especially if it would be expensive.
963	Meh. You will always have the kids who wanted the newly implemented brand and some who do not--the quality of the final product is what matters. As long as it's executed professionally, student participation is likely optional, though the students would no doubt prefer input.
968	Fun it would be but I think it is a waste of money. It would be so expensive to do such things that I think the money could be better spent if used for the students or give it to the teachers.
969	We need to improve in quality not in appearance. Their brand should be getting better in the classroom and perform well in your sport or art and be a good citizen. DON'T WASTE MONEY IN APPEARANCE!!!!
975	Let Wellborn HS to develop their own brand and go over the excitement it represents; our current schools went through that process already. No need to waste money or cutting staff/teaching positions to provide with the budget needed for that
976	Extremely important!!
978	I think it would be really fun for all the kids the same age across all schools to be able to participate in this together.
979	I say to keep their own enthusiasm, I'd say pretty important .
980	I'm not sure the kids place great importance on these issues. I was a teacher in CSISD for 6 years and didn't know that the Intermediate and Middle School mascots/colors corresponded to the high schools until my daughter reached 5th grade and was told by the school. I don't think the existing schools need to change their mascots, maybe just colors.
982	It wouldn't be relevant, let it be know which high school they would go to, if there are kids going to Wellborn and then Consol then there is a boundary issue
983	Not important at all. It is common sense that a new school has to be assigned a name and apparently in this town colors are important too. I think CSMS and AMCMS are just fine staying purple and maroon. They just recently bought many new athletics uniforms and it would be exceedingly wasteful to throw out perfectly good equipment
984	Think Wellborn MS should create their own brand, colors, mascot, etc.
985	I think that would be a great idea therefore when they reach High School it would be a different logo or mascot whereas they go from middle school to High with the same mascot or

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	logo.
986	I'm not comfortable with expressing my opinions towards this idea. Primarily because I have not been in this county for more than two years. Many people have been in this county for generations and I believe it is right to hear from them on the idea before I form my own opinions on the idea.
988	They already have excitement. Why change that? Seems like the district is fixing something that isn't broken
989	Since the kids in middle school will most like go to different color and mascot for night school it would be nice for them to be different form both high schools.
990	Less so
996	I like Wellborn can create its own identity just like Pecan Trail did. My students will attend both of these schools. But College Station is a town that celebrates Traditions more so than any other (ATM). I think that having a long standing tradition or "brand" is more important that recreating it just to recreate it.
997	Important
999	I don't think it is worth changing
1004	Yes, give them all a hand in developing the "new brands"
1010	Not important.
1011	None. HUGE waste of money.
1018	The excitement for the Wellborn Middle School is because it is new. You can't rebrand a school to try to make things feel more fair or to create excitement. I asked my 8th grader this and he said that he would think "cool" for a minute, then wouldn't care after that. I feel like it's a waste of money to rebrand, repaint, change signs, etc.
1019	Why would they need to change anything? They have to much already invested in current facility colors, uniforms and not to mention what each teacher has invested in their classroom and wardrobe.
1021	Not at all. There are trade-offs of being the new school- the excitement of "freshness" is one of the positive benefits. Let them have it for themselves.
1022	Leave it as it is.
1023	Not important at all.
1024	Not very important.
1031	I think it would be healthy and build school spirit for the other middles schools to build their own identity and culture that is not directly fed into the high schools.
1032	Not!!
1033	If it isn't broken don't try and fix it. Just because something new comes along doesn't mean everything has to change. Updates are one thing, if necessary, but names and mascots and colors is ridiculous. Wellborn MS should mirror CSHS and be done with it.
1025	Not at all. Furniture, technology, school betterment, etc. needs to be the focus. Not the color of the walls or the type of cat...
1026	Not at all
1028	Focus on Academics.....
1035	College Station is strong on tradition. I don't think it's that important for the kids who have known "their" schools to be a certain way to change.
1036	Current and former students have an identity/connection with their schools already. If you change the names of the schools, you have erased their identity and the "excitement" of current and former students. I am a former student and it makes me angry to think that you would change the name and colors.
1039	Very important. Please please please do NOT just make them generic black or silver!
1040	Utter and complete waste of district resources and funding...doesn't the district have better things on which to spend money? How about NOT increasing property taxes...
1042	This isn't important to me at all. Kids should be focusing on leaning, not perceived excitement about the branding of their school.
1044	it is not important to me
1045	Not important. Current middle schools have a great history and tradition that would be thrown away by rebranding.
1048	Not important
1050	NOT IMPORTANT! What a poorly written and obviously leading question. To suggest that AMCMS or CSMS will some how "miss out" or "not be able to generate their own excitement" is a farce. Allow Welborn to come into its own just like CSMS did when it opened. Don't force it on an entire community.
1052	Leave the schools the same. It's ok to brand the new school, but don't change the others schools.
1053	Not important. In fact I think you could save money and allow the new high school (whenever it opens) to be the same colors as the Wellborn middle school.
1058	Right now, I like that the colors match and we can wear them more as we go through both

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schools; however, if the staff of CSMS want to rebrand themselves and come up with something different, I am not opposed to do that as well. It was a little "odd" to walk into Cypress Grove & learning some of their new branding (ie: team names).

1061	Not important
1065	Maybe we should be beyond colors and generate excitement in the players rather than the school
1067	Not important at all.
1069	Again, let Wellborn Middle School create a new identity. Make sure it will match the future new high school. But wait to rebrand when all the new schools are complete and you redraw the district lines.
1072	It lacks significant importance.
1074	It would certainly give equality to the process and would generate buy-in with those who might not want to see rebranding occur.
1075	NOT IMPORTANT!!!
1076	Important
1077	I would assume adults are choosing colors, mascots, etc. I would not refer to this as exciting. We create excitement in schools through student life, teacher commitment, etc whether the school is old or new. The above question infers excitement is only for new things and is unfair to existing schools.
1080	Not important
1081	Not important at all, and not worth all the money it would take to do it. Aren't we in a budget deficit?
1082	Not at all
1086	Save the money
1087	Not at all.
1088	Again, a great idea but not worth spending 2 million dollars
1089	If by generating excitement you mean spending money, it is not important. Rebranding should be basic and simple so that it will not have to be done every time we grow, open a new school, or make some other change. The three middle schools can be independent of feeder high schools, but keep the "branding" to a simple minimum.
1090	Not important at all. After teaching 5th and 6th grade for CSISD for 5+ years, developmentally, the kids do not place an importance on branding. Developmentally, hormones take precedent over this. Basically, they can give a flying flip.
1091	I think it would really give the entire school the opportunity to grow together to create a new culture if allowed to change. Those who might not have had an opportunity to share or feel like they had a voice would be given the opportunity to to do it.
1092	I think the two current schools should remain as they are.
1095	More idiotic drive!! Once again, let the children choose their color and mascot and quit wasting our time and money!
1096	Not terribly
1102	Not important. The kids are used to each school having its own mascot. In elementary, we were Falcons. In intermediate, we were owls. I think it is fine for each individual school to have its own brand and think it is ridiculous to spend money rebranding the current schools.
1105	I think it's important and so many parents would stop Whining when we do have to be rezoned
1106	Important
1110	Same answer as above.
1111	I want my children to have the best education possible. "Branding" is not even a relevant topic in relation to providing the children the best education possible. Focus on real issues in the schools.
1113	They should each be able to develop their own personality. It's very exciting and important for students to be involved in the process.
1114	So many better things to worry about / focus on
1115	Important
1117	Not that important
1118	I think they should get a chance to develop their own identity as well.
1120	Excitement about a brand is good but without knowing the financial impact of creating this excitement it is impossible to say how important.
1122	It's important but will be so strange to see these schools change.
1125	Not necessary
1128	While I believe the importance of being able to develop culture at all three middle school campuses is clear, I do not feel that rebranding is necessary to accomplish this.
1131	This is what my tax dollars are getting wasted on. Grow up!
1132	I don't think it is important and I don't think it will break their hearts if they keep the same color scheme they currently have.

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1134	Not important at all.
1136	It's not, those school are already established and traditions, colors, mascots, and memories should stay. Growth and change should affect what already is.
1137	Not important
1139	Not important.
1141	This isn't a big deal at all and wasn't ever discussed. However, now that it has been mentioned everyone is jumping on board with thoughts that aren't typically considered to most 12 -13 year olds.
1143	Not at all
1145	If a branding changes is at the expense of the school district or the tax payers, I'm against it. Wellborne MS should solely bear the expense. I was part of the fundraising effort to add a covered walkway and furnish the library with books at Pebble Creek Elementary. Let the "Snow Flake" parent in Wellborne raise or donate the funds.
1150	Very important. Kids need to have input.
1152	Waste of resources. If schools were rebranded, people should be fired for waste of money.
1153	Not very
1155	It's a waste of resources.
1156	When a new elementary school opens up the "older" elementary schools do not rebrand themselves. The culture that is created and maintained at the established schools is more important and impactful.
1158	See above. Self identification is important. If we are teaching students to be themselves and not copy another, when are we allowing the feeder schools to copy?
1159	This is not important. I have not met anyone who thinks that this is important. I have talked with parents of students who are zoned for Wellborn MS, and what all parents all over the district agree on is that we want our children to feed to the schools that can be anticipated based on where we have invested in land for our homes.
1166	I say leave them as they are.
1167	If the money must be spent, please do it in a wise way such as making the colors of CSMS red and navy. The lockers are already red and painting the door jams Navy will save on the cost to the district.
1171	Not very
1174	See response above with continuation... I have witnessed poor behavior from students at both schools. Rebranding will cause more division and the illusion that one school is better than the other... not healthy within the district
1175	Not important at all. Not only are we wasting funds that could be put toward giving educators pay raises but also asking parents who have spent money for gear to show their support for these certain mascots/colors.
1177	I think that it could be a good thing for the schools to change their brand.
1180	I do not think that the schools should be rebranded. I think the students and their families that have attended their respective middle schools are proud of their schools that they attended and don't want to lose the identity of those schools.
1182	Leave it be.
1183	Not important. Leave it alone.
1185	NOT IMPORTANT! Spending millions of dollars to change colors and mascots is assinine. We can use the money for important things
1186	Not at all. The colors were decided years ago by the students and faculty. Do not waste tax payer money on this and then say you can't provide education and extracurriculars with the money you have.
1187	Not important
1188	Clearly a new school has to create a brand. In my opinion, changing a "brand" that already exists is likely to cause resentment among students that already identify with it. It also would create significant expense which I would rather see invested in upgrades in facilities or hiring additional faculty.
1189	No, Texas A&M gave the land for us to build AMCMS they should be using Texas A&M colors
1190	If the kids can't flow from one school to the other with the same identity then yes, I think it's important for all of the middle schools to go through the same process.
1193	Not important at all
1196	Not at all.
1197	Branding is a non-issue.
	School administrators need to focus on providing the best education possible for our children. I have no family employed by CSISD, but these funds should go toward higher teacher pay and equipment that will improve student learning.
1198	I think if you let one school do that you should offer it to all the schools.

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1199	Not at all.
1200	They are already established why change? It serves no lasting impact.
1201	I do not want to change the brands of the current middle schools.
1202	Excitement is created by people and shared experiences. The middle school staff can accomplish this through intentional actions establishing school identity. They set the tone. Each school is more than the colors/logo.
1204	Very
1206	Not important at all.
1210	Not important at all. Leave it alone.
1212	Since only 2 years at middle school, I'd have the kids that get the split of mascot, etc to be heavily involved since they will have to change in the middle of their two years.
1213	We need to continue our tradition and strengthen our pipelines..
1219	Moderately. Especially CSMS needs to be addressed.
1220	Not important as they already have a rich history and tradition that would be lost.
1221	They already have an identity. This is formed at a young age. To change this would be a tremendous waste of money that could be spent in the education of our children.
1222	I believe that all three middle schools, as long as even one of them splits into the two high schools, should have their own identity, colors, and mascot.
1223	No important
1224	I do not feel they should rebrand. I do feel like their facilities and equipment/uniforms/instruments should be comparable.
1225	Not very important
1226	Let the students wear the colors of their respective high school, as they do already in their personal clothing choice. Let Wellborn MS choose what they want and leave all others as is.
1227	I don't think it is going to generate excitement at all. I know the AMCMS kids do not want this change. The kids on the Oakwood, AMCMS, Consol track already feel like the stepchildren of the CSISD. Making them change for ANOTHER new school is NOT going to generate excitement.
1228	Also a good idea. Student buy-in & input is important for this to succeed. And this is free! (Well....it's inexpensive!)
1229	If they want new traditions we should be able to do that. It doesnt have to include getting new equipment. School spirit is in the heart of the school not bought. Why not have Wellborn match everyone else?
1232	Don't know?
1233	Important
1235	It is fine for the new middle school to have their own identity since the board has decided to split it up 50/50. For the record I believe that this was a poor decision as well. However, it is to be expected from the current board and administration. The current middle schools need to stay as is!!!
1237	Some at the other schools (and their parents) may actually vigorously oppose this. It should be up to the school board to be more forward thinking and planning for the future to avoid these conflicts. Rebrand and give everyone their own identity.
1239	Not at all. AMCHS did not rebrand when CSHS opened. These schools have identities; I think it's fine if they want to kickstart them, but an entire rebranding seems unnecessary. I would certainly not want money to go to this that could go to more significant things like repairs or deferred maintenance.
1241	Not all that important. They can still be Cats and Cubs, those mascots are still separate from the high school (maybe change the mascot logo)
1245	Not needed
1247	Do not think it will work as well in long run. Does make it more neutral, but this may not be an advantage for the middle school or either high school.
1248	Not at all
1249	Highly important. See answer above.
1252	You should take pride in what you have it should not matter.
1255	They don't need to rebrand - complete waste of taxpayers money.
1258	It is not important.
1259	I could not tell you what the current mascot is now so I think this is of very little importance. I do not feel the benefit of rebranding outweighs the cost.
1260	It's set and the new school starts fresh.
1261	Not important at all.
1263	Not important should not change the current middle schools
1265	It is not important.
1266	Education is what's most important. Not colors or mascot.
1268	Both schools already have their school colors, mascots, and traditions. I feel we could use the money y'all have to benefit the students in another way. Possibly fleshing up Consol, seeing

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	the MASSIVE difference in the two high schools.
1269	Each school needs to have its own identity. CSISD is too big to waste time worrying about aligning their mascots.
1270	I think it is only fair that each school has the opportunity to form it's on identity, unless there is a Wellborn High School in the works.
1272	The current middle schools already have their own identity. It would be an unwise expenditure of money the district cannot afford to rebrand the existing MSs just to generate excitement
1273	Very important! We see how so many in this community perceive CSHS as the more desirable school. I believe it is because it is the new school. AMCHS is perceived as less desirable even though it has great students, teachers and programs. I see the same thing happening to CSMS and AMCMS when WMS opens. CSMS & AMCMS deserve equal footing.
1274	Not important
1276	Not important, a waste of money
1281	It isn't important. Do not waste our tax dollars.
1282	It is not important at all. Students go to school to learn, they don't go to get excited about brands, or at least they should be going to learn.
1283	I do not believe it to be a big enough issue to spend money to rebrand
1284	Not a priority
1285	Not important at all, it's pointless to rebrand middle schools who already embody a certain culture.
1286	Again let tradition stand for the two existing schools. Students will adopt pride in their High School when they get there.
1288	Not umportant
1292	zero importance
1293	AMCMS and CSMS are established schools with a history attached to them. Their excitement doesn't matter. Changing the existing brands would be a waste of time and money if we had to make sure everyone "felt they same excitement as WMS.
1295	I do not see the excitment of developing their own brand being generated by the students. My son who is in 7th grade oplays football and will be trying out for basketball could care less about the logo. He will not even wear a t-shirt with any school info on it.
1296	I believe it is important to keep the traditions in place that have been happening for many many years. I don't think the kids would be that excited about changing.
1298	Not important at all.
1300	I agree they could change, and make it fun
1301	It is important to allow all students to feel pride in their school and not like they are at the poor or old school.
1302	Not important
1305	Not at all....again you'd only be effecting the current students who's to say students later on down the road will want the "brand" chosen?!?!?
1308	Very important!
1309	It's NOT! They've been around for years. It's nevr been an issue!
1311	Not important.
1312	Not important
1313	I don't think they should be changed just to changed but with students from all 3 schools going to both high schools then there is a reason to change.
1314	please don't, it really does not matter
1319	Not very.
1320	It would be a complete waste of money. You didnt change any of the elementary school brandings, or the intermediate school brandings when the new school were built. Its not something to spend that large amount of money on. Spend it on replacing equipment or buying new sports balls.
1321	Kids are in middle school for two years. I think they will survive without a special brand. Plus, isn't it only exciting for two classes of kids to re-brand? Not s big deal.
1322	It would make the change more exciting win it could be a hard time for the kids. Many of the kids are separating from friends that have been with them for long periods of time. If they go into it with the excitement of a whole new atmosphere it adds excitement.
1326	Not important at all
1327	Not important
1328	Not at all. Why do the current middle schools need to change who and what they are just because a new school is opening? Tradition is important and I believe that you will have a lot of confused and sad students if things change so drastically.
1331	Not at all
1332	Waste of money !!!!

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1334	Not very important
1335	None at all.
1340	Very. How are you going to tabulate the results of this survey if questions are all open-ended?
1343	Not very
1344	Not important and too costly
1347	Not important
1353	Not important
1354	Very
1356	It is not important to our family.
1357	Not an important issue
1361	Very important, seems like a good opportunity to have all the schools change.
1363	With the exception of one school, every other school in this district has one set of colors and one mascot. CSMS is purple but maroon and WAS a Tiger then a Cougar and now a mix. This is a very obvious example how every school is not the same. Middle schools should have their own identity separate from any high school regardless of zoning.
1364	What they currently have is fine. Why change it just because a new school is built?
1367	This is not important at all. Please do not re-brand.
1369	They already got that chance when they opened...NO NEED to waste tax payer money to do it again...our kids dont want it either....
1370	YES... alot
1373	That wouldn't matter to me.
1374	I don't feel the current middle school's should have to change their brand!!
1375	Not important
1377	It's not!
1378	I don't think it is important at all in relation to other issues. Education, fine arts, facilities, equipment, transportation.
1380	Semi
1381	I think students know the schools as they are. Rebranding and change for the current schools shouldn't be necessary.
1383	Not important. Forget this crap and focus on teaching the kids. Colors don't matter and we live in a transitional community where folks move in and out all the time. This stuff is not important to the education of the students.
1384	The colors for Wellborn Middle School needs to hold the the same standards of CSMS and AMCMS currently hold. The current Middle Schools SHOULD NOT change their brands because by changing the brands is taking away a huge part of the College Station community and culture it has spent years creating.Wellborn Middle School needs to bring it own culture
1385	Not important at all, you can't rebrand every time there is a new school to ensure other students feel "included"
1388	It's a good idea but spending 2 million on it is not a good use of money
1390	Not important
1392	We teach them to adapt to change. It is a great life skill.
1394	Not important. The money required to change all the uniforms, signs, colors should be used for better purposes. They have an identy, let them keep it. If you must spend the money then purchase things the schools need. My taxes go towards thes schools and I would be beside myself if you wasted my money on "rebranding." Help the teachers.
1395	I don't think it really makes a difference to the kids at all.
1396	It isn't necessary. When CSHS developed their own brand with great excitement, the district didn't allow AMCHS to do the same. I think people understand a new school will be able to create its own brand. It doesn't mean every school needs to. Seems silly to me.
1397	Important. All schools deserve to be equal, balanced.
1399	Not important for two older middle schools to change their logos/colors.
1401	Extremely important. The excitement doesn't just come from the students. It comes from the communities. It will take time to adjust, but updating the brand images is not impossible.
1402	It's a nice idea, but depends on cost. These questions are framed in a very biased way, by the way
1406	Not important at all, leave them alone and save time and money.
1407	Not at all important - why mess with tradition & waste a ton of money?!
1408	What will happen when eventually a new high school will be build, who will committed with who? What a lack of commitment and division of community and schools
1412	Just means I have to spend more money on gear
1416	Zero importance.
1421	they are not new schools they should be the same, why recreate the wheel? they have history. let them be!
1423	not important
1425	Not at all important. Would prefer to generate excitement about school curriculum.

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1426	Very important
1427	I prefer the individualism. It sets the school apart from all the others.
1428	This is not important. Waste of money. They are already branded. Leave them alone. When they grow up people identify with their high school, not their middle school.
1433	Not important
1437	Not important!! What is important is hiring more teachers, purchasing things/programs that will enrich the kids academic experience!
1439	Not important.
1440	Cats and Cubs have their own mascots and their own colors. Leave them alone!!
1442	It is important. Middle school is separate from high school and should be able to have its own individual colors and mascot.
1444	Not important at all
1445	I don't think they should change. When CSMS was new it wasn't a big deal for AMCMS to "feel excitement" to make a new "brand". Wellborn is a new school this is what happens. They have been their "brand" from the beginning and it needs to stay that way. High school is where mascots matter.
1449	It's a waste of time, energy, and money even posing this question. Every new school is new once. Older schools have the benefit of established practices, why make them rework for the sake of 'new image'?
1450	I don't think rebranding is necessary. It takes away the history of the old schools and the new school should be able to become whatever culture the administration deems valuable.
1451	not very important
1455	I think it would be good/exciting for them. Especially for CSMS, whic looks confusing with both maroon and purple. The only concern I have is how could you completely remove maroon from AMCMS when Consolidated is in their name? This is a hard one.
1456	I don't feel that it is necessary for them.
1457	Not important
1458	It is not important for amcms or see SMS to have their own new brand. They have an old Brand leave it that way
1459	It would be ideal
1460	I think this would be a good idea. However funding should also come into play.
1462	Not important
1463	You do realize that school spirit is pretty much limited to the cheerleaders and nobody else cares, right?
1464	Not important at all.
1467	First, this is an unfairly written question, obviously meant to garner responses that favor rebranding. "...to be able to generate the same type of excitement by changing their own brand as well?" implies that denying rebranding will somehow deprive the students of AMCMS and CSMS an opportunity for excitement. Second, it's not important at all.
1468	See above!! Ridiculous to spend money on such a thing!
1470	Not important at all. Rebranding would be a needless waste of money.
1472	Not important
1473	I think all 3 schools should have a chance to rebrand themselves.
1475	It would be nice, but not necessary. It's something to consider for the future.
1476	It is not important at all. Absolutely zero importance. Again, your identity should not be tied up in the brand of a school to the point where a school district, who is charged with teaching/education, changes it's focus to the point of spending money on "brand". Teach the kids to be better than that.
1477	This is tough due to the long-standing identity and tradition, however, with the new school the time would be right to make changes all around.
1478	This is baloney. They are fine with what is going on right now.....Parents have spent a lot of money on cheer leader and dance costumes and you want to willy-nilly change it? Are you kidding me? If they go to Wellborn and the colors are orange and pink, they will survive..... SPEND THE MONEY WISELY...we pay a lot of taxes.
1479	none they should stay the same
1483	Very important
1484	It would be great, and the childs can participate too.
1486	Very important. But an identity doesn't come from a paint color. It comes from the people working together. So let the schools be who they want to be. And over time, they'll decorate as needed.
1487	This would be important as all the middle schools would be able to partake in establishing their own identifying brand. Plus, this is the perfect solution in creating an opportunity for the middle schools to disassociate their campus from being linked to a particular high school.
1490	None. Money and more important issues like transportation is a higher priority then

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	rebranding. Why does my son spend an hour on a bus when we live 3.5 miles from the school.
1493	I'm concerned about the 2.2 million that could be used elsewhere. As a retired 40 year veteran teacher it seems these funds could be used for better purposes.
1494	Very important
1495	It's extremely important for these schools to be able to develop their own identities independent from either of the high schools.
1496	Their is NO excitement just ANGER from parents and tax payers on the money that will be wasted if this mess is passed!!!
1497	Not at all.
1499	Waste of tax payer money!
1500	Not very important.
1503	Give them refreshed carpet and paint where needed. Get more books in the library, trip money for band and orchestra, update computer labs, more seats in the cafeteria, a new bike rack, sidewalks that lead from the street to the school so they dont walk in mud, an extra crossing guard, a street light at Alexandria and Barron - all better spending!
1504	Very Important
1505	If the majority of those populations WILL be excited then sure.
1506	I think they already have a brand. The culture of the school is created by leadership and the teachers, not the colors or mascot. Changing it may create some excitement, but new stuff is always exciting to some degree. I'm just not sure the impact is worth the cost.
1507	not important at all. I don't understand why we are willing to spend so much money to change colors while teachers are being asked to not turn their A/C's on until a specific time.
1509	Not important, seriously, time and money that needs to go toward educating these students !!!
1510	Zero importance.
1512	None, the schools are already branded.
1516	NOT IMPORTANT - middle schools do not need "brands", focus on education for crying out loud
1517	Ask the students and parents at the school, if they want to change let them.
1520	Not important.
1521	Waste of time and money
1522	NOT AT ALL
1524	Not a big deal in comparison to kids who can't read on grade level.
1525	I think for the students to determine their own brand would be an immensely positive experience and it would create a lot of school pride and spirit.
1526	Who gets excited about rebranding of a middle school? Someone has way too much time and budget on their hands.
1530	So, by excitement, do you mean disruption of tradition, and selling everyone new t-shirts? You need to keep in mind that students that are at a middle school are already invested in the school colors.
1535	very important
1536	There is no excitement changing names and colors. Who comes up with these ideas? A&M Consolidated Middle School is immediately adjacent Texas A&M University which directly or indirectly the reason for most citizens being in this community. Truth be told, there would not be a College Station were it not for Texas A&M.
1538	It is not important at all. Leave it alone.
1539	It's not important. Both middle school zones should stay the same. It especially isn't worth 2.2 million dollars!
1540	Again this is a waste of time and money to rebrand so they can feel speacial really?
1541	MS is only 2 years and graduates identify with their high school. I don't think it matters about a different brand for existing MS. I think it would be detrimental to disrupt the sense of community that the students have now. Most MS & HS students that I've talked to want to keep the same identity from MS through HS.
1543	NOT IMPORTANT AT ALL!
1544	I think it is important to have your own identity... but if you have your students going to one high school and half going to the other high school...what identity do they have at middle school. How do those students play sports together knowing by where they live that they will be split 50/50 for high school.
1545	I do not think it is a necessity at this time. What is the projection for another middle school? If it is in the next 5-10 years, rebranding would be the better option then. But at this point, I believe more in tradition and keeping the schools the way they are.
1548	not important at all -- they're fine with what they have
1549	I think it's fair to propose this

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1550	My child goes to csms-it's maroon and purple-it has no brand. It's not important.
1552	Gee whiz. At some point we will tear down the old ACMS and CSMS or convert them to other uses. At that point make it happen. Change now and all the current students are expected to purchase new wardrobes? All this effort will do is destroy the traditions and culture built in their history and disconnect the old from new.
1553	Not important.
1558	I don't think you should change AMCMS & CSMS just because a new school is being put in. It would be hard on parents to have to buy things like school shirts only to have the colors, mascots, etc. change by the time their children are in high school. This is hard on students because what is the point of having school spirit when it will just change.
1560	Not important! The AMCMS Cats should still be loving being themselves. Same with the CSMS students. Stop focusing on OTHERS and what you perceive they have and focus on YOU. Honestly - I think Wellborn Middle School is gonna have a hard time selling itself as new and exciting. The name is Wellborn MS.
1562	Semi-important
1563	I don't know why they would like to change what is established as traditions. I don't think that there is anything wrong with giving AMCMS or CSMS the ability to revamp their current brand to promote school spirit-campus tents, banners, etc. if the principal and staff feel it's needed, but I also do not think money should be used unwisely.
1564	It would not.
1568	Each school has thrived with pride for its school colors and mascots for so long. Why would you take that away from them? When you rebrand, you create a new identity for each school and that's not necessarily a good thing. I think the time and money would be better spent in other ways to support the schools.
1567	Not important at all. Who cares if excitement is generated?! Seriously. You're not a business. Kids will go to whatever school they're zoned for.
1571	Very important
1572	Keeping it the same is a historical memory. Maybe their parents went there or a sibling and they are proud of what they are. Elementary, Junior High & High Schools all have different colors and mascots in most cities so it's not a huge deal. Plus having different colors shows an individual school and who you represent. You will be able to tell age
1577	For me personally, it's not as important because we are zoned for Wellborn. However, I also look at this from a district-wide perspective and think that the way things have been done in the past will not work for the growth that we're in. We've got to stop being resistant to change.
1579	Do not change our brand. We need to keep everything the way it is even if the new middle school does a completely different brand. In my opinion, the new school should go along with the current brand and not go off the rails making everyone else do the same. It's a waste of money.
1582	Important. Good idea.
1583	It's not important and would be using our funds in a poor way
1584	Relatively unimportant because there are many more important things to spend the money on within the district.
1585	They have an established brand! You don't just go change brands just because you want excitement. It's unnecessary and expensive.
1587	The current zones will not be the zones for the future. There is a strong chance the high school zones will have to change again soon and that further supports the need for the middle schools to have their own brand. Parents that are calling for a switch in middle school zones are missing the bigger picture of the need to change the HS.
1589	Part of the experience of public education is cheering for your school, your team. I think it is a shame that they will not be able to cheer for the same group of kids all the way through, but they should have a team to cheer for, regardless. I fear we will breed out competition, which is a disservice to our children. Everyone doesn't get a trophy!
1590	Not important.
1592	I think you should leave the AMCMS and CSMS branding as is. I feel that the money you would waste by rebranding AMCMS & CSMS could be better used in the school district. Why not generate excitement in the existing schools by making updates to the schools or having more activities for the kids in the schools.
1593	They should stay as is. Waste of money and time on a dull issue
1595	It's important and should be an option for the middle schools.
1596	I don't feel that is important, for they probably had that occur when they opened their schools originally.
1597	Not at all stop wasting our tax dollars
1599	Don't be silly. They had that chance already. Now would be a good time to learn the values of

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	inclusion and welcoming the new community members.
1600	Why change the current MS's brand? See above...focus on what is most important. Stop letting the "agendas" of a few drive decisions that are made for the entire group. Seems like a total waste of resources to rebrand the MS campuses. Spend that money on teachers and classrooms; not on some dreamt up non issue created by immature adults.
1602	i suggest dual branding for all schools. if alradt maroon/AMCHS branded, start adding updates with purple/CSHS branding over time. And vice versa. New middle school can double brand right away. 2 cats one pride
1605	Not important enough to waste tax dollars.
1606	The only excitement for a 2 year campus should be the excitement of moving up from elementary and learning as much as possible about transistioning to the high school. Taking money away for rebranding harms student future academic success.
1608	Even though wellborn will have its own culture and identity, a majority of those kids will know that they will continue on to CSHS, and likewise will wear their colors and gear as well. I don't think its necessary at AMCMS and CSMS to rebrand, bc the kids in attendance there will represent their MS and still be excited about the HS they will attend
1609	NOT
1610	It's not worth what it costs. At the end of the day they're a bunch of 8th graders.
1611	I think a question better answered by the administration at each school.
1613	Keep it where you zone the middle schools to go to which ever high school
1615	They already have a brand, it is not important.
1617	I think there will be resistance, but I also think that this proposal doesn't come without a lot of consideration on the front side. The current students are going on with the culture that is present in their school right now. Changing it next year isn't going to be a popular decision. It's for the future students, not the current ones.
1618	Not important. It will cost too much money that can be spent to help all students learn which is the purpose of school. You are losing sight of what is important to all students. There are much better ways to spend our tax money. We already pay a high tax rate and we should not have it spent in such a nonproductive way.
1620	The premise is totally false. THEY HAVE excitement now. Your question is totally prejudiced.
1621	I think kids already feel identified with the current colors and mascots and they look forward to be part of the same colors and mascots other family members were in the past.
1623	Not important at all. The students in the old schools will not even care. This is an adult idea. Any time you open a new school there will be excitements and new identity will be created. The old schools need to be left alone color and mascots don't teach our students.
1625	Not important
1627	Not important
1630	It is more important that we don't constrain kids by forcing a brand upon them that they won't be a part of. Developing more independent brands at the middle school level would be better.
1631	Very important
1632	Not important at all. It would be 100% a misuse of tax dollars.
1635	It's not important. Stop wasting money
1638	I'm not sure it's very important at all.
1640	This question is what is known as "leading" - you desire a particular answer and have phrased the question to suggest that the students at AMCMS and CSMS schools won't have the same excitement that Wellborn students will have. This is a ridiculous worry. To answer it, not important at all.
1641	Not a matter of importance.
	Focus should be more on academic excellence.
1642	Your suggestion to change their established identities has done nothing but generate angst among the students that currently attend those schools and anger mixed with apathy among those students who previously attended those schools. Give Wellborn the excitement it deserves, but leave the other schools alone. Most kids are very proud of their sch
1644	Why not ask the students? Do they really see a significant disadvantage in not having a "new" name? Did these schools not have the same opportunity of choices that Wellborn students will now have?
1646	They should not change their brand.
1647	Important
1649	Again I have a 4th grader but I don't know that many kids would actually be excited or care about re-branding.
1650	Not important
1654	There are current CISD facilities that are in serious need up maintenance and updating. There are gymnasiums without adequate air conditioning. There are classrooms that are so

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	dripping with humidity that the doors to the classrooms are wet to the touch. The consideration for rebranding is a total waste of time and taxpayer money.
1655	I think it's called a tradition because it's already in place. Isn't there a value in keeping the traditions that are already established, including mascots, etc. and allowing Wellborn Middle school to develop their own? The other two schools were once new, too. I don't think that meant each school in the district had to re-do they already had.
1656	If the district wants the kids to really buy into the changes, it is vital that the kids be part of the changes and have a voice.
1657	I don't think it is, I think these schools already have their own traditions.
1658	I think that what you do for one school, you should do for the other two.
1659	Not important at all. Middle school is pretty small potatoes compared with high school. My kid currently attends CSMS and I have no idea if he is a Cub, Cougar, Cat, etc. It doesn't matter AT ALL. He is purple this year, but will likely be maroon in high school. I will cheer for him in maroon just as much as purple. Waste.of.money.
1660	They already have a brand and changing it is an UNNECESSARY cost!!!!!!!!!!!!
1661	Do not change; leave as is
1663	Every school in Southlake Carroll is the Dragons. Why can't we promote unity and all be the same mascot and same color. Eliminate the division by these purple and maroon tracks.
1665	Their own brand has already been created. Why waste my tax dollars on re-branding efforts. This may be one of the dumbest ideas I have ever heard of.
1666	No importance.
1667	Extremely important. Middle schoolers should feel as though high school is a new experience
1668	I do not believe they should change
1670	I think they should. Given the feeder schools will now feed different school, let all the Middle Schools select new identities.
1671	Again, stupid concept.. maroon and purple along with current mascots are great.
1674	They already have that type of excitement. It starts at the top down (principals, counselors, teachers etc.)
1675	None, it is not a new school.
1677	I think this is a loaded point of view on a reason to rebrand. I think it is more important that equity is retained in budgeting between campuses. I don't think this would be accomplished by rebranding. The money spent on College View and the potential money spent on rebranding is a fiscally irresponsible and disappointing.
1678	not at all - they had that chance when they were created years ago. My mother still talks about how meaningful it was to be part of the class that decided Bryan High would be the Vikings when coming from SFA. That would have been destroyed if they changed their "branding" after doubling the size of the school and creating different "campuses".
1679	As a 7th grader moves into their new school they develop a new brand and identity from their intermediate so what does it matter if the colors were or were not the same as before... no matter what they are growing into the new school family and brand. No need to change it.
1680	Not 2 million dollars important, spend it on education
1682	I don't think it will be. Will WMS eventually feed into College Stations next high school? If so, brand this middle school accordingly. Lets help give these kids a positive identity from an early age. Something to be a part of, build something together and something to be proud of!
1685	That's fine!
1687	Slanted question.
1688	Not important at all. It's two grades.
1692	Not important, parents will care more about this than the kids
1698	This would have made a huge difference for our son. There is no reason to keep it like it is, with the middle school kids being sent to various high schools.
1701	I think it is a good idea for middle schools to have their own brand. We may need to periodically adjust school zones in order to keep comparability in the schools. We don't need to have students see themselves as Tigers or Cougars because that may have to change.
1704	The students would like it, but in the past it seems to stay very close to their current high school colors and mascot.
1706	Not important at all.
1707	Not at all
1709	Not exciting at all, my child is a cougar and likes the fact the he will be a high school cougar following in footsteps of other siblings.
1711	No
1712	Not important.
1713	I think it would be a great gesture in the community to sort of wipe the slate clean and start over, better this time. Especially since the community will continue to grow and eventually there will be another high school. Stop the madness now...
1714	None

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1718	It is more important that students have a sense of pride in their school by having the same items and opportunities. The color/logo does not matter. It is a complete waste of resources and time to change out colors/uniforms/equipment. What about the history and school affiliations that current students have? You are taking away their past.
1728	Not necessary. Fix the boilers at amcms
1731	The current logos and excitement are substantial on their own. No need to rebrand.
1734	I do not think it is important enough to spend over 2,000,000 on. I think there are better ways to spend that money.
1738	They can do that now. It is a change in mindset not change in mascot
1740	This is not important - we have a brand and do not feel it is tied to consol as one of our sons is looking at going to CSHS because of the programs offered there.
1741	'Brand' is not important. It's fun that all the schools have the same 'cat' theme, so we may as well continue it. Eventually, a school will need to break away, and if Wellborn MS is the one, no worries. The kids don't care, and education is about the kids.
1742	Not at all. The brands have been set for years.
1743	That is unnecessary.
1744	Very important. I'm all for it!
1748	Eh, it's okay. I won't be zoned there anyways.
1754	I think the current middle schools are great just as they are. Updates should be done on an "as needed" basis only. New Schools are a "given" when communities grow. I think AMCMS and CSMS are proud of their community representation now.
1755	very important to allow students to make choices as so much of their lives are dictated by others.
1757	Not at all important. They are established schools.
1760	I do not believe rebranding is needed to generate excitement in the middle schools. I believe the rebranding is strictly a reaction to the middle school splits created in the zoning process.
1761	Not important
1762	I think we need to save money and leave Colors alone. When picking colors for a new school existing and future schools should be thought of
1765	Somewhat
1768	Not at all important. There are many more changes that are more important to students than excitement over a brand change.
1769	Our current middle school students would probably prefer not to be robbed blind while practicing volleyball or running drills in football. Let's consider spending money to improve current campuses rather than to encourage turf wars.
1770	Not important
1771	It isn't important for CSISD students to come up with branding. Given the unfair advantage the purple schools have, CSISD (NOT THE BOARD) needs to FAIRLY decide and inform all schools at the same time. CSISD, take control of our schools... we do not need a group of selfish parents running the show!!! FYI, ALL CSISD students matter EQUALLY!!
1774	Very
1775	I think that the "brand" that is generated at the middle schools is directly related to the student and teacher relationships and does not effect them negatively in any way of that brand changes in their high school years.
1777	As someone who is heavily involved at AMCHS the focus on brand and school identity became prevalent once I entered high school. I think invoking excitement is important and may help students as they change schools.
1781	Not important at all.
1784	i think it could possibly be exciting for the kids but don't think it is that big of a deal personally.
1785	No
1788	They already have it. Please focus your attention on important issues
1791	OMG. This is our focus? Let's fight racism, do away with the dangerously misogynistic dress code, and promote academic excellence instead.
1792	Of middling importance- I'm not sure how "excited" students actually get about the brands. They mostly seem useful for selling t-shirts and athletics tickets.
1794	Very important. Let the current middle and intermediate school students have a say in how they want to be known in our community.
1796	Many parents of students in the district grew up going to these same middle schools, they take pride in their schools and so do their students. Giving the schools who already have their own culture would be silly and an irresponsible use of the district funds.
1803	Not at all
1809	Not important. They are already established.
1810	It is not. The 2 middle schools are established. Leave them be!

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1812	Not important, this is the most ridiculous concern I have heard of yet.
1813	It is not important. Wellborn can pick their own identity.
1814	I don't think that every time a new school opens that other schools need to change their brand. I would not vote in favor of this.
1815	I don't think this is something that kids really think about by the time they get to high school. I teach at AMCHS, and I have freshman that attended both middle schools, and it does not seem to be an issue for them. I think this would be a very expensive transition and there are other ways to get kids excited about school.
1820	Not important at all.
1821	Again, incredibly important. Students should learn the skill of connecting with where they currently go to school, not where they will go later.
1823	Wellborn Middle school should resemble CSHS, that is where they will eventually go to high school. CSMS could be rebranded to fit the needs of both. There is no need to change AMCMS.
1824	Not important at all.
1828	I think individual branding is a good idea. But I also feel the experience at each school level should be as equal as possible. For example, if one or two middle school have a certain tradition such as field trip or annual student activity, then all the schools should have the same opportunity for these experiences.
1830	Not at all. When CSMS came into the picture they created a new logo/brand and there was no impact on AMCMS! Besides, CSMS is new, why would you want to re-create a brand/logo that was JUST done?!?
1833	It would be nice, if it wouldn't be so expensive to do it.
1838	They are separate entities. It does not matter. There needs to be no changes of current mascots or colors.
1845	Very important.
1843	not
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1852	yes on the rebranding, I just think it can be phased in. all uniforms, etc do not need to be replaced at once. just as they do need replaced.
1856	Money could be better spent on academic resources rather than new paint colors and signage!
1857	Let amcms and csms take the pride back in rooting for the high school they will be feeding into. Develop that maroon and purple pride more. With upgrades
1862	NOT IMPORTANT
1863	See answer to previous question.
1864	SHOULD NOT BE EFFECTED
1866	Should not be affectedImportant
1867	DON'T CHANGE THE BRAND, JUST UPDATE THE OLD SCHOOLS FACILITIES
1871	I can't overstate the insignificance of how a middle school reflects on the high school in regard to school colors, uniforms, etc.
1874	Not important at all.
1875	Please use the 100s of thousands of dollars that this will cost to make much needed repairs to the buildings' infrastructures and hire additional maintenance staff to provide adequate support.
1878	none at all. Lets focus on what's important. If some parents are so concerned let them donate the money to their PTO to make the change. No CSISD funds should be used to make this change.
1881	NOT IMPORTANT AT ALL!
1882	Keep it how it is. I have a child coming through the middle school and I do not want to buy new clothing colors and generations have already associated with these colors.
1884	I think it is a waste of time and money.
1886	Keep maroon, maroon. Keep purple, purple. Watch the kids at Wellborn for a few years as a case study. (Or take a look at bryan middle schools...)
1889	I think this should be more up to the staff who works at each campus. I see no problem with having their own colors/name but also does not matter if they have colors for both HS's and a "cat" name.
1890	There is no need to change the (2) middle schools that are currently in existence. Taxpayer money could be used much more wisely. AMCMS AND CSMS should feed their high schools 100% and the 2 high schools should split the new middle school 50/50 until the new high school is built.
1891	6th and 7th graders won't care. I don't think it matters at all.

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1892	Have you ever been to AMCMS? Sit in the office for 10 min and listen to the swearing and abuse our teachers, counselors, and students endure from kids with behavior issues. Use the money to improve education, reduce class size, and support teachers.
1896	Have all the middle schools with their own brand. This is something that will continue to become a bigger thing as the city grows. Let's address it now!
1897	Not important.
1900	Not important. It was a non issue when CSMS and CSHS chose colors and mascots.
1904	I Don't think re branding would be good... Spend that extra money on those schools to help make them nice like the new school.
1905	not very important
1907	Extremely important.
1908	NOT IMPORTANT AT ALL
1909	Not important
1910	Not important
1911	Not
1914	Important....involve the parents to vote, too. Not just kids and teachers.
1915	Why change colors and waste money on new uniforms, painting...spend the money on the education of our kids, new books, laptops...
1916	It's not important
1920	Just as the other schools are cats, I think it is best for WMS to embrace their own cat and continue the traditions of CSISD!
1921	This is irrelevant as long as the academics and learning is the only goal.
1922	Completely unimportant.
1923	I think this is an excellent idea. It could create a sense of unity within the middle schools. The kids could create new traditions.
1925	I think it should stay the same because AMCHS has been the same colors since my mom went there in 1990
1926	I don't think AMCMS or CSMS should get a new mascot or colors just because a new middle school has been added. Consol didn't change their colors when CSHS was built.
1927	It doesn't matter. There has to be better use of time and money. Plus CSMS was around before CSHS right?
1929	ridiculous idea, waste of money
1930	Should not be changed
1931	Very low to no importance. Each school has it's own identity and should be able to maintain that at this time. It is not worth the cost to rebrand the schools. This money should be allocated for improvements in each school, to the teachers to buy necessary supplies throughout the school year for their individual classrooms
1932	Kids won't remember what the mascot was in middle school. In the big scheme of things, how many of us care about our mascot from middle school.
1933	My child and his friends do not care about a change in school colors or mascots and do not care if the middle school is the same as the high school.
1934	I feel the students would enjoy this but as a parent and former AMCHS graduate I want my kids to be able to identify with the HS they will attend.
1936	Not- see above
1939	It would be exciting
1940	Not important
1941	Not important.
1943	None
1945	It's not that important
1947	Not extremely important while we wait for the 3rd high school. Not worth 2 million it would take.
1948	None. All this does is waste taxpayers money
1949	I think this is very much a parent issue and not so much a student issue. I would say not very important.
1953	Very
1956	This is ridiculous. When CSHS was opened, did CSISD go back to rebrand Consol HS so those students could also pick new colors & mascot? Anyone with common sense knows that when there's a new school, ONLY that school gets to pick colors, mascot because it is NEW. Why is CSISD even considering wasting our tax \$\$\$ again? When CSHS opened, they ALREADY
1957	It's important for them to keep their current identity
1959	I think it's a great idea!!! It will get them excited about something new.
1960	Inconsequential and not worth the expense of my tax dollars.
1964	not important at all.
1966	Not applicable in my mind. The school district needs to spend their money meeting academic

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	needs including the arts.
1968	Very important for the students to be involved with the decision making process.
1969	Not important at all. I believe these issues are of no importance to the children. They don't care. It's the parents who get rapped up in all of these labels! What happens when you change zones again and someone ends up going to a different school with a different mascot and bane? Stop wasting our money focusing on this foolishness!
1970	I think it is important for all of the Middle Schools to have the same opportunity! Makes sense.
1973	No need to change established schools. It would be a waste of tax dollars.
1974	Leave it alone. Schools need to our funding toward improving education, not mascots and colors.
1975	No generation of excitement for the non-new schools is not necessary.
1977	This is not important.
1979	They already have. It would be uncomfortable because they are already identified with the brand they have and continue in the high school they are going to attend
1980	NOT IMPORTANT AT ALL. THE KIDS COULD CARE LESS.
1981	Love the idea!
1982	They already have all those things. Did you actually ask the students? My guess is no....
1983	None
1985	Not, in my opinion.
1987	Not important but should've had their own brand to begin with
1989	Not important at all - a great waste of tax dollars
1992	This is a system issue and excitement about educational opportunities do not tie to school name unless they've (the school) already created a negative environment driven by the educational opportunists or leadership. Critical thinking and service design can drive the improvement of "image" and does not require funds being directed to branding.
1993	I believe it would have a negative impact upon the school district and the community of College Station as a whole. I have not heard a good argument that would support the rebranding. Plus, it would be a big waste of tax payer money.
1994	No change please
1995	I do not see this as a big issue at all. I firmly believe the focus should be on the teachers and the facilities and not on the branding.
2000	Important
2002	So the only way to have excitement about a school is by rebranding? That is not true. How about the focus be on every school having the same technology and upgrades?
2004	Not at all important.
2005	Some... But there is an established "brand" that maybe could just be updated so they don't look just like the schools they'll feed into.
2007	Students don't view schools that way. They are excited to attend the new campus and will proudly be a Cat or Cub or whatever that school represents. I think they adults are the ones making a bigger deal of this than the students ever would.
2008	CSMS was just changed a few years ago. Why does it need to be changed again? What a waste of money. Spend that money on the education.
2009	Not important-there are more important issues in education
2013	Not important at all.
2016	Not important at all!
2017	This should not be a problem
2020	They already have their own brand. Leave them the same and let the new MS come up with their own.
2022	High - The kids have an opportunity to have a voice in the community they are building and will always have those ties as the move on to mix with other communities in high school and hopefully in college. They may compete as rivals in the future, but they will always be "_____ " together.
2023	I'm not sure the students would recognize this is occurring if no change was made to the current middle schools.
2024	I would like for all three schools to be able to generate their own brand.
2025	I think it would be sad for AMCMS and CSMS to have to revamp their brand.
2026	There are more important challenges in education in College Station that need to be addressed first. Just ask the teachers.
2027	Not important at all. The middle schools should stay as they are. This would be a complete waste of money.
2028	This is COMPLETELY unimportant. I think it is fiscally IRRESPONSIBLE to spend money on something as ridiculous and NON-RELATED to education as this.
2029	Again it is not worth millions of dollars.
2030	education is most important....steering away from maroon and purple school lines would be

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	good.
2032	AMCMS already has a "brand" and CSMS already has one it should add the same brand that AMCMS has and the one currently associated with CSMS should be used at Wellborn Middle School; cuts cost - buying in bulk and increases - community - 2 cats - 1 Pride; when the 3rd high school is opened - CSMS should THEN be rebranded
2033	Not important
2034	Not important.
2035	Not important at all
2036	It is of no importance whatsoever
2037	Not at all. Having unique school brand is very important to the student being proud of their identity.
2038	Again, this is just not that important. School Board, please keep your eyes on the highest priorities of the district. Recruit high-quality teachers, expand academic programs that are showing strong results, create lower student-teacher ratios, create greater equity. School colors, mascots, and traditions don't accomplish any of this.
2042	I see no value in the added expense. It would be fiscally irresponsible in my point of view.
2043	New schools keep getting better - changing the brand of our current middle schools won't bring us up to speed with all the "new" - complete waste of money
2044	Not important at all
2045	Not important at all - they already have an identity - changing for the sake of change or a perceived inequity would be squandering money and an ill-advised use of 'available' funds
2047	I think its more important for the teachers and administration and maybe the PTO, less important for the students. Team spirit is important and the students will learn from the watching the adults and how they embrace the school spirit. WMS needs their own identity that feeds into the community. Leave the others schools alone
2048	Not that important. The schools should develop their own brand/identity, but I don't know if the students have to do it. I am more concerned that a lasting mascot and color is developed.
2050	I think it's very important, I don't know that the two older schools would vote to change their colors, mascots or traditions though at this point in the game. Any new school that comes along is forced to compete with the longevity and history of the brand the other two middle schools have established since their existence.
2051	VERY LEADING QUESTION..... This question is all but challenging the existing students at AMCMS and CSMS to change their "Brand". What about the large expense that comes with this. Could the money not be spent better on Food, Clothing and learning resources for those in need? What happens when theres a 3rd High School?
2052	Not important, because they already have their own brands. When CSHS opened, Consol didn't change anything. It's OK to celebrate a new school and not have equal excitement that opening with the schools that are already there.
2054	Don't change anything.
2058	I feel that the current middles schools stay the same. Fix any mix-matched colors and focus on giving those campuses more educational opportunities with technology and make necessary repairs(air/heat maintenance, etc) These current middle schools have been here for years promoting school spirit, setting traditions; don;t change this.
2060	I think it will be very important for buy in. I know right now the middle schools identify VERY closely with the High Schools.
2061	I think that if the students get to make the decision without the influence of the school board, then that would be a good thing. They would have ownership. To have the District spend an outrageous amount of money going through this branding process is ridiculous.
2062	Not important....they already have established their own brand and colors.
2064	I don't think the middle schools should have the same mascots and colors of the high schools, but I think the change can be done in phases, and in some aspects not at all. I have a child on 2 sports teams at CSMS and one uniform is Black, which shouldn't need to be changed, and the other is a t-shirt they order new each year.
2066	VERY
2068	Not very. Some changes need to be made, but I think there are a lot better ways we can spend our money.
2070	Not at all
2071	It is unnecessary to rebrand the middle schools.
2072	Not needed. They already have colors and logos.
2073	All of the schools need their own culture, school colors, mascots and traditions.
2074	not important
2075	Wellborn has no history. AMCMS and CSMS need to keep their cultures. Maybe find a similar color in the high schools and the middle schools that all can use. .
2076	I don't care about the brand - I am incredibly frustrated that the bond funds are not better

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- 2077 allocated across all middle campuses. Instruments are district resources, weight rooms are too. Gather what you have redistribute and fill holes. Putting every single thing from libraries to technology to the highest standard sets up an unrealistic level
I think it is very important to establish identities for the middle schools that are separate from the identities of the high schools. I am very supportive of the proposal to “rebrand” the middle schools to colors and mascots that are new exciting and most importantly different from the identities of the high schools.
- 2080 adfvliahdfvhuaiudhfvuadlfvkajdfvj;lajf;vioaje;ovj;odufhilvuhsobvj;osifj;ovidsjfibodisfjvojsflvalkl
adf
- 2081 I don't think changing uniforms, signage, paint, flooring along with all of the other expenses that would be needed to change the brand is worth the cost of taxpayers money. Use that money for more important things such as technology, purchase of books, purchase of science supplies...
- 2082 Oh my goodness! So let's change colors every time a new school is built! Stupid to even consider. Wasting money. No benefit at all!!!!
- 2084 You would lose the tradition and cultures they have developed.

Field summary for Feedback3

Wellborn Middle School students will be getting a new facility. How important is it to you for CSISD to freshen up the appearance of the current middle schools (AMCMS and CSMS).

Answer	Count	Percentage
Answer	1078	52.59%
No answer	111	5.41%
Not completed or Not displayed	861	42.00%

ID	Response
19	Very Important.
20	On a scale of 1-10 I'd say 10
21	I think all schools within the district should be well maintained, as it is needed. How is it any different from a new elementary school being built within the district?
24	Definitely freshen. AMCMS needs a new roof. Concession stand is run down. Tired of the maroon side getting the shaft!
26	Moderately important
27	Basic upkeep is all that is necessary - don't waste money on things that aren't directly related to education - aesthetics don't count!
31	Not important at all!!!
32	I believe the current ness of each school should be as equal as possible.
34	Sounds fair
35	Freshening up the other 2 schools is something that is truly needed. It will help the current students stay excited about attending those schools and help the staff feel like the district supports their efforts and not just focusing on the new school.
36	If it is needed for safety or instruction.
37	Very important
40	somewhat important
42	I have not visited Consol but the CSHS facility is beautiful and seems to be in very good condition. A major update doesn't seem necessary to that facility.
46	I'm zoned for WMS, so no opinion.
47	This is worded in such a way to elicit a positive response. The answer is it depends on what the district can afford.
49	Not at all. It's understood that the newer middle school will be nicer than the other two, like the newer high school is nicer than the older one.
55	Absolutely the most important part of this discussion is improvements in facilities, technology and resources at the existing middle schools.
56	I believe the other two middle schools could use some repairs and cleaning up. That is a good idea.
57	Not important
58	On a scale from 1-10, (10 being very important) it ranks a 7. Both schools, especially CSMS, needs freshening up.
62	The same opportunities should be available at all schools. Including use of iPads and such.
63	Very
65	Very. I think there should be no "good", "bad", "old-looking" facilities for these kids. Kids going to the older schools should feel just as proud as kids at the bright shiny new facility. Would much rather see the older schools brought up to the standard facility wise that the new school will have than for them to rebrand.
67	It's not the newness of a school that makes it great. It starts with the leadership of the school and the teachers and faculty that make it great!!
70	Spaces should be equitable. All students should have access to the same technology, shared learning spaces, modular desks, etc. I don't think the goal should be to freshen the appearance. The goal should be to create equitable learning opportunities. Space/environments for learning are important. Even the type of light bulbs make a difference.
74	If the need is there for improvements this should happen regardless of a new school being built. All for it.
75	All schools should be properly maintained and should have comparable equipment but remodeling something that is in good working order just to remodel is wasteful.
77	I think CSMS looks fine except for the strangely mismatched colored marquee. Cannot say

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	about AMCMS as I never go by there and have not had a student attend there.
79	You just did this at CSMS not even 2 years ago. Why do we need to do it again, exactly?
81	This is not an issue when an elementary school is added. Why should it be when a higher level school is added?
82	Not too important...my daughter loves her school the way it is. I guess freshening it up wouldn't hurt though. Maybe get the kids input?
83	Very important
85	It's important to provide the best facilities possible for our students to support effective learning environments. The branding of the school has no impact on this.
86	The middle schools should all be in good repair and appealing for students and faculty to spend an 8 to 10 hour day. The school appearance should generate a positive first impression with parents and visitors.
88	Very important
89	None. Zero. Nada. Nope.
91	All schools need to be kept up to date (modernized) and properly maintained for a distraction free learning environment.
94	The appearance and maintenance of the facilities is important. The change at Oakwood made a big difference in how families felt about the school. Your environment for 7+ hours a day is important. Now, the schools also need comparable teaching aides and technology too.
95	Not important, unless it is needed.
96	Buildings need to be within code and safe. If it's already in the budget, fair enough. Spending money on minor facelifts would be better spent providing faculty and staff with more resources for actual education.
97	Much better use of tax payer dollars
99	I feel the campuses of all schools should continue to be upgraded as needed. There will always be a new school. I don't believe all elementary schools were overhauled each time a new school was built.
101	Not important
102	Very important
104	VERY IMPORTANT!
107	Yes! Especially AMCMS,I and AMCHS even though we are zoned South it's sad to see the disparity between the North and South campuses.
108	Not important...
109	Yes
111	Not important
113	Don't care that much, except it would be nice if you planted more trees.
115	Not important
120	Not important (depending on cost, time away from academics etc.). AMCMS is not falling apart.
	These questions are pretty leading, like you've already decided that you want to spend a lot of time and effort on this rebranding thing and this survey is just a formality.
121	not important at all! I think money could be better spent-
122	I don't buy into the idea of someone gets something. If the school is in need of something fine, but my tax money should not be used to "Keep Up with Jones" in school. That is a waste.
123	very important
124	I have not experienced AMCMS, however CSMS seems to be an amazing school as it is. I would not do any changes to it. You also have to think about when the changes will take place and how it will effect current students.
125	Not important at all
127	If the schools need repairs then get them repaired but if it's just to make a change to make the kids or parents feel better about not being new. That is ridiculous.
128	It is important for them to have some type of updating done, within budgetary constraints. But only if necessary, not just to "keep up with the Jones".
131	I would rather you soend money updating schools than rebranding
132	Important.
133	Where are funds coming from?
138	very
140	Very important. Make the repairs that are needed to the current schools, instead of repainting and rebranding gyms and all color schemes.
141	Yes, it would be nice for the MS's to be refreshed at a realistic expense, particularly AMCMS (as it is the older facility). But we need to remember, just because a school is "new" doesn't mean it will be better or have higher academic scores. Most of the schools - particularly at the middle and high school levels, have very comparable test scores
142	Fairly important.

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144	That would be so wasteful.
145	Very important. CSMS tried to paint what was once maroon purple and lets be honest it was a half way job. I understand this is tough because money is involved.
146	Very
147	Very important
148	I think we should focus on the needs of the schools, not necessarily the wants. Newer schools will look newer, that does not make them better.
150	VERY...but not the gyms only. The ENTIRE school at AMCMS needs upgrades. And just because one school gets them doesn't mean the other one has to. We have GOT to start looking at the schools individually and giving them what they need instead of comparing what one school gets to the others.
151	Not concerned with keeping up with the Jones as long as the teaching continues to be excellent.
154	While I agree that it is important for AMCMS and CSMS to get a "makeover," I think it is more important to make sure that one school doesn't appear to be inferior or "less than" the other schools. I'm thinking specifically of AMCMS facilities here. The building is older, and naturally, the facilities may appear to be "lesser than" CSMS and WMS.
155	Somewhat important
156	Every Student should have the opportunity to go to a school with a equally updated facility.
158	somewhat important
164	The inside of Oakwood has been renovated and looks better. My only complaint like most parents in Pebble Creek and surrounding neighborhoods is the zoning. Our kids are being zoned to schools way across town. But since that is unlikely to change. We concentrate on our child getting the best education possible not worrying about colors and macots!
165	Unless the buildings are falling a part or in need or repairs, there is no need to change the appearance of them simply because a new middle school is coming.
167	Very important. I think bond elections could be used for these. The CSHS and the new high school on George Bush all look new and modern while AMCHS looks old and out dated. That is the same feeling the middle schools get.
168	I think it would be a great idea to give new middle schoolers a fresh new look for their school along with the new school colors, mascot, traditions and culture.
169	Important. Keep it fair.
171	It is always important for us to try to have the best facilities for our children and the children of our community, so freshening the appearance would always be welcome. I would also assume that a new brand/identity would result in some refreshing of the current facilities to match the new brand/identity.
173	Very Important
174	This is of modest importance to me. CSMS appears to be in good shape, and spending money on facade work isn't a good use of my tax dollars. Spend money on staff, getting each elementary its own full-time librarian again, and restore any programs cut in budget cuts 4-6 years ago at the lower campuses.
177	I guess that depends on the district's definition of "freshen up." A little paint touch up, power washing and such is certainly warranted....huge changes to the buildings are unnecessary. Again...this is to appease parents who are upset at the fact that you can't build an "old" new building.
182	Since nothing has ever been done to make CSMS purple, I'd say that's long overdue. I believe pto has funded some purple upgrades.
183	Somewhat important. Ensure safety and resources that are comparable for learning.
185	Not important at all. Use this money for better education!
187	Please freshen them up. Make the schools paper in unity with their respective high school. CSMS needs to be redone to match all together. Right now it's both purple and maroon
189	I understand that the cost of this endeavor is the sticking point. Not sure what "freshening up" entails.
190	Both could use some updates
191	We moved here from Spring and I gotta tell you so far Spring ISD beats the pants off of CSISD. Not even close. No comparison. We are not impressed so far and with the taxes I pay to live in this district you would figure we would have some better results. Thank you have a great day.
193	I'm not nearly as concerned with overall school appearance as I am about safety, repairs that need to be made and teacher retention.
194	I have no problem with new signage and a fresh coat of paint, etc. if needed.
195	Fair is fair, but with the complete realization that expectations must be tempered by the fact that newer building will obviously be newer and with more a distinctly modern feel that is not possible on older campuses.
197	As long as everything works, is clean, and maintained, I'm fine with the facilities as they are.

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198	Very important
199	Not really. They can stay the same.
200	Very important, so the students are proud of their school.
202	Relatively important, because the appearance of the school - how well it's maintained and decorated - does reflect on the district's priorities. If some schools are allowed to decay, that communicates less concern for those schools.
205	Yes
208	I do think it is important in freshen up AMCMS and CSMS, as well as, Consol.
209	It should always be on the minds of the school board to produce a safe and comfortable educational environment. That being said we don't need a 4 seasons either. When A&M builds a new engineering building you don't hear them redesigning Kleberg. Not sure why we feel the need to balance everything in CSISD. Just provide a safe and quality school
210	All schools/buildings need to be maintained and refreshed time-to-time. This should be determined based on age.
211	I think updating the current schools would be a great idea. Providing more updated looks, technology and resources for teachers and students is always great.
214	Somewhat important, but we do not need to get out of hand.
215	somewhat
218	I think the current middle schools should be freshened up and have new technology and teaching materials/environments.
220	Again, spend the money on things that matter to giving my child a better education experience. Middle school brands don't matter at all.
221	relatively important, given funding constraints
222	Not important.
234	I know that the appearance of AMCHS changed after CSHS was built. I believe this was important to the district to keep the campuses "even". It's not super important to me but I do think that some modern touches might be needed at the older middle schools. And I think the student population and teachers would like to know that they matter.
223	Unless it is needed already, not at all
224	Not important if it's to rebrand. If repairs are needed, then it's important.
225	These facilities could use a face lift. It's certainly functional, but an upgrade / remodel would be really nice.
226	AMCMS looks fine. From what I can tell it isn't rusting or otherwise in need of maintenance.
228	All campuses should be well maintained and have the resources students and teachers need to be successful. Appearance of the buildings in superficial and teaches kids that if their school is new and beautiful they are not receiving the same level of education as those students and that is just ridiculous.
230	Not at all. The lack of availability of textbooks - and the age of those that are used - is a far greater concern. EDUCATION, not the appearance of the building is what matters. I can't believe this is a real question.
238	Very. The new schools open with all the latest technology & furnishings, which were not included in the older schools. Consequently, school PTOs are charged with fundraising to keep the experience of students at older schools on par with those at newer schools. Use funds to level the educational playing field. Cosmetic issues are secondary.
241	Appearance? not important. Facilities, important. If they need equipment, structural things, then let's fix that. Just the appearance? Come on....
243	Somewhat. Appearance is everything.
244	We are becoming a large district. A decision to update a School should be based on need rather than the fact a new School is being built. There will be many new schools in our future.
245	Very
246	That's the problem with our district. We do not take care of what we currently have before we build something else. You haven't done that at the high school level so why are you going to do that at the Jr Highs.
247	This is important. CSMS has very old equipment and furnishings. Colors and paint and mascots do not matter. Working classrooms and furnishings do.
250	I do think this is very important. The kids travel from one school to the next for sports, etc. One school shouldn't be state-of-the-art, while the next one is struggling to simply have working toilets.
251	Not at all important. Property taxes are high enough already. They are there to learn, not to be indoctrinated.
253	Would be nice if budget had extra money. Not important.
254	More pressing matters in the district
256	CSMS especially needs work, i see that the facility still has maroon and white colors, and the purple. So i think once this decision is final, the schools right color should be displayed

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	throughout. And since this is the oldest facility its should freshened up.
257	Freshen up the classrooms to encourage student engagement, unique learning styles and collaboration. Instead of hiring a consult for re-branding, hire an interior designer who specializes in learning communities. This will have a greater impact on student academic performance than the mascot drawn on the school logo.
259	I think it would be a good idea, again, to eliminate any feelings that one campus is "better" than the others.
260	I think it would help everyone feel the same as the schools that my kids go to and are set to attend are the oldest. I would just like them to have the same opportunities that everyone else has, and that shouldn't be dictated by where we choose to live or have to live. There are some parents who do not get to pick where they live.
262	I'm more concerned with the bathrooms that are falling apart at Consol and brightening up the drab rooms & fixing leaking ceilings we saw at Meet the Teacher/Open House night. This would be a much better use of the money.
263	No matter what the situation csisd should pride itself and n maintaining high quality structures.
264	Not very important
266	Appearance is not everything, but it does give the perception that one is more important than the other.
268	I think CSISD has done an excellent job regarding the appearance of our schools.
272	All of th schools should look and feel new.
274	Appearance wouldn't be as important as thw whole building inside.
276	It only makes sense
278	Money may be better allocated doing this vs the rebrand which could be costly.
279	If the 2 existing schools are in fact rebranded, an update would be neccessary. Obviously this is not really a NEED, but updating paint colors should be done if it is financially feasible. I understand that no "freshening up" comes without significant cost, but if re-branding is done it needs to be done well so that all 3 schools have a clear brand
280	Somewhat Important; however, it shouldn't be done just to keep up with the neighbors, or in this case, the Wellborns.
284	Yes freshen them up.
285	NOT AT ALL Important put that money into teachers; para professionals and resources that impact academics!
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
287	The older schools have traditions already established and loved. Yes, we need to keep them updated but no, they do not need a fresh appearance just because we built a new school!
288	YES! It already feels like everything nice and new and better happens south of Barron Road, so the older middle schools deserve USEFUL AND SENSIBLE upgrades as well!
293	Equity is important.
295	Minimal. Appearance is second to strong leadership and atmosphere, which I do not see being driven by CSISD leadership. I don't understand why we have such a CSvs.AMC divide when the ultimate leadership/identity is CSISD. Where is the strong leadership/management of these two segments of our district, and why has this divisiveness been allowed?
296	I feel that all schools at sometime need to update and freshen up. You can not get worried or get jealous of a new school and their new facilities. Spend the 2 million on items the two JH need.
297	At the expense of increased tax collection or bond vote, not at all. Please concentrate on education versus intra-district rivalries.
298	Could the money spend on freshing up the current middle schools be spent towards actual education instead? My boys have seen 2 new elementary schools and they didn't care about the appearance of the school one bit, neither do we as parents.
299	Extremely important , all schools should have same level of maintenance and care
302	Somewhat important.
305	I think that this is a must.
307	This would probably have the biggest positive impact.
308	All schools should have a nice/ newer, clean look and feel. It is important.
311	I think it is time
312	CSMS looks like a palace compared to AMCMS, but I do not feel it is important to make AMCMS nicer simply because Wellborn is being built. I believe the saying is "comparison is the thief of joy" and it fits in this case.
313	Not important.
315	Regular maintenance is a must around all C.S.I.S.D campuses...Fix, repair, upgrade when those things are needed...schools should not fall behind on the times... ...schools don't need an upgrade simply b/c a new school is being built.
316	I do think it is important from time to time to do updates on an old campus to bring them up to

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	new building codes. This would need to include all areas of the school campus not just sections of the school. Another area that needs addressing is the traffic flow for these campuses. Many of these schools have 30+ minute wait to pick up children.
317	somewhat
320	It is very important if it fits in the budget. Being on the AMCHS side we are very aware of not receiving a fair remodel and access to the same amenities. You cannot make an old school new but you definitely can freshen up and make allowances for equal supplies, uniforms, equipment etc.
322	I have been in both schools and they both seem to be in a good shape overall. I know there would need to be painting done, but if you are able to use volunteers then costs are only in the materials good.
324	The AMCMS/ Oakwood/AMCHS all need updating. If you spend over a million on a school and leave the other schools run down and lacking facilities you create the "have" and "have nots" which is happening with the High School situation right now. Please do not repeat that mistake. Make all the schools equal!
341	I think it is very important to freshen up the appearance of the current middle schools
331	Not important at all. I want out classrooms to stay up to bar; but no need to be "jealous" just cause the neighbors down the road get to go to a new school.
333	Notyes
334	Somewhat important.
336	Don't know
338	Update Csms from maroon to purple.
345	Freshening the appearance (NOT REBRANDING!!) is fine and can be done at any time as needed, but I would low-key anything that was done while Welborn MS was being branded and designed.
346	Not important
347	If it is affordable, very important! Everyone wants to go to the new school and the old is a big bummer. If you could showcase improvements and upgrading at the old schools there would be excitement for those attendees and staff as well as a feeling of being career for.
349	They need it
355	Very important.
357	If facilities are out of date and due for maintenance by all means maintain them. But paint for the sake of painting and choosing a new animal is dumb.
358	The quality and consistency in teaching and students morale are much more important than the appearance of a facility. But if an appearance of a facility is what would make a better environment, I'd say it's very important!
367	somewhat important
369	I think they should be maintained well and kept up.
370	I think it's definitely important. If students feel their school is not as good as another one, that makes a difference.
372	n/a
373	That is very important. The other schools don't need everything new but some refreshing items would be nice.
374	Now it is important that the kids receive the same "niceness" in facility appearance
376	The school colors at least need to be corrected, especially at CSMS.
379	Not important relative to the cost to change things
380	i think refreshing the schools is needed.
381	While my child may not be able to articulate his desire for a nice school or why it is important for him, I know students feed off of their environment and it is very important that students get to come to a place that is updated and inviting for them to learn.
382	I think functionality is greater than aesthetics and as long as the school is safe and functional the appearance is of lesser concern.
384	Highly important that the old schools be provided updates as part of new school construction.
385	Fairly important, but the money could also be spent elsewhere.
387	I think aesthetics should be secondary to the repairs and additional facilities needed at existing schools.
388	If they need to be freshened up that is independent of what is happening at Wellborn. We, the community of College Station, take pride in our schools- if they need paint then do that.
389	Current schools should be receiving fresh paint on a schedule during summers. Same colors, just freshen up black marks, foot prints.
392	Not Important
393	There is not a need to put a shine on the schools however do not let them fall into disrepair.
398	Just because there is a new facility, doesn't mean everything else has to have a refresher. That will be a continued chase each time a school opens. If a school is in "NEED" of something being fixed or brought up to current day conditions, that should be a consideration

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	by itself and not because there is a new facility in town.
402	It is important to take care of and update our current facilities. It would be like adding an addition to one's home and then not taking care of the preexisting structure. It is about taking care of the entire district.
405	Very important. Much more so than paying \$2.2M to rebrand.
407	It doesn't matter. Schools get old. Spend the money on what needs to be spent. AMCMS shad bayroom doors that don't have locks. This is unacceptable for the safety and privacy of anyone. When using the sink, you have to push in the faucet to get the water working....not efficient when washing hands. Updates like these would be awesome!
408	This is less important to me. As long as the students are getting the same education and extra-curricular activities.
410	I believe it is important to freshen up the appearance and facilities at those locations
413	very important
415	We already have disproportionate facilities within the district, nothing new with this conflict
416	VERY!!!!
418	It is an unnecessary expense.
420	Somewhat important. I believe it is more important to freshen up appearance of AMCHS first.
421	Not at all.
422	Why would you spend money on areas that are deemed only as cosmetic or "freshen up"? If every time you open a new school, you believe the other kids attending the older schools would feel left out and would want to "freshen up" the school they are currently attending, our school district would be in a major financial deficit. UNACCEPTABLE!
423	If freshen up means updating computers, fresh paint, etc., it would be a wise decision. Currently the two HS have the issue of the "nice" side of town and the "other" side of town.
	refresh (as I interpret it) does not mean the same thing as rebrand.
426	Very important both AMCMS and CSMS reflect poorly on CSISD based on maintenance , general appearance and modernization
428	It is only important if the repairs are necessary. There are so many better things on which to spend money
430	Fair.
431	I would like the other middle schools to get part of their facilities fixed up.
434	Remodeling, repair's, of course! Rebranding, no way.
435	I think it is extremely important for older facilities to be updated routinely. All students should have access to state of the art facilities and classroom resources.
436	It is important to keep facilities nice and what they offer equitable, especially as we don't want to be perceived as sending "certain" populations to run down facilities. The updates made to Oakwood Intermediate for example were expertly done and generated pride/excitement.
438	Very Important
441	I'm not concerned with the appearance as long as the older schools are updated as needed. It would be nice for Oakwood students to have an actual field for P.E. instead of playing in the bus lane.
442	Very important! All schools, no matter what part of town their in, should be given equal accommodations.
443	again, i think it makes sense to do this.
444	If they are not up to standards or building codes, then repair it. If they are, this is a waste of time. Quit worrying about "freshening up" the school and focus more on quality of education.
445	I'll admit I haven't been inside either so I don't know. But the facilities should certainly be functional.
446	Not important at all
447	Old schools are kind of dark. They would need brighter paint and lights.
448	I would support all schools having a fresh appearance (paint etc) and thanks to the leadership team of the district for making this happen at both of our Middle Schools.
449	zero
454	I think the money would be better spent "freshening up" the middle schools, than to rebrand.
455	Important. When Consol got a face lift it helped us feel that the district was still invested in our school as we compared ourselves to the fantastic facility the kids at CSHS got.
456	It would be nice to have a facility that is functioning. It is painful to work in an environment with no air or no heat. I think the basics need to be fixed before we start worrying about the appearance of the building.
462	I think keeping the appearance nice is important, but not just to change the colors around the schools.
463	I think they only need to freshen up what has deteriorated or is not up to code. Better lighting and paint can freshen up an exterior or interior. It is not important to my family.

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464	Not at all. It is ridiculous to spend money to freshen up appearances that are already fine.
465	important for those kids
466	A little refresh would be fine. New schools are built all the time and no major improvements are made to existing schools.
467	If the buildings are safe and secure (no mold or danger to the kids), I would leave it and again spend the money in the places where the need is greatest....increase the teachers' pay and build opportunities for the students, as well.
469	very important. Some work was done on Oakwood last year that was nice. Both CSMS and AMCMS could use some remodeling. AMCMS needs significant A gym renovations. Both schools B gyms could use some work.
470	not important
474	Fresh paint, well kept facilities and updated technology and equipment is extremely import. Rebranding, mascots and new uniforms when not needed are an utter waste and indicate poor judgment in spending tax dollars.
477	not important and a waste of money
478	I do think this is an important aspect of out students' experinece in middle school, because outdated buildings can create a sense of inequity when it comes to student perception of what the other schools have.
479	Important
482	APPEARANCE IS FINE. NAME IS FINE. UPDATE EQUIPMENT FOR FINE ARTS, CHOIR, ATHLETICS IF NEEDED OR REQUESTED
488	Any adornment is a waste of tax money. The appearance of the schools shouldn't be important to anyone, since they do not have to compete for students. Rather, the zoning board moves children around like chess pieces in a game of social engineering.
489	Sure its important to freshen up the facility. Repaint AMCMS maroon, Repaint CSMS Purple, and Wellborn gets a new facility. Fix problems that exist in the school already than spending millions to change a name and colors.
490	Not important
491	Very. Although if it is expensive, we could do it in stages or more as repairs are needed.
494	If money available it would be great
495	Not important at all.
500	It's not important. I'd rather have the money spent on good teachers.
502	Redoing the signage, colors, & mascot are fine.
503	The current middle schools look fine like they are.
506	While I think an in-city rivalry is good, I do think it is better for it to be a relatively even balance. Especially in terms of resources and quality of facilities. I think all three schools should be of comparable quality as much as is reasonable.
508	Freshen up with in reason. Some things are unnessary.
509	Important
510	Though zoned for CSHS, my child was one year to old to attend when it first opened and continued to attend AMCHS. He did just fine. Like I said, children will adapt to whichever school they attend.
512	I do think a little updating would be fair. Updating in the things like technology and common areas for collaboration. Not changing colors just to rebrand.
513	It's important that the district facilities remain "fresh," regardless of a new school opening. If those schools are lacking, it's derelict of the district to have let that happen, and shouldn't require the popularity of a new campus to finally address the need at existing schools.
516	Somewhat important.
519	If it needs repairs, ok. But we do NOT need to make changes or re-paint colors just to 're-brand' our middle schools. Not a good use of tax dollars.
520	CSMS really needs to be updated! Do not know about the other
521	We should make the schools bigger and students want to go to the best looking school.
523	What is meant by freshen up?
524	Not important AT ALL! Only spend the money on a Need, not just for aesthetics. Use the money wisely.
526	Not at all important
528	Very important
529	It is fair to say Oakwood, AMCMS, and Consolidated are not given the sale financial priorities to fix up their facilities as the Purple Track.
530	Very important
531	They should freshen up facilities if needed. Change CSMS to Purple/Cougars throughout and the Same for AMCMS.
533	The current schools should be on a "refresh" pattern anyways, but that doesn't mean to change the colors.
535	Very. Amcms is a dump

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537	The cost of this should be done based on need for upkeep to the facilities, not just for rebranding purposes.
541	I am neutral on this issue.
544	Important
545	Only if it's necessary for health reasons like mold.
548	Very
551	Very! Especially for paint colors to reflect new color schemes and mascots!
553	In the context of improving the learning environment, all "freshening up" is important and worthwhile. If we're freshening up simply to make people feel good about themselves because Wellborn is getting a new school, then the Board needs to not worry about their reelection and tell people to grow up and stop worrying about issues that don't matter.
554	The schools should be similar in terms of resources and facilities. I support that fully. Bring all schools "up" as needed
555	Not very Important
556	It is very important.
558	Not important at all!!
559	100% believe that the money that would be spent on rebranding should instead be spent on current improvements needed at the older schools. Our booster clubs and PTOs are always being told that the district has no money for simple things like a washing machine that works at AMCMS, so perhaps use that \$2 million + fixing issues we already have.
561	Please focus on the teachers and the educational opportunities at the middle schools and not window dressing.
562	I have never been inside, so not sure what they look like or what kind of condition they are in.
565	The school needs to be maintained. It should be on an existing maintenance schedule. No reason to deviate.
567	Also, not important.
568	Very important!
570	Important
571	Somewhat
572	Not important.
573	The appearance? Not important. Teacher pay, supplies, field trips etc. Is important.
576	Very
578	Very important
581	I am, but not overly. I can say there was quite a difference walking into PT yesterday vs. walking into AMCMS...looks are NOT everything, but it DOES send a message.
584	Money could be spent on more important issues such as teacher pay, proper equipment and tools in school, pe equipment and such.
585	Yes! Would rather see money spent at the older middle schools to fix them up.
587	It would be great to address an old facility like AMCMS. There are so many repairs still needed and not addressed to this date.
590	It should reflect the brand... colors, etc.
591	I think this is important. I would focus on spending money here before I spent money on re-branding.
594	Important
596	These schools do need to be freshened up! Both need lots of work to update.
597	Csms doesn't need freshening up. You have neglected AMCMS and AMCHS. Thanks to you, we have two levels of facilities in school district. Thanks for messing it up.
599	I think this would be a great idea, however, it would be expensive
601	It would be fair
602	Keep them up to date, technologically and for safety and leave the look alone
603	I think there are better ways that tax dollars be used. The building should obviously be up to code & look nice. However spending thousands of dollars on the appearance of the school is not being good stewards of our tax dollars. Instead, let's use that \$\$ to put more resources into classrooms (iPad, computers, books, supplies, etc).
605	Not important.
606	Not important at all
607	Moderately
608	Visual appearance can mean everything to the youth, but it should not be a facade only. Ensure that the schools have comparable resources and safety updates. Our students and we very much appreciate the recent updates to Oakwood Intermediate and Southwood Valley Elementary. I think the established middle schools would benefit from an update.
613	Very important
614	They are fine as is
618	Facilities should be updated as needed to fit the needs of the students. Creating the most efficient spaces for them to learn should be what's important.

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620	Don't try to redo everything for one. The kids are happy. Let it be.
623	Facilities should be up to date, fully functional, and have equality across campuses for access to resources. Fix the broken things, make sure that technology is equitable, but outside of making the campuses equal in access to resources, additional funds would be wasteful.
624	This is important regardless of whether Wellborn MS does this.
625	The current middle schools should be freshened up.
627	I think definitely CSMS should be painted to reflect the current colors. I think it looks tacky currently as is; with maroon and purple. I think before they changed the colors they should have made sure that was considered.
628	Very
631	I have not actually been in either middle school so I don't know about the appearance, but it is probably time for a freshen-up.
633	I believe it is very important to try and keep the campuses on an equal bases.
634	Appearance is less important than the internal arrangement. At least I believe CSMS looks so far so good.
637	A good paint job on the inside of older schools goes a long way towards building pride in one's school.
641	Somewhat important. My current child goes to CSMS. Heating and A/C is horrible but I would rather see money spent on educational items that mascot and themes.
649	If needed it should be factored in. More concerned with efforts being put to academics and working with ALL students!
650	I don't believe they need to be freshened up. If CSMS needs expanding or some renovations because it is run down, then ok. But changing everything is a waste.
651	important
652	Very important....more fair if other schools get a facelift as well
818	Very
656	Somewhat important. All of the schools should have necessary repairs and maintenance addressed before anything regarding school colors and mascots is addressed.
664	The appearance is not important. What is important is that the technology level is equivalent in the schools.
670	All should be equal but no need to rebrand everyone and everything
671	Not important unless the changes were needed for other than cosmetic value.
672	I think the appearance of the schools reflects the pride in the schools (educationally and athletically), for inter-city purposes and for visiting schools, regardless of a new school being built down the road.
674	I think it makes sense to freshen the new campuses. However, again, I would not refreshen with the motivation being "there's a new school" because will you do that every time a new school opens to make the other schools feel "better?" You should refreshen because it is needed.
677	I think maintaining the facilities is important, but not going overboard is important as well. Welborn is a new school. Students should and will understand that.
681	Staying technologically current has to be the main strategy. Buildings age with time. To push dollars to freshen up schools is a great idea, but not at the expense of maintaining necessary advancements with curriculum, staffing, and technology.
682	None. Please stop wasting time, money and resources with this. Please. Use funds for this harebrained project and pay teachers better and supply better equipment and tools for learning and forgo new logos and letterhead.
684	CSMS should be the school "re-branded". It should be the 50/50 school and thus "have it's own brand". It is currently still painted/colored to be associated to the "one high school" CSISD. CSMS should be repainted to a neutral color and given new mascot/color scheme.
687	I think it very important....especially inside the walls! We need to make sure there is no mold, etc. growing in the walls! A new look is always good!
693	Very important! All schools in the district need to be similar in appearance so that kids don't feel more inferior going to an "older" school. The district should invest in keeping up the facilities and upgrading the appearances so that when boundary lines are drawn people don't feel like they are going to the "old" or "ugly" school. Im
694	Very important
695	It is important but not as important as class size and amazing teachers!
696	While there is no need to change colors or brands, there is nothing wrong with spending money to update old buildings/etc
697	This is very important. Having one newer will lessen the others in the eyes of the students.
698	This is the least of my worries or concerns when it comes to my children's educations.
705	Not important! Waste of \$

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707	Appearance is important as it relates to lighting, building quality, spacial configurations, etc. but NOT as it relates to branding. I am doubtful that branding would have any effect on learning outcomes.
709	Very important. Students take pride in their environment and likely excel better when they feel this sense of pride.
710	Waste of money. Not important.
712	This is not a concern of mine at the moment.
713	Important
714	Schools should be updated as needed to keep up with the times and be comparable to other schools.
717	Important
719	Never hurts. However, I'd rather not see new bond money used for form, but rather for function.
725	My children will be attending the new Wellborn Middle School so I honestly don't care what happens to the other middle schools.
726	Maintaining & improving function is always best.
728	Important since they are currently confused on what colors they are.
730	all facilities should maintain a high level of appearance and safety
735	Somewhat important.
736	All students should have the opportunities to learn to the best of their abilities, and these should be the same across the district. Thus, if the new school allowed for learning not available in the other schools, that should be remedied.
738	not important at all. I think our money could be better spent.
740	The appearance is not as important as correcting the infrastructure. When my daughter was at AMCMS, they had to cancel a girls basketball game due to rain....in the gym!!! That is not only ridiculous, but just a sad reflection of how CSISD has not maintained the older schools.
742	Important
743	A little
748	I think money should be spent equally. Having kids at so many different school I see the disparity at some of the schools. There is really no reason to spend money on some of the things that money was spent on at Pecan Trail. I don't think freshening up is necessary but don't buy a 3D printer at PT when other schools need more necessary items
751	not important.
752	You have schools without ADA compliant bathrooms and classrooms, I think you have more important priorities.
754	They should get shimmied up as well
755	As a parent that has a child at an older school, I feel the school board should make sure that all campuses are kept up to date and fresh.
758	CSMS is an embarrassment considering the amount of taxes I pay.
759	I think older schools need to be renovated to keep the facilities up to speed so students can have similar experiences across the district regardless if they attend and "old school" or a "brand new school".
761	extremely important
763	I think it would be a go idea because they are both older campuses.
764	I believe that each school should have equal opportunities for freshening up as each and every school in our district reflects our community equally.
768	As a parent I am more worried about the class size and the teachers. AGAIN, it is parents that are worried about the appearance of the school. Does the appearance really help in educating my child, NO.
769	Very important for amcms. Amcms will then be the oldest facility and so should be given attention. The air conditioners are not effective, traffic patterns are tough, and the fields are not near what csms are. In order to prevent amcms from getting a reputation based on its age, there needs to be attention given to it.
770	I think everything is fine the way it is now.
772	It could use a freshen up only
774	I think that'd be a great idea if money allows. However I don't think this is a must.
775	mostly important
776	Honestly, I have never set foot inside either of the campuses, so I don't even know their conditions. However, I don't think the appearance of a school is nearly as important as the educational supplies/needs/activities that lies within. I do agree the older schools should have some money for educational improvements!
781	not important.
783	I feel the schools need to be as equal as possible but a new building a good education does not make. It is the faculty and available educational materials that matter the most.

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784	I would like that
785	It isn't important
786	Very!
791	Very important!
792	Very Important as they need to be updated as they are quite old and need a facelift
793	same answer as before: somewhat important, but not worthy of being addressed regardless of expense
794	Not important. It's expensive.
795	Both schools need more attention in appearance. There are several items that need to be fixed before paying to change colors and mascots.
798	All schools should be kept up and repaired as needed. I'd like to think this is done already. If not, shame on the csisd school board
799	Not very important
800	Highly
802	I haven't been in AMCMS since my oldest was there early 2000's so can't really answer that other than all 3 schools need to be of equal quality.
803	not very important to me. Perhaps cost savings could be put in a future fund rather than
807	"freshen up" is a pretty loose term. Routine maintenance and repairs should take care of that.
808	I'm OK with freshening up both schools. I don't think it's necessary to do so solely because a new school was built, but if they need some updating it's a good idea to take care of those projects sooner rather than later. It's also a good reflection on College Station ISD.
809	somewhat important.
811	Unless something is broken, or missing.. none.
812	It's important to keep up all the facilities in CSISD.
813	VERY, VERY Important
816	Extremely important. But, not in terms of new paint. Before we paint, we need to make sure that all three schools have the same educational opportunities, technology available, and support for staff.
817	Extremely important and necessary
819	Not important.
821	Not important
824	I think very important. I am happy we are zoned for the new schools since I feel the older ones are outdated, and the bathrooms at CSMS are terrible.
826	Very important. I know the walls and hallways of CSMS are still maroon even though the school has been rebranded for years now. Every school needs to be updated to match the most recent brands. By freshening up the existing schools, it will encourage the new brands and cultures of the middle schools.
827	This I can get behind. Paint repairs. Ask the students and teachers what they need and want.
828	Fairly important. All students should benefit from improved facilities, even if only some get a totally new school.
830	VERY important, even though my youngest student (8th grade) won't benefit from it. As an eastside resident, I am TIRED of paying for bonds for new top of the line schools from which my children have never benefited and then paying through PTO donations to upgrade the older schools that my children do attend.
831	Somewhat important. Always good to modernize and freshen up at a reasonable cost. No need for major renovations
832	More important than refreshing the appearance, is making sure that the schools are equal in what they provide to students. Rather than spending money to rebrand, I would like to see money used to improve education and to make necessary facility improvements. S Knoll looks like it could use some TLC, by the way.
834	Upgrades to facilities is ok, but not renaming or rebranding.
835	Not important enough to spend a ton of money on
836	It is important that all our schools have equivalent capabilities , particularly with technological functionality for education purposes and for all schools to have well maintained exterior and interiors, but it isn't reasonable for a 50 year old school to be identical to a brand new one.
841	If repairs are not necessary, money should not be spent.
842	We have had children in this school district since 1989- 4 children/6 grandchildren (raising 2). I learned a LONG time ago that when you spend time worrying & trying to make everything "fair" you set yourself up for a lot of unnecessary trouble &, in some cases, expense. Sounds like a lot to do about nothing & money better spend somewhere else!
843	They should freshen up
844	All should be refreshed for a stronger identity and helping students feel at home and have pride in their school.

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845	Not at all
846	School Funds should be used for important needs. AMCHS is considerable less attractive than CSHS. That's the way it goes when new schools are built.
847	This question has a hidden agenda for changing everything related to new school colors. The cost to "freshen up" each of these schools will be over \$150,000 - \$200,000 per school.
848	Freshening up the appearance to ALL the schools should be an annual thing. They don't need a full face-lift every year, but anytime they need "freshening up" they should be. Don't have our students attending a run down school on purpose!
850	Not really a concern. I believe figuring out how to best handle the rapid growth in the school district is more important
851	Not important
852	It would be nice, but not important.
854	Very, this is where money should be spent.
858	Somewhat important
859	A freshen up is needed
866	Do you freshen up each elementary school when a new one is opened?
868	If it leads to an improved student and teacher experience and increases morale then I would consider it important.
869	The district has enough debt which affects my taxes. This is not a priority. My son currently attends CSMS, but is zoned for the Wellborn Middle. He's planning to stay at CSMS rather than transitioning to the new middle school. I'm more concerned about the fact that he's taking Health, but does not have a TEXT BOOK that he can bring home.
870	Freshen yes - spent millions of dollars rebranding NO.
875	The middle schools definitely should be updated!
876	I wouldn't mind upgrades if needed to bring them up to the same level of technology and equipment.
882	YES!! YES!! YES!! I believe that money should be spent on "freshening" up the appearance of the current middle schools. Some of the older elementary schools need freshening up as well.
883	I think it is important that all campus' regardless of level (k-12) are freshened up. No child wants to go to "that school".
886	Freshen up as needed
887	Just slapping lipstick on a pig won't make the schools comparable.
889	Important
890	I think the wording of the survey is interestingly biased to make the other schools pressured into "liking" a colors/mascot/name change. Funny. The freshen up sounds unnecessarily expensive.
891	I don't think appearance is important. Concern should be with fixing roof leaks, fixing a/c, etc.
894	I think some upgrades may be required, but the standard should not be to bring to par to Wellborn. I'd rather money was invested in education instead of facilities.
895	A freshening up can help boost any school
897	Not very important
899	Very important. So instead of using millions of dollars to completely change them and give them their own "identity" then use the funds to "spruce" the appearance not change their identity. It is a waste of money when it could go to much more needed areas in the CSISD. We have had purple and maroon painted middle school for years.
900	Both AMCMS and CSMS are good schools aesthetically.
901	My 3 children who have been or are still there love CSMS
902	Again, it would be nice but not necessary.
903	Not very the
907	Now, that I can see as something that should be addressed. The mismatch colors and logos at CSMS is terrible!
910	CSMS looks pretty good. AMCMS is older, smaller and feels constrictive in the halls. Needs more than fresh paint, but I don't know your budget.
913	That I can agree with. I think it is important for our schools to be kept up, but that is a completely separate issue from your rebranding idea.
915	Not that important.
919	Very
920	It is only important in that CSMS does not have enough parking.
925	Somewhat important
927	Not that important!
928	I think with rebranding efforts that the colors around the schools should reflect the same - I have no problems with the facilities per se
929	I don't believe the identity is that important. I don't know of any other school district that does

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930	this. I think focusing on education versus school colors is a better focus. Now this does make sense and not a waste of money or time so I would make this more important than trying to change colors and mascots.
931	Sure, update and freshen things up.
933	The district should focus more on investing in technology and highly qualified teachers rather than worrying about the appearance of the buildings. As long as the infrastructure is sound, it shouldn't matter.
935	Only things that need fixing should be. Don't update just to update. Waste of lots of \$.
939	Very Important
940	I don't have experience with the current condition of the middle schools.
942	Not important. The increase in space by having fewer students will help freshen existing space
945	I think there are more important ways to spend the money than using it to change colors of the schools
946	Not interested in appearance, but I know they need new books, band equipment, etc.
947	As long as all facilities are being taken well care of and a new, fancy facility is not gaining precedence over the upkeep of the other schools I don't care (like Consol is in pretty bad shape right now).
948	Very important. All the kids need to feel valued as students, be proud of their school. This comes from the school and the atmosphere of their surrounds.
949	Very important. I'm sick and tired of my tax \$ going to do nothing but buy the best for the kids on the south side while we get stuck with the old stuff. Why don't you buy them a new building, but give them all of our old stuff and buy us new stuff.
950	I think that CSMS needs a lot more parking
952	Basic maintenance and upgrades of current facilities should not be held hostage to this rebranding. It is a need either way.
953	They both need it!
954	All schools should have the staff, equipment, and facilities to meet the needs of their students. I'm not sure that the vague phrase "freshen up" would apply. What exactly do you mean by that?
955	I find it important enough to spend the money.
956	Not invrrdibly important. It would be nice for CSMS to not be part maroon, part purple. Those colors do not go well together.
958	I think all schools should be equal.
959	Not important. All the CSISD schools I've ever seen in pretty good condition.
960	I always think any school should be updated to have an equal playing field . But we have been in this district for5 years and this has never been a priority of the school district in my opion
961	Very important. CSISD made a massive mistake in building a taj mahal high school that has resulted in an us/them and have/have not mentality. Now we are seeing neighborhood factions lobby to attend what they perceive to be the newer, bigger, better school. This is the districts LAST chance to heal the divide and set a path towards fairness.
962	This is more important to me than rebranding colors/mascots and would more directly benefit the students at these schools.
963	There is ALWAYS a problem with the new schools getting better facilities and poaching the good teachers. ANYTHING that the district could do to make the students remaining in the existing schools feel like they MATTERED would be appreciated--including incentives to retain high performing faculty.
968	I want the over crowding to be dealt with first. It is always nice to update but the students should be taken care of first
969	Makeup doesn't make you a better student, artist or athletic. If they need changing their brand as a part of their performance, we are definitely teaching the wrong values.
975	Our schools are doing great. Instead of spending money on what is in good shape, why not invest on what we don't have or on what is not up to our standards? Some programs need more teachers, counselors. Our libraries need more books, a gymnastics facility, another swimming pool. Invest in educate, not in looking good from outside
976	Currently the other school look in despare. There is constant leaking and at CSMS everything is two colors. Windows are rusting out and the marquee is purple and maroon.
978	I think it would be beneficial, then the other students not going to the new school will still be excited and proud to go to their school.
979	100% important
980	I think all schools should provide equal technological equipment. One school should not have an advantage over another just because it is new. I have always thought CSISD maintained their buildings well.
982	If it is up to date and functional then don't raise taxes to support another bond

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983	Any way you slice it, a new school is always going to be newer than the existing ones. Lets not waste money on nonessential cosmetics and lets spend this money on getting great teachers instead of promoting bullies to vice principals. There are far better ways to spend this money.
984	The 2 current MS are excellent schools. Would only address issues of appearance if those issues are in fact essential to be addressed, not just for appearance.
985	It will be great but not such a big thing to go all out about.
986	Without knowing the budget I have no say in the matter.
988	All schools should be clean and have good structure so that it's a good learning environment
989	Would be nice.
990	Would be great.
996	Very. Both of those schools are antiquated and all students deserve equity using the entire city's tax dollars.
997	Very important, the current schools need updated restrooms badly.
999	To freshen up? Not very important. If there are legitimate repairs needed those should be done.
1004	It would be a consideration, but not a necessity
1010	Not important.
1011	Why are we asking this now? Are they being maintained as they should be maintained?
1018	The other middle schools deserve to be freshened up.
1019	Paint can make old look new with moderate upgrading being done on an annual basis. So, not that important.
1021	It is not.
1022	As long as it is clean, well maintained & has all the same classes offeredit is fine.
1023	If it was not important to change CSMS from its half maroon and half purple interior years ago, why would it be important now? I don't think it has had a negative affect on any of the thousands of students that have attended.
1024	Somewhat important.
1031	If the "freshening" up is part of the rebranding it would make sense.
1032	Not!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
1033	Not important, unless something is broken and needs to be fixed. The money should go towards books and supplies to better help our teachers teach our children without having such financial restraint.
1025	We need to ensure every CSISD student has the same resources available to them. I don't really care about the paint on the wall. I want a safe school that fosters a great learning environment.
1026	They just need to be equal in updates. Not rebranded.
1028	Focus on academics....
1035	I think both current middle schools do need a face lift!
1036	Very important that the technology, facility, and staff are comparable. Our children have gone to all the old schools. They get told that they go to the "poor" school. This has nothing to do with rebranding. It has everything to do with parent and teacher modeling. New colors and name will not change parent and teacher attitudes.
1038	AMCMS does need a newer look but the name and history that it comes with should remain
1039	Not very important
1040	What's important is WHAT goes on inside the school and in the classrooms...as an example, in my home state, my old high school still uses the WPA auditorium that was built in 1937.
1042	Not at all. I think the schools should provide a safe atmosphere and have the tools and resources to teach the same curriculum as WMS.
1044	we should always try to improve our schools
1045	AMCMS and CSMS have some problems just because they are older but they may not need to be completely done.
1048	Not important
1050	NOT IMPORTANT! With new schools there are pros and cons. Growing pains and advantages. There are advantages to having a long history and many alumni and there are advantages for the athletes to have better locker room facilities. Better facilities do not equal better education!
1052	That would be great to refresh the old schools, but again don't change what they have branded already.
1053	Only important to maintain a healthy environment for learning. Don't discount the value of legacy in the established AMCMS.
1058	I think it is important that the buildings/technology get a little bit of sprucing since they have been around a while.

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1061	Slightly Important
1065	It is not.
1067	Not at all unless it affects staff retention and motivation.
1069	If they need it, yes.
1072	The schools should be safe, clean and functional, not concerned with keeping up with WMS.
1074	There is certainly an environment of the "haves and have nots" in this district as new, beautiful campuses are built in wealthy part so far town while older campuses are left to look more rundown and dated.
1075	New paint, new technology - yes Making sure teachers have the supplies they need - yes.
1076	Important
1077	Maintaining and improving is very important and should be obligatory. This is different from "rebranding".
1080	Not important.
1081	Not important. What we care about is the education our children receive. The current facilities are fine.
1082	Very important
1086	Not important
1087	These facilities are in good condition.
1088	Not as important as good teachers and giving them the tools they need
1089	Buildings age -- it's just a fact. As long as the older schools are clean and fully functional leave them alone and spend the money on things that directly affect the education of our students! Students and families see through shallow attempts to improve facades when there are intrinsic problems that limit the effectiveness of teachers.
1090	Very important! Some of the school board candidates are running on changing zoning to "neighborhood" schools which will cause schools to be that of "the haves and have nots". Kids will already realize this difference, don't make them feel it as well.
1091	If repair or maintenance is needed in certain areas then it should be done. Those in school know what needs to be refurbished and what needs to be replaced. Listen to those who see or use it daily and get it done.
1092	CSMS should be redone with purple instead of the maroon is currently has. The track needs to be redone also .
1095	NOT AT ALL! School is for educating our children! Try doing THAT for a change!
1096	Keeping the property in comparable condition to the newer facilities is more important to me. All of our kids deserve to have the opportunity to learn in a clean, up-to-date environment that they are proud of.
1102	Very important. It makes more sense to repair and update these schools than to spend money on rebranding. I hope that my tax dollars are spent wisely and in my opinion rebranding is not a wise expense.
1105	I think it's important for all of our facilities to be maintained.
1106	Not
1110	Not really that important.
1111	Changing color schemes when the current condition of the structures are fine, costing the taxpayers millions of dollars, is not a responsible use of taxpayer money. If this happens, current members of the school board should get ready for opponents in upcoming elections. Wasted taxpayer dollars will be a central issue.
1113	Very important.
1114	General upgrades fine.
1115	Important
1117	Somewhat important
1118	Unsure. No students there yet so not familiar with the schools
1120	Same as above. Financial impact of this needs to be communicated. It is important but not important enough to spend hundreds of thousands of dollars.
1122	It's very important to make any updates to the current schools to bring them up to date.
1125	Not necessary
1128	I think necessary improvements such as creating space for learning in new ways (ie makerspace) and creating effective use of current spaces is important.
1131	This is what my tax dollars are getting wasted on. Grow up!
1132	I think the other schools should be current in terms of having good, functional facilities. Being pretty isn't as important as having functioning equipment.
1134	Somewhat.
1136	Safety Updates are More important than cosmetic.
1137	Yes, freshen it.
1139	Not important.

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1141	essential
1143	Very important, especially for rock prairie middle
1145	AMCMS needs a great deal of work. There is a huge socio- economic disparity between the two middle schools and high schools. Having this rectified is more important than branding. I've paid a disportiomate share of property taxes for 20 years to have my children sent to the "lesser schools". It is time for CSISD to determine its priorities.
1148	I feel if some kids are going to a new school the other schools should have some improvements as needed
1150	Very important.
1152	Focus on curriculum, health and safety. School colors do not affect education.
1153	Would be fun but not super important.
1155	Appearances or facilities? Please don't waste our taxes by re-branding the old schools.
1156	Facilities should be equitable across the district no matter what grade level.
1158	Schools age. A fresh coat of paint, new carpet, updated equipment or new toilets can make the appearance fresh and inviting to both students and staff.
1159	It is important to me to freshen up the appearance of the current middle schools, but I do not mean that we should change colors or mascots. Mostly, it is important to keep the schools well-disciplined through innovative learning experiences and excellent administration. I would be interested in how the teachers would like to use surplus money.
1166	I'm not aware of the condition of the older schools. If they need improvements then do it but only if necessary.
1167	It is important to refresh the appearance of the older schools in a fiscally responsible way.
1171	Academics and community spirit is more important. Students will rally around whatever mascot and colors.
1174	Not important as long as the facilities are functional with the same level of quality education
1175	Upgrades to the building, and educational resources for the students is far for important then changing team colors/mascots.
1177	I think that the other middle schools will need some updates.
1180	I think that ALL schools should be "freshened up" as needed, just like we do at our homes. That does not mean we need to rebrand the schools.
1181	Not, these middle schools have everything they need to run efficiently.
1183	Not important. Leave it alone.
1185	Not important. Both schools have had a "freshening up" in recent years
1186	You should be maintaining the structures as a matter of business. Repair the problems as they come.
1187	Not importNt
1188	The outward appearance is much less important than the equity in what is inside. As long as things are safe then the age of a building and honestly the paint on the walls doesn't really matter. It is the quality of the educators that makes a school successful.
1189	bigtime. Our school looks bad compared to new ones
1190	We would love for them to be freshened up...it's been a while! Although I would say that South Knoll is way over due for freshening!!!!
1193	Money would be better spent on infrastructure issues - bathrooms my children aren't afraid or disgusted to use (Oakwood) than on rebranding/mascot changes.
1196	Not at all.
1197	None!
1198	I think making improvements to our current campuses is more important than rebranding. The kids would enjoy the updates more than a new Brand.
1199	Not at all.
1200	It is always good to improve already established schools!! Keeping in mind that the staff, students and parents make the school what it is NOT the animal or color!!
1201	Somewhat important. More important to have great teachers and new technology.
1202	Schools are more than their appearance. Yes some freshening up is good, but not to the tune of 2 million dollars.
1204	Definitely
1205	I think they should freshen up the schools.
1206	If the schools need repair or maintenance, do that. Don't refresh to keep up with new school.
1210	Not important at all if the school is in good repair and functional as is.
1212	Very Important. People are memorized by new and new technology is always installed. Will help with schools all being viewed as great options.
1213	Fix the pig don't put lipstick on it.
1219	Very—all schools should be comparable
1220	It is important for the existing schools to be given the same technology, and to ensure the current facilities aren't faulty but to spend money to create an identity when there are far more imperative needs is frivolous.

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1221	The current middle schools would be great if they had working HVAC systems. The aesthetiiics are not the problem. At the middle schools. Take a look at the differences between the high schools. Those are shocking. To freshen up Consol would simply be putting lipstick on a pig. Again, this is a waste of money. Spend it on education.
1222	Freshening up is important, but so are costs.
1223	Schools should be equal in facilities and instruction
1224	I feel that this is important.
1225	Somewhat - but not because there's another school that's newer. The schools should be freshened up because they're just getting older. CSMS has a marquee that's purple AND maroon! Let's at least make things uniform, but this could be accomplished a little at a time and not in response to another school opening.
1226	First, clean up AMCMS. It needs new floors in the hallway, new gym floors, roof leaks and HVAC issues. CSMS has many roof leaks, stained ceiling tiles. Fix the things that need fixing and stop trying to lipstick on a pig.
1227	It is extremely important to make all kids feel like they are equal. Two kids have gone the maroon route (and I wouldn't change a thing about their education), and they have constantly felt like they don't matter. It is all about purple. Fifth graders see it, I don't know how board members can't.
1228	At bare minimum get the colors changed over. CSMS is still a messed-up-mash-up of maroon & purple. Paint is (comparably) cheap! Then evaluate if there's money for additional "refreshing".
1229	Now the school.building is a different subject. I'd say please go right ahead remodel away.
1232	Very important.
1233	Very much needed, especially CSMS.
1235	It is extremely important that every campus is freshened up. I don't see this happening, because there have been major maintenance needed at the junior highs for years. The district has always said that the repairs were not budgeted, yet they can find funds to spend 2 million on re-branding. Shame on you! This is a complete misuse of funds.
1237	Freshening should be done as part of regularly scheduled preventive maintenance. Just because one new school opens does not mean other schools automatically need equal refreshes at the same time. I am support of the refresh off all campuses at this juncture if its part of a comprehensive rebrand.
1239	Again, repairs and deferred maintenance should be addressed, but it seems unrealistic to expect every school to be on par with a new school. I don't remember any concerns about this when PT opened or when we open new elementaries. Now, should we have comparable tech and things like adequate locker rooms? Definitely!
1241	Deferred maintenance has been something the District needed to tackle anyway, so it is smart to freshen up the facilities.
1245	Make sure they function and serve well. They should be visually appealing, but freshening up just to be comperable to the new school is unnecessary
1247	Rehab, rehab, modernize important to maintain and update.
1248	Not 2 million dollar worth of importance honestly
1249	Zero importance and my kids go to the "old schools". If the old schools were 60-80 years old and falling apart it would be different. Just to be clear, I do support changing the colors at both current schools so that they reflect the new school colors but this is only to help create school uniqueness and pride, not to "keep up with the Jones's".
1252	Yes. They should make the outside appearance of the buildings look good.
1255	It's not important at all. Don't do it.
1258	There needs to be a better description of what the term "freshen up" entails. If strictly appearance, then no. If technology or classroom upgrades then yes.
1259	Our middle schools have great facilities. We are not a division 1 university trying to attract talent. I can't imagine what needs to be freshened up. Rather than freshen up the exterior, if money is going to be spent, why not put it toward technology? My kids' education isn't going to improve because they got a new mascot or trees were planted.
1260	New is new but at least freshen up the older daciilities
1261	Freshen up and update is desirable, but wasting funds on new color/mascot schemes is not necessary. The schools will lose some of their history by changing these things as well.
1263	Not important, they should make the repairs and updated the schools when needed no to rebrand
1265	AMCMS and CSMS are fine. They just need to be maintained better.
1266	Freshening up the current middle schools will take more than some fresh paint. Instead, we can start by ensuring each classroom has a properly working ac and heater.
1268	Our current middle schools are nice and serve their purpose. Right now, as stated in the pervious answer I gave, Consol could use some attention seeing as CSHS receives more

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1269	than us. Look at the difference in the two learning environments for example. Consol's classrooms are dark holes while CSHS have nice open windows and a open space. If the goal is to have fresh schools so that everyone feels better only a moron would be worried about that.
1270	Very important
1272	I think the district has kept pace with updating all facilities. A new MS does not justify the money it would take to "freshen " the other 2
1273	EXTREMELY IMPORTANT! We do not need another situation like we already have with the 2 high schools. Have you seen CSMS, lately? It's a cross of maroon from days of old amid purple. School needs repainting. Desks need replacing. The students at all deserve equitable facilities and technology.
1274	Not important
1276	Only as needed, not just for appearances
1281	Are they adequate for teaching? If so, do not waste our tax dollars.
1282	If it is functional and safe it is fine.
1283	I do think maintenance and upkeep are important.
1285	I think it's important to update the middle schools and fix anything that's been neglected. Redoing the entire schools seems like a waste of money though.
1286	Not important at all. As long as all students have a safe and comfortable environment with equal technologies available I am against spending funds to change school colors.
1288	Important
1292	zero importance
1293	Money would be better spent on updating classrooms, giving faculty and staff raises and making sure classrooms were equipped well.
1295	I think it is more important to freshen up the facility of AMCMS & CSMS then spending money on a new logo.
1296	AMCMS does not need to be refreshed, they have already wasted money on building a larger locker room that doesn't matter once WMS opens. Why waste money twice!
1298	Good idea but should be prioritized behind many other things.
1300	Very
1301	Very important. If families feel that the district is putting all resources in one school that trickles into real estate decisions, parental involvement and student perceptions.
1302	Very important. AMCMS looks like the district does not care about it. For example, There are stained ceiling tiles in the hallways and classrooms rom rainstorms long past and there are no blinds in the cafeteria (the old ones were bent and up for years in that condition). There is not enough space on this form to list the problems
1305	I do feel the schools should be freshened up!
1308	It would be nice if money allows. (Maroon & purple don't mix)
1309	It's not needed!
1311	Not important. New buildings are obviously going to look nicer and newer.
1312	Very important facility wise...not uniforms and colors
1313	No need to speed up the changes just because some schools will have new. If the new school has things that the other schools don't, then that should be added soon, otherwise update on schedule.
1314	spend it on bettering the infrastructure, not changing the rebranding
1319	Not very important
1320	Of course its a new facility, yall a building a brand new school. Compared to however old these other 2 middle schools are. If they need repair repair them
1321	I think we need to keep our schools appearance as a priority whether we get new schools or not. I don't think, because a brand new school arrives, that we should take our old schools and make them look brand new just for "looks" or to be "fair". Make repairs, clean them, update when necessary, but not because a new shiny building is coming to town.
1322	Same as above.
1326	Only if necessary
1327	Making sure the schools have quality facilities is important, rebranding is not.
1328	I do believe that the schools should be kept in good repair and that the older schools could use a new paint job and updated appearance, but this should be happening whether a new school is opening or not. The rebranding and recoloring would be unnecessary. New buildings are still going to look new and different no matter how much you try.
1331	Not at all
1332	Waste of money !!
1334	Very important
1335	None at all.
1340	Somewhat. Depends on how much would be spent.
1343	Somewhat

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1344	Not very important so long as the existing campuses keep up with regular maintenance.
1347	Not important
1353	Not important
1354	Very!
1356	Not important, the schools are fine the way they are.
1357	It is important
1361	Very important ... to feel like there is equity in facilities
1363	CSMS should be one color. I personally believe AMCMS should be a different color other than maroon. CSMS should have been repainted when their alignment changed to purple. The campus should be repainted.
1364	This is a waste of money. They already have identities. In a few years there will be another HS for Wellborn to identify with.
1367	There is no importance in this.
1369	They are in good shape...been to all a number of times...and a refreshing or updating will always be needed but NO REBRANDING
1370	VERY!!!
1373	I think updates to the old campuses are always a good idea. Stay current with all facilities.
1375	Very important. I am tired of CSISD not placing importance on the original, older schools.
1377	Very! Each school should look and feel the same.
1378	not important at all. As long as facilities are functioning, not broken, and up to date the color and mascot should not matter.
1380	Not
1381	I think "freshening up" the look of the current schools would be more important than rebranding the colors and mascot. Many parents/students want to be on the "new high school track" because of the new facility and how the school looks. I am more focused on the education the school offers, but I do want to ensure my child is in a safe environment.
1383	Not important at all. If buildings don't leak, and temps r comfortable, then kids can learn. Focus on hiring and paying good teachers. Buildings r secondary. Also share facilities with each school. Every school does not need a gym ball field and track. When one school has an away game the others can play there. Learn to save money
1384	Both current Middle School Campus needs a facelifts through out the entire campuses. Both in the classrooms, hallways, and outdoor facilities and landscape. Improved security in both schools and updated technology to be used for class room educational us.
1385	Always important to keep schools safe and up to date NOT to rebrand
1388	This is very important
1390	"Freshening up the appearance" is entirely unimportant. Ensuring that the facilities are safe, functional, and well resourced is extremely important. Why I would be expected to think that the appearance of my child's school is of vital importance is beyond me.
1392	We should do what we can within reason. Give the best environment to learn but remember the goal is Learning.
1394	Only if necessary.
1395	Appearance of the facility is not top priority in education.
1396	A little freshening up - like was done to AMCHS - is fine as long as it's not done for the sake of just making a change. Going into debt or cutting out needed services to accomplish a little freshening up is foolish.
1397	Important. CSISD has issues today with perceived (new/good) (old/poor). The district must make better decisions that serve all students.
1399	Very important to upgrade the older middle school facilities... especially AMCMS. This is more important than new logos and colors.
1401	Very important! The only way that the community will build a perception of a school initially is by the school's visual representation. It's important that students feel that the "playing field" isn't unfair when it comes to zoning.
1402	They should be safe and clean and functional.
1406	Not important. Do they NEED "refreshing", or is it just to make students "feel" better?
1407	Only fix problems. Nothing cosmetic needs doing.
1408	You can rebuild or improve without the need to destroy
1412	The schools are already wonderful, not sure what kind of refresh is actually needed
1416	Not important.
1421	Anything would be appreciated. new paint etc.
1423	all schools should be equal
1425	Schools should be comparable for building quality and amenities. Cosmetics should take a back seat to making sure each school has the same technology and classroom capabilities.
1426	Very important
1427	Not that important.
1428	Always important to keep the campus fresh, regardless of whether or not there is a new

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	school being built. It's not a competition though. Keep it clean and take care of it. Fix things when they break. Restore things when they need restoring.
1433	All schools should be in good repair, but a comprehensive change is not needed
1437	Again, not important RIGHT NOW. I do think it is important to keep up the appearance of the current schools, however; I do not feel that the curren middle schools need a freshening up.
1439	The quality of the education is more important than aesthetics.
1440	Keep the schools looking nice, but brick buildings never taught a child. Spend money on teacher salaries, teacher benefits, and quality staff development opportunities for teachers. They teach our children.
1442	I don't think it's important for the schools to be too concerned with appearance as long as the facilities are functional and clean (not falling apart).
1444	Not important at all
1445	Not important at all. Why spend money on appearances. If they don't need it leave it. Again, why is this an issue?
1449	Why dont we focus on maintaining a higher standard across the board (expand maintenance and grounds) instead of highlighting what should have been taken care of already?
1450	Doesn't matter to me. I would rather have that money go to paying for more teachers in the schools that are more understaffed.
1451	they should be freshened up
1455	VERY. All of the schools need to be as equal as possible.
1456	I would say use The money to improve the school but not use the money to rebrand the school.
1457	Not important
1458	This would be an excellent use of the funding that you would use to Rebrand the schools
1459	Not urgent
1460	I think the schools are in pretty good shape. Of course everyone would like a new car every couple of years but some of us cannot afford that. We have to keep one for 10 plus years. Within reason schools should be updated when the life expectancy of the material has gone. Carpet is typically 10 to 15 years. Paint is 5 to 10 years.
1462	Whatever they did to AMCHS when they built to CSHS should be done.
1463	Why didn't you ask this about the high schools? CSHS looks like a luxury resort and AMCHS looks like a patch work quilt.
1464	Not important at all.
1467	Again, this is not important at all. The cosmetic appearance of the campuses means nothing. The district's primary focus should be on the FUNCTION of its facilities, not their appearance. As long as the quality of education is high and the buildings serve their purpose, spending money on their appearance is frivolous.
1468	This is of more importance and viability to education and equality then changing names and colors. Kids are only there for two years. Put money into facilities and classrooms not names and colors. But do not change the name and colors of the schools!
1470	Not important at all. If the school needs maintenance, that's fine. A makeover for the purposes proposed is a needless waste of money. But the expenses go much deeper than just a fresh coat of paint - none of which fall under scheduled maintenance.
1472	If it is broken and unsafe it should be fixed, but tearing down things they are not broken for the sake of branding is just plain stupid amd wasteful. It is a waste of money and a waste of materiel and resources that will fill the landfill.
1473	I feel all schools(students) should feel proud of their school and if giving them an update could boost pride along with a new mascot then let's do it!
1475	If the schools would not have been updated yet, then they don't need updating. Keep them on the same maintenance schedule with new branding in mind and when a remodel is appropriate, go for it all.
1476	Not important. It is not a competition to see which school is nicest or prettiest. If something needs to be replaced at any school, replace it. If people are getting upset about who has the newest/nicest, they need to do some inner reflection and re-prioritize.
1477	This is not as important as the quality of teachers, positive learning environment and commitment to students
1478	Right now, I don't see that they need it. My granddaughter goes to AMCMS and is fine with the appearance. WHY is appearance so important to you? I am more concerned about their LEARNING, as you should be.
1479	very
1483	Not very important
1484	The appearance is not important. It's important what class of students are enroll and what kind of teacher are going to teach each subject.
1486	Repair what needs to be repaired. I don't build a new home or update my house when my

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	friend does. I do that when I need it. Let the families who care about the rebranding gift the new updates. Here's an idea, all those sport sponsors, let them buy the real stuff the schools need for the rebranding. Let's close the achievement gap ASAP!
1487	As long as the campuses are functional and provide a safe environment for the students to attend, the outward appearance of the school is not of much importance to me. In my opinion, it would unnecessarily take exhausting measures to try to compete with a campus that is brand new. Updates will continue to be necessary, but trying to "keep up" is not
1490	None more important issue
1494	Important
1495	Continuity and congruent actions across the district is paramount to the success of the entire district. All of our schools are great, but clearly, some are significantly older but that doesn't mean they have to be lesser.
1496	Instead of wasting money on paint colors and mascots that the board and administration admitted that do not have, try fixing all the problems that currently exist at the older schools!!!
1497	If "freshen up" means upgrade technology, plumbing, heating & air conditioning - then it is VERY important. If it means new colors and mascots, then it's NOT AT ALL important.
1499	If repairs are needed then get it done if it's cosmetic stuff I think it's a waste of money.
1500	All schools should be maintained at a level that makes them comfortable and inviting for the students and staff.
1503	Only where needed because it is worn out.
1504	If it is going to raise my taxes - NOT IMPORTANT!
1505	Very important especially for lower income students. They need to see that they matter as well.
1506	I think updates are important so long as they make sense and aren't updates just for the sake of it. All groups need equal opportunity to education, but just because one school is new doesn't mean all the others need massive overhauls. All of our schools are generally in great shape, as long as everything works appropriately then I think it is ok.
1507	not important. They don't go to that school so no need to compare.
1509	If it just involves some new paint, and maybe some landscaping, sure. But I don't believe we need major construction projects to freshen up the current middle schools.
1510	I am not concerned with the appearance of a school, so long as the facilities provide the best learning centers for our children that we can afford.
1512	If the schools are dated, and need to be updated then sure. But don't update a school just because a new school is opening up. The district can't afford to update the schools every time a new one opens.
1516	Not important, what's there is good enough. Appearance is superficial, teachers are important.
1517	Money could be better spent.
1520	Not important
1521	Refresh? Is this code for "Let's waste tax payer money changing logos and school colors?!!!!!!!!!!!!!!"
1522	NOT AT ALL
1525	I've only been to CSMS but the facility doesn't seem that outdated to me. Obviously if there were a change to the branding then a refresh would be in order.
1526	Define freshen up. Do required maintenance? Yes. Re-brand the school? NO!
1530	If you are going to change school colors for the AMCMS and CSMS, then you will need to paint those schools the new colors. Otherwise, why would the schools need to be freshened up? unless they are not up to appropriate standards already, which raises a whole other set of questions for the Board.
1535	not important
1538	Well you've had maroon walls and etc inside CSMS all this time so I suppose it isn't that important.
1539	It's not important. If there are things that need to be renovated and fixed, then adding upgrades would be beneficial. If it's purely cosmetic, it's not needed.
1540	Very very low on the scale of importance. Find better use for your time and our money
1541	It's very important for kids to have a beautiful building for learning. Previous renovations have greatly improved the school's appearances already. Any more renovations would be appreciated. Most students/parents would understand, however, that a new building would be "better" than an older one.
1543	Not necessary.
1544	It is very important that the other middle schools receive some type of face lift to reassure the faculty and students that they are appreciated well.
1545	Yes, I believe this is a much better use of funds!!!
1548	renovate when needed

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1549	Very important
1550	I would love for csms not to leak.
1552	Better idea. Change CSHS to colors that include maroon. Keep maroon as the unifying color of all CS schools. Change THEM. One school. More planning could have avoided this! Throwing money at a color scheme and a decal is wasting \$2 million that could be used to hire staff, improve facilities. Like buying clothes and new car when change jobs.
1553	Not important.
1558	It is somewhat important to me. As long as there is money in the budget for it and it wouldn't take away from something that is more important I don't see the harm in freshening up the middles schools.
1560	I do think the older schools need to be maintained - but a lot of that is already being done through the bonds. I don't feel it wise to be spending money (that could go towards teachers, tech, programs, etc.) on repainting the entirety of AMCMS and CSMS just to change the color schemes.
1562	Important but not at cost of something else already in line to receive those funds.
1563	VERY important! This is the one area I feel CSISD lacks in a big way. The older schools are continuously neglected-elementary schools particularly. I think school spirit/pride starts earlier than middle school. Why would a kid be proud of going to South Knoll when there is a lot of improvements needed; necessary (bathroom upgrades) and cosmetic?
1564	Is important to focus on overall building maintenance than it would be to rebrand.
1568	Each school has thrived with pride for its school colors and mascots for so long. Why would you take that away from them? When you rebrand, you create a new identity for each school and that's not necessarily a good thing. I think the time and money would be better spent in other ways to support the schools.
1567	Not important. As long as schools are safe and functional, that's all that matters.
1571	Very important. . Especially the areas around the athletics gym areas and bathrooms. Embarrassing as compared to other schools in Bryan/college Station area & should look as good as Pecan Trails or better. This school has been over crowded for years and it shows. Need larger cafeteria also and fix ongoing issues to.
1572	That is a good idea in some areas. Newer up to date computers, equipment etc .
1577	I feel like I can't speak to this because I have not been in the AMCMS and CSMS facilities much. I would support this if it's needed.
1579	If it means the parents will get more shaming emails about not giving enough during fundraisers, then no. The facilities are fine.
1582	Moderate importance. Refreshing an appearance is nice, but not always feasible. Obviously, a new school must have new things.
1583	Not important
1584	"If it ain't broke, don't fix it."
1585	Not important at all.
1587	CSISD says "all students" and I believe all students should feel good about the facility they are attending, so it is very important to freshen up the current MS
1589	Considering my tax dollars go to the district, it would be nice if my child could enjoy some of the benefits, yes. If I could afford both taxes and tuition, I would probably take my kid to private school instead!
1590	Not important.
1592	I think the appearance of the current middle schools needs updating, but not rebranding with new mascots and colors. For example update CSMS gyms so they reflect their current school colors and mascot, not have them maroon and with a tiger.
1593	Freshening up the older schools is always a good thing
1595	This should be done and will likely boost moral of both students and staff.
1596	You can freshen schools up and not spend money changing so many things.
1597	Not at all stop wasting our tax dollars
1599	Freshen up the appearance how? By repairing the heat at AMCMS? Hiring more grounds and maintenance? I'd support both of those.
1600	What is meant by "freshen"? More information and facts needed. Focus on repairs to current MS campuses that must be made. Continue taking care of the current campuses and don't make unnecessary improvements solely to freshen up current MS in an attempt to be fair. Be good stewards of tax payers money.
1602	so long as functional- not important
1603	I don't think it is that important. We have many elementary schools, but the older ones are not given the opportunity to freshen up their look every time a new elementary school is built.
1605	There should be one location shared by all schools. This school board is wasting tax payer money.
1606	Current budget already has money approved for facility maintenance. We open new campuses regularly, the current conditions of CSISD schools support high learning

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	environment.
1608	I think it would be better money spent to fix the current problems at both existing facilities to help them continue to last.
1609	I think it is time to update the other schools, but NOT because we have another school coming in.
1610	At my daughter's volleyball game at AMCMS I went to the boy's bathroom and noticed the paint was peeling off the wall. Maybe the district should worry more about that then new mascots.
1611	I think CSMS looks fine as is.
1613	They could probably use some upgrading
1615	It is not important. I'd rather "freshen up" the city council and CSISD school board.
1617	CSMS is all maroon! It definitely needs a fresh coat of paint -- unless they go maroon. Then they're set.
1618	Appearance is not important, but maintenance is. Life is not fair, and just because one family gets a new house it doesn't mean everybody gets one.
1620	Again the question is totally prejudiced. You ignore the history just to be new? You think that Texas A&M is going to rebrand themselves for excitement? The whole premise here is false.
1621	It will be nice to see new updates in the school, with that said I do not believe changing tje colora or mascots will accomplish that. You can still make tje school lool new and refresh respecting the current colors.
1623	They should have a maintainance schedule to keep the school building in great condition. This should not be a consideration. Maintaining a building on a scheduled basis will keep the structure usable for decades.
1625	Fix anything broken/outdated
1627	It would be good to freshen up but that doesn't necessitate rebranding
1630	Not much. CSMS is still practically brand new. My kids go to AMCMS and it's not bad, although the athletic facilities and grounds are in general very poorly maintained and the music rooms are literally falling apart. The buildings are fine.
1631	I'd make this a SUPER HIGH PRIORITY!!!
1632	General maintenance should be maintain the schools at a reasonable level. in due time when refurbishment and upgrades are necessary they can be done. There is no need to move up any scheduled upgrades/maintenance just because a new school is opening.
1635	Make the schools equal and maintain them equivalently
1638	It's important to me that my child attend a safe and adequate school with the proper facilities needed to learn.
1640	I'm more concerned about the quality of education my children receive. Attention and funding should go to hiring and retaining quality teachers and decreasing class sizes at all campuses.
1641	If things are in dire need of updating, sure. Otherwise, focus should be more on academic excellence.
1642	The appearance of the schools does not need to be freshened. Serious maintenance issues like sub par HVACs and mold in AMCMS need to be addressed. Dark hole like classrooms in Consol need to be addressed. Maintenance staffing levels need to be addressed. Freshening up the appearance of the schools is just covering up the real problems.
1644	Yes, "freshen up" as needed (paint, upgrade, etc.), but we don't need to spend hundreds of thousands of dollars to fix something that's not broken.
1646	Appearance and infrastructure are important.
1647	Very very important
1649	I do feel freshening up the appearance of the older middle schools (all schools for that matter) is important.
1650	Not important
1654	ZERO. Not compared to all the other necessary repairs that need to be done. It's time the citizens of College Station take control of the school board meeting and publicize (Bryan Eagle/ABC/NBC, etc.) this irresponsible consideration and improper use of funding.
1655	If it's just for appearances, then it's not important. If it's functional and would make sure the old schools have the same opportunities then it is important.
1656	Incredibly important. There was a HUGE disparity when CSHS opened - I remember people referring to it as the "new" school and AMCHS as the "old" school and the facilities really reflected that. This is an opportunity to not repeat that mistake.
1657	I think we need to freshen up multiple campuses and not just the middle schools.
1658	I don't think my child particularly cares about being in a new facility. I do think that some effort should be put into freshening up the current two middle schools.
1659	Not important at all. Both current schools are top-notch and are in need of no upgrades to keep up with the Joneses. This issue sounds like wants vs. needs to me, quality education is the goal, not flashy logos.....eye on the prize school board.

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1660	They have already been updated in the last couple years, again another unnecessary cost.
1661	Not at all; spend the money on academics!
1663	It is critical. I feel we are well on our way to developing a preferred purple track with all of the new facilities all for one area. We will soon have a school district of "haves" and "have not's" reflected in our purple and maroon tracks. Why would a new person moving to town ever want to be on the maroon track? The facilities do not compare
1665	My question to all of this is, why don't you just re-build every school whenever a new one gets built then? You can't expect every school to look brand new when a new one is built. All schools should be maintained though, but shouldn't be expected to be new in appearance.
1666	No importance.
1667	Very important
1668	I feel that both school could use some repairs.
1670	Not necessary.
1671	I thought that what are taxes were supposed to be doing. Maintaining what we have already spent money on.
1674	Not that important.
1675	The toilets should at least flush and no leaking roofs.
1677	It is important that equality is considered. I do think there are updates that need to be made at CSMS and AMCMS, but it definitely not necessary to completely rebrand them.
1678	not at all. "freshening up" the schools so that the kids/moms can't say Wellborn has "better" stuff is preposterous! Wellborn is getting the same stuff, just newer. In a few years, the other schools will get new stuff because it will be "time" - do you want to pay for all three at the same time or space it out.
1679	As long as the schools are fresh and kept up looking nice and not allowed to run down then a new school needs a facility the other schools just need to make sure they are kept updated and clean.
1680	Not important
1682	Yes! Freshen up the current schools. Some of these kids did not have proper functioning AC this year! We are blessed with a great school district....so let's make sure our kids and all the staff are provided with everything they need to have a successful school career.
1685	Depends on the cost! CSMS Has purple and maroon!
1687	Appearance does not matter. Quality of education does. If the renovations are already scheduled, why is this question being asked?
1688	Not important at all. Why don't we just build three new middle schools so no future snowflake feels left out?
1692	Not important, parents will care more about this than the kids
1698	They are good already. Don't think the kids think of CSMS as the "old " school.
1701	Older schools should be freshened up so that students can be proud of and comfortable in the school that they attend.
1704	Not necessary for spending money on "freshening" up.
1706	Not important at all.
1707	Not at all
1709	Freshen up the appearance is fine but changing the whole look,colors and mascots are not fine.
1711	No
1712	Not important
1713	There are better things to spend money on than cosmetics. If there are true needs for replacements/upgrades then so be it.
1714	None
1718	To me, freshen up means a new paint job of the current color. It is more important that you freshen up broken items. It is my understanding that AMCMS currently does not have heat. That is IMPORTANT. A fresh appearance is NOT new logo. Ludicrous. Call me to discuss more.Us
1728	No. Fix current \$\$\$ before spending more of our \$\$\$
1731	AMCMS needs help as it is, regardless of the new Wellborn campus coming in. Pressure wash the old brick, add new artwork to the cafeteria, and update the failing HVAC system.
1734	Yes, they do need freshening up, as well as AMCHS. The natatorium could use some work too.
1738	Everyone likes facilities that are cared for - they don't have to be new but don't let ANY school get delapidated to where students don't like being there. We need to be good stewards of what we have - not always want something new. Character/history can be just as important - it is mindset and taking care of what we have instills pride
1740	I am not as concerned as appearance as having things in working order and the resources equal very important but rebranding is not
1741	Would rather spend the money on teacher's salaries - attracting and keeping the best

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teachers in the country, so our kids are engaged and challenged. That's more important than the buildings. That said, if there are true issues with the schools (security, damage, etc.), the schools should be updated, and where possible, refreshed.

1742	Has nothing to do with freshen up the appearance of the current school. The current schools need major remodeling, the HVAC systems need major overhaul. roofs leaks, handicap accessibility needs to put in place at the schools. Bathrooms need new fixtures, tile and flooring. Schools need better insulation to help with heating and cooling .
1743	Not important. They are fine as is.
1744	I don't think it's that important to spruce up the other campuses unless it it necessary. New paint, sure, but newness just to "keep up with Welborn" is unnecessary.
1748	The CSMS schools have terrible bathrooms and it's dirty everywhere. It needs a new lift, new colors, fixing the paint, and stuff like that.
1754	Both AMCMS and CSMS should be proud of their facilities. Updates should be minor, if any at all.
1755	Part of making comparable schools is ensuring that the inside facilities are also comparable. When a new school opens it should get the oldest equipment and the new stuff should be spread throughout the other schools at the same level. Otherwise you have an old school with old stuff in a building that does not look great. Rich vs poor.
1757	All the schools appear fine on the outside. I can't speak to the details of the interior.
1760	I do think it would be nice to have AMCMS and CSMS updated. However, even with updates the older schools will not be comparable to the brand new school.
1761	Yes the older middle schools need to be updated.
1762	Not important at all
1765	N/A
1768	Not at all important. Focus on education, people. That is what you are elected to do and what our taxes are supposed be spent on EDUCATION!!!
1769	A new coat of paint would be lovely but first let's make sure the teachers have all the supplies they need to be successful. You can put lipstick on a pig but that don't make it fancy.
1770	Please spend the money on education
1771	DO NOT MAKE WELLBORN MS SO FLIPPING NICE! THAT WAS YOUR FIRST MISTAKE WITH CSHS. YOU ARE USING OUR TAXPAYER MONEY - IT IS WRONG FOR THE NEW SCHOOLS TO BE SO DESPAIRINGLY NICE AND STATE OF THE ART! NO MORE SCHOOL BONDS IF YOU CAN'T USE OUR FUNDS BETTER AND TREAT ALL STUDENTS EQUAL! **** FYI, ALL CSISD STUDENTS MATTER EQUALLY!!
1774	Very
1775	I believe that that schools should ALWAYS be kept up and made to look respectable, fresh and clean. I think that freshen up could be done much more efficiently not financially and time wise without rebranding the school.
1777	I think there are some more serious problems (leaks, mice, mold) that really need to be addressed.
1781	That is very important.
1784	I do think they need to be freshen up some.
1785	That should of happened a long time ago. Parents are tired of one zone receiving new shiny buildings, technology, supplies, instruments, uniforms, etc. In other words - everything in those building is brand new.
1788	Always good to keep facilities functioning and looking decent
1791	Freshen up? Seriously, this is the dumbest. Make necessary renovations and invest in technological infrastructure.
1792	Improvements to the appearance and function of facilities is important.
1794	Important. "Freshening Up" was done at AMCHS as CSHS was being built; that said, don't destroy things that are a part of each middle school campus that students take pride in or are a positive part of that school's culture.
1796	I believe that freshening up the older middle schools is important, but it can wait. College Station High School has been open for more than 4 years now, yet AMCHS has barely been upgraded. The rough still leaks and there are many upgrades inside the classroom that need to be made. So, yes upgrading the campuses is important.
1803	To "freshen up" is not important at all. Much more important is that the actual facilities be brought up to date. For example, AMCMS having no heat this semester is flat-out unacceptable.
1809	Not important.
1810	If the schools do not need actual repairs then they sure don't need to be freshened up.
1812	Facilities should all be as equitable as possible in terms of space, cleanliness, and ACADEMIC OPPORTUNITY, but names and branding have nothing to do with that.
1813	Building repairs and routine maintenance for existing campuses should be priority but unnecessary rebranding expenses should not occur.

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1814	I've never been inside either school so i'm not able to speak if it needs to be freshened up or not.
1815	I think it is important for the schools to look clean and well kept and for them to be operational, however I think most understand that there is a difference between a 30 year old building and a new one. It is important to keep technology up to date at all schools.
1820	Very important. Currently AMCMS doesn't even have heat. Yet the other campuses are newer and nicer. If parents feel that facilities are better in a different zone, they will move (if they can afford it), and you will be left with affluent new schools vs. rundown underprivileged schools. All kids deserve equal educational opportunities.
1821	Unimportant. Staff and community enthusiasm will be more important that the facilities matching perfectly.
1823	The overall Appearance of the two high schools are not even close. The majority of Consolidated's facilities are dirty, dingy, and in need of improvements. If it didn't matter then why waste the money now.
1824	Much more important than changing the logos.
1828	I think that is good and fair and right.
1830	I don't think it hurts to freshen up the facilities. Quite honestly it shouldn't take another school coming into the district for you to look at the current campuses and put some love into them. It's like owning a home, take pride in the home, repair it as needed and update when you can. Keep the value up at all times.
1833	It would be nice, but it doesn't have to be done.
1838	This is not important. The basic functioning of the facility and ability for kids to learn there is important.
1845	I'd say pretty important.
1843	somewhat important
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1852	only updated as needed.
1857	Not important. The quality of education and athletics is more important than physical appearance. Pay teachers and coaches more. The schools are not in bad condition
1862	NOT IMPORTANT
1863	Very important, we need to keep up all our facilities.
1864	THEY BOTH MEET THE STANDARD AND BOTH ARE WELL KEPT UP
1866	Not Important
1867	FRESHEN THEM UP
1871	"Freshen Up"?????? That leaves a tremendous amount of detail unspecified and I'm not sure how an educated person could begin to answer that.
1874	Not important
1875	Both boilers are out at AMCMS and there is no hope that they will be fixed before Christmas. Funding and staffing for preventative maintenance could have prevented both of them going out at the same time. My child sat in a classroom that was 57 degrees when the cold front blew through last week.
1878	It is as long as it's not waste funds on re-branding...refresh paint and repairs is great.
1881	NOT IMPORTANT AT ALL! Spend the money on programs and experiences for the kids not paint!
1882	It is always important. The maroon side is treated unfairly. Look at the high school.
1884	That is definitely needed. I am unsure why we keep building new schools when the existing schools have issues - cosmetic and otherwise.
1886	They need refreshing. Use part of the \$ saved by not rebranding all three to refresh the old schools as needed
1889	depends on how recent they have been "freshened up"
1890	Freshening up the appearance of the current middle schools should not include changing there identity.
1891	Save the money for infrastructure and remodeling needs; don't waste the money on aesthetics.
1892	Freshen? There is no HEAT. What is wrong with this school board? I will not vote for any of you to retain office and I will not support any of your bonds. You misuse funds.
1896	Freshen it up. Make all schools look equal when Wellborn Middle School opens up.
1897	Not important.
1900	Very important. And BTW, AMCHS is substandard when compared to CSHS. The bathrooms are embarrassing. When the community visits the auditorium for a symphony or play, it is hard to find the bathroom, the updated bathrooms are usually gated with no access,

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	the only accessible bathroom is hard to find and has brown tile from the 1980s renovation.
1902	Very important that we revamp the other middle schools as well.
1904	I Don't think re branding would be good... Spend that extra money on those schools to help make them nice like the new school.
1905	Very important - the existing schools' facilities need to be comparable to Wellborn so students zoned to CSMS or AMCMS don't feel like they're going to an old school.
1907	Extremely important.
1908	APPEARANCE IS NOT IMPORTANT FOCUS ON ACADEMICS
1909	Not important
1910	AMCMS is over crowded, Im more focused on the learning environment and computer software equitment available to the students than the appearance.
1911	Not
1914	Not worried about that.
1915	Not that important
1916	It would be nice
1920	As we continue to grow, it is important to that all schools grow and improve. While it is understandable that a new facility is going to look different than an older facility, we need to keep our entire school district current and forward moving.
1921	do not waste money on this
1922	Completely unimportant.
1923	It is very important to update the other two middle schools. The kids deserve up to date facilities that they can be proud of. Technology at the old schools must be on par with the new school so students have the same opportunity to succeed once they reach high school. Facilities should not create an advantage or a disadvantage within the system.
1925	I think they should add on to the schools and remodel them to look better.
1926	I think regardless of whether there is a new building in our district, all schools should be maintained and appearances kept current.
1927	As long as the school is safe for the children and they have the technology needed to be academically competitive with the other schools it doesn't matter.
1929	don't spend the money
1930	Very important
1931	Updates should be limited to repainting with current colors and maintaining current identities.
1932	You can freshen up the schools with classroom paint, new AC, carpet, desks, furniture, etc...I think that would make a bigger impact than a mascot.
1934	I like the appearance of both middle schools as they are.
1936	Update the schools
1939	VERY IMPORTANT- CSMS IS SUPER OUTDATED & NEEDS A REMODELING
1940	Somewhat important so that people don't think that there is disparity.
1941	Somewhat important.
1943	Let's get heat fixed at amcms first. Seriously. Seems like a 'purple request' bc we just want facilities updated, not new colors.
1945	Money should go to teacher pay and technology in the school not rebranding
1947	Very important. Schools should be as equal as possible!
1948	None. I care more about the education they are getting and the quality of staff.
1949	Have you walked into AMCMS or CSMS, The two campuses are very well maintained!!! This appears to be a huge expenditure. Where is this money coming from?
1953	Very
1956	Do you do this to current Elementary schools EVERY time a new one is opened? It is no different for the other grades. CSISD needs to spend \$\$ on repairs, technology upgrades
1957	Very important
1959	I think it will help if things can be freshened up to look a little newer.
1960	Not important. What is imperative is that all schools and all children are taught with the same level of consistency, depth, and fairness regardless of which school they attend.
1964	not important. functionality more important than looks, so have nearly equal facilities--labs, computers, athletics
1966	Not applicable in my mind. The school district needs to spend their money meeting academic needs including the arts.
1968	It would be nice, but again, how expensive is it and how does this benefit the learning environment? Aren't there better ways to utilize taxpayer money?
1969	Not unless they need it! Please spend our money on things that will improve the quality of education our children receive!
1970	I think it's a great to freshen up the other two!
1973	Not important...just maintain existing schools and facilities. Again don't waste tax dollars.
1974	It depends on what would be done and how much it would cost.
1975	For safety and code compliance only and to make sure that things are not breaking or

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	becoming run down.
1977	This should not be a high priority.
1979	Not very important, if the structure and foundation of their building is good, is not necessary to spend money
1980	YOU CAN PUT LIPSTICK ON A PIG AND IT IS STILL A PIG. ANSWER: NOT IMPORTANT
1981	Good timing to do this now.
1982	Not important. My home town had 2 middle schools. A nice new one and an old one. I attended the old one. I still had a great time, had great teachers and friends. It was a non issue. Life isn't always totally fair. Get used to it.
1983	With students time in middle school being only two years, it is not crucial. However, I do believe that our current schools need to stay fresh and perhaps some upgrades in the appearance may need to take place simply because it is due, not because of a new school coming on-line.
1985	Not for me, but I guesd it might he nice.
1989	Not important
1992	All buildings age. If new facilities are needed or need updates it should be focused on a safe environment that improves educational oppotunities for student, not to make everything fair and rebrand just because the town has experienced growth.
1993	"Freshening " up existing schools should be an ongoing process independent of another school coming online. The school board did not see freshening up AMCHS when CSHS was opening as a priority other than some minor cosmetic applications and up grades to the infrastructure (HVAC) which had to be done anyway.
1994	Not for cosmetic perposposes only.
1995	very important. All three should be maintained equally and when a new school is built the current facilities should receive the same upgrades.
2000	Very important
2002	Having the facilities be equal should be the priority and not just as the middle school level. How about the roof leaks and floor buckling issues at Consolidated HS?
2004	Not at all important.
2005	This is very important. Every student deserved to be proud of their school.
2007	If by freshen up you mean keeping the campus well maintained and appealing to our community I agree. If you mean rebranding, please don't waste taxpayer dollars one something so trivial.
2008	"Freshen up" or change dramatically??? This question can be taken either way. How long until the 3rd high school is built? Let's wait until then, so we're not wasting money.
2009	Freshen up the appearance, if and only if, it makes the buildings healthier for students attending.
2013	Like I said above, volunteers can be found to repaint interior of the school. A mascot change is not very costly. Keep the change to under \$10,000 and then it is fine. Anymore is ludicrous.
2016	Not important at all!
2017	Not
2019	Everyone in older schools benefit and find more ownership and pride in their place after a freshening-up. It's the broken windows theory: changed the way NYC operated under Mayor Giuliani's guidance, whether you agree with his politics or not.
2020	It is very important that the other two middle schools be freshened up and maintained. They did an excellent job refreshing Oakwood!
2022	Absolutely critical. We must take consistent pride in our buildings and that includes the facelifts that attract high quality teachers and families moving to the area.
2023	I believe the students should all have the same opportunities, no matter which school they attend. Physical appearance isn't as important as opportunities offered. That said, if there are structural issues or the schools seem run down, changes should be made to make the campuses inviting.
2024	It is important to refreshen the current middle schools -- just like A&M Consolidated HS got a face lift along with the opening of College Station HS.
2025	Not important
2026	The money would be of better use for this. Most parents pay taxes and deserve for their students to have the best possible. As a retired teacher, I want my tax dollars to go to help CSMS where I am associated with.
2027	Extremely important. Both AMCMS and CSMS need to be freshened up.
2028	This question does not define a scope of work - therefore, it is almost impossible to answer. By "freshen up the appearance", does that entail interior or exterior or both? And how much money is being considered for this "freshening up" process? I believe facilities should be

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	maintained, but that should be in the regular O&M budget.
2029	I am not as interested in the appearance of the schools as in equipping them with the technology and basic needs that the new schools will receive.
2030	keep all the schools nice
2032	This is a misuse of funds that could be spent on resources that may a direct academic impact
2033	Renovations are independent of another school? Why are renovations contingent on another school opening?
2034	Not a moortant.
2035	Not very important. Let's not spend money to freshen up the appearance. Let's spend money on fixing tings that are broken.
2036	It is of no importance whatsoever. The main issue here is how much money can be saved, not how much can be spent on decorations, colors, and/or changing things up.
2037	Very important! AMCMS and CSMS are old and improvement on their appearance will make students happier and encourage academic performance, not to mention better safety. Building itself need renovation and also on the car rider route. Both of the schools have very high traffic in the car rider route and very unsafe.
2038	Not highly important. All schools should have regular updates and renovations at the appropriate intervals, but building one new school doesn't mean all other schools at the same level need an immediate infusion of funds to appear just as good. If that was the district's policy, it has failed at keeping the elementary facilities comparable.
2042	I would not do anything beyond what is considered a standard maintenance or an already budgetted expense.
2043	EXTREMELY IMPORTANT!
2044	Not important at all
2045	Not at all important - again, appears to be change for the sake of change - not change to address facility deficits...poor use of funds
2048	Fairly Important. We should continue to keep all CSISD facilities up to date.
2050	I think the older two campuses should be looked at and any updates should be taken into account and done if they are needed and necessary.
2051	Why cant these schools be "freshened" up during required maintenance? Why not mow the grass consistently which would freshen up the outside?
	There students who need food, teachers who need aides and supplies, and resources for students who need additional learning. These are important issues as well.
2052	It's important to freshen up the buildings when they need it regardless of whether or not a new school is opening. Oakwood got a nice face lift and looks great. I'd like to see equal technology as much as possible in the older buildings. That's what doesn't seem equal--how the newer buildings get all the new technology.
2054	We like our facilities and don't care to have the newest version.
2058	I feel that both middle school need to have the colors that represent their campus.; no fix matched colors etc. Refresh paint where needed.
2060	Somewhat
2061	If the "refresh" contributes directly to the actual functionality of the school and the services it provides to promote academic excellence, then I am all for it. Otherwise, why bother. It would just be lipstick on a pig.
2062	Important for CSMS as of right now they are a blend of purple and maroon. Make it purple as that is currently the feeder school for CSHS
2064	I think both AMCMS and CSMS look nice and have been kept in good appearance every time I have been at them (as current as this year).
2066	VERY
2068	Yes, a freshen up would be nice, but in the grand scheme of things I think most of us would be happy if air worked and the roof did not leak.
2070	Not at all
2071	Schools should be maintained in accordance to the existing needs.
2072	It's not
2073	If the other schools need to be freshened up, then it should be considered.
2074	would be nice to take care of basic maintenance. Not just band aids, but actually fix things corrects (like the washing machine at AMCMS that has been broken many times in the last 5 years).
2075	Not a big deal. It is the new school and will of course have new things.
2076	O&M should be considered more when building. Especially when existing schools have to rely on parent support groups and fundraisers to get the same things as the new school.
2077	I support the idea of updating the colors and interior of the existing middle schools. This is a very important issue. The students in all of our middle schools should be able to take pride in having nice facilities.

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- 2080 fdvjlkjdfvl;jalkvjkaerkaeraervkjlajer;oivjaioejrcvoiaejrfojaeorjfojae;rfj;oiaerjf;oij;eaorfjoeaijrfoija eorfjoeaijrfoiaejrofijaeoirfoaijer;foijae;orifj;ajerfojaer;ofj;aeoirfoijae;orifj;oiajrefiojaerijfoarjf;oi aejr;foija;erofjoeaijrvoaejvklakfjvkajfnvkljnadfkvnklajdnfkljnadflkvnfjkvnkljndfvjlndskljfvnlkn dsfvuaeoifjv;oaiefjvio;adfjkvkjdfvnkjndf
- 2081 Not important. I've taught at South Knoll for many years. We are the oldest building in the district. It was renovated when I was first hired in 1998. They haven't "freshened" it up every time they built a new elementary school, which has been many since that date. Giving students a good education is more important than how the school looks!
- 2082 None at all. Utter non-sense!!
- 2084 Very important to keep the older school up to date and fresh.

Field summary for Feedback4

If AMCMS and CSMS move forward with refreshing and rebranding, there are several options as to how to fund that process. Please indicate your feelings on the following funding possibilities: Would you be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools? Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools? CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools? Would you be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)

Answer	Count	Percentage
Answer	1038	50.63%
No answer	151	7.37%
Not completed or Not displayed	861	42.00%

ID	Response
19	I think the changes should be made through the regular maintenance schedule.
20	I would like to see the rebranding go ahead and take place so I would be in favor of using available money to speed up the process.
21	I believe we should use the funds as planned and if the refreshing is not needed, don't spend the money on that yet.
24	Last bullet point!
26	It makes the most sense to move up renovations if they are already planned.
27	Do not use money for this! Save the money for repairs that might come, use it for direct educational purposes that enrich the kids learning, or give the teachers bonuses!
31	In favor of not using money to refresh or rebrand
32	If it is going to take 4-5 why not just wait because you will have to build another high school anyways
34	#3
35	Just update as planned, use the extra money to help fund the fine arts departments that are in desperate need of teachers and so swamped to cover and assist each other district wide.
36	Use previous bond funds.
37	Move up the timeline, use previous bond money first and use the surplus if needed
41	Not using any money
42	I would be in favor of option 2 or option 3.
46	I'm in favor of moving up the timeline on renovations already scheduled using the 2016-17 budget surplus.
47	Previous bond money if possible. I don't know enough about District finance to offer an educated opinion. Side note — I personally wish that the 3 school split solution were revisited and feeders maintained. I also think Consol is getting the shaft on a number of issues just because of the demands of Indian Lakes and Nantucket residents. Mark my words — the decision to grant Indian Lakes and Nantucket all of their wishes is going to cause long term damage to Consol. Consol is already viewed as a step child to realtors and parents alike. This must be reversed!!!!
49	1.) Rebrand, yes. Refresh, no. 2.) No 3.) Yes 4.) Yes
56	My first choice is moving up the timeline on renovations already scheduled to occur at AMCMS and CSMS.
57	All of the money is from taxpayers - whether surplus, bond interest, or regular budget. Buying more busses and shortening commutes, financing fine arts, supporting academics are all much more important.
58	I'm in favor of the 2nd suggestion with the 3rd suggestion being next. Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools?

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62	Use the money now to refresh the schools
63	Yes
65	I think if the budget for rebranding is the same as the budget for "refreshing", then it should happen when the new middle school is built. If rebranding is a much larger cost than "refreshing", then I think it should be paced out over several years. I think funding should first be for making the learning environment safe and comfortable for the kids and THEN look at the aesthetics and possible rebranding. There is currently overcrowding in our district at some schools and under population at others. That should be addressed before any of these other issues in my opinion. Portable buildings are not an acceptable way to keep the schools comparable with the new middle school.
67	Not in favor of spending money to rebrand.
70	I think the timeline should be relatively quick. I would be in favor of using the surplus.
74	If the money is there and improvements are needed no reason to wait. In favor of making improvements as needed or moving up the timeline if those are planned to take place down the road.
75	None of the above! Use that money on improving education. Hire more teachers and reduce class sizes. Properly fund fine arts and hire additional dyslexia specialists. Something useful.
77	I would probably say refresh the schools now so everything is uniform. There has been alot of "new school v. old school" chatter going on, due to the booming growth and multiple new schools. It would be nice to even things out a bit so the kids don't think that one set of schools is better than another just because of age/outdated buildings.
79	Stop wasting our time and money. Pay your employees better and stop wasting money on tile and paint.
81	I do not feel that rebranding needs to happen so I wouldn't spend any money on it.
82	I would be in favor of anything not taking 4-5 years to complete. That sounds stressful to me. If there is a way to get it done quicker, then go that route. That way, the kids can enjoy it now.
83	I am in favor of using a portion of the one-time savings to address refreshing/rebranding the middle schools
85	I would not move up any renovation projects just to deal with rebranding. Renovations should focus on improving the school not just to change colors and logos. All funding should go to activities focused on improving the learning opportunities at the schools.
86	1. the timeline should allow for all middle schools to have appropriate maintenance and upkeep, but a timeline should not be moved such that the job is rushed and the finished product is undesirable. 2.yes, I am in favor of using unexpended bond money 3.I believe there are more pressing and important issues to spend surplus money on than rebranding. Not in favor of using this money for rebranding. 4. yes, in favor of 4-5 year approach
88	Yes Yes Yes, use the money now as it will help to create a better attitude with all the middle schools No do not wait on using this money. 4-5 years down the road will be such a delayed approach to allowing the middle school students to feel important as well
89	I guess option 4 if we have to do something -- not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
91	If there is surplus money, it should be used to immediately to conduct renovations that are planned. Why wait till tomorrow for what you can do today? Costs will only go up. If there is money left over after planned renovations, then other possible renovations can be made an per-need basis.
94	Move up timeline and spend judiciously but minimal rebranding necessary - just good facilities and refurbishing, and use the unexpended bond money if needed. Put surplus money in savings and don't spend unless it is vital.
95	Any of the first three options are fine.
96	Rebranding is a waste of time and money, regardless of the timeline chosen.
97	In favor of any refreshing. Opposed to any rebranding.
99	I don't believe money should be used to rebrand. If there is this much money, UPGRADE facilities everywhere. Our district is getting older and the newer schools will always be judged to be nicer. Use this surplus of money you just informed me about wisely and to the best use. REBRANDING IS NOT THE BEST USE.
101	No need to spend extra money at all.
102	Yes
104	I am in favor of updating the existing middle schools as soon as possible. Not in favor of the rebranding or the proposed rezoning.
107	I'd just get it done sooner than later unless you might use the funds to otherwise increase support staff and the salaries of SPED support staff/paras

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108	Not Interested. Leave my tax dollars to ACTUAL education not a paint job.
109	option #1
111	I don't think refreshing/rebranding the middle schools is necessary.
113	Don't care
115	No
120	What is the cost to moving up the timeline on renovations? What gets pushed back? I can't make an educated decision without knowing that. What would this bond money be used on instead if not refreshing the middle schools? What are my other options? Surely you're not thinking of throwing the money away. There are opportunity costs. Surely there are better uses of saved money than rebranding. Like, for example, not having to do insane fundraising for the robotics class to be able to participate in robotics. Is rebranding during scheduled renovations would be the most efficient use of funds? How much more efficient is it? One needs to know both costs and benefits to do analysis.
121	-yes-if they are already planned -maybe-I'd have to know more specific on that and what happens to the other monies -no-saving money is always good -I would move up the time line if this is a big issue
122	I would be in favor of issuing the money now available to do this sooner rather than later. Like rip the bandaaid off in one swoop rather than slow pulling. Get it done and move on.
123	class size is what matters
124	If it is decided that the regarding needs to be done. Any of these options sound like a good plan to me.
125	This makes no sense. I am not in favor of spending more money than is necessary to ensure a safe, clean environment, which we already have at the two current schools.
127	I would be in favor of NOT using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
128	I would be in favor of using surplus funds and possibly moving up timelines of some planned renovations.
131	I would not use Any money to rebrand. I would like the money used for something relevant to my kids education ...2 years is a short time in their lives and we do not need to rebrand
132	Last option
138	Yes in favor of moving forward and using previous unexpended funds.
140	option 4. NO REBRANDING!!!
141	Yes, in favor of moving up the timeline on renovations by using bond money or the expected surplus. Might as well do it now and be done with it. :)
142	use previous bond money that has been unexpended.
144	Ensure that the infrastructure is safe and clean, but put the money into educating the students. I am concerned that this has risen in importance that requires a survey. If this affects children, then the school district needs to invest in doctors for these children, not colors and mascots. Ridiculous.
145	Use a combination of previous bond money and surplus funds if needed.
147	Option 3
148	If renovations are already scheduled, yes, they should take place. IF there is extra money that could be allocated (and isn't expected to be needed elsewhere), some freshening up would be nice and the students would appreciate it. I do not think that anyone wants this to be a big and expensive project. Just think of it as touch-ups here and there (besides the renovations already scheduled).
150	I am in favor of refreshing but not rebranding. I am fine with doing the renovations already scheduled and maybe adding a few more updates with the surplus, but the rebranding is ridiculous and a waste of money by the district.
151	Too many questions in one paragraph, not going to answer.
154	I favor moving up the timeline on renovations for CSMS and AMCMS. I would be in favor of using existing funds to complete this - either previous bond money or the surplus. I believe it is strategically important to move forward on this, proactively and aggressively, so that all updates are completed by August 2018. It's time for CSISD to take leadership in breaking down the expectation of a path of attendance. Rebranding each school with a unique identity will be a powerful move to shift community mindsets on this issue.
155	Not using any money (take 4-5 years).
156	Move up the time line and use savings to fund the rebranding.
158	moving up the timeline
164	No money used for silly things like brands etc. Use what is allocated to renovate and make the campuses and classes where our children spend their time nicer.
165	I would be in favor of not using the money at all unless the school is requiring renovations for repairs. This is a waste of money that could be put to better use.

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167	I am in favor of the first 3 bulleted items
168	I would be in favor of the following: Moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools along with using previous bond money that has been unexpended based on cost savings from other bond projects and utilize some but not all of the larger than expected surplus for the 2016-17 budget. Taking 4-5 years to renovate would defeat the purpose of allowing the current middle schoolers have a new sense of identity.
169	Yes i would be in favor.
171	I would be in favor of moving up the timeline on renovations, using previous bond money, and/or using the projected surplus. While this may be an unpopular opinion with others, I would even be in favor of a property tax increase because the condition of our schools is of the utmost importance due to their role in educating our future.
174	I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
177	Last option....let the process take 4-5 years and not using any money.
182	I'm in favor of spending money lowering class sizes and hiring more teachers. Quality educators have more impact than paint. Renovations that are needed should always be completed on a timely manner though, so moving them up is the most acceptable of your choices.
183	I DO NOT think rebranding is a sound financial decision, therefore I would only agree with current renovations and use NO MONEY to rebrand.
185	Leave the schools as is. Focus on education !
187	The third option
189	The point of re-branding is to show off a new identity, so a 4-5 year roll out seems lackluster. I'm no expert on school funding, but if the district is comfortable with current expenditures to the point of surplus, then rebranding would be an appropriate use of funds.
190	Move forward with renovations and use saved money
193	This survey is VERY biased such that parents almost have to reply in favor of REBRANDING in some way. I don't appreciate that. If we have a surplus, that can be used, then it should be used to address the facilities issues that need to be repaired and fixed first and if there is extra, scheduled renovations should rank about rebranding.
194	Not much sense in having savings, as its tax dollars meant to be spent on the students. Reduction in property taxes would be great, though...
195	I'm a parent of four students in the AMCHS route. With every parent I have spoken to, and there have been a number, there is a state of complete disbelief that such an expensive rebranding would even be a consideration. There are MANY more important things that need attention. In addition, our city is very transient, with a number of students facing this "issue" regardless of any attempts to prevent it. Surely, we can expect our children of all backgrounds to be able to wear different school colors, and cheer behind different mascots without receiving in their mental and emotional well-being any kind of lasting injury. I cannot think of a proposed CSISD expenditure that I have OPPOSED more.
197	Use the money to enhance education and increase opportunities for the students instead. And why does rebranding move up the timeline? If the schedule can be moved up, then why not just do it regardless of rebranding?
198	Yes to all except NOT using money
199	NO. There is no need to refresh anything.
	I like what we already have.
200	Refresh/re brand the middle schools
202	In order: Yes, yes, yes, no.
205	Let's take 4-5 years to complete
208	I think the cost saving on bond money needs to be used to lower tax rates and not spent on items not approved by the bond. Just because you have excess funds does not mean you have to spend it, especially on items that were not included in the bond. I am in favor of not refreshing/rebranding middle schools just renovating them that is already on schedule.
209	Schools should not be rebranded for any reason. We should make needed changes to the schools as they are needed and funds available. We have no need to try and balance everything. My oldest is at CSMS and see no need to feel she has less of an education than the new school my youngest will attend. Teachers, safety, and supplies trump feel good
210	Generally, I believe time should be the determinant for refreshing. Rebranding is different. Perhaps there's a happy compromise to be had on the timing of refreshing the older middle schools?
211	I think the last option is best. But also think that if there is a surplus from the current budget

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	that would be good to use as well.
214	I don't agree with the rebranding. I think that we need to use any money set aside for already planned renovations and stay with that plan. No need to spend money just to change a mascot and colors. It's not a smart use of funds.
218	Would you be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools? YES Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools? YES
220	I would not do anything right now. Please spend the money on things that really matter.
221	Yes, move up timeline and use cost savings and surplus to refresh middle schools
222	I would not be opposed to a re-branding and using funds currently available if the district felt that was important. I, however, do not feel the need for re-branding just for the purpose of generating more alignment between the middle school and the high schools.
234	I am not in favor of rebranding, at all. Why can't these dollars be used to support other initiatives? The only item I favor is renovations to existing schools-and yes, that can be "moved up" on the timeline.
223	Are we really talking about spending money to "rebrand" a school with colors and logos? Like really?
224	Ok with moving up timeline for projects and using money saved on other projects.
225	Option #1 or #4
226	I think that putting money into rebranding is a waste.
228	The money could be used else where. The current facilities are in great shape, as long as no major repairs need to be made then following the current schedule seems like the best idea. These extra funds could go along way to improving language, math, and science labs throughout the district instead of beautifying campuses so no one feels left out of moving to the new facility.
230	I am not in favor of spending money on "refreshing/rebranding". If/when building maintenance is scheduled, it should be based on the NEEDS of the facilities and students. Any existing funds should be spent on textbooks/materials/technology that will support EDUCATION.
238	I am not in favor of spending ANY funds on rebranding. I could care less about school colors and mascots. This is a total waste of funds that could be put to use in the classroom
241	I would go with the 3rd option. And get the teachers/staff what they need. Paint colors are not important.
243	Option 3
244	Again, only based on need, I believe any available funds should be used. Teachers need real raises too.
245	I'm in favor of the first three.
246	WE do NOT wish for you to move forward. Stop and listen to your community! This is not okay and I do not want my tax dollars to be used for any of this.
247	For important projects such as furnishings and fixing problems or areas that are not in good working order I would be in favor of using unspent bond proceeds from othe projects. For changing colors and mascots I would not be in favor of using any funds.
248	Y
250	#1: Yes, to refreshing (if this also includes improvements/repairs/etc.); not so much if it simply is for rebranding #2: Yes #3: Yes, to refreshing #4: Only as it applies to rebranding (i.e., don't want to spend money on rebranding by itself)
251	How about a property tax reduction? It sounds like you have more money than you know what to do with. Shame!
253	Let process take 4-5 years to complete.
254	no money at all It is not necessary
256	Wuld you be in fvor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle school ? Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools? CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools? Would you be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheW
257	I would be in favor of using funds (bonds or surplus) to refresh classroom spaces and expediting the timeline. I am not in favor of spending money to re-brand, as it does not benefit academic performance. Look at TAMU, the Aggie Spirit may be strong, but it does not

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	influence performance in the classroom; what it may influence is the quantity and quality of student's applying and allowing for a higher performing student to receive an admission offer, and our ISD is set up by zones, not applications.
259	If there is a surplus available, then I think rebranding should take place sooner rather than later. I feel like there were hard feelings when CSHS opened, so moving forward, I feel that is something that should be avoided if possible.
260	Yes, I would be okay them using the money especially to help with morale.
262	Moving up renovations If that is cost effective & using the one time savings.
263	Move up timeline.
264	I prefer the last option, taking 4-5 yrs to do it. My second preference is using leftover bond money since that is often targeted to facilities.
266	4-5 years is not appropriate. The schools are falling apart now.
268	I think the current schedule is just fine. Use the surplus if needs be but sparingly in the event any unexpected issues arise.
272	Speed up the timeline and use the surplus money to do it.
274	Not to use any money.
276	I think the money should be spent on critical updates for the time being - rebranding is not critical.
278	I would expedite.
279	I would be in favor of moving up the timeline on renovations and using previous bond money that had been unexpended.
280	With the addition of a third middle school, it seems that it might be time to rebrand all the middle schools so that there is not apparent affiliation with the two high schools. Allow them to all three be independent of the two high schools.
284	Spend extra money on refreshing the older middle schools. Do not waste any money re-branding. Would you spend your won money this way? Of course not. This is how government spends other people's money.
285	in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
287	Funding needs to be used wisely and not on frivolous items like rebranding that again, will not have any direct reflection on the academic success of our children. How about use this available funding on more teachers for smaller class sizes?
288	Get it all done now! Just as long as there aren't additional bond measures to fund this project.
293	Question 1 - Yes Question 2 - Yes Question 3 - Yes Question 4 - No
295	-No, No, No, Yes. I got a letter two days ago about surpassing the student:parent ratio in my children's classes at Pebble Creek Elementary. Address these issues, which actually effect their long term educational goals first. My son was missed as a student requiring intervention because the student-teacher ratio is so high. This will continue to happen more if we don't address shortages of teachers and staff on every campus.
296	Use the money to refresh and clean up AMCMS and CSMS.
297	Save as much money as possible while still providing adequate facilities.
298	I am opposed to rebranding the middle schools all together. I feel it is unnecessary and has nothing to do with education and all to do with vanity.
299	All of the money should NOT be spent on solely renovating or rebranding the middle schools.. there are elementary schools that are in more if a dyer need for basic necessities
302	Move up timeline.
305	Yes, I would be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools. Yes, I would be in favor of using a portion of this one-time savings to address refreshing/rebranding the middle schools?
307	I would be in favor of spending any savings to move up timelines of renovating the older schools. I would not be in favor of using additional moneys to quickly rebrand the schools. I would prefer that be a slower process so that the expectation is there for those in elementary school right now.
308	The timelines should be the same with Wellborn. Yes using previous bond money is acceptable. Makes no sense to save when there is a need now and we shouldn't have to pay! And if it takes 4-5 years to complete then it does not need to have anything to do with Wellborn having a new facility and brand.
311	Yes
312	I would not be in favor of having this take 4-5 years to complete, other than that, I suspect

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	those who follow the budget line items will find an appropriate source of the funds. The ones you listed are reasonable.
313	I would be in favor of leaving the branding. I would not want to repurchase our support apparel.
315	Use available resources to address issue quickly, but we cannot not each time the same issue arises...we will be revisiting the need for another school in the very near future also...
316	I am not in favor of rebranding current schools. It is a waste of our money. I do see a need for updating the buildings but not the branding of the school.
320	I would use already allocated budget money for normal purchases and gradually refresh/rebrand. I feel AMCHS deserves the upgrades first.
322	Moving the timeline up to coincide w/ the opening of Wellborn MS would be ideal. I'm not opposed to any of the financial options above and again would stress that if volunteers could be used for some projects they should be called upon. I understand there are some things like uniforms, etc that will need to be purchased and would look to parents to assist with these costs. My daughter was in track last year and we didn't have to pay anything for her uniform, but in band we needed to pay for a tuxedo shirt and make sure she had black pants and shoes. I was happy to pay for the band shirt, but wondered why we didn't pay anything for track. Need to have some equity among the activities.
324	I am not in favor of rebranding.
341	I think the first three opens work great. I don't want it to take 4-5 years.
331	I am in favor of not using any money at all and let the normal schedule for renovations occur. Save the surplus money in case of an unexpected repair: i.e.: ac repairs, adding staff or save it for a raise down the road to the teachers and admin that have done a great job saving money in the first place.
333	Yes
334	I don't agree with using that much money to change school colors. To make improvements that will improve the educational process and experience is warranted, but to change the colors of the signs does not make sense. I haven't seen a tremendous impact academically of switching colors between schools.
336	Don't care as long as taxes don't increase
338	I'm in favor of using surplus funds.
345	1) No, keep the renovations on their current schedule. Don't overburden the tax payers in a year when Wellborn MS has everything brand new (huge expense). 2) Using bond money to refresh is fine, just not rebranding. Doesn't have to be this next year, though. 3) The savings should NOT be used on rebranding. Either keep the savings for a rainy-day fund, or use it to stop from having to cut any important positions or to award hard working employees that make a big impact on education, such as instructional aides who help struggling student get caught back up with the rest of the class. 4) YES!! I'm in favor of not using any money at all to rebrand, other than already scheduled refreshes.
346	Do not use it to rebrand! I am more worried about the education my child will receive than I am about colors or mascot!
347	I am in favor of stepping up renovations for earlier completion. I am in favor of using surplus monies as long as it is not needed for new teacher hires or teacher salary increases. If it is going to savings and won't be missed then, heck yeah!
349	Perk up our schools
355	Yes Yes Yes No
357	Use the money to buy more buses so my kid doesn't have to spend 1.5 hours a day on the bus to get to the school that is only 3 miles away. If you have money long budgeted for renovations by all means do it. But if there is a surplus I think there are dozens of better ways to spend that money.
358	I am in favor of using any unused bond or one-time savings to refresh the MS if it will make the education and school environments better for the kids.
367	I think the surplus budget should be used for the updates and as for timeline whenever possible.
369	I am fine with using previous bond money towards the re-branding and some surplus money. Not a new bond!
370	Yes. Yes. Yes. I don't think it must be done right away, but I think 4-5 years is too long.

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372	Let the process continue as scheduled
373	I would be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle school.
374	Don't use money to rebrand schools.
376	No comment
379	I don't think we need to spend additional tax dollars to refresh/rebrand. I would favor this being done when other renovations already scheduled occur.
380	Sure use a portion of the money you have to update
381	I think the money needs to be spent and spent as soon as possible. I'm not sure of the best place to pull the money from, but the updates need to happen for the sake of all the students and staff working in those schools every day.
382	Move up timeline if re-branding is inevitable. Use bond money. Use surplus. If it is gonna be done do it not not 4-5 years to complete.
384	Yes to top three. I think the district has made existing schools feel inferior by constructing decked-out pretty schools without also making improvements to existing schools.
385	Option 4
387	I think it would be a colossal waste of what I hear is a \$2M spend, in order to give a new "identity" to the middle schools. In reality this is all about people who cannot emotionally handle change. This world does not offer perfect continuity and to this is an opportunity to let kids experience this. Do not waste taxpayer money to facilitate the raising of more snowflakes!!
388	I don't have enough understanding of the implications of using bond money verses savings but there is no reason to wait 4-5 years with less than desirable branding.
389	Other items at both cams and amens need to be fixed or replaced and the money should be used for those items, not wasted on new colors or mascots
392	AMCMS nor CSMS need to rebrand. Save the money and invest in teachers
393	I prefer to be frugal.
398	1. Yes. Does it have an effect on other things if it is moved up? 2. I would be in favor but would also like to see what other options those funds could be used for. 3. Yes. But I would also like to know why there is a larger than expected surplus. 4. I am ok either way. We elect a Board to make these decisions and they have a greater amount of information than we do in a survey.
402	1. Renovations and repairs should occur as they are needed. 2. What bond money is left over? If there is money available it should be utilized to take care of the existing repairs and needs that the different schools have. 3. NO 4. I am not sure the words rebrand and refresh should be interchangeable. It sounds more like a threat, if there is not a rebranding there will be no needed repairs. This is very concerning. Needed repairs and refreshing should be a top priority.
405	Refresh yes--rebrand no
407	Use the bond money! I am always in favor of putting money in savings.
410	favor of using previous bond money
413	Move up the timeline Use previous bond money to refresh the middle schools, especially AMCMS, as it is the oldest and saddest looking.
415	Don't think we should go out of our way to rebrand schools
416	I'm not really sure I understand the wording of these different options, but I think I prefer the first one.
418	Again, I don't think it is necessary. If there are not more important academic or facilities expenses that the money could be used on, then it should be saved for the future, or used to offset tax reduction.
420	move up timeline...yes previous bond money...yes use portion of surplus..yes wait...no
421	I would be in favor of making CSMS the CSMS Purple Bulldogs, and AMCMS the Maroon Eagles. If we have a surplus, why are my teachers having to ask for school supplies?
422	1) NO 2) NO, the money could be used for actual items that the schools desperately need currently 3) NO, CSISD should look closer at the items that schools are lacking to help the students progress academically, contribute to existing programs, provide items for P.E., etc. Why would I support a rebrand of \$2 million when Cypress Grove is asking parents for jump ropes, balls, etc for P.E. class? Don't you think the money could be used to help the teachers with

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supplies instead of them having to beg parents for donations?????

4) YES

423	Q1) yes, again refresh is not the same as rebrand Q2) yes Q3) yes, again refresh is not the same as rebrand Q4) I would prefer they complete the refreshing prior to 4-5 years.
426	Move up the time table, uses existing funds and cost savings. Enhance the schools now or you will have a Ghetto vs "new School" culture
428	Not in favor of using any money at all beyond renovations already scheduled to occur
430	In favor.
434	Please don't fund rebranding anything.
435	Refreshing and rebranding are two separate items and should be considered as such. I am absolutely in favor of "refreshing" schools with previous bond money/surplus funds. I am not in favor of spending funds on rebranding.
436	I am not in favor of rebranding. This money would be MUCH better spent on staffing, for example, if coaches and fine arts faculty are going to need to visit more than one middle school campus, lets hire at least one extra faculty member for each of those departments. While that is not the same type of one time expense, it has much greater impact on the students and families.
438	Move up the timeline and use any surplus to do it so that all 3 middle schools look fresh next year. This is important for our kids school pride.
440	I think a combination of all the above. I would think some of the things could wait over next few years, where some could be done right away. Think they need to be looked at individually to know the importance of each.
441	I think it would be fine to wait until the scheduled time in case there are other changes or rezonings that happen in the next 4-5 years.
442	Use the larger than expected surplus. But seriously, we need to keep the brands that we have now. Maybe just freshen up the current middle schools with better lighting, repainting classrooms, new desks for teachers and students, etc.
443	if we have unexpended bond money, why wouldn't we use it since it was borrowed for that purpose
444	Don't waste money on looks. Put it towards mimicking Finland's education system.
445	Any of the above
446	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur
447	3rd option sounds best for me.
448	I would think that both AMCMS and CSMS need new paint and other areas need to be refurbished in both of these facilities. I would suggest the money come from the fund balance surplus of the district. I would be in favor updating the facilities, not for complete rebranding. Both of these Middle School need facility attention at the present time. Again, use the fund balance to accomplish these concerns and avoid a negative fund balance in the existing budget. Can the district use bond money to address these items if they were not on the proposed plan for improvements shared with the voters and approved by voters?
449	No money should be spent on rebranding
450	I am not in favor of rebranding the middle schools. Keep AMCMS maroon CSMS purple and use funds to brand the 3rd -Wellborn.
454	Use the surplus.
455	To meet the purpose of rebranding in the first place, all school colors and mascots need to change together at the beginning of the 2018 school year. I am in favor of using unexpended bond money from previous projects toward rebranding. If needed, I am also in favor of using budget surplus toward rebranding. Renovations to AMCMS and CMSM that don't relate to rebranding can occur more slowly, and I am in favor of waiting for those to occur on a timeline that is already established.
456	I would be in favor of using the funds to refresh the buildings. New paint, replace tiles that are broken/ chipped, update the bathrooms, improve the AC and heating situation. I am not in favor of re-branding.
462	Money should be spent carefully to rebrand the schools. Only changing what is necessary.
463	No money should be spent to rebrand the schools. A simple removal of the animal image from the middle school logo would be just fine. Money can be used to renovate the middle schools. That is a normal cost of operating schools.
464	For goodness sake, if we are fortunate enough to have a surplus, PLEASE DON'T LOOK FOR WAYS TO SPEND IT! Save it for the years when you have a deficit because those days are coming. Please be responsible. It is not your money! It is taxpayer money. Be the

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	adults in the room and be responsible with other people's money.
465	I think the timeline should be moved up and the bond or surplus being used.
466	move up the timeline on renovations that are scheduled
467	If that is the way you decide to go, just go ahead and do it quickly.
469	CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools?
474	Refreshing is one thing, I'm sure keeping up with the newest technology is expensive. Rebranding again is a total waste. Do you really think students care about this?
477	not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
479	1. yes 2. yes 3. yes 4. no
482	I DO NOT APPROVE OF THE SPLIT OR REBRANDING FOR THE 2 SCHOOLS
488	Since schools do not have to compete for students, we are stuck with political questions rather than market questions. When H-E-B opens a new store, why we don't get a customer survey about how they should spend money? We should allow each school to raise and spend its own money.
489	Strongly against re branding, Fix problems that exist already in the schools.
490	Would be ok favor to not use any of the money to just keep things the way they were planned
491	I would prefer either moving up the timeline or having the project take 4-5 years. CSISD has always shown a strong focus on classroom first, so I would be very reluctant to use a budget surplus for that when it could be used for bond money I would be ok with if it is not able to be spent on teachers/classrooms..
494	Use the money to rent and and refresh
495	In favor or not using money to rebrand middle schools.
500	Not using any money. Spend it on better/more teachers!
502	I would be fine with spending bond or surplus funds on the rebranding.
503	I would be in favor of not using any money at all and letting the process proceed on the current timeline.
506	- I'm fine with moving up the timeline, but don't think they need rebranding. - Using previously unused bond money would be acceptable to me. However, I don't know what the other options that the money could be used for are. - I'm fine with using budget excess for refreshing. Rebranding is a waste of money. - I don't have a problem with not using any money to accelerate the renovations. But if not, what would it be used for?
508	Either use unexpended bond money or use no current money at all.
509	I am in favor of moving up timeline and using surplus funds.
510	Stop wasting taxpayer money on useless projects!
512	If the rebranding is going to take place no matter what it should go ahead and happen now using bond \$\$ and the surplus. I would just not go to the expense of changing colors just to "keep things fair."
513	It'll require money. Unused bond money should be option 1, and budget surplus should be option 2. My concern with moving up the timeline is that it would cost unnecessary expenses. However, adding a new middle school with bond money, and overlooking the need to make these changes at current middle schools, was foolish and naive.
516	Not using any money at all.
519	In favor of not using any money at all to refresh/rebrand other than renovations already scheduled. We do NOT need to spend money to change colors or mascots just because we're building a new MS.
520	If you are going to do it do it quickly, do not draw it out. Use the money however necessary to do this.
523	Money should be utilized to pay for teachers curriculum and computers etc. ...
524	I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete).
526	Don't rebrand at all in four to five years we are going to need more middle schools and expand the capacity of the existing high schools. Save the money for things that really matter like actual school buildings for our kids not the portables that you are throwing up.
527	Let it take the 4-5 years
528	Use current and future surplus to refresh the schools but not rebrand
529	The funds need to be made available now to address the situation.
	CSISD has done a poor job of building a sense of community between all the schools.

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	It is Maroon vs Purple.
	The problem starts with CSISD policies and inconsistent application expectations.
530	Move up timeline and use savings or excess bond funds.
531	I would be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools.
	I am in favor of CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools
533	If there is extra money then there are better ways to spend it. I am not in favor of rebranding under any circumstances.
537	The last option.
541	I am in favor with any of the first three options listed. I am not in favor of the 4th option listed.
544	No, no, no, yes
545	Using bond money sounds like a great plan.
548	Second option
551	Yes! All 3 middle schools should have new colors and mascots when Wellborn opens!
553	Option 4 (In favor of not using any money at all to refresh / rebrand other than renovations already scheduled to occur).
554	This is a frustrating survey given the response approach, but I suppose the last option (maybe first option as my other choice). Money should be spent on educational and co-curricular enrichment for the students.
555	-Yes -Yes -Yes -No
556	I would be in favor of bullet points 1, 2 and 3. I think this is very important to focus on our middle schools. The elementary schools in College Station are truly wonderful. I would like to see the way this community has supported the growth and put in efforts to make our elementary schools so wonderful place some of those efforts towards our intermediate and middle schools. The elementary students (We have attended Forest Ridge and Spring Creek) have a certain sense of community and pride to them, and the students and parents can feel that. I feel that it's time for our community to focus on needs for intermediate and middle schools and bring a sense of community and pride to them as well.
558	Not in favor of using any money
559	I am not in favor of rebranding the current middle schools. I believe it is an unnecessary use of taxpayer funds. I prefer any unexpended bond money be used to get the older middle schools and AMCHS up to date with the new schools. For example, AMCHS needs an air conditioner in the restrooms at the football stadium. They are a sauna. Ridiculous! The baseball stands at AMCHS are also very old and rickety. Dangerous! I am totally against using any of my taxpayer money to rebrand when so many other things need to be done. Plus it is sad to lose all the years of tradition the two current middle schools already have. Refresh them but leave the colors and mascots alone.
561	I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
564	Keep the time line for refreshing as is. This is not an important issue that extra money needs to be spent on.
565	Use no money, it would be wasteful at this time.
567	I believe we should NOT rebrand and refresh. I say wait for scheduled renovations.
568	Take care of all renovations and rebranding at the same time. Move the timeline up!
570	Surplus
572	Not in favor of rebranding.
573	I am absolutely not at all in favor of refurbishing and/or rebranding. It is a colossal waste of taxpayer funds.
576	Move up the timelines on renovations. Use whatever money is readily available to give the students at CSMS and AMCMS the same tools to learn that might be a part of the new construction of Wellborn.
578	In favor of moving up the timeline to refresh and rebrand using the surplus.
581	Options 1 or 2
583	I don't care how it's done. It just needs to be done fast!!
584	YES I would be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools. Actually no money should be used for re-branding if a choice- more important issues need to be addressed. Teacher increase, Proper equipment and tools for teachers, PE equipment,

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	better after school options or clubs, and sustainable care.
585	Use the surplus money or bond money to move up the timeline. If you are going to do it, do it now before a third high school starts coming into to play or talk.
587	NO NO NO REFRESH Schools only
589	I am not in favor of using any extra savings or any previous bond money toward this project. There are many other ways the money needs to be spent first before the rebranding, such as going toward equalizing facilities and extracurricular programs at both high schools, updating older/original stadiums and schools, and creating competitive salaries for teachers/staff that make our district more desirable to work in.
590	It should be implemented as quickly as possible using savings from other projects and surplus.
591	I would be in favor of any option that did not: (a) take money away from elementary refurbishments as we have some aging elementary schools that I believe are in greater need and (b) did not cost the tax payers additional money.
594	I am in favour of refreshing, not rebranding.
596	Use the new middle school to split the students and close down 1/2 of one the current middle schools for renovations and continue this process until both schools are renovated.
597	I'm not in favor of you spending money on rebranding. Fix the current messes that you have made first.
599	-Yes -Yes -Yes -No, unless the cost of the rebranding is not financially prudent
601	Brand now
602	CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing the middle schools? Re branding is white wash and does NOTHING to educate my boys so seems totally unnecessary!
603	I would only be in favor if it did not inhibit teachers having all they needed to run a successful classroom.
605	Refresh when possible. Utilize funds where they are needed most which probably isn't on color schemes and remodeling.
606	Please do not waste taxpayer money on this - neither from taxpayers' repaying bonds with interest, nor from general operating funds. Use money to reward excellent teachers, provide new academic opportunities, shore up the fine arts, buy buses and hire more drivers, shorten commutes, get a swim team for both high schools, improve college acceptance rates, stop bullying by students and faculty. New colors, names, uniforms, and "branding" seems much less important.
607	Use the surplus
608	Stick with the schedule. Even though I support updates, there is no need to waste money if a reasonable schedule has already been established.
613	Use leftover bond funds. Don't use general fund budget surplus. Let the renovations be addressed on a normal timeline.
614	Do not use money for something trivial like rebranding...use the money to get better teachers
618	I would be in favor of moving up the timeline on renovations
623	If money is wasted on re-branding, I will no longer vote to pass any school bonds that arise. I will view CSISD as being completely negligent and wasteful of taxpayer money. In my child's classroom, so much time is spent on correcting behavior that he is bored. We have teachers and counselors that are sworn at daily by misbehaving kids. We have students at this age that are HUNGRY. If you want the schools to have a real identity, fix the obstacles to learning so that everyone can be proud of their school because it helps them in real ways. Focus on the purpose of school please, that kids learn so they never have to hear that they don't have the skills to do what they wish.
624	I do not care greatly about the branding of each individual school, but I can see the value in updating facilities and overall look of the buildings.
625	I am in favor of any of the 1st three options.
627	Yes, use money to update and refresh schools.
631	I would be in favor of moving up timelines, using bond money and using some savings if it is for the betterment of our schools. I don't think taking 4-5 years is in the students' best

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	interest.
633	If we have to rebrand then do it as soon as possible.
634	I don't see why the branding of a new school will have to lead to changes of old school identities. Did Harvey rebrand due to the start of Yale?
637	I would be in favor of moving up the timeline and using surplus money from the 16-17 budget and/or previous bonds to provide the funding for this rebranding and renovation plan.
641	I would be okay with money being used to "refresh" schools earlier than planned but not to waste money giving each school new mascots.
649	What renovations are needed? This survey does not provide enough information to make this decision. Rebranding and renovations have been coupled and should not be! I am not in favor of rebranding at this time and therefore not in favor of spending funds to do so. It would be good to know the cost of this. There are many issues at the schools of greater importance to success of our students!
650	I am in favor of not using any money except what has been allocated for renovations already scheduled.
651	I am in favor of any plan that uses money CSISD already has. That can include unexpended bond or surplus. I am not in favor of any plan that takes on a debt.
652	I would be in favor of the top 3. Use whatever funds available to rebrand and renovate all Middle Schools ASAP
818	Yes
656	Item 1 - No. Item 2 - Yes. Item 3 - No. Item 4 - Yes.
664	I feel like I can't answer these questions unless I have a better idea of the differences between the "old" middle schools and the "new" ones. I would rather see the money spent on technology advancements, rather than branding. If however, the technology is the same, then I am okay with funds being used for this.
670	Refresh but not rebrand
671	I would be in favor of moving up the timeline for improvements already schedule and for using surplus money to fund these expenses.
672	- yes -yes -yes -no; the longer it takes for the refresh, the more work it will be
674	I strongly strongly am against the rebranding. It makes no sense on any level. I could go on forever but this space limits my characters. My opinion is NO money spent on rebranding AT ALL. Just refresh each school.
677	I would say to think really thoughtfully on this issue and prioritize what each school really needs. The funding can be awarded based on priority of maintenance/updates needed.
681	I'm in favor of taking time to complete the refreshing of the middle schools. I am 100% against rebranding the schools. Use the surplus money on the back end of the project for potential items that will be missed along the way.
682	Yes... stop wasting money unnecessarily.
	<input type="checkbox"/> Would you be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
687	Refreshing-yes Rebranding-no
693	I'm in favor of using left over funds and surplus money to get the rebranding done as quickly as possible. Waiting is a BAD idea!
695	Class size and teaching staff is more important than the paint on the walls. Yes those things are nice but those do not help the students learn and achieve.
696	Move up the timeline to refresh and remodel but spending money on rebranding is a waste.
697	Option 2 would be the most favorable.
698	This is the least of my worries or concerns when it comes to my children's educations. But if the district is adamant about re-branding, then I would rather use the surplus of funds from the 2016-2017 budget, as long as there are enough funds to cover the re-branding. There are more important things that the money could be used for.
705	In favor of not using any extra \$ to rebrand the middle schools.
707	1. No 2. No 3. No 4. Yes

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709	I would be in favor of moving up the timeline and using the budget surplus.
710	Save the money or pay the teachers better.
712	I feel that any money in surplus should be used to help offset creating new teaching positions at the new middle school and not refreshing and rebranding.
713	Refresh now, rebranding doesn't matter -
714	Options 1, 2, and 3
719	Let the process take 4-5 years to complete.
725	Use whatever money that needs to be used just don't waste my tax dollars.
726	I agree with all above IF there is a surplus & IF teachers needs are taken care of first.
728	I think that if the money is available and the schools could go neutral instead of branding to meet a particular high school then go for it. If the money is earmarked for other things then aesthetics then it should be used for its original purpose.
730	let the process play out over the next 4-5 years
735	I think rebranding the schools is the most ridiculous thing I have ever heard of. Use the money for other things such as classroom supplies or teacher raises. That is the problem with CSISD parents they are always wanting to keep up appearances. Who cares they are only there for two years.
738	not in favor of moving up the timeline if we have to use money I would be in favor of using previous bond money that is unexpended I would not be in favor of using an "expected" surplus I would be in favor of not using any money at all to rebrand the middle schools other than those renovations that are necessary and scheduled.
740	No funds should be allocated to rebrand; it is a waste of taxpayer money
742	I would be in favor of pushing up the renovations or using the surplus for the 2016-17 budget.
748	Already scheduled Renovations only- fine with moving up the timeline if they are things that need to be fixed right now- if does not need to be fixed right now but we know it will need to be fixed in 3 years wait the three years
751	yes, move up timelines or use unexpended money
752	Do not spend money to refresh the appearances except as need to maintain the current appearance.
754	Do whatcha gotta do.
755	yes yes yes no
759	As a parent of kids who attend/will attend Oakwood & A&M Consolidated Middle School, I would rather unused money (option 2 & 3) go into these schools to impact all facilities (school structure, new IT, new athletic upgrades, etc.) instead of changing out logos, painting over mascots, etc. I would rather my children have better tools for academics/extracurricular activities than spend money to 'rebrand' a logo/mascot. I think that 'rebrand' goal can take place over time.
761	In favor of using all 3 options to get rebranding done immediately.
763	I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur
764	In favor of moving up the timeline as long as it's not disruptive to the learning environment. I do believe in using a portion of the savings in improving the quality of each and every school as needed. Any freshening up and improvement will always be valuable additions to the environment which is valuable to students and faculty as well. That being said; taxes should not be raised to accomplish any of these plans. It is my opinion that the tax burden is already heavy enough.
768	QUIT WASTING THE MONEY!!!! SPend money on what was already scheduled, not "rebranding". Pay teachers more and have smaller classes. It is insane to have an AP Calculus class with 43 students.
769	I think rebranding is not as necessary as projects to maintain facilities. Rebranding will also mean a significant outlay for parents because of needing to rebuy tshirts and uniforms in different colors. Pto and money spent per child on rebranding initiatives all of the sudden may tax significantly those with less to spend. I'm for prioritizing money to be spent on education and facilities.
770	I am in favor of not using the money for rebranding the middle schools.
774	I would be in favor of using bond money first then unused 2016-2017 money.
775	no yes yes to refurbishing, no to rebranding

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	no
776	I am not in favor of rebranding.
781	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
783	I am fine with it taking 4-5 years to complete. I want the district to be able to have sufficient funds to run the district and have money in savings in case of state funding changes or other developments. I feel the money used on changing signage and uniforms can be used for a better purpose in educating our children.
784	I wouldn't like to rent and, but I would like to update the older campuses
785	Yes they can use the money to rebrand
786	moving up timeline
791	Would you be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
793	-no, because changing timelines sounds like it would increase the final cost -no, because there are other potential uses for that unused bond money that are of higher value -no, if the surplus is growing, then I would prefer that tax rates decline rather than putting the growing surplus toward new categories of expenditure -yes, let the process take 4-5 years; "rebrand and refresh" in the ordinary course of maintenance and replacement
794	I don't agree with the need to rebrand so I don't like spending any money on it. We should use our money on more important things.
795	No spending on rebranding - just spend money on renovations and fixing broken things.
798	-No -No -No -Yes, the schools should be well maintained and clean regardless of this rebranding business.
799	The 4th option is fine with us.... let the process resolve on a non-prioritized schedule any earlier than it is expected to already.
800	Yes
802	As long as we have AMCHS up to par with CSHS I have no problem using surplus money to rebrand the middle schools quickly.
803	Moving up already planned renovations seems more cost effective than spending money to rebrand and then renovating anyway. Maybe some of the rebranding could be done as school projects (murals, etc)
807	Let the process take 4-5 years if it's necessary at all. Would rather help teachers in the classroom.
808	I would be OK with moving up the timeline on renovations but NOT OK with using other/additional funds to complete the projects other than what has already been allotted.
809	using previous bond money and money from budget
811	1 st or 2nd option to "even" out the 3 middle schools, without rebranding.. just refreshing.
812	I am in favor of the first two points listed above.
813	with you re-brand or not I support all of the above for refreshing Oakwood and AMCMS, with new shiny schools opening and ALL three of the Title 1 schools feeding into Oakwood and AMCMS, they become the "lesser" schools very quickly.
816	I would be more in favor of moving up the timeline for scheduled updates.
817	Yes yes yes no
819	Use expected surplus and/or unused bond money to fund renovations.
821	Last option. No need to refresh/rebrand.
824	Yes, I think use the any extra money to refresh. I feel it builds moral for students and teachers when there's a nice facility.
826	I think you should invest to completely rebrand the schools, so use whatever money to make new school identities and cultures possible.
827	Money spent refreshing I would support.
828	The final option seems the most responsible, in my view.
830	I would be in favor of the second option, using previous bond money that has been unexpended.
831	Final option. Cost effectiveness and forward thinking from a budgetary standpoint is my priority. It taking a few years while keeping some funding in savings is ok with me
832	I am not in favor of using any money to rebrand.
834	I would not be in favor of using money to rebrand. I would be ok with money used to upgrade

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	facilities.
835	In favor of not using any money at all to refresh/rebrand.... let the process take 4-5 years to complete
836	My choice would be the last option- no rebranding necessary.
	In my opinion, rebranding means there was something wrong or had a bad reputation with the previous brand that needs to be changed. All of our schools are great and we should be proud of them!
841	My opinion is the last one. Not using any money.
842	I am not in favor of spending any money for this non-issue. It's about the people (employees), not the logos/colors, etc! Spend \$ & time finding higher quality teachers & coaches! Pay the ones we have better! I'll be the projected cost would go a long way toward much more worthy goals!
844	Move up and do now. Our kids deserve it. It must be able to be paid for, but if it can be afforded, we should proceed.
845	Use the money elsewhere
846	Not spending any money to rebrand.
847	As a taxpayer, you already have our money. When I hear "previous bond money unexpended" and "expected surplus" then you ask for a tax increase???? This question is a mute point.
848	Here's an idea. Instead of wasting money on re-branding put those funds to academic improvement use. The "brand" is fluff. The point of school is educating our students.
	If the school needs a refresh in order to better educate our students then I'm all for that. The focus should be better education, not better "team colors"
850	Do not use any funds on rebranding
851	Focus on education not silliness such as this!
852	I think bond money would be a good source.
854	Last point, take longer and not sure money
858	Extra savings, bond money
859	I would like the time line moved up
866	Are there any other needs that need to be addressed? Academic wise?
868	1. Yes 2. Yes 3. Yes, but only a "portion." I still think it wise that 30-50% be placed into savings. 4. Yes, that would also be fine, especially if the rebranding will be costing the district an amount that would impede them from providing teacher salary increases, improved benefits, etc.
869	I believe our facilities and brands are fine...if you want to invest in the district, please invest in our teacher's salaries and more educational materials.
870	I think that rebranding the schools is a complete waste of money.
875	Use the money if there is extra in the budget. Doing it all at once would save time and headache instead of a little at a time
876	Quit spending so much money! I am tired of having to pay property taxes like crazy and then being nicked and dined with fundraisers all year long. I don't care if my kid is an eagle or mountain lion or whatever. I don't care if the building is brand new or if every room has a smart board. I want my kids to get a good education and the same opportunities as the kids zoned to the other schools. Overcrowding is an issue at some schools and not others. Why not redistribute students more equally? I was told Consol can accommodate 800 more students, if kids don't want to go there then maybe you need to look at offering more programs there as an incentive or new programs like a JROTC?
882	I would be in favor of moving up the timeline on renovations already scheduled to occur to REFRES but NOT REBRAND.
883	I would expect that a best a modest amount of surplus be returned to the schools. If there is a plan for renovations in the works, moving up the date may only result in shoddy work and a reduction in the intended effect.
887	We should replenish our rainy day fund with any surplus and not spend beyond our means. In addition there are items that need to be repaired on the older campuses that have gone without repair. AMCMS recently requested money for a software program available at CSMS but were denied due to lack of funds.
889	Yes to moving up the time line. Yes to using bond money or surplus.
890	It is what it is. The cost of making rezoning decisions that don't make much sense.
891	Favor of NOT using money. Surplus money should go to fixing maintenance problems.
894	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur. Create a rainy day fund with current surplus.

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895	I like the idea of moving up already approved renovations. But am not for using any of the money in savings for rebranding.
897	No No Sure Sure
899	No Refresh Yes, re-brand No Refresh Yes, re-brand No Refresh Yes, re-brand No
900	Option 1 would be fine because I think most people will voice this concern, just as Consol people did when CSHS opened.
901	Not using any money
902	Yes. Yes. Yes. If you have the money, might as well go ahead and spend it now while there is a new and improved school going up.
903	The last option listed
907	Move it up!
910	Option #4 don't piss away the budget surplus just because it exists. Be good Stewards of CS taxes and bond monies.
913	I would be in favor of moving up the timeline on renovations and using previous bond money that has been unexpended to complete the renovations. Why is the district projected to have a larger than expected surplus for a past school year?
915	1. No 2. No 3. No 4. Yes
917	I'm sure everyone involved can find the best option. Otherwise: CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools.
920	I would be in favor of not using any more money.
925	I am in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools. I am in favor of using surplus for the 2016-17 budget to use a portion of this one-time savings to address refreshing/rebranding the middle schools. I would like for CSISD to focus on cafeteria, restrooms, Air Conditioning and technology updates for the older schools.
927	I am in favor of using leftover bond money for the middle school renovations.
928	Yes if we have surplus to move up the schedule to refresh both middle schools - not just one.
929	I don't believe the identity is that important. I don't know of any other school district that does this. I think focusing on education versus school colors is a better focus.
930	I would be in favor to refresh the campuses fix them up and make them inviting for the students, but I do not agree in trying to rebrand the older campuses. However CSISD pays for it by previous bond money or something else the money needs to be used wisely. So focus on refreshing not rebranding!!
931	Use surplus wisely if rebranding; don't get to extrvagant, but if we already have the money in the district, then I don't see any problem using it.
933	Be better stuwarts of our tax money and use the money for things that really matter.
935	Favor of not using money. Save or use \$ that is needed.
939	The first two options are best.
940	Use previous bond moneyz
942	If rebranding were to happen now is the time. It doesn't make sense to wait. However rebranding does not necessarily equal new facilities - some investment in updates to accompany rebranding would help freshen the schools but not all updates would need to be done now. Depending on what is on the current schedule that might be sufficient impact along with rebranding (which costs money as well)
946	No No, except to update equipment in the current schools No Yes
948	Yes use the money from savings and move up the timeline to make this happen
949	I would be in favor of all of those except for waiting. If you wait, by the time it's done we'll have a fourth middle school. There is still a Tiger on the wall at CSMS for gosh sakes. Let

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	the kids have their own school.
952	Use the budget excess for facility upgrades, but not rebranding.
953	Do it now and pay for it with money already in the budget for this!
954	You haven't defined refresh and rebranding is a waste of money. I think it's fine to move up the renovations already scheduled, if they are needed now.
955	Let the school's PTO money and a portion of savings (CSISD level) or surplus fill the other portion of needed money.
956	All, except moving up the timeline, are viable options to me. CSISD has been good stewards of their money, I'd like to keep it that way. I don't think moving the timeline is a wise use of funds.
958	The process of giving each Middle School an identity should happen as soon as possible.
959	No! Stick to educating kids, not making fancy mascot changes.
960	I am for using money from the savings from and old bond or surplus but only for updating the actual schools. I want to know specifically what The money is used for and not just to repaint. These mascots have a history in this school district. I'm not for changing the mascots.
961	I would be in favor of anything that improved the older schools and also brings to bear a more balanced approach to attendance zoning.
962	Use a portion of budget surplus for renovations.
963	I'd prefer not to have my children suffer through the mess of renovation while they are in Middle School, but that is likely not an option. I am in favor of using MORE resources for renovations than for rebranding, including surplus and bond money--PARTICULARLY if there will be new auditoriums for AMCMS and Oakwood orchestra concerts, and larger cafeterias to avoid ridiculously early lunch times.
968	Not using any money at all to refresh/ rebrand the middle schools other than renovations already scheduled to occur
969	I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur let the process take 4-5 years to complete
975	I am in favor of not using any money at all to refresh/rebrand the MS's other than renovations already scheduled to occur. Save the surplus for supporting education needs or school security/surveillance.
976	I like options 1 and 2.
978	If rebranding/renovations are going to occur, I think it is important to use the surplus money to speed up the process and make it happen all at once, or as close together as possible.
979	Previous bond money unexpended would be best
980	I always believe paying our teachers is priority #1. If there is a surplus, I'd first like to see teachers get a raise. Of all the choices, I'd rather see a moving up on the timelines on renovations already scheduled to occur.
982	Not in favor, CSMS was never rebranded to begin with tiger logo and colors are still in facility
983	I am not in favor of using any money where it isn't immediately needed. Let's renovate when it is necessary and use this wonderful surplus to retain our great teachers with higher pay and replace the bad ones with better pay incentives for hiring great teachers.
984	With the information that has been given, would like to see the MS zones be addressed again, leave the 2 current schools branded the way they are and save the \$ that would need to be used to rebrand, and let Wellborn MS create their own new identity and let half the students go to CSHS & half go to AMCHS.
985	Use the one time savings
986	It's a surplus that can be used towards field trips.
988	I am in favor of spending money on things that help our kids excel but on aesthetics
989	Yes
990	A-C above
997	Don't rebrand! Renovate! Build another HS.
999	Let it take time.
1004	I would be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools.
1010	No money should be spent on this endeavor.
1011	Use the money for educating!
1018	First bullet-no Second bullet-yes Third bullet-yes to refreshing and no to rebranding 4th bullet-no. That doesn't seem very fair if we truly have extra money.
1019	Option D, put the overruns into better salaries for the teachers and hire more teachers and

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	aides to reduce class size numbers.
1021	Rebranding will tie the hands of future boards and administrators. This is a rapidly growing area and we should maintain flexibility and not rebrand and re-align every time a new middle or high school opens. Only stick to scheduled renovations. Save the surplus. The political environment for increasing property taxes is growing bleak. Save while you can.
1022	4-5 years
1024	Option 4
1031	If there were already renovation plans in the work and there is money left over that will not short the district it makes sense to move forward. If it will take money away from more important allocated items for children and activities they can wait.
1032	Any surplus should be spent on teacher pay and better health care!
1033	In favor of refreshing buildings where need be, but making sure plenty of money is put into savings and towards teachers for funding in classrooms.
1025	I'm not in favor of rebranding.
1026	The schools don't need rebranding, but do deserve updates. Let the schools keep the identities they already have.
1028	ACADEMICS.....I propose we return the surplus to the taxpayers and allow them to use the funds for after school tutoring to compensate for the education they are NOT getting while in class.
1035	I really think the district should spend money on the current middle schools as well as the new one.
1036	Rebranding is a WASTE of my money as a parent and tax payer. It is money out of the pockets of the students and teachers. If you can raise money for rebranding, than raise the money for other important resources in the schools or for student activities instead. It is obvious that there is disparity between the schools. PTO's do not raise similar amounts. Use this money to even out the disparity instead.
	I am AGAINST "rebranding" !
1038	I think the money could be otherwise invested to the kids rather than the expense of just renaming the school. The kids could benefit greatly in so many other aspects.
1039	I say move up the timeline and use the surplus money from 2016-17
1040	Since you don't have these questions numbered, I'll just say NO to all.
1042	Don't use money for rebranding.
1044	branding is not important to me, but keeping the facility in good shape is
1050	NO MONEY AT ALL> Any extra budgetary money should be allocated for educational purposes and not to repaint gym floor and purchase new volleyballs that match the schools colors.
1058	I am in favor of using previous bond money that has been unexpended based on cost savings to refresh the middle schools and I think it should happen sooner than later.
1061	I'm in favor of the district using a portion of the surplus funds
1064	Previous bond money
1065	I would rather money be spent on upgrading facilities rather than rebranding.
1067	Not in favor of using money to rebrand. It has little bearing on education our students.
1069	Last option
1072	I propose that the fourth option be chosen. Use no money at all.
1074	I am in favor of any and all options that do not put the financial burden for this on the already exhorbedantly overtaxed homeowners in this community.
1075	moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools
1076	Previous bond money
1077	I am in favor of refreshing the schools with unexpended bond money. I am not in favor with the nature of change prioritized over children that has seemed to occur lately. The needs of the students must be met first. When presented as improving buildings and creating more independent campuses that do not piggyback a high school, this is appealing and desires. When presented as "rebranding" at a price tag of \$2 million plus just to separate campuses for easy rezoning, this seems sinful.
1080	In favor of not spending the money and not rebranding/refreshing the middle schools.
1081	I don't believe we need to waste our money with rebranding. We need to spend it on more pressing needs such as teacher salaries and supplies in order to help our children learn.
1082	Not using any money . Stay on current schedule
1086	Save the money and spend it on teachers salaries
1087	I would be in favor of hiring additional teachers and increasing pay scale for existing teachers.
1088	Definitely the last option.
1089	1 - Just do the renovations that need to be done so that the buildings are functional. I'm not in favor of a big push to "refresh/rebrand." I've worked in marketing for years and this all sounds

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	like a slick marketing executive has sold the district on something shiny. We do not need shiny!
	2 - No - save this for necessary things
	3 - This is the only option where I could get on board with spending anything on rebranding. Please "rebrand" in the most minimal way possible and look at with creative cost savings in mind. Don't use all of the surplus on this.
	4. In favor of using the minimal amount to accomplish what is necessary.
1090	I would only agree to the refreshing...not rebranding.
1091	If using some of the surplus will not greatly cost the district in future years then use some of it. If waiting a bit for some of the renovations that are already scheduled is possible then wait for the previous set daye to arrive.
1092	I am in favor of not rebranding either middle school at this time.
1095	QUIT WASTING VALUABLE TIME AND MONEY WITH THIS!
1096	Any of the first three options seem fine. I do not think drawing any necessary renovations out for 4-5 years is acceptable. If it's a decision between needed upgrades or renovation to keep all of our schools comparable and current and "rebranding" - keeping our schools up-to-date is most important.
1102	I am not in favor of rebranding at all. I am in favor of spending money now(from where it is available) to update AMCMS and CSMS to encourage people to move to these school zones instead of the zones of the newer schools. These two schools have great faculty and staff, but these schools are not favored because of their old and rundown appearance.The money should be spent on repairs and updates not in rebranding of school colors and mascots.
1105	I would be willing to get started now
1106	Yes
1110	The last option
1111	No. No. No. Yes.
1113	I am in favor of refreshing the other two middle schools immediately.
1114	Why rebrand? Fine to update schools but rebranding is not a good use of \$\$
1117	Let the process take 4-5 years. The cost is so high and the money needs to go into the academics of the schools and the teachers!
1118	Use the surplus to rebrand
1120	In favor of the last option.
1122	I'm not in favor of using savings & any of the other options seem reasonable.
1125	Number 4. Spend the surplus on getting class sizes down.
1128	Use previous bond money or the surplus.
1131	The arbitrary rezoning has created this problem and now you want to waste more money.
1132	I am torn between the last and first option. I think we shouldn't wait 4 years to upgrade facilities and equipment but I am not in favor of investing money just to change a color scheme.
1134	Use money for renovations already scheduled to occur and do not spend money on rebranding.
1136	in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
1137	No rebranding—a waste of tax payer dollars. Refresh the schools a bit. Colors and mascot are not that important in middle school.
1141	I think rebranding is completely unnecessary. Use the money for staff. ESPECIALLY in your lower SES schools.
1143	1. Yes 2. Yes 3. Yes 4. No.
1145	I am not in favor of rebranding at the tav payers expense. School colors is just "window dressing" National Merit Scholars will confirm this. These bond issues were passed as a means to build and maintain our schools. Any other purpose may be in violation of the bond indenture. Maybe an attorney should give an opinion, not just a parent with a large ego.
1148	I do not feel like this issue needs any money or much at all given to it.
1150	Do it now w savings and surplus funds
1152	Do not use money on this pointless process.
1153	This all depends on cost
1155	Rebrand in 5-6 years when we don't have to waste money
1156	Not use money to rebrand.

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1158	Use money from bonds that's has been surplus.
1159	I am not in favor of rebranding the current middle schools. I am not in favor of using bond money to rebrand schools. I am in favor of putting surplus money into savings.
1166	I'm going with the last option. And I would be okay with my child attending any of these schools.
1167	I am in favor of using extra bond money to move up the time table in order to refresh the facilities .
1171	The last option
1174	No, on all counts. The money should be used to build an outdoor learning facility that will benefit all CSISD students who participate in CTE Agricultural and other programs
1175	In favor of using the money in ways more beneficial to the students and Staff memebers and IF changing the colors/mascots must occur slowly phase out the current over the course of 4-5 years.
1180	No rebranding at all.
1181	I'm not in favor of rebranding
1183	Don't spend money on this. Leave it alone.
1185	no to moving up the timeline no to using unused money No!! Use the saving for education not freshening up Let the process proceed as scheduled
1186	I am not in favor of this at all. You are borderline on a breath of fiduciary responsibility. Teach the students that quality of education is what matters, not the color you wear or how shiny your campus is.
1187	Last option
1188	I am not in favor of spending any money on rebranding. Any extra money should be allocated to teachers and staff to help offset the significant increase in insurance premiums experienced by many.
1189	bullet 1
1190	I don't have a preference for what money to use just not for a new bond. I think using the surplus is a good idea though.
1193	Refresh/rebrand sounds very superficial. Take care of need infrastructure changes and improvements with unexpended funds or surplus. Could care less about the rebrand and if refresh means paint new colors, then no.
1196	Spend the money on something that enhances the educational process, for example an expanded TAG program.
1197	#1 - no #2 - no #3 - no #4 - yes
1198	Yes I think moving it up to happen faster is a great idea. Using money that is available to make this happen faster instead of saving it this year is a good idea as well.
1199	Use the surplus money.
1200	Renovations only! It is a waste of time and money to change the animal and color for a school! There are so many more important things! It would be dishonest to use money that was ear marked for something else.
1201	I am not in favor of rebranding the 2 existing middle schools
1202	If we have the money then the previously scheduled renovations should happen. However, we should evaluate ways to use additional funds for educational purposes instead of changing logos and colors. At the end of the day, that will have more of an impact long term on our students. Most adults would probably admit that their middle school logos did not really matter after the fact. School identity and excitement can be built regardless of logo and colors.
1204	Moving up timeline
1206	Choice D. So many better uses of the money. Will making these schools prettier help students academically?
1210	No extra money into it. I would prefer it to be left alone. So do my kids. If you must do it, let it take 4-5 years. Ridiculous waste of funds.
1212	Yes Yes Yes No
1213	100 100 50/50.. fix the mistake..
1219	Rip off the band-aid and pay for it all at once out of unused bond money.
1220	Not using the money to rebrand. But spending money on needs is different.

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1221	No to all questions but the last. Rebranding is a waste of taxpayer money.
1222	In favor of moving up the timelines for already schedule renovations. Not in favor of dragging it out over 4-5 years. Unsure on the other two options.
1224	I am in favor of refreshing sooner rather than later in whatever manor the district/board sees fit.
1225	Renos could be done over time- but realize that CSMS leaks and had Hurricane Harvey damage (carpet, ceiling, windows). This should take priority to make the school safe and healthy for students and staff.
1226	Stop trying to scare everyone into rebranding. The fixes will not take 4-5 years. Floors and leaks can be done in the summer, 2 summers max. Middle school is not high school. I'm in favor of refreshing schools without rebranding.
1227	If this is going to happen, go ahead and rip the band-aid off the Oakwood/AMCMS/Consol kids. Honestly, they are used to getting the raw end of the deal. Delaying it only gives hope that one day things will even out....
1228	Within reason financially, the process should be sped up. Question 1- yes Question 2- unsure Question 3- yes Question 4- no
1229	Not using any money at all to rebrand the middle schools other than renovations already scheduled.
1232	Don't care how but amcms needs new everything.
1233	Use one time savings to refresh/ rebrand schools
1235	Re-branding does not need to take place! Repairs and refreshing need to take place. However, the district needs to come clean with what money the currently have for this. They also need to reveal where the money is coming from. Lay the cards on the table, be transparent, and let the public vote on it. I don't trust leaving this kind of decision up to the board. They have proven time and time again that they don't represent the citizens who voted them in.
1237	Move up existing scheduled renovation / maintenance and also use one-time funds from this current budget cycle. Do not use bond monies (even if unspent) for this issue.
1239	The final option seems most responsible. I can not imagine that we could not find something that would impact our students' learning instead of spending money to address an issue that no learning has suffered because of. The kids are all right with the branding. I doubt they will think to get upset unless someone points it out to them. Like an adult.
1241	As long as it gets done eventually, the timeline should be fiscally responsible.
1247	In favor of not using money from any of these sources for "rebranding". Renovations, yes.
1248	Let it run its scheduled course. In 4-5 years the wellborn students can envy the updated CS schools and the funds are still available for other school projects
1249	Any of the first 3 options are fine. I do not want this to drag out 4-5 years.
1252	Used it for the renovations that are already going to take place.
1255	Would you be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools? No Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools? Heck no. CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools? NO - No no Would you be in favor of not using any money at all to refresh/rebrand the middle schools othe
1258	In favor of not using the "savings".
1259	I wish I had a clear understanding of what refreshing entails. Therefore, I would be most in favor of the fourth option.
1260	Move up time line to refresh schools
1261	I am not in favor of spending any funds on rebranding these schools.
1263	Not using the money for rebranding, use it for the teachers or to fix things that need replacing

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1265	No. Definitely not. Absolutely not. If there is a surplus, perhaps you should revisit the amount of taxes your tax base pays. Let the process take 4-5 years to complete. It is called budgeting. You create one and you follow it.
1266	I would be in favor of moving up the timeline for renovations that have already been scheduled to occur.
1268	I say all no's except for the last one. I hope I have made my point clear that I wish y'all would not go through with this nonsense.
1269	Money should only be spent if you're repairs are needed. Not just to freshen up or branding of a school. The new school will brand its own image. Worry about something important.
1270	Any of the above
1272	In favor of NOT using any money other than already scheduled renovations
1273	The sooner the better. Like any of the options above except the last option.
1274	No, no, no, yes
1276	Last choice, extra money should be spent on academics
1281	If you have a surplus, you should lower the tax rate rather than looking for ways to spend our tax dollars.
1282	Quit spending the money for superficial things. Or better yet give some of it back to long suffering taxpayers.
1284	Not in favor of using any money for this.
1285	I think you should complete NECESSARY renovations to refreshin the schools, not rebrand the schools.
1286	I am in favor of not using any money at all to refresh/rebrand the existing middle schools other than renovations already scheduled.
1288	Moving up
1292	not in favor of using any money
1293	Do not use any money to rebrand the middle schools.
1295	I am in favor of the followng: not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
1296	Lets not use \$\$ for rebranding and use it for practical purposes in the classroom.
1298	First the format of this survey is horrible. I have a degree in stat and this is not how you format a survey if you want to extract statistically valid conclusions. That said any money spent rebranding schools would be a massive waste of taxpayer money.
1300	Use all money asap, my 12 grader went to a maroon laded school and volleyball uniforms. Seemed weird
1301	I would be in favor of using money in a judicious fashion to rebrand in conjunction with already allocated improvements.
1302	I am not in favor of rebranding the schools. If there is money to waste, staff should get raises
1303	Take your time.
1308	Prefer option "1.
1309	I'm NOT in favor of it period!
1311	I suggest leaving the colors alone or take 4/5 years to renovate. Tax payers money needs to go to improving roads in cs, teachers salaries and more important things than school colors.
1312	Refreshing and rebranding is a waste of money. Use the money to hire more custodians...more CASL assistants, and a second certified PE teacher at schools that NEED A SECOND CERTIFIED TEACHER.
1313	Update as it becomes needed. If there is extra money lower property taxes and maintain scheduled renovations.
1314	DO NOT RE BRAND THE MIDDLE SCHOOLS simply fix the things that are already broken
1319	i am not in favor of using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1320	Not in favor of REBRANDING the school. Am in favor of necessary repairing of the middle schools. And buying new equipment, or teaching equipment. But nothing stupid like rebranding. TOTAL WASTE OF MONEY AND WOULD NOT BE A GOOD MOVE
1321	Let it take a few years to complete. Take care of teachers needs and student activity needs that are more urgent and let s perfectly well-functioning building get updates as needed over a period of time.
1322	I would be in favor of moving the timeline up. I would be in favor of using the unexpended money as long as the new schools have what they need, such as gym equipment, recess equip etc that was not put in place when the newer schools were built like Pecan Trail. I would be in favor of using the saved money to refresh the middle schools after all of the new schools have what they need entirely, like I stated before. We don't need to short change the

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	new schools to refurbish the old ones. I think the amount of money and needs of the new schools need to be assessed before you can give excess money to the old schools.
1326	If there is a surplus, reduce taxes. I am not in favor of spending money simply because it is there. It would be better spent on educational programs assuming the buildings meet code and have no issues.
1327	Rebranding is a waste of money. If there is money available it should be spent on equipment and supplies for schools. Other renovations should remain on schedule
1328	I am only in favor of refreshing the schools as a part of normal upkeep. These funds could come from the bond money or the surplus. I am not in favor of using any monies for rebranding purposes.
1331	I would prefer spending that money on academics!
1332	Waste of money !!
1334	Yes to first three options. Also, use graphic design and marketing students at A&M to rebrand/redesign logos for middle schools for cost savings.
1335	Don't waste the money at all.
1340	I feel that this question could not be worded any worse.
1343	Surplus money should be spent on education and programs for our kids, not changing school names and mascots.
1344	Favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1347	I am not in favor of spending any funds on rebranding.
1353	No money should be spent for rebranding. The money provide to CSISD by the taxpayers is to be used for educating or children. CSISD has consistently asked for bonds resulting in tax increase for several years. It is colossal waist of money and misuse of funds to "rebrand" middle schools so students are not required to change colors from middle school to high school.
1354	Yes- move up timeline and use surplus to cover the cost
1356	Do not use the money for rebranding.
1357	It is fine spending money on Improving infrastructure not in rebranding the schools. Use the money in issues that Really matter.
1361	I am in favor of moving up the repairs and spending the money now.
1363	Yes, move up the timeline on renovations. Yes, use previously bonded monies if possible. Yes, use extra savings monies if necessary. Make this right.
1364	No money used in rebranding. Wasteful.
1367	No money at all.
1369	NO WASTED TAX PAYER MONEY TO TEBRAND THE SCHOOLS...if they need updating fine...thays normal...but refreshing does not mean rebranding...again i eill vote against anyone who approves rebranding in next election
1370	move up timeline
1373	Taking multiple years to complete process is fine. No need to rush.
1374	I think the surplus of money could be better spent throughout the district!
1375	Not in favor of any of it. And the composition of this survey sucks. It's 2017 and we live in a town with a tier one research university. Surely there was someone who could have consulted in making this survey meet minimum survey standards.
1377	Spend the surplus!
1378	Do not put any money into rebranding the school other than what Is scheduled to occur. Use that money to be saved for other issues, or lower our taxes.
1380	Use the saved money
1381	I am in favor of refreshing the schools, but it does not have to be immediate. There should definitely be a plan in place, though. If you are in surplus, consider paying the teachers more. They are a huge factor in the success of the district.
1383	The school district confiscates plenty of money from us tax payers. Use it for what matters, education and teacher pay. Forget this crap of what color or animal they are. WHO CARES!!!!
1385	Not using any money for this, it's a waste
1388	I'm all for using extra money to renovate and refresh schools. Just not 2 million
1390	I would not be in favor of any of these if the "renovations already scheduled to occur" refers to spending millions of dollars rebranding middle schools. I would be in favor of updating the schools to include comparable technology, athletics facilities, and learning opportunities.
1392	Let the process take the time needed. Reassessing each year.
1394	DO NOT WASTE OUR MONEY! Do not rebrand. Good lord, the money is taxes paid by us citizens. The teachers already have to ask for supplies. If you cannot supply your teachers you have no business spending money in such a frivolous manner.
1395	Please do not spend the money on rebranding which doesn't affect the quality of education our students receive.

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1396	Using a portion for freshening, yes. Rebranding, NO!
1397	Make the schools equal.
1399	I am in favor of using any available funds to REFRESH AMCMS and if needed CSMS. I am not in favor of using funds to change logos/mascots/colors at these schools.
1401	I think as long as the school board is smart when choosing contractors, there won't be much of an issue.
1402	I would be okay with using some surplus to do some quick wins, but I'm okay waiting four years and putting that money into teachers and students
1406	No money spent at all.
1407	In favor of not using any extra money for the rebranding: just stick to the normal schedule.
1408	If is not broken don't fix it!
	The money can be used to support academic activities, no a new mascot
1412	Use surplus
1416	No, none of the above.
1421	yes please update the school. please fix the faucets in the girls bathroom near the gym. Only one working faucet to wash hands and prevent the spread of germs and illnesses. Let's keep our students healthy.
	Ok to use bond money or one time savings.
1423	Rebranding is not necessary. Use the money to update older schools and provide things that are needed or already planned for the near future. AMCHS still in need of many updates and is greatly lacking when compared to schools within the district. I cannot speak to CSMS but I am sure both middle schools have projected needs that could be met rather than rebranding.
1425	I am not in favor of spending ANY district funds on rebranding. Refreshing and maintenance should be done as needed to keep the schools comparable.
1426	Use left over bond money now
1427	I am not in favor of the rebrand.
1428	Let process take 4-5 years
1433	No bond money. Use surplus for actual needs. This would be like buying a fully remodeled house and replacing the kitchen for personal style - not a good use of money
1437	No, no, no, yes.
1439	Do not use the money to rebrand.
1440	Not using any money to refresh/rebrand!
1442	Yes to the first three. If we have the money, then go ahead and refresh the middle schools. No need to drag it out.
1444	Any money should be spent for more important things. Don't spend any money at all to rebrand the middle schools.
1445	If you have the money to refresh and that's what it's set aside for then yes use it. But all this rebranding and new colors all because Wellborn is a new middle school is too much. Why is it so important to make sure the others schools get to choose new brands??
1449	Do not waste the money on a perceived image issue. At the most, move up time frames for scheduled work.
1450	The last option, we are a growing community and there will always be new schools to compete with, aesthetically speaking. It's a never ending battle.
1451	Would you be in favor of moving up the timeline on renovations, using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools, using a portion of this one-time savings to address refreshing the middle schools
1455	I would be in favor of using funds we already have. Whatever we need to do.
1456	I would rather you give the money to the teachers and staff versus redoing the 2 current middle schools.
1457	No way
1458	I am not in favor of rebranding anything. If we have a surplus either save it or spend the money on items that will help the students or on facilities that will help them learn better.
1459	I wouldn't mind moving up existing renovation timelines. Otherwise, I'm not opposed to the change occurring over 2-3 years.
1460	The timeline to do the updates may take longer than a summer break. Therefore it may take more than a year to prepare. Some material deliveries have fabrication and delivery dates of 12 weeks plus. Careful thought needs to be put into when and how to accomplish this. CSISD should consult their professional staff who has this ability and/or professional people associated with this like architects. Savings are okay to use this OR define it in a future bond program. Why not put the savings into lower taxes?
1462	Not remodeling until scheduled

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1463	Did you seriously just put four questions in one entry?
1464	Let it take 4-5 years.
1467	I do not support any of the above options because I do not think rebranding is a good idea.
1468	Do not spend a dime on rebranding!!! Refresh, spruce up, now, but do not rebrand!
1470	Completely opposed.
1472	Refreshing yes, rebranding no. Rebranding is the part that upsets people because it is absolutely not necessary.
1473	Use money that we have now and not wait. The kids that are at those current schools need the updates now not in 4-5 years.
1475	- No. - No. - No. This means our tax rates are too high. Reduce our taxes. - Yes. This makes sense.
	(continued from below)
	It is not worth the added stress, loss of freedom, and babying of our kids only to find we have raised a generation of selfish dependents who can't think beyond themselves.
1476	I am in favor on not using any money to refresh/rebrand. Take the savings and use it for other more important projects that have already been delayed.
1477	I would be in favor of the most economical way to provide refreshing and rebranding the existing middle schools. All of the schools are in CSISD. A smooth transition for all would be to make changes at the same time.
1478	NO, I don't think they need to be refreshed, rebranded! NO you cannot use the bond money for that. If you have a surplus, quit begging us for money!!! Spend the money on the children. If they need a shade cover over the playground, you spend YOUR money on that. I am not in favor of you spending ANY money on this refreshing rebranding garbage. If the school needs painting in the future, do it.
1479	don't use any of the money for rebranding the middle schools.
1483	Move up renovating
1484	yes, I'am in favor. yes, I'm in favor. yes. I'm in favor.
1486	I view decorations around the school building as low priority. Sure, let the kids choose a new mascot and colors and update as needed. But please use the extra bond money for sun shades and hand washing stations in all cafeterias. Our children should not be exposed daily to harmful sun rays during the worst times of day or food allergens spread around campuses because of lack of hand washing facilities in the cafeterias! And close the achievement gap please!!! Let all of our kids go to safe, effective schools and then decorate with the left over money. Can you imagine graduating a child who has not achieved state academic requirements yet walked down newly painted halls?
1487	Obviously, the timeline will have to moved up, even if this merely consists of painting the school marquee to reflect the new colors. It will take money to rebrand, so pulling the necessary funds from either the bond money or the surplus (or taking a smaller amount from both) will be required, and thankfully is available. Waiting 4-5 yrs would not be a good idea, as Wellborn Middle School will be in the picture and the rezoning is taking place in the near future.
1490	I'm not against rebranding but if surplus money I believe there are more important issues that should be solved
1494	Move up timeline, use unexpended bond money and surplus
1495	yes, yes, yes and no
1496	NO money for rebranding!!! Maybe its time for the administration to visit each of the schools and make a list of all the things that need to be fixed and for once use the money wisely!
1497	I'm in favor of using some of the surplus money to refresh the middle schools sooner than the projected 4-5 year process. I am not in favor of using any money to rebrand.
1499	I believe money well spent will be on training and quality of teachers not on rebranding .
1500	Surplus or bond money can be used for refreshing/maintenance issues but should not be used for rebranding.
1503	Only refresh where needed. Spend the money where it will have a direct impact on academics and safety. See above.
1504	I am in agreement on anything that doesn't make my taxes increase.
1505	If rebranding and renovations will occur, it should be sooner rather than later. I would approve spending savings and unused bond funds. I would vote for a new bond as well.

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1506	As long as we money to pay the staff that we need, then i don't particularly care. There are some key staff that I think CSISD need to invest in first, but if we can pay all of our teachers, then use whatever money we have to pay for it if it is needed.
1507	In favor of not using any money at all to rebrand.
1509	The last option, do the renovations already scheduled, maybe refresh with some new paint, ect... But a rebranding is way over the top !! Tax payer money should not be allocated to this. Students need textbooks (that they can take home), we need more assistance with reading programs (dyslexia), and math programs that students that are falling behind can go to attend. And not just a 30 min. after school tutorial to help complete their homework, real help, real teaching, not just handing out Xeroxed handouts to do for homework. I could do that. Invest in continuing education for these teachers, some of them really need it.
1510	I am not in favor of any rebranding. If the board decides that it is necessary to make parents feel good by rebranding a school, I recommend using previous bond money that has been unexpended based on cost savings from other bond projects. Set a budgeted amount and do not go over that amount. We should be balancing this like a check book, not a credit card.
1512	In favor of NOT using any money at all.
1516	Not in favor of spending money on this kind of window-dressing.
1517	Use the capital saving if possible.
1520	I am NOT in favor of using any money to rebrand the middle schools.
1521	Would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
1522	NOT AT ALL
1524	Refresh facilities as they are needed structurally. Don't waste money.
1525	1) Yes 2) That would depend on other priorities needed in the district. I'd much rather have my son get a high quality education than have a beautiful building to get a lesser education. 3). Same as above, I'd rather see that surplus go to improving the quality of education and experiences of the students where t can make the most impact. Aesthetics of the facility isn't a top priority for me personally. 4). If it were already planned and budgeted, then I have no qualms about the use of those funds.
1526	No No No Yes
1530	Would be in favor of the board figuring out what it is doing, so I can move to a school zone where I will know where my kids will go to HS. Oh wait, I did that and the zones were changed with grandfathering that did not include my children's grade levels. Thanks. Oh, my answer to this question is wait, then it won't really matter to my kids anyway.
1535	No money spent on re branding, but on renovations
1536	I'm a devoted supporter of College Station and our schools and am amazed how can one justify wasting an enormous sum of money on such wasteful considerations. Spend it on students and teachers!!!
1538	Please do not use money to "rebrand". That is poor stewardship.
1539	1. No 2. Yes 3. No. 4. Yes.
1540	Still wasting money should not be happening
1541	I would be in favor of using money already saved for renovations to the MS' s, but not necessarily for "rebranding. "
1543	Let the process take it's time
1544	I would in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools. I would be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools.
1545	I would skip rebranding and push it out until another middle school comes online or keep them as they are for tradition sake. I would move up the timeline of the refresh renovations to take advantage of the cost savings.
1548	We would prefer that last option -- renovate as scheduled
1549	This is difficult because I feel you should put money in savings; you never know when budget cuts may happen. What does his tell our children- when we need something, we just revamp or rebuy something?
1550	I'd rather the money be spent on class room teachers so there are not 40

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	Kids in a pre -ap algebra class.
1552	Stop inventing ways to spend money! Paint everything a neutral color, tan! First approve a policy for NEXT time we re-zone or build a new HS. Have a color pallet all must follow. Include ONE dominant color, they can pick the complementary color. Then use the dominant color on buildings and such. Other districts have done it. Ask them!
1558	I am not in favor of anything that will help rebrand the middle schools. However, refreshing the current properties is a different matter. If there are improvements that are really needed to these schools then I am in favor of using savings or whatever money that wouldn't take away from anything really important and if possible why not move the timeline up.
1560	The last option. Again - why spend much needed money on rebranding - when it can be used for other, more important things?
1562	Bond money not expended.
1563	I would be in favor of using the money to refresh the middle schools. I don't know what all is included to help refresh schools NOT rebrand, but it should be done resourcefully and wisely not spend to use up all the money because its there to spend. Then put money remaining into savings.
1564	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
1568	Each school has thrived with pride for its school colors and mascots for so long. Why would you take that away from them? When you rebrand, you create a new identity for each school and that's not necessarily a good thing. I think the time and money would be better spent in other ways to support the schools.
1567	Please use any money wisely. Rebranding is so unnecessary. Pay teachers more, invest in fine arts. Good grief!
1571	Use previous bond moneys and portion of savings.
1572	I have mixed feelings about the choices. The last choice sounds beat but I do think things need to be done now not 4 years from now .
1577	I would support whatever way the district feels is financially sound to make these changes. And I can see where having them done sooner rather than later is better.
1579	1. No. 2. If there is extra money to spend and doesn't take away from other more important needs, this could be an option. 3. How did we get a surplus to begin with would be my first question. We need more technology in the classrooms first and then if money is left make updates I guess. 4. I think the money could be spent in better ways than paint color and a mascot, in my opinion.
1582	Rebranding of AMCMS and CSMS should coincide with opening of Wellborn MS. I'm in favor of re-directing money to fund immediate needs of updating, i.e. repainting logos, signs, etc. I feel other MS renovations ("refreshing") just to make the 3 schools equally 'shiny" can wait 4-5 years.
1583	I think this is silly and wonder why we aren't focusing on how we can give more to our amazing teachers and other programs the students can benefit from
1584	-No -No -No -Yes; I think it is wonderful that there is a larger-than-expected surplus. Keep that money in savings for a rainy day.
1585	I'm in favor of not using school money to rebrand. The money needs to be used to for how it was originally budgeted. If there is a surplus, that money needs to be poured back into resources for the schools. Let's put our money towards a more beneficial use for the students of college Station.
1587	I believe there is some of the refreshing that needs to be done for AMCMS and CSMS as Wellborn is opening. The uniforms, the letterhead, etc. The actual painting and cosmetic needs to start soon.
1589	Previous bond surplus should be used. Considering the fact that CSHS has been open now for over 5 years and CSMS still has both purple and maroon on exterior signage and a tiger in the gymnasium, it would be nice if they could have an update soon. AMCMS has not had to live in such a state of disarray, but as the older school, probably also needs an update.
1590	In favor of staying on current schedule, do not repurpose funds to bring refresh early.
1592	I would be in favor of option 2, using unexpended bond money.
1593	As long as there is no rebranding, I'm okay with any option
1595	Both, moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools AND using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools.

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1596	The district has funds that can be used to paint and freshen up what we have. Maybe we need to ask our teachers what they need and spend money there. I receive emails all the time asking for supplies to help them out. Why don't we do that instead?
1597	I don't favor any of them. Use the money to fund other more important items. like support your teachers. They spend a lot of their own money to buy supply for their own classroom
1599	Yes, yes, no, and no. I think there are more responsible ways to spend that money than on upgrading schools, redoing letterhead and stationary and mascots just because we're getting new campuses. Older campuses were once new. They don't lose their value because we're adding campuses, and this would be a great way to lead and teach community values rather than focus on making everyone shiny so no one feels left out.
1600	Do not use money to rebrand the middle schools. Only make renovations already planned on. Competition is not a negative thing embrace it and allow students to have pride in their schools. Don't take this from them and rebrand the MS with some generic boring and neutral brand. That doesn't teach students anything....and that is not how the world operates.
1602	last option
1605	The last option. Quit wasting tax payer dollars.
1606	I heard an idea on the radio this morning- determine support for rebranding by doing a GoFundMe for rebranding the middle schools. If it's a good idea, the project will get funded and paid for by those who support it. Those who disagree aren't forced to pay for such a bad idea.
1608	No additional refresh or rebrand, just continue with already scheduled renovations.
1609	I would be in favor of moving the timeline up. I would be in favor of using previous money that was saved - NOT using future savings.
1610	The bigger the deal the parents make out of this the worse the outcome.
1611	I would favor waiting for the time line that is already in place.
1615	1. No 2. No 3. NO, there's no such thing as a surplus, it means citizens have been over taxed so tax rates can be lowered without consequence to the city. 4. Yes
1617	I say do it now, if you're going to do it.
1618	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1620	these all suck. If you have "too much" money then reduce taxes you ass hats.
1621	I'm against the rebranding of any of the current middle schools or high school, it is a waste of money that could be well use somewhere else in the district.
1623	I would be in favor of a process that would be in schedule with renovations already scheduled to occur. No reason to do the changes so fast to use excess moneys. The district needs to help home owners with tax relief. Do it on a slow process.
1625	Just renovations scheduled to occur.
1627	4-5 year completion is fine
1630	All of the above seem reasonable, but if you're going to do it, then just do it now when the rezoning is happening.
1631	I'm in favor the first three bullet points above...I would like to renovations happen sooner and use whatever money is available.
1632	No, there is a timeline for a reason. No, use it for something that needs to be done now! Pay down high interest debt. No, reduce tax rates next year. Tax rates have continually increased. If you are generating surplus you are clearly taxing us to high. Yes
1635	Stop the rebranding and spend the money on more important stuff. Call the schools high school 1 and 2. Why the need to split a community over something as stupid as high school pride!
1638	I'd be fine with allowing the process to take 4 to 5 years to complete.
1640	I am completely opposed to rebranding the two schools. I oppose all options when it comes at the expense of other more important concerns the district should recognize.
1641	I am in favor of anything that doesn't raise the cost of the taxpayers.
1642	Rebranding is a huge waste of tax payer money. You never give the cost in this survey, but based on what KBTX reported it is substantial. That money could be used to better fund the education of our students and pay teachers and support staff more. I will think twice about ever voting to approve another school bond again if you move forward with this.
1644	In favor of using previous unexpended bond money.
1646	I support using some surplus money to refresh the schools. I am not in favor of rebranding.

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1647	Use what would be going into savings
1649	I would be in favor of using a "portion" (not ALL) surplus funds from 2016-17 to refresh the middle schools if its needed. I am not in favor of spending any funds on rebranding mascots.
1650	In favor of not using any money at all to refresh/rebrand
1654	There should be NO FUNDING of rebranding unless the members of the school board want to personally fund it themselves.
1655	I would be in favor of using the money for things that would improve student learning and create an environment that is helpful to all students. Most of that can come from hiring additional teachers who care about building relationships with students. One teacher, counselor or principal, who has a manageable load can do more to encourage students that any type of re-branding.
1656	I would be okay with any of the options presented to freshen up the schools, or a combination - if the district has surplus funds now from unused bond money or the unexpected surplus and can move up the timeline on renovations, that sounds like a good plan.
1657	I would be in favor of moving up the timeline on renovations.
1658	If there is an expected surplus, than let's use it to refresh the two older schools and continue the building of the new one.
1659	No. No. No. Yes. Spend our money & funding wisely, please.
1660	Be in favor of not using any money
1661	NOT using any money
1663	Use every bit of money possible, from every source possible to bring up our older schools. The facilities should be equal and not a basis for developing a preferred track .
1665	I would recommend the scheduled renovations that are already in budget and then anything critically needed. I am not in the business of appearance, I would rather the funds be used to become more energy efficient or replace failing equipment that is costing more money to run than it should.
1666	NO NO NO. IF YOU HAVE A SURPLUS PLEASE LOWER THE TAX RATE. YES
1667	I believe the process should take several years, but some of the surplus should also be put towards the middle school rebranding if necessary
1668	moving up timeline already scheduled
1670	Option 2; take advantage of the cost savings.
1671	The dollars being thrown around forrebranding is financially irresponsible to our tax payers.
1674	Do not move forward with "refreshing and rebranding"
1675	no rebranding, waste of money.
1677	A portion of the surplus, maybe, but I don't have faith that you guys are currently using our tax dollars for the appropriate purposes.
1678	if it happens, let it play out as scheduled - DO NOT SPEND EXTRA MONEY no matter the source. There are plenty of other projects at other schools that will have an ACTUAL effect on student education. Buy a couple new buses if you have money to blow. Moving up renovations is replacing things before they are worn out, that is wasting my money
1680	Super Ealy had claimed in a meeting that there would be a deficit so he couldn't hire more teachers— put the money into education not peripheral crap.
1682	Refresh and renovations need to happen asap. To let the conditions of our schools deteriorate is unacceptable. They should be separate issues and addressed as such. Why rebrand? These schools are doing well with their identities and these kids know "who" they are. Let them be.
1687	One option isn't even a funding option. If this is already scheduled to occur then why ask our opinion if we don't get a say in it. Honestly the money saved or any surplus of money either needs to be put back in to the school for supplies and pto stuff so parents are nickeled and dined all year on top of high property taxes for he school district. The taxes are double the property tax amount. Meaning the property tax from the city and county combined are what the school taxes are alone. Put any extra money toward tax relief for citizens in this town or families won't be able to afford to live here much longer and fund all these elaborate egos.
1688	Use the money to pay teachers more instead of wasting it on cosmetic improvements.
1692	I think we should stay fiscally conservative. Give extra money to teachers who are already burdened with low salaries & High health care costs
1698	If the \$ is there use it now. Do not make one group of kids feel superior or inferior to another!
1701	Spend the money and rebrand the schools promptly. Use the funds available to get the job done.

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1704	Using money already available is an option, however I would not want to have another bond or tax increase to cover these ventures.
1706	Do not use any money for something stupid as rebranding, new mascot, now uniforms etc.
1707	Not use any money
1711	Not
1712	No no no no. Waste of money spending on brand of a school? If CSISD spends this money in that manner I'm gonna no to start going to your board meetings and question what this management team does with my tax money in other areas...this is an amazing waste of money or idea.
1713	Move up the timeline and spend the savings to get it done now. As long as it's done thoughtfully and won't need to be redone again in a few years as has been the track record.
1714	I am not in favor of rebranding. I'm not in favor of spending money on rebranding. Spend the money on teachers and our children
1718	I am not in favor and would not vote to spend ANY money on this move. As a tax-payer and educator it infuriates me. The money and effort could be put to better use. Please ask your teachers that are in trenches each and every day where the money should go. Do not ask those that might have "an agenda". Ask those that fight the fight every day to better the students. Ask those that spend their own money to provide heaters and fans/lights in their classrooms without windows.
1728	Do not do this. Fix and repair current issues such as leaks, heat, track
1731	Refresh the schools and continue on track for renovations. No rebranding at this time.
1734	Go ahead and speed up the process, but do not waste money on rebranding. When the new high school is built maybe consider AMCMS feeding Consol, CSMS feeding CSHS, and Wellborn Middle feeding the new high school mainly....Then no need to waste \$ rebranding now.
1738	If rebranding happens it needs to happen at once so there is no perception of one school being more important. Sadly we are in a cycle of people being very sensitive right now.
1739	I think we should use the bond money to refresh our middle schools but not rebrand them.
1740	As the Heaters at AMCMS are currently out I think there needs to be immediate expenditures- the resources need to be commensurate with what is in the new campus without teachers have to write grants for them
1741	I'm not in favor of rebranding the schools: that is a waste of time/money. If there is a surplus, I suggest looking at ways to attract/keep the very best teachers. If these funds are strictly for infrastructure, then renovating and refreshing the schools would be good, so they reflect our community's commitment to education. AMCMS would seem to be the priority, as it is much older, and has an older feel.
1742	in favor of not using any money at all to "refresh"/rebrand middle schools. Let's spend money on more teachers, more counselors and staff for the middle schools. More painters, more locksmiths for the district. AMCMS building is in such poor shape it needs more than a "refresh". The "refresh" CSMS received years ago look tacky , like the purple and maroon marquee on Rock Prairie.
1743	Do not rebrand. My taxes are high enough; don't spend them on unnecessary things like rebranding.
1744	If monies already exist, moving up the existing time line could work well. If taxes will be increased in order to make the campuses prettier for the students, I am not in favor of that. Rebranding can occur with paint and logos and minor work at the beginning of the process.
1748	No.
1754	I would be in favor of NOT using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1755	move up the timeline. Also even up the amounts that PTOs raise so that one elementary doesn't end up with more money.
1757	No money other than already scheduled renovations. We have other areas that could use several million!
1760	I would be in favor of using previous bond money to refresh the middle schools or not using any money other than renovations already scheduled. I do not think the district should rush to complete all the renovations or use surplus funds that could go into savings.
1761	I'm not sure it has to be done immediately
1762	If there is money that is being saved then I don't mind it being redirected but would wonder if there are other more important things that should be funded
1768	Question 1 No Question 2 No Question 3 NO What is wrong with savings. You don't have to spend it you know. Ever hear of saving for a rainy day??? If there is a surplus your taxes are too high!!! Question 4 Yes This is the logical thing to do. Leave emotions out of it.
1769	If the money is there, let's move up the renovations that would be happening anyway so we

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1771	can start out with an even playing field. Do not, do not, do not make Wellborn MS so nice! Redo logos/color, then wait 4-5 yrs to complete the rebrand of the current middle schools. You have been complaining about all the money you don't get from the state... then save OUR MONEY and stop spending it to appease a certain segment of our city. You can't complain about all the money you don't get from the state and then spend like drunken sailors!!! ***** OTHERWISE, make Wellborn MS really nice and everyone in Castlegate, etc. can move to Wellborn and west of it... do it, do it please tell everyone to now move in order to be happy with the new awesome, state of the art middle school they are "lucky enough" to be zoned to!
1774	I would like a fresh start for all. I don't know which funds to use without more information.
1775	I believe that renovations and upkeep to the schools to keep them fresh, clean learning environments is extremely important. I do not think that rebranding has to occur to get the current middle schools to look the best they can. If there is money to be spent on renovations and freshening up, then it needs to be spent on them NOW regardless of rebranding.
1777	I think it would be nice to use the money to refresh all of the middle schools and make sure the appearance matches the fact that we already know-they are all great schools.
1781	This process needs to start now, all of the schools need to have nice and up to date facilities.
1784	I would be ok with the money being used to freshen up schools.
1785	The board needs to go to 100/100/50-50. It barely passed in the committee by 2 votes and we did not go into the weeds with this discussion. The committee was focused on ensuring every child received instruction from their HS directors and coaches and the costs associated with that. If it was presented that a rebranding effort was going to strip out those connections (and to save money by not providing the staff to build programs) it would of failed. This community is too small to have autonomous middle schools. Plus, by having a 100/100/50-50 split now it will allow administration to work out the "kinks" before the community sees 4 MS/3 HS in 10 years.
1788	No additional money should be spent on this
1791	Not using any money at all for this ridiculous plan.
1792	I would prefer the district to use money already allocated for renovations to refresh/rebrand the schools, taking 4-5 years to complete. I think any bond monies or one-time surpluses should be expended by investing in teacher incentives, training, support, etc. and/or student educational initiatives. I understand that students and parents invested in athletics are particularly keen on branding but they represent only a portion of the total school population. The purpose of the schools is to provide students with exceptional educational experiences and opportunities for enrichment through extracurricular activities but not to produce branded commodities
1794	I would prefer to move up the timeline on already scheduled renovations or using unspent bond money as long as that money is not taken away from other planned projects.
1796	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than the renovations already scheduled to occur.
1803	Renovations and additional construction (for accommodating projected student populations without temporary buildings and the like) should be accelerated.
1809	Do not use funds to rebrand. It's a waste.
1810	The schools do not need rebranding! If there is a repair that needs to be done, then do it on the time table already set (4-5 years)
1812	I think the surplus should be used on what is important: making the schools a good place to learn. This should focus on the facility itself, not rebranding, and hopefully better pay for faculty. No one learns better or worse because of the mascot and name of the school. They learn because they are in a healthy environment with educators who care about them. I can't believe my district is wasting time, money, and energy on something so trivial.
1813	Use the money to benefit employees and students and to provide routine necessary building improvements, not on rebranding. There are so many other issues and programs that need funding.
1814	I would be in favor of not using any money at all to rebrand the middle schools other than renovations already scheduled to occur. Refresh is okay if it's needed.
1815	I think necessary renovations and technology updates at all schools should be completed as soon as possible when funds are available.
1820	I am in favor of faster using any funds available short of issuing new bonds.
1821	Let the process take 4-5 years to complete
1823	Use old bond money
1824	in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur. (i.e. let the process take 4-5 years to complete)
1828	I'm in favor of moving up the time-line, using previous bond money and surplus budget money.
1830	I think it's a horrible idea to invest this excess surplus into rebranding schools that don't need

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it. Bring in the new campus, update the logo to be more in line with the other two, give them the name of a cat and make it work. Use the surplus to do the 'freshening' up of the other campuses and do the repairs needed. Take the students on more field trips, do more activities with them, give the teachers more resources, give them tools they need in their classrooms. Those are the important things - they don't need to be done with a new school name, new colors and new uniforms.

1833	The last one, just waiting until scheduled would be fine
1838	Re-branding is not needed. Let's use that money to pay for the necessary things like teacher salaries and facilities that enhance learning.
1845	Let's use some of the bond money for rebranding and refreshing.
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1852	i think the budget surplus could go toward education and salaries and preparing for those years when there is not a surplus. The renovations/equipment should come through bonds.
1856	Make NEEDED repairs or improvements but I don't feel that "branding" school is needed.
1857	No money at all for rebranding
1862	NOT USING ANY MONEY AT ALL
1863	1. yes 2. yes 3. yes 4. yes
1864	IT WOULD BE A WASTE OF MONEY
1866	#1
1867	USE PREVIOUS BOND MONEY
1871	Why don't you save it all for when we re-hash this concept in the early 2020s when the 3rd High School is completed.
1874	Not using any money at all
1875	We were told by a teacher to have our children dress in layers. Many of the kids at our low SES school don't even own jackets. How are they supposed to dress in layers? How is any child supposed to learn in 57 degree temperatures? I am sure you would not want to spend your day that way. Please spend our money
1878	Absolutely NO CSISD funds or remaining Bond funds should be used for rebranding. Those funds should be used for maintenance or classroom upgrades, additional education resource enhancements only.
1881	1. NO. 2. NO 3. NO 4. YES
1882	Use the bond money to pay teachers enough to live within the standards of this town. It is ridiculous what their pay is.
1884	If rebranding must happen, and there is a surplus from the current or previous years or from a bond; use that. It is not fiscally smart to do these things over a long period of time or to make the tax payers pay more money on top of what we already pay.
1886	Save my \$ please!! Do not rebrand. Refresh as needed. Be responsible stewards of the taxes I pay--please.
1889	yes yes depends, if the money could go toward teacher/staff raises I would rather see that happen. Yes, I would be in favor of not spending any extra money for this!
1890	I am in favor of this option. CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools?
1891	Don't use any money at all for refurbishing / rebranding!
1892	You are charged with educating our children, not giving them an identity. You are too rich if you think rebranding is at all appropriate. I am embarrassed by this schoolboard. Shameful and negligent.
1896	Move up the timeline for when Wellborn is ready to open.
1897	NO to all of the above expenditures. Our taxpayer money should NOT be spent on rebranding.
1900	Use unexpended bond money, get the renovations done with all deliberate speed.
1905	If the refreshing included fixing up the schools so they don't look old and worn (i.e. replacing old carpets, repairing and painting walls, doorframes, and railings, and replacing broken and water-damaged ceiling tiles. I would be in favor of using previous bond money.

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1907	Yes, yes, yes, and no
1908	NOT USING ANY MONEY FOR THIS PURPOSE
1909	Branding for the new middle school is important. The existing middle schools already have a brand and traditions. Other than needed repairs and renovations, please leave the existing Middle School brands alone.
1910	Using the money to replace outdated equipment and learning supplies should be the focus
1911	Not
1914	Yes Yes Yes No
1915	Refresh the school but rebranding is not necessary
1916	The last option. I feel the schools are in pretty good condition. Of course refreshing campuses is always nice but I believe having the intermediate schools be a "little brother" to the hihgschools create a sence of community. I do believe it will make the Wellborn school feel a little left out though. I don't think we would care if my son were first a cat from AMCMS then moved on to be whatever CSHS is. He would care more about changing his peer group
1920	Yes. Possibly. Yes. No. See above.
1921	In any way taxpayers should pay for this. If there is a surplus, this is our money and should be invested in academics only
1922	Do not move the timeline up? Renovations should be aborted. Not in favor of using previous bond money. It was voted on for different purpose. Not in favor of using savings to refresh or rebrand. Just refund my portion. Yes, I would be in favor of not using any money to refresh or rebrand. Let this dumb idea rot on the vine.
1923	If at all possible, update AMCMS and CSMS now so that the facilities at all three middle schools will be equal immediately. Do not let it take 4-5 years.
1925	No I do not want to change it
1926	I think no matter what you call the school or what colors they wear, having a small group of kids (20%) on a different path from the rest of the school is a mistake and isolates those children.
1927	I tend to lean towards the last option but renovations can be moved up if needed and make sense for the school.
1930	Surplus
1931	I am not in favor of refreshing or rebranding period! Renovations should more forward, but not to rename, recolor, re-identify.
1932	There is so many other ways to spend the money. My child's education is more important than a mascot. Spend more money on the teachers. Higher salaries would equal more qualified staff or reward the good staff we have.
1933	I think they should keep the surplus and keep the schedule that is already in place. Our taxes are already to high and maybe this will help prevent any large increase in future.
1934	I am in favor of using previous bond money to help refresh/rebrand the current middle schools.
1936	Last option, go with scheduled plans
1940	Last option. Let the process happen over a long period of time.
1941	Don't waste a single dime on this ridiculous rebranding. Refurbish schools as needed, but don't worry about the brand which is important to a small vocal minority.
1943	4-5 years. We have many student needs that need to be addressed.
1945	I'm in favor for upgrading but not rebranding. Use the one time surplus for that
1947	Do renovations as needed to bring schools equal regardless of branding. Use whatever money we have available.
1948	I am NOT in favored rebranding even if we have extra money. I am in favor of increasing salaries to match what Bryan ISD is paying their employees if we have extra. We need to continue to be competitive in hiring quality staff so that the education of our kids is rigorous
1949	Stick with scheduled renovations.
1951	I think refreshing the middle schools is money well spent - I think rebranding is not money well spent - there are other things that could enhance the students experience at the middle school level - they are only there 2 years
1953	Yes
1956	Not in favor of using any \$\$\$ for rebranding. Just follow regular cycle for renovations, upgrades
1957	No rebranding!

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	Keep identity & tradition
1959	Use bond savings money to refresh
1960	No. No, reduce my taxes instead No, reduce my taxes instead Yes, through current projects without additional funding. Better yet, leave them alone.
1964	Not in favor of rebranding middle schools. Yes, if "refreshing" is not cosmetic things, but is actually for important practical renovations, go ahead and use unexpended bond funds.
1966	Let renovations take place as scheduled and save money.
1968	The surplus sounds like the best option.
1969	Any bond funds that weren't spent should NOT be spent on unnecessary unscheduled changes. Any surplus in the budget should either be returned to taxpayers, used to fund improvements in the actual education of students, or used to lower next years tax rate. 'Refreshing, irvrenivations' shoukd only be done according to schedule.
1970	I will be in support of however our CSISD district leaders believes to be the best!
1973	Option 4 - fiscal responsibility...let the process take 4-5 years to complete.
1974	As long as you have the money, I would support freshening up the schools but I don't support rebranding. I don't believe there is a need.
1975	Keep the planned renovations on the schedule they are already planned at. No alterations are necessary.
1977	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1979	The last choice. Do not spend unnecessary money.
1980	I WOULD BE IN FAVOR OF NOT USING ANY MONEY AT ALL TO REFRESH/REBRAND THE MIDDLE SCHOOLS OTHER THAN THE RENOVATIONS ALREADY SCHEDULED TO OCCUR AND LET THE PROCESS TAKE 4-5 YEARS TO COMPLETE OR LONGER.
1981	Do it early to go hand in hand with the middle school and eventual 3rd HS. Use money we have saved from other cost savings. Also time plan for an FFA educational facility and barn that the entire school district can benefit from that can positively impact all grade levels!
1982	I'm am not in favor of spending tax payer money on this frivolous idiotic idea. Who came up with this? The current school board or Clark Ealy? That wouldn't surprise me.
1983	Moving up the timeline for refreshing schools wold be fine. Using a portion of the surplus is fine too.
1985	Last option. No rebranding is necessary.
1987	CSISD needs to cut taxes. The current tax rate is excessively high and is severely hurting the city. City taxes need to increase about 35% and the school rate should decrease so that the tax impact would be negligible
1989	In favor of using the money in more productive ways - update technology, give teachers raises. The amount of money it would take to rebrand the middle schools is ridiculous and could be used in many other positive ways
1992	Not in favor of funds being used for refreshing or rebranding. Use it to improve educational opportunities to influence the brand of each school. Pretty buildings and brands does not mean it is what is best for the academic achievement of students in the schools.
1993	At this point, based on the reasons I have read supporting rebranding, I cannot support any plan to proceed with rebranding. Use that money and effort to improve and upgrade existing structures. Don't waste it on recreating something that already exists and has no problems.
1994	I don't think there should be ANY rebranding. If there are any updates needed then so be it. But not for rebranding purposes. Spending money on this instead of student or personnel is ridiculous.
1995	I am in favor of the moeny being placed into upgrades for the schools but not rebranding. The money should also be used to reward teachers with great results as motivation and reward, but not every teacher just the great ones.
2000	Yes. Move the schedule forward.
2002	I support making improvements and fixing the existing campuses. I will not support money being used to rebrand - it is an unnecessary expense. CSISD should focus on continuity in technology, teachers and resources. The current problems lie in how parents and teachers talk to kids. This has created bullying and competition between the schools. Is your plan to rebrand our schools every time a new one opens? I certainly hope not.
2004	Not using any money at all.
2005	Any of these are fine with me.
2007	I am not in favor of rebranding. The millions of dollars the board wants to use on this can be

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	spent more wisely. Some of our campus need updates and repairs. This should be the focus. All of our campuses should be upgraded and maintenance done to make EVERY campus in our district it's best.
2008	Put the surplus back into the kids education & move up the renovations that need to happen, but don't rebrand just cuz we have a new middle school.
2009	Use previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools.
2013	Timelines, not important. I don't care where the \$ comes from, but stay under \$10,000 per school. Re-branding is someones' "great idea" which is fine so long as the cost is minimal. I am more concerned about the quality of education the kids get than I am about the mascot or color of the walls. Spend the money on the teachers and whatever they need to do the best job they can do.
2016	Only interested in projects already planned
2017	Last option
2019	I am in favor of doing it this coming summer. Grand openings/reveals for all middle schools next year would be exciting for more than just the Pecan Trails - Wellborn Middle students.
2020	I'm in favor of moving up the timeline to refresh the schools only and using whatever money has been unexpended to do that. If there is that much money left, I would like it to go to supplies for the teachers. They spend so much of their own money.
2022	Option 3
2023	I would support items 2 and 3; if changes are to be made at the two current middle schools it should not drag out over a 4-5 year period.
2024	Move up the timeline on renovations. Use the unspent bond money.
2025	I'm in favor of not using any money to rebrand
2026	I am in favor of the second choice because all of us who pay taxes paid for that bond project.
2027	I would be in favor of any of the 1st 3 options only to REFRESH the middle schools, but not the 4th option (not using money and letting the process take 4-5 years). I am not in favor of spending any money at all on rebranding. I do not think that is necessary and you have many more issues across the district - much bigger than this - to fix with the money available to spend.
2028	I don't have an opinion on any of the funding possibilities, because I think the re-branding should NOT occur. I think that the options that would cost more than has been already budgeted (for new items that have not previously been discussed or funded) is an incredible waste of money.
2029	Before choosing in of these options I would want to know what these renovations would include and how much money is going to be spent. Without knowing this I cannot choose an option.
2030	yes no yes yes
2032	No funds; refresh CSMS and AMCMS as needed and equally on the basis of need
2033	Only refreshing/renovations...no rebranding craziness just to generate business opportunities to some?
2034	The surplus should go toward paying off bonded indebtedness or refunded to property tax payers.
2035	Let the process take 4-5 years to complete. How about cutting school taxes if you have a surplus?
2036	I'm interested in not using any money at all to refresh/rebrand the middle schools. I'm tired of being asked for more and more money for things that do not pertain to education. It doesn't matter about the sports, colors, branding, etc. What should matter is EDUCATION!!! Statistically speaking, most athletes will not be professional, but most, if not all students will need to work, provide for their families, children, etc. Education should be the most important expenditure in our schools, not athletics programs.
2037	I support the third option: CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools? - Yes. I would like to emphasize not to reduce from the support for orchestra. Student in orchestra are academically outstanding because of the intelligent benefit of music.
2038	Let the refresh/rebrand process take 4-5 years. Treat it as the low priority that it really is, relative to other district priorities. If there are surplus funds, why are we not talking about hiring additional, better teachers? What about refreshing and updating facilities at schools with legitimate infrastructure needs, rather than prioritizing cosmetic changes at the middle

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	<p>schools. Put your focus on improving academics and dealing with district growth, not making sure uniforms and logos are perfect.</p>
2042	<p>I would stick with the existing schedule, and I would expend any savings on needed items for existing programs, such as supplies that help fund education efforts.</p>
2043	<p>*REFRESH/UPDATE - NOT rebrand! - in favor of moving up the timeline *as long as funds are used appropriately and completely transparent, I'm in favor of using previous bond money *again, REFRESH - NOT rebrand! Save the money you would have used on rebranding and bring the old schools up to date *If this meant NOT rebranding, I would be in favor of waiting</p>
2044	<p>Rebranding not necessary. Don't waste a bunch of money on some consulting company to come up with a new brand as a way to appease people upset with redistricting. When I grew up, redistricting was common and happened all the time. We dealt with it like adults and didn't ask the schools to spend money to make the schools "pretty". If facilities are in need of upgrading, then spend the money on that. The fact that there is a surplus this year just implies poor budgeting and charging local taxpayers more than necessary to complete projects. Don't waste this extra money on unnecessary things - use it on things that will actually impact the students like facilities and extracurricular activities.</p>
2045	<p>Emphatic NO to first three questions Gradually phasing in (what I perceived to be unnecessary) 'rebranding' is the only option offered that is remotely palatable or that demonstrates good stewardship</p>
2047	<p>No. How do these changes affect the cost of living increase necessary to keep good teachers at the existing schools? I think we should show are faculty how much they are valued and would be a better message to our students and families</p>
2048	<p>I would be in favor of moving up the scheduled renovations (at least some of the most needed) and paying for them with excess bond money.</p>
2050	<p>I would be in favor to move up the timeline to do renovations, if we are to have a surplus I think a portion of that could be used.</p>
2051	<p>Based on the buget information that CSISD has made available to the public, excess dollars are already coming from the Bond Money. Is this appropriate use of bond money that residents approved for use in other manner, not re-branding?</p> <p>I would be in favor of improved maintenance and upkeep of the schools but not Re-Branding.</p>
2052	<p>I'd like to see the timeline of renovations already scheduled get moved up if anything, but only if there are real needs. I don't think rebranding should be included but DO support renovations to the facilities.</p>
2054	<p>Do not use any of the money to refresh or rebrand any of the schools</p>
2058	<p>I feel that the two current middle school to do not need to be re-branded. Both campuses could use a paint job in order to match the school colors. I don't feel that spending millions of dollars to re- brand each middle school is necessary. These students will go to the high school that either they are zoned or for the graduation endorsements (culinary, health science etc). Prior to opening a second high school, the current middle schools both attended AMCHS. There were no issues on school colors or identity ; why start now. Don't waste tax payers money on re-branding , this could possibly jeopardize future bond elections.</p>
2060	<p>Any of the options to fine except the one that let's the 4 or 5 years to complete, things always seem to come up with any project that turns 4 or 5 years/weeks/months into 6 or 7 or more. Let's get it done.</p>
2061	<p>Any resources put toward the school should be directly related to infrastructure repairs, improvements, facilities, and resources that contribute to the academic excellence of the students. Spending money on "rebranding" associated with a mascot / colors / etc. is a waste of my tax dollars. Put the money where it will benefit the most number of students in a positive way that will prepare them for high school and beyond. Otherwise, this sounds like lining the pockets of a marketing firm rather than helping our students.</p>
2062	<p>We don't need to "rebrand"the current middle schools. Waste of my money.</p>
2064	<p>stick to the original schedule set forth and with the surplus money use it for any projects that need to be addressed sooner.</p>
2068	<p>Using old bond money is fine. As for freshen up, when school is not in session would be fine.</p>
2070	<p>In favor of doing things to promote learning, not concerned with mascots or colors</p>
2071	<p>Any additional funds that the district has available should be designated for instructional use for students and/or increasing teacher pay.</p>
2072	<p>The proposed re branding money can be used to revitalize existing structures and facilities at all.existing schools.</p>

Field summary for Feedback5

What other feedback do you have on the potential rebranding of AMCMS and CSMS?

Answer	Count	Percentage
Answer	783	38.20%
No answer	406	19.80%
Not completed or Not displayed	861	42.00%

ID	Response
21	I agree that facilities should offer equal services to the students and staff. However, I do not believe it is necessary to create a new mascot, colors, uniforms, etc to achieve this goal.
24	Rebranding is silly and not necessary.
26	My daughter attended CSMS during the phase of CSHS opening. The PTO attempted to help with some of the switch from maroon to purple. It was not appealing because it was partially completed (some purple, some maroon). If a change is made (which I think is important), it should be done completely and not partially.
27	It's very disappointing to hear that our school system thinks this is a worthy project. The schools not matching is in no way a problem, and is a "first world problem" to complain about. The children are not in any way going to be hurt or traumatized because a mascot doesn't match their high school. Money should be spent on EDUCATING the children!
31	It is not necessary and should not be done!!!!
35	Not in favor of spending a ton of money that is wasted on something that doesn't really matter and does not go toward academics. Academics and the fine arts are two areas that need to be continually supported and updated to help our kids grow and give them the opportunities to continue to be successful and attract committed, hard working students.
37	It needs to happen
42	I don't think it's fair to have the middle and high schools so closely branded but then make the kids get split all over the place. I think this is a good point that is being made and the rebranding is important so negative feelings won't occur when kids have to go from middle to high school.
47	Complete revisit of the awful zoning decisions that caved to the desires of Indian Lakes and Nantucket to the detriment of one high school. And reconsideration of the 3 school middle school split solution.
49	I think hiring another orchestra director is far more important than rebranding and refreshing.
56	Rebranding is not needed and would be a waste of money. The middle school splits MUST be revisited, as Wellborn MS and AMCMS will have small groups of kids (about 20%) who are at a distinct disadvantage by being separated from the other 80% of the kids when they go to high school. It also hurts fine arts and athletics at WMS and AMCMS. Bad choice!!
57	Waste of money
58	I am not in favor of spending the money to completely change all three schools. That is not being a good steward of the tax payers money. The people that would be upset over this will get over it when their children move on to the next school. Let's do what is right and NOT listen to the squeaky wheels.
62	N/A
65	I think it's a poor use of tax payer dollars honestly. I think there are some major disparities between schools in our district currently -- from elementary thru high school -- it's my thought those should be addressed first. I really don't think junior high students or their parents care a whole lot about their "brand".
67	Listen to your administrators and what they want!!!!
70	Thank you for asking for input.
74	No additional feedback.
75	CSISD needs to be realistic about what the district will be like in 5-10 years. The fact is fewer and fewer students will be living anywhere near Oakwood/AMCMS. Most all problems would be solved if we sold those properties and built new schools maybe on the east side that would Feed Consol. Rebranding is an expensive bandaid.
79	Since the opening of CSHS, our students have been die hard Cougars. Changing that now will not only be a waste of money, but it will not change the way they feel about their school. Please do not move forward with rebranding. You have a budget for the new middle school. Use that money the way you see fit, but no other rebranding is needed.
81	I don't think money should be spent on rebranding the middle schools.

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82	None, but thank you for asking for feedback.
85	While I understand that it's important to have a seamless flow from the middle school athletic and fine art programs into the high school programs, I don't believe that colors or logos will have any impact on this. Instead, the middle school programs should be developed to build the fundamentals that would be needed at the next level.
88	I think you should allow the students to have greater input
89	Please don't waste our money doing it!!!
91	Re-branding is a waste of time and resources. The kids are only at these middle schools for two years. The only people who care are the over-zealous parents.
94	Colors in a building don't matter. It is up to the teachers/staff to embrace the changes and both high schools. Have a joint calendar of all high school events and encourage the intermediate/middle school students to go to all of them.
96	There's absolutely no reason for it. Do you think students at Dobie HS should be able to get the logo and colors rebranded if they're headed to A&M? What about students at Cameron Yoe that are headed to Texas? Please focus your time and effort on matters that directly impact education. This isn't one of those matters.
97	See above.
99	I think it is a waste of time, energy and emotion. Tradition and pride are built over time. Identity and support to a high school earlier, rather than later, is beneficial to academics, fine arts and athletics.
101	No need to rebrand
102	.
108	Not interested in changing the brands. Our limited resources should be used for education not rebranding.... responsible spending I. E. New computers, white boards ect.. . That is where the money should be going.....
111	NA
113	Don't care
115	This is for parents
	The kids don't care
	Life is full of changes and people having better/new
	We have to teach kids to deal with this
120	I really hate push polls. I am shocked at how poorly this survey was designed and how little information there is to actually make a decision. You're making it sound like there's free money that is just going to get thrown away if we don't rebrand the middle schools. What are the opportunity costs?
121	none
122	This rebranding is going to more of a challenge on the mental side than physical. That part needs to be addressed from the get go especially in extracurricular.
123	Don't want my children to go to either at this time. So I am choosing to use the district benefit of picking which schools my kids attend.
124	Thanks for doing this survey. I really did not understand why we would possibly need regarding. After taking this survey I can actually see a reason for it.
125	This is a gigantic waste of time and money and makes absolutely no sense.
127	I think this is a waste of money that should be used to give our teachers, who work so hard for our kids, a raise and put the money into the teaching not for cosmetic or rebranding.
128	I would like the students to have a vote in mascots and colors.
131	Dont waste our hard earned tax dollars on rebranding
132	None
140	There are so many programs that could benefit from the money you are talking about spending to rebrand the schools. Pay your teachers and aides more, establish a better system to make sure the kids have what they need outside of school, take measures to make schools safer etc.
141	The problem is mainly going to be felt at the ms where you have the high 80/20 split (80% to AMCHS/20% to CSHS). The 20% students will be the ones most affected. The 50/50 split at CSMS will be more equitable. Unfortunately, because CSMS is right in the middle of the two other middle schools , it is where the natural split should occur.
142	I do not have any suggestions on how to handle this. All I know is how I feel about this for MY children. They will attend K-8 with the same kids for 9 year; then suddenly have to switch schools when they start 9th. They have been "brought up" Cougars and knowing that all their friends are going to CSHS. The bigger issue here is the zoning.
144	We have more important issues to spend time and money on in this district. When my youngest daughter was at AMCHS, she had to "apply" for Media Tech since there was a limit

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	on how many students could be in the program. She was fortunate to be part of the program for all 4 years, but many other students were not given the opportunity.
148	I am not at all concerned that my children will be attending an older school. That doesn't bother me. They can't always go to the new schools. What bothers me is that my property taxes go up substantially every single year and I do not want to pay more money than I am already paying for the schools to get an unnecessary facelift. That is my 2 cents
150	DON'T DO IT!! Why are we not more concerned with making the district even across the board?
151	I'm all for it.
154	It will be more expensive - but I recommend new colors and new mascots for each school - specifically mascots that are not related to the high school mascots.
156	It needs to be done.
164	Leave it as it is.
165	While I agree that school spirit is a good thing and mascots are exciting in regards to activities, a student having the same one in both middle school and high school is completely unnecessary. I would much rather see the funds go to something like hiring adequate amounts of teachers so classes or other things to further the kids education.
167	I would say also let the kids/parents help choose or give input. Maybe a narrowed down 3 or 4 possible selections for these that get voted on by the community.
171	The thoughtfulness of getting this feedback is appreciated.
174	My children care about the spirit events in their schools (hat days, pep rallies, etc.), but they're not aware of how branding of their current campus is influenced by high school branding. I suspect this is the case for many students, which makes rebranding a low priority. Save the money from cost savings and surpluses for use on required work.
177	It doesn't matter what school a student attends in CSISD...they are going to get a top notch education. Let's not be wasteful with the district's money to appease parents over cosmetic/beautification issues.
182	Please listen to the recommendations of the professionals you have hired (principals, teachers, coaches, and finance administrators). Please value community and continuity...it matters.
183	I do not feel spending this amount of money is a sound decision and am opposed to rebranding. I feel a better decision for zoning could be found to not make this a necessity.
185	We should use all monies available to improve education not rebranding and remodeling!
186	Is it possible to keep the current middle schools attached to their current high school and have the new middle school go to CSHS? If you divide a middle school into two high schools, which high school will send coaches to help the middle school athletic programs? For instance, a middle school runs the same offense in football as their HS.
189	God bless you - there will be unhappiness no matter what the decision.
193	I think this process is being shoved down the throats of people that don't want it and that teachers and administrators are being bullied into being quiet. I think this is a push of the higher level administrators to get their way. I think we need to change the middle school splitting process and that we should not proceed with any rebranding.
194	Who cares, spend this time and money on teaching our kids...
195	Don't waste our money.
197	This survey reads extremely biased toward wanting to rebrand. From the introduction to these final questions, it is obvious which way CSISD wants to go. Trying to coerce the answers you want by passively insinuating we don't want our student to have excitement or that we want to wait 4-5 years for improvements is insulting.
198	As a parent of a band student, I see this as a real challenge in building the program across schools.
202	None.
205	No
208	I'm not really sure why this need has come about, but I don't like how this quietly pushed through. Obviously there are a number of people not happy about this or we wouldn't of had this survey.
209	Rebranding is a terrible use of funds in my eyes. Lets maybe do 50 less fund raisers a year if we have money for such material ideas. Lets educate our children with safe environment and the best teachers we can have. Lets work for the kids not for the egos of some over spenders. What about the poor kids in HS now that didn't get rebranded before
210	Thanks for the opportunity to chime in.
211	If there are plans for remodeling I'd love to see a big push for a more eco friendly building (solar panels, sustainable materials, recycling bins, water bottle refill stations, etc.)
214	Find a way to tie the new middle school in to the theme we already have with mascots across the district.

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215	not a huge issue
220	Spend the public money and time on things that really matter for giving middle school students a better experience. Improve curriculum (for example push more resources to programs like orchestra), that give students opportunities they wouldn't otherwise get.
234	I am completely against rebranding. I strongly doubt that a student's identity will be affected if they wear blue (or whatever color is chosen) at Wellborn MS then change to purple at CSHS. Students change schools all the time and survive the color/branding change they encounter. As a taxpayer, I don't want my money wasted on this item.
223	This seems like a real waste of time and effort.
224	There are bigger issues in CSISD than changing paint colors, etc.
225	This rebranding is - in my opinion - not the highest and best use of finances. I think if this rebranding process is going to happen, get the kids involved as a sort of project and make it a fun exercise.
228	Good luck CISD with these important decisions. Regardless of what you do as long as the children's best interest are at heart everything will continue to be great!!
230	This is the greatest example of a "first world problem" I've seen in a while. My middle school child does not have a text a textbook available for his use in multiple classes. THAT is an issue that should be addressed. Idle school mascots should only be considered AFTER all educational needs are met.
238	If it costs \$2.2 million as projected, and it goes through, I will vote to oust all members of the current school board from office.
241	I find it highly conceited that we have to worry about a "brand new shiny" building vs older established buildings. The others are not new and shiny but that does not mean they need a whole new identity. Get the staff and teachers what they need. Middle schools mascots/colors/etc do NOT matter long term.
243	We need a feeder pattern that makes sense for fine arts and athletics.
244	This seems like a silly issue to try increase equity when really it's not our facilities that show equity in education.
246	First of all, you only have estimates on the expense. Have you thought about getting actual bids and presenting those to the community? Rebranding deletes history and does not promote the spirit of our high schools.
247	I think important priorities such as renovating space that is not optimally used, increasing student safety and security and replacing old furnishings and equipment are far more important than changing colors and mascots.
250	In the spirit of full disclosure, I'm from a small town where we only had 1 of each school, so maybe I don't understand the importance of rebranding when there are multiple schools for each level. I just don't see how that is a good use of funds.
251	Avoid it at all cost!
253	No rebranding necessary
254	revisit the split mistake that was made
256	na
257	While I understand the desire to create a school culture that is unified, the ISD is making an assumption that it will be a problem for the students. The ISD needs to educate the community on how this alleged problem will negatively impact academic performance prior to asking the community to approve funding adjustments.
259	As for the rebranding of the two middle schools, I think it's a great idea. However, on the rezoning front, I think it's a poor idea. I think the zoning should stay the same, and just rebrand the schools so they have their own identities. Let Wellborn Middle School be the school that is divided in terms of zoning since it is new.
260	I think it will be interesting to see, and I hope it is well thought out.
262	Worried about cost since there are things that need to be addressed at Consol.
266	It seems amazing that we want to spend money on this when there are other issues that are more important. How often will you need to re-brand. It's an expensive process. Pretty sure that it's not the answer to current problems.
268	I think the brands are just fine the way they are & really no need to "rebrand" them.
278	Appreciate the opportunity to weigh in. I don't have strong feelings on this, but I am sure some do.
279	In general I just want to say thank you for taking input and thinking this through. Keeping our schools comparable is important to me so I am pleased with the zoning plan in place. I think allowing all 3 schools to develop their own identity is the way to go.
284	All the money and all the time wasted by the CSISD busing kids out of their neighborhoods to the school that they want them to go to. Those poor parents who have to drive farther to get to the school you want them to go to instead of the school closer to them. This is all a problem created by the CSISD forced on the tax payers of College Station.
285	Move on with focusing on academic outcomes and listen to the trained professionals that

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	YOU employed to give their expert advice- they and the students are the ones directly impacted not the BOARD and not the parents
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
288	It's nice for schools to look good, but it's more important to attract the most qualified and talented teachers to our schools, which can only happen when we pay them better and give them better support than they could hope to get elsewhere in the state. I'd love to see the district focus on creating a more attractive pay schedule for teachers.
293	The potential rebranding does not appear to be a funding issue. If the funding is available, please proceed with the rebranding immediately.
295	I don't understand why we have this significant CS vs. AMC divide when the ultimate leadership and identity is CSISD. Where is the strong leadership and management of these two segments of our district, and why has this divisiveness been allowed? The colors and branding should be the same throughout. The school acronym should be a prefix.
296	It's stupid to rebrand and waste money.
299	Doesn't matter either way, people are stuck in their thought process anyway.. why spend thousands of dollars changing colors and mascots when other schools need to be fixed .. the damage has already been done
312	Please remember the quiet, and far less vocal faction of your CSISD families who don't run to you every time they want something, but care just as much. We don't have tons of resources, data, and prestige. We have put our trust in you to see that what is best for the whole is what is done.
313	Rebranding is expensive and should be put off as long as possible.
316	College Station ISD needs to be focused more on programs and services for its students. The fact that the ISD even sent out a survey about rebranding says that there is problems in the system and it's not in the branding.
320	I feel like rebranding is a band-aid to the obvious underlying issues. I am proud to be a part of the maroon track and feel my kids have received a wonderful education. I have already had a child graduate and now have 2 in high school. Rezoning again is the only answer.
322	This decision makes sense as we continue to grow as a district and will be beneficial down the road so please keep that in mind. Also, the character limit for text boxes were too small to capture complete answers to these complex issues and I found myself frustrated with having to shorten my answers.
331	Don't do it! Just quit with all the everyone trying to be equal please. Consol is Consol and the Cougars are the Cougars. We all know the 3rd HS could come in the next decade so let the Welborn Middle School be a precursor to the Welborn HS that could pontiently come next decade. Please don't just rewrite history and erase our schools.
333	None
334	Seems frivolous.
345	Just say NO to rebranding. Of course, I also said Just say NO to wedges, but still that stupid wedge got us zoned into CSHS, completely on the other side of town, WITHOUT ANY REGARD WHATSOEVER of the time, money, and aggravation it will cause us!! :-(My sincere hope is that someone sees the stupidity of this zoning wedge and stops it asap.
346	Please do not waste our hard earned money an rebranding the schools. If anything please hire a few more teachers or give the current teachers raises.
347	Thank you for looking into this and thinking ahead. Great job!
349	Each school should be it's on I feel and make it a big deal for the kids.
357	If I could insert an eye roll emoji here I would.
367	none
370	I do think it is important for each school to have their own identity. I think it will be important for the students at each school to believe that their school is treated fairly and get the same opportunities that the others do. However, I don't think you are going to get positive feedback from the community. They don't see the big picture.
372	We are currently attending CSMS because Wellborn isn't open yet. I think rebranding is a good idea.
373	I just think the Wellborn Middle school should have it's own brand and everything new. Leave the other two schools alone and just do some renovations. It will all be ok. Some people/students may feel like they are getting screwed over but it happens.
374	Middle school kids won't care what there color is. They are there for an education, not a sports, band, or theatre "branding" experiment.
379	Tax burden is already too high. We don't need to be "wasting" additional funds or money that's been saved for this project.
381	I think the board needs to move on approving the rebranding and let the administrators at each middle school campus handle their campus. While adding a new middle school certainly complicates feeder patterns, not in recent history have we complicated the process to such a great extent.

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382	I worry about the alumni and current , future students. You are taking away their school and identity first. It did not occur to me that this would actually be an issue regarding mascots into the high schools.
384	It seems pretty clear that redrawing the boundary zones is going to be a potential regular occurrence. By making the middles schools "neutral" then they can stay that way despite any zone boundary changes/high school affiliations. Example: There's nothing to change if one school is 80/20 and then becomes 20/80.
385	There are many other areas where the money could be better spent, particularly on inadequate fine arts facilities.
387	I will be voting against every board member who supported this rebranding when the time comes.
389	Should not happen!!!
392	I expect that my children would be zoned for the closest HS to our residence. It would be ridiculous to drive past one HS to attend another one miles down the road. If the family purchased a house in one school zone they preferred, they should expect to stay in that zone.
393	Please do not.
398	I think the schools should be rebranded with their own unique mascot and color. I don't have a preference if done before or after my kids have graduated but I think it is something that should be done. I think the decision of when needs to be balanced with everything else that is needed in the district and priorities set.
402	Rebranding is a huge expense and endeavor that is being discussed. There are better things that this money can be utilized for, taking care of the existing needs of CSISD.
405	It is irresponsible of the board and district to spend this level of money to rebrand when these funds could be used to update facilities.
416	It's needed. Please do it.
418	Again, I find it unnecessary, and somewhat negative. It is a solution in search of a problem.
420	If you keep the split as set now, you will absolutely have to rebrand. Those schools should have their own identity. Just like the intermediate schools. Change the split to 100, 100, 50/50 and save yourselves all some money.
422	I do not support the rebranding of the schools and I believe that it is an insult to the existing teachers and administrators that have to beg for donations to assist them throughout the year. Please do not WASTE my hard earned money on cosmetic expenses when you have kids that are struggling academically!!!
423	I do not feel rebranding is necessary. I would be interested in seeing the cost of the proposed rebranding.
426	Stop gerrymandering. the lines being drawn do not make sense . Simple geographical and population guidelines not based on income and race can be made without impacting civil rights . Students being bused an additional 20 minutes past CSHS to attend AMCS is silly
428	Rebranding may be one of the most frivolous wastes of educational funds I have ever seen. What a shame to use valuable resources on mere aesthetics, and what a poor message to give kids.
430	None.
431	Please do not rebrand them. Spend money things that will help our students/children's education. Ipad in the classroom, more graphing calculators, flexible furniture
434	I believe our schools can find better ways to spend funds that will greater effect our children and teachers.
435	I understand the district's desire to disassociate the middle schools with either high school. However, there will be issues regardless of rebranding. I was a student of a "neutral" 7th grade school whose student body would attend one of two junior highs (8th/9th); the 7th graders split into cliques along middle school lines.
438	We will end up having to do it at some point anyway as our community grows, so I feel we should just rebrand them now and get it over with.
442	N/A
443	i would think a rebrand would be great but i would not let anyone get crazy where it is so expensive. i think you can always get creative without having to go broke.
444	This is a waste of time. Quit worrying about rebranding and focus more on quality of education.
446	They do not need to be rebranded and should not be rebranded. It is a waste of money.
447	none
448	I appreciate the opportunity to share my views and wish the district the very best in continuing to move forward as one of the best in the State.
449	I think we should spend our money on more blinding problems such as discipline.
450	It seems like a waste of money to rebrand. We need to revisit the 80/20 50/50 80/20 split.

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This puts 20 % of students at 2 different school very isolated. 100 100 and 50/50 makes complete since. Use the new school for 50/50 since you are spending \$ already since it is new. If zones are better with 50/50 at CSMS that makes since too.

- 455 Rebranding AMCMS and CSMS is crucial to making all kids at the middle school campuses feel equal. Just last week my son who goes to Oakwood reported that his gym teacher made a child run laps who came to school in a purple CSMS shirt. We have to stop the culture that divides our community into the maroon and purple sides of the district!
- 456 Please put the funds in a more needed place.
- 462 I would prefer to only rebrand in the colors and mascots to be more neutral so that it doesn't tunnel our middle students' thinking about which high school they can attend. Actually, I would prefer not to rebrand at all, but then it leaves Wellborn middle school out.
- 463 Please don't overthink this. Other districts in other cities have easily added schools without spending money to match their feeder schools. Matching colors and matching mascots is really not important to the overall success or failure of our middle schools. Invest money that will directly impact our kids learning and the teachers skills.
- 464 I'm sure that some marketing person made a great case for re-branding schools but don't spend any precious resources on it. Things will always be changing in a growing district (and in shrinking districts too) and if we try to rebrand each and every time there is a change, we will be misallocating resources that should be used to EDUCATE kids.
- 465 I think there are other ways to make a school feel independent other than rebranding such as their own cheer, mascot name, different name for their purple (dark, grape, midnight, magenta...) without spending considerable cost doing it.
- 467 I find that branding is really just a waste of money unless it is on the front end of a project. As a web designer for over ten years, as well as marketing and social media manager for another company, I would recommend spending money where it will be best serve the students, teachers and administrators. That is really the most important part.
- 469 Good idea. Our schools need to bring us together as a community, not divide us.
- 474 We have so many students that could benefit from more resources and teachers who deserve better compensation. I understand money is earmarked for certain reasons. Rebranding with \$2.3 million is absolutely ridiculous. I have seen CSISD over the past decade misjudge redistricting, destroy schools in the process supposedly under committee direction.
- 482 I BELIEVE YOU HAVE RECEIVED MY POINT. I HOPE THAT YOU WILL RECONSIDER BEFORE GOING DOWN THIS DARK FINANCIAL AVE.
EX. COLLEGE VIEW HIGH SCHOOL, ADD ON TO CONSOL GYM ENTRANCE. THE TICKET BOOTH IS A COMPLETE WASTE. CONCESSIONS HAS NO WATER ACCESS (HEALTH DPT.)
IT IS TIME FOR A CHANGE!
- 488 School zoning is nothing more than top-down centralized control and social engineering. Do we have grocery store zoning? Church attendance zoning? Of course not. Yet somehow people are able to obtain the goods and services they need without central planning through zoning. We should eliminate zoning altogether.
- 489 Whats wrong with having/developing school pride these days? These kids are learning to develop pride in academics, athletics, in their community, and their school. So a small percentage will be experience both (2 cats 1 pride), because of that were gonna cheat the other 85% from developing qualities that will benefit them later in life?
- 490 Not needed. Just bc my friend gets a new car doesn't mean I get one. Life is life. We must learn to accept life on life's terms.
- 491 Thank you for making the effort to send a survey and for trying to make these improvements. I think it is very import to get community input as often as possible. CSISD has put a great deal of energy onto getting new schools off to a great start, and It is encouraging to finally see some attention given to the needs of the established schools.
- 494 Let the teachers and staff and kids vote on name and mascot
- 503 I think there are better things to spend money on. We should anticipate this in the future and quit naming future schools after each other.
- 506 I will reiterate... I don't like the current arrangement. I would prefer that when my child goes to Consolidated middle school next year, all of his classmates would be going to the same high school. They would be able to share that identity and root together for their highschoools sports teams, attend their HS's theater/music productions, etc.
- 508 I would be way to not rebrand. Wellborn could become the wildcats and it would still continue with the Cat theme we seem to have. Pecan trail is new, rather than rebranding intermediate schools maybe change them to the Pumas.
- 509 Further developing programs for gifted students within the district.
- 510 Rebranding is a waste of money!
- 512 I have taught at A&M Consolidated Junior High, College Station Junior High and at A&M Consolidated Middle School. There is history in these schools and with a complete

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	rebranding I feel that history will be diluted. Districts like Katy ISD have some junior high schools with the same names as their high schools and some that do not correspond.
519	Leave the colors and mascots alone! Let Wellborn MS march to their own drum--- it's ok!
523	Please do not waste money on this rebranding.
524	Administration and school board members need to be wise with the money, not spend it to make a few special interests persons happy with the "branding". If you have a surplus of funds, how about lowering taxes or writing some refund checks. Rebranding would be very poor stewardship of the taxpayers money.
526	Dumbest idea I have heard since the new zones were drawn.
529	Something needs to be done because the way it is being handled now is unacceptable.
533	The word tradition, by definition, means the transmission of customs or beliefs from generation to generation, or the fact of being passed on. Why change the traditions we have in place. There have been kids who go due to the specialty they choose (culinary etc) or the dual language program . We didn't change because of them and we shouldn't now
535	Students should be able to attend schools closet to there home not have to go all the way in town when the other school is a mile away
537	Thanks for getting feedback from the families directly involved.
551	I am very much in support of rebranding!
553	That we're even discussing this is totally disheartening. The way certain people in this community behaved during this last rezoning exercise is both sad and unacceptable. I sincerely hope there is no board member who aligns with these members of the community -- these misbehavers; their poor behavior must not be enabled. Education first, folks.
554	The current split (across all schools?) of the Middle Schools is awful. Costly and negative toward all schools and excluding a small group of kids. Why did you all do that?
555	Decide quickly if we are going to re-brand or not, and if is yes, do it as quickly as possible.
558	Do not think they need to be rebranded..even asked my child if he thought it would be important for that to happen..he states it doesn't effect him at all. That the kids at school don't think it's a big deal at all...
559	My opinion is that to solve this issue of rebranding, AMCMS should send all it's students to AMCHS and that CSMS should send all it's students to CSHS, leaving Wellborn to split 50/50. I do not understand why the Board thinks taking 20% of students from the two older schools is good for those children. It leaves just those few to feel displaced.
562	Don't think it is necessary to rebrand. We will eventually have a 3rd HS and Wellborn MS can share brands with that HS.
564	I think it is fine to do that if no extra money that had not already been budgeted to do so was spent on that.
572	I think it is a waste of money.
573	I think it is one of the more ridiculous subjects ever discussed in regards to the education of our children. I am shocked, slightly amused, but mostly disgusted that this is even being considered.
	Unbelievable.
576	All schools should have unique identities. I attended schools in a district where two junior highs fed to one high school and two fed to another. All four schools had unique identities that had nothing to do with the high schools they fed to. Seems like students were more invested in the schools they attended with this modal.
578	It needs to be done. It is important. I know it's a lot of money, but I think it's worth it.
581	Mascots and colors do not make the schools...structures and cultures do. As a parent and educator, I am less concerned about the colors and the mascots and far more concerned about the buildings, and I am VERY concerned about the program (band, orchestra, athletics,etc.) structuring. VERY CONCERNED! Honoring history is also important.
584	Not worth the bother or money!
585	If have funds available to do it fine, but only second to updating the two schools. That to me is a priority.
587	I feel that investing in this is wrong. Use it towards items that directly affect our students. I think investing in upgrades to AC units would be wiser, or repairing needed roof leaks. These thing directly affect our students' learning. Please consider using the monies for something besides rebranding.
589	Rebranding, and the splitting of all 3 middle schools both ways, further hinders the ability to build extracurricular programs to the highest level. With not enough time or resources to recruit and train all 3 middle schools athletics and extracurricular programs, it puts incoming high schoolers and the teams they want to make at a disadvantage.
591	I would suggest you survey kids, if you are not already doing that. Intermediate kids and

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	current middle schoolers- they might give you an insight that us grumpy, tax paying adults would not give you.
596	Do not like the rebranding, just the renovating
597	Y'all have created a poor high school and a rich high school. Thanks for messing up the district and giving my kids a sub par experience while rich people get everything.
599	Considering the potential growth of College Station, it may be wise to begin this process now rather than later.
602	Wont be in in middle school until the changes were made and it should not affect my 8th grader as he will start high school next year so it really makes no difference as long as my boys get as high a quality education as the kids at the new school.
606	Administration and elected officials who appear to favor certain candidates and appear to campaign for them, are stepping close to a legal line that should not be crossed.
607	The CSISD mascots for middle and high school are felines. Wellborn should also be feline (like jaguar or oscelets).
608	Please choose new names that do not require tongue-twisting acronyms or abstract meaningless words. I have lived here now for 10 years, and nobody knows why the high school and middle school has "consolidated" in their names. If that was ever significant, its meaning is now lost.
613	While I understand that these issues are not that important to me, I understand that it may be very important to others. Do the rebranding, but do it on a normal timeline. Being partially rebranded for a period of 4-5 years should be a good compromise. It has worked fairly well for CSMS after the CSHS opening.
614	Unnecessary
623	CSISD does NOT have the money for this. Fix the real problems that my kids see daily in their classrooms regarding behavior and classroom size. Rebranding is WASTING taxpayer money on things that will NOT have a real impact on the kids. The best schools in the country get their identity from academically dominating- put the money there.
625	All students need to feel belonging in the school they attend. Since there is a small percentage of students from AMCMS going to CSHS and a small percentage of CSMS students going to A&M Consolidated High School that the small percentage of students can potentially feel isolated if the school is branded like the high school they will not attend.
627	If rebranding would cause schools to change colors and purchase alot of new equipment to match a new color, then I would prefer we stay as is and just make school refreshing to add the colors necessary. I definitely do not like gold and black for new school.
631	Surveys like this are very helpful. I hope that feedback will be requested for any refurb/refresh/rebrand steps i.e. colors, mascots, etc. After all, our kids are the ones attending and the ones we are encouraging to form allegiances with the schools they attend.
633	I don't think we need to change history. It has been AMCMS and CSMS and it should stay that way.
634	If CSMS and AMCMS' identities are felt confusing, it has nothing to do with the branding of the new school.
637	Will there be face to face meetings or committees where parents are involved in the discussion and decision making process for the new branding options?
641	Education is MUCH more important. Let Wellborn school get a cat, similar to the others and keep them all in the same "general" area of similarity. I hope that CSISD will keep education first and NOT waste money on something so trivial. Keep things similar and worry about the kids.
645	I think it matters more from an athletic standpoint. Are there any plans to build a third HS so the path is more focused and direct? If so then the rebranding should wait, but renovations to the existing schools should move forward.
649	Academics and curriculum alignment are very important to us. We continue to see issues within the current structure and not much attention. Teachers within zones are aware of preparation strengths/weaknesses. Is this being considered as to how the schools will deal with this?
650	Rebranding is a waste of tax dollars. I work very hard volunteering my time to a CSISD PTO so that we can help the teachers and staff get what they need to teach. Let us keep the children's education in mind, not worry whether changing from a maroon school to purple would hurt their feelings.
651	I think it is a complete waste of money. What will happen in 5 years when there is a 3rd high school? Will they rebrand again?
652	Colors should be new Name should be new Mascot should be new (no cats used)

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	A&M nor College Station should be used in the names
	Consider a Memorial name to a beloved educator
656	I don't want anything that raises taxes for things such as rebranding of the middle schools. I also want to see all of the existing capacity used at our high schools before there is any discussion of adding on to an existing high school. The school district needs to use our tax dollars to educate children, not change colors of teams or buildings.
664	Personally I feel like there are more important issues that need to be addressed. If you look at the students that were rezoned for Consolidated, how many of them submitted waivers to attend College Station High School? The attempt to balance the socio-economics between the schools did not occur, in my opinion.
670	How about taking out all the colors and branding and be ONE school district rather than pitting schools, parents, teachers against one another. What are you doing to bring people together?
672	I think school spirit is very important, and should be based on each school's identity, individually. The conditions of parts of some of our schools is an embarrassment and can reflect badly on the importance of the education, quality teachers, technology, arts and athletics in those schools.
674	This is a horrible decision. You are creating an environment of mediocrity with rebranding and the 80/20, 50/50 split. What makes a school district great is the affiliation with feeder schools. No high school fine arts or athletic staff will be able to filter their teaching & coaching methods to the MS level with the 80/20 split.
681	As a parent we appreciate the affiliations/relationships we build. To make kids/families/friends split up between 8th and 9th grade would be a mistake. Also, it seems that the rivalry between the purple and maroon is pretty healthy.
682	Hopefully this will be the last I hear of this... doubt common sense will prevail and money will continue to be wasted on these types of foolhearted endeavors.
684	AMCMS feed AMCHS 100%. Welborn MS feed CSHS 100%. CSMS feed 50/50 to both high schools.
693	I feel that if you rebrand the middle schools it will help decrease the boundary issues when it comes to attendance zones. It's normal for kids and families to want to attend the new and updated schools. If one or more is left out then the "new" is always better. CSISD has great schools and it should be willing to spend money to individualize them
695	It is ridiculous that this much time has been spent discussing colors and mascots. There are more important issues to look at, such as academics!
697	Will district parents have any input on the proposals when that time comes?
698	I think sending out a survey on this matter is a waste of time. The districts and mine. How is this more important than making sure every student has the needed supplies for school? Or making sure every student has breakfast or lunch if they are hungry? These are the things that a surplus of funds should be used for.
705	Don't do it!
707	This is a non-issue and I would like CSISD to focus on learning outcomes.
710	It is a complete waste of tax payer money. If you do this, why wouldn't you change the brand of the elementary schools to match the zoning as well. Please use some common sense.
713	Try spending money to attract and retain the best quality teachers you can, you might be surprised by the results. I'd hope this would be a higher priority than spending money on creating logos....
714	None
717	Too much focus is spent on this. Make sure all schools are up to par, offer equal class size, technological opportunities and treat each fairly!!
719	It's possible that in the future we will have another high school, and then we'll potentially go back to the feeder intermediate/middle, and possibly rebrand at that point to make them a direct reflection of each high school. As that is a possibility, I'd rather see money spent on necessary items to teach our children, rather than branding.
725	Since my children will be attending Wellborn Middle School and then on to CSHS, I don't really have a horse in the race. I'm more interested that kids attend school in their geographical location. We pay good money to live in the neighborhood we chose and attend the schools close to our neighborhood.
726	Get the teachers needs met first, then work on cosmetics.
728	With the way the school district is growing, all schools should remain neutral in branding. To keep changing colors to match an upcoming school is a waste of time and resources. Make things that are temporary become the decorations not things like floor tiles and paint colors. Let education and programs be the focal point of a school.
730	It seems like an unnecessary use of time and resources.
735	Don't do it. Don't spend my tax dollars on something this stupid. Please put the money in the classroom.

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740	NO!!!!!!!
742	I am in complete support of re-branding so all schools can have their own identities.
748	I think it is completely unnecessary.
751	Let's try to navigate next 2-3 years until ready to break ground on the third HS carefully... focus on making ALL kids welcome in each MS regardless of their destination HS. It shouldn't require tossing out existing colors and mascots, but do so if that is what seems to be needed.
752	We live in a blessed community when our biggest issue is how much money we spend to paint our schools.
754	Go for it. It's a mascot. The kids get new uniforms and t shirts every year anyway.
759	Use any available money for direct impact projects for facility upgrades and rebrand over time.
763	I think it shouldn't be done. You are taught in middle school the rivalry that is CSHS vs. Consol and being a recent graduate this is so important. The rivalry starts in middle school and you carry that with you through high school and it's such an important part of your school experience.
764	Just a thought, allow parents, students and faculty and staff vote for their individual school brand. Do not believe it should be decided by only one or two people. The selection and voting process would make everyone feel like their important in the school process. Thanks!
768	This is the dumbest thing I have heard in a LONG time. Our school district needs to focus on education not being "fair" to appease a few that scream the loudest. I'm ready for a change in leadership! I would also like the administration to address why we have a new expensive facility that we spent millions on & it only has around 60 students.
769	Don't let facilities and major repairs suffer or be delayed because of rebranding.
775	focus on educating them, don't worry so much about branding
776	Please focus on taking care if the students' educational needs and give the teachers help with bettering their classrooms or even a raise before you worry about outward appearances. This is something I know the kids can look past.
777	This is a waste of money. Please use our tax dollars in a wise manner.
781	I feel that the money to be used for rebranding could be used better towards our children's education. I do not feel that having different mascots in middle school and high school is going to impact our children's adulthood.
783	I feel that we talk about not wanting our high schools to be cross town rivals. What better way to teach that then to have kids be part of both mascots/teamcolors as they move up in the school system. Tigers can't be your enemy if you were once one and same with the cougar side.
785	None.
791	I don't feel that re-branding is the issue....it's that the high schools are not equitable and the zones are not fairly drawn.
793	I am a CSISD taxpayer. I've had 3 children go through CSISD. I can appreciate pride & brand and their impact on students, but I feel there is no need to spend \$millions to replace assets prematurely. Don't ask if there are benefits. Instead, ask if the benefits are worth the cost. Teach the kids how to be good stewards and make small sacrifices.
795	Needs to be 100/100/50-50
798	I feel like rebranding is a total waste of school resources and funding. I do not pay taxes to make the schools neutral. It seems whitewashing the schools and trivializing school pride is the goal of some and I do not support it. Lots of kids attend CSMS and go on to have robust school pride at amchs.
799	None
802	The district is not going to quit growing. We are no longer a one high school small town. Rebrand the schools in the most economically sensible way in a relatively short time span and do them both at the same time.
807	It doesn't make sense to split all the middle schools. It seems like a lot of kids will feel out of place. I don't understand why the district did that.
808	I don't think the rebranding process needs to be a full overhaul. I believe it could be done in a cost effective way by setting some boundaries that all schools would need to meet. Such as all have a mascot in the "Cat" family, all have independent colors or 1 like color and a school specific accent color. These could be phased in over 1-3 yrs.
811	I am not in favor of rebranding with a 3rd high school on the horizon.
813	All uniforms for sports/band/etc primary white/black/grey with accessories in the school color so they can be shared as attendance needs change, that way you only buy new accessories not full uniforms and the new items can be shared with all schools not just the new school schools.
816	I lived in Plano for 15 years. It was, at that time, one of the fastest growing districts in the state. Because of extremely good planning, and development control, despite doubling in

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	size, my child was not rezoned one single time. We are not looking at the big picture, and taking a look at districts who have successfully managed their growth.
817	We need a 100/100/50/50 split Period!!
821	I think rebranding is a total waste of funds. Keep things how they are and spend money on where things are needed academically. Give teachers raises. Add more programs for students.
826	With College Station growing at an outrageous rate, the number of middle schools and high school will constantly be changing from odd to even. This is another reason to completely rebrand.
827	I do not support money spent on rebranding.
828	None, really. Overall, I like them as is and don't really think they ought to be rebranded.
832	I don't want to see long held traditions discarded in CSISD. I like the idea of the 100/100 & 50/50 split of the middle schools. It makes sense demographically and fiscally.
834	I think it's a waste of money to change school colors or mascots.
836	It's important for our kids to feel connected and not isolated at the MS/HS levels. But it doesn't have to do with one MS/HS having same colors or names. If a child goes to AMCMS then CSHS, they don't care about the mascot, color or name themes. Changing. We want our kids to be excited/ looking forward to the next school they will go to, which is
841	Work only with Wellborn Middle school on the rebranding.
842	Don't do it! This thinking is a breeding ground for PC Snowflakes! Don't wonder why they turned out this way- just look at things like this. I'm not against spending \$, only the wasting of money!
844	This is a great idea and much needed.
845	I strongly disagree with the rebranding of the middle schools!!!
847	This survey really does not matter. Y'all have already determined that you will go forward with the re-branding. I work for CSISD in facilities and I know a lot of the problems we have throughout the district. You have extra money, put it towards infrastructure.
848	Is this committee driven by ex-jocks from their own High school / College days? Is sport more important to you than a well educated well rounded student? Why are you even involved in the schools if all you care about is "Is our team competing with the right mascot?" Go join an adult hockey league, or a softball team, or whatever. Give teachers the
850	It is not necessary. Of course, I did not feel that the rezoning was necessary either. Families move to certain areas for a reason
852	I don't feel it is very important and it is a waste of money.
859	Rebranding is needed
866	While I want my kids to go to schools that are updated, they do not need something new everytime someone else gets something new. It's not bad to spend some of a surplus on updating the schools, but what about academics? Do they have enough money spent on them?
868	Good luck and thank you for sending out the survey!
869	Thank you for seeking the community's input on this issue, I hope you take these a comments seriously.
870	Horrible idea.
875	In bigger cities, each middle school or intermediate has their own identity. I think it builds school pride and is less confusing especially with the constant rezoning. This way students aren't confused and can't look forward to whatever school they go to.
876	Find a better use for our money.
878	This cost is not reasonable- use this money to increase employee benefits.
	Students do not care about school colors changing. I have asked them !
882	I have not really researched this other than what has been shared on KBTX website. If this is something that will truly benefit our students, and is necessary, then I support CSISD's decision.
887	I think my opinion on the rebranding is clear. Spending over \$2.2 million on rebranding two middle schools is irresponsible.
890	No one is going to love it at first, but in a few years no one will remember how it once was anyway. Just do what you already know you are going to do. But thanks for pretending to get community feedback. Unbiased of course.
891	I think rebranding is a waste of money.
894	Don't take this personally. I do appreciate that the survey's intent was to gather feedback from the community. However i think this survey was poorly designed. It will be hard to compile the results of the questions with open ended text,
895	Why not add full time librarians and other staff back to campuses. If you want to help students that would be the way to go

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897	This is only two years of school for these kids and most likely won't remember any of it once they settle into high school.
899	The 80/20 should be abolished and that would solve this issue and save millions of tax payers (like me who pay an ENORMOUS amount of taxes already) dollars that could go to much better things within the schools or even the teachers.
900	Change the school colors all together. Look at examples of other districts with split middle schools. It's only as hard as you make it. Be bold, CSISD.
901	Not necessary at all
902	Part of me feels like this is all very superficial but not necessarily a terrible idea. I liked it the way it was, one middle school on the path to one high school etc. but it's a little too late for that now and this is pretty much the only solution to keep from excluding people.
910	Were "pole-vaulting over mouse turds". Anyone who thinks this is a problem that needs bond and tax money to fix should look at rural or inner city schools outside of Republican States: Illinois, NY, California. we don't have real problems in the CSISD - were inventing DRAMA! -Sincerely, Scott Sill
913	Not in favor of it.
915	It is completely unnecessary to do this in such a hurried, haphazard manner.
920	None
925	Perhaps consider ways of creating more classroom spaces for the students
928	I support this proposal - CSISD needs to do this transition
929	I don't believe the identity is that important. I don't know of any other school district that does this. I think focusing on education versus school colors is a better focus.
931	I recommend if you're rebranding, to fix the school names. Middle and Intermediate, last time I checked, are two words with essentially the same meaning. Let's get back to Middle School (5-6) and Junior High, and not continue to perpetuate this embarrassing confusion.
933	The entire idea of rebranding the middle schools is a colossal waste of time and money. If you are going to split up classes of kids just as they start to gel and form a collective identity that will carry over into high school, what does it matter about school colors or a mascot?
935	Please don't waste taxpayer \$ on rebranding!
945	It's a waste of tax payer money
948	Current students should have a big say in this rebranding and what changes will be made so they feel they have a voice.
949	These people who think athletics are everything are nuts. I can tell you for a fact that they aren't teaching a "system" now at the middle schools. Anyone who says otherwise is lying. If they can't teach a system in a student's Fr and So year to get them ready for Varsity, we need new coaches. Don't disadvantage CSMS kids.
950	CSMS & AMCMS should keep the branding that they have now.
952	Stop the whole process. Split Wellborn 50/50 & be done.
953	See above
956	Moderation is key.
958	The schools need to have an identity that isn't tied to a particular high school.
959	This is a terrible waste of money and a bad idea. I say that as a taxpayer and a parent. Please don't do it.
960	I think this rebranding is wrong. I think all of these questions and concerns should have been addressed before a bond was passed to build a third middle school. I think we should have added on to our schools and updated and utilize buildings we have instead of building new with schools half empty.
961	This is the districts LAST chance to heal the divide and set a path towards fairness and a bright future. The board MUST made decisions that provide for diversity across all schools.
963	I would really like to see the branding of ALL of our schools divorced from Texas A&M. Kids should not be tied to the identity of a university simply because they happen to live in a college town.
968	I think it is a waste of money that could be put to use elsewhere
969	I don't even know how this is a discussion
975	I think rebranding the middle schools is superfluous and shows a lack of touch from reality. Visit CSMS, for instance, see the numbers and realize that they are working at their physical and staff limit. If education is on top of the list, you must spend the money in ensuring education is provided at the highest level CSISD has always strive for.
976	This is a necessity and a great idea. I feel if the community really understood where the money would come from they would be more on board.
979	I would like to keep AMCMS colors the same because I love them
980	I believe it will be costly considering everything that would need to be changed: uniforms, letterheads, scoreboards, marquees, vehicle decals, and so on. I feel it is a waste of money. Please do your best to keep it to a minimum such as keeping the mascots, changing the

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	colors. Thanks!
982	Finish what's there
983	Absolutely ridiculous. My suggestions: 1. Use money wisely in order to better the education for our children. 2. Stop letting those involved in athletics drive the decision making 3. Return to being a school district whose main focus is academic growth. You are losing some of your brightest students each year because of your misguided focus
984	Revisiting and reopening the discussion of rezoning the MS would be a VERY HARD thing to reopen and look at, but if it is the right thing to do... then we should do it and get it right. CSISD has a history of doing the right thing which is not always the easy thing.
986	The children would benefit greater by the surpluses if they are spent on them and not the facilities.
989	None.
990	Think it would be less confusing if they did.
997	Don't.
999	Thanks for all you do!
1010	I think it was silly to have the middle schools branded with the high schools in the first place, but the money can be used better in so many other areas that will impact a greater number of students.
1018	I don't think rebranding is necessary. It is wasteful to spend money on this. Refreshing-YES
1019	Spending money on rebranding is ridiculous and could be put to much better use in other ways to improve education other than the rooms the students are sitting in, what color it is or what type of mascot costume is adorned.
1021	Expecting to align the middle and high schools is a high-maintenance luxury. This precedent will hamper flexibility managing future growth.
1023	I believe this is one of the single largest waist of money I have ever seen. Honestly, the amount of man hours wasted on even coming up with the idea is ridiculous. The severe lack of SPED assistance at CSMS is shocking, and we are talking about rebranding! I feel that a re prioritizing should take place. Putting our children's education first!
1024	N/A
1031	Not so much rebranding but school timing and bus schedules. The you her children should be the later school times and the IS and MS should be running their own buses and not be with high school students.
1032	Not!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
1033	It sounds like College Station is going to rebrand AMCMS & CSMS regardless of what anyone writes based on these questions. I think the city should be putting more money in the classrooms rather than be so concerned about what the schools looks like, what the colors they choose, or mascot they have. Those things don't matter at the end of the day.
1025	It's not needed. Use the time and money for more important items.
1026	I am against taking away the identity the schools already have. Welborn will have an opportunity to form an indentity of their own. I think rebranding is a waste of taxpayers money. There are better ways to spend the money. We could fix aging structures that are in need of repair, or updating rather than focusing on rebranding
1028	Completely unprofessional and incompetent for Mr. Glenewinkel to use the wording he used in the email, especially immediately preceding a school board election. "Wisdom" is the parent's prerogative, not the Communications Director. Additionally, the school your child attends should not matter and should not be included in the survey.....
1036	I am AGAINST "rebranding" ! This matter will be a mute point in the coming years. Do you plan on rebranding each time a new school is built so that others "feel better" ? Unfortunately, there will always be competition and bullying between the schools. Spending this money will never fix that. This is a WASTE of money!!!
1040	Stupid idea, excessive waste of resources, and completely unnecessary.
1042	Rezoning was a necessity due to our growth as a city. It's unfortunate that a vocal minority of parents have convinced CSISD to expend time, money, and resources to explore this issue. Let's focus on what really matters instead of placating parents who feel they got shortchanged by the rezoning.
1043	I think rebranding is a total waste of resources and I would not vote for any board member who supports it. The rejuvenation is a good idea and needed but with the same colors and mascots
1044	none

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1045	I think the schools should be set up where 100% of AMCMS goes to AMCHS, 100% of Wellborn goes to CSHS, and CSMS be split 50/50. Bryan tried splitting and moving students around, not being totally associated to specific high school and now they are changing it back to a situation where kids support the high school they will end up attending.
1048	I think it is a complete waste of money to rebrand the middle schools.
1050	PLEASE DONT WASTE THE DISTRICT'S MONEY!
1052	No change
1053	I don't believe this is a real issue for our middle school children.
1067	The cost of rebranding will not benefit students and staff.
1072	There is no such thing as a surplus. As a lifelong resident and graduate of AMCHS, I am disappointed in the quality of instruction and feel, like many of my neighbors that you should spend this attention and money on teachers and instruction. Look at the core mission. My 8th grade daughter (CMS) is laughing at all of this -she says no kids care.
1074	The decision to split all three middle schools was a profound mistake and a gross injustice by the school board. The feeder patterns & relationships between coaches, teachers, directors, and students should have remained intact, and Wellborn Middle School, where those relationships had not yet been developed should have absorbed the split burden.
1075	It's a total wast of tax dollars.
1077	Changing the colors and mascots is a great thing. Going to high expense to eliminate any purple or maroon, in flooring, tile, etc is going too far. Also, I am disappointed in how leading the first questions on this survey are. The "generating excitement" question especially. That is insulting. I teach in an older school and we generate excitement.
1080	I think it is not a necessary cost. I think the kids don't care, it's the parents your trying to please in the community. The kids come first and the kids do not think about any of this. That money could be better spent towards teachers and education.
1081	We really think it's a waste of money. We are growing too fast to be worried with what our mascot or colors are for the schools.
1086	Leave the schools the way they are. CSMS recently had a rebranding. Don't waste the money
1087	It is not needed.
1089	I think it would make good sense to change the colors of these schools to reflect independence from the high schools and to help students who will be zoned to a different high school from friends. I don't think changing mascots or team names is important.
1090	Don't waste money on what 15% of the students will find exciting. Current students do not connect with their current "brand" and will not connect until high school. Spend money on updating (or reserving funds) what will ultimately be the "have not" schools due to extensive campaigning.
1092	See above.
1095	I think this is one of the most asinine ideas! Worry about getting our children educated enough to compete in a world market and a little LESS about parents feelings about "rebranding" and color coordination!
1102	Do not rebrand. It is a waste of money. Make repairs, update the older schools, provide educational equipment, etc. Be good stewards of the money we entrust to you to provide quality educations to our kids. What colors they are or what mascot is not important. Each school can promote pride in their school by the mascots/colors they have currently.
1111	I have children attending schools in College Station. My family also pays a considerable amount in school taxes each year. I cannot imagine people in decision making positions at the school district believe wasting taxpayer dollars on this fluff when everyone knows that teachers need higher wagers.
1112	Leave the same
1113	Please be sure to involve the students. I still remember how exciting it was to get to vote on new mascots and colors.
1114	No need. I think some parents care way more than students care
1117	I understand the reasoning behind it, but I think it's a huge waste of funds to go all in to change the schools.
1120	Share the proposed budget and exact plans. This would help me to be able to agree or disagree with the proposal.
1122	Change is hard but will make us stronger as a district if done right!
1125	Waste of money
1128	I feel any changes made should focus on instructional space and updating technology. Changing colors and mascots is costly and I do not feel it is necessary to reshape and refresh culture.
1131	Rebranding is done for products and programs that are failing. It is essentially painting a pig. Waste of time and money. If you all did things correctly, there would be no need
1132	I think it is a waste of taxpayer money to change color schemes. Is this to fulfill the wish of some affluent parent or parent group? Invest money in more important issues and projects.

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	That's what our tax dollars are for.
1134	Money could be better spent on other projects.
1137	Be responsible with tax payer money. Hire qualified teachers—that's where money needs to be spent in middle school. The kids are not prepared for the rigor of high school. Colors and mascots aren't nearly as important as EDUCATION.
1145	It's time for CSISD to realize that with the current zoning situation, the socio-economic divide is continuing to grow. Many families on the east side of Hwy 6 are sending their children to private schools. Thus lowering the districts test scores, and college admissions.
1148	In the grand scheme of things I feel like this is not a big issue.
1150	This needs to be done.
1152	Dumbest idea that has come out of CSISD since rezoning schools to make my children travel farther to school bc we don't make enough money to attend the school that is one mile away.
1155	AMCMS should not be re-branded. It's the historic middle school that feeds the historic high school.
1156	Do not rebrand. Focus on the culture that is already in place and celebrate that.
1158	Allow for a student contest/ suggestions and community input for rebranding.
1159	Please don't spend my tax money this way. I believe it is a waste of money and strips former students of identity with their middle schools.
1167	This should have been done several years ago when CSHS was opening. CSMS should not of had the colors changed to match CSHS Colors. The district needs to be more forward thinking.
1171	I think it's just silly. The schools and ptos raise money for the students academics and gardens and learning opportunities. For the school to spend tax dollars on rebranding feels like taking our resources for granted. I rather the money spent on lore healthy lunches and experiential learning opportunities. We should have priorities of learning.
1175	This truly would be not only a waste of money but time as College Station is ever expanding, if we were to do this now, who's to say we won't be revisiting this topic again. There are many other options that this money should be considered to be put toward.
1180	The heritage of both AMCMS and CSMS mean a lot to the families that have attended these schools in the past. To spend a huge sum of money rebranding is rediculus when at sometime in the future we will open a new high school and then everything would have to be changed/ rebranded again. Leave the schools as they are.
1183	Leave it alone. Focus on educating the students, not marketing the schools.
1185	The rebranding is a bad idea. If the schools are split between two high schools no amount of freshening up or rebranding is going to make a difference. What does the color of shirts have to do with getting an education?
1186	The rebranding of these campus is an abhorrent waste of the tax payer money you have been entrusted to use for education. If there is that much extra money available, fully fund your fine arts programs. These would be a much more effective use of the money. CSISD funds are not unlimited and priority should be in education, not appearances.
1188	I think it is silly. It can be changed, but I imagine that people will still refer to them as what they were before.
1189	Just rebrand CSMS not AMCMS CSMS is the 50 50 split not AMCMS so why so AMCMS rebrand?
1196	None
1197	You are discussing the spending of \$2 million tax dollars.
	Administrators making decisions need to remember that these are tax dollars and that this money should be spent wisely - not on fluff.
1199	Both middle schools have an identity. Would encourage you not to change that identity as it would affect past students.
1200	The animal/color of my kids school has nothing to do with furthering their education. It would not even be a thought for kids if the parents and staff had put the idea out there. If we are working for the kids then let's stop this nonsense of one school is better than another. This is a great school district let's not change that!!
1202	Please consider using any funds in ways that will directly impact the educational opportunities for the students
1204	Make the changes immediately
1206	Focus on academics and maintain the buildings. Stop letting parents' obsession with sports drive what is important. The kids could care less.
1210	Don't. Simple as that. Waste of resources, waste of money, kids don't want it. Eventually, we'll have a third high school or a fourth middle school. I'd it's a 3rd high school it can match the new middle. If it's a 4th middle, each high school gets 2 and the older get the distinction of having the matching colors. Just leave it alone.
1212	It will all work out. I grew up in Houston. Was a Meadow Wood Eagle, a Spring Forest Bobcat

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	then a Stratford Spartan. Never moved houses and loved every school I attended. Merged with the schools at every change.
1213	Epic fail.. keep our colors and our traditions in tack..
1219	It is important to put the wishes of the students, coaches and teachers first.
1220	I think there are schools with far more pressing needs than the want of an individual identity.
1221	This will do nothing to improve the two cats one pride fiasco that the district has attempted to force on our children. That can only be resolved by teaching the students to value each other for their differences. Teaching respect would go a long way to improving relationships. Not wasting tax payer money on school name, mascot and color changes
1222	Does it really cost \$2.2 million to do this?! I'd like to see the costs for this cut significantly.
1224	When I asked my children they did not see an issue with being an AMCMS maroon cat in 7th/8th and going to a purple CSHS high school. I am not sure that the kids are as concerned about is as some parents. I don't think the colors make the school. And I recommend if you go through rebrand/recolor the schools doing so with one color.
1227	HUGE waste of money. There are so many other things that schools need more than changing colors and mascots. Think about the kids who are in need. They don't really care what color their t-shirt is....by the way, if you are wondering where those kids are....AMCMS
1228	Honestly, a bigger concern to me is the impact it will have on our fine arts/athletic programs. I think a building block of the success of our high school programs is the way we "start em young", with our coaches & directors investing in our middle school kids and making them a part of our programs before they even get to high school.
1229	Just keep it united.
1232	Don't agree with living so far south in college station only to have my children bypass schools so close to their home. Ridiculous, but we deal with it.
1233	It's a good idea for the rebranding. with schools having kids moving on to different schools not associated with their current mascots.
1235	Don't rebrand. This is as bad of a decision as the way the attendance lines were drawn.
1237	Require rebranding of each middle school and take maroon / purple off the table as color choices. Even if they rebrand mascot - if they keep the same primary colors as one of the high schools, the effort is pointless. Make each middle school use something clearly different (blues, plain red, yellows, green, etc) with your typical accent colors
1239	Again, it seems like when we have three high schools, we would go back to un-re-branding. Plus, it seems like another rezoning is in the cards given the facilities use disparity between the high schools. Maintenance /repairs? Definitely. Anything else would really seem wasteful— poor stewardship.
1247	I would need to know the answers to the following (not only direct hire authority): Who does the 6th grade and middle school band directors report or align with. Who does the middle school athletic teams align themselves or consult with. Before,it was the corresponding high school directors.
1248	Wait the scheduled 4-5 years that was already in the budget.
1252	The money you put into rebranding could go to teachers and staff for raises. The money could going to teachers to help them with their classrooms. Put the money toward the children education not superficial stuff.
1255	Who came up with this survey? Why would you put four questions into one box? So frustrating. Don't waste my money on this. It's ludicrous at best that you would would use taxpayers money to re-brand a middle school. Let's spend that money on teacher's salaries and attract the best teachers in the state and give our students the best education they
1258	Rebranding is a complete waste of money. Name the school, pick the colors and inform the students. There's no choice, no coddling of anyone. They are there to learn, graduate, and hopefully contribute to our society in a positive way. Why is this even an issue or being brought up for a survey. This is complete nonsense.
1260	None. Just do not waste tax payer money. Use wisely. Bring in good teachers to help students exdel
1261	Please put the money towards CSISD students and teachers, not mascots and colors.
1263	Should not spend money on rebranding
1265	This seems frivolous and makes me question how good of stewards you are with taxpayer money. If you have a surplus, then use it to support education or CSISD salaries to retain quality employees. Do not waste it on rebranding.
1266	Csisd needs to remember our focus is on the education and growth of our students. Colors and mascot is extra and should not come before our education and our teachers.
1268	Don' do it. That money could go to something much more useful.
1269	Why change what is not broken? If there is documented studies that show rebranding actually improves the teachers ability to teach and the students performance then invest in it.

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1273	Otherwise stop wasting money on worthless stuff and focus on the education of the students. Keep the future, 3rd high school in mind when rebranding.
1274	None
1281	Why waste our children's time with long commutes to schools far from where they live? This is far more important than the paint color on the walls or the mascot. Do not waste our children's precious time or waste our tax dollars.
1285	I don't think it's worth the cost to rebrand 2 middle schools that have represented something for a long time. It's like throwing away history. I think that CSMS should 100% go to CSHS, AMCMS should 100% go to AMCHS, & wellborn middle school should be split 50/50!
1286	Spend the money in a manner that will directly impact the education of our students.
1288	Do it soon
1292	quit wasting money!!
1295	If a 3rd school is on the horizon then it be more beneficial to just wait and reband when the 3rd high school is built.
1296	Too much \$\$ is involved in the rebrand.
1298	Don't. Just don't.
1305	I feel only a select few of people and parts of CS are being listened to....not all voices seem to matter
1309	Why waste the money? There are other areas in the school that could use the money!
1312	It would be ridiculous to waste money on rebranding. Ask the classroom teachers where the money should be spent.
1313	I am in favor of rebranding the schools.
1314	please don't do it
1319	Dont do it.
1320	Does not need to happen. Keep them as they are. Would be a waste of money, when yall can spend that money of repairing or buying new equipment, or hiring more teachers or new jobs. Leave it as it is
1321	Let's just not get caught up in looking pretty and teaching our kids and communities that if one person or building gets something, everyone should. This just seems like a very vain conversation to be having in such a kind and humble community.
1326	I am certain this is being done to minimize parents getting in a twist about where their child goes to high school. All the schools in the district are good. Shame on those parents for making you go through this exercise and wasting your time which should be spent on something more meaningful than logos.
1327	Rebranding will be viewed as a waste of money by a significant number of parents, myself included. Use funds for substantial improvements for our kids not fluff tops like rebranding.
1328	I would like to take another look at the feeder patterns. The Fine Arts and other programs are effected when you have each of the middle schools going to each of the high schools. As I said before, relationships are important. I think kids need to know where they are going and begin to build a relationship with the high school people even at MS.
1331	This is ridiculous
1332	Waste of money !!
1335	Its a waste of money.
1340	I am embarrassed that our district is using this survey & expecting to make any conclusions based on responses.
1343	Seems like a huge waste of a lot of money.
1344	I believe this is a very unnecessary, ridiculously expensive project & that the funding used to rebrand the schools could be utilized elsewhere, such as starting new programs within the school district, maybe freshening up the existing middle schools, teacher/admin pay raises, etc, but I am strongly opposed to the rebranding of the middle schools.
1347	It's a waste of funds.
1361	I think it's a great idea.. and refreshing the schools is a great way to increase appeal of older schools. I believe strongly that physical space and perception are linked to learning and motivation.
1363	More horizontal alignment. Fine Arts, Athletics and Academics should be very similar across the district. Plenty of time for high school when the students get there. As rezonings occur, middle school students should enter any of our high schools on equal footing, feel prepared and comfortable. And PLEASE, all middle schools require IDs or none!!
1364	Do not rebrand the MS. This is a complete waste of funds for athletic purposes.
1367	As parents, we trust CSISD to educate our kids properly. Please invest your savings into improving our children's education. The fine arts needs to be prioritized, too. This endeavor of re-branding is a waste of energy. Students are there for 2 years and move on. Please consider not re-branding or using no money to do this. Thank you!
1369	It is STUPID and A WASTE OF MONEY!!! Give the school staff raises instead...now THAT is needed!!

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1373	I think it makes sense with 3 middle schools feeding 2 high schools, but I don't think excessive funds should be spent and I don't think it needs to happen NOW. Give it a year or two and see how things go and whether the changes are necessary.
1375	This is a complete waste of time, money, and energy. CSISD should spend time fixing the fact that it has created an elite, high-income, snobby track of schools at the expense of the existing schools. Constantly giving in to high-income, whiney parents makes the district look ridiculous.
1377	There are larger issues to address!!!!
1378	Bigger issues to be addressed are much more important. Such as the fact that we drive an extra 22 minutes to get to a different school when there are closer options. Refresh the theater department, introduce diff language options, increase teacher salaries, provide support for at risk teens...find issues that are more important than colors/mascot
1381	I don't think it is important to rebrand the schools, but giving them a more current and up to date look may attract more parents to want their child to attend. To me, the material doesn't matter. I prefer great teachers and a great education.
1383	DONT DO IT! Spend no way where it is needed.
1385	Wasteful spending that is more a political issue in this town.
1390	There are so many ways that the students and families of CSISD could be better served by the millions of dollars being proposed for this project. It would be irresponsible to spend that money in this way.
1392	Don't waste money!
1394	Do not waste money when it is not necessary. If the school brand is effecting the kids to the point you want to spend this much money then we have far deeper problems in our district other than what colors or mascot we have.
1395	It sounds like a lot of money, effort and energy invested in something that honestly I'd never consider and that I don't believe matters. It's one of those things that makes me wonder who has a brother-in-law in the sign or printing business.
1396	I think changing colors and mascots is wrong. The cost to get new uniforms is not needed. Our schools have other things we need to spend money on.
1397	There are problems that have been created by excessive spending on a new over the top high school. Now we have many factions fighting to attend this zone. Fix this issue or it will be too late. Balance the students and make all schools equal.
1399	Please improve the facilities, classroom space, etc. at AMCMS and if needed CSMS. We don't need to spend large amounts of money to change colors/mascots/logos just because we have a 3rd MS.
1402	This was a really badly done survey if you wanted to get valid perspectives.
1406	Why bother with it at all?
1408	No agree with the proposal
1412	It's just a logo and colors
1416	Stop wasting money. Focus on education, not just feeling good. The kids need to be competitive outside of College Station.
1417	This is silly and a waste of time and money.
1425	I have heard mention that the district wants to spend 2.2 million dollars on rebranding. I will work to defeat any member of the school board who votes to spend money on this ridiculous project. Put funds into the classrooms, where they belong!
1426	Do it. Now.
1428	Rebranding is unnecessary. Refreshing is necessary.
1433	If it is done, just do it slowly over time. No one has a strong attachment or identity with their junior high mascot later in life
1435	Wellborn Middle School should have its own brand because it is new. The other middle schools should keep as they are but can still be kept up with the changing times. AMCMS should feed into Consol, CSMS should feed into CSHS, and WMS would feed into a new potential high school. Money can be better well spent instead of this way.
1437	I truly feel like the taxpayers money could be better spent!!
1439	I think it is silly to waste money that can be used for educational quality to improve aesthetics.
1440	It doesn't matter what mascot and what color uniform or pompoms your child uses. Parents need to make it a point to support their child as well as their child's school— no matter which CSISD school that is!
1442	Let the students actively participate in choosing colors and mascots.
1445	Why do we feel we need to change EVERYTHING just because of a new middle school. Who cares that they are getting a new building? They are a new school, this is what happens. The same has happened before and the same as it will happen in the future. Every time we get a new school are we going to have to change brands? This is too much.
1449	Waste of money and resources that could, and can, be better spent in increasing where it is

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	needed, like grounds and maintenance. More campuses require more personnel, not prettier buildings. "Oh look, our grass gets cut once a month, but at least we got to choose what name is covered by bushes!"
1451	PLEASE reconsider the 80/20 split. very unfair to the 20% slivers who at the most challenging part of their life will be separated from 80% of their friends/community. It is hard to see how this plan benefits ANYBODY. With 100/100/50. at worst, your separating 50% of a kid's friends/community.
1455	I think it's the best thing to do for the kids to identity with their campus and not associate with where they will end up.
1456	Use this money for rebranding elsewhere. I don't think this rebranding is going to have an impact on our kids when they reach the high school level.
1457	Don't waste the money
1458	This is an incredible waste of school funds
1459	Although I've always liked that CSISD maintains cats as their primary mascot, maybe now is the chance to make the change. Create a middle school theme that all three schools can embrace, then let them graduate into being cats at high school. Maybe this is the opportunity to use more primary colors too for the middle schools branding.
1460	Typically I understand the color and branding comes from the principals of each school. They work this through their PTO's. Why is the board in such a discussion. Have the staff bring this forward with a recommendation for board approval. The board appears to be micro managing.
1462	It's not necessary. When I was in middle school, school colors or "traditions" were irrelevant.
1463	Spend your money on the arts programs or teacher retention. Nobody cares about what you're proposing here.
1464	There is no need to re-brand. That money can be used to fix the schools and provide more supplies for the classroom. And also to give teachers raises.
1467	Rebranding is not a sensible course of action. It will cost money that the district does not have, it will harm our athletic and fine arts programs, and it will not actually solve any problem at the middle schools. No matter what color shirts they wear, the students will know which of them are bound for AMCHS and which are bound for CSHS.
1468	Ridiculous idea and a waste of taxpayer money!
1470	Money would be much better spent on things that more directly impact the education of my children.
1472	It is superfluous. As before Renovate, yes. Rebranding, no.
1473	Maybe one day there will be a 3rd highschool and this won't be an issue!
1475	I like the ideals of rebranding. However, this takes real money. Every year, I work to pay taxes until May or June and then I get to keep what's leftover. Every year I work harder to try to keep up with the increases in taxes that come from the Federal, State, and local governments. It is not worth the added stress... (continued in previous answer)
1476	How about make all of the schools the same colors and mascots? That way there is no need to have this issue again. Down the road it would be a cost savings to CSISD. Make everyone Maroon and White or something similar. Whenever two of our schools play each other, one school wears the Maroon, the other wears the White.
1477	Good luck. We are new to the community and support growth and change to enhance the quality of education for all children.
1478	It is baloney and you should be spending money on education not appearances. Ask the teachers and principals what they NEED or want?
1479	The cost of 2.2 million dollars can be use for better things.
1486	Please spend my money on the things that will lead my children and others children to be successful for the rest of their life. They are only in these schools for a few short years, yet if they become behind in math and science during these years, it has lifetime consequences for the salaries they could earn. Be wise with our money please.
1490	I do the no it's a good idea but I don't feel like it should be a top priority.
1491	How many times will we re-branding occur with the growth of our community? Is this a precedent for the future?
1495	Please, lets have three "new" schools with colors and mascots independent of the two high schools. These kids need to develop school spirit for their own schools, not just the high school they will eventually attend.
1496	Parents and tax payers are TIRED of the wasteful spending by the school board and administration, they need to be held accoutable for their actions!! There was a survey sent several months ago about another waste of tax payers money, College View High School. Where are the results???
1497	Don't do it. Students spend two years of their lives at Middle School. Colors & mascots don't

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	matter.
1498	I am opposed to "re-branding" of the CISD middle schools.....which will result in the expenditure of approximately \$2.2M of tax payer dollars. I pay over \$230 per month, in taxes to CISD.....this is a waste of funding.
1499	I would like to see the money spent on keeping our teachers and bringing in quality teachers I believe you will save even more money that way and invest in our students futures not in a rebranding when I think back of my school year who cares about a mascot.
1503	We are lucky to have such non-problems. Leave it alone. Make a good district better by putting the money where it will actually give the kids learning tools or help them stay safe on their way to and from school.
1505	Was there not another jungle cat and shade of maroon / purple for Wellborn MS to align with current branding?? The new logo is extremely different.
1506	I'm not overly passionate about it either way. We are generally responsible with our money, but I do feel like we need to make sure we are investing in what we need the most. Rebranding is fine if we can afford it, but I don't think it is going to change much. What we do need, are full time instructional coaches, behavior specialists, and more.
1509	The school district should have never gone with 2 colors in the first place (maroon and purple), it should have all stayed maroon, and we should continue with the cat theme. Wellborn Wildcats, Wellborn Jaguars, Wellborn Panthers, or Wellborn Bobcats, etc...
1510	I do not think that this is a good use of funds. Putting an emphasis on appearance of a school rather than continuing to improve our already excellent academics is a short term and poor decision.
1516	How about focus on education, including arts, and not worry about "branding"? The kids will form new social groups at the high school level which is at it should be. Middle school is a transitional time for kids anyway and they do not need to have a strong identity formed as coming from this school or that school.
1517	Surveys are fine, however it is up to the board to do what they think is in the best interest of the students. Sometimes you have to make the right, not popular decisions. There will be strong feeling to stay maroon and white and purple and black.
1520	I don't see the point of spending money to 'rebrand.' I think it's not a good use of tax dollars.
1521	Stop wasting time and money on foolish items like this and focus on educating our children and taking care of the teachers.
1522	A TOTAL WASTE OF MONEY! People who came up with this idea should be voted out. What a bunch of wasteful people running this show. The kids don't care about the colors matching and besides that if they did they have not been getting a good education. This is money they could use for higher education instead of taxes.
1524	I haven't seen any demographic shifts in the high schools. What happened to this important for education balancing? I still believe it is important.
1525	I hope that the current students of these schools are being involved and asked how the rebranding would affect them, as they are the ones learning in those environments and experiencing how it impacts their learning and outlook. Morale and identity are huge factors in a child's development at this age and it will impact them the most. Ask them too.
1526	Do not do it. Spend your time, effort and dollars on teaching these kids how to read, write, and think. Ten years from now none of them are going to give a darn about where they went to middle school.
1530	This should have been addressed with the rezoning issue- as part of the argument for rezoning was that putting kids in the same middle school into different high schools would be beneficial, but it is now being described as a problem.
1535	Let's not waste money on aesthetics. If we were not getting a new school, would we still re-brand? If the answer is no, then leave it alone.
1538	I believe you have lost sight of what's important. How about using money for better teacher pay or a concession stand at CSMS? Or safe bleachers at CSMS with hand rails in the middle that grandparents can get up and down with?
	Leave the colors and mascots the way they are. Please prioritize appropriately.
1539	Things are fine the way they are. The primary focus of our schools is for the kids to get educated. Sports and other activities, while valuable, are secondary and should not take financial precedence over education and the safety and functionality of our schools.
1540	Work on your priority's please. Saving money and teaching our kids what they need to know about the real world. Not what colors they should worry about. Move on save our money lord
1541	I think the MS's should feed into the respective HS's to promote positive transitions of sports and fine arts. We would all understand if 50% of the students from Wellborn MS have to go to either CSHS or AMCHS - just until the new HS is built - then let the Wellborn students have their own "culture."

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1543	PLEASE DO NOT WASTE THE MONEY
1544	I understand the need to rebrand so to speak...I just feel that with the schools having certain percentages of students going to both high schools...the high school athletics will suffer due to the the two different offenses and defenses that the high school programs run. No consistency in football...no ability to build a program.
1550	I don't mind as things need fixing or replacing buying new clothes (although my middle school child's uniform is black-so neither Marin or purple) but to spend 2 million on that seems ridiculous when there are actual learning needs out there.
1552	Stop the madness! You are talking ripping out stuff because of color! Ask other schools that went through this for transitioning. Make a policy on color schemes. Think of the split this is causing in community. There is NO academic or cultural value in this effort.
1553	As a taxpayer, I fail to see how the colors of a school or their mascot have any affect on learning. Focus on teaching please. Life is full of disappointment and controversy, the sooner kids learn how to deal with it, the better. We owe it to our kids not to raise of generation of snowflakes. rebranding costs could be spent better elsewhere.
1558	Stop trying to rebrand schools that have been here and that reflect the high schools theme. Just because you have a new middle school does not mean you need to change everything else around it. Maybe the new middle school should be a mix of both current high schools.
1560	Please leave those two schools alone. The AMCMS Cats can STILL BE PROUD TO BE CATS (independent of which HS they attend). The same for the CSMS Cougars.
1563	As stated before, I strongly feel the community and parents put a stigma on the district that you are either "maroon" or "purple" track and then kids followed. With Welborn middle school coming in, I think this is an opportunity for the district to make the track system, not a big deal.
1568	Each school has thrived with pride for its school colors and mascots for so long. Why would you take that away from them? When you rebrand, you create a new identity for each school and that's not necessarily a good thing. I think the time and money would be better spent in other ways to support the schools.
1567	This idea makes me wondering what school board members actually do if this is the idea they're pushing forward. Stop raising my property taxes for stupid reasons.
1571	Please bring our middle schools up to the same level as the new Pecan Trails. Our 7/8th graders deserve it. We owe it to our kids. Make them proud. And re-brand each to have a distinctive identity. Every school sounds and looks the same currently. Very hard on this age to be split from their friends and go to different high schools.
1573	As a tax payer, this is NOT good use of tax dollars, leave the school colors as they are. These funds can be MUCH better spent on TEACHER Salaries, curriculum, NOT paint and colors.
1577	I am frustrated with comments I hear in the community from people against this who don't even know what the reasons are. Just saying "I don't want to spend money on that, it's stupid" is not an educated way of looking at this. Sometimes we spend money because it's on something that matters. I hope that the district can find the right solution.
1579	Don't do it. We need that money to be used in better ways that actually gives back to the students and the community. A new color of paint and a mascot give zero back.
1580	I am unable to answer the second page questions. This is a waste of money and resources and favors branding and appearance over actual education. The money should be used to favor teacher trainings, new hires and support school budgets instead of asking each PTO to fundraise and put pressure on local families to fund these necessities. Reconsider!!
1582	Good idea. I'm glad this is being addressed now. Of course, it will take some time, and some people will complain. Overall, it's a good move.
1583	None
1584	In a perfect world where money grows on trees, sure, it would be great to do a rebranding overhaul for consistency. However, I cannot justify my tax dollars going toward cosmetic makeovers when they are not needed. There are other issues in the district that are *needed.* Be wise & incorporate rebranding into the already-scheduled renovations.
1585	Please do not rebrand the middle schools.
1587	There is no need to change the name of the schools. That is overkill.
1589	My daughter graduated as the first full class of CSHS (2016) and now my son who has grown up cheering for the Cougars will go the AMCHS. There was a lot of tension for the class of 2015, who was basically disowned their freshman year. I hope we are not making the same mistakes again, disrupting the lives of our children for "one pride".
1590	Look to the long term investment, specifically Focus on quality Educators and Administrations.
1592	Have you thought to consider the impact that the rebranding will have on the teachers as well? Most of them have clothes, classroom supplies, etc. that were purchased due to the current school colors and branding. They already subsidize classroom activities out of their own pockets, but now you are asking them to dole out more due to rebranding.

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1593	Waste of money, time, and effort
1595	Nothing further.
1596	From what I am hearing, we are placing priorities on the wrong things. Have you asked your teachers what they need? A building is a building, let's work on our day to day needs.
1597	THIS REBRANDING IS A WASTE OF TAX PAYERS MONEY!!!!!!!!!!!!!!
1599	Let's be wise stewards of our money, teach values of community and including and welcoming, and not waste money on silly rebranding nonsense.
1600	Cast aside the personal agendas of the minority group and focus on what is most important. Don't waste unnecessary funds on a fabricated issue because some adults are more immature than the students. Spend money on what is needed not what is wanted.
1602	dual brand all 3 middle schools
1605	This is completely unnecessary. Kids spend two years there and move on and forget about it. Kids don't latch onto mascots until high school. This school board is spending outrageous amounts of tax payer dollars. It is wrong that this was attempted to slide in under the radar. The only reason this is being done is because it leaked. It's wrong.
1606	We need to save the money in question to use towards the expansion of our campuses as we are in a population boom.
1608	I am a parent, teacher and coach in CSISD. I think we have a culture built on what we see directly at TAMU. People in this community are extremely proud of their respective schools and I think trying to do away with the feeder pattern is a bad idea. I think kids need to feel like they belong to something great early on. I also believe we have great
1609	I am sad for my young children. We have loved seeing our middle school family members kind of get "initiated" to the upcoming high school by having a middle school that is super excited about the ONE high school ALL their friends would be going to. It has generated a lot of excitement over the years, and my kids won't experience that.
1610	My three kids all go/went to College Station. The education is very good. The disparities of facilities and demographics has been exacerbated by the extreme rapid growth and drawing the attendance zones has been very sensitive. Spending a bunch of money on this seems wasteful.
1611	None at this time.
1615	Stop squandering money and time on nonsense, focus on things that really matter. And stop wasting taxpayers money.
1617	I think this is important for the future of the district.
1618	When I first heard this proposal on the news, I thought these people do not live in the real world. We pay school taxes to teach students not to make all the school buildings new. I taught in a 20 year old school building but the students & teachers were who made the building seem new.
1620	The whole idea is stupid and this questionnaire stinks.
1621	I'm completely against rebranding the schools!
1623	Take the slow process on the schedule of the schools maintenance. At the time of remodel you can rebrand. That is just good business sense. Look at the dollars you are using and remember the citizens work hard to give you that money. Don't just throw it away on paint and mascots. If the PTA or PTO's want something done faster have them pay.
1625	It's unnecessary
1627	None
1632	Does not seem needed, and would be a misuse of tax dollars.
1638	None
1641	Spending money to change mascots, update school colors, etc. is an example of frivolous spending. I would rather the money be spent on ensuring children have musical instruments, readable textbooks, necessary technology.
1642	I am concerned that the administration and school board of CSISD doesn't have more important things to worry about. If you were concerned about relations between the students at the high schools, you would have never proposed one zoning option and then rescinded it when one part of the community created an absurd uproar last year.
1644	Give the schools their own identity by changing the name to "Junior High Schools."
1646	I went to AMCMS, then AMC Junior High in the early 80's. We have always been maroon & white and the Cats. It should not change. I have not liked any of the re-zoning and especially with the 3rd middle school. Kids will have coaches and directors in middle school but will then have different coaches and directors in HS.
1649	We have too many other needs in the district to spend funds on a temporary problem.
1654	This shameful idea is going to blow up in the faces of the CISD Board and it's leadership. It will lead to large scale efforts to remove the current members through resignations demands and widespread financial assistance to any future school board candidates challenging members that were in support of this initiative.
1655	Just that it is frustrating to see this amount of money on something that seems frivolous

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	compared with some real needs of students and their campuses.
1657	I think this is a big waste of money that could be used elsewhere. Schools are struggling to cover the costs of items teachers need in the classroom and around the school. South Knoll had to raise funds for a sun shade, that took them years to get without much help from the district. To spend so frivolously, this is kind of disappointing.
1658	I do worry a little about friendships/bonds forming in middle school, then having the fear of friends/bonds being torn when they enter high school and go to two different ones. Other than that, I think this is a good idea.
1659	When schools are being created to keep up with our current growth rate, wasting money on re-branding schools seems like a very poor use of taxpayer money that should be much better used educating & supporting our only assets our students.
1660	Not necessary!
1665	I think this is a terrible use of taxpayers money to rebrand schools and I will vote against any potential bond, prospective board member, or current board member that wants to pursue this.
1666	REBRANDING SHOULD TAKE A BACK SEAT TO PROPERLY EDUCATING MY KIDS. I DON'T THINK THE BUILDING HAS ANYTHING TO DO WITH A GOOD EDUCATION.
1671	Don't rebrand.. epic fail
1674	Do not do it. The money is better spent paying teachers.
1677	There are more important issues at hand than rebranding. I see that CSHS lights are on almost 24 hours. If a student event/athletic trip ends after midnight, AMCHS kids are in the dark. That's a serious safety issue. I am surprised the community hasn't revolted against the bait and switch use of bond money for CVHS. Disappointing.
1678	stop teaching high school fight songs in middle school. Buying new uniforms and parent/booster support clothing will only enrich M&M apparel, not the education of my children. has anyone asked the children? I have, and they don't care. They are at that school for 2 yrs, they don't care - puberty brings enough things for them to worry about!
1680	You are stewards of public money and trust, don't let a few bullies push the agenda and expenditures of the district. Thank you for asking for input.
1682	I think each middle school should follow each zoned high schools "brand". Support and encourage these kids and embrace the tigers and cougars accordingly. Consistency is key!!
1688	Start a GoFundMe for rebranding. If it's as important as the Board thinks it is, it will be funded without wasting taxpayer funds.
1698	Perhaps change their name also, since these schools no longer feed into that high school.
1701	Boundaries may change and we shouldn't have kids feeling like they are experiencing a loss because of a preconceived idea about where they should go to hs. Kids can have a great experience at either high school. Coaches and teachers can work together to develop a strong foundation no matter where kids are headed for 9-12. Keep comparability.
1706	Rebranding because of similarities to high schools is more ignorant than changing the name of a school because someone wants to hide or rewrite history. This survey is too slanted towards gathering qualitative data. You need quantitative data to accurately communicate the results to the tax payers.
1707	Waste of money
1709	I just feel the funding could be put to better use. The high schools could benefit from livestock holding pens for those kids who are in FFA and would like a place to care for their animals. A lot of these kids dont have land to raise and care for certain animals.
1711	No waste of tax payors money
1712	See above maybe it's time tax payers question your decisions.
1713	I don't see anything wrong with keeping with the "cat" theme, but each school should have a unique identity. We really need to push toward more unity. There has been a lot of damage done the way things have been handled in the past and some serious healing needs to happen. When businesses even participate in the rivalry, you know it's bad.
1714	I feel it is a huge waste of money, time, and resources
1718	I will be greatly disappointed as a district and community if this passes. This is a topic that needs to be revisited . Logos mean nothing, history and feeling appreciated mean much more, even to students. The students will not benefit by having 3 schools that each feed 2 high schools. It will hinder ALL of your extra- curricular activities.
1728	STUPID!!!
1731	Use the surplus money to fix failing systems not included in the expected renovations.
1738	I understand the reasoning but there needs to be LOTS of communication of the final expectations on how this will help things, how money will be spent, where \$ comes from, what exactly will be changed in each school, etc. School board officials going to PTO meetings to answer questions will help (all levels - elementary to high school).
1740	I am not certain the rebranding is important - what will be important is ensuring the resources

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are the same at all campuses so there is not a feeling of "my child is missing out" - vertical alignment between the 5 schools will be very important - building relationships with staff of all five campuses and good will is also imperative

- 1741 Rebranding schools is a waste of time and money. My Junior High was the Aardvarks, and my High School was the Knights. No one cared: we rooted for our fellow Aardvarks, then our fellow Knights. There is no reason to discontinue the CS 'cat' theme. Even if Wellborn MS needs to diverge, there is no reason to change the other schools.
- 1742 It would be such waste of funds.
- 1743 Leave the schools as is.
- 1744 I love the idea of giving these schools their separate identity. The town is so surrounded already by the Aggie identity, I think it is great to show the students that they don't have to be an Aggie when they graduate, they can achieve success in any school and career they choose.
- 1748 Do not rebrand the schools, just re do the paint.
- 1750 How much of our tax dollars is this rebranding going to take? I pay an incredible amount in school taxes and I prefer this money is spent on things that really matter. I know it is fun to have different school colors and such but this just seems frivolous.
- 1754 Please don't do this!!! It seems like the periodic re-zoning is hard enough on everyone as it is. There is something to be said for just leaving "well enough" alone.
- 1755 Thank you for allowing the feedback!
The school board does a terrific job. Please do not make educational decisions based on coaches and extra curricular activities. Very few students end up professional athletes. The athletes would be better off if they spent more time on education and less on athletics. Run the numbers of who succeeds in life. We live in a college town.
- 1757 The money spent on College View doesn't appear to be well utilized or accepted by the community. We will need a new bond within the next few years for addition to CSHS, among other things. Do we really want to be so frivolous with the public money now?
- 1758 I think there are much bigger and important issues.
- 1760 My biggest concern over this issue is based more on the zoning and less on how we brand the schools. I believe we should revisit the zoning to make the intermediate and middle schools 100, 100, and 50/50. That zoning would be manageable for coaches, fine arts, and extra curricular programs to address the one campus with the 50/50 split.
- 1768 Someone seems to think that everything has to be equal at all three schools. This is impossible and as I was taught as a child, Life is not fair. If you have to have a new school then sell your house and move into the area zoned for Wellborn Middle School. Fresh paint and new uniforms do not enhance education.
- 1770 Please use the money for education and functional facilities.
- 1771 WITH REZONING AND REBRANDING... DO NOT GET SELFISH, SELF-INTERESTED PARENTS INVOLVED... YOU AS A DISTRICT NEED TO LEAD US AND DO WHAT IS RIGHT, FOR "ALL" STUDENTS!! (KEEP IN MIND... THERE IS A SEGMENT OF PARENTS THAT AREN'T ABLE TO GIVE THEIR FEEDBACK.) AND REMEMBER,....."ALL" OF OUR NEIGHBORHOODS MATTER AND "ALL" OF OUR STUDENTS MATTER!!!!!!
- 1775 I am a mother of 4 CSISD students and also a CSISD teacher for 7 years now. I understand that budgets are allocated for certain areas, but I have never seen such a frivolous proposal of expenditure as this.
- 1777 I think rebranding would help kids. I like the current split as I think it allows comparability between the high schools. As someone involved at AMCHS and with an accurate picture of the relationship between all of the schools the split will not have that big of an affect on the high school environment at all and would probably benefit students.
- 1781 No need to rebrand waste of money. Spend the money on updating the facilities and providing better technology.
- 1784 Again don't think we need to rebrand.
- 1785 A&M touts "the other education" throughout it's entire system. It's promoted to employers as a reason why Aggie graduates are better than other graduates. Why are we as a district willing to put these vital programs on the back burner in middle school? The connections need to be there or programs will suffer.
- 1788 I miss Dr. Coulson approach to engaging with teachers and the parents
- 1792 If there are extra monies to be spent and the district decides to spend those on extracurricular activities, then put it towards subsidizing the participation of underprivileged students. The character limit in this field precludes extensive feedback, fyi. I have inserted additional comments in the above field.
- 1794 Listen to the students who will be affected. Also, make sure any rebranding that is done fosters tolerance between campuses instead of pounding the wedge that already exists in farther.

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1796	I believe that rebranding the schools will cause more trouble than it already has. The district needs to be rezoned in a way that evens the schools out to make AMCMS students feed into AMCHS and CSMS students feed into CSHS and Wellborn can be the school that splits, because it is the school that will have it's own culture.
1803	I can appreciate the concern that the current situation causes some confusion. However, other problems with the facilities must take priority.
1810	This is a complete waste of my tax dollars. Anyone in favor of this will not get my vote. Actual repairs are one thing, but rebranding is another THAT I DO NOT SUPPORT !
1812	Just don't do it. It is s total waste of funds and energy. It clearly sends a message to the community on where the focus of the district is, and that it is clearly not on educating.
1820	It is vital that zoning tracks stay as equal and balanced as possible. It is not the logo which will do this. It is equal facilities, resources, teaching, demographics, etc.
1824	Make the mascot and logoing of all future middle schools completely independent of feeder schools. Allow them to have their own identity
1828	I feel the middle schools should feed into the high school with 100%, 50/50, 100% split. With the probability of a third high school, then the middle schools should feed in 100% to their high school. It is very unfair to the students to have a 20/80 split of any school. I also highly disagree with splitting up elementary schools.
1830	I think it's waste of valuable resources that could be much better spent doing things that truly impact the students, teachers & staff!! Use the funds wisely - give students more opportunities, teachers and staff more resources, update facilities and if you have surplus of money, look at some of your older elementary schools and help them out.
1837	Education over school identity and pride.
1838	Rebranding is not needed. I haven't talked to one person that supports it. It's a waste of funding that could be used to benefit CSISD students' educations.
1845	My son is at Oakwood and they have freshened up the inside but the outside and play areas need serious help! We also need some athletic teams for kids this age.
1856	Please don't. Use my tax dollars to improve education and to enrich learning experiences. More field trips, better technology, etc. Make it about education not propaganda.
1863	The schools need to be split 100, 100, 50/50
1864	WHY HAVE TO CHANGE THE OLD MIDDLE SCHOOLS BECAUSE YOU ARE BUILDING A NEW SCHOOL IF THAT IS THE CASE THEN WHEN THE NEW HIGH SCHOOL WAS BUILD THE STUDENTS AT THE OLD SCHOOL SHOULD HAVE HAD THE CHANCE TO REBRAND
1867	DON'T REBRAND
1871	Find other avenues to use the bond money on.
1874	Waste of money. Pay the teachers more, give the students more educational assistance and opportunities.
1875	wisely on something that matters to our children, not something that is being driven by adults who don't live in their world and don't even attempt to understand it.
1878	Why not put some funds into a better grade system for parents to monitor kids grades. The previous system was actually better for parents than the current one. How about a smart phone app to check our kids grades. Spend funds on items that can actually make a difference in the kids EDUCATION.
1881	DON'T DO IT!
1884	I think this is a unimportant topic. The school's colors/mascots/names are fine the way they are. This is just an example of wasting time and money. If there is extra money laying around, use it to hire specialist, upgrade existing facilities, hire more teachers to reduce class sizes, upgrade curriculum, or fund more fine arts programs.
1886	Its a poor choice. Many school board members won't get reelected if this happens. Prob end up with a new superintendent as well. Don't rebrand.
1889	I can't see it being justified in spending extra money on changing colors/names as long as all schools are being supported meaning all middle schools show support for both HS's.
1890	There is simply no need to change the identity of the current middle schools.
1891	The kids don't care what animal or color is painted on the wall. Don't waste the money on it.
1892	This schoolboard is so out of touch. Go to these campuses. Children are hungry. There is out of control behavior that goes unchecked. If a coworker swore and abused their fellow workers in this same way it would not be tolerated. Paint and a mascot is not going to get class time spent on behavior back. Heat the school. Give the WiFi and Ethernet.
1896	Everything doesn't have to be the same in CS. From the boring naming of schools to the boring choosing of mascots. But that's for another day. If students from CSMS may wind up going to AMC, let's not have confusing message and feeling like they are traitors to their previous schools. This isn't a problem at the elementary level.
1897	Our taxpayer money should NOT be spent on rebranding.
1900	Rebranding un-necessary. If you change uniforms/shirts for things like P.E. or orchestra or

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	band, how about a logo that has CSISD on it rather than school specific? That way, when a student moves from intermediate to middle, they won't need new shirts. But please leave football etc. uniforms alone.
1904	NO
1905	I don't think a complete overhaul is necessary, especially if the names are not changed. Changing the logos so they're not exact replicas of the high schools' would be enough. If the schools are to be completely rebranded with new colors, mascots, and logos then they should also be renamed.
1907	In the process, I think it's important to honor the past identity. There will need to be a memorial, a place where the past can be celebrated and viewed.
1909	AMCHS - 100% AMCHS CSMS - 100% CSHS Wellborn MS - 50/50 Sell the 50/50 concept of the new middle school to parents as a temporary situation until the 3rd high school is built. Why put 100% of students in an less desirable situation when you have a reasonable solution that would only effect 33% of students?
1911	Leave it the way it is
1914	Color choices for Middle schools should not be maroon and purple. Glad the WMS is yellow, for example. But all three MSs could still be a variety of a wild cat: Jaguars, Cheetahs (WMS?), Panthers, Cougars, etc.
1915	Don't rebrand, it's not necessary and a waste of funds
1916	I feel the schools are in pretty good condition. Of course refreshing campuses is always nice but I believe having the intermediate schools be a "little brother" to the hihgschools create a since of community. I do believe it will make the Wellborn school feel a little left out though. I think most kids only care about changing their peer group
1920	Thank you for taking our views into serious consideration. One of the greatest aspects of our school district is how we aim to keep the schools as evenly balanced as possible - giving all students not only the same or very similar academic environments but also a rich diversity, inviting them to honor and respect others unlike themselves.
1922	Why continue to piss away tax payer money to cover for the school board's mistakes? School zoning will continue to change every few years, so rebranding is asinine.
1925	Do not change the schools think about all the people that went to csms and had to go to consol because cshs wasn't there it doesn't change a thing.
1926	Reevaluate the rezoning. AMCMS 100% to AMCHS, CSMS 50/50 & Wellborn 100% to CSHS. "Rebrand" CSMS to accommodate its new population. This would remove the concern of the isolated 20% kids and would allow the Athletics and extra curricular activities to continue to grow and foster from 7th grade on up. Costs less and provides less disruption.
1927	This is silly.
1929	students don't care, some parents are trying to have a perfect world of parental control of controlling everything, save the money!! Stop this nonsense!!!
1931	These children will do just fine adopting the colors and identities of the next school that they will go to. My daughter has done that 3 times already within CSISD thanks to rezoning and moving to Intermediate school.
1932	If you rebrand now, and we have a third high school in the future will you rebrand again?
1933	It is a waste of money. Does it really matter to these children?
1936	Waste of time and money
1940	A consistent product is more important than a consistent brand so it is surprising to me that the district is wasting energy on this distraction.
1941	My middle school was called the Toy Pioneers after the high school mascot the Pioneers. We rebranded to the Trailblazers. Well-meaning parents insisted on this change. I was involved in sports, this rebranding contributed nothing to my education or well-being.
1943	Don't
1947	I think it is important that all the schools have equal learning and athletic facilities regardless of color or brand. Thank you!
1948	I think rebranding is a waste of money and resources. Having beautiful buildings does not make a campus a good school.
1949	So many districts in Texas are going through the same growing pains. I personally hate the idea of the kids having to go to huge high schools. Although the proposed idea of doing away with feeder campuses is not my favorite, I think it is necessary. These decisions are hard, and there is no way to please everyone. What IS important is diversity.
1956	They already rebranded CSMS when CSHS opened: changed colors & mascot. Do NOT

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	want \$\$\$ wasted to do this again. When they open a 3rd HS are they going to blow more \$\$\$ to rebrand again... STOP the Madness!!!!
1957	Let the new school start fresh and let the current ones stay the same as far as name & cokors
1960	Ridiculous approach, there are far more important matters for a school district to spend money on that actually benefit the growth of students.
1964	Don't do it. Why spoil them? Let each one feed into one high school, and split the Wellborn group if necessary until we have a 3rd high school for them to feed into.
1968	I really question using taxpayer money to pay for something that doesn't directly impact students' education. However, I do think that it would be helpful, in general, for the schools to have their own branding since our district continues to grow. I imagine that we'll be building more schools in the future.
1969	Thus us just plain ridiculous to spend money this way! Please focus on providing funds for quality educational experiences for our students.
1973	Don't waste the tax dollars on rebranding...leave the established schools as is.
1974	I am sure there are more important places to spend the money in our district. I've heard there are a lot of needs at Consol HS. Please don't waste money rebranding when kids didn't care what color or mascot they have in middle school.
1975	Just wait until the new high school is built and brand the new high school to align with Wellborn Middle School mascot and colors. Leave the other two middle schools as they are.
	Rebranding is an expense that is not necessary at all.
1979	I do not want a rebranding for CSMS.
1980	USING MONEY TO REBRAND WAS A STUPID IDEA TO BEGIN WITH. THE IDEA TO MOVE KIDS FROM ONE TRACK TO THE OTHER IS ULTRA DUMB. YOU ARE JUST CONTINUING TO MESS WITH PROPERTY VALUES AND CHILDREN'S LIVES. KARMA.KARMA.KARMA.KARMA.KARMA.
1981	Time to do it!
1982	Awful idea
1983	The reported figure of 2.2 million is too costly for "rebranding". Upgrades/updates to school is understandable and
1985	Old schools can have the established brands and mascot, new school gets a not yet established brand, but a new facility.
1989	After students leave middle school they feel no tie to that mascot or background, they feel a pride in the high school they go to. It is absolutely unnecessary to change the mascots and brands of the middle schools.
1993	I would ask the school board to consider all children in the district, and cease placating the groups who are the more organized and certainly the most vocal. No one who attended the CSHS and AMCHS varsity football game this year can objectively think the recent purple tract and maroon tract district lines are equitable.
1995	not worth the money. Money is better spent on the buildings and the teachers / kids.
2000	I think the intermediate and middle school counterparts (Oakwood/AMCMS, Cypress Grove/CSMS, Pecan Trail/WMS) should be branded together, sharing the same colors and mascots. Then students will have four years of identity before moving onto high school.
2002	When absolutely everything including upgrades, repairing/updating of the older schools, installation of upgraded technology, as well as when you have provided our teachers with all of their needs - then please feel free to contact me in regards to supporting the possibility of rebranding. Until then, rebranding is a waste of money.
2004	Stupid idea, highly symptomatic of administrative bloat.
2005	None.
2007	As I said previously , this is a waste of money. We have so many more important needs on our campuses. This money could be used to increase teacher salaries or improving benefits for all district employees. The rebranding idea is wasteful spending.
2008	I'm more likely to buy "school spirit" items if I can use it for 6 + yrs instead of 4 or 2 yrs. I think the flow of kids should filter together so your not breaking up friendships or school pride.
2009	Educating our students is more important than rebranding. What are we teaching our children, when we make rebranding a priority over education?
2016	Rebranding is an absurd concept, and I cannot believe it us even being considered.
2019	You'll never please everyone. Do what's best for students & district and makes the most fiscal sense.
2022	I spoke to my children about this and they wanted me to include one comment. "maybe we could be a part of voting and we could make it awesome!" I believe it is true. They will make

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	it awesome.
2024	None of the three mascots should be cats! How about Owls, Cardinals, Eagles, Hawks, etc.
2025	It devalues the history and traditions of the middle schools
2026	I know quite a few professors at A&M that say too many are coming through that are not ready for college. College Station needs to be concerned with educating not making sure their social life is enhanced.
2028	These schools should not be re-branded. This seems to be driven by a select few's opinions, but I can assure you that the majority of College Station tax payers are not looking for frivolous ways to "re-brand" our schools. ARE ALL THE DEFERRED MAINTENANCE PROJECTS COMPLETED? Spend the money in ways that actually affect our childrens' education.
2029	I think the rebranding is not as serious a matter as keeping all the schools equally equipped. The new schools get all new everything and I feel like the old schools are left behind.
2030	continuing to provide excellent education with the fewest divisions is the most important
2032	If you split the brand at CSMS to match both AMCMS and Wellborn; allowing CSMS to rebrand when the 3rd high school opens all materials curenly in use could be distributed to the respective middle school
2033	This is an ill conceived notion pushed by somebody with vested interests
2034	It will be a frivolous waste of taxpayer money.
2035	This is a bad idea and a waste of money. The kids don't really care about branding.
2037	Please consider that students' emotional stability affects on their academics performance. It is hard for me to find any academic benefit of rebranding of AMCMS and CSMS.
2038	Logos, uniforms, and colors are luxuries, not priorities. Please focus on academics, teacher pay and recruitment, preparing for population growth, improving real issues of equity that threaten to divide the district (unlike trivial concerns about who is a tiger and who is a panther), and preparing our kids for a high-tech future.
2042	CSISD needs to hire a traffic consultant to come up with a long term safety plan for existing and new schools and bus routes. CSISD needs to work with the city, and TxDOT on ensuring kids can safely get to school without creating a traffic nightmare. As a transportation engineer I am saddened by what CSISD has been allowed to do.
2043	I'm very disappointed in the lack of transparency of the talks of rebranding. I feel like in the beginning this was done behind closed doors to avoid all the opinions it would generate. CSISD divided this community with the building of the "new" high school - don't make the same mistake twice...
2044	Just seems like a lazy way to try to get people to stop complaining about the redistricting. A reasonable person can't expect an old school to spend money to make everything look nice just because a new school is being built. If there is extra money then put it to good use like facilities, equipment, and extracurricular activities.
2045	This is a silly, artificial issue. Schools are schools - what makes them great is not their mascot, school colors, or other branding gimmicks; rather, great schools stem from great leadership and excellent, enthusiastic staffs. Focus the district's time, effort, funds there. Get creative with your budget/where funds are allocated to accomplish this
2048	The middle schools need their own identity. This is a long term issue, so just bite the bullet and get it done. At a minimum, do the uniforms for next year and signs/logos. Then follow up as reasonable with the other facility updates. School board is elected to make these decisions. Please make them!
2051	Very leading questionnaire. The questions all but direct the person to want to rebrand. Where is the information for cost estimates or what extend rebranding would take to occur? People cant make informed decisions without all of the information. You are talking about a significant amount of money needed to make this happen.
2052	I think it's not worth what it costs to rebrand and there is established history with who they already are. My son's dad attended AMCMS and AMCHS and they will too so I don't want to see them rebranded or renamed. If that money is available, I'd rather see it going to teacher salaries, renovations, special projects or other needs in the district.
2054	Don't waste money on rebranding... Use the money for their education, not for their school colors.
2058	It's too costly to change colors, uniforms, school shirts , remodel each current middle school with mascots etc. Save the money and use it in other needed areas.
2061	Rethink this idea.
2062	Have two of the middle schools feed one high school and the third feed the other high school. One could become 6A (or remain 5A depending on enrollment) and the other (only one middle school) could drop down and become 4A. Simple!
2064	Revisit the zoning and make it to have only CSMS split 50/50 until there is a 3rd high school.
2068	I feel the situation we are proposing of independent campuses is detrimental to extra curricular programs. High schools like to know what's coming their way. Bands start 6th

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grade instrumentation with the high school in mind. With at least one true feeder they have an idea. Better for one middle school to split than all three.

2071 I am not in favor of this proposal. I hope the district will be good stewards of the money available. Fewer than 100 students are benefitting from the investment in re-building College View High School and that school was named academically unacceptable. Hence, many of my neighbors will be very cautious in supporting major expenditures.

2074 We have a high school that has to have it's basketball floor repaired each year because of poor drainage from a previous construction project. Let's fix things that need fixing rather than spend money on new colors and mascots. I'm sure the teachers can create a long list of items more important than rebranding. Kids could care less.

2076 the Taj Mahal high school has left a bad taste in everyones mouths other than those that are able to go there. please stop overbuilding when another school comes up

2077 I think the high school football coaches should focus on coaching the kids that are in their respective high schools rather than worry about what the kids in the middle schools are doing. Football coaches at the middle schools should be supervised by the district athletic director rather than the football coaches from the high schools.

2080 kalejrvliuaehliuvhalieufvriulhaeorfvoiajefviouaherifvhuiaeuuhvlajenvkljaefjv;oawirjvoaijwrfoi;awrhviliaeurbvkJaeirfejf;oaehiv;oaefvoeihrvlaerhf;aoefhaoeirhv;oaevuoairhv;aohvaeorfiarehaerofhareoifhofhaeorfvo;aeirhfv;oesirhv;oesiurhnfvoesurlbfvliaeurvh;oseirhv;osurhvbliseruvblisuevbskfdvblisufhvolfhblisubfvlijsdfvlaerihfapoei;jrnv;lskefnbv;oisjfbjs;o

2081 I don't think it's necessary and is a waste of money.

2082 Drop this immediately! Save the money to actually benefit education and not do window dressing! Dumb dumb dumb!!!!!!

2084 These school represent the two different cultures of the district, AMCMS is the old school and it's connection with the college, CSMS represent the new district and how it connects to the growing city. Wellborn will represent the small town it is located and the past.