

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

## Results

### Survey 647676

---

Number of records in this query:	115
Total records in survey:	2051
Percentage of total:	5.61%

---

### Field summary for Demo1

Please select the option that best describes you.

---

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Parent (ID1)	101	87.83%
CSISD Employee (ID2)	4	3.48%
Student (ID3)	3	2.61%
Other (ID4)	7	6.09%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

---

Field summary for Demo2

Select the high school zone you where you currently live.

---

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
A&M Consolidated High School (AMCHS)	115	100.00%
College Station High School (CSHS)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

---

### Field summary for Demo3

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

---

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Oakwood/A&M Consolidated Middle School (OWACM)	0	0.00%
Cypress Grove/College Station Middle School (CGCSM)	115	100.00%
Pecan Trail/Wellborn Middle School (PTWBM)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

---

**Field summary for Demo4**

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

---

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Kindergarten (SQ001)	8	6.96%
1st (SQ014)	7	6.09%
2nd (SQ013)	13	11.30%
3rd (SQ012)	16	13.91%
4th (SQ011)	19	16.52%
5th (SQ010)	32	27.83%
6th (SQ009)	27	23.48%
7th (SQ008)	24	20.87%
8th (SQ007)	15	13.04%
9th (SQ006)	15	13.04%
10th (SQ005)	15	13.04%
11th (SQ004)	11	9.57%
12th (SQ003)	9	7.83%
Not completed or Not displayed	179	155.65%

---

### Field summary for Demo5

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

---

<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Athletics (Volleyball, Football, Basketball, Track, Tennis, Golf) (ATH)	24	20.87%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	37	32.17%
Cheer, Drill Team, After School Clubs (CLUBS)	14	12.17%
Not completed or Not displayed	191	166.09%

### 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	78	67.83%
No answer	6	5.22%
Not completed or Not displayed	31	26.96%

ID	Response
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.
101	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!!
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.
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.
288	I would prefer that the middle schools have colors and mascots independent of a high school identity. There is an over abundance 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.
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.
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".
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.
443	i think it makes sense to have a different identity.
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.
500	It's not important
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!
601	Very I would prefer it
634	Not that important. As long as the names are different and distinguishable, that would be good enough for the kids' life after they graduated from the high schools.
651	not important
818	Very
664	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
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.
784	I am indifferent





## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

	them. They really need their own identity not related to their high school campus.
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.
1482	Not really important
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 between students at the High School level was a bad idea. Does the board know what they are doing when they plan these changes?
1548	not at all important
1564	I would not be important to me.
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!
1638	It would not matter to me.
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.
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!!!
1707	Not at all
1714	None
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.
1791	Not even a little bit. This is ridiculous.
1838	This not important at all.
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.
1908	NOT IMPORTANT AT ALL
1977	This is not important.
1981	Great idea!
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).
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.

## 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	75	65.22%
No answer	9	7.83%
Not completed or Not displayed	31	26.96%

ID	Response
77	It would be nice if there were an across the board excitement. So that the Wellborn students are not exclusive in their celebration.
101	Not important
145	I think it would be very exciting for the students.
167	I like the idea of all of them getting to do their own branding as well. Creates ownership, pride in schools.
197	It's not. See above
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.
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.
328	It would be the perfect time to do it.
358	To have their own brand that's not associated with a specific HS will be exciting.
443	i think it would be great and make it not any more confusing than it already is
447	I thought my kids are in love with their current brand. There would be confusion if their brand needed to be changed.
500	It's not important
601	I agree with and would like the branding so the kids can already identify with the high school they will attend
634	Why bother? Spending more money and resources just to erase the history?
651	not important
818	Very
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.
714	Rather than the excitement, I think it is necessary since students go to both high schools.
770	I don't think it's important.
793	same answer as before: somewhat important, but not worthy of being addressed regardless of expense
799	Moderately important, but only out of concern for consistency between all 3 middle schools
809	not 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.
889	Important
899	They don't want to change. Leave them alone.
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.
910	Very little importance.
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 distric leadership can not be fixed by surveys about "rebranding".
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?
954	This is silly. Surely this is a joke.
989	Since the kids in middle school will most like go to different color and mascot for night school

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

	it would be nice for them to be different form both high schools.
1032	Not!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
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.
1074	It would certainly give equality to the process and would generate buy-in with those who might not want to see rebranding occur.
1088	Again, a great idea but not worth spending 2 million dollars
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 do it.
1096	Not terribly
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!
1196	Not at all.
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.
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?
1233	Important
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)
1248	Not at all
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.
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.
1308	Very important!
1357	Not an important issue
1381	I think students know the schools as they are. Rebranding and change for the current schools shouldn't be necessary.
1402	It's a nice idea, but depends on cost. These questions are framed in a very biased way, by the way
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.
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.
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.
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.
1548	not important at all -- they're fine with what they have
1564	It would not.
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 b 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!
1638	I'm not sure it's very important at all.
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.
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.
1707	Not at all
1714	None
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.

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

1791	OMG. This is our focus? Let's fight racism, do away with the dangerously misogynistic dress code, and promote academic excellence instead.
1838	They are separate entities. It does not matter. There needs to be no changes of current mascots or colors.
1884	I think it is a waste of time and money.
1908	NOT IMPORTANT AT ALL
1977	This is not important.
1981	Love the idea!
2027	Not important at all. The middle schools should stay as they are. This would be a complete waste of money.
2037	Not at all. Having unique school brand is very important to the student being proud of their identity.

### 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	76	66.09%
No answer	8	6.96%
Not completed or Not displayed	31	26.96%

ID	Response
77	I think CSMS looks fine except for the strangely mismatched colored marquee. Cannot say about AMCMS as I never go by there and have not had a student attend there.
101	Not important
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.
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.
197	As long as everything works, is clean, and maintained, I'm fine with the facilities as they are.
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.
308	All schools should have a nice/ newer, clean look and feel. It is important.
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!
408	This is less important to me. As long as the students are getting the same education and extra-cirricurlar activities.
443	again, i think it makes sense to do this.
447	Old schools are kind of dark. They would need brighter paint and lights.
500	It's not important. I'd rather have the money spent on good teachers.
601	It would be fair
634	Appearance is less important than the internal arrangement. At least I believe CSMS looks so far so good.
651	important
818	Very
664	The appearance is not important. What is important is that the technology level is equivalent in the schools.
714	Schools should be updated as needed to keep up with the times and be comparable to other schools.
770	I think everything is fine the way it is now.
784	I would like that
793	same answer as before: somewhat important, but not worthy of being addressed regardless of expense
799	Not very important
809	somewhat important.
854	Very, this is where money should be spent.
889	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.
902	Again, it would be nice but not necessary.
910	CSMS looks pretty good. AMCMS is older, smaller and feels constrictive in the halls. Needs more then fresh paint, but I don't know your budget.
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.
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

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

	space
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?
989	Would be nice.
1032	Not!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
1069	If they need it, yes.
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.
1088	Not as important as good teachers and giving them the tools they need
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.
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.
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!
1196	Not at all.
1222	Freshening up is important, but so are costs.
1229	Now the school building is a different subject. I'd say please go right ahead remodel away.
1233	Very much needed, especially CSMS.
1241	Deferred maintenance has been something the District needed to tackle anyway, so it is smart to freshen up the facilities.
1248	Not 2 million dollar worth of importance honestly
1270	Very important
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.
1308	It would be nice if money allows. (Maroon & purple don't mix)
1357	It is important
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.
1402	They should be safe and clean and functional.
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.
1455	VERY. All of the schools need to be as equal as possible.
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.
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.
1548	renovate when needed
1564	Is important to focus on overall building maintenance than it would be to rebrand.
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!
1638	It's important to me that my child attend a safe and adequate school with the proper facilities needed to learn.
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.
1698	They are good already. Don't think the kids think of CSMS as the "old" school.
1707	Not at all
1714	None
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.
1791	Freshen up? Seriously, this is the dumbest. Make necessary renovations and invest in

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

	technological infrastructure.
1838	This is not important. The basic functioning of the facility and ability for kids to learn there is important.
1884	That is definitely needed. I am unsure why we keep building new schools when the existing schools have issues - cosmetic and otherwise.
1908	APPEARANCE IS NOT IMPORTANT FOCUS ON ACADEMICS
1977	This should not be a high priority.
1981	Good timing to do this now.
2027	Extremely important. Both AMCMS and CSMS need to be freshened 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.

### 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	76	66.09%
No answer	8	6.96%
Not completed or Not displayed	31	26.96%

ID	Response
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.
101	No need to spend extra money at all.
145	Use a combination of previous bond money and surplus funds if needed.
167	I am in favor of the first 3 bulleted items
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?
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
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.
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.
443	if we have unexpended bond money, why wouldn't we use it since it was borrowed for that purpose
447	3rd option sounds best for me.
500	Not using any money. Spend it on better/more teachers!
583	I don't care how it's done. It just needs to be done fast!!
601	Brand now
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?
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.
818	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.
714	Options 1, 2, and 3
770	I am in favor of not using the money for rebranding the middle schools.
784	I wouldn't like to rent and, but I would like to update the older campuses
793	-no, because changing timelines sounds like it would increase the final cost



## Quick statistics

Survey 647676 'Middle School Branding Feedback'

	-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
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.
809	using previous bond money and money from budget
854	Last point, take longer and not sure money
889	Yes to moving up the time line. Yes to using bond money or surplus.
899	No Refresh Yes, re-brand No Refresh Yes, re-brand No Refresh Yes, re-brand No
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.
910	Option #4 don't piss away the budget surplus just because it exists. Be good Stewards of CS taxes and bond monies.
933	Be better stewarts of our tax money and use the money for things that really matter.
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)
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.
989	Yes
1032	Any surplus should be spent on teacher pay and better health care!
1069	Last option
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.
1088	Definitely the last option.
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.
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.
1128	Use previous bond money or the surplus.
1131	The arbitrary rezoning has created this problem and now you want to waste more money.
1196	Spend the money on something that enhances the educational process, for example an expanded TAG program.
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.
1229	Not using any money at all to rebrand the middle schools other than renovations already scheduled.
1233	Use one time savings to refresh/ rebrand schools
1241	As long as it gets done eventually, the timeline should be fiscally responsible.
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
1270	Any of the above
1301	I would be in favor of using money in a judicious fashion to rebrand in conjunction with already allocated improvements.
1308	Prefer option "1.
1357	It is fine spending money on Improving infrastructure not in rebranding the schools. Use the money in issues that Really matter.
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.

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

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
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.
1455	I would be in favor of using funds we already have. Whatever we need to do.
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.
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.
1548	We would prefer that last option -- renovate as scheduled
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)
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.
1638	I'd be fine with allowing the process to take 4 to 5 years to complete.
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.
1698	If the \$ is there use it now. Do not make one group of kids feel superior or inferior to another!
1707	Not use any money
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
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.
1791	Not using any money at all for this ridiculous plan.
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.
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.
1908	NOT USING ANY MONEY FOR THIS PURPOSE
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.
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!
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.
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.

### Field summary for Feedback5

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

Answer	Count	Percentage
Answer	43	37.39%
No answer	41	35.65%
Not completed or Not displayed	31	26.96%

ID	Response
101	No need to rebrand
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.
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.
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.
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.
447	none
634	If CSMS and AMCMS' identities are felt confusing, it has nothing to do with the branding of the new school.
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?
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.
714	None
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.
799	None
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.
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
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?
989	None.
1032	Not!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
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.
1128	I feel any changes made should focus on instructional space and updating technology.

## Quick statistics

Survey 647676 'Middle School Branding Feedback'

---

	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
1196	None
1222	Does it really cost \$2.2 million to do this?! I'd like to see the costs for this cut significantly.
1229	Just keep it united.
1233	It's a good idea for the rebranding. with schools having kids moving on to different schools not associated with their current mascots.
1248	Wait the scheduled 4-5 years that was already in the budget.
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.
1402	This was a really badly done survey if you wanted to get valid perspectives.
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.
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.
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.
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".
1638	None
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.
1698	Perhaps change their name also, since these schools no longer feed into that high school.
1707	Waste of money
1714	I feel it is a huge waste of money, time, and resources
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.
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.
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.
1981	Time to do it!
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.