

Quick statistics

Survey 647676 'Middle School Branding Feedback'

Results

Survey 647676

Number of records in this query:	472
Total records in survey:	2051
Percentage of total:	23.01%

Field summary for Demo1

Please select the option that best describes you.

Answer	Count	Percentage
Parent (ID1)	363	76.91%
CSISD Employee (ID2)	52	11.02%
Student (ID3)	15	3.18%
Other (ID4)	42	8.90%
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.

Answer	Count	Percentage
A&M Consolidated High School (AMCHS)	0	0.00%
College Station High School (CSHS)	472	100.00%
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.

Answer	Count	Percentage
Oakwood/A&M Consolidated Middle School (OWACM)	0	0.00%
Cypress Grove/College Station Middle School (CGCSM)	472	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.

Answer	Count	Percentage
Kindergarten (SQ001)	48	10.17%
1st (SQ014)	43	9.11%
2nd (SQ013)	41	8.69%
3rd (SQ012)	56	11.86%
4th (SQ011)	53	11.23%
5th (SQ010)	95	20.13%
6th (SQ009)	80	16.95%
7th (SQ008)	137	29.03%
8th (SQ007)	99	20.97%
9th (SQ006)	59	12.50%
10th (SQ005)	77	16.31%
11th (SQ004)	50	10.59%
12th (SQ003)	55	11.65%
Not completed or Not displayed	179	37.92%

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)	181	38.35%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	113	23.94%
Cheer, Drill Team, After School Clubs (CLUBS)	61	12.92%
Not completed or Not displayed	191	40.47%

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	272	57.63%
No answer	31	6.57%
Not completed or Not displayed	169	35.81%

ID	Response
20	On a scale of 1-10 I'd say 6
34	Not that important.
63	Extremely
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 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.
108	They should have a direct reflection...I am against the change
111	Not important
113	Don't care about the branding. I care about the quality of education.
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.
132	Not very
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.
146	Not at all
148	Not important. They do not need to be the same and they do not need to be different. It's unimportant.
151	I think it would be a good idea to have the middle schools different from the high schools. It gives them an identity.
156	Very important that every school have it's own identity
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.
168	I would think it is very important and I would encourage a separate identity for all of the middle schools rather then 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.
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.
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
183	NONE
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
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

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	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.
199	Doesn't matter.
202	It wouldn't be very important to me at all. I think my daughter could make that mental transition pretty easily.
205	None
215	none
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
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?
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.
245	Very
247	Not 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.
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.
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.
298	What difference does that make?! I care about my children's education and that is all.
299	Don't think it's too much of a big deal
313	Not important.
316	Branding 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.
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 its 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.
341	Not important, I think the middle schools should be tied to the high schools
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.
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 to be eliminated as a factor (in establishing pride or ownership/control) could only be helpful.
376	I think it is important for the schools to have their own identity. However, has anyone thought about how this zoning will affect fine arts and athletics as far as vertically aligned teaching? This is a far bigger problem than school colors.
382	It would not be important. The identity of the high school feels independent from middle school mascot for us.
387	Not important at all.
393	Children change schools all the time for various reasons this is a fact of life and children need

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	to be able to adapt.
405	Unimportant. They don't care about identity until HS.
418	It would not matter at all.
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!
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
442	Not important at all.
444	This is a waste of time. Quit worrying about rebranding and focus more on quality of education.
446	Does not matter
449	The District should be all maroon and all from the cat family
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?
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.
470	not important
495	Not important at all.
503	Not very important
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.
513	It would not be very important to me.
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.
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.
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.
544	Somewhat important
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.
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.
565	Not important at all.
573	Of absolutely no importance
576	Somewhat
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.
590	Yes
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.
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.
605	the identity of the middle school should not reflect either of the high schools.
613	Not that important at all.
614	Do not care
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.
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

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	facilities/classrooms, fine. But rebounding everything is a waste of my tax dollars.
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.
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.
707	Not important at all.
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.
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.
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.
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.
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.
817	We need a 100/100/50/50 split Period!!
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.
835	Not important enough to spend a ton of money on
841	It is very important to identify yourself with the high school that you will go to. Therefore 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.
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.
852	It is not important at all. I feel spending the money on rebranding could be better used in other ways.
866	I can see that it's a problem, but is not worth spending 2 million dollars over.
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.
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 poor our spirit \$ into the HS
897	Not very important
901	I want my children to attend CSHS, that is exactly why we bought our home where we did
920	Not important at all.
925	Not important at all

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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.
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.
945	It is not important.
953	I don't feel it would matter to him.
955	If the school does not feed all students into the next school then it needs to be color independant
969	No important at all, superfluous expenses should be avoided, students need better and more facilities, more teachers to reduce the HUGE amount of kids per classrooms, more coaches, more counselors.
975	I don't see an issue with keeping our current brands. On the contrary, changing the brand would results confusing for all the students who participate in cultural and athletic activities. What the costs are and who's gonna pay for such re-branding?
982	It would be important but just adjust the boundary lines accordingly and not by demographic
984	Would think that it would make sense to keep the schools the same as they are currently. In fact, would suggest that it would make sense to re-explore the middle school zoning question. Would like to see 2 schools being direct feeders to the HS's and the 3rd (new) campus being split 50/50 or as close as possible. 100%, 100%, 50/50%
997	I like what we have now. Build a new highschool.
1004	I think the identity of the middle school should be neutral.
1022	Not important at all
1023	Not important at all.
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
1052	I would want the middle school to be affiliated with the high school they are going too.
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.
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 choosen because of the colors of CSMS?
1072	It would lack significant importance.
1075	NOT important at all!
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
1090	No importance at all; as long as the quality of teaching was comparable.
1113	Each school should have its own identity anyway.
1120	Not important at all.
1132	Not important at all.
1136	Not important
1143	Not at all
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.
1181	Very! It creates a sense of pride and ownership.
1182	It's not that big of deal.
1204	Yes
1206	None at all. Not important.
1213	We want a tradition and affiliation with our HighSchool.
1245	Unimportant.
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
1269	None. Who cares who their mascot is. How is this worth asking?

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1276	Not important, a waste of money
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.
1311	Not important at all.
1312	Not important
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.
1353	Not important
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
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
1394	Not important.
1395	Doesn't matter
1396	Not very
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.
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.
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.
1457	Not important
1470	Not important at all. Rebranding would be a needless waste of money.
1472	Would not matter at all.
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.
1497	Not at all.
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.
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 !!!
1512	Absolutely NONE
1521	Not at all important
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.
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 worrie 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

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	almost pointless.
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.
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.
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.
1579	It's not important at all! As parents, we prefer you to spend our more wisely and not waste it on mascot identity.
1587	I believe that Middle School should have its own identity not tied to either high school.
1593	It's not important.
1595	It's not important.
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.
1641	Not a matter of importance.
	Focus should be more on academic excellence.
1647	Not very
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 \$.
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.
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 away from rebranding!!!
1687	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.
1704	Not important to us
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
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
1748	I think it'd be weird, because switching colors and then switching your pride and stuff, it's weird.
1757	Somewhat important
1758	The branding of middle schools is not important.
1762	inthink It is important to keep the children directed to the same high school
1774	I think it would be very helpful.
1781	Not important at all
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

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	hostility that still exist between the 2 high schools.
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.
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?
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.
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.
1833	It wouldn't matter to me.
1856	It is not at all important
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.
1866	Not Important
1871	I can't overstate the insignificance of how a middle school reflects on the high school in regard to school colors, uniforms, etc.
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.
1897	Not important.
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.
1923	The middle schools need their own identities. If the middle school is closely linked with one 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.
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.
1939	Not important
1945	Wouldn't care
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.
1956	No importance. Certainly not worth the high costs. Too many real needs that money can better be used for
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?
1970	I think it is a good idea for the Middle Schools to have their own identities.
1975	I don't think it matters that much.
1979	It is portant
1994	Not so
1995	not important to me.
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.
2024	I no longer have any children attending public schools. But if I did, I would want the school to have its own identify.
2026	Not important at all. As a retired teacher, I find that students adjust to their situations.
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.
2033	Not important
2035	Not important at all
2038	This is not an important issue to my family relative to so many other important issues in the

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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.

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 middle school.

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.

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.

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.

2072 At this time it's not important as I cannot predict what my child will participate in when they get to 7th grade.

2075 It would not be a major issue.

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	269	56.99%
No answer	34	7.20%
Not completed or Not displayed	169	35.81%

ID	Response
20	On a scale of 1-10 I'd say 7
34	Not that important
63	Good
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.
107	I think it's a great idea
108	Keep the brand..no changing. Let Wellborn figure that out.
111	Not important
113	Don't care about the branding. I care about the quality of education.
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
132	Somewhat
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.
146	Not at all
148	Not important. They should keep what they have.
151	This should be done, all 3 should be independent from the high schools.
156	Very important that every school have it's own identity
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.
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.
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.
183	NONE AT ALL
187	Again I think it's less 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?
202	Not very important to me.
205	I don't think so
215	doesn't matter
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
234	I think they should be given the same opportunity to create their own brand just as CSHS did

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	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.
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.
245	Very
247	Not important.
251	Not important in the least. What is the excitement over? Academic and life success? I really doubt it.
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!!
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.
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.
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 ..
313	Not important.
316	NO! Rebranding the schools is not going to create excitement for the students or parents. 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.
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.
341	Not important at all. Keep CSMS and AMCMS the way they are
338	Keep Csms as the cubs and purple.
346	Not important
347	Absolutely! That is a wonderful idea! If you can manage, seeking community input would be appreciated by all.
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?
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.
387	Not important at all
393	It would not be excitement to make them change the history of their 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
418	It would not. They already have their own traditions.
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???
426	Need to aligned with cat theme and I would designate the MS to one of the HS
442	Not important as well. It's best for them to keep their culture.
444	This is a waste of time. Quit worrying about rebranding and focus more on quality of education.
446	I think their brands are established and should stay the same
449	zero

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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.
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.
470	not important
495	Not important at all.
503	Not very important
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.
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.
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.
526	Leave the current branding and save the money for the new schools we will have to build in the near future.
531	I think AMCMS and CSMS SHOULD NOT change their Brand. Wellborn can create their brand because they are new.
544	Somewhat
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.
556	It is very important for the middle schools to have their own brand.
565	Not important at all
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
585	Doesn't matter to me.
590	Very
602	Confusing to the students that already relate to what, who and where they are
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
613	Not very important.
614	None
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.
650	It is NOT! Please let's spend this money on faculty and fixing what we already have.
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.
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!
707	Not important at all.
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.
719	See previous answer.
721	I think you are not using the tax payers money wisely... The taxes are high enough just with

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	building new schools... Why is this waste of funds necessary?
726	Very Important!
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.
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.
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!!
817	We need a 100/100/50/50 split Period!!
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.
835	Not important enough to spend a ton of money on
841	Very.
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".
852	I don't feel it is very important.
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.
870	Not important at all.
875	Very important.
876	Not at all important.
890	I think the excitement is being taken away not added. Not important anymore.
897	Not very important
901	Not important
920	It is not needed.
925	Not important at all because it holds zero educational significance.
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.
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.
945	There is nothing wrong with the current brands. And is a waste of money to change it
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
955	They need to create their own color scheme.
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
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
984	Think Wellborn MS should create their own brand, colors, mascot, etc.
997	Important
1004	Yes, give them all a hand in developing the "new brands"
1022	Leave it as it is.
1023	Not important at all.
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
1052	Leave the schools the same. It's ok to brand the new school, but don't change the others schools.

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1058	Right now, I like that the colors match and we can wear them more as we go through both 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).
1065	Maybe we should be beyond colors and generate excitement in the players rather than the school
1072	It lacks significant importance.
1075	NOT IMPORTANT!!!
1087	Not at all.
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.
1092	I think the two current schools should remain as they are.
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.
1120	Excitement about a brand is good but without knowing the financial impact of creating this excitement it is impossible to say how important.
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.
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.
1143	Not at all
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.
1182	Leave it be.
1204	Very
1206	Not important at all.
1213	We need to continue our tradition and strengthen our pipelines..
1245	Not needed
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.
1269	Each school needs to have its own identity. CSISD is too big to waste time worrying about aligning their mascots.
1276	Not important, a waste of money
1295	I do not see the excitement 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.
1311	Not important.
1312	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.
1353	Not important
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
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
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.
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

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1412	Just means I have to spend more money on gear
1416	Zero importance.
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.
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.
1457	Not important
1470	Not important at all. Rebranding would be a needless waste of money.
1472	Not important
1495	It's extremely important for these schools to be able to develop their own identities independent from either of the high schools.
1497	Not at all.
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!
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 !!!
1512	None, the schools are already branded.
1521	Waste of time and money
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.
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.
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.
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.
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
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.
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.
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.
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

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	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.
1641	Not a matter of importance.
	Focus should be more on academic excellence.
1647	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 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.
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.
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.
1704	The students would like it, but in the past it seems to stay very close to thher current high school colors and mascot.
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
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.
1748	Eh, it's okay. I won't be zoned there anyways.
1757	Not at all important. They are established schools.
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
1774	Very
1781	Not important at all.
1794	Very important. Let the current middle and intermediate school students have a say in how they want to be known in our community.
1803	Not at all
1810	It is not. The 2 middle schools are established. Leave them be!
1812	Not important, this is the most ridiculous concern I have heard of yet.
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.
1821	Again, incredibly important. Students should learn the skill of connecting with where they currently go to school, not where they will go later.
1833	It would be nice, if it wouldn't be so expensive to do it.
1856	Money could be better spent on academic resources rather than new paint colors and signage!
1862	NOT IMPORTANT
1863	See answer to previous question.
1866	Should not be affectedImportant
1871	I can't overstate the insignificance of how a middle school reflects on the high school in regard to school colors, uniforms, etc.
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.
1897	Not important.
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.
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.

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1939	It would be exciting
1945	It's not that important
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.
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
1968	Very important for the students to be involved with the decision making process.
1970	I think it is important for all of the Middle Schools to have the same opportunity! Makes sense.
1975	No generation of excitement for the non-new schools is not necessary.
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
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.
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.
2024	I would like for all three schools to be able to generate their own brand.
2026	There are more important challenges in education in College Station that need to be addressed first. Just ask the teachers.
2029	Again it is not worth millions of dollars.
2033	Not important
2035	Not important at all
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.
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
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.
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.
2068	Not very. Some changes need to be made, but I think there are a lot better ways we can spend our money.
2072	Not needed. They already have colors and logos.
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. .

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	271	57.42%
No answer	32	6.78%
Not completed or Not displayed	169	35.81%

ID	Response
20	On a scale of 1-10 I'd say 10
34	Sounds fair
63	Very
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?
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...
111	Not important
113	Don't care that much, except it would be nice if you planted more trees.
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
132	Important.
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
146	Very
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.
151	Not concerned with keeping up with the Jones as long as the teaching continues to be excellent.
156	Every Student should have the opportunity to go to a school with a equally updated facility.
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.
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.
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.
183	Somewhat important. Ensure safety and resources that are comparable for learning.
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
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.
199	Not really. They can stay the same.
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
215	somewhat
220	Again, spend the money on things that matter to giving my child a better education

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221	experience. Middle school brands don't matter at all. relatively important, given funding constraints
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.
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.
245	Very
247	This is important. CSMS has very old equipment and furnishings. Colors and paint and mascots do not matter. Working classrooms and furnishings do.
251	Not at all important. Property taxes are high enough already. They are there to learn, not to be indoctrinated.
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 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.
280	Somewhat Important; however, it shouldn't be done just to keep up with the neighbors, or in this case, the Wellborns.
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
313	Not important.
316	I do think it is important from time to time to do updates on an old campus to bring them up to 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.
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.
341	I think it is very important to freshen up the apperance of the current middle schools
338	Update Csms from maroon to purple.
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.
376	The school colors at least need to be corrected, especially at CSMS.
382	I think functionality is greater than aesthetics and as long as the school is safe and functional the appearance is of lesser concern.
387	I think aesthetics should be secondary to the repairs and additional facilities needed at existing schools.
393	There is not a need to put a shine on the schools however do not let them fall into disrepair.
405	Very important. Much more so than paying \$2.2M to rebrand.
418	It is an unnecessary expense.
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!
426	Very important both AMCMS and CSMS reflect poorly on CSISD based on maintenance , general appearance and modernization
442	Very important! All schools, no matter what part of town their in, should be given equal accommodations.
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.
446	Not important at all
449	zero

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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.
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.
470	not important
495	Not important at all.
503	The current middle schools look fine like they are.
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.
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.
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.
526	Not at all important
531	They should freshen up facilities if needed. Change CSMS to Purple/Cougars throughout and the Same for AMCMS.
544	Important
554	The schools should be similar in terms of resources and facilities. I support that fully. Bring all schools "up" as needed
556	It is very important.
565	The school needs to be maintained. It should be on an existing maintenance schedule. No reason to deviate.
573	The appearance? Not important. Teacher pay, supplies, field trips etc. Is important.
576	Very
585	Yes! Would rather see money spent at the older middle schools to fix them up.
590	It should reflect the brand... colors, etc.
596	These schools do need to be freshened up! Both need lots of work to update.
602	Keep them up to date, technologically and for safety and leave the look alone
605	Not important.
613	Very important
614	They are fine as is
637	A good paint job on the inside of older schools goes a long way towards building pride in one's school.
650	I don't believe they need to be freshened up. If CSMS needs expanding or some renovations because it it run down, tgen ok. But changing everything is a waste.
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.
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!
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.
712	This is not a concern of mine at the moment.
717	Important
719	Never hurts. However, I'd rather not see new bond money used for form, but rather for function.
726	Maintaining & improving function is always best.
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.

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758	CSMS is an embarrassment considering the amount of taxes I pay.
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
811	Unless something is broken, or missing.. none.
817	Extremely important and necessary
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.
835	Not important enough to spend a ton of money on
841	If repairs are not necessary, money should not be spent.
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.
852	It would be nice, but not important.
866	Do you freshen up each elementary school when a new one is opened?
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.
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.
897	Not very important
901	My 3 children who have been or are still there love CSMS
920	It is only important in that CSMS does not have enough parking.
925	Somewhat 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 this. I think focusing on education versus school colors is a better focus.
931	Sure, update and freshen things up.
945	I think there are more important ways to spend the money than using it to change colors of the schools
953	They both need it!
955	I find it important enough to spend the money.
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
982	If it is up to date and functional then don't raise taxes to support another bond
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.
997	Very important, the current schools need updated restrooms badly.
1004	It would be a consideration, but not a necessity
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.
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
1052	That would be great to refresh the old schools, but again don't change what they have branded already.
1058	I think it is important that the buildings/technology get a little bit of sprucing since they have been around a while.
1065	It is not.
1072	The schools should be safe, clean and functional, not concerned with keeping up with WMS.

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1075	New paint, new technology - yes Making sure teachers have the supplies they need - yes.
1087	These facilities are in good condition.
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.
1092	CSMS should be redone with purple instead of the maroon is currently has. The track needs to be redone also .
1113	Very important.
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.
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.
1136	Safety Updates are More important than cosmetic.
1143	Very important, especially for rock prairie middle
1175	Upgrades to the building, and educational resources for the students is far more important than changing team colors/mascots.
1181	Not, these middle schools have everything they need to run efficiently.
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.
1213	Fix the pig don't put lipstick on it.
1245	Make sure they function and serve well. They should be visually appealing, but freshening up just to be comparable to the new school is unnecessary
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 facilities
1269	If the goal is to have fresh schools so that everyone feels better only a moron would be worried about that.
1276	Only as needed, not just for appearances
1295	I think it is more important to freshen up the facility of AMCMS & CSMS than spending money on a new logo.
1311	Not important. New buildings are obviously going to look nicer and newer.
1312	Very important facility wise...not uniforms and colors
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.
1353	Not important
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!!!
1384	Both current Middle School Campus needs a facelift 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 classroom educational use.
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.
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.
1427	Not that important.
1428	Always important to keep the campus fresh, regardless of whether or not there is a new 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.
1439	The quality of the education is more important than aesthetics.

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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).
1457	Not important
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 and wasteful. It is a waste of money and a waste of material and resources that will fill the landfill.
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.
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.
1503	Only where needed because it is worn out.
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.
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.
1521	Refresh? Is this code for "Let's waste tax payer money changing logos and school colors?!!!!!!!!!!!!!!"
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!
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.
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 middle schools.
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.
1572	That is a good idea in some areas. Newer up to date computers, equipment etc .
1579	If it means the parents will get more shaming emails about not giving enough during fundraisers, then no. The facilities are fine.
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
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.
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.
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.
1641	If things are in dire need of updating, sure. Otherwise, focus should be more on academic excellence.
1647	Very very 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

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1671	Eagle/ABC/NBC, etc.) this irresponsible consideration and improper use of funding. 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.
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?
1704	Not necessary for spending money on "freshening" up.
1709	Freshen up the appearance is fine but changing the whole look,colors and mascots are not fine.
1711	No
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
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.
1757	All the schools appear fine on the outside. I can't speak to the details of the interior.
1762	Not important at all
1774	Very
1781	That is very 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.
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.
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.
1814	I've never been inside either school so i'm not able to speak if it needs to be freshened up or not.
1821	Unimportant. Staff and community enthusiasm will be more important that the facilities matching perfectly.
1833	It would be nice, but it doesn't have to be done.
1862	NOT IMPORTANT
1863	Very important, we need to keep up all our facilities.
1866	Not Important
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.
1878	It is as long as it's not waste funds on re-branding...refresh paint and repairs is great.
1897	Not important.
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.
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.
1939	VERY IMPORTANT- CSMS IS SUPER OUTDATED & NEEDS A REMODELING
1945	Money should go to teacher pay and technology in the school not rebranding
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?
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
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?
1970	I think it's a great to freshen up the other two!

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1975	For safety and code compliance only and to make sure that things are not breaking or becoming run down.
1979	Not very important, if the structure and foundation of their building is good, is not necessary to spend money
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.
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.
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.
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.
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.
2033	Renovations are independent of another school? Why are renovations contingent on another school opening?
2035	Not very important. Let's not spend money to freshen up the appearance. Let's spend money on fixing tings that are broken.
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.
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.
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
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.
2072	It's not
2075	Not a big deal. It is the new school and will of course have new things.

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	255	54.03%
No answer	48	10.17%
Not completed or Not displayed	169	35.81%

ID	Response
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.
34	#3
41	Not using any money
63	Yes
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.
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
108	Not Interested. Leave my tax dollars to ACTUAL education not a paint job.
111	I don't think refreshing/rebranding the middle schools is necessary.
113	Don't care
122	I would be in favor of issuing the money now available to do this sooner rather than later. Like rip the bandaid off in one swoop rather than slow pulling. Get it done and move on.
123	class size is what matters
132	Last option
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. :)
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).
151	Too many questions in one paragraph, not going to answer.
156	Move up the time line and use savings to fund the rebranding.
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.
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.
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.

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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.
187	The third option
199	NO. There is no need to refresh anything.
	I like what we already have.
202	In order: Yes, yes, yes, no.
205	Let's take 4-5 years to complete
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
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.
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.
245	I'm in favor of the first three.
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.
251	How about a property tax reduction? It sounds like you have more money than you know what to do with. Shame!
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 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.
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.
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
313	I would be in favor of leaving the branding. I would not want to repurchase our support apparel.
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.
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.
341	I think the first three opens work great. I don't want it to take 4-5 years.
338	I'm in favor of using surplus funds.
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!

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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!
376	No comment
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.
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!!
393	I prefer to be frugal.
405	Refresh yes--rebrand no
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.
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 supplies instead of them having to beg parents for donations???? 4) YES
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
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.
444	Don't waste money on looks. Put it towards mimicking Finland's education system.
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
449	No money should be spent on rebranding
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.
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.
495	In favor or not using money to rebrand middle schools.
503	I would be in favor of not using any money at all and letting the process proceed on the current timeline.
510	Stop wasting taxpayer money on useless projects!
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.
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.
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
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

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	portion of this one-time savings to address refreshing/rebranding the middle schools
544	No, no, no, yes
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.
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.
565	Use no money, it would be wasteful at this time.
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.
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.
590	It should be implemented as quickly as possible using savings from other projects and surplus.
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.
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!
605	Refresh when possible. Utilize funds where they are needed most which probably isn't on color schemes and remodeling.
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
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.
650	I am in favor of not using any money except what has been allocated for renovations already scheduled.
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
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
707	1. No 2. No 3. No 4. Yes
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.
719	Let the process take 4-5 years to complete.
726	I agree with all above IF there is a surplus & IF teachers needs are taken care of first.
754	Do whatcha gotta do.
755	yes yes

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	yes
	no
798	-No -No -No -Yes, the schools should be well maintained and clean regardless of this rebranding business.
811	1 st or 2nd option to "even" out the 3 middle schools, without rebranding.. just refreshing.
817	Yes yes yes no
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.
835	In favor of not using any money at all to refresh/rebrand.... let the process take 4-5 years to complete
841	My opinion is the last one. Not using any money.
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.
852	I think bond money would be a good source.
866	Are there any other needs that need to be addressed? Academic wise?
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?
890	It is what it is. The cost of making rezoning decisions that don't make much sense.
897	No No Sure Sure
901	Not using any money
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.
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.
931	Use surplus wisely if rebranding; don't get to extravagant, but if we already have the money in the district, then I don't see any problem using it.
953	Do it now and pay for it with money already in the budget for this!
955	Let the school's PTO money and a portion of savings (CSISD level) or surplus fill the other portion of needed money.
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.
982	Not in favor, CSMS was never rebranded to begin with tiger logo and colors are still in facility
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.
997	Don't rebrand! Renovate! Build another HS.
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.

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1022	4-5 years
1044	branding is not important to me, but keeping the facility in good shape is
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.
1065	I would rather money be spent on upgrading facilities rather than rebranding.
1072	I propose that the fourth option be chosen. Use no money at all.
1075	moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools
1087	I would be in favor of hiring additional teachers and increasing pay scale for existing teachers.
1090	I would only agree to the refreshing...not rebranding.
1092	I am in favor of not rebranding either middle school at this time.
1113	I am in favor of refreshing the other two middle schools immediately.
1120	In favor of the last option.
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.
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)
1143	1. Yes 2. Yes 3. Yes 4. No.
1175	In favor of using the money in ways more beneficial to the students and Staff members and IF changing the colors/mascots must occur slowly phase out the current over the course of 4-5 years.
1181	I'm not in favor of rebranding
1204	Moving up timeline
1206	Choice D. So many better uses of the money. Will making these schools prettier help students academically?
1213	100 100 50/50.. fix the mistake..
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
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.
1276	Last choice, extra money should be spent on academics
1295	I am in favor of the following: 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)
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.
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.
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.
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
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.
1396	Using a portion for freshening, yes. Rebranding, NO!
1407	In favor of not using any extra money for the rebranding: just stick to the normal schedule.

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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.
1427	I am not in favor of the rebrand.
1428	Let process take 4-5 years
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.
1457	No way
1470	Completely opposed.
1472	Refreshing yes, rebranding no. Rebranding is the part that upsets people because it is absolutely not necessary.
1495	yes, yes, yes and no
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.
1503	Only refresh where needed. Spend the money where it will have a direct impact on academics and safety. See above.
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.
1512	In favor of NOT using any money at all.
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)
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
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. "
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.
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.
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 .
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.

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	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.
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.
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.
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.
1641	I am in favor of anything that doesn't raise the cost of the taxpayers.
1647	Use what would be going into savings
1654	There should be NO FUNDING of rebranding unless the members of the school board want to personally fund it themselves.
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.
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 nicked 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.
1704	Using money already available is an option, however I would not want to have another bond or tax increase to cover these ventures.
1711	Not
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.
1748	No.
1757	No money other than already scheduled renovations. We have other areas that could use several million!
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
1774	I would like a fresh start for all. I don't know which funds to use without more information.
1781	This process needs to start now, all of the schools need to have nice and up to date facilities.
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.
1803	Renovations and additional construction (for accommodating projected student populations without temporary buildings and the like) should be accelerated.
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 shuold be used on what is important: making the shcools 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.
1814	I would be in favor of not using any money at all to rebrand the middle schools other than

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	renovations already scheduled to occur. Refresh is okay if it's needed.
1821	Let the process take 4-5 years to complete
1833	The last one, just waiting until scheduled would be fine
1856	Make NEEDED repairs or improvements but I don't feel that "branding" school is needed.
1862	NOT USING ANY MONEY AT ALL
1863	1. yes 2. yes 3. yes 4. yes
1866	#1
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.
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.
1897	NO to all of the above expenditures. Our taxpayer money should NOT be spent on rebranding.
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.
1931	I am not in favor of refreshing or rebranding period! Renovations should move 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.
1945	I'm in favor for upgrading but not rebranding. Use the one time surplus for that
1948	I am NOT in favor of 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.
1956	Not in favor of using any \$\$\$ for rebranding. Just follow regular cycle for renovations, upgrades
1968	The surplus sounds like the best option.
1970	I will be in support of however our CSISD district leaders believe to be the best!
1975	Keep the planned renovations on the schedule they are already planned at. No alterations are necessary.
1979	The last choice. Do not spend unnecessary money.
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 money 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.
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 someone's "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.
2024	Move up the timeline on renovations. Use the unspent bond money.
2026	I am in favor of the second choice because all of us who pay taxes paid for that bond project.
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.
2033	Only refreshing/renovations...no rebranding craziness just to generate business opportunities to some?
2035	Let the process take 4-5 years to complete. How about cutting school taxes if you have a surplus?
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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	schools. Put your focus on improving academics and dealing with district growth, not making sure uniforms and logos are perfect.
2047	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
2050	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.
2058	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.
2060	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.
2068	Using old bond money is fine. As for freshen up, when school is not in session would be fine.
2072	The proposed re branding money can be used to revitalize existing structures and facilities at all.existing schools.
2075	Use unused bond money.

Field summary for Feedback5

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

Answer	Count	Percentage
Answer	200	42.37%
No answer	103	21.82%
Not completed or Not displayed	169	35.81%

ID	Response
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.
82	None, but thank you for asking for feedback.
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
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 benifit of picking which schools my kids attend.
132	None
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.
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
151	I'm all for it.
156	It needs to be done.
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.
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.
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.
202	None.
205	No
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.
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!!
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.

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251	Avoid it at all cost!
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.
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
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.
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.
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!
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.
387	I will be voting against every board member who supported this rebranding when the time comes.
393	Please do not.
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.
418	Again, I find it unnecessary, and somewhat negative. It is a solution in search of a problem.
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!!!
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
442	N/A
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.
449	I think we should spend our money on more blinding problems such as discipline.
456	Please put the funds in a more needed place.
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.
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.
510	Rebranding is a waste of money!
519	Leave the colors and mascots alone! Let Wellborn MS march to their own drum--- it's ok!
526	Dumbest idea I have heard since the new zones were drawn.
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?
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

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	invested in the schools they attended with this modal.
585	If have funds available to do it fine, but only second to updating the two schools. That to me is a priority.
596	Do not like the rebranding, just the renovating
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.
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
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?
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.
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.
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.
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%. Wellborn MS feed CSHS 100%. CSMS feed 50/50 to both high schools.
707	This is a non-issue and I would like CSISD to focus on learning outcomes.
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.
726	Get the teachers needs met first, then work on cosmetics.
754	Go for it. It's a mascot. The kids get new uniforms and t shirts every year anyway.
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.
811	I am not in favor of rebranding with a 3rd high school on the horizon.
817	We need a 100/100/50/50 split Period!!
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.
841	Work only with Wellborn Middle school on the rebranding.
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.
852	I don't feel it is very important and it is a waste of money.
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?
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.

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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.
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.
901	Not necessary at all
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.
945	It's a waste of tax payer money
953	See above
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.
982	Finish what's there
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.
997	Don't.
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!
1044	none
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.
1052	No change
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.
1075	It's a total wast of tax dollars.
1087	It is not needed.
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.
1113	Please be sure to involve the students. I still remember how exciting it was to get to vote on new mascots and colors.
1120	Share the proposed budget and exact plans. This would help me to be able to agree or disagree with the proposal.
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. That's what our tax dollars are for.
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.
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.
1213	Epic fail.. keep our colors and our traditions in tack..
1260	None. Just do not waste tax payer money. Use wisely. Bring in good teachers to help students exdel
1269	Why change what is not broken? If there is documented studies that show rebranding

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1295	actually improves the teachers ability to teach and the students performance then invest in it. Otherwise stop wasting money on worthless stuff and focus on the education of the students. 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.
1312	It would be ridiculous to waste money on rebranding. Ask the classroom teachers where the money should be spent.
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.
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!!
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.
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.
1428	Rebranding is unnecessary. Refreshing is necessary.
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.
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.
1457	Don't waste the 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.
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.
1497	Don't do it. Students spend two years of their lives at Middle School. Colors & mascots don't matter.
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.
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...
1521	Stop wasting time and money on foolish items like this and focus on educating our children and taking care of the teachers.
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,

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	and think. Ten years from now none of them are going to give a darn about where they went to middle school.
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."
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.
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.
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.
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.
1587	There is no need to change the name of the schools. That is overkill.
1593	Waste of money, time, and effort
1595	Nothing further.
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.
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.
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.
1671	Don't rebrand.. epic fail
1674	Do not do it. The money is better spent paying teachers.
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!!
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
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.
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.
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.
1781	No need to rebrand waste of money. Spend the money on updating the facilities and providing better technology.
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

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	farther.
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 a 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.
1837	Education over school identity and pride.
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
1871	Find other avenues to use the bond money on.
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.
1897	Our taxpayer money should NOT be spent on rebranding.
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?
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 want \$\$\$ wasted to do this again. When they open a 3rd HS are they going to blow more \$\$\$ to rebrand again... STOP the Madness!!!!
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.
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.
1995	not worth the money. Money is better spent on the buildings and the teachers / kids.
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?
2024	None of the three mascots should be cats! How about Owls, Cardinals, Eagles, Hawks, etc.
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.
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.
2033	This is an ill conceived notion pushed by somebody with vested interests
2035	This is a bad idea and a waste of money. The kids don't really care about branding.
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.
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.
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 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.