

**Quick statistics**

Survey 647676 'Middle School Branding Feedback'

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**Results****Survey 647676**

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Number of records in this query:	729
Total records in survey:	2051
Percentage of total:	35.54%

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Field summary for Demo1

Please select the option that best describes you.

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<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Parent (ID1)	544	74.62%
CSISD Employee (ID2)	85	11.66%
Student (ID3)	36	4.94%
Other (ID4)	64	8.78%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

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### Field summary for Demo2

Select the high school zone you where you currently live.

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<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
A&M Consolidated High School (AMCHS)	729	100.00%
College Station High School (CSHS)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

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### Field summary for Demo3

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

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<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Oakwood/A&M Consolidated Middle School (OWACM)	729	100.00%
Cypress Grove/College Station Middle School (CGCSM)	0	0.00%
Pecan Trail/Wellborn Middle School (PTWBM)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

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**Field summary for Demo4**

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

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<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Kindergarten (SQ001)	61	8.37%
1st (SQ014)	66	9.05%
2nd (SQ013)	62	8.50%
3rd (SQ012)	85	11.66%
4th (SQ011)	82	11.25%
5th (SQ010)	140	19.20%
6th (SQ009)	155	21.26%
7th (SQ008)	176	24.14%
8th (SQ007)	172	23.59%
9th (SQ006)	114	15.64%
10th (SQ005)	120	16.46%
11th (SQ004)	102	13.99%
12th (SQ003)	76	10.43%
Not completed or Not displayed	179	24.55%

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### Field summary for Demo5

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

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<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
Athletics (Volleyball, Football, Basketball, Track, Tennis, Golf) (ATH)	282	38.68%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	222	30.45%
Cheer, Drill Team, After School Clubs (CLUBS)	112	15.36%
Not completed or Not displayed	191	26.20%

### 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	442	60.63%
No answer	39	5.35%
Not completed or Not displayed	248	34.02%

ID	Response
24	Don't want this split. Athletics would be greatly impacted. Coaches must be able to coach their style at middle school level to then carry on to high school.
32	I believe that putting that much money into rebranding the schools could be spent much more wisely. If the students cannot handle that adjustment, they aren't going to be prepared for actual problems in the world.
40	not important
47	If the 3 school split solution is not going to be revisited (as I think it should) so that we have two feeder middle schools and one 50/50 middle school, then I can understand the need for rebranding IF and only if the District can afford such a thing.
55	no significance
58	It would be nice to not have a direct reflection, but I don't think it is worth thousands of dollars to do it.
62	semi-important
65	I don't think it matters. Depends on cost to rebrand everything. Perhaps a change could be made at the 2 existing middle schools over a long duration. Ultimately, I don't care if the mascot and colors match the high school my child will attend or not. At all.
70	I support middles schools having a separate identify from the high schools. It's important for students to feel welcome in any new school, and strong ties with a particular identity/school would harm the cohesiveness of the high school and smooth transition.
83	Kind of important
85	Not important at all.
89	It has no importance. ZERO. This is the dumbest thing in the world.
91	I do not think my child would care.
94	It does not matter to me if the mascots and colors are similar. Just make a culture change at the intermediate and middle schools and stop having them support one high school over the other for athletics, fine arts, UIL academics, etc. Encourage them to go to all events at both schools.
96	It's not important, either way.
97	Not important at all
99	I strongly feel an identity to one of the high schools is extremely important. It is a great source of pride and building on a tradition of excellence that should be given to these students as early as intermediate.
102	Very important
104	I don't know.....we have 5 kids, 2 who have already graduated, and we all liked having AMCMS linked to AMCHS. Honestly, I would rather seem AMCMS feed into AMCHS, CSMS feed into CSHS, and Wellborn be split between the two. With as many kids as we have, it has gotten really tiresome for the zones to keep changing around.
118	Not that important. I am more concerned with the education rather than branding.
120	Not important.
127	I think that any student would be proud of what ever logo goes with the school. Almost all schools have something that is similar to the others in one way or the other.
131	i think it is 2 years and they do not need their own identity...the students will adjust just fine
144	Not important.
147	Very important
150	Not important...in fact I think they should have an identity that reflects the high schools. I also STRONGLY believe that the 80/20 splits will detrimentally affect the schools and that the district should go back to the 100-100-50/50 split that would create a sense of continuity with the schools.

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155	Somewhat important
158	Not important
164	Personally my family and our child does not consider a mascot or school color that important in her education. I would hope our time and energy is focused on other areas of school. Have people allowed their children to be that sensitive to what the school color or macot will be. I think it's silly!
171	I think an inconsistency in identity could lead to a student not feeling connected to their high school. Feeling connection is important, because that can change how they perform in class and how they choose to behave.
173	not important
185	Not important at all! Use this rebranding money to improve education!
189	Moderately important.
193	I don't like the idea of rebranding the schools nor of the 80/20 split. I think that neither is wise nor long term focused. I would much prefer identities be kept and that students from AMCMS and CSMS track 100% to the high school they are currently tied to. I would prefer only the 3rd middle school to be split 50/50.
195	Zero, absolutely zero, importance.
198	Some what Important
200	Somewhat important
208	I don't think this is really an issue. I think we are wasting money on rebranding AMCMS and CSMS. This is more for certain parents than the kids themselves.
211	Not important at all.
214	Not important. We have bigger issues than this.
218	I think the middle schools should have their own identity, separate from the high schools.
223	It couldn't matter less to me. This seems like a really silly issue
224	Not important.
225	My son does not associate the mascot / identity of the MS to that of the HS. It's just not on his radar.
226	Rebranding would be a waste of time/effort/money. Education and extracurriculars are important, rebranding is not.
238	Completely and totally unimportant
246	It's a huge mistake. The first thing our district needs to do is to re-visit the split. It is not necessary to split all 3 schools and frankly we cannot afford any type of re-branding. I believe our schools need to be 100-100-50/50. We need feeder patterns in order for our kids to feel connected and grow in such a way they can be competitive.
254	None what so ever
260	I think it is important to them as it gives them an identity. It helps them bring up morale or take it down.
262	At AMCMS, even though we were the same color as Consol, we felt like our own entity. We were wanting to do the best for our school & didn't let the thought of Consol factor into it.
263	If you had a direct reflection from middle school to high school then you would have more loyalty and cohesiveness.
264	Not crucial but it might be more interesting and also reduce rivalries/divisions.
266	Whatever you do there has to be continuity in athletic and elective programs. Splitting schools will make it where high school coaches teachers have not vested interest in making the junior high school programs successful. You would be in essence training your adversary.
268	It doesn't matter to me either way.
274	To us it wouldn't matter, he or she will have to adjust.
278	Seems like the right thing to do.
279	It seems most logical to have the middle school NOT match the high schools since all 3 will split. There is such a strong purple vs maroon vibe that really begins as early as intermediate school and re-branding would help leave that rivalry at the high school level only.
295	I do not feel it is very important. We are very invested and involved in athletics and academics; In our experience, we have no tie to either high school via the middle school. If there is influence, input, or resources being provided, I have no idea what they are, nor does my daughter (7th grade athlete). It would be nice to know what it is?
296	The middle school needs to have an identity to an High School. They need to have a "big brother". Extra activities need supervision to learn a system, to have pride in a school, to have pride in community . The young students need someone to look up to and respect, to have a goal to reach.
297	It would not be. I am more concerned about making sure all of my children attend Consol.
302	It's very important.
307	For our family, not important. My 6th grader is more upset about not having a choice to go the middle school his sister and other family member have been at.



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311	Very important
312	Incredibly important. Students shouldn't feel guilty about going to one high school or another. They should go to what best fits their needs.
315	Follow the logic...we would need a 4th High School...Wellborn H.S... Considering that there will now be a 3rd middle school... "re-branding" wouldn't be a bad idea...the greater problem lies in the names of each school... "re-branding" without a change in the name of the school would be pointless.
317	not very
320	I am not for the rebranding but because of the past rezoning, I feel it is the only fair thing to do.
324	i do not think it's important. It would be a fact of life...you live in this school zone, you go to this school. There needs to be a better plan with zoning to avoid these such problems. We have opened a can of worms and are now trying to clean it up.
331	It has zero importance! I don't believe they should have been split in the first place. AMCMS still feeds primarily into AMCHS as does CSMS into CSHS and I feel their names and branding should always remain the same.
334	Not important at all.
369	Not important to me.
373	Not important at all.
374	Not important at all. These kids don't care about what their mascot is or what their color is.
384	Question is not stated well and you should have offered a scale for your convenience. Pretty important (3 out of 5).
385	Not at all.
389	Middle schools should have the identity of the high school they feed into.
402	It is important to have a support link from the middle school to the high school. For example, the orchestra has a strong linear influence between the intermediate, middle, and high school. This chain has made orchestra a strong, successful program. Band and athletics have more success if there is a linear influence between the feeder schools.
410	don't think it matters
413	important
415	Doesn't matter
416	I think it's very important for the middle schools to have their own identities. It will benefit the middle schools and the high schools.
417	I think it shows a diminishing effect of having school pride. Why because 20 percent
428	Not important at all
431	Not important
434	not at all. save the money!
435	As long as the current identity is not promoted as being tied to either school, it shouldn't be an issue. Regardless of new brand or not, there will naturally be some internal divisiveness between middle school students who will be attending separate high schools.
436	Not important, students in large districts have to learn to be adaptable to all sorts of issues. This is a minor adjustment in comparison. My daughter who is now in 3rd will in fact be zoned to cypress/CSMS then Consol.
438	Relatively important
440	I think it is unfair for all to be identified as one high school that they may not be attending. However I realize this comes with a cost. I would suggest that it be done slowly and as needed over next few year. Doing all at one time will be expensive. Some things such as painting and uniforms are needed to be updated after a few years anyway
441	I don't think the school colors and mascots are as big of an issue compared to the issue of rezoning and where the students are actually going to school. In a town growing as fast as College Station currently is, changes are expected.
455	Extremely important! I think rebranding middle schools is an important first step in healing our community divisiveness by holding off allegiance to maroon or purple until high school. I am a huge fan of the rezoning that occurred that started to shake up the "us" vs. "them" culture in the community.
462	i do not agree that having an identity separate from a high school would be helpful in this situation. However it would be nice to have incorporated some of the future high school into the middle school so that they have a sense of direction.
464	Middle schools should keep their current identity even tho students will be going to 2 different high schools.
469	somewhat important - but not a big deal
474	I think this is absolutely irrelevant. Do you really think the students care about the "branding" of the school. This is a colossal waste of money that could actually be redirected into something useful. If branding and buy in is so important why don't you use the CATE students to design and implement murals and/or mascots.

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482	EXTREMELY IMPORTANT THAT IT REFLECTS THE ASSOCIATED HIGH SCHOOL. TRADITION IS IMPORTANT ( IS AGGIE TRADITION IMPORTANT?) DO NOT SPLIT THE 2 SCHOOLS JUST THE NEW SCHOOL 50/50. STOP MOVING THE LOWER SOCIAL ECONOMIC CLASS OR CSISD WILL HAVE A LAWSUIT THAT IT DOESN'T WANT
489	Its not important. People talk about "Two schools one pride", that's a direct reflection if someone goes to multiple schools.
491	I do think it is important. Many people spoke at rezoning hearings and said that it would be hard to go to AMCHS because they had already established themselves as Cougars.
509	Not important. Each school is its own entity with its own identity.
512	I do not think it would matter as long as the adults do not make it something to matter about.
523	VEry.
528	Not at all
529	It would be important to have a middle school with its own identity.

Right now CSISD has a clear and obvious division between the Maroon and Purple track.

This sense of non-unity is encouraged by CSISD policies. For example, Students zoned to a specific high school are NOT allowed to participate in athletic camps offered by the other CSISD HS

530	Important
533	not important
535	It is too confusing if all are the same
537	It wouldn't be a necessity for my family to have a separate identity for the middle school.
541	I think that is a great idea and would be very important.
545	It would be nice but definitely not important with the cost predicted. Money should be used for more staff and vocational departments.
548	I think the middle schools should be feeder schools for he high schools. I think it is very important that the middle schools start building pride in their future high school. I think CSMS should be allowed to repaint and adjust to being future cougars.
551	Very! Middle schools and intermediate schools should have their own colors and their own mascots, just like the elementary campuses do!
553	Not important at all. This issue should not even be discussed. Parents in this community need to grow up and start worrying about their child's education, and not what silly brand their child's school has. I appreciate the board taking this seriously, but this is equally a serious waste of your time. Move on.
559	I have actually asked some middle schoolers and high schoolers about this and both have said that they would not care at all about school colors or mascots. It just does not mean that much to them. I think it bothers the parents way more than the kids. Kids are more interested in their peer groups and their phones than they are their school mascot.
561	Not important at all.
568	Very important. I also think "College Station" should be removed from all school names. Labeling one school "College Station" makes it seem like that school is THE main and most important school.
570	Not important at all!
578	Very important
587	This would not be a concern for me. Rebranding two schools would be costly and a waste of taxpayer's money.
591	I would actually prefer my child not be cross-zoned in this manner, but if that is to be the case for large numbers of students, I would prefer the middle schools have their own identities. However, as a taxpayer, I do not think this is worth the money unless there is strong research to support positive academic and/or affective benefits.
594	Not a big deal
597	Not important at all
608	I think the schools should be branded completely independently of each other. There is no need, especially for impressionable youth, to develop a die-hard loyalty to a particular brand. Today's politics are already much too divisive. We don't need to reinforce such polarizing ideas in our children.
620	The muddle schools should be tied to the high school. It gives the kids a sense of belonging to something bigger than the 4 walls they are in now.
623	Not important at all. What a disgraceful waste of time and money this discussion of rebranding is! Does CSISD, really think this is the most responsible use of tax payer money? Use the money to make academics the priority. Help the kids who need to break the cycle of poverty. Use the the money to better deal with the behavior issues.
624	Not very important.

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627	I think the middle school should reflect the same colors and ties . I think if your child goes to CSMS they should go to CSHS, and the same with AMCMS to AMCHS. I personally think all schools should be maroon.
628	Very important
631	I think it would be great to have different identities for the schools, it would foster more allegiance to a high school if my student could have her 'own' sense of identity, not one that she has been aligned with during middle school. It would be important to me for the school to have a separate identity, like all the elementary schools do.
633	I believe these kids grow up knowing they want to be a Tiger or Cougar. I do not believe that it is good for them to go t a middle school that is not connected to the high school that they will be attending.
649	We have enjoyed the identity built within the schools by the district. From elementary school this identity has been built within our children. It has helped in many ways with transitions.
656	Not important.
670	None
677	I don't feel that the costs of rebranding is warranted. Each student is not really going to care about the name of their school.
695	I think high school support should start at the elementary level.  But my main concern is the student groups and bonds they create and it would be upsetting for those connections to be broken.
697	Marginally. I can see it helping them associate with the HS but do not see it as a vital determining factor.
713	Not important
730	not important at all
736	I do not think it matters. We are more concerned with the academic opportunities.
740	I think it is more important that we have continuity. Rebranding the middle schools is as bad an idea as the current zoning plan that splits all of the middle schools into pieces.
742	I like the idea of re-branding the middle schools to have their own identity that is not reflected of any of the high schools.
751	very important
752	Not at all.
759	I think the students might not find it that important.
761	Very important
769	Somewhat
775	not important in the slightest
777	Not at all.
783	Not real important.
791	I don't feel that re-branding is the issue....it's that the high schools are not equitable and the zones are not fairly drawn.
795	Not important
813	It would be important
819	Important.
821	Not important at all
828	Honestly, it wouldn't be important at all, in my opinion.
830	As I am not in this situation, I can not say. I am truly neutral on the subject and will be fine with whatever the board decides.
832	I think that having an identity related to the high school is a good thing. It gives students a sense of identity, and something to look forward to.
842	NOT!
843	Not very
848	No importance what-so-ever.  However it is "kinda dumb" to have a feeder school that feeds into multiple places and still encourage a rivalry between those different outcomes (High schools).  Re brand the High schools to foster community between the students that live in the same town. "One-town one-school" (just split into multiple campuses) sh
858	Very important
859	It would be nice to have an identity not directly affiliated with a high school
882	I do not believe that changing the MS's logos/colors etc. would make a difference. Again, this is from an adult's point of view, and students may feel differently.
883	I think the middle school has to have an identity in relation to the high school. The impact that the students have in school pride is a huge jump from intermediate to middle school from the interactions I have seen through the kids at the middle school level, and the impact from the

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	high school students to those kids as role models is important.
886	Not important at all
887	Not important and not fiscally responsible use of tax payer funds sine the district is already in deficit spending. There are many other issues that need to be addresses before spending \$2.2 million plus to rebrand two middle schools.
891	It is not important at all.
894	not important at all
895	It would not matter to me, coming from a large district growing up, we changed zones all the time.
913	Really not at all. Although the colors are the same they are really separate mascots. I think you do the legacy of AMCMS and CSMS a disservice by changing who they are. I am completely against the "rebranding."
935	More important things for \$ to be spent in
946	Not important
948	It is not needed to reflect the high they are going to.
949	Very important. They should not have to think about high school at all while in middle school
952	I am totally against this type of split. Therefore, this question is not applicable to me. I am against rebranding & wasting tax payer dollars. My child does not have enough space for desks in her 5th grade math class at Oakwood. Similar problem we had with my son in 6 th grade at oakwood, 4 years ago.
956	I don't think a name change is necessary. A change in color and mascot is fine but if it happens at an exorbitant price, it is not necessary.
960	I think the middle schools need a direct link to a high school. I think the students look up to the older kids , coaches and orchestra directors. I think they will stay involved in activities once they get to a big high school . I don't think the kids care if a mascot ties them to specific school.
961	Not important at all.
963	Friends who went to the same Middle will now be separated in high school. Branding the Middle School with the high school 1) does not give Middle Schoolers their own identity/school pride separate from (eventually) going to high school and 2) makes some students lose their school identity in the transition. Make a fine arts school with no brand.
978	I think it would be really important, with the colors and mascot so similar of both middle schools to both high schools they are already affiliating with a particular color/mascot and the rival school's colors/mascot. It would be difficult to switch mascots/schools, but could be easily avoided by having mascots/colors unique to the middle schools.
979	It's pretty important... Like I'd say above 50%
985	Does not bother me for which I did not grow up here to have that much of a strong opinion.
986	It is important to a high degree, due to the need for our community to be able to discern the ages of our students.
988	Not very important I like the connections to the HS. Builds parent involvement and spirit
990	I think it would be better if not linked.
999	Not very important
1010	It's not important
1011	The WHOLE rebranding idea is worthless for the sole reason it has nothing to do with educating the students. Why is the school district even considering wasting money on "rebranding" instead of education? How does this benefit or increase the education of my daughters or any other kid within the district?
1019	Any middle school should be directly reflected as a feeder school to that high school .
1021	Not at all important. If the "branding" of their middle school happens to reflect the high school they will attend, it is a mild bonus. Middle school and high school are two very different experiences. It would not bother me at all if they went from AMCMS to Colledge Station High.
1025	I do marketing and business development for a living. I understand how important a brand is. That being said, I don't care at all if there is any kind of track, path, reflection, etc. Chuck and everyone at CSISD has far more important things to do than spend time or precious resources on mascots, colors, etc.
1026	Not at all
1035	It's not a huge deal to me. To the kids, it's big however. They like being "separated" from each other.
1036	Zero I am not for "rebranding" . It is a waste of money.
1038	I think it gives them a sense of pride knowing and continuing to the same high school
1040	Not at all...
1042	Not that important at all. I care more about the quality of education my children receive than identifying with a high school while in intermediate or middle school.

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1050	NOT IMPORTANT AT ALL! Not important enough to spend money that is no needed within that school for something that does not matter to the kids. My kids were rezoned years ago and did not fall apart when they started wearing new colors and cheering for a new team. They make friends and cheer for the school they go to.
1061	Not important
1067	Not important enough to spend \$ rebranding.
1080	Not important.
1081	Not important
1082	Not at all important
1086	Not important
1111	Identity is not relevant in regards to Middle School. Who even brought up this issue!  Taxpayer dollars need to be directed toward improving students minds and bodies. Schools need to direct more money toward paying teachers higher salaries so the schools can keep good teachers and attract better teachers from other school systems.
1114	So not important
1117	Not that important.
1137	Not important
1141	Unfortunately, the MS identity isn't nearly as imp't as some vocal community members have voiced. What is imp't is constantly being swept under the rug. As a tax payer, I'm sick and tired of being referred to as the "ghetto side". I pay taxes for ALL CSISD students. Instead of rebranding, figure out a way to even out the SES numbers for BOTH HS!
1145	Branding is a very low priority. Education should be the primary function of the school district. CSISD has many low income students with greater needs than branding. These students need food, school supplies and parents that are supportive.
1150	Very. On a scale of 1-10 it's an 11.
1152	Not important. Focus on curriculum instead of school colors. Ridiculous to have this as a topic of discussion.
1153	Not at all important
1155	None at all.
1156	I think that the current mascots should stay the same to continue the tradition that has been established.
1159	If a student attends AMCMS but then goes to CSHS, I do not believe that it is important to rebrand AMCMS. Our school administrators have fought hard for the concept of classy competition within the district.
1167	I would rather the district focus on fixing the leaks in the roof and the rotting ceiling tiles than re-branding the school.
1177	I think that it would be a good think to not have any specific school to directly lead to a specific high school. But something to consider is that the students may be divided within the middle schools based on which high school they lead into.
1183	Not important. Leave it alone.
1185	Not important. Having the colors or mascot of middle school the same as the high school is the least of a parents issues with school environment
1186	I am more concerned about the quality of the education than the branding. Taxes a way to high if you have money to waste on appearances.
1187	Not important
1188	Personally, I think that the friendships students make are more important than the color/mascot of the school. Finding ways to allow students to maintain relationships across school boundaries is far more important than the color of the uniforms. It could be an opportunity to decrease the rivalry and improve collaboration between schools.
1190	The ideal situation would be for my kids to attend the middle school that feeds into the high school it is similar to. It's fun for the younger kids to go to the high school events and cheer for the teams they will eventually be a part of. I would love for them all to align but if they can't then I prefer that they don't have the same identity.
1193	Not important at all
1197	Middle school identity?  I want my children to receive the best education possible. This branding issue is a non-starter.  Spend the tax dollars on necessities - teacher pay and upgrades on equipment that will benefit the education process.
1198	Not important at all. I don't think it matters what brand your school has till you are in high school.

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1201	Not important. I want to keep the mascots and brands what they are now.
1210	Not important at all.
1212	None. New school and combined with other schools.
1219	Very
1220	Not particularly.
1221	Not important at all. This would be a tremendous waste of funds that could be spent on the education of our children.
1223	Almost no importance
1224	I do not feel it is important to have the branding of the middle school be a direct reflection of the high school.
1225	Somewhat important
1227	I do not think there is a big problem in not "having an identity that is not a direct reflection of one of the high schools". I think the kids LIKE having the same mascots and colors, but I don't think it necessarily a negative thing to have to accept change. However, I think it is a obscene waste of 2+ million dollars.
1232	Not that important.
1235	All students at AMCMS should associate with AMCHS and all students at CSMS should associate with CSHS. They should share the colors and the current mascots. The plan that the school board and administration is wrong. It is important that students associate themselves with the future. The students need to be able to look to the future.
1237	I think the concept to keep the middle schools branded independently and not directly reflective of either high school is VERY important. Zoning for schools may change and middle school students should not be focused on whether they are 'purple' or 'maroon'.
1239	Not important at all, especially because we will eventually have three high schools of growth continues. I think we should build a 3rd HS before expanding CSHS.
1249	Highly important. I strongly support getting rid of the Purple vs Maroon, New School vs Old School, This side of 6 vs that side of 6 mentality that has developed over the recent years due to the new high school. It has created way to much division in our community and created a view among many people that one side is better than the other.
1252	My children are going to school to learn it does not matter what the name and school colors are.
1255	I don't think that it's important either way. It's not worth the time/effort/money to rebrand.
1258	Not important at all.
1261	Not important at all.
1263	Not important should not change the current middle schools
1265	This is not important at all. Academics are what matter.
1266	It is not important that the middle school identity may be different from the high school identity. Students only spend two years at the middle school. High school is where a student will begin to identify him/herself. That is where it will really count.
1268	I'm going to the high school I have always been set to go to.
1272	I think this matters more to parents than students. I have found students are generally more flexible and resilient than their parents
1281	It isn't important. Travel time and distance to school are far more important.
1282	It is not important. You make it sound like they are affiliated with gangs, having to have the same colors.
1285	I wouldn't care
1288	Not Important
1292	zero importance
1293	It wouldn't matter at all to me if the colors and/or mascots were oriented to the high school. Each school is an individual entity that represents CSISD as a whole. There is no point to align school colors and mascots.
1303	Not important.
1314	Not that much
1319	Not very important.
1321	Not important. Kids needs to learn to adjust to new surroundings and new places. Plus, isn't this an expensive process to change from websites to marketing to clothing, etc.? And as the town keeps growing and we get more schools, will we just keep re-branding? Let's focus on teaching kids to come together regardless of their "identity" background.
1326	Not at all
1327	Not important at all
1331	Not at all
1332	It's not , I think it's a waste of tax payer's money .
1340	Very. This is not an efficient way to ask this question.
1343	Not very
1347	Not important

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1361	Very important .. I support the rebranding to make the schools more neutral.
1374	I don't feel it is that important. Each school will make their own identity.
1375	Not important
1378	I would rather money be spent in other places, rather than on rebranding
1380	Semi
1388	It doesn't matter what color their school is.
1390	Not important
1392	Not important at all! The kids don't care and the money and time would be wasted.
1397	It doesn't matter. Middle schools do not need to be training grounds for purple or maroon. They need to have their own identities.
1399	Not important... would rather see money spent on other more important things for our students.
1401	I think that's only part of the equation. I saw plenty of students that went to middle school with my daughter at AMCMS cheering loudly on the Cougars during the annual rivalry game. I do see both sides of the debate, though.
1423	no big deal
1425	Kids switch schools all the time during middle and high school years. This is a non-issue.
1426	Very important
1444	Not important at all
1445	I can't believe this is an issue
1449	It's a middle school. Why are we worried about what the MASCOT is for two years in a student's education and if it 'properly reflects an identity'? How is promoting tribalism, already a problem in this age group, a benefit to College Station ISD and its students?
1458	I do not agree with the rebranding of any of these schools. The money needs to be spent on facilities or other items that will help the students learn.
1459	It would be ideal
1460	It would be nice to have middle schools not directly related to a specific high school. This means color, mascot, and other such items. Of course we need to consider the cost impact. Maybe develop a timeline to do this. This is what should happen when major changes occur. DO NOT SHOOT FROM THE HIP.
1462	Not important
1467	I do not believe that the branding of the middle schools and high schools will have any adverse effects on the students who attend a "maroon" middle school and a "purple" high school, or vice versa. This issue is not important enough to warrant a huge expense of capital or a major disruption to our athletic and fine arts programs.
1468	It would have no importance whatsoever! In fact, it is idiotic to think this district and this leadership would spend taxpayer money on such trivial things as this nonsense! It didn't work in Bryan ISD why do people not learn from history?
1475	It would be a consideration, but not that important. Ideal? No. However, it creates a learning opportunity and a lesson in life. Each school is independent regardless of branding, much like the 2 previous franchises I owned.
1477	If there is a crossover, each school's own identity would hopefully eliminate confusion, frustration and independence until high school.
1478	OH good grief, WHO cares? Once in HS, you identify with the high school. Lot of people MOVE to a different school and identify with that school and its colors. This is so stupid. Who thinks these things up?
1479	none
1486	Very important. No need for kids not to feel proud of the school they are at, or the school they are going to.
1494	Very important
1496	VERY IMPORTANT!!! I have seen first hand how the lack of influence from the high school fine arts staff and coaches is damaging to the programs! Putting ALL schools at a disadvantage instead of just one is not a valid reason for the 80/20 50/50 Jr High split that was voted on.
1500	I believe each school should have unique branding.
1510	Zero importance. We should not be investing dollars in things that have zero academic influence on our children. I cannot think of one college student or adult that laments over where they went to middle school and if that middle school reflects where they went to high school.
1516	not important at all , it's absurd to consider spending huge sums of limited money on this
1520	No important ALL AT!
1524	I'm most concerned that we might spend thousands on rebranding while we have students not reading at grade level. Let's keep our priorities.
1536	Any notion of changing the historic names and colors is highly inappropriate. Life is full of changes. If one moves from one school to another, embrace the new colors, traditions,

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	mascot, etc.
1543	Not important at all!
1545	It would not be important.
1549	Each school should have their own identity, but schoolmcolors being like minded (mostly A&M colors) is not an issue
1552	The kids will identify with their Middle School. They will wear those colors. If that means it stays as it is now, that is the colors they will wear and the mascot for they will cheer. What school they attend one, two or three years later has no significance.
1560	Not important. The important thing is the IDENTITY of the school they are at (FOR A WHOLE 2 YEARS). I think they should focus on being an AMCMS or CSMS student - not be thinking about high school. I really think this is an issue that PARENTS have a problem with.
1567	Not important at all. Rebranding is a huge waste of money. Please spend it on things that actually matter.
1582	It's probably a GOOD IDEA to unlinked MS and HS identities/logos. Every school should have its own identity.
1583	I could care less. It's not important.
1584	Relatively unimportant because there are many more important things to spend the money on within the district.
1596	I don't feel it is that important. My child will only be there for two years, the other is done.
1597	Not at all stop wasting our tax dollars
1599	Not very. I would rather the schools have am identity as part of a larger community.
1602	not very
1606	Absolutely not important at all! My student's only job is to attend class and make good grades. Colleges don't look at school colors, mascots, nor school identity.
1608	It is important to me that my child feel proud of the school they are in attendance at and excited about being a "Tiger" at the next level. I think kids need to feel like they belong to a community and can generate pride in belonging to an even bigger community. However I do STRONGLY believe that this can be done at all campuses without rebranding
1610	Not much. We all live in College Station. Anything the district does to create tension between the schools is a bad idea.
1620	I dislike the idea of breaking these ties. These links give kids a path to look forward to. By breaking them you disassociate their promotion to the next level.
1621	Not very important it has always been this way and I don't believe it should change.
1623	It is not a concern. They will acclimate to their surrounding. The color and mascot at that level does not concern most of the students.
1625	Not important
1627	Not important
1631	Very important
1635	It's not important. Stop wasting money
1640	Not important at all.
1642	It really isn't important at all.
1644	Let's go back to calling the schools "Junior High" . What is the difference between "middle" and "intermediate" schools? Students in 7th and 8th grade need to feel that they are advancing toward high school, not just two more years of the same. The current names fit the locations as do all the other schools in the district.
1646	I feel they NEED to have a direct reflection. That is why I think the re-zoning has been very poorly thought out.
1658	I really don't think that the identity of schools will have a direct effect on my child.
1660	Not important at all.
1661	Should be a reflection
1663	Extremely Important. You absolutely should not try to build allegiance to a certain track or high school at the junior high level if 100% of the kids are not on that track. Each school should stand alone if zoning will remain an issue in the city.
1666	No importance.
1668	not important
1677	I think it's a pipe dream to hope that this town would be prepared to disregard a traditional feeder pattern. It will cripple the student's sense of connection with their campus and additionally ruin the Fine Arts and Athletic recruitment pattern.
1679	Not important. All schools get split to somewhere and if I were to move causing a switch in school what is the difference. When moving to high school they become part of high school and leave middle school behind making new friends, joining new teams and clubs, its a new beginning... they don't hold onto the past.
1692	Not important at all.
1701	Having the identity of a middle school tied to a high school is not important.
1706	Not important at all.



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1712	I don't care.
1713	I think very important. My daughter went to CSMS and then AMCHS, but my son was rezoned from Cypress Grove to AMCMS. My daughter was the class that was split. This whole thing has been a debacle. Why do we need a "zone" identity? We sit next to each other at church and little league, but when it comes to school it makes us enemies.
1728	Screwed up idea
1731	It does not matter that the middle schools identify with the high schools. Extra time and certainly money does not need to be spent to rebrand the middle schools to give them their own distinct identity. My child nor we are concerned with the logos and branding. Their education is the most important factor here.
1734	I do not think it is important enough to spend over 2,000,000 on. I think there are better ways to spend that money.
1738	It's 50/50. It has more to do with the school admin and teachers not pushing one way or the other and having school pride for their school. The cost of rebranding is also a huge issue. We have facilities that need work and \$2 million is a lot of money. Need more breakdown of what that will pay for before I can think it is important.
1740	Not important at all- many students cross boundaries due to the specific curriculums that are campus specific
1741	Not important. School pride is not based on the mascot, colors, etc., it's about just being proud of the students in the school, in all programs, and feeling included.
1743	Not at all. Let each school be independent.
1744	I think it makes complete sense for the middles schools to have a separate identity from the HS. I had it that way wgen I was in school in Austin and it just made sense.
1754	If it were not already a direct reflection of one of our high schools, it would not be that important.I
1755	fairly important
1760	I believe that based on the current zoning and middle school splits it is important for schools to have their own identity. However, I believe the district could represent both mascots at campuses to encourage unity in the district.
1761	Not very important
1768	Not at all important. Spend that money on education matters directly affecting students.
1769	It would be irrelevant. Two years ago my 11th grader had to copy worksheets at home b/c school was out of paper. Last week I spent \$200 on classroom supplies for son's class. For the last 6 years thousands of dollars of cash, clothes, and electronics have been stolen from gym dressing rooms because no cameras or security exist to watch the doors.
1770	Does not matter
1771	Very important! The middle schools DO NOT need to be tied to a particular high school. Each school needs to have it's own identity. Every CSISD parent should know that their child could go to any CSISD secondary school and receive equally great learning opportunities. The attitude/ugliness of the purple parents is atrocious!!
1777	I think it would be helpful for the students, but they will be successful either way and it is not the biggest issue.
1784	I personally think that they need to be zoned directly to a high school. Don't believe in growing a child with some friends and then moving them from there friends. That can be devastating to a child.
1785	It's not important - need to go to 100/100/50-50.
1792	Not very important
1796	My children take pride in playing sports and cheering for the Cats knowing they will soon be Tigers at the school their parents graduated from. They do not even remember the mascot of their elementary or intermediate school, therefore I believe that rebranding the middle schools would not be important to them.
1809	Not important.
1813	The current schools are established with their identity and building. Spending that much money on rebranding already established schools should not be priority. As a parent and employee, that money could be re-budgeted to benefit much more useful programs, go directly to those teachers or to fix the custodial shortages at campuses.
1815	I don't think this is something that kids really think about by the time they get to high school. I teach at AMCHS, and I have freshman that attended both middle schools, and it does not seem to be an issue for them.
1820	Not that important at all. It is important that the facilities, resources, demographic populations, and opportunities be equal. Students and parents must feel that there is not a preferred zoning path, which offers some kids better chances than the others.
1823	It will not mean much for the academic side of things, but for extracurricular activities, and competitive athletics it means a lot. Coaches are hired and fired based on the results they produce. Establishing the culture and routines at the Jr. High level puts CSISD on the same

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	playing field as everyone else in the state we are competing against
1824	Not important at all.
1830	I don't think it has that much of an impact. Every elementary school has their own identity and yet when they go to Oakwood or Cypress they become associated with that school, that logo & that brand. They become a part of their environment and accept that.
1845	Very important!
1843	not important to me
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1867	I DON'T LIKE THE REZONING- SHOULD BE 100 / 100 AND THEN 50 / 50 FOR THE NEW MIDDLE SCHOOL
1874	Not important at all
1875	Thanks for giving us the opportunity to voice our concerns. Unfortunately, your survey is a completely inadequate tool to gather complete opinions. All of the questions could be answered with the same answer. Rebranding and refreshing the two existing middle schools is a waste of tax payer money.
1881	NOT IMPORTANT AT ALL. THIS IS A WASTE OF TIME AND MONEY! Why not spend money on bringing in ROTC or building a robotics program??
1882	I like the way it currently is. To change it would disconnect for the traditions we have already established.
1886	Zero. Most middle school kids have no idea of their identity to begin with. They need to know where they're going and who they'll be there with. Brand them in reflection of the high school they'll attend.
1890	Middle school students should have a high school that they identify with. It is a part of their school experience.
1892	This rebranding is negligent use of taxpayer money. AMCMS does NOT have HEAT! South Knoll was supposed to have WiFi and Ethernet wiring that has NOT happened. You neglect our poorest schools to rebrand? NEGLIGENCE!
1896	Let's have the middle schools have their own identity.
1900	Not important, leave the mascots be, as the district gets larger, it won't even be noticeable. Develop the culture of shared community, the mascots and the color aren't the issue.
1904	VERY
1905	not very important
1907	Extremely important, the middle schools need their own identity
1909	Not important
1910	Not important at all
1914	Important
1915	Not important
1916	Not very
1920	Not very important. This city steeped in deep tradition and it is part of what makes it so great. Keep the history and tradition alive by keeping AMCMS maroon.
1922	Completely unimportant.
1925	I think the middle school should stay the same colors and not change them
1926	I think each school should have their own identity and should have from the beginning.
1927	It doesn't matter to me. Education should be the focus.
1929	not important
1930	Not important
1933	I do not believe it makes a difference if the middle school and high school share the same colors or "identity". My child and his friends do not
1934	It would be good for the middle schools to have their own mascot, traditions etc. but still keep some of the HS traditions in mind. I wouldn't completely change the middle schools one hundred percent.
1936	It's not important, people are making to big a deal out of. Nothing and wasting money that could go to each school for improvements or what the kids need.
1940	Not important.
1941	Not important.
1943	None
1947	Not very important.
1953	Very
1957	Not important
1964	Middle school & high school colors should be same. The root problem is the really BAD idea of splitting students from each of 3 middle schools into two different high schools! Their elementary school friends are with them in middle school, but now you are going to split them apart as they go to high school? That's equal harm for all!

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1966	Not important
1973	Not that important.
1974	I don't think the students care and the parents don't care as long as the quality of education is excellent.
1983	None
1989	Not important at all - a great waste of tax dollars
1993	Absolutely no importance whatsoever. It is important to have students feel as part of a team. Even being a member of the purple tract in intermediate/junior high and the attending AMCHS, it does help students feel as if they belong to a larger community .
2000	Important
2002	Not a priority.
2004	This question is worded extremely poorly. The "identity" of a school doesn't make any difference whatsoever. How about getting qualified instructors, so that the computer programming teacher isn't the cheerleading coach?
2007	My children have all graduated from CSISD. However their middle school identity was important to them when they were at that school. When they moved on to high school they became involved in the culture of that campus and were proud of the school they were attending then. Wasting money rebranding perfectly good school identities is wasting money
2014	I would say that if he middle schools won't go just to one HS, there should be some change to the colors and mascot.
2016	Not important at all!
2020	I like having the middle school branded like the high school it feeds into.
2022	High- I believe in community and in teaching children to build communities at an early age. In rebranding the schools you foster that opportunity and build a sense of unity towards a common pride.
2028	That is COMPLETELY unimportant. I think it is fiscally IRRESPONSIBLE to spend money on something as ridiculous and NON-RELATED to education as this.
2030	not important, education is most important....given the choice, the maroon vs purple would not be an issue. schools don't have to be maroon or purple from elementary all the way through.
2034	Not important.
2043	It's important to me that our middles school HAVE an identity that is directly reflected by the high school they will be attending
2048	Very Important.
2052	Not important. I don't think the kids would continue to wear their middle school colors or clothes in high school. I attended a private middle school and a public high school and it was fine. It might mean as a parent I'd need to buy a purple shirt instead of maroon to wear to my son's football games, but that's no big deal.
2054	We don't care. My kids identity is not based on their school.
2061	Frankly, I think this is a non-issue. The fact that we have mascots for anything other than high school seems superfluous. I feel there is already a backlash associated with school competition that is exacerbated by the whole mascot thing. The rivalry at the high school level is off-putting. Do we really need that at the middle school level?
2066	VERY
2070	Not at all
2071	How many times will CSMS be renamed and re-branded? Each school can develop its own culture and identity. I grew up in a Texas district that went from 1 high to 2 with 2 existing middle schools. It was not the issue that our area has made of it.
2073	I believe each school should have their own personal identity.
2074	not important
2076	I think the logos should not be so similar. When we stopped calling them junior highs this should have happened - now with ultimately 4 middles and 3 highs - it makes no sense. The feeder pattern was sold to make east side parents feel better an it's been shattered.
2077	I think it is very important to establish identities for the middle schools that are separate from the identities of the high schools. I am very supportive of the proposal to "rebrand" the middle schools to colors and mascots that are new exciting and most importantly different from the identities of the high schools.
2080	dfv;aodfjvoiafd;ovijoadfv;oijadfv;oijadfojado;fijv;oijdfv;oijdf;ovija;oeifjv;oijaefvoijae;oivjoijaervkjlkaifvk;ldafllkvmkldfvndfjdfkvnjkdvnjkkvndfkjvn
2081	Not important at all. I don't see why it matters if the middle school is more related to one than the other. They are leaving one school and starting at a new school. Our students move within schools all of the time when they move into a new attendance zone or the attendance zones have been redrawn. I don't think it has caused anyone a problem.
2082	No correlation whatsoever!! Dumb and wasteful effort. Are you kidding me! Buy books, computers, teacher supplies which are beneficial. School colors mean nothing towards strong education. Who even proposed this?? They need to be removed immediately!!! No clue on

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2084      what is important in life.  
Not too important as the middle school personalities are and histories are more important to their students.

## Field summary for Feedback2

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

Answer	Count	Percentage
Answer	443	60.77%
No answer	38	5.21%
Not completed or Not displayed	248	34.02%

ID	Response
24	Not at all. Keep AMCMS the cats who then go to Consol to be tigers. Rebranding is a waste of money, effort and time
32	The identity of AMCMS and CSMS has been established and successful, I think rebranding might be confusing.
40	not important
47	Hard to say. The question is framed in such a way as to elicit a favorable response. If you could assume that there would indeed be such excitement for rebranding then I can see the benefits to the children. However, that comes with a steep price of lost tradition and history. My children are fourth generation Consol and AMCMS.
55	I think it's a great opportunity to break the direct affiliation from high to middle - I'm truly not sure what tradition exists at the current campuses that is so highly sought after.  The first priority is education.
58	Again, while it would be nice, it is not worth the cost.
62	should be allowed
65	I don't find it important. Those students attend middle school for 2 years. I guarantee you a top priority for my child's education has nothing to do with what color Tshirt he buys or what the mascot is. If it matches the high school fine, if it doesn't fine. If it matches a different high school that's fine too.
70	Critical. Each new school has this exciting opportunity to create their future, which is great, but giving some attention to long standing schools is important as well.
83	somewhat important
85	Not important at all.
89	It has no importance. ZERO. This is the dumbest thing in the world. Check that, this is the 2nd dumbest thing in the world (after the issue in the question above).
91	At this age, I do not think the kids have much of a since of school identity especially since it is just for two years (7th and 8th)
94	They don't need to change their "brand" to make that happen, although it is easier that way. Modify the logos a little bit and let it go. But don't waste money changing signs, etc. unless they are worn out and need replacing.
96	Changing brands for the sake of changing, and this thought process that school colors at this age matter at all, is asinine.
97	Not important enough to spend tax payers dollars to accomplish this goal
99	Not at all. Once again, I strongly feel their is tradition and a historical identity that is much more important than a new brand.
102	Important
104	I don't really think it will matter much.
118	Again I am more concerned with education.
120	Not important.
127	Wellborn has that right but the other schools have had their logos for a very long time and shouldn't be made to change them just because the board or schools want to.
131	I think it is a waste of time..I think Amcms has its identity and the community does not want to change..it has a tradition of being maroon
140	Not important at all when you take into consideration the costs associated with doing so. There are so many more important things that the money should be spent on, not changing colors and names of the schools. It is ridiculous this is even being considered.
144	Not important.
147	Very important

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150	It's not...they're fine the way they are and creates an attachment to the high schools the kids will be attending which is a good thing.
155	Not important
158	not important
164	Silly! I like our AMCMS color and mascot but if that changes my child will be fine either way!
171	I don't think the students care that much about what is happening with Wellborn Middle School, but I think they would enjoy having a say in a rebranding of their own school. It gives them an opportunity to have a say in the identity of the school moving forward.
173	not important
185	Not important at all. Use the miner to improve education!
189	I think that some change might be welcome. I feel like it is important that we not push the middle schools and high schools together quite so much - let the kids be kids for a while and not try to force an identity on them.
193	I think it is a waste of time and money that we don't have when our priorities should be facilities repairs and retention of qualified staff through competitive salaries.
195	Again, this is a complete non-issue for us as parents (my wife is a teacher in the school district).
198	Important
200	Very important
208	I think its a waste of tax dollars.
211	Although "rebranding" may be exciting it doesn't make since to do it. If having more culture is important then that's something that should be done district wide as well as traditions. Colors and mascots don't seem like something we should be putting in so much time and money to change when these schools already have those established.
214	Not important. It would be a waste of funds, when there are more important things that can benefit from that.
218	I think this is important for building a community within the schools. It's an opportunity for then current students and staff to create the image they want.
223	Not at all
224	Not important. Money needs to be spent on improving education not branding.
225	It may be a fun exercise for the kids to vote and participate on creating a new brand.
226	How much extra money would it bring in? If we're talking an increase in the long-term annual income of thousands or tens of thousands of dollars from increased sales of merchandise, that would make sense. Otherwise I don't think the brand matters.
238	Completely and totally unimportant.
246	They shouldn't be doing this. They still belong to the district. It's still 2 cats 1 pride. We do not have the funds to do this. We will lose all of our coaches and fine arts instructors if you continue on this path. It's a shame our district will not listen to our educators.
254	not important at all
260	I think it would be good that everyone has the same opportunities.
262	I can see the benefit of it, but the cost seems frivolous.
263	A school's brand is not in colors instead it is the climate and culture the leaders in the school create.
264	Provided it's not a ridiculous admin cost to change logos and all paperwork and forms that use them, rebranding would signal a new era. This would also make it easier down the road when a 3rd high school and 4th middle school are added.
266	The current brand does no create any type of excitement. There is absolutely no excitement or energy on the maroon side.
268	I don't see an issue with what we currently have.
274	It would be nice if they were given the opportunity buy in the end the person taking the decision of what changes and what stays would be the district.
278	Seems like the right thing to do.
279	I think this is super important. Each school should have it's own identity and be proud of who they are. Staff and student input should be taken into account during this process.
295	I believe all middle schools should have a homogenized branding, especially since they are not specific to a high school, are only two year programs, and are expensive. The colors and branding should be the same throughout. The differentiator can be the school acronym as a prefix. AMCMS Tigers. CSHS Tigers. WMS Tigers. (or Cougars, whatever it is).
296	AMCMS and CSMS need to be left alone!! The schools have pride and traditions. Wellborn MS will develop their traditions and in the future will feed into Wellborn HS. You are screwing up two schools to open a new one. 100% needs to attend AMCHS and 100% attend CSHS and 50/50 of Wellborn needs to attend AMCHS/CSHS until Wellborn HS is open.
297	Not important.
302	It's very important.
307	Traditions can always be added, but I think it is unsettling for a child like mine that thrives on

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predictability to disrupt all that they have known or heard about. We may not prefer the culture, colors, etc. of the other school(s), but at least we are aware of them and can try to prepare him for that transition.

311	Very
312	I believe the rebranding, while expensive, is important and now is the time to do it.
315	Or change the names and the brand .....or nothing.
317	none
320	Again, I am against the rebranding as I am a big proponent of traditions and school spirit that feeds into the high school. If we don't rezone, there is no other choice but to rebrand at all 3 schools.
324	At the cost of 2.2 million I do not think that the established schools should change their branding.
331	I strongly HATE the idea of rebranding the older middle schools. I believe that we are a fairly young community compared to other areas across the state and this is one of the few pieces of history that our community and school district has.
334	Not important at all.
369	I don't think it is important
370	I think it's important, but should be done as it would when that need arises. It will take some time, and doesn't need to be done immediately.
373	They (AMCMS & CSMS) already have their own brand, right? They are the cougars and we are the cats. SO Wellborn Middle school should have their own mascot and culture.
374	Not important
384	I don't think it would be "exciting." I think it will take a tremendous amount of their time for one school year to develop their "brand." With a two-year school, it will pass very quickly.
385	Not at all.
389	Not!! They already have an identity!!!
402	None. That makes no sense. A new school is opening. Why would that make the other schools change? It does not when any new elementary opens, or intermediate school, or high school.
410	I think the kid in all 3 schools would love the chance to do this
413	it's important
415	New schools have time to do this, I don't think it is that important to change the existing schools
416	I think it's very important, especially as the district is continuing to grow. It will be exciting for AMCMS and CSMS to create their own identities. It will also make it easier when the district needs to add a 4th intermediate or middle school.
428	I think it matters very little
431	I like the traditional names that they were originally.
434	absolutely zero.
435	I would ask the students that question. Both of my children, (5th grader and senior), have stated that they would like to have the middle schools retain their current "brand" even if they were not promoted as being tied to the high school.
436	Not important. They have outstanding tradition and reputation, something the new school will not have...so it is always a give and take.
438	Very Important
440	Again I think it is important, but should be done over time due to cost. I am sure some of these things, are already in current budgets , such as uniforms, paint , ect..
441	I think it would be good for all of the schools to have their own identities especially when new schools are added almost every year lately.
455	Extremely important! I can see the benefits CSHS has enjoyed from being mindful about their traditions and the culture they wanted to have in their school. It would be wonderful for all the middle schools to have the same chance to build a fresh school culture from the ground up.
462	I think developing their own colors and mascot would be enough excitement. Changing the names would cause confusion. I also think keeping the colors neutral so that they link with the high schools would be nice; e.g. black/ gray, with a cat type mascot. It helps to link them all together while maintaining some independence.
464	Not a good use of funds to re-brand existing middle schools. Spend the money on something that will impact the kids like classroom equipment, teacher materials, books, computers, literally ANYTHING but branding. Parents might care but the kids don't.
469	sure - let them have fun with it
474	Again, this is a total waste of money. Please use these funds for better teacher compensation or resources for the students. This is so wasteful.
482	DO NOT SPLIT EXCEPT FOR WELLBORN MIDDLE SCHOOL AND YOU WILL NOT HAVE THAT PROBLEM. SAVE THE MONEY. FIX THE DRYERS, ROOF LEAKS, CONCESSION STAND ROOF, AND UPDATE EQUIPMENT

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489	Nobody wants to rebrand. Every student, teacher, and parent I have discussed this with is strongly against the re branding of the Middles schools. Whats wrong with having school pride these days?
491	Huge. You definitely need to do some things to generate excitement for older schools, even if this isn't the way you choose to do it. Imagine if you gave your first teen the old family car. And then you bought the next teen a state-of-the-art car because you don't have about her family car to share. That is how it feels being a Tiger parent.
509	Cannot say as I am not a student.
512	Again, why can't we just keep the identity that goes with the history of the school? The adults are the only ones to be concerned with this. Students are only in middle school for 2 years unlike their elementary years and their high school years. Middle school students really care about one thing - them selves.
523	Waste of money.
528	Not at all
529	The identity issues needs to be address by policies established by CSISD.  Athletic expectations of coaches and student athletes differ significantly from the Purple track and Maroon Track.  Funding and facilities are significantly different between Maroon and Purple Track. Even commercial stores (HEB and Walgreens) offers far more CSHS stuff.
530	Important
533	AMCMS and CSMS already have a culture, school colors, mascot and traditions. There is no need to change them now.
535	Very
537	Not at all.
541	I think it is very important.
545	Would be fun but there is a better use of time and money.
548	All of AMCMS should feed into AMCHS, all of CSMS should feed into CSHS, and Wellborn should be split 50/50 between the schools. When a new high school is built, Wellborn should feed into the new school
551	Very!!!
553	See response to #1.
559	The students are only there for two years and, as stated above, they really do not think this is an important issue, especially for the amount of money it will cost to rebrand. You can also solve this problem by keeping AMCMS 100% to AMCHS and CSMS 100% to CSHS and split Wellborn 50/50. Problem solved. Very logical.
561	Not important at all.
568	All schools should have their own identity.
570	Not important
578	Very important
587	This would not cause excitement at AMCMS and CSMS. Use money instead to make school repairs.
591	Depends on how you define "generating excitement." There is something to be said for the excitement tradition brings. Do you have evidence that re-branding schools results in some sort of revitalization for kids or that revitalization is even a concern in the current CSISD middle schools?
594	Sounds like a lot to f effort and cost for not a lot of benefit.
597	None. We do not need excitement about rebranding. Kids don't even care.
608	I grew up in a small, rural town with only one school of each level. Students of a new elementary school where allowed to submit possible mascots and colors, then the students voted. The final selection had nothing to do with the other schools in the town (which already had distinct branding). Students felt ownership and pride for the new school.
620	I don't think they should change from who they are now.
623	Not important. The schools already have their own identity and it's made each year by the student body and their administrative leaders. Not by a mascot, colors, or whatever else. This is a complete waste of tax payer money.
624	Not important
627	I think all schools should stay as the are and the new middle school should be grey or black and white. I don't care about their mascot. I don't like that CSMS and CSHS are purple. I think they should be a shade of maroon or black or grey
628	Very
631	I think it is very important and time for the change. Our town has grown and the time has come to rebrand and create separate identities for the kids. The students will definitely form



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633	a stronger connection to their school if they are a part of the selections. This is a great idea! Culture is a very important thing for these kids to develop in the school that they attend. History is important also. If mom or dad went to one of the middle schools and they get to go there it is important to keep the same name and color.
649	Not very exciting to us. Our children have enjoyed the branding and have enjoyed walking the hallways of those before them whether friends, family, etc.
656	Not important.
670	None
677	It's great for Welborn to be able to do that, but I don't think the students at the other schools will feel like they are missing out.
695	they should stay the same
697	I believe the students involved should have a say, whether that be to re-brand, and, if yes, what to assign - as in name, colors, mascot. I'm not saying they should have final say, but should have a voice in choosing finalists or a weighted portion of the final decision along with staff/admin. These can be by student committee or student-body vote.
713	Not important
730	I think the current brands are fine. The excitement for the school is generated within.
736	The question assumes that excitement is generated. I am not sure that is the case.
740	Not important at all. Consol did not 'rebrand' just because College Station High opened...it is an utter waste of time and money. Under that theory, every time a new school opens, all of the others at the same level would need to be rebranded and renamed.
742	I would support re-branding the new schools at that time.
751	not important. Keep existing middle schools' colors and mascot, if possible. Traditions OK, too, but not to exclusion of allowing students intended to go to Wellborn or "to the other HS" feeling welcome. In other words, goal #1 is for students at all middle schools to feel excited about their HS; toss out the existing colors if needed
752	It's not important, they already have one.
759	I think costs should be a higher determining factor.
761	Very important
769	Important
775	barely important
777	Not at all. Waste of money.
783	I feel it would create excitement but I feel the cost would outweigh the need for excitement.
791	I don't feel that re-branding is the issue....it's that the high schools are not equitable and the zones are not fairly drawn.
795	Not important. Keep the colors maroon and purple
813	It would be particularly important for CSMS as they will be divided and for the AMCMS students going to CSHS
819	Important.
821	Not important at all
828	I don't think it's very important. Developing a culture is part of being a new school. Wellborn obviously will need to do so, but the other schools don't.
830	As I am not in this situation, I can not say. I am truly neutral on the subject and will be fine with whatever the board decides.
832	I don't think this is important at all. I think there is already plenty of excitement associated with the current situation. Kids like to go to the events associated with the high school their school will feed into, etc.
842	A monetarily & physically ridiculous idea, which can surely be addressed another way!
843	Not necessary
848	If excitement is what your after shouldn't you rebrand each school every single year? Why single out this year as the year that was "important enough" for the students to help pick new colors, or new logos, or new mascots.  Either keep things "the same" , Or change them for a reason other than "excitement" or plan to never keep them consistent fr
858	Very important
859	It would be nice for the older schools to pick new branding
882	Again, I just do not feel that this is necessary, especially if this process is costly. I feel that there are more important things that money could be spent on.
883	I believe the campus' currently have a distinct identity. Changing it at this point serves no additional benefit.
886	The students should decide. If it is important to them then it is important to me.
887	Not important compared to other priorities facing CSISD. Any board trustee that supports this issue needs to be held accountable.
891	I don't think that rebranding will provide excitement.

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894	not important at all
895	Not at all
913	As if their current cultures, colors and mascots aren't good enough now? Is that what you are really saying?
935	Excitement doesn't come from rebranding it will come from staff and working with teammates/classmates
946	Not important
948	It would be nice for each to be able to done this but not st the expensive of the current students feelings.
949	Very important
952	Waste of money. Excitement is generated for the high school years from the feeder schools.
956	I don't feel that it will bring excitement.
960	I don't think it should be the kids choice. If school district is not deciding then the whole town should have a vote not just the kids attending
961	Important. It's time to have 3 independent middle schools that are disassociated with the High Schools. This tribalism created by cradle to graduation "zoning" has been a problem. We are in serious jeopardy now of having a good (new) and dad (old) attendance zones.
963	Meh. You will always have the kids who wanted the newly implemented brand and some who do not--the quality of the final product is what matters. As long as it's executed professionally, student participation is likely optional, though the students would no doubt prefer input.
978	I think it would be really fun for all the kids the same age across all schools to be able to participate in this together.
979	I say to keep their own enthusiasm, I'd say pretty important .
985	I think that would be a great idea therefore when they reach High School it would be a different logo or mascot whereas they go from middle school to High with the same mascot or logo.
986	I'm not comfortable with expressing my opinions towards this idea. Primarily because I have not been in this county for more than two years. Many people have been in this county for generations and I believe it is right to hear from them on the idea before I form my own opinions on the idea.
988	They already have excitement. Why change that? Seems like the district is fixing something that isn't broken
990	Less so
999	I don't think it is worth changing
1010	Not important.
1011	None. HUGE waste of money.
1019	Why would they need to change anything? They have to much already invested in current facility colors, uniforms and not to mention what each teacher has invested in their classroom and wardrobe.
1021	Not at all. There are trade-offs of being the new school- the excitement of "freshness" is one of the positive benefits. Let them have it for themselves.
1025	Not at all. Furniture, technology, school betterment, etc. needs to be the focus. Not the color of the walls or the type of cat...
1026	Not at all
1035	College Station is strong on tradition. I don't think it's that important for the kids who have known "their" schools to be a certain way to change.
1036	Current and former students have an identity/connection with their schools already. If you change the names of the schools, you have erased their identity and the "excitement" of current and former students. I am a former student and it makes me angry to think that you would change the name and colors.
1040	Utter and complete waste of district resources and funding...doesn't the district have better things on which to spend money? How about NOT increasing property taxes...
1042	This isn't important to me at all. Kids should be focusing on leaning, not perceived excitement about the branding of their school.
1050	NOT IMPORTANT! What a poorly written and obviously leading question. To suggest that AMCMS or CSMS will some how "miss out" or "not be able to generate their own excitement" is a farce. Allow Welborn to come into its own just like CSMS did when it opened. Don't force it on an entire community.
1061	Not important
1067	Not important at all.
1080	Not important
1081	Not important at all, and not worth all the money it would take to do it. Aren't we in a budget deficit?
1082	Not at all
1086	Save the money

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1111	I want my children to have the best education possible. "Branding" is not even a relevant topic in relation to providing the children the best education possible. Focus on real issues in the schools.
1114	So many better things to worry about / focus on
1117	Not that important
1137	Not important
1141	This isn't a big deal at all and wasn't ever discussed. However, now that it has been mentioned everyone is jumping on board with thoughts that aren't typically considered to most 12 -13 year olds.
1145	If a branding changes is at the expense of the school district or the tax payers, I'm against it. Wellborne MS should solely bear the expense. I was part of the fundraising effort to add a covered walkway and furnish the library with books at Pebble Creek Elementary. Let the "Snow Flake" parent in Wellborne raise or donate the funds.
1150	Very important. Kids need to have input.
1152	Waste of resources. If schools were rebranded, people should be fired for waste of money.
1153	Not very
1155	It's a waste of resources.
1156	When a new elementary school opens up the "older" elementary schools do not rebrand themselves. The culture that is created and maintained at the established schools is more important and impactful.
1159	This is not important. I have not met anyone who thinks that this is important. I have talked with parents of students who are zoned for Wellborn MS, and what all parents all over the district agree on is that we want our children to feed to the schools that can be anticipated based on where we have invested in land for our homes.
1167	If the money must be spent, please do it in a wise way such as making the colors of CSMS red and navy. The lockers are already red and painting the door jams Navy will save on the cost to the district.
1177	I think that it could be a good thing for the schools to change their brand.
1180	I do not think that the schools should be rebranded. I think the students and their families that have attended their respective middle schools are proud of their schools that they attended and don't want to lose the identity of those schools.
1183	Not important. Leave it alone.
1185	NOT IMPORTANT! Spending millions of dollars to change colors and mascots is assinine. We can use the money for important things
1186	Not at all. The colors were decided years ago by the students and faculty. Do not waste tax payer money on this and then say you can't provide education and extracurriculars with the money you have.
1187	Not important
1188	Clearly a new school has to create a brand. In my opinion, changing a "brand" that already exists is likely to cause resentment among students that already identify with it. It also would create significant expense which I would rather see invested in upgrades in facilities or hiring additional faculty.
1190	If the kids can't flow from one school to the other with the same identity then yes, I think it's important for all of the middle schools to go through the same process.
1193	Not important at all
1197	Branding is a non-issue.
	School administrators need to focus on providing the best education possible for our children. I have no family employed by CSISD, but these funds should go toward higher teacher pay and equipment that will improve student learning.
1198	I think if you let one school do that you should offer it to all the schools.
1201	I do not want to change the brands of the current middle schools.
1210	Not important at all. Leave it alone.
1212	Since only 2 years at middle school, I'd have the kids that get the split of mascot, etc to be heavily involved since they will have to change in the middle of their two years.
1219	Moderately. Especially CSMS needs to be addressed.
1220	Not important as they already have a rich history and tradition that would be lost.
1221	They already have an identity. This is formed at a young age. To change this would be a tremendous waste of money that could be spent in the education of our children.
1223	No important
1224	I do not feel they should rebrand. I do feel like their facilities and equipment/uniforms/instruments should be comparable.
1225	Not very important
1227	I don't think it is going to generate excitement at all. I know the AMCMS kids do not want this change. The kids on the Oakwood, AMCMS, Consol track already feel like the stepchildren of

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the CSISD. Making them change for ANOTHER new school is NOT going to generate excitement.

1232	Don't know?
1235	It is fine for the new middle school to have their own identity since the board has decided to split it up 50/50. For the record I believe that this was a poor decision as well. However, it is to be expected from the current board and administration. The current middle schools need to stay as is!!!
1237	Some at the other schools (and their parents) may actually vigorously oppose this. It should be up to the school board to be more forward thinking and planning for the future to avoid these conflicts. Rebrand and give everyone their own identity.
1239	Not at all. AMCHS did not rebrand when CSHS opened. These schools have identities; I think it's fine if they want to kickstart them, but an entire rebranding seems unnecessary. I would certainly not want money to go to this that could go to more significant things like repairs or deferred maintenance.
1249	Highly important. See answer above.
1252	You should take pride in what you have it should not matter.
1255	They don't need to rebrand - complete waste of taxpayers money.
1258	It is not important.
1261	Not important at all.
1263	Not important should not change the current middle schools
1265	It is not important.
1266	Education is what's most important. Not colors or mascot.
1268	Both schools already have their school colors, mascots, and traditions. I feel we could use the money y'all have to benefit the students in another way. Possibly fleshing up Consol, seeing the MASSIVE difference in the two high schools.
1272	The current middle schools already have their own identity. It would be an unwise expenditure of money the district cannot afford to rebrand the existing MSs just to generate excitement
1281	It isn't important. Do not waste our tax dollars.
1282	It is not important at all. Students go to school to learn, they don't go to get excited about brands, or at least they should be going to learn.
1285	Not important at all, it's pointless to rebrand middle schools who already embody a certain culture.
1288	Not unportant
1292	zero importance
1293	AMCMS and CSMS are established schools with a history attached to them. Their excitement doesn't matter. Changing the existing brands would be a waste of time and money if we had to make sure everyone "felt they same excitement as WMS.
1314	please don't, it really does not matter
1319	Not very.
1321	Kids are in middle school for two years. I think they will survive without a special brand. Plus, isn't it only exciting for two classes of kids to re-brand? Not s big deal.
1326	Not important at all
1327	Not important
1331	Not at all
1332	Waste of money !!!!
1340	Very. How are you going to tabulate the results of this survey if questions are all open-ended?
1343	Not very
1347	Not important
1361	Very important, seems like a good opportunity to have all the schools change.
1374	I don't feel the current middle school's should have to change their brand!!
1375	Not important
1378	I don't think it is important at all in relation to other issues. Education, fine arts, facilities, equipment, transportation.
1380	Semi
1388	It's a good idea but spending 2 million on it is not a good use of money
1390	Not important
1392	We teach them to adapt to change. It is a great life skill.
1397	Important. All schools deserve to be equal, balanced.
1399	Not important for two older middle schools to change their logos/colors.
1401	Extremely important. The excitement doesn't just come from the students. It comes from the communities. It will take time to adjust, but updating the brand images is not impossible.
1423	not important
1425	Not at all important. Would prefer to generate excitement about school curriculum.
1426	Very important

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1444	Not important at all
1445	I don't think they should change. When CSMS was new it wasn't a big deal for AMCMS to "feel excitement" to make a new "brand". Wellborn is a new school this is what happens. They have been their "brand" from the beginning and it needs to stay that way. High school is where mascots matter.
1449	It's a waste of time, energy, and money even posing this question. Every new school is new once. Older schools have the benefit of established practices, why make them rework for the sake of 'new image'?
1458	It is not important for amcms or see SMS to have their own new brand. They have an old Brand leave it that way
1459	It would be ideal
1460	I think this would be a good idea. However funding should also come into play.
1462	Not important
1463	You do realize that school spirit is pretty much limited to the cheerleaders and nobody else cares, right?
1467	First, this is an unfairly written question, obviously meant to garner responses that favor rebranding. "...to be able to generate the same type of excitement by changing their own brand as well?" implies that denying rebranding will somehow deprive the students of AMCMS and CSMS an opportunity for excitement. Second, it's not important at all.
1468	See above!! Ridiculous to spend money on such a thing!
1475	It would be nice, but not necessary. It's something to consider for the future.
1477	This is tough due to the long-standing identity and tradition, however, with the new school the time would be right to make changes all around.
1478	This is baloney. They are fine with what is going on right now.....Parents have spent a lot of money on cheer leader and dance costumes and you want to willy-nilly change it? Are you kidding me? If they go to Wellborn and the colors are orange and pink, they will survive..... SPEND THE MONEY WISELY...we pay a lot of taxes.
1479	none they should stay the same
1486	Very important. But an identity doesn't come from a paint color. It comes from the people working together. So let the schools be who they want to be. And over time, they'll decorate as needed.
1493	I'm concerned about the 2.2 million that could be used elsewhere. As a retired 40 year veteran teacher it seems these funds could be used for better purposes.
1494	Very important
1496	Their is NO excitement just ANGER from parents and tax payers on the money that will be wasted if this mess is passed!!!
1500	Not very important.
1510	Zero importance.
1516	NOT IMPORTANT - middle schools do not need "brands", focus on education for crying out loud
1520	Not important.
1524	Not a big deal in comparison to kids who can't read on grade level.
1536	There is no excitement changing names and colors. Who comes up with these ideas? A&M Consolidated Middle School is immediately adjacent Texas A&M University which directly or indirectly the reason for most citizens being in this community. Truth be told, there would not be a College Station were it not for Texas A&M.
1543	NOT IMPORTANT AT ALL!
1545	I do not think it is a necessity at this time. What is the projection for another middle school? If it is in the next 5-10 years, rebranding would be the better option then. But at this point, I believe more in tradition and keeping the schools the way they are.
1549	I think it's fair to propose this
1552	Gee whiz. At some point we will tear down the old ACMS and CSMS or convert them to other uses. At that point make it happen. Change now and all the current students are expected to purchase new wardrobes? All this effort will do is destroy the traditions and culture built in their history and disconnect the old from new.
1560	Not important! The AMCMS Cats should still be loving being themselves. Same with the CSMS students. Stop focusing on OTHERS and what you perceive they have and focus on YOU. Honestly - I think Wellborn Middle School is gonna have a hard time selling itself as new and exciting. The name is Wellborn MS.
1567	Not important at all. Who cares if excitement is generated?! Seriously. You're not a business. Kids will go to whatever school they're zoned for.
1582	Important. Good idea.
1583	It's not important and would be using our funds in a poor way
1584	Relatively unimportant because there are many more important things to spend the money on within the district.

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1596	I don't feel that is important, for they probably had that occur when they opened their schools originally.
1597	Not at all stop wasting our tax dollars
1599	Don't be silly. They had that chance already. Now would be a good time to learn the values of inclusion and welcoming the new community members.
1602	i suggest dual branding for all schools. if alradt maroon/AMCHS branded, start adding updates with purple/CSHS branding over time. And vice versa. New middle school can double brand right away. 2 cats one pride
1606	The only excitement for a 2 year campus should be the excitement of moving up from elementary and learning as much as possible about transistioning to the high school. Taking money away for rebranding harms student future academic success.
1608	Even though wellborn will have its own culture and identity, a majority of those kids will know that they will continue on to CSHS, and likewise will wear their colors and gear as well. I don't think its necessary at AMCMS and CSMS to rebrand, bc the kids in attendance there will represent their MS and still be excited about the HS they will attend
1610	It's not worth what it costs. At the end of the day they're a bunch of 8th graders.
1620	The premise is totally false. THEY HAVE excitement now. Your question is totally prejudiced.
1621	I think kids already feel identified with the current colors and mascots and they look forward to be part of the same colors and mascots other family members were in the past.
1623	Not important at all. The students in the old schools will not even care. This is an adult idea. Any time you open a new school there will be excitements and new identity will be created. The old schools need to be left alone color and mascots don't teach our students.
1625	Not important
1627	Not important
1631	Very important
1635	It's not important. Stop wasting money
1640	This question is what is known as "leading" - you desire a particular answer and have phrased the question to suggest that the students at AMCMS and CSMS schools won't have the same excitement that Wellborn students will have. This is a ridiculous worry. To answer it, not important at all.
1642	Your suggestion to change their established identities has done nothing but generate angst among the students that currently attend those schools and anger mixed with apathy among those students who previously attended those schools. Give Wellborn the excitement it deserves, but leave the other schools alone. Most kids are very proud of their sch
1644	Why not ask the students? Do they really see a significant disadvantage in not having a "new" name? Did these schools not have the same opportunity of choices that Wellborn students will now have?
1646	They should not change their brand.
1658	I think that what you do for one school, you should do for the other two.
1660	They already have a brand and changing it is an UNNECESSARY cost!!!!!!!!!!!!!!
1661	Do not change; leave as is
1663	Every school in Southlake Carroll is the Dragons. Why can't we promote unity and all be the same mascot and same color. Eliminate the division by these purple and maroon tracks.
1666	No importance.
1668	I do not believe they should change
1677	I think this is a loaded point of view on a reason to rebrand. I think it is more important that equity is retained in budgeting between campuses. I don't think this would be accomplished by rebranding. The money spent on College View and the potential money spent on rebranding is a fiscally irresponsible and disappointing.
1679	As a 7th grader moves into their new school they develop a new brand and identity from their intermediate so what does it matter if the colors were or were not the same as before... no matter what they are growing into the new school family and brand. No need to change it.
1692	Not important, parents will care more about this than the kids
1701	I think it is a good idea for middle schools to have their own brand. We may need to periodically adjust school zones in order to keep comparability in the schools. We don't need to have students see themselves as Tigers or Cougars because that may have to change.
1706	Not important at all.
1712	Not important.
1713	I think it would be a great gesture in the community to sort of wipe the slate clean and start over, better this time. Especially since the community will continue to grow and eventually there will be another high school. Stop the madness now...
1728	Not necessary. Fix the boilers at amcms
1731	The current logos and excitement are substantial on their own. No need to rebrand.
1734	I do not think it is important enough to spend over 2,000,000 on. I think there are better ways

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	to spend that money.
1738	They can do that now. It is a change in mindset not change in mascot
1740	This is not important - we have a brand and do not feel it is tied to consol as one of our sons is looking at going to CSHS because of the programs offered there.
1741	'Brand' is not important. It's fun that all the schools have the same 'cat' theme, so we may as well continue it. Eventually, a school will need to break away, and if Wellborn MS is the one, no worries. The kids don't care, and education is about the kids.
1743	That is unnecessary.
1744	Very important. I'm all for it!
1754	I think the current middle schools are great just as they are. Updates should be done on an "as needed" basis only. New Schools are a "given" when communities grow. I think AMCMS and CSMS are proud of their community representation now.
1755	very important to allow students to make choices as so much of their lives are dictated by others.
1760	I do not believe rebranding is needed to generate excitement in the middle schools. I believe the rebranding is strictly a reaction to the middle school splits created in the zoning process.
1761	Not important
1768	Not at all important. There are many more changes that are more important to students than excitement over a brand change.
1769	Our current middle school students would probably prefer not to be robbed blind while practicing volleyball or running drills in football. Let's consider spending money to improve current campuses rather than to encourage turf wars.
1770	Not important
1771	It isn't important for CSISD students to come up with branding. Given the unfair advantage the purple schools have, CSISD (NOT THE BOARD) needs to FAIRLY decide and inform all schools at the same time. CSISD, take control of our schools... we do not need a group of selfish parents running the show!!! FYI, ALL CSISD students matter EQUALLY!!
1777	As someone who is heavily involved at AMCHS the focus on brand and school identity became prevalent once I entered high school. I think invoking excitement is important and may help students as they change schools.
1784	i think it could possibly be exciting for the kids but don't think it is that big of a deal personally.
1785	No
1792	Of middling importance- I'm not sure how "excited" students actually get about the brands. They mostly seem useful for selling t-shirts and athletics tickets.
1796	Many parents of students in the district grew up going to these same middle schools, they take pride in their schools and so do their students. Giving the schools who already have their own culture would be silly and an irresponsible use of the district funds.
1809	Not important. They are already established.
1813	It is not important. Wellborn can pick their own identity.
1815	I don't think this is something that kids really think about by the time they get to high school. I teach at AMCHS, and I have freshman that attended both middle schools, and it does not seem to be an issue for them. I think this would be a very expensive transition and there are other ways to get kids excited about school.
1820	Not important at all.
1823	Wellborn Middle school should resemble CSHS, that is where they will eventually go to high school. CSMS could be rebranded to fit the needs of both. There is no need to change AMCMS.
1824	Not important at all.
1830	Not at all. When CSMS came into the picture they created a new logo/brand and there was no impact on AMCMS! Besides, CSMS is new, why would you want to re-create a brand/logo that was JUST done?!?
1845	Very important.
1843	not
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1867	DON'T CHANGE THE BRAND, JUST UPDATE THE OLD SCHOOLS FACILITIES
1874	Not important at all.
1875	Please use the 100s of thousands of dollars that this will cost to make much needed repairs to the buildings' infrastructures and hire additional maintenance staff to provide adequate support.
1881	NOT IMPORTANT AT ALL!
1882	Keep it how it is. I have a child coming through the middle school and I do not want to buy

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	new clothing colors and generations have already associated with these colors.
1886	Keep maroon, maroon. Keep purple, purple. Watch the kids at Wellborn for a few years as a case study. (Or take a look at bryan middle schools...)
1890	There is no need to change the (2) middle schools that are currently in existence. Taxpayer money could be used much more wisely. AMCMS AND CSMS should feed their high schools 100% and the 2 high schools should split the new middle school 50/50 until the new high school is built.
1892	Have you ever been to AMCMS? Sit in the office for 10 min and listen to the swearing and abuse our teachers, counselors, and students endure from kids with behavior issues. Use the money to improve education, reduce class size, and support teachers.
1896	Have all the middle schools with their own brand. This is something that will continue to become a bigger thing as the city grows. Let's address it now!
1900	Not important. It was a non issue when CSMS and CSHS chose colors and mascots.
1904	I Don't think re branding would be good... Spend that extra money on those schools to help make them nice like the new school.
1905	not very important
1907	Extremely important.
1909	Not important
1910	Not important
1914	Important....involve the parents to vote, too. Not just kids and teachers.
1915	Why change colors and waste money on new uniforms, painting...spend the money on the education of our kids, new books, laptops...
1916	It's not important
1920	Just as the other schools are cats, I think it is best for WMS to embrace their own cat and continue the traditions of CSISD!
1922	Completely unimportant.
1925	I think it should stay the same because AMCHS has been the same colors since my mom went there in 1990
1926	I don't think AMCMS or CSMS should get a new mascot or colors just because a new middle school has been added. Consol didn't change their colors when CSHS was built.
1927	It doesn't matter. There has to be better use of time and money. Plus CSMS was around befor CSHS right?
1929	ridiculous idea, waste of money
1930	Should not be changed
1933	My child and his friends do not care about a change in school colors or mascots and do not care if the middle school is the same as the high school.
1934	I feel the students would enjoy this but as a parent and former AMCHS graduate I want my kids to be able to identify with the HS they will attend.
1936	Not- see above
1940	Not important
1941	Not important.
1943	None
1947	Not extremely important while we wait for the 3rd high school. Not worth 2 million it would take.
1953	Very
1957	It's important for them to keep their current identity
1964	not important at all.
1966	Not applicable in my mind. The school district needs to spend their money meeting academic needs including the arts.
1973	No need to change established schools. It would be a waste of tax dollars.
1974	Leave it alone. Schools need to our funding toward improving education, not mascots and colors.
1983	None
1989	Not important at all - a great waste of tax dollars
1993	I believe it would have a negative impact upon the school district and the community of College Station as a whole. I have not heard a good argument that would support the rebranding. Plus, it would be a big waste of tax payer money.
2000	Important
2002	So the only way to have excitement about a school is by rebranding? That is not true. How about the focus be on every school having the same technology and upgrades?
2004	Not at all important.
2007	Students don't view schools that way. They are excited to attend the new campus and will proudly be a Cat or Cub or whatever that school represents. I think they adults are the ones making a bigger deal of this than the students ever would.
2016	Not important at all!



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2020	They already have their own brand. Leave them the same and let the new MS come up with their own.
2022	High - The kids have an opportunity to have a voice in the community they are building and will always have those ties as the move on to mix with other communities in high school and hopefully in college. They may compete as rivals in the future, but they will always be "_____ " together.
2028	This is COMPLETELY unimportant. I think it is fiscally IRRESPONSIBLE to spend money on something as ridiculous and NON-RELATED to education as this.
2030	education is most important....steering away from maroon and purple school lines would be good.
2034	Not important.
2043	New schools keep getting better - changing the brand of our current middle schools won't bring us up to speed with all the "new" - complete waste of money
2048	Not that important. The schools should develop their own brand/identity, but I don't know if the students have to do it. I am more concerned that a lasting mascot and color is developed.
2052	Not important, because they already have their own brands. When CSHS opened, Consol didn't change anything. It's OK to celebrate a new school and not have equal excitement that opening with the schools that are already there.
2054	Don't change anything.
2061	I think that if the students get to make the decision without the influence of the school board, then that would be a good thing. They would have ownership. To have the District spend an outrageous amount of money going through this branding process is ridiculous.
2066	VERY
2070	Not at all
2071	It is unnecessary to rebrand the middle schools.
2073	All of the schools need their own culture, school colors, mascots and traditions.
2074	not important
2076	I don't care about the brand - I am incredibly frustrated that the bond funds are not better allocated across all middle campuses. Instruments are district resources, weight rooms are too. Gather what you have redistribute and fill holes. Putting every single thing from libraries to technology to the highest standard sets up an unrealistic level
2077	I think it is very important to establish identities for the middle schools that are separate from the identities of the high schools. I am very supportive of the proposal to "rebrand" the middle schools to colors and mascots that are new exciting and most importantly different from the identities of the high schools.
2080	advfiahdfvhuaiudhfvuadlfvkajdfvj;lajf;vioaje;ovj;odufhilvuhsobj;osifj;ovidsjfibodisfjvojsflvalkl adf
2081	I don't think changing uniforms, signage, paint, flooring along with all of the other expenses that would be needed to change the brand is worth the cost of taxpayers money. Use that money for more important things such as technology, purchase of books, purchase of science supplies...
2082	Oh my goodness! So let's change colors every time a new school is built! Stupid to even consider. Wasting money. No benefit at all!!!!
2084	You would lose the tradition and cultures they have developed.

### Field summary for Feedback3

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

Answer	Count	Percentage
Answer	437	59.95%
No answer	44	6.04%
Not completed or Not displayed	248	34.02%

ID	Response
24	Definitely freshen. AMCMS needs a new roof. Concession stand is run down. Tired of the maroon side getting the shaft!
32	I believe the current ness of each school should be as equal as possible.
40	somewhat important
47	This is worded in such a way to elicit a positive response. The answer is it depends on what the district can afford.
55	Absolutely the most important part of this discussion is improvements in facilities, technology and resources at the existing middle schools.
58	On a scale from 1-10, (10 being very important) it ranks a 7. Both schools, especially CSMS, needs freshening up.
62	The same oppotunities should be available at all schools. Including use of iPads and such.
65	Very. I think there should be no "good", "bad", "old-looking" facilities for these kids. Kids going to the older schools should feel just as proud as kids at the bright shiny new facility. Would much rather see the older schools brought up to the standard facility wise that the new school will have than for them to rebrand.
70	Spaces should be equitable. All students should have access to the same technology, shared learning spaces, modular desks, etc. I don't think the goal should be to freshen the appearance. The goal should be to create equitable learning opportunities. Space/environments for learning are important. Even the type of light bulbs make a difference.
83	Very important
85	It's important to provide the best facilities possible for our students to support effective learning environments. The branding of the school has no impact on this.
89	None. Zero. Nada. Nope.
91	All schools need to be kept up to date (modernized) and properly maintained for a distraction free learning environment.
94	The appearance and maintenance of the facilities is important. The change at Oakwood made a big difference in how families felt about the school. Your environment for 7+ hours a day is important. Now, the schools also need comparable teaching aides and technology too.
96	Buildings need to be within code and safe. If it's already in the budget, fair enough. Spending money on minor facelifts would be better spent providing faculty and staff with more resources for actual education.
97	Much better use of tax payer dollars
99	I feel the campuses of all schools should continue to be upgraded as needed. There will always be a new school. I don't believe all elementary schools were overhauled each time a new school was built.
102	Very important
104	VERY IMPORTANT!
120	Not important (depending on cost, time away from academics etc.). AMCMS is not falling apart.
127	These questions are pretty leading, like you've already decided that you want to spend a lot of time and effort on this rebranding thing and this survey is just a formality. If the schools need repairs then get them repaired but if it's just to make a change to make the kids or parents feel better about not being new. That is ridiculous.
131	I would rather you soend money updating schools than rebranding
140	Very important. Make the repairs that are needed to the current schools, instead of repainting and rebranding gyms and all color schemes.
144	That would be so wasteful.
147	Very important

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150	VERY...but not the gyms only. The ENTIRE school at AMCMS needs upgrades. And just because one school gets them doesn't mean the other one has to. We have GOT to start looking at the schools individually and giving them what they need instead of comparing what one school gets to the others.
155	Somewhat important
158	somewhat important
164	The inside of Oakwood has been renovated and looks better. My only complaint like most parents in Pebble Creek and surrounding neighborhoods is the zoning. Our kids are being zoned to schools way across town. But since that is unlikely to change. We concentrate on our child getting the best education possible not worrying about colors and macots!
171	It is always important for us to try to have the best facilities for our children and the children of our community, so freshening the appearance would always be welcome. I would also assume that a new brand/identity would result in some refreshing of the current facilities to match the new brand/identity.
173	Very Important
185	Not important at all. Use this money for better education!
189	I understand that the cost of this endeavor is the sticking point. Not sure what "freshening up" entails.
193	I'm not nearly as concerned with overall school appearance as I am about safety, repairs that need to be made and teacher retention.
195	Fair is fair, but with the complete realization that expectations must be tempered by the fact that newer building will obviously be newer and with more a distinctly modern feel that is not possible on older campuses.
198	Very important
200	Very important, so the students are proud of their school.
208	I do think it is important in freshen up AMCMS and CSMS, as well as, Consol.
211	I think updating the current schools would be a great idea. Providing more updated looks, technology and resources for teachers and students is always great.
214	Somewhat important, but we do not need to get out of hand.
218	I think the current middle schools should be freshened up and have new technology and teaching materials/environments.
223	Unless it is needed already, not at all
224	Not important if it's to rebrand. If repairs are needed, then it's important.
225	These facilities could use a face lift. It's certainly functional, but an upgrade / remodel would be really nice.
226	AMCMS looks fine. From what I can tell it isn't rusting or otherwise in need of maintenance.
238	Very. The new schools open with all the latest technology & furnishings, which were not included in the older schools. Consequently, school PTOs are charged with fundraising to keep the experience of students at older schools on par with those at newer schools. Use funds to level the educational playing field. Cosmetic issues are secondary.
246	That's the problem with our district. We do not take care of what we currently have before we build something else. You haven't done that at the high school level so why are you going to do that at the Jr Highs.
254	More pressing matters in the district
260	I think it would help everyone feel the same as the schools that my kids go to and are set to attend are the oldest. I would just like them to have the same opportunities that everyone else has, and that shouldn't be dictated by where we choose to live or have to live. There are some parents who do not get to pick where they live.
262	I'm more concerned with the bathrooms that are falling apart at Consol and brightening up the drab roooms & fixing leaking ceilings we saw at Meet the Teacher/Open House night. This would be a much better use of the money.
263	No matter what the situation csisd should pride itself and n maintaining high quality structures.
264	Not very important
266	Appearance is not everything, but it does give the perception that one is more important than the other.
268	I think CSISD has done an excellent job regarding the appearance of our schools.
274	Appearance wouldn't be as important as thw whole building inside.
278	Money may be better allocated doing this vs the rebrand which could be costly.
279	If the 2 existing schools are in fact rebranded, an update would be necessary. Obviously this is not really a NEED, but updating paint colors should be done if it is financially feasible. I understand that no "freshening up" comes without significant cost, but if re-branding is done it needs to be done well so that all 3 schools have a clear brand
295	Minimal. Appearance is second to strong leadership and atmosphere, which I do not see

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	being driven by CSISD leadership. I don't understand why we have such a CSvs.AMC divide when the ultimate leadership/identity is CSISD. Where is the strong leadership/management of these two segments of our district, and why has this divisiveness been allowed?
296	I feel that all schools at sometime need to update and freshen up. You can not get worried or get jealous of a new school and their new facilities. Spend the 2 million on items the two JH need.
297	At the expense of increased tax collection or bond vote, not at all. Please concentrate on education versus intra-district rivalries.
302	Somewhat important.
307	This would probably have the biggest positive impact.
311	I think it is time
312	CSMS looks like a palace compared to AMCMS, but I do not feel it is important to make AMCMS nicer simply because Wellborn is being built. I believe the saying is "comparison is the thief of joy" and it fits in this case.
315	Regular maintenance is a must around all C.S.I.S.D campuses...Fix, repair, upgrade when those things are needed...schools should not fall behind on the times... ...schools don't need an upgrade simply b/c a new school is being built.
317	somewhat
320	It is very important if it fits in the budget. Being on the AMCHS side we are very aware of not receiving a fair remodel and access to the same amenities. You cannot make an old school new but you definitely can freshen up and make allowances for equal supplies, uniforms, equipment etc.
324	The AMCMS/ Oakwood/AMCHS all need updating. If you spend over a million on a school and leave the other schools run down and lacking facilities you create the "have" and "have nots" which is happening with the High School situation right now. Please do not repeat that mistake. Make all the schools equal!
331	Not important at all. I want out classrooms to stay up to bar; but no need to be "jealous" just cause the neighbors down the road get to go to a new school.
334	Somewhat important.
369	I think they should be maintained well and kept up.
370	I think it's definitely important. If students feel their school is not as good as another one, that makes a difference.
373	That is very important. The other schools don't need everything new but some refreshing items would be nice.
374	Now it is important that the kids receive the same "niceness" in facility appearance
384	Highly important that the old schools be provided updates as part of new school construction.
385	Fairly important, but the money could also be spent elsewhere.
389	Current schools should be receiving fresh paint on a schedule during summers. Same colors, just freshen up black marks, foot prints.
402	It is important to take care of and update our current facilities. It would be like adding an addition to one's home and then not taking care of the preexisting structure. It is about taking care of the entire district.
410	I believe it is important to freshen up the appearance and facilities at those locations
413	very important
415	We already have disproportionate facilities within the district, nothing new with this conflict
416	VERY!!!!
428	It is only important if the repairs are necessary. There are so many better things on which to spend money
431	I would like the other middle schools to get part of their facilities fixed up.
434	Remodeling, repair's, of course! Rebranding, no way.
435	I think it is extremely important for older facilities to be updated routinely. All students should have access to state of the art facilities and classroom resources.
436	It is important to keep facilities nice and what they offer equitable, especially as we don't want to be perceived as sending "certain" populations to run down facilities. The updates made to Oakwood Intermediate for example were expertly done and generated pride/excitement.
438	Very Important
441	I'm not concerned with the appearance as long as the older schools are updated as needed. It would be nice for Oakwood students to have an actual field for P.E. instead of playing in the bus lane.
455	Important. When Consol got a face lift it helped us feel that the district was still invested in our school as we compared ourselves to the fantastic facility the kids at CSHS got.
462	I think keeping the appearance nice is important, but not just to change the colors around the schools.
464	Not at all. It is ridiculous to spend money to freshen up appearances that are already fine.
469	very important. Some work was done on Oakwood last year that was nice. Both CSMS and

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	AMCMS could use some remodeling. AMCMS needs significant A gym renovations. Both schools B gyms could use some work.
474	Fresh paint, well kept facilities and updated technology and equipment is extremely import. Rebranding, mascots and new uniforms when not needed are an utter waste and indicate poor judgment in spending tax dollars.
482	APPEARANCE IS FINE. NAME IS FINE. UPDATE EQUIPMENT FOR FINE ARTS, CHOIR, ATHLETICS IF NEEDED OR REQUESTED
489	Sure its important to freshen up the facility. Repaint AMCMS maroon, Repaint CSMS Purple, and Wellborn gets a new facility. Fix problems that exist in the school already than spending millions to change a name and colors.
491	Very. Although if it is expensive, we could do it in stages or more as repairs are needed.
509	Important
512	I do think a little updating would be fair. Updating in the things like technology and common areas for collaboration. Not changing colors just to rebrand.
523	What is meant by freshen up?
528	Very important
529	It is fair to say Oakwood, AMCMS, and Consolidated are not given the sale financial priorities to fix up their facilities as the Purple Track.
530	Very important
533	The current schools should be on a "refresh" pattern anyways, but that doesn't mean to change the colors.
535	Very. Amcms is a dump
537	The cost of this should be done based on need for upkeep to the facilities, not just for rebranding purposes.
541	I am neutral on this issue.
545	Only if it's necessary for health reasons like mold.
548	Very
551	Very! Especially for paint colors to reflect new color schemes and mascots!
553	In the context of improving the learning environment, all "freshening up" is important and worthwhile. If we're freshening up simply to make people feel good about themselves because Wellborn is getting a new school, then the Board needs to not worry about their reelection and tell people to grow up and stop worrying about issues that don't matter.
559	100% believe that the money that would be spent on rebranding should instead be spent on current improvements needed at the older schools. Our booster clubs and PTOs are always being told that the district has no money for simple things like a washing machine that works at AMCMS, so perhaps use that \$2 million + fixing issues we already have.
561	Please focus on the teachers and the educational opportunities at the middle schools and not window dressing.
568	Very important!
570	Important
578	Very important
587	It would be great to address an old facility like AMCMS. There are so many repairs still needed and not addressed to this date.
591	I think this is important. I would focus on spending money here before I spent money on re-branding.
594	Important
597	Csms doesn't need freshening up. You have neglected AMCMS and AMCHS. Thanks to you, we have two levels of facilities in school district. Thanks for messing it up.
608	Visual appearance can mean everything to the youth, but it should not be a facade only. Ensure that the schools have comparable resources and safety updates. Our students and we very much appreciate the recent updates to Oakwood Intermediate and Southwood Valley Elementary. I think the established middle schools would benefit from an update.
620	Don't try to redo everything for one. The kids are happy. Let it be.
623	Facilities should be up to date, fully functional, and have equality across campuses for access to resources. Fix the broken things, make sure that technology is equitable, but outside of making the campuses equal in access to resources, additional funds would be wasteful.
624	This is important regardless of whether Wellborn MS does this.
627	I think definitely CSMS should be painted to reflect the current colors. I think it is looks tacky currently as is; with maroon and purple. I think before they changed the colors they should have made sure that was considered.
628	Very
631	I have not actually been in either middle school so I don't know about the appearance, but it is probably time for a freshen-up.
633	I believe it is very important to try and keep the campuses on an equal bases.

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649	If needed it should be factored in. More concerned with efforts being put to academics and working with ALL students!
656	Somewhat important. All of the schools should have necessary repairs and maintenance addressed before anything regarding school colors and mascots is addressed.
670	All should be equal but no need to rebrand everyone and everything
677	I think maintaining the facilities is important, but not going overboard is important as well. Welborn is a new school. Students should and will understand that.
695	It is important but not as important as class size and amazing teachers!
697	This is very important. Having one newer will lessen the others in the eyes of the students.
713	Important
730	all facilities should maintain a high level of appearance and safety
736	All students should have the opportunities to learn to the best of their abilities, and these should be the same across the district. Thus, if the new school allowed for learning not available in the other schools, that should be remedied.
740	The appearance is not as important as correcting the infrastructure. When my daughter was at AMCMS, they had to cancel a girls basketball game due to rain....in the gym!!! That is not only ridiculous, but just a sad reflection of how CSISD has not maintained the older schools.
742	Important
751	not important.
752	You have schools without ADA compliant bathrooms and classrooms, I think you have more important priorities.
759	I think older schools need to be renovated to keep the facilities up to speed so students can have similar experiences across the district regardless if they attend and "old school" or a "brand new school".
761	extremely important
769	Very important for amcms. Amcms will then be the oldest facility and so should be given attention. The air conditioners are not effective, traffic patterns are tough, and the fields are not near what csms are. In order to prevent amcms from getting a reputation based on its age, there needs to be attention given to it.
775	mostly important
783	I feel the schools need to be as equal as possible but a new building a good education does not make. It is the faculty and available educational materials that matter the most.
791	Very important!
795	Both schools need more attention in appearance. There are several items that need to be fixed before paying to change colors and mascots.
813	VERY, VERY Important
819	Not important.
821	Not important
828	Fairly important. All students should benefit from improved facilities, even if only some get a totally new school.
830	VERY important, even though my youngest student (8th grade) won't benefit from it. As an eastside resident, I am TIRED of paying for bonds for new top of the line schools from which my children have never benefited and then paying through PTO donations to upgrade the older schools that my children do attend.
832	More important than refreshing the appearance, is making sure that the schools are equal in what they provide to students. Rather than spending money to rebrand, I would like to see money used to improve education and to make necessary facility improvements. S Knoll looks like it could use some TLC, by the way.
842	We have had children in this school district since 1989- 4 children/6 grandchildren (raising 2). I learned a LONG time ago that when you spend time worrying & trying to make everything "fair" you set yourself up for a lot of unnecessary trouble &, in some cases, expense. Sounds like a lot to do about nothing & money better spend somewhere else!
843	They should freshen up
848	Freshening up the appearance to ALL the schools should be an annual thing. They don't need a full face-lift every year, but anytime they need "freshening up" they should be. Don't have our students attending a run down school on purpose!
858	Somewhat important
859	A freshen up is needed
882	YES!! YES!! YES!! I believe that money should be spent on "freshening" up the appearance of the current middle schools. Some of the older elementary schools need freshening up as well.
883	I think it is important that all campus' regardless of level (k-12) are freshened up. No child wants to go to "that school".
886	Freshen up as needed

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887	Just slapping lipstick on a pig won't make the schools comparable.
891	I don't think appearance is important. Concern should be with fixing roof leaks, fixing a/c, etc.
894	I think some upgrades may be required, but the standard should not be to bring to par to Wellborn. I'd rather money was invested in education instead of facilities.
895	A freshening up can help boost any school
913	That I can agree with. I think it is important for our schools to be kept up, but that is a completely separate issue from your rebranding idea.
935	Only things that need fixing should be. Don't update just to update. Waste of lots of \$.
946	Not interested in appearance, but I know they need new books, band equipment, etc.
948	Very important. All the kids need to feel valued as students, be proud of their school. This comes from the school and the atmosphere of their surrounds.
949	Very important. I'm sick and tired of my tax \$ going to do nothing but buy the best for the kids on the south side while we get stuck with the old stuff. Why don't you buy them a new building, but give them all of our old stuff and buy us new stuff.
952	Basic maintenance and upgrades of current facilities should not be held hostage to this rebranding. It is a need either way.
956	Not invrrdibly important. It would be nice for CSMS to not be part maroon, part purple. Those colors do not go well together.
960	I always think any school should be updated to have an equal playing field . But we have been in this district for5 years and this has never been a priority of the school district in my opnion
961	Very important. CSISD made a massive mistake in building a taj mahal high school that has resulted in an us/them and have/have not mentality. Now we are seeing neighborhood factions lobby to attend what they perceive to be the newer, bigger, better school. This is the districts LAST chance to heal the divide and set a path towards fairness.
963	There is ALWAYS a problem with the new schools getting better facilities and poaching the good teachers. ANYTHING that the district could do to make the students remaining in the existing schools feel like they MATTERED would be appreciated--including incentives to retain high performing faculty.
978	I think it would be beneficial, then the other students not going to the new school will still be excited and proud to go to their school.
979	100% important
985	It will be great but not such a big thing to go all out about.
986	Without knowing the budget I have no say in the matter.
988	All schools should be clean and have good structure so that it's a good learning environment
990	Would be great.
999	To freshen up? Not very important. If there are legitimate repairs needed those should be done.
1010	Not important.
1011	Why are we asking this now? Are they being maintained as they should be maintained?
1019	Paint can make old look new with moderate upgrading being done on an annual basis. So, not that important.
1021	It is not.
1025	We need to ensure every CSISD student has the same resources available to them. I don't really care about the paint on the wall. I want a safe school that fosters a great learning environment.
1026	They just need to be equal in updates. Not rebranded.
1035	I think both current middle schools do need a face lift!
1036	Very important that the technology, facility, and staff are comparable. Our children have gone to all the old schools. They get told that they go to the "poor" school. This has nothing to do with rebranding. It has everything to do with parent and teacher modeling. New colors and name will not change parent and teacher attitudes.
1038	AMCMS does need a newer look but the name and history that it comes with should remain
1040	What's important is WHAT goes on inside the school and in the classrooms...as an example, in my home state, my old high school still uses the WPA auditorium that was built in 1937.
1042	Not at all. I think the schools should provide a safe atmosphere and have the tools and resources to teach the same curriculum as WMS.
1050	NOT IMPORTANT! With new schools there are pros and cons. Growing pains and advantages. There are advantages to having a long history and many alumni and there are advantages for the athletes to have better locker room facilities. Better facilities do not equal better education!
1061	Slightly Important
1067	Not at all unless it affects staff retention and motivation.

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1080	Not important.
1081	Not important. What we care about is the education our children receive. The current facilities are fine.
1082	Very important
1086	Not important
1111	Changing color schemes when the current condition of the structures are fine, costing the taxpayers millions of dollars, is not a responsible use of taxpayer money.  If this happens, current members of the school board should get ready for opponents in upcoming elections. Wasted taxpayer dollars will be a central issue.
1114	General upgrades fine.
1117	Somewhat important
1137	Yes, freshen it.
1141	essential
1145	AMCMS needs a great deal of work. There is a huge socio- economic disparity between the two middle schools and high schools. Having this rectified is more important than branding. I've paid a disportiomate share of property taxes for 20 years to have my children sent to the "lesser schools". It is time for CSISD to determine its priorities.
1150	Very important.
1152	Focus on curriculum, health and safety. School colors do not affect education.
1153	Would be fun but not super important.
1155	Appearances or facilities? Please don't waste our taxes by re-branding the old schools.
1156	Facilities should be equitable across the district no matter what grade level.
1159	It is important to me to freshen up the appearance of the current middle schools, but I do not mean that we should change colors or mascots. Mostly, it is important to keep the schools well-disciplined through innovative learning experiences and excellent administration. I would be interested in how the teachers would like to use surplus money.
1167	It is important to refresh the appearance of the older schools in a fiscally responsible way.
1177	I think that the other middle schools will need some updates.
1180	I think that ALL schools should be "freshened up" as needed, just like we do at our homes. That does not mean we need to rebrand the schools.
1183	Not important. Leave it alone.
1185	Not important. Both schools have had a "freshening up" in recent years
1186	You should be maintaining the structures as a matter of business. Repair the problems as they come.
1187	Not importNt
1188	The outward appearance is much less important than the equity in what is inside. As long as things are safe then the age of a building and honestly the paint on the walls doesn't really matter. It is the quality of the educators that makes a school successful.
1190	We would love for them to be freshened up...it's been a while! Although I would say that South Knoll is way over due for freshening!!!!
1193	Money would be better spent on infrastructure issues - bathrooms my children aren't afraid or disgusted to use (Oakwood) than on rebranding/mascot changes.
1197	None!
1198	I think making improvements to our current campuses is more important than rebranding. The kids would enjoy the updates more than a new Brand.
1201	Somewhat important. More important to have great teachers and new technology.
1210	Not important at all if the school is in good repair and functional as is.
1212	Very Important. People are memorized by new and new technology is always installed. Will help with schools all being viewed as great options.
1219	Very—all schools should be comparable
1220	It is important for the existing schools to be given the same technology, and to ensure the current facilities aren't faulty but to spend money to create an identity when there are far more imperative needs is frivolous.
1221	The current middle schools would be great if they had working HVAC systems. The aesthetiics are not the problem. At the middle schools. Take a look at the differences between the high schools. Those are shocking. To freshen up Consol would simply be putting lipstick on a pig. Again, this is a waste of money. Spend it on education.
1223	Schools should be equal in facilities and instruction
1224	I feel that this is important.
1225	Somewhat - but not because there's another school that's newer. The schools should be freshened up because they're just getting older. CSMS has a marquee that's purple AND maroon! Let's at least make things uniform, but this could be accomplished a little at a time and not in response to another school opening.
1227	It is extremely important to make all kids feel like they are equal. Two kids have gone the



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maroon route (and I wouldn't change a thing about their education), and they have constantly felt like they don't matter. It is all about purple. Fifth graders see it, I don't know how board members can't.

1232	Very important.
1235	It is extremely important that every campus is freshened up. I don't see this happening, because there have been major maintenance needed at the junior highs for years. The district has always said that the repairs were not budgeted, yet they can find funds to spend 2 million on re-branding. Shame on you! This is a complete misuse of funds.
1237	Freshening should be done as part of regularly scheduled preventive maintenance. Just because one new school opens does not mean other schools automatically need equal refreshes at the same time. I am support of the refresh off all campuses at this juncture if its part of a comprehensive rebrand.
1239	Again, repairs and deferred maintenance should be addressed, but it seems unrealistic to expect every school to be on par with a new school. I don't remember any concerns about this when PT opened or when we open new elementaries. Now, should we have comparable tech and things like adequate locker rooms? Definitely!
1249	Zero importance and my kids go to the "old schools". If the old schools were 60-80 years old and falling apart it would be different. Just to be clear, I do support changing the colors at both current schools so that they reflect the new school colors but this is only to help create school uniqueness and pride, not to "keep up with the Jones's".
1252	Yes. They should make the outside appearance of the buildings look good.
1255	It's not important at all. Don't do it.
1258	There needs to be a better description of what the term "freshen up" entails. If strictly appearance, then no. If technology or classroom upgrades then yes.
1261	Freshen up and update is desirable, but wasting funds on new color/mascot schemes is not necessary. The schools will lose some of their history by changing these things as well.
1263	Not important, they should make the repairs and updated the schools when needed no to rebrand
1265	AMCMS and CSMS are fine. They just need to be maintained better.
1266	Freshening up the current middle schools will take more than some fresh paint. Instead, we can start by ensuring each classroom has a properly working ac and heater.
1268	Our current middle schools are nice and serve their purpose. Right now, as stated in the pervious answer I gave, Consol could use some attention seeing as CSHS receives more than us. Look at the difference in the two learning environments for example. Consol's classrooms are dark holes while CSHS have nice open windows and a open space.
1272	I think the district has kept pace with updating all facilities. A new MS does not justify the money it would take to "freshen " the other 2
1281	Are they adequate for teaching? If so, do not waste our tax dollars.
1282	If it is functional and safe it is fine.
1285	I think it's important to update the middle schools and fix anything that's been neglected. Redoing the entire schools seems like a waste of money though.
1288	Important
1292	zero importance
1293	Money would be better spent on updating classrooms, giving faculty and staff raises and making sure classrooms were equipped well.
1314	spend it on bettering the infrastructure, not changing the rebranding
1319	Not very important
1321	I think we need to keep our schools appearance as a priority whether we get new schools or not. I don't think, because a brand new school arrives, that we should take our old schools and make them look brand new just for "looks" or to be "fair". Make repairs, clean them, update when necessary, but not because a new shiny building is coming to town.
1326	Only if necessary
1327	Making sure the schools have quality facilities is important, rebranding is not.
1331	Not at all
1332	Waste of money !!
1340	Somewhat. Depends on how much would be spent.
1343	Somewhat
1347	Not important
1361	Very important ... to feel like there is equity in facilities
1375	Very important. I am tired of CSISD not placing importance on the original, older schools.
1378	not important at all. As long as facilities are functioning, not broken, and up to date the color and mascot should not matter.
1380	Not
1388	This is very important
1390	"Freshening up the appearance" is entirely unimportant. Ensuring that the facilities are safe,

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	functional, and well resourced is extremely important. Why I would be expected to think that the appearance of my child's school is of vital importance is beyond me.
1392	We should do what we can within reason. Give the best environment to learn but remember the goal is Learning.
1397	Important. CSISD has issues today with perceived (new/good) (old/poor). The district must make better decisions that serve all students.
1399	Very important to upgrade the older middle school facilities... especially AMCMS. This is more important than new logos and colors.
1401	Very important! The only way that the community will build a perception of a school initially is by the school's visual representation. It's important that students feel that the "playing field" isn't unfair when it comes to zoning.
1423	all schools should be equal
1425	Schools should be comparable for building quality and amenities. Cosmetics should take a back seat to making sure each school has the same technology and classroom capabilities.
1426	Very important
1444	Not important at all
1445	Not important at all. Why spend money on appearances. If they don't need it leave it. Again, why is this an issue?
1449	Why dont we focus on maintaining a higher standard across the board (expand maintenance and grounds) instead of highlighting what should have been taken care of already?
1458	This would be an excellent use of the funding that you would use to Rebrand the schools
1459	Not urgent
1460	I think the schools are in pretty good shape. Of course everyone would like a new car every couple of years but some of us cannot afford that. We have to keep one for 10 plus years. Within reason schools should be updated when the life expectancy of the material has gone. Carpet is typically 10 to 15 years. Paint is 5 to 10 years.
1462	Whatever they did to AMCHS when they built to CSHS should be done.
1463	Why didn't you ask this about the high schools? CSHS looks like a luxury resort and AMCHS looks like a patch work quilt.
1467	Again, this is not important at all. The cosmetic appearance of the campuses means nothing. The district's primary focus should be on the FUNCTION of its facilities, not their appearance. As long as the quality of education is high and the buildings serve their purpose, spending money on their appearance is frivolous.
1468	This is of more importance and viability to education and equality then changing names and colors. Kids are only there for two years. Put money into facilities and classrooms not names and colors. But do not change the name and colors of the schools!
1475	If the schools would not have been updated yet, then they don't need updating. Keep them on the same maintenance schedule with new branding in mind and when a remodel is appropriate, go for it all.
1477	This is not as important as the quality of teachers, positive learning environment and commitment to students
1478	Right now, I don't see that they need it. My granddaughter goes to AMCMS and is fine with the appearance. WHY is appearance so important to you? I am more concerned about their LEARNING, as you should be.
1479	very
1486	Repair what needs to be repaired. I don't build a new home or update my house when my friend does. I do that when I need it. Let the families who care about the rebranding gift the new updates. Here's an idea, all those sport sponsors, let them buy the real stuff the schools need for the rebranding. Let's close the achievement gap ASAP!
1494	Important
1496	Instead of wasting money on paint colors and mascots that the board and administration admitted that do not have, try fixing all the problems that currently exist at the older schools!!!
1500	All schools should be maintained at a level that makes them comfortable and inviting for the students and staff.
1510	I am not concerned with the appearance of a school, so long as the facilities provide the best learning centers for our children that we can afford.
1516	Not important, what's there is good enough. Appearance is superficial, teachers are important.
1520	Not important
1543	Not necessary.
1545	Yes, I believe this is a much better use of funds!!!
1549	Very important
1552	Better idea. Change CSHS to colors that include maroon. Keep maroon as the unifying color of all CS schools. Change THEM. One school. More planning could have avoided this! Throwing money at a color scheme and a decal is wasting \$2 million that could be used to

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	hire staff, improve facilities. Like buying clothes and new car when change jobs.
1560	I do think the older schools need to be maintained - but a lot of that is already being done through the bonds. I don't feel it wise to be spending money (that could go towards teachers, tech, programs, etc.) on repainting the entirety of AMCMS and CSMS just to change the color schemes.
1567	Not important. As long as schools are safe and functional, that's all that matters.
1582	Moderate importance. Refreshing an appearance is nice, but not always feasible. Obviously, a new school must have new things.
1583	Not important
1584	"If it ain't broke, don't fix it."
1596	You can freshen schools up and not spend money changing so many things.
1597	Not at all stop wasting our tax dollars
1599	Freshen up the appearance how? By repairing the heat at AMCMS? Hiring more grounds and maintenance? I'd support both of those.
1602	so long as functional- not important
1606	Current budget already has money approved for facility maintenance. We open new campuses regularly, the current conditions of CSISD schools support high learning environment.
1608	I think it would be better money spent to fix the current problems at both existing facilities to help them continue to last.
1610	At my daughter's volleyball game at AMCMS I went to the boy's bathroom and noticed the paint was peeling off the wall. Maybe the district should worry more about that then new mascots.
1620	Again the question is totally prejudiced. You ignore the history just to be new? You think that Texas A&M is going to rebrand themselves for excitement? The whole premise here is false.
1621	It will be nice to see new updates in the school, with that said I do not believe changing tje colora or mascots will accomplish that. You can still make tje school lool new and refresh respecting the current colors.
1623	They should have a maintainance schedule to keep the school building in great condition. This should not be a consideration. Maintaining a building on a scheduled basis will keep the structure usable for decades.
1625	Fix anything broken/outdated
1627	It would be good to freshen up but that doesn't necessitate rebranding
1631	I'd make this a SUPER HIGH PRIORITY!!!
1635	Make the schools equal and maintain them equivalently
1640	I'm more concerned about the quality of education my children receive. Attention and funding should go to hiring and retaining quality teachers and decreasing class sizes at all campuses.
1642	The appearance of the schools does not need to be freshened. Serious maintenance issues like sub par HVACs and mold in AMCMS need to be addressed. Dark hole like classrooms in Consol need to be addressed. Maintenance staffing levels need to be addressed. Freshening up the appearance of the schools is just covering up the real problems.
1644	Yes, "freshen up" as needed ( paint, upgrade, etc.), but we don't need to spend hundreds of thousands of dollars to fix something that's not broken.
1646	Appearance and infrastructure are important.
1658	I don't think my child particularly cares about being in a new facility. I do think that some effort should be put into freshening up the current two middle schools.
1660	They have already been updated in the last couple years, again another unnecessary cost.
1661	Not at all; spend the money on academics!
1663	It is critical. I feel we are well on our way to developing a preferred purple track with all of the new facilities all for one area. We will soon have a school district of "haves" and "have not's" reflected in our purple and maroon tracks. Why would a new person moving to town ever want to be on the maroon track? The facilities do not compare
1666	No importance.
1668	I feel that both school could use some repairs.
1677	It is important that equality is considered. I do think there are updates that need to be made at CSMS and AMCMS, but it definitely not necessary to completely rebrand them.
1679	As long as the schools are fresh and kept up looking nice and not allowed to run down then a new school needs a facility the other schools just need to make sure they are kept updated and clean.
1692	Not important, parents will care more about this than the kids
1701	Older schools should be freshened up so that students can be proud of and comfortable in the school that they attend.
1706	Not important at all.
1712	Not important

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1713	There are better things to spend money on than cosmetics. If there are true needs for replacements/upgrades then so be it.
1728	No. Fix current \$\$\$ before spending more of our \$\$\$
1731	AMCMS needs help as it is, regardless of the new Wellborn campus coming in. Pressure wash the old brick, add new artwork to the cafeteria, and update the failing HVAC system.
1734	Yes, they do need freshening up, as well as AMCHS. The natatorium could use some work too.
1738	Everyone likes facilities that are cared for - they don't have to be new but don't let ANY school get delapidated to where students don't like being there. We need to be good stewards of what we have - not always want something new. Character/history can be just as important - it is mindset and taking care of what we have instills pride
1740	I am not as concerned as appearance as having things in working order and the resources equal very important but rebranding is not
1741	Would rather spend the money on teacher's salaries - attracting and keeping the best teachers in the country, so our kids are engaged and challenged. That's more important than the buildings. That said, if there are true issues with the schools (security, damage, etc.), the schools should be updated, and where possible, refreshed.
1743	Not important. They are fine as is.
1744	I don't think it's that important to spruce up the other campuses unless it is necessary. New paint, sure, but newness just to "keep up with Welborn" is unnecessary.
1754	Both AMCMS and CSMS should be proud of their facilities. Updates should be minor, if any at all.
1755	Part of making comparable schools is ensuring that the inside facilities are also comparable. When a new school opens it should get the oldest equipment and the new stuff should be spread throughout the other schools at the same level. Otherwise you have an old school with old stuff in a building that does not look great. Rich vs poor.
1760	I do think it would be nice to have AMCMS and CSMS updated. However, even with updates the older schools will not be comparable to the brand new school.
1761	Yes the older middle schools need to be updated.
1768	Not at all important. Focus on education, people. That is what you are elected to do and what our taxes are supposed to be spent on EDUCATION!!!
1769	A new coat of paint would be lovely but first let's make sure the teachers have all the supplies they need to be successful. You can put lipstick on a pig but that don't make it fancy.
1770	Please spend the money on education
1771	DO NOT MAKE WELLBORN MS SO FLIPPING NICE! THAT WAS YOUR FIRST MISTAKE WITH CSHS. YOU ARE USING OUR TAXPAYER MONEY - IT IS WRONG FOR THE NEW SCHOOLS TO BE SO DESPAIRINGLY NICE AND STATE OF THE ART! NO MORE SCHOOL BONDS IF YOU CAN'T USE OUR FUNDS BETTER AND TREAT ALL STUDENTS EQUAL! **** FYI, ALL CSISD STUDENTS MATTER EQUALLY!!
1777	I think there are some more serious problems (leaks, mice, mold) that really need to be addressed.
1784	I do think they need to be freshen up some.
1785	That should of happened a long time ago. Parents are tired of one zone receiving new shiny buildings, technology, supplies, instruments, uniforms, etc. In other words - everything in those building is brand new.
1792	Improvements to the appearance and function of facilities is important.
1796	I believe that freshening up the older middle schools is important, but it can wait. College Station High School has been open for more than 4 years now, yet AMCHS has barely been upgraded. The rough still leaks and there are many upgrades inside the classroom that need to be made. So, yes upgrading the campuses is important.
1809	Not important.
1813	Building repairs and routine maintenance for existing campuses should be priority but unnecessary rebranding expenses should not occur.
1815	I think it is important for the schools to look clean and well kept and for them to be operational, however I think most understand that there is a difference between a 30 year old building and a new one. It is important to keep technology up to date at all schools.
1820	Very important. Currently AMCMS doesn't even have heat. Yet the other campuses are newer and nicer. If parents feel that facilities are better in a different zone, they will move (if they can afford it), and you will be left with affluent new schools vs. rundown underprivileged schools. All kids deserve equal educational opportunities.
1823	The overall Appearance of the two high schools are not even close. The majority of Consolidated's facilities are dirty, dingy, and in need of improvements. If it didn't matter then why waste the money now.
1824	Much more important than changing the logos.
1830	I don't think it hurts to freshen up the facilities. Quite honestly it shouldn't take another school

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coming into the district for you to look at the current campuses and put some love into them. It's like owning a home, take pride in the home, repair it as needed and update when you can. Keep the value up at all times.

1845	I'd say pretty important.
1843	somewhat important
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1867	FRESHEN THEM UP
1874	Not important
1875	Both boilers are out at AMCMS and there is no hope that they will be fixed before Christmas. Funding and staffing for preventative maintenance could have prevented both of them going out at the same time. My child sat in a classroom that was 57 degrees when the cold front blew through last week.
1881	NOT IMPORTANT AT ALL! Spend the money on programs and experiences for the kids not paint!
1882	It is always important. The maroon side is treated unfairly. Look at the high school.
1886	They need refreshing. Use part of the \$ saved by not rebranding all three to refresh the old schools as needed
1890	Freshening up the appearance of the current middle schools should not include changing there identity.
1892	Freshen? There is no HEAT. What is wrong with this school board? I will not vote for any of you to retain office and I will not support any of your bonds. You misuse funds.
1896	Freshen it up. Make all schools look equal when Wellborn Middle School opens up.
1900	Very important. And BTW, AMCHS is substandard when compared to CSHS. The bathrooms are embarrassing. When the community visits the auditorium for a symphony or play, it is hard to find the bathroom, the updated bathrooms are usually gated with no access, the only accessible bathroom is hard to find and has brown tile from the 1980s renovation.
1902	Very important that we revamp the other middle schools as well.
1904	I Don't think re branding would be good... Spend that extra money on those schools to help make them nice like the new school.
1905	Very important - the existing schools' facilities need to be comparable to Wellborn so students zoned to CSMS or AMCMS don't feel like they're going to an old school.
1907	Extremely important.
1909	Not important
1910	AMCMS is over crowded, Im more focused on the learning environment and computer software equitment available to the students than the appearance.
1914	Not worried about that.
1915	Not that important
1916	It would be nice
1920	As we continue to grow, it is important to that all schools grow and improve. While it is understandable that a new facility is going to look different than an older facility, we need to keep our entire school district current and forward moving.
1922	Completely unimportant.
1925	I think they should add on to the schools and remodel them to look better.
1926	I think regardless of whether there is a new building in our district, all schools should be maintained and appearances kept current.
1927	As long as the school is safe for the children and they have the technology needed to be academically competitive with the other schools it doesn't matter.
1929	don't spend the money
1930	Very important
1934	I like the appearance of both middle schools as they are.
1936	Update the schools
1940	Somewhat important so that people don't think that there is disparity.
1941	Somewhat important.
1943	Let's get heat fixed at amcms first. Seriously. Seems like a 'purple request' bc we just want facilities updated, not new colors.
1947	Very important. Schools should be as equal as possible!
1953	Very
1957	Very important
1964	not important. functionality more important than looks, so have nearly equal facilities--labs, computers, athletics
1966	Not applicable in my mind. The school district needs to spend their money meeting academic needs including the arts.
1973	Not important...just maintain existing schools and facilities. Again don't waste tax dollars.

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1974	It depends on what would be done and how much it would cost.
1983	With students time in middle school being only two years, it is not crucial. However, I do believe that our current schools need to stay fresh and perhaps some upgrades in the appearance may need to take place simply because it is due, not because of a new school coming on-line.
1989	Not important
1993	"Freshening " up existing schools should be an ongoing process independent of another school coming online. The school board did not see freshening up AMCHS when CSHS was opening as a priority other than some minor cosmetic applications and up grades to the infrastructure (HVAC) which had to be done anyway.
2000	Very important
2002	Having the facilities be equal should be the priority and not just as the middle school level. How about the roof leaks and floor buckling issues at Consolidated HS?
2004	Not at all important.
2007	If by freshen up you mean keeping the campus well maintained and appealing to our community I agree. If you mean rebranding, please don't waste taxpayer dollars on something so trivial.
2016	Not important at all!
2020	It is very important that the other two middle schools be freshened up and maintained. They did an excellent job refreshing Oakwood!
2022	Absolutely critical. We must take consistent pride in our buildings and that includes the facelifts that attract high quality teachers and families moving to the area.
2028	This question does not define a scope of work - therefore, it is almost impossible to answer. By "freshen up the appearance", does that entail interior or exterior or both? And how much money is being considered for this "freshening up" process? I believe facilities should be maintained, but that should be in the regular O&M budget.
2030	keep all the schools nice
2034	Not a moortant.
2043	EXTREMELY IMPORTANT!
2048	Fairly Important. We should continue to keep all CSISD facilities up to date.
2052	It's important to freshen up the buildings when they need it regardless of whether or not a new school is opening. Oakwood got a nice face lift and looks great. I'd like to see equal technology as much as possible in the older buildings. That's what doesn't seem equal--how the newer buildings get all the new technology.
2054	We like our facilities and don't care to have the newest version.
2061	If the "refresh" contributes directly to the actual functionality of the school and the services it provides to promote academic excellence, then I am all for it. Otherwise, why bother. It would just be lipstick on a pig.
2066	VERY
2070	Not at all
2071	Schools should be maintained in accordance to the existing needs.
2073	If the other schools need to be freshened up, then it should be considered.
2074	would be nice to take care of basic maintenance. Not just band aids, but actually fix things corrects (like the washing machine at AMCMS that has been broken many times in the last 5 years).
2076	O&M should be considered more when building. Especially when existing schools have to rely on parent support groups and fundraisers to get the same things as the new school.
2077	I support the idea of updating the colors and interior of the existing middle schools. This is a very important issue. The students in all of our middle schools should be able to take pride in having nice facilities.
2080	fdvjlkjdfvl;jalkvjkaerkaeraervkjlajer;ovjjaioejrcvoiaejrfojaeorjfojae;rfj;oiaerjf;oj;eaorfjoaijrfoija eorfjoaejrfoiaejrfoijaeoirfoaijer;foijae;orifj;ajerfiojaer;ofj;aeoirjfoijae;orifj;oiajrefiojaerijfoarjf;oi aejr;foija;erofjoaeijrvoaejvklakfjvka;fnvkljnadfknklajdnfkljnadflkvnfjknvkljndfvjlnskljfjvnlkjin dsfvuaeoifjv;oaiefjvio;adfjkvkdjfvnkjndf
2081	Not important. I've taught at South Knoll for many years. We are the oldest building in the district. It was renovated when I was first hired in 1998. They haven't "freshened" it up every time they built a new elementary school, which has been many since that date. Giving students a good education is more important than how the school looks!
2082	None at all. Utter non-sense!!
2084	Very important to keep the older school up to date and fresh.

### Field summary for Feedback4

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

Answer	Count	Percentage
Answer	429	58.85%
No answer	52	7.13%
Not completed or Not displayed	248	34.02%

ID	Response
24	Last bullet point!
32	If it is going to take 4-5 why not just wait because you will have to build another high school anyways
47	Previous bond money if possible. I don't know enough about District finance to offer an educated opinion. Side note — I personally wish that the 3 school split solution were revisited and feeders maintained. I also think Consol is getting the shaft on a number of issues just because of the demands of Indian Lakes and Nantucket residents. Mark my words — the decision to grant Indian Lakes and Nantucket all of their wishes is going to cause long term damage to Consol. Consol is already viewed as a step child to realtors and parents alike. This must be reversed!!!!
58	I'm in favor of the 2nd suggestion with the 3rd suggestion being next. Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools?
62	Use the money now to refresh the schools
65	I think if the budget for rebranding is the same as the budget for "refreshing", then it should happen when the new middle school is built. If rebranding is a much larger cost than "refreshing", then I think it should be paced out over several years. I think funding should first be for making the learning environment safe and comfortable for the kids and THEN look at the aesthetics and possible rebranding. There is currently overcrowding in our district at some schools and under population at others. That should be addressed before any of these other issues in my opinion. Portable buildings are not an acceptable way to keep the schools comparable with the new middle school.
70	I think the timeline should be relatively quick. I would be in favor of using the surplus.
83	I am in favor of using a portion of the one-time savings to address refreshing/rebranding the middle schools
85	I would not move up any renovation projects just to deal with rebranding. Renovations should focus on improving the school not just to change colors and logos. All funding should go to activities focused on improving the learning opportunities at the schools.
89	I guess option 4 if we have to do something -- not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
91	If there is surplus money, it should be used to immediately to conduct renovations that are planned. Why wait till tomorrow for what you can do today? Costs will only go up. If there is money left over after planned renovations, then other possible renovations can be made an per-need basis.
94	Move up timeline and spend judiciously but minimal rebranding necessary - just good facilities and refurbishing, and use the unexpended bond money if needed. Put surplus money in savings and don't spend unless it is vital.
96	Rebranding is a waste of time and money, regardless of the timeline chosen.
97	In favor of any refreshing. Opposed to any rebranding.
99	I don't believe money should be used to rebrand. If there is this much money, UPGRADE

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facilities everywhere. Our district is getting older and the newer schools will always be judged to be nicer. Use this surplus of money you just informed me about wisely and to the best use. REBRANDING IS NOT THE BEST USE.

102	Yes
104	I am in favor of updating the existing middle schools as soon as possible. Not in favor of the rebranding or the proposed rezoning.
120	What is the cost to moving up the timeline on renovations? What gets pushed back? I can't make an educated decision without knowing that. What would this bond money be used on instead if not refreshing the middle schools? What are my other options? Surely you're not thinking of throwing the money away. There are opportunity costs. Surely there are better uses of saved money than rebranding. Like, for example, not having to do insane fundraising for the robotics class to be able to participate in robotics. Is rebranding during scheduled renovations would be the most efficient use of funds? How much more efficient is it? One needs to know both costs and benefits to do analysis.
127	I would be in favor of NOT using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
131	I would not use Any money to rebrand. I would like the money used for something relevant to my kids education ...2 years is a short time in their lives and we do not need to rebrand
140	option 4. NO REBRANDING!!!
144	Ensure that the infrastructure is safe and clean, but put the money into educating the students. I am concerned that this has risen in importance that requires a survey. If this affects children, then the school district needs to invest in doctors for these children, not colors and mascots. Ridiculous.
147	Option 3
150	I am in favor of refreshing but not rebranding. I am fine with doing the renovations already scheduled and maybe adding a few more updates with the surplus, but the rebranding is ridiculous and a waste of money by the district.
155	Not using any money (take 4-5 years).
158	moving up the timeline
164	No money used for silly things like brands etc. Use what is allocated to renovate and make the campuses and classes where our children spend their time nicer.
171	I would be in favor of moving up the timeline on renovations, using previous bond money, and/or using the projected surplus. While this may be an unpopular opinion with others, I would even be in favor of a property tax increase because the condition of our schools is of the utmost importance due to their role in educating our future.
185	Leave the schools as is. Focus on education !
189	The point of re-branding is to show off a new identity, so a 4-5 year roll out seems lackluster. I'm no expert on school funding, but if the district is comfortable with current expenditures to the point of surplus, then rebranding would be an appropriate use of funds.
193	This survey is VERY biased such that parents almost have to reply in favor of REBRANDING in some way. I don't appreciate that. If we have a surplus, that can be used, then it should be used to address the facilities issues that need to be repaired and fixed first and if there is extra, scheduled renovations should rank about rebranding.
195	I'm a parent of four students in the AMCHS route. With every parent I have spoken to, and there have been a number, there is a state of complete disbelief that such an expensive rebranding would even be a consideration. There are MANY more important things that need attention. In addition, our city is very transient, with a number of students facing this "issue" regardless of any attempts to prevent it. Surely, we can expect our children of all backgrounds to be able to wear different school colors, and cheer behind different mascots without receiving in their mental and emotional well-being any kind of lasting injury. I cannot think of a proposed CSISD expenditure that I have OPPOSED more.
198	Yes to all except NOT using money
200	Refresh/re brand the middle schools
208	I think the cost saving on bond money needs to be used to lower tax rates and not spent on items not approved by the bond. Just because you have excess funds does not mean you have to spend it, especially on items that were not included in the bond. I am in favor of not refreshing/rebranding middle schools just renovating them that is already on schedule.
211	I think the last option is best. But also think that if there is a surplus from the current budget that would be good to use as well.
214	I don't agree with the rebranding. I think that we need to use any money set aside for already planned renovations and stay with that plan. No need to spend money just to change a mascot and colors. It's not a smart use of funds.
218	Would you be in favor of moving up the timeline on renovations already scheduled to occur at



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	both AMCMS and CSMS in order to refresh/rebrand the middle schools? YES
	Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools? YES
223	Are we really talking about spending money to "rebrand" a school with colors and logos? Like really?
224	Ok with moving up timeline for projects and using money saved on other projects.
225	Option #1 or #4
226	I think that putting money into rebranding is a waste.
238	I am not in favor of spending ANY funds on rebranding. I could care less about school colors and mascots. This is a total waste of funds that could be put to use in the classroom
246	WE do NOT wish for you to move forward. Stop and listen to your community! This is not okay and I do not want my tax dollars to be used for any of this.
248	Y
254	no money at all It is not necessary
260	Yes, I would be okay them using the money especially to help with morale.
262	Moving up renovations If that is cost effective & using the one time savings.
263	Move up timeline.
264	I prefer the last option, taking 4-5 yrs to do it. My second preference is using leftover bond money since that is often targeted to facilities.
266	4-5 years is not appropriate. The schools are falling apart now.
268	I think the current schedule is just fine. Use the surplus if needs be but sparingly in the event any unexpected issues arise.
274	Not to use any money.
278	I would expedite.
279	I would be in favor of moving up the timeline on renovations and using previous bond money that had been unexpended.
295	-No, No, No, Yes. I got a letter two days ago about surpassing the student:parent ratio in my children's classes at Pebble Creek Elementary. Address these issues, which actually effect their long term educational goals first. My son was missed as a student requiring intervention because the student-teacher ratio is so high. This will continue to happen more if we don't address shortages of teachers and staff on every campus.
296	Use the money to refresh and clean up AMCMS and CSMS.
297	Save as much money as possible while still providing adequate facilities.
302	Move up timeline.
307	I would be in favor of spending any savings to move up timelines of renovating the older schools. I would not be in favor of using additional moneys to quickly rebrand the schools. I would prefer that be a slower process so that the expectation is there for those in elementary school right now.
311	Yes
312	I would not be in favor of having this take 4-5 years to complete, other than that, I suspect those who follow the budget line items will find an appropriate source of the funds. The ones you listed are reasonable.
315	Use available resources to address issue quickly, but .... we cannot not each time the same issue arises...we will be revisiting the need for another school in the very near future also...
320	I would use already allocated budget money for normal purchases and gradually refresh/rebrand. I feel AMCHS deserves the upgrades first.
324	I am not in favor of rebranding.
331	I am in favor of not using any money at all and let the normal schedule for renovations occur. Save the surplus money in case of an unexpected repair: i.e.: ac repairs, adding staff or save it for a raise down the road to the teachers and admin that have done a great job saving money in the first place.
334	I don't agree with using that much money to change school colors. To make improvements that will improve the educational process and experience is warranted, but to change the colors of the signs does not make sense. I haven't seen a tremendous impact academically of switching colors between schools.
369	I am fine with using previous bond money towards the re-branding and some surplus money. Not a new bond!
370	Yes. Yes. Yes.
	I don't think it must be done right away, but I think 4-5 years is too long.
373	I would be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle school.
374	Don't use money to rebrand schools.
384	Yes to top three. I think the district has made existing schools feel inferior by constructing

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	decked-out pretty schools without also making improvements to existing schools.
385	Option 4
389	Other items at both cams and amens need to be fixed or replaced and the money should be used for those items, not wasted on new colors or mascots
402	1. Renovations and repairs should occur as they are needed. 2. What bond money is left over? If there is money available it should be utilized to take care of the existing repairs and needs that the different schools have. 3. NO 4. I am not sure the words rebrand and refresh should be interchangeable. It sounds more like a threat, if there is not a rebranding there will be no needed repairs. This is very concerning. Needed repairs and refreshing should be a top priority.
410	favor of using previous bond money
413	Move up the timeline Use previous bond money to refresh the middle schools, especially AMCMS, as it is the oldest and saddest looking.
415	Don't think we should go out of our way to rebrand schools
416	I'm not really sure I understand the wording of these different options, but I think I prefer the first one.
428	Not in favor of using any money at all beyond renovations already scheduled to occur
434	Please don't fund rebranding anything.
435	Refreshing and rebranding are two separate items and should be considered as such. I am absolutely in favor of "refreshing" schools with previous bond money/surplus funds. I am not in favor of spending funds on rebranding.
436	I am not in favor of rebranding. This money would be MUCH better spent on staffing, for example, if coaches and fine arts faculty are going to need to visit more than one middle school campus, lets hire at least one extra faculty member for each of those departments. While that is not the same type of one time expense, it has much greater impact on the students and families.
438	Move up the timeline and use any surplus to do it so that all 3 middle schools look fresh next year. This is important for our kids school pride.
440	I think a combination of all the above. I would think some of the things could wait over next few years, where some could be done right away. Think they need to be looked at individually to know the importance of each.
441	I think it would be fine to wait until the scheduled time in case there are other changes or rezonings that happen in the next 4-5 years.
450	I am not in favor of rebranding the middle schools. Keep AMCMS maroon CSMS purple and use funds to brand the 3rd -Wellborn.
455	To meet the purpose of rebranding in the first place, all school colors and mascots need to change together at the beginning of the 2018 school year. I am in favor of using unexpended bond money from previous projects toward rebranding. If needed, I am also in favor of using budget surplus toward rebranding. Renovations to AMCMS and CMSM that don't relate to rebranding can occur more slowly, and I am in favor of waiting for those to occur on a timeline that is already established.
462	Money should be spent carefully to rebrand the schools. Only changing what is necessary.
464	For goodness sake, if we are fortunate enough to have a surplus, PLEASE DON'T LOOK FOR WAYS TO SPEND IT! Save it for the years when you have a deficit because those days are coming. Please be responsible. It is not your money! It is taxpayer money. Be the adults in the room and be responsible with other people's money.
469	CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools?
474	Refreshing is one thing, I'm sure keeping up with the newest technology is expensive. Rebranding again is a total waste. Do you really think students care about this?
482	I DO NOT APPROVE OF THE SPLIT OR REBRANDING FOR THE 2 SCHOOLS
489	Strongly against re branding, Fix problems that exist already in the schools.
491	I would prefer either moving up the timeline or having the project take 4-5 years. CSISD has always shown a strong focus on classroom first, so I would be very reluctant to use a budget surplus for that when it could be used for bond money I would be ok with if it is not able to be spent on teachers/classrooms..
509	I am in favor of moving up timeline and using surplus funds.
512	If the rebranding is going to take place no matter what it should go ahead and happen now using bond \$\$ and the surplus. I would just not go to the expense of changing colors just to "keep things fair."
523	Money should be utilized to pay for teachers curriculum and computers etc. ...
528	Use current and future surplus to refresh the schools but not rebrand

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529	<p>The funds need to be made available now to address the situation.</p> <p>CSISD has done a poor job of building a sense of community between all the schools.</p> <p>It is Maroon vs Purple.</p> <p>The problem starts with CSISD policies and inconsistent application expectations.</p>
530	<p>Move up timeline and use savings or excess bond funds.</p>
533	<p>If there is extra money then there are better ways to spend it. I am not in favor of rebranding under any circumstances.</p>
537	<p>The last option.</p>
541	<p>I am in favor with any of the first three options listed. I am not in favor of the 4th option listed.</p>
545	<p>Using bond money sounds like a great plan.</p>
548	<p>Second option</p>
551	<p>Yes! All 3 middle schools should have new colors and mascots when Wellborn opens!</p>
553	<p>Option 4 (In favor of not using any money at all to refresh / rebrand other than renovations already scheduled to occur).</p>
559	<p>I am not in favor of rebranding the current middle schools. I believe it is an unnecessary use of taxpayer funds. I prefer any unexpended bond money be used to get the older middle schools and AMCHS up to date with the new schools. For example, AMCHS needs an air conditioner in the restrooms at the football stadium. They are a sauna. Ridiculous! The baseball stands at AMCHS are also very old and rickety. Dangerous! I am totally against using any of my taxpayer money to rebrand when so many other things need to be done. Plus it is sad to lose all the years of tradition the two current middle schools already have. Refresh them but leave the colors and mascots alone.</p>
561	<p>I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)</p>
568	<p>Take care of all renovations and rebranding at the same time. Move the timeline up!</p>
570	<p>Surplus</p>
578	<p>In favor of moving up the timeline to refresh and rebrand using the surplus.</p>
587	<p>NO</p> <p>NO</p> <p>NO</p> <p>REFRESH Schools only</p>
589	<p>I am not in favor of using any extra savings or any previous bond money toward this project. There are many other ways the money needs to be spent first before the rebranding, such as going toward equalizing facilities and extracurricular programs at both high schools, updating older/original stadiums and schools, and creating competitive salaries for teachers/staff that make our district more desirable to work in.</p>
591	<p>I would be in favor of any option that did not: (a) take money away from elementary refurbishments as we have some aging elementary schools that I believe are in greater need and (b) did not cost the tax payers additional money.</p>
594	<p>I am in favour of refreshing, not rebranding.</p>
597	<p>I'm not in favor of you spending money on rebranding. Fix the current messes that you have made first.</p>
608	<p>Stick with the schedule. Even though I support updates, there is no need to waste money if a reasonable schedule has already been established.</p>
623	<p>If money is wasted on re-branding, I will no longer vote to pass any school bonds that arise. I will view CSISD as being completely negligent and wasteful of taxpayer money. In my child's classroom, so much time is spent on correcting behavior that he is bored. We have teachers and counselors that are sworn at daily by misbehaving kids. We have students at this age that are HUNGRY. If you want the schools to have a real identity, fix the obstacles to learning so that everyone can be proud of their school because it helps them in real ways. Focus on the purpose of school please, that kids learn so they never have to hear that they don't have the skills to do what they wish.</p>
624	<p>I do not care greatly about the branding of each individual school, but I can see the value in updating facilities and overall look of the buildings.</p>
627	<p>Yes, use money to update and refresh schools.</p>
631	<p>I would be in favor of moving up timelines, using bond money and using some savings if it is for the betterment of our schools. I don't think taking 4-5 years is in the students' best interest.</p>
633	<p>If we have to rebrand then do it as soon as possible.</p>
649	<p>What renovations are needed? This survey does not provide enough information to make this decision. Rebranding and renovations have been coupled and should not be! I am not in favor of rebranding at this time and therefore not in favor of spending funds to do so. It would</p>

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	be good to know the cost of this. There are many issues at the schools of greater importance to success of our students!
656	Item 1 - No. Item 2 - Yes. Item 3 - No. Item 4 - Yes.
670	Refresh but not rebrand
677	I would say to think really thoughtfully on this issue and prioritize what each school really needs. The funding can be awarded based on priority of maintenance/updates needed.
695	Class size and teaching staff is more important than the paint on the walls. Yes those things are nice but those do not help the students learn and achieve.
697	Option 2 would be the most favorable.
713	Refresh now, rebranding doesn't matter -
730	let the process play out over the next 4-5 years
740	No funds should be allocated to rebrand; it is a waste of taxpayer money
742	I would be in favor of pushing up the renovations or using the surplus for the 2016-17 budget.
751	yes, move up timelines or use unexpended money
752	Do not spend money to refresh the appearances except as need to maintain the current appearance.
759	As a parent of kids who attend/will attend Oakwood & A&M Consolidated Middle School, I would rather unused money (option 2 & 3) go into these schools to impact all facilities (school structure, new IT, new athletic upgrades, etc.) instead of changing out logos, painting over mascots, etc. I would rather my children have better tools for academics/extracurricular activities than spend money to 'rebrand' a logo/mascot. I think that 'rebrand' goal can take place over time.
761	In favor of using all 3 options to get rebranding done immediately.
769	I think rebranding is not as necessary as projects to maintain facilities. Rebranding will also mean a significant outlay for parents because of needing to rebuy tshirts and uniforms in different colors. Pto and money spent per child on rebranding initiatives all of the sudden may tax significantly those with less to spend. I'm for prioritizing money to be spent on education and facilities.
775	no yes yes to refurbishing, no to rebranding no
783	I am fine with it taking 4-5 years to complete. I want the district to be able to have sufficient funds to run the district and have money in savings in case of state funding changes or other developments. I feel the money used on changing signage and uniforms can be used for a better purpose in educating our children.
791	Would you be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete)
795	No spending on rebranding - just spend money on renovations and fixing broken things.
813	with you re-brand or not I support all of the above for refreshing Oakwood and AMCMS, with new shiny schools opening and ALL three of the Title 1 schools feeding into Oakwood and AMCMS, they become the "lesser" schools very quickly.
819	Use expected surplus and/or unused bond money to fund renovations.
821	Last option. No need to refresh/rebrand.
828	The final option seems the most responsible, in my view.
830	I would be in favor of the second option, using previous bond money that has been unexpended.
832	I am not in favor of using any money to rebrand.
842	I am not in favor of spending any money for this non-issue. It's about the people (employees), not the logos/colors, etc! Spend \$ & time finding higher quality teachers & coaches! Pay the ones we have better! I'll be the projected cost would go a long way toward much more worthy goals!
848	Here's an idea. Instead of wasting money on re-branding put those funds to academic improvement use. The "brand" is fluff. The point of school is educating our students.  If the school needs a refresh in order to better educate our students then I'm all for that. The focus should be better education, not better "team colors"
858	Extra savings, bond money
859	I would like the time line moved up
882	I would be in favor of moving up the timeline on renovations already scheduled to occur to REFRES but NOT REBRAND.

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883	I would expect that a best a modest amount of surplus be returned to the schools. If there is a plan for renovations in the works, moving up the date may only result in shoddy work and a reduction in the intended effect.
887	We should replenish our rainy day fund with any surplus and not spend beyond our means. In addition there are items that need to be repaired on the older campuses that have gone without repair. AMCMS recently requested money for a software program available at CSMS but were denied due to lack of funds.
891	Favor of NOT using money. Surplus money should go to fixing maintenance problems.
894	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur. Create a rainy day fund with current surplus.
895	I like the idea of moving up already approved renovations. But am not for using any of the money in savings for rebranding.
913	I would be in favor of moving up the timeline on renovations and using previous bond money that has been unexpended to complete the renovations. Why is the district projected to have a larger than expected surplus for a past school year?
917	I'm sure everyone involved can find the best option. Otherwise: CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools.
935	Favor of not using money. Save or use \$ that is needed.
946	No No, except to update equipment in the current schools No Yes
948	Yes use the money from savings and move up the timeline to make this happen
949	I would be in favor of all of those except for waiting. If you wait, by the time it's done we'll have a fourth middle school. There is still a Tiger on the wall at CSMS for gosh sakes. Let the kids have their own school.
952	Use the budget excess for facility upgrades, but not rebranding.
956	All, except moving up the timeline, are viable options to me. CSISD has been good stewards of their money, I'd like to keep it that way. I don't think moving the timeline is a wise use of funds.
960	I am for using money from the savings from and old bond or surplus but only for updating the actual schools. I want to know specifically what The money is used for and not just to repaint. These mascots have a history in this school district. I'm not for changing the mascots.
961	I would be in favor of anything that improved the older schools and also brings to bear a more balanced approach to attendance zoning.
963	I'd prefer not to have my children suffer through the mess of renovation while they are in Middle School, but that is likely not an option. I am in favor of using MORE resources for renovations than for rebranding, including surplus and bond money--PARTICULARLY if there will be new auditoriums for AMCMS and Oakwood orchestra concerts, and larger cafeterias to avoid ridiculously early lunch times.
978	If rebranding/renovations are going to occur, I think it is important to use the surplus money to speed up the process and make it happen all at once, or as close together as possible.
979	Previous bond money unexpended would be best
985	Use the one time savings
986	It's a surplus that can be used towards field trips.
988	I am in favor of spending money on things that help our kids excel but on asthetics
990	A-C above
999	Let it take time.
1010	No money should be spent on this endeavor.
1011	Use the money for educating!
1019	Option D, put the overruns into better salaries for the teachers and hire more teachers and aides to reduce class size numbers.
1021	Rebranding will tie the hands of future boards and administrators. This is a rapidly growing area and we should maintain flexibility and not rebrand and re-align every time a new middle or high school opens. Only stick to scheduled renovations. Save the surplus. The political environment for increasing property taxes is growing bleak. Save while you can.
1025	I'm not in favor of rebranding.
1026	The schools don't need rebranding, but do deserve updates. Let the schools keep the identities they already have.
1035	I really think the district should spend money on the current middle schools as well as the new one.
1036	Rebranding is a WASTE of my money as a parent and tax payer. It is money out of the

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pockets of the students and teachers. If you can raise money for rebranding, than raise the money for other important resources in the schools or for student activities instead. It is obvious that there is disparity between the schools. PTO's do not raise similar amounts. Use this money to even out the disparity instead.

I am AGAINST "rebranding" !

1038	I think the money could be otherwise invested to the kids rather than the expense of just renaming the school. The kids could benefit greatly in so many other aspects.
1040	Since you don't have these questions numbered, I'll just say NO to all.
1042	Don't use money for rebranding.
1050	NO MONEY AT ALL> Any extra budgetary money should be allocated for educational purposes and not to repaint gym floor and purchase new volleyballs that match the schools colors.
1061	I'm in favor of the district using a portion of the surplus funds
1067	Not in favor of using money to rebrand. It has little bearing on education our students.
1080	In favor of not spending the money and not rebranding/refreshing the middle schools.
1081	I don't believe we need to waste our money with rebranding. We need to spend it on more pressing needs such as teacher salaries and supplies in order to help our children learn.
1082	Not using any money . Stay on current schedule
1086	Save the money and spend it on teachers salaries
1111	No. No. No. Yes.
1114	Why rebrand? Fine to update schools but rebranding is not a good use of \$\$
1117	Let the process take 4-5 years. The cost is so high and the money needs to go into the academics of the schools and the teachers!
1137	No rebranding—a waste of tax payer dollars. Refresh the schools a bit. Colors and mascot are not that important in middle school.
1141	I think rebranding is completely unnecessary. Use the money for staff. ESPECIALLY in your lower SES schools.
1145	I am not in favor of rebranding at the tax payers expense. School colors is just "window dressing" National Merit Scholars will confirm this. These bond issues were passed as a means to build and maintain our schools. Any other purpose may be in violation of the bond indenture. Maybe an attorney should give an opinion, not just a parent with a large ego.
1150	Do it now w savings and surplus funds
1152	Do not use money on this pointless process.
1153	This all depends on cost
1155	Rebrand in 5-6 years when we don't have to waste money
1156	Not use money to rebrand.
1159	I am not in favor of rebranding the current middle schools. I am not in favor of using bond money to rebrand schools. I am in favor of putting surplus money into savings.
1167	I am in favor of using extra bond money to move up the time table in order to refresh the facilities .
1180	No rebranding at all.
1183	Don't spend money on this. Leave it alone.
1185	no to moving up the timeline no to using unused money No!! Use the saving for education not freshening up Let the process proceed as scheduled
1186	I am not in favor of this at all. You are borderline on a breath of fiduciary responsibility. Teach the students that quality of education is what matters, not the color you wear or how shiny your campus is.
1187	Last option
1188	I am not in favor of spending any money on rebranding. Any extra money should be allocated to teachers and staff to help offset the significant increase in insurance premiums experienced by many.
1190	I don't have a preference for what money to use just not for a new bond. I think using the surplus is a good idea though.
1193	Refresh/rebrand sounds very superficial. Take care of need infrastructure changes and improvements with unexpended funds or surplus. Could care less about the rebrand and if refresh means paint new colors, then no.
1197	#1 - no

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	#2 - no
	#3 - no
	#4 - yes
1198	Yes I think moving it up to happen faster is a great idea. Using money that is available to make this happen faster instead of saving it this year is a good idea as well.
1201	I am not in favor of rebranding the 2 existing middle schools
1210	No extra money into it. I would prefer it to be left alone. So do my kids. If you must do it, let it take 4-5 years. Ridiculous waste of funds.
1212	Yes Yes Yes No
1219	Rip off the band-aid and pay for it all at once out of unused bond money.
1220	Not using the money to rebrand. But spending money on needs is different.
1221	No to all questions but the last. Rebranding is a waste of taxpayer money.
1224	I am in favor of refreshing sooner rather than later in whatever manor the district/board sees fit.
1225	Renos could be done over time- but realize that CSMS leaks and had Hurricane Harvey damage (carpet, ceiling, windows). This should take priority to make the school safe and healthy for students and staff.
1227	If this is going to happen, go ahead and rip the band-aid off the Oakwood/AMCMS/Consol kids. Honestly, they are used to getting the raw end of the deal. Delaying it only gives hope that one day things will even out....
1232	Don't care how but amcms needs new everything.
1235	Re-branding does not need to take place! Repairs and refreshing need to take place. However, the district needs to come clean with what money they currently have for this. They also need to reveal where the money is coming from. Lay the cards on the table, be transparent, and let the public vote on it. I don't trust leaving this kind of decision up to the board. They have proven time and time again that they don't represent the citizens who voted them in.
1237	Move up existing scheduled renovation / maintenance and also use one-time funds from this current budget cycle. Do not use bond monies (even if unspent) for this issue.
1239	The final option seems most responsible. I can not imagine that we could not find something that would impact our students' learning instead of spending money to address an issue that no learning has suffered because of. The kids are all right with the branding. I doubt they will think to get upset unless someone points it out to them. Like an adult.
1249	Any of the first 3 options are fine. I do not want this to drag out 4-5 years.
1252	Used it for the renovations that are already going to take place.
1255	Would you be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools?  No  Would you be in favor of using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools?  Heck no.  CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools?  NO - No no Would you be in favor of not using any money at all to refresh/rebrand the middle schools othe
1258	In favor of not using the "savings".
1261	I am not in favor of spending any funds on rebranding these schools.
1263	Not using the money for rebranding, use it for the teachers or to fix things that need replacing
1265	No. Definitely not. Absolutely not. If there is a surplus, perhaps you should revisit the amount of taxes your tax base pays. Let the process take 4-5 years to complete. It is called budgeting. You create one and you follow it.

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1266	I would be in favor of moving up the timeline for renovations that have already been scheduled to occur.
1268	I say all no's except for the last one. I hope I have made my point clear that I wish y'all would not go through with this nonsense.
1272	In favor of NOT using any money other than already scheduled renovations
1281	If you have a surplus, you should lower the tax rate rather than looking for ways to spend our tax dollars.
1282	Quit spending the money for superficial things. Or better yet give some of it back to long suffering taxpayers.
1285	I think you should complete NECESSARY renovations to refreshin the schools, not rebrand the schools.
1288	Moving up
1292	not in favor of using any money
1293	Do not use any money to rebrand the middle schools.
1303	Take your time.
1314	DO NOT RE BRAND THE MIDDLE SCHOOLS simply fix the things that are already broken
1319	i am not in favor of using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1321	Let it take a few years to complete. Take care of teachers needs and student activity needs that are more urgent and let s perfectly well-functioning building get updates as needed over a period of time.
1326	If there is a surplus, reduce taxes. I am not in favor of spensing money simply because it is there. It would be better spent on educational programs assuming the buildings meet code and have no issues.
1327	Rebranding is a waste of money. If there is money available it should be spent on equipment and supplies for schools. Other renovations should remain on schedule
1331	I would prefer spending that money on academics!
1332	Waste of money !!
1340	I feel that this question could not be worded any worse.
1343	Surplus money should be spent on education and programs for our kids, not changing school names and mascots.
1347	I am not in favor of spending any funds on rebranding.
1361	I am in favor of moving up the repairs and spending the money now.
1374	I think the surplus of money could be better spent throughout the district!
1375	Not in favor of any of it. And the composition of this survey sucks. It's 2017 and we live in a town with a tier one research university. Surely there was someone who could have consulted in making this survey meet minimum survey standards.
1378	Do not put any money into rebranding the school other than what is scheduled to occur. Use that money to be saved for other issues, or lower our taxes.
1380	Use the saved money
1388	I'm all for using extra money to renovate and refresh schools. Just not 2 million
1390	I would not be in favor of any of these if the "renovations already scheduled to occur" refers to spending millions of dollars rebranding middle schools. I would be in favor of updating the schools to include comparable technology, athletics facilities, and learning opportunities.
1392	Let the process take the time needed. Reassessing each year.
1397	Make the schools equal.
1399	I am in favor of using any available funds to REFRESH AMCMS and if needed CSMS. I am not in favor of using funds to change logos/mascots/colors at these schools.
1401	I think as long as the school board is smart when choosing contractors, there won't be much of an issue.
1423	Rebranding is not necessary. Use the money to update older schools and provide things that are needed or already planned for the near future. AMCHS still in need of many updates and is greatly lacking when compared to schools within the district. I cannot speak to CSMS but I am sure both middle schools have projected needs that could be met rather than rebranding.
1425	I am not in favor of spending ANY district funds on rebranding. Refreshing and maintenance should be done as needed to keep the schools comparable.
1426	Use left over bond money now
1444	Any money should be spent for more important things. Don't spend any money at all to rebrand the middle schools.
1445	If you have the money to refresh and that's what it's set aside for then yes use it. But all this rebranding and new colors all because Wellborn is a new middle school is too much. Why is it so important to make sure the others schools get to choose new brands??
1449	Do not waste the money on a percieved image issue. At the most, move up time frames for scheduled work.
1458	I am not in favor of rebranding anything. If we have a surplus either save it or spend the



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1459	money on items that will help the students or on facilities that will help them learn better. I wouldn't mind moving up existing renovation timelines. Otherwise, I'm not opposed to the change occurring over 2-3 years.
1460	The timeline to do the updates may take longer than a summer break. Therefore it may take more than a year to prepare. Some material deliveries have fabrication and delivery dates of 12 weeks plus. Careful thought needs to be put into when and how to accomplish this. CSISD should consult their professional staff who has this ability and/or professional people associated with this like architects. Savings are okay to use this OR define it in a future bond program. Why not put the savings into lower taxes?
1462	Not remodeling until scheduled
1463	Did you seriously just put four questions in one entry?
1467	I do not support any of the above options because I do not think rebranding is a good idea.
1468	Do not spend a dime on rebranding!!! Refresh, spruce up, now, but do not rebrand!
1475	- No. - No. - No. This means our tax rates are too high. Reduce our taxes. - Yes. This makes sense.
	(continued from below) It is not worth the added stress, loss of freedom, and babying of our kids only to find we have raised a generation of selfish dependents who can't think beyond themselves.
1477	I would be in favor of the most economical way to provide refreshing and rebranding the existing middle schools. All of the schools are in CSISD. A smooth transition for all would be to make changes at the same time.
1478	NO, I don't think they need to be refreshed, rebranded! NO you cannot use the bond money for that. If you have a surplus, quit begging us for money!!! Spend the money on the children. If they need a shade cover over the playground, you spend YOUR money on that. I am not in favor of you spending ANY money on this refreshing rebranding garbage. If the school needs painting in the future, do it.
1479	don't use any of the money for rebranding the middle schools.
1486	I view decorations around the school building as low priority. Sure, let the kids choose a new mascot and colors and update as needed. But please use the extra bond money for sun shades and hand washing stations in all cafeterias. Our children should not be exposed daily to harmful sun rays during the worst times of day or food allergens spread around campuses because of lack of hand washing facilities in the cafeterias! And close the achievement gap please!!! Let all of our kids go to safe, effective schools and then decorate with the left over money. Can you imagine graduating a child who has not achieved state academic requirements yet walked down newly painted halls?
1494	Move up timeline, use unexpended bond money and surplus
1496	NO money for rebranding!!! Maybe its time for the administration to visit each of the schools and make a list of all the things that need to be fixed and for once use the money wisely!
1500	Surplus or bond money can be used for refreshing/maintenance issues but should not be used for rebranding.
1510	I am not in favor of any rebranding. If the board decides that it is necessary to make parents feel good by rebranding a school, I recommend using previous bond money that has been unexpended based on cost savings from other bond projects. Set a budgeted amount and do not go over that amount. We should be balancing this like a check book, not a credit card.
1516	Not in favor of spending money on this kind of window-dressing.
1520	I am NOT in favor of using any money to rebrand the middle schools.
1524	Refresh facilities as they are needed structurally. Don't waste money.
1536	I'm a devoted supporter of College Station and our schools and am amazed how can one justify wasting an enormous sum of money on such wasteful considerations. Spend it on students and teachers!!!
1543	Let the process take it's time
1545	I would skip rebranding and push it out until another middle school comes online or keep them as they are for tradition sake. I would move up the timeline of the refresh renovations to take advantage of the cost savings.
1549	This is difficult because I feel you should put money in savings; you never know when budget cuts may happen. What does his tell our children- when we need something, we just revamp or rebuy something?
1552	Stop inventing ways to spend money! Paint everything a neutral color, tan! First approve a policy for NEXT time we re-zone or build a new HS. Have a color pallet all must follow.

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	Include ONE dominant color, they can pick the complementary color. Then use the dominant color on buildings and such. Other districts have done it. Ask them!
1560	The last option. Again - why spend much needed money on rebranding - when it can be used for other, more important things?
1567	Please use any money wisely. Rebranding is so unnecessary. Pay teachers more, invest in fine arts. Good grief!
1582	Rebranding of AMCMS and CSMS should coincide with opening of Wellborn MS. I'm in favor of re-directing money to fund immediate needs of updating, i.e. repainting logos, signs, etc. I feel other MS renovations ("refreshing") just to make the 3 schools equally 'shiny" can wait 4-5 years.
1583	I think this is silly and wonder why we aren't focusing on how we can give more to our amazing teachers and other programs the students can benefit from
1584	-No -No -No -Yes; I think it is wonderful that there is a larger-than-expected surplus. Keep that money in savings for a rainy day.
1596	The district has funds that can be used to paint and freshen up what we have. Maybe we need to ask our teachers what they need and spend money there. I receive emails all the time asking for supplies to help them out. Why don't we do that instead?
1597	I don't favor any of them. Use the money to fund other more important items. like support your teachers. They spend a lot of their own money to buy supply for their own classroom
1599	Yes, yes, no, and no. I think there are more responsible ways to spend that money than on upgrading schools, redoing letterhead and stationary and mascots just because we're getting new campuses.  Older campuses were once new. They don't lose their value because we're adding campuses, and this would be a great way to lead and teach community values rather than focus on making everyone shiny so no one feels left out.
1602	last option
1606	I heard an idea on the radio this morning- determine support for rebranding by doing a GoFundMe for rebranding the middle schools. If it's a good idea, the project will get funded and paid for by those who support it. Those who disagree aren't forced to pay for such a bad idea.
1608	No additional refresh or rebrand, just continue with already scheduled renovations.
1610	The bigger the deal the parents make out of this the worse the outcome.
1620	these all suck. If you have "too much" money then reduce taxes you ass hats.
1621	I'm against the rebranding of any of the current middle schools or high school, it is a waste of money that could be well use somewhere else in the district.
1623	I would be in favor of a process that would be in schedule with renovations already scheduled to occur. No reason to do the changes so fast to use excess moneys. The district needs to help home owners with tax relief. Do it on a slow process.
1625	Just renovations scheduled to occur.
1627	4-5 year completion is fine
1631	I'm in favor the first three bullet points above...I would like to renovations happen sooner and use whatever money is available.
1635	Stop the rebranding and spend the money on more important stuff. Call the schools high school 1 and 2. Why the need to split a community over something as stupid as high school pride!
1640	I am completely opposed to rebranding the two schools. I oppose all options when it comes at the expense of other more important concerns the district should recognize.
1642	Rebranding is a huge waste of tax payer money. You never give the cost in this survey, but based on what KBTX reported it is substantial. That money could be used to better fund the education of our students and pay teachers and support staff more. I will think twice about ever voting to approve another school bond again if you move forward with this.
1644	In favor of of using previous unexpended bond money.
1646	I support using some surplus money to refresh the schools. I am not in favor of rebranding.
1658	If there is an expected surplus, than let's use it to refresh the two older schools and continue the building of the new one.
1660	Be in favor of not using any money
1661	NOT using any money
1663	Use every bit of money possible, from every source possible to bring up our older schools. The facilities should be equal and not a basis for developing a preferred track .
1666	NO NO

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NO. IF YOU HAVE A SURPLUS PLEASE LOWER THE TAX RATE.

YES

1668	moving up timeline already scheduled
1677	A portion of the surplus, maybe, but I don't have faith that you guys are currently using our tax dollars for the appropriate purposes.
1692	I think we should stay fiscally conservative. Give extra money to teachers who are already burdened with low salaries & High health care costs
1701	Spend the money and rebrand the schools promptly. Use the funds available to get the job done.
1706	Do not use any money for something stupid as rebranding, new mascot, now uniforms etc.
1712	No no no no. Waste of money spending on brand of a school? If CSISD spends this money in that manner I'm gonna no to start going to your board meetings and question what this management team does with my tax money in other areas...this is an amazing waste of money or idea.
1713	Move up the timeline and spend the savings to get it done now. As long as it's done thoughtfully and won't need to be redone again in a few years as has been the track record.
1728	Do not do this. Fix and repair current issues such as leaks, heat, track
1731	Refresh the schools and continue on track for renovations. No rebranding at this time.
1734	Go ahead and speed up the process, but do not waste money on rebranding. When the new high school is built maybe consider AMCMS feeding Consol, CSMS feeding CSHS, and Wellborn Middle feeding the new high school mainly....Then no need to waste \$ rebranding now.
1738	If rebranding happens it needs to happen at once so there is no perception of one school being more important. Sadly we are in a cycle of people being very sensitive right now.
1739	I think we should use the bond money to refresh our middle schools but not rebrand them.
1740	As the Heaters at AMCMS are currently out I think there needs to be immediate expenditures- the resources need to be commensurate with what is in the new campus without teachers have to write grants for them
1741	I'm not in favor of rebranding the schools: that is a waste of time/money. If there is a surplus, I suggest looking at ways to attract/keep the very best teachers. If these funds are strictly for infrastructure, then renovating and refreshing the schools would be good, so they reflect our community's commitment to education. AMCMS would seem to be the priority, as it is much older, and has an older feel.
1743	Do not rebrand. My taxes are high enough; don't spend them on unnecessary things like rebranding.
1744	If monies already exist, moving up the existing time line could work well. If taxes will be increased in order to make the campuses prettier for the students, I am not in favor of that. Rebranding can occur with paint and logos and minor work at the beginning of the process.
1754	I would be in favor of NOT using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
1755	move up the timeline. Also even up the amounts that PTOs raise so that one elementary doesn't end up with more money.
1760	I would be in favor of using previous bond money to refresh the middle schools or not using any money other than renovations already scheduled. I do not think the district should rush to complete all the renovations or use surplus funds that could go into savings.
1761	I'm not sure it has to be done immediately
1768	Question 1 No Question 2 No Question 3 NO What is wrong with savings. You don't have to spend it you know. Ever hear of saving for a rainy day??? If there is a surplus your taxes are too high!!! Question 4 Yes This is the logical thing to do. Leave emotions out of it.
1769	If the money is there, let's move up the renovations that would be happening anyway so we can start out with an even playing field.
1771	Do not, do not, do not make Wellborn MS so nice! Redo logos/color, then wait 4-5 yrs to complete the rebrand of the current middle schools. You have been complaining about all the money you don't get from the state... then save OUR MONEY and stop spending it to appease a certain segment of our city. You can't complain about all the money you don't get from the state and then spend like drunken sailors!!! ***** OTHERWISE, make Wellborn MS really nice and everyone in Castlegate, etc. can move to Wellborn and west of it... do it, do it please tell everyone to now move in order to be happy with the new awesome, state of the art middle school they are "lucky enough" to be zoned to!
1777	I think it would be nice to use the money to refresh all of the middle schools and make sure the appearance matches the fact that we already know-they are all great schools.
1784	I would be ok with the money being used to freshen up schools.
1785	The board needs to go to 100/100/50-50. It barely passed in the committee by 2 votes and

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we did not go into the weeds with this discussion. The committee was focused on ensuring every child received instruction from their HS directors and coaches and the costs associated with that. If it was presented that a rebranding effort was going to strip out those connections (and to save money by not providing the staff to build programs) it would of failed. This community is too small to have autonomous middle schools. Plus, by having a 100/100/50-50 split now it will allow administration to work out the "kinks" before the community sees 4 MS/3 HS in 10 years.

1792	I would prefer the district to use money already allocated for renovations to refresh/rebrand the schools, taking 4-5 years to complete. I think any bond monies or one-time surpluses should be expended by investing in teacher incentives, training, support, etc. and/or student educational initiatives. I understand that students and parents invested in athletics are particularly keen on branding but they represent only a portion of the total school population. The purpose of the schools is to provide students with exceptional educational experiences and opportunities for enrichment through extracurricular activities but not to produce branded commodities
1796	I would be in favor of not using any money at all to refresh/rebrand the middle schools other than the renovations already scheduled to occur.
1809	Do not use funds to rebrand. It's a waste.
1813	Use the money to benefit employees and students and to provide routine necessary building improvements, not on rebranding. There are so many other issues and programs that need funding.
1815	I think necessary renovations and technology updates at all schools should be completed as soon as possible when funds are available.
1820	I am in favor of faster using any funds available short of issuing new bonds.
1823	Use old bond money
1824	in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur. (i.e. let the process take 4-5 years to complete)
1830	I think it's a horrible idea to invest this excess surplus into rebranding schools that don't need it. Bring in the new campus, update the logo to be more in line with the other two, give them the name of a cat and make it work. Use the surplus to do the 'freshening' up of the other campuses and do the repairs needed. Take the students on more field trips, do more activities with them, give the teachers more resources, give them tools they need in their classrooms. Those are the important things - they don't need to be done with a new school name, new colors and new uniforms.
1845	Let's use some of the bond money for rebranding and refreshing.
1851	Nope. Keep it the same as it is now. Why are we wasting time and money for school colors and names and branding? Stick to tradition and if someone goes the other way of schools, so be it.
1867	USE PREVIOUS BOND MONEY
1874	Not using any money at all
1875	We were told by a teacher to have our children dress in layers. Many of the kids at our low SES school don't even own jackets. How are they supposed to dress in layers? How is any child supposed to learn in 57 degree temperatures? I am sure you would not want to spend your day that way. Please spend our money
1881	1. NO. 2. NO 3. NO 4. YES
1882	Use the bond money to pay teachers enough to live within the standards of this town. It is ridiculous what their pay is.
1886	Save my \$ please!! Do not rebrand. Refresh as needed. Be responsible stewards of the taxes I pay--please.
1890	I am in favor of this option. CSISD is projected to have a larger than expected surplus for the 2016-17 budget (meaning we will put money into savings). Would you be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools?
1892	You are charged with educating our children, not giving them an identity. You are too rich if you think rebranding is at all appropriate. I am embarrassed by this schoolboard. Shameful and negligent.
1896	Move up the timeline for when Wellborn is ready to open.
1900	Use unexpended bond money, get the renovations done with all deliberate speed.
1905	If the refreshing included fixing up the schools so they don't look old and worn (i.e. replacing old carpets, repairing and painting walls, doorframes, and railings, and replacing broken and water-damaged ceiling tiles. I would be in favor of using previous bond money.
1907	Yes, yes, yes, and no

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1909	Branding for the new middle school is important. The existing middle schools already have a brand and traditions. Other than needed repairs and renovations, please leave the existing Middle School brands alone.
1910	Using the money to replace outdated equipment and learning supplies should be the focus
1914	Yes Yes Yes No
1915	Refresh the school but rebranding is not necessary
1916	The last option. I feel the schools are in pretty good condition. Of course refreshing campuses is always nice but I believe having the intermediate schools be a "little brother" to the hihgschools create a since of community. I do believe it will make the Wellborn school feel a little left out though. I don't think we would care if my son were first a cat from AMCMS then moved on to be whatever CSHS is. He would care more about changing his peer group
1920	Yes. Possibly. Yes. No. See above.
1922	Do not move the timeline up? Renovations should be aborted. Not in favor of using previous bond money. It was voted on for different purpose. Not in favor of using savings to refresh or rebrand. Just refund my portion. Yes, I would be in favor of not using any money to refresh or rebrand. Let this dumb idea rot on the vine.
1925	No I do not want to change it
1926	I think no matter what you call the school or what colors they wear, having a small group of kids (20%) on a different path from the rest of the school is a mistake and isolates those children.
1927	I tend to lean towards the last option but renovations can be moved up if needed and make sense for the school.
1930	Surplus
1933	I think they should keep the surplus and keep the schedule that is already in place. Our taxes are already to high and maybe this will help prevent any large increase in future.
1934	I am in favor of using previous bond money to help refresh/rebrand the current middle schools.
1936	Last option, go with scheduled plans
1940	Last option. Let the process happen over a long period of time.
1941	Don't waste a single dime on this ridiculous rebranding. Refurbish schools as needed, but don't worry about the brand which is important to a small vocal minority.
1943	4-5 years. We have many student needs that need to be addressed.
1947	Do renovations as needed to bring schools equal regardless of branding. Use whatever money we have available.
1951	I think refreshing the middle schools is money well spent - I think rebranding is not money well spent - there are other things that could enhance the students experience at the middle school level - they are only there 2 years
1953	Yes
1957	No rebranding! Keep identity & tradition
1964	Not in favor of rebranding middle schools. Yes, if "refreshing" is not cosmetic things, but is actually for important practical renovations, go ahead and use unexpended bond funds.
1966	Let renovations take place as scheduled and save money.
1973	Option 4 - fiscal responsibility...let the process take 4-5 years to complete.
1974	As long as you have the money, I would support freshening up the schools but I don't support rebranding. I don't believe there is a need.
1983	Moving up the timeline for refreshing schools wold be fine. Using a portion of the surplus is fine too.
1989	In favor of using the money in more productive ways - update technology, give teachers raises.  The amount of money it would take to rebrand the middle schools is ridiculous and could be used in many other positive ways
1993	At this point, based on the reasons I have read supporting rebranding, I cannot support any plan to proceed with rebranding. Use that money and effort to improve and upgrade existing structures. Don't waste it on recreating something that already exists and has no problems.
2000	Yes. Move the schedule forward.

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2002	I support making improvements and fixing the existing campuses. I will not support money being used to rebrand - it is an unnecessary expense. CSISD should focus on continuity in technology, teachers and resources. The current problems lie in how parents and teachers talk to kids. This has created bullying and competition between the schools. Is your plan to rebrand our schools every time a new one opens? I certainly hope not.
2004	Not using any money at all.
2007	I am not in favor of rebranding. The millions of dollars the board wants to use on this can be spent more wisely. Some of our campus need updates and repairs. This should be the focus. All of our campuses should be upgraded and maintenance done to make EVERY campus in our district it's best.
2016	Only interested in projects already planned
2020	I'm in favor of moving up the timeline to refresh the schools only and using whatever money has been unexpended to do that. If there is that much money left, I would like it to go to supplies for the teachers. They spend so much of their own money.
2022	Option 3
2028	I don't have an opinion on any of the funding possibilities, because I think the re-branding should NOT occur. I think that the options that would cost more than has been already budgeted (for new items that have not previously been discussed or funded) is an incredible waste of money.
2030	yes no yes yes
2034	The surplus should go toward paying off bonded indebtedness or refunded to property tax payers.
2043	*REFRESH/UPDATE - NOT rebrand! - in favor of moving up the timeline *as long as funds are used appropriately and completely transparent, I'm in favor of using previous bond money *again, REFRESH - NOT rebrand! Save the money you would have used on rebranding and bring the old schools up to date *If this meant NOT rebranding, I would be in favor of waiting
2048	I would be in favor of moving up the scheduled renovations (at least some of the most needed) and paying for them with excess bond money.
2052	I'd like to see the timeline of renovations already scheduled get moved up if anything, but only if there are real needs. I don't think rebranding should be included but DO support renovations to the facilities.
2054	Do not use any of the money to refresh or rebrand any of the schools
2061	Any resources put toward the school should be directly related to infrastructure repairs, improvements, facilities, and resources that contribute to the academic excellence of the students. Spending money on "rebranding" associated with a mascot / colors / etc. is a waste of my tax dollars. Put the money where it will benefit the most number of students in a positive way that will prepare them for high school and beyond. Otherwise, this sounds like lining the pockets of a marketing firm rather than helping our students.
2070	In favor of doing things to promote learning, not concerned with mascots or colors
2071	Any additional funds that the district has available should be designated for instructional use for students and/or increasing teacher pay.
2073	I am in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools.
2074	I'm not in favor of rebranding. Waste of money.
2076	just get it done and let's move on so we don't relive this with middle school number 4 please  1. yes 2. yes 3. yes 4. that happened with consol/cshs - some improvements bonded for didn't happen in the time the students graduated.  Make the hard decisions, do a better job of educating the public and always remember the purpose is to educate the kids
2077	— I am in favor of moving up the timeline on planned renovations. — I am in favor of using previous bond money to refresh the existing middle schools. — I am in favor of using some surplus money to address refreshing the existing middle schools.



## Field summary for Feedback5

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

Answer	Count	Percentage
Answer	336	46.09%
No answer	145	19.89%
Not completed or Not displayed	248	34.02%

ID	Response
24	Rebranding is silly and not necessary.
47	Complete revisit of the awful zoning decisions that caved to the desires of Indian Lakes and Nantucket to the detriment of one high school. And reconsideration of the 3 school middle school split solution.
58	I am not in favor of spending the money to completely change all three schools. That is not being a good steward of the tax payers money. The people that would be upset over this will get over it when their children move on to the next school. Let's do what is right and NOT listen to the squeaky wheels.
62	N/A
65	I think it's a poor use of tax payer dollars honestly. I think there are some major disparities between schools in our district currently -- from elementary thru high school -- it's my thought those should be addressed first. I really don't think junior high students or their parents care a whole lot about their "brand".
70	Thank you for asking for input.
85	While I understand that it's important to have a seamless flow from the middle school athletic and fine art programs into the high school programs, I don't believe that colors or logos will have any impact on this. Instead, the middle school programs should be developed to build the fundamentals that would be needed at the next level.
89	Please don't waste our money doing it!!!
91	Re-branding is a waste of time and resources. The kids are only at these middle schools for two years. The only people who care are the over-zealous parents.
94	Colors in a building don't matter. It is up to the teachers/staff to embrace the changes and both high schools. Have a joint calendar of all high school events and encourage the intermediate/middle school students to go to all of them.
96	There's absolutely no reason for it. Do you think students at Dobie HS should be able to get the logo and colors rebranded if they're headed to A&M? What about students at Cameron Yoe that are headed to Texas? Please focus your time and effort on matters that directly impact education. This isn't one of those matters.
97	See above.
99	I think it is a waste of time, energy and emotion. Tradition and pride are built over time. Identity and support to a high school earlier, rather than later, is beneficial to academics, fine arts and athletics.
102	.
120	I really hate push polls. I am shocked at how poorly this survey was designed and how little information there is to actually make a decision. You're making it sound like there's free money that is just going to get thrown away if we don't rebrand the middle schools. What are the opportunity costs?
127	I think this is a waste of money that should be used to give our teachers, who work so hard for our kids, a raise and put the money into the teaching not for cosmetic or rebranding.
131	Dont waste our hard earned tax dollars on rebranding
140	There are so many programs that could benefit from the money you are talking about spending to rebrand the schools. Pay your teachers and aides more, establish a better system to make sure the kids have what they need outside of school, take measures to make schools safer etc.
144	We have more important issues to spend time and money on in this district. When my youngest daughter was at AMCHS, she had to "apply" for Media Tech since there was a limit on how many students could be in the program. She was fortunate to be part of the program for all 4 years, but many other students were not given the opportunity.
150	DON'T DO IT!! Why are we not more concerned with making the district even across the board?
164	Leave it as it is.



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171	The thoughtfulness of getting this feedback is appreciated.
185	We should use all monies available to improve education not rebranding and remodeling!
189	God bless you - there will be unhappiness no matter what the decision.
193	I think this process is being shoved down the throats of people that don't want it and that teachers and administrators are being bullied into being quiet. I think this is a push of the higher level administrators to get their way. I think we need to change the middle school splitting process and that we should not proceed with any rebranding.
195	Don't waste our money.
198	As a parent of a band student, I see this as a real challenge in building the program across schools.
208	I'm not really sure why this need has come about, but I don't like how this quietly pushed through. Obviously there are a number of people not happy about this or we wouldn't of had this survey.
211	If there are plans for remodeling I'd love to see a big push for a more eco friendly building (solar panels, sustainable materials, recycling bins, water bottle refill stations, etc.)
214	Find a way to tie the new middle school in to the theme we already have with mascots across the district.
223	This seems like a real waste of time and effort.
224	There are bigger issues in CSISD than changing paint colors, etc.
225	This rebranding is - in my opinion - not the highest and best use of finances. I think if this rebranding process is going to happen, get the kids involved as a sort of project and make it a fun exercise.
238	If it costs \$2.2 million as projected, and it goes through, I will vote to oust all members of the current school board from office.
246	First of all, you only have estimates on the expense. Have you thought about getting actual bids and presenting those to the community? Rebranding deletes history and does not promote the spirit of our high schools.
254	revisit the split mistake that was made
260	I think it will be interesting to see, and I hope it is well thought out.
262	Worried about cost since there are things that need to be addressed at Consol.
266	It seems amazing that we want to spend money on this when there are other issues that are more important. How often will you need to re-brand. It's an expensive process. Pretty sure that it's not the answer to current problems.
268	I think the brands are just fine the way they are & really no need to "rebrand" them.
278	Appreciate the opportunity to weigh in. I don't have strong feelings on this, but I am sure some do.
279	In general I just want to say thank you for taking input and thinking this through. Keeping our schools comparable is important to me so I am pleased with the zoning plan in place. I think allowing all 3 schools to develop their own identity is the way to go.
295	I don't understand why we have this significant CS vs. AMC divide when the ultimate leadership and identity is CSISD. Where is the strong leadership and management of these two segments of our district, and why has this divisiveness been allowed? The colors and branding should be the same throughout. The school acronym should be a prefix.
296	It's stupid to rebrand and waste money.
312	Please remember the quiet, and far less vocal faction of your CSISD families who don't run to you every time they want something, but care just as much. We don't have tons of resources, data, and prestige. We have put our trust in you to see that what is best for the whole is what is done.
320	I feel like rebranding is a band-aid to the obvious underlying issues. I am proud to be a part of the maroon track and feel my kids have received a wonderful education. I have already had a child graduate and now have 2 in high school. Rezoning again is the only answer.
331	Don't do it! Just quit with all the everyone trying to be equal please. Consol is Consol and the Cougars are the Cougars. We all know the 3rd HS could come in the next decade so let the Welborn Middle School be a precursor to the Welborn HS that could pontiently come next decade. Please don't just rewrite history and erase our schools.
334	Seems frivolous.
370	I do think it is important for each school to have their own identity. I think it will be important for the students at each school to believe that their school is treated fairly and get the same opportunities that the others do. However, I don't think you are going to get positive feedback from the community. They don't see the big picture.
373	I just think the Wellborn Middle school should have it's own brand and everything new. Leave the other two schools alone and just do some renovations. It will all be ok. Some people/students may feel like they are getting screwed over but it happens.
374	Middle school kids won't care what there color is. They are there for an education, not a sports, band, or theatre "branding" experiment.

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384	It seems pretty clear that redrawing the boundary zones is going to be a potential regular occurrence. By making the middles schools "neutral" then they can stay that way despite any zone boundary changes/high school affiliations. Example: There's nothing to change if one school is 80/20 and then becomes 20/80.
385	There are many other areas where the money could be better spent, particularly on inadequate fine arts facilities.
389	Should not happen!!!
402	Rebranding is a huge expense and endeavor that is being discussed. There are better things that this money can be utilized for, taking care of the existing needs of CSISD.
416	It's needed. Please do it.
428	Rebranding may be one of the most frivolous wastes of educational funds I have ever seen. What a shame to use valuable resources on mere aesthetics, and what a poor message to give kids.
431	Please do not rebrand them. Spend money things that will help our students/children's education. Ipad in the classroom, more graphing calculators, flexible furniture
434	I believe our schools can find better ways to spend funds that will greater effect our children and teachers.
435	I understand the district's desire to disassociate the middle schools with either high school. However, there will be issues regardless of rebranding. I was a student of a "neutral" 7th grade school whose student body would attend one of two junior highs (8th/9th); the 7th graders split into cliques along middle school lines.
438	We will end up having to do it at some point anyway as our community grows, so I feel we should just rebrand them now and get it over with.
450	It seems like a waste of money to rebrand. We need to revisit the 80/20 50/50 80/20 split. This puts 20 % of students at 2 different school very isolated. 100 100 and 50/50 makes complete since. Use the new school for 50/50 since you are spending \$ already since it is new. If zones are better with 50/50 at CSMS that makes since too.
455	Rebranding AMCMS and CSMS is crucial to making all kids at the middle school campuses feel equal. Just last week my son who goes to Oakwood reported that his gym teacher made a child run laps who came to school in a purple CSMS shirt. We have to stop the culture that divides our community into the maroon and purple sides of the district!
462	I would prefer to only rebrand in the colors and mascots to be more neutral so that it doesn't tunnel our middle students' thinking about which high school they can attend. Actually, I would prefer not to rebrand at all, but then it leaves Wellborn middle school out.
464	I'm sure that some marketing person made a great case for re-branding schools but don't spend any precious resources on it. Things will always be changing in a growing district (and in shrinking districts too) and if we try to rebrand each and every time there is a change, we will be misallocating resources that should be used to EDUCATE kids.
469	Good idea. Our schools need to bring us together as a community, not divide us.
474	We have so many students that could benefit from more resources and teachers who deserve better compensation. I understand money is earmarked for certain reasons. Rebranding with \$2.3 million is absolutely ridiculous. I have seen CSISD over the past decade misjudge redistricting, destroy schools in the process supposedly under committee direction.
482	I BELIEVE YOU HAVE RECEIVED MY POINT. I HOPE THAT YOU WILL RECONSIDER BEFORE GOING DOWN THIS DARK FINANCIAL AVE. EX. COLLEGE VIEW HIGH SCHOOL, ADD ON TO CONSOL GYM ENTRANCE. THE TICKET BOOTH IS A COMPLETE WASTE. CONCESSIONS HAS NO WATER ACCESS (HEALTH DPT.) IT IS TIME FOR A CHANGE!
489	Whats wrong with having/developing school pride these days? These kids are learning to develop pride in academics, athletics, in their community, and their school. So a small percentage will be experience both ( 2 cats 1 pride), because of that were gonna cheat the other 85% from developing qualities that will benefit them later in life?
491	Thank you for making the effort to send a survey and for trying to make these improvements. I think it is very import to get community input as often as possible. CSISD has put a great deal of energy onto getting new schools off to a great start, and It is encouraging to finally see some attention given to the needs of the established schools.
509	Further developing programs for gifted students within the district.
512	I have taught at A&M Consolidated Junior High, College Station Junior High and at A&M Consolidated Middle School. There is history in these schools and with a complete rebranding I feel that history will be diluted. Districts like Katy ISD have some junior high schools with the same names as their high schools and some that do not correspond.
523	Please do not waste money on this rebranding.
529	Something needs to be done because the way it is being handled now is unacceptable.

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- 533 The word tradition, by definition, means the transmission of customs or beliefs from generation to generation, or the fact of being passed on. Why change the traditions we have in place. There have been kids who go due to the specialty they choose (culinary etc) or the dual language program . We didn't change because of them and we shouldn't now
- 535 Students should be able to attend schools closet to there home not have to go all the way in town when the other school is a mile away
- 537 Thanks for getting feedback from the families directly involved.
- 551 I am very much in support of rebranding!
- 553 That we're even discussing this is totally disheartening. The way certain people in this community behaved during this last rezoning exercise is both sad and unacceptable. I sincerely hope there is no board member who aligns with these members of the community -- these misbehavers; their poor behavior must not be enabled. Education first, folks.
- 559 My opinion is that to solve this issue of rebranding, AMCMS should send all it's students to AMCHS and that CSMS should send all it's students to CSHS, leaving Wellborn to split 50/50. I do not understand why the Board thinks taking 20% of students from the two older schools is good for those children. It leaves just those few to feel displaced.
- 578 It needs to be done. It is important. I know it's a lot of money, but I think it's worth it.
- 587 I feel that investing in this is wrong. Use it towards items that directly affect our students. I think investing in upgrades to AC units would be wiser, or repairing needed roof leaks. These thing directly affect our students' learning. Please consider using the monies for something besides rebranding.
- 589 Rebranding, and the splitting of all 3 middle schools both ways, further hinders the ability to build extracurricular programs to the highest level. With not enough time or resources to recruit and train all 3 middle schools athletics and extracurricular programs, it puts incoming high schoolers and the teams they want to make at a disadvantage.
- 591 I would suggest you survey kids, if you are not already doing that. Intermediate kids and current middle schoolers- they might give you an insight that us grumpy, tax paying adults would not give you.
- 597 Y'all have created a poor high school and a rich high school. Thanks for messing up the district and giving my kids a sub par experience while rich people get everything.
- 608 Please choose new names that do not require tongue-twisting acronyms or abstract meaningless words. I have lived here now for 10 years, and nobody knows why the high school and middle school has "consolidated" in their names. If that was ever significant, its meaning is now lost.
- 623 CSISD does NOT have the money for this. Fix the real problems that my kids see daily in their classrooms regarding behavior and classroom size. Rebranding is WASTING taxpayer money on things that will NOT have a real impact on the kids. The best schools in the country get their identity from academically dominating- put the money there.
- 627 If rebranding would cause schools to change colors and purchase alot of new equipment to match a new color, then  
I would prefer we stay as is and just make school refreshing to add the colors necessary. I definitely do not like gold and black for new school.
- 631 Surveys like this are very helpful. I hope that feedback will be requested for any refurb/refresh/rebrand steps i.e. colors, mascots, etc. After all, our kids are the ones attending and the ones we are encouraging to form allegiances with the schools they attend.
- 633 I don't think we need to change history. It has been AMCMS and CSMS and it should stay that way.
- 649 Academics and curriculum alignment are very important to us. We continue to see issues within the current structure and not much attention. Teachers within zones are aware of preparation strengths/weaknesses. Is this being considered as to how the schools will deal with this?
- 656 I don't want anything that raises taxes for things such as rebranding of the middle schools. I also want to see all of the existing capacity used at our high schools before there is any discussion of adding on to an existing high school. The school district needs to use our tax dollars to educate children, not change colors of teams or buildings.
- 670 How about taking out all the colors and branding and be ONE school district rather than pitting schools, parents, teachers against one another. What are you doing to bring people together?
- 695 It is ridiculous that this much time has been spent discussing colors and mascots. There are more important issues to look at, such as academics!
- 697 Will district parents have any input on the proposals when that time comes?
- 713 Try spending money to attract and retain the best quality teachers you can, you might be surprised by the results . I'd hope this would be a higher priority than spending money on

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	creating logos....
730	It seems like an unnecessary use of time and resources.
740	NO!!!!!!!
742	I am in complete support of re-branding so all schools can have their own identities.
751	Let's try to navigate next 2-3 years until ready to break ground on the third HS carefully... focus on making ALL kids welcome in each MS regardless of their destination HS. It shouldn't require tossing out existing colors and mascots, but do so if that is what seems to be needed.
752	We live in a blessed community when our biggest issue is how much money we spend to paint our schools.
759	Use any available money for direct impact projects for facility upgrades and rebrand over time.
769	Don't let facilities and major repairs suffer or be delayed because of rebranding.
775	focus on educating them, don't worry so much about branding
777	This is a waste of money. Please use our tax dollars in a wise manner.
783	I feel that we talk about not wanting our high schools to be cross town rivals. What better way to teach that then to have kids be part of both mascots/teamcolors as they move up in the school system. Tigers can't be your enemy if you were once one and same with the cougar side.
791	I don't feel that re-branding is the issue....it's that the high schools are not equitable and the zones are not fairly drawn.
795	Needs to be 100/100/50-50
813	All uniforms for sports/band/etc primary white/black/grey with accessories in the school color so they can be shared as attendance needs change, that way you only buy new accessories not full uniforms and the new items can be shared with all schools not just the new school schools.
821	I think rebranding is a total waste of funds. Keep things how they are and spend money on where things are needed academically. Give teachers raises. Add more programs for students.
828	None, really. Overall, I like them as is and don't really think they ought to be rebranded.
832	I don't want to see long held traditions discarded in CSISD. I like the idea of the 100/100 & 50/50 split of the middle schools. It makes sense demographically and fiscally.
842	Don't do it! This thinking is a breeding ground for PC Snowflakes! Don't wonder why they turned out this way- just look at things like this. I'm not against spending \$, only the wasting of money!
848	Is this committee driven by ex-jocks from their own High school / College days? Is sport more important to you than a well educated well rounded student? Why are you even involved in the schools if all you care about is "Is our team competing with the right mascot?" Go join an adult hockey league, or a softball team, or whatever. Give teachers the
859	Rebranding is needed
878	This cost is not reasonable- use this money to increase employee benefits.
	Students do not care about school colors changing. I have asked them !
882	I have not really researched this other than what has been shared on KBTX website. If this is something that will truly benefit our students, and is necessary, then I support CSISD's decision.
887	I think my opinion on the rebranding is clear. Spending over \$2.2 million on rebranding two middle schools is irresponsible.
891	I think rebranding is a waste of money.
894	Don't take this personally. I do appreciate that the survey's intent was to gather feedback from the community. However i think this survey was poorly designed. It will be hard to compile the results of the questions with open ended text,
895	Why not add full time librarians and other staff back to campuses. If you want to help students that would be the way to go
913	Not in favor of it.
935	Please don't waste taxpayer \$ on rebranding!
948	Current students should have a big say in this rebranding and what changes will be made so they feel they have a voice.
949	These people who think athletics are everything are nuts. I can tell you for a fact that they aren't teaching a "system" now at the middle schools. Anyone who says otherwise is lying. If they can't teach a system in a student's Fr and So year to get them ready for Varsity, we need new coaches. Don't disadvantage CSMS kids.
952	Stop the whole process. Split Wellborn 50/50 & be done.
956	Moderation is key.

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960	I think this rebranding is wrong. I think all of these questions and concerns should have been addressed before a bond was passed to build a third middle school. I think we should have added on to our schools and updated and utilize buildings we have instead of building new with schools half empty.
961	This is the districts LAST chance to heal the divide and set a path towards fairness and a bright future. The board MUST made decisions that provide for diversity across all schools.
963	I would really like to see the branding of ALL of our schools divorced from Texas A&M. Kids should not be tied to the identity of a university simply because they happen to live in a college town.
979	I would like to keep AMCMS colors the same because I love them
986	The children would benefit greater by the surpluses if they are spent on them and not the facilities.
990	Think it would be less confusing if they did.
999	Thanks for all you do!
1010	I think it was silly to have the middle schools branded with the high schools in the first place, but the money can be used better in so many other areas that will impact a greater number of students.
1019	Spending money on rebranding is ridiculous and could be put to much better use in other ways to improve education other than the rooms the students are sitting in, what color it is or what type of mascot costume is adorned.
1021	Expecting to align the middle and high schools is a high-maintenance luxury. This precedent will hamper flexibility managing future growth.
1025	It's not needed. Use the time and money for more important items.
1026	I am against taking away the identity the schools already have. Welborn will have an opportunity to form an indentity of their own. I think rebranding is a waste of taxpayers money. There are better ways to spend the money. We could fix aging structures that are in need of repair, or updating rather than focusing on rebranding
1036	I am AGAINST "rebranding" ! This matter will be a mute point in the coming years. Do you plan on rebranding each time a new school is built so that others "feel better" ?  Unfortunately, there will always be competition and bullying between the schools. Spending this money will never fix that.  This is a WASTE of money!!!
1040	Stupid idea, excessive waste of resources, and completely unnecessary.
1042	Rezoning was a necessity due to our growth as a city. It's unfortunate that a vocal minority of parents have convinced CSISD to expend time, money, and resources to explore this issue. Let's focus on what really matters instead of placating parents who feel they got shortchanged by the rezoning.
1043	I think rebranding is a total waste of resources and I would not vote for any board member who supports it. The rejuvenation is a good idea and needed but with the same colors and mascots
1050	PLEASE DONT WASTE THE DISTRICT'S MONEY!
1067	The cost of rebranding will not benefit students and staff.
1080	I think it is not a necessary cost. I think the kids don't care, it's the parents your trying to please in the community. The kids come first and the kids do not think about any of this. That money could be better spent towards teachers and education.
1081	We really think it's a waste of money. We are growing too fast to be worried with what our mascot or colors are for the schools.
1086	Leave the schools the way they are. CSMS recently had a rebranding. Don't waste the money
1111	I have children attending schools in College Station. My family also pays a considerable amount in school taxes each year. I cannot imagine people in decision making positions at the school district believe wasting taxpayer dollars on this fluff when everyone knows that teachers need higher wagers.
1114	No need. I think some parents care way more than students care
1117	I understand the reasoning behind it, but I think it's a huge waste of funds to go all in to change the schools.
1137	Be responsible with tax payer money. Hire qualified teachers—that's where money needs to be spent in middle school. The kids are not prepared for the rigor of high school. Colors and mascots aren't nearly as important as EDUCATION.
1145	It's time for CSISD to realize that with the current zoning situation, the socio-economic divide is continuing to grow. Many families on the east side of Hwy 6 are sending their children to private schools. Thus lowering the districts test scores, and college admissions.
1150	This needs to be done.
1152	Dumbest idea that has come out of CSISD since rezoning schools to make my children travel

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- 1155 farther to school bc we don't make enough money to attend the school that is one mile away. AMCMS should not be re-branded. It's the historic middle school that feeds the historic high school.
- 1156 Do not rebrand. Focus on the culture that is already in place and celebrate that.
- 1159 Please don't spend my tax money this way. I believe it is a waste of money and strips former students of identity with their middle schools.
- 1167 This should have been done several years ago when CSHS was opening. CSMS should not of had the colors changed to match CSHS Colors. The district needs to be more forward thinking.
- 1180 The heritage of both AMCMS and CSMS mean a lot to the families that have attended these schools in the past. To spend a huge sum of money rebranding is rediculus when at sometime in the future we will open a new high school and then everything would have to be changed/ rebranded again. Leave the schools as they are.
- 1183 Leave it alone. Focus on educating the students, not marketing the schools.
- 1185 The rebranding is a bad idea. If the schools are split between two high schools no amount of freshening up or rebranding is going to make a difference. What does the color of shirts have to do with getting an education?
- 1186 The rebranding of these campus is an abhorrent waste of the tax payer money you have been entrusted to use for education. If there is that much extra money available, fully fund your fine arts programs. These would be a much more effective use of the money. CSISD funds are not unlimited and priority should be in education, not appearances.
- 1188 I think it is silly. It can be changed, but I imagine that people will still refer to them as what they were before.
- 1197 You are discussing the spending of \$2 million tax dollars.
- Administrators making decisions need to remember that these are tax dollars and that this money should be spent wisely - not on fluff.
- 1210 Don't. Simple as that. Waste of resources, waste of money, kids don't want it. Eventually, we'll have a third high school or a fourth middle school. I'd it's a 3rd high school it can match the new middle. If it's a 4th middle, each high school gets 2 and the older get the distinction of having the matching colors. Just leave it alone.
- 1212 It will all work out. I grew up in Houston. Was a Meadow Wood Eagle, a Spring Forest Bobcat then a Stratford Spartan. Never moved houses and loved every school I attended. Merged with the schools at every change.
- 1219 It is important to put the wishes of the students, coaches and teachers first.
- 1220 I think there are schools with far more pressing needs than the want of an individual identity.
- 1221 This will do nothing to improve the two cats one pride fiasco that the district has attempted to force on our children. That can only be resolved by teaching the students to value each other for their differences. Teaching respect would go a long way to improving relationships. Not wasting tax payer money on school name, mascot and color changes
- 1224 When I asked my children they did not see an issue with being an AMCMS maroon cat in 7th/8th and going to a purple CSHS high school. I am not sure that the kids are as concerned about is as some parents. I don't think the colors make the school. And I recommend if you go through rebrand/recolor the schools doing so with one color.
- 1227 HUGE waste of money. There are so many other things that schools need more than changing colors and mascots. Think about the kids who are in need. They don't really care what color their t-shirt is....by the way, if you are wondering where those kids are....AMCMS
- 1232 Don't agree with living so far south in college station only to have my children bypass schools so close to their home. Ridiculous, but we deal with it.
- 1235 Don't rebrand. This is as bad of a decision as the way the attendance lines were drawn.
- 1237 Require rebranding of each middle school and take maroon / purple off the table as color choices. Even if they rebrand mascot - if they keep the same primary colors as one of the high schools, the effort is pointless. Make each middle school use something clearly different (blues, plain red, yellows, green, etc) with your typical accent colors
- 1239 Again, it seems like when we have three high schools, we would go back to un-re-branding. Plus, it seems like another rezoning is in the cards given the facilities use disparity between the high schools. Maintenance /repairs? Definitely. Anything else would really seem wasteful— poor stewardship.
- 1252 The money you put into rebranding could go to teachers and staff for raises. The money could going to teachers to help them with their classrooms. Put the money toward the children education not superficial stuff.
- 1255 Who came up with this survey? Why would you put four questions into one box? So frustrating. Don't waste my money on this. It's ludicrous at best that you would use taxpayers money to re-brand a middle school. Let's spend that money on teacher's salaries

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1258	and attract the best teachers in the state and give our students the best education they Rebranding is a complete waste of money. Name the school, pick the colors and inform the students. There's no choice, no coddling of anyone. They are there to learn, graduate, and hopefully contribute to our society in a positive way. Why is this even an issue or being brought up for a survey. This is complete nonsense.
1261	Please put the money towards CSISD students and teachers, not mascots and colors.
1263	Should not spend money on rebranding
1265	This seems frivolous and makes me question how good of stewards you are with taxpayer money. If you have a surplus, then use it to support education or CSISD salaries to retain quality employees. Do not waste it on rebranding.
1266	Csisd needs to remember our focus is on the education and growth of our students. Colors and mascot is extra and should not come before our education and our teachers.
1268	Don' do it. That money could go to something much more useful.
1281	Why waste our children's time with long commutes to schools far from where they live? This is far more important than the paint color on the walls or the mascot. Do not waste our children's precious time or waste our tax dollars.
1285	I don't think it's worth the cost to rebrand 2 middle schools that have represented something for a long time. It's like throwing away history. I think that CSMS should 100% go to CSHS, AMCMS should 100% go to AMCHS, & wellborn middle school should be split 50/50!
1288	Do it soon
1292	quit wasting money!!
1314	please don't do it
1319	Dont do it.
1321	Let's just not get caught up in looking pretty and teaching our kids and communities that if one person or building gets something, everyone should. This just seems like a very vain conversation to be having in such a kind and humble community.
1326	I am certain this is being done to minimize parents getting in a twist about where their child goes to high school. All the schools in the district are good. Shame on those parents for making you go through this exercise and wasting your time which should be spent on something more meaningful than logos.
1327	Rebranding will be viewed as a waste of money by a significant number of parents, myself included. Use funds for substantial improvements for our kids not fluff tops like rebranding.
1331	This is ridiculous
1332	Waste of money !!
1340	I am embarrassed that our district is using this survey & expecting to make any conclusions based on responses.
1343	Seems like a huge waste of a lot of money.
1347	It's a waste of funds.
1361	I think it's a great idea.. and refreshing the schools is a great way to increase appeal of older schools. I believe strongly that physical space and perception are linked to learning and motivation.
1375	This is a complete waste of time, money, and energy. CSISD should spend time fixing the fact that it has created an elite, high-income, snobby track of schools at the expense of the existing schools. Constantly giving in to high-income, whiney parents makes the district look ridiculous.
1378	Bigger issues to be addressed are much more important. Such as the fact that we drive an extra 22 minutes to get to a different school when there are closer options. Refresh the theater department, introduce diff language options, increase teacher salaries, provide support for at risk teens...find issues that are more important then colors/mascot
1390	There are so many ways that the students and families of CSISD could be better served by the millions of dollars being proposed for this project. It would be irresponsible to spend that money in this way.
1392	Don't waste money!
1397	There are problems that have been created by excessive spending on a new over the top high school. Now we have many factions fighting to attend this zone. Fix this issue or it will be too late. Balance the students and make all schools equal.
1399	Please improve the facilities, classroom space, etc. at AMCMS and if needed CSMS. We don't need to spend large amounts of money to change colors/mascots/logos just because we have a 3rd MS.
1417	This is silly and a waste of time and money.
1425	I have heard mention that the district wants to spend 2.2 million dollars on rebranding. I will work to defeat any member of the school board who votes to spend money on this ridiculous project. Put funds into the classrooms, where they belong!
1426	Do it. Now.
1445	Why do we feel we need to change EVERYTHING just because of a new middle school. Who

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cares that they are getting a new building? They are a new school, this is what happens. The same has happened before and the same as it will happen in the future. Every time we get a new school are we going to have to change brands? This is too much.

- 1449 Waste of money and resources that could, and can, be better spent in increasing where it is needed, like grounds and maintenance. More campuses require more personnel, not prettier buildings. "Oh look, our grass gets cut once a month, but at least we got to choose what name is covered by bushes!"
- 1458 This is an incredible waste of school funds
- 1459 Although I've always liked that CSISD maintains cats as their primary mascot, maybe now is the chance to make the change. Create a middle school theme that all three schools can embrace, then let them graduate into being cats at high school. Maybe this is the opportunity to use more primary colors too for the middle schools branding.
- 1460 Typically I understand the color and branding comes from the principals of each school. They work this through their PTO's. Why is the board in such a discussion. Have the staff bring this forward with a recommendation for board approval. The board appears to be micro managing.
- 1462 It's not necessary. When I was in middle school, school colors or "traditions" were irrelevant.
- 1463 Spend your money on the arts programs or teacher retention. Nobody cares about what you're proposing here.
- 1467 Rebranding is not a sensible course of action. It will cost money that the district does not have, it will harm our athletic and fine arts programs, and it will not actually solve any problem at the middle schools. No matter what color shirts they wear, the students will know which of them are bound for AMCHS and which are bound for CSHS.
- 1468 Ridiculous idea and a waste of taxpayer money!
- 1475 I like the ideals of rebranding. However, this takes real money. Every year, I work to pay taxes until May or June and then I get to keep what's leftover. Every year I work harder to try to keep up with the increases in taxes that come from the Federal, State, and local governments. It is not worth the added stress... (continued in previous answer)
- 1477 Good luck. We are new to the community and support growth and change to enhance the quality of education for all children.
- 1478 It is baloney and you should be spending money on education not appearances. Ask the teachers and principals what they NEED or want?
- 1479 The cost of 2.2 million dollars can be use for better things.
- 1486 Please spend my money on the things that will lead my children and others children to be successful for the rest of their life. They are only in these schools for a few short years, yet if they become behind in math and science during these years, it has lifetime consequences for the salaries they could earn. Be wise with our money please.
- 1496 Parents and tax payers are TIRED of the wasteful spending by the school board and administration, they need to be held accoutable for their actions!!  
There was a survey sent several months ago about another waste of tax payers money, College View High School. Where are the results???
- 1510 I do not think that this is a good use of funds. Putting an emphasis on appearance of a school rather than continuing to improve our already excellent academics is a short term and poor decision.
- 1516 How about focus on education, including arts, and not worry about "branding"? The kids will form new social groups at the high school level which is at it should be. Middle school is a transitional time for kids anyway and they do not need to have a strong identity formed as coming from this school or that school.
- 1520 I don't see the point of spending money to 'rebrand.' I think it's not a good use of tax dollars.
- 1524 I haven't seen any demographic shifts in the high schools. What happened to this important for education balancing? I still believe it is important.
- 1543 PLEASE DO NOT WASTE THE MONEY
- 1552 Stop the madness! You are talking ripping out stuff because of color! Ask other schools that went through this for transitioning. Make a policy on color schemes. Think of the split this is causing in community. There is NO academic or cultural value in this effort.
- 1560 Please leave those two schools alone. The AMCMS Cats can STILL BE PROUD TO BE CATS (independent of which HS they attend). The same for the CSMS Cougars.
- 1567 This idea makes me wondering what school board members actually do if this is the idea they're pushing forward. Stop raising my property taxes for stupid reasons.
- 1582 Good idea. I'm glad this is being addressed now. Of course, it will take some time, and some people will complain. Overall, it's a good move.
- 1583 None
- 1584 In a perfect world where money grows on trees, sure, it would be great to do a rebranding overhaul for consistency. However, I cannot justify my tax dollars going toward cosmetic



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	makeovers when they are not needed. There are other issues in the district that are *needed.* Be wise & incorporate rebranding into the already-scheduled renovations.
1596	From what I am hearing, we are placing priorities on the wrong things. Have you asked your teachers what they need? A building is a building, let's work on our day to day needs.
1597	THIS REBRANDING IS A WASTE OF TAX PAYERS MONEY!!!!!!!!!!!!!!
1599	Let's be wise stewards of our money, teach values of community and including and welcoming, and not waste money on silly rebranding nonsense.
1602	dual brand all 3 middle schools
1606	We need to save the money in question to use towards the expansion of our campuses as we are in a population boom.
1608	I am a parent, teacher and coach in CSISD. I think we have a culture built on what we see directly at TAMU. People in this community are extremely proud of their respective schools and I think trying to do away with the feeder pattern is a bad idea. I think kids need to feel like they belong to something great early on. I also believe we have great
1610	My three kids all go/went to College Station. The education is very good. The disparities of facilities and demographics has been exacerbated by the extreme rapid growth and drawing the attendance zones has been very sensitive. Spending a bunch of money on this seems wasteful.
1620	The whole idea is stupid and this questionnaire stinks.
1621	I'm completely against rebranding the schools!
1623	Take the slow process on the schedule of the schools maintenance. At the time of remodel you can rebrand. That is just good business sense. Look at the dollars you are using and remember the citizens work hard to give you that money. Don't just throw it away on paint and mascots. If the PTA or PTO's want something done faster have them pay.
1625	It's unnecessary
1627	None
1642	I am concerned that the administration and school board of CSISD doesn't have more important things to worry about. If you were concerned about relations between the students at the high schools, you would have never proposed one zoning option and then rescinded it when one part of the community created an absurd uproar last year.
1644	Give the schools their own identity by changing the name to "Junior High Schools."
1646	I went to AMCMS, then AMC Junior High in the early 80's. We have always been maroon & white and the Cats. It should not change. I have not liked any of the re-zoning and especially with the 3rd middle school. Kids will have coaches and directors in middle school but will then have different coaches and directors in HS.
1658	I do worry a little about friendships/bonds forming in middle school, then having the fear of friends/bonds being torn when they enter high school and go to two different ones. Other than that, I think this is a good idea.
1660	Not necessary!
1666	REBRANDING SHOULD TAKE A BACK SEAT TO PROPERLY EDUCATING MY KIDS. I DON'T THINK THE BUILDING HAS ANYTHING TO DO WITH A GOOD EDUCATION.
1677	There are more important issues at hand than rebranding. I see that CSHS lights are on almost 24 hours. If a student event/athletic trip ends after midnight, AMCHS kids are in the dark. That's a serious safety issue. I am surprised the community hasn't revolted against the bait and switch use of bond money for CVHS. Disappointing.
1701	Boundaries may change and we shouldn't have kids feeling like they are experiencing a loss because of a preconceived idea about where they should go to hs. Kids can have a great experience at either high school. Coaches and teachers can work together to develop a strong foundation no matter where kids are headed for 9-12. Keep comparability.
1706	Rebranding because of similarities to high schools is more ignorant than changing the name of a school because someone wants to hide or rewrite history. This survey is too slanted towards gathering qualitative data. You need quantitative data to accurately communicate the results to the tax payers.
1712	See above maybe it's time tax payers question your decisions.
1713	I don't see anything wrong with keeping with the "cat" theme, but each school should have a unique identity. We really need to push toward more unity. There has been a lot of damage done the way things have been handled in the past and some serious healing needs to happen. When businesses even participate in the rivalry, you know it's bad.
1728	STUPID!!!
1731	Use the surplus money to fix failing systems not included in the expected renovations.
1738	I understand the reasoning but there needs to be LOTS of communication of the final expectations on how this will help things, how money will be spent, where \$ comes from, what exactly will be changed in each school, etc. School board officials going to PTO meetings to answer questions will help (all levels - elementary to high school).

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- 1740 I am not certain the rebranding is important - what will be important is ensuring the resources are the same at all campuses so there is not a feeling of ""my child is missing out" - vertical alignment between the 5 schools will be very important - building relationships with staff of all five campuses and good will is also imperative
- 1741 Rebranding schools is a waste of time and money. My Junior High was the Aardvarks, and my High School was the Knights. No one cared: we rooted for our fellow Aardvarks, then our fellow Knights. There is no reason to discontinue the CS 'cat' theme. Even if Wellborn MS needs to diverge, there is no reason to change the other schools.
- 1743 Leave the schools as is.
- 1744 I love the idea of giving these schools their separate identity. The town is so surrounded already by the Aggie identity, I think it is great to show the students that they don't have to be an Aggie when they graduate, they can achieve success in any school and career they choose.
- 1754 Please don't do this!!! It seems like the periodic re-zoning is hard enough on everyone as it is. There is something to be said for just leaving "well enough" alone.
- Thank you for allowing the feedback!
- 1755 The school board does a terrific job. Please do not make educational decisions based on coaches and extra curricular activities. Very few students end up professional athletes. The athletes would be better off if they spent more time on education and less on athletics. Run the numbers of who succeeds in life. We live in a college town.
- 1760 My biggest concern over this issue is based more on the zoning and less on how we brand the schools. I believe we should revisit the zoning to make the intermediate and middle schools 100, 100, and 50/50. That zoning would be manageable for coaches, fine arts, and extra curricular programs to address the one campus with the 50/50 split.
- 1768 Someone seems to think that everything has to be equal at all three schools. This is impossible and as I was taught as a child, Life is not fair. If you have to have a new school then sell your house and move into the area zoned for Wellborn Middle School. Fresh paint and new uniforms do not enhance education.
- 1770 Please use the money for education and functional facilities.
- 1771 WITH REZONING AND REBRANDING... DO NOT GET SELFISH, SELF-INTERESTED PARENTS INVOLVED... YOU AS A DISTRICT NEED TO LEAD US AND DO WHAT IS RIGHT, FOR "ALL" STUDENTS!! (KEEP IN MIND... THERE IS A SEGMENT OF PARENTS THAT AREN'T ABLE TO GIVE THEIR FEEDBACK.) AND REMEMBER,....."ALL" OF OUR NEIGHBORHOODS MATTER AND "ALL" OF OUR STUDENTS MATTER!!!!!!
- 1777 I think rebranding would help kids. I like the current split as I think it allows comparability between the high schools. As someone involved at AMCHS and with an accurate picture of the relationship between all of the schools the split will not have that big of an affect on the high school environment at all and would probably benefit students.
- 1784 Again don't think we need to rebrand.
- 1785 A&M touts "the other education" throughout it's entire system. It's promoted to employers as a reason why Aggie graduates are better than other graduates. Why are we as a district willing to put these vital programs on the back burner in middle school? The connections need to be there or programs will suffer.
- 1792 If there are extra monies to be spent and the district decides to spend those on extracurricular activities, then put it towards subsidizing the participation of underprivileged students. The character limit in this field precludes extensive feedback, fyi. I have inserted additional comments in the above field.
- 1796 I believe that rebranding the schools will cause more trouble than it already has. The district needs to be rezoned in a way that evens the schools out to make AMCMS students feed into AMCHS and CSMS students feed into CSHS and Wellborn can be the school that splits, because it is the school that will have it's own culture.
- 1820 It is vital that zoning tracks stay as equal and balanced as possible. It is not the logo which will do this. It is equal facilities, resources, teaching, demographics, etc.
- 1824 Make the mascot and logoing of all future middle schools completely independent of feeder schools. Allow them to have their own identity
- 1830 I think it's waste of valuable resources that could be much better spent doing things that truly impact the students, teachers & staff!! Use the funds wisely - give students more opportunities, teachers and staff more resources, update facilities and if you have surplus of money, look at some of your older elementary schools and help them out.
- 1845 My son is at Oakwood and they have freshened up the inside but the outside and play areas need serious help! We also need some athletic teams for kids this age.
- 1867 DON'T REBRAND
- 1874 Waste of money. Pay the teachers more, give the students more educational assistance and opportunities.

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1875	wisely on something that matters to our children, not something that is being driven by adults who don't live in their world and don't even attempt to understand it.
1881	DON'T DO IT!
1886	Its a poor choice. Many school board members won't get reelected if this happens. Prob end up with a new superintendent as well. Don't rebrand.
1890	There is simply no need to change the identity of the current middle schools.
1892	This schoolboard is so out of touch. Go to these campuses. Children are hungry. There is out of control behavior that goes unchecked. If a coworker swore and abused their fellow workers in this same way it would not be tolerated. Paint and a mascot is not going to get class time spent on behavior back. Heat the school. Give the WiFi and Ethernet.
1896	Everything doesn't have to be the same in CS. From the boring naming of schools to the boring choosing of mascots. But that's for another day. If students from CSMS may wind up going to AMC, let's not have confusing message and feeling like they are traitors to their previous schools. This isn't a problem at the elementary level.
1900	Rebranding un-necessary. If you change uniforms/shirts for things like P.E. or orchestra or band, how about a logo that has CSISD on it rather than school specific? That way, when a student moves from intermediate to middle, they won't need new shirts. But please leave football etc. uniforms alone.
1904	NO
1905	I don't think a complete overhaul is necessary, especially if the names are not changed. Changing the logos so they're not exact replicas of the high schools' would be enough. If the schools are to be completely rebranded with new colors, mascots, and logos then they should also be renamed.
1907	In the process, I think it's important to honor the past identity. There will need to be a memorial, a place where the past can be celebrated and viewed.
1909	AMCHS - 100% AMCHS CSMS - 100% CSHS Wellborn MS - 50/50  Sell the 50/50 concept of the new middle school to parents as a temporary situation until the 3rd high school is built.  Why put 100% of students in an less desirable situation when you have a reasonable solution that would only effect 33% of students?
1914	Color choices for Middle schools should not be maroon and purple. Glad the WMS is yellow, for example. But all three MSs could still be a variety of a wild cat: Jaguars, Cheetahs (WMS?), Panthers, Cougars, etc.
1915	Don't rebrand, it's not necessary and a waste of funds
1916	I feel the schools are in pretty good condition. Of course refreshing campuses is always nice but I believe having the intermediate schools be a "little brother" to the hihgschools create a since of community. I do believe it will make the Wellborn school feel a little left out though. I think most kids only care about changing their peer group
1920	Thank you for taking our views into serious consideration. One of the greatest aspects of our school district is how we aim to keep the schools as evenly balanced as possible - giving all students not only the same or very similar academic environments but also a rich diversity, inviting them to honor and respect others unlike themselves.
1922	Why continue to piss away tax payer money to cover for the school board's mistakes? School zoning will continue to change every few years, so rebranding is asinine.
1925	Do not change the schools think about all the people that went to csms and had to go to consol because cshs wasn't there it doesn't change a thing.
1926	Reevaluate the rezoning. AMCMS 100% to AMCHS, CSMS 50/50 & Wellborn 100% to CSHS. "Rebrand" CSMS to accommodate its new population. This would remove the concern of the isolated 20% kids and would allow the Athletics and extra curricular activities to continue to grow and foster from 7th grade on up. Costs less and provides less disruption.
1927	This is silly.
1929	students don't care, some parents are trying to have a perfect world of parental control of controlling everything, save the money!! Stop this nonsense!!!
1933	It is a waste of money. Does it really matter to these children?
1936	Waste of time and money
1940	A consistent product is more important than a consistent brand so it is surprising to me that the district is wasting energy on this distraction.
1941	My middle school was called the Toy Pioneers after the high school mascot the Pioneers. We rebranded to the Trailblazers. Well-meaning parents insisted on this change. I was involved in sports, this rebranding contributed nothing to my education or well-being.

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1943	Don't
1947	I think it is important that all the schools have equal learning and athletic facilities regardless of color or brand. Thank you!
1957	Let the new school start fresh and let the current ones stay the same as far as name & colors
1964	Don't do it. Why spoil them? Let each one feed into one high school, and split the Wellborn group if necessary until we have a 3rd high school for them to feed into.
1973	Don't waste the tax dollars on rebranding...leave the established schools as is.
1974	I am sure there are more important places to spend the money in our district. I've heard there are a lot of needs at Consol HS. Please don't waste money rebranding when kids didn't care what color or mascot they have in middle school.
1983	The reported figure of 2.2 million is too costly for "rebranding". Upgrades/updates to school is understandable and
1989	After students leave middle school they feel no tie to that mascot or background, they feel a pride in the high school they go to. It is absolutely unnecessary to change the mascots and brands of the middle schools.
1993	I would ask the school board to consider all children in the district, and cease placating the groups who are the more organized and certainly the most vocal. No one who attended the CSHS and AMCHS varsity football game this year can objectively think the recent purple tract and maroon tract district lines are equitable.
2000	I think the intermediate and middle school counterparts (Oakwood/AMCMS, Cypress Grove/CSMS, Pecan Trail/WMS) should be branded together, sharing the same colors and mascots. Then students will have four years of identity before moving onto high school.
2002	When absolutely everything including upgrades, repairing/updating of the older schools, installation of upgraded technology, as well as when you have provided our teachers with all of their needs - then please feel free to contact me in regards to supporting the possibility of rebranding. Until then, rebranding is a waste of money.
2004	Stupid idea, highly symptomatic of administrative bloat.
2007	As I said previously, this is a waste of money. We have so many more important needs on our campuses. This money could be used to increase teacher salaries or improving benefits for all district employees. The rebranding idea is wasteful spending.
2016	Rebranding is an absurd concept, and I cannot believe it is even being considered.
2022	I spoke to my children about this and they wanted me to include one comment. "maybe we could be a part of voting and we could make it awesome!" I believe it is true. They will make it awesome.
2028	These schools should not be re-branded. This seems to be driven by a select few's opinions, but I can assure you that the majority of College Station tax payers are not looking for frivolous ways to "re-brand" our schools. ARE ALL THE DEFERRED MAINTENANCE PROJECTS COMPLETED? Spend the money in ways that actually affect our childrens' education.
2030	continuing to provide excellent education with the fewest divisions is the most important
2034	It will be a frivolous waste of taxpayer money.
2043	I'm very disappointed in the lack of transparency of the talks of rebranding. I feel like in the beginning this was done behind closed doors to avoid all the opinions it would generate. CSISD divided this community with the building of the "new" high school - don't make the same mistake twice...
2048	The middle schools need their own identity. This is a long term issue, so just bite the bullet and get it done. At a minimum, do the uniforms for next year and signs/logos. Then follow up as reasonable with the other facility updates. School board is elected to make these decisions. Please make them!
2052	I think it's not worth what it costs to rebrand and there is established history with who they already are. My son's dad attended AMCMS and AMCHS and they will too so I don't want to see them rebranded or renamed. If that money is available, I'd rather see it going to teacher salaries, renovations, special projects or other needs in the district.
2054	Don't waste money on rebranding... Use the money for their education, not for their school colors.
2061	Rethink this idea.
2071	I am not in favor of this proposal. I hope the district will be good stewards of the money available. Fewer than 100 students are benefitting from the investment in re-building College View High School and that school was named academically unacceptable. Hence, many of my neighbors will be very cautious in supporting major expenditures.
2074	We have a high school that has to have it's basketball floor repaired each year because of poor drainage from a previous construction project. Let's fix things that need fixing rather than

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- 2076 spend money on new colors and mascots. I'm sure the teachers can create a long list of items more important than rebranding. Kids could care less.
- 2076 the Taj Mahal high school has left a bad taste in everyones mouths other than those that are able to go there. please stop overbuilding when another school comes up
- 2077 I think the high school football coaches should focus on coaching the kids that are in their respective high schools rather than worry about what the kids in the middle schools are doing. Football coaches at the middle schools should be supervised by the district athletic director rather than the football coaches from the high schools.
- 2080 kalejrvliuaehliuvhalieufvriulhaeorfvoiajefviouaherifvhuiaeu hv lajenvkljaefjv;oawirjvoaijewrfoi;awrhv ilaeurbvkjaeirfejf;oaehiv;oaefv oehrvlaerhf;aoefhaeoirhv;oaevuoehrv;aohvaeorfiarehaer ofhareoifhofhaeorfvo;aeirhfv;oesirhv;oesiurhnfvoesurlbfvliaeurvh;oseirhv;osurhvbli seruvblisue vbskfdbvlisufhvolfhblisubfvlijsdfvlaerihfapoei;jrnv;lskefnbv;oisjfbjs;o
- 2081 I don't think it's necessary and is a waste of money.
- 2082 Drop this immediately! Save the money to actually benefit education and not do window dressing! Dumb dumb dumb!!!!!!
- 2084 These school represent the two different cultures of the district, AMCMS is the old school and it's connection with the college, CSMS represent the new district and how it connects to the growing city. Wellborn will represent the small town it is located and the past.