

Quick statistics

Survey 647676 'Middle School Branding Feedback'

Results

Survey 647676

Number of records in this query:	24
Total records in survey:	2051
Percentage of total:	1.17%

Field summary for Demo1

Please select the option that best describes you.

Answer	Count	Percentage
Parent (ID1)	17	70.83%
CSISD Employee (ID2)	2	8.33%
Student (ID3)	3	12.50%
Other (ID4)	2	8.33%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

Field summary for Demo2

Select the high school zone you where you currently live.

Answer	Count	Percentage
A&M Consolidated High School (AMCHS)	0	0.00%
College Station High School (CSHS)	24	100.00%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

Field summary for Demo3

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

Answer	Count	Percentage
Oakwood/A&M Consolidated Middle School (OWACM)	24	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%

Field summary for Demo4

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

Answer	Count	Percentage
Kindergarten (SQ001)	2	8.33%
1st (SQ014)	4	16.67%
2nd (SQ013)	2	8.33%
3rd (SQ012)	2	8.33%
4th (SQ011)	0	0.00%
5th (SQ010)	1	4.17%
6th (SQ009)	4	16.67%
7th (SQ008)	8	33.33%
8th (SQ007)	3	12.50%
9th (SQ006)	1	4.17%
10th (SQ005)	2	8.33%
11th (SQ004)	1	4.17%
12th (SQ003)	4	16.67%
Not completed or Not displayed	179	745.83%

Field summary for Demo5

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

Answer	Count	Percentage
Athletics (Volleyball, Football, Basketball, Track, Tennis, Golf) (ATH)	10	41.67%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	5	20.83%
Cheer, Drill Team, After School Clubs (CLUBS)	2	8.33%
Not completed or Not displayed	191	795.83%

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	10	41.67%
No answer	2	8.33%
Not completed or Not displayed	12	50.00%

ID	Response
287	Why wouldn't it reflect our high schools? Can we not support and be in favor of both high schools? I do not think the color of uniforms or the mascot should even be a concern. These 'things' are not what will make our students successful.
345	This is not really of any importance to us. Tigers to Cougars or vice versa is fine.
521	It really doesn't matter to me as long as I am at the school with the same friends. It would be good because some of the people that I am zoned to go to school with will go somewhere else.
1171	Not important
1302	Not at all importantly
1373	I think it's a good idea to have separate colors, but the cost seems high. Money maybe could be better used on education!
1484	It's ok as long the student go to a better school and better education.
1630	It is very important. It didn't used to be, but now that both high schools are working hard to develop cohesive athletics and fine arts programs that span 5th-12th grade, the issue is becoming more important. Since the HS schools are now more actively involved in the development of players and teams and even musicians early, it effects kids more.
1857	The problem lies with the alignment. Go back to feeder schools and the problem will be solved. The training and molding starts in 7th grade when you change the athletic plays or the band music after just 2 years you are hurting the kids social bonds and high schools which are depending on that foundation
2036	It is of no importance whatsoever

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	10	41.67%
No answer	2	8.33%
Not completed or Not displayed	12	50.00%

ID	Response
287	The current middle schools were "new" at one point as well. We cannot re-do all schools every time we open a new one. The existing campuses can build new traditions and excitement anyway and at anytime. They do not need to be rebranded to accomplish this!
345	No, this is the wrong thinking! Do not do it! This will actually negatively affect those who are going to Welborn MS (Gee, what's so special about OUR school if everyone got to rebrand?). It is simply a waste of funds that would be better used on better educating the children or offering merit awards to teachers and instructional aides.
521	It is very important because I don't like a&m and we are called the "cats". Cats are considered weak and we are pretty tough. uh
1171	Not very
1302	Not important
1373	That wouldn't matter to me.
1484	It would be great, and the childs can participate too.
1630	It is more important that we don't constrain kids by forcing a brand upon them that they won't be a part of. Developing more independent brands at the middle school level would be better.
1857	Let amcms and csms take the pride back in rooting for the high school they will be feeding into. Develop that maroon and purple pride more. With upgrades
2036	It is of no importance whatsoever

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	11	45.83%
No answer	1	4.17%
Not completed or Not displayed	12	50.00%

ID	Response
287	The older schools have traditions already established and loved. Yes, we need to keep them updated but no, they do not need a fresh appearance just because we built a new school!
345	Freshening the appearance (NOT REBRANDING!!) is fine and can be done at any time as needed, but I would low-key anything that was done while Welborn MS was being branded and designed.
521	We should make the schools bigger and students want to go to the best looking school.
919	Very
1171	Academics and community spirit is more important. Students will rally around whatever mascot and colors.
1302	Very important. AMCMS looks like the district does not care about it. For example, There are stained ceiling tiles in the hallways and classrooms rom rainstorms long past and there are no blinds in the cafeteria (the old ones were bent and up for years in that condition). There is not enough space on this form to list the problems
1373	I think updates to the old campuses are always a good idea. Stay current with all facilities.
1484	The appearance is not important. It's important what class of students are enroll and what kind of teacher are going to teach each subject.
1630	Not much. CSMS is still practically brand new. My kids go to AMCMS and it's not bad, although the athletic facilities and grounds are in general very poorly maintained and the music rooms are literally falling apart. The buildings are fine.
1857	Not important. The quality of education and athletics is more important than physical appearance. Pay teachers and coaches more. The schools are not in bad condition
2036	It is of no importance whatsoever. The main issue here is how much money can be saved, not how much can be spent on decorations, colors, and/or changing things up.

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	9	37.50%
No answer	3	12.50%
Not completed or Not displayed	12	50.00%

ID	Response
287	Funding needs to be used wisely and not on frivolous items like rebranding that again, will not have any direct reflection on the academic success of our children. How about use this available funding on more teachers for smaller class sizes?
345	1) No, keep the renovations on their current schedule. Don't overburden the tax payers in a year when Welborn MS has everything brand new (huge expense). 2) Using bond money to refresh is fine, just not rebranding. Doesn't have to be this next year, though. 3) The savings should NOT be used on rebranding. Either keep the savings for a rainy-day fund, or use it to stop from having to cut any important positions or to award hard working employees that make a big impact on education, such as instructional aides who help struggling student get caught back up with the rest of the class. 4) YES!! I'm in favor of not using any money at all to rebrand, other than already scheduled refreshes.
1171	The last option
1302	I am not in favor of rebranding the schools. If there is money to waste, staff should get raises
1373	Taking multiple years to complete process is fine. No need to rush.
1484	yes, I'am in favor. yes,I'm in favor. yes. I'm in favor.
1630	All of the above seem reasonable, but if you're going to do it, then just do it now when the rezoning is happening.
1857	No money at all for rebranding
2036	I'm interested in not using any money at all to refresh/rebrand the middle schools. I'm tired of being asked for more and more money for things that do not pertain to education. It doesn't matter about the sports, colors, branding, etc. What should matter is EDUCATION!!! Statistically speaking, most athletes will not be professional, but most, if not all students will need to work, provide for their families, children, etc. Education should be the most important expenditure in our schools, not athletics programs.

Field summary for Feedback5

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

Answer	Count	Percentage
Answer	4	16.67%
No answer	8	33.33%
Not completed or Not displayed	12	50.00%

ID	Response
345	Just say NO to rebranding. Of course, I also said Just say NO to wedges, but still that stupid wedge got us zoned into CSHS, completely on the other side of town, WITHOUT ANY REGARD WHATSOEVER of the time, money, and aggravation it will cause us!! :-(My sincere hope is that someone sees the stupidity of this zoning wedge and stops it asap.
1171	I think it's just silly. The schools and ptos raise money for the students academics and gardens and learning opportunities. For the school to spend tax dollars on rebranding feels like taking our resources for granted. I rather the money spent on lore healthy lunches and experiential learning opportunities. We should have priorities of learning.
1373	I think it makes sense with 3 middle schools feeding 2 high schools, but I don't think excessive funds should be spent and I don't think it needs to happen NOW. Give it a year or two and see how things go and whether the changes are necessary.
1580	I am unable to answer the second page questions. This is a waste of money and resources and favors branding and appearance over actual education. The money should be used to favor teacher trainings, new hires and support school budgets instead of asking each PTO to fundraise and put pressure on local families to fund these necessities. Reconsider!!