

## 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:	28
Total records in survey:	2051
Percentage of total:	1.37%

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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)	22	78.57%
CSISD Employee (ID2)	2	7.14%
Student (ID3)	1	3.57%
Other (ID4)	3	10.71%
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)	28	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)	0	0.00%
Cypress Grove/College Station Middle School (CGCSM)	0	0.00%
Pecan Trail/Wellborn Middle School (PTWBM)	28	100.00%
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)	3	10.71%
1st (SQ014)	1	3.57%
2nd (SQ013)	5	17.86%
3rd (SQ012)	0	0.00%
4th (SQ011)	3	10.71%
5th (SQ010)	8	28.57%
6th (SQ009)	9	32.14%
7th (SQ008)	7	25.00%
8th (SQ007)	3	10.71%
9th (SQ006)	1	3.57%
10th (SQ005)	5	17.86%
11th (SQ004)	1	3.57%
12th (SQ003)	3	10.71%
Not completed or Not displayed	179	639.29%

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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)	10	35.71%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	7	25.00%
Cheer, Drill Team, After School Clubs (CLUBS)	3	10.71%
Not completed or Not displayed	191	682.14%

### 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	17	60.71%
No answer	2	7.14%
Not completed or Not displayed	9	32.14%

ID	Response
142	I feel this is very important. My children are currently zoned in K-8 schools in south CS; but are zoned for AMCHS. Right now, the CSHS students attend my elementary and intermediate schools for various reasons. My children are inundated with Cougar spirit - this is unfair to them bc they will never be Cougars as long as the zones stay like this.
250	Not very important
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
336	Not important
506	First of all, I do not agree with the current arrangement. I think it is healthy and good for the kids to identify with one of the high schools. In-town rivalry is a good thing. Even under the current system, I would prefer that the middle schools maintain identities tied to the high schools.
584	Money could be spent on more important issues such as teacher pay, proper equipment and tools in school, pe equipment and such.
728	Very important to not have an identity. With the zones constantly changing you never know where they will be the following year.
764	It is my opinion that a new identity should be incorporated for each middle school. It is also my opinion that each separate school should be able to have their own brand. Unique individuality and identity makes for healthy competition.
803	Our family has had difficulty with a school identity because the redistricting keeps moving us around often to schools that are not the closest (or next closest) to our neighborhood. But with the splitting of students into different middle schools, a distinct identity from that of high school might be good.
927	Very important
1320	It doesnt matter because It has its own identity, that is its own
1483	Very important
1487	I think it is important as the children establish a sense of comradarie within their student body and campus. To then "cross over" to a school with colors and logos that were previously considered to be a rival team may cause a bit of confusion. I wouldn't want the kids to be reluctant to feel accepted at an already intimidating, new campus.
1504	Very Important.
1563	We are in that current situation right now. I don't feel that it's a big deal and neither do my children. I think parents/community creates this rivalry tension, not the kids. Pecan Trail seems to have its own identity-the Owls.
1670	Given the current boundaries, I think all the Middle Schools should have their own identity. There may be some animosity if someone is a Tiger in Middle School knowing they will be a Cougar later. I don't think it is a that big of a deal, but given the change is necessary anyway, maybe each school should develop its own identity independently.
1889	It would not matter if the schools had colors from both HS's as well as a cat name.

## 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	17	60.71%
No answer	2	7.14%
Not completed or Not displayed	9	32.14%

ID	Response
142	My children will attend Wellborn Middle School. For those children in the other middle schools, I feel it's important for them to have their own identity and not be associated with a high school for the simple reason that it is confusing (an unfair) for them to be inundated with a high school brand if they are not going to that high school.
250	not very important
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
336	Not important
506	I think the new middle school should be branded in a way to be able to match the new high school when it is built. 3 middle schools -> 3 high schools with paired branding and identities.  Being that that is not the current plan, I think building pride in a long standing tradition would be a more fruitful goal.
584	Money could be spent on more important issues such as teacher pay, proper equipment and tools in school, pe equipment and such.
728	Since they currently have an identity then cost would be an issue. CSMS looks bad since there is maroon and purple. All middles schools should go neutral and create their own identity.
764	It would be great for each school to have the opportunity to generate their unique individual brand. They will all still be under the CSISD umbrella as a united front.
803	I don't know.
927	I like the idea of rebranding but I would keep the cost to a minimum.
1320	It would be a complete waste of money. You didnt change any of the elementary school brandings, or the intermediate school brandings when the new school were built. Its not something to spend that large amount of money on. Spend it on replacing equipment or buying new sports balls.
1483	Very important
1487	This would be important as all the middle schools would be able to partake in establishing their own identifying brand. Plus, this is the perfect solution in creating an opportunity for the middle schools to disassociate their campus from being linked to a particular high school.
1504	Very Important
1563	I don't know why they would like to change what is established as traditions. I don't think that there is anything wrong with giving AMCMS or CSMS the ability to revamp their current brand to promote school spirit-campus tents, banners, etc. if the principal and staff feel it's needed, but I also do not think money should be used unwisely.
1670	I think they should. Given the feeder schools will now feed different school, let all the Middle Schools select new identities.
1889	I think this should be more up to the staff who works at each campus. I see no problem with having their own colors/name but also does not matter if they have colors for both HS's and a "cat" name.



### 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	17	60.71%
No answer	2	7.14%
Not completed or Not displayed	9	32.14%

ID	Response
142	Fairly important.
250	I do think this is very important. The kids travel from one school to the next for sports, etc. One school shouldn't be state-of-the-art, while the next one is struggling to simply have working toilets.
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
336	Don't know
506	While I think an in-city rivalry is good, I do think it is better for it to be a relatively even balance. Especially in terms of resources and quality of facilities. I think all three schools should be of comparable quality as much as is reasonable.
584	Money could be spent on more important issues such as teacher pay, proper equipment and tools in school, pe equipment and such.
728	Important since they are currently confused on what colors they are.
764	I believe that each school should have equal opportunities for freshening up as each and every school in our district reflects our community equally.
803	not very important to me. Perhaps cost savings could be put in a future fund rather than
927	Not that important!
1320	Of course its a new facility, yall a building a brand new school. Compared to however old these other 2 middle schools are. If they need repair repair them
1483	Not very important
1487	As long as the campuses are functional and provide a safe environment for the students to attend, the outward appearance of the school is not of much importance to me. In my opinion, it would unnecessarily take exhausting measures to try to compete with a campus that is brand new. Updates will continue to be necessary, but trying to "keep up" is not
1504	If it is going to raise my taxes - NOT IMPORTANT!
1563	VERY important! This is the one area I feel CSISD lacks in a big way. The older schools are continuously neglected-elementary schools particularly. I think school spirit/pride starts earlier than middle school. Why would a kid be proud of going to South Knoll when there is a lot of improvements needed; necessary (bathroom upgrades) and cosmetic?
1670	Not necessary.
1889	depends on how recent they have been "freshened 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	17	60.71%
No answer	2	7.14%
Not completed or Not displayed	9	32.14%

ID	Response
142	use previous bond money that has been unexpended.
250	#1: Yes, to refreshing (if this also includes improvements/repairs/etc.); not so much if it simply is for rebranding #2: Yes #3: Yes, to refreshing #4: Only as it applies to rebranding (i.e., don't want to spend money on rebranding by itself)
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
336	Don't care as long as taxes don't increase
506	- I'm fine with moving up the timeline, but don't think they need rebranding. - Using previously unused bond money would be acceptable to me. However, I don't know what the other options that the money could be used for are. - I'm fine with using budget excess for refreshing. Rebranding is a waste of money. - I don't have a problem with not using any money to accelerate the renovations. But if not, what would it be used for?
584	YES I would be in favor of the district using a portion of this one-time savings to address refreshing/rebranding the middle schools. Actually no money should be used for re-branding if a choice- more important issues need to be addressed. Teacher increase, Proper equipment and tools for teachers, PE equipment, better after school options or clubs, and sustainable care.
728	I think that if the money is available and the schools could go neutral instead of branding to meet a particular high school then go for it. If the money is earmarked for other things then aesthetics then it should be used for its original purpose.
764	In favor of moving up the timeline as long as it's not disruptive to the learning environment. I do believe in using a portion of the savings in improving the quality of each and every school as needed. Any freshening up and improvement will always be valuable additions to the environment which is valuable to students and faculty as well. That being said; taxes should not be raised to accomplish any of these plans. It is my opinion that the tax burden is already heavy enough.
803	Moving up already planned renovations seems more cost effective than spending money to rebrand and then renovating anyway. Maybe some of the rebranding could be done as school projects (murals, etc)
927	I am in favor of using leftover bond money for the middle school renovations.
1320	Not in favor of REBRANDING the school. Am in favor of necessary repairing of the middle schools. And buying new equipment, or teaching equipment. But nothing stupid like rebranding. TOTAL WASTE OF MONEY AND WOULD NOT BE A GOOD MOVE
1483	Move up renovating
1487	Obviously, the timeline will have to moved up, even if this merely consists of painting the school marquee to reflect the new colors. It will take money to rebrand, so pulling the necessary funds from either the bond money or the surplus (or taking a smaller amount from

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both) will be required, and thankfully is available. Waiting 4-5 yrs would not be a good idea, as Wellborn Middle School will be in the picture and the rezoning is taking place in the near future.

1504 I am in agreeance on anything that doesn't make my taxes increase.

1563 I would be in favor of using the money to refresh the middle schools. I don't know what all is included to help refresh schools NOT rebrand, but it should be done resourcefully and wisely not spend to use up all the money because its there to spend. Then put money remaining into savings.

1670 Option 2; take advantage of the cost savings.

1889 yes

yes

depends, if the money could go toward teacher/staff raises I would rather see that happen.

Yes, I would be in favor of not spending any extra money for this!

### Field summary for Feedback5

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

Answer	Count	Percentage
Answer	11	39.29%
No answer	8	28.57%
Not completed or Not displayed	9	32.14%

ID	Response
142	I do not have any suggestions on how to handle this. All I know is how I feel about this for MY children. They will attend K-8 with the same kids for 9 year; then suddenly have to switch schools when they start 9th. They have been "brought up" Cougars and knowing that all their friends are going to CSHS. The bigger issue here is the zoning.
250	In the spirit of full disclosure, I'm from a small town where we only had 1 of each school, so maybe I don't understand the importance of rebranding when there are multiple schools for each level. I just don't see how that is a good use of funds.
286	I think they should all be the same as they have been for almost/if not more than 20 years!!!
506	I will reiterate... I don't like the current arrangement. I would prefer that when my child goes to Consolidated middle school next year, all of his classmates would be going to the same high school. They would be able to share that identity and root together for their highschoools sports teams, attend their HS's theater/music productions, etc.
584	Not worth the bother or money!
728	With the way the school district is growing, all schools should remain neutral in branding. To keep changing colors to match an upcoming school is a waste of time and resources. Make things that are temporary become the decorations not things like floor tiles and paint colors. Let education and programs be the focal point of a school.
764	Just a thought, allow parents, students and faculty and staff vote for their individual school brand. Do not believe it should be decided by only one or two people. The selection and voting process would make everyone feel like their important in the school process. Thanks!
1320	Does not need to happen. Keep them as they are. Would be a waste of money, when yall can spend that money of repairing or buying new equipment, or hiring more teachers or new jobs. Leave it as it is
1498	I am opposed to "re-branding" of the CISD middle schools.....which will result in the expenditure of approximately \$2.2M of tax payer dollars. I pay over \$230 per month, in taxes to CISD.....this is a waste of funding.
1563	As stated before, I strongly feel the community and parents put a stigma on the district that you are either "maroon" or "purple" track and then kids followed. With Welborn middle school coming in, I think this is an opportunity for the district to make the track system, not a big deal.
1889	I can't see it being justified in spending extra money on changing colors/names as long as all schools are being supported meaning all middle schools show support for both HS's.