

Quick statistics

Survey 647676 'Middle School Branding Feedback'

Results

Survey 647676

Number of records in this query:	449
Total records in survey:	2051
Percentage of total:	21.89%

Field summary for Demo1

Please select the option that best describes you.

Answer	Count	Percentage
Parent (ID1)	387	86.19%
CSISD Employee (ID2)	30	6.68%
Student (ID3)	9	2.00%
Other (ID4)	23	5.12%
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)	449	100.00%
No answer	0	0.00%
Not completed or Not displayed	0	0.00%

Field summary for Demo3

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

Answer	Count	Percentage
Oakwood/A&M Consolidated Middle School (OWACM)	0	0.00%
Cypress Grove/College Station Middle School (CGCSM)	0	0.00%
Pecan Trail/Wellborn Middle School (PTWBM)	449	100.00%
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)	69	15.37%
1st (SQ014)	53	11.80%
2nd (SQ013)	59	13.14%
3rd (SQ012)	63	14.03%
4th (SQ011)	82	18.26%
5th (SQ010)	149	33.18%
6th (SQ009)	102	22.72%
7th (SQ008)	91	20.27%
8th (SQ007)	55	12.25%
9th (SQ006)	57	12.69%
10th (SQ005)	40	8.91%
11th (SQ004)	30	6.68%
12th (SQ003)	41	9.13%
Not completed or Not displayed	179	39.87%

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)	143	31.85%
Fine Arts (Band, Orchestra, Choir) (FINEAT)	109	24.28%
Cheer, Drill Team, After School Clubs (CLUBS)	54	12.03%
Not completed or Not displayed	191	42.54%

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	259	57.68%
No answer	31	6.90%
Not completed or Not displayed	159	35.41%

ID	Response
19	Important.
26	Moderately importance
27	Not important at all. Kids don't care about that!
31	Not important at all!!!!
35	As a family we like the idea of the middle school identity being reflected toward the high schools. It gives the middle school kids a sense of belonging to a group of students they look up to and when attending athletic games and fine art attractions they simply show their support for the upper classmen and look forward to attending high school.
36	Not important. My students appreciate the junior identity...knowing they are growing into a high school.
37	I think it would be very important
42	Very important
46	Important
49	None.
56	Not at all important.
57	Not important
67	How about you revisit the split and then you won't have to deal with this nonsense and waste of our taxpayer dollars!!!
74	I think it's more important that we don't have to pass TWO middle schools to take our kids to a different middle school further away regardless of brand identity. It's middle school. It's high school. Not trying to over think anything here just giving my opinion.
75	It really doesn't matter
86	It would make no difference. The elementary and intermediate schools all have their own mascots. My children do not spend time promoting that mascot or color scheme in their daily activities. I do not believe middle school students are going to define themselves or their wardrobe to a color scheme and mascot attached to 2 years of school.
88	I think the middle schools should have their own identity. But, I also think that the High schools should continue to attend and facilitate and coach and instruct those students who will be attending their high school. This is an invaluable resource and help!
95	I think it would be important to give the middle schools their own identity through school colors and mascots. School spirit is important! However, as boundaries diversify students, each school should have its own identity to stand alone. Then we can unite as a community to support all College Station schools.
109	I can see both sides. I currently have a 7th grader at CSMS and she does take pride in athletics knowing that she will be attending CSHS. But at the same time I understand that there will be 3 middle schools and only two high schools. I guess my question would be, will there be a 3rd high school that would be attached to a middle school
115	Not important
121	Very important-the issue for me at this point is that we have two students currently at CSHS and my little ones have been looking forward to going to the same school. Changing schools would be a much bigger issue that changing the logo
124	I don't feel that it should be to important for them to reflect differently, however we all know how cross town rivalry goes. Could this cause an issue between the kids in high school?
125	Not important at all
128	Very important! I think if there is not a complete vertical alignment, there should be NO replication or connection with mascots.
133	Very important to have an identity that reflects!
136	I think it is very important not to be identified with the High school if they are different.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

138	I don't see that it matters
154	Not important at all. As a school district, CSISD has reached a point where an individual identity should be developed for each individual school campus - intermediate, middle school, and high school. Each elementary school has a unique identity. We need to remove the "path of attendance" mentality that was so apparent during the last rezoning.
177	Not overly important....it's just colors and a mascot. Each school has it's own identity created by the staff and students that goes beyond those 2 minor items.
182	I would actually like to see continuity and feeder patterns in CSISD. With a third hs opening in our future, and 3 middle schools, might this work?
190	Not important
194	To be honest that you guys are worrying about this kind of minutia. I'd rather the effort be placed on teaching our kids and lowering our property taxes...
209	Zero. I think the board has gone way too far with assuming it makes any difference. You go to the school and cheer for what it is. I didn't get upset that my high school was not known as the aggies even though that is where I went to college. Our taxes keep rising at an alarming rate and we come up with something as ridiculous as this to blow \$
210	To me, the middle schools should be branded independent of the high schools - just like the elementary schools have their own brands.Consistent with this, if my child were in this situation and the middle schools had their own brands, this would be a non-issue.I don't think this is hugely important, but seems like a good time to rebrand.
222	Not important.
230	Not important. The school's mascot is not a major factor in my child's education.
241	Not important at all. Kids adjust, parents adjust. Money can be better spent elsewhere.
243	Terrible question and very misleading.
244	I don't believe this matters at all.
253	Not important
272	Somewhat
276	Very
284	Give Wellborn their own identity. There is no problem here except that the social engineers at the ISD are moving students out of their neighborhoods and away from the children and friends they grew up with to schools where they, not their parents want them to go. This is a problem created by the CSISD.
285	NOT AT ALL IMPORTANT
333	Very
349	I never noticed until now the schools had same mascot and colors. I don't see why they should.
355	All of the middle schools or none of the middle schools need to have a direct reflection of the highschool.
357	NOT IMPORTANT AT ALL
	Please spend my tax dollars on something to actually provide a stronger education system and support for our teachers. How many of us look back on our middle school days and talk about the mascot??? This is ridiculous and would be a huge waste of taxpayer dollars.
367	Very important
372	I think having students tied from the middle school to high school works great now, because it provides continuity and excitement. However, once there are three schools, I see this as being problematic no matter which way you go. We need a third high school, so it would make the most sense to start planning that.
379	Not important relative to the cost to change things
381	Having a specific middle school identity is very important if my kids were to go to the opposite high school. Having to be on "the opposite side" for two years is very confusing to kids during an already awkward period of life and their school career.
388	They should be independent of one another. The current identity leads you to believe they directly feed into the high school.
392	Not important
398	I think the middle schools should have their own branding that is not linked to a particular high school.
407	It would be very important. They like to have something to identify with (color, mascot, etc) but also should know that this doesn't define them if the are sent to another school (of opposites color, mascot, etc). We are all one ISD striving for the same thing!
420	Very important
423	Although this does not impact my children, this would not be important to me as a parent and I do not feel it would be important to either of my children.
430	Not important.
445	It is important. Since one middle school no longer feeds into one high school, they should

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	have their own identities. Additionally, Branding with the high schools takes away from middle school feeling important as it's own time in a child's life and makes it feel like a two year holding pen before high school.
448	This scenario does not reflect my child. He would be going to College Station Middle and CSHS. I personally would desire for CSMS stay as it is and let the students identify with their school in which they are zone into. All schools should have some identity to those campuses they feed.
454	Don't think it's important.
465	Don't care
466	I would prefer the middle school go to set high schools. We need a school feeder program. If they must be split up then each school needs it's own identity.
467	I think it is a waste of money to rebrand this. Leave it as it is. It is fine! Spend that money in the places it is really needed. This is just the outside image...focus on the inside--training the kids, loving them well and building in them the desire to grow in learning.
477	not important
478	I think it is a good thing that the kids in my middle school identify with the high school to which they are zoned because it gives them an identity and a goal to look forward to. It's becoming a part of something bigger than themselves. It's about being a part of a team, and it encourages them to set their sights on being successful in high school
479	Not important
488	Let the middle schools choose for themselves.
490	Not important
494	Important to change
502	I think the middle schools should have an identity separate from the high schools.
508	Somewhat
516	No important at all.
520	Not Very
524	Not important AT ALL!
555	very important
558	Not important at all
562	I don't think it is. Your time at MS is your time at MS and your time at HS is your time at HS. I don't think it matters that in MS you were a Tiger and in HS you became a Cougar or that the colors are different. I don't think it is necessary to change the identities of the current MS...eventually we will get a 3rd HS and it can match Wellborn MS.
567	Not at all. I do not think that matters at all.
571	Very
572	I don't think it is a big deal to be a different color in middle school and high school.
581	Not very. It is not the middle school that matters to us as much as the high school affiliations. My student comes home crying after pep-rallies/selling of spirit materials at PT because she feels there is not any support for where her brothers go to school/where she will go to school (a 7th grader at AMCMS and an 11th grader at AMCHS).
599	Important. It may feel like they are switching sides or don't belong.
603	I think the middle school stands on its own & does not need to look the same as the high school. 2 separate schools, 2 separate looks
606	Not important at all
607	Very
625	I believe it is extremely important for the middle school to have its own identity.
641	Not important
652	Very
674	If this was my child's zoning, yes, I understand it would be hard if the middle school was branded as the high school they would NOT attend. However, with that being said, this is NOT a wise zoning decision. I do not think branding a MS differently will have the positive effect it intends of having 7th&8th graders connect with their current school
693	Important so that kids feel included at this level. Middle school is hard enough and having a strong identity at this level is key! It would be best for each middle school to have their own color scheme and mascot that was separate from the high schools so that there was no animosity for those kids going to the "other" high school.
694	Not too important, just weird
696	Not at all.
698	It doesn't matter to me. The only thing that matters to me is that we are zoned for my children to attend the school that is closer to our home.
705	I believe we should let the middle schools feed into the appropriate high school. Soon each middle school will have a Hs. No point in wasting the tax payer money to rebrand when there will eventually be a 3rd high school
709	As a parent of children who will choose to go to Consol due to a lack of swimming program at

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	CSHS, but who will go to Welborn Middle School, it would be nice to have a separate identity for the middle school. For all other students too, I suspect they would feel less like outsiders who are having to go to the "other" school.
710	Not Important.
725	I do not think it is important that the middle school identities need to be linked to the high schools. The elementary schools are not linked.
735	Not important at all. This is a waste of time and money.
738	not that important. although it would be nice to have a fluid identity transition from middle school to hs, it just wont be possible with 3 schools split into 2 high schools. I would say leave it the way it is
743	Not important at all
748	Not important at all- between my 3 children I have had kids at all 3 intermediate schools, will have attended all 3 middle schools and my senior is at Consol but my 8th grader is attending CSHS next year. This is not an important issue for me at all. Not worth the time or money to change anything
763	Splitting the middle schools completely ruins the traditions, rivalries, dynamic of competition and identity to your school which starts in the school system during middle school and let's middle schooler look up to the their high school. By splitting the middle schools it also stripes student of friendship that they have had for many years.
768	Rebranding is a waste of money. My oldest attended CSMS and goes to CSHS. He could have cared less than the school was primarily maroon with a little purple thrown in. In junior high kids do not care about the color of their jersey they just want to participate whether it is athletics or fine arts.
772	It wouldn't matter
774	Very important. I think the middle schools need their own identity and mascot.
776	This is. It important at all! It costs too much money to change. That money should be put towards MUCH MORE IMPORTANT educational experiences or to give our under appreciated teachers a RAISE!
781	not important.
785	Doesn't matter to us
786	Quite important, as at this age many of the students become quite competitive and have aspirations of what they will accomplish in high school and may be very put off to be "forced" to identify with the "other" high school.
794	Much less important than the cost associated with the change.
800	Highly
802	Having a student that is in 10th grade currently I will say that the "branding" for CSHS began in 5th grade at Cypress Grove. He entered 9th grade 100% a Cougar. Not a big deal with 2 sets of Intermediate/Middle schools funneling into specific high schools....until you rezone. Football player and is in the Band.
807	Not important
808	It's NOT important in my opinion or in my household. Middle school is only 2 years and therefore I don't think school colors, mascots, and athletics really count until you reach the High School level.
812	Not really that important at all.
816	I think it would be nice to have all three schools with their own identity. But, I DO NOT think it is worth the 2.2 million dollars that is being suggested. More importantly, I do not think the current and proposed zoning for the three middle schools makes sense.
824	So far the only child I have interested in wearing school colors and attire is my high school student. I could be wrong, but I don't think my kids care what the high school kids identity is until they are there. So I think not very important.
831	Somewhat important but not vital
834	Not important
836	I understand the desire to have the "maroon track" and "purple track" terminology not used anymore, but I don't feel it is good use of our district's financial resources to rebrand the middle and high schools. My middle schooler doesn't care about the current consistency of the school names or colors-i.e. Consol MS/HS or CS MS/HS
844	I think it is important to be distinct, not predispose students to prefer one over the other. It will create a greater divide by identifying students with one school and not the one they are currently attending.
845	I believe the identity associated with the schools is very important and makes each of our campuses stronger. It creates families. I strongly disagree with splitting all three middle schools. We know a third high school is coming. They could be branded to match the third middle. The money needed to rebrand could be used in so many other ways.
850	Not important at all

Quick statistics

Survey 647676 'Middle School Branding Feedback'

851	Not important at all!
868	I think it would be best for each middle school to have it's own identity now given the growth in the district and students attending one of three different middle schools. This makes sense especially since the new middle school will not directly feed into either HS. That being said, I also feel the cost of such a move be strongly considered.
869	None at all.
900	I think in the district's current state, separating the levels is fine. Everything is widespread due to odd numbers on the middle school and high school levels, so it will be awkward either way.
903	Not very
907	I think it's very important. If we want our district to be unified, we should not be creating alignment through branding. Each school should be unique.
915	Not that important.
930	Not very important at all and a waste of time and money.
939	Very Important
950	I think the new middle school should have different colors. I think CSMS should stay the same colors as CSHS.
958	I think the Middle Schools need their own identity, not an identity tied to a high school.
959	Not at all important. Especially not \$1000000 important.
962	Not important.
968	I think it is fun when middle schools have a high school that they feed into that they are similar but it is not a necessity.
976	I think the student would feel more comfortable with neutral colors and mascots not tied to the opposing school in which they will attend in high school. It will also decrease the competitiveness of the middle school- middle school rivalries and one school degrading the other based on high school athletics.
980	Somewhat important, but not so important that I'd be willing to pay outrageous amounts of money to rebrand.
983	100% NOT important. I don't think any middle school child really cares what their colors are or who their mascot is. I would bet that there isn't a single adult who can tell you what their middle school colors and mascot were. It is completely irrelevant.
996	I think it would be hard to have "spirit days" for big games if the campus is divided. Also, as HS visit campuses, it would need to be made even with both HS visiting all of the lower level schools.
1018	It wouldn't be that important to me.
1024	Not very important.
1031	Fairly important as the students may not likely go to the high school previously affiliated with the middle school.
1033	I like reflection from middle schools to high school. I think the middle schools and high schools are just fine the way they are. Definitely doesn't need to be messed with. Wellborn middle school should reflect CSHS, purple in color and possibly wildcat name.
1028	This entire exercise is complete nonsense. We literally have kids who are deficient in reading, writing, math, etc. and we are actually considering spending money on school branding? First world problems.....or rather, not being good stewards of our tax dollars.
1039	Not very important
1053	Not very important.
1076	Very important
1077	Important, but not very
1089	Not important. If CSISD plans to split at least one middle school 50/50, then it becomes much less valuable for middle schools to be branded for a particular high school.
1095	I think that, once again, the school board has managed to find a way to waste time AND money pursuing something as idiotic and money wasting as this!!! Our children our some of the most illiterate and mathmatically challenged on the world stage and you want to waste your efforts and resources on THIS!?!? Let the kids decide what color they wish!
1106	I feel it is important
1110	Very important, but I think that the middle school should correspond with a high school. Not splitting them all up. Good friends are made at this age.
1115	Important
1118	I think the middle schools should have their own identity, unrelated to the high schools.
1122	We're zoned to Wellborn MS so I don't believe we will have colors or mascot that toe to either of the HS. Given that we have 3 MS now, it's probably best they each have their own identity & not tie to any HS.
1125	Doesn't matter
1134	Not important at all.
1139	Not important.
1148	I don't think it really matters and I do not feel that a lot of money should be spent on

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	something as minor as this.
1158	I think the schools need self identifying characteristics. The elementary and intermediate schools are independent.
1166	I think it would make sense for the middle schools to have their own identity. However, I think it's too late to change things now especially if the cost to do so is significant.
1174	Not important. I have kids at both high schools although, we are zoned for CSHS. CSHS is deemed the school for the "rich" kids and AMCHS the "poor" kids. My kids are both involved in athletics, both in honors and make good grades. I believe the rebranding will just cause more division amongst the school. I have witnessed poor behavior from students
1189	It is wrong if you do not affiliate with a high school. I thinks there should be more affiliation not less.
1199	Not very much.
1200	Makes no difference at all!!
1202	I understand the desire to not directly link the middle schools to the high schools. But, I think 2 million dollars is better spent on enhancing educational opportunities, not on logos and colors.
1226	It needs to stay the same as it is right now. Rebranding would cost way too much for the existing schools to change. There will need to be a new high school built in the near future and then we will be back to middle schools feeding into a singular high school. There may be money already available, but not enough to cover all the expenses.
1228	I think it's a good idea to rebrand. It's best for school pride if they can match up all the way down, but if the feeder patterns don't hold, then there's no reason for the mascots/colors, etc... to flow down. This way ALL the kids will buy in to their school equally. No one should feel like a "stepchild" in their own school.
1247	Depends. Like continuation of identity to extent possible.
1273	Very important
1274	Not important
1283	Not important
1286	It is not important let tradition stand for these two schools and spend the money on educational expenditures.
1296	It is not important because it was a mistake in the first place to do this.
1298	Not important at all.
1300	Very important
1305	Leave it the way it is! Don't change it!
1309	I could care less!
1313	I think it helps build the community around the middle schools
1322	Not much.
1334	Fairly important
1335	None at all.
1344	Not important at all.
1354	Very important
1356	I don't care.
1363	One of my children did attend a middle school in another zone than the high school. Being a band student, he had to learn a high school fight song and other music only associated with a school he knew he would never attend. I feel the middle schools should be more horizontally aligned as opposed to vertically aligned to any one high school.
1377	It wouldn't matter either way.
1383	Not important. Forget this crap and focus on teaching the kids. Colors don't matter and we live in a transitional community where folks move in and out all the time. This stuff is not important to the education of the students.
1385	This is not important at all
1406	It's not important at all; there are more important things to spend money on. Students should wear whatever color their current school wears.
1421	they will be fine.
1433	Not important and not worth rebranding
1437	It is not important to me that the middle school have an identity that is not a direct reflection of one of the high schools. I do feel that if our zoning was different (NO FEEDER SCHOOLS), the rebranding would not be an issue.
1451	i believe identity is important and it would be great for my kids to grow knowing they are a Tiger, Cougar, or something else. Developing that culture is a neat thing for a community, even if it is a community within a community.
1456	Not that important.
1464	Not important at all. The schools should be the same and the money spent elsewhere.
1473	It is not important to me at all. I feel the high school mascots can stand alone from the middles schools just as the intermediate and elementary schools stand alone from each

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	other.
1490	None. There are more important issues
1499	I don't know the data but I don't think it's going to be that big of a deal.
1505	I think the current success of CSISD as a whole is in part due to the pride children have as they grow up through the grades being "a cougar cub" then cougar and vice versa. They form that identity early, especially if in athletics and other clubs. I feel the middle schools should directly reflect the high schools.
1506	I'm not sure it really matters all that much to me. What matters is making sure they get the best experience they can at each level.
1517	Very important, they need their own identity. Right now the HS coaches treat the middles schools as their farm program and this puts undue stress of winning on the players and coaches instead of teaching and having fun. Let kids be kids!
1522	NOT AT ALL.....
1535	As long as my child were guaranteed attendance at CSHS then I'd want middle school identity to transfer to high school.
1544	I think it is very important that you do not label a middle school to high school unless that middle school will 100% feed into that high school. But, for athletic purposes how do you teach the offense and defense to students who may go to the other high school. Junior High Schools is where you begin your high school program. It is a system.
1550	Not important-especially at the cost you are reporting.
1553	Not important.
1562	Not that important.
1571	Very important.
1577	It's important to me. We moved to the district 3 years ago, and I find the divisiveness in the district to be hurting us, not helping us. And this purple/maroon issue is part of it. Let's allow our younger kids to be middle school students, enjoy those years for what they are, and not have them feel left out for wearing the "wrong color".
1585	It's not important. You go from school to school and each school has a different mascot and different school colors. You proudly wear the school colors of the school you currently attend and if that changes when you go to the next school, then great! I don't want any tax dollars spent towards rebranding.
1590	Not important.
1592	It would not matter at all.
1600	It would not be important to me in the least bit. This is a blown up issue that is receiving too much time and attention. I would rather the board, central office administration, and campus administration focus on the main purpose which is continuing to provide a high level rigorous education that prepares students for success beyond CS ISD.
1605	It would not be important.
1609	Important in our current situation, since the schools are very much branded to the opposite high schools. I feel terrible for those kids, but mainly for being stripped from the friends they have grown up with in this school system - not so much because of the branding. The whole situation caused by the rezoning stinks.
1618	Not important at all. As a retired teacher I have dealt with students' identities and they will adapt to their situation. Students need to learn to adjust and adapt to new situations. They will live up or down to the expectations we have for them. The identity of the school does not affect my grandchildren's identity.
1632	Not really that important.
1649	This would not be important to me as a parent. I do have a 4th grader and there will likely be a 3rd high school by the time this affects her. I see no reason to pour money into this project now when after a 2-3 years, it will no longer be an issue.
1650	Not important
1655	I don't think the issue is that they have a different identity. I think the issue is the way the "identities" are split. Why couldn't Wellborn Middle School (or the current CSMS) be the blended campus? Wouldn't it make sense to have 1 middle school 100% AMCHS, 1 middle school 100% CSHS and the other split evenly between the two high schools?
1659	Zero. If you purposefully mix all kids based upon race, neighborhoods, socio-economic groups, etc.; then why on earth would you spend millions to change a school logo that will undoubtedly change while students are in school as our town is still growing? If your position is that all CSISD schools are equal, then it's asinine to change logos.
1665	It is not important at all. I don't understand why this is even being discussed. The school district I grew up in never was concerned about this. I had choice of school in a district 5X the size of CSISD. No one ever even said anything about the high school we would be attending or choose to attend.
1667	I feel like it's very confusing for children and they are very patriotic from a young age and that can be hurtful to our district unity

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1678	not important at all there is nothing wrong with keeping some history around, we don't have to change what things are just because it makes a few folk uncomfortable
1680	Not important
1688	Not important at all. It's two grades.
1742	Not at all important. School spirit is what matters
1765	Very
1788	Please listen to the teachers and coaches on these issues. It's about culture not colors or uniforms The kids have pride in their schools already
1828	I don't think it's fair to the children to be influenced toward loyalty to one high school over another. We are all College Station ISD. The excitement and loyalty should be toward learning and community.
1852	I think the identity should be completely separate from the HS
1864	NOT IMPORTANT
1891	No importance at all.
1911	Not
1921	You should not waste time and money to change something that is working and should have a goal of investing in the money to enhance the curriculum
1959	I think it's wise to not have them directly associated to one in the event they could be attending a high school with a different mascot/color.
1969	Not important at all. Kids don't care about mascots and colors being the same as the high school they 'might' attend in several years! It's adults, parents and the local sport supply businesses that care!
1980	SHAME ON YOU FOR CREATING THIS PROBLEM TO BEGIN WITH BY REZONING AND BUSSING TO MAKE YOUR NUMBERS WORK. YOU DESTROYED OUR PROPERTY VALUE AND TOOK OUR KIDS AWAY FROM THEIR FRIENDS AND TEACHERS. YOU HAVE NO IDEA THE EXTENT HARM YOU CAUSED OUR FAMILY. AND YOU ARE GOING TO DO IT TO MORE KIDS WITH YOUR LATEST PLAN. ANSWER- NOT IMPORTANT AT ALL
1982	Zero importance
1985	Not important
1987	High. They should not reflect each other
1992	I care more about the educational opportunities than the name of the school. Until we have more financial support for instruction funds shouldn't be spent on branding initiatives.
2005	It would be nice to have their own logos and identities.
2017	Should be 100-100-50/50 and we wouldn't have this issue
2019	I believe an independent branding for each school level is perfectly acceptable and can be beneficial.
2023	Not important.
2025	I don't understand the paths for the high schools
2032	It would be IMPORTANT that the middle school have a reflection of the high school OR high schools to which the students are attending will be zoned
2042	It would not matter to me, or my kids.
2044	Not important at all
2045	Not important at all
2051	Consistency in a path is more important that the color. STOP the constant need to rezone children. If they know a path it is easier to prepare for. Then the children and family has the ability to associate with that future school. Making them worry every year which school will they go to next is NOT a SOLUTION!!!!
2062	Very important
2064	I think the way the middle schools are being split starting next year should be revisited and that there should not be such a small group being split off to go to a different Highschool than the majority of the middle school.

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	263	58.57%
No answer	27	6.01%
Not completed or Not displayed	159	35.41%

ID	Response
19	Somewhat important.
21	AMCMS and CSMS have already established their identity and culture over the years. I think to completely change everything due to a new school being added to the district is a misuse of funds. Will we then have to rebrand again if a third high school is ever opened or another intermediate or middle school?
26	Very important
27	Not important at all - they chose their logo when the school was built too. It's a waste of money for them to change their logos.
31	Not important at all!!!
35	I don't think the kids will really care that Wellborn middle school has it's own branding. College Station thrives on tradition which trickles down from living in a college town where traditions matter. It's unique that the middle schools show ties to the high schools. Why change something that the kids are already excited about.
36	Important
37	Very important that they all get to rebrand
42	Very important
46	Important
49	It's not the most important thing, but I think when Wellborn Middle comes on board it would seem a little weird that the other two middle schools' iconography follows so closely to the high schools, especially when it's not a hard and fast rule that a kid that goes to CSMS will wind up at CSHS or AMCMS to AMCHS.
56	Not at all important. Rebranding is a waste of taxpayer money. The schools have their own identity anyway. The gyms at CSMS are still maroon. No one cares.
57	Not important
67	Not important
74	When you go to a new school you adopt the current tradition of the school. That happens every single year when new students go to AMCMS and CSMS. Don't feel it's necessary to try and re-create buzz around existing schools.
75	That's ridiculous, why change something that's not broken. Why should the students even be involved in this? Are we going to change the theme every year so that every student gets this opportunity when they reach middle school? Of course not so why should all the schools do this just because a new school is opening. Don't waste resources on this.
86	I do not believe it is important at all to the students. This may be important to some parents and the faculty of the middle schools, but has no bearing on education, teacher salaries or anything that tax dollars should be spent redefining.
88	Very important
95	I think it would be a great opportunity to let all students make this change for all three schools!
109	I think
115	Not important
121	Important I guess-I'm not sure what traditions you are talking about-all the schools seem to do the same type of activities. Having their own mascot is not overly important to my younger students
124	I think the leaders and teachers of our current middle schools probably are already use to having the mascots that we have. Some times change can be a bigger issue for some than excitement.
125	Not important at all
128	It is important to have that "new" branding for 2 reasons: to avoid any connection with either HS, and to have kids staying in "existing" schools with old equipment/facilities a "new" and

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	different experience.
133	If the Wellborn Middle school students are zoned to CSHS they should be allowed to follow the high school!
136	I think they should have their own brand
138	very
154	I think that is a great idea. Rebranding also creates an opportunity for development of the "community" at a given school campus, as well as an opportunity for the students, teachers, staff, and parents to feel a sense of involvement and connectedness to the respective school.
177	Not overly important.....if those campuses are not already generating a culture/brand/excitement then that is on them. Kids going to middle school are already excited about being able to participate in fine arts, athletics and other classes. I feel that the "brand change" is more to appease parents than it is for the betterment of kids.
182	If done correctly, those schools CSMS and AMCMS should already have identity! From my child's experiences, I've learned that they do at CSMS (thanks to the strong leadership of Hadnot) They are proud to be Cubs and look forward to continuing excellence as Cougars- the mentor ship of high school coaches such as Sullivan and Symank were integral.
190	Not important
194	Education is so much more important that a color scheme or athletics. I think that the athletics programs should be disbanded and more focus put in education.
209	Zero! What would make anyone care? If this is an issue with anyone maybe the snowflakes need to be ignored. Get a life. There is zero viable explanation to spend money on such non sense. I repeat zero. If this action continues the school board should be completely turned over. Irresponsible fund uses is not needed.
210	Not sure it's all that important as much as the right time if it's going to be done.
222	Not important.
230	Not at all. The "traditions" of a middle school should have no impact on the quality of education - or extracurricular activities - that students receive.
241	Not important at all. It is what it is at this point. I don't think it matters at this age. Who at 40 ever goes..."hey, back when I was a wildcat in middle school..."
243	Not very.
244	I don't believe they need to change at all. Kids love their school and what ever the mascot. My child did at cypress even though she was only there one year.
253	Do not change. Keep original mascots and colors. No need for added cost. My children look forward to traditions, colors, mascots their brothers and sisters had. Do not change.
272	It seems that all middle schools should be branded independently of high schools.
276	It only makes sense
283	I think it is very important. It will give them a sense of ownership. Hopefully, that will lead to having more pride in their school.
284	Not important. The schools are not broken, why are you trying to fix them?
285	NOT AT ALL IMPORTANT
305	I absolutely love this idea!
333	Very
349	Seems fair to me. Make it a big deal for all schools
355	Very important. The students of Wellborn Middle need to feel connected to their high school, just as the other middle schools do.
357	NOT IMPORTANT. You know what would be exciting? Teachers with more funding for educating their kids. Buses that bring my kids home promptly. New equipment in the classrooms. More field trips. NOT NEW PAINT AND A NEW MASCOT
367	not so much
372	I think rebranding all three schools is a good idea, given the current zoning situation.
379	Not important relative to the cost to change things
381	I think the brand is critical to the success and culture of the campus. However, I do NOT feel as though this decision should be left up to the students.
388	I think the rebranding is independent of what is going on with Wellborn. The rebranding is a good decision because of their closeness to the high schools.
392	Not important.
398	I don't think excitement of re-branding the current schools should be under consideration just because there is a new school that "may" have excitement of their own brand. I think the excitement is just having a new school in this case and nothing to do with branding.
407	I think it would be good. Give them the same criteria and see what they come up with!
420	Very important. The current school board and CSISD admin made this answer themselves already by forcing "equality" between CSHS and AMCHS. One school couldn't have something new if they other school wasn't getting it or didn't already have it. You pretty much have forced this answer into changing all middle schools due to how you handle HS.
423	I am not convinced re-branding the middle schools would "generate the same type of

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	excitement"
430	Sounds fine.
445	It's important for the reasons listed above.
448	I like the idea of Welborn having the opportunity to develop their own brand as they are a new school. I feel the current Middle Schools have great influence over the students attending their school. I am not sure how changing that would benefit the district, schools and students.
454	Sounds good in theory but don't think the price tag is worth it.
465	unimportant
466	I agree with that. The schools need to be involved in making the decisions. Lots of big changes for the schools.
467	I do not feel this is important, at all.
477	not important
478	While I believe it is important to allow students to identify with the high school they will go to, I don't think it is quite as important for CSMS and AMCMS to go through rebranding because their cultures are so ingrained in this community already.
479	not important
488	How important is it that any group of people choose their own identity? Do we ask the State of Texas every time we want to have a new event in a local park (and make it a tradition)? Do we ask Canada if they approve of a federal website branding change? Of course not. Why should our local schools be any different. Let them choose for themselves.
490	Not important. Would add confusion. Sometimes life isn't fair and as a school that should be taught.
494	They should change as well
502	I think it is the best time to redo them all together.
508	I don't feel it is important.
516	Not important.
520	May not be important but the kids might find it fun and a neat opportunity
524	Not important AT ALL!
555	Very Important
558	NO!
562	Don't think it is necessary.
567	Also, it does not matter. I feel like this is a waste of money to rebrand.
571	Very
572	Not important. Spend the money on something more important.
581	Not at all. We are zoned PT/WMS, but my 7th grader attends AMCMS (employee transfer). When we were telling him how exciting it would be to be a part of this process, our son was ANGRY! It was CRAZY! He said it was not fair he has to change "just because some other school is being built." We were flabbergasted he felt this way!
599	I think this is a nice idea but potentially expensive.
603	I think it is incredibly important for each school to have their own unique brand and stand alone from the high school.
606	Not important at all
607	Not very
618	I think it's important for school pride. I think the kids would get behind it. We are currently at CSMS in 7th with an option to go to WMS. My son is already thinking about whether he wants to change schools.
625	I believe all 3 middle schools should develop their own brand.
641	Not important
652	That would be more fair to other middle schools. Even though their campuses are not new, they could rebrand and get new uniforms, etc. for their students
674	Not at all. Why on earth would someone think CSMS & AMCMS would want to rebrand and who on earth thinks it would generate excitement? It will do the opposite. Are you going to let every single school rebrand every single time a new campus opens??
693	We came from a fast growing district before coming to CS that opened schools frequently. With this they allowed the students to vote for the new mascots and color schemes and this created strong bonds and commitment to the middle schools. I think it would be a great idea that rebranding happen but that the students have a voice to choose mascot/color
696	None.
698	This is the least of my worries or concerns when it comes to my children's educations.
705	Not important. Keep Their branding the same!
709	Not as important since those schools aren't new.
710	Not important.
725	Again, the middle schools should be able to have their own "brand". Again, the elementary schools do without being linked to a particular high school.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

735	Not important.
738	again not that important. stick with the current branding and when they get to hs they can have their hs identity
743	Not important
748	Not important at all. I don't think kids that age care at all. My son did not care about any of that this year when he started going to Pecan Trail this year after being at Cypress last year. He probably can't even tell you what their mascot is it is so unimportant to him
763	I do not think this is needed.
768	It's the parents that are more worried about it than the students. Kids are going to identify with the high school not middle school. Go to the high school games on Friday nights, what are the middle schoolers wearing? Middle School or High School shirts? They are wearing the high school shirts and sweats. Or the summer high school camp shirts
774	Very important. This is an opportune time to make the change for this ever growing school district and city!
776	Not at all! There are far more important things, especially when this is a school they will only attend for TWO years. Again, the money could be used much more wisely!
781	not important.
785	Not important to us
786	Many students will not care much one way or the other, but I think as adults we want them to have school pride. I think having middle schools with logos/mascots completely out of the cat family or at least distinct cats (like cypress grove teams) rather than cubs is appropriate for establishing a good culture.
794	Not important. It's too expensive.
800	Highly
802	It's important and should be done at this point in this district prior to a 3rd HS opening.
807	I thought that Wellborn middle school already had colors and a mascot. Culture isn't something that's forced, the administration has to be a guide, so in a way, they won't have a say.
808	I don't think re branding is necessary. If so it should be phased in over a couple of years.
812	If Wellborn Middle School develops their own brand I can see why it might be important for the other two to follow suit. I see no problem with it and encourage it.
816	Most of the kids don't care. It is the parents who are worried about it.
824	I think it's important, but I don't see a lot of excitement now.
831	Not important to me
834	Not important
836	Don't feel it's important. The actual ones involved with planning and making the decision would be excited during the moment, but I don't see rebranding boosting overall excitement at the schools.
844	All middle schools should rebrand.
845	This is ridiculous! I strongly disagree with every part of this statement. Who exactly are you trying to please....
850	These schools are already established. Wellborn is new therefore it obviously needs branding. There is no need for this at csms and consol ms
851	Waste of money and SILLY
868	Somewhat important.
869	It's simply not a priority.
900	I think it would be good for specific community, especially since one cannot connect 100 percent with a single high school.
903	Not if it's going to cost a little of money. I'd rather money be spent on teacher raises or upgrading equipment.
907	Not that important. I don't think the opening of a new middle school should be a reason.
915	Not that important.
930	Still doesn't make sense to me to waste time on this when there are other things that could be discussed or done to help improve the current campuses.
939	Very Important
947	I think it would be a fun and exciting opportunity for the middle schools to go through together.
958	I think all Middle Schools should have their own identity.
959	Completely unimportant. Use the money on education.
962	Not important, especially if it would be expensive.
968	Fun it would be but I think it is a waste of money. It would be so expensive to do such things that I think the money could be better spent if used for the students or give it to the teachers.
976	Extremely important!!
980	I'm not sure the kids place great importance on these issues. I was a teacher in CSISD for 6 years and didn't know that the Intermediate and Middle School mascots/colors corresponded

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	to the high schools until my daughter reached 5th grade and was told by the school. I don't think the existing schools need to change their mascots, maybe just colors.
983	Not important at all. It is common sense that a new school has to be assigned a name and apparently in this town colors are important too. I think CSMS and AMCMS are just fine staying purple and maroon. They just recently bought many new athletics uniforms and it would be exceedingly wasteful to throw out perfectly good equipment
996	I like Wellborn can create its own identity just like Pecan Trail did. My students will attend both of these schools. But College Station is a town that celebrates Traditions more so than any other (ATM). I think that having a long standing tradition or "brand" is more important than recreating it just to recreate it.
1018	The excitement for the Wellborn Middle School is because it is new. You can't rebrand a school to try to make things feel more fair or to create excitement. I asked my 8th grader this and he said that he would think "cool" for a minute, then wouldn't care after that. I feel like it's a waste of money to rebrand, repaint, change signs, etc.
1024	Not very important.
1031	I think it would be healthy and build school spirit for the other middles schools to build their own identity and culture that is not directly fed into the high schools.
1033	If it isn't broken don't try and fix it. Just because something new comes along doesn't mean everything has to change. Updates are one thing, if necessary, but names and mascots and colors is ridiculous. Wellborn MS should mirror CSHS and be done with it.
1028	Focus on Academics.....
1039	Very important. Please please please do NOT just make them generic black or silver!
1053	Not important. In fact I think you could save money and allow the new high school (whenever it opens) to be the same colors as the Wellborn middle school.
1076	Important
1077	I would assume adults are choosing colors, mascots, etc. I would not refer to this as exciting. We create excitement in schools through student life, teacher commitment, etc whether the school is old or new. The above question infers excitement is only for new things and is unfair to existing schools.
1089	If by generating excitement you mean spending money, it is not important. Rebranding should be basic and simple so that it will not have to be done every time we grow, open a new school, or make some other change. The three middle schools can be independent of feeder high schools, but keep the "branding" to a simple minimum.
1095	More idiotic drive!! Once again, let the children choose their color and mascot and quit wasting our time and money!
1102	Not important. The kids are used to each school having its own mascot. In elementary, we were Falcons. In intermediate, we were owls. I think it is fine for each individual school to have its own brand and think it is ridiculous to spend money rebranding the current schools.
1105	I think it's important and so many parents would stop Whining when we do have to be rezoned
1106	Important
1110	Same answer as above.
1115	Important
1118	I think they should get a chance to develop their own identity as well.
1122	It's important but will be so strange to see these schools change.
1125	Not necessary
1134	Not important at all.
1139	Not important.
1158	See above. Self identification is important. If we are teaching students to be themselves and not copy another, when are we allowing the feeder schools to copy?
1166	I say leave them as they are.
1174	See response above with continuation... I have witnessed poor behavior from students at both schools. Rebranding will cause more division and the illusion that one school is better than the other... not healthy within the district
1189	No, Texas A&M gave the land for us to build AMCMS they should be using Texas A&M colors
1199	Not at all.
1200	They are already established why change? It serves no lasting impact.
1202	Excitement is created by people and shared experiences. The middle school staff can accomplish this through intentional actions establishing school identity. They set the tone. Each school is more than the colors/logo.
1226	Let the students wear the colors of their respective high school, as they do already in their personal clothing choice. Let Wellborn MS choose what they want and leave all others as is.
1228	Also a good idea. Student buy-in & input is important for this to succeed. And this is free! (Well....it's inexpensive!)

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1247	Do not think it will work as well in long run. Does make it more neutral, but this may not be an advantage for the middle school or either high school.
1273	Very important! We see how so many in this community perceive CSHS as the more desirable school. I believe it is because it is the new school. AMCHS is perceived as less desirable even though it has great students, teachers and programs. I see the same thing happening to CSMS and AMCMS when WMS opens. CSMS & AMCMS deserve equal footing.
1274	Not important
1283	I do not believe it to be a big enough issue to spend money to rebrand
1284	Not a priority
1286	Again let tradition stand for the two existing schools. Students will adopt pride in their High School when they get there.
1296	I believe it is important to keep the traditions in place that have been happening for many many years. I don't think the kids would be that excited about changing.
1298	Not important at all.
1300	I agree they could change, and make it fun
1305	Not at all....again you'd only be effecting the current students who's to say students later on down the road will want the "brand" chosen?!?!?
1309	It's NOT! They've been around for years. It's nevr been an issue!
1313	I don't think they should be changed just to changed but with students from all 3 schools going to both high schools then there is a reason to change.
1322	It would make the change more exciting win it could be a hard time for the kids. Many of the kids are separating from friends that have been with them for long periods of time. If they go into it with the excitement of a whole new atmosphere it adds excitement.
1334	Not very important
1335	None at all.
1344	Not important and too costly
1354	Very
1356	It is not important to our family.
1363	With the exception of one school, every other school in this district has one set of colors and one mascot. CSMS is purple but maroon and WAS a Tiger then a Cougar and now a mix. This is a very obvious example how every school is not the same. Middle schools should have their own identity separate from any high school regardless of zoning.
1377	It's not!
1383	Not important. Forget this crap and focus on teaching the kids. Colors don't matter and we live in a transitional community where folks move in and out all the time. This stuff is not important to the education of the students.
1385	Not important at all, you can't rebrand every time there is a new school to ensure other students feel "included"
1406	Not important at all, leave them alone and save time and money.
1421	they are not new schools they should be the same, why recreate the wheel? they have history. let them be!
1433	Not important
1437	Not important!! What is important is hiring more teachers, purchasing things/programs that will enrich the kids academic experience!
1451	not very important
1456	I don't feel that it is necessary for them.
1464	Not important at all.
1473	I think all 3 schools should have a chance to rebrand themselves.
1490	None. Money and more important issues like transportation is a higher priority then rebranding. Why does my son spend an hour on a bus when we live 3.5 miles from the school.
1499	Waste of tax payer money!
1505	If the majority of those populations WILL be excited then sure.
1506	I think they already have a brand. The culture of the school is created by leadership and the teachers, not the colors or mascot. Changing it may create some excitement, but new stuff is always exciting to some degree. I'm just not sure the impact is worth the cost.
1517	Ask the students and parents at the school, if they want to change let them.
1522	NOT AT ALL
1535	very important
1544	I think it is important to have your own identity... but if you have your students going to one high school and half going to the other high school...what identity do they have at middle school. How do those students play sports together knowing by where they live that they will be split 50/50 for high school.
1550	My child goes to csms-it's maroon and purple-it has no brand. It's not important.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1553	Not important.
1562	Semi-important
1571	Very important
1577	For me personally, it's not as important because we are zoned for Wellborn. However, I also look at this from a district-wide perspective and think that the way things have been done in the past will not work for the growth that we're in. We've got to stop being resistant to change.
1585	They have an established brand! You don't just go change brands just because you want excitement. It's unnecessary and expensive.
1590	Not important.
1592	I think you should leave the AMCMS and CSMS branding as is. I feel that the money you would waste by rebranding AMCMS & CSMS could be better used in the school district. Why not generate excitement in the existing schools by making updates to the schools or having more activities for the kids in the schools.
1600	Why change the current MS's brand? See above...focus on what is most important. Stop letting the "agendas" of a few drive decisions that are made for the entire group. Seems like a total waste of resources to rebrand the MS campuses. Spend that money on teachers and classrooms; not on some dreamt up non issue created by immature adults.
1605	Not important enough to waste tax dollars.
1609	NOT
1618	Not important. It will cost too much money that can be spent to help all students learn which is the purpose of school. You are losing sight of what is important to all students. There are much better ways to spend our tax money. We already pay a high tax rate and we should not have it spent in such a nonproductive way.
1632	Not important at all. It would be 100% a misuse of tax dollars.
1649	Again I have a 4th grader but I don't know that many kids would actually be excited or care about re-branding.
1650	Not important
1655	I think it's called a tradition because it's already in place. Isn't there a value in keeping the traditions that are already established, including mascots, etc. and allowing Wellborn Middle school to develop their own? The other two schools were once new, too. I don't think that meant each school in the district had to re-do they already had.
1659	Not important at all. Middle school is pretty small potatoes compared with high school. My kid currently attends CSMS and I have no idea if he is a Cub, Cougar, Cat, etc. It doesn't matter AT ALL. He is purple this year, but will likely be maroon in high school. I will cheer for him in maroon just as much as purple. Waste.of.money.
1665	Their own brand has already been created. Why waste my tax dollars on re-branding efforts. This may be one of the dumbest ideas I have ever heard of.
1667	Extremely important. Middle schoolers should feel as though high school is a new experience
1678	not at all - they had that chance when they were created years ago. My mother still talks about how meaningful it was to be part of the class that decided Bryan High would be the Vikings when coming from SFA. That would have been destroyed if they changed their "branding" after doubling the size of the school and creating different "campuses".
1680	Not 2 million dollars important, spend it on education
1688	Not important at all. It's two grades.
1742	Not at all. The brands have been set for years.
1765	Somewhat
1788	They already have it. Please focus your attention on important issues
1828	I think individual branding is a good idea. But I also feel the experience at each school level should be as equal as possible. For example, if one or two middle school have a certain tradition such as field trip or annual student activity, then all the schools should have the same opportunity for these experiences.
1852	yes on the rebranding, I just think it can be phased in. all uniforms, etc do not need to be replaced at once. just as they do need replaced.
1864	SHOULD NOT BE EFFECTED
1891	6th and 7th graders won't care. I don't think it matters at all.
1911	Not
1921	This is irrelevant as long as the academics and learning is the only goal.
1959	I think it's a great idea!!! It will get them excited about something new.
1960	Inconsequential and not worth the expense of my tax dollars.
1969	Not important at all. I believe these issues are of no importance to the children. They don't care. It's the parents who get rapped up in all of these labels! What happens when you change zones again and someone ends up going to a different school with a different mascot and bane? Stop wasting our money focusing on this foolishness!
1980	NOT IMPORTANT AT ALL. THE KIDS COULD CARE LESS.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1982	They already have all those things. Did you actually ask the students? My guess is no....
1985	Not, in my opinion.
1987	Not important but should've had their own brand to begin with
1992	This is a system issue and excitement about educational opportunities do not tie to school name unless they've (the school) already created a negative environment driven by the educational opportunists or leadership. Critical thinking and service design can drive the improvement of "image" and does not require funds being directed to branding.
2005	Some... But there is an established "brand" that maybe could just be updated so they don't look just like the schools they'll feed into.
2017	This should not be a problem
2023	I'm not sure the students would recognize this is occurring if no change was made to the current middle schools.
2025	I think it would be sad for AMCMS and CSMS to have to revamp their brand.
2032	AMCMS already has a "brand" and CSMS already has one it should add the same brand that AMCMS has and the one currently associated with CSMS should be used at Wellborn Middle School; cuts cost - buying in bulk and increases - community - 2 cats - 1 Pride; when the 3rd high school is opened - CSMS should THEN be rebranded
2042	I see no value in the added expense. It would be fiscally irresponsible in my point of view.
2044	Not important at all
2045	Not important at all - they already have an identity - changing for the sake of change or a perceived inequity would be squandering money and an ill-advised use of 'available' funds
2051	VERY LEADING QUESTION..... This question is all but challenging the existing students at AMCMS and CSMS to change their "Brand". What about the large expense that comes with this. Could the money not be spent better on Food, Clothing and learning resources for those in need? What happens when theres a 3rd High School?
2062	Not important....they already have established their own brand and colors.
2064	I don't think the middle schools should have the same mascots and colors of the high schools, but I think the change can be done in phases, and in some aspects not at all. I have a child on 2 sports teams at CSMS and one uniform is Black, which shouldn't need to be changed, and the other is a t-shirt they order new each year.

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	266	59.24%
No answer	24	5.35%
Not completed or Not displayed	159	35.41%

ID	Response
19	Very Important.
21	I think all schools within the district should be well maintained, as it is needed. How is it any different from a new elementary school being built within the district?
26	Moderately important
27	Basic upkeep is all that is necessary - don't waste money on things that aren't directly related to education - aesthetics don't count!
31	Not important at all!!!
35	Freshening up the other 2 schools is something that is truly needed. It will help the current students stay excited about attending those schools and help the staff feel like the district supports their efforts and not just focusing on the new school.
36	If it is needed for safety or instruction.
37	Very important
42	I have not visited Consol but the CSHS facility is beautiful and seems to be in very good condition. A major update doesn't seem necessary to that facility.
46	I'm zoned for WMS, so no opinion.
49	Not at all. It's understood that the newer middle school will be nicer than the other two, like the newer high school is nicer than the older one.
56	I believe the other two middle schools could use some repairs and cleaning up. That is a good idea.
57	Not important
67	It's not the newness of a school that makes it great. It starts with the leadership of the school and the teachers and faculty that make it great!!
74	If the need is there for improvements this should happen regardless of a new school being built. All for it.
75	All schools should be properly maintained and should have comparable equipment but remodeling something that is in good working order just to remodel is wasteful.
86	The middle schools should all be in good repair and appealing for students and faculty to spend an 8 to 10 hour day. The school appearance should generate a positive first impression with parents and visitors.
88	Very important
95	Not important, unless it is needed.
109	Yes
115	Not important
121	not important at all! I think money could be better spent-
124	I have not experienced AMCMS, however CSMS seems to be an amazing school as it is. I would not do any changes to it. You also have to think about when the changes will take place and how it will effect current students.
125	Not important at all
128	It is important for them to have some type of updating done, within budgetary constraints. But only if necessary, not just to "keep up with the Jones".
133	Where are funds coming from?
138	very
154	While I agree that it is important for AMCMS and CSMS to get a "makeover," I think it is more important to make sure that one school doesn't appear to be inferior or "less than" the other schools. I'm thinking specifically of AMCMS facilities here. The building is older, and naturally, the facilities may appear to be "lesser than" CSMS and WMS.
177	I guess that depends on the district's definition of "freshen up." A little paint touch up, power washing and such is certainly warranted.....huge changes to the buildings are unnecessary. Again...this is to appease parents who are upset at the fact that you can't build an "old" new building.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

182	Since nothing has ever been done to make CSMS purple, I'd say that's long overdue. I believe pto has funded some purple upgrades.
190	Both could use some updates
194	I have no problem with new signage and a fresh coat of paint, etc. if needed.
209	It should always be on the minds of the school board to produce a safe and comfortable educational environment. That being said we don't need a 4 seasons either. When A&M builds a new engineering building you don't hear them redesigning Kleberg. Not sure why we feel the need to balance everything in CSISD. Just provide a safe and quality school
210	All schools/buildings need to be maintained and refreshed time-to-time. This should be determined based on age.
222	Not important.
230	Not at all. The lack of availability of textbooks - and the age of those that are used - is a far greater concern. EDUCATION, not the appearance of the building is what matters. I can't believe this is a real question.
241	Appearance? not important. Facilites, important. If they need equipment, structural things, then let's fix that. Just the appearance? Come on....
243	Somewhat. Appearance is everything.
244	We are becoming a large district. A decision to update a School should be based on need rather than the fact a new School is being built. There will be many new schools in our future.
253	Would be nice if budget had extra money. Not important.
272	All of th schools should look and feel new.
276	It only makes sense
284	Yes freshen them up.
285	NOT AT ALL Important put that money into teachers; para professionals and resources that impact academics!
305	I think that this is a must.
333	Notyes
349	They need it
355	Very important.
357	If facilities are out of date and due for maintenance by all means maintain them. But paint for the sake of painting and choosing a new animal is dumb.
367	somewhat important
372	n/a
379	Not important relative to the cost to change things
380	i think refreshing the schools is needed.
381	While my child may not be able to articulate his desire for a nice school or why it is important for him, I know students feed off of their environment and it is very important that students get to come to a place that is updated and inviting for them to learn.
388	If they need to be freshened up that is independent of what is happening at Wellborn. We, the community of College Station, take pride in our schools- if they need paint then do that.
392	Not Important
398	Just because there is a new facility, doesn't mean everything else has to have a refresher. That will be a continued chase each time a school opens. If a school is in "NEED" of something being fixed or brought up to current day conditions, that should be a consideration by itself and not because there is a new facility in town.
407	It doesn't matter. Schools get old. Spend the money on what needs to be spent. AMCMS shad bayhroom doors that don't have locks. This is unacceptable for the safety and privacy of anyone. When using the sink, you have to push in the faucet to get the water working....not efficient when washing hands. Updates like these would be awesome!
420	Somewhat important. I believe it is more important to freshen up appearance of AMCHS first.
423	If freshen up means updating computers, fresh paint, etc., it would be a wise decision. Currently the two HS have the issue of the "nice" side of town and the "other" side of town.
	refresh (as I interpret it) does not mean the same thing as rebrand.
430	Fair.
445	I'll admit I haven't been inside either so I don't know. But the facilities should certainly be functional.
448	I would support all schools having a fresh appearance (paint etc) and thanks to the leadership team of the district for making this happen at both of our Middle Schools.
454	I think the money would be better spent "freshening up" the middle schools, than to rebrand.
465	important for those kids
466	A little refresh would be fine. New schools are built all the time and no major improvements are made to existing schools.
467	If the buildings are safe and secure (no mold or danger to the kids), I would leave it and again spend the money in the places where the need is greatest....increase the teachers' pay and

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	build opportunities for the students, as well.
477	not important and a waste of money
478	I do think this is an important aspect of out students' experinence in middle school, because outdated buildings can create a sense of inequity when it comes to student perception of what the other schools have.
479	Important
488	Any adornment is a waste of tax money. The appearance of the schools shouldn't be important to anyone, since they do not have to compete for students. Rather, the zoning board moves children around like chess pieces in a game of social engineering.
490	Not important
494	If money available it would be great
502	Redoing the signage, colors, & mascot are fine.
508	Freshen up with in reason. Some things are unnessary.
516	Somewhat important.
520	CSMS really needs to be updated! Do not know about the other
524	Not important AT ALL! Only spend the money on a Need, not just for aesthetics. Use the money wisely.
555	Not very Important
558	Not important at all!!
562	I have never been inside, so not sure what they look like or what kind of condition they are in.
567	Also, not important.
571	Somewhat
572	Not important.
581	I am, but not overly. I can say there was quite a difference walking into PT yesterday vs. walking into AMCMS...looks are NOT everything, but it DOES send a message.
599	I think this would be a great idea, however, it would be expensive
603	I think there are better ways that tax dollars be used. The building should obviously be up to code & look nice. However spending thousands of dollars on the appearance of the school is not being good stewards of our tax dollars. Instead, let's use that \$\$ to put more resources into classrooms (iPad, computers, books, supplies, etc).
606	Not important at all
607	Moderately
618	Facilities should be updated as needed to fit the needs of the students. Creating the most efficient spaces for them to learn should be what's important.
625	The current middle schools should be freshened up.
641	Somewhat important. My current child goes to CSMS. Heating and A/C is horrible but I would rather see money spent on educational items that mascot and themes.
652	Very important...more fair if other schools get a facelift as well
674	I think it makes sense to freshen the new campuses. However, again, I would not refreshen with the motivation being "there's a new school" because will you do that every time a new school opens to make the other schools feel "better?" You should refreshen because it is needed.
693	Very important! All schools in the district need to be similar in appearance so that kids don't feel more inferior going to an "older" school. The district should invest in keeping up the facilities and ugrading the appearances so that when boundary lines are drawn people don't feel like they are going to the "old" or "ugly" school. Im
694	Very important
696	While there is no need to change colors or brands, there is nothing wrong with spending money to update old buildings/etc
698	This is the least of my worries or concerns when it comes to my children's educations.
705	Not important! Waste of \$
709	Very important. Students take pride in their environment and likely excel better when they feel this sense of pride.
710	Waste of money. Not important.
725	My children will be attending the new Wellborn Middle School so I honestly don't care what happens to the other middle schools.
735	Somewhat important.
738	not important at all. I think our money could be better spent.
743	A little
748	I think money should be spent equally. Having kids at so many different school I see the disparity at some of the schools. There is really no reason to spend money on some of the things that money was spent on at Pecan Trail. I don't think freshening up is necessary but don't buy a 3D printer at PT when other schools need more necessary items
763	I think it would be a go idea because they are both older campuses.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

768	As a parent I am more worried about the class size and the teachers. AGAIN, it is parents that are worried about the appearance of the school. Does the appearance really help in educating my child, NO.
772	It could use a freshen up only
774	I think that'd be a great idea if money allows. However I don't think this is a must.
776	Honestly, I have never set foot inside either of the campuses, so I don't even know their conditions. However, I don't think the appearance of a school is nearly as important as the educational supplies/needs/activities that lies within. I do agree the older schools should have some money for educational improvements!
781	not important.
785	It isn't important
786	Very!
792	Very Important as they need to be updated as they are quite old and need a facelift
794	Not important. It's expensive.
800	Highly
802	I haven't been in AMCMS since my oldest was there early 2000's so can't really answer that other than all 3 schools need to be of equal quality.
807	"freshen up" is a pretty loose term. Routine maintenance and repairs should take care of that.
808	I'm OK with freshening up both schools. I don't think it's necessary to do so solely because a new school was built, but if they need some updating it's a good idea to take care of those projects sooner rather than later. It's also a good reflection on College Station ISD.
812	It's important to keep up all the facilities in CSISD.
816	Extremely important. But, not in terms of new paint. Before we paint, we need to make sure that all three schools have the same educational opportunities, technology available, and support for staff.
824	I think very important. I am happy we are zoned for the new schools since I feel the older ones are outdated, and the bathrooms at CSMS are terrible.
831	Somewhat important. Always good to modernize and freshen up at a reasonable cost. No need for major renovations
834	Upgrades to facilities is ok, but not renaming or rebranding.
836	It is important that all our schools have equivalent capabilities , particularly with technological functionality for education purposes and for all schools to have well maintained exterior and interiors, but it isn't reasonable for a 50 year old school to be identical to a brand new one.
844	All should be refreshed for a stronger identity and helping students feel at home and have pride in their school.
845	Not at all
850	Not really a concern. I believe figuring out how to best handle the rapid growth in the school district is more important
851	Not important
868	If it leads to an improved student and teacher experience and increases morale then I would consider it important.
869	The district has enough debt which affects my taxes. This is not a priority. My son currently attends CSMS, but is zoned for the Wellborn Middle. He's planning to stay at CSMS rather than transitioning to the new middle school. I'm more concerned about the fact that he's taking Health, but does not have a TEXT BOOK that he can bring home.
900	Both AMCMS and CSMS are good schools asthetically.
903	Not very the
907	Now, that I can see as something that should be addressed. The mismatch colors and logos at CSMS is terrible!
915	Not that important.
930	Now this does make sense and not a waste of money or time so I would make this more important than trying to change colors and mascots.
939	Very Important
947	As long as all facilities are being taken well care of and a new, fancy facility is not gaining precedence over the upkeep of the other schools I don't care (like Consol is in pretty bad shape right now).
950	I think that CSMS needs a lot more parking
958	I think all schools should be equal.
959	Not important. All the CSISD schools I've ever seen in pretty good condition.
962	This is more important to me than rebranding colors/mascots and would more directly benefit the students at these schools.
968	I want the over crowding to be dealt with first. It is always nice to update but the students should be taken care of first
976	Currently the other school look in despare. There is constant leaking and at CSMS everything

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	is two colors. Windows are rusting out and the marquee is purple and maroon.
980	I think all schools should provide equal technological equipment. One school should not have an advantage over another just because it is new. I have always thought CSISD maintained their buildings well.
983	Any way you slice it, a new school is always going to be newer than the existing ones. Lets not waste money on nonessential cosmetics and lets spend this money on getting great teachers instead of promoting bullies to vice principals. There are far better ways to spend this money.
996	Very. Both of those schools are antiquated and all students deserve equity using the entire city's tax dollars.
1018	The other middle schools deserve to be freshened up.
1024	Somewhat important.
1031	If the "freshening" up is part of the rebranding it would make sense.
1033	Not important, unless something is broken and needs to be fixed. The money should go towards books and supplies to better help our teachers teach our children without having such financial restraint.
1028	Focus on academics.....
1039	Not very important
1053	Only important to maintain a healthy environment for learning. Don't discount the value of legacy in the established AMCMS.
1076	Important
1077	Maintaining and improving is very important and should be obligatory. This is different from "rebranding".
1089	Buildings age -- it's just a fact. As long as the older schools are clean and fully functional leave them alone and spend the money on things that directly affect the education of our students! Students and families see through shallow attempts to improve facades when there are intrinsic problems that limit the effectiveness of teachers.
1095	NOT AT ALL! School is for educating our children! Try doing THAT for a change!
1102	Very important. It makes more sense to repair and update these schools than to spend money on rebranding. I hope that my tax dollars are spent wisely and in my opinion rebranding is not a wise expense.
1105	I think it's important for all of our facilities to be maintained.
1106	Not
1110	Not really that important.
1115	Important
1118	Unsure. No students there yet so not familiar with the schools
1122	It's very important to make any updates the current schools to bring them up to date.
1125	Not necessary
1134	Somewhat.
1139	Not important.
1148	I feel if some kids are going to a new school the other schools should have some improvements as needed
1158	Schools age. A fresh coat of paint, new carpet, updated equipment or new toilets can make the appearance fresh and inviting to both students and staff.
1166	I'm not aware of the condition of the older schools. If they need improvements then do it but only if necessary.
1174	Not important as long as the facilities are functional with the same level of quality education
1189	bigtime. Our school looks bad compared to new ones
1199	Not at all.
1200	It is always good to improve already established schools!! Keeping in mind that the staff, students and parents make the school what it is NOT the animal or color!!
1202	Schools are more than their appearance. Yes some freshening up is good, but not to the tune of 2 million dollars.
1226	First, clean up AMCMS. It needs new floors in the hallway, new gym floors, roof leaks and HVAC issues. CSMS has many roof leaks, stained ceiling tiles. Fix the things that need fixing and stop trying to lipstick on a pig.
1228	At bare minimum get the colors changed over. CSMS is still a messed-up-mash-up of maroon & purple. Paint is (comparably) cheap! Then evaluate if there's money for additional "refreshing".
1247	Rehab, rehab, modernize important to maintain and update.
1273	EXTREMELY IMPORTANT! We do not need another situation like we already have with the 2 high schools. Have you seen CSMS, lately? It's a cross of maroon from days of old amid purple. School needs repainting. Desks need replacing. The students at all deserve equitable facilities and technology.
1274	Not important

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1283	I do think maintenance and upkeep are important.
1286	Not important at all. As long as all students have a safe and comfortable environment with equal technologies available I am against spending funds to change school colors.
1296	AMCMS does not need to be refreshed, they have already wasted money on building a larger locker room that doesn't matter once WMS opens. Why waste money twice!
1298	Good idea but should be prioritized behind many other things.
1300	Very
1305	I do feel the schools should be freshened up!
1309	It's not needed!
1313	No need to speed up the changes just because some schools will have new. If the new school has things that the other schools don't, then that should be added soon, otherwise update on schedule.
1322	Same as above.
1334	Very important
1335	None at all.
1344	Not very important so long as the existing campuses keep up with regular maintenance.
1354	Very!
1356	Not important, the schools are fine the way they are.
1363	CSMS should be one color. I personally believe AMCMS should be a different color other than maroon. CSMS should have been repainted when their alignment changed to purple. The campus should be repainted.
1377	Very! Each school should look and feel the same.
1383	Not important at all. If buildings don't leak, and temps r comfortable, then kids can learn. Focus on hiring and paying good teachers. Buildings r secondary. Also share facilities with each school. Every school does not need a gym ball field and track. When one school has an away game the others can play there. Learn to save money
1385	Always important to keep schools safe and up to date NOT to rebrand
1406	Not important. Do they NEED "refreshing", or is it just to make students "feel" better?
1421	Anything would be appreciated. new paint etc.
1433	All schools should be in good repair, but a comprehensive change is not needed
1437	Again, not important RIGHT NOW. I do think it is important to keep up the appearance of the current schools, however; I do not feel that the curren middle schools need a freshening up.
1451	they should be freshened up
1456	I would say use The money to improve the school but not use the money to rebrand the school.
1464	Not important at all.
1473	I feel all schools(students) should feel proud of their school and if giving them an update could boost pride along with a new mascot then let's do it!
1490	None more important issue
1499	If repairs are needed then get it done if it's cosmetic stuff I think it's a waste of money.
1505	Very important especially for lower income students. They need to see that they matter as well.
1506	I think updates are important so long as they make sense and aren't updates just for the sake of it. All groups need equal opportunity to education, but just because one school is new doesn't mean all the others need massive overhauls. All of our schools are generally in great shape, as long as everything works appropriately then i think it is ok.
1517	Money could be better spent.
1522	NOT AT ALL
1535	not important
1544	It is very important that the other middle schools receive some type of face lift to reassure the faculty and students that they are appreciated well.
1550	I would love for csms not to leak.
1553	Not important.
1562	Important but not at cost of something else already in line to receive those funds.
1571	Very important. . Especially the areas around the athletics gym areas and bathrooms. Embarrassing as compared to other schools in Bryan/college Station area & should look as good as Pecan Trails or better. This school has been over crowded for years and it shows. Need larger cafeteria also and fix ongoing issues to.
1577	I feel like I can't speak to this because I have not been in the AMCMS and CSMS facilities much. I would support this if it's needed.
1585	Not important at all.
1590	Not important.
1592	I think the appearance of the current middle schools needs updating, but not rebranding with new mascots and colors. For example update CSMS gyms so they reflect their current school colors and mascot, not have them maroon and with a tiger.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1600	What is meant by "freshen"? More information and facts needed. Focus on repairs to current MS campuses that must be made. Continue taking care of the current campuses and don't make unnecessary improvements solely to freshen up current MS in an attempt to be fair. Be good stewards of tax payers money.
1605	There should be one location shared by all schools. This school board is wasting tax payer money.
1609	I think it is time to update the other schools, but NOT because we have another school coming in.
1618	Appearance is not important, but maintenance is. Life is not fair, and just because one family gets a new house it doesn't mean everybody gets one.
1632	General maintenance should be maintain the schools at a reasonable level. in due time when refurbishment and upgrades are necessary they can be done. There is no need to move up any scheduled upgrades/maintenance just because a new school is opening.
1649	I do feel freshening up the appearance of the older middle schools (all schools for that matter) is important.
1650	Not important
1655	If it's just for appearances, then it's not important. If it's functional and would make sure the old schools have the same opportunities then it is important.
1659	Not important at all. Both current schools are top-notch and are in need of no upgrades to keep up with the Joneses. This issue sounds like wants vs. needs to me, quality education is the goal, not flashy logos.....eye on the prize school board.
1665	My question to all of this is, why don't you just re-build every school whenever a new one gets built then? You can't expect every school to look brand new when a new one is built. All schools should be maintained though, but shouldn't be expected to be new in appearance.
1667	Very important
1678	not at all. "freshening up" the schools so that the kids/moms can't say Wellborn has "better" stuff is preposterous! Wellborn is getting the same stuff, just newer. In a few years, the other schools will get new stuff because it will be "time" - do you want to pay for all three at the same time or space it out.
1680	Not important
1688	Not important at all. Why don't we just build three new middle schools so no future snowflake feels left out?
1742	Has nothing to do with freshen up the appearance of the current school. The current schools need major remodeling, the HVAC systems need major overhaul. roofs leaks, handicap accessibility needs to put in place at the schools. Bathrooms need new fixtures, tile and flooring. Schools need better insulation to help with heating and cooling .
1765	N/A
1788	Always good to keep facilities functioning and looking decent
1828	I think that is good and fair and right.
1852	only updated as needed.
1864	THEY BOTH MEET THE STANDARD AND BOTH ARE WELL KEPT UP
1891	Save the money for infrastructure and remodeling needs; don't waste the money on aesthetics.
1911	Not
1921	do not waste money on this
1959	I think it will help if things can be freshened up to look a little newer.
1960	Not important. What is imperative is that all schools and all children are taught with the same level of consistency, depth, and fairness regardless of which school they attend.
1969	Not unless they need it! Please spend our money on things that will improve the quality of education our children receive!
1980	YOU CAN PUT LIPSTICK ON A PIG AND IT IS STILL A PIG. ANSWER: NOT IMPORTANT
1982	Not important. My home town had 2 middle schools. A nice new one and an old one. I attended the old one. I still had a great time, had great teachers and friends. It was a non issue. Life isn't always totally fair. Get used to it.
1985	Not for me, but I guesd it might he nice.
1992	All buildings age. If new facilities are needed or need updates it should be focused on a safe environment that improves educational opportunities for student, not to make everything fair and rebrand just because the town has experienced growth.
2005	This is very important. Every student deserved to be proud of their school.
2017	Not
2019	Everyone in older schools benefit and find more ownership and pride in their place after a freshening-up. It's the broken windows theory: changed the way NYC operated under Mayor Giuliani's guidance, whether you agree with his politics or not.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

2023	I believe the students should all have the same opportunities, no matter which school they attend. Physical appearance isn't as important as opportunities offered. That said, if there are structural issues or the schools seem run down, changes should be made to make the campuses inviting.
2025	Not important
2032	This is a misuse of funds that could be spent on resources that may a direct academic impact
2042	I would not do anything beyond what is considered a standard maintenance or an already budgetted expense.
2044	Not important at all
2045	Not at all important - again, appears to be change for the sake of change - not change to address facility deficits...poor use of funds
2051	Why cant these schools be "freshened" up during required maintenance? Why not mow the grass consistently which would freshen up the outside? There students who need food, teachers who need aides and supplies, and resources for students who need additional learning. These are important issues as well.
2062	Important for CSMS as of right now they are a blend of purple and maroon. Make it purple as that is currently the feeder school for CSHS
2064	I think both AMCMS and CSMS look nice and have been kept in good appearance every time I have been at them (as current as this year).

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	252	56.12%
No answer	38	8.46%
Not completed or Not displayed	159	35.41%

ID	Response
19	I think the changes should be made through the regular maintenance schedule.
21	I believe we should use the funds as planned and if the refreshing is not needed, don't spend the money on that yet.
26	It makes the most sense to move up renovations if they are already planned.
27	Do not use money for this! Save the money for repairs that might come, use it for direct educational purposes that enrich the kids learning, or give the teachers bonuses!
31	In favor of not using money to refresh or rebrand
35	Just update as planned, use the extra money to help fund the fine arts departments that are in desperate need of teachers and so swamped to cover and assist each other district wide.
36	Use previous bond funds.
37	Move up the timeline, use previous bond money first and use the surplus if needed
42	I would be in favor of option 2 or option 3.
46	I'm in favor of moving up the timeline on renovations already scheduled using the 2016-17 budget surplus.
49	1.) Rebrand, yes. Refresh, no. 2.) No 3.) Yes 4.) Yes
56	My first choice is moving up the timeline on renovations already scheduled to occur at AMCMS and CSMS.
57	All of the money is from taxpayers - whether surplus, bond interest, or regular budget. Buying more busses and shortening commutes, financing fine arts, supporting academics are all much more important.
67	Not in favor of spending money to rebrand.
74	If the money is there and improvements are needed no reason to wait. In favor of making improvements as needed or moving up the timeline if those are planned to take place down the road.
75	None of the above! Use that money on improving education. Hire more teachers and reduce class sizes. Properly fund fine arts and hire additional dyslexia specialists. Something useful.
86	1. the timeline should allow for all middle schools to have appropriate maintenance and upkeep, but a timeline should not be moved such that the job is rushed and the finished product is undesirable. 2.yes, I am in favor of using unexpended bond money 3.I believe there are more pressing and important issues to spend surplus money on than rebranding. Not in favor of using this money for rebranding. 4. yes, in favor of 4-5 year approach
88	Yes Yes Yes, use the money now as it will help to create a better attitude with all the middle schools No do not wait on using this money. 4-5 years down the road will be such a delayed approach

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	to allowing the middle school students to feel important as well
95	Any of the first three options are fine.
109	option #1
115	No
121	-yes-if they are already planned -maybe-I'd have to know more specific on that and what happens to the other monies -no-saving money is always good -I would move up the time line if this is a big issue
124	If it is decided that the regarding needs to be done. Any of these options sound like a good plan to me.
125	This makes no sense. I am not in favor of spending more money than is necessary to ensure a safe, clean environment, which we already have at the two current schools.
128	I would be in favor of using surplus funds and possibly moving up timelines of some planned renovations.
138	Yes in favor of moving forward and using previous unexpended funds.
154	I favor moving up the timeline on renovations for CSMS and AMCMS. I would be in favor of using existing funds to complete this - either previous bond money or the surplus. I believe it is strategically important to move forward on this, proactively and aggressively, so that all updates are completed by August 2018. It's time for CSISD to take leadership in breaking down the expectation of a path of attendance. Rebranding each school with a unique identity will be a powerful move to shift community mindsets on this issue.
177	Last option....let the process take 4-5 years and not using any money.
182	I'm in favor of spending money lowering class sizes and hiring more teachers. Quality educators have more impact than paint. Renovations that are needed should always be completed on a timely manner though, so moving them up is the most acceptable of your choices.
190	Move forward with renovations and use saved money
194	Not much sense in having savings, as its tax dollars meant to be spent on the students. Reduction in property taxes would be great, though...
209	Schools should not be rebranded for any reason. We should make needed changes to the schools as they are needed and funds available. We have no need to try and balance everything. My oldest is at CSMS and see no need to feel she has less of an education than the new school my youngest will attend. Teachers, safety, and supplies trump feel good
210	Generally, I believe time should be the determinant for refreshing. Rebranding is different. Perhaps there's a happy compromise to be had on the timing of refreshing the older middle schools?
222	I would not be opposed to a re-branding and using funds currently available if the district felt that was important. I, however, do not feel the need for re-branding just for the purpose of generating more alignment between the middle school and the high schools.
230	I am not in favor of spending money on "refreshing/rebranding". If/when building maintenance is scheduled, it should be based on the NEEDS of the facilities and students. Any existing funds should be spent on textbooks/materials/technology that will support EDUCATION.
241	I would go with the 3rd option. And get the teachers/staff what they need. Paint colors are not important.
243	Option 3
244	Again, only based on need, I believe any available funds should be used. Teachers need real raises too.
253	Let process take 4-5 years to complete.
272	Speed up the timeline and use the surplus money to do it.
276	I think the money should be spent on critical updates for the time being - rebranding is not critical.
284	Spend extra money on refreshing the older middle schools. Do not waste any money re-branding. Would you spend your won money this way? Of course not. This is how government spends other people's money.
285	in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled
305	Yes, I would be in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools. Yes, I would be in favor of using a portion of this one-time savings to address refreshing/rebranding the middle schools?
333	Yes
349	Perk up our schools
355	Yes

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	Yes
	Yes
	No
357	Use the money to buy more buses so my kid doesn't have to spend 1.5 hours a day on the bus to get to the school that is only 3 miles away. If you have money long budgeted for renovations by all means do it. But if there is a surplus I think there are dozens of better ways to spend that money.
367	I think the surplus budget should be used for the updates and as for timeline whenever possible.
372	Let the process continue as scheduled
379	I don't think we need to spend additional tax dollars to refresh/rebrand. I would favor this being done when other renovations already scheduled occur.
380	Sure use a portion of the money you have to update
381	I think the money needs to be spent and spent as soon as possible. I'm not sure of the best place to pull the money from, but the updates need to happen for the sake of all the students and staff working in those schools every day.
388	I don't have enough understanding of the implications of using bond money verses savings but there is no reason to wait 4-5 years with less than desirable branding.
392	AMCMS nor CSMS need to rebrand. Save the money and invest in teachers
398	1. Yes. Does it have an effect on other things if it is moved up? 2. I would be in favor but would also like to see what other options those funds could be used for. 3. Yes. But I would also like to know why there is a larger than expected surplus. 4. I am ok either way. We elect a Board to make these decisions and they have a greater amount of information than we do in a survey.
407	Use the bond money! I am always in favor of putting money in savings.
420	move up timeline...yes previous bond money...yes use portion of surplus..yes wait...no
423	Q1) yes, again refresh is not the same as rebrand Q2) yes Q3) yes, again refresh is not the same as rebrand Q4) I would prefer they complete the refreshing prior to 4-5 years.
430	In favor.
445	Any of the above
448	I would think that both AMCMS and CSMS need new paint and other areas need to be refurbished in both of these facilities. I would suggest the money come from the fund balance surplus of the district. I would be in favor updating the facilities, not for complete rebranding. Both of these Middle School need facility attention at the present time. Again, use the fund balance to accomplish these concerns and avoid a negative fund balance in the existing budget. Can the district use bond money to address these items if they were not on the proposed plan for improvements shared with the voters and approved by voters?
454	Use the surplus.
465	I think the timeline should be moved up and the bond or surplus being used.
466	move up the timeline on renovations that are scheduled
467	If that is the way you decide to go, just go ahead and do it quickly.
477	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)
479	1. yes 2. yes 3. yes 4. no
488	Since schools do not have to compete for students, we are stuck with political questions rather than market questions. When H-E-B opens a new store, why we don't get a customer survey about how they should spend money? We should allow each school to raise and spend its own money.
490	Would be ok favor to not use any of the money to just keep things the way they were planned
494	Use the money to rent and and refresh
502	I would be fine with spending bond or surplus funds on the rebranding.
508	Either use unexpended bond money or use no current money at all.
516	Not using any money at all.
520	If you are going to do it do it quickly, do not draw it out. Use the money however necessary to do this.
524	I am in favor of not using any money at all to refresh/rebrand the middle schools other than

Quick statistics

Survey 647676 'Middle School Branding Feedback'

555	renovations already scheduled to occur? (i.e. let the process take 4-5 years to complete). -Yes -Yes -Yes -No
558	Not in favor of using any money
564	Keep the time line for refreshing as is. This is not an important issue that extra money needs to be spent on.
567	I believe we should NOT rebrand and refresh. I say wait for scheduled renovations.
572	Not in favor of rebranding.
581	Options 1 or 2
599	-Yes -Yes -Yes -No, unless the cost of the rebranding is not financially prudent
603	I would only be in favor if it did not inhibit teachers having all they needed to run a successful classroom.
606	Please do not waste taxpayer money on this - neither from taxpayers' repaying bonds with interest, nor from general operating funds. Use money to reward excellent teachers, provide new academic opportunities, shore up the fine arts, buy buses and hire more drivers, shorten commutes, get a swim team for both high schools, improve college acceptance rates, stop bullying by students and faculty. New colors, names, uniforms, and "branding" seems much less important.
607	Use the surplus
618	I would be in favor of moving up the timeline on renovations
625	I am in favor of any of the 1st three options.
641	I would be okay with money being used to "refresh" schools earlier than planned but not to waste money giving each school new mascots.
652	I would be in favor of the top 3. Use whatever funds available to rebrand and renovate all Middle Schools ASAP
674	I strongly strongly am against the rebranding. It makes no sense on any level. I could go on forever but this space limits my characters. My opinion is NO money spent on rebranding AT ALL. Just refresh each school.
693	I'm in favor of using left over funds and surplus money to get the rebranding done as quickly as possible. Waiting is a BAD idea!
696	Move up the timeline to refresh and remodel but spending money on rebranding is a waste.
698	This is the least of my worries or concerns when it comes to my children's educations. But if the district is adamant about re-branding, then I would rather use the surplus of funds from the 2016-2017 budget, as long as there are enough funds to cover the re-branding. There are more important things that the money could be used for.
705	In favor of not using any extra \$ to rebrand the middle schools.
709	I would be in favor of moving up the timeline and using the budget surplus.
710	Save the money or pay the teachers better.
725	Use whatever money that needs to be used just don't waste my tax dollars.
735	I think rebranding the schools is the most ridiculous thing I have ever heard of. Use the money for other things such as classroom supplies or teacher raises. That is the problem with CSISD parents they are always wanting to keep up appearances. Who cares they are only there for two years.
738	not in favor of moving up the timeline if we have to use money I would be in favor of using previous bond money that is unexpended I would not be in favor of using an "expected" surplus I would be in favor of not using any money at all to rebrand the middle schools other than those renovations that are necessary and scheduled.
748	Already scheduled Renovations only- fine with moving up the timeline if they are things that need to be fixed right now- if does not need to be fixed right now but we know it will need to be fixed in 3 years wait the three years
763	I am in favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur
768	QUIT WASTING THE MONEY!!!! SPend money on what was already scheduled, not "rebranding". Pay teachers more and have smaller classes. It is insane to have an AP Calculus class with 43 students.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

774	I would be in favor of using bond money first then unused 2016-2017 money.
776	I am not in favor of rebranding.
781	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.
785	Yes they can use the money to rebrand
786	moving up timeline
794	I don't agree with the need to rebrand so I don't like spending any money on it. We should use our money on more important things.
800	Yes
802	As long as we have AMCHS up to par with CSHS I have no problem using surplus money to rebrand the middle schools quickly.
807	Let the process take 4-5 years if it's necessary at all. Would rather help teachers in the classroom.
808	I would be OK with moving up the timeline on renovations but NOT OK with using other/additional funds to complete the projects other than what has already been allotted.
812	I am in favor of the first two points listed above.
816	I would be more in favor of moving up the timeline for scheduled updates.
824	Yes, I think use the any extra money to refresh. I feel it builds moral for students and teachers when there's a nice facility.
831	Final option. Cost effectiveness and forward thinking from a budgetary standpoint is my priority. It taking a few years while keeping some funding in savings is ok with me
834	I would not be in favor of using money to rebrand. I would be ok with money used to upgrade facilities.
836	My choice would be the last option- no rebranding necessary.
	In my opinion, rebranding means there was something wrong or had a bad reputation with the previous brand that needs to be changed. All of our schools are great and we should be proud of them!
844	Move up and do now. Our kids deserve it. It must be able to be paid for, but if it can be afforded, we should proceed.
845	Use the money elsewhere
850	Do not use any funds on rebranding
851	Focus on education not silliness such as this!
868	1. Yes 2. Yes 3. Yes, but only a "portion." I still think it wise that 30-50% be placed into savings. 4. Yes, that would also be fine, especially if the rebranding will be costing the district an amount that would impede them from providing teacher salary increases, improved benefits, etc.
869	I believe our facilities and brands are fine...if you want to invest in the district, please invest in our teacher's salaries and more educational materials.
900	Option 1 would be fine because I think most people will voice this concern, just as Consol people did when CSHS opened.
903	The last option listed
907	Move it up!
915	1. No 2. No 3. No 4. Yes
930	I would be in favor to refresh the campuses fix them up and make them inviting for the students, but I do not agree in trying to rebrand the older campuses. However CSISD pays for it by previous bond money or something else the money needs to be used wisely. So focus on refreshing not rebranding!!
939	The first two options are best.
958	The process of giving each Middle School an identity should happen as soon as possible.
959	No! Stick to educating kids, not making fancy mascot changes.
962	Use a portion of budget surplus for renovations.
968	Not using any money at all to refresh/ rebrand the middle schools other than renovations already scheduled to occur
976	I like options 1 and 2.
980	I always believe paying our teachers is priority #1. If there is a surplus, I'd first like to see teachers get a raise. Of all the choices, I'd rather see a moving up on the timelines on renovations already scheduled to occur.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

983	I am not in favor of using any money where it isn't immediately needed. Let's renovate when it is necessary and use this wonderful surplus to retain our great teachers with higher pay and replace the bad ones with better pay incentives for hiring great teachers.
1018	First bullet-no Second bullet-yes Third bullet-yes to refreshing and no to rebranding 4th bullet-no. That doesn't seem very fair if we truly have extra money.
1024	Option 4
1031	If there were already renovation plans in the work and there is money left over that will not short the district it makes sense to move forward. If it will take money away from more important allocated items for children and activities they can wait.
1033	In favor of refreshing buildings where need be, but making sure plenty of money is put into savings and towards teachers for funding in classrooms.
1028	ACADEMICS.....I propose we return the surplus to the taxpayers and allow them to use the funds for after school tutoring to compensate for the education they are NOT getting while in class.
1039	I say move up the timeline and use the surplus money from 2016-17
1064	Previous bond money
1076	Previous bond money
1077	I am in favor of refreshing the schools with unexpended bond money. I am not in favor with the nature of change prioritized over children that has seemed to occur lately. The needs of the students must be met first. When presented as improving buildings and creating more independent campuses that do not piggyback a high school, this is appealing and desires. When presented as "rebranding" at a price tag of \$2 million plus just to separate campuses for easy rezoning, this seems sinful.
1089	1 - Just do the renovations that need to be done so that the buildings are functional. I'm not in favor of a big push to "refresh/rebrand." I've worked in marketing for years and this all sounds like a slick marketing executive has sold the district on something shiny. We do not need shiny! 2 - No - save this for necessary things 3 - This is the only option where I could get on board with spending anything on rebranding. Please "rebrand" in the most minimal way possible and look at with creative cost savings in mind. Don't use all of the surplus on this. 4. In favor of using the minimal amount to accomplish what is necessary.
1095	QUIT WASTING VALUABLE TIME AND MONEY WITH THIS!
1102	I am not in favor of rebranding at all. I am in favor of spending money now(from where it is available) to update AMCMS and CSMS to encourage people to move to these school zones instead of the zones of the newer schools. These two schools have great faculty and staff, but these schools are not favored because of their old and rundown appearance.The money should be spent on repairs and updates not in rebranding of school colors and mascots.
1105	I would be willing to get started now
1106	Yes
1110	The last option
1118	Use the surplus to rebrand
1122	I'm not in favor of using savings & any of the other options seem reasonable.
1125	Number 4. Spend the surplus on getting class sizes down.
1134	Use money for renovations already scheduled to occur and do not spend money on rebranding.
1148	I do not feel like this issue needs any money or much at all given to it.
1158	Use money from bonds that's has been surplus.
1166	I'm going with the last option. And I would be okay with my child attending any of these schools.
1174	No, on all counts. The money should be used to build an outdoor learning facility that will benefit all CSISD students who participate in CTE Agricultural and other programs
1189	bullet 1
1199	Use the surplus money.
1200	Renovations only! It is a waste of time and money to change the animal and color for a school! There are so many more important things! It would be dishonest to use money that was ear marked for something else.
1202	If we have the money then the previously scheduled renovations should happen. However, we should evaluate ways to use additional funds for educational purposes instead of changing logos and colors. At the end of the day, that will have more of an impact long term

Quick statistics

Survey 647676 'Middle School Branding Feedback'

on our students. Most adults would probably admit that their middle school logos did not really matter after the fact. School identity and excitement can be built regardless of logo and colors.

- 1226 Stop trying to scare everyone into rebranding. The fixes will not take 4-5 years. Floors and leaks can be done in the summer, 2 summers max. Middle school is not high school. I'm in favor of refreshing schools without rebranding.
- 1228 Within reason financially, the process should be sped up.
Question 1- yes
Question 2- unsure
Question 3- yes
Question 4- no
- 1247 In favor of not using money from any of these sources for "rebranding". Renovations, yes.
- 1273 The sooner the better. Like any of the options above except the last option.
- 1274 No, no, no, yes
- 1284 Not in favor of using any money for this.
- 1286 I am in favor of not using any money at all to refresh/rebrand the existing middle schools other than renovations already scheduled.
- 1296 Lets not use \$\$ for rebranding and use it for practical purposes in the classroom.
- 1298 First the format of this survey is horrible. I have a degree in stat and this is not how you format a survey if you want to extract statistically valid conclusions. That said any money spent rebranding schools would be a massive waste of taxpayer money.
- 1300 Use all money asap, my 12 grader went to a maroon laded school and volleyball uniforms. Seemed weird
- 1309 I'm NOT in favor of it period!
- 1313 Update as it becomes needed. If there is extra money lower property taxes and maintain scheduled renovations.
- 1322 I would be in favor of moving the timeline up. I would be in favor of using the unexpended money as long as the new schools have what they need, such as gym equipment, recess equip etc that was not put in place when the newer schools were built like Pecan Trail. I would be in favor of using the saved money to refresh the middle schools after all of the new schools have what they need entirely, like I stated before. We don't need to short change the new schools to refurbish the old ones. I think the amount of money and needs of the new schools need to be assessed before you can give excess money to the old schools.
- 1334 Yes to first three options. Also, use graphic design and marketing students at A&M to rebrand/redesign logos for middle schools for cost savings.
- 1335 Don't waste the money at all.
- 1344 Favor of not using any money at all to refresh/rebrand the middle schools other than renovations already scheduled to occur.
- 1354 Yes- move up timeline and use surplus to cover the cost
- 1356 Do not use the money for rebranding.
- 1363 Yes, move up the timeline on renovations. Yes, use previously bonded monies if possible. Yes, use extra savings monies if necessary. Make this right.
- 1377 Spend the surplus!
- 1383 The school district confiscates plenty of money from us tax payers. Use it for what matters, education and teacher pay. Forget this crap of what color or animal they are. WHO CARES!!!!
- 1385 Not using any money for this, it's a waste
- 1406 No money spent at all.
- 1421 yes please update the school. please fix the faucets in the girls bathroom near the gym. Only one working faucet to wash hands and prevent the spread of germs and illnesses. Let's keep our students healthy.
- Ok to use bond money or one time savings.
- 1433 No bond money. Use surplus for actual needs. This would be like buying a fully remodeled house and replacing the kitchen for personal style - not a good use of money
- 1437 No, no, no, yes.
- 1451 Would you be in favor of moving up the timeline on renovations, using previous bond money that has been unexpended based on cost savings from other bond projects to help refresh the middle schools, using a portion of this one-time savings to address refreshing the middle schools
- 1456 I would rather you give the money to the teachers and staff versus redoing the 2 current middle schools.
- 1464 Let it take 4-5 years.
- 1473 Use money that we have now and not wait. The kids that are at those current schools need the updates now not in 4-5 years.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1490	I'm not against rebranding but if surplus money I believe there are more important issues that should be solved
1499	I believe money well spent will be on training and quality of teachers not on rebranding .
1505	If rebranding and renovations will occur, it should be sooner rather than later. I would approve spending savings and unused bond funds. I would vote for a new bond as well.
1506	As long as we money to pay the staff that we need, then i don't particularly care. There are some key staff that I think CSISD need to invest in first, but if we can pay all of our teachers, then use whatever money we have to pay for it if it is needed.
1517	Use the capital saving if possible.
1522	NOT AT ALL
1535	No money spent on re branding, but on renovations
1544	I would in favor of moving up the timeline on renovations already scheduled to occur at both AMCMS and CSMS in order to refresh/rebrand the middle schools. I 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 schools.
1550	I'd rather the money be spent on class room teachers so there are not 40 Kids in a pre -ap algebra class.
1562	Bond money not expended.
1571	Use previous bond moneys and portion of savings.
1577	I would support whatever way the district feels is financially sound to make these changes. And I can see where having them done sooner rather than later is better.
1585	I'm in favor of not using school money to rebrand. The money needs to be used to for how it was originally budgeted. If there is a surplus, that money needs to be poured back into resources for the schools. Let's put our money towards a more beneficial use for the students of college Station.
1590	In favor of staying on current schedule, do not repurpose funds to bring refresh early.
1592	I would be in favor of option 2, using unexpended bond money.
1600	Do not use money to rebrand the middle schools. Only make renovations already planned on. Competition is not a negative thing embrace it and allow students to have pride in their schools. Don't take this from them and rebrand the MS with some generic boring and neutral brand. That doesn't teach students anything....and that is not how the world operates.
1605	The last option. Quit wasting tax payer dollars.
1609	I would be in favor of moving the timeline up. I would be in favor of using previous money that was saved - NOT using future savings.
1618	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.
1632	No, there is a timeline for a reason. No, use it for something that needs to be done now! Pay down high interest debt. No, reduce tax rates next year. Tax rates have continually increased. If you are generating surplus you are clearly taxing us to high. Yes
1649	I would be in favor of using a "portion" (not ALL) surplus funds from 2016-17 to refresh the middle schools if its needed. I am not in favor of spending any funds on rebranding mascots.
1650	In favor of not using any money at all to refresh/rebrand
1655	I would be in favor of using the money for things that would improve student learning and create an environment that is helpful to all students. Most of that can come from hiring additional teachers who care about building relationships with students. One teacher, counselor or principal, who has a manageable load can do more to encourage students that any type of re-branding.
1659	No. No. No. Yes. Spend our money & funding wisely, please.
1665	I would recommend the scheduled renovations that are already in budget and then anything critically needed. I am not in the business of appearance, I would rather the funds be used to become more energy efficient or replace failing equipment that is costing more money to run than it should.
1667	I believe the process should take several years, but some of the surplus should also be put towards the middle school rebranding if necessary
1678	if it happens, let it play out as scheduled - DO NOT SPEND EXTRA MONEY no matter the source. There are plenty of other projects at other schools that will have an ACTUAL effect on student education. Buy a couple new buses if you have money to blow. Moving up renovations is replacing things before they are worn out, that is wasting my money
1680	Super Ealy had claimed in a meeting that there would be a deficit so he couldn't hire more teachers— put the money into education not peripheral crap.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1688	Use the money to pay teachers more instead of wasting it on cosmetic improvements.
1742	in favor of not using any money at all to "refresh"/rebrand middle schools. Let's spend money on more teachers, more counselors and staff for the middle schools. More painters, more locksmiths for the district. AMCMS building is in such poor shape it needs more than a "refresh". The "refresh" CSMS received years ago look tacky , like the purple and maroon marquee on Rock Prairie.
1788	No additional money should be spent on this
1828	I'm in favor of moving up the time-line, using previous bond money and surplus budget money.
1852	i think the budget surplus could go toward education and salaries and preparing for those years when there is not a surplus. The renovations/equipment should come through bonds.
1864	IT WOULD BE A WASTE OF MONEY
1891	Don't use any money at all for refurbishing / rebranding!
1911	Not
1921	In any way taxpayers should pay for this. If there is a surplus, this is our money and should be invested in academics only
1959	Use bond savings money to refresh
1960	No. No, reduce my taxes instead No, reduce my taxes instead
1969	Yes, through current projects without additional funding. Better yet, leave them alone. Any bond funds that weren't spent should NOT be spent on unnecessary unscheduled changes. Any surplus in the budget should either be returned to taxpayers, used to fund improvements in the actual education of students, or used to lower next years tax rate. 'Refreshing, irvrenivations' shoukd only be done according to schedule.
1980	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 AND LET THE PROCESS TAKE 4-5 YEARS TO COMPLETE OR LONGER.
1982	I'm am not in favor of spending tax payer money on this frivolous idiotic idea. Who came up with this? The current school board or Clark Ealy? That wouldn't surprise me.
1985	Last option. No rebranding is necessary.
1987	CSISD needs to cut taxes. The current tax rate is excessively high and is severely hurting the city. City taxes need to increase about 35% and the school rate should decrease so that the tax impact would be negligible
1992	Not in favor of funds being used for refreshing or rebranding. Use it to improve educational opportunities to influence the brand of each school. Pretty buildings and brands does not mean it is what is best for the academic achievement of students in the schools.
2005	Any of these are fine with me.
2017	Last option
2019	I am in favor of doing it this coming summer. Grand openings/reveals for all middle schools next year would be exciting for more than just the Pecan Trails - Wellborn Middle students.
2023	I would support items 2 and 3; if changes are to be made at the two current middle schools it should not drag out over a 4-5 year period.
2025	I'm in favor of not using any money to rebrand
2032	No funds; refresh CSMS and AMCMS as needed and equally on the basis of need
2042	I would stick with the existing schedule, and I would expend any savings on needed items for existing programs, such as supplies that help fund education efforts.
2044	Rebranding not necessary. Don't waste a bunch of money on some consulting company to come up with a new brand as a way to appease people upset with redistricting. When I grew up, redistricting was common and happened all the time. We dealt with it like adults and didn't ask the schools to spend money to make the schools "pretty". If facilities are in need of upgrading, then spend the money on that. The fact that there is a surplus this year just implies poor budgeting and charging local taxpayers more than necessary to complete projects. Don't waste this extra money on unnecessary things - use it on things that will actually impact the students like facilities and extracurricular activities.
2045	Emphatic NO to first three questions Gradually phasing in (what I perceived to be unnecessary) 'rebranding' is the only option offered that is remotely palatable or that demonstrates good stewardship
2051	Based on the buget information that CSISD has made available to the public, excess dollars are already coming from the Bond Money. Is this appropriate use of bond money that residents approved for use in other manner, not re-branding? I would be in favor of improved maintenance and upkeep of the schools but not Re-Branding.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

2062	We don't need to "rebrand"the current middle schools. Waste of my money.
2064	stick to the original schedule set forth and with the surplus money use it for any projects that need to be addressed sooner.

Field summary for Feedback5

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

Answer	Count	Percentage
Answer	189	42.09%
No answer	101	22.49%
Not completed or Not displayed	159	35.41%

ID	Response
21	I agree that facilities should offer equal services to the students and staff. However, I do not believe it is necessary to create a new mascot, colors, uniforms, etc to achieve this goal.
26	My daughter attended CSMS during the phase of CSHS opening. The PTO attempted to help with some of the switch from maroon to purple. It was not appealing because it was partially completed (some purple, some maroon). If a change is made (which I think is important), it should be done completely and not partially.
27	It's very disappointing to hear that our school system thinks this is a worthy project. The schools not matching is in no way a problem, and is a "first world problem" to complain about. The children are not in any way going to be hurt or traumatized because a mascot doesn't match their high school. Money should be spent on EDUCATING the children!
31	It is not necessary and should not be done!!!!
35	Not in favor of spending a ton of money that is wasted on something that doesn't really matter and does not go toward academics. Academics and the fine arts are two areas that need to be continually supported and updated to help our kids grow and give them the opportunities to continue to be successful and attract committed, hard working students.
37	It needs to happen
42	I don't think it's fair to have the middle and high schools so closely branded but then make the kids get split all over the place. I think this is a good point that is being made and the rebranding is important so negative feelings won't occur when kids have to go from middle to high school.
49	I think hiring another orchestra director is far more important than rebranding and refreshing.
56	Rebranding is not needed and would be a waste of money. The middle school splits MUST be revisited, as Wellborn MS and AMCMS will have small groups of kids (about 20%) who are at a distinct disadvantage by being separated from the other 80% of the kids when they go to high school. It also hurts fine arts and athletics at WMS and AMCMS. Bad choice!!
57	Waste of money
67	Listen to your administrators and what they want!!!!
74	No additional feedback.
75	CSISD needs to be realistic about what the district will be like in 5-10 years. The fact is fewer and fewer students will be living anywhere near Oakwood/AMCMS. Most all problems would be solved if we sold those properties and built new schools maybe on the east side that would Feed Consol. Rebranding is an expensive bandaid.
88	I think you should allow the students to have greater input
115	This is for parents The kids don't care Life is full of changes and people having better/new We have to teach kids to deal with this
121	none
124	Thanks for doing this survey. I really did not understand why we would possibly need regarding. After taking this survey I can actually see a reason for it.
125	This is a gigantic waste of time and money and makes absolutely no sense.
128	I would like the students to have a vote in mascots and colors.
154	It will be more expensive - but I recommend new colors and new mascots for each school - specifically mascots that are not related to the high school mascots.
177	It doesn't matter what school a student attends in CSISD...they are going to get a top notch education. Let's not be wasteful with the district's money to appease parents over cosmetic/beautification issues.
182	Please listen to the recommendations of the professionals you have hired (principals,

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	teachers, coaches, and finance administrators). Please value community and continuity...it matters.
186	Is it possible to keep the current middle schools attached to their current high school and have the new middle school go to CSHS? If you divide a middle school into two high schools, which high school will send coaches to help the middle school athletic programs? For instance, a middle school runs the same offense in football as their HS.
194	Who cares, spend this time and money on teaching our kids...
209	Rebranding is a terrible use of funds in my eyes. Lets maybe do 50 less fund raisers a year if we have money for such material ideas. Lets educate our children with safe environment and the best teachers we can have. Lets work for the kids not for the egos of some over spenders. What about the poor kids in HS now that didn't get rebranded before
210	Thanks for the opportunity to chime in.
230	This is the greatest example of a "first world problem" I've seen in a while. My middle school child does not have a text a textbook available for his use in multiple classes. THAT is an issue that should be addressed. Idle school mascots should only be considered AFTER all educational needs are met.
241	I find it highly conceited that we have to worry about a "brand new shiny" building vs older established buildings. The others are not new and shiny but that does not mean they need a whole new identity. Get the staff and teachers what they need. Middle schools mascots/colors/etc do NOT matter long term.
243	We need a feeder pattern that makes sense for fine arts and athletics.
244	This seems like a silly issue to try increase equity when really it's not our facilities that show equity in education.
253	No rebranding necessary
284	All the money and all the time wasted by the CSISD busing kids out of their neighborhoods to the school that they want them to go to. Those poor parents who have to drive farther to get to the school you want them to go to instead of the school closer to them. This is all a problem created by the CSISD forced on the tax payers of College Station.
285	Move on with focusing on academic outcomes and listen to the trained professionals that YOU employed to give their expert advice- they and the students are the ones directly impacted not the BOARD and not the parents
333	None
349	Each school should be it's on I feel and make it a big deal for the kids.
357	If I could insert an eye roll emoji here I would.
367	none
372	We are currently attending CSMS because Wellborn isn't open yet. I think rebranding is a good idea.
379	Tax burden is already too high. We don't need to be "wasting" additional funds or money that's been saved for this project.
381	I think the board needs to move on approving the rebranding and let the administrators at each middle school campus handle their campus. While adding a new middle school certainly complicates feeder patterns, not in recent history have we complicated the process to such a great extent.
392	I expect that my children would be zoned for the closest HS to our residence. It would be ridiculous to drive past one HS to attend another one miles down the road. If the family purchased a house in one school zone they preferred, they should expect to stay in that zone.
398	I think the schools should be rebranded with their own unique mascot and color. I don't have a preference if done before or after my kids have graduated but I think it is something that should be done. I think the decision of when needs to be balanced with everything else that is needed in the district and priorities set.
420	If you keep the split as set now, you will absolutely have to rebrand. Those schools should have their own identity. Just like the intermediate schools. Change the split to 100, 100, 50/50 and save yourselves all some money.
423	I do not feel rebranding is necessary. I would be interested in seeing the cost of the proposed rebranding.
430	None.
448	I appreciate the opportunity to share my views and wish the district the very best in continuing to move forward as one of the best in the State.
465	I think there are other ways to make a school feel independent other than rebranding such as their own cheer, mascot name, different name for their purple (dark, grape, midnight, magenta...) without spending considerable cost doing it.
467	I find that branding is really just a waste of money unless it is on the front end of a project. As a web designer for over ten years, as well as marketing and social media manager for

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	another company, I would recommend spending money where it will be best serve the students, teachers and administrators. That is really the most important part.
488	School zoning is nothing more than top-down centralized control and social engineering. Do we have grocery store zoning? Church attendance zoning? Of course not. Yet somehow people are able to obtain the goods and services they need without central planning through zoning. We should eliminate zoning altogether.
490	Not needed. Just bc my friend gets a new car doesn't mean I get one. Life is life. We must learn to accept life on life's terms.
494	Let the teachers and staff and kids vote on name and mascot
508	I would be way to not rebrand. Wellborn could become the wildcats and it would still continue with the Cat theme we seem to have. Pecan trail is new, rather than rebranding intermediate schools maybe change them to the Pumas.
524	Administration and school board members need to be wise with the money, not spend it to make a few special interests persons happy with the "branding". If you have a surplus of funds, how about lowering taxes or writing some refund checks. Rebranding would be very poor stewardship of the taxpayers money.
555	Decide quickly if we are going to re-brand or not, and if is yes, do it as quickly as possible.
558	Do not think they need to be rebranded..even asked my child if he thought it would be important for that to happen..he states it doesn't effect him at all. That the kids at school don't think it's a big deal at all...
562	Don't think it is necessary to rebrand. We will eventually have a 3rd HS and Wellborn MS can share brands with that HS.
564	I think it is fine to do that if no extra money that had not already been budgeted to do so was spent on that.
572	I think it is a waste of money.
581	Mascots and colors do not make the schools...structures and cultures do. As a parent and educator, I am less concerned about the colors and the mascots and far more concerned about the buildings, and I am VERY concerned about the program (band, orchestra, athletics,etc.) structuring. VERY CONCERNED! Honoring history is also important.
599	Considering the potential growth of College Station, it may be wise to begin this process now rather than later.
606	Administration and elected officials who appear to favor certain candidates and appear to campaign for them, are stepping close to a legal line that should not be crossed.
607	The CSISD mascots for middle and high school are felines. Wellborn should also be feline (like jaguar or oscelets).
625	All students need to feel belonging in the school they attend. Since there is a small percentage of students from AMCMS going to CSHS and a small percentage of CSMS students going to A&M Consolidated High School that the small percentage of students can potentially feel isolated if the school is branded like the high school they will not attend.
641	Education is MUCH more important. Let Wellborn school get a cat, similar to the others and keep them all in the same "general" area of similarity. I hope that CSISD will keep education first and NOT waste money on something so trivial. Keep things similar and worry about the kids.
652	Colors should be new Name should be new Mascot should be new (no cats used) A&M nor College Station should be used in the names Consider a Memorial name to a beloved educator
674	This is a horrible decision. You are creating an environment of mediocrity with rebranding and the 80/20, 50/50 split. What makes a school district great is the affiliation with feeder schools. No high school fine arts or athletic staff will be able to filter their teaching & coaching methods to the MS level with the 80/20 split.
693	I feel that if you rebrand the middle schools it will help decrease the boundary issues when it comes to attendance zones. It's normal for kids and families to want to attend the new and updated schools. If one or more is left out then the "new" is always better. CSISD has great schools and it should be willing to spend money to individualize them
698	I think sending out a survey on this matter is a waste of time. The districts and mine. How is this more important than making sure every student has the needed supplies for school? Or making sure every student has breakfast or lunch if they are hungry? These are the things that a surplus of funds should be used for.
705	Don't do it!
710	It is a complete waste of tax payer money. If you do this, why wouldn't you change the brand of the elementary schools to match the zoning as well. Please use some common sense.
725	Since my children will be attending Wellborn Middle School and then on to CSHS, I don't

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	really have a horse in the race. I'm more interested that kids attend school in their geographical location. We pay good money to live in the neighborhood we chose and attend the schools close to our neighborhood.
735	Don't do it. Don't spend my tax dollars on something this stupid. Please put the money in the classroom.
748	I think it is completely unnecessary.
763	I think it shouldn't be done. You are taught in middle school the rivalry that is CSHS vs. Consol and being a recent graduate this is so important. The rivalry starts in middle school and you carry that with you through high school and it's such an important part of your school experience.
768	This is the dumbest thing I have heard in a LONG time. Our school district needs to focus on education not being "fair" to appease a few that scream the loudest. I'm ready for a change in leadership! I would also like the administration to address why we have a new expensive facility that we spent millions on & it only has around 60 students.
776	Please focus on taking care if the students' educational needs and give the teachers help with bettering their classrooms or even a raise before you worry about outward appearances. This is something I know the kids can look past.
781	I feel that the money to be used for rebranding could be used better towards our children's education. I do not feel that having different mascots in middle school and high school is going to impact our children's adulthood.
785	None.
802	The district is not going to quit growing. We are no longer a one high school small town. Rebrand the schools in the most economically sensible way in a relatively short time span and do them both at the same time.
807	It doesn't make sense to split all the middle schools. It seems like a lot of kids will feel out of place. I don't understand why the district did that.
808	I don't think the rebranding process needs to be a full overhaul. I believe it could be done in a cost effective way by setting some boundaries that all schools would need to meet. Such as all have a mascot in the "Cat" family, all have independent colors or 1 like color and a school specific accent color. These could be phased in over 1-3 yrs.
816	I lived in Plano for 15 years. It was, at that time, one of the fastest growing districts in the state. Because of extremely good planning, and development control, despite doubling in size, my child was not rezoned one single time. We are not looking at the big picture, and taking a look at districts who have successfully managed their growth.
834	I think it's a waste of money to change school colors or mascots.
836	It's important for our kids to feel connected and not isolated at the MS/HS levels. But it doesn't have to do with one MS/HS having same colors or names. If a child goes to AMCMS then CSHS, they don't care about the mascot, color or name themes. Changing. We want our kids to be excited/ looking forward to the next school they will go to, which is
844	This is a great idea and much needed.
845	I strongly disagree with the rebranding of the middle schools!!!
850	It is not necessary. Of course, I did not feel that the rezoning was necessary either. Families move to certain areas for a reason
868	Good luck and thank you for sending out the survey!
869	Thank you for seeking the community's input on this issue, I hope you take these a comments seriously.
900	Change the school colors all together. Look at examples of other districts with split middle schools. It's only as hard as you make it. Be bold, CSISD.
915	It is completely unnecessary to do this in such a hurried, haphazard manner.
950	CSMS & AMCMS should keep the branding that they have now.
958	The schools need to have an identity that isn't tied to a particular high school.
959	This is a terrible waste of money and a bad idea. I say that as a taxpayer and a parent. Please don't do it.
968	I think it is a waste of money that could be put to use elsewhere
976	This is a necessity and a great idea. I feel if the community really understood where the money would come from they would be more on board.
980	I believe it will be costly considering everything that would need to be changed: uniforms, letterheads, scoreboards, marquees, vehicle decals, and so on. I feel it is a waste of money. Please do your best to keep it to a minimum such as keeping the mascots, changing the colors. Thanks!
983	Absolutely ridiculous. My suggestions: 1. Use money wisely in order to better the education for our children. 2. Stop letting those involved in athletics drive the decision making 3. Return to being a school district whose main focus is academic growth. You are losing some of your brightest students each year because of your misguided focus

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1018	I don't think rebranding is necessary. It is wasteful to spend money on this.
	Refreshing-YES
1024	N/A
1031	Not so much rebranding but school timing and bus schedules. The you her children should be the later school times and the IS and MS should be running their own buses and not be with high school students.
1033	It sounds like College Station is going to rebrand AMCMS & CSMS regardless of what anyone writes based on these questions. I think the city should be putting more money in the classrooms rather than be so concerned about what the schools looks like, what the colors they choose, or mascot they have. Those things don't matter at the end of the day.
1028	Completely unprofessional and incompetent for Mr. Glenewinkel to use the wording he used in the email, especially immediately preceding a school board election. "Wisdom" is the parent's prerogative, not the Communications Director. Additionally, the school your child attends should not matter and should not be included in the survey.....
1053	I don't believe this is a real issue for our middle school children.
1077	Changing the colors and mascots is a great thing. Going to high expense to eliminate any purple or maroon, in flooring, tile, etc is going too far. Also, I am disappointed in how leading the first questions on this survey are. The "generating excitement" question especially. That is insulting. I teach in an older school and we generate excitement.
1089	I think it would make good sense to change the colors of these schools to reflect independence from the high schools and to help students who will be zoned to a different high school from friends. I don't think changing mascots or team names is important.
1095	I think this is one of the most asinine ideas! Worry about getting our children educated enough to compete in a world market and a little LESS about parents feelings about "rebranding" and color coordination!
1102	Do not rebrand. It is a waste of money. Make repairs, update the older schools, provide educational equipment, etc. Be good stewards of the money we entrust to you to provide quality educations to our kids. What colors they are or what mascot is not important. Each school can promote pride in their school by the mascots/colors they have currently.
1112	Leave the same
1122	Change is hard but will make us stronger as a district if done right!
1125	Waste of money
1134	Money could be better spent on other projects.
1148	In the grand scheme of things I feel like this is not a big issue.
1158	Allow for a student contest/ suggestions and community input for rebranding.
1189	Just rebrand CSMS not AMCMS CSMS is the 50 50 split not AMCMS so why so AMCMS rebrand?
1199	Both middle schools have an identity. Would encourage you not to change that identity as it would affect past students.
1200	The animal/color of my kids school has nothing to do with furthering their education. It would not even be a thought for kids if the parents and staff had put the idea out there. If we are working for the kids then let's stop this nonsense of one school is better than another. This is a great school district let's not change that!!
1202	Please consider using any funds in ways that will directly impact the educational opportunities for the students
1228	Honestly, a bigger concern to me is the impact it will have on our fine arts/athletic programs. I think a building block of the success of our high school programs is the way we "start em young", with our coaches & directors investing in our middle school kids and making them a part of our programs before they even get to high school.
1247	I would need to know the answers to the following (not only direct hire authority): Who does the 6th grade and middle school band directors report or align with. Who does the middle school athletic teams align themselves or consult with. Before,it was the corresponding high school directors.
1273	Keep the future, 3rd high school in mind when rebranding.
1274	None
1286	Spend the money in a manner that will directly impact the education of our students.
1296	Too much \$\$ is involved in the rebrand.
1298	Don't. Just don't.
1305	I feel only a select few of people and parts of CS are being listened to....not all voices seem to matter
1309	Why waste the money? There are other areas in the school that could use the money!
1313	I am in favor of rebranding the schools.
1335	Its a waste of money.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1344	I believe this is a very unnecessary, ridiculously expensive project & that the funding used to rebrand the schools could be utilized elsewhere, such as starting new programs within the school district, maybe freshening up the existing middle schools, teacher/admin pay raises, etc, but I am strongly opposed to the rebranding of the middle schools.
1363	More horizontal alignment. Fine Arts, Athletics and Academics should be very similar across the district. Plenty of time for high school when the students get there. As rezonings occur, middle school students should enter any of our high schools on equal footing, feel prepared and comfortable. And PLEASE, all middle schools require IDs or none!!
1377	There are larger issues to address!!!!
1383	DONT DO IT! Spend mo way where it is needed.
1385	Wasteful spending that is more a political issue in this town.
1406	Why bother with it at all?
1433	If it is done, just do it slowly over time. No one has a strong attachment or identity with their junior high mascot later in life
1437	I truly feel like the taxpayers money could be better spent!!
1451	PLEASE reconsider the 80/20 split. very unfair to the 20% slivers who at the most challenging part of their life will be separated from 80% of their friends/community. It is hard to see how this plan benefits ANYBODY. With 100/100/50. at worst, your separating 50% of a kid's friends/community.
1456	Use this money for rebranding elsewhere. I don't think this rebranding is going to have an impact on our kids when they reach the high school level.
1464	There is no need to re-brand. That money can be used to fix the schools and provide more supplies for the classroom. And also to give teachers raises.
1473	Maybe one day there will be a 3rd highschool and this won't be an issue!
1490	I do the no it's a good idea but I don't feel like it should be a top priority.
1499	I would like to see the money spent on keeping our teachers and bringing in quality teachers I believe you will save even more money that way and invest in our students futures not in a rebranding when I think back of my school year who cares about a mascot.
1505	Was there not another jungle cat and shade of maroon / purple for Wellborn MS to align with current branding?? The new logo is extremely different.
1506	I'm not overly passionate about it either way. We are generally responsible with our money, but I do feel like we need to make sure we are investing in what we need the most. Rebranding is fine if we can afford it, but I don't think it is going to change much. What we do need, are full time instructional coaches, behavior specialists, and more.
1517	Surveys are fine, however it is up to the board to do what they think is in the best interest of the students. Sometimes you have to make the right, not popular decisions. There will be strong feeling to stay maroon and white and purple and black.
1522	A TOTAL WASTE OF MONEY! People who came up with this idea should be voted out. What a bunch of wasteful people running this show. The kids don't care about the colors matching and besides that if they did they have not been getting a good education. This is money they could use for higher education instead of taxes.
1535	Let's not waste money on aesthetics. If we were not getting a new school, would we still re-brand? If the answer is no, then leave it alone.
1544	I understand the need to rebrand so to speak...I just feel that with the schools having certain percentages of students going to both high schools...the high school athletics will suffer due to the the two different offenses and defenses that the high school programs run. No consistency in football...no ability to build a program.
1550	I don't mind as things need fixing or replacing buying new clothes (although my middle school child's uniform is black-so neither Marin or purple) but to spend 2 million on that seems ridiculous when there are actual learning needs out there.
1553	As a taxpayer, I fail to see how the colors of a school or their mascot have any affect on learning. Focus on teaching please. Life is full of disappointment and controversy, the sooner kids learn how to deal with it, the better. We owe it to our kids not to raise of generation of snowflakes. rebranding costs could be spent better elsewhere.
1571	Please bring our middle schools up to the same level as the new Pecan Trails. Our 7/8th graders deserve it. We owe it to our kids. Make them proud. And re-brand each to have a distinctive identity. Every school sounds and looks the same currently. Very hard on this age to be split from their friends and go to different high schools.
1577	I am frustrated with comments I hear in the community from people against this who don't even know what the reasons are. Just saying "I don't want to spend money on that, it's stupid" is not an educated way of looking at this. Sometimes we spend money because it's on something that matters. I hope that the district can find the right solution.
1585	Please do not rebrand the middle schools.
1590	Look to the long term investment, specifically Focus on quality Educators and Administrations.

Quick statistics

Survey 647676 'Middle School Branding Feedback'

1592	Have you thought to consider the impact that the rebranding will have on the teachers as well? Most of them have clothes, classroom supplies, etc. that were purchased due to the current school colors and branding. They already subsidize classroom activities out of their own pockets, but now you are asking them to dole out more due to rebranding.
1600	Cast aside the personal agendas of the minority group and focus on what is most important. Don't waste unnecessary funds on a fabricated issue because some adults are more immature than the students. Spend money on what is needed not what is wanted.
1605	This is completely unnecessary. Kids spend two years there and move on and forget about it. Kids don't latch onto mascots until high school. This school board is spending outrageous amounts of tax payer dollars. It is wrong that this was attempted to slide in under the radar. The only reason this is being done is because it leaked. It's wrong.
1609	I am sad for my young children. We have loved seeing our middle school family members kind of get "initiated" to the upcoming high school by having a middle school that is super excited about the ONE high school ALL their friends would be going to. It has generated a lot of excitement over the years, and my kids won't experience that.
1618	When I first heard this proposal on the news, I thought these people do not live in the real world. We pay school taxes to teach students not to make all the school buildings new. I taught in a 20 year old school building but the students & teachers were who made the building seem new.
1632	Does not seem needed, and would be a misuse of tax dollars.
1649	We have too many other needs in the district to spend funds on a temporary problem.
1655	Just that it is frustrating to see this amount of money on something that seems frivolous compared with some real needs of students and their campuses.
1659	When schools are being created to keep up with our current growth rate, wasting money on re-branding schools seems like a very poor use of taxpayer money that should be much better used educating & supporting our only assets our students.
1665	I think this is a terrible use of taxpayers money to rebrand schools and I will vote against any potential bond, prospective board member, or current board member that wants to pursue this.
1678	stop teaching high school fight songs in middle school. Buying new uniforms and parent/booster support clothing will only enrich M&M apparel, not the education of my children. has anyone asked the children? I have, and they don't care. They are at that school for 2 yrs, they don't care - puberty brings enough things for them to worry about!
1680	You are stewards of public money and trust, don't let a few bullies push the agenda and expenditures of the district. Thank you for asking for input.
1688	Start a GoFundMe for rebranding. If it's as important as the Board thinks it is, it will be funded without wasting taxpayer funds.
1742	It would be such waste of funds.
1788	I miss Dr. Coulson approach to engaging with teachers and the parents
1828	I feel the middle schools should feed into the high school with 100%, 50/50, 100% split. With the probability of a third high school, then the middle schools should feed in 100% to their high school. It is very unfair to the students to have a 20/80 split of any school. I also highly disagree with splitting up elementary schools.
1864	WHY HAVE TO CHANGE THE OLD MIDDLE SCHOOLS BECAUSE YOU ARE BUILDING A NEW SCHOOL IF THAT IS THE CASE THEN WHEN THE NEW HIGH SCHOOL WAS BUILD THE STUDENTS AT THE OLD SCHOOL SHOULD HAVE HAD THE CHANCE TO REBRAND
1891	The kids don't care what animal or color is painted on the wall. Don't waste the money on it.
1911	Leave it the way it is
1960	Ridiculous approach, there are far more important matters for a school district to spend money on that actually benefit the growth of students.
1969	Thus us just plain ridiculous to spend money this way! Please focus on providing funds for quality educational experiences for our students.
1980	USING MONEY TO REBRAND WAS A STUPID IDEA TO BEGIN WITH. THE IDEA TO MOVE KIDS FROM ONE TRACK TO THE OTHER IS ULTRA DUMB. YOU ARE JUST CONTINUING TO MESS WITH PROPERTY VALUES AND CHILDREN'S LIVES. KARMA.KARMA.KARMA.KARMA.KARMA.
1982	Awful idea
1985	Old schools can have the established brands and mascot, new school gets a not yet established brand, but a new facility.
2005	None.
2019	You'll never please everyone. Do what's best for students & district and makes the most fiscal sense.
2025	It devalues the history and traditions of the middle schools
2032	If you split the brand at CSMS to match both AMCMS and Wellborn; allowing CSMS to

Quick statistics

Survey 647676 'Middle School Branding Feedback'

	rebrand when the 3rd high school opens all materials curently in use could be distributed to the respective middle school
2042	CSISD needs to hire a traffic consultant to come up with a long term safety plan for existing and new schools and bus routes. CSISD needs to work with the city, and TxDOT on ensuring kids can safely get to school without creating a traffic nightmare. As a transportation engineer I am saddened by what CSISD has been allowed to do.
2044	Just seems like a lazy way to try to get people to stop complaining about the redistricting. A reasonable person can't expect an old school to spend money to make everything look nice just because a new school is being built. If there is extra money then put it to good use like facilities, equipment, and extracurricular activities.
2045	This is a silly, artificial issue. Schools are schools - what makes them great is not their mascot, school colors, or other branding gimmicks; rather, great schools stem from great leadership and excellent, enthusiastic staffs. Focus the district's time, effort, funds there. Get creative with your budget/where funds are allocated to accomplish this
2051	Very leading questionnaire. The questions all but direct the person to want to rebrand. Where is the information for cost estimates or what extend rebranding would take to occur? People cant make informed decisions without all of the information. You are talking about a significant amount of money needed to make this happen.
2062	Have two of the middle schools feed one high school and the third feed the other high school. One could become 6A (or remain 5A depending on enrollment) and the other (only one middle school) could drop down and become 4A. Simple!
2064	Revisit the zoning and make it to have only CSMS split 50/50 until there is a 3rd high school.