

**School and Community Relations Committee
November 21, 2019**

In Attendance:

Tracy Baron	BOE Member
Matt Rosenberg	BOE Member
Doug Berry	Asst. Superintendent
Liz Hausman	Public Information Officer
Diane Newell	CIO

Discussion Items:

The committee reviewed exit poll data from Capital Project Budget vote.

- 191/589 voters completed the exit poll
- The data showed a correlation between the age of respondents and the ways in which they reported getting their information
- The majority of voters reported getting their information regarding the bond vote via district emails (newspaper and website tied for 2nd)
- The majority of voters had one or more children in the district
- 90% of respondents reported that they had adequate information to make an informed decision
- Further disaggregation of data may result in additional insights
- The majority of respondents were 35 and older
- Anecdotally - robo calls and PTSA support signs had an impact as did presentations at back to school nights
- AC in the auditorium was a big motivator
- Attached are the exit poll results broken down by respondent's age

The Committee also discussed ideas for topics for inclusion in the next newsletter