

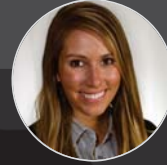
# From Dissolution to **Resurrection**

SCHOOL DISTRICT OF FLORENCE COUNTY & MIRON CONSTRUCTION CO., INC.



STATE EDUCATION CONVENTION | JANUARY 17, 2018

## Your Presenters



**Megan Prestebak**

Education Specialist  
Miron Construction Co., Inc.

- Pre-Referendum Coordinator for the Florence County School District 2016 referendum



**Wendy Gehlhoff**

Economic Development Director  
Florence County

- County employee
- School District resident
- Spouse of native



## Positively Affect the Lives of Children



## The Facts



- Florence, county seat of Florence County
- Only school district in the county
- Low per-pupil spending
- Declining enrollment
  - 1998: 900 students
  - 2005: 600 students
  - 2017: 383 students (+14 since 2016)
- Consolidation of district buildings
- Recession = exodus of local businesses



## Referenda



May 11, 2004

Non-Recurring Referendum for District Operation and Maintenance



February 15, 2005

Non-Recurring Referendum for District Operation and Maintenance



June 28, 2005

Non-Recurring Referendum for District Operation and Maintenance



**\$214,000**



November 8, 2005



Passed: 53%



## Districts Road to Resurrection

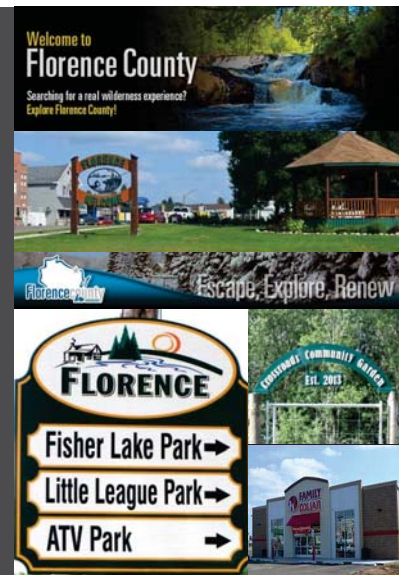


- Rebuild general fund
- 5-year capital plan
- Staff accountability
- Maintain class offerings
- Regain the trust of the community
- Partner with the Florence County Economic Development Program



## Florence County's Path to Growth

- Improve livability & entrepreneurship
- Implement First Impressions sister-city program
- Retain and expand existing businesses
- Develop tourism branding & marketing
- Create and implement TID plan



“The positive change in culture within our district has occurred not just from within, but from outside the walls via a supportive county that shows great pride in its school system.”

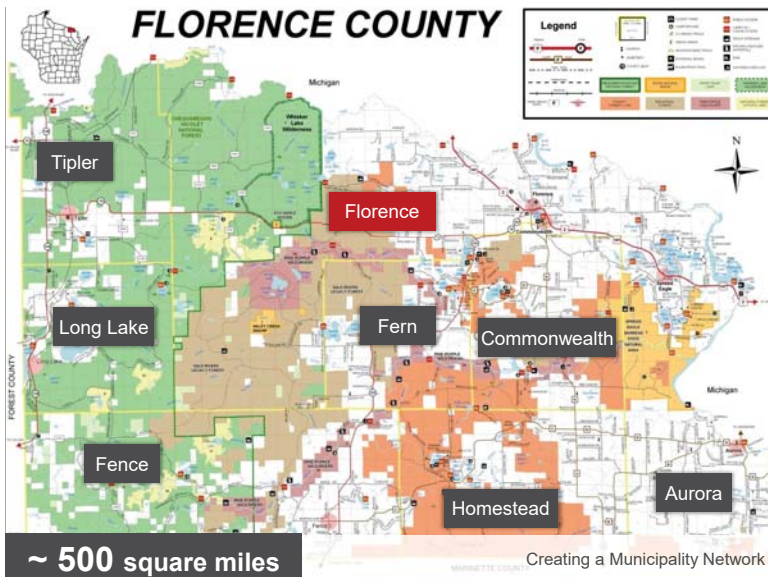


- Ben Niehaus  
District Administrator  
Florence County Schools

## District Success & Growth



- New superintendent
- Focus on community connectivity
  - Municipality network
  - Regular media presence
  - Creation of social media platforms
  - Bobcat pride
  - Business collaboration and partnerships
- Academic recognition
  - *US News & World Report* – Best High Schools in the Nation
- Successful \$14.5 million dollar referendum



## Regular Media Presence



## Social Media Platforms

- Events
- Accomplishments
- Schedules
- Projects
- Reminders
- Human interest
- Fun and exciting stuff!



## Bobcat Pride



## Business Collaborations & Partnerships

- Florence County Economic Development Program
- Local colleges
- Local businesses
- Community Fab Lab
- Advanced academic achievement



## Recent County Successes



- TID grew 30% from 2013-2017
  - 55 new jobs
  - \$5 million new investment
- TID attracted local businesses
  - grocery, hardware, dollar store, pharmacy and day care
- TID added dog park and RV Dump Station



## Recent County Successes

- Wood Products Industry:
  - 2006: 4 sawmills with 40 jobs
  - 2017: 5 sawmills with 120 jobs
  - Plus logging, trucking and other jobs
- FCSD Industry Advisory Council
- Fab Lab community user growth – new business support

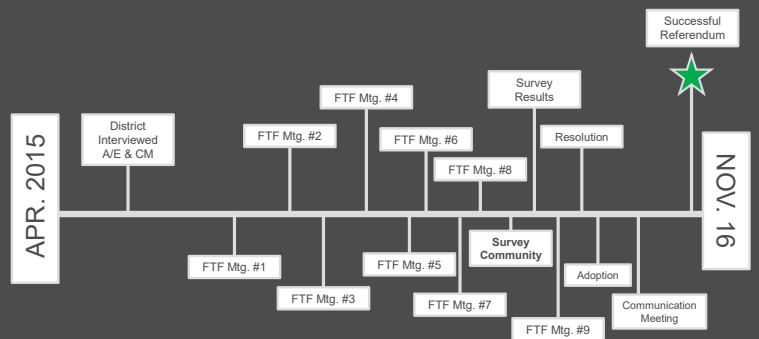


## Recent County Successes

- NWTC Partnership
  - Woodland Kitchen & Business Incubator
  - Micro loans for 6 small businesses
  - Woodland Technical Academy
  - New location of Regional Learning Center
  - Community Center activities
- \$66,712 state Broadband grant for 3 towns



## #1 Start Early



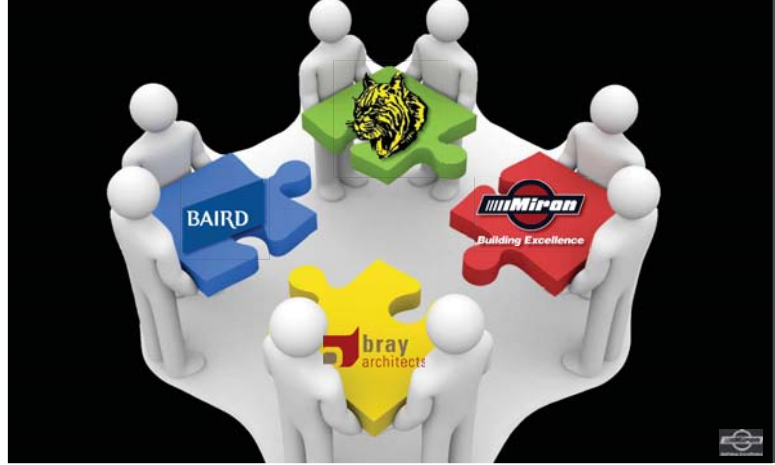
Putting in the time...  
**12 organized meetings over 13 months**



## #2 Tell Your Story



## #3 Build a Strong Team



## #4 Start Listening

The Board of Education of the School District of Florence County authorizes the creation of a Community Facility Task Force to be charged with the task of seeking **solutions** to our district's facility needs. The Community Facility Task Force is charged to **review** all pertinent **information** regarding our facilities, based upon the outcomes of a soon-to-be-completed **assessment** of all of our facilities...



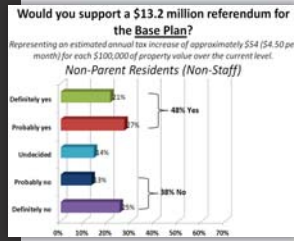
*Engage all stakeholders: staff, administration, community members, business owners, civic organizations, etc.*

## #5 Be Open to New Ideas



## #6 Assess the Needs

- Facilities assessment
- Space program
- Identify needs
- Prioritize needs
- Create options
- Quantify opinions
  - Facilities Task Force
  - Community-wide survey
- Build Recommendation



## #7 Evaluate Financial Impact

- Objective
  - Needs vs. wants
- Complex
  - Perception vs. reality
- Proactive
  - Cost of doing nothing
- Comparisons
  - Historic
  - Local districts

## #8 Keep It Simple

## Referendum Results

- 2016 General Election
- Question 1 - \$13.2M
  - 54% approval
- Question 2 - \$1.3M
  - 59% approval
- Highest voter turnout in Florence County voter history
- Extremely conservative
  - 71% voters voted for President Trump



## District Strides Forward

- Award winning curriculum and extra curricular programs
  - US News & World Report – Best High Schools in America
- 1:1 Technology for all students
- Fab Lab (community access)
- Student internships with regional industry partners
- Post-secondary credits/readiness
  - 739 college credits earned from last 3 graduating classes, saving families over \$105,000
- **Coming Soon!** Modern, 21<sup>st</sup> century facilities



## Celebrations



## From Dissolution to **Resurrection**

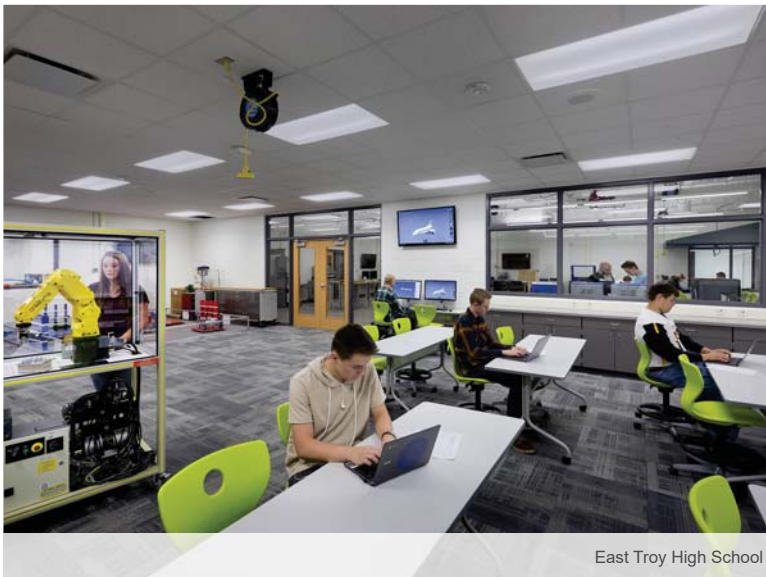
SCHOOL DISTRICT OF FLORENCE COUNTY & MIRON CONSTRUCTION CO., INC.



## Thank You

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# 21<sup>st</sup> Century Learning Spaces



East Troy High School



Dodgeville High School



Dodgeville High School



Kewaunee High School



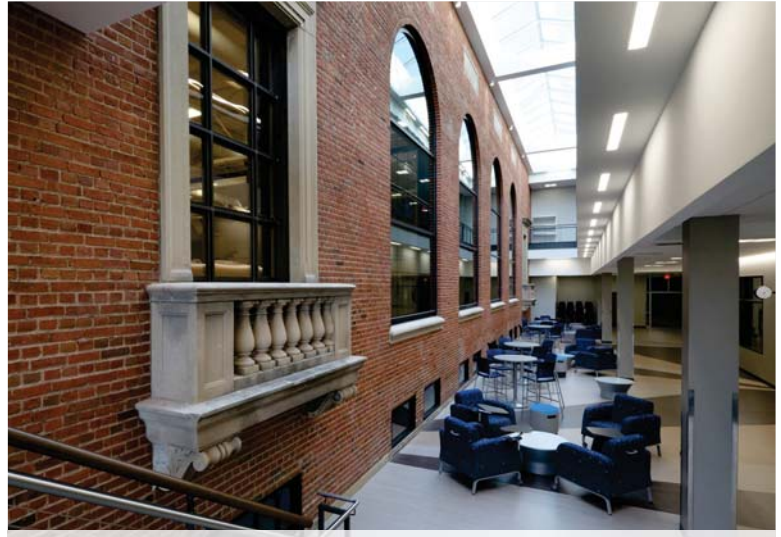
Kewaunee High School



Menasha High School



Menasha High School



Menasha High School



Menasha High School



Menasha High School



Menasha High School



Menasha High School



Stratford High School



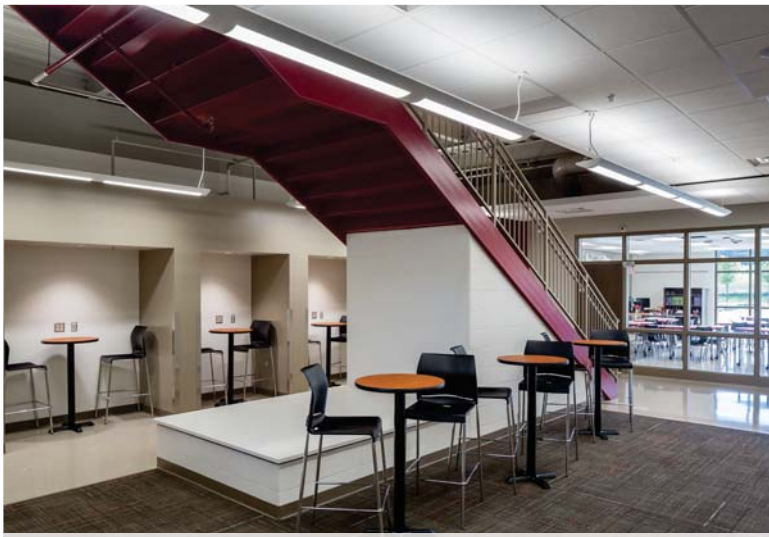
Stratford High School



Black River Falls Red Creek Elementary School



Black River Falls Red Creek Elementary School



Arcadia Middle School



Arcadia Middle School