

Referendum Services

Springsted provides expertise and tools to assist school district leaders as they plan and conduct successful operating and bond levies based on ten elements outlined in the book *School Finance Elections: A Comprehensive Planning Model for Success, 2nd Edition*. Districts using this model have experienced higher levels of success in passing operating and facility referenda.

The Process

Through our internal expertise and strategic alliances with regional and national experts, Springsted provides resources based on election research and successful practices from other districts. Tailoring our professional assistance to meet a school district's needs and resources includes access to all or some of the following:

- Tax impact calculation and debt modeling
- Development of comprehensive tasks and timelines
- Web-based tax calculator
- Training in referendum research and best practices
- Preparation of count book (annotated file of registered voters)
- Post-election analysis (demographic evaluation of past referenda)
- GIS Demographic mapping
- Scientific, random sample survey
- Consultation on content and structure of ballot question(s)
- Communication planning and design of informational media
- Comparative charts and graphs in partnership with SchoolFinances.com
- Virtual town hall meetings
- Consultation on campaign organization and leadership
- Consultation on campaign execution

The End Product

The product delivered for school district clients is a comprehensive yet flexible planning model of analytic and strategic resources intended to maximize the potential for a successful election.

The Cost

The cost of Springsted's Referendum Services is determined on a project or hourly basis, based on the needs of the district and the extent of services requested. Springsted will meet with district representatives on an initial basis to determine the scope of assistance requested and then present a project proposal, including the estimated time and cost. Some services are available only to financial advisory clients.



Public Education Services

Planning & Strategy

- Capital Improvement Planning
- Demographic Mapping
- Facility Studies
- Organizational Improvement Studies
- Scientific, Random Sample and Online Surveys
- Strategic Planning

Funding & Implementation

- Bond Issuance (New and Refundings)
- Cash Flow Borrowing
- Continuing Disclosure and Arbitrage Compliance
- Investment Services (Springsted Investment Advisors)
- Public Finance and School District Funding Options
- Referendum Services

Managing & Performance

- Executive Recruitment
- Human Resources Consultation
- Job Descriptions, Comparable Worth and Pay Equity
- New Superintendent and Business Manager Coaching
- Performance Evaluation Systems
- Temporary Superintendent and Business Manager Pool