



Hastings
Public Schools

Potential Referendum Survey Consultants

September 10, 2026 Finance Committee
September 23, 2026 Regular Board Meeting

**Morris
Leatherman**

**Donovan
Group**

**School
Perceptions**

Students are the heart



of all we do

Survey Objective

Purpose

Understand the level of community support for additional operational funding.

Goal

Gather reliable feedback while also helping residents understand the district's needs and options.

Board Decision

Select the survey approach that best meets our needs for reliable results, community participation, timeline, and cost.

1

Design Survey

Write the survey questions and decide what information to include.

2

Gather Feedback

Invite people to take the survey and collect their responses.

3

Review the Results

Look at the responses overall and by different groups.

4

Share the Findings

Results presented to the Board and community.

At-a-Glance Comparison

Category	Morris Leatherman	Donovan Group	School Perceptions
Approach	Random telephone survey	Online survey with weighted reporting	Mail-to-all with online + paper return
Target audience	400 randomly selected district households	Dependent on district outreach respondent groups	Every district household
Strength	Statistical sample designed to represent district adults	Strong communications support and fast reporting	Broadest reach and strongest paper access
Consideration	Smaller number of residents participate	Success depends on getting a broad mix of residents to respond	Printing and postage increase the total cost
Base vendor fee	\$25,000	\$10,000	\$11,000

Base vendor fee: excludes printing, postage, translation, additional services, and in-person visits unless otherwise noted.

Morris Leatherman Company

400

randomly selected
households

±5%

projectable margin at
95/100 cases

\$25K

base cost, up to
60 questions

2 wks

fieldwork after final
survey

What stands out

Uses a traditional scientific polling model with a random sample of district households

Includes

Final written report, major findings, cross tabulations, multivariate analysis, and presentation

Donovan Group

\$10K

basic survey
cost

840+

target completed
surveys

2 wks

recommended
survey window

1 wk

draft report
after close

\$20K

optional full
engagement package

What stands out

Combines an online community survey with communication materials to help promote participation and share results

Includes (basic survey cost)

Online survey, introduction letter, social media materials, news release, participation updates, reports, postcard design, and results flyer

School Perceptions

\$11K

base vendor fee

15K+

households mailed

1x code

unique code for each household

1,400+

community survey projects

\$60/hr

optional comment analysis, additional data analysis & translation

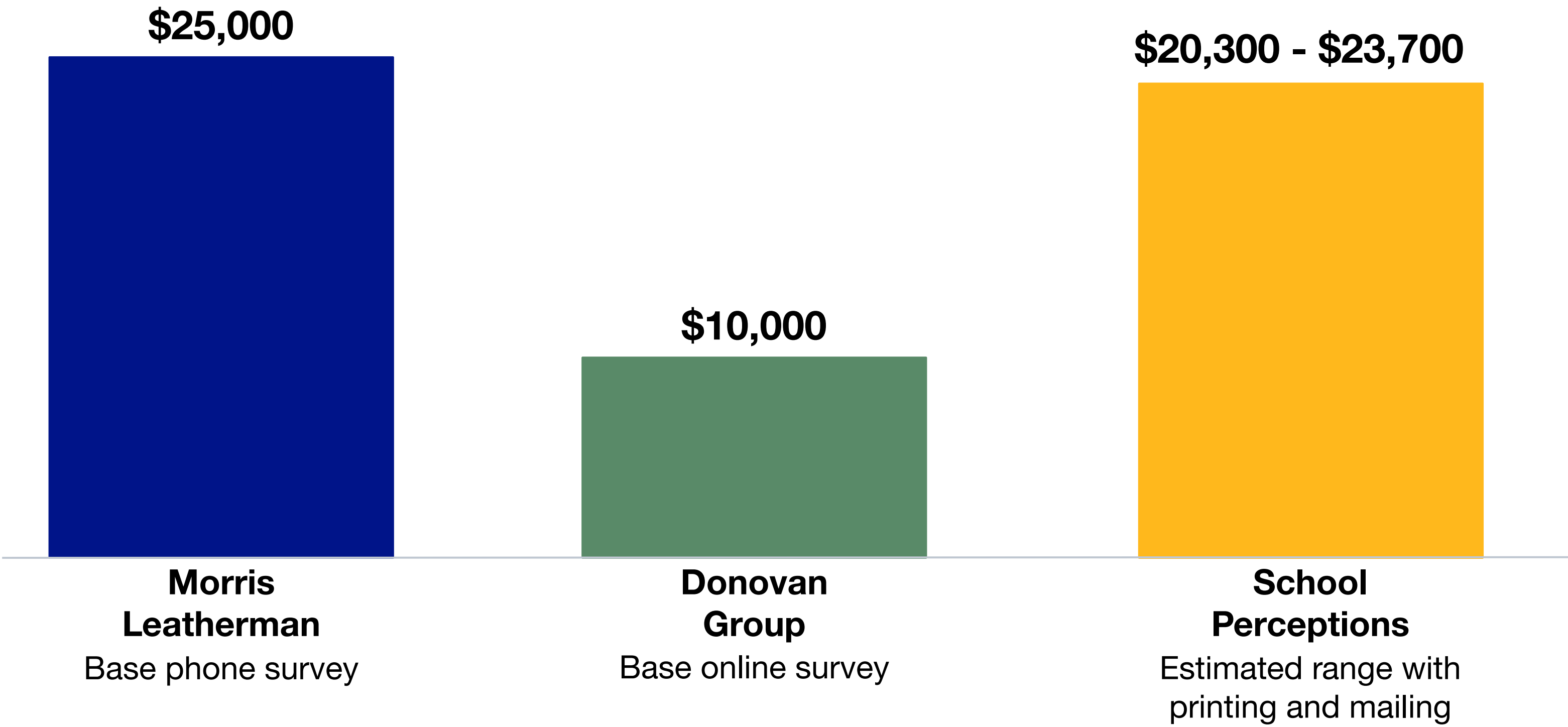
What stands out

Every district household receives an invitation to participate, with both online and paper survey options

Includes

Strategy development, survey design, administration support, unique access codes, staff/parent launch and reminders, data portal, report, virtual presentation

Estimated Cost



School Perceptions Cost Details

\$11,000 survey fee plus printing and mailing options

Option	Printer	What is included	Print + mail	Approx. total
8-page booklet	La Crosse	Printing \$3,587.25 Mailing services \$1,296.17 USPS postage \$4,488.72	\$9,372	\$20,272
8-page booklet	Brandt	Printing and prep \$6,300 Postage estimate \$0.35 each Approx. \$5,285 for 15,100 pieces	\$11,585	\$22,485
4-page folded with 9x12 envelope	La Crosse	Printing \$1,909.55 Mailing services \$4,197.13 Envelope \$2,638.62 USPS postage \$3,625.58	\$12,371	\$23,271
Folded 11x17 sheet	Brandt	Printing and prep \$7,500 Postage estimate \$0.35 each Approx. \$5,285 for 15,100 pieces	\$12,785	\$23,685
8-page self-cover with #10 envelope	Graphic Design, Inc (GDI)	Mailing piece \$6,574 #10 envelope \$1,010 Postage estimate \$5,250	\$12,834	\$23,734

Pros and Cons

Morris Leatherman

Scientific phone poll

★ PROS

- Traditional scientific polling approach
- Clear, independent polling methodology
- Written report with analysis

▲ CONS

- Highest base cost at \$25,000
- Only 400 households participate
- Phone-only model may miss some audiences
- Less built-in communications support (no provided templates)

Donovan Group

Online + communications support

★ PROS

- Lowest base vendor fee at \$10,000
- Communication materials are included
- Weighted reporting by voter group

▲ CONS

- Participation depends on outreach
- District would need a strong plan to reach residents without children in our schools
- Full engagement package increases total cost

School Perceptions

Mail-to-all with online + paper

★ PROS

- Mails survey to every household in the district
- Best access for residents who prefer paper surveys
- Unique access codes reduce duplicate responses

▲ CONS

- Printing and postage add to the overall cost
- Paper entry/comment analysis may add costs
- More operational details to coordinate (post office coordination)



Questions & Discussion



THANK YOU

