Lakeland Joint School District #272

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Board Agenda Item Request

AGENDA ITEM: **Action Item**

PURPOSE: Approve Refreshed LJSD Logo

MEETING DATE: October 21, 2026

PREPARED BY: Jake Massey

INFORMATIONAL SUMMARY:
The following options for a refreshed logo for Lakeland Joint School District were presented to community and staff through the following methods:

- In Person Voting
  - For Staff: at Professional Development
  - For Community: at the District Office
  - For Community: at Super 1 and Miller's Grocery Stores (Rathdrum, Athol & Spirit Lake)
- Online Survey on Social Media

The results are final as of Monday, October 19th, and are included on the 2nd page of this report.

SUPERINTENDENT'S RECOMMENDATION:
It is my recommendation that the Board of Trustees approve "Option A" for use as the refreshed Lakeland Joint School District Logo.

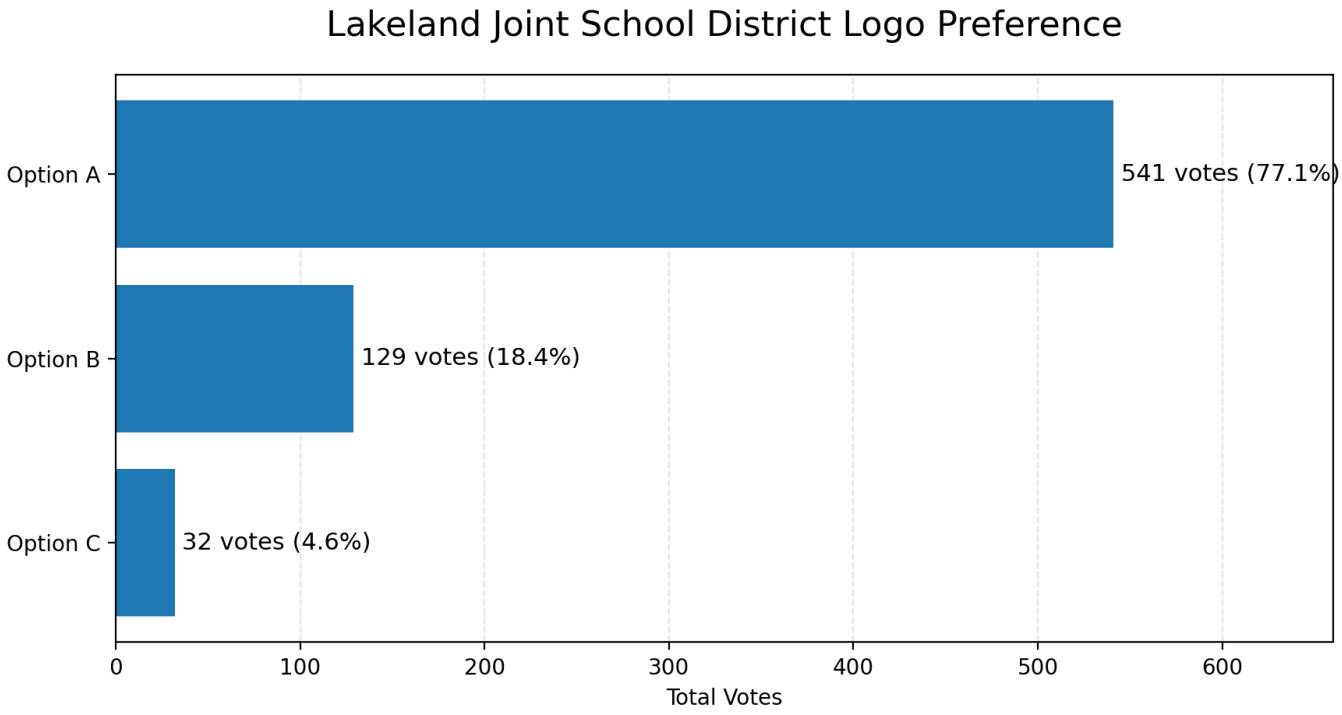
Lakeland Joint School District

Logo Preference Survey Results

SurveyMonkey online responses plus in-person sticker votes

Combined results

A total of **702 votes** were recorded: 523 online survey responses and 179 in-person sticker votes.



Logo option	Online votes	In-person votes	Combined votes	Combined share
Option A	400	141	541	77.1%
Option B	100	29	129	18.4%
Option C	23	9	32	4.6%
Total	**523**	**179**	**702**	**100.0%**

Online survey results (SurveyMonkey)

The SurveyMonkey export reports 523 online responses: Option A received 400 (76.48%), Option B received 100 (19.12%), and Option C received 23 (4.40%). In-person sticker votes are listed separately above and are included in the combined totals.

Method note: Combined shares are calculated using all 702 votes (online plus in-person). Online percentages are reproduced from the supplied SurveyMonkey results.