

# SCHOOL CHOICE IN WISCONSIN

## MOVING FORWARD

MARCH 30-31, 2022

TWO FOCUS GROUPS PER CITY

MILWAUKEE AND GREEN BAY

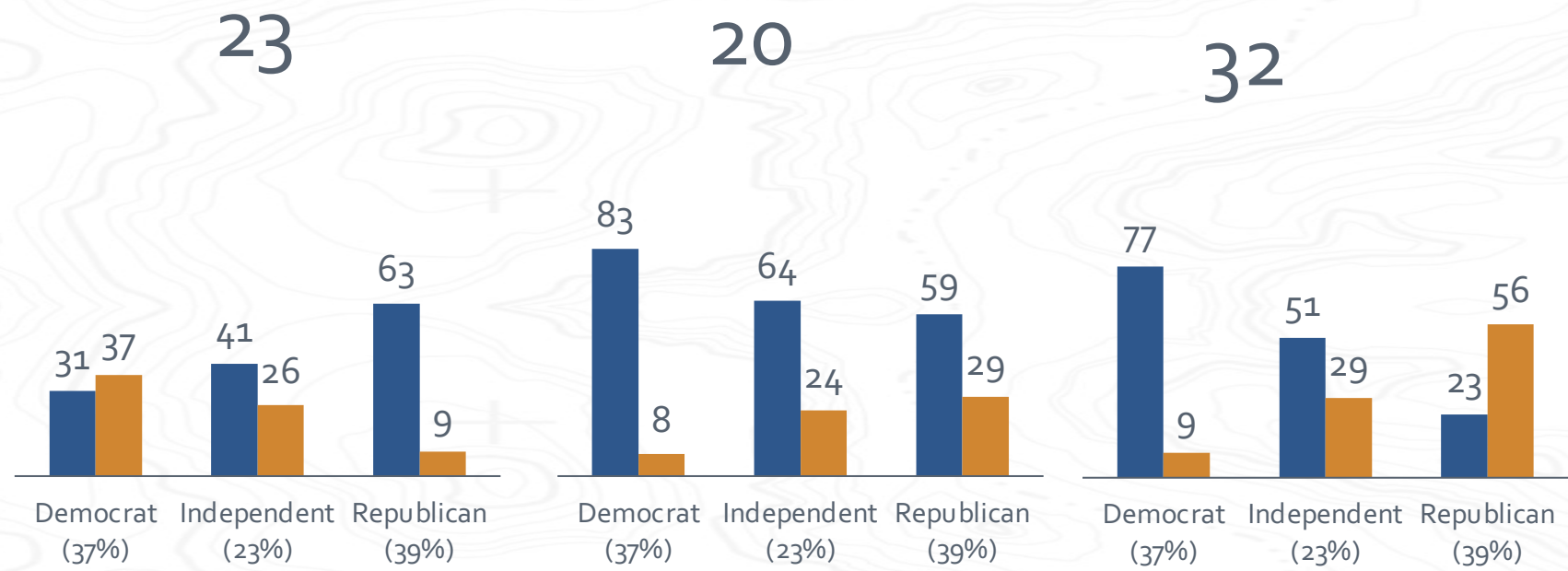
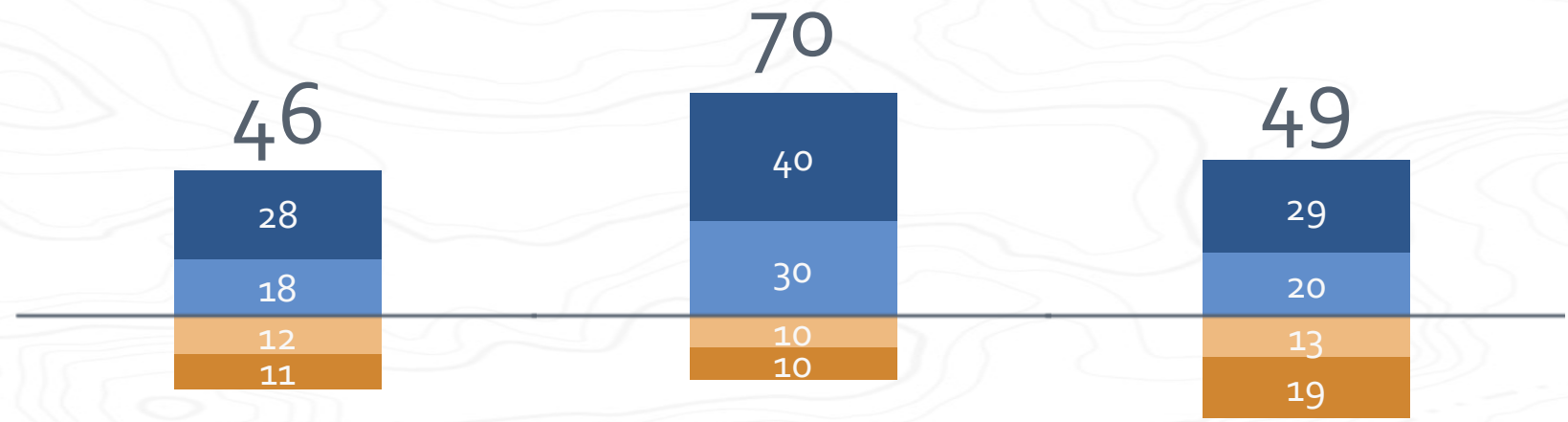
# IMAGE TESTS

Wisconsin's School Choice Program  
Net: +23

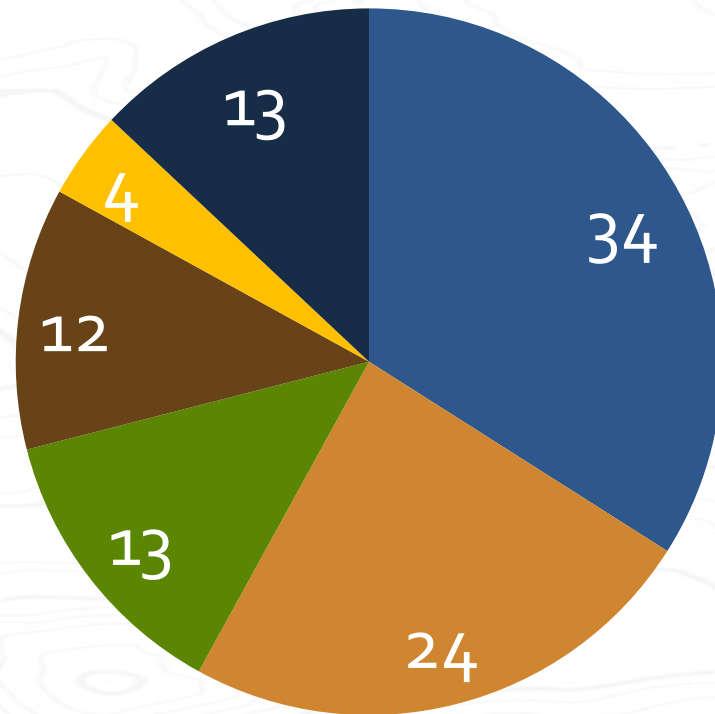
Public Schools in Your Area  
Net: +50

Public Employee Unions  
Net: +17

- Very Fav
- Somewhat Fav
- Somewhat Unfav
- Very Unfav

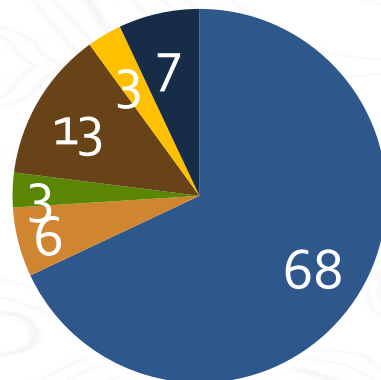


# MOST IMPORTANT ISSUE FACING SCHOOLS

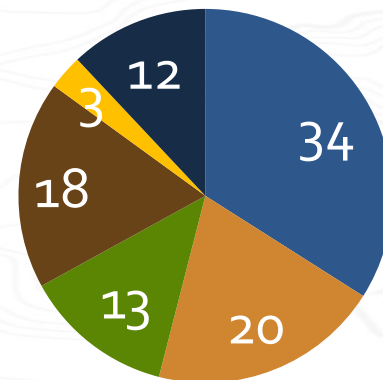


- Increasing teacher pay and overall funding for our public schools.
- Focusing on teaching the basics and stop focusing on critical race theory.
- Ensuring parents have a greater say and influence over what their children learn in school.
- Focusing on reducing crime in our schools and improving overall student safety.
- Ending COVID-era policies that limit student engagement.
- DK/Refused

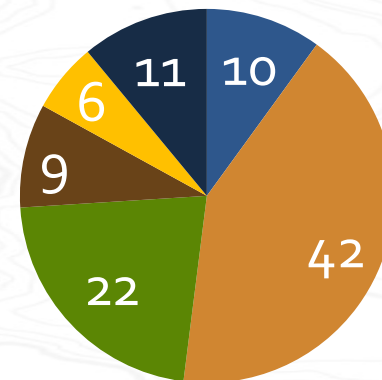
Democrat (37%)



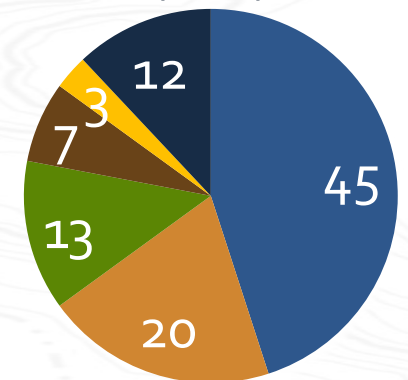
Independent (23%)



Republican (39%)



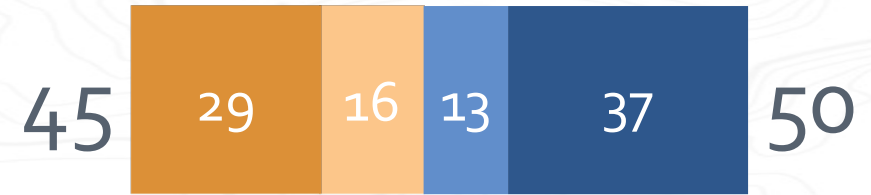
School Age Household (20%)



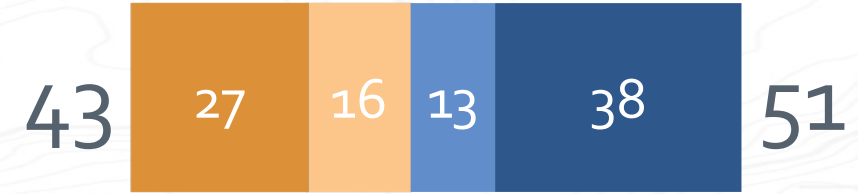
# EDUCATION AGREE/DISAGREE

Disagree ← → Agree

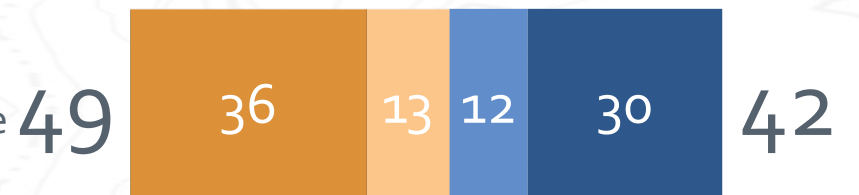
In Wisconsin, the public schools have held on to restrictive COVID policies, like mask mandates, far longer than private schools. It's time to end the COVID restrictions in all schools.



During the COVID pandemic, the teacher's unions demanded lockdowns which led to Wisconsin children falling behind in school.



At times during the COVID pandemic, it seems public school teachers have put their own needs ahead of the needs of their students.

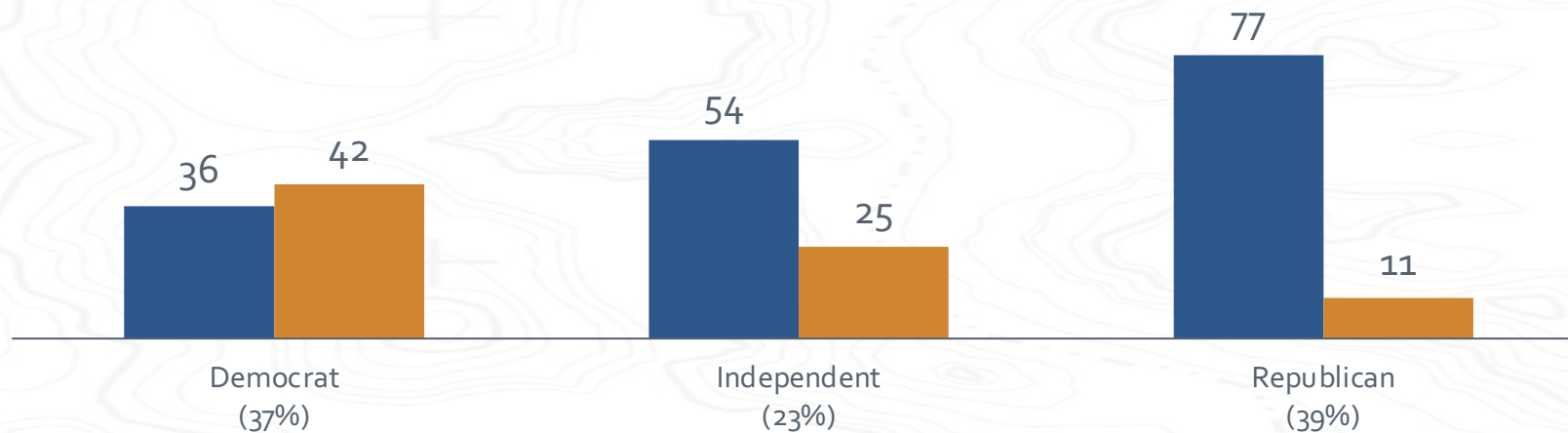
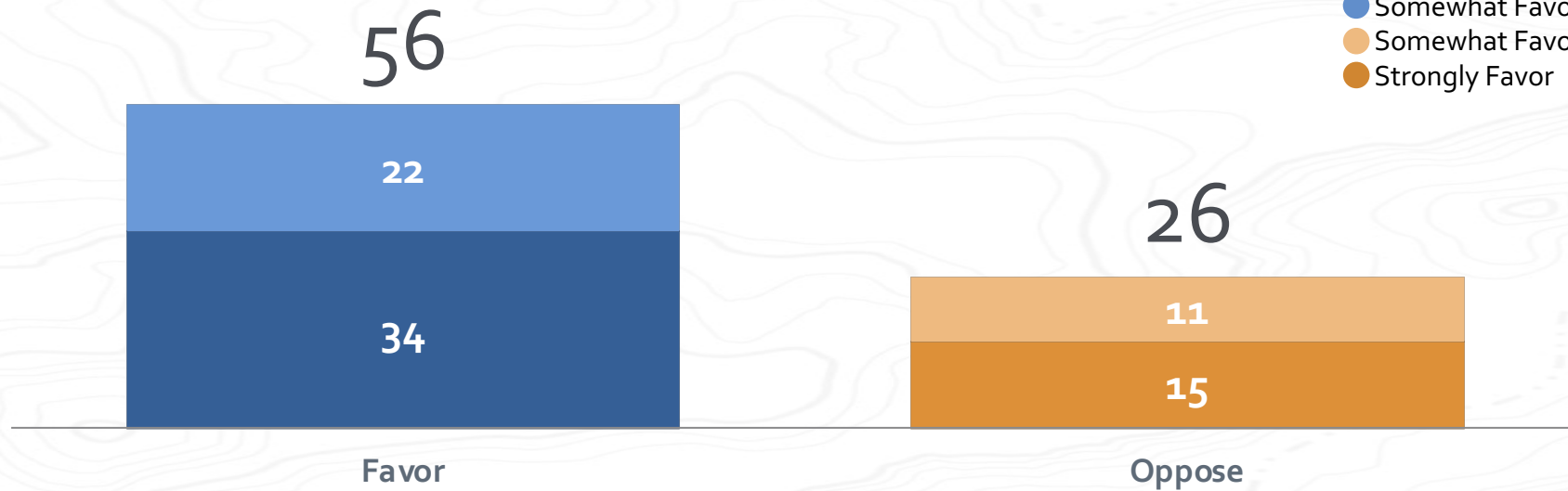


- Strongly Disagree
- Somewhat Disagree
- Somewhat Agree
- Strongly Agree

# Do you generally favor or oppose Wisconsin's School Choice program?

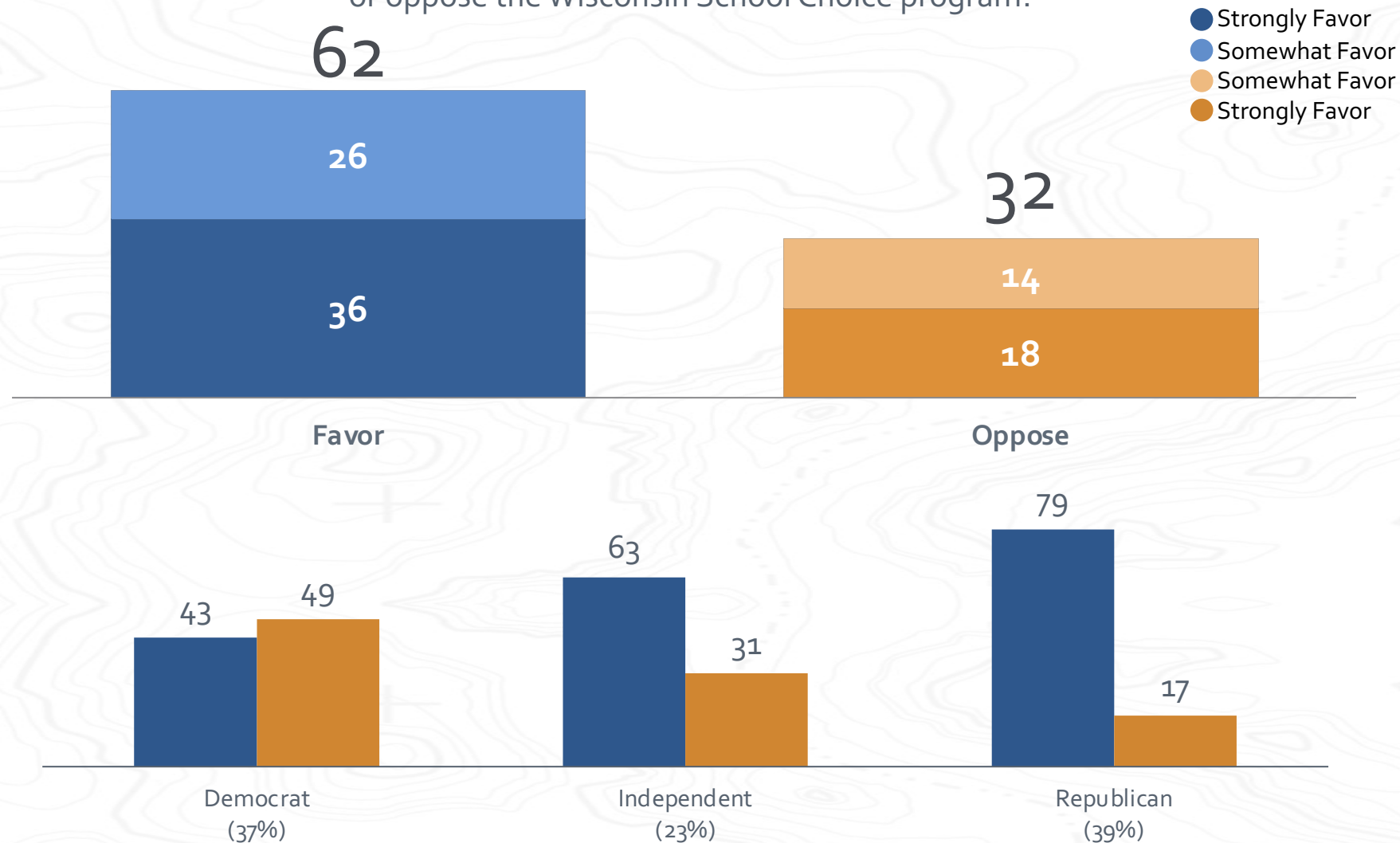
## WI SCHOOL CHOICE INITIAL ASK

- Strongly Favor
- Somewhat Favor
- Somewhat Oppose
- Strongly Oppose



Now I'd like to read you a short description of the Wisconsin School Choice program. The program allows lower-income parents to send their child to a private school of their choice. Private schools must meet a strict set of regulations for student safety, standardized testing, public audits and publicly reporting student performance. Knowing this, does it make you favor or oppose the Wisconsin School Choice program?

## WI SCHOOL CHOICE INFORMED

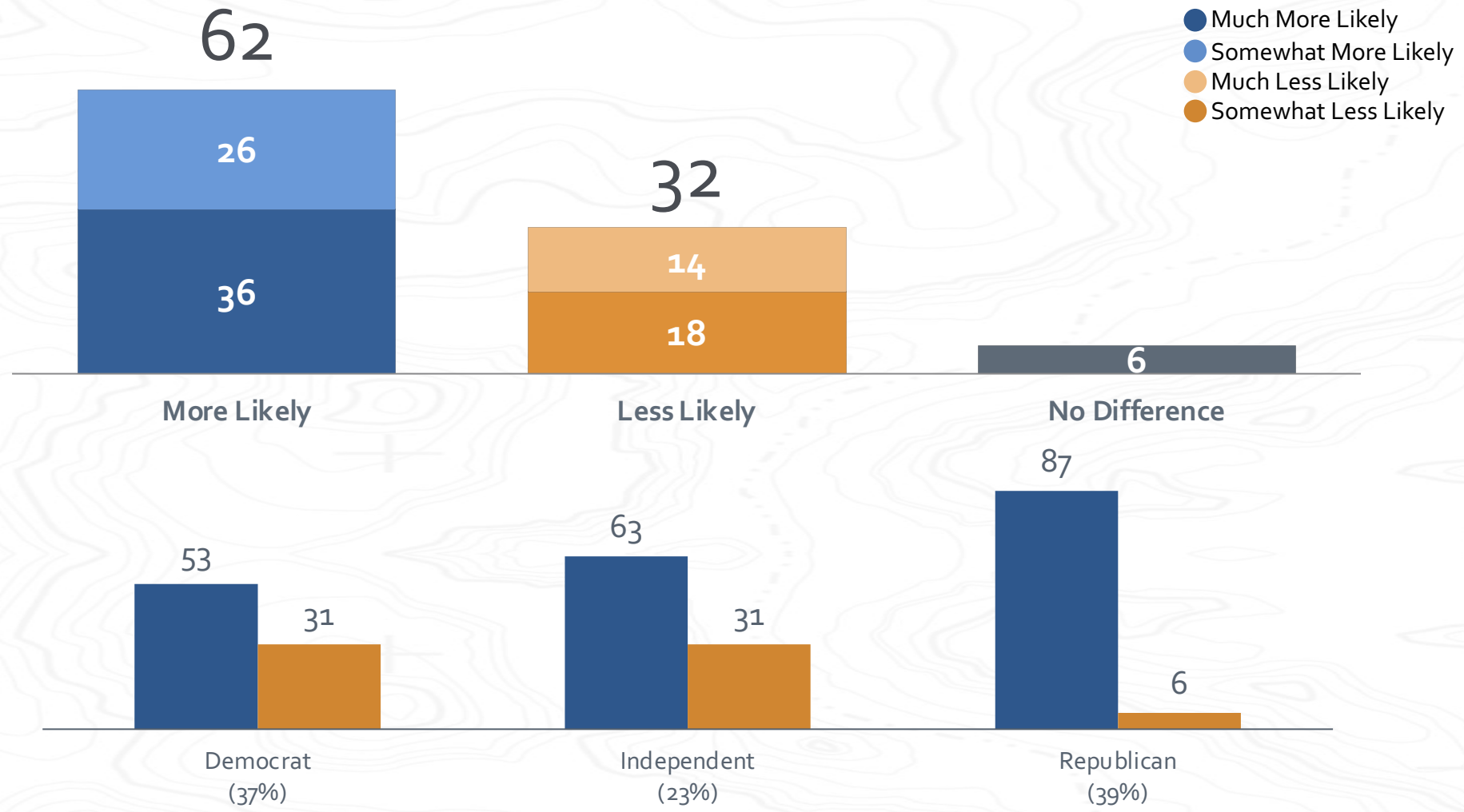




Now I'm going to read you a few things about the Wisconsin School Choice program. For each one please tell me if it makes you more or less likely to support the program.

Students in Wisconsin's School Choice program score higher on state tests than traditional public-school students and score higher on the college readiness test, known as the ACT test.

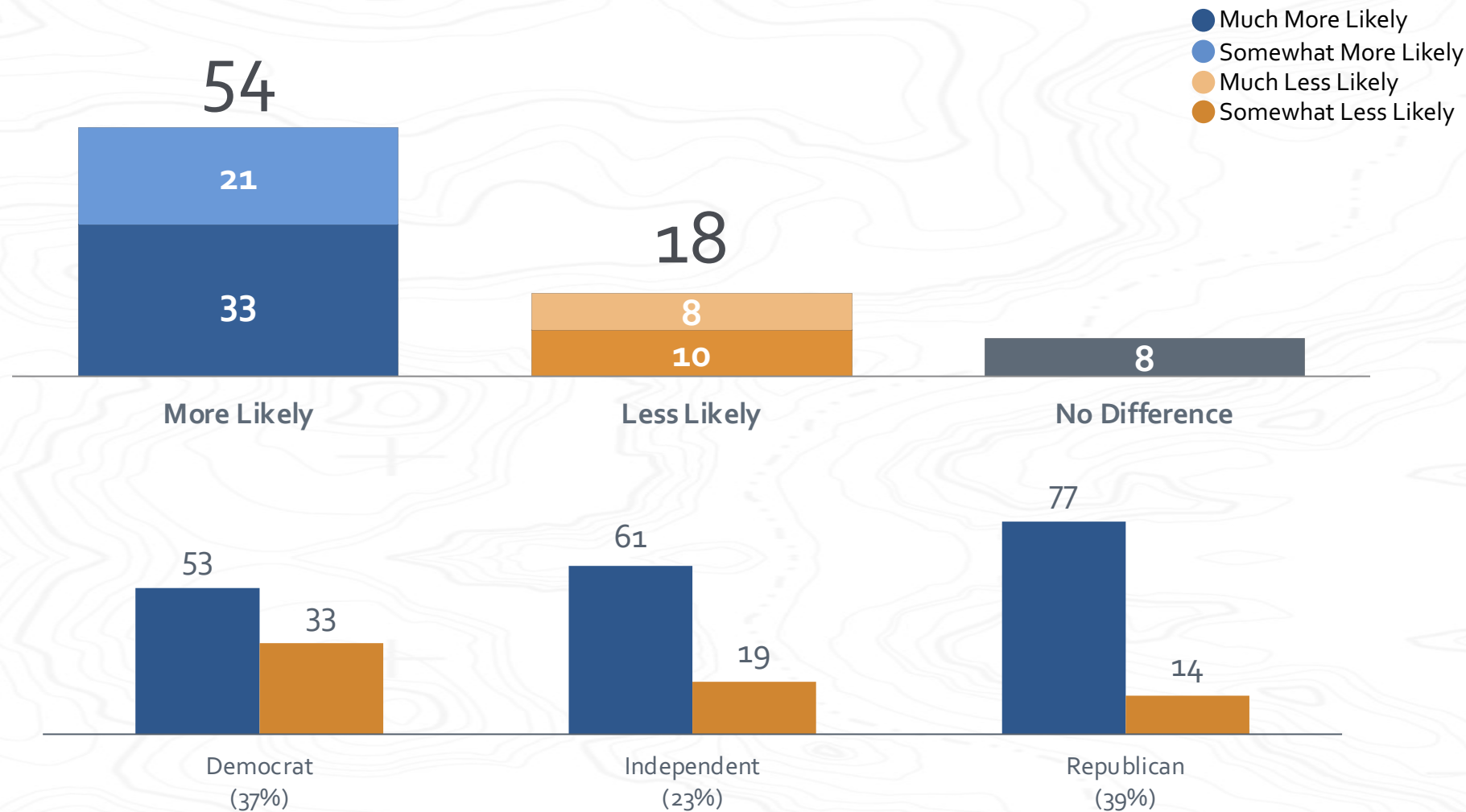
SCHOOL CHOICE'S HIGHER SCORES MORE/LESS LIKELY



Now I'm going to read you a few things about the Wisconsin School Choice program. For each one please tell me if it makes you more or less likely to support the program.

Private schools in the program must follow all safety codes, submit annual audits and match data reporting, including the state test, as public schools before they can accept state vouchers.

SCHOOL CHOICE  
SAFEGUARDS  
MORE/LESS LIKELY





Disagree ← → Agree

# SCHOOL CHOICE AGREE/DISAGREE

Parents should have the right to engage and have their concerns heard with locally elected school board officials in the school district their children are attending, including regularly scheduled school board meetings.



Parents should have the right to review their children’s instructional materials and outlines used by the school they are attending.



Wisconsin parents should have the right to send their children to schools that are best for them rather than being forced to attend schools based solely on where they live.



Currently only low-income families are eligible for school choice vouchers in the statewide program. Income restrictions need to be dropped so that every Wisconsin family has the ability to send their children to a school that’s best for them.



Parents should have the right to have their children opt-out of a class or instruction for reasons based on either religion or personal conviction.



Charter and choice schools have better academic results compared to public schools yet receive less than two-thirds of the amount of public funding traditional public schools receive. It is time to fully fund charter schools.



● Strongly Disagree ● Somewhat Disagree ● Somewhat Agree ● Strongly Agree

# The Pandemic created an opportunity and we need to capitalize

- COVID-19 exposed the Public Education System
  - Inconsistent school boards, rigid teachers unions, mask mandates, school closures and curriculum focused on non-essential topics.
- This has fundamentally shifted the School Choice debate
- There is a growing coalition of parents who want more control over their child's education, and School Choice can give it to them

# The Recruit

- Two Groups Per City – 1 Male and 1 Female
- Participants between the ages of 26 and 60
- Suburban Residents
- No strong advocates for or against School Choice

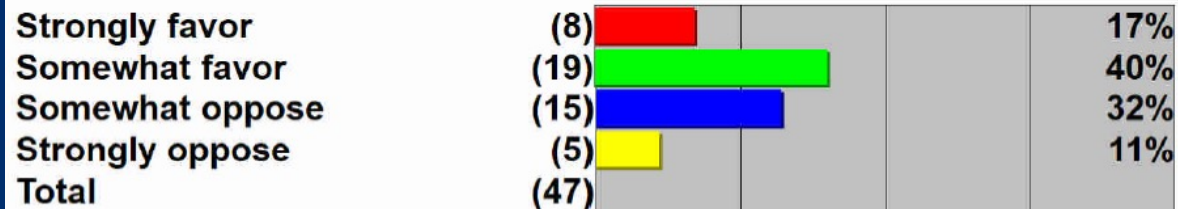
# Before

27 Fav / 20 Unfav

# After

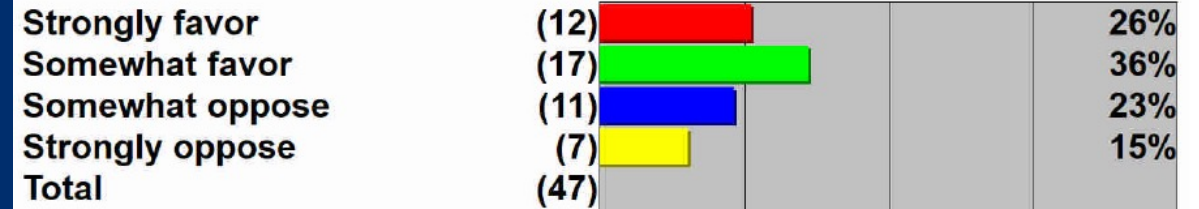
29 Fav / 18 Unfav

Overall, do you favor or oppose enacting universal school choice, allowing all Wisconsin students to participate in the school choice program?



Sessions: Milwaukee Women; Milwaukee Men; GB Women; GB Men

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Sessions: Milwaukee Women; Milwaukee Men; GB Women; GB Men

## People move on the margins

# The Debate Put Simply

Persuadable

Non  
Persuadable

Vs.

Want/Demand  
More Control

Philosophically  
Oppose  
Free Market

# The Details Frustrate Everyone

The complexity of the School Choice system confuses and frustrates parents

Details create concerns regardless of their attitude towards School Choice.

**We do not need to address all of the concerns.**



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