



From the Desk of Dr. Mark Rollefson

Superintendent of the Yorkville Joint #2 School District

January 26, 2023 | Issue #17

School Referendum

Communication, Transparency and Accountability

Gosh, I Wish I Knew About The Referendum...

As a Principal or Superintendent, I have been through many referendums over 25 years. One common question *or complaint* I hear after the day at the polls, or in the very immediate days leading up to the vote is, *“why were we not informed of this?”*

As your Superintendent, I believe that you need, deserve, and must have transparent, honest, and accountable leadership and communication. Speaking on behalf of the Yorkville Jt. #2 School District and Board of Education, we want you to be informed.

With the best intentions, I hope that the following efforts reach every possible voter, allowing each and every one to have all questions answered, and be fully informed.

Past Communications

Linked here are all of the communications from January 2022 through January 2023, leading up to the Board of Education’s decision to put referendum questions on the April 2024 ballot.

1. [Referendum: Yorkville Vote - January 18, 2023](#)
2. [Facility Study Results - December 14, 2022](#)
3. [The Mill Rate Went Down - November 18, 2022](#)
4. [Molybdenum in Our Drinking Water - November 1, 2022](#)
5. [Aging Infrastructure \(Larger Maintenance Items\) - October 13, 2022](#)
6. [Open Enrollment Impact on Yorkville - September 7, 2022](#)
7. [Accountability, Mill Rate and Defeasance - January 25, 2022](#)

Upcoming Communications

(Dates Are Tentative)

Postal Mailers

- Fact Sheet (To be mailed on February 20, 2023)
- FAQ's (To be mailed on March 14, 2023)
- Detailed Brochure (To be mailed on March 21, 2023)
- Reminder to Vote Postcard (To be mailed on March 22, 2023)

Website

- Website specific to the referendum (Website to go live on January 26, 2023)

Speaking Engagements

Superintendent Mark Rollefson and others plan to speak and/or be available for questions at the following events:

- **PTO Meeting**
 - January 30, 2023 at 6:30pm
- **Village of Yorkville Board Meetings**
 - February 13, 2023 at 6:00pm (on the agenda)
 - February 27, 2023 at 6:00pm (available for Q&A's)
 - March 13, 2023 at 6:00pm (available for Q&A's)
 - March 27, 2023 at 6:00pm (available for Q&A's)
- **Yorkville School Board of Education Meetings**
 - February 21, 2023 at 6:00pm
 - March 21, 2023 at 6:00pm
- **Staff Meeting Updates**
 - Professional Development Day on January 16, 2023
 - Professional Development Day on February 24, 2023
 - Professional Development Day on March 10, 2023
- **Public Forums**
 - Referendum Info Night at Yorkville School on March 2, 2023 at 6:00pm
 - Referendum Info Night at Yorkville School on March 15, 2023 at 6:00pm
 - Referendum Info Night at Yorkville School on March 28, 2023 at 7:00pm
- **Electronic Newsletters via Constant Contact**
 - Over 2,000 recipients per newsletter edition!
 - If you wish to be on this feed, please contact April Ryan at Yorkville School - (262) 878-3759 ext. 507 or april.ryan@yorkville.k12.wi.us
- **Facebook**
 - Weekly "Fast Facts" Information Posts, beginning late January through early April.
- **Video Information**
 - Mini videos, each about 1-3 minutes long, sent out via Facebook and on our [website](#) explaining the need, maintenance, tax impact, etc.
 - There will be approximately 5 videos in total.
- **Coffee With The Superintendent - Yorkville School**
 - Tuesday February 21, 2023 at 9am
 - Tuesday, February 28, 2023 at 9am
 - Tuesday, March 7, 2023 at 9am
 - Tuesday, March 14, 2023 at 9am
 - Tuesday, March 21, 2023 at 9am
 - Tuesday, March 28, 2023 at 9am

If you have any questions or comments, it is beneficial to us to hear from you.

My email address is mark.rollefson@yorkville.k12.wi.us.