

Nemaha Central to survey patrons

Editor's note: the following release was submitted by Nemaha Central USD 115

(KMZA)--Beginning on or about February 15, phones will be ringing across the Nemaha Central unified school district, as a comprehensive survey of patrons' opinions will begin.

Nemaha Central officials believe the survey of 354 households will provide insight into what residents think about the district's strengths, challenges, and priorities.

"This survey will give us an outstanding opportunity to hear from a cross-section of our patrons and their opinions about our performance, and what our priorities should be for the future," said Darrel Kohlman, Superintendent. "We'll hear from all geographic parts of the district, people of all different ages, and everyone from newcomers to long-term residents."

The 10- to 15-minute survey will touch on a wide variety of topics, and will include "pick one"-type questions, along with opportunities for residents to share their comments.

The survey was designed by Patron Insight, Inc., a Kansas City-based market research organization that has worked with school districts across the Midwest on similar research since 1992.

The calling will be done by Kansas City-based Market Research Associates, a firm that uses only locally based, professional researchers. Participants will be selected totally at random, and all responses will be kept completely confidential.

In general, calls will be placed between 7 and 9 p.m. on weekdays, and noon to 6 p.m. on Saturdays. While there may be some variation on those times, no calls will take place during the traditional dinner hour. The caller ID may show "Market Research Associates" or it may simply show an 816 or 913 area code, because the company uses calling facilities in both Missouri and Kansas.

If there are any questions contact Superintendent Darrel Kohlman at 785-336-6101 or dkohlman@usd115.org

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