



**North Ridgeville City School District  
Citizens for Better Schools Committee**  
School District Serving Over 4,000 Students in Grades Pre-K-12

**Industry:** Education

**Testimony:** *“Analytics provided us an opportunity to create specific messages to targeted audiences—we channeled our efforts by following the information derived from the voter data. Our levy volunteers knew exactly which message would work best on which audience. Voter segmentation was a must.”*

—Tissy Simon, Citizens for Better Schools

**Role:** Levy Campaign Analysis

**Business Challenge:** NRCS is one of 612 school districts in the State and 14 in Lorain County. The district provides education programs and services to over 4,000 students in grades Pre-Kindergarten through twelfth. Serving the community of North Ridgeville, a community experiencing sustained growth in new housing and business, the district is faced with many challenges:

- Dramatic growth in the community resulting in more than 100 new students per year
- Inefficient, expensive, and outdated buildings
- Federal and State legislative mandates continue to raise costs, and the increase in fuel and other energy costs continues to divert more dollars from education
- No new locally voted funds since 1995

**Solution:** NRCS needed an integrated information repository. Key activities included:

- Relational database of registered voters in North Ridgeville, parents/guardians with school-aged children, staff voters in North Ridgeville, and data analysis of voting history and demographics
- An overview of the above information was shared with the committee, with recommendations on how to use the data to achieve a successful passage of the bond issue

Through analytics NRCS was able to achieve:

- Targeted mailings/outreach to non-registered voters with school-aged children
- Targeted absentee voter information to registered voters, ages 18-21
- Targeted mailings to registered voters to promote levy
- Targeted phone calls to registered voters
- Door-to-door campaign to promote levy based on registered voter households

**Technologies:** Microsoft SQL Server with Office  
Ohio Voter Registration Database