

# **Murray City School District Board of Education to Commission Facility Research with Y2 Analytics**

As part of Murray City School District's (MCSD) continued efforts to understand the values and priorities of our community, the Murray Board of Education has commissioned Y2 Analytics to undertake a formalized survey to assess public opinion. Data from this survey will help assist the board as we engage in a process of planning for facilities which may include boundary realignment, school consolidations, and school closures.

Y2 Analytics is a Salt Lake City-based market research and data analytics firm with extensive experience measuring and interpreting public opinion to provide data-driven strategic consulting. Moreover, they are critical in assisting organizations with a thoughtful vision and pathway forward on important decisions.

Over the coming weeks, representatives from Y2 Analytics will conduct an official, statistically-valid survey of Murray residents. This announcement is a notice of these activities and that random samples of citizens will be invited by email, text message, and direct mail to participate in the survey.

As we get closer to those notices going out, we will again notify the public of its existence, validation of its legitimacy, and encourage invited citizens to participate. Engagement in this process is important to achieving an accurate assessment of public sentiment about a range of different topics that impact MCSD facilities.

If you have questions, please contact Board of Education President Jaren Cooper, or another member of the Board.