

August 26, 2015 Board Meeting

From Superintendent Rick Thompson

RE: Recommendation for Chimacum School District Board to contract with Thought Exchange

Board Members: At the August 12, 2015 Board meeting we held discussion about the merits of community engagement using a digital format. I am recommending the board invest in a three year contract to enhance communication and to help us with long-term planning. We will be able to select topics for engagement and study/analyze results for decision making. Several school district in WA State have used this platform with promising results. I think it is especially important in the Chimacum School District for reasons below:

- Several state school districts have had positive experiences using technology to engage the community members. It is simply a more efficient tool to gather information.
- CSD has had two conversations about how this company can help the district engage parents and community. We saw a brief demonstration Friday August 7, 2015. The company has shown both the why and the how of community engagement.
- For example, Central Valley in Spokane engaged 3,000 parents.
- Port Townsend is also in discussion with this company and has deployed some of it already.
- Here's how it works: Parents get email from Principal and or Superintendent.
- Skate holders are reminded and input is broken down into segments.
- Feedback is gathered; stakeholders then place stars by those items that resonate with them.
- Data is analyzed and information is organized around topics of interest to the district.
- Themes then emerge and can form a strategic plan.
- A work plan is then designed, based on the client's timelines, needs, and objectives.
- Various scenarios are provided with comments solicited from community.
- Ideas are given back to the public for feedback, all ideas taken
- Another Example was a stadium proposal by Spokane Public Schools that was modified after feedback from community.

Company does not give advice; they provide data based on ideas and opinions. Benchmarking and growth data is also available. This is a technology communications tool based on the district's needs.

Cost for a district our size is \$9,000 to \$10,000 per year.

I would recommend the following engagements over the next three years. These are subject to change based on the district's needs and objectives.

- 2015-16 District Climate/ School Facilities
- 2016-17 School Safety/Maintenance and Operations Levy
- 2017-18 Instructional Programs/ Capital Projects Levy

I recommend the CSD contract with Thought Exchange for three years as a tool for community engagement.