

Cedar Hill Independent School District

BOARD OF TRUSTEES

Meeting Date: August 13, 2012
Presented by: Horace Williams, Superintendent
Subject: K12 Insight Contract for Year 2

Action Item

BOARD GOAL:

Design and implement a rigorous instructional delivery system that is data-driven and fosters student engagement.

BACKGROUND INFORMATION:

A key challenge that a district faces is ensuring support for the district's vision among the various stakeholders—parents, teachers, community members and students. K12 Insight provides a solution that allows superintendents and board members to build bridges of communication and understanding with the silent majority of all stakeholder groups. This is done through a strategically defined, systemic and systematic approach to surveys for all stakeholder groups. Their service brings to the assistance of district leaders experts in research and communication. A proactive approach ensures the district takes control of how they are perceived. They help districts to use surveys a strategic communication activity by conducting a communication audit and a survey audit, set in place a survey calendar and survey policy, identify and help met the critical communication and research needs of the district leaders. All surveys are designed and reviewed by research and communication experts.

RECOMMENDATION:

Administration recommends approval of 2-year Contract with K12 Insight.

BOARD ACTION REQUIRED:

Approval

POLICY AUTHORIZATION:

BQ (Legal)

CONTACT PERSON(S):

Dr. Homer Carter, Chief Academic Officer
Horace Williams, Superintendent of Schools

FUNDING SOURCE:

Local

ENCLOSURES:

K12 Insight Proposal and Contract for year 2