



To: Harlem School District Board of Education
Josh Aurand, Assistant Superintendent for Business and Operations
From: Jason Blume, Director of Equity and Community Engagement
RE: Proposal to Contract with Satchel Pulse for Your Voice Product
Date: June 8th, 2022

The Harlem School District needs to expand our communication platforms to meet the everchanging needs of our students, families, staff, and community. Specifically, we need to ensure that we have multiple options for the District to engage in two-way communication with all stakeholders. In 2012, the District completed a communication audit with the National School Public Relations Association (NSPRA). One of the key findings of the audit was that stakeholders felt they did not have enough real opportunities to provide input before decisions were made and that communication technology must continue to be a priority. The audit provided the District with thirteen recommendations for improvement. Over the past ten years, we have expanded our communication efforts to strengthen the flow of communication and the image of the District in response to these recommendations.

Understanding general sentiment and/or specific insights into topics that affect the district's planning is paramount, but there also needs to be an effective mechanism to collect feedback and ensure that the right staff member is able to respond in a timely manner. Currently, the District provides the following two-way communication platforms:

- Email
- Phone
- Social Media
- Seesaw (Elementary)

We have seen an increase in the preference for using online communication platforms to engage in dialogue with the District and our schools. While the aforementioned two-way communication platforms are beneficial to most stakeholders, we needed to explore an additional option in order to greater meet the needs of our stakeholders.

We are recommending the purchase of a product called Your Voice by Satchel Pulse. This is a product that would be embedded on the District's website and would allow individuals to ask questions or provide comments, suggestions or compliments. As an additional benefit, this product will enhance and help us improve our customer service as a District. Your Voice produces a dashboard that will allow us to track how we are addressing the questions, comments, suggestions, and compliments and how thoroughly we respond as a district. We want to ensure





we are monitoring our progress with those key groups; staff, students, parents, and the larger community.

We would like to continue to build a culture that is always listening and allows for constant feedback and follow-up for key stakeholder groups. Your Voice would allow us to provide a well-rounded approach to two-way communication that meets the needs of our stakeholders and our school district.

Cost

\$13,550

Funding Source



A Community of Leaders

8605 N. Second St., Machesney Park, IL 61115 ■ (815) 654-4500 ■ (815) 654-4600 (fax) ■ www.harlem122.org