

Systems-Based Stakeholder Engagement Solution

Cedar Hill ISD

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A district leadership team's ability to excel, particularly in these challenging times, is inextricably linked to the level of trust it maintains with its key stakeholders: parents, teachers, community members and students. K12 *Insight* proposes an innovative and comprehensive solution to raise the level of "Trust Capital" by providing greater transparency and adopting a collaborative and consultative approach to decision-making. Our solution is based on a Systems implementation of stakeholder engagement that is a timely alternative to random, reactionary and episodic approach prevalent in school districts.

PROPOSAL

K12 *Insight* proposes a customized prescription for building and growing the engagement level of all stakeholders of the captioned school district in a manner that is systemic and systematic. K12 *Insight*'s prescription has a core component which will be customized in working closely with the district's leadership team to be fully aligned with the district's strategic plan.

The prescription creates a systemic way to provide transparency into the opportunities and challenges before the district, as well as be inclusive of their perspectives on all issues.

The core components of this prescription are listed below:

I. A Communication Calendar in Synch with Prominent Activities in the District

K12 *Insight* shall conduct a comprehensive audit through a Survey of Surveyors to establish a baseline need and activity of 2-way dialog through surveys in the district. A consolidated Communication Calendar is drawn at the start of each school year based on needs defined in the district strategic plan, data from Survey of Surveyors and discussions in a working session with key district leaders.

II. Best Practices Guideline

K12 *Insight* shall help district develop and adopt a Best Practices Guideline which shall provide detailed directions according to which any district staff member may deploy a survey. Such policy is in recognition of the fact that every survey creates expectations in the minds of those who participate, and is therefore an exercise in public relations. The wording of questions in a study, the communication that follows a study – all these factors impact the engagement level of those who participate in the study. A uniform guideline eliminates over-surveying and survey fatigue. It also provides all staff member with a need to have such a dialog access to the tools and necessary expertise.










III. A Comprehensive and Innovative Approach to Communication






In recognition of the limits of one-way dialog, our comprehensive approach utilizes true two-way dialog with stakeholders. We use surveys as the vehicle for such two-way dialog but depart from the traditional view of surveys in some significant ways:

1. We go beyond mere data-gathering with a research focus to informing and educating respondents on key issues using the art of asking questions to inform and educate. This is essential since a majority of the public does not understand how their district operates and the nature of the challenges and opportunities before the district. This also gives an opportunity to address prevailing myths. To clarify, this exercise is not the equivalent of "push polling" and other aggressive PR activities. We believe that in order for any school district to have the capacity to meet the challenges it faces, all stakeholder groups should have access to key facts, free of misinformation and myths that are all too common concerning public education.

2. We deploy customizable templates to do extensive communication before a survey is launched in order to emphasize the fact that the district leadership team values their input and that it is their duty to participate in such studies.
3. On a select set of critical studies, we target participation of 100% of the population instead of a sample. As a communication and relationship-building activity, the district must seek the involvement and participation of everyone, with emphasis on reaching those individuals who traditionally tend to be absent from such dialog.
4. K12 Insight will help the school district develop key partnerships with community-based organizations to ensure greater participation in all such studies. We will work with the Communications department by bringing the lessons we have learned from our work in districts all around the country to tap into the support of clergy, libraries and other civic organizations.
5. Questionnaires are reviewed to ensure they are free of jargons and other forms of k12-speak. If a sizeable number/percentage of parents does not speak English as their native language, studies directed at parents and community members should also be deployed in those languages.
6. A considerable amount of attention is to be paid to post-survey communication. In the interest of transparency, findings are made available and shared with all stakeholders shortly after the closing of the data-collection phase. In addition to expressing appreciation for their input, stakeholders should be informed of key findings, how their input will be used, what decisions will be based on those findings – using words and terms that they can easily understand. K12 *Insight* will provide all reports and shall work with the district communication team to develop the messaging for all such communication.

IV. Key Stakeholder Data/Engagement Initiatives (Core Prescription to be Customized):

Topic	Respondent Group			
	Students	Staff	Parents	Community
<i>Opening of the Schools Customer Satisfaction (site level leaders only)</i>				
Climate at Site Level Issues				
Student Engagement				
Employee Engagement				
Climate at Central Office Issues				

Professional Development Needs Assessment				
<i>Alumni Workforce and College Readiness</i>				
<i>End of the Year Customer Satisfaction (site level leaders only)</i>				
<i>New Hire Mentoring Effectiveness</i>				
<i>Employee Exit Survey</i>				

Survey Respondents Key:



V. High Quality Email Database of All Stakeholders

Even though surveys may be deployed both online and offline (via paper, phone) there are distinct advantages to building email database for all stakeholders who can access the Internet. K12 Insight will help the district build and maintain an email database of parents, community members, teachers, alumni and students based on its experience in working with schools around the country. Having high quality, email database that is updated in a timely manner significantly reduces the cost of communication and increases its effectiveness. Student survey access is possible using special passwords or student IDs.

VI. Plug & Play Solution for Central Office and Every School Site with Full Support

K12 Insight's solution is fully customized for each district, so its look & feel reflects that of the district. Every staff member in the district – in Central Office and at school sites – who needs access to the technology is trained and supported by a dedicated Strategic Account Manager and provided full and unlimited access. Permission levels determine what data a person may view or modify. Training is provided on an on-going basis. Support is available by phone or email. Professionals with expertise in survey design and messaging are available to every district staff to assist with questionnaire design and provide interpretation and dissemination of information. We also provide professional translation of all survey content to enable parents to complete surveys in their own native language. This is essential to boosting engagement and parental participation.

VII. Reporting Dashboard

K12 Insight shall provide the results of the all surveys on a reporting dashboard including longitudinal trends to track progress in key areas.

VIII. Comprehensive Pre-Survey Communications Campaign

K12 Insight shall provide templates and key messaging documents for op-ed articles, press releases, phone-messages to be recorded in advance of the two Climate survey initiatives.

IX. Comprehensive Post-Survey Communications Campaign

K12 *Insight* shall provide detailed reports and shall develop articles with key messages for circulation to the press, including press release and press conference after each of the two Climate survey initiatives.

X. Centralized Repository for all District Survey Initiatives

K12 *Insight* shall provide access to its technology for all survey initiatives in the district and shall provide training and support to all district personnel in both the use of the technology as well as proper methodology on surveys.

Survey Bank

All surveys deployed by a district should be customized to meet the exact communication needs of the district. This work is done by professionals who specialize in communication and survey design. To ensure quality control, we have developed an exhaustive process for designing questionnaires. This process is collaborative between K12 *Insight's* experts and district staff and is known as the Joint Questionnaire Development (JQD).

Additionally, a Survey Bank – a repository of tested and validated surveys on a wide variety of topics – is available to all users of our system. A sample of topics is listed below.

	Staff	Parents	Students	Alumni
360 Feedback for Leadership Board	x			
360 Feedback for Principals & Teachers	x			
Access to Computer		x	x	
Alcohol/Drug/Tobacco Use				X
Alumni: General				X
Alumni: Job/College Readiness				X
Bond Preparation		x		
Budget Shortfall Survey	x	x	x	
Career Preference Survey	x			
Climate	x	x	x	
Course/Teacher Eval - End of Year			x	
Course/Teacher Eval - Mid-Year			x	
Course/Teacher Eval - Year-Round			x	
Customer Satisfaction		x		
District Leadership Evaluation	x			
Facilities: Cafeteria			x	
Facilities: Computers/Technology	x		x	
Facilities: Overall	x			
Guidance Counseling Dept Redesign	x	x	x	x
HR: Job Applicant Eval				
HR: Employee Engagement				
HR: New Teacher Mentoring Effectiveness				
HR: Exit Survey				
Internet Access		x	x	
Ops: Payroll Issues	x			
Ops: Resource Availability	x			
Ops: Technology Needs Assessment	x			
Ops: Transportation		x	x	
Parental Support		x	x	
PD: General	x			
PD: Needs Assessment	x			
PD: Training/Program Evaluation	x			
Principal Evaluation	x			

	Staff	Parents	Students	Alumni
Safety: Youth Risk Behavior			X	
Safety: Bullying	X	X	X	X
Safety: Cyber-bullying	X	X	X	X
Safety: Perception	X	X	X	X
Safety: Policy Violation Reporting	X	X	X	
School Census		X		
School Improvement	X	X	X	
School Naming/Renaming	X	X	X	
School Uniform Policy Survey	X	X		
Strategic Plan Design Survey	X	X	X	
Student Engagement/Attitude	X			
Visual & Performing Arts Resources			X	
Volunteer - Determining Interest		X		
Volunteer Feedback		X		
Website Evaluation		X		
Wellness Survey	X		X	

Purchase Order #

DISTRICT INFORMATION

District Name	Cedar Hill ISD		
Main Office Address	285 Uptown Blvd		
Main Office Address		City	Cedar Hill
State	TX	Zip	75104
Enrollment	8,284	Date	4.9.12

SOLUTION CONTRACTED

	Solution	Description	Price
<input checked="" type="checkbox"/>	Comprehensive Stakeholder Perception Solution	Expertise to deploy a systemic and systematic stakeholder survey solution for the entire district – availability of survey methodologist and survey communications experts to assist in design, deployment and interpretation of all surveys.	Annual Cost: \$ 4.00 per student (8,284 enrollment) \$ 33,136 total cost per year Included
<input checked="" type="checkbox"/>	Subscription to K12 Insight's comprehensive K12 survey platform	Subscription access license to the K12 <i>Insight</i> solution. This includes unlimited surveys, responses training and support for all members of district staff for all surveys related to the district's business. Full access to Survey Bank included.	Included
<input checked="" type="checkbox"/>	Technical Support	Telephone and e-mail support available to all trained personnel during normal business hours (8 AM to 8 PM Eastern Time M-F). Includes all releases for the duration of the contract.	Included
<input checked="" type="checkbox"/>	Training	K12 <i>Insight</i> will training for all members of district staff (via the Web) who need to conduct any surveys for any purpose related to district. Web-based training is provided year-long. Two sessions of in-person training will be conducted. One training session for principals on how to use feedback data for better communication with stakeholders per year.	Included
TOTAL : 8,284 x 4.00 per student = \$ 33,136 annually			

CONTRACT DETAILS

	Start Date	End Date	TOTAL
Year 1	8.1.2012	7.31.2013	\$ 33,136
Year 2	8.1.2013	7.31.2014	\$ 33,136

Note: District has 30 days prior to anniversary date each year in writing to Opt out of the agreement.

DISTRICT BILLING CONTACT

Name	Horace Williams		
Title	Superintendent		
Email Address	horace.williams@chisd.net		
Telephone Number	972-291-1581 ext- 4012	Fax	

ORDER CONFIRMATION

This Order is subject to and governed by the Terms and Condition of Use governing the services which may be accessed at the following URL: <http://www.k12insight.com/terms-ki11A.pdf> Customer hereby requests K12 *Insight* to provide the Services as described herein. Upon receipt of this Order Form completed and duly signed by an authorized representative of Customer, K12 *Insight* will execute the requested Services. This instrument has been preaudited in the manner required by all applicable state and local laws.

AUTHORIZED SIGNATURE

Executed for and on behalf of the District by:

DISTRICT SIGNATURE: _____	Name:		
	Title:		
	Date:		
Email Address			
Telephone Number		Fax	

For and on behalf of K12 *Insight*, a Division of Zarca Interactive, by:

K12 INSIGHT SIGNATURE: _____	Name:
	Title:
	Date:

For Internal Use Only			
Main login ID		Contract Received	
Invoice #	Training Date	Signed Contract Sent	

K12 *Insight* Account Executive: Dan Carter
 These services ordered under Service Agreement #: _____