



Sharon Williams, Ed.D.
Superintendent of Schools

To: RIMSD 41 Board of Education
From: Dr. Sharon Williams
Date: September 23, 2025
Re: ThoughtExchange

ThoughtExchange provides a full suite of survey and exchange tools with advanced analysis tools and AI analytics. The solution is designed to bring the full power of advanced and complex survey design coupled with complex exchanges for a more holistic and detailed understanding of participant data. The survey and exchange tools will enhance our ability to make strategic, operational and cultural decisions by quickly pinpointing the actions our community can support and make building trust easier.

The complexities of planning for school, district and infrastructure improvement call for a more robust tool to receive and analyze school community input and feedback. ThoughtExchange will provide ongoing support and training during and through implementation of the tools. Leadership team members will have access to analytics and data visualization that are automatically generated by the software.

ThoughtExchange utilizes two primary modes of engagement: Exchanges and Surveys.

Exchanges are online conversations with and among a specified group of people on an open-ended question. A Leader in the organization asks an open - ended question to Participants, who share their thoughts, one thought at a time, during the Share step. Participants then read other Participant thoughts and rate them on a scale of 1-5. Exchanges can include a certain number of Survey Questions to help filter and analyze data sets.

Surveys are traditional surveys designed to collect quantitative data. While a survey may include open-ended questions, they lack the sharing and rating of thoughts uniquely offered by Exchanges.

It is recommended that the Board of Education approve the contract for service for \$30,721.58 with ThoughtExchange, 1990 Suite E. Columbia Avenue, PO Box 2260, Rossland, BC V0G1Y0.

Investment Period: October 1, 2025 - June 30, 2026
Total Investment: \$30,721.58
Funding Source: Title II

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