

“Patron Insight asked challenging questions, and really got our patrons to open up and share their true feelings.”

Patrick Lanane
Assistant Superintendent
Lindbergh (Mo) School District

Patron Panels

Keep your finger on the pulse of your patrons with Patron Panels, a comprehensive cost-effective program of targeted, ongoing research led by Patron Insight.

The program provides **regularly scheduled (monthly or quarterly; you decide), meetings with a select group of 18 patrons** to review plans, discuss challenges, and seek input. Six members of the group rotate off every six months, with six new faces coming in, so that your pool of participants is constantly being refreshed with new people and ideas.

Once a quarter, these meetings are supplemented with a **confidential, online survey of your current Panel delegates**, plus up to 100 more patrons who are waiting in the wings to join the Panel at a later date. No topic is off the table in this qualitative snapshot of patron opinion, provided by your key constituents.

Patron Panels: The best way to stay in regular contact with the leaders (and leaders-to-be) within your patron community.



PATRON
INSIGHT

What do you need to know?



Patron Panels

The Process

- An on-site planning meeting to determine the time schedule and protocol that would be most effective for your district.
- Collaboration with you to identify the agenda for each Patron Panel session, and to pinpoint the topics for the quarterly online survey.
- Assistance in selecting the people for the Patron Panels, and in identifying those who should be targeted to join in the future.
- Leadership of all Patron Panel meetings by a seasoned focus group moderator. Preparation and delivery of a comprehensive report of findings after each session.
- Fielding of each quarter's online survey, and delivery of a comprehensive report of findings.

The Fees

The fee varies based on the schedule of Patron Panel meetings and online surveys, but typically ranges from \$500 to \$750 per month for all services, with a minimum one-year commitment.

The Results

School districts that have engaged Patron Insight to conduct focus group and online research with targeted patrons have gathered key data that has sharpened their strategic planning focus.

References

Please tell us what you need to know through your research, and we'll connect you with references that are contemporaries in terms of district size, region, and information need.



What do you need to know?