



Patron Relationship Model

PATRON
INSIGHT 



18 years of observation lead us to one conclusion:

- Some districts have better patron relationships than other districts
 - No correlation to size
 - No correlation to demographics
 - No correlation to geography
 - No correlation to money



Districts with great patron relationships see these results

- Positive involvement by patrons and parents
- More harmonious dialogue
- Rarely have contentious issues
- Strong, stable BOEs
- High satisfaction with Superintendent
- *Regularly pass bond/levy issues*



Common Ground?

- We discovered four activities that districts with great patron relationships seem to do very well



CONSULT: Regularly seek out the opinions of patrons

- Are in-front-of patrons every 18-24 months
- Multiple touch points
- Reach “everybody”
- Ask lots of questions
- Sound methodology



CONNECT: aligning district plans with patron perceptions

- Listen, hear and adjust their plans
- Acknowledge the feedback
- Disseminate findings (internally and externally)
- Provide training (internally) so staff/employees are well-informed
- Manage brand



COMMUNICATE: say what patrons want to hear

- Get the messaging right
- Speak to the right audience
- Use multiple tools
- Manage perception

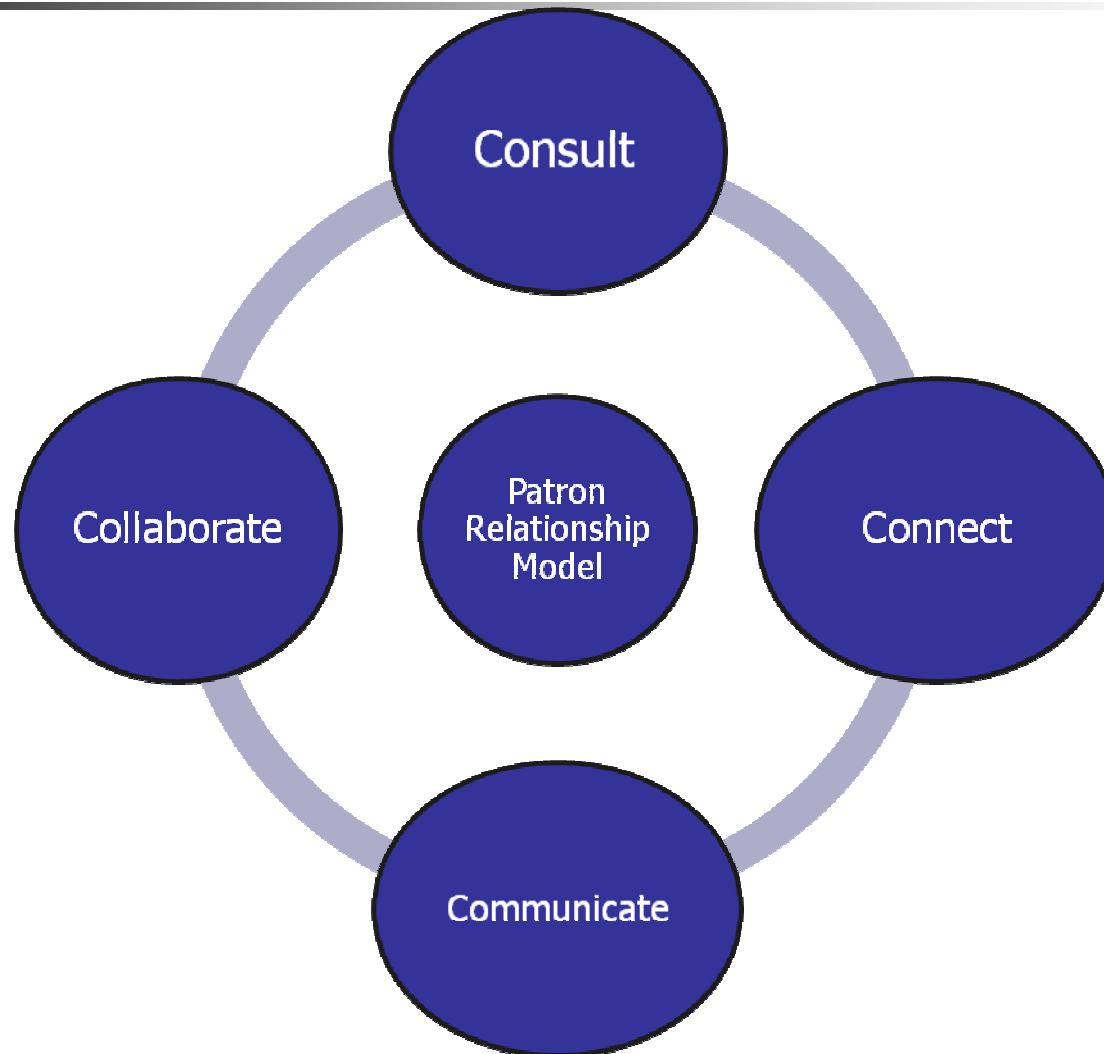


COLLABORATE: never stop asking the right questions

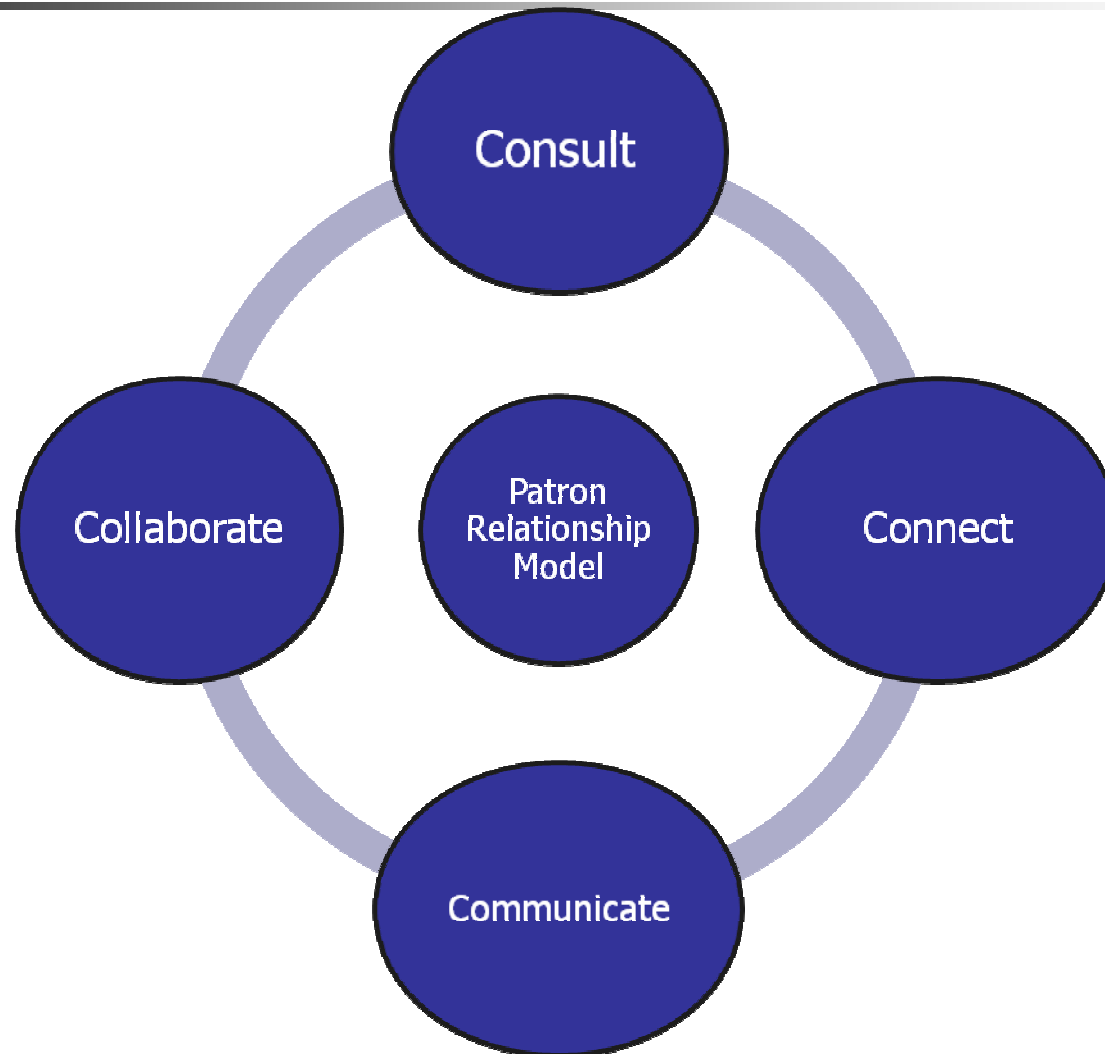
- Ongoing dialogue
- Reach out to all subgroups
- Seek meaningful input



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Your examples: What works and what doesn't work?





Thank you!

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