

*** THAT'S WHAT
KEEPS US
SWIMMING.**



Successful districts excel in three areas in dealing with their patrons: they consult with their patrons often, they collaborate with patrons on critical issues, and they communicate with patrons through multiple channels.

Seen as a whole, we call this the Patron Relationship Model, and we've developed our service offerings to help school districts succeed in these areas.

Whether you are considering a ballot initiative, doing facility planning, working on your CSIP, considering boundary re-alignment, contemplating budget options, or simply need to communicate more effectively, we have extensive experience helping you connect with your patrons.



Check us out online at www.patroninsight.com
or call us at 913-814-7626.

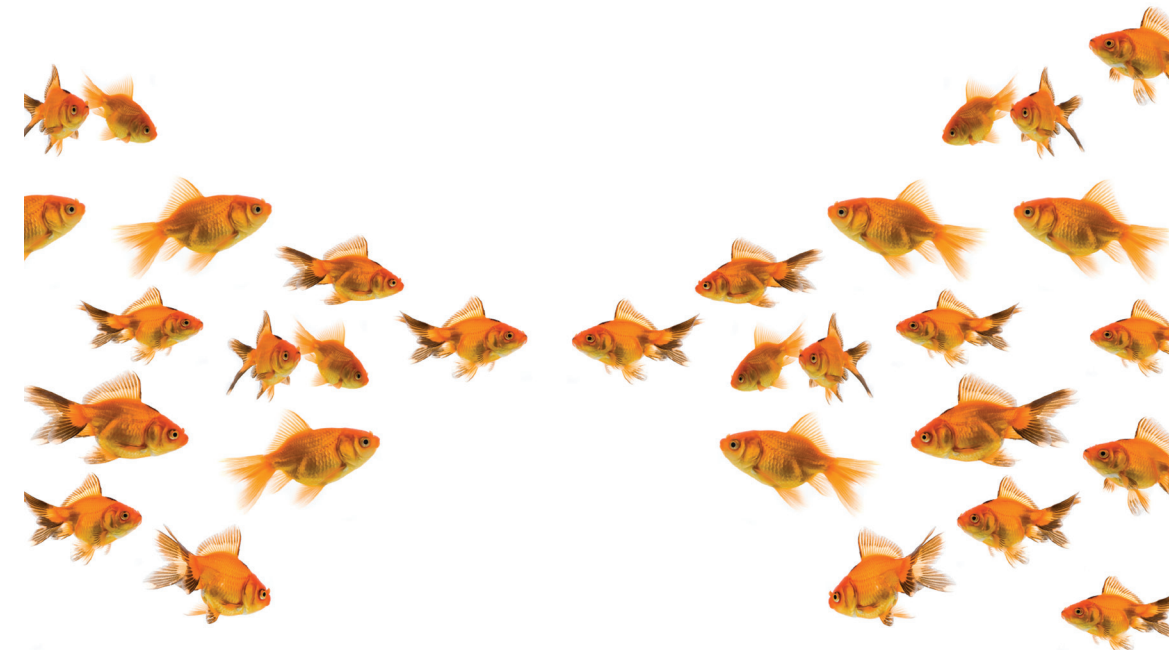


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HELPING SCHOOL DISTRICTS BUILD GREAT PATRON RELATIONSHIPS*



CONSULT

TELEPHONE SURVEYS

Statistically significant research provides critical insight into what a true, random cross-section of your constituents are thinking. Whether you need to measure overall citizen satisfaction, evaluate support or opposition to concepts for a future proposal, or test the impact of potentially controversial decisions, research can help you more effectively identify the opportunities – and the risks.

ONLINE SURVEYS

When the audience is “captive” (parents, teachers, etc.) and the subject matter is important to them, customized online research from Patron Insight can provide you the answers you need at a fraction of the cost and time of traditional research. Our expertise at survey methodology and analysis ensures that your data is accurate.

FOCUS GROUPS

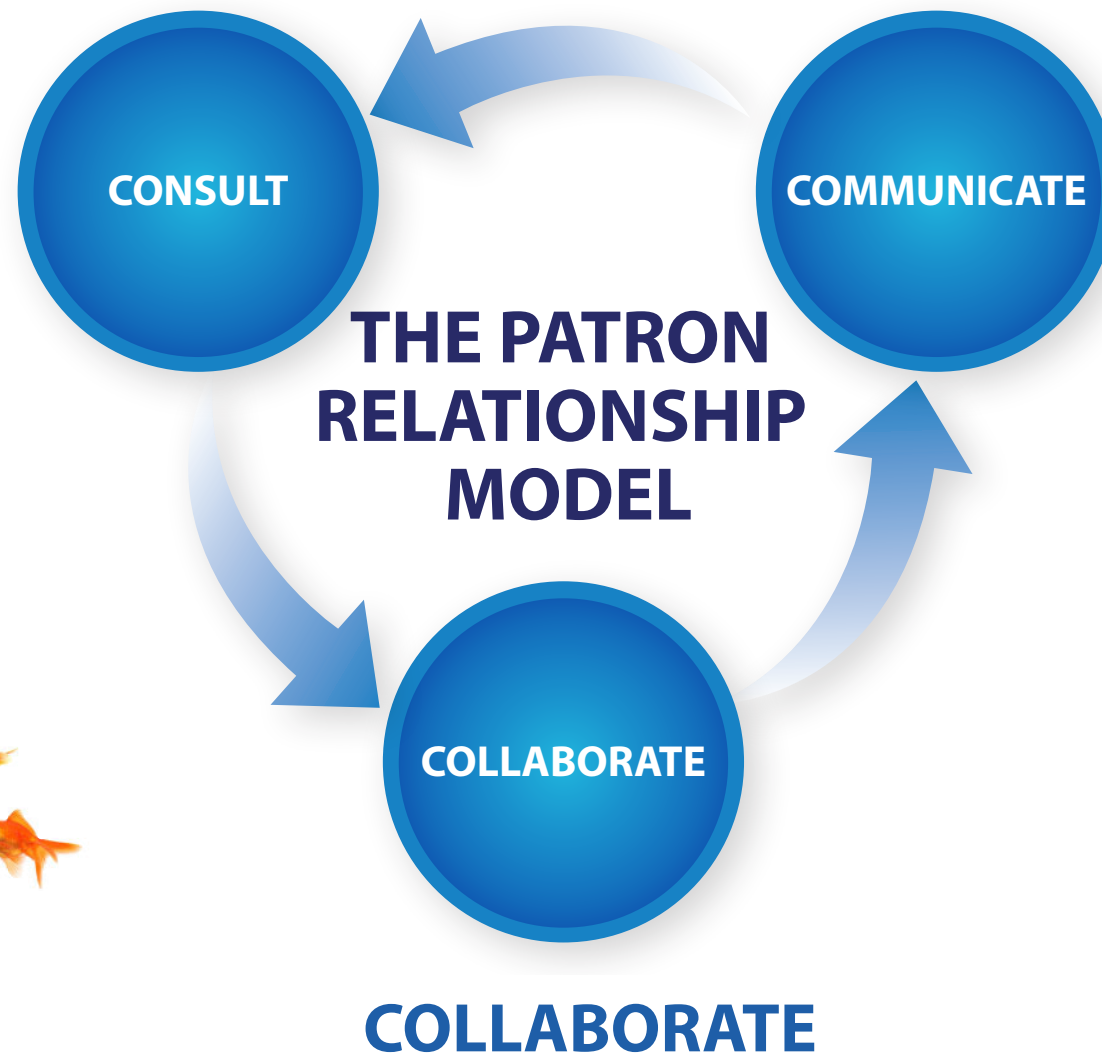
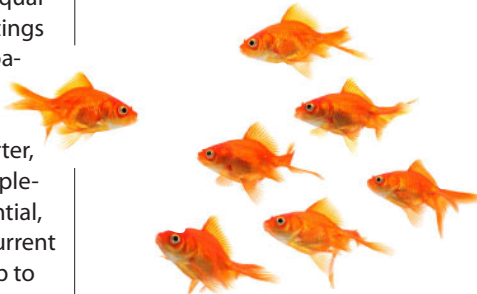
When you need impressions rather than numbers, focus group research from Patron Insight is the ideal choice. And while lots of companies offer focus group moderation, our professional facilitators average 25 years experience, meaning we get well below the surface, so you’ll know what your patrons, parents, students, teachers or community leaders are really thinking and feeling.

PATRON PANELS

Patron Panels is a program that provides regularly scheduled (monthly or quarterly; you decide), meetings with a select group of patrons to review plans, discuss challenges, and seek input. 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.

EXIT SURVEYS

Those who are leaving your district – whether they are staff or students – have a wealth of insight to share, if you ask them for their help in the right way. Our Exit Survey process gleans the strengths of the district, along with those areas that may need attention, in a way that makes it easy for those who are leaving (or who have just left) to take part. We’ll guide you each step of the way to make certain that your Exit Survey fits your district and gathers quality information you can put to use right away.



COMMUNICATE

WRITTEN COMMUNICATION

Whether it’s a marquee at a school, a newsletter, a story in the newspaper or an e-mail blast, patrons are always reading something about your school district. Crisp, concise written communication that is targeted to the right audience can go a long way toward helping you successfully manage your patron relationships. We have award-winning writers for all disciplines.

SOCIAL MEDIA

“Friends and neighbors” are almost always the most common information source identified in our patron surveys. Increasingly, social media is the way your patrons get their information from their friends and neighbors. You Tube, Facebook and Twitter are some of the social media you need to monitor and master. Check out our own social media efforts and ask if we can help you with yours.

TRAINING & STAFF DEVELOPMENT

We love to teach—and it shows in everything we do. We have comprehensive programs on topics ranging from research design to brand development to crisis communications. Our programs are as short as an afternoon or as comprehensive as a whole semester. Please contact us for more information.

PATRON LINK

Not all school districts have on-site professionals to handle the day-to-day communication needs, and that’s where Patron Link can help. For a small, per-student fee, school districts get regular communication training and a set number of hours dedicated to their individual communication needs. Letters to parents, website copy, newspaper columns – you name it, we’ll prepare it for you.



CAMPAIGN LAUNCH WORKSHOP

If you are planning a do-it-yourself election campaign, we can get your committee off to the right start with this fun, hands-on, two-hour workshop. We also offer campaign facilitation services, if you need more help beyond the kick-off event.

CAMPAIGN ASSISTANCE

You need to raise money to meet the needs of your district and you need the approval of your patrons in order to do it. Whether it’s a bond election or levy increase, asking your community to say “yes” to paying more taxes is never easy and not something you do every day. We have the tools and know-how to assist you through the campaign process. We’ll help you avoid the pitfalls and find success at the end of what is guaranteed to be a whirlwind tour...just ask anyone who has been through a campaign!

POST-LOSS ELECTION ANALYSIS

If Election Night doesn’t go the way you planned, we can accurately assess where voters did not connect with your proposal and recommend strategies for a successful re-election campaign. We have an excellent record of helping school districts understand what it will take to reverse losses and find ballot box success.

LONG-RANGE PLANNING

When it comes to planning for the future or an important decision that needs to be made, involving your community in the planning process is the key to a successful outcome. As expert group facilitators, we will help a group of your patrons through a proven process to reach consensus. We’ll incorporate subject matter experts as we go, so that the group has all the information it needs to create workable solutions your community will support.

BOUNDARY ISSUES

Few school district topics are as potentially divisive as boundary issues. We can help you make lasting patron connections, inform your decision-making and provide crucial third-party neutrality to public engagements in a customized process that eliminates the guesswork. Our process includes research to determine the thoughts and concerns of the typical patron on this subject, along with facilitation of a boundary committee and the fielding of a public meeting, where the most interested citizens can come and have their voices heard. The result: A solution that has the strength of data and public input behind it.

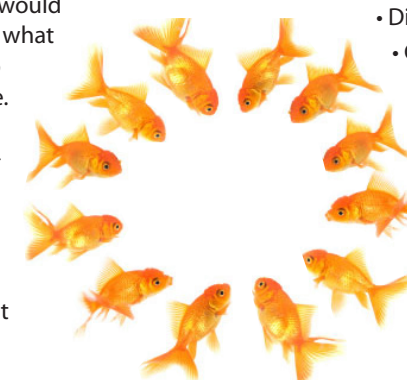
BUDGET PLANNING

Our budget planning research provides patrons with a strategic “seat at the table” as challenging financial decisions are being made. Through a mix of research methods, you’ll hear what patrons would like to protect, and what they’d be willing to reduce or eliminate. Such data informs your decision-making, and guides you in effectively communicating those decisions to parents, non-parent patrons, and staff.

CSIP INITIATIVES

Our most comprehensive planning tool (sometimes called a “Super Survey”) combines elements of all areas of patron engagement – ballot initiative, boundary issues, budget planning – with a broad range of district-specific questions/concerns, including:

- Communications vehicles, frequency and content
- Patron involvement, perception of approachability and volunteerism
- Special services (Gifted Programs, ELL, etc.)
- Financial planning and communications
 - District strengths and weaknesses
 - Curriculum changes
 - Transportation issues
 - Extracurricular activities



Combining quantitative and qualitative research methods can help districts completely engage with all segments of their patron population to identify and fulfill CSIP goals, strategies and tactics.