

Online Citizens Advisory Committee™ (OCAC)

A steady, simple – yet data-driven – approach to collecting feedback

School districts need information to make good decisions. But not all situations call for extensive (and expensive) data-gathering methodology.

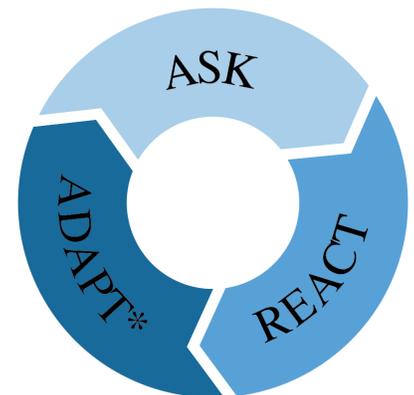
Sometimes, you want to test a change you are planning to make, and you *don't* want to rely solely on anecdotal input. Or you want to float a trial balloon. Or you need see if an adjustment you have already made – from something as big as a change in the bell schedule, to as small as how meals are served at school – is meeting with favor.

How can you gather such information in a steady, uncomplicated, data-driven way? Meet the Online Citizens Advisory Committee from Patron Insight.

How it works:

- Participating school districts invite individuals (every email address the district has – including parents, community members, business and local government leaders, members of the faith community, etc.) to take part in a quarterly meeting where there is, actually, *no meeting*. Not even on Zoom.
- Instead, respondents are asked to complete an online survey on topics that the school district needs, or just wants, feedback on. Each quarterly survey will take no more than five minutes to complete, which encourages participation.
- Patron Insight works with the school district to design each survey, manages the data collection, and then provides a full report of results – including cross-tabulations. Results are tracked from quarter to quarter, where applicable. Patron Insight also advises the district on how to share the results most effectively.
- The school district's responsibilities are limited to recruiting members and sending out the link each quarter. Recruiting should be ongoing. There is no limit to the number of participants.
- Fees are \$4,000 per year (\$1,000 per survey), due at the initiation of the first survey. Discounts are provided to school districts that sign-up for multiple years.

Patron Insight's Engagement Success Formula



* as needed

**Get more engaged with your community with your own OCAC from Patron Insight.
It's a quarterly "ask" that is budget-sensitive, data-driven and simple for respondents.**