How to Make Customer Experience Part of Your K-12 Schools’ Strategic Plan
How to make customer experience part of your school district’s strategic plan
Hi, I’m Corey

- Head of Content, K12 Insight
- Former journalist and editor
- Founding editor, TrustED
Since 2002

We help school leaders improve school culture and climate—with a focus on the customer experience.

400+ SCHOOL DISTRICTS
Teaching and Learning Matters

...BUT IT’S NOT EVERYTHING.
Research shows

THE CUSTOMER EXPERIENCE

(how students and parents feel about your schools)

matters just as much — if not, more.
PERCEPTION

34%
Public K-12 parents satisfied with level of parent and community engagement

REALITY

47%
Charter school parents satisfied with level of parent and community engagement
Hi, I’m Justin

- Vice President, K12 Insight
- Former Special Education Teacher
- Former coach
SPECIAL GUESTS

Dr. Debra Pace
Superintendent

Dana Schafer
Public Information Officer
About Osceola

- 67,000 students (100+ countries)
- 50 schools
- 86.3% graduation rate
2016-2019 STRATEGIC PLAN
Taking Osceola From Good To Great
No more shelf documents
Customer service as a board-level initiative

- Not an annual review
- But a true Stocktake
- Reviewed on a regular basis
Why we did this...

1. Get everyone on the same page
2. Keep the community informed
3. Stay on task and on target
4. Identify critical areas of need
Our focus (internally)

- Make customer service a board priority
- Set the tone (top down)
- Develop standards
4 key areas of focus + impact to community

- Courtesy & respect
- Communication
- Responsiveness
- Environment
Professional Learning

- Ritz-Carlton for all front-line leaders
- Department-specific consulting (example: transportation)
- One-hour online training for employees
ROLL OUT THE RED CARPET

Annual Red Carpet Awards program
This was not a “gotcha”

Actual red carpets sent to schools and departments
Annual awards announced (August)
Be Accountable

- Added customer experience platform (Let’s Talk! from K12 Insight)
Community members can

1. Share feedback & questions
2. Share compliments *(Share Your Great)*
3. Share safety & health concerns *(Keep Osceola Safe)*
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Let's Talk!

- Select a topic:
  - Study
  - Work
  - Parents/Guardian
  - Community Member

- Ask a question:
  - Comment
  - Suggestion
  - Concern
  - Compliment

- Enter Name
- Enter Email
- Enter Telephone

Let's Talk Feedback & Questions

Adult Education
- Adult Learning Center Osceola (ALCO)
- Ocesola Technical College (OTech)

Alternative Schools
- New Beginnings Education Center
- Zenith Accelerated Learning Academy
- Osceola Virtual School

Athletics
- Athletics

Elementary Schools
- Boggy Creek Elementary School
- Central Avenue Elementary School
- Cloud Elementary School for Science and Engineering
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1. Share feedback & questions
2. Share compliments (Share Your Great)
3. Share safety & health concerns (Keep Osceola Safe)
Why we did this...

1. Make it easy for people to find us
2. Ensure timely responses
3. Measure community satisfaction
Data helps us improve

- Dashboard tracks response times
- Word cloud shows trending issues
- Reports help us communicate
Making strides

District feedback score 8.9 out of 10 (avg.)
Change your game
Make quality Cx an expectation...
Just like quality teaching and learning.
Questions?
MORE RESOURCES

Download our 5 strategies to building trust in your schools

Visit www.k12insight.com

Download our FREE GUIDE on building trust in your schools
Want to learn more?

Our K-12 Customer Experience Platform includes:

- Customer service software
- Customer experience surveys
- In-person and online Cx workshop for staff
Thank you