

Customer Experience Management for Schools in the Age of Electronic Communication and Social Media

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K12 Insight

Two seminal

shifts in k12

Two seminal shifts in k12 education

education

Shift #1



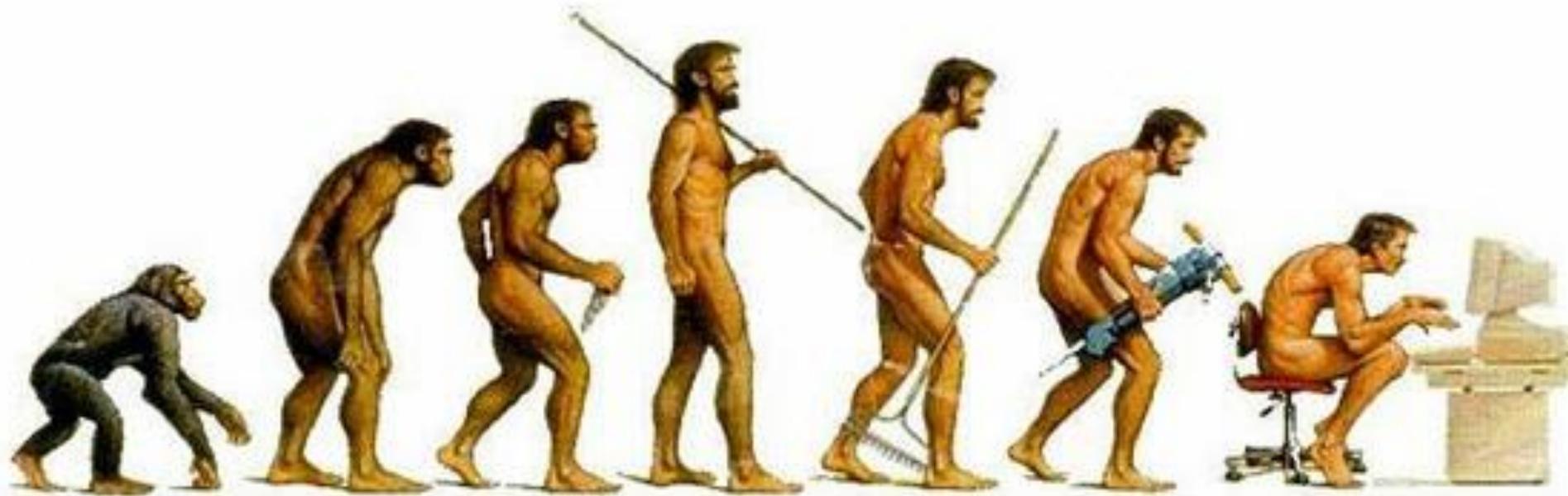
Educator-in-Chief or Communicator-in-Chief?

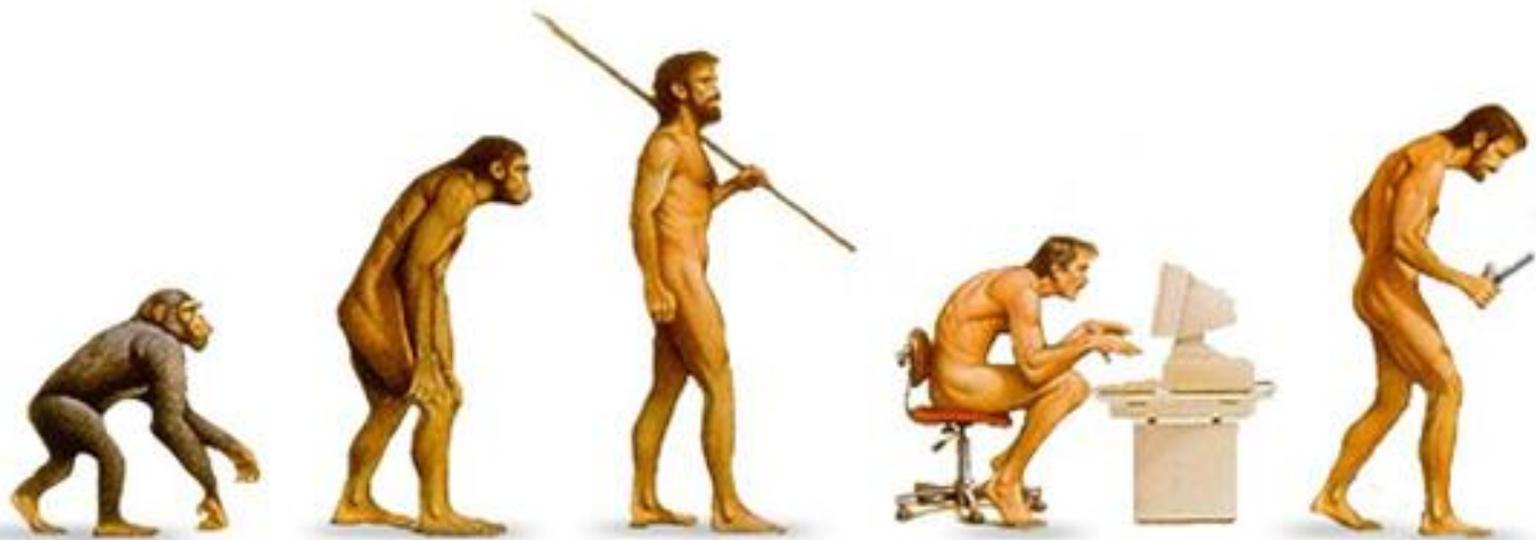
Shift #2



Competition

Nothing in the cultural DNA of K12 systems has prepared us for this

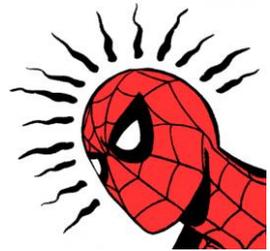




What we've learned

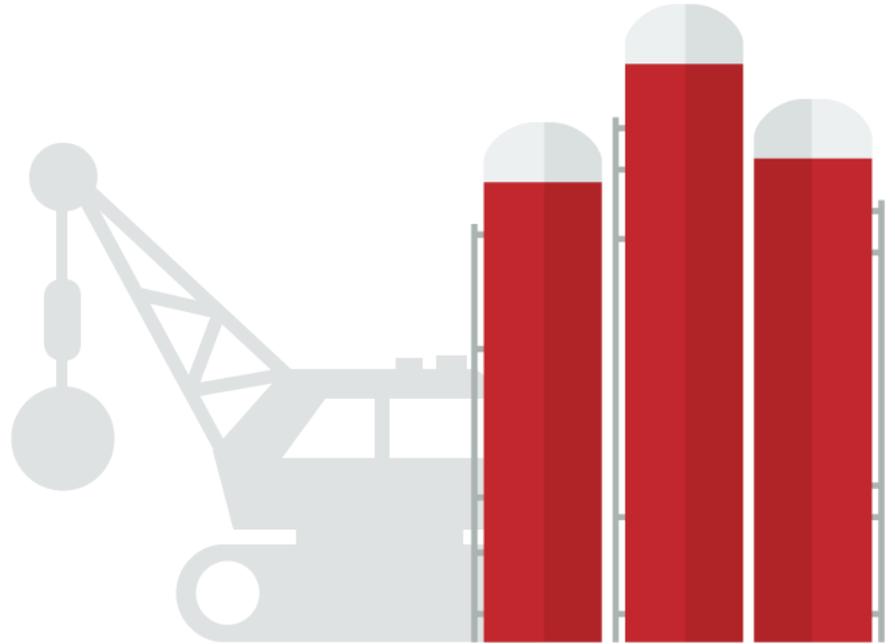
5 strategies to survive and thrive

#1 Be fire-preventer-in-chief not fire-fighter-in-chief



#2 Take a Systems approach

- Break down the silos
- Create an expectation of service
- Provide training for your entire team





**1 key communicator for every
100 students**

Silos of facts and issues
Silos of approach and style
Silos of results: Did you gain a friend or make a foe?



In-person meetings

Emails

Phone calls

Letters

Tweets

Facebook posts

Blogs

News articles



Risks lurk in every silo.

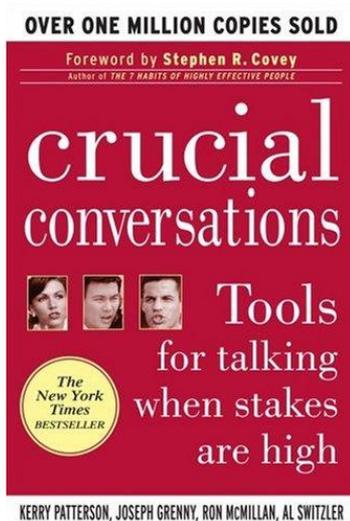
#3 Master the inbound

- Schools are great at outbound communications
- Not good at listening and engaging stakeholders



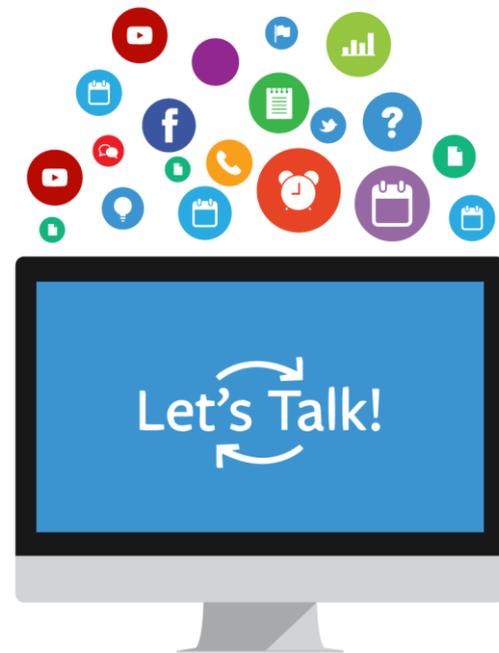
#4 Be authentic

- Don't just listen
- Make people feel heard
- Show them you care — earn their trust



#5 Don't sleep on the power of technology

- Threats come from everywhere
- Technology can help you manage risk
- Use a dashboard to identify hot-button issues
- Create opportunities for improvement
- Be everywhere, all the time
- Give everyone a seat at every table



Silo-Free
System

- Trending issues
- Potential risks



...that enforces a proven
Process

- Risk management
- Fidelity to process



**Support
and PD**

- For Continuous Improvement



Let's Talk!

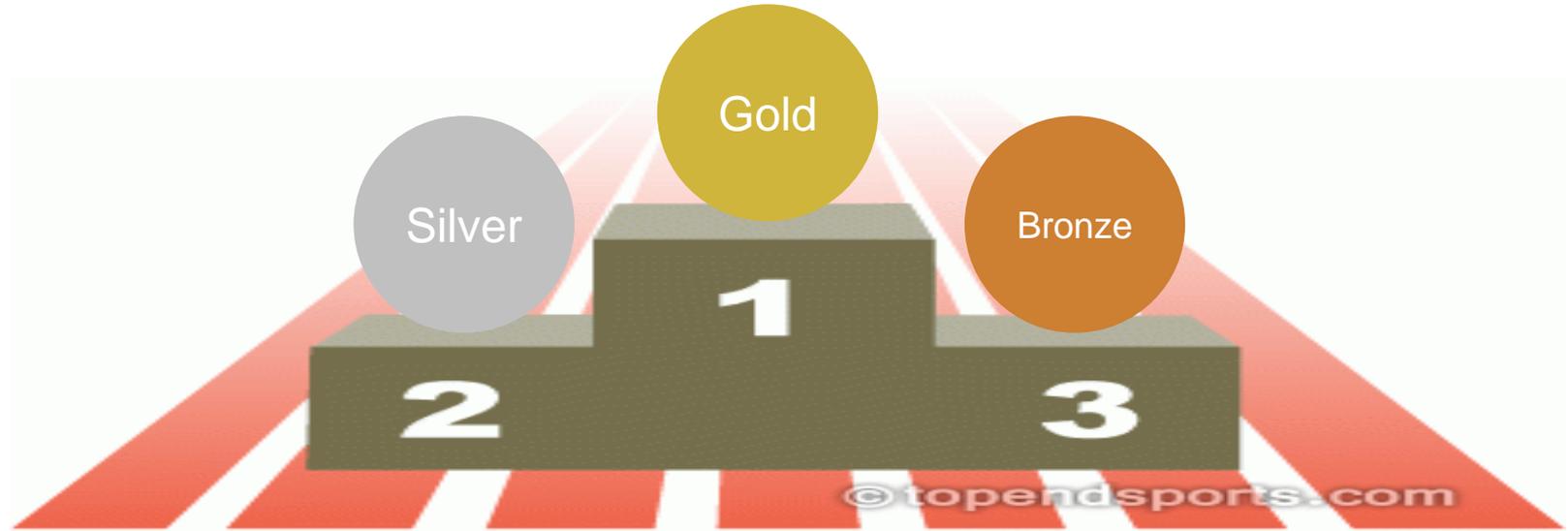
The Let's Talk! Promise

Properly implemented, Let's Talk! will provide school boards, superintendents and leaders at every level a **SYSTEM, PROCESS** and PD that result in:

1. Early warning on stakeholder issues for timely intervention
2. World class customer experience to all parents, teachers, staff, students and the community that the schools serve

How well will LT! deliver on its promise?

Depends on the fidelity of implementation



Thank you!

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