

To: Board of Education

From: Dr. Laurie Heinz, Superintendent  
Bernadette Tramm, Public Information Coordinator

Date: May 9, 2016

Re: Thoughtexchange Satisfaction Survey

We have been working to create a satisfaction survey that can be used primarily with staff and parents on alternate years when we are not obliged to use the 5Essentials Survey administered by the Illinois State Board of Education. Results of the survey will be included as measures within the 2020 Vision Strategic Plan/Strategic Objectives 5 and 6.

We have identified a very innovative new format that we think our parent/staff/community will enjoy using, called *Thoughtexchange*. *Thoughtexchange* is an online outreach tool that works to engage various stakeholder groups in expressing what's important to them. It provides organizations an opportunity for a 360-degree online dialogue to help identify what is valued and spot emerging issues within the community. Dr. Heinz had an opportunity to participate in a *Thoughtexchange* for one of her national organizations, and found it very engaging and easy to use. Arlington Heights School District 25 also used the process earlier this spring as part of its strategic planning.

It is best described as an "online town hall meeting" and includes *Share* and *Star* steps, followed by a *Discover* step. [Here is a short, 1-minute video](#) that introduces how it works. We previewed this process with our Superintendent Community Relations Council members at the April 12 meeting, and received an enthusiastic response to this fresh approach. The Council also brainstormed ways to reach out to other community members to engage them in the process. We have also reviewed it with our District 64 administrative group and received a similar positive response.

District 64 will be actively seeking input from parents, staff, and the larger District 64 community through May and into early June. We think this window will be well-timed to capture stakeholders' thoughts as the 2015-16 school year comes to a close.

During the multi-step process, participants will:

1. *Share* -- their thoughts surrounding 3 open-ended questions about our schools and District, and the work identified within our 2020 Vision Strategic Plan

2. **Star** -- review ideas from others and adds “stars” based on their level of importance to them
3. **Discover** -- learn what the community values/cares about the most

All parents and staff will receive direct email invitations to participate. In addition, we are mailing postcards to the Park Ridge-Niles community to invite all community members to join the conversation. The *Thoughtexchange* invitation is sharing space on the previously budgeted postcard we use to announce the online availability of our second annual Financial Report for 2015. Our Superintendent Community Relations Council members also will be helping to spread the word about the *Thoughtexchange* forum with their contacts and organizations. We will utilize all our other communications outreach channels as well.

In the *Discover* step this summer, we will be analyzing the satisfaction data contributed by our parents, staff and community through the process, and will be reporting to the Board and stakeholders as we prepare for the start of the 2016-17 school year.