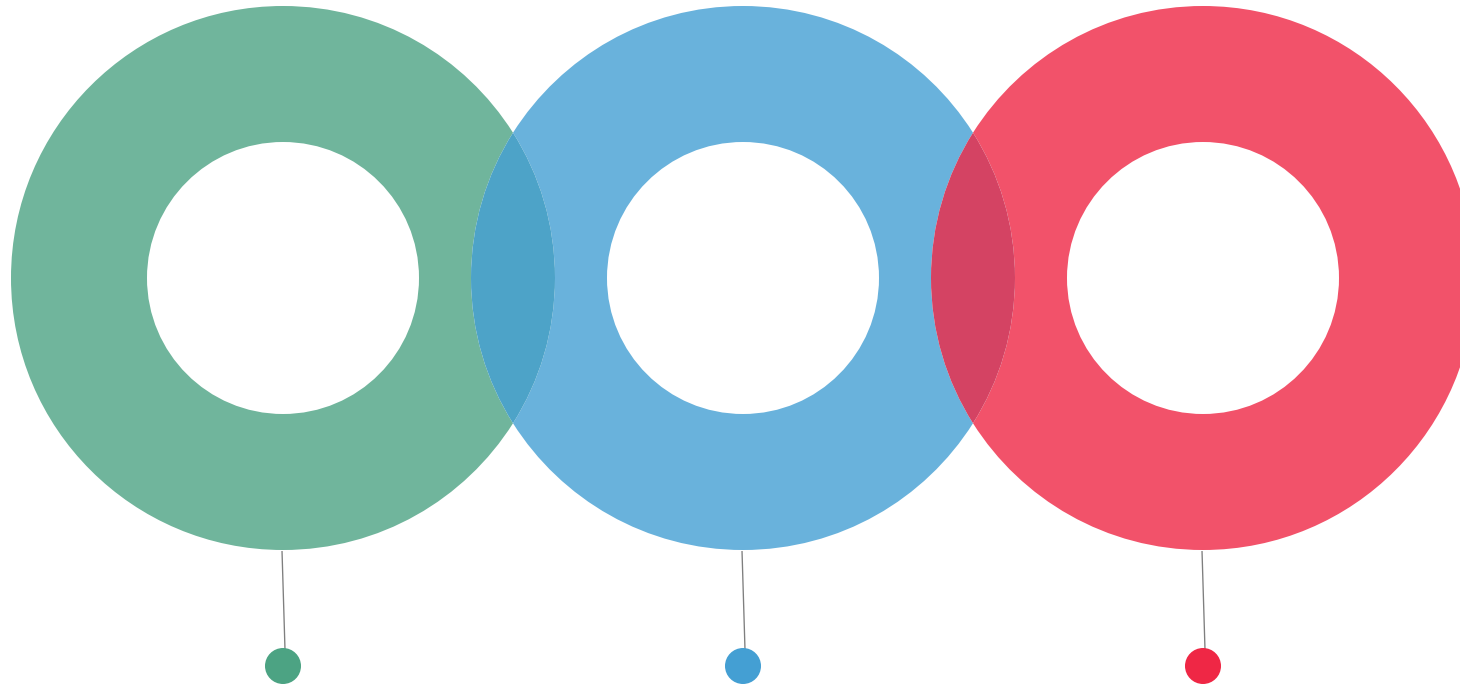# GRANICUS

Transforming School Board Meetings with Technology: Gathering Community Feedback and Setting Agendas

April 18, 2024

Webbinar Series

Community Engagement Strategies that Lead to More Effective Discussions for School Boards

Session 1

Transforming School Board Meetings with Technology: Gathering Community Feedback and Setting Agendas

Session 2

Modern Approaches to Run Effective School Board Meetings and Engage Your Community

Session 3

Post-School Board Meeting Essentials: Streamlining Workflows and Building Community Trust

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Agenda

- **Introductions**

- Anticipating and Channeling Increased Scrutiny

- How to Positively Engage Public Participation

- Gathering Public Input for Meeting Preparation

- Automated Tools to Pull It All Together

- Planning Ahead

Interacting in Today's Session
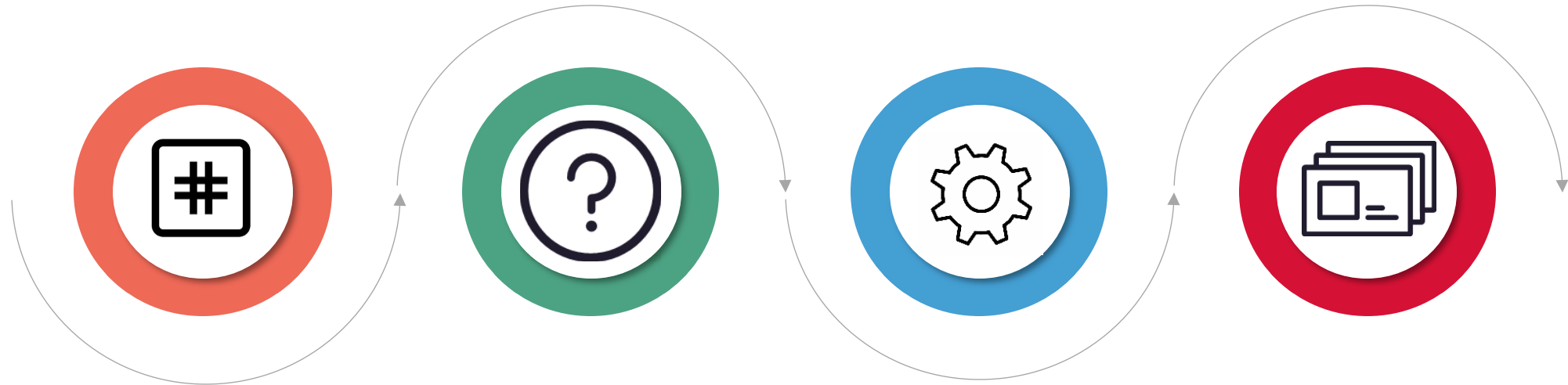
govCommunity
Participate in more Q&A and discussion after the webinar.
Register at
community.granicus.com

Questions
Submit your questions at any time through the Q&A icon in the bottom toolbar

Tech Support
Troubleshoot using Audio Setting in the bottom toolbar or email us at
info@granicus.com

Presentation
The slide deck and recording will be sent in a follow-up email

Granicus Is Transforming **how** Government and People Connect Digitally

Serving
the public's needs & interests since 1999.

500K+
GOVIES

Across 6,000 agencies

GRANICUS
Government Experience Cloud

Web   Comms   Services   Mtgs   Records

Consulting

300M+
PEOPLE

Across the U.S., Canada, U.K. and ANZ

Connecting
with government-provided information and services

6,000+ Government Customers

15 Of 15 Federal Agencies

1,000 Employees Worldwide

50 States, plus locales in Canada, UK, Ireland, Australia, New Zealand

50 of 50 Largest US Cities

Today's Presenters

Granicus Team Members

Tyler Fox

Senior Segment
Marketing Specialist

Teresa Myers

Product Marketing
Manager

Helen Cooley

Senior Solutions
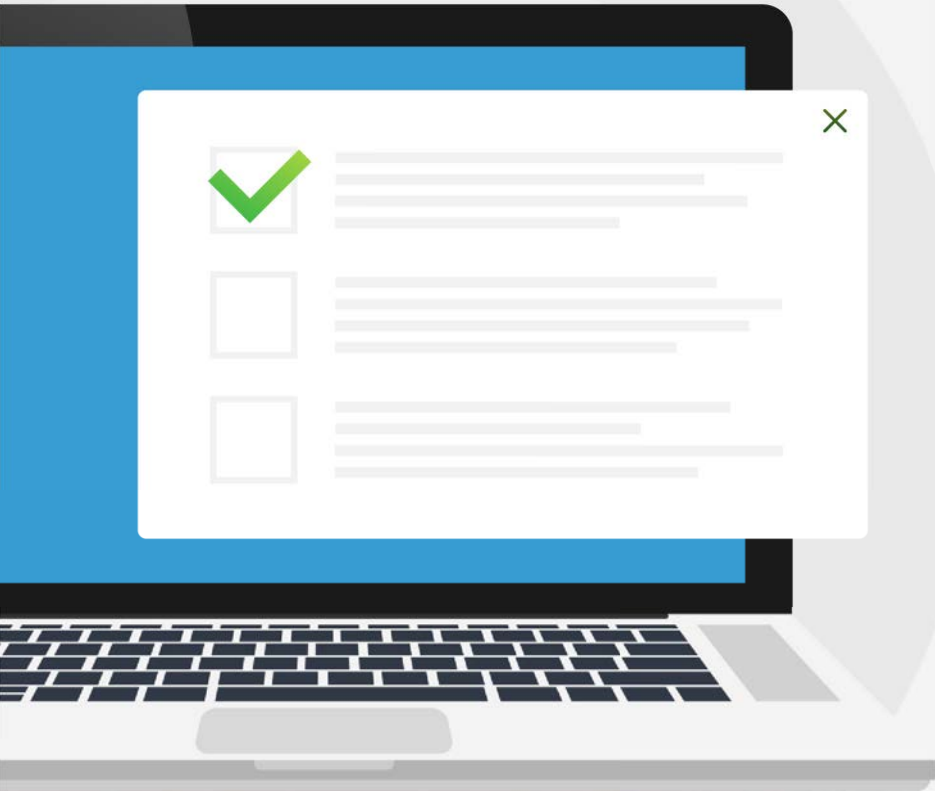Marketing Manager

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Poll: Have you ever experienced a situation where, looking back, you wished you'd tapped into community opinion sooner or more deeply?

1. Yes, once

2. Yes, more than once, unfortunately

3. No, thank goodness!

4. Other – Share in the chat!

School Boards are Under More Scrutiny than Ever

7 moments from that rowdy Hernando school board meeting this week

A few things you may have missed from a marathon event that embodied Florida's tense debate over education.

Public scrutiny can be useful or disruptive, depending on who is steering it.

PROPUBLICA

How School Board Meetings Became Flashpoints for Anger and Chaos Across the Country

In terms of public involvement, we live in a "pay now or pay later" world at the moment, so you can be proactive or reactive. The choice is yours.

There are ways to manage and direct community involvement so that it is positive and helpful.

North Kitsap community demands change; wants school board to fire superintendent

N. KITSAP SUPERINTENDENT CHARGED

Davenport, Rachel

Let's look at how…

Escambia County Public Schools start program to enhance parental involvement in District 3

PARENTAL INVOLVEMENT

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Poll: How do you currently collect public feedback to prepare for important decisions? (check all that apply)

1. Social media

2. Emails/phone calls to administrators and/or board members

3. Website engagement tools

4. Community/parent/PTO meetings

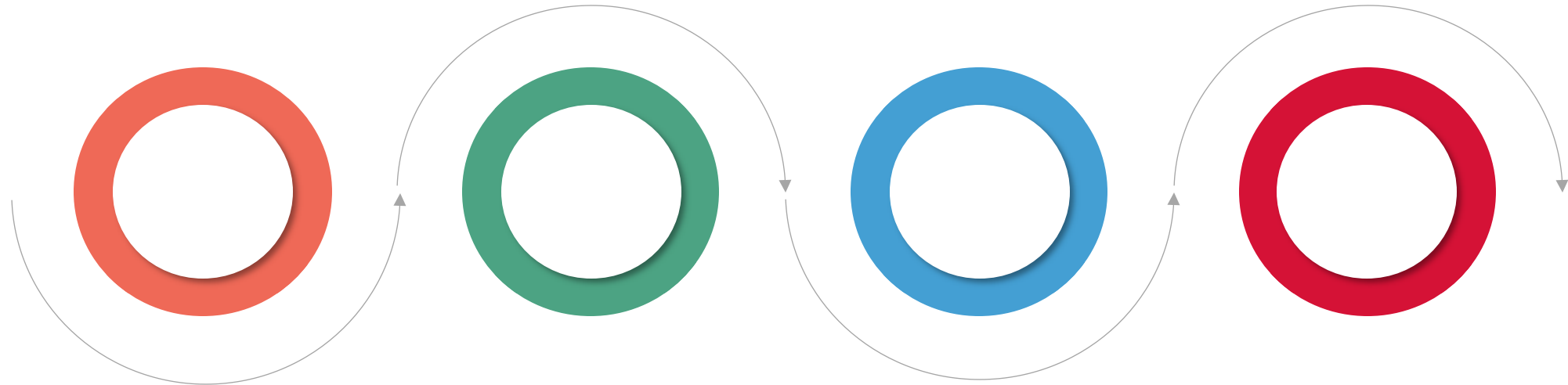5. Send home surveys

6. Other – Share in Chat!
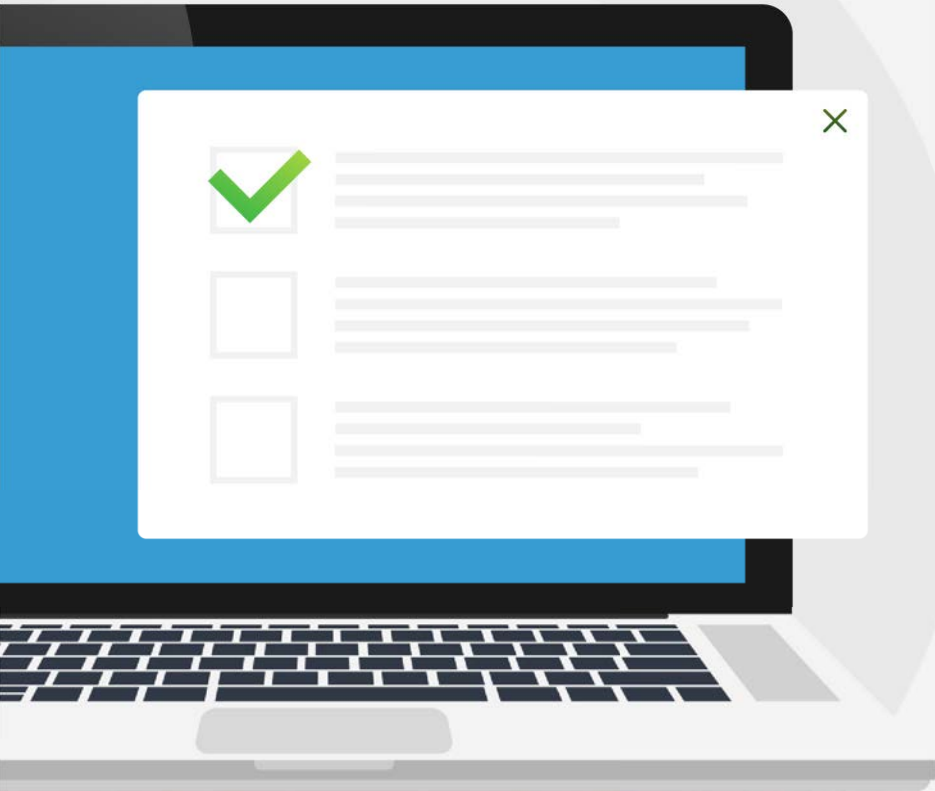
The Cycle of Public Participation

How to Positively Engage Public Participation

Don't wait until negative sentiment starts gaining ground

Identify

Identify key stakeholders early around the issue or action being considered; use existing data, such as public records requests to spot new trends and/or community sentiment

Target

Target communication outreach to ensure representations across the community, including hard-to-reach segments such as English language learners

Personalize

Personalize communication efforts to the interests and preferences of different segments, such as those based on sentiment, participation, or categories like special education. Generic, one-size-fits-all messaging doesn't effectively engage members who aren't already likely to participate.

Implement

Implement outreach tactics such as email notifications, text message campaigns, managed website engagement pages, or social videos to amplify community involvement.

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The Importance of Identifying Key Stakeholders and Using Data

Data

Outreach
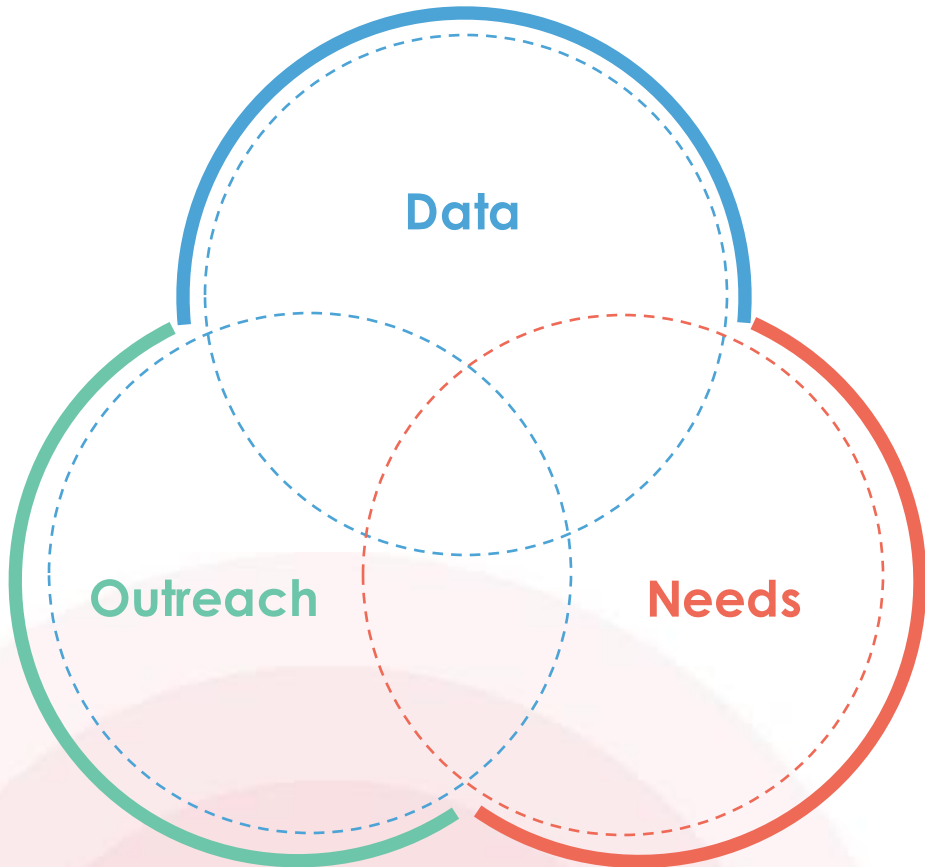
Needs

Understanding key stakeholders' needs and perspectives fosters transparency, collaboration, and community trust.
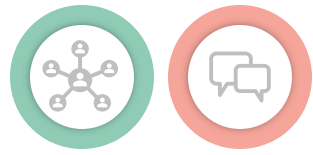
Existing data can provide valuable insights into the demographics, interests, and preferences of the community.

Using data can help better tailor outreach efforts to effectively engage with key stakeholders.

Targeted Audience Segmentation

Detailed Constituent Profiles

Target audiences based on behavior, event triggers, interests, location or demographic data

Historical Activity Tracking

Capture and access a holistic view of constituent interactions and feedback - tracking 30 billion annual touchpoints

Personalized Experiences

Deliver dynamic content, gather feedback in open, mixed and closed environments - where each interaction informs the next

Segment
34 matched users

AND ✓
OR

▼ Communication Preference is Email ✕ and ▼ Location is Midtown ✕ + AND

▼ Interested in Development Projects ✕ + AND

▼ Last Contributed less than 30 day ago ✕ + AND

+ Add Filter

Jennifer Vong Jennifer-1204 jenn-vong@jungle.app Last seen 3 days ago

Sarah Lemkin Sarah-4311 sarh@pinatas.io Last seen 7 days ago

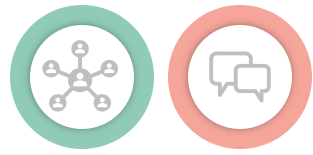Chris McAleer Chris-3425 chris@fastfinance.org Last seen 2 days ago

40% Increase in targeted audience completion rates for program enrollment *(Granicus)*

90% Reduction in cost to engage per individual with multi-channel approach *(Granicus)*

Multichannel Digital Communications

Peer Network Access

Access direct channels connecting over 300 million contacts and facilitating 22 billion messages annually

Workflows and Deliverability

Ensure messages reach target audiences with a 98% deliverability rate and decrease time to market with write once, publish everywhere

End-to-End Communications

Build cohesive targeted message sequences across web, social, SMS and email with audience entry/ exit criteria and branching logic
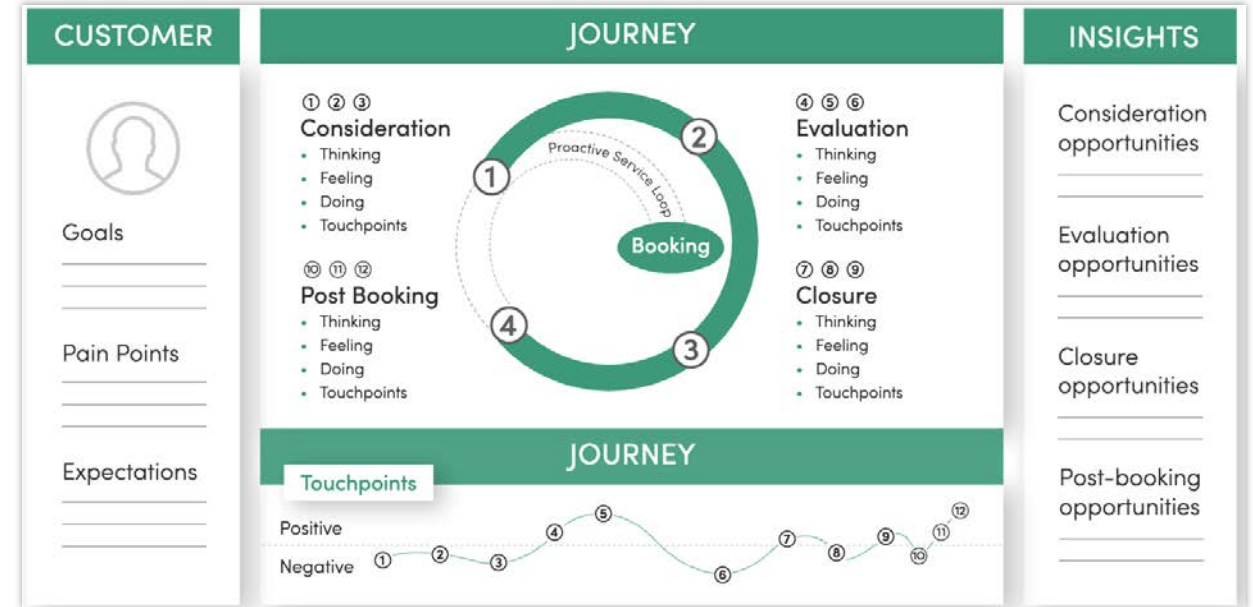
80% Increase consistent communication across channels increases satisfaction *(PwC)*

Targeted outreach costs **30% less than** other marketing efforts *(Business wire)*

Data Analysis and Insights

Journey Management

Map, analyze, and optimize user journeys with A/B testing and deploy transactional and campaign-based message sequences

Trend Reporting and Benchmarks

See who is informed, aware or engaged, capture and improve satisfaction (CSAT) scores on key interactions

Advanced Reporting and Custom Dashboards

Custom civic insights dashboards and connected Granicus and third-party technology with APIs

Residents **44%** more likely to reengage if offered a personalized experience *(Forbes)*

87% of residents expect a better experience from gov't than private sector *(McKinsey)*

Outcome: Enhanced Engagement and Community Satisfaction

- **Enhanced participation** in school board meetings and community forums, better informed decision making and more effective programs.

- **Increased stakeholder satisfaction** from timely, relevant communication.

- **Strengthened relationships** between the school district and the community, fostering collaboration and support.


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Poll: How do you REALLY feel about community feedback and participation?

1.   It's really useful to us; no downsides

2.   I see the value, but struggle to manage community expectations re: the impact of that feedback

3.   Our administration really only pays lip service; feedback doesn't generally affect decisions

4.   We feel completely overwhelmed by community sentiment and desire to control our decisions/actions

5.   Other – Share in the chat!
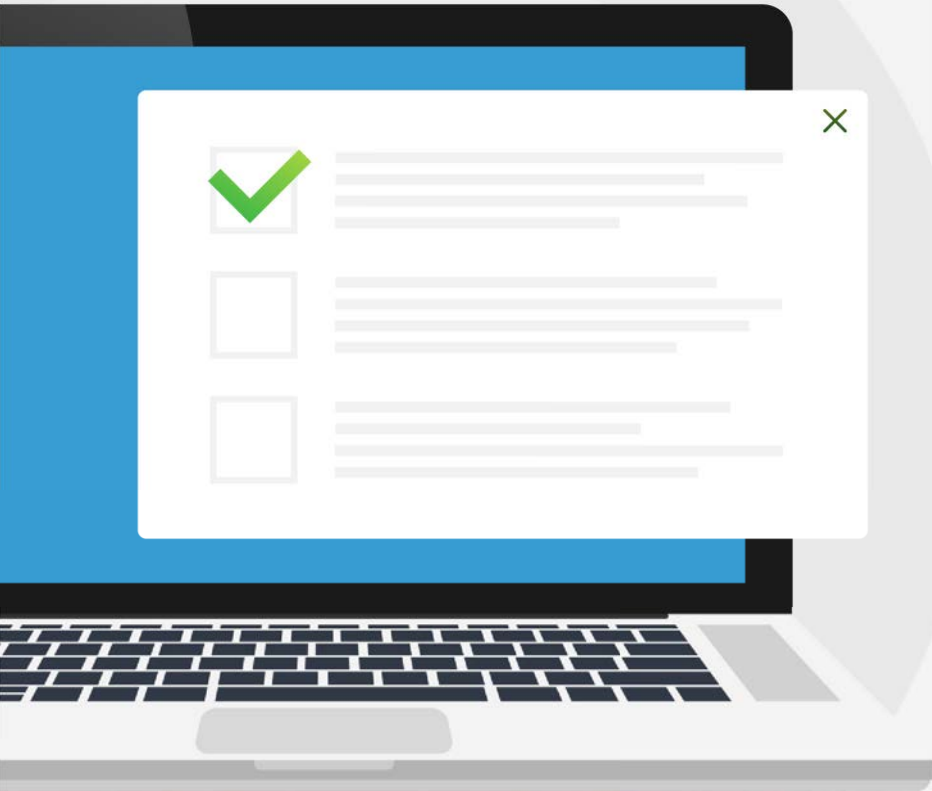
Gathering Public Input for Meeting Preparation

How to gather and use the feedback without relinquishing control of the process or decision

Create surveys or polls to gather feedback on potential meeting topics or agenda items

Embed surveys and polls in throughout the user journey - emails, engagement webpages, create QR codes for physical locations. Don't know where to start? Ask us about our user journey mapping services

Analyze survey responses and identify common or contentious topics for inclusion on the meeting agenda. Gather hot topics from frequently requested public records.

Use automated agenda and meeting packet solutions to compile agendas and necessary document attachments. Automated workflows simplify additions, edits, approvals, and posting.

Promote transparency by posting agenda and meeting packet to public web meeting portal and use automated agenda subscription service to notify interested community members that agenda and packet are available.

Proactively post public records related to the board meeting agenda items and allow interested parties to automatically follow for updates.

An Automated Agenda Process

**Automate Entire Agenda Process in One Solution**

using highly customizable templates for agendas and other documents, flexible, powerful workflows with specific routing rules for approvers and granular permissions for document access, and one-click posting to your public web page.

Microsoft Word Integration

enables staff to edit meeting documents in Word, eliminating the versioning challenges of downloading/uploading and multiple copies in play

Track Upcoming Agenda Items and Priorities

with Agenda Forecast to easily plan and manage agendas for future meetings
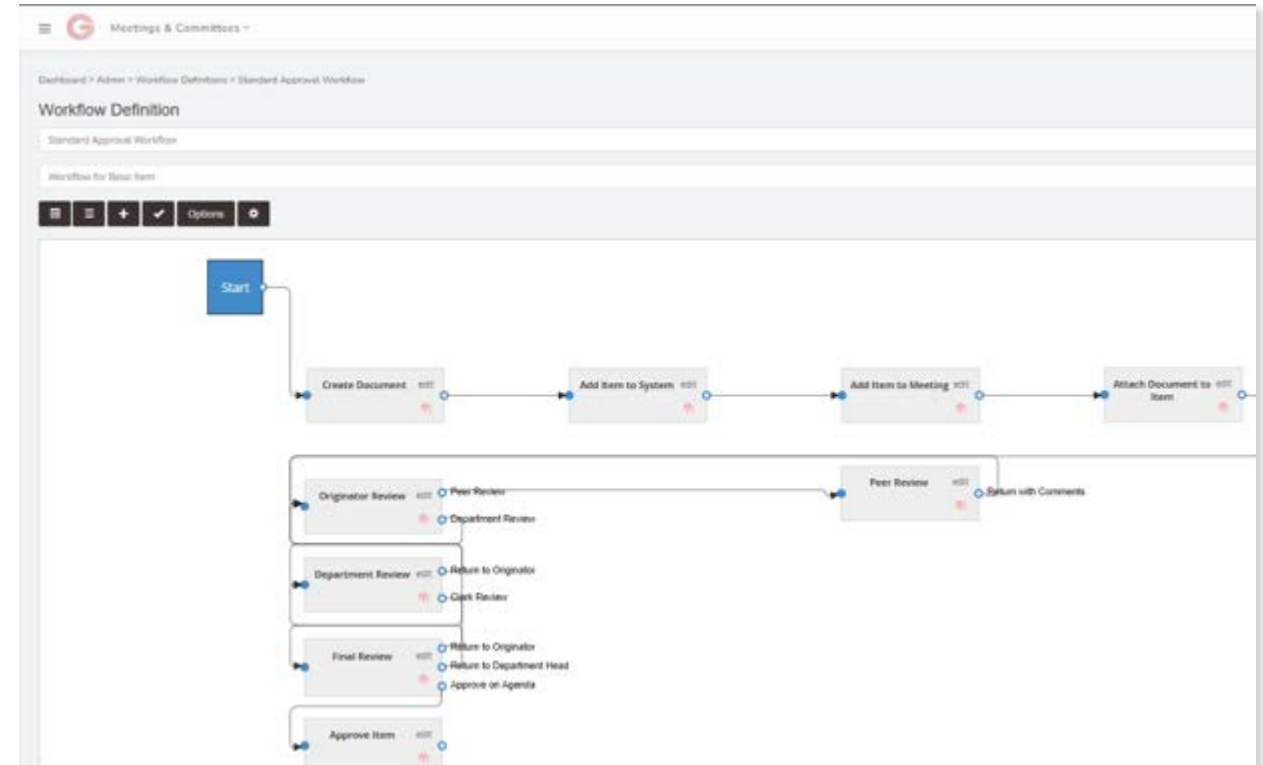
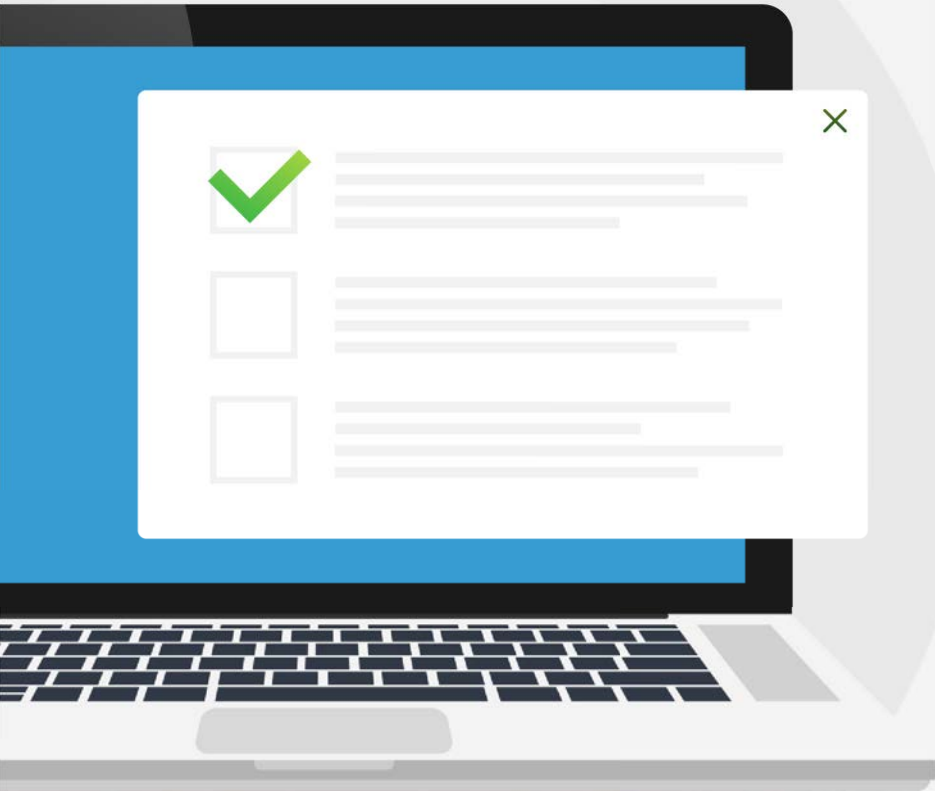Meeting agendas available in **100+** languages with integrated Google translate

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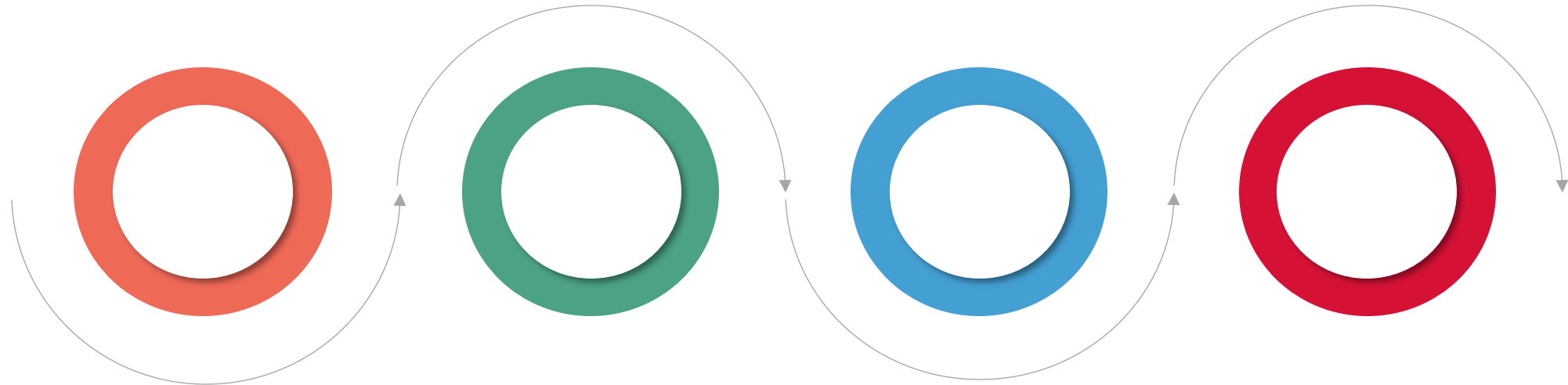
- Planning Ahead

Poll: Which tools that we've referenced sound most interesting to you?

1. Online, interactive engagement webpage

2. Automated agenda and packet creation solutions

3. Email and texting software

4. Public record request management solutions

5. Online form creation and management tools

6. Other – Share in the chat!

Automated Tools to Pull It All Together

Engagement

- Review sentiment results and prepare talking points for administration and board members
- Identify future agenda and/or community meeting topics
- Spot potential disruptors and their issues

Agenda Management

- Compile agendas and packets more efficiently and accurately, freeing time and resources to priority issues and projects in advance of meetings
- Use agendas to reflect community concerns and create positive optics of inclusivity

Public Records Requests

- Recognize trends and new topics before they gather traction
- Identify future agenda and/or community meeting topics
- Spot potential disruptors and their concerns

Online Forms

- Use automated form templates and workflows to gather and respond to information more quickly
- Analyze feedback to identify future agenda and/or community meeting topics

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- **Planning Ahead**

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Questions & Dialogue