

## 1. What is ThoughtExchange?

- a. ThoughtExchange is all about community engagement. It provides open-ended questions where thoughts can be freely expressed through a uniquely-designed, online Group Insight Platform. ThoughtExchange creates a voice for the Clarkston community.

## 2. What is the difference between ThoughtExchange and other online surveys?

- a. ThoughtExchange is not a survey where general answers are received as a one-time snapshot. It opens the doorway to healthy, two-way communication by providing community feedback that will drive district decisions. Most communities *want* to be engaged in their school systems but aren't always provided with the most convenient or frequent opportunities to do so. Through ThoughtExchange, the District will receive in-depth information regarding our schools through six different interactive surveys, over a three-year period.

## 3. Why is Clarkston School District using this service?

- a. In short, we *need* to better engage our community with our schools. As a school system, we *must* be in touch with our community so that we can understand their wants and their needs and deliver on these through the best education possible for Clarkston's kids. ThoughtExchange is able to reach thousands of people in our community, engaging them in a meaningful two-way, online discussion, rather than a one-time survey that may only reach 3% of our population at best.

## 4. How will the District use the data gathered by ThoughtExchange?

- a. Clarkston School District will be able to act on the priorities our community shares with us through Thought Exchange. The information, thoughts, and discussions gathered through this interactive process will allow the community to help shape what our priorities should be as a school system and shape the direction of education in Clarkston's schools.

## 5. How much will this cost?

- a. Clarkston School District is paying for this service out of its general education fund balance. The total contract amount for the three-year subscription is \$22,964, or \$7,655/year. There is no cost for community members to participate in ThoughtExchange.

## 6. How will Clarkston's schools and students benefit from this investment?

- a. We are transforming our culture in Clarkston School District into *a culture of communication and engagement*. Transformation at this level does not happen overnight, and it requires a real investment. Transformation isn't always a comfortable process either. It requires being open to acknowledging weaknesses, and committing to a plan that will correct these deficiencies. However, the end-result of this process will mean that the decisions we make as a school district will be much



## ThoughtExchange Questions & Answers



stronger, will have more buy-in from our community, and will be supported by opinions from a wide demographic, rather than a select few.