

Case Study

Parent Advisory Board Helps School Board and Principals with Strategic Planning and Project Priorities

Ross Valley School District, California

Challenge

The school board and principals were engaged in a strategic planning process for the first time and wanted to include the parent community. They wanted to get input on school culture, educational quality, staff and suggestions on improvements. They needed to improve efficiency and responsiveness of parent surveys done by paper and manually tabulated, with limited success.

Solution

We “webized” the entire process, including surveys, analysis and reporting. We converted the surveys into online forms and built an opt-in process in which parents and other stakeholders could register online for a district advisory panel. They then participate in a range of short and long surveys, discussion forums and focus groups during the year. Parents could also fill out paper surveys, which were inputted into the online analysis and reporting system, accessible by senior district staff.

Results

The District superintendent, board and principals can review ratings for curriculum, programs, school environment, and staff segmented by school and grade level. Community feedback is faster and more actionable. Parents feel like they are being listened to, generating more participation in school activities and fund raising.