

Advisory Services

It's hard to make your schools better if you don't know what's broken — harder still, if you don't have the resources to change the status quo. Our team of former school leaders and communications professionals works as an extension of your staff to solve your toughest challenges.



I view K12 *Insight* as a partner — not a vendor. Vendors provide products and services. Partners understand your challenges and innovate to help you address them.”



CATHY KEDJIDJIAN,
COORDINATOR OF
COMMUNICATIONS AND
COMMUNITY RELATIONS,
DEERFIELD PUBLIC SCHOOLS
DISTRICT 109, ILLINOIS

Develop a listening plan

Most school systems are great at outbound communications — broadcasting their message. It's inbound communications, or listening, that stands in the way of stronger community engagement. We'll help you develop a system-wide strategic plan for reaching out to and connecting with important stakeholders on key issues. Make sure your community is behind you. And develop useful metrics to benchmark the success of new programs and initiatives over time.

Perform a total SWOT analysis

Take the guesswork out of internal and external school communications. Our team will work with your district to conduct a top-to-bottom analysis of your communications program. Learn how stakeholders communicate and who they talk to. Discover what works and isolate problems before you make system-wide changes.

Get closer to your community

Relationships are key to your school district's success. Understand what your community is thinking with expert focus groups. Build stronger relationships with parents, board members and others through proven best practices. And get the resources and tools you need to tell your district's story — one conversation at a time.

