

Cambrian School District

May 18, 2023

ThoughtExchange Impact in K-12 School Districts



12 Years

700+ Partner Districts




ThoughtExchange

Comprehensive **Engagement and Survey Platform** *Powered by **Collective and Artificial Intelligence***



Align Strategy

Validating priorities and translating them into actionable plans



Unlock Performance

Diagnose challenges and uncover winning approaches and tactics



Strengthen Community

Support healthy community dynamics and help diverse groups adapt to change faster



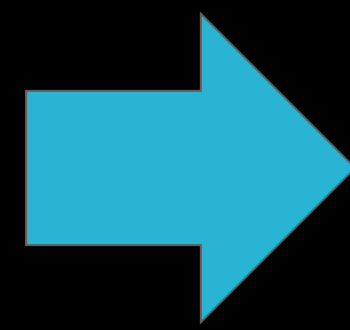
**Scale of
Surveys**

+

**Interaction of
Discussions**

+

**Bias Removal
Technology**



**Collective
Intelligence**



Scale Discussions, Make Better Decisions.

ThoughtExchange is a comprehensive engagement and survey platform, ensuring you can meet all of your quantitative and qualitative needs in 1 platform.

Our core offering, “Exchanges”, enables 2-way, scaled conversations that help education leaders gain candid and unbiased input from everyone in their community, no matter their location.

Whether it’s groups of 10 or 100,000+, Exchanges enable collaborative and inclusive engagement, making it easier to drive important discussions and make decisions, at scale.

Participants anonymously share and rate thoughts, revealing validated priorities and helping district leaders identify what’s most important to the group, not the loudest or most influential.



How Exchanges Work



Scale group discussions, quickly

Leaders create an Exchange asking an open-ended question and share it widely



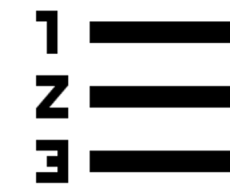
Receive candid, unbiased answers

Participants confidentially share their thoughts in response to the question and objectively rate other responses and ideas



Learn what people think in real time

ThoughtExchange provides data-rich reports that surface top themes and actions

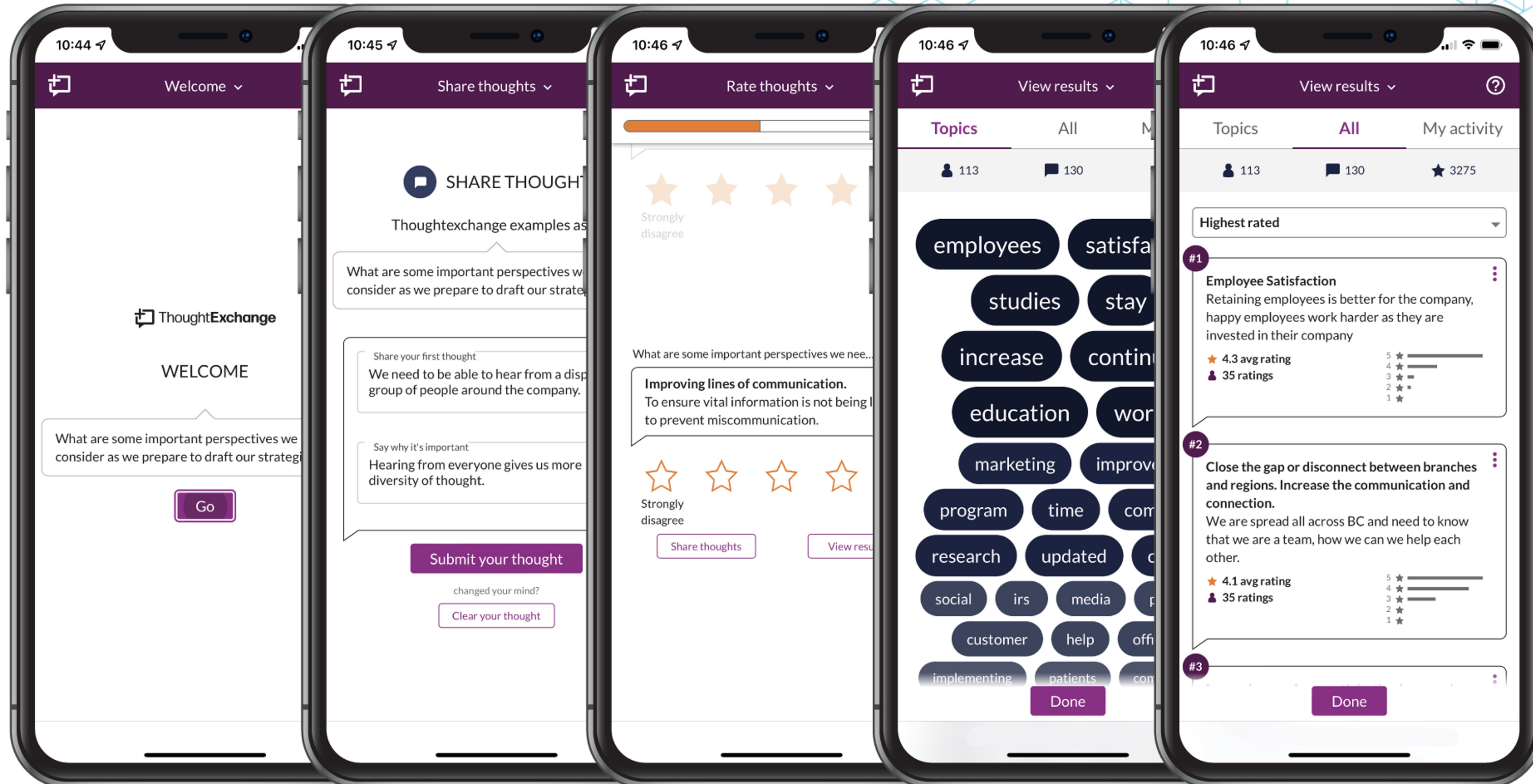


Take decisive supported action

Leaders use ThoughtExchange insights to align groups, prioritize next steps and get ahead



Participate at any time, on any device, in your language of choice



When to use ThoughtExchange

Ask your community the right questions and they'll give you the best answers to improve your district's strategy, performance, and culture.

Strategy

Whether it's strategic planning, LCAP, or boundaries reconfiguration, ThoughtExchange helps education leaders implement district strategies that their communities support.

Performance

Passing bonds and levies, making effective budget decisions, and improving school facilities can only be done with community support.

Culture

Get new principals leading faster, access student voice, improve staff culture, and ensure your communications are truly inclusive, so you can build a culture that meets everyone's needs.



Effectiveness

Align on a strategy that leverages community insight, student voice, and employee expertise for better results.

Efficiency

Get people informed and aligned on your district's needs faster, and watch your projects take off.

Equity

Unlike pre-populated surveys, ThoughtExchange lets you hear what people really think. Hear from every voice in your community in their own words.

Comprehensive Engagement (made easy)

Seamlessly execute your **community engagement strategy** with **Exchange planning** and management tools.

The screenshot displays the 'CREATE EXCHANGE' interface. On the left is a sidebar with a search bar and a list of categories: All Templates, Created For You, Culturally Responsive, Engagement & Connections, Use Cases, Strategic Planning, Budget Planning, Facilities & Capital Plans, Bonds & Levies, Decision Making, Diversity, Equity & Inclusion, Boundaries and Enrollment, Staff Retention & Recruitment, Meetings and Events, Curriculum & Instruction, Problem Solving, Operations and Efficiencies, Change Management, Leader Onboarding & Transitions. The main area is divided into 'Create your own' (with a 'Blank Exchange' option) and 'Create from template'. Under 'Create from template', there are three sections: 'Culturally Responsive' with two question templates, 'Engagement & Connections' with two question templates, and 'Strategic Planning' with two question templates. Each question template is presented in a box with a right-pointing arrow.



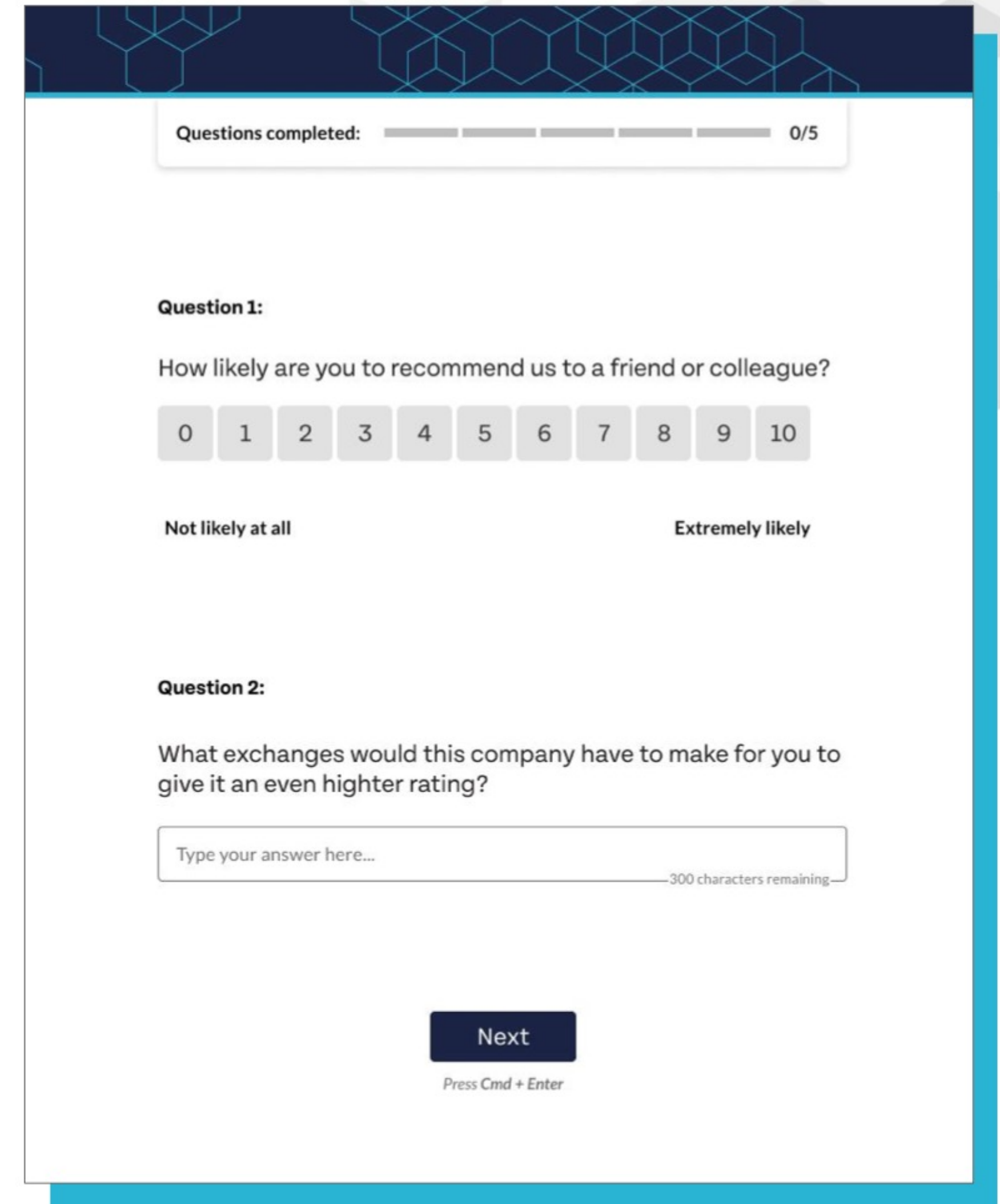
Exchange Planner, Custom Question Templates, Template Library

Collect the data you need with Exchanges and surveys

Run an Exchange for inclusive, two-way conversations and the resulting prioritized qualitative data

or

Use a classic survey when your question is more straightforward and quick and simple is all you need.



Questions completed: 0/5

Question 1:
How likely are you to recommend us to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not likely at all Extremely likely

Question 2:
What exchanges would this company have to make for you to give it an even higher rating?

Type your answer here... 300 characters remaining

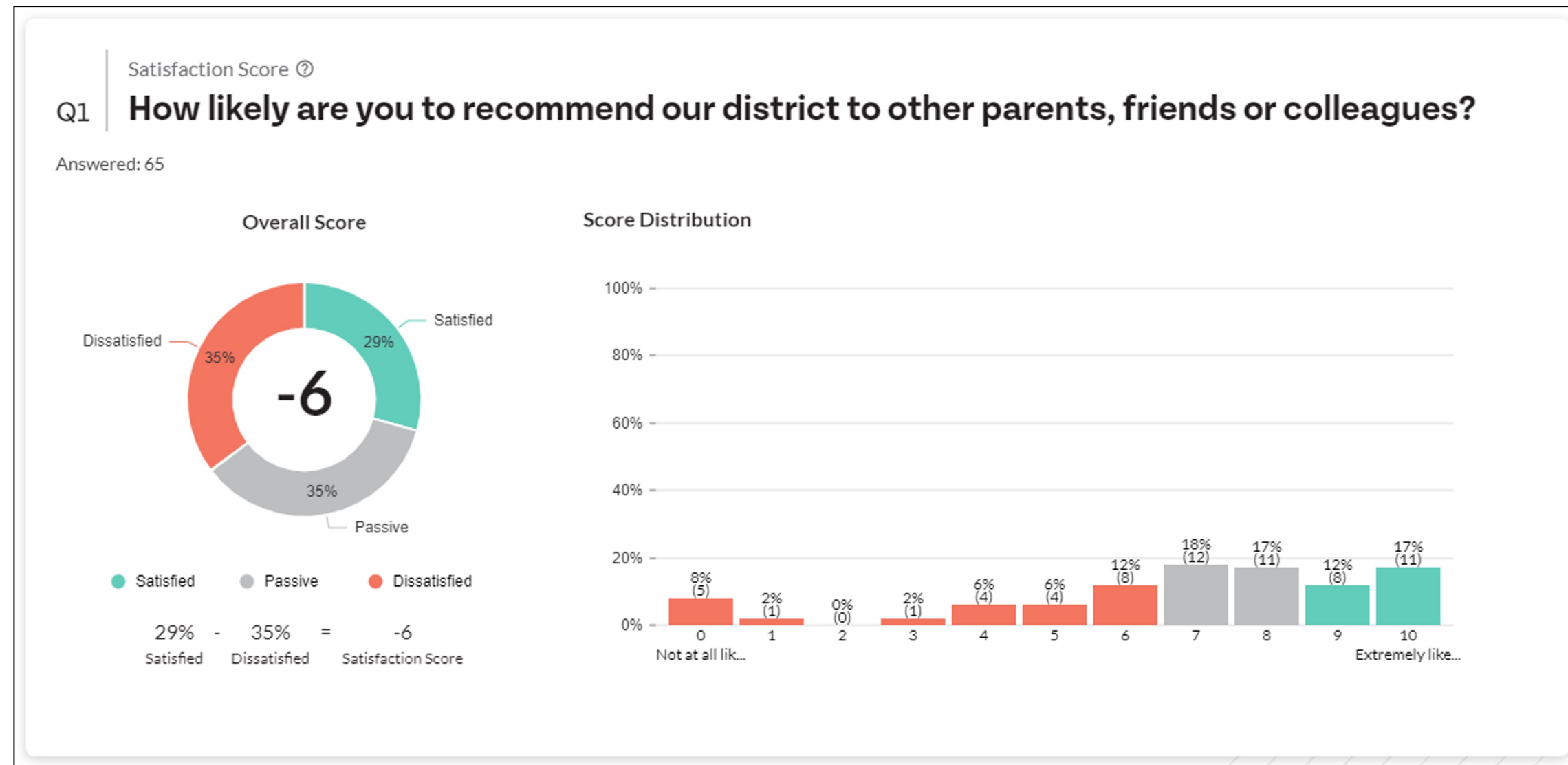
Next
Press Cmd + Enter

Survey questions



Supercharge Surveys

Combine **collective intelligence** and **classic surveys** in one platform to get the most from your data.



Satisfaction Score, Likert Scale, Dropdown Functionality

What's your age?

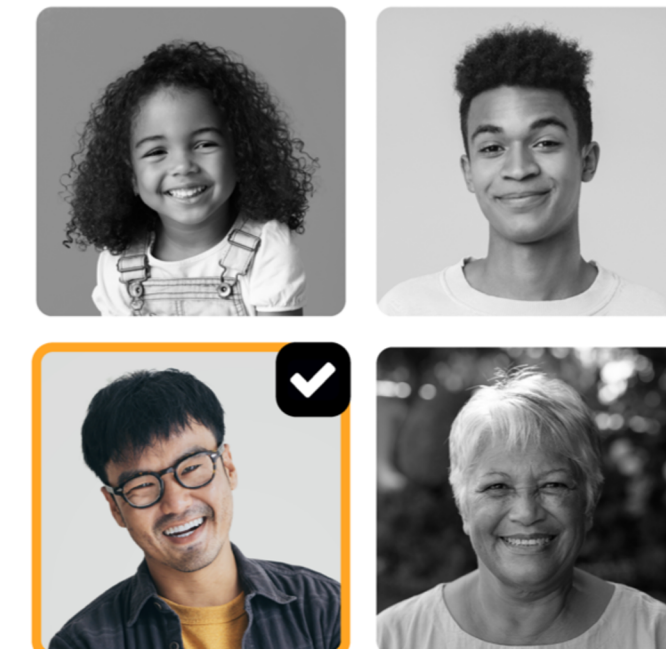
- Under 18
- 18-34
- 35-54
- 55-74
- 75 or older

Performance >

Efficiency >

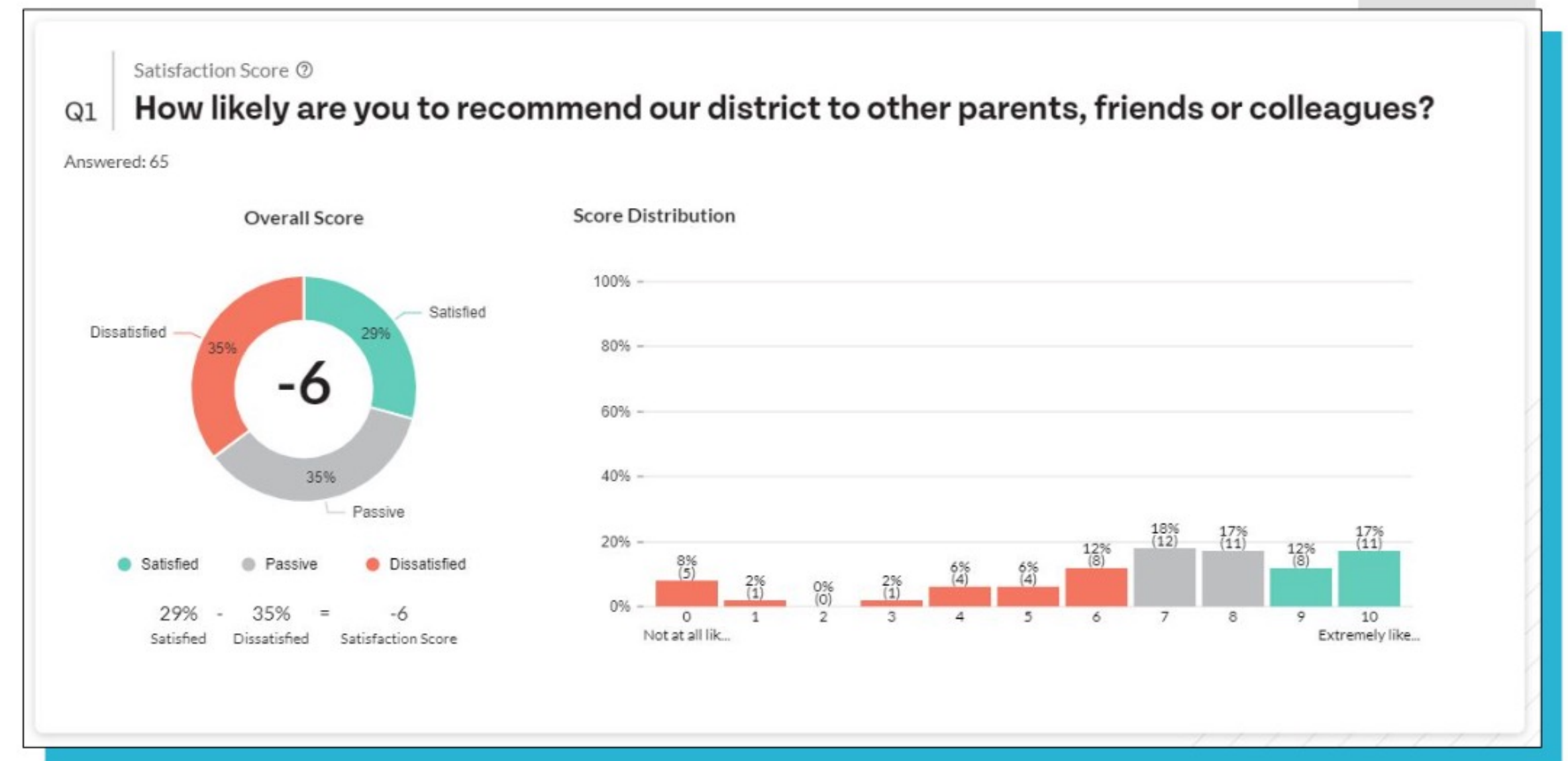
Goals >

Priorities >



Flexible survey design

Build surveys using expanded question types including likert scale, dropdown, comment box, and satisfaction score questions. Making it easier to collect quality quantitative data.

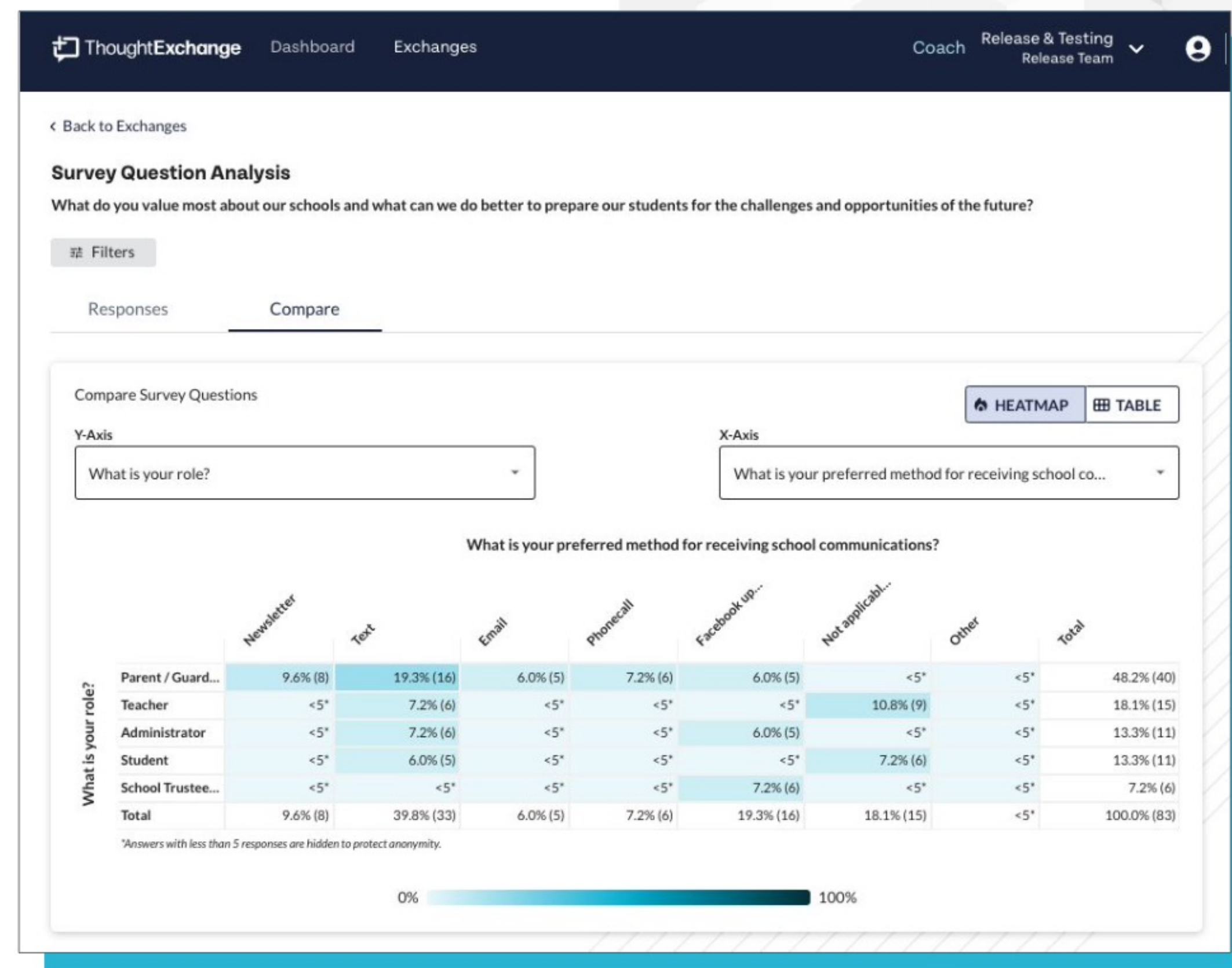


Satisfaction score



Dive deeper into survey question data

- Get to know who your participants are and how they feel with best-in-class survey analytics and visualizations that are unique to each question type used.
- See how survey answer groups overlap and identify outliers with Compare.

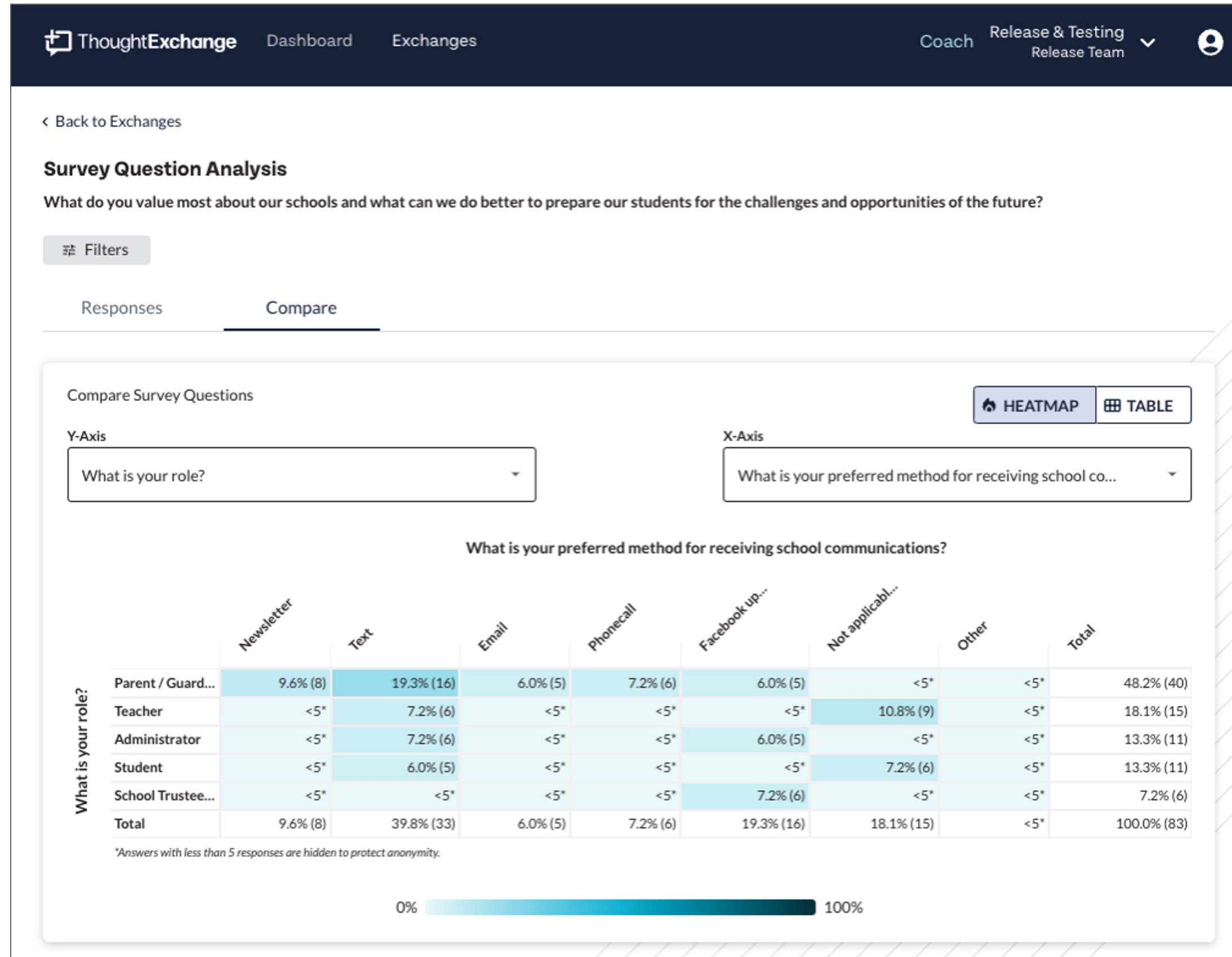


Survey analytics - Responses & Compare



Analytics for Agility

New and **updated analysis and reporting tools** designed to surface valuable insights for your most important conversations.



Survey Analytics - Responses & Compare

Hello Leader!
We asked participants to answer this question:
What are some important things for us to consider as we develop our new strategic priorities?

Participation stats
Participants: 250
Thoughts: 192
Ratings: 5,852
Ratings ratio: 34

Take action
Collaborate with peers by commenting

Keywords
organizations, next, end, concerned, week, focus, last, impact, strategy, risk, wearing, seems, meeting, success, executives, now, plan, hats, year, better, still, many, lot, continue, feel, curious, team, coming, working, aligned, marketing, acm, success, meeting, now, risk, wearing, seems, layoffs, product, know, ruthless, company

Align on top priorities
I'd like to dig in more into how we can be more recession proof, what are our new value props?
What are we doing to keep our existing talent from leaving?
Fewer things better. Focus on the things that are high impact.

Secure OpenAI Analysis & Actions

Mine **deeper insights**, get answers to your **most important questions** and **craft communications** in an instant by leveraging AI to transform your survey and Exchange analysis with **TE Advisor Beta**.

ThoughtExchange Dashboard Exchanges Coach Education Team Room

TE Advisor (Beta)

Fulcrum Confidential and Experimental

What are some concerns you have about our School or District this year?

TE Advisor categorizes and summarizes information from thoughts and/or comments shared by participants. It is currently in a Beta program to help guide the development of this feature.

Article Ask the advisor Action items

Table of contents

- Summary: A quick overview of the main thoughts
- Summary of highest and lowest rated thoughts: Overviews generated from highest rated thoughts and lowest rated thoughts
- Categories: Top themes ordered by relevance
- Things to consider: Talking points to help guide your conversation with participants

Summary

A quick overview of the main thoughts

Participants have expressed a variety of concerns about their school and district this year, ranging from the need for a football stadium to the need for better nutrition in the cafeteria. Other issues include the amount of homework assigned, the early start time, the lack of access to counselors during class, the need for more language classes, and the need for better facilities. Participants also appreciate the teachers, the ASB, the \$5 AP exams, the ability to use phones in class, and the late start Tuesdays. It is important that these issues are addressed in order to create a safe and enjoyable learning environment for all students.

Reload

Summary of highest and lowest rated thoughts

Overviews generated from highest rated thoughts and lowest rated thoughts

Highest rated thoughts	Lowest rated
Participants expressed a variety of concerns about the school and district this year. These included early school start times, campus food, technology courses, leaving the school campus during lunch, wifi, Link Crew, school lunch, late start days, open campus lunch, textbooks, block schedule, restrooms, field trips, common assignments, wifi	Participants expressed a variety of concerns about the school and district this year. These included the need for increased security measures, a late start on Tuesdays, a football stadium, access to the gym, a ski/snowboard club, a LGBTQ club, better surveillance at night, a theater experience, a gender-neutral restroom, the Common Core

TE Advisor

DISCOVER DASHBOARD

OVERVIEW

Exchange participation link: mythoughtexchange.com/9223454789

- 17 Visitors
- 53 Participant Groups
- 1,002 Participants
- 12,335 Thoughts
- 132,242 Ratings

SUMMARY

Here's a snapshot of what participants said in your Exchange.

I think we can do better in terms of how we onboard any new employee. It isn't clear what the expectations are. How can anyone succeed without a goal? If we created a broader onboarding plan, I believe that could address the problem. Ask new employees and am sure they will be willing to provide feedback.

PARTICIPATION

- 992 Participants shared thoughts (62%)
- 1,143 Participants rated thoughts (70%)
- 1,387 Participants explored thoughts (85%)

Mine deeper insights and take action faster

Using a secure integration with OpenAI, TE Advisor **summarizes your qualitative data, identifies key categories** and **provides talking points** for follow up communications, instantly.

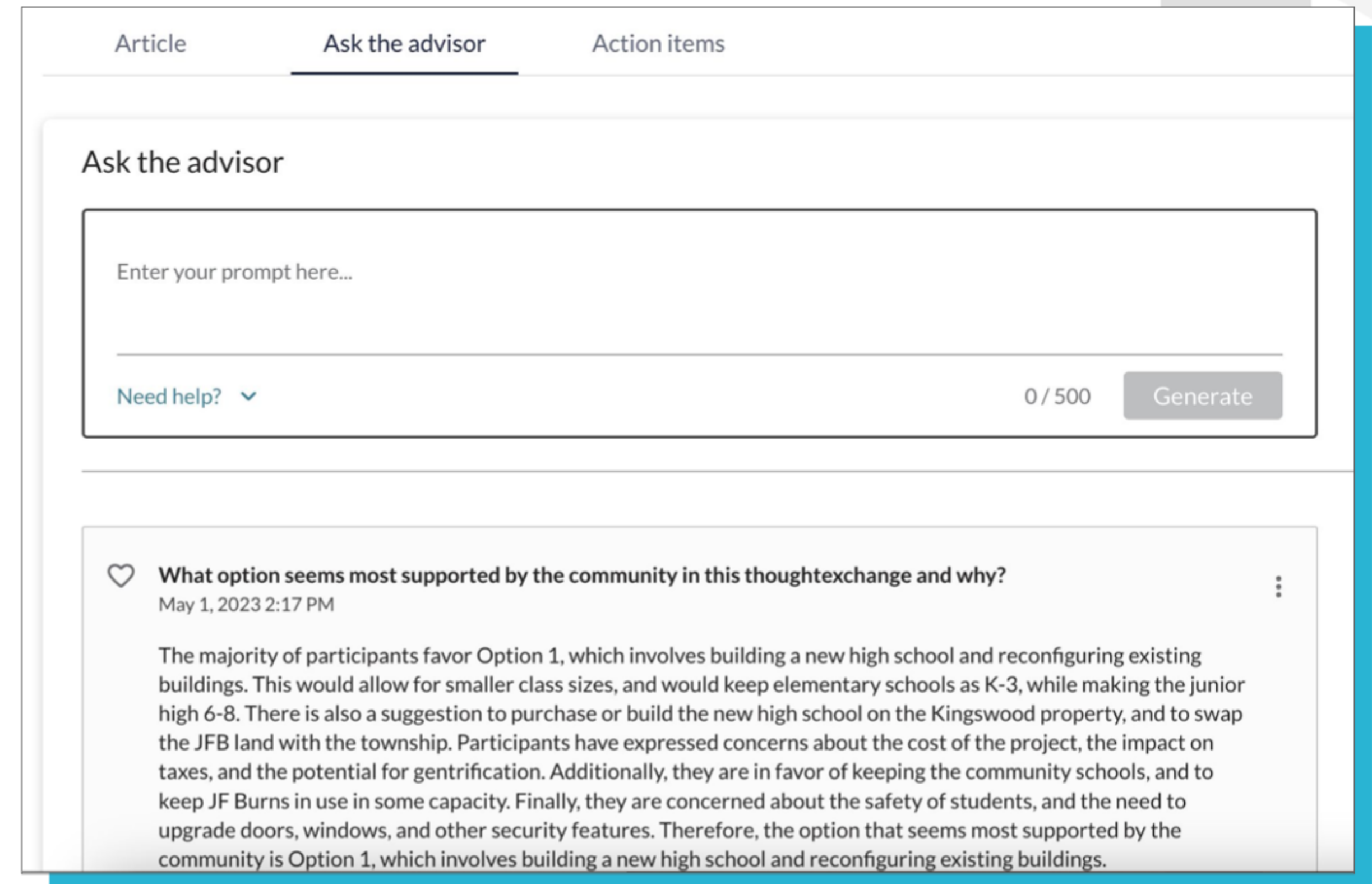
The screenshot displays the ThoughtExchange TE Advisor interface. At the top, there is a navigation bar with 'ThoughtExchange', 'Dashboard', and 'Exchanges' on the left, and 'Coach', 'Education Team Room', and user icons on the right. Below the navigation bar, a 'Back to Results' link is visible. The main heading is 'TE Advisor (Beta)' with a sub-heading 'Fulcrum Confidential and Experimental'. A question is posed: 'What are some concerns you have about our School or District this year?'. A descriptive paragraph explains that TE Advisor categorizes and summarizes information from thoughts and/or comments. Below this, there are three tabs: 'Article', 'Ask the advisor', and 'Action items'. The 'Article' tab is active. On the left, a 'Table of contents' sidebar lists sections: 'Summary', 'Summary of highest and lowest rated thoughts', 'Categories', and 'Things to consider'. The main content area shows a 'Summary' section with a 'Reload' button. Below that is a 'Summary of highest and lowest rated thoughts' section, which is divided into 'Highest rated thoughts' (marked with 5 stars) and 'Lowest rated' (marked with 2 stars). The URL at the bottom is 'thoughtexchange.com/lead/exchange/839145021/results/teadvisor'.

TE Advisor



Get answers to your most important questions

- Using questions or prompts, **Ask the Advisor** to craft your communications.
- Whether you **ask for key takeaways** organized by your strategic pillars or a SWOT analysis for a board report, the Advisor will **craft custom insights based on your data.**



The screenshot displays the 'Ask the Advisor' interface. At the top, there are three tabs: 'Article', 'Ask the advisor' (which is selected), and 'Action items'. Below the tabs, the 'Ask the advisor' section contains a text input field with the placeholder text 'Enter your prompt here...'. To the left of the input field is a 'Need help?' link with a dropdown arrow, and to the right is a character count '0 / 500' and a 'Generate' button. Below the input field, a generated response is shown, starting with a heart icon and the question: 'What option seems most supported by the community in this thoughtexchange and why?'. The response text reads: 'The majority of participants favor Option 1, which involves building a new high school and reconfiguring existing buildings. This would allow for smaller class sizes, and would keep elementary schools as K-3, while making the junior high 6-8. There is also a suggestion to purchase or build the new high school on the Kingswood property, and to swap the JFB land with the township. Participants have expressed concerns about the cost of the project, the impact on taxes, and the potential for gentrification. Additionally, they are in favor of keeping the community schools, and to keep JF Burns in use in some capacity. Finally, they are concerned about the safety of students, and the need to upgrade doors, windows, and other security features. Therefore, the option that seems most supported by the community is Option 1, which involves building a new high school and reconfiguring existing buildings.'

Ask the Advisor



What Other Leaders in California are Saying



“ThoughtExchange is a valuable tool for us in elevating the voices of our educational community at large. As a Superintendent, one of the features I love the most is the Ratings system which helps boost the transparency of the district and helps us determine what is best for our students based on community input.”

Dr. Kelly May-Vollmar

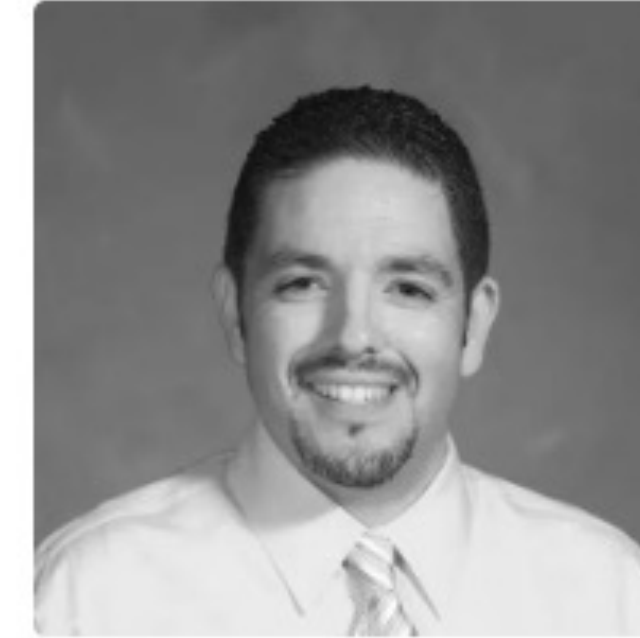
Superintendent
Desert Sands Unified School District



“ThoughtExchange highlights the voices of our school community and drives the resources and programs we design for students and families.”

Arlene Rodriguez

Director, English Learners, Program Development, and Instruction
Ontario-Montclair Elementary School District



“I constantly sing the praises of ThoughtExchange to my colleagues. You truly don't know the benefits until you jump in. Once you experience how it reduces your processes, timing, and workload—you'll never go back. It's never a question of, do we continue ThoughtExchange next year? It's, how are we going to use it differently, and how can we innovate from there?”

Dr. Michael Gomez

District Coordinator, Assessment, Accountability, & New Teacher Induction
Saddleback Valley Unified School District



700+ District Partners, including CA districts representing 2 million students (1/3 of state)

- CA district partnerships of all sizes from **LAUSD, Fresno Unified and Long Beach Unified** down to **Mount Pleasant Elementary, Las Lomitas Elementary and Burlingame School District**
- 6 districts in Santa Clara County, including **Milpitas Unified, Sunnyvale and Campbell Union School District**



 ThoughtExchange