



Hamilton-Wentworth School District

Head of the Class: How Hamilton-Wentworth School District (HWDSB) Reimagined Public Engagement

12,484

visits to the Engage
HWDSB site

1,833

individual contributions

476

profile registrations



Increased quality of
feedback

OVERVIEW

Despite a long history of using online surveys, Hamilton-Wentworth District School Board continued to see a drop in participation. Needing a new way to engage with parents and students, the school district turned to EngagementHQ from Granicus.

SITUATION | SURVEY SAYS? NOT MUCH

Hamilton-Wentworth School District is big, with nearly 100 schools, more than 50,000 students, and an annual budget of approximately \$650 million. With such a large population, the school district wanted to keep all students, parents, and guardians engaged with activities and decisions.

“Responses were dwindling as people suffered survey fatigue,” said Sally Landon, manager of the school district’s Research and Analytics Department. “There was also a lack of transparency. People filled out a survey and didn’t know what happened next. We wanted to find a way to close that loop with our communities where they would be invested throughout the whole process.”

SOLUTION | A LESSON IN ENGAGEMENT

To supercharge engagement, the school board created a **community engagement portal** to communicate with the public on various programs and issues, from graduation dates and boundary reviews to information on the International Baccalaureate program.

RESULTS | REPORT CARD SHOWS AN A+

The public immediately took to the platform when first used at a public meeting. EngagementHQ allowed citizens to participate in a way that was comfortable for them. If they were apprehensive to speak publicly at an open forum for a specific school or program issue, they could submit their comments online and staff could respond to them in real time. Plus, the City of Hamilton already uses EngagementHQ, so many parents knew how to navigate the school district’s page, making for an easy transition.

MUST HAVE SOLUTION

EngagementHQ

“These projects go beyond engagement numbers. They speak to how we connect with those who trust us to educate their children.”

Sheryl Robinson Petrazzini,
Director of Education,
Hamilton-Wentworth
District School Board