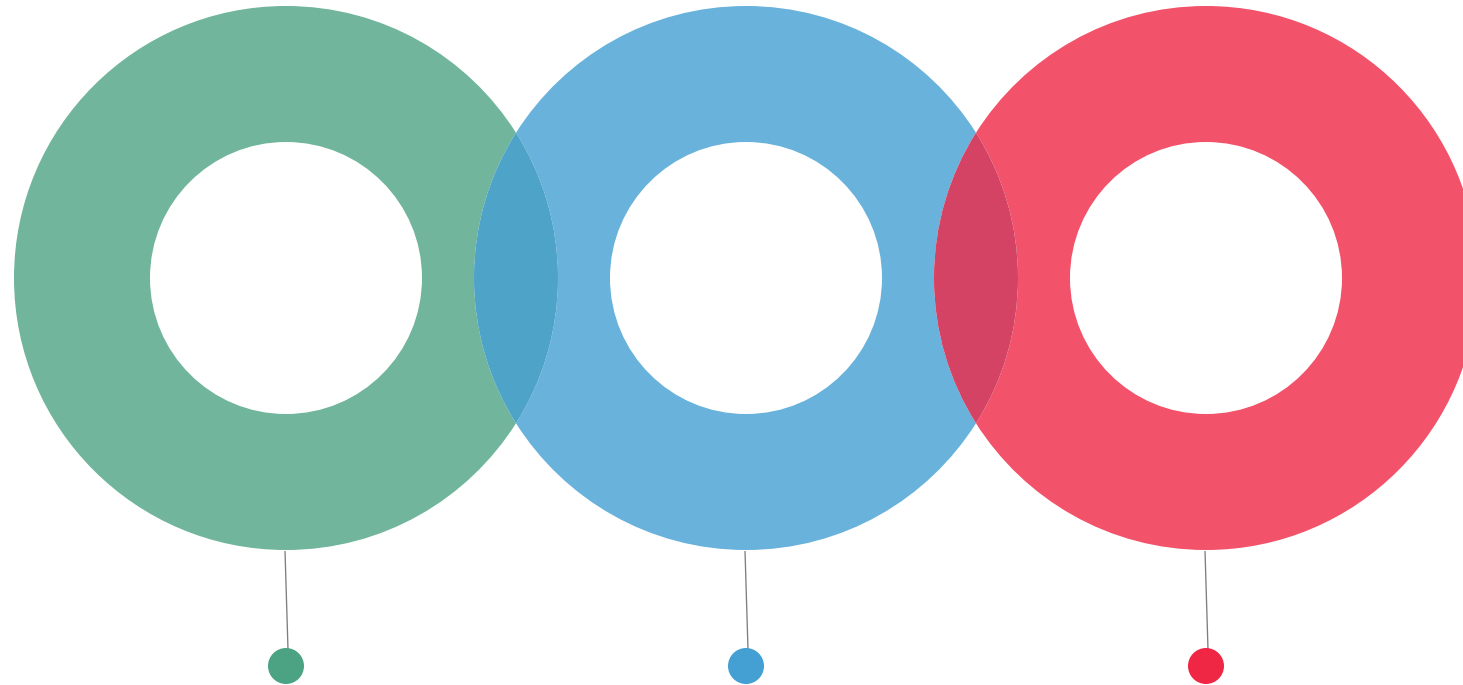GRANICUS

Post-School Board Meeting Essentials: Streamlining Workflows and Building Community Trust

June 13, 2024

Webbinar Series

Community Engagement Strategies that Lead to More Effective Discussions for School Boards

Session 1

Transforming School Board Meetings with Technology: Gathering Community Feedback and Setting Agendas
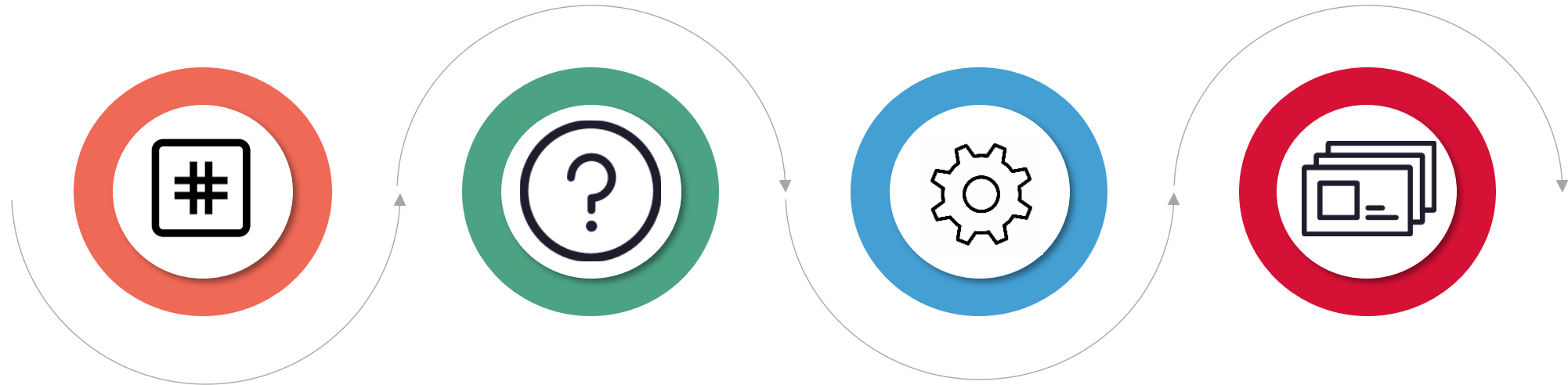
Session 2

Modern Approaches to Run Effective School Board Meetings and Engage Your Community

Session 3

Post-School Board Meeting Essentials: Streamlining Workflows and Building Community Trust

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govCommunity

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Tech Support

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Presentation

The slide deck and recording will be sent in a follow-up email

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Granicus Is Transforming **how** Government and People Connect Digitally

Serving the public's needs & interests since 1999.

500K+ GOVIES
Across 6,000 agencies

GRANICUS
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Web   Comms   Services   Mtgs   Records

Consulting

300M+ PEOPLE
Across the U.S., Canada, U.K. and ANZ

Connecting with government-provided information and services

6,000+ Government Customers	**15** Of 15 Federal Agencies	**1,000** Employees Worldwide	**50** States, plus locales in Canada, UK, Ireland, Australia, New Zealand	**50** of 50 Largest US Cities

Today's Presenters

Granicus Team Members

Teresa Myers

Product Marketing
Manager
Public Meetings

Michelle Stephens, AICP

Public Engagement Expert
and Director of Sales

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Agenda

- **Reviewing the Cycle of Public Engagement**
- Enhancing Post-Meeting Communication
- Following up on Action Items
- Fostering Ongoing Engagement
- Personalization Through Data
- Q&A

The Cycle of Public Participation

Agenda

- Reviewing the Cycle of Public Engagement
- **Enhancing Post-Meeting Communication**
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- Q&A

Poll: How often do you currently follow up with stakeholders after a school board meeting?

1. Always

2. Frequently

3. Occasionally

4. Rarely

5. Never
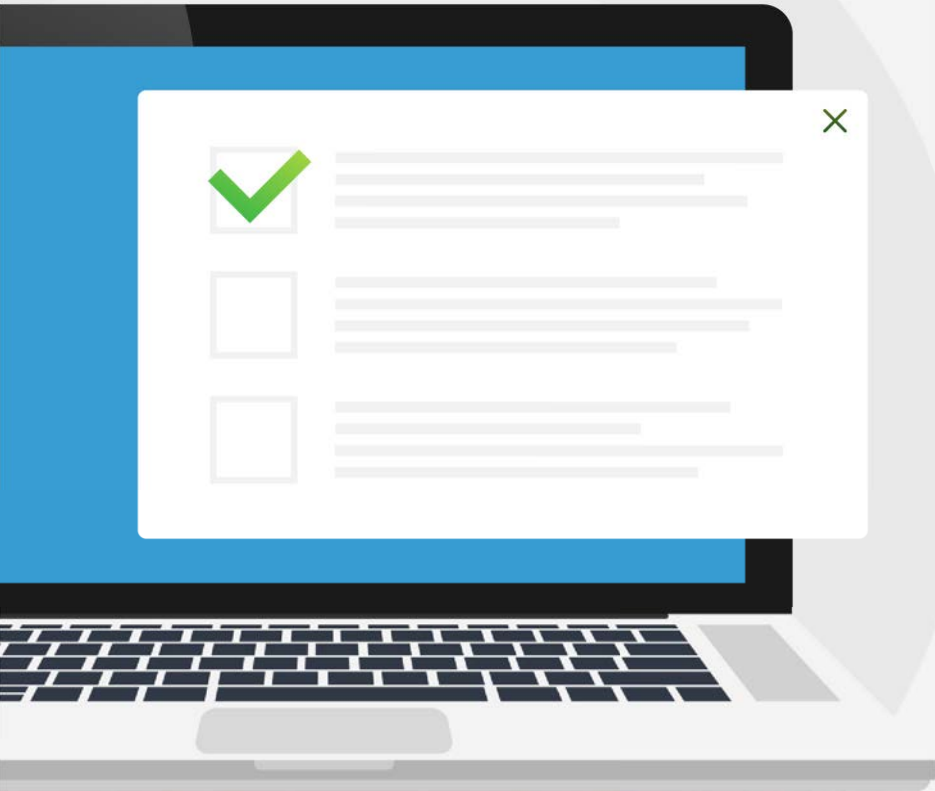
Importance of Post-Meeting Communications

Benefits of effective follow-up:

➤ **Increased Transparency**
  - o Ensures stakeholders are informed about decisions and discussions
  - o Builds trust through open and honest communication

➤ **Improved Community Relations**
  - o Fosters a sense of inclusion and partnership with the community
  - o Encourages community engagement and feedback

Gathering Feedback Through Surveys

➢ **Provide surveys and gauge audience satisfaction by:**

   o Including survey links in follow-up emails to attendees

   o Asking specific questions about their experience and satisfaction with the meeting

➢ **Use of survey data and tailor future communications by:**

   ☐ Analyzing survey responses to understand the needs and preferences of the community

   ☐ Use insights to improve the format, content, and delivery of future communications

Streamlining Minutes and Video Distribution

➤ **Benefits of using efficient agenda management and video editing solutions:**

  o Streamlines the process of finalizing and distributing meeting materials

  o Reduces the time and effort required for documentation and editing

➤ **Showcase Features:**

  o Quickly finalize meeting minutes and professional-looking videos

  o Post minutes and videos for on-demand viewing

  o Enable indexed video search for easy navigation (topics, keywords)

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Poll: Which tool or method do you find most effective for gathering feedback after a meeting?

1. Online Surveys

2. In-person feedback sessions

3. Email feedback requests

4. Social Media Engagement

5. Other (Specify in Chat)
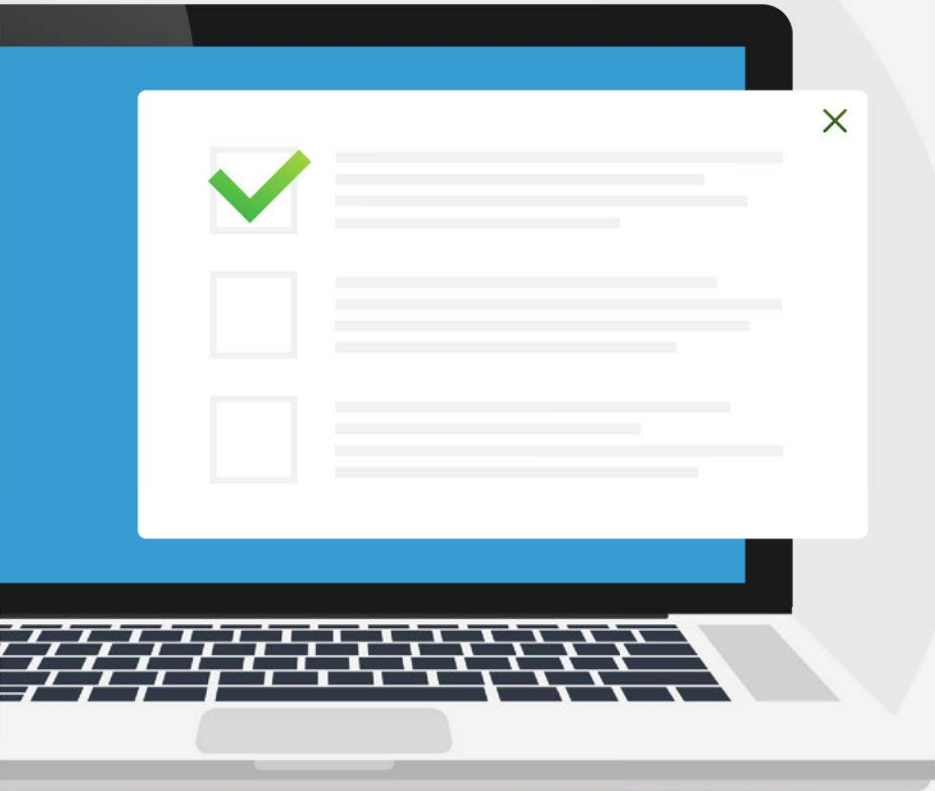
Benefits of Tracking Action Plans and Progress

Use software to automatically assign action items to staff members and ensure all action items are documented and tracked
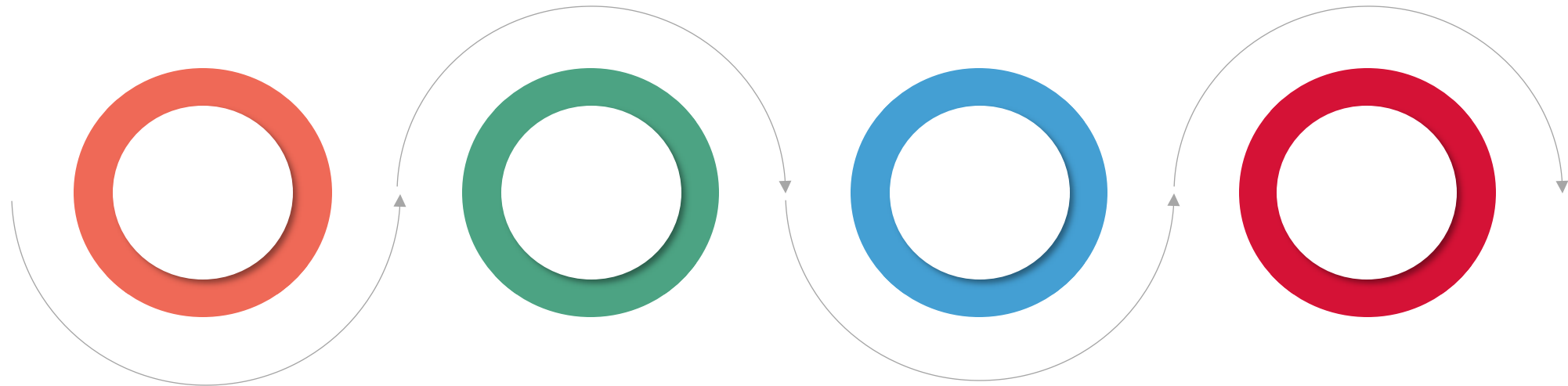
Increased Accountability

Clearly defined responsibilities and deadlines for each action item and regular updates and reminders to keep staff on track

Enhanced Collaboration

Centralized platform for team members to view action items and facilitate better communications and coordination among staff

Improved Efficiency

Streamline processes for monitoring action items and quickly identify delays or issues

Transparent Reporting

Generate reports to share with the board or the community and provide clear overviews of progress or areas needing attention

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Transparency Through Public Records

➤ **Proactively post public records online:**
  - o Make meeting minutes, agendas, and other public records easily accessible on the school board's website.
  - o Ensure timely updates to keep the community informed about board activities and decisions.

➤ **Build trust and reduce misunderstandings:**
  - o Demonstrate the boards commitment to openness and accountability.
 - • Establish your district as a reliable source of information

Agenda

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Poll: What is your biggest challenge in maintaining transparency with your community post-meeting?

1. Limited resources/staff

2. Lack of engagement tools

3. Low stakeholder interest/participation

4. Time constraints
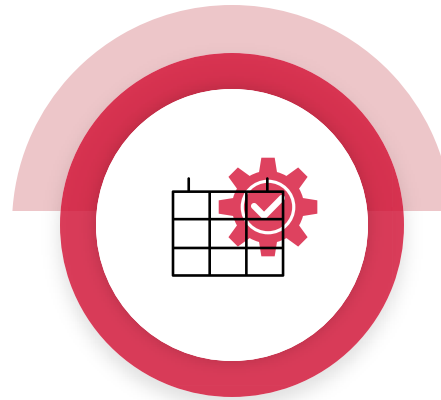
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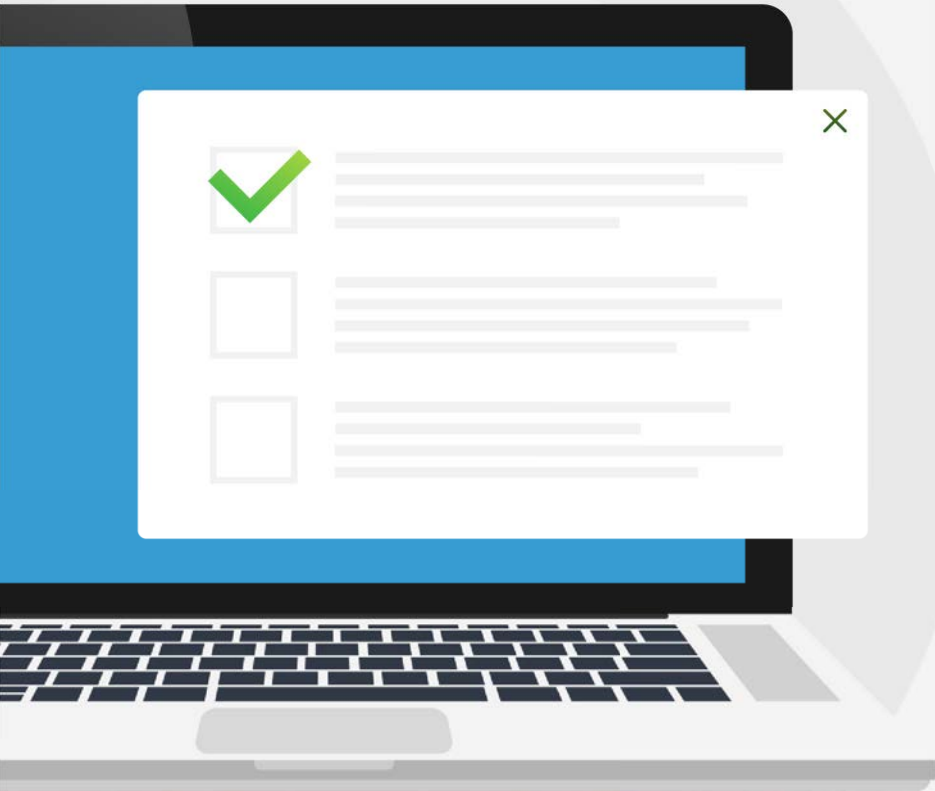
Expand Communication Channels

Explore diverse ways to engage with the community beyond traditional meetings:
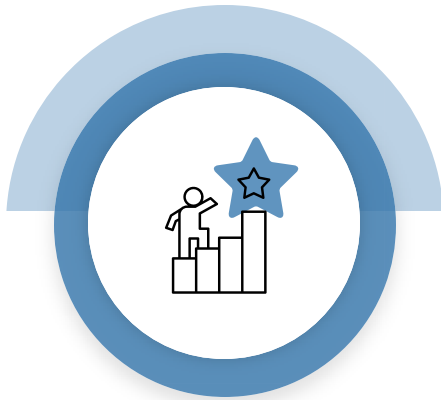
Advisory Committees

Establish committees with diverse community representation to regularly seek input on specific issues and policies, such as a parent advisory committee for school curriculum development.

Focus Groups

Organize small, targeted groups to gather detailed feedback and address specific concerns or topics in a more informal setting.

Community-Led Initiatives

Encourage and support initiatives driven by community members to foster collaboration and innovation within the community.

Gathering Ongoing Feedback

➢ **Conduct regular feedback meetings**
- o Hear from community members and create an open and inclusive environment for sharing ideas and concerns.
- o Organize structured feedback sessions with specific groups, using formats like surveys or focus groups to gather detailed insights.

➢ **Use community input to improve engagement:**
- o Adapt engagement strategies and communication channels based on community feedback to ensure they effectively meet needs
- o Collaborate with the community to build strong relationships

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- Q&A

Use Data to Improve Experiences

Use data from the entire workflow to personalize experiences.

Personalize Communications

Tailor messages and content to individual stakeholders based on their preferences and past interactions, increasing engagement and relevance through targeted communication.

Improve Effectiveness

Use data insights to optimize communication strategies and channels, ensuring that messages resonate with the audience and drive desired outcomes.

Better Relationships

Demonstrate attentiveness and responsiveness by incorporating feedback into communication efforts, thereby building stronger connections with stakeholders through personalized and relevant interactions.
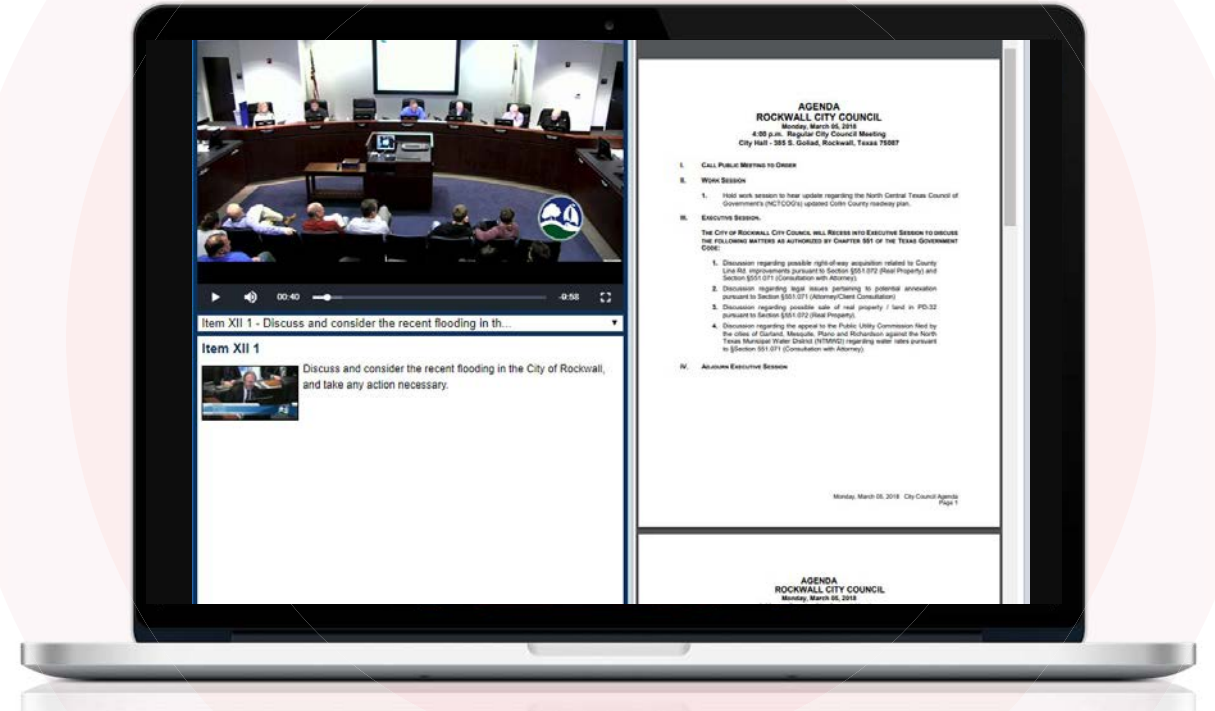
Questions?
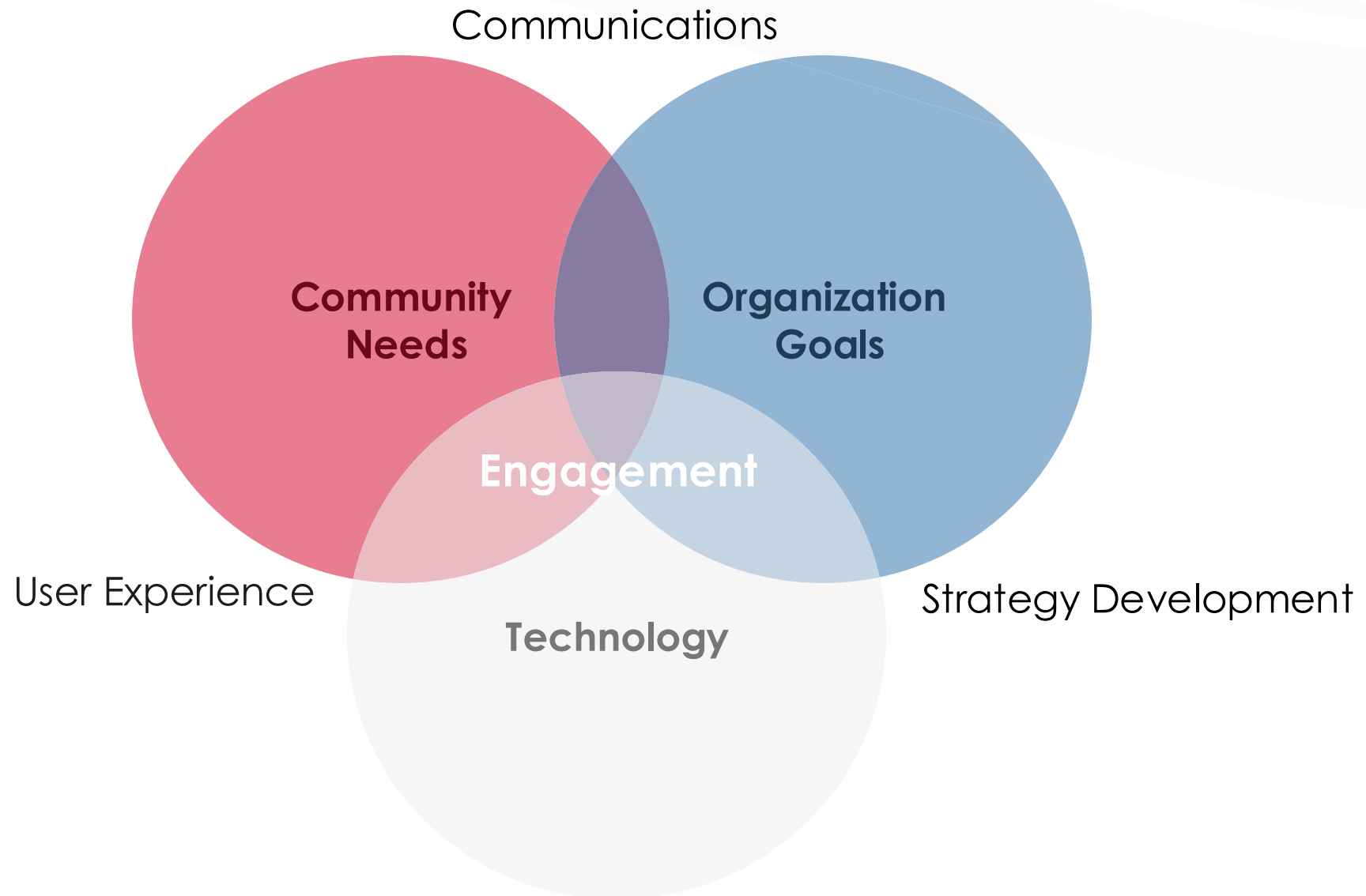
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If you saw something today that you'd like to explore further, let us know.

Just drop a note in the webinar chat or visit our Contact Us page on the web to schedule a no-obligation consultation.

Communications

Community Needs

Organization Goals

Engagement

User Experience

Technology

Strategy Development

Prince George County Public Schools

Goal: Enroll as many homeowners in the MHA program before the deadline.

187K people reached

3.9M total subscriptions

2.5M sms messages sent

The amount of people who have been subscribing has been really positive. The schools have come on board and embraced Granicus solutions wholeheartedly. It seems to be a really good communications tool for a lot of our schools.

- Max Pugh Jr., Senior Web Specialist, PGCPS

✉ *govDelivery*

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Indiana Office of Early Childhood and Out-of-School Learning (OECOSL)

Goal: Provide a vital connection to childcare providers and a lifeline to families that adjusts to the changes of pandemic response.

28 automated drip campaigns with 80+ messages

92K+ Total Subs

10K avg sub monthly growth

Office of Early Childhood and Out of School Learning

INDIANA FAMILY & SOCIAL SERVICES ADMINISTRATION

We're getting the right data set up at the right times and understanding which audience to hit and win.

- Carrie Gray, Child Care Development Fund Operations Manager

govDelivery

Abbotsford School District

Goal: To find a tool to help increase communication and engagement with families at the school district level.

ABBOTSFORD SCHOOL DISTRICT

✓ **20,000** student families reached

⚙ **47** schools in district

📅 **2X** engagement in community strategic planning

🔍 **Increased** awareness in over 1.5K residents

"Nothing really can beat that face-to-face connection sometimes. But our online platform ultimately allowed us to provide a space to have dialogue 24/7 throughout the day. It didn't matter what time of day it was."

— Kayla Stuckart, Abbotsford School District Manager of Communications

EngagementHQ

Birmingham City Council

Goal: Reduce calls during the busy school admissions period.

✉ **1400** Parents received targeted messages

🖱 **65%** Open rate

🪙 **£13K** Savings

Birmingham City Council

Birmingham City Council delivered a targeted email campaign using govDelivery as part of an initiative to reduce call traffic during the school admissions period.

✉ *govDelivery*

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