



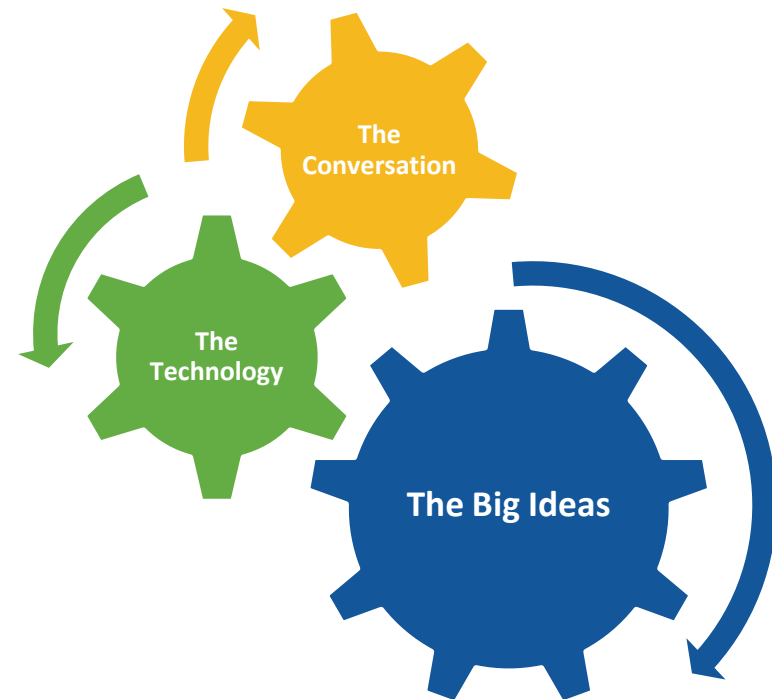
Let's Talk!

Nyack Public Schools – Guide

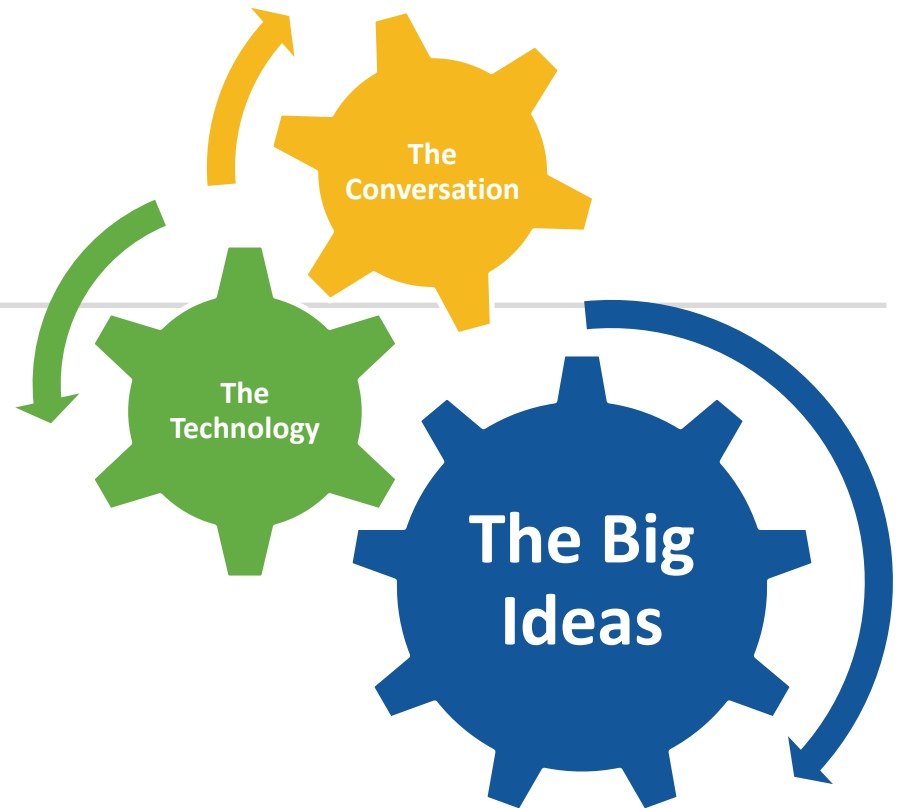


The Big Ideas

- Connecting families to their child's education
- Promoting authentic conversations
- Coordinating ongoing 2-way dialogue
- Turning conversations into insights
- Analyzing trends



The Solution





The Let's Talk! Solution

Have you seen our 3-minute [Let's Talk! overview video](#)?

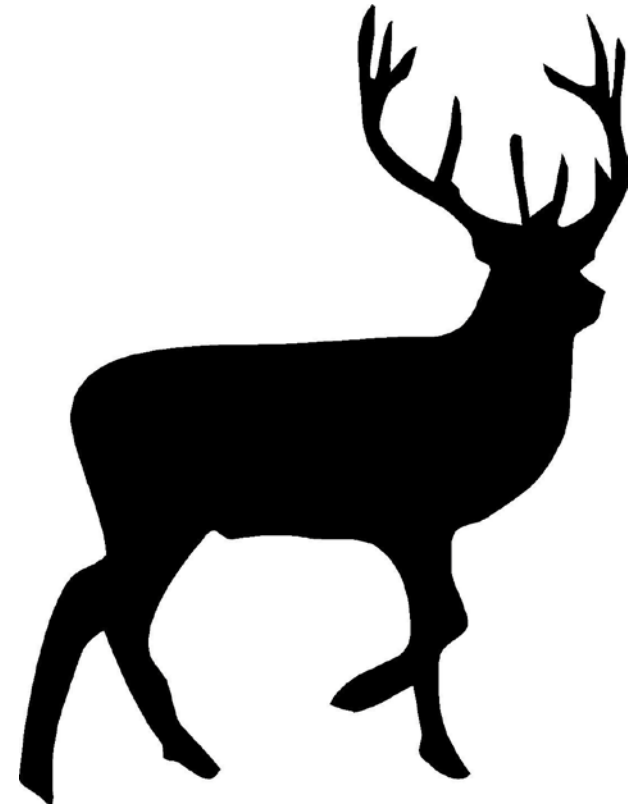


Let's Talk Communication Goals:

- Administrators & Community get on the same page
- Clear, consistent, collaborative responses are provided
- *Let's Talk!* as “Issues Hub”
- Trust is built with community

The Let's Talk! Big Ideas

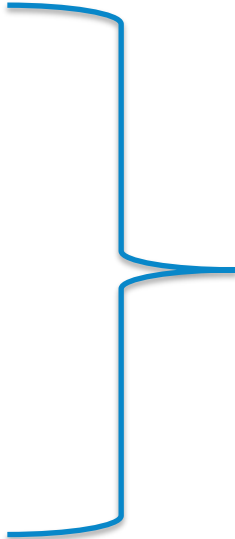
- “Customer service” and “stakeholders” . . . Good for everyone!
- Accountability
 - External AND Internal
 - Timely Responsiveness
- Streamline
 - Saving time and keeping track
- Bring it in, share it out
 - Avoiding public scenes
 - Collaboration, not silos
- Culture Shift
 - Stop the buck!



Come on in!

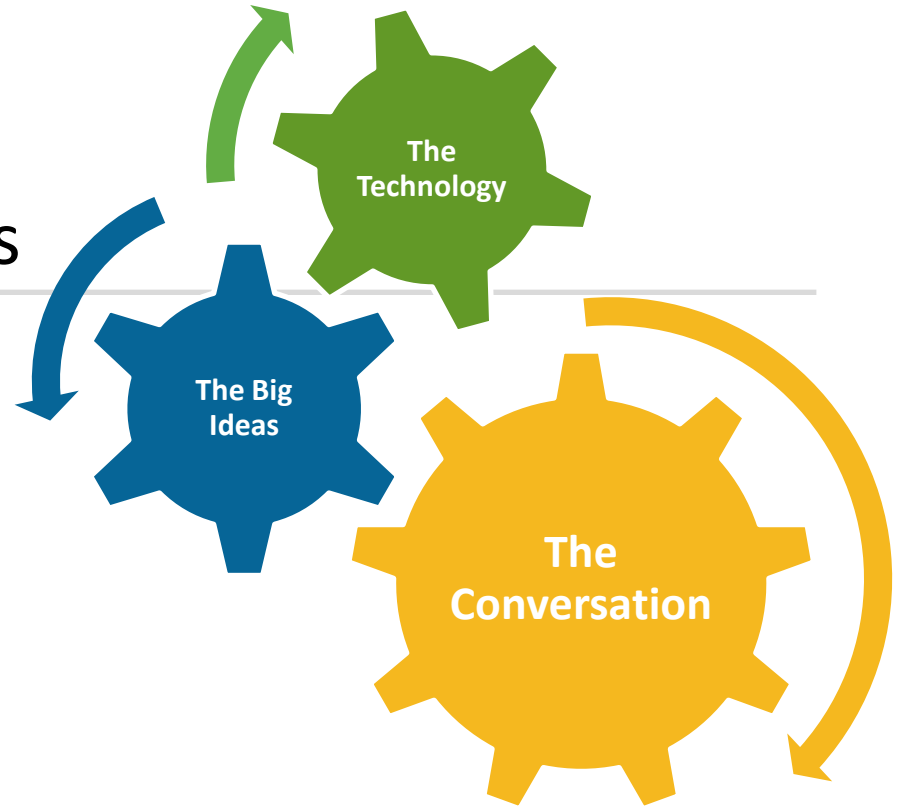
If someone wants to have a conversation with the district, he/she can...

- Visit
- Call
- Email
- Send a letter
- Use social media
- OR: **Click on Let's Talk!**



Let's Talk! is able to gather information from all of these sources and streamline responsiveness while sharing information and collecting data.

The Conversation Matters



What comes in?

On a daily basis, how many of each do you (your department, secretary or building) receive?

- Emails?
- Phone calls?
- In-person meetings or visits – planned or un-planned?
- Letters?
- Social media items?



**Each conversation is an opportunity.
How many can you afford to miss?**

Who responds?

What happens to it all?

- To what percentage do you personally respond?
- What percentage do you delegate a response to someone else on your team?
- What percentage do you bring in someone from beyond your team to help you respond?
- What percentage do you send to someone else completely?



***Let's Talk!* can capture & coordinate it in a way that makes sense.**

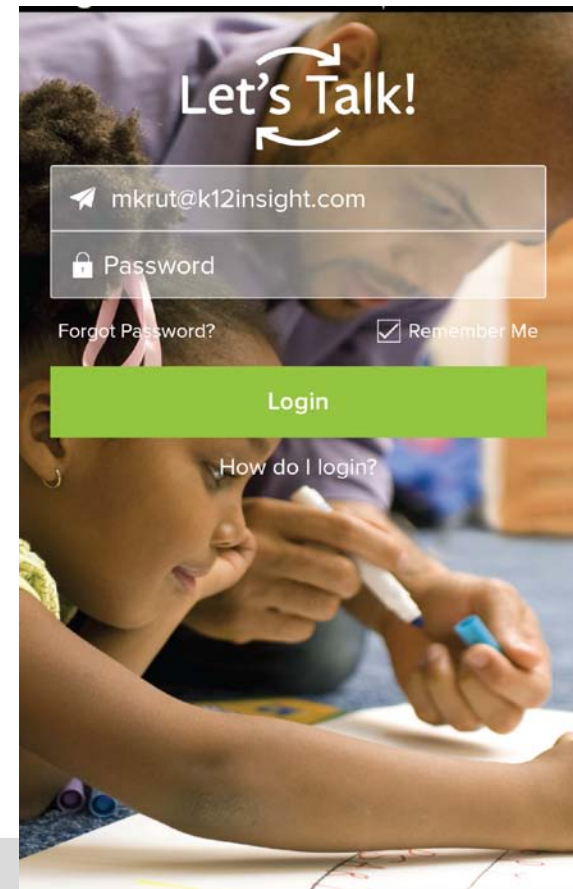
Inside: The User Experience

Online

1. Go to www.nyackschools.org or any of the District's school websites
2. Click on the Header Icon at the top of each home page entitled, "Let's Talk"
3. Welcome to Let's Talk!
4. Click on the school, issue or department that you would like enter a submission
5. Enter your contact info and your question/concern/comment/complaint
6. Press "Submit" when finished
7. Your Administrator response will come via email to begin the dialogue.

Mobile

1. Downloaded app (search "K12 Let's Talk")
2. Log in with same credentials



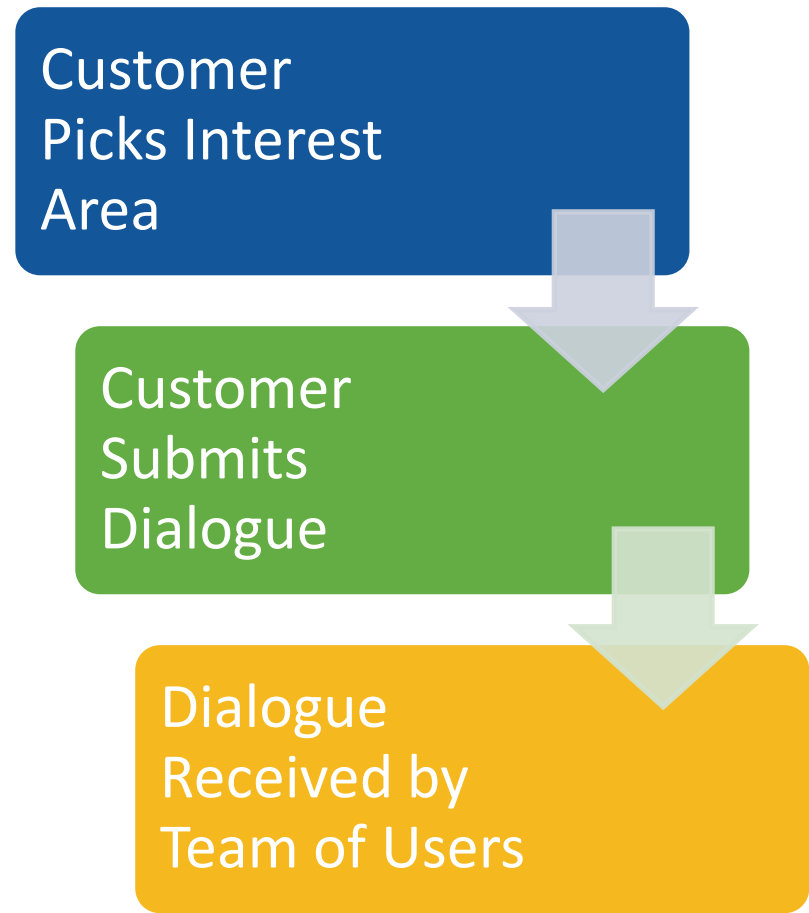
Let's Talk! Language

Customer – source of Dialogues:
parent, student, staff member,
community member

Interest Area – topic, department,
school, or other subject to which a
Customer might submit a Dialogue

Dialogue – question, comment,
suggestion, concern, compliment
submitted by a Customer

User – district staff member with a
Let's Talk! login



Let's Talk About Let's Talk!



Any Questions?

Comments?

Concerns?

Suggestions?

Compliments?

K12 *Insight* is a research and communications firm that helps school district leadership better engage in conversations with parents, teachers, staff, students and the general public on critical district issues.

K12 *Insight's* approach results in greater transparency and collaborative decision-making.

Watch our [Let's Talk! video](http://bit.ly/1umZZVj) at <http://bit.ly/1umZZVj> to learn how to build community trust by listening, learning and leading with care.

Learn more about K12 *Insight* via:

