

Channeling the power of community feedback to guide district rezoning

Located north of Daytona Beach in Florida, Flagler Schools serves 13,000 students and 2,500 staff. With the county's rapid growth over the past two decades, Flagler Schools needed to consider rezoning its district boundaries to meet the needs of its growing community.

In 2021, Flagler Schools adopted Let's Talk to support district communications.

"As we entered the 2021-2022 school year, my team and I knew rezoning was inevitable in 2022-2023. Collectively, we realized this project would require open, consistent communication between the district and our community for it to be a success," said Jason Wheeler, Coordinator of Communications at Flagler Schools. "Let's Talk was a natural fit because we were already using it to collect feedback and answer questions from our community."

Let's Talk provided stakeholders a place to ask questions and provide feedback 24/7 regarding the rezoning process — particularly during and after the district's community meetings.

District Snapshot

13,000 students

2,500 teachers and staff

5 elementary schools

2 middle schools

2 high schools

1 adult education school
(Flagler Technical College)

1 virtual school

1 charter school



Giving every stakeholder a voice

Rezoning district boundaries is a process many districts experience as they grow and evolve. When districts enter the rezoning process, it's important to listen to all stakeholders to gather diverse perspectives to help find a solution that best fits the needs of the community as a whole.

Community meetings are commonly used to collect feedback; however, it can be difficult to hear all points of view if districts rely solely on verbal feedback. For example, some community members may not feel comfortable speaking publicly in front of neighbors, leaving out a significant sector of community opinion. To support the community feedback process, Flagler Schools

launched a rezoning page powered by Let's Talk — the only customer experience and intelligence platform purpose-built for education — in August 2021.

When Flagler Schools hosted community meetings, the district provided a QR code linking to Let's Talk to make it easy for stakeholders to ask questions or voice concerns before, during, and after meetings.

"Let's Talk provides our stakeholders the opportunity to ask questions or voice concerns that may be tough to address in the public setting — all while collecting valuable data."

Jason Wheeler
Coordinator of Communications
Flagler Schools





Feedback and questions were collected in the Let's Talk unified inbox, which also acted as a speaker's queue — creating an organized line of stakeholders wishing to share their opinions at the microphone during community meetings.

“Based on our frequent meetings and feedback from Let's Talk, we found stakeholders were more concerned about the rezoning process as it pertains to the elementary level than the middle and high schools. The ability to review the results shows us what to focus on to make the most of our time in these community gatherings.”

Jason Wheeler
Coordinator of Communications
Flagler Schools

Because Let's Talk makes it easy to track every dialogue, Flagler Schools also had valuable data that helped district leadership analyze feedback. Using trends identified within Let's Talk, the district developed an FAQ web page to address common stakeholder concerns.

Using customer intelligence to make data-driven decisions

The combination of both verbal and written feedback helped the district collect nearly 250 Let's Talk dialogues from community members about the proposed rezoning plan. Flagler Schools reviewed the results carefully, and noted Let's Talk helped them hear perspectives that would otherwise have been lost.

"The data from the Let's Talk dashboard allows us to understand our stakeholders' emotions, feelings, interest areas, and more," Wheeler said. "Plus, we can present this data at school meetings and through other outlets — allowing us to be as transparent as possible."

In this case, data clearly showed the majority of stakeholders were opposed to the suggested restructuring, so district leadership decided to make a change — significantly scaling back the rezoning plan.

"Without Let's Talk, we wouldn't have been able to hear the voices that ultimately informed our plans."

Jason Wheeler
Coordinator of Communications
Flagler Schools

Thanks to Let's Talk, the community feels confident about the direction of the district's rezoning efforts.

Common reasons for school district rezoning:

- School districts exceeding capacity
- Population growth
- Declining student enrollment
- Funding cuts

SOURCE: Community & Environment Defense Services,
The Journal, Center for Poverty and Inequality Research



1,200+

dialogues submitted
since April 2021

200+

rezoning dialogues submitted
since August 2021

Since launching in April 2021, Flager has received more than 1,200 inquiries from community members in Let's Talk with over 200 submissions related to rezoning.

“Using Let’s Talk has made it easier for our district to navigate the touchy topic of rezoning while demonstrating to our stakeholders that we’re open to their feedback and have their best interests in mind.”

Jason Wheeler
Coordinator of Communications
Flagler Schools



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