

Market Share & School Choice

K12 *Insight*  SERVICES

School choice is real. Why run from the competition, when you can embrace it? Create a total school experience — one that wins parents and families over and keeps students coming back.

The challenge

You want students to stay in your schools. But you don't have the budget to compete. Fewer students mean fewer dollars for key programs. That makes a tough situation even tougher.

The opportunity

Take on the competition. Focus on what you can improve, and become the school system of first choice for students and families.

How K12 *Insight* can help

K12 *Insight's* new market share risk assessment and community engagement solution helps you pinpoint the reasons families leave, intervene with practical strategies to keep them enrolled, and train teachers and staff to provide a more personal school experience.



In working with more than 400 school districts, here's what we know:

1. Families rarely choose out solely on the basis of education
2. The decision is usually emotional and based on one or more negative experiences
3. The challenge isn't availability of programs, it's creating awareness that programs exist
4. Parents want to know that their child's school cares and is willing to listen

WHAT WE DO

Fortunately, there is a way to improve within the context of your current system — provided you are willing to embrace the right mindset.

+ RESOLVE TO BE A SCHOOL SYSTEM OF FIRST CHOICE

We'll start by assessing your current system to determine areas where it is most at risk (demographics, culture, programs, services, community trends) and help you commit to making positive change.

+ LEARN WHY FAMILIES LEAVE — AND MAKE THEM WANT TO STAY

- We'll engage your community through research-backed surveys and focus groups, so you can understand where to improve. (Hear from current families and those that have left.)
- We'll help you parse the results of that feedback and perform root cause analysis to isolate specific areas of weakness. Then we'll provide comprehensive customer experience (Cx) training to ensure your district has the tools and the skills to listen and respond to its community.

+ INTERVENE TO STOP FAMILIES FROM LEAVING

We'll help you create a process and a series of practical failsafes to identify parents and students who are in danger of attrition. We'll help you put in place a system-wide protocol for listening, understanding and responding to community concerns, so that parents and families feel heard.

+ TRAIN YOUR STAFF — SO THAT EVERYONE KNOWS EXACTLY WHAT TO DO

Finally, we'll work with you to provide comprehensive staff training and professional development, so that everyone who has a community-facing role in your school district understands and embraces the standard of care.

THE BEST PART?

All of these efforts can be easily tracked and measured through a series of key performance indicators to ensure continual improvement.



With the help of K12 Insight, we're creating a caring culture, a customer service-oriented culture, which is a rarity in public education."

KIMBERLY N. SMITH,
DIRECTOR OF
PUBLIC RELATIONS,
ALIEF ISD (TEXAS)



This all sounds good, but it's a lot. Where do you start?

Changing the culture isn't easy. But it's better than the alternative. The good news: you don't have to do everything at once. Our team of former educators and researchers will work with you to help determine the best course for your district.

Be a school system of first choice

Get a FREE, no obligation consult with a member of our school research team.

- + Share your pain points
- + Learn what other districts are doing
- + Ask questions and seek advice

[GET YOUR FREE CONSULT](#)

CONTACT US: 703.542.9600 www.K12insight.com

