

**THOUGHTEXCHANGE**

Supporting Hackensack City Public Schools

2024



# Hi, we're ThoughtExchange

ThoughtExchange is an AI driven engagement platform that leverages stakeholder voice to create, implement and assess district plans and programs.

Easily. Accurately. Inclusively.



## 14 YEARS

Specializing in K-12 surveys and community engagement



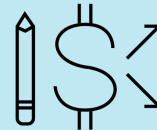
## 1100+

Partner districts, including 50% of the top 20 in the US



## 6M+

Parents, students, staff, and community engaged



## \$20B+

In bonds passed using ThoughtExchange



## Building a Business Case

# Why ThoughtExchange?

### Challenge

Hackensack Public School needs to meet students' diverse and evolving needs through standards-based instruction, data-driven decision-making, equity and inclusion, and a collaborative culture. The district needs a tool to address district priorities, such as attendance, social-emotional learning through restorative practices, effective lesson planning, and instructional strategies, is critical. Currently, it is challenging and cumbersome to equitably gather voice, analyze data and produce nuanced action plans.

### Solution

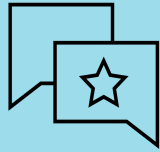
Hackensack Public School can leverage ThoughtExchange to gather insights more equitably, efficiently, and effectively from a range of voices to create, implement, and assess district programs and initiatives. The platform offers diverse engagement methods to ensure leaders have the right tools for any context. Robust AI analytics enable more accurate data analysis, efficient benchmarking, and nuanced action planning.

### Impact

ThoughtExchange's real time analysis allows for data-driven decisions that are informed by diverse stakeholder input. Ongoing engagement fosters a culture of inclusion and continuous improvement. Uncovering the "why" behind low or high scores will improve student achievement, attendance, social-emotional outcomes, and other key priorities. ThoughtExchange empowers the district to build capacity, ensuring sustainable progress and educational excellence through the effective implementation and benchmarking of district priorities.



# Unify Qualitative & Quantitative Insights with Thought**Exchange**



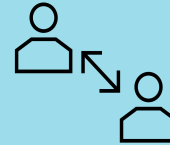
## Exchanges

Collective qualitative conversations with prioritized, quantitative results



## Surveys

Advanced quantitative and qualitative survey capabilities



## Beta: AI Powered Interviews

**(Beta)** 1:1 AI powered interviews at scale with synthesized real time analysis

AI powered analytics for making data informed decisions, efficiently and effectively

# How ThoughtExchange Can Help:

## Move the Needle on your Priorities

### Student Achievement: Standards-Based Instruction, Instructional practices, Lesson Planning and Design

- Engage all stakeholder groups to understand if instruction is meeting diverse needs and collaboratively develop improvements
- Identify gaps in support to ensure equity and strategize on solutions
- Uncover which instructional strategies are most effective, for continuous improvement and alignment with district standards

### Culture: Collaborative, Inclusive, Equitable

- Inclusive engagement space for all stakeholder groups to share their perspectives and inform decision making
- Ensure equity of voice by choosing the right engagement design for unique context, goals and audiences
- Measure the impact of equity and inclusion initiatives, guiding adjustments and improvements as needed.

### Building Capacity

- Identify areas where staff need further training or support, enabling targeted and relevant professional development
- Ensure that capacity-building efforts are aligned with district goals and priorities

### Data-Driven Instruction

- Benchmark progress on priorities, KPIs, etc. to ensure ongoing assessment and implementation of plans
- Gather stakeholder feedback on instructional practices to refine and enhance student outcomes

### Attendance

- Identify barriers and factors leading to poor attendance
- Uncover strategies to improve

### SEL and Restorative Practices

- Feedback on SEL and restorative practices to identify successes and challenges in implementation
- Annual Climate Surveys to benchmark success and uncover the why behind scores



# ThoughtExchange Recommendations: Data Driven Decision to Implement your Strategic Plan

## Goal #1: Building, Empowering & Engaging the Community

- Identify school and community program needs, resources, desired activities using collected data to inform your strategies and initiatives.

## Goal #2: State-of-the Art Community-Based Schools

- Gather input from parents, students, and staff about the current state of school facilities, identifying areas that need upgrades.
- Collect input from teachers, students, and industry experts on the types of facilities and equipment needed to support current and future curricula.

## Goal #3: Access to Equity & Inclusivity

- Collect input on the types of training and resources that would be most beneficial for enhancing diversity knowledge and its application in daily teaching.
- Collect insights on the types of activities and programs that would help students appreciate and respect their differences.

## Goal #4: Educating the Whole Child

- Collect insights from students on their interests, abilities, and experiences to help staff better respond to and support individual learning needs.
- Gather feedback on the effectiveness of these approaches in creating a supportive and inclusive school environment, and make adjustments based on community input.

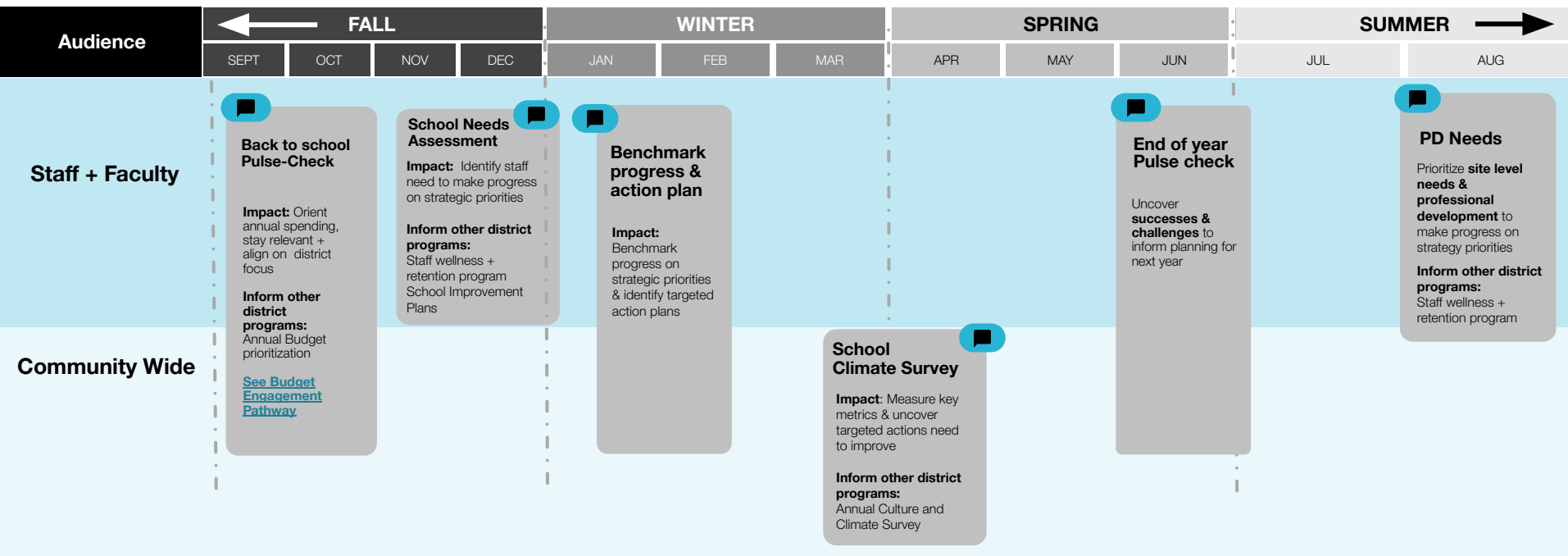
## Goal #5: Creating Lifelong Learners

- Identify the professional and personal interests of various stakeholders, including staff, students, and community members.



## Example: Engagement Cadence

# Implement + benchmark your strategic plan with data





## How our platform helps you

### Deep & Equitable Engagement

Mix both qualitative and quantitative data for a more comprehensive understanding. Include voice from all groups and deep dive into the nuances to see the full picture.



Quantitative Surveys



Multilingual & demographic disaggregation



AI Powered Conversations



Focus Groups

### Data Driven Decisions

We help you turn data into solutions you can do something about. Our proprietary AI analyzes all the insights you've collected and surfaces what you need to see.



Advanced Survey Analytics



Interactive AI Advisor



Unified Qual & Quant Data



Targeted Cohort Insights

### Instant Actions

AI analyzes your engagement data, combines it with contextual information about your organization, and shares suggestions on what to do next — within seconds.



Easy Custom Reports



Templated Program Solutions



Contextualized Planning



Exceptional Customer Service

### Trusted Security, Privacy & Responsible AI

We're committed to safeguarding your data and privacy. We take responsibility for overseeing AI governance and are accountable for its decisions and actions.





# Product Example

## Easily Move from Insights to Action

	Overall	Mariposa	Bonview	Laurelhurst	Riverdale	Charlemagne
Average Score	42%	41%	43%	41%	42%	38%
Emotional Safety	43%	38%	44%	41%	46%	37%
Physical Safety	39%	40%	35%	37%	40%	34%
Battling Bullying	44%	42%	50%	42%	44%	38%
Handling Substance Abuse	43%	44%	43%	43%	39%	41%

**Benchmark** implementation of priorities  
**Identify** successes and challenges across your district

Advisor

Draft an action plan for Charlemagne School to improve the physical safety based on what participants shared.

Uncover the “why” behind low or high scores  
Take targeted action with real time AI powered analytics

Area of Focus	Action Steps
Enhance Security Measures	<ul style="list-style-type: none"><li>- Install security equipment (cameras, metal detectors, panic buttons, alarms)</li><li>- Implement access control systems</li><li>- Secure school premises with barriers, locks</li></ul>
Develop Safety Protocols	<ul style="list-style-type: none"><li>- Develop emergency response protocols</li><li>- Conduct safety audits and inspections</li><li>- Implement reporting systems for safety concerns</li></ul>
Provide Safety Training	<ul style="list-style-type: none"><li>- Provide emergency response training</li><li>- Train staff to recognize potential threats</li><li>- Provide conflict resolution training</li></ul>
Foster a Safe and Inclusive Environment	<ul style="list-style-type: none"><li>- Develop anti-bullying programs</li><li>- Provide mental health support services</li><li>- Implement restorative justice practices</li></ul>



# Partnership Benefits



## DEEPER ENGAGEMENT CAPABILITIES

- ✓ Multiple engagement tools
- ✓ AI-powered analytics
- ✓ Flexible reporting tools
- ✓ Generative action plans
- ✓ SIS/HRIS data integrations
- ✓ Real-time data insights
- ✓ Third-party survey data analysis



## BETTER OUTCOMES FOR CORE PROGRAMS

- ✓ Strategic planning & implementation
- ✓ Bonds & capital planning
- ✓ School climate
- ✓ Annual budgeting
- ✓ Staff retention
- ✓ Onboarding & exit
- ✓ LCAP (California)



## PREMIUM PRODUCT & SUPPORT

- ✓ Customized engagement roadmaps
- ✓ Industry informed survey templates
- ✓ Custom-built survey templates
- ✓ Dedicated customer success manager
- Support for engagement strategy & implantation
- Flexible & accessible engagement design



## RESPONSIBLE AI, TRUST & PRIVACY

- ✓ Fair and unbiased AI systems
- ✓ Accountability for AI governance its decisions & actions
- ✓ AI built for positive special impact
- ✓ Privacy & data protection that's never retained to train AI
- ✓ Adherence to the highest standards of information security management



# Appendix: Customer Use Cases



## Use Exchanges to gather better feedback and improve: [Strategic Planning](#)



We're educating our students, not only on what [ThoughtExchange] is and how it's used, but on how important it is for them to give us feedback—and that the feedback isn't going to just sit on a shelf, we're going to act on it. – **DR. RUI DIONISIO**

Ramapo Indian Hills,  
Regional High School District  
New Jersey

[5 Pro Student Engagement Tips](#)



Use accessibility and confidentiality to pass your: **Bond**

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"ThoughtExchange had an immediate impact because people felt they could communicate with us in a way that was transparent and confidential."

Dr. Deb Henton

**North Branch Area Public  
Schools**

- [North Branch Area Public Schools – Passing a Bond After 15 Years of No](#)
- [ThoughtExchange for Bonds](#)



## Use Qualitative Data to facilitate: **Climate Surveys**

*“The ThoughtExchange experience adds value to our ability to reflect and gather information about our community’s values in a way that makes sense. The platform has proven to be effective, and really has performed as sold—and not everything does that. It’s great to have a product that lives up to the hype.”*

**ERIC CONTI, Superintendent, Burlington Public Schools in Massachusetts**

**Burlington Public Schools**

**[Better, Faster Climate Survey Data with ThoughtExchange](#)**

