

# STRATEGIC PLANNING

## Accelerating strategic planning with actionable data



*West Genesee Central School District works with the community to ensure each student attains the knowledge, skills, and attitudes necessary for lifelong learning and good citizenship.*

**Industry:**  
K-12 Public Education

**Location:**  
New York

**Size:**  
4,514 students  
7 schools

**Use case:**  
Strategic Planning

When Dr. Chris Brown recently set out to make a new strategic plan, he wanted to include the whole community in the process. He used Thoughtexchange to create an online discussion that essentially asked all constituents “How are we doing?”

He says participation in the exchange eclipsed his team’s traditional engagement methods by a significant margin.

“Prior to Thoughtexchange, during our strategic planning process, we reached out with letters or phone calls or emails,” Dr. Brown explains. “We were reaching maybe 60 people out of a possible 40,000. With Thoughtexchange, we’re reaching 4,000 to 5,000 people, which is giving us a much broader brush when it comes to figuring out what our community really wants in their children’s education.”

Dr. Brown adds that Thoughtexchange data helped his team make progress on their plan faster than ever before.

“People’s comments are being filtered down into major themes that we can break into strategic planning items,” he shares. “Being able to do that in a much shorter time frame than a normal strategic planning process is going to allow us to think about getting into some initiatives now, that maybe we were initially thinking about for two or three years from now.”

“It’s exciting because, when you think about how education is evolving so rapidly, Thoughtexchange is really helping us keep up with that process.”



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**Dr. Chris Brown, Superintendent**

Thoughtexchange provides software solutions that bring people together, build trust and make progress on important topics. Whether it’s employees, customers or whole communities, our solutions effortlessly connect you to your stakeholders. People can confidentially and independently share their thoughts, appreciate other points of view and understand how their perspectives are connected to decisions. Our patent-pending data analysis gives you the insights to make informed decisions and take action. Learn more at [www.thoughtexchange.com](http://www.thoughtexchange.com)

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