All About Let's Talk!

Let's Talk! is a revolutionary customer service solution that allows the community to share opinions and ask questions 24 hours a day, seven days a week. It will help our district create positive, productive relationships with students, parents, teachers, employees, and community residents — one conversation at a time!

Here are answers to some frequently asked questions.

Q: What is Let's Talk!?

A: Let's Talk! is a two-way, online customer service solution that instantly connects our educational community to **Madison Consolidated Schools** decision-makers. While phone calls, emails, and in-person meetings remain a critical part of our engagement strategy, Let's Talk! offers a higher level of connectivity and accountability than these traditional forms of communication. It ensures that our parents, employees, students, and community members can
engage with us at their convenience.

Q: Who created Let's Talk!?

A: Let's Talk! was developed by K12 *Insight*. The company, based in Herndon, Virginia, works with more than 30,000 school administrators nationwide to strengthen the relationships that power education. Its custom solutions combine technology, research, and education expertise to help district leaders build trust and drive positive change in their communities.

Q: What is the purpose of Let's Talk!?

A: Let's Talk! promotes honest conversations and drives action by facilitating an open dialogue between district leaders and our stakeholders. With Let's Talk!, we can streamline communication, spot potential crises before they happen, and build stronger relationships with our entire community. Offering Let's Talk! means we are committed to leading by listening.

Q: How does Let's Talk! work?

A: Let's Talk! is available 24 hours a day, seven days a week from any computer, tablet, or smartphone. There's also an app for both iOS and Android devices. After you download the app, enter our Let's Talk! ID (**MC2097**) to access the **Madison Consolidated Schools** page.

When you submit a comment or question via Let's Talk!, the system automatically routes it to the appropriate staff member for follow-up. You may remain anonymous or leave your contact information to receive a personal response. An additional option allows you to hide your contact information but still receive a direct response from the district.

The system also allows the district to measure and track emails, phone calls, and in-person meetings. A separate mobile app ensures that administrators can stay connected to the community. Administrators have access to an interactive dashboard that highlights common themes, average staff response times, and overall community satisfaction, turning each interaction into an opportunity for improvement.

Q: How will the district use Let's Talk!?

A: The district is using Let's Talk! to open lines of communication between community members and district leaders. Our hope is to hear from more people about important district issues so we can continue to provide high-quality education and a safe learning environment for all our students.

Q: How does the district benefit from Let's Talk!?

A: Let's Talk! enables us to continuously take the pulse of our educational community. It helps us consider and understand stakeholder views while streamlining district communications, lightening employee workloads, and improving our customer service.

Instead of one person answering an email, another returning a phone message, and a third addressing an online comment, employees can collaborate to deliver a single, seamless response. In addition, the tracking feature of Let's Talk! shows all submissions and who is responding to different dialogues to avoid duplication of effort.

Q: How can employees feel comfortable with Let's Talk!?

A: K12 *Insight*'s training emphasizes that every incoming dialogue is a single viewpoint. If there are complaints about an individual, the district will follow the same investigative process it would if it received a phone call, email, or any other communication.

Q: What is the benefit of the anonymity feature?

A: We understand that some people might be hesitant to provide their names when leaving feedback. The anonymity feature lets community members leave comments and questions without fear of repercussion.

Q: Can the district identify an anonymous user?

A: No. District leaders will learn a person's identity only if it is revealed in the written text. Technology identifiers, such as a computer IP address, are recorded to prevent abuse of the system, but they are available only to K12 *Insight*. No one in the district can access that information.