

Let's Talk About Building Trust

How to strengthen trust among stakeholders

Building trust among teachers, staff, students, families, and community members is critically important in your work as a school district leader. Trust builds a foundation for stronger relationships and better leadership.

Why trust matters:

Negative perceptions of a school district are often among the top reasons why parents and students consider other educational options. Bad experiences are also why many teachers choose to leave their profession.

- Low levels of trust in a district can lead to enrollment decline. During the 2020-2021 school year alone, public school enrollment declined 3% — the largest decline in over 20 years. Meanwhile, charter school enrollment grew 7% — the largest increase in five years.
- It's estimated that for every four students who leave a district, the funding equivalent of one full-time teacher goes with them.
- In a district with low levels of trust, administrators spend more time putting out fires than adding value to the school experience.

Trust is earned.


Request a free consultation to learn more.



K12 Insight 

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Proven Strategies for Building Trust

K12 Insight has worked with over 400 school districts across the nation to help build and strengthen trust districtwide.

To develop lasting relationships built on trust, here are five strategies to consider:

- 1. Conduct a listening tour.** Listening is the foundation for building trust and relationships in school districts. Plan a listening tour to identify gaps and obstacles, and build an action plan that addresses the needs of your stakeholders.
- 2. Deploy Let's Talk!** — the only all-in-one customer experience and intelligence platform built for education. Let's Talk! helps school districts deliver superior customer service by helping districts streamline inbound communications, identify problems before they become crises, and make data-driven decisions.
- 3. Make information accessible.** Let's Talk! Assistant — an always-on, AI powered chatbot — provides customer service 24-7. This helps stakeholders get answers to their questions when they need them, even after school hours.
- 4. Measure community confidence and identify areas of mistrust.** Use surveys to understand your stakeholders and take action on critical issues with support from our Managed Research team.
- 5. Provide superior customer experiences.** Empowering frontline district and school staff with strong customer service skills is critical. K12 Insight's professional development courses reflect the latest issues and challenges faced by school staff — empowering staff with urgently needed customer service skills.




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