

# Empowering K-12 Communications Leaders

Today's public schools face a polarized political landscape combined with waves of unchecked disinformation, on top of dwindling staff and programming resources.

For a communications professional, the challenges to carrying out new initiatives, communicating about school bonds and other priorities, weathering crises, and building trust within your district are significant.

## As a communication leader, your challenges include:

- Cutting through the chatter and communicating directly with families, students, and staff
- Working effectively with your district leaders on priorities and initiatives
- Engaging with and strengthening trust within your community at large
- Working smarter and more efficiently

## K12 Insight can help by offering:

- ✓ Streamlined inbound communications in one, district-wide unified inbox
- ✓ Reliable solutions built for K-12 school districts
- ✓ Proven strategies to promote better communication, collaboration, transparency, equity, and engagement
- ✓ Tools that reveal needs and trends in real time so you can make proactive decisions for your departments and district

“Many of our families don't have email addresses, so we needed a tool that allowed stakeholders to submit comments without one. Let's Talk! helps us communicate in different ways, including texting, which means we can talk to even our hardest-to-reach families.”

Michael D. Wilburn, Jr.  
Administrative Manager to  
the Chief of Staff  
Atlanta Public Schools (Atlanta)


**Request a consult**



K12 Insight 

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## Challenges

## Solutions

### Polarized, siloed communication

Streamline communications across your district with **Let's Talk!** — the only enterprise-wide customer experience and intelligence platform purpose-built for education.

This platform gives you a districtwide look at communications and customer service.

### Inequitable access to communications

Whether your stakeholders prefer to communicate by phone, text, email, or social media, **Let's Talk!** enables your team to respond efficiently and effectively — bolstering your customer service and providing more equitable access.

### Constant chaos and crises

The **Let's Talk! dashboard** reveals needs and trends in real time — helping you quickly identify and prioritize reputational risks to manage public perception.

You can also turn on Critical Alerts to identify issues before they escalate.

### Understaffed and under-resourced schools

**Let's Talk! Assistant** is an AI-powered, always-on chatbot designed to save your frontline staff time and resources responding to easily answered questions — regardless of language or access to technology.

Utilizing the chatbot reduces up to 80 percent of staff time spent answering these questions.