

Surrey School District

Customer Success



A Pathway to Success



Beginning with an initial consultation in 2014, Surrey Schools is now regularly using PlaceSpeak's online engagement platform. Building on their early success, they have since launched a number of well-received consultations that have generated legitimate feedback for informed decision-making. As Surrey Schools geo-verified user base continues to grow with each new consultation, the opportunities for engagement are endless for the School Board and those it works with.

Benefits



Gathered catchment area-specific feedback from verified residents based on their location



Leveraged an existing network of residents, doubling the level of engagement with each new consultation



Facilitated bi-directional communication between Surrey Schools and the local community

2014

Expanding Reach

📍 Revising Our Social Media Policy

In 2014 Surrey Schools wanted to renew its policy on the responsible use of Information and Communications Technologies. PlaceSpeak's online engagement platform provided the perfect opportunity to legitimately consult with a larger verified audience within the geographic boundaries of their catchment area.

The engagement was a success with 90 connected participants and over 62 comments as part of the discussion.

2015

Leveraging the Network Effect

📍 A Vision for the Future

The success of the first consultation in reaching a large audience demonstrated the advantages of online engagement. A second consultation was conducted which looked to engage parents on the future of the school district's programs.

For Surrey Schools second consultation they were able to connect with 238 verified participants and received 181 comments, more than doubling the level of engagement.

2016

Ongoing Consultation

📍 Surrey Schools Capital Plan

Surrey continues to use PlaceSpeak to engage with residents and receive legitimate, verified and defensible feedback. Seeking to leverage their existing audience from previous consultations, Surrey Schools aims to consult with more residents than ever before on its capital funding process.

About Surrey Schools

Serving over 72,000 students, Surrey Schools has the highest student enrolment in the province and is one of the few growing school districts in British Columbia. Comprised of 101 elementary schools, 19 secondary schools, 5 student learning centres and 3 adult education centres, the school district is governed by an elected board of seven trustees representing the cities of Surrey and White Rock.

Parent involvement is welcomed at Surrey Schools and the Parent Advisory Councils (PACs) are valued as active partners in education. PACs are active at both the elementary and secondary levels and have representation on the District Parent Advisory Council and many district committees.