XM for Continuous School Improvement
Samantha Murray, M.S.ED
XM SCIENTIST, EDUCATION
QUALTRICS
Objectives

1. Understand what Experience Management (XM) means in K-12 education

2. Learn from successful case studies of K-12 Experience Management systems

3. Assess your organization’s Experience Management status and consider next steps
BOLD DECLARATIONS
You are an Experience Management leader ...

yes, YOU!!
You are a specific kind of leader ...
- Systems Thinker
- Adaptive
- Pioneer
- Visionary
- Bold
- Curious
- Inspiring
- Equity Warrior
- Unapologetic

- Disruptive
- Strategic
- No status quo
- Data-driven
- Impactful
- Integrator
- Life-long learner
- Discerning
- Social Justice

- Courageous
- Politically skilled
- Transformative
- Advocate
- Socially aware
- Build community
- Deliberate
- Ally
- You show up
Facing a specific set of challenges ...
● Student demographics shifts
● Increased parent demands
● Local, state, federal policy
● Economic pressures
● Data silos
● Increased competition
● Budget concerns
● Teacher shortages
● Political influences
● Family mobility

● School bullying
● Teacher burnout
● Students experiencing homelessness
● Shifting teacher demographics
● Interagency roadblocks
● Bureaucracy
● Outdated facilities and systems
● Student trauma
● IT infrastructure
● School violence and safety
I promise that ... 

I will not waste your time 

I will challenge your thinking 

I will talk to you, not at you 

You will want to take notes 

You will want to ask questions 

You will have an opportunity for follow up
What Experience Management Means in K-12 Education
Wait, Samantha ...

What is Experience Management exactly?

Experience Management is the discipline of using both experience data (X-data) and operational data (O-data) to measure and improve the four core experiences of business—customer, employee, product, and brand.
Let’s break it down ...

Experience Management is the **discipline** of using both experience data (X-data) and operational data (O-data) to measure and improve the four core experiences of business—customer, employee, product, and brand
- Mastery
- Habit
- Focus
- Commitment
- Plan
- Framework
- Clarity

- Patience
- Awareness
- Discovery
- Sustained
- Competency
- Practice
- Execution

- Expertise
- Skill
- Consistency
- Mindset
- Insight
- Understanding
- Knowledge
Platform that infuses actionable intelligence throughout an organization

Mindsets and beliefs that nurture XM-centric behaviors across an organization

Skills and actions required to build XM capabilities
Let’s break it down …

Experience Management is the discipline of using both experience data (X-data) and operational data (O-data) to measure and improve the four core experiences of business—customer, employee, product, and brand.
Experience Data (X-data)

Perception of Safety
Voice of the Parent
Social and Emotional Wellbeing
Student Climate
Teacher Satisfaction
Cause of Absence
Teacher Engagement
Professional Development Feedback
Stakeholder Engagement
Why experience data matters ...

Expectations → Experiences

Perceptions

Attitudes

Behaviors

Outcomes

Attitudes affect expectations

Behaviors lead to new experiences
Let’s break it down …

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- Student Climate
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- Cause of Absence
- Teacher Engagement
- Professional Development Feedback
- Stakeholder Engagement

Operational Data (O-data)

- Demographics
- Student / Staff Attendance
- Assessment Data
- GPA
- # of Dropouts
- ELL Status
- Free and Reduced-Price Meal Status
- Teacher Certification/Credentials
- Years of Service
Let’s break it down ...

Experience Management is the discipline of using both experience data (X-data) and operational data (O-data) to measure and improve the four core experiences of business—customer, employee, product, and brand.
Continuous School Improvement

**Parent Experience**
Engage parents to drive student enrollment and retention

**Employee Experience**
Attract, engage, and retain employees to drive student success

**Community Experience**
Harnessing community and stakeholder engagement to inform and improve school programs

**Student Experience**
Amplify the student voice to identify areas for school improvement

- **Model for Improvement**
  - What are we trying to accomplish?
  - How will we know that a change is an improvement?
  - What change can we make that will result in improvement?

- **Act**
- **Plan**
- **Study**
- **Do**
Let’s break it down …

Experience Management is the discipline of using both experience data (X-data) and operational data (O-data) to measure and improve the **four core experiences of business**—customer, employee, product, and brand.
Ok, I’m with you so far …

But K-12 education as a business?
<table>
<thead>
<tr>
<th>Customer Who are you serving?</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Students</td>
</tr>
<tr>
<td>+ Parents/Guardians</td>
</tr>
<tr>
<td>+ Community</td>
</tr>
<tr>
<td>+ Schools or Districts*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Who delivers?</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Teachers</td>
</tr>
<tr>
<td>+ Non-instructional staff</td>
</tr>
<tr>
<td>+ School-based administrators</td>
</tr>
<tr>
<td>+ LEA or SEA staff and administration</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product What is the promise, the outcome, the service?</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 21st Century Education</td>
</tr>
<tr>
<td>+ College &amp; Career Readiness</td>
</tr>
<tr>
<td>+ A diploma</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand What is your organization’s identity?</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Reputation</td>
</tr>
<tr>
<td>+ Parent, Community, Student Perception</td>
</tr>
</tbody>
</table>
Where the *experience* and *operation of education* occurs ...
Student experience example ...

O = Intention
X = Motivation

O = Revenue
X = Value

O = Consumption
X = Enjoyment

O = Resolution
X = Impact

O = Status
X = Loyalty
Managing the school experience ...
What Does Experience Management Look Like in K-12 Education?
Student Experience

Continuous School Improvement

- Support Development
- Enhance School Safety
- Provide Equitable Opportunities

Student Experience
Amplify the student voice to identify areas for school improvement

- Solicit Policy Feedback
- Generate Awareness
- Optimize SWAR
- Increase Retention
- Engage Employees
- Attract Talent
- Drive Enrollment
- Improve Satisfaction
- Increase Involvement
Thank you for applying for Early Open Enrollment in Nebo School District. So that we can do our best to meet your needs, we would like to gather some information from you about your student. If you live outside of Nebo School District, you will have to provide and upload a behavior report from the school the student currently attends. You may want to gather that document prior to continuing the application.

Please note: In order to stabilize enrollments and teacher/student ratios, there will be no open enrollment available to the middle schools during the first two years of their existence.
Community Experience

Continuous School Improvement

Community Experience
Harnessing community and stakeholder engagement to inform and improve school programs
Community Experience Case Studies

Nebo School District Stakeholder Survey 2020

In an attempt to celebrate the good work happening in our schools and to identify areas where we can improve, we invite you to complete this...

Applicant Information Form

Thank you for your interest in conducting research at [redacted]. We are committed to approving research with a clear, direct benefit for the district. Please note, a link will be provided to complete the application at the end of this form.

Navigation Tips:

- Each time you click the Next (>>) button in this form, your entries are automatically saved using enabled cookies on your computer. Unless you are using an "incognito browser" or have disabled your cookies, you may close the browser and return to your application at a later time on the same device.
- You may edit your previous entries by clicking the Back (<<) button.
- A progress bar along the top will display your progress in orange.

If you have any questions or feedback about the application process, please email [redacted] or call [redacted] at [redacted].

Applicant Information

Salutation

First Name

Last Name

Preferred Email

Preferred Phone Number
Employee Experience

Attract, engage, and retain employees to drive student success.

Continuous School Improvement
**Employee Experience Case Studies**

Thanks for opting in to this developmental 360 program. We’re so excited that you’ve been in your new role for a year. We know that as you reflect on the development you’ve had and receive candid feedback from your manager, peers, and/or direct reports, you’ll have a great improve and develop.

Please complete the following steps to take part in this developmental 360 program:

1. **Nominate** - Your manager has already received a notification to evaluate you. Now you just need to choose 3 peers to evaluate you as well. Click on the link below and type in the names of people who will provide constructive feedback.
2. **Evaluate Yourself** - Be sure to be honest and critical of yourself as you complete an evaluation of yourself.
3. **View Your Report** - As soon as you’ve completed your self-assessment, received an evaluation from your manager and 3 evaluations from other evaluators, you’ll have access to your report. Look for an email when all of those have been completed.

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**Nominations** 4 of 5

**Evaluations** 4 of 4

**Report** 1 of 1

[View Reports]
Parent Experience

Engage parents to drive student enrollment and retention

Continuous School Improvement
Parent Experience Case Studies

XM Solution Parent Satisfaction Diagram

Summary

- Overall Satisfaction Average: 2.6 (536 Responses)
- Responses: 536

Plan to Re-Enroll Next School Year

- Definitely will: 20%
- Probably will: 19%
- Might or might not: 21%
- Probably will not: 19%
- Definitely will not: 21%

Plan to Re-Enroll Next School Year - Breakdown

- 4 stars: 27.4% (147)
- 3 stars: 25.0% (134)
- 2 stars: 25.2% (135)
- 1 star: 22.4% (120)
- 0 stars: 0.0% (0)

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Assess Your Organization’s XM Status and Consider Your Plan
Experience Data (X-data)

- Perception of Safety
- Voice of the Parent
- Social and Emotional Wellbeing
- Student Climate
- Teacher Satisfaction
- Cause of Absence
- Teacher Engagement
- Professional Development Feedback
- Stakeholder Engagement

Operational Data (O-data)

- Demographics
- Student / Staff Attendance
- Assessment Data
- GPA
- # of Dropouts
- ELL Status
- Free and Reduced-Price Meal Benefits
- Teacher Certification/Credentials
- Years of Service
How are you doing?

What X-data are you collecting?

What improvement framework and process are you using?

How timely are the data shared across the organization?

What O-data are you collecting?

How are you analyzing X-data and O-data?

What data monitoring processes do you have in place?
We can’t do it all at once ...
Consider your XM plan

Employee Engagement

Stakeholder Climate Surveys

Year 1

Voice of the Parent
Closed-loop School Safety
Website Feedback
Year 1 Initiatives

Year 2

Employee Exit Survey
Course Evaluations
Senior Exit Survey
Community Poll
Alumni Tracker
Employee 360s
Year 2 Initiatives
Year 1 Initiatives

Year 3

Year 1 Initiatives

Program Scope

Quality of Experience

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XM accelerates continuous improvement

XM expands organizational capacity

XM drives your transformation
You are an Experience Management leader ...
THANK YOU!
Qualtrics in K-12

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Student Experience
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Community Experience
Harnessing community and stakeholder engagement to inform and improve school programs

Continuous School Improvement
Create Your XM Plan

- Employee Engagement
  - Stakeholder Climate Surveys
  - Year 1

- Year 1 Initiatives
  - Voice of the Parent
  - Closed-loop School Safety
  - Website Feedback

- Year 2
  - Year 1 Initiatives

- Year 3
  - Year 2 Initiatives

- Employee Exit Survey
- Course Evaluations
- Senior Exit Survey
- Community Poll
- Alumni Tracker
- Employee 360s
- Year 1 Initiatives

Program Scope

Quality of Experience
Thank you
Byron Adams, MPA
PRINCIPAL CONSULTANT, EDUCATION
QUALTRICS, SOLUTION STRATEGY
The XM Operating Framework

TECHNOLOGY
Platform that empowers an organization to collect, understand, and take action on the combination of experience and operational data

COMPETENCY
Skills and actions that establish XM as a discipline

CULTURE
Mindsets and beliefs that encourage and nurture XM-centric behaviors across an organization
X+O

Outcomes: test scores, enrollment, discipline, graduation rate

Examples of X Data: student-teacher relationships, student engagement, staff engagement, family engagement
What is Experience?
The Human Experience Cycle

- Expectations
- Experiences
- Perceptions
- Attitudes
- Behaviors

Attitudes affect expectations
Behaviors lead to new experiences

Source: [https://experiencematters.blog/2019/03/20/the-human-experience-cycle/](https://experiencematters.blog/2019/03/20/the-human-experience-cycle/)
Why Does Experience Matter in K-12?

- Expectations
- Experiences
- Perceptions
- Attitudes
- Behaviors
- Outcomes

Attitudes affect expectations
Behaviors lead to new experiences
Managing the School Experience

- Online Bullying
- Family Life
- News Reports
- TOWN HALL MEETING
- FUNDRAISER
- PARENT TEACHER CONFERENCE
- PROFESSIONAL DEVELOPMENT
- ONLINE SEARCH
- EXTRA-CURRICULARS
- SCHOOL EVENT
- EXIT
- REGISTRATION
- Mental Health
- TUTORING
- Family Life
- Online Bullying
- FUNDRAISER
- POLL
- OFFICE VISIT
- COUNSELING
- HIRING
- FIRST DAY OF SCHOOL
- ONBOARDING
- PROFESSIONAL DEVELOPMENT
- EXTRA-CURRICULARS
- SCHOOL EVENT
- EXIT
- REGISTRATION
- Mental Health
- TUTORING
- Family Life
- Online Bullying
- FUNDRAISER
- POLL
- OFFICE VISIT
- COUNSELING
- HIRING
- FIRST DAY OF SCHOOL
- ONBOARDING
Why did this happen?

Perception of Safety
Voice of the Parent
Social and Emotional Wellbeing
Student Climate
Teacher Satisfaction
Cause of Absence
Teacher Effectiveness
Feedback and Evaluation
Stakeholder Engagement

What happened?

Demographics
Attendance
Test Scores
Grade or School Level
# of Dropouts
ELL Status
Free and Reduced Lunch
Household Status
Neighborhood
XM in K-12

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