

# SCHOOL EXPERIENCE

## Q: How would you describe your campus or the district to a family moving into the area?



One of Texas' fastest-growing school districts, Little Elm ISD maintains a "small town" feel, while still embracing innovative programs, technology, and rigorous curriculums.

**Industry:**

K-12 Public Education

**Location:**

Denton County, Texas

**Size:**

7,785 students

9 schools

**Use case:**

School Experience

Little Elm ISD's leadership knew how staff and students felt about their schools. However, they also needed to understand how people who didn't spend their days on campus perceived their schools.

"We've had some changes in the district, and I'm still fairly new here," says Superintendent Daniel Gallagher. "So, it's important for me to get an immediate sense of what our community really thinks and what we can do to improve both the perception of our district and what we do for our community."

They used Thoughtexchange to ask everyone in the community to share their thoughts on the district's schools. Gallagher and his team ran an exchange with families at each of their nine campuses. They got prioritized insights into how the public regarded the schools and district as a whole.

"We used Thoughtexchange to find out how people feel about our campuses and our district in general," he shares. "There's no better way to gain that knowledge and that experience other than using Thoughtexchange. It gives us a sense of whether the community understands our direction: Do they know what our goals are and what our focus is? Are they supportive of the direction we're going?"

Along with providing valuable insights at a district level, Gallagher adds that campus principals get great value from the data.

"Our principals use the Thoughtexchange information almost continually," he notes. "Thoughtexchange is a customer experience tool that lets us know if we're providing the experience we want to provide at a campus level here at Little Elm."



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**Daniel Gallagher, Superintendent**

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