What’s in a Jam? Innovative Online Community Engagement
Case Study: Strategic Planning at Newark Academy

A JAM is a moderated, online exchange that is part creative brainstorming, part active dialogue and part focus group.

As a research tool, a Jam improves on traditional stakeholder surveys, meetings and interviews – with the potential to unite a far-flung community in an authentic process of inquiry, to generate deeper insights, and to pave the way for action.

Through a Jam, Newark Academy used the power of social technology to engage students, faculty, parents and alumni in an inclusive exploration of values and strategic priorities. The process energized the community and illuminated the school’s strategic thinking.

Innovative online engagement can inform a range of planning and outreach challenges, from campus master planning to alumni involvement

Jams can be used to . . .
- Gather stakeholder input and insights during a planning process
- Probe perceptions, images, and positioning in brand projects
- Deepen understanding of an issue through a guided conversational exchange
- Enable dispersed professionals to collaborate on solutions to shared challenges
- Get to the heart of the matter whenever engaging many voices can generate better ideas and solutions

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