

AI-Lead Scoring Methodology

District Services Outreach & Scoring Strategy

1. Categories for Scoring and Outreach

Based on the AASA District Services page, the core categories are:

A. Readiness: Portrait of a Graduate

- Shared vision for student success
- Strategic planning
- Branding & communications roadmap

B. Alignment: Portrait to Practice®

- System alignment
- Empowering teams
- Frameworks for learning
- Educator development

C. Activation: Portrait to Impact®

- Evidence of student growth
- Real-world application
- “Measure What Matters”
- Impact showcases

D. Customizable Consulting

- Tailored services for local context
- Strategic planning
- Co-creation with district leaders

2. Outreach & Scoring Plan

Step 1: Data Assembly

- Download all U.S. districts (NCES/CCD)
- Fill in: district name, state, enrollment, grades served, NCES locale, website, social media (X, LinkedIn), superintendent, % FRPL, % minority

Step 2: Signal Collection

- Scrape district websites and official social media for signals relevant to each AASA category (using keywords and synonyms strictly from the District Services framework)
 - If a strategic plan is posted on their website, check for publication and expiration dates, and collect in data scrape.
 - Store URL of the strategic plan in the data scrape.

Step 3: Keyword Taxonomy

- *Portrait of a Graduate*: vision, graduate profile, strategic planning, branding, communications, community compass
- *Portrait to Practice*: educator framework, teacher development, system alignment, learning experience, collaboration, coherence
- *Portrait to Impact*: measure what matters, impact showcase, evidence of growth, student outcomes, real-world application
- *Custom Consulting*: strategic planning, tailored solutions, co-creation, local context

Step 4: Scoring Model

- Score districts in each category based on frequency, recency, and specificity of signals
- Overall readiness index: weighted sum of category scores, need indicators, and accessibility

Step 5: Outreach Playbook

- Tier 1: Strong signals in multiple categories—personalized outreach referencing their public initiatives; invite to meet at NCE or other events (as applicable); send Public Education Promise; encourage to attend specific sessions at NCE
- Tier 2: Moderate signals—share case studies, invite to discovery calls; invite to meet at NCE or other events (as applicable); send Public Education Promise; encourage to attend specific sessions at NCE
- Tier 3: Limited signals—light touch, monitor for future engagement; send Public Education Promise; encourage to attend specific sessions at NCE

AASA District Services: Category Keyword Lists

A. Readiness: Portrait of a Graduate

Primary Keywords:

- Portrait of a Graduate
- Graduate Profile
- Vision Statement

- Strategic Planning
- Community Compass
- Branding Roadmap
- Communications Roadmap
- Shared Vision
- Future-Ready

Synonyms & Related Terms:

- Learner Profile
- Student Success Vision
- District Visioning
- Mission Statement
- Graduate Outcomes
- Strategic Framework

B. Alignment: Portrait to Practice®

Primary Keywords:

- System Alignment
- Frameworks for Learning
- Educator Development
- Teacher Accelerator
- Empowering Teams
- Collaboration
- Coherence
- Professional Learning
- Practice Alignment

Synonyms & Related Terms:

- Instructional Alignment
- Teacher Framework
- Learning Experience Design
- Staff Development
- Capacity Building
- PLC (Professional Learning Community)

C. Activation: Portrait to Impact®

Primary Keywords:

- Measure What Matters
- Impact Showcase
- Evidence of Growth
- Student Outcomes
- Real-World Application
- Activation Branding
- Data-Informed Decision Making
- Continuous Improvement

Synonyms & Related Terms:

- Performance Metrics
- Success Indicators
- Outcome Measurement
- Student Growth Data
- Impact Assessment
- Results Showcase

D. Customizable Consulting

Primary Keywords:

- Strategic Planning
- Tailored Solutions
- Custom Consulting
- Co-Creation
- Local Context
- Deep Listening
- District Partnership
- Needs Assessment

Synonyms & Related Terms:

- District Collaboration
- Stakeholder Engagement
- Community Voice
- Parent Engagement