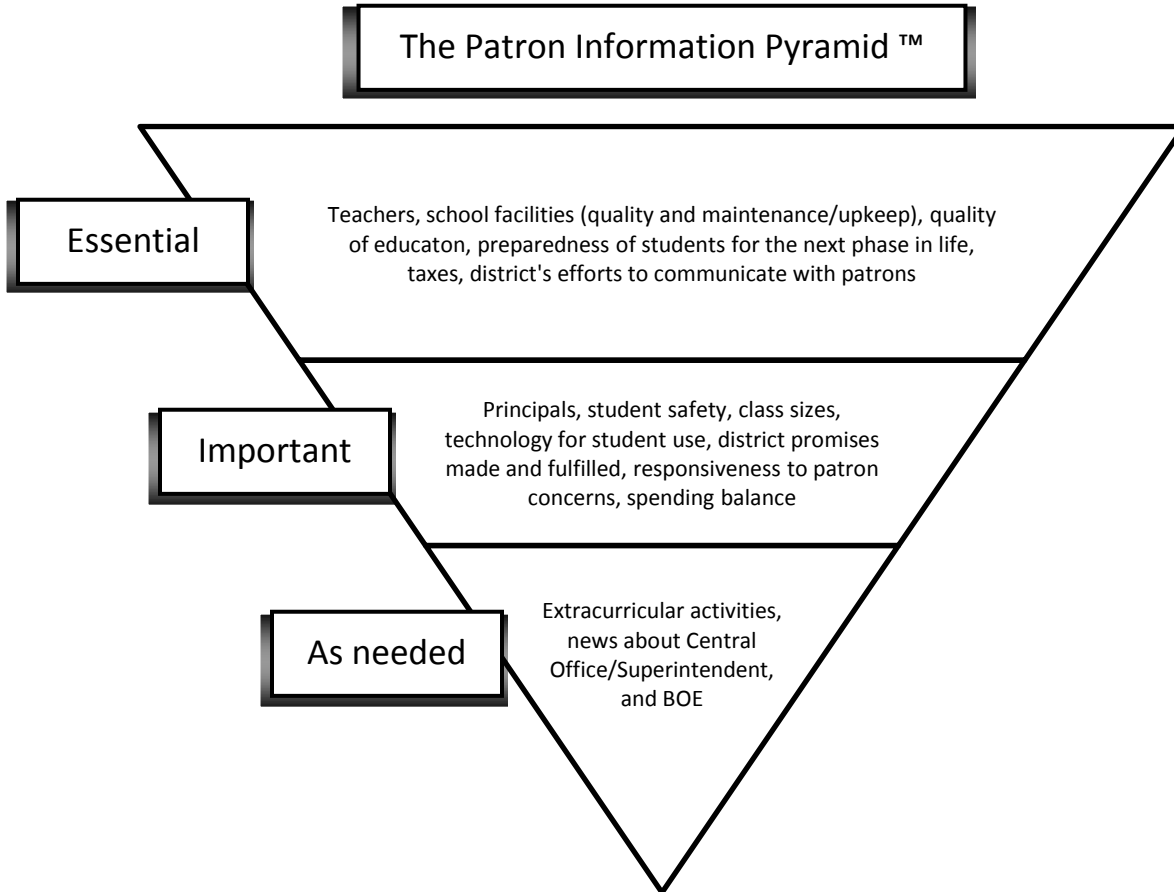


Think Like a Patron

The Patron Information Pyramid looks like this:



In studying this order of information, your mind will likely drift to that “frequent flier” patron who always signs up to speak at your Board of Education meeting. Or the one who is constantly haranguing your best principal over the math curriculum the district is using. Or the one who always sends you statistics about how students who use Apple computers in school fare better on college entrance exams than those who “are *forced* to use a PC” and so on.

These are the 20 percent of your patrons that I talked about earlier. They’re familiar to you, because they are always in your face. However, their level of specific interest is atypical in terms of your total patron population. Helping you put that call, e-mail, or encounter into perspective is what the Patron Information Pyramid is all about.