

Case Study

GroupSystems Success Story: Teen Think Tanks of America Inc.

Unveiling the Core Issues that Teens in America are Facing

Community leaders in Huntsville and Madison, Alabama were concerned about the many issues involving teenagers. Leaders thought unless they could accurately identify the most pressing issues that teens faced, policies and programs might easily be off-target and ineffective.

The town mayors wanted suggestions from teens about how to make the city a safer, better place. Leaders needed to provide teens a secure forum to discuss issues that pertain to their lives without fear of ridicule and peer pressure.

GroupSystems in Action

The Community Partnership for Youth selected almost 100 students from local high schools and middle schools to gather their ideas and viewpoints. Dubbed the Huntsville-Madison Teen Think Tank, GroupSystems donated use of their award-winning group collaboration software. In addition, two GroupSystems support-staff members facilitated the sessions to insure they were conducted smoothly.

Another key element was the involvement of government leaders. The mayors of Huntsville and Madison both pledged to give the teenagers' ideas serious consideration, as did the Alabama Attorney General.

Working in groups of 20 to 25, the teenagers brainstormed their crucial issues and wish list items for the mayors. In a mere 5 minutes, one group listed 165 pressing issues facing teenagers.

The most pressing issues identified varied from group to group. The issues covered a wide range from the need for individualized attention in public schools to drugs and racism. The combination of GroupSystems and commitment from community leaders helped to make the Teen Think Tank a great success.

To see actual results from each individual session please visit www.teenthinktanks.org.

Customer

Teen Think Tanks of America Inc.

Business Benefits of GroupSystems

- Ability to understand important issues that teens are not willing to discuss in an open dialogue environment.
- Quick results and information input helped focus teens attention.
- Ability to post reports from sessions online so that other teens and parents can access the data.