

Improving parent communication with mySchoolApp

EXECUTIVE SUMMARY

Like any primary school Martins Wood found engaging with some parents a challenge despite using a number of different methods. The school made the decision to evaluate school apps and soon chose mySchoolApp as their preferred solution.

Results

- High levels of downloads and widely used
- Improved absence reporting by parents
- Excellent feedback from parents

Engaging with parents is always a challenge

Like any primary school, Martins Wood found engaging with some harder to reach parents a challenge, who they often complained that they didn't know about clubs or events happening at the school.

The parents were being informed about what was going on in the school in a number of ways: newsletters in school bags, on the website, email, plus a text messaging system that was mainly used for emergencies. However the school was reliant on parents opening emails or looking in school bags, and it received feedback that it wasn't always easy to find the specific information they were looking for.

Martins Wood had previously surveyed parents about using Facebook to communicate with them but the majority were against this, so when the school heard about using an app to engage with them it jumped at the opportunity.

“What makes mySchoolApp so appealing is that it's such good value for money. Why wouldn't you give it a try, for us it was a no brainer. It's easy to set up and the more information we added to it, the more it came to life. It's been really popular with parents, grandparents and child-minders.”

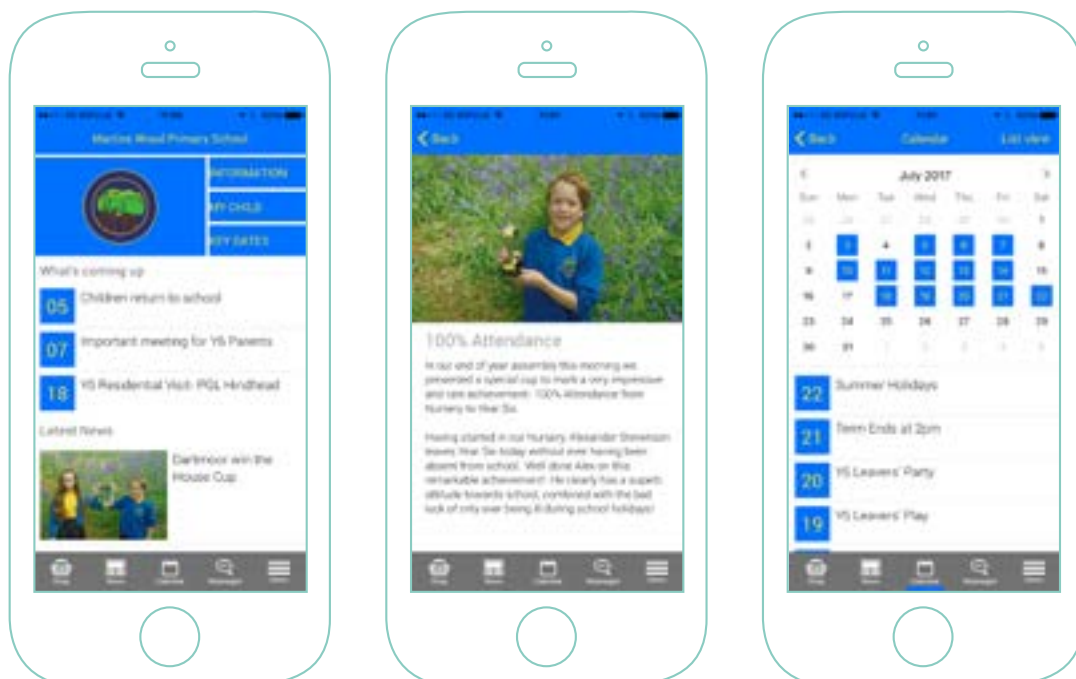
Andrew Carless,
Deputy Headteacher,
Martins Wood Primary School

LEFT TO RIGHT

Martins Wood Home screen – upcoming events and the latest news, at a glance.

News items let parents know there's lots going on.

An easy to use calendar, just tap and event to find out more.





About the school

Martins Wood is a primary school based in Stevenage, Hertfordshire. It's a larger than average primary school with approximately 600 children in the school. It also has a Nursery Class and its own Pre-School. Ofsted have identified Martins Wood as "a good school", providing a happy place in which children "learn well", however the teachers and staff continue to strive to create the very best school possible.



Helping parents keep track

Martins Wood wanted a method of communication that was easy to use, displayed a professional image for the school and gave them great value for money. So they decided to take up the 30-day free trial offered by mySchoolApp.

"mySchoolApp is really easy to set up and add content to," says Andrew Carless, Deputy Headteacher. "The calendar, newsfeed and gallery have made the most impact. Parents use the calendar to check for clubs and events and can add an event to their personal calendar with just a tap of a button, while the newsfeed and gallery keep parents updated with what's going on in the rest of school.

"The children love it too. For example, if the football team have played, we take a photo and it is on their parent's phones and tablets by the time they get home."

Powerful app, personal connections

mySchoolApp is really popular with parents – the feedback is extremely positive: there are approximately 600 children in the school and to date there have been over 500 downloads of the app.

Absence reporting has been improved as parents are now also able to notify the school, using the app.

"mySchoolApp is the missing link that allows us to communicate easily with parents and allows them to search easily for the information they want," Andrew Carless says. "mySchoolApp has made such a difference that once the vast majority of parents are using the app we will be looking to reduce the school's reliance on our other communication methods and reduce the amount of paper we send out."

"mySchoolApp is the missing link that allows us to communicate easily with parents and allows them to search easily for the information they want. My advice to all schools is... 'Just try it!'"

Andrew Carless,
Deputy Headteacher,
Martins Wood Primary School

NEXT STEP

Take a free trial

Contact us today to set up your free 14-day trial. Branded to your school, You'll have full access to our online portal where you can upload content and send messages. We even offer you a free phone tutorial to help get you started. Its as simple as that!

If you're not ready to take a free trial you can download our demo app.

Visit the App Store or Google play and download mySchoolApp. Login to our demo school 'Chalkdell Primary'. You'll be able to see just how easy it will be for parents to keep up-to-date with your school.