

# Leveraging Mobile Devices for Increased Parent Engagement & Student Success

SCSBC Conference

Sumas, WA March 8, 2017

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*Your Mobile App. Your Community.*

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# Objectives

- Strategies for more effective community engagement:
  - Optimizing for Boomer, Gen X, and Millennial parents.
  - Leveraging ubiquitous mobile devices.
  - Incorporating your school branding.
  - Reducing administrative overhead.

# School Communications

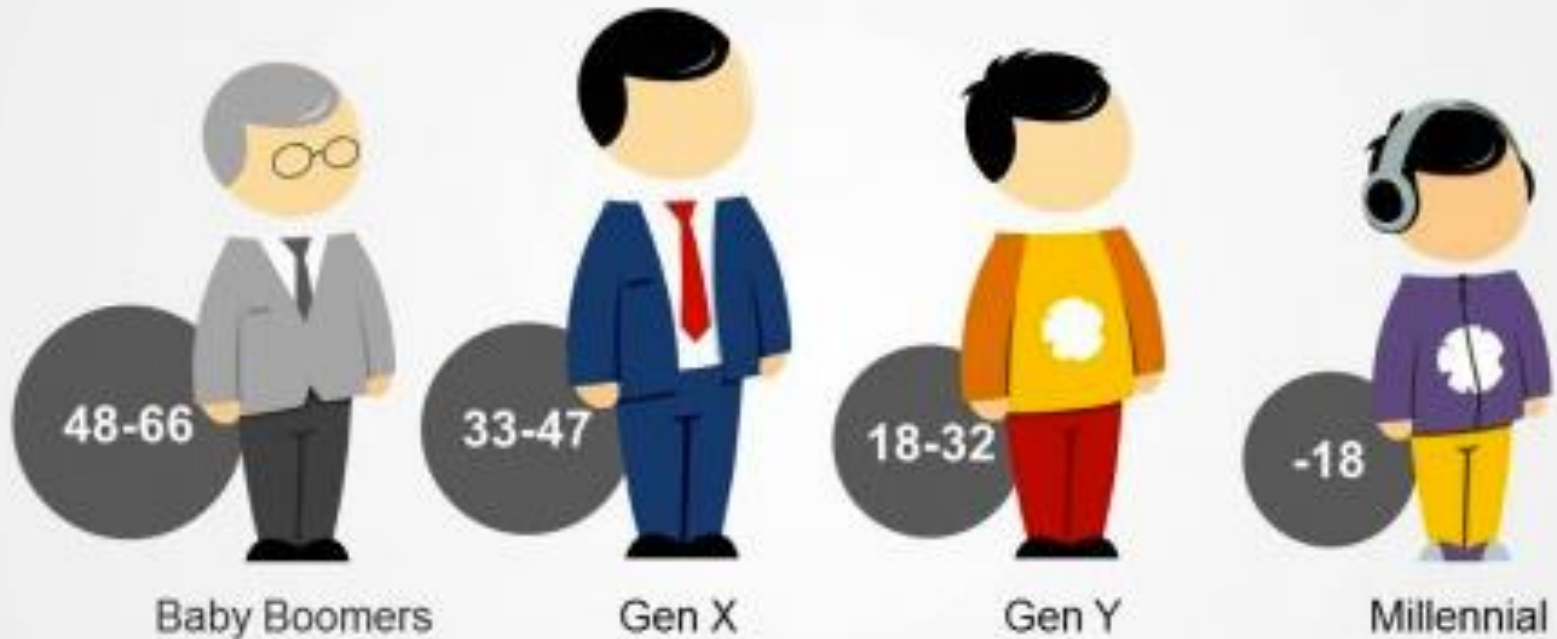
- Snow Days
- Call for Volunteers
- Fundraising
- Payment Due Dates
- Event Announcements
- Recognition
- Sports & Teams
- Homework Reminders
- Club Promotions
- Early Dismissal Days
- Class Schedules
- Individual Notifications

How does your school  
connect today?

# How does your school connect today?

- Print?
- Website?
- Voice?
  - PA (in school)
  - Auto-Dialer?
  - Phone Tree?
- Digital Signage
- Email?
- Social Media?
- Text Message?
- [Mobile App?](#)
- Other...?

# Your Community

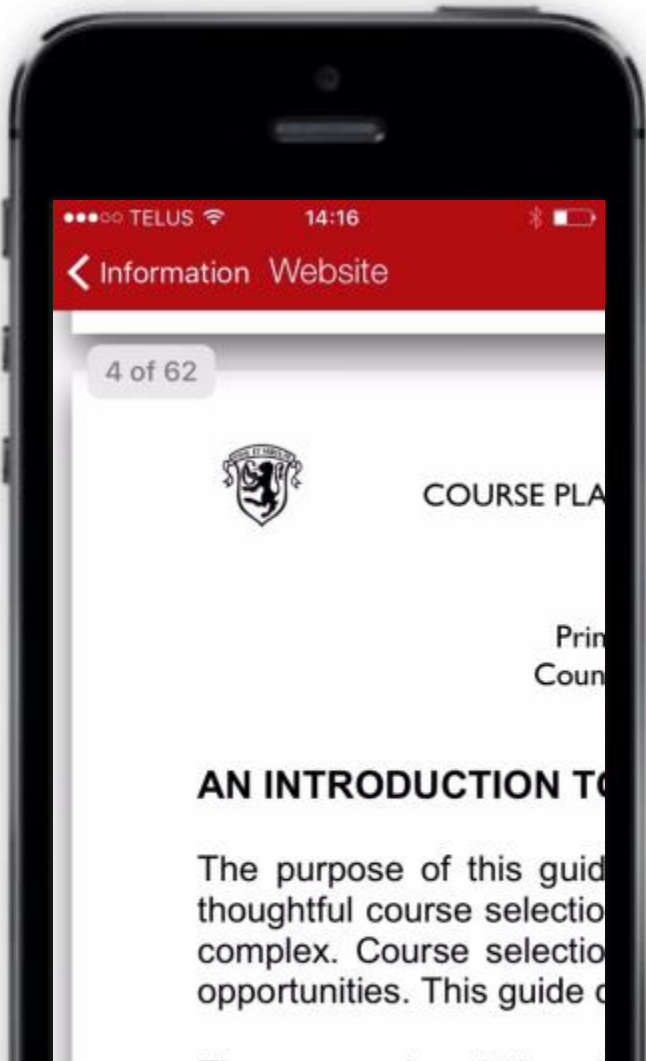


## Internet Usage USA

October 2009 – October 2016

■ Desktop ■ Mobile & Tablet





- Page layouts for 8 ½ x 11 are not mobile-friendly!
  - PDF
  - MS Word
  - Publisher



When given the choice between only being able to text or call on their mobile phones...



75%

of millennials choose texting over talking.



# Video: Millennial perspective

<https://youtu.be/KBvgP6h2Xz8>

# 10 Must Know Facts About MILLENNIALS



1 There are about **79 million** millennials in the U.S., versus the **48 million** Generation Xers.



10 **41%** of millennials have no landline at home and rely on their cellphones for communication.



2 The **purchasing power** of millennials is estimated to be **\$170 billion** per year.



9 **31%** of millennials earn enough money to lead the kind of life they want.



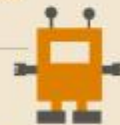
3 Millennials send about **20 texts** per day.



8 **14%** of millennials use Twitter.



4 Millennials will make up **50%** of the U.S. workforce by 2030.



7 **56%** of millennials think technology helps people use their time more efficiently.



5 **80%** of millennials sleep with their phones next to their beds.



6 **27%** of millennials are self-employed.



# Devices in Your Community

The opposite of poverty is not wealth, the opposite of poverty is **JUSTICE.**  
Bryan Stevenson

	Room 1	Room 2
9AM	Counseling Programs Webinar	-
11AM	Book Launch: Insight Into Adlerian Art Therapy	Trends in the Counseling Field
1PM	International Exchange Info Session	Alumni Relations Town Hall
3PM	-	Campus Open
5PM	Round Table: Engagement at Work	Fa

May 23, 2016

ADLER

Margaret Trudeau on the ro



# Changing Expectations

- User Choice
- Technology Agnostic
- Mobile
- Efficient

# Example Solutions

- Parent & Student Communication App
  - Branded & Customized (e.g. Appazur)
  - Generic (e.g. Remind)
  - Custom-developed
- Social Media (Twitter or Facebook)
- Collaboration Tool (e.g. Edmodo)
- SIS (?)
- LMS (?)





# LCS On The Go 4+

Appazur Solutions Inc. >

Details Ratings and Reviews Related

Screenshots iPhone iPad

+ Get -

This app is designed for both iPhone and iPad

Rating: 4+

### LINKS

- Privacy Policy
- Developer Website

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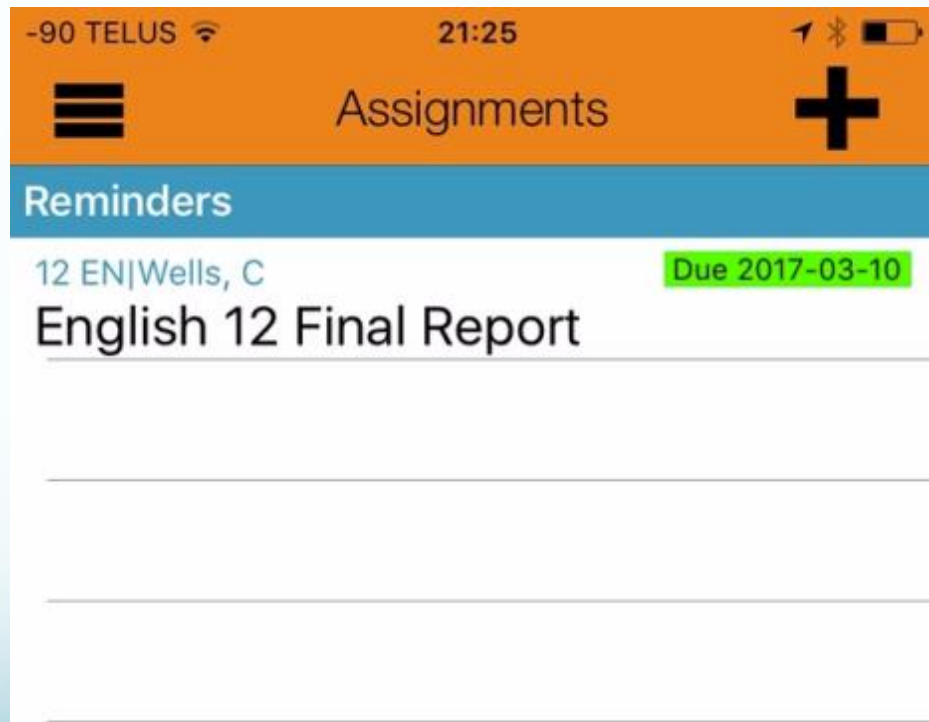
# User Choice: Media & Language



Account	Update
Email Notifications:	<input checked="" type="checkbox"/>
Push Notifications:	<input checked="" type="checkbox"/>
SMS Text Notifications:	<input checked="" type="checkbox"/>
Cell Phone (optional)	
Homework Sounds:	<input checked="" type="checkbox"/>

# Assignment Reminders

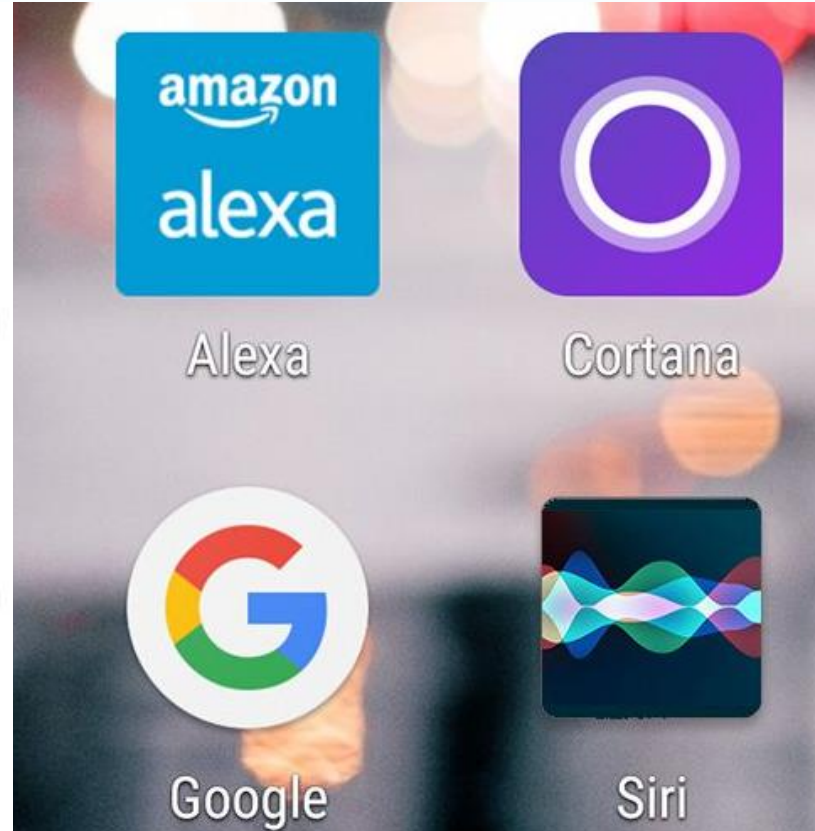
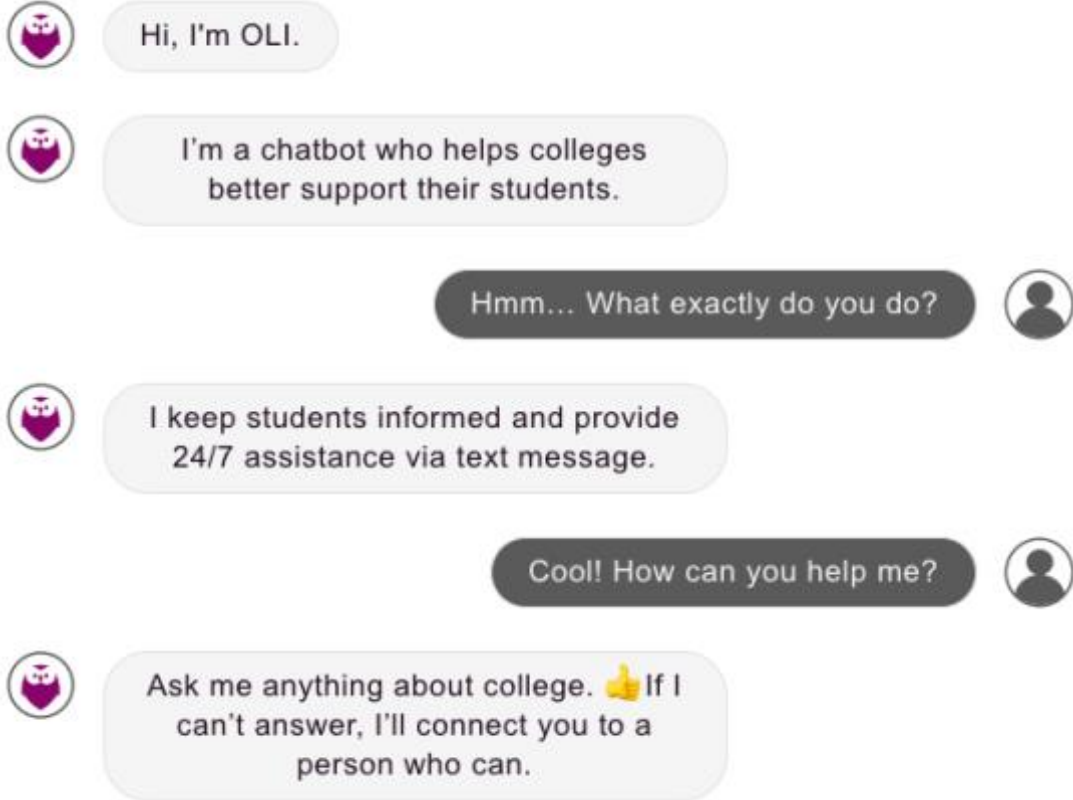
- Millennial students:
  - Paper planner/agenda?
- iPhone “Reminders” app
  - Camera
- Digital Student Planner/Agenda app
  - With class/block schedules!



# Does it have to be hard?

- Choose a tool that works with:
  - Your existing website posts & calendar.
  - Your existing social media posts.
  - Your existing email newsletters.
  - Your teacher websites and online posts.
  - Your existing online content for extra curriculars.
  - Your existing staff and student accounts.

# Future: “Chatbots”?



# Summary

- *Millennials vs Gen X vs Boomers*
- *Massive shift to Mobile*
- *Let your audience choose*
- *Avoid duplication of effort and information*
- *Change will continue!*

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# Welcome to Human Resources

Applications are currently being  
accepted for various positions

Management

Teachers

Support Staff

For job postings please go to  
[surreyschools.ca/careers](http://surreyschools.ca/careers)

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Next CUPE Posting Bulletin

January 13, 2017

Employee Health Services



**No more resolutions** - Maybe New Year's resolutions are not the best approach to making lifestyle changes - maybe education about health, weight management, and exercise can give you the tools you need to make changes that make sense to YOU and your life. This month, let the experts of LifeSpeak teach you how to make 2017 your healthiest year yet. Watch videos, take some quizzes, and Ask the Expert. GO to the LifeSpeak link on Employee Health Services page @ [surreyschools.ca](http://surreyschools.ca)

4:04:02 PM  
January 19



Join our Pro-D day workshop Feb 17!... ht

# More info

Digital signage demo

<https://www.youtube.com/watch?v=li8wMviORtQ>

Testimonials from Teachers and Students

<https://www.youtube.com/playlist?list=PLMg12tgH2cnObbtm8utWLwStKOfkVauuC>

# Thank you!

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