

Primary School saves money with mySchoolApp

EXECUTIVE SUMMARY

Balancing school budgets is difficult, especially when a school is looking to optimise value for money while protecting and improving outcomes for their pupils. This is the challenge Shephalbury Park Primary School faced. When headteacher Chelsea Atkins heard about an app used at another school she decided to give it a trial.

Results

- Saved thousands of pounds by reducing reliance on text messaging
- Engages parents, governors, stakeholders and the local community
- Reduced pressure on teachers to remind parents of key information

Too much time and money to continue as things were

Although Shephalbury Park used newsletters and their website to communicate with parents they found parents were missing important information.

The school used a text service for emergencies, but in order to keep parents informed it became more widely used on a day-to-day basis. Although parents found the text messages extremely useful, it was a costly way to communicate with them and the school's bill was into the thousands.

Parents were also becoming reliant on text messages from teachers to remind them of events and the school feared teachers were taking on a PA role for parents in addition to their teaching roles. So when a new teacher to the school told headteacher Chelsea Atkins about an app used at her previous school she decided to give it a trial.

“It’s so quick and easy to set up, I spent just two hours on my phone on a Friday evening setting it up. There’s an instant gratification when you see the content on it.”



Chelsea Atkins, Headteacher,
Shephalbury Park Primary School

LEFT TO RIGHT

Shephalbury Park News screen – all the latest news, at a glance.

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

Push note messages pop up on the screen.





About the school

Shephalbury Park is a one-form entry school catering for children aged 3-11 years including a part-time nursery that is open five mornings a week. It has around 240 pupils and is central to the local community. Although they are a modern school, the teaching staff maintain and instil the timeless values of politeness, hard work and caring for each other.

A new way to connect with parents

Shephalbury Park Primary School wanted a communication method that was cost-effective and would transfer the responsibility for being aware of school events and activities onto parents. Initially the school looked at re-designing and launching their website to give it more clout but then they heard about mySchoolApp and decided to try the 30-day free trial.

“It was seamless to set up. mySchoolApp copied over our school branding and two days later we were getting our first downloads of the app by pupils and parents,” says Chelsea Atkins, headteacher. “The push note messages are less messy than emails, they are quick to deal with, plus they engage parents and help keep them connected with what is happening in the school.

“Parents find the push note messages user friendly and they are effective at reminding parents of key information, whilst for the school they are easy to produce and completely free.”

Exceeding expectations in the first year

The free, unlimited push note messages have saved Shephalbury Park Primary School thousands of pounds in the first year alone. In fact Shephalbury Park estimate they made the money back on the annual fee and set up cost within a few months.

By using it as a complementary communication channel to the newsletters, emails and website the school can get important information to parents, such as coach delays, and teachers aren't having to remind parents about events and dates.

“One of the best features is that anyone can access it. We've got parents, children, grandparents, governors, members of the PTA and other key stakeholders all using the app on either their phones or their tablets,” Atkins says. “We've had great feedback from our parents and it fits with our ethos of keeping the school current, modern and up-to-date.”

“Several parents have told me that when their child is out on a school trip they are holding onto their phone to see the next update from the trip.”

Chelsea Atkins, Headteacher,
Shephalbury Park 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.