

## CASE STUDY

## Communicate with confidence districtwide

How Pennsbury School District uses Remind to drive engagement and improve oversight

<b>ENROLLMENT</b> 10,181	<b>SCHOOLS</b> 17	<b>FREE/REDUCED LUNCH</b> 28.4%
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As one of the most economically diverse districts in Pennsylvania, Pennsbury School District needed to reach every family in their community. But with a range of communication tools and channels, they struggled to track the efficiency and effectiveness of communication districtwide.

“We had teachers, coaches, and club advisors scrambling for a way to communicate with students and families en masse,” said Kevin Dorsey, Director of Technology for Pennsbury School District. “Some were moving to social media, using Twitter and Facebook. Others texted directly to students’ personal cell phones.”

### Redefining effective communication

Dorsey quickly realized that meaningful communication would only be possible with a streamlined approach—one that protected educators and families with a new level of oversight. This became non-negotiable when Pennsbury’s School Board made the decision to consolidate the number of communication tools across the district to uphold appropriate student boundaries.

Given the high volume of parents, teachers, and students already using Remind, Dorsey explored the Remind district plan as a possible solution in the spring of 2018. “Many employees were already using Remind to communicate with families in a secure way, but we as a district didn’t have a way to audit that communication.” In partnership with the district communication department, Dorsey crafted a new communication policy for Pennsbury School District that included Remind as the district’s primary communication channel.



Remind brought us to one communication platform and gave us new confidence and insight into who was using the tool districtwide.”

## Modeling best practices to drive engagement

But the work didn't end there. Dorsey knew that the success of Pennsbury's newly drafted communication policy depended on Remind adoption and engagement at every level of the district. Dorsey integrated Pennsbury's SIS (Student Information System) with Remind to automatically provision accounts and classes—expanding the district's reach dramatically. “It was one of the smoother integrations I've worked through,” he confessed. Dorsey also facilitated trainings for principals and teachers, sharing best practices for engaging students and families through Remind.

Dorsey noticed organic adoption of Remind as well. With the communication logs and advanced controls of the Remind district plan, staff confidence naturally improved. “Staff felt like they were backed by the district and therefore more comfortable using it if they were a little shy about it before,” he said.

## Positive feedback from every level

Dorsey used Remind to send important announcements and reminders across his community as well. In the fall of 2018, Dorsey sent his first districtwide message to alert families that a water main had broken across the street from one of Pennsbury's ten elementary schools. Without water, the school and district were responsible for getting students home to their families as safely—and efficiently—as possible. Though the district sent an automated phone call and email to parents through their mass notification system, Dorsey estimates that over 90% of parents preferred receiving the Remind message over other communication channels. “The feedback we received from this community was, ‘I can't check my email or pick up a telephone call during work.’ But they did see the text messages that we pushed out with Remind.”

Given the overwhelmingly positive feedback, Dorsey hopes to expand Remind usage to additional communication needs, including attendance notifications and grade reporting. “Our parents prefer to receive messages over text. They love the real-time announcements in the app and reminders that make their lives easier.”

Hear the rest of the story! Visit <http://bit.ly/RemindPennsburyWebinar> to listen to our conversation with Kevin Dorsey about how Pennsbury School District uses the Remind district plan.

**Learn how you can make meaningful communication easier  
with a Remind plan**