



CASE STUDY

## Meeting District-Wide Communication Needs with Remind

**IRON COUNTY SCHOOL DISTRICT** in Cedar City, Utah serves nearly 10,000 students and employs 445 teachers. During the 2020-2021 school year, Iron County administrators, staff, teachers, parents, and students sent more than 7 million messages via Remind for everything from community-wide emergency communications to paper-free backpack flyers.

However, just two years prior, Iron County was using a separate platform for district-level communication, while principals and teachers found their own ways to connect with families. Upon discovering this patchwork approach to communication, **Technology Director Troy Lunt** sought a better, more streamlined way to engage the community.

### Many tools, inconsistent communication

Like many districts, Iron County used several different platforms and methods to reach their community. Teachers and principals often used traditional methods, like paper notes, calls home, school announcements, while district-level messages were sent through SchoolMessenger, a mass-communications platform.

Despite the district's investment in communication, Troy discovered that there was little consistency in how families and students received school and district updates. Meanwhile, district tools like SchoolMessenger were used only to serve one purpose—in this case, to let families know about rare emergencies. “We needed to find a new product,” Troy said, “**one that we knew teachers and principals would use.**”

Troy went directly to school leaders to better understand what type of tool they were looking for and was surprised when they asked for more of what already worked. He says school principals told him, “**We don't want to use SchoolMessenger. We'd rather use something like Remind.**”

### A familiar platform with more to offer

Once Troy heard that “**everyone was already using Remind,**” he dug a little deeper: About 6,000 parents, students, and teachers in Iron County schools were actively using the platform in September 2018.

More than that, along with reaching families and students with devices they already had, Remind had a district solution as well—so the central office could send emergency messages **on the**

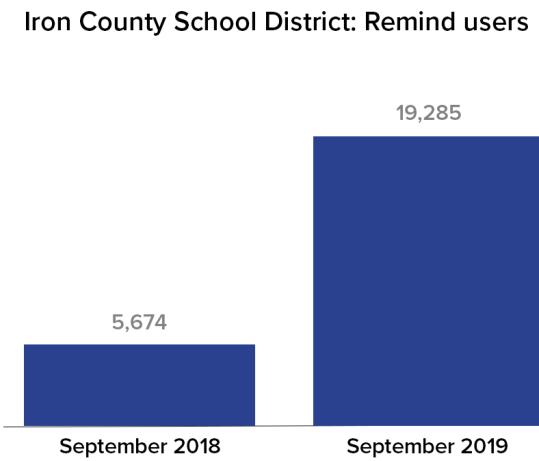
**same platform** where families received homework and sports practice updates. After working with the team at Remind, Troy found exactly the solution he was looking for.

## Communication at every level in a district community

By September 2019, just under a year after their rollout, **20,000** administrators, staff, family members, and students were using Remind to stay connected and on top of news and updates—at every level in the organization.

Rostering at the start of the year **makes family contacts immediately available** to the district teams and staff who work with a child. With that in place, the central office can use Remind to quickly send updates about emergencies, collect community-wide survey responses, and connect with teachers and staff about Covid.

At school sites, principals and other administrators use Remind to keep families and the wider community informed about sports tryouts and games, parent meetings and events, and other schoolwide updates. Meanwhile, teachers rely on Remind more than ever to share homework reminders and forms. And instead of sending home backpack flyers and notes that can easily get lost, Troy says staff use the file attachment feature to **text documents directly to stakeholders**.



## The best measure of success: Ongoing usage

Ultimately, Troy wanted to rethink district communication for one simple reason: The tools and methods they had weren't being used efficiently or systematically.

Now, Iron County School District continues to invest in Remind because, as Troy says, "**it gets used**"—even by staff who were initially wary of a new platform. Like any tool, Remind needed to be set up and customized for the district's specific needs. But with the support of Remind's implementation team, Troy was able to streamline communication across the district and make it easier to keep families informed and involved.

*Interested in using Remind for everything from classroom communication to district updates? [Learn more about the Remind plan here.](#)*