

## CASE STUDY

# How Leal Elementary improved parent engagement with Remind

### Type

Public school

### Grades

1-6

### Enrollment

740 students

### District

ABC Unified School District, California



In the spring of 2017, principal P.A. White became one of the first administrators to adopt Remind Hub for his school, Leal Elementary in Cerritos, California. In just a few months, he was successfully using Remind to reach 80% of all parents and anticipated achieving 100% participation by the start of the next school year.

## Effective communication with mobile-first messaging

P.A. originally signed up for Remind Chat with the goal of improving parent communication after struggling to reach them with a combination of flyers and robocalls. While Remind soon became his primary communication tool, P.A. realized that schoolwide adoption would require addressing two needs.

First, P.A. wanted to be able to quickly onboard everyone in his community. While the process of opting into Remind was simple, signing up the parents and caregivers of all 740 students required P.A. and his staff to follow up through a series of newsletters, emails, and meetings.

Additionally, P.A. wanted more insight into how the Leal community was using Remind, not just himself. Visibility into staff and family usage would allow him to take a more data-driven approach to improving parent engagement, one of the eight priorities in the Local Control and Accountability Plan (LCAP) required by the state of California.

## A single platform for supporting engagement at scale

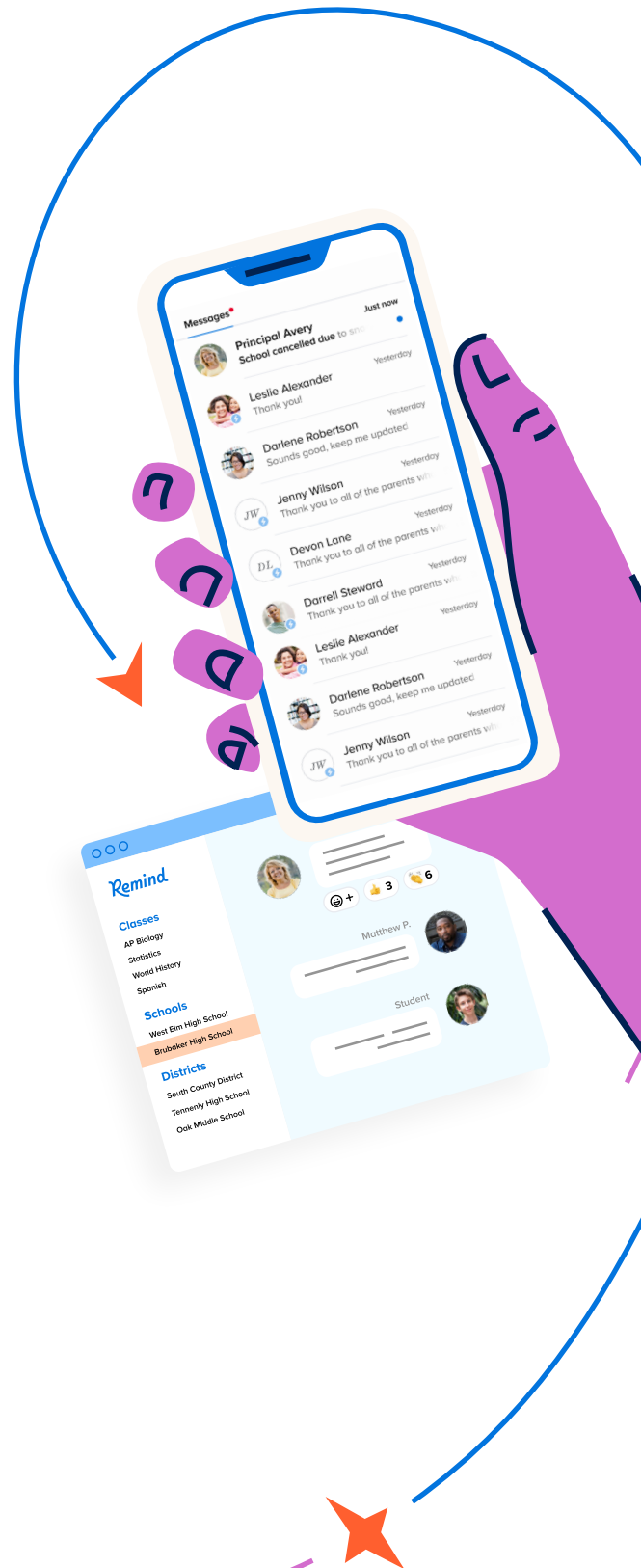
When Remind introduced the new Hub product for schools and districts, two features immediately stood out to P.A.

First, **rostering** would allow P.A. to reach everyone in the Leal community by syncing Remind with his student information system. Completed in advance of a new school year, this feature would allow him to reach 100% of Leal parents right away. “That alone is well worth the cost,” he says.

**Community engagement statistics** were another welcome addition to communication at Leal. P.A. estimated that he previously spent hours copying Remind messages into a PDF as evidence of parent engagement. With Remind Hub, he could instantly create reports to measure progress toward LCAP goals.

**“Teachers see the value of Remind. It’s been hard to argue with the success we’ve had.”**

Leal Elementary secured funding for Remind Hub through California’s supplemental and concentration grants, which provide support for foster youth, English language learners, and low-income students. Regular parent engagement is essential for these populations, and creating a schoolwide program extends these benefits to every student.



# Unlocking schoolwide engagement at every level

At the school level, P.A. used Remind to send weekly parent newsletters, surveys, information about field trips, and more. “We saw tremendous growth in participation,” he says. “Just by using Remind, we went from having a handful of parents show up to a roomful.”

At the classroom level, the platform gave P.A. insight into how teachers were communicating on Remind. He found it especially rewarding to see how teachers extended learning outside the classroom, and used these learnings to encourage more teachers to engage with students and their families.

Finally, the increased reach of Remind Hub allowed P.A. to communicate confidently with the entire Leal community, no matter the situation.



“When we had a lockdown situation in our district, I sent out a message on Remind to reassure parents,” he says.  
“And phone calls to the office stopped.”



Remind Hub

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Remind for school and  
district communication  
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