

CASE STUDY

Supporting Two-Way Texting With Confidence

LEON COUNTY SCHOOLS in Tallahassee, FL serves 34,000 students and employs 2,400 teachers. In the past year, teachers, administrators, parents, and students at LCS sent 30 million messages via Remind. But even two years ago, these messages would have been exchanged as private texts, inaccessible to district oversight—or they wouldn't have been exchanged at all.

In 2017, **Bill Nimmons, Executive Director of Technology & Information Services** at Leon County Schools, realized that the district faced a potential problem when it came to text messages. If the district were ever the subject of a public records request—the reason why the City of Tallahassee had recently been in the news—they would be unable to produce employee texts. To make sure that the district wasn't being left vulnerable, Bill turned to Remind.

Recognizing the prevalence—and power—of text messaging

Like so many other districts, Leon County Schools had virtually no visibility into text messages on personal devices. In some ways, the problem of texting was easier to ignore than it was to address: a common approach among districts that Bill described as “We don't text, and don't you dare tell me we do!”

At the next district leadership meeting, he asked his colleagues if they had ever texted anyone in the room about business. The answer was a unanimous yes. **“Everybody texts, even my 80-year-old mother,” Bill says. “Texting is here to stay, and we have to deal with it.”**

Instead of trying to find an alternative to texting, Bill decided to embrace it. To do so, he needed a tool that would work for everyone who was already exchanging text messages—one that made oversight simple.

Easy to adopt, easy to use, and easy to monitor

As Bill began looking for solutions for Leon County Schools, he learned that **40% of the teachers** in the district were already using Remind's free service. “I thought, ‘Why do I need to reinvent the wheel if someone's already tackled this problem?’” he said. **“Remind just makes sense to teachers. It was easy to adopt.”**

Remind also included two other key features that Bill saw as essential to the district.

- **Message history and access.** All messages are automatically archived on Remind, so Bill and other administrators could access message history at any time. In the event that the

district received a public records request, his team would be able to quickly trace and provide the right messages.

- **SIS rostering.** On top of existing usage, rostering with the district's student information system gave Leon County Schools unprecedented reach and engagement. Teachers who had already been using Remind's free service now had every student in their classes, and schools could reach every parent or guardian in their system as well.

Along with enabling text messaging at the class and school levels, Bill was even able to set up a system that let district administrators text each other. By setting up groups for different departments, administrators soon began using Remind for their communication as well.

An enduring foundation for district communication

Two years after implementing Remind across the district, Leon County Schools was using the platform in full force. When schools began closing in the spring of 2020 in response to the COVID-19 pandemic, over **50,000 students and parents** in the district—a **175% increase over the previous year**—were already actively communicating on Remind.

This foundation helped the district successfully transition from in-person to digital communication, even as they contended with new challenges like COVID surges and hurricanes. With Remind, Leon County Schools was able to reach out to families with information about schedules and meal pickups, updates about urgent situations like power outages, and everyday notes letting students know that they had the support and care of their teachers.

For Bill, Remind originally provided a way to protect everyone in the district while enabling the two-way communication that was already happening. Now, Leon County Schools has a foundation for communication that allows everyone to stay informed and engaged in the simplest way possible—with, as Bill says, “a product that teachers love and made implementation easy.”

Interested in implementing two-way texting across your organization?

[Learn more about the Remind plan here.](#)

To watch Bill share more about how Leon County Schools implemented Remind—including how to create a district communication policy that includes two-way texting—[click here to watch our webinar on demand.](#)