

CASE STUDY

Reducing Costs with a Remind School Plan

GROTON ELEMENTARY SCHOOL serves 380 students in a Central New York community where less than 50% of households have access to a computer. In spring 2017, principal Kent Maslin implemented a Remind School Plan to facilitate meaningful two-way communication with parents and found that he'd save over \$2,000 on paper costs each year as a result.

A Disconnected Community

When Kent became the principal of Groton Elementary School, one of his first priorities was to improve home-school communication. Teachers and staff members struggled with strategies that took up both time and resources: the system of take-home folders required teachers to make hundreds of copies every time they sent home information, and families without regular Internet access often missed out on important updates.

It also took an hour for Groton's school notification system to autodial parent phone numbers—unacceptable in urgent situations. But for Kent, even more frustrating was that parents had no way to engage with notifications. “We'd send memos home and have no idea if parents read or received them,” he says.

Implementing a Remind School Plan

Kent first learned about Remind as a parent, and he was intrigued by the potential of accessible communication in his own role as a school leader. With a Remind School Plan, he estimates that Groton further saves over \$2,000 on the cost of paper every year.

Since implementing a School Plan, Groton's teachers and staff members have been able to step away from the copy machine. Instead of making printouts that get lost on the way home, they can compose and send messages instantaneously—right to parents' phones.

“

A Remind School Plan will end up being cheaper than the paper we would have used to send memos home. I see it as cost savings, not an additional expense.”

As importantly, a School Plan facilitates meaningful two-way communication. Many Groton parents work 60 hours a week or more, and a School Plan gives them an easy way to stay connected to their children's education by asking questions, scheduling conferences, and even volunteering for events.

In the fall, Kent plans to get the parent community even more involved by asking them to vote on decisions like t-shirt colors and after-school snack options. “I want to help parents feel ownership of Groton Elementary School, even if they can't be here in person,” he says.

Measuring Parent Engagement

KENT IS A BIG BELIEVER IN TRANSPARENCY, and school communication at Groton is an open book with a Remind School Plan. Communication logs let administrators see messages in their community as well as records of dates and times, helping Kent resolve any questions or disputes that might arise.

“ You send a message and know right away how many parents received it.”

A School Plan also makes it possible for Kent to quantify parent engagement and track the progress he’s making toward his school's engagement goals. This year, he’s looking forward to state evaluations—because he’s more confident than ever in the effectiveness of Groton Elementary School’s communication plan.

Learn more about school and district plans.



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