



PARENT ENGAGEMENT WEBINAR

Embracing Digital Communication Best Practices

An EdTech Thought Leadership Series for K - 12 Schools



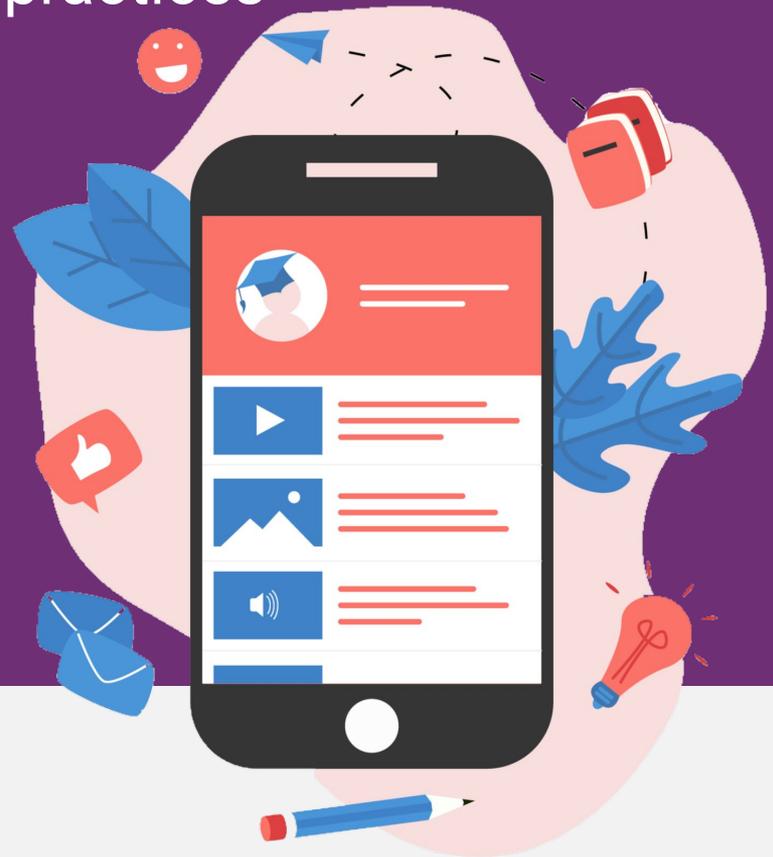
WEDNESDAY 26TH & THURSDAY 27TH MAY

TUESDAY 1ST JUNE

Boosting Parent Engagement

Embracing digital communication best practices to boost whole-school engagement

- Why strong parent engagement is critical
- Top 5 considerations for digital comms best practice
- Q&A session



Your Presenters



Lachlan James

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ljames@operoo.com



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About Us



operoo

Our Mission

How we help schools

- Operoo empowers schools to use every minute and every dollar possible on student education, rather than wasting resources on operational inefficiencies.





Use a template or
make any form



Add any
approval workflows



Automatically
distribute to
your audience



Responses received
within minutes



Trigger follow-up action
based on responses
received



Securely collect consent,
payment, medical info or any
other data required



Automated reminders
sent to stragglers



Track, analyze and
act on responses

Achieving Your Operational Goals



Faster and easier student enrolments and transitions



Digital school forms, consent and approval workflows



Up-to-date and accessible health & medical information



Digital payments and ordering



Manage and track incidents



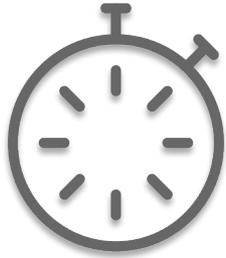
Easy School trip management



Streamlined communications, news & parent engagement



Manage extracurricular activities with dynamic groups



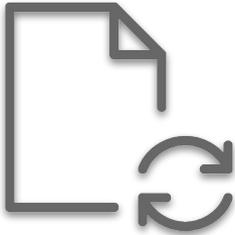
Reduce workload



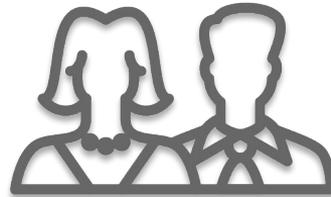
Safeguard your school
community



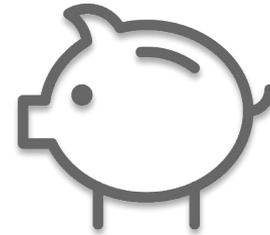
Better use data



Stop chasing information



Improve parent
engagement



Save money

Parent engagement: Why is it important?

- Keep your parent community informed and involved to ensure equity, access and participation





“Across fifty different studies on parental engagement, educational researchers found a connection between family involvement and student achievement.”

- **Dr Dustin Heuston**
CEO and Chairman,
The Waterford Institute

**Parental engagement in learning and schooling:
Lessons from research.**



**Family-School
& Community
Partnerships
Bureau**

A report by the Australian Research Alliance
for Children & Youth for the Family-School
and Community Partnerships Bureau.

Dr Lance Emerson
Josh Fear
Dr Stacey Fox
Emma Sanders

1. Academic achievement:

- Better school grades and test scores
- Higher graduation and class completion rates
- Greater likelihood of enrolling in tertiary education



2. Student development:

- Improved school attendance
- Better social and behavioural skills
- Engagement in school work and belief in the importance of education



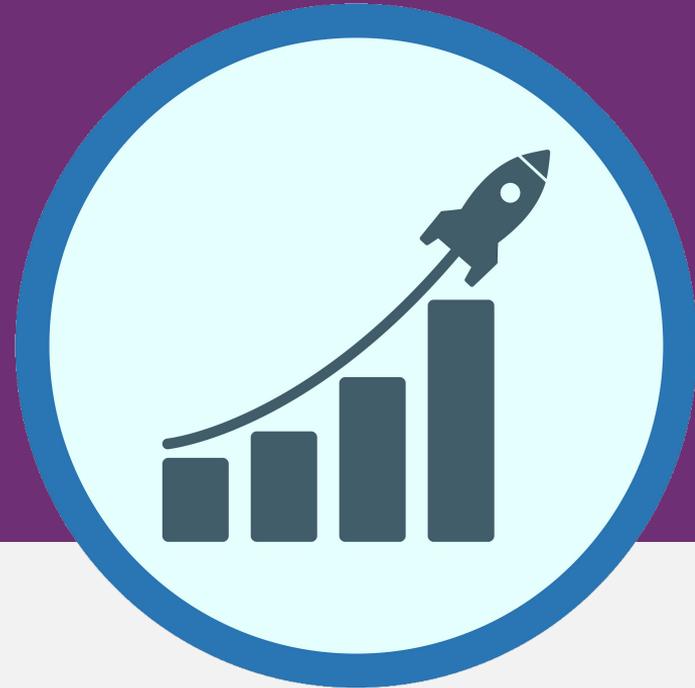
3. Community cohesion:

- Consistent, positive and trusting relationships between the school and parents
- A shared understanding of the roles of parents and teachers in the education process
- Superior responsiveness regarding school, parental and student requests



Parent engagement: How do we improve it?

→ Through the lens of best practice
digital communications for schools



- 1 A Welcoming Environment
- 2 Effective School-Family Communications
- 3 Meaningful Resources for Families
- 4 Shared Leadership
- 5 Conflict Resolution
- 6 Adequate Financial Resources



Schools that partner with other government agencies and community organizations to address the needs of parents

Schools that collect and respond to parent's concerns

Parent leader groups that reflect the diversity of community groups

School staff that understands the needs of the families and communities they serve

Schools that invite parents to visit classrooms to observe instruction

Schools that invest adequate staffing and resources on parent engagement

Schools that effectively communicate with parents

Schools that provide training to parent leaders

Schools that offer afterschool activities for families to promote student learning

Safe learning environment

Schools that implement School-Parent Compacts

Schools that solicit input from parents

Parent Centers staffed with trained and qualified personnel

Schools that offer workshops to parents on how to support their student's learning

School staff trained in effective parent engagement practices

Staff that engage and support community events

5 Digital Comms Best Practices

1

Two-way Communication

Facilitating the transfer of information between your school and its families

2

Are Your Comms Fit-for-Purpose?

Messaging, segmentation, devices, channels, format, frequency and platform(s)

3

Why Automation is Critical

Scalable, reliable, repeatable and consistent

4

Data Accuracy and Analysis

Consistent, complete, trustworthy and measurable data

5

Security and Privacy

User permissions, needs-based access, audit trails, approval workflows

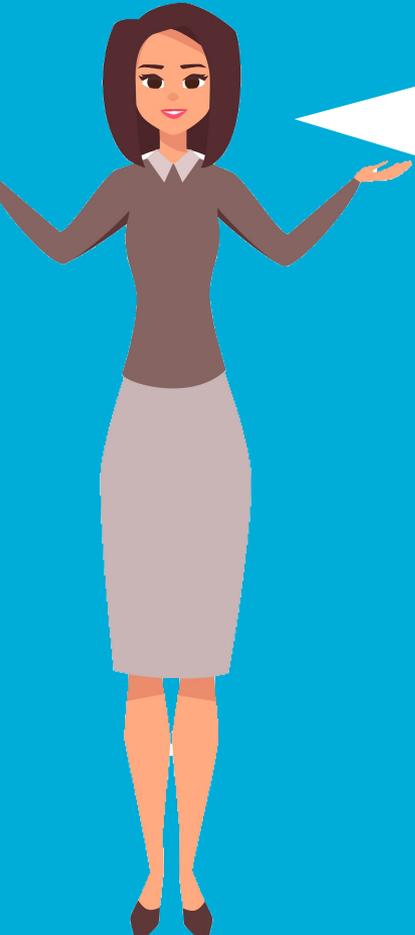
1. Two-way Communications

- Facilitating the transfer of information between your school and its families





You don't build
relationships and
understanding by
talking at someone...



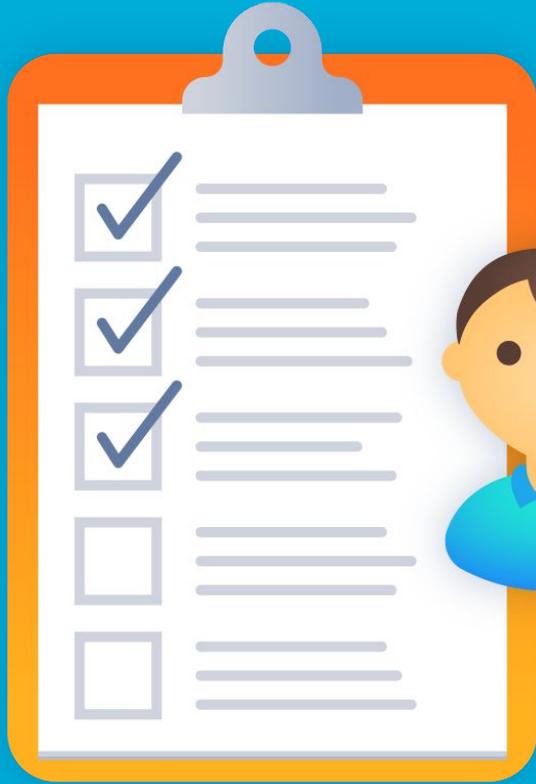
”Design effective forms of school-to-home and home-to-school communications“ and “identify and integrate resources and services from the community to strengthen school programs, family practices, and student learning and development.”

- Joyce L. Epstein, Ph.D, et al
Epstein’s Framework of Six Types of Involvement
Partnership Center for the Social Organization of Schools
Baltimore, MD, USA



Forms and
documentation,
acknowledgements
and consents





Surveys,
questionnaires,
feedback forms
and volunteering
applications

Customer Success Story:

Tech survey and register



- **Surveyed parents about access to technology**
- **Created a Technology Support Request Form**
- **Set-up an internal approval workflow**
- **Created a Device Registration Log**

Medical information,
emergency contacts,
Action Plans





Payments and
fees, ordering
and donations

Securely collecting
information from
unidentified
guardians or
members of the
public



Demonstration

- Digitally distributing & collecting forms, surveys and consents
- Gathering verified medical data
- Securely collecting payments
- Collecting information from third-parties



2. Are Your Comms Fit for Purpose?

- Messaging, segmentation, devices, languages, channels and formats, frequency and platform(s)





Programmatically
Segment your
audience

Tailor your
message to
your audience



TABLE 2

Individualization, not technological capacity, matters most for whether parents, teachers, and school leaders use and value a communication system

Percentage of each group indicating that they used the system and the average value rating of each system

Communication system	Parents		Teachers			School leaders		Statistically significant group differences
	Value	Percentage who use each system	Value	Percentage who use each system	Percentage whose school uses each system	Value	Percentage whose school uses each system	
Parent-teacher conferences	4.49	68.2%	4.35	77.8%	76.8%	4.55	65.0%	■
Paper notifications	4.00	54.6%	3.69	57.8%	66.3%	4.05	46.6%	■
Websites	3.97	54.0%	3.84	39.1%	76.4%	4.17	61.8%	◆
Personalized calls or emails	4.43	53.9%	4.51	74.9%	62.3%	4.53	49.3%	N/A
Emails or listservs	4.09	53.3%	3.96	55.4%	60.6%	4.23	59.1%	◆
Automatic text messages	4.09	35.1%	3.80	20.5%	43.7%	4.26	49.3%	■
Web-based platform with personalized student/class information	4.22	32.5%	3.99	33.2%	46.5%	4.32	40.9%	■
Robocalls	3.45	32.4%	3.43	6.0%	52.3%	3.66	33.8%	N/A
Social media (e.g., Twitter, Facebook)	3.66	23.5%	3.46	16.5%	46.1%	3.94	37.7%	◆
Other	4.27	2.4%	5.00	3.6%	1.0%	4.14	1.7%	N/A
Average number of systems used	4.1			3.8	5.3		4.5	★

- Teachers different from others
- ◆ School leaders different from others
- ◆ School leaders and teachers different
- ★ All groups different

Notes: Survey respondents rated the communication systems on a scale of 1 to 5, with 1 meaning "Not at all valuable"; 2 meaning "Slightly valuable"; 3 meaning "Somewhat valuable"; 4 meaning "Mostly valuable"; and 5 meaning "Extremely valuable." Most responses for the "Other" communication systems category cited Class Dojo or other phone apps. Statistically significant group differences are displayed for value ratings and average number of systems used only.

Source: Original CAP analysis. See Appendix for the full methodology in Meg Benner and Abby Quirk, "One Size Does Not Fit All: Analyzing Different Approaches to Family-School Communication" (Washington: Center for American Progress, 2020), available at <https://www.americanprogress.org/?p=479902>.



Embrace to the
cloud for consistent
and continuous
access

Top 8 Reasons to Embrace the Cloud

1

Minimise risk (it's simply safer)

Human error causes 90% of data breaches

2

Boost efficiency and save money

A MSP manages your system for you (troubleshooting, back-ups, patches)

3

Improve accessibility

24/7 access to the latest live data

4

Scalability

Easily manage fluctuations in demand

5

Iterative innovation

Get free updates and new features

6

Reduce hardware requirements

Save money and time on upkeep

7

Enhanced flexibility and reach

Parent engagement and student learning beyond the classroom

8

Better reliability

High up-time and availability

New Horizons Computer Learn Centers: <https://www.newhorizons.com/article/90-of-cyberattacks-traced-back-to-human-error-making-cybersecurity-a-workplace-culture>

The Educator Online (Australia): <https://www.theeducatoronline.com/k12/technology/e-learning/opinion-how-the-cloud-is-transforming-education/261628>

Cloud Academy: <https://cloudacademy.com/blog/surprising-ways-cloud-computing-is-changing-education/>

Market and Markets (Cloud Computing in Education Market): <https://www.marketsandmarkets.com/Market-Reports/cloud-computing-education-market-17863862.html>

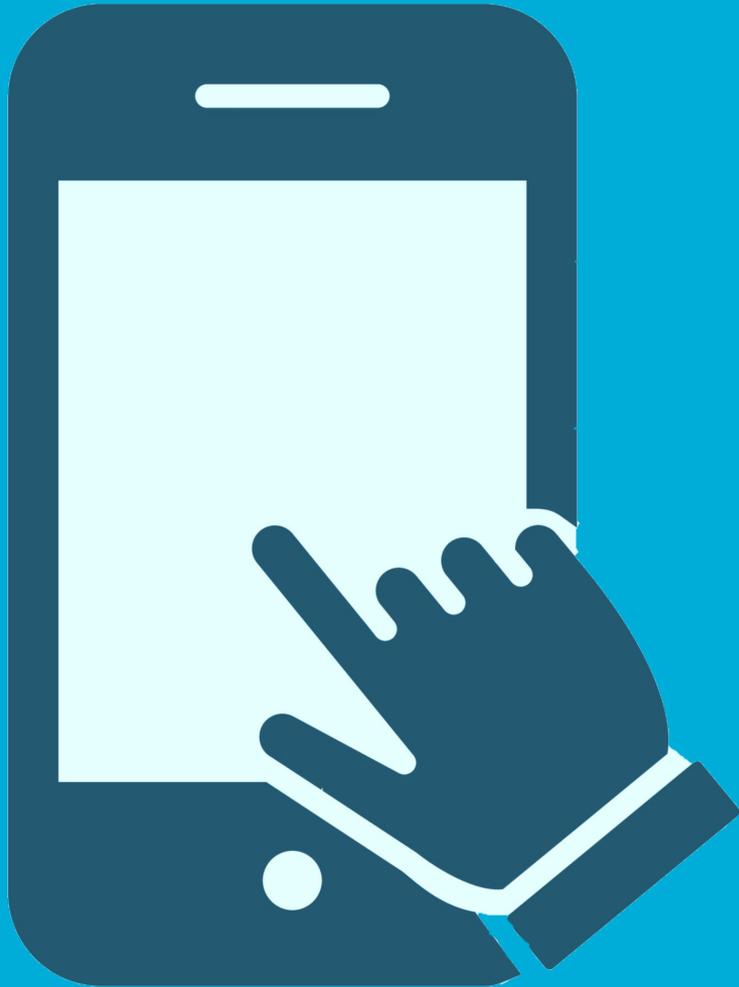
Technavio (Global Cloud Computing Market in K - 12 Education Sector, 2018 - 2022):

<https://www.technavio.com/report/global-cloud-computing-market-in-k-12-education-sector-analysis-share-2018>

Extreme Networks: <https://www.extremenetworks.com/extreme-networks-blog/education-survey-identifies-the-increase-in-cloud-networking-and-key-trends-in-infrastructure-plans/>

Embrace push
communications.
Don't rely on
passive pull
tactics.

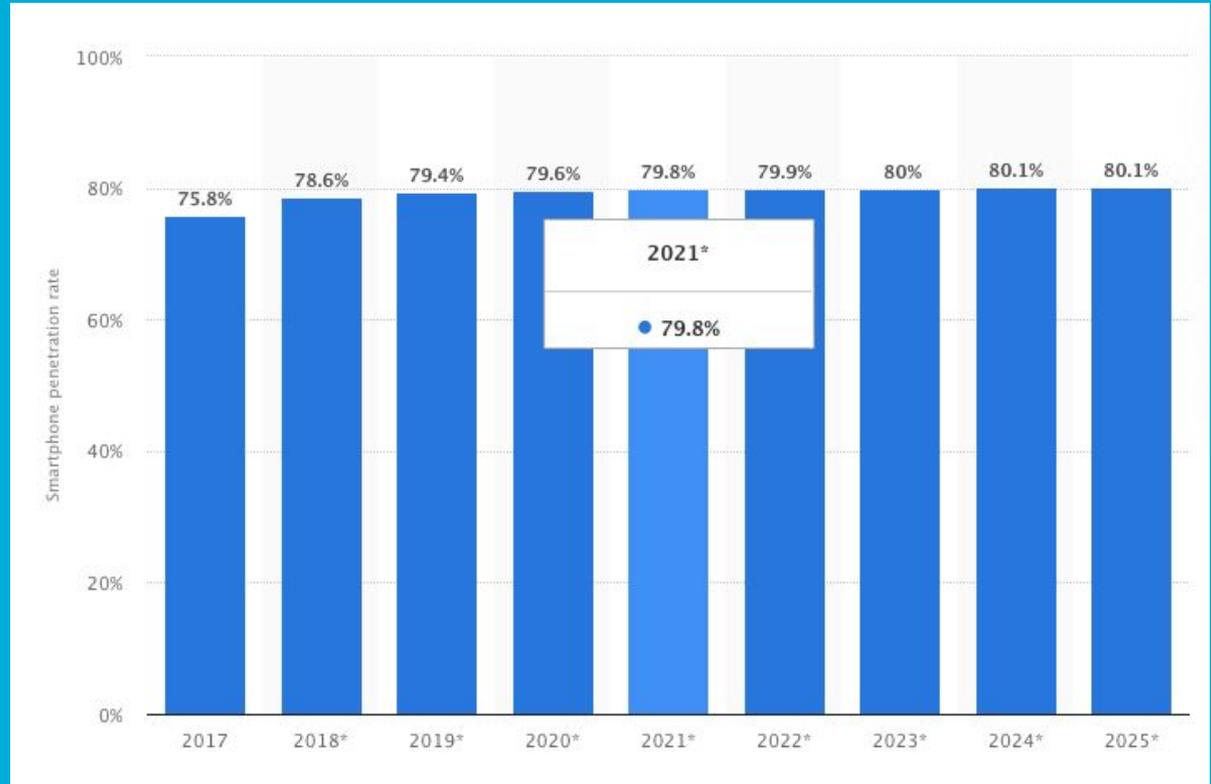




Be mobile
ready and
device agnostic

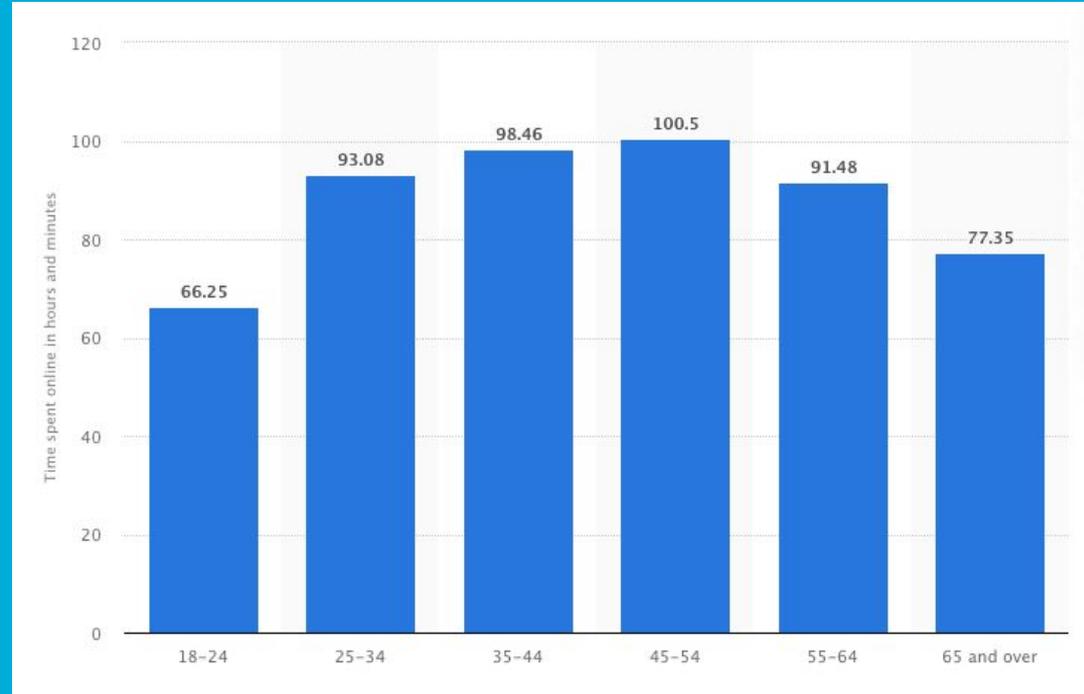
Smartphone penetration rate

→ Around 80% of all Australians use a smartphone (statistica.com)



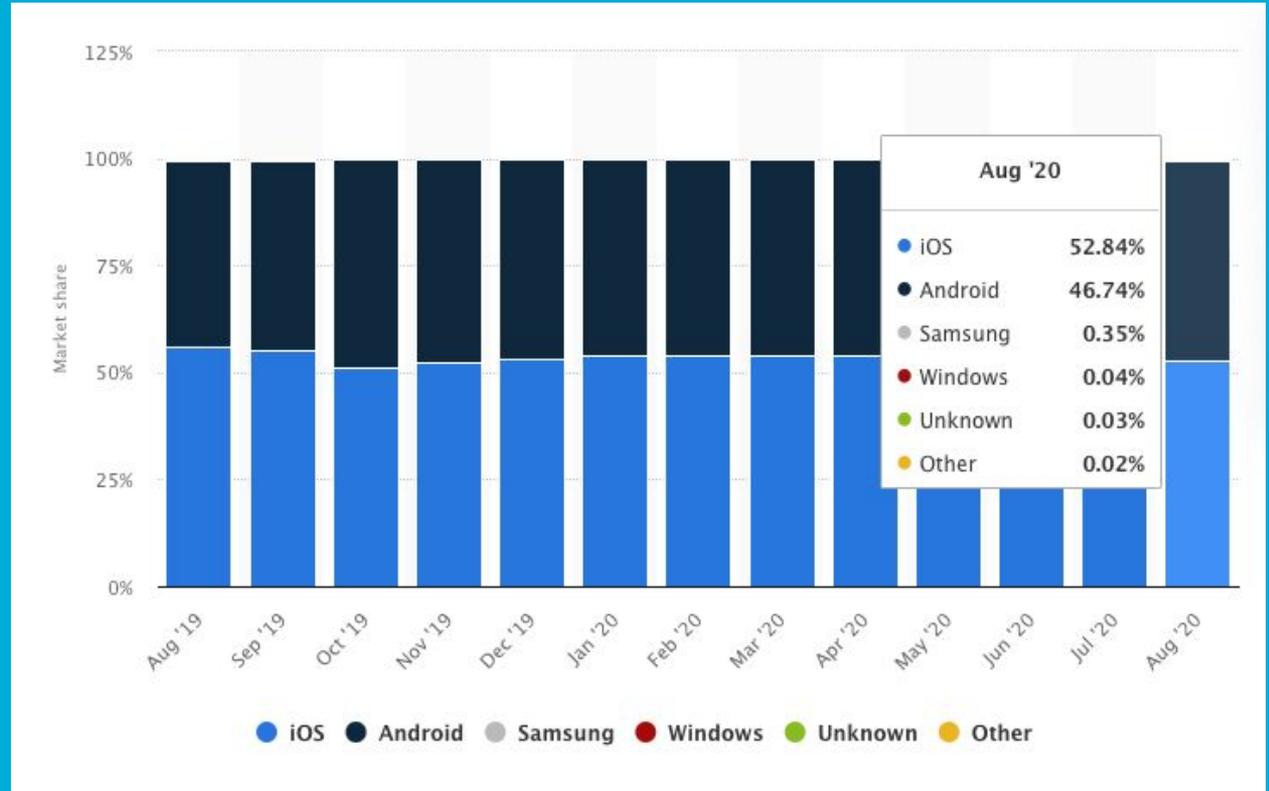
Average time smartphone users spend online

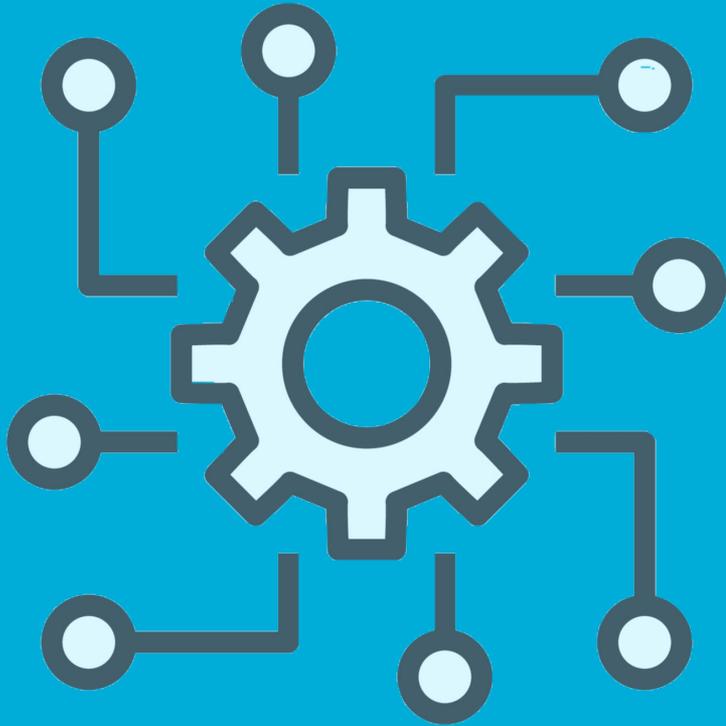
→ Australian's with School-aged children spend the most time on their phones (statistica.com)



Mobile operating system market share

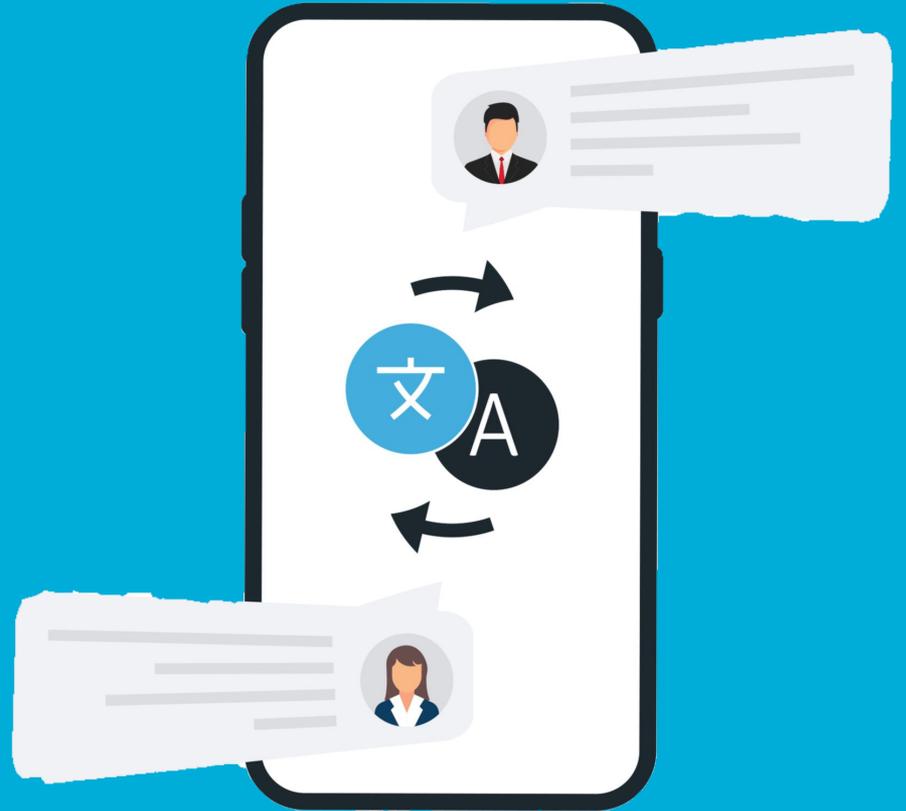
→ August 2019 -
August 2020,
In Australia
(statistica.com)





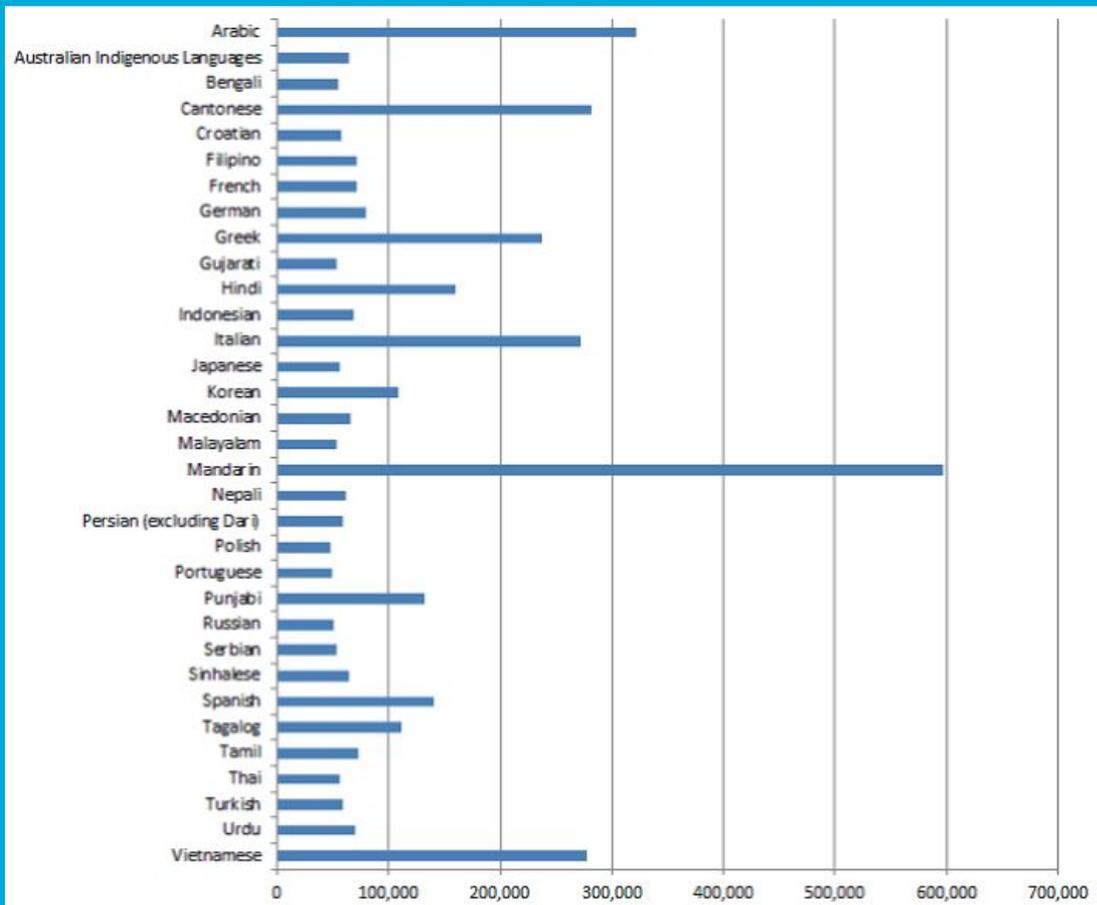
Execute an
omni-channel
communications
strategy

Speak your audience's language with multi-lingual communications distribution

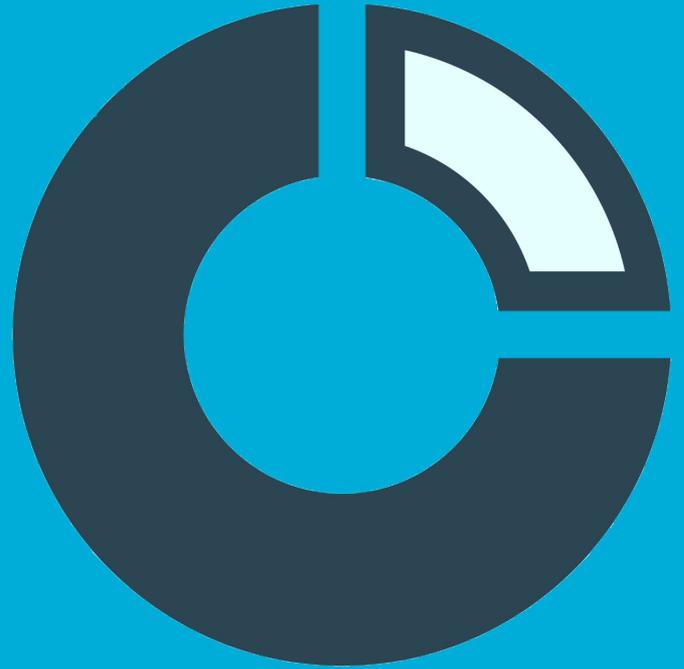


Languages other than English spoken at home 2016

→ Source: ABS 2016,
Customised tables



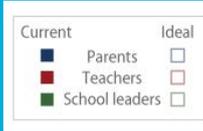
25% of primary &
secondary students
come from EAL
families



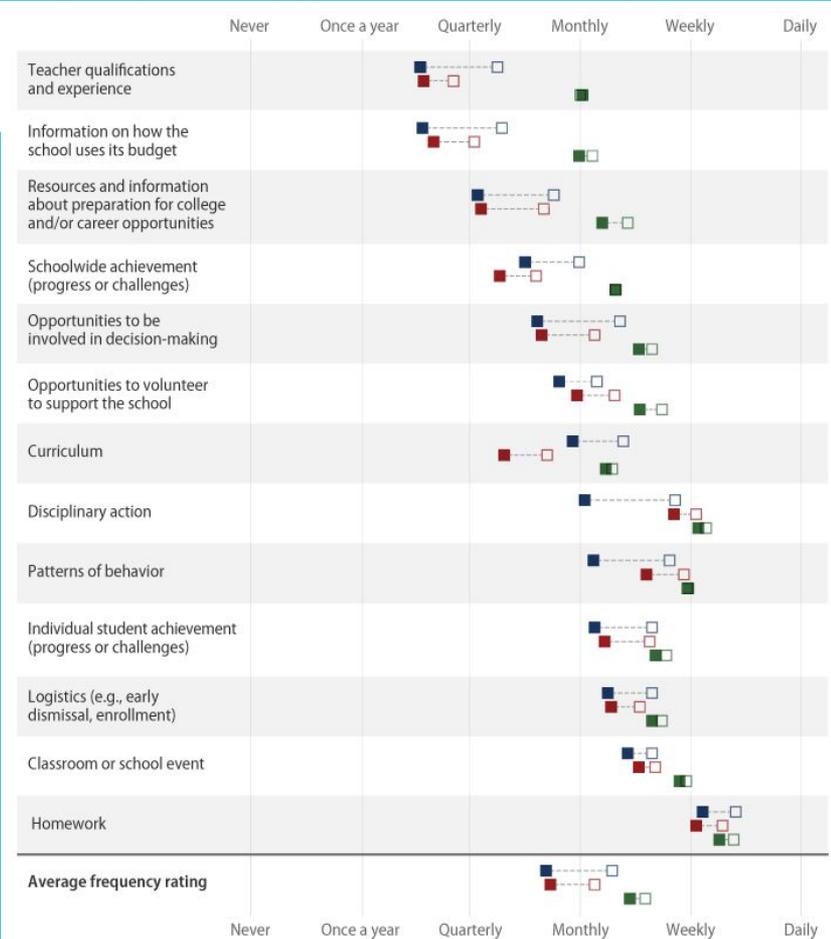


Frequency: Aligning
with the your audience
expectation, context
& urgency

Parents & teachers say comms should be more frequent



→ Average current and ideal communication frequency ratings for all types of information, by group



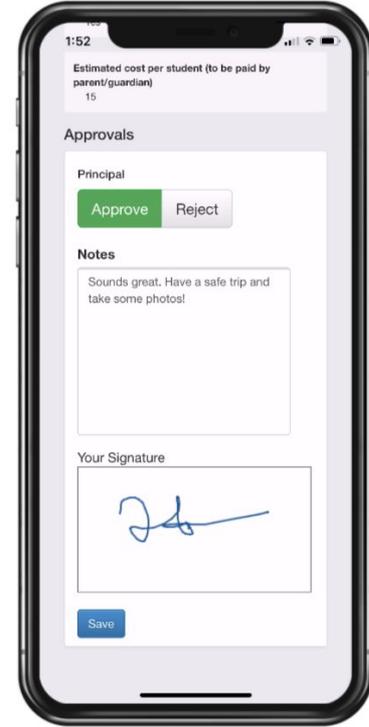
Source: <https://www.americanprogress.org/issues/education-k-12/reports/2020/02/20/480254/one-size-not-fit/>



But, you need to
be selective
about what you
communicate...

Demonstration

- Audience segmentation to enable targeted messaging
- Multi-channel delivery (Newsfeed, SMS, email, push)
- Instant multi-language Translation
- Device agnostic access



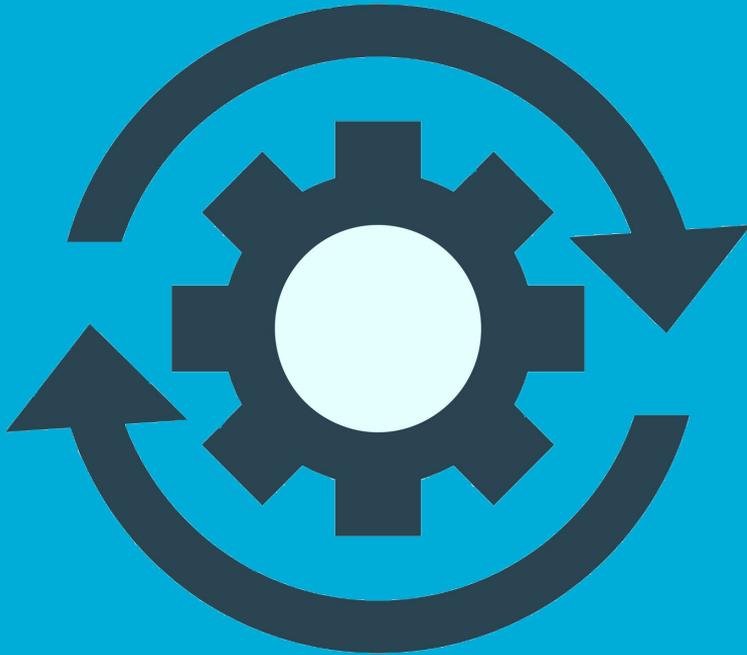
3. Why Automation is Critical

→ Driving scalability, reliability, repeatability and consistent



Grow and improve
what you do.





Consistency on
which you can rely.
Transparency that
everyone will trust.

Bake-in best
practices
(without the need
to continuously
manage it)





Reallocate time
and resources.

Achieve more
sophisticated
outcomes





91%

**Of Australia's K - 12 teachers says
that administrative demand is so high
that it's a "hindrance" to their job**

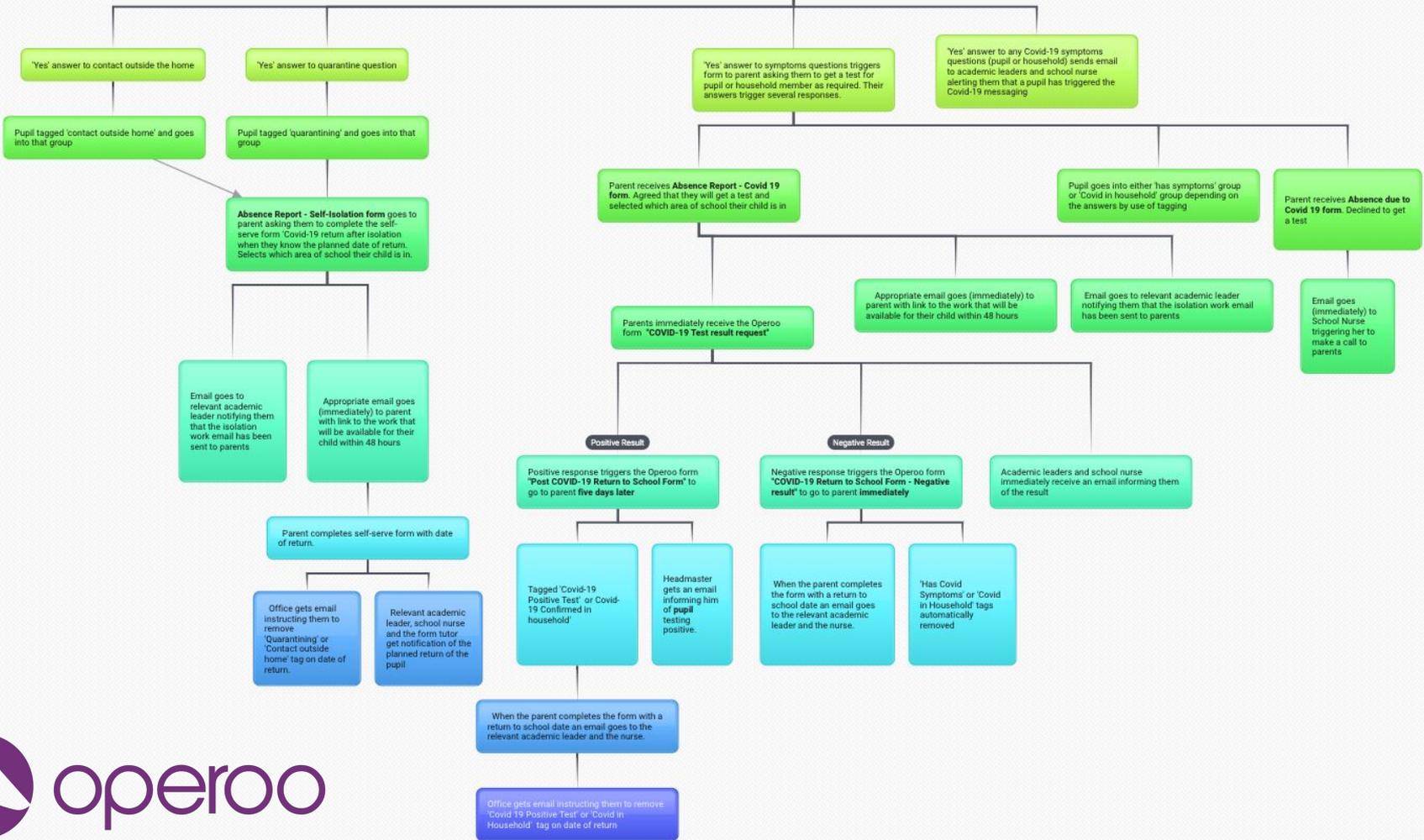
A UK Schools Case Study:

Automating Communications Workflows



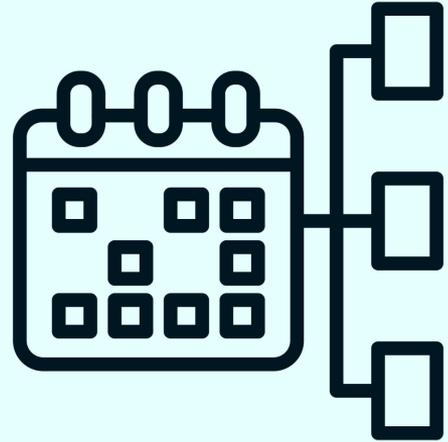
How Bishopsgate automated its internal staff processes and external communications in one digital operations platform, keeping its school community safe, informed and productive at all times — even during COVID-induced remote learning.

'Pupil Absence Notification' form - questions about Covid trigger different aspects of the system



Demonstration

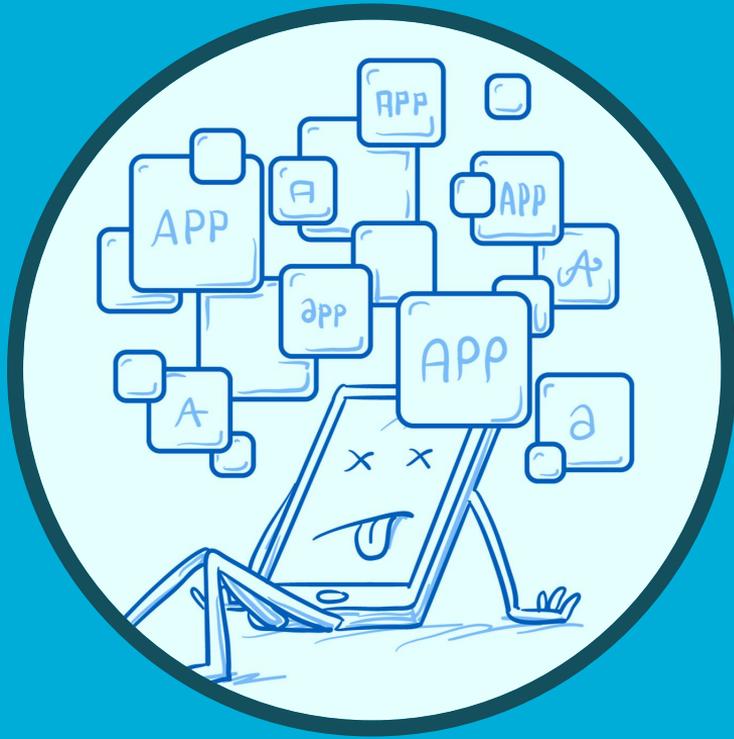
- Automated Reminders
- Trigger Actions
- Dynamic Group Management
(Smart Groups)



4. Data Accuracy & Analysis

→ Consistent, complete, trustworthy
and measurable data





Don't just automate...
consolidate your data

Two is better than one

- Payments and consent should be collected as part of the same form or workflow



Going Cashless, as well as Paperless

Dina Testa
Assistant Principal,
Elias Bernstein IS 7



The Challenge

Disconnected payments collection and tracking

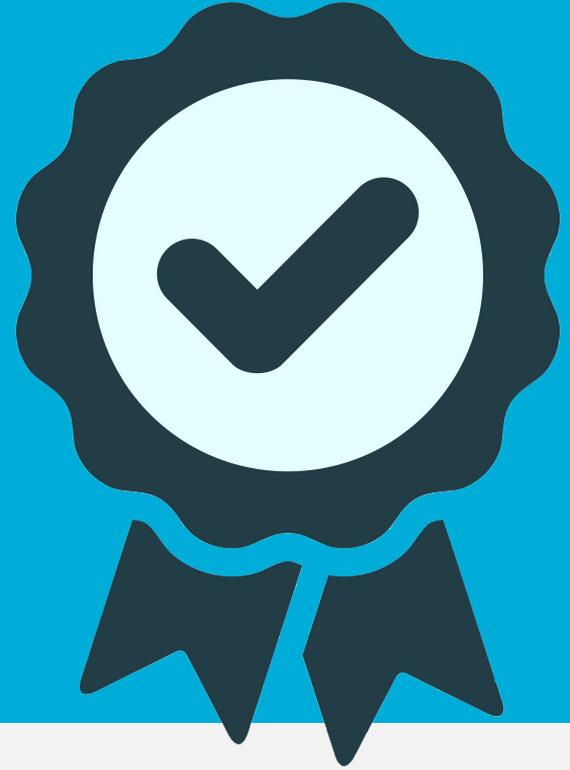
- Disparate payment methods and manual collection was time consuming
- Consent and payments were collected separately, leading to confusion
- Manual payments tracking and chasing impacted student participation



The Solution

Requesting, receiving and tracking payments
– all in one place

- A completely digitized process for distributing, auto-reminding & collecting all payments and associated permissions
- No more matching payments to permissions: All payment requests are integrated directly within the related consent form
- Centralized and trackable: All parent consent forms, payments and contracts are digitally accessible in one place



The Results

Elias Bernstein Intermediate School 7



OF OPEROO FORMS AND
PAYMENT REQUESTS ARE
RETURNED WITHOUT ANY
MANUAL FOLLOW-UP

\$100K

WORTH OF TRANSACTIONS PROCESSED THROUGH
OPEROO IN THE FIRST FOUR MONTHS

1,200

FEWER THAN 10 OF THE SCHOOL'S
1,200 STUDENTS ARE YET TO SIGN-UP

15 TO **0**

PARENTS NO LONGER HAVE TO COMPLETE
15 PAPER FORMS ON THE FIRST DAY OF SCHOOL

2000%

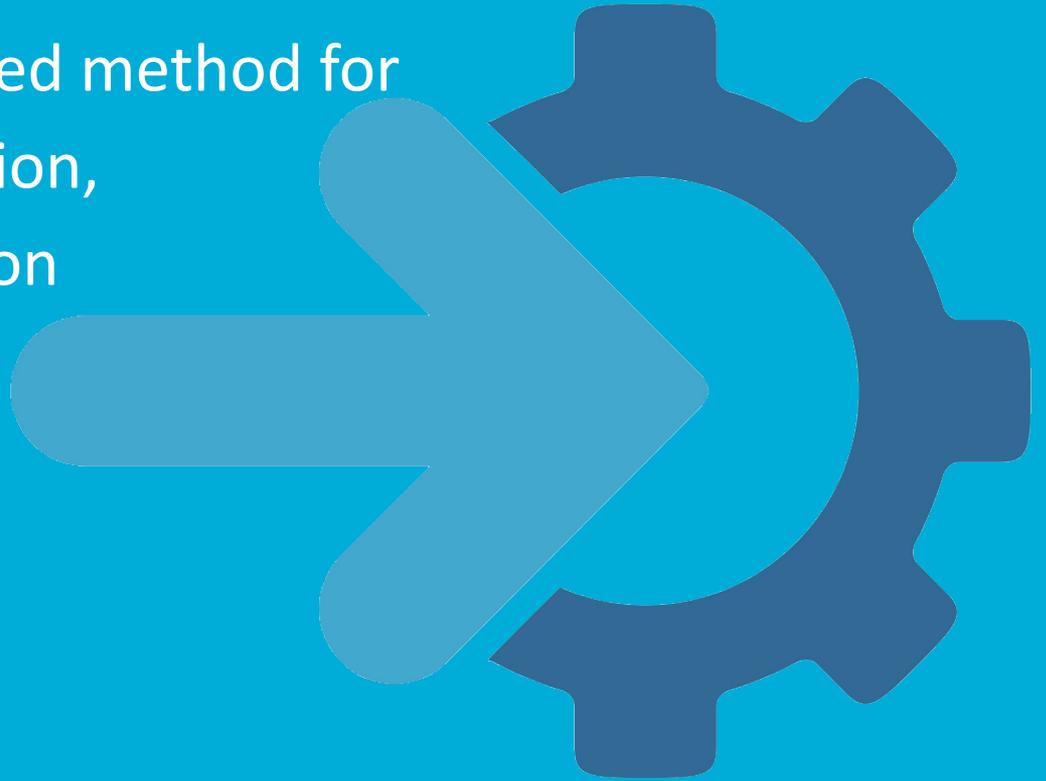
INCREASE IN THE NUMBER
OF PARENT VOLUNTEERS

160%

INCREASE IN SIGN-UPS TO BERNSTEIN'S
TEST PREPARATION PROGRAM

Consistent data in and out

- Develop a standardised method for information distribution, requests and collection
— and stick to it

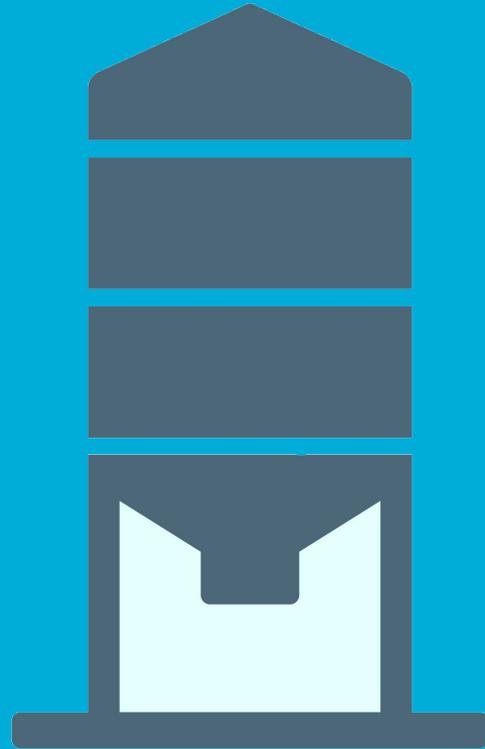




Data integration to
underpin reliable
tracking, analytics
and visibility

Automation doesn't work in a silo

- Integrate processes, workflows & systems wherever possible



Data collection & analysis

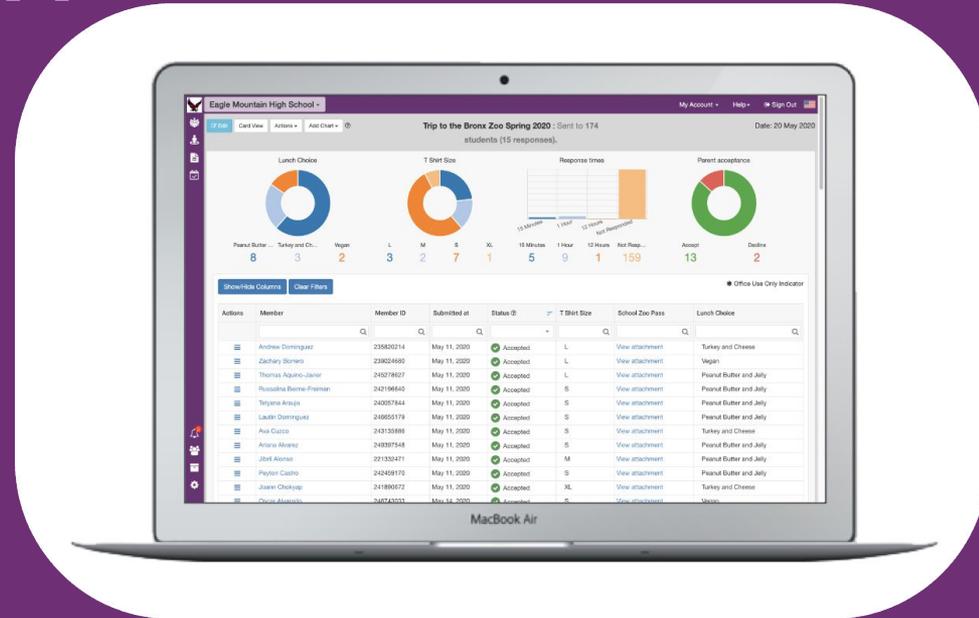
- Improved speed, accuracy & completeness of data
- Reliable reporting, analytics and data visualization
- Data-based decision-making



Demonstration

→ One place for all data
(Student Admin System Integrations
and Synch Reports)

→ Tracking and analytics
(Trustworthy insights)



5. Security and Privacy

- User permissions, needs-based access, audit trails, approval workflows

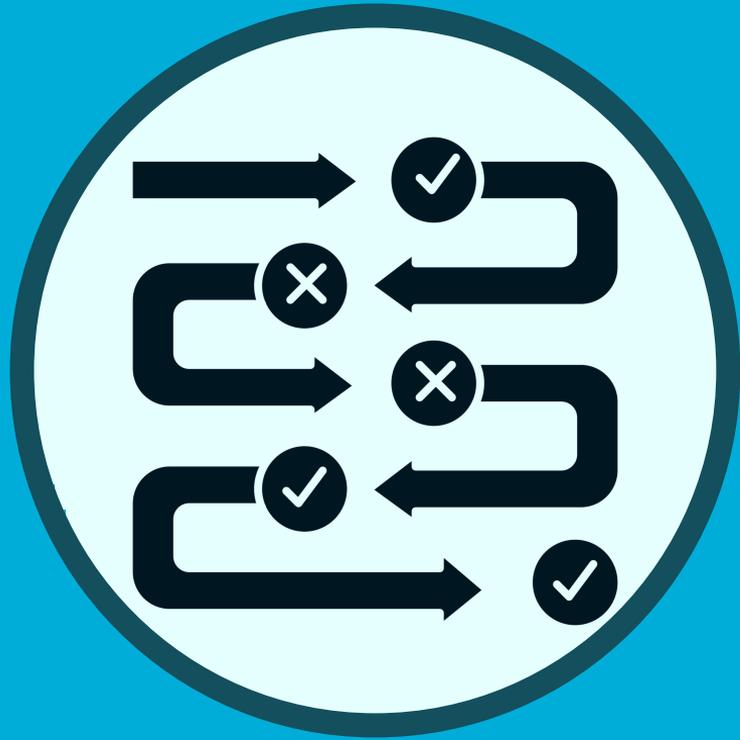




Without user verification, you can't trust or protect the data you gather.

Usage tracking
& time-stamped
audit trails.





Use requests and approval workflows to ensure all comms are authorised.

Archive and remove access to sensitive information captured once its purpose is fulfilled.



Demonstration

- User login and verification
- Usage tracking
- Time-stamped audit trails
- Approval workflows
- Archiving and removing access



Best practice digital comms: What are the benefits?

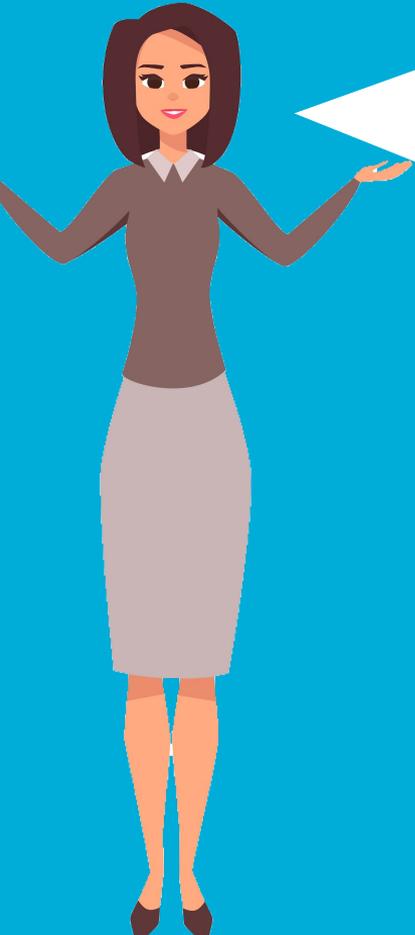
→ Through the lens of best practice
digital communications for schools





“The biggest thing is that chasing forms is now a thing of the past. Now, we just select the cadence with which they want automated reminders to go out, and parents keep receiving subsequent requests until missing information is submitted.”

- Gary Loughrey
Data Manager and EVC Coordinator,
Allerton High School



"Put simply, it's possibly one of the best decisions we have made. We've seen levels of engagement and response that we have failed to achieve using other methods."



From reactionary
to proactive and
productive comms

Building strong community culture

- Boost parent engagement
and student participation



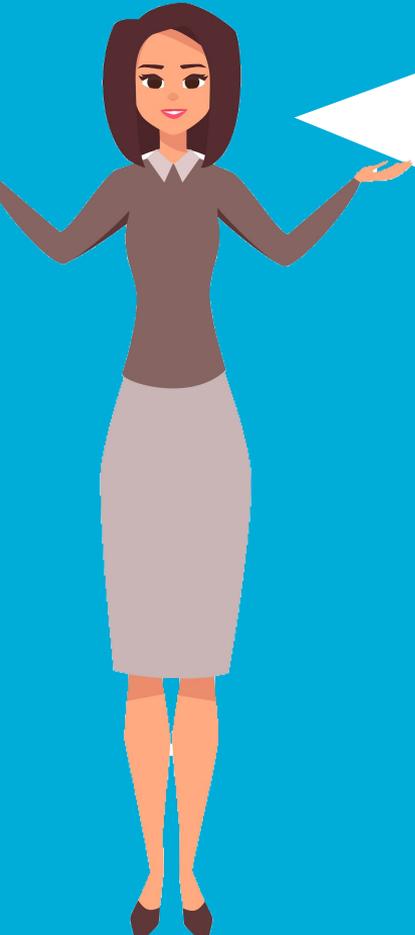
A School Case Study:

Automating Paper Communication Processes



How automating paper-based communications processes increased parent engagement, enhanced student participation, and brought a school community together.

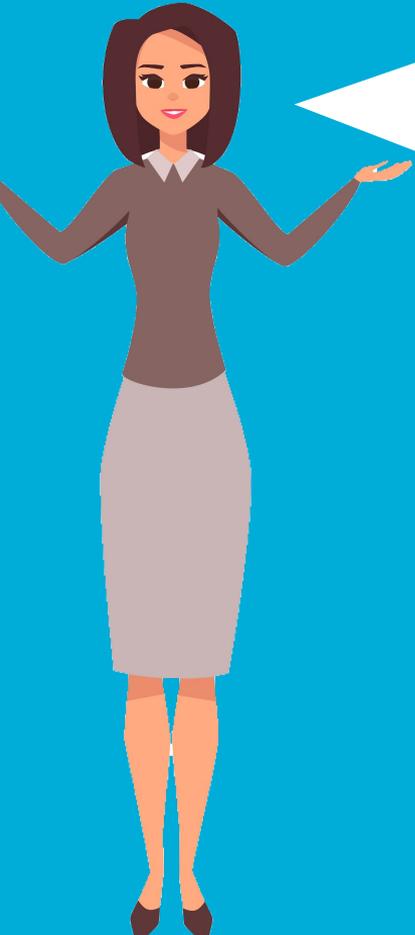




"Last year, we had a poor turnout for our basketball program. Now, the amount of interest is overwhelming — we almost had too many registered! We've also consistently asked for parent volunteers, through our PTA, to help out at school events. Previously, we've been lucky to get a dozen volunteers. Today, we have more than 200. That's a 2000 percent increase in the number of parent volunteers."

Dina Testa on parent engagement

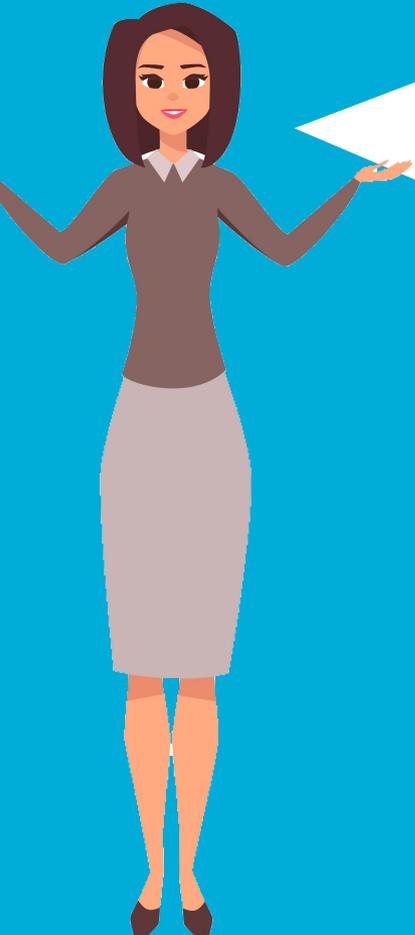
- **Dina Testa, Assistant Principal
Elias Bernstein Intermediate
Staten Island, NYC, US**



"We run an after school test-preparation program at a cost of \$155 per student. For the last few years, I've got 80 kids involved. This year, by digitizing and automating the promotion and sign-up process, we're already up to 128 kids and we haven't even hit the due date — so I know they'll be more!"

Dina Testa on student participation

- **Dina Testa, Assistant Principal
Elias Bernstein Intermediate
Staten Island, NYC, US**



“Embracing school communication best practices for our parent-facing forms and workflows eliminates wasted time, paper and human error, while delivering better and faster response rates.

“All forms are digitized and delivered straight to the cell phones of parents, which they can complete, sign and return with ease in any language and from any device. From an administrative perspective, it’s also given the school the ability to track exactly what has and hasn’t been returned for each student.

“Parents are more engaged, student participation is up, and our staff can concentrate on delivering a better school experience rather than inefficient admin tasks.”

- **Trish Peterson, Principal**
Robert Fulton Elementary School (PS 8)
Brooklyn, NYC, US

Q&A Session



Questions?

We're here to answer them!

www.operoo.com/contact-sales



THANKS FOR YOUR TIME

And for the incredible work you're doing

Next steps:

1

We'll send you the webinar recording

2

We'll follow-up with a copy of the presentation slides

3

And, if you'd like to know how Operoo can help you, simply ask:

www.operoo.com/contact-sales

