

WEBINAR: MASTER YOUR PARENT ENGAGEMENT
Streamlining Digital Communication For NYC Schools
Managing an uncertain return to the classroom this September

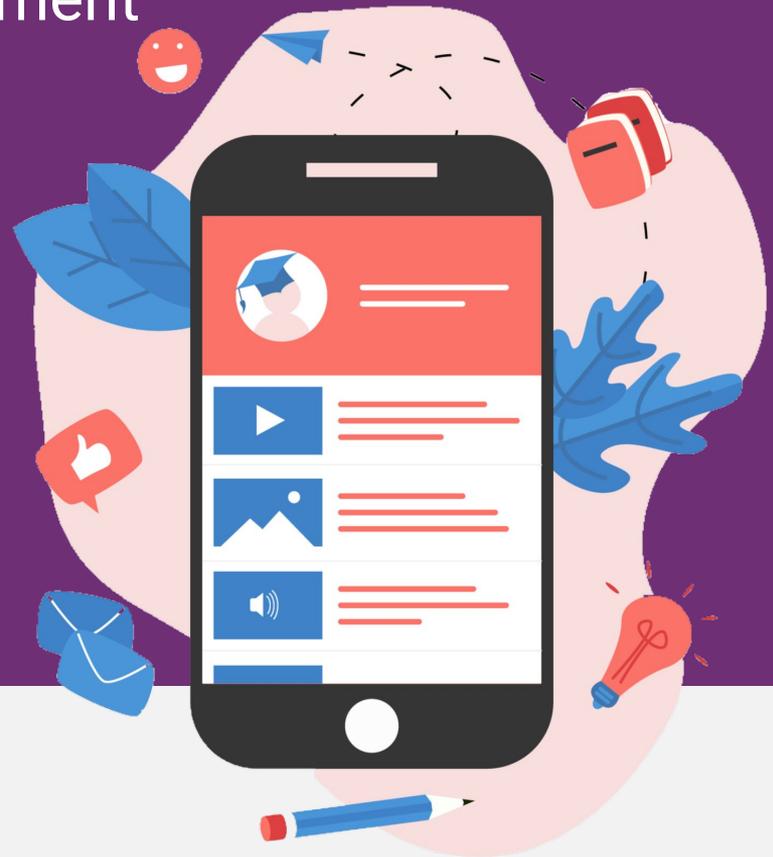


WEDNESDAY 25TH AUGUST, 2PM EDT
TUESDAY 31ST AUGUST, 11AM EDT

Streamlining Digital Comms

To flexibly boost whole-school engagement

- Top 10 capabilities for successful digital communications in NYC schools
- Live demonstration
- Q&A session



Your Presenters



Troy Westley

CEO and CoFounder, Operoo
troy@operoo.com



Lachlan James

CMO, Operoo
ljames@operoo.com



Brad Weir

SVP Education Partnerships, Operoo
bweir@operoo.com



About Us



operoo

Operoo's Mission

How we help schools & districts

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



HOW 350+ NEW YORK SCHOOLS & DISTRICTS...

Automated over 200 paper & people reliant processes in 2021



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

TOP 25 OPERATIONAL WORKFLOWS DIGITIZED

By NYC Schools in Operoo During 2021





Field Trip Management



Digital Blue Cards



School Health Center Packets



Daily Health Attestations



Backpack letters



Tech & Custodial Supt.



Student Reg. & Onboarding



Consent Forms



OP 175 & Per Session TimeSht.



Athletic Program Mgmt.



Opt Out Forms



Daily Anncmnt. & Messaging



Parent – Teacher Conf.



Medication Admin.



School Club & Program Mgmt.



Contactless Visitor Check-Ins



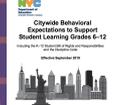
Request Mgmt.



Teacher Preference Sheets



Events & Activities Reg.



Student Contracts



Senior Dues & Activity Mgmt.



Payroll & Policy Mgmt.



ELL Management



AP Exam Reg. & Payment



Staff Reimb. Requests



School Lunch Forms



408 Verification & IEP Mgmt.

Parent engagement: Why is it so important in 2021?

- Keep your parent community informed and involved to ensure equity, access and participation in a dynamically changing environment.



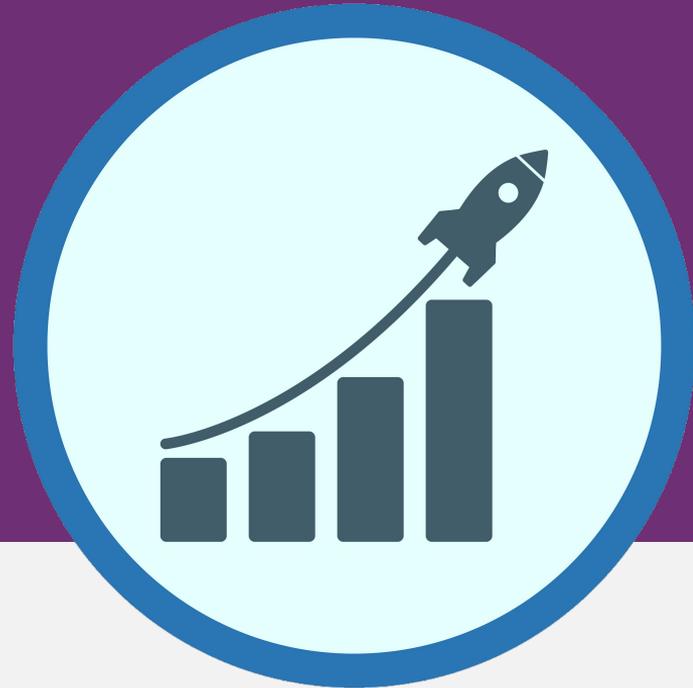


“Across fifty different studies on parental engagement, educational researchers found a connection between family involvement and student achievement.”

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

Parent engagement: How do we improve it?

→ Through the lens of best practice
digital communications for schools

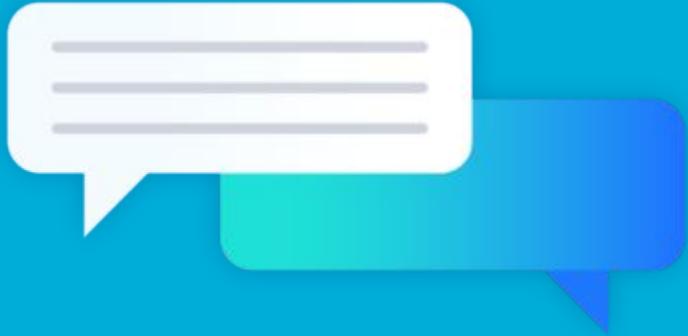


1. Manage your emails

- Automatically segment recipients, distribute, track and act on personalized email communications at scale — to parents, staff and students.



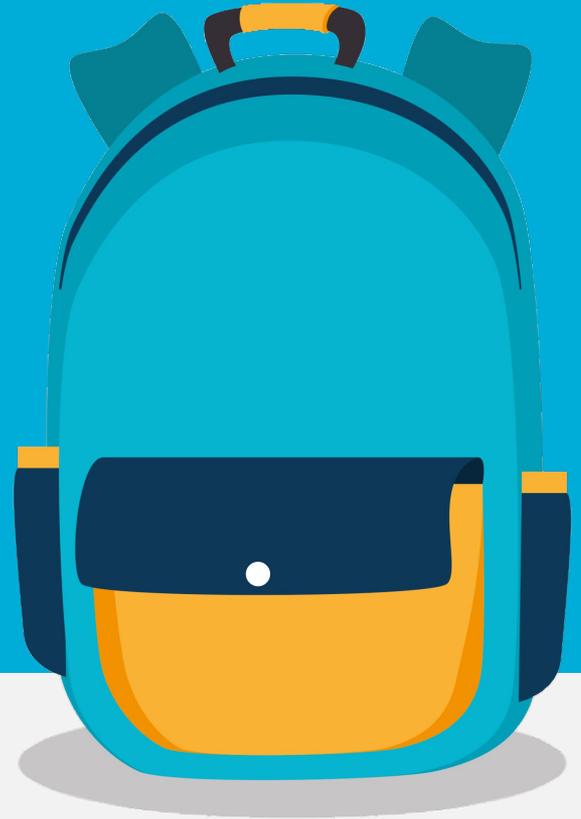
2. Send SMS



- Easily distribute text messages en masse to your entire school community or any specific group

3. One-click backpack letters

- Digitally distribute Chancellor or school announcements straight to your parents, where they can read and acknowledge updates from their cell phones.



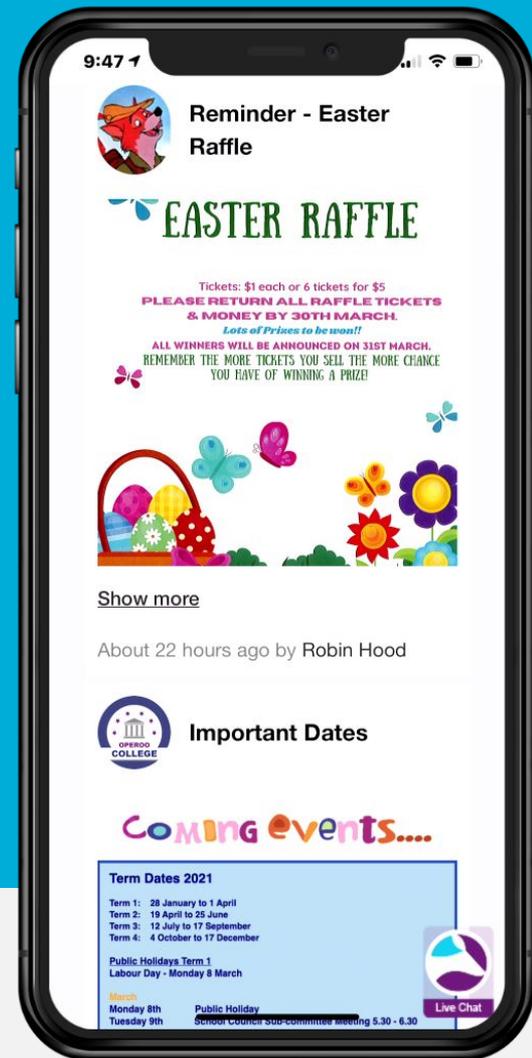
4. Digital forms and signatures



→ Automate your forms and receive responses, acknowledgments and consents in minutes – not days or weeks.

5. Digital, targeted news-feeds

→ Deliver digital news-feeds that distribute tailored updates to specific groups and cohorts in real-time.





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>.

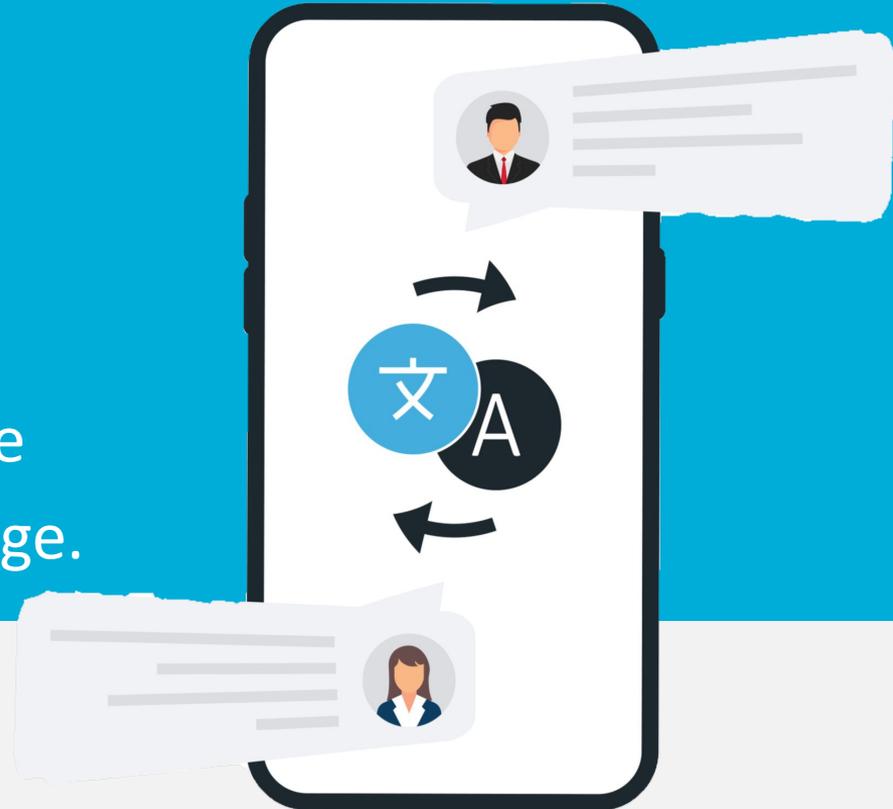
6. Automate and track staff memos



- Digitally distribute, collect and track all staff requests, forms, approval workflows and data in one place.

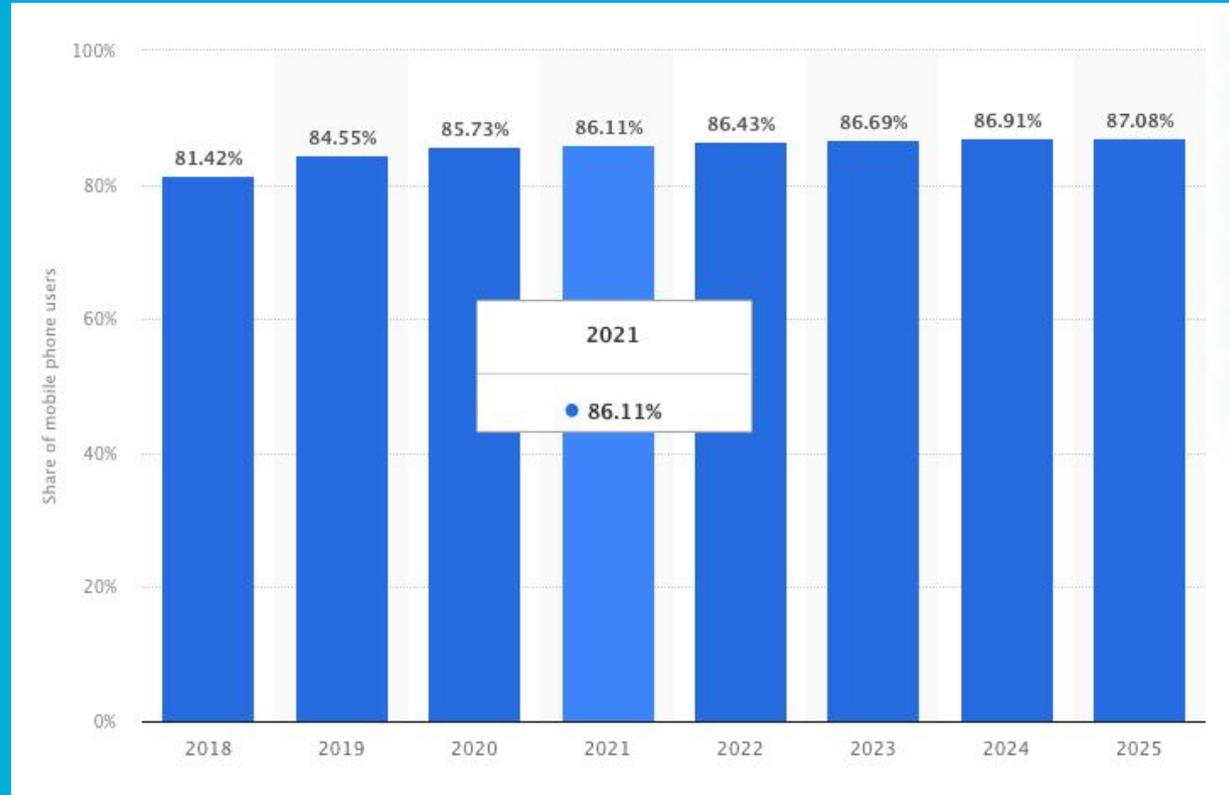
7. Reach any device, in any language

- Seamlessly deliver emails, forms, requests, SMS and push notifications to any mobile device, viewed in the recipients' preferred language.



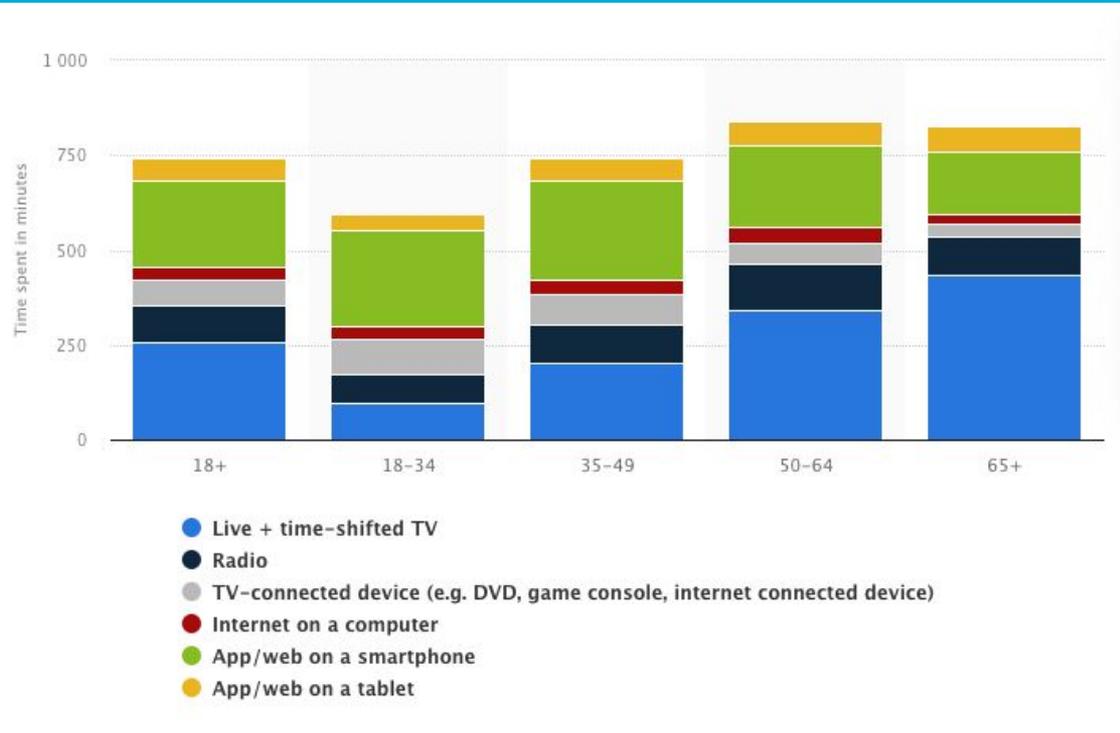
Smartphone penetration rate

→ Around 86% of all Americans use a smartphone (statistica.com)



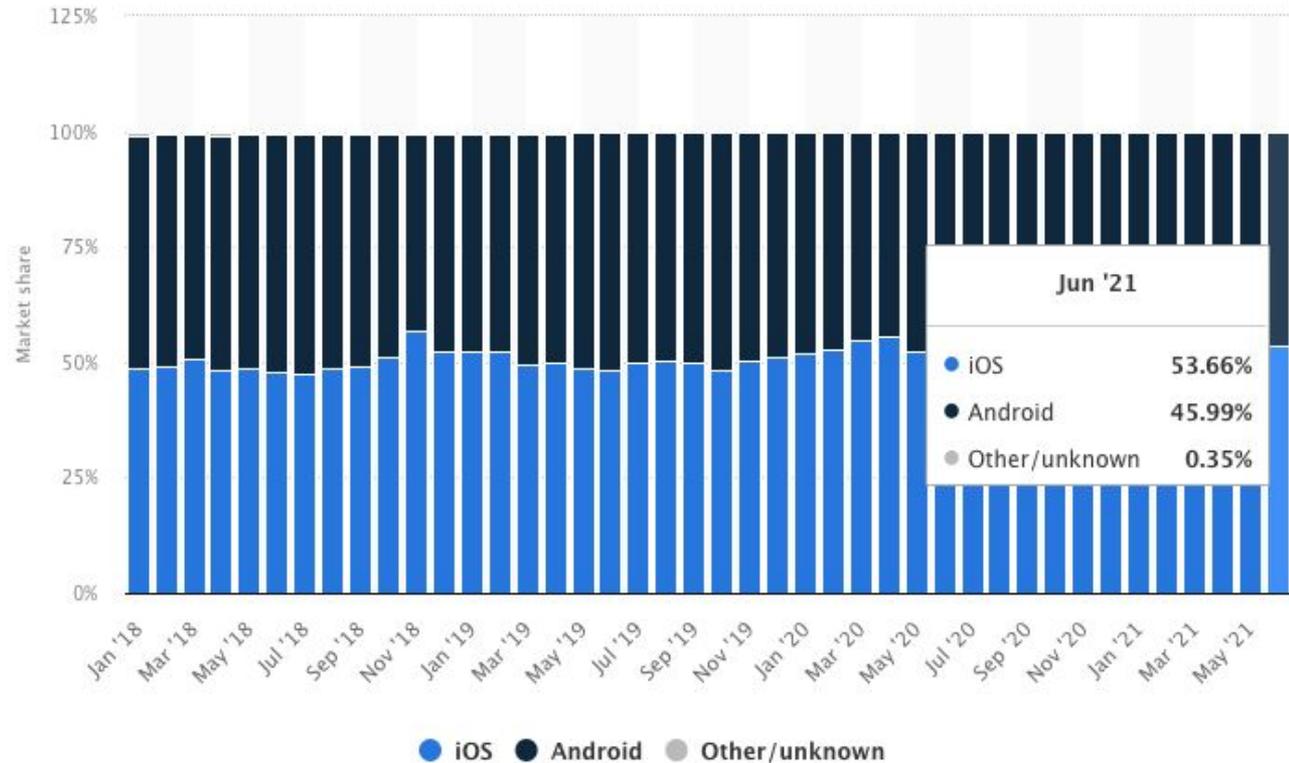
Average time smartphone users spend online

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



Mobile operating system market share

→ Jan 2018 -
June 2021,
North America
(statistica.com)



Languages other than English spoken at home 2018

→ Source: cis.org,
2018 Census Bureau data

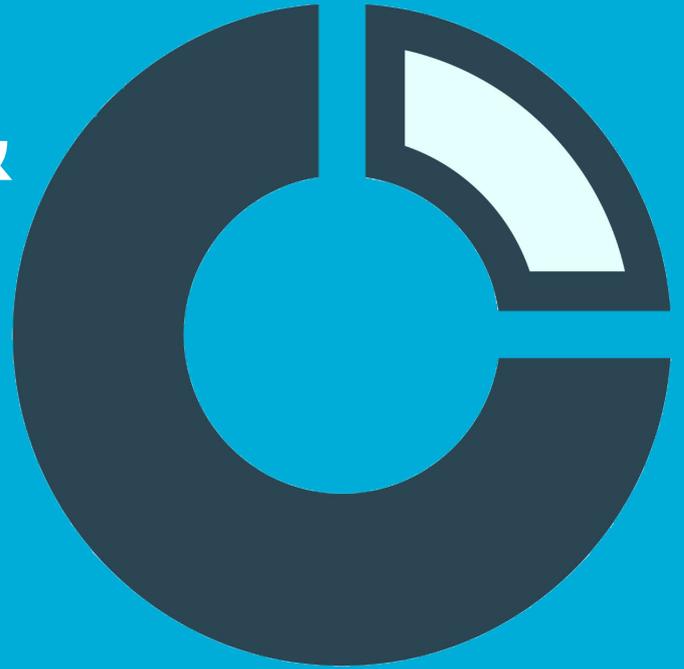
Table 1. Number and Share Speaking a Language Other Than English at Home, 1980 to 2018

	1980	1990	2000	2010	2018
Number Speaking a Language Other Than English at Home	23,060,040	31,844,979	46,951,595	59,542,596	67,268,668
Share Speaking a Language Other Than English at Home	11.0%	13.8%	17.9%	20.6%	21.9%
Number of Immigrants Speaking a Language Other Than English at Home	9,729,337	15,430,434	25,497,023	33,621,360	37,082,883
Number of Natives Speaking a Language Other Than English at Home	13,330,703	16,414,545	21,454,572	25,921,236	30,185,785
Speaks English Less Than Very Well*	10,181,036	13,982,502	21,320,407	25,223,045	25,627,417

Source: Figures for 1980, 1990, and 2000 are from the decennial census. Figures for 2010 and 2018 are from the ACS data found at [Data.census.gov](https://data.census.gov).

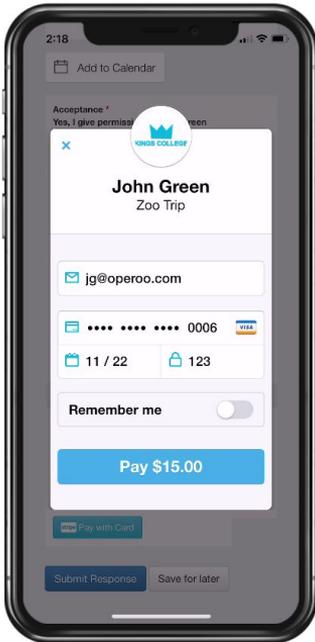
* Based on respondents' self-assessment.

24% of elementary &
secondary students
come from EAL
families



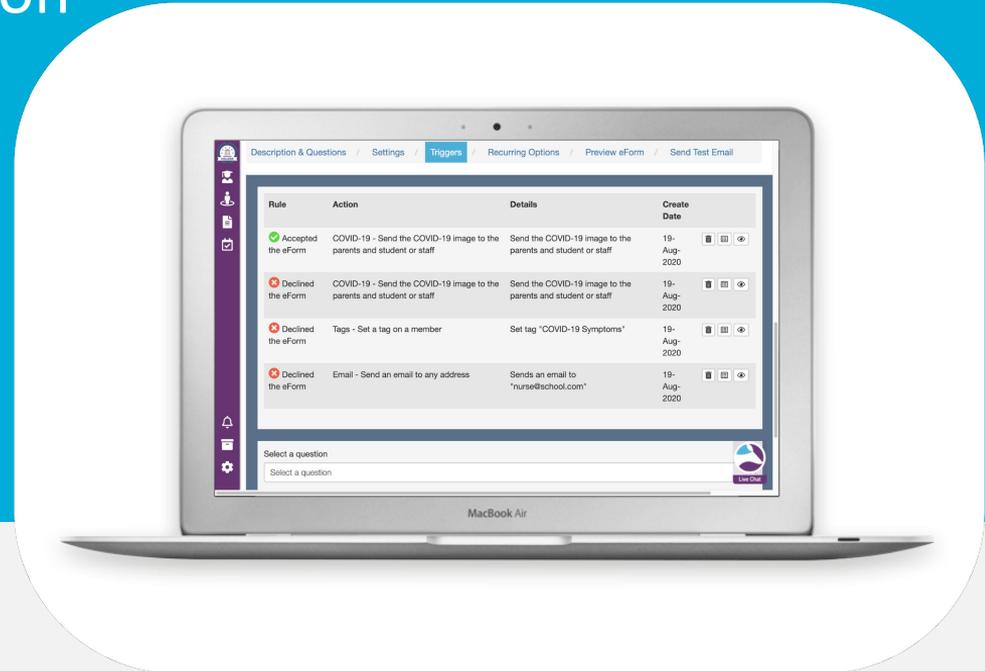
8. Integrated ordering and payments

→ Effortlessly collect digital payments and consents in one seamless workflow.



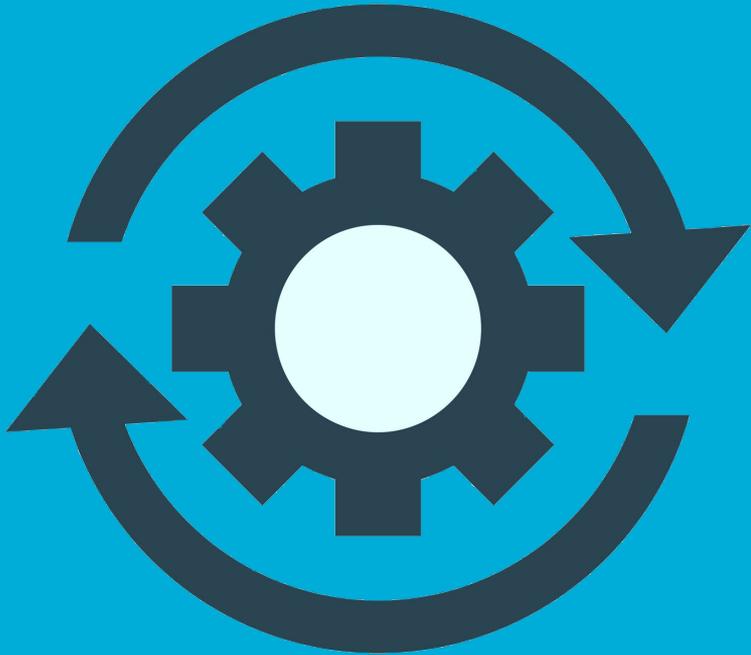
9. Automate Actions

→ Automatically trigger follow-up communications based on timeframes or responses received.



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 them)





Reallocate time
and resources.

Achieve more
sophisticated
outcomes



10. COVID-safe processes



→ Systematically manage a safe, efficient return to school with digital Flexi-Scheduling and daily Health Check Workflows.

Demonstration

Streamlining NYC
School Communications



Q&A Session



Questions?

We're here to answer them!

www.operoo.com/contact-sales

operoo.com/contact-customer-support



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

