

CASE STUDY

How Pass Christian Public Schools Reached 100% of Families with SchoolStatus

Pass Christian Public Schools consistently ranks at or near the top of Mississippi district rankings. To continue on their path of excellence, Pass Christian Public Schools wanted to get a better sense of the district's data to support student success. They started off manually importing data into spreadsheets, but this proved to be too labor-intensive. As the district sought to streamline data analytics into one automated tool, Pass Christian Public Schools turned to SchoolStatus. With SchoolStatus, the district saw immediate improvements in school-home communications and how they were able to respond to student data.

Pass Christian Public Schools



Use Case

Analyze Communications Efficacy



District Size

2,000+ students



Products Used

SchoolStatus Connect



Transforming How the District Handled Data

Superintendent Dr. Carla J. Evers joined Pass Christian Public Schools in 2016, ready to meet high expectations from the community. It wasn't long, however, before Dr. Evers found an issue that almost every district is familiar with: they needed help managing, analyzing, and responding to data.

"We were treating our data as more of a gallery wall. We had all these data rooms—you would walk in and there would be stuff all over the walls—

**100 →
16,000**

**Weekly touchpoints
with families**



**100% Of
Families
Reached**

—In some instances when I first got here, some of the schools had relics of what used to be a data room, but it is now a storage room. Stuff was on the wall that we never took down," Evers explains. "So I felt like our data became more of an art gallery. We would walk in and look at it and go 'hmm' but we were not actually leaving the data room and going out and saying 'this is the action we need to take as a result of it.'"

Dr. Evers began stripping down an overabundance of underutilized programs and got back to some familiar basics in K-12 data analytics: spreadsheets.

"We put a lot of human labor into looking at our data and analyzing our data," she explains. "Really getting people to own their data and understand their data a little bit differently... It was doing what we needed—but of course it was all labor-intensive."

Typically with even the best of spreadsheets, getting disparate data points to talk to one another is difficult, and not everyone knows how to use formulas correctly. It was a big ask of her team. Pass Christian Public Schools needed a solution that would improve how they collected, analyzed, and responded to data.

Streamlined Data, All in One Place

Over time, data competence grew within the district, but it came alongside spreadsheet burden. As the district began to seek out less manual data solutions, Dr. Evers found that many solutions didn't meet their needs to integrate data from other products.

Dr. Evers did her due diligence in making a data analytics choice for her district that included calling around to other high performing districts in the state. **As it turned out, they all use SchoolStatus.** "Listening to those superintendents talk about how impactful SchoolStatus has been in their school district inspired us to [use] someone we know who is proven in our state," she explains. "You don't often get that with companies—you have to kind of take what they have sometimes and try to make it meet your needs. But I feel like SchoolStatus is trying specifically to meet the needs of leaders and teachers in the state, and that's important to us."

"SchoolStatus has all of these things pulled together—we can look at our attendance, our discipline, we don't have to build that. Everything is already done for us," she explains. SchoolStatus integrates with all the data sources a school district is already collecting, from state assessments to benchmarks, LMS and SIS. By being data agnostic, SchoolStatus is able to offer tools for analysis that answer questions concerning disparate data points, unlike other solutions.

"Everything that is important to school leaders. Everything that we look at, and we want to know more about, even things that our school board wants to know about, it's all right here!" she laughs. "I don't have to go and create something off to the side. Everything is pulled together right here, and it saves us so much time!"

Dr. Carla J. Evers, Superintendent, Pass Christian Public Schools

Looking Ahead to the Future

Education is continuing to change, grow, and overcome new challenges. SchoolStatus Connect helps schools meet those changes with clear, consolidated communication pathways.

“I think the parents are going to be more receptive [in the future],” Djuna Dudeck shares. With close to 1,200 students in her Arkansas middle school, Professional Development Facilitator Dudeck knows a thing or two about keeping tabs on moving parts. “I think this is going to change the vision of the families.”

Education in the United States has taken a drastic turn since the pandemic, and schools are forever changed. Now is the time to establish communication processes, frequency and consistency to engage families with their students’ success. “Across the board, SchoolStatus [Connect] has been a tremendous partner in helping us to bridge that gap in communication,” says Deputy Superintendent Lee Willis. “It’s not a one-way dialogue, it’s two-way dialogue with parents and teachers and that just helps us in so many ways.”



Results

Using data segmentation within SchoolStatus and acting on that data allowed Pass Christian Public Schools to better engage their students' families. "In just one week, we went from less than 100 text messages and communications, because we were piloting, to this week we've had 16,000 points of communication with parents. We've gone from 0-100 pretty quickly." Dr. Evers can see how frequently communication is happening, and all conversations are recorded for accountability and transparency.

"What would have been a heavy lift for us became so much lighter for our teachers. They were able to reach out to 100% of our parents this week and that was our ultimate goal, letting parents know we are here and we are with you."

"It was a bridge for us from the school to the home that we just wouldn't have had if we didn't have SchoolStatus," says Dr. Evers.

Continue the Conversation

SchoolStatus empowers your district with the data to support meaningful relationships between administrators, your educational staff, and your students' families. Contact our team to see how SchoolStatus can help your district achieve its goals.

[Contact Sales Team](#)

