

Case Study

How Woodward Public Schools Became a Leader in Graduation Rates

Woodward Public School District gladly took on the challenge of changing the way they support families and help students thrive.

By using SchoolStatus, they were able to surpass their goals without adding extra administrative work. Having such impressive results shows the importance of good communication tools that can strengthen community and ultimately, boost graduation rates.



Challenge

Tools for streamlining communication & improving graduation rates



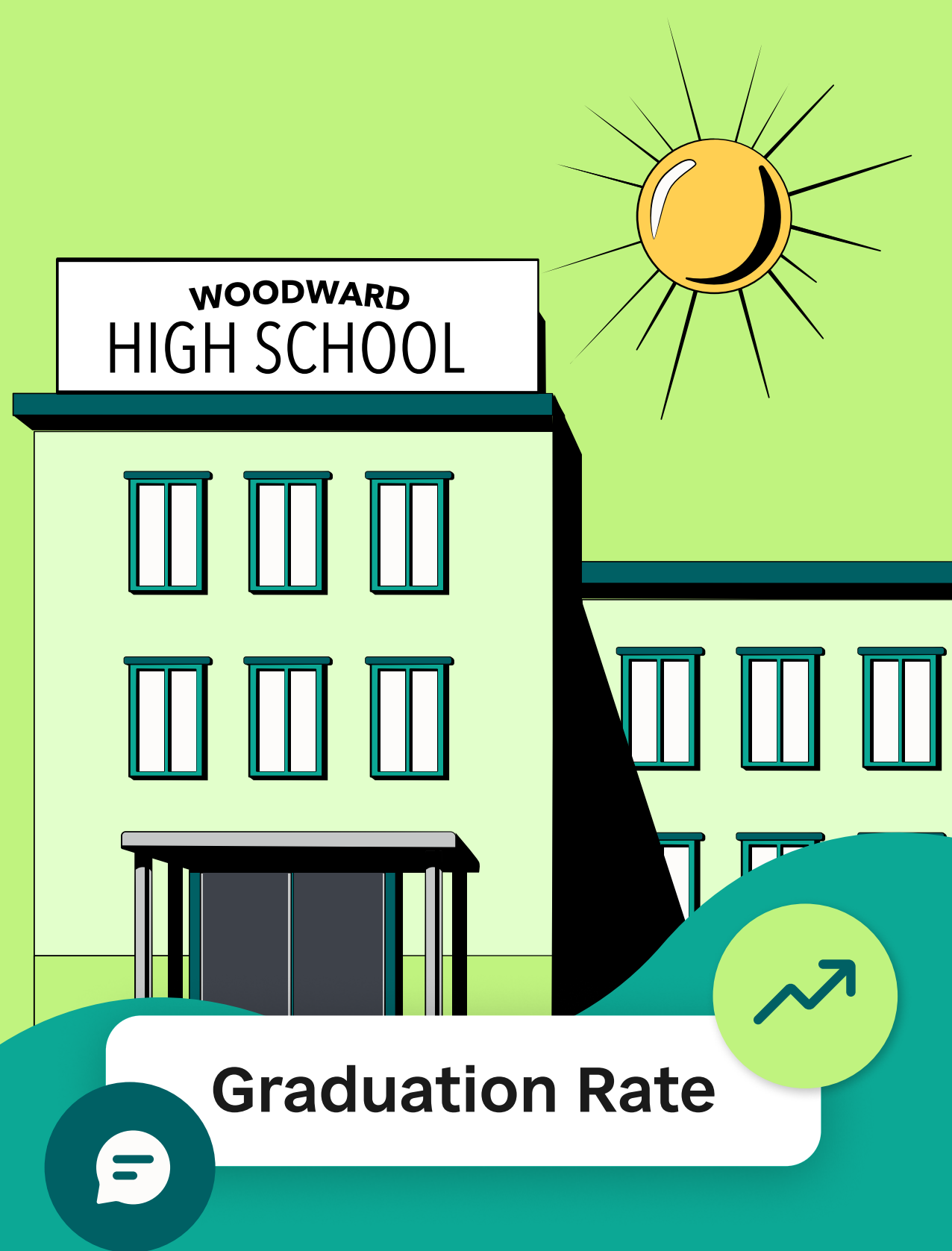
District Size

2,700+ students



Products Used

SchoolStatus Attend



Early in March 2020, just before Covid and Spring Break, Woodward High School had 36 students at-risk of not graduating and nine who very likely would not graduate. With sudden, unavoidable distance straining the relationships with students and their families, Covid-19 was threatening the administration's ability to help those seniors in need.

Superintendent Kyle Reynolds saw these challenges as an opportunity to look towards technology for problem-solving in his Oklahoma District. Reynolds spent ten years as the Technology Director before taking up the Superintendent position for Woodward Public School District in 2014.

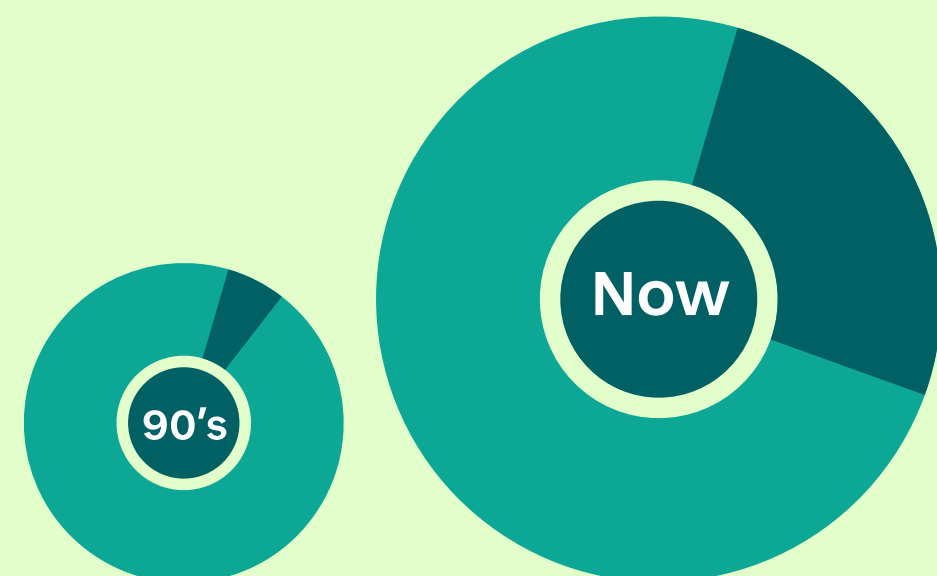
"With a lot of the technology we have in place when we went into the pandemic, we were in a great position," Reynolds explains. Every student received Chromebooks for online learning and access to necessary materials via e-books. For educators, there was also a need for technology to step in and help them communicate more effectively with families.

Reynolds turned to SchoolStatus—a communication tool that helps the district reach every stakeholder.

"SchoolStatus quickly became an essential tool for supporting students at risk of not graduating."

Communication with families is changing

Reaching families, in general, is a lot harder than it has ever been. "It's not like 20-30 years ago when you call and leave a message on someone's answering machine at home," observes Reynolds. "Most people don't even answer the phone if you call their cell phone." Parent engagement barriers are even greater when you consider the different languages spoken in many homes.




"In the late '90s we were probably five or six percent Hispanic. Today we're about 25-26% Hispanic. Now, it's all about texting."

Kyle Reynolds,
Superintendent ,
Woodward District

SchoolStatus enables educators to text families directly, in any language—making two-way conversations more frequent and enhancing the relationships between teachers and families. “Having the translation options in our area is crucial,” Reynolds adds. Working through a translator or worse, a student, is a good way to slow down or cut off the line of communication between home and school. “It is so much more efficient to have the preferred language feature in SchoolStatus,” says Reynolds.

In addition, with automatic logging and tracking, SchoolStatus helps administrators view the frequency or success of communication efforts district-wide—a great feature as Woodward High School Principals worked to help their struggling seniors graduate over the summer. “SchoolStatus gave us the opportunity to be in touch with those students in a continuous manner,” explains Principal Sunderland.

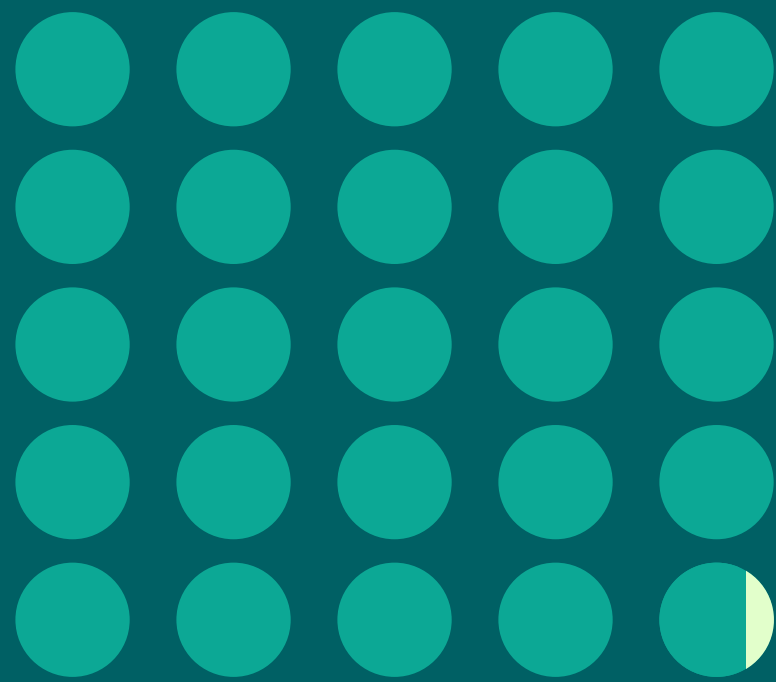


“In today’s world, as busy as we are, we have a lot of problems just connecting. SchoolStatus gave us a tool that we could use no matter where we were.”

Success in numbers

"It became almost second nature not only for us as an administrative team but also for our teachers. The convenience, simplicity, and availability are the biggest things for us."

"We want to make things as easy as we can for our teachers and SchoolStatus does that," says says Principal Sunderland. For Woodward High School educators, persistence pays off.



Over 97%
of Woodward
District students
graduated after
using SchoolStatus

See how
SchoolStatus can
help your district
meet its goals

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