The SchoolStatus Effect:

Bridging Gaps & Elevating Learning

Hello Mrs. Kim. Do you have any questions before the school year starts?

你好，金女士。學年開始前您有任何疑問嗎？

Attendance Improvement

Ash Valley School District

Mr. and Mrs. Jason Hendersen

You're on the path toward
Excellent Attendance

Superintendent Lydia Baker

Assignment Tracker
Week of: 05/30/2023

5 Page Essays
THUR 1st Period English

| STUDENT	STATUS	GRADE
Molly Wright	✓	B+
Jill Hanson	✓	A
Alejandro Moskavitz	INCOMPLETE	N/A
David Young	✓	A
Sarah Schtuller	✓	C
Mark Juarez	✓	B-
Pham Ho	INCOMPLETE	N/A
Trish Urnbuck-Brown	✓	C
Cadence Martinez	✓	D
Total	19	0

SchoolStatus

From Chaos to Clarity:

How school districts can reach unprecedented levels of student performance and attendance, family engagement, and compliance with SchoolStatus.

Rockville School District is a fictional K-12 community, one we've invented based on our conversations with thousands of educators and administrators. Rockville is vibrant and diverse, and its students are supported by caring families and a hardworking staff. The district—which operates on five campuses, serving 1,585 students—faces the same challenges of school districts across the United States, such as limited resources, staff shortages, and more complicated student needs.

Yet Rockville SD turned things around by making a holistic, strategic decision: It adopted the SchoolStatus K-12 success platform. With SchoolStatus, the district was able to achieve unprecedented gains in student performance and attendance, strengthen family engagement, and streamline operational workflows.

Here's how this transformation manifested from the point of view of Doris Muñio, who teaches fourth grade at Gonzales Elementary.
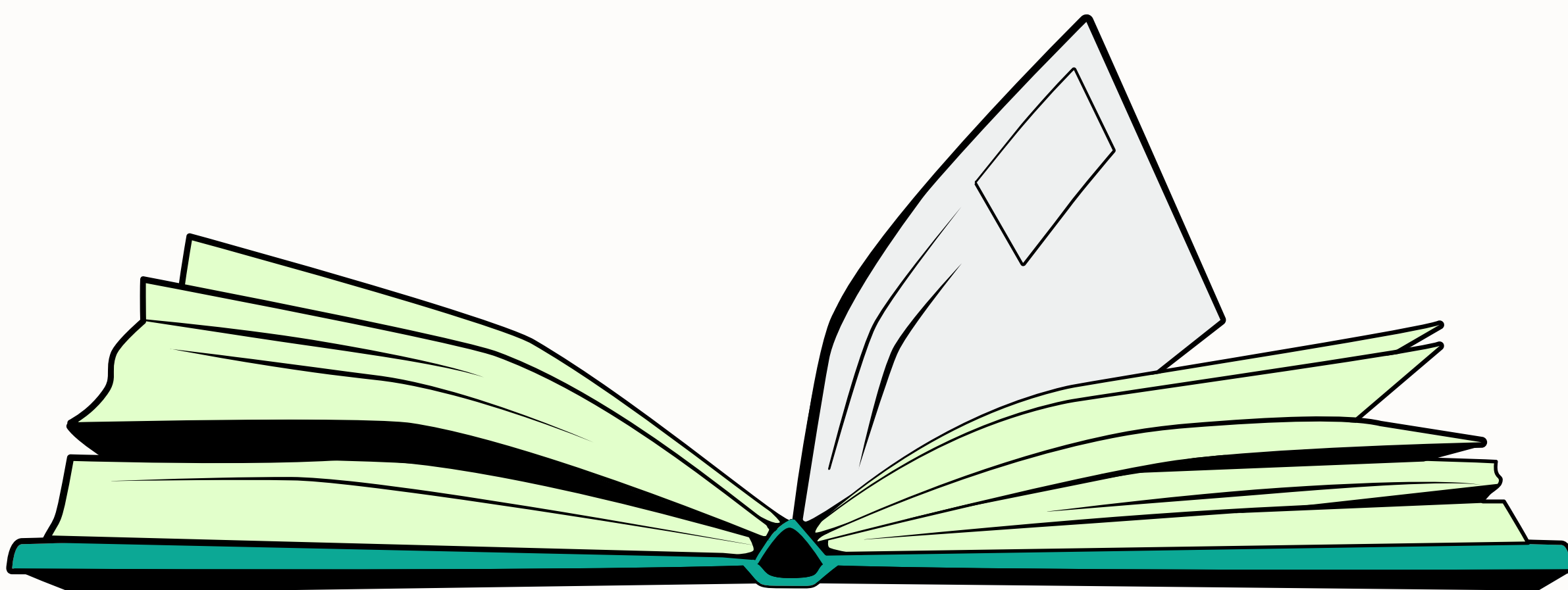
A Community in Crisis

Ms. Muñio was used to hectic days, but today was probably going to be especially challenging. She had a full class schedule, followed by parent conferences. Plus, during her break—when she had planned to grade 32 homework assignments—she would have to fill in for the math teacher who was home sick with the stomach flu. This morning, Ms. Muñio was monitoring the breakfast period in the cafeteria. As she observed the students grabbing juice and egg-and-cheese sandwiches, she mentally calculated how late she'd be up that night grading her students' homework.
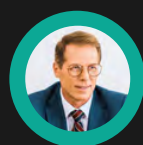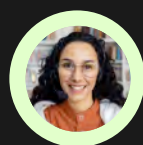
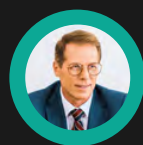**7:35 AM**   Ms. Muñio (Teacher)   Principal Caldwell

"Ms. Muñio?" She turned around. It was the school's principal with a concerned look on his face.
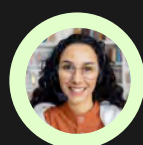
**"What's up, Principal Caldwell?"** asked Ms. Muñio.

"I just got the attendance report for last semester," he said. **"Our numbers are even worse than last spring."**

Ms. Muñio was afraid of that. She knew that more of her students weren't showing up for class, and she couldn't figure out why.

"I'm not sure what's going on," she replied. **"The other teachers and I are doing all we can to reach out to families and tell them that they have to make sure their kids come to school."**
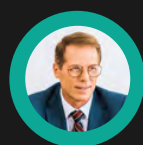
"I know. Look, check your inbox. Superintendent Cho is sending every teacher with low numbers a list of students who have persistently low attendance. Each of you will be expected to submit a plan for turning things around."

"I'm sorry," he said. **"I know this is only adding to your plate, but if attendance falls even just a little bit more, our funding for next year could be drastically cut."**
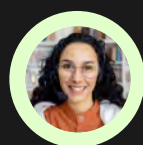
"I'll get you that proposal," said Ms. Muñio, with a pained look on her face. Just then the bell rang, telling everyone they had four minutes to get to their homerooms.
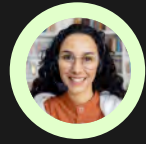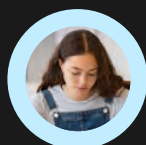
SchoolStatus

"I'm handing out your homework assignments from last week," Ms. Muñio announced to her fourth graders. **"There were some really well written essays. I know that writing can sometimes be hard, but many of you did your best to get something down on paper and write out a beginning, a middle, and an end, just like we talked about."**
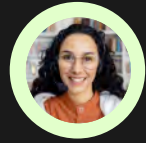
When she gave out the last essay, a student named Jill raised their hand. **"Ms. Muñio?"** she said.
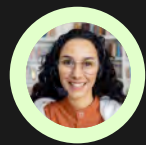
"Yes, Jill?" asked Ms. Muñio.
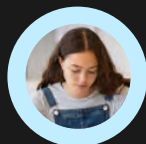
"Where's my essay?" she asked.

"What? No, Jill. I specifically remember grading yours, and I thought it was on the right track," said Ms. Muñio, fumbling through a stack of papers on her desk. **"I know I had it here this morning,"** she said, frustration rising in her voice.

Jill tried to be patient, but the worry lines in her forehead showed her struggle to stay composed. She was proud of her essay and had enjoyed the writing process. She had taken time to organize her thoughts and then her ideas seemed to flow onto the page.

Ms. Muñio assured Jill that she would continue to look for her essay.
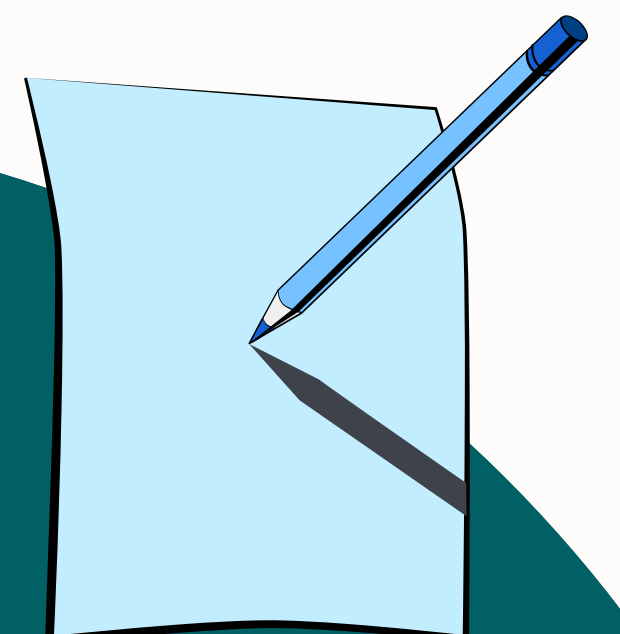
As Ms. Muñio tidied up her classroom, she glanced at the clock. She had three back-to-back family conferences. The next one was supposed to have started ten minutes ago. A woman rushed into the classroom. It was Aisha Strong, Tam's aunt.
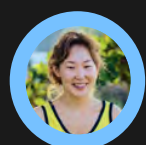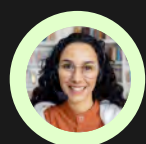
**4:55 PM**   Ms. Muñio (Teacher)   Aisha Strong (Student Guardian)

"I'm sorry I'm late," said Aisha. **"I only just saw the email this morning that we were having this conference."**

"It's okay," said Ms. Muñio, motioning to a child's chair. She sat in the one next to it and talked to Aisha about Tam's grades, his attendance, where he was making progress, and where he was being challenged. Ms. Muñio was concerned that Tam had missed the last three homework assignments.

"It looks like Tam hasn't handed in two math worksheets and a story," said Ms. Muñio. **"Is there something going on at home that might be interfering with his ability to get his homework in?"** she asked.
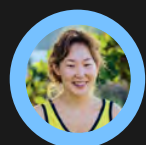
"This is the first I've heard about it," said Aisha. **"Which homework did Tam not hand in?"** She watched as Ms. Muñio looked through a pile of papers. She was trying to find her checklist of missed assignments, but she couldn't find the one with Tam's name on it.
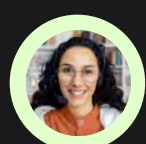
"I thought I had it here just a minute ago," said Ms. Muñio, frowning.
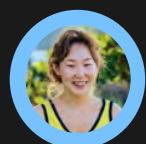
"When was the homework assigned?" asked Aisha, scrolling through her calendar on her phone. **"I always put in my calendar when Tam has an assignment due."**
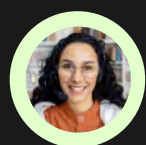
"Honestly, I'm not sure," said Ms. Muñio. **"We don't really keep track of homework like that. Does Tam not bring these assignments to you when he comes home from school?"**
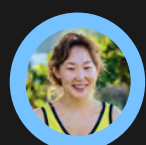
Aisha looked at Ms. Muñio and said flatly, **"Ms. Muñio, I'm a busy woman who works two jobs. At the end of the day, I have barely enough time or energy to fix Tam's dinner and ask him about his day."**
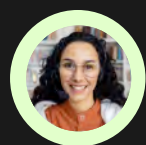
"Okay," said Ms. Muñio, **"but when we see a homework assignment is missing, I always send an email notifying families. Are you not receiving my emails?"**

"More emails?" asked Aisha. **"Listen, I don't want to be rude, but email isn't the best way to reach me. I don't even have a computer at home."** She took a breath. **"Ms. Muñio, I'm going to suggest something to you, and maybe you could give it some thought."**
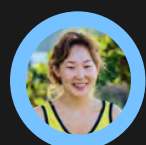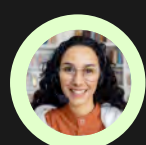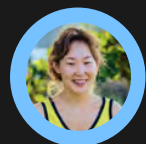
"Okay," said Ms. Muñio.

"I'm feeling really lost as to how Tam is doing in school. I can only get so much from him about what's happening in the classroom," said Aisha.

"He is only nine. It's stressful for me to not know what's going on with his schooling. I've wanted to get more involved in school activities on the weekends, but I always seem to learn about events after they happen."
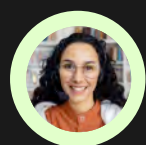
"I'm sorry this experience has been difficult," said Ms. Muñio. **"It's just so hard to keep in touch with families. And my time is limited, too. I feel like we're doing the best we can."**
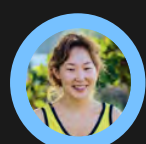
"Of course you are," said Aisha. **"But here's my question: Can the school figure out a way to communicate with families so that we stay in the loop about our kids? The emails, an occasional phone call from the front desk, and the printed announcements that end up buried in our kids' backpacks just aren't helpful."**

Ms. Muñio knew that another family member would be coming in about two minutes, but she wanted to learn more about Aisha's experience.
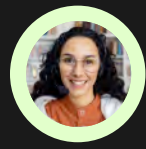
"**What would work better for you?**" she asked.
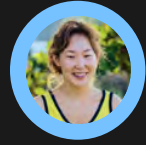
"**Well, for one, if there's important information I need to see, I'd prefer that the school send a text, not an email. I always have my phone with me and see my notifications right away. A group of parents and I were talking about this, and we all thought that getting school notices by text would be a lot more helpful.**"
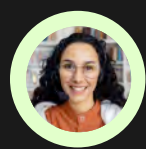
"**I don't know just how we would manage that . . .**" stuttered Ms. Muñio.
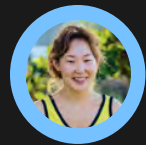
"**And here's another thing that's been really hard for our family,**" said Aisha. "**Tam's uncle often picks him from school and spends time with him until dinner. But he speaks very little English, so he can't understand any of the information we get from the school.**"
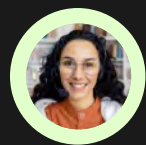
"**Well, we do have everything in both English and Spanish,**" said Ms. Muñio.
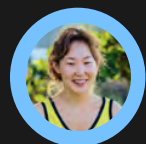
"**But Tam's uncle is Korean,**" said Aisha.

Ms. Muñio was silent. The idea of the school distributing its announcements in Korean seemed like an impossible feat.
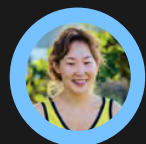
"**Look,**" said Aisha. "**The school is here to serve our children, but it's also here to serve families. We can't support our kids if you don't support us and keep us informed of what's going on. Would you look into trying to find a better way to communicate with us?**"
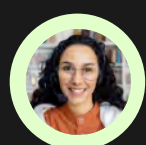
"**I will,**" promised Ms. Muñio.

Leveraging the SchoolStatus Platform

Although a fictionalized account, the kinds of challenges that Ms. Muñio and Rockville SD's staff and families struggled with—plunging attendance numbers, disorganized management of student information, dysfunctional school-family communication, and poor family engagement—are all too common in K-12 school districts everywhere.

These challenges can lead to serious issues, including:

◆ School-family communication breakdowns

◆ Poor attendance tracking

◆ Wasted staff time

◆ Decreased student performance

◆ Poor family engagement

◆ High staff turnover

◆ Decreased state and federal funding

How to avoid these devastating outcomes? School districts can't afford to continue to struggle with the limited systems they have. Instead, they must make holistic, meaningful changes to their communications and operational systems.

The best way to get there is to adopt SchoolStatus, a platform that's designed to meet the complex needs of K-12 school districts.

What Is SchoolStatus?

SchoolStatus is a K-12 success platform that drives meaningful results for districts and schools. With more than two hundred million successful home-school interactions and millions of users, SchoolStatus meets the communication and data-management needs of all community members, including superintendents, administrators, educators, and families.

With SchoolStatus, districts can:

Reduce chronic absenteeism
Engage and educate families about the importance of regular attendance, whether it's via mass notifications, 1:1 digital communications, or positive-reinforcement mailings sent to students' homes.

Gain operational efficiency
Create processes that scale across your district and reduce staff time spent on attendance letters and home communication, while increasing attendance rates and engagement with students and families.

Engage more families
Get everything your district or school needs for school-home communication, all in one place. Two-way messaging, auto-translation into 100+ languages, mass notifications, and mailed attendance letters and school updates help engage families in their students' success. Communication logging and tracking make oversight and reporting easy.

Support teachers with improved educator development programs
Create growth opportunities that are relevant, engaging, and tailored to teachers' needs. This fosters a culture of lifelong learning and growth, empowers educators to excel, and ultimately, improves student achievement.

SchoolStatus is able to help districts achieve these goals with three powerful solutions—**SchoolStatus Connect**, **SchoolStatus Attend**, and **SchoolStatus Boost**.

Streamline Communications
with SchoolStatus Connect

SchoolStatus Connect enables districts and schools to build stronger engagement with families with a centralized communication hub and auto-translated, two-way conversations via channels such as SMS, email, and phone.

Here's what SchoolStatus Connect can do for your district.

What SchoolStatus Connect Offers	How Your School District Can Benefit
Our **two-way app and web portal** enable educators and admins to post classroom updates and reach out directly to families via SMS, emails, and phone.	Families are more engaged and stay involved in their child's learning and school activities, using communication that best suits their lifestyle.
The Student Card houses all of a student's data, including attendance and grades, in one place.	Educators and admins can quickly locate a student's attendance numbers and grades and past school-family communications.
Auto-translation ensures that all families read and send messages in their preferred language.	All families stay informed about their student's progress and school activities and feel included.
Send out engaging, templated **mass notifications and newsletters**.	Ensure that members of your community read and respond to important announcements and school events.
Track all school-family interactions with **communication logging and recording**.	Educators and admins have quick access to all school-to-family and family-to-school communications.
See **family engagement reporting** based on communication behaviors.	Admins and teachers can quickly gather a picture of family engagement and determine which families they should reach out to.
Manage classrooms effectively with **events and volunteer requests** in a classroom portal.	Educators can enlist families for trips, class events, and more in one central feed.
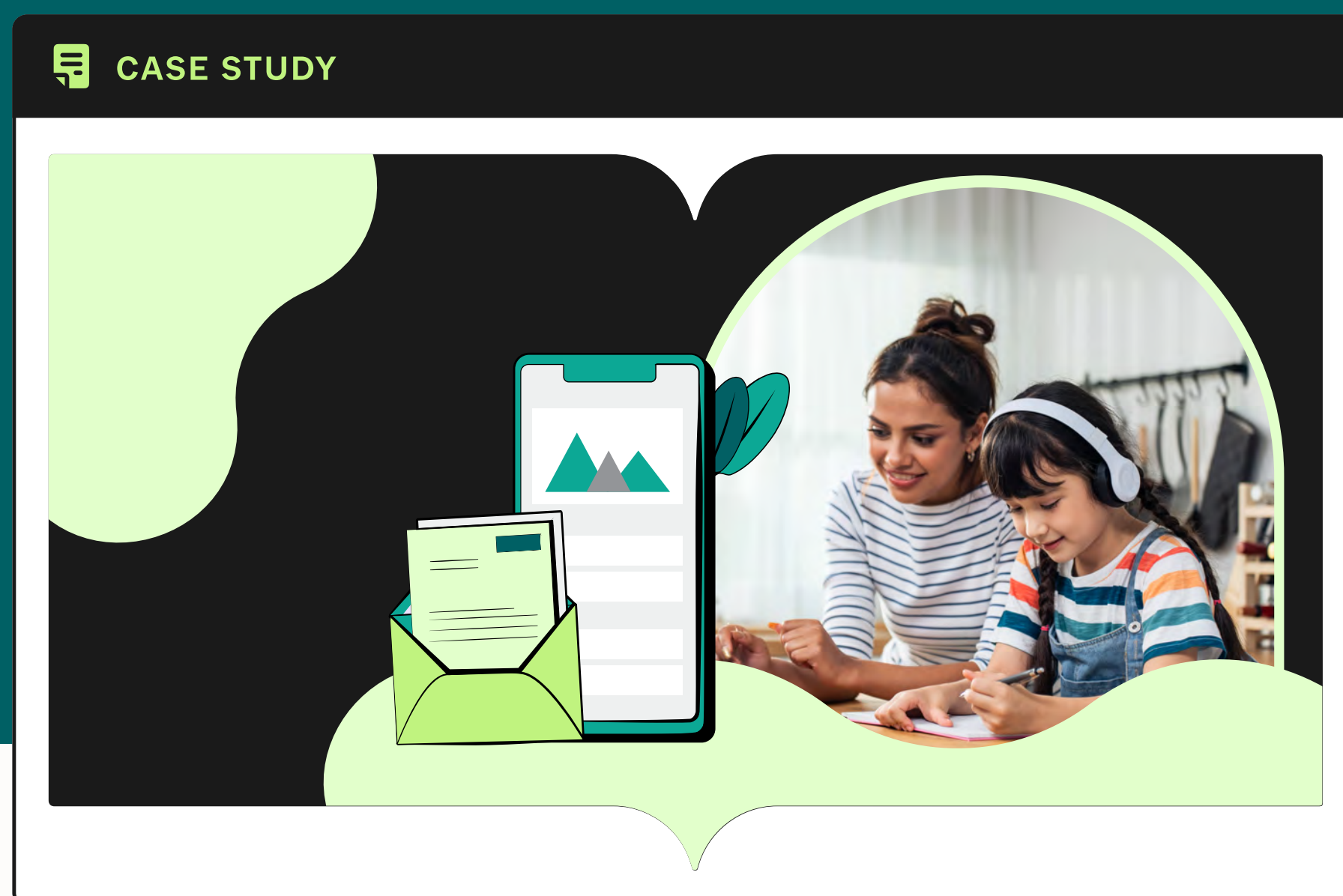
SchoolStatus in the Real World:
Ventana Ranch Elementary School

◆ **Community thrived using two-way communication and easy-to-use interface**

◆ **Families appreciated being kept updated with daily classroom activities**

◆ **Staff enjoyed seamless integration with Google Calendar and Google Meet**

"The single biggest benefit of using SchoolStatus Connect has been the consistency and ease of all our classes and families knowing where communication is coming from. It's a quick and friendly way for them to know what's happening during the school day."

Rory Crouch, Vice Principal
Ventana Ranch Elementary School

Increase Attendance Rates with SchoolStatus Attend

SchoolStatus Attend is the most effective way for districts to tackle chronic absenteeism. Its data-driven processes empower districts and schools to improve absentee rates, lower administrative overhead, and boost family engagement.

Here's what SchoolStatus Attend can do for your district.

What SchoolStatus Attend Offers	How Your School District Can Benefit
Mailed interventions are automatically sent by SchoolStatus when a student begins to show a pattern of not coming to school.	School staff members save hours of envelope-stuffing and create stronger connections with at-risk students' families.
Automated **conference letters** make it easier to schedule meetings with teachers and family members.	Parent-teacher conferences take less time to schedule and occur more frequently and consistently.
Letters sent to students and families about attendance use **positive reinforcement** to encourage rather than discourage.	Students are more motivated to show up, feel connected to their school, and improve performance.
Keep track of student attendance and trends with **comprehensive reporting**.	Admins and educators can quickly access easy-to-read dashboards to track tardiness, attendance, and interventions.
Stay updated with **multiple status reports.**	Staff gains a deeper understanding of attendance trends and how they compare to benchmarks data.

CASE STUDY

SchoolStatus in the Real World:
Prince William County Schools

◆ Set up automatic interventions for chronically absent students focusing on the positive benefits of consistent school attendance

◆ Absenteeism, as high as 40% in some schools, stabilized and, in some cases, decreased within one quarter of implementation

◆ Administrative burden of managing attendance letters was significantly reduced

"We've taken the attendance letter burden off their plate."

AJ Philips, Director of IT Services
Prince William County

SchoolStatus

Support Educator Development with **SchoolStatus Boost**

Educators who continually grow and develop their skills are better equipped to meet the diverse needs of their students. As they refine their teaching practices, they can create more engaging and effective learning experiences, ultimately leading to improved student outcomes.

SchoolStatus Boost provides a collaborative platform for guiding and documenting educator growth programs.

- Standardize templates and centralize observation notes; gain insights into existing development programs to create a growth-positive culture.

- Work seamlessly with your existing workflows, streamlining observation tools to give consolidated, specific next steps.

- Provide differentiated support at all levels and enable staff to set goals and track progress to improve their capacity and effectiveness through powerful reporting and data visualization tools.

"We set the bar high for our teaching and learning community. [SchoolStatus Boost] makes it possible to maintain our results-oriented culture."

Richel Raich-Cantu, Director
IDEA Public Schools

SchoolStatus Boost offers benefits that other educator development solutions cannot, such as its ability to:

Create a growth mindset for success. Create and sustain a positive culture, ensuring your educators are set up for success with collaborative and growth-focused observation tools, dynamic goal-setting, and performance tracking for differentiated educator development.

Support a transparent and consistent educator development ecosystem. Centralize all feedback with equitable, data-driven observations to improve impact on student learning; use real-time data visualizations to provide staff with training and developmental support where they need it, increasing staff investment and retention.

Tailor to your district's workflows and culture. Customize the tool so staff feels at home with district-designed activities, frameworks, and familiar language.

With SchoolStatus Boost, your district will be able to ensure that teachers feel valued, motivated, and equipped to make a lasting impact on student learning.

A Community Transformed

Fortunately for Rockville SD, Superintendent Cho and administrators decided to adopt the SchoolStatus platform. It didn't take long for the district to see dramatic improvements in family engagement, student attendance, and operational workflows.

The benefits achieved through adopting SchoolStatus were felt throughout the Rockville community—in classrooms, administrative offices, and at families' homes—including at Gonzales Elementary, where today, fourth-grade teacher Ms. Muñio was feeling great.
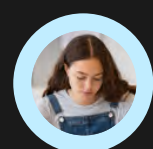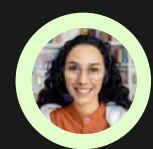
8:45 AM   Ms. Muñio (Teacher)   Jill (Student)
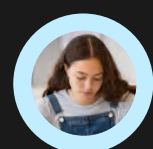
"Ms. Muñio, here's my essay on My Favorite Day of the Year," said Jill brightly, as she handed the teacher her latest writing assignment.
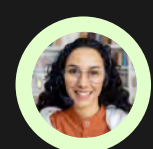
"Thank you, Jill," said Ms. Muñio, who entered some information on her tablet.

"What's that?" asked Jill.

"This is a great tool I now use to keep track of all students' assignments," said Ms. Muñio, leaning down a bit so Jill could see the screen. **"See, I check this box to verify that you've handed in your essay. Later, I'll scan your paper so I can access it on this tablet, wherever I am."**

Ms. Muñio smiled at Jill, adding, **"So there's no chance of your work ever getting lost. And here, my dear, is your last essay. Good work."**

Jill's eyes grew big. She had received an A. She turned to her friend Maya who had also gotten a good grade, and they gave each other a congratulatory hug. "Can I take your photo?" asked Ms. Muñio. The girls nodded, and Ms. Muñio captured the moment, thinking how wonderful it would look when published in the school's weekly newsletter.

Lunch had just finished and Ms. Muñio was sitting on a picnic table outside, watching the children having recess after lunch. She couldn't remember how long it had been since she had simply enjoyed a relaxing time observing students playing.

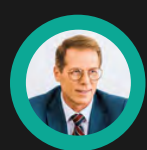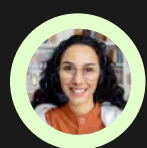Principal Caldwell came over and took a seat next to her.

12:25 PM Ms. Muñio (Teacher)   Principal Caldwell

"Hi, Ms. Muñio. I thought I'd give you a heads up on the latest attendance numbers. They're vastly improved from last year."

"That's wonderful," said Ms. Muñio. "Since we got onto SchoolStatus, we're finally able to accurately track attendance. I'm so glad that Superintendent Cho listened to our and the families' concerns about changing the way we do things."
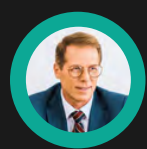
"Me too," said Principal Caldwell. "Now we can better support families who are struggling with attendance. When a student's attendance begins to drop, our office receives an alert immediately, and families get an automated friendly reminder about how important it is to come to school. And we always acknowledge students who improve. We just sent a fun text to families of students who have come to school more often than they did last month."
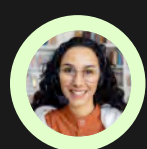
"Oh, great. What did it say?" asked Ms. Muñio.
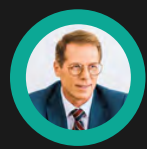
"It gave families the improved numbers of their child and followed with, 'Keep up the great work!' along with an image of our school mascot giving the thumbs up!"

SchoolStatus

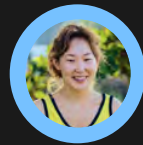Ms. Muñio looked at her watch. It was time for her conference with Aisha, Tam's aunt.
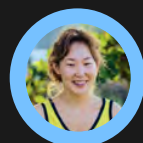
3:55 PM Ms. Muñio (Teacher)   Aisha Strong (Student Guardian)
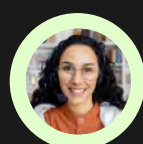
> **"Here I am!"** said Aisha, entering the classroom. **"Just a minute late this time!"** she said cheerfully.

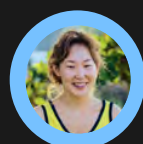The two sat down, but before Ms Muñio could begin to talk about Tam, Aisha said,

> **"Ms. Muñio, I want to thank you. The information we're getting about the school has improved so much. Since I signed up for text alerts, I get reminders about Tam's missing homework assignments, school meetings, all kinds of stuff. The only reason I was late is I signed up to volunteer in the SchoolStatus system to serve on the talent show committee and needed to drop off a few props."**
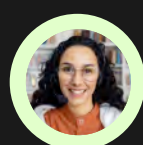>
> **"I'm so glad to hear that,"** said Ms. Muñio. **"And I'm really pleased that Tam is doing so well with his assignments. He didn't miss one this month. Here, let me show you."**
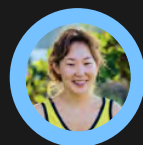>
> Ms. Muñio brought out her tablet and called up Tam's Student Card. **"This holds all of Tam's information, and it's all in one place. You can see that all his assignments were handed in on time and the grades he received on each one."**
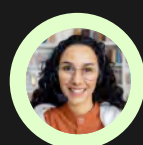>
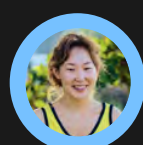> **"Wow, he's doing really well,"** said Aisha.
>
> **"Yes, and you can see that he only missed one day of school this month due to illness,"** said Ms. Muñio.
>
> **"It's been great to receive our emails in English and Korean. How were you able to do that?"** asked Aisha.
>
> **"Oh, that's the auto-translation feature right here,"** said Ms. Muñio. **"See, for your family, I selected your preferred languages, English and Korean, and for me, Spanish, since I'm a native Spanish speaker."**
>
> **"Ms. Muñio, I can't thank you enough for encouraging the school to make these changes. It's been a real help to me and Tam's uncle. Now he and Tam spend thirty minutes before dinner each night to go over his homework. It brings consistency and calm to our evenings, and Tam feels successful."**

Conclusion

While Rockville School District is a fictional one, the challenges it struggled with are the same ones that school districts across the country battle every day. Having adopted a top-tier communications system in SchoolStatus, all community members —students, families, educators, and administrators—feel more informed, involved, and successful. Once the school district moved over to SchoolStatus, it was able to achieve critical objectives, including improved attendance and family engagement, and staff saved a great deal of time so they could focus on meaningful activities.

SchoolStatus

Driving Positive, Measurable Impact with SchoolStatus

SchoolStatus is a K-12 success platform that drives meaningful results for districts and schools, meeting the communication and data-management needs of all community members, including superintendents, administrators, educators, and families.

With SchoolStatus, your district can:

- Increase the **quality, consistency, and frequency** of school-home communications
- **Improve attendance** with automated interventions
- **Build trust** and community engagement
- **Streamline** form management and workflows
- **Promote** teacher coaching and **effectiveness**

"Our families now feel that they're not alone. They know we want to talk with them. That's why we're using SchoolStatus."

Marueen Brown, Director of Outreach, Dove Schools of OKC

With more than two hundred million successful school-home interactions, and millions of users, SchoolStatus drives meaningful results for districts and schools across the US.

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