



BENTONVILLE SCHOOLS
WHERE EXCELLENCE LIVES

Bentonville Schools



Arkansas



17,000
students



SchoolStatus
Connect

CASE STUDY

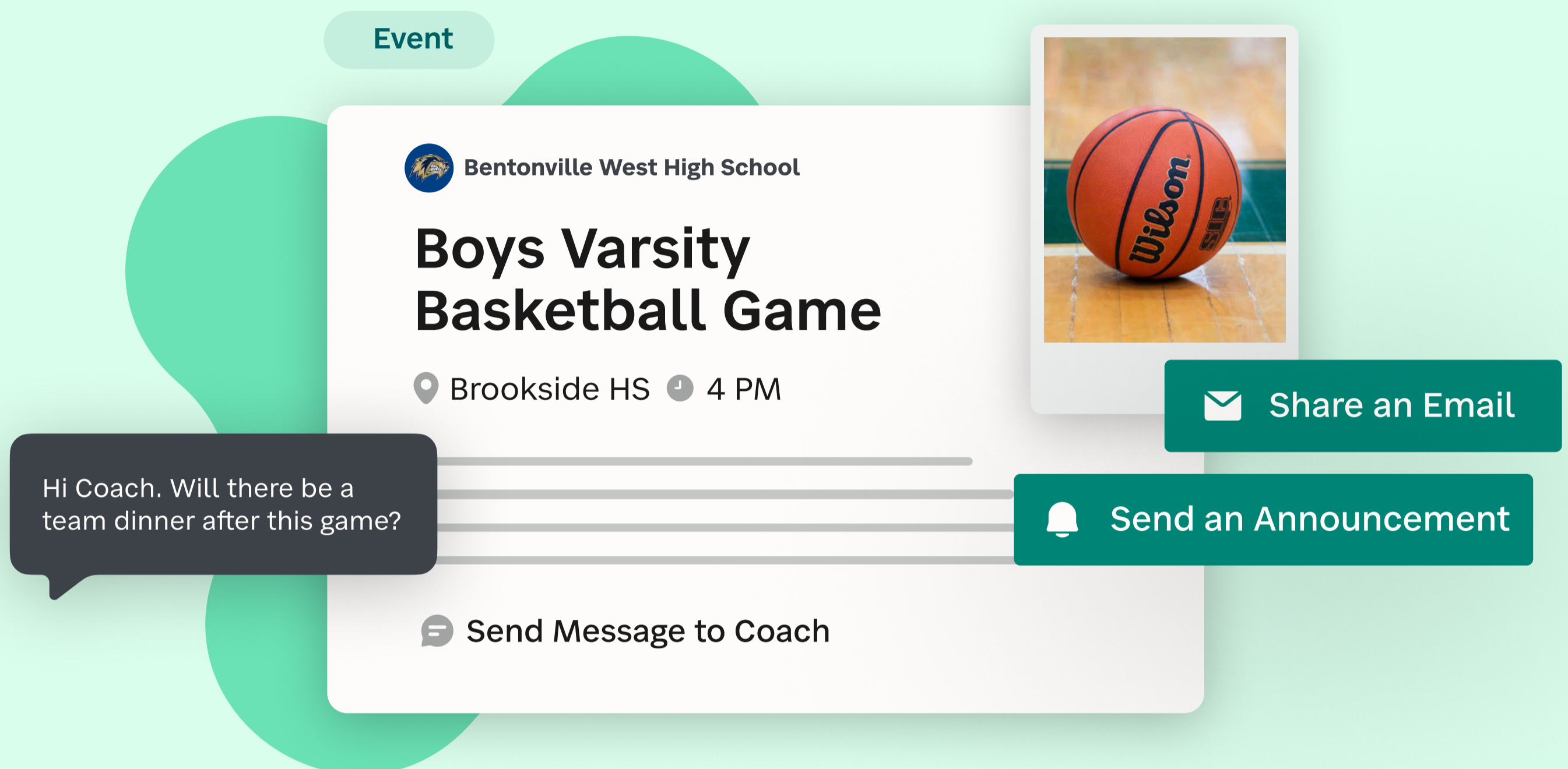
How Bentonville West Uses SchoolStatus Connect for Academic and Athletic Communication

Blake Rudolph has two distinct roles at Bentonville West High School. During the day, he's a Geometry teacher. In the evening, he's the head junior varsity and assistant varsity basketball coach for the Bentonville West boys' program. His role as one of the basketball coaches is communication-heavy. Families are involved and want to feel like they're a part of the up-and-coming program.

Last year, school communications shifted for the team. District leaders made the decision to move everyone, from classroom teachers to sports coaches, to a single family engagement solution: **SchoolStatus Connect**. At first, Coach Rudolph was skeptical. He was comfortable with his previous tool, Sports U. Plus, he was concerned a districtwide tool wouldn't work for the unique needs of sports coaches like him.

"I was pretty concerned when we switched because we had all the things that we needed [in Sports U]," Coach Rudolph says. "Usually, when they pick something for academics and athletics, it tends to favor academics and doesn't have the features that are useful for us on the coaching side."

But since adopting SchoolStatus Connect, he's been pleasantly surprised. He's been able to communicate with families, fundraise, and plan events with ease.



The screenshot shows the 'Event' page for 'Boys Varsity Basketball Game' at Bentonville West High School. The event is scheduled for Brookside HS at 4 PM. A photo of a Wilson basketball is displayed. A message bubble from a user asks, 'Hi Coach. Will there be a team dinner after this game?'. Below the message, there are three buttons: 'Send Message to Coach', 'Send an Announcement', and 'Share an Email'.

Managing Games & Events, Including Overnight Trips

The basketball program at Bentonville West is just a few years old. Despite that, they've achieved quite a bit of success. That success has come with additional logistics. Namely, needing to plan and communicate overnight trips to play teams across the state.

SchoolStatus Connect's [Activities](#) feature has been perfect for sharing information about trips. "We're able to add hotel information and link the itinerary. We can put a lot of things in the Activities tab, which has been nice," explains Coach Rudolph.

Basketball families can find everything they need about an overnight trip in SchoolStatus Connect, and details about the next game or event.

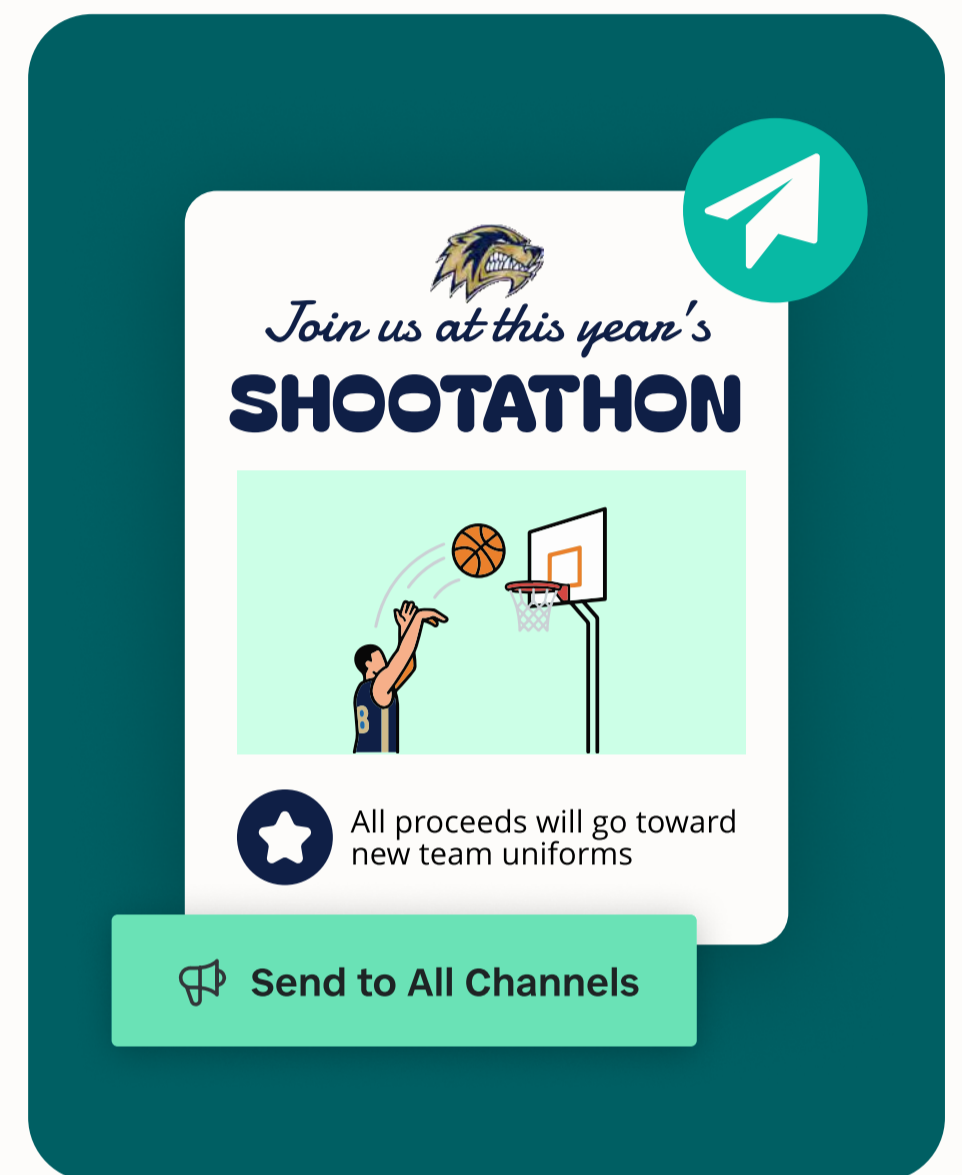
When families have questions, they can also use the app to send a quick two-way message directly to the coaches.

Facilitating Better Fundraising Events

Ensuring families trust the program is one thing; sustaining the emerging basketball program is another. For that, Bentonville West relies on fundraising. Their annual event, the Shootathon, brings in thousands of much-needed dollars.

Before SchoolStatus Connect, coaches would hand out flyers and rely on student-athletes to share them with their families. Now, everything is shared digitally, giving the event more reach and eliminating the possibility of flyers being forgotten in backpacks. "Parents are grabbing the link to the Shootathon poster and sharing it directly with Grandma," said Coach Rudolph.

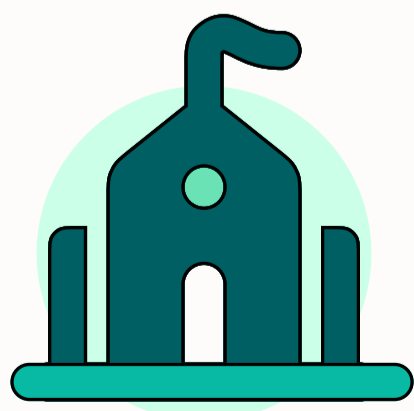
Families can also see the impact of fundraising efforts in SchoolStatus Connect, like their brand new uniforms. "If you ask people to give you money, you'd better show them what it's being spent on," jokes Coach Rudolph. "We send out pictures and information in SchoolStatus to keep families up to date."



Combining Academic and Athletic Communication in One Place

What started as a mandate for everyone in the district to use the same school communications solution turned into a benefit. Now, families have one central location for academic and athletic communication.

Another benefit of the districtwide implementation is that communication doesn't change as families move from one building to another.



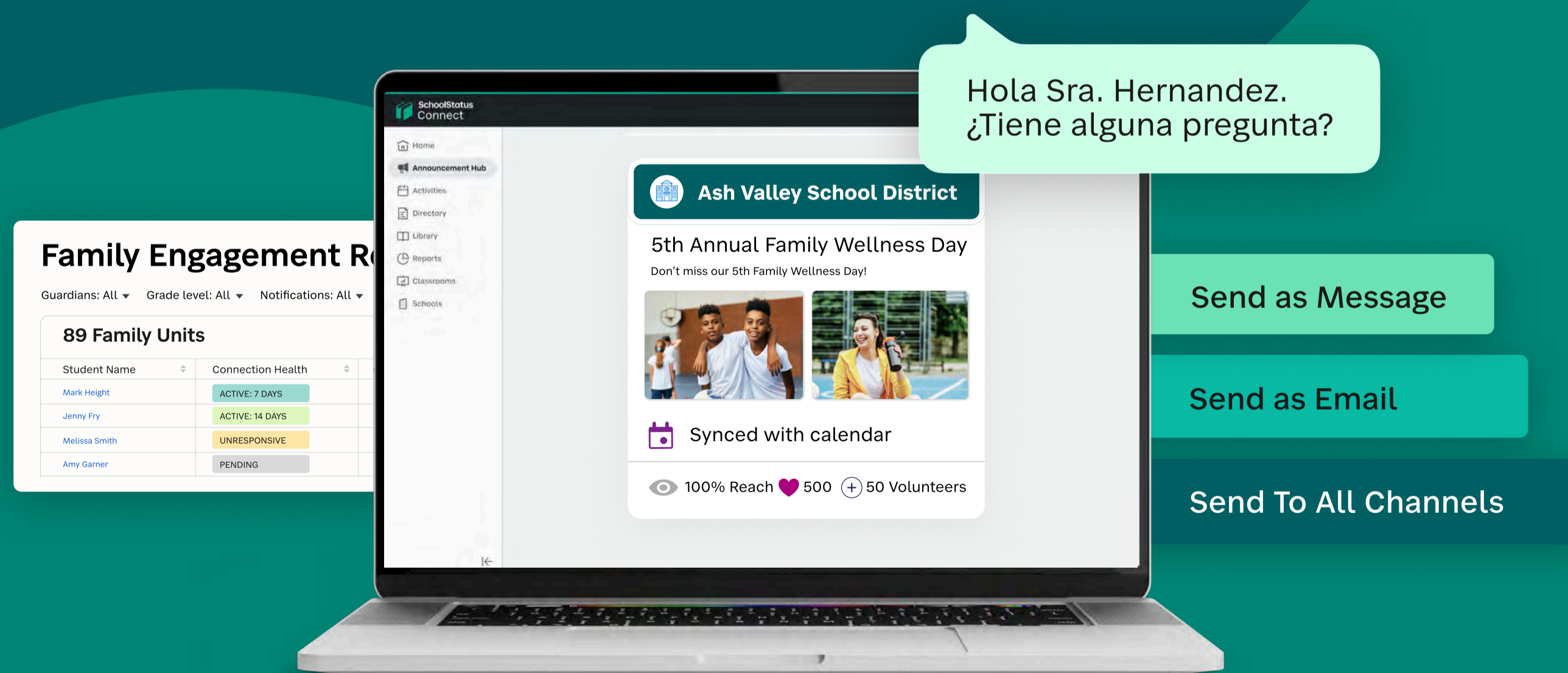
Coach Rudolph notes, "We have our freshman tryouts soon, and those kids are coming from two different buildings within our district." Now, families can be part of the high school program before their kids actually start the ninth grade.

Continuing to Engage Basketball Families

The second season of using SchoolStatus Connect to facilitate communication for the Bentonville West boys' basketball team is about to commence. Instead of meeting it with trepidation, Coach Rudolph is now convinced that SchoolStatus Connect works whether he's teaching geometry by day or coaching the basketball team in the evenings.

In both roles, he's able to keep families informed, maintain an open line of two-way communication, and invite families to participate in school events.

Learn more about how SchoolStatus can transform your school district's communication strategy by visiting our website or scheduling a demo today.



The screenshot displays the SchoolStatus Connect interface. On the left, a 'Family Engagement Report' shows a table with 89 family units. The table has columns for 'Student Name' and 'Connection Health'. The data is as follows:

Student Name	Connection Health
Mark Height	ACTIVE: 7 DAYS
Jenny Fry	ACTIVE: 14 DAYS
Melissa Smith	UNRESPONSIVE
Amy Garner	PENDING

The main content area shows an announcement for 'Ash Valley School District' regarding the '5th Annual Family Wellness Day'. The announcement includes a photo of a family and text stating 'Don't miss our 5th Family Wellness Day!'. Below the announcement, it says 'Synced with calendar' and '100% Reach 500 + 50 Volunteers'. A speech bubble from the right says 'Hola Sra. Hernandez. ¿Tiene alguna pregunta?'. On the far right, there are three buttons: 'Send as Message', 'Send as Email', and 'Send To All Channels'.