



Parent Pack

Getting your school's parents started.

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We have included templates and suggested information to help explain to parents what OurSchoolsApp is, and encourage them to engage with it and use it:

1. Letter to parents
2. Email to parents
3. Text to parents
4. Words for your website
5. Press Release
6. How to download and print a poster
7. How to order a pull up banner
8. How to order business card sized handouts
9. Images for your own posters
10. Link to the OurSchoolsApp Video.



[Type here]

What is OurSchoolsApp?

OurSchoolsApp is a personalised app for your parents, which allows them to keep updated with school information, news, calendar events and contact information. Is it in both yours and their interest to get as many parents engaged in the app as possible.

The app is free for parents and carers to download and use.

There are 3 steps to getting started:

Step 1 - Ensure your parents are aware of the app

We have produced this pack for you, to provide you with ready-made material that you can share with your parents. We would recommend that you use a minimum of 3 different communication methods so that you reach as many parents as possible. For example, email, letter and posters.

Step 2 - Help parents download the app

All parents should be able to download the app without needing to contact the school, however if there are any issues you will need to contact our support team. Please don't ask parents to contact us directly.

Step 3 - Get using the app

Start posting relevant information, news and events and make the most of the app. This could include holiday dates, a link to order uniform, a link for dinner money payments and so on. There is also the ability to add additional tiles to the app that are relevant to your school. For example, links to your social media channels or Ofsted reports. **See 'Appendix 1' at the end of this document for more ideas.**



Letter to parents

The template below is provided. Please amend by adding your school name and county where necessary:

Dear Parents/Carers,

Re: OurSchoolsApp

As we endeavour to make our communication with you easier, quicker and more efficient, I am pleased to inform you that we have introduced a new app service to the school.

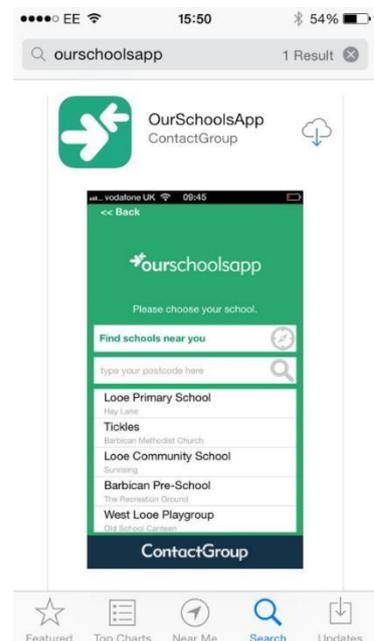
OurSchoolsApp is a personalised app for our school and will allow us to keep you all updated with school information, news, calendar events and contact information.

If you have a smartphone (Android or iPhone) you can download OurSchoolsApp from Google Play Android or the Apple Store for FREE. Access is also available on a tablet and iPad by following the same download process.

When we update OurSchoolsApp with new information or news about the school, a push message notification will automatically be sent to your device to inform you of this update. You can then view the notification which will then take you directly to our app.

Instructions for download:

1. Using your device (iPad, iPhone, smart pad, tablet or android phone), visit the relevant marketplace for your product (Apple Store or Google Play).
2. Search for '**OurSchoolsApp**' and download the app.
3. Once downloaded, us the search bar within the app and enter the postcode or the name of the school.
4. Hit the search button.
5. Once you see the school name displayed, just touch the screen on the school name.
6. Confirm your choice by pressing 'OK'.
7. You will now be presented with the correct app for your chosen school which contains news, information, calendar events, contacts and any other relevant details.



Yours faithfully,

#head_teacher_name#



Email to Parents

Subject: We have a new school app!

Dear Parents/Carers,

As we endeavour to make our communication with you easier, quicker and more efficient, I am pleased to inform you that we have introduced a new app service to the school.

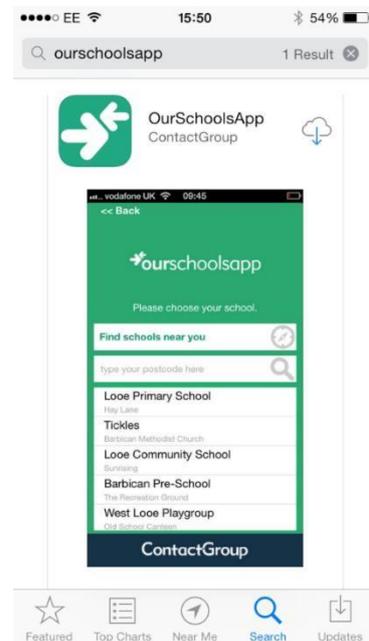
OurSchoolsApp is a personalised app for our school and will allow us to keep you all updated with school information, news, calendar events and contact information. It provides you with access to what's going on at the school at the touch of a button.

If you have a smartphone (Android or iPhone) you can download OurSchoolsApp from Google Play Android or the Apple Store for FREE. Access is also available on a tablet and iPad by following the same download process.

When we update OurSchoolsApp with new information or news about the school, a push message notification will automatically be sent to your device to inform you of this update. You can then view the notification which will then take you directly to our app.

Instructions for download:

1. Using your device (iPad, iPhone, smart pad, tablet or android phone), visit the relevant marketplace for your product (Apple Store or Google Play).
2. Search for '**OurSchoolsApp**' and download the app.
3. Once downloaded, us the search bar within the app and enter the postcode or the name of the school.
4. Hit the search button.
5. Once you see the school name displayed, just touch the screen on the school name.
6. Confirm your choice by pressing 'OK'.
7. You will now be presented with the correct app for your chosen school which contains news, information, calendar events, contacts and any other relevant details.



Yours faithfully

#head_teacher_name#



Text to Parents

If you have a texting service, some suggested text to let your parents know about OurSchoolsApp.

Suggested text:

Dear Parents, we have a new school app!
Click for Android: <http://bit.ly/1Q9dgcb> Apple: <https://goo.gl/1FQgny>

Words for your website

Download our new school app!

If you have a smartphone you can download OurSchoolsApp for FREE. It is a personalised app for our school and will allow us to keep you all updated with school information, news, calendar events and contact information. It provides you access to school information at the touch of a button.

Please click one of the links below, depending on what type of phone you have, to download the app.

For Android devices: <http://bit.ly/1Q9dgcb>

For Apple devices: <https://goo.gl/1FQgny>

Instructions for download:

1. Using your device (iPad, iPhone, smart pad, tablet or android phone), visit the relevant marketplace for your product (Apple Store or Google Play).
2. Search for '**OurSchoolsApp**' and download the app.
3. Once downloaded, use the search bar within the app and enter the postcode or the name of the school.
4. Hit the search button.
5. Once you see the school name displayed, just touch the screen on the school name.
6. Confirm your choice by pressing 'OK'.
7. You will now be presented with the correct app for your chosen school which contains news, information, calendar events, contacts and any other relevant details.

Press Release

Using the template below, please amend by adding your school name and county where necessary:

#School_Name# improves parental engagement with OurSchoolsApp

#School_Name# in #address2# #address3# is taking a proactive approach to improving parental engagement by utilising a smartphone app, OurSchoolsApp (www.OurSchoolsApp.com) from the **Contact Group**.

Contact Group is a leading provider of best in class communication and data services to thousands of state and independent primary and secondary schools, academies, nurseries, sixth form colleges, local authorities, charities and clubs in the UK and Ireland. In addition they operate to international schools in Europe, Middle East, Africa and Australia.

OurSchoolsApp is a personalised smartphone app for schools, it facilitates the school – parent communication well beyond the newsletter and acts as a link between home and the school. The average time parents spend on apps is 64%, with the average parent checking their mobile phone every six minutes.

On average parents will view the OurSchoolsApp 6 times more than a schools website, which therefore enables #school_name# to keep their parents more updated with school information, news, calendar events and contact information. Every time new information, news or events are added to the app, their parents receive a push notification message and also a reminder prior to the events, ensuring they are always kept updated.

OurSchoolsApp is easy for #school_name# to update, add and delete content. Links can be added to the app, such as social media sites, the school's actual website and Ofsted, making it easier for parents to access everything in one place.

#contact_name#, #position# at #school_name# comments: "The App is very useful as new information, news and events reaches parents directly rather than them having to look for it on the school website. It's very easy to use from an administrator's point of view and feedback from parents has been very positive. I would absolutely recommend it to other schools."

James Harrison, Managing Director of Contact Group, adds: "#school_name# is setting an excellent example for other schools in #county#, by using the latest developments in technology to build greater collaborative relationships with parents. The technology engages parents and reassures schools that messages are reaching parents rather than getting left in the bottom of school bags".

For more information on how OurSchoolsApp could benefit your school please call 03333 13 14 15, email: info@the-contactgroup.com or visit the website: www.OurSchoolsApp.com

Issued: #date#

Press release ends

Note to Editors

To arrange an interview or photo opportunity, please contact **Hannah Back** on **03333 13 14 15** or email hannah.back@the-contactgroup.com. Contact Group is a leading provider of 'best in class' communication and data services to thousands of state and independent primary and secondary schools, academies, nurseries, sixth form colleges, local authorities, charities and clubs in the UK.

<p>A4 Posters</p> <p>Download and print posters Click on the image opposite to download</p>	
<p>Business Card Size Handouts</p> <p>These are great for including in your letters or giving out at events</p> <p>Click on the image opposite to download</p> <p>You can order from anywhere but we recommend Graphic Arts</p> <p>Please visit: www.graphicartsuk.com</p>	
<p>Banner</p> <p>If you would like to order a banner, please email Ian Jenkins at the below address: parentpack@graphicartsuk.com</p>	
<p>Videos</p> <p>There are 2 OurSchoolsApp videos.</p> <p>One video is designed for parents to help them to understand the purpose of the app. Please share this with parents if you need to.</p> <p>The other video is for the school (only) to use. This video is designed for training purposes to help you and your team understand how to update and maintain your app.</p>	<p>Parent video: https://vimeo.com/139708103</p> <p>Training video for schools: https://vimeo.com/182974647/b0fb31feea</p>

Appendix 1 – Additional Tiles

Further ideas of additional tiles that can be included within OurSchoolsApp:

1. A tile for the schools' website
2. Tiles dedicated to specific groups within your school, for example sports houses, teams, after school clubs or class sets. This will enable parents to find information that is relevant to their child more easily
3. A tile that links to your school dinner provider parents can pay for school dinners online
4. A tile similar to the above but for school uniform providers with information on when and how to order and pay
5. A 'Newsletter' tile that links latest news on your website, this will help to increase website visits
6. A tile for school trips, holidays and term times
7. A tile for letters or information to parents
8. A tile for events and functions to be held at the school

Tile examples:



You could also add other known icons such as You Tube or, for something specific to your school only, you can upload an image of your choice as the tile icon. In a similar way as the above 'Letters to Parents' example. For any more inspiration please speak to your Account Manager.