SchoolInfo
an edlio company

How White Castle Simplified their Communication with SchoolInfo

The Story of White Castle

Location: Louisiana
District: 1 of 9 schools in the Iberville Parish School District
Size: 250 students and 20 teachers
Enrollment has been on the rise for White Castle in the last decade and they are on a mission to keep up with their growing school. Principal, Robert Primus, who oversees all communication within the school saw a need for a mobile branded app for his school but didn't know where to begin.

The Challenge of School-to-Home Communication

Robert believes that school-to-home communication is a vital part of his school's success. Communication is key for everything within the school; he needs to be able to share information with families and get information out to all the stakeholders. That's why it was important for him to find the most effective way to communicate with everyone from teachers, students, families, and community members. During the times of COVID with virtual days and all adjustments that needed to be made, it was even more apparent that an upgrade to his communication strategy was needed. Robert wanted to find a way to quickly get information directly to the people in his school community.

Prior to seeking out a solution, White Castle would make phone calls to families regarding important updates. They quickly found that this wasn't the most effective solution since people tend to not answer numbers they don't recognize. Not only was their audience not receiving their information, but this was taking up the valuable time of the administrators since calls can only be made one at a time. Studies show that when delivering messages through a text you are 70 times more likely to get a response than other forms of communication. When needing to send an important message to a large audience the most convenient way to do it is through an app.

"Everything that's a priority in life, from banking to shopping, people use an app for. That's why we reached out to SchoolInfo because we wanted our messages to go directly to our community's phones right in their pockets."

Why White Castle Chose SchoolInfo

After speaking with a friend of his who is an assistant principal at Liberty in Baton Rouge and a current SchoolInfo customer, he was convinced this was the upgrade he needed. A mobile communication strategy would allow White Castle to reach its audience where they want to receive their information and know exactly who the message is coming from. Since Robert wasn't sure where to begin with getting his school a mobile app, he needed an organization that is available to help every step of the way. When he heard that SchoolInfo would not only just be able to get his school the digital communication tools it needs, but also be able to add content to the app for him, he knew it was the right fit.

How does SchoolInfo Help your School?

Since starting to work with SchoolInfo, White Castle High School's communication strategy has been elevated. They can now quickly get information to the palm of their audience's hands. Not only has it simplified getting messages out to the community, but having an app allows for everything to be found in one place. Students, teachers, and parents can easily access calendars, forms, social media posts, and communicate in 1:1 conversations within the app without anyone having to give out their personal contact information. One thing Robert appreciates about SchoolInfo besides the app itself is the help that he's received and continues to receive from the Customer Success team.

"I commend SchoolInfo and the organization as a whole for their customer service, it's amazing. Any time I called they answered. Any time I had a question, they answered. Anytime I have any sort of difficulty, the Customer Success team is there to walk me through it within minutes!"

Robert's Favorite Feature

"I used to spend every Sunday creating a weekly update about what is going on at the school. So, I really like the fact that the app does it for me and sends it out every week. It also breaks it down and sends out daily messages that let everyone know what's going on each day. That feature is big for me, I like being able to check my calendar in the morning and see all of the events going on each day at the school."

"A mobile branded app is something that is needed within schools in my opinion because it puts everything in one place. I can link any type of document or form. Anything that a parent may need from enrollment to checking grades, to communicating with teachers is all in one place. It opens the line of communication with everyone."

At SchoolInfo, our goal is to make communication simple for districts and schools. We want to make sure everyone in your community has the information they need when they need it.

Ready to make your school's communication effortless? Request a meeting with a member of our team to learn more about the services we offer!

LEARN MORE!