

## Parent Engagement on the Rise at Houston Can Academy *A School Announcement Success Story*

### *The Challenge*

Houston Can Academy was experiencing limited parent engagement and reduced student attendance rates. Parents were failing to pick up their children's report cards and attendance at Saturday tutorial classes were dwindling. With state tests becoming much more rigorous than in previous years, Houston Can Academy staff members were concerned students who missed school would have difficulty passing them.

With no school notification system in place and no easy way to reach out to student families, school administrators began searching for an affordable and efficient way to communicate with parents.

### *The Solution*

Houston Can Academy, along with other schools within the Texans Can Academies group, chose to implement School Announcement's Mobile Command Center.

The [Mobile Command Center](#) provides administrators with on-the-go access to their School Announcement account – allowing users to launch school alerts and send messages directly from their mobile phone or device.

Using parent-preferred communication channels including voice, email and SMS text messaging, School Announcement's mobile app is the quickest and easiest way for Houston Can Academy to reach parents wherever they are.

*"We do everything on the mobile app. It's a phenomenal tool for us. We've seen a huge increase in student attendance and parent participation since we started using it."*

**James Troutman, Ed. D.**  
*Principal*  
*Houston Can Academy*

### *The Benefits*

Since Houston Can Academy started using School Announcement, they've experienced a lot of positive changes within their school community.

Soon after implementation, student attendance rates rose 5% and their **Saturday classes saw a 95% increase in turnout**. Also, by using School Announcement to alert parents when report cards are ready to be picked up, they've experienced a **10x increase in report card distribution**.

Even when Houston Can Academy needed extra volunteers to build a playground, they used the Mobile Command Center to reach out to parents and nearly 60 people showed up to help!