

NEXUS ACADEMY IMPROVES STUDENT ENGAGEMENT WITH SCHOOL ANNOUNCEMENT

The Challenge

School administrators at Nexus Academy were tired of using so many different mechanisms to communicate with parents and students.

They were utilizing a manual phone tree for general announcements, the US Postal Service for monthly mailings, and the local news channel for school closure notifications. These options were time-consuming, costly, and not always efficient.

After a short while, staff members implemented a messaging service called Remind 101. However, its lack of features, reporting and two-way communication capabilities prevented it from being a long-term solution.

After exhausting all of their options, school administrators at Nexus Academy began searching for **one school notification system** that had all the features and functions they needed to communicate effectively.



The Solution

After one of their sister schools shared their positive experience and recommended [School Announcement](#), Nexus Academy decided to sign up for a 12 month contract.

School Announcement enables teachers and staff to send messages to parents and students using communication channels they prefer: **email, voice, text messaging and social media.**

Offering both a web-based version and a [mobile app](#), School Announcement provides users with access to their account no matter where they are.

Messages are sent within minutes and reporting capabilities showcase delivery results in real-time.

The Benefits

Since signing up for School Announcement last year, Nexus Academy's **student engagement rates have drastically improved.**

The ability to store parent and student information within School Announcement has been a key factor. Teachers are able to set up their own groups and send messages when they need to.

For example, teachers can send homework reminders to their students and their parents. This effort has kept both parties informed and accountable.

With a more **engaged student population**, school administrators at Nexus Academy are excited about the future.

"With School Announcement we can send out calls using our own voice, so that personalization is still there. Between that and the message delivery speed, we have the best of both worlds."

Brittiany Sanford
Principal