



SCHOOL PROFILE:

Deerfield Community School
 66 North Road
 Deerfield, NH 03037
 Tech Coordinator: Deb Boisvert
 Serving grades: Pre-K - 8
 Enrollment : 460
 603.463.7422
 www.sau53.org
 MMS user since 1



Computer Resources LLC
 1037 Calef Highway
 Barrington, NH 03825
 888.665.4046
 www.cri-mms.com

Since 1978, Computer Resources LLC has been serving the educational community by developing powerful and reliable school management software. Their staff is comprised of a team of dedicated professionals, including former educators, who are committed to continually refining their software to meet with the evolution of technology and the changing needs of their clients. Through partnerships with service providers such as One Call Now, they ensure that school data management meets the highest standards for quality, reliability, and innovation.

Challenges

Deb Boisvert pressed the End Call key, only to hear the cellphone immediately ring again. She picked up the call and answered questions from yet another concerned parent who had called the school to ask what was wrong. This was the third call in row from a frantic parent, wondering why the school had called. Nothing was wrong, however. Some of the buses were running late and Boisvert had deployed a phone message to let parents know the situation.

Unfortunately, many parents overreact when they see the school's phone number on their Caller ID. They immediately call the school, fearing the worst. This creates a lot more work for the school personnel who have to field these unnecessary phone calls from well-meaning parents. School administrators today need to have a way to get the school's messages across without alarming the parents unnecessarily.

Technical situation

Deerfield Community School had a system in place to notify parents of an emergency, to reschedule an event, or to announce the need for parental involvement. However, their system did not allow the messages to be deployed by the means that were appropriate to their importance. With most phone messaging services, a message about a school in lockdown receives the same treatment as a call to remind parents of a bake sale. "Communicating with our students and their parents would be so much easier if there was a way to send the messages to the right homes, using a method that matched the level of importance," Boisvert said.

Boisvert typically needed to send several messages to student homes every month, depending on the circumstances. From bake sale reminders, to a rescheduled soccer practice, hardly a week passed when some message didn't need to be deployed. Each time Boisvert needed to send a message, she had to edit her student list, one name at a time, to ensure that the appropriate home got the right message. The eighth graders really didn't need to know that the Kindergarteners needed to bring a bag lunch for their field trip to the farm. There had to be an easier way.

Products and services used:

One Call Now

When messages matter, One Call Now delivers. School Cancellations, delayed starts, informational notifications, and more can be deployed within minutes to selected groups of parents or your entire school district.

MMS

For more than thirty-five years, Computer Resources, developers of the MMS Student Information Platform, has offered solutions for student data management. MMS utilizes the most advanced technology for reliable, innovative, and integrated software for public, private, independent, and charter schools.

- Analytics
- Enrollment
- Registration
- Attendance
- Discipline
- Health Management
- Cafeteria
- Assessments
- Scheduling
- Grades
- State Reporting

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Solution

The decision to partner with a parent notification service was not one that the staff of Computer Resources made lightly. The selection of One Call Now reflects many years of ensuring that the One Call Now software met the high standards for reliability and ease of use that clients have come to expect from their MMS software. Computer Resources is as much invested in One Call Now's future as One Call Now is in Computer Resources.

Integration is key when using a parent notification service. The MMS and One Call Now integration is effortless and automatic so the greatest value can be provided to schools. The school staff can define the multiple teams, classes, committees, sections, clubs, and age groups that may appear on their contacts lists which provide for an unlimited number of subgroup rosters to organize the groups within the school so the issue of messages going to the wrong household can be avoided.

Messages can be initialized from anywhere via phone or Internet. The convenient app for messages ensures that users can easily deploy a message, even in the most extraordinary circumstances. Multiple interfaces can be used to match the style, preference, and availability of a target for messaging. Servers and Dialers at 11 locations across the country means if a call fails through one delivery location, it is automatically retried on another set of servers, using another set of carriers to assure fast, reliable delivery.

Benefits

One Call Now eliminates miscommunication while it keeps student's households informed. In a busy school day, the fine line between order and chaos often rests on a school's ability to provide effective and timely communications. One Call Now makes it easy for schools to quickly communicate with parents, teachers, staff, and communities. It's simple to use, efficient, and affordable, regardless of the size of a school's student population, or how frequently it changes.

One Call Now does more than notify parents about attendance, school closings, and delays. It can also:

- Remind parents about school fundraisers or Parent-Teacher Conferences
- Schedule a daily call to homes for absent students
- Use low or negative lunch account balances to trigger a notification message
- Use demographic data to create unlimited subgroups for targeted calling
- Simultaneously deliver information via phone, text, and email
- Notify parents when report cards are ready for viewing
- Beat the rumor mill and relay facts directly from the school administrators

Parents of Deerfield Community School students have embraced One Call Now. They are especially pleased that the announcements can be deployed across varying forms of media. One Call Now messages can be deployed using a telephone, iPad and Android Apps, or via a web browser.

Contact Computer Resources for more information about how One Call Now can be a part of your school's communication plan.