Flyer Connect + Scuola Vita Nuova

PROBLEM
- School communication has not effectively reached families
- A wide language diversity requires translation capabilities.
- Desire to go paperless in communication delivery.
- Past options for communication, robocalls and paper, were ineffective and not successful.

RESEARCH GOALS
1. Survey parents on the extent to which Flyer Connect has impacted how informed parents have become in their child’s education and their satisfaction with the app.
2. Capture teacher/staff opinions on how well Flyer Connect has allowed teachers/staff to deliver school information and engage with families.
3. Gather their feedback on the usability of the app from staff and parents.

METHODOLOGY
- Parent surveys
- Teacher interviews

Flyer Connect (flyerconnect.org)
Flyer Connect empowers families to get engaged with their children’s education and gives schools a simple yet powerful platform to keep families informed and participating.

Fellow: Zuben Bastani

Scuola Vita Nuova (svncharter.org)
Kansas City, MO
Urban elementary charter
K-8

Scuola Vita Nuova has been using Flyer Connect since the fall of 2018
63 parents completed survey in January 2020

School Demographics
308 students enrolled
95% Free & Reduced Lunch Eligible
65% Latinx
20% Black
7% White
8% Asian
64% English Language Learners
Native Languages of ELL students
65 % Spanish
25% Somali
8% Other (Vietnamese, Arabic, Burmese, Swahili)

Pilot School Partner
Jessica DiGiovanni, K-8 Principal
RESULTS

USER ASSESSMENTS

All parents at SVN were sent a survey through the Flyer Connect app that asked their opinions on how well the app has informed them on school related matters and their general satisfaction with the app. In every indicator, the majority of parents reported being “satisfied” or “extremely satisfied” and 80% of parents reported that they receive school communication “more frequently” since using the Flyer Connect app.

COMMUNICATION

Since downloading the Flyer Connect app, how frequently do you receive school communication compared to before you downloaded the Flyer Connect app?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More frequently</td>
<td>80%</td>
</tr>
<tr>
<td>About the same</td>
<td>20%</td>
</tr>
<tr>
<td>Less frequently</td>
<td>0%</td>
</tr>
</tbody>
</table>

INFORMATIVE

Not at all informed (0)  Extremely informed (5)

How informed do you feel about school information with the Flyer Connect app?

<table>
<thead>
<tr>
<th>Informed Level</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>3.5</td>
</tr>
<tr>
<td>Extremely</td>
<td>4.3</td>
</tr>
</tbody>
</table>

How informed do you feel about what your child is learning in the classroom on a day-to-day basis?

<table>
<thead>
<tr>
<th>Informed Level</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>3.6</td>
</tr>
<tr>
<td>Extremely</td>
<td>3.5</td>
</tr>
</tbody>
</table>

USEFULNESS

Strongly Disagree (0)  Strongly Agree (5)

Flyer Connect has made me more aware of how well my child is progressing along academic standards.

<table>
<thead>
<tr>
<th>Usefulness Level</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>3.5</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>4.2</td>
</tr>
</tbody>
</table>

How informed do you feel about events happening at your child’s school?

<table>
<thead>
<tr>
<th>Informed Level</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>More frequently</td>
<td>80%</td>
</tr>
<tr>
<td>About the same</td>
<td>20%</td>
</tr>
<tr>
<td>Less frequently</td>
<td>0%</td>
</tr>
</tbody>
</table>

Flyer Connect tells me how to get the resources I need to help my child.

Because of the information coming from Flyer Connect, I feel confident in my ability to support my child’s learning at home.

<table>
<thead>
<tr>
<th>Confidence Level</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>3.6</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>3.5</td>
</tr>
</tbody>
</table>

Teacher Feedback

- “It gives a bridge to teachers to share a message and know that parents will be able to understand in their native language.”
- “SVN has always had strong family engagement. However, with Flyer connect it has improved because families are able to see event information immediately via their phone, instead of having to wait via the mail to get a notification or via their students.”
- “Flyer Connect has been a great support in collecting paperwork needed for students to attend field trips. Right after the notification, parents will stop and drop off the paperwork at SVN or provide it to their students.”

Parent Feedback

- “Que puedo estar al tanto de todo lo que está sucediendo con la educación de mi hijo.”
- “The flyer connect app keeps me updated even when I haven’t checked it.”
- “Puedo asegurar que estoy muy bien informando!”
- “I like this app because I receive every information very quickly.”
- “I like how easy it is to use.”

PRODUCT MODIFICATIONS

Scuola Vita Nuova is adopting Flyer Connect’s private messaging feature based on feedback from families.