

KIPP partners with Flyer to Engage Families and Support Students

“Research shows that schools that engage families find that their students earn higher grades, score higher on tests, develop better social skills, and are more likely to persist to and through college graduation.”¹



Improving Family Engagement

KIPP schools are well-known for implementing innovative ideas that help students learn more effectively. The values that drive KIPP’s approach include Team and Family, encompassing students, families, staff, and the community.

Increased family engagement was the goal when Zuben Bastani created Flyer. Frustrated by the fragmented means of communication by schools including flyer-stuffed-backpacks, missed emails, auto-dialers, teachers’ notes, and inaccurate recounts by kindergartners, Zuben’s intent was to create a mobile app that is a ***one-stop-shop for school information and communication for every type of family, regardless of their income or language.***

“Even when families don’t have Internet access most have smartphone access, and that’s why we feel Flyer is the best for family engagement.”

-Laura Laffoon, KIPP Colorado Director of Regional Operations

Families were Missing Out

Although communication has been a key priority, KIPP still had challenges. Using email, web sites, Facebook, robocalls, and texts was not only time consuming but messages still did not reach a majority of families.

Many families don’t have Internet access at home or use email. Robocalls might be missed, cut off, or repeated. Thus, parents miss out on events, important school announcements, classroom updates, and sports practices.

An Approach for Everyone

Flyer approached KIPP with their app that ***reaches families through their smartphones.***

“Even when families don’t have Internet access, most have smartphone access, and that’s why we feel Flyer is the best for family engagement,” said Laura Laffoon, Director of Regional Operations at KIPP Colorado. “Flyer is really responsive and flexible when we have requirements specific to our school needs. The security is an easy opt-in instead of cumbersome logins and passwords.”

For example, staff found that it helped them *save time with registration and absences*. “Flyer's app made communicating to families simpler for both our school operations team and parents (they simply download the app once). Better still, Flyer consolidated our communications efforts, giving us one place to easily create and quickly send messages via the app,” said Chris Haid, Regional Director of Research and Analysis for KIPP Chicago.

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-Caitlin Chew, Assistant Principal of Operations, KIPP NE Elementary

Students use it too when communicating with teachers and for college planning. Some students are even working with Flyer to add anti-bullying resources to the app.

To ensure everyone could locate and use Flyer, the operations team at KIPP Northeast Elementary made *downloading the Flyer app a step in the registration process*. This communicated to families that the app is part of the school culture and the best way to stay in touch.

“I’ve recommended Flyer to other schools. There’s so many features unique to the Flyer app,” said Caitlyn Chew, Assistant Principal of Operations, KIPP Northeast Elementary. “It’s a great one-stop shop for families to make sure they’re informed about their child’s education. We post the lunch menus, bus schedules, manage attendance, and families can post pictures of their kids getting ready for a spirit day.”

KIPP School’s mission to incorporate Family and Team in its culture is clearly dedicated. With a focus on solving communication challenges they’ve become a model that’s easy to replicate for any school looking to improve family engagement.

1. <http://www.kippcolorado.org/approach/Community-Engagement.cfm>

Contact us to learn how Flyer can help your families

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