d6 | technology

d6 | technology
(021 880 0185 | f 086 440 1279
Technopark, Elektron Road, Octo Place, Block B, Unit B10, Stellenbosch, 7600

KENRIDGE PRIMARY CASE STUDY

Jenny Goslett:
"When I first saw the School Communicator (demo), I was not convinced that it would work for our school. My second impression, after taking over the job of doing the school bulletin, was very positive. I realised that much of the time which I was spending on compiling the bulletin, could be saved."

The following was taken from an interview with Jenny Goslett.
Jenny is a teacher at Kenridge Primary and Head of Administration and IT.

BEFORE THE SCHOOL COMMUNICATOR

Approximately 1 300 newsletters were printed weekly! Each week, the teachers were under pressure to get the news to the communication department by a certain time. If members of staff missed the deadline, their news would only be included the following week.

Jenny received about eight pages of news per week. Formatting this news would take her about three hours. Once designed, the newsletter would be passed on to the secretary to print, count out and place in the class teachers' pigeon holes. These would in turn be handed out to the pupils. Many of these newsletters would not even make it home!

By using the School Communicator, this task now takes Jenny only a few minutes.

IMPLEMENTATION OF THE SCHOOL COMMUNICATOR

Within a few weeks, the school reduced its paper trail to almost zero. The School Communicator installer CD, together with a covering letter, was sent to the parents who were informed that printed newsletters would no longer be sent out. As Jenny said, "The parents adapted to this system very easily."

Since then, at every Orientation Day, the Communicator is presented and the use thereof explained. The principal also informs the parents that the School Communicator is the only way in which Kenridge communicates information to parents.

LIFE WITH THE COMMUNICATOR

- Current news goes directly onto the Communicator, minimising the teachers' work and alleviating the pressure of deadlines, which is most appreciated by the members of staff.
- News is uploaded and available to parents within minutes.
- It is an effective tool used by the school daily.
- Parents can rely on the Communicator, knowing that all news and information is in one place.
- Information can also be placed on School Communicator from home, over the weekend, should the need arise, e.g. to inform parents that a tour group has arrived safely at a destination.

Sandy Smith, the principal of Kenridge Primary, sums it up by saying: *"School Communicator is a comprehensive, efficient communication tool. It enables us to not only send out quick alert messages, but it also allows parents to access information about all aspects of school life. In a big school like ours, it has proved to be the most effective manner of communication. An added bonus is that we do not have to print newsletters or bulletins, thereby saving paper."*

SAVING MONEY

Before introducing the School Communicator, the school printed approximately 1 300 newsletters per week. On average, working on 2 pages printed on both sides, and a newsletter being sent out 40 times a year, the school estimates that they were spending over R25 000 on the newsletter alone. This full cost has been saved.