

connectus

# connecting schools, parents and staff

Increasing engagement by putting  
the important information in the right  
place at the right time



# Good parental engagement improves outcomes

It's a well-known fact that parents who are engaged in their children's education have a hugely positive effect: on attendance, behaviour, educational outcomes and staff satisfaction.

**conectus**

the simplest and most effective  
parental engagement platform!

What is less well known is how frequently senior leaders and parents actually hold differing views about how well the school communicates and engages parents.

Schools frequently believe they offer good levels of parental communication and make it easy for parents to engage with them. On the other hand, many parents feel the school doesn't make them feel involved in their child's learning and doesn't always make it easy for them to receive relevant, timely information.

ConnectUs is focussed on using simple, effective technology to help improve communication between your school and its parents:

## School App for Parents

Put the information you need your parents or staff to read right in the palm of their hand!

## Parent Meeting Service

Simplify your parents' evenings with online appointment bookings to streamline administration and increase attendance.

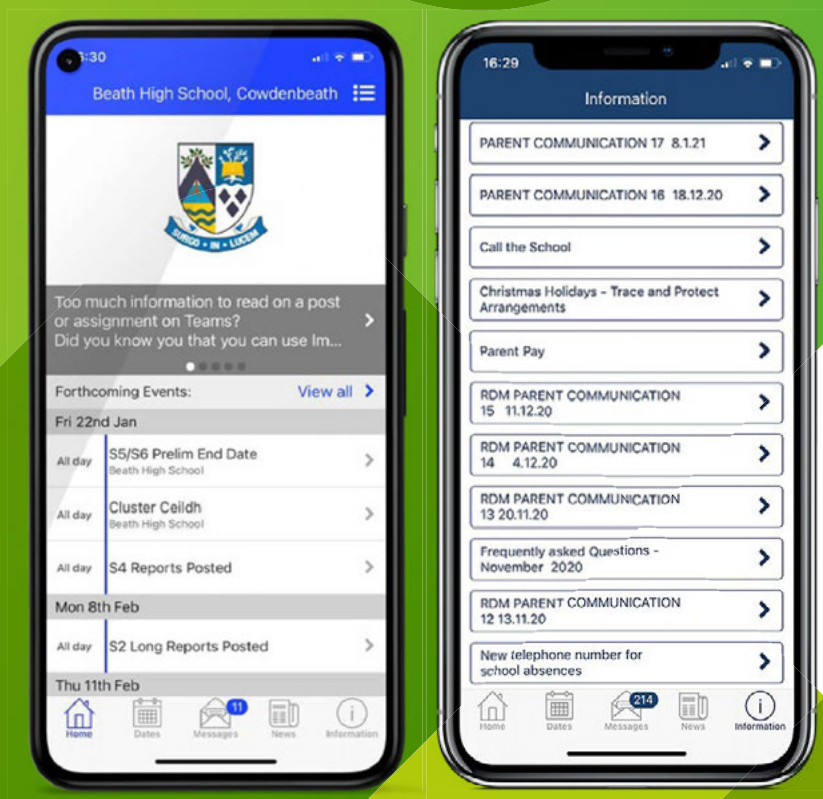
## School Websites

With a professionally designed school website, fully integrated with School App, enter the information once and it appears everywhere you want it to!

Combining our three services enables you to have all your school communications in one fully integrated system, ensuring seamless, professional communications with parents and staff at all times.

# School App for Parents

The ConnectUs App provides your school with the safest and simplest engagement platform, enabling you to communicate with parents and staff, groups or individuals instantly.



friendly, helpful, supportive  
– whenever you need us!

School App for Parents will save you money and admin time whilst significantly increasing parental engagement across the school.

We can have your School App account set up in less than an hour so that you can start communicating with your parents or staff straight away!

**SEE** for yourself...

## Simple to set up

It even integrates with your school management information system via our Wonde integration.

## Easy to use

Staff will be comfortable and competent to use the School App after minimal training. To date we've trained over 6000 people!

## Effective communications with your parents and staff

School App will help ensure all parents are kept fully up-to-date with all the important information, dates and news you want to share with them.

## News

Add whatever news items you want and have them instantly displayed in the app. Link to your school Twitter account so that all school Tweets appear in the app or add any RSS feeds to provide live news...

## Dates

Simply add in school term dates, non-pupil days, forthcoming events etc. so that none of your parents or staff miss anything. Connect your school calendar and automatically add any dates you enter in the app to your school website...

## Messages

Send unlimited free messages of up to 1,600 characters directly to parents or staff. Messages will appear instantly in the app ensuring recipients receive them quickly and securely. Send to everyone at once or only to the groups or individuals you choose. You can even schedule messages in advance!

## Information

Add in newsletters, contact details, links to your website, useful telephone numbers, policies, etc. so that parents and staff have instant access to them at anytime, anywhere.

## Staff Communications

Set up secure staff message groups, departmental groups or leadership groups so that staff can only see the information appropriate to them.

**The launch of your app is critical to ensure parents and staff are on board. When you become a customer you'll be supplied with:**

### **An outdoor vinyl banner –**

Perfect for your playground to make sure parents are aware of your new School App. We even provide cable ties!

**A5 Leaflets –** For you to hand out to everyone explaining what the School App is and how to download it.

**Pens –** For the admin team. Everyone loves a pen.

We even throw in a packet of biscuits for the staff room!



# Parent Meeting Service

The ConnectUs Parent Meeting Service makes setting up and running your primary school parents' evenings so much easier! SEE for yourself the benefits this service provides...

Hi David,

You have been invited to attend the P1 Parent Meeting with Mrs Smith on 01 Feb 2021 17:00-19:00 at Zoom/Microsoft Teams.

Zoom/Microsoft Teams link/Any additional notes can be added here

Please click on the link below to select a convenient time to discuss your child's progress.

[Book A Time Slot](#)

Please do not reply to this email, if you have any queries please email [school@email.co.uk](mailto:school@email.co.uk).

With kind regards,

Mrs Smith

29 Jan 2021

Please select a 5 minute timeslot from below:

13:00	13:05	13:10	13:15	13:20	13:25	13:30	13:35	13:40	13:45	13:50	13:55
14:00	14:05	14:10	14:15	14:20	14:25	14:30	14:35	14:40	14:45	14:50	14:55
15:00	15:05	15:10	15:15	15:20	15:25	15:30	15:35	15:40	15:45	15:50	15:55

Unable to attend

If you cannot attend any of the available slots please click the button below:

[I can't attend this event](#)

Simple to set up. Easy to use.  
Effective engagement with parents.

## **Simple** for your staff to deploy with little training required

We can have your school account set up and your first parent's evening live in under 30 minutes!

## **Easy** for your parents to use and understand

It is based on technology that they already use in their day to day lives, making parental acceptance and take up quicker than ever

## **Effective** for everyone

Our parents meeting service has been proven to increase parents' evening attendance, keep evenings on schedule and save staff time whilst reducing costs

Create your parents' evening in a matter of minutes! Set the dates and times, appointment lengths and which classes or year groups should attend, then publish it to parents so that they can book appointments at times that suit them! Parents then receive automated emails, which helps reduce admin time whilst minimising no-shows!

No more exchanging slips of paper between teachers and parents via 'pupil post'! No more irate parents complaining about appointment times. No more evenings failing to run to schedule. What's more, staff can view appointment schedules and see who hasn't booked yet.

Fully GDPR compliant to ensure your personal data is always protected, the Parent Meeting Service from ConnectUs makes things simple for parents and school staff alike.



**GDPR COMPLIANT**

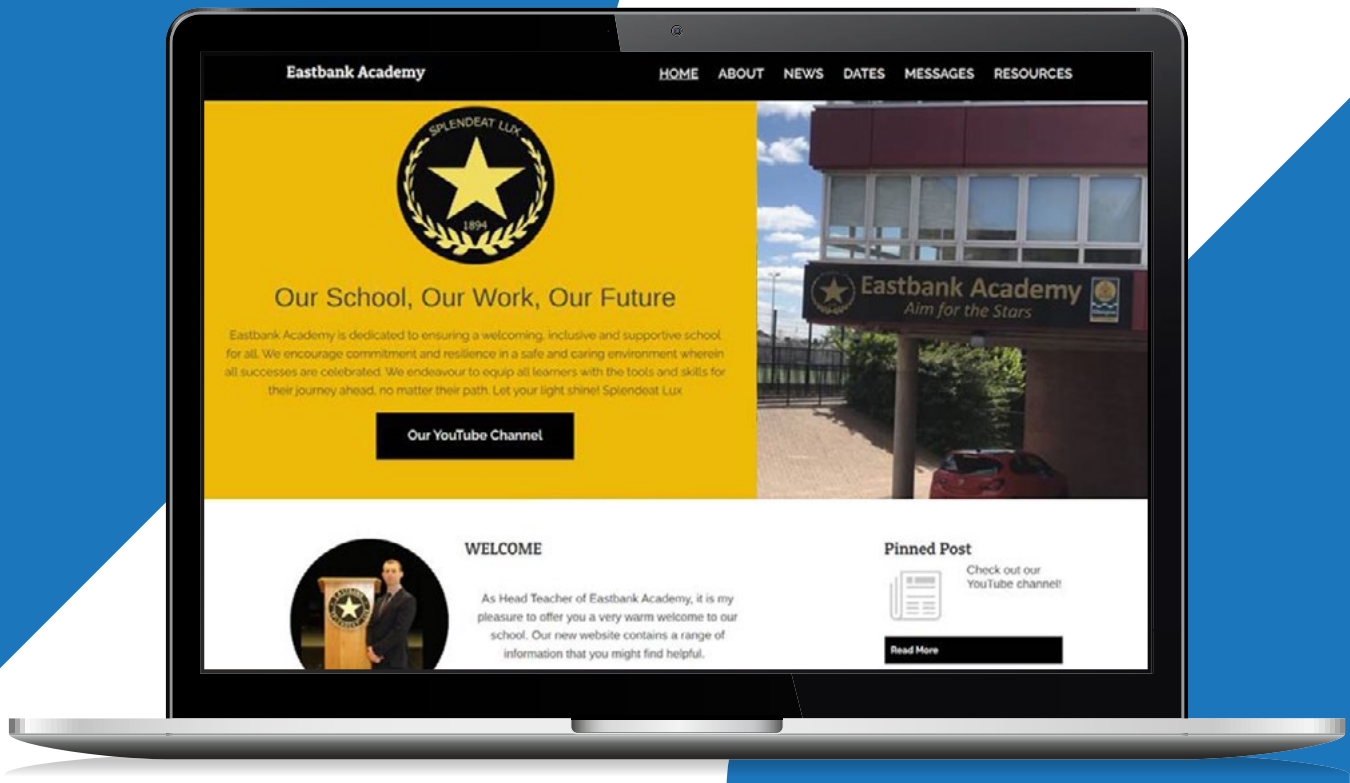
Fully GDPR compliant to ensure your personal data is always protected, the Parent Meeting Service from ConnectUs makes things simple for parents and school staff alike.

# Fully integrated websites

A complaint often levied at schools is how out of date some of the content can be on their website – not to mention how dated or even unprofessional a website can make you appear.

Beautifully designed, easy to  
manage, effective for everyone





ConnectUs delivers simple yet beautifully designed school websites and makes them as easy to manage as possible, significantly reducing admin time.

Fully integrated with the School App for Parents, our websites remove the need for double entry of information and ensure your parents are fully informed at all times.

SEE how a modern, professional school website you can be proud of has a positive impact on parental perception and engagement.

Simple for your staff to deploy with minimal training required. We can have your school website set up and made live in no time

Easy for relevant staff to use, ensuring it can be kept up to date and relevant with almost no work at all

Effective for everyone. Your school website will be automatically updated with key dates, events etc. and you can add news, important information, documents, images etc. to ensure your whole school community is kept informed whilst meeting all statutory requirements

Your website can be accessed on any device – laptop, PC, tablet or smart phone and is easy to navigate for parents.



**GDPR COMPLIANT**

Fully GDPR compliant to ensure all personal data is protected, the website service also meets all OFSTED guidance.

# Why Choose ConnectUs?

## Our Values

It's a well-known fact that parents who are engaged in their children's education have a hugely positive effect: on attendance, behaviour, educational outcomes and staff satisfaction.

**connectus**

friendly, helpful, supportive  
– whenever you need us!

## We simplify

School life and home life are complicated enough. Our technology and our processes make things easy. We develop products with the features you need and refuse to charge you for things you don't.

## We care

We believe passionately in what we do and strive to help our customers make a difference every day. We always do what's right for you: we are ethical and transparent in our dealings.

## We take a personal approach

We are committed and proactive and take accountability for our actions. We believe in developing and nurturing strong relationships with our customers. We acknowledge the value that each of our backgrounds and experiences brings.

## We're supportive

We put our customers first. We listen and go the extra mile to ensure our customers are happy. We demonstrate kindness in words and actions, to you and to each other.

## Our Team:

Mick Empson is a hands-on managing director and the founder of ConnectUs who saw an opportunity to help schools embrace emerging technologies to facilitate improvements in parental communications.

He quickly understood the need to take what can often be complex systems, simplify them and make them as easy as possible to use, not just for parents, but also for busy school staff.

Even though ConnectUs now has hundreds of school customers, Mick still leads from the front and still delights in visiting schools, spending over half his time in direct contact with customers.

Mick is not only concerned about looking after customers, but also his stellar team. Making sure everyone is looked after and is happy pervades the culture of the entire business and is one of the reasons the company boasts such high customer satisfaction scores.

## We look after you as if you were part of our family.

Initial training, online resources, always on customer care, unlimited free refresher training – these all go towards ensuring that you enjoy using our services and can make the maximum use of them as easily as possible. We will always 'go the extra mile' for you, as evidenced by our customer reviews, and nothing is ever too much trouble.

Feb 2019 ★★★★★

It's fab! I have recommended it to several schools.

**Jodie**

*Thomas Willingale Primary School and Nursery, UK*  
Used parental engagement app for 18 months

Feb 2019 ★★★★★

Very easy to use and help is always available when you need it.

**Irene Snedden**

*Blackness Primary School, UK*  
Used parental engagement app for 12 months

Feb 2019 ★★★★★

This is an outstanding way to reach our parents and so easy! Our parents love the instant messaging and now state communication in our school has improved 100%.

**Angela Gibson**

*Crawforddyke Primary School, UK*  
Used parental engagement app for 12 months

Jan 2019 ★★★★★

Great service, help always when needed, lovely people, very professional, great idea to inform parents, easy to navigate app plus website, great design of app.

**Magdalena Landziak**

*Athea National School, Ireland*  
Used parental engagement app for 12 months

Jan 2019 ★★★★★

Excellent service and easy to use.

**Suzanne Hughes**

*Douglas Primary School, UK*  
Used parental engagement app for 12 months

**Contact ConnectUs**

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**info@connectustech.com**

**www.connectustech.com**

