

## Case Study

# SchoolMessenger CustomApp: Alamo Heights ISD, Texas



## Keeping Busy Parents Informed, Connected, and Engaged

As one member of a “one-and-a-half person” communications team, Patti Pawlik-Perales always has things to do. However, she’s always looking for new ways to engage parents. That’s why she began looking for a custom mobile app solution for her district in 2013.

“We wanted to offer our customers another way to access district information,” Pawlik-Perales explained. “We wanted a communications source that was a great tool for parents, easy to navigate, colorful, and highly functional.”



After researching many companies’ offerings and comparing costs, Alamo Heights ISD chose SchoolMessenger CustomApp for their district app. “Being able to integrate our notification and app was a key reason we went with SchoolMessenger,” Pawlik-Perales said. “It was a great next step as far as what they offered.”

Alamo Heights was pleased that SchoolMessenger CustomApp was priced with the school district’s needs in mind. “SchoolMessenger allowed us to save money in a time of state budget cuts,” Pawlik-Perales said.

As far as the design and build process, Alamo Heights thought that SchoolMessenger was efficient and consistent. “This is the first time I’ve ever developed an app, and the SchoolMessenger team went over and above to help me,” Pawlik-Perales said. “They were always there.”

Thanks to SchoolMessenger CustomApp, Alamo Heights is helping everyone from PTO members to alumni stay connected. “The app makes it so much easier for people to access district information,” Pawlik-Perales said. “With the staff directory, parents can just call staff directly instead of calling the school. Also, some people don’t want to have their own Facebook and Twitter account, so they like that they can go to the app and get the latest news from the district.”

Perhaps most importantly, Pawlik-Perales uses the district’s SchoolMessenger CustomApp to discover what people really care about. For example, parents and alumni love the sports section of the app. “It keeps them connected and they communicate that back to us, which allows me to keep my finger on the pulse of what our community wants or needs,” she said. “We try to be in as many places as we can with updated information. The app is one more tool we can use to communicate with parents.”