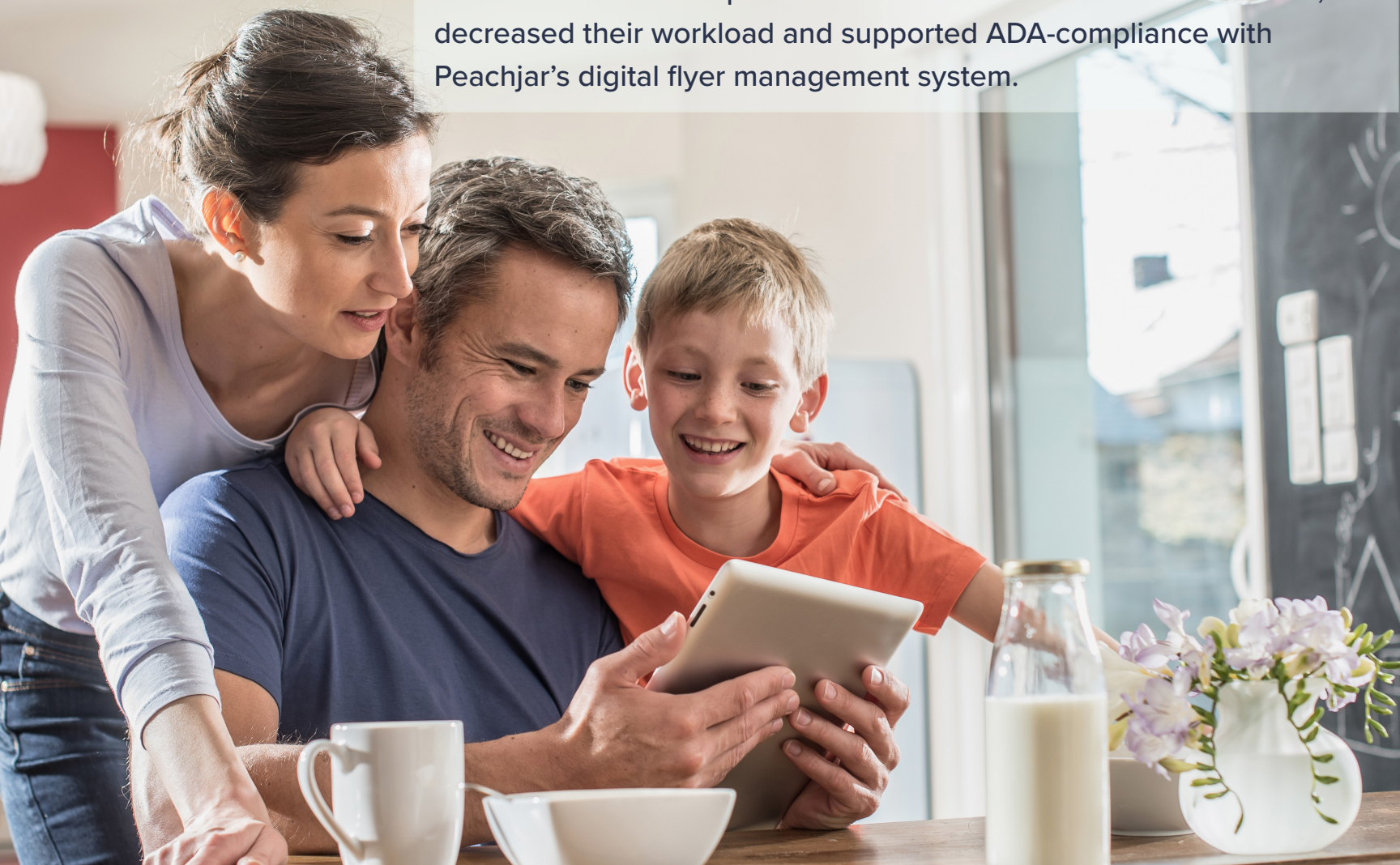




Peachjar Takes Digital Flyers to the Next Level of Efficiency and Parent Engagement

See how 3 districts improved their school-to-home communication, decreased their workload and supported ADA-compliance with Peachjar's digital flyer management system.



www.peachjar.com

Executive Summary

School districts nationwide are looking to modernize the way they reach parents with school and after school information. In an attempt to solve this issue, some have turned to managing their own digital flyer system by creating websites with links to flyers for parents to click to view. While this does limit their paper usage, in most cases parent engagement decreases as digital flyers are rarely sought out on the website. Additionally, these flyers are typically not ADA-compliant and are sometimes displayed as text links rather than as eye-catching visuals right on the website. And while digital newsletters sent by schools individually are great for informing parents about current happenings, they are merely a fraction of the multiple sources of school and after school information typically sent home to parents via other methods of distribution. **Peachjar enables schools to manage flyer distribution from their district, schools and community organizations in one ADA-compliant, centralized platform that sends flyers directly to parents as images rather than links. Parents can simply click to sign up for activities and events, and administrators and community organizations can track metrics on every flyer in real time.**



Problem

School districts have long passed out paper flyers to inform parents about important school and after school information. This process required schools to copy, sort and distribute flyers to the teachers, who then passed them out to students in hopes that they would make it home. Additionally, community organizations such as the YMCA, Girl Scouts and Little League would drop off stacks of their paper flyers to be included in this distribution. This left school staff the task of, not only sorting through and distributing school flyers, but community organizations' flyers too. **The result was a very time-consuming, environmentally unfriendly process with no way to determine if the flyers ever actually made it home to parents.**

School districts looking for a better solution implemented their own digital flyer systems. In many cases, this entailed someone at the district manually uploading both internal and external flyers to a location on the web, and then providing parents with a landing page with a list of hyperlinks to click and view the flyers. Typically, this was paired with an email newsletter that was sent to parents with a link to view the flyers on the page. This process, while eco-friendly, posed many new problems. First, without someone doing this both at the district level and at each of the schools, the **schools were missing out on information specific to them.** Second, **parents rarely visited the page to view this type of information, and when they did, the lack of visuals made it hard to quickly see the information.**

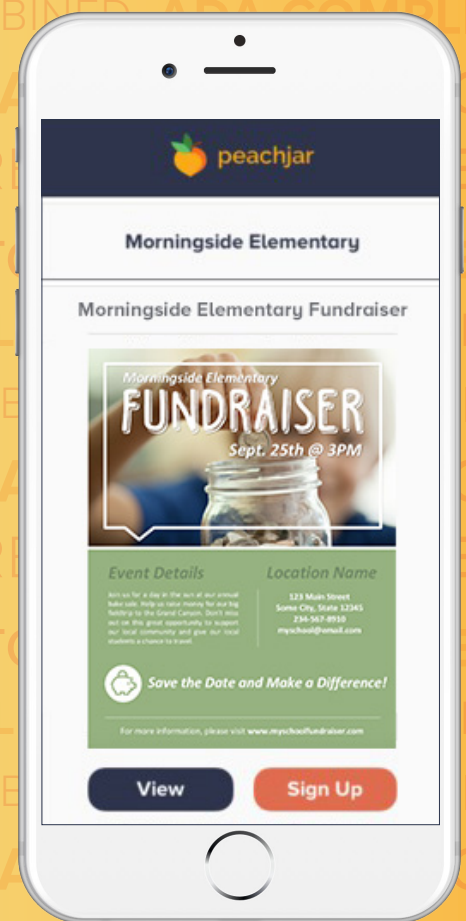


Third, the process was still very manual and time-consuming for those who managed it, requiring **those involved to aggregate flyers from multiple sources, upload them and remove them once they had expired.** Lastly, these materials were **rarely accessible to visually impaired individuals and did not follow the Web Content Accessibility Guidelines (WCAG) 2.0 A & AA standards** that school districts must now follow for all digital content on their site.

Solution

Peachjar is an all-encompassing digital flyer management tool that enables flyers from multiple sources to be submitted for quick and easy digital approval and distribution to parents. **What was once a manual, often disorganized process becomes much more automated and allows for each school to distribute information pertinent to their students.** Flyers uploaded by the school and district are **combined into a single, daily email to parents containing images of the flyers and are posted to each school's flyer landing page.** Additionally, community organizations submit their flyers for approval, and upon approval by a designated district or school member, they are combined with the school flyers and are emailed to parents in a section of the email just below the school flyers. **Flyers have the added benefit of including a selection of call to action buttons,** including Learn More, Sign Up Now, Download the App, Donate Now, Email and Call Now – **making flyers more actionable than ever.** Peachjar even enables schools and community organizations to **view metrics on their flyer distributions to track parent engagement.** **Peachjar's solution is fully accessible and meets WCAG 2.0 A & AA standards as set forth by the Office of Civil Rights. Additionally, Peachjar has adopted the Accessible Internet Applications (ARIA) to ensure even more widespread access.**

Other added benefits of utilizing Peachjar for digital flyer distribution include regular improvements to the system, advanced security measures, a modern user interface and top-notch customer support for schools, parents and their community organizations.



CASE STUDY 1

Blue Valley Schools



37
SCHOOLS

Blue Valley Schools in Kansas has been using Peachjar since June of 2016. Prior to Peachjar, the district and schools posted flyers as links on their district and school websites, followed by a weekly email to parents containing links to view flyers on these pages. The approval process was managed by one person for 33 schools. Once approved, every flyer was manually uploaded and removed by the website specialist.

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“Choosing Peachjar was a game-changer for our schools and community,” says Shelli Palacio, Volunteer Coordinator and Community Relations for Blue Valley Schools. “Our previous process was a time-sucker to manage. Schools are happy we made the change because school and community flyers live on one system, are accessible anytime, anywhere, by school with a customized delivery schedule for parents. The approval and distribution process for flyers is now a breeze with results that are better than ever.”

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CASE STUDY 2

Round Rock ISD



56
SCHOOLS

Round Rock ISD in Texas has been using Peachjar in their 56 schools since August of 2016. Prior to Peachjar, each of the schools were doing their own flyer distribution with a mix of paper and digital.

For the digital schools, flyers were scanned and uploaded to Google Drive and links were provided on a school landing page. This page was rarely sought out and didn't allow an easy way for flyers to be disseminated to all schools. For the schools that handed out paper, there was a notable inequity between those schools that had more parent volunteer help and those that did not. Ultimately, The mix of paper and digital communication methods resulted in parents who were not well-informed about school and community programs and events.

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“By centralizing flyer management and enabling the district and community partners to distribute to all schools, Peachjar has brought consistency and equity to our school sites,” says Mark Kania, Webmaster for Round Rock ISD. *“Not all of our parents are on social media, so Peachjar has provided us a channel to really get services into the hands of the parents who need them.”*

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“Peachjar has really helped get our schools out of the paper flyer delivery business,” says Dianne Foletto, Community Relations Marketing for Round Rock ISD. *“Our staff and teachers spent far too much time scanning, sorting and distributing paper flyers, now they have time to do more important things!”*

CASE STUDY 3

Olentangy Local School District



Olentangy Local School District in Ohio has been using Peachjar since April of 2017. Prior to Peachjar, they used their own digital flyer management system that consisted of a page on their district website with links to PDFs. Parents were alerted to the flyers via an email sent through Mailchimp with a link to view the flyers. The process was labor-intensive and required someone at the district to upload the flyer in multiple locations, often to 15 separate sites. A staff member would later be in charge of remembering to remove the flyers once they had expired.

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“Distributing flyers in a visual manner was what peaked our interest about Peachjar,” said Carrie Ahmed, Administrative Assistant for Olentangy’s communication department. *“It’s also so much easier to distribute flyers now. We only have to upload the flyer once and select our schools, and then flyers are automatically removed when they expire.”*

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Prior to Peachjar, email subscription rates were low because parents had to opt-in to receive notifications. *“I don’t think a lot of parents knew about the flyer page,”* Carrie stated. *“Now with Peachjar’s opt-out subscription, so many more parents are in the know. Furthermore, now that it’s easier to select which schools receive particular flyers, parents have said they feel they are getting information that is more pertinent to their child and school.”*

Conclusion

School districts already use modern digital tools to manage many facets of their school district, including their website, learning management, student information systems and district apps. Peachjar enables schools to streamline and improve their flyer distribution, while also complying with government regulations for accessible content. **By managing flyer distribution all in one platform, school districts have better control over the information that reaches parents, flyer distribution is more consistent across the schools and parent engagement is increased.**

For More Information

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