



mIND cIRCUS INNOVATIONS  
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# i school

Concept Note & Features.

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Prepared by mIND cIRCUS INNOVATIONS.



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# iSchool



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## Personalized, targeted and tracked:

Parent Communication made simple.

- 1) Do you need an easier, more reliable way to send documents and notices out to parents?
- 2) Is your current parent communications just somehow not quite 'delivering'?
- 3) Is gathering and collating parents' responses an administration headache?

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**iSchool** solves these problems.

It will make it easy to communicate with parents electronically, and easy to gather their responses. It will keep parents up to date with emails and text messages and it provides every parent with a private online 'webspace' where they can view a permanent record of all their relevant school notices

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## Parents want better communication.

**i**school will provides a comprehensive package encompassing **email, SMS and web-based** access to critical information related to children.

**i**school 's data capturing systems will be flexible and should be designed to integrate with existing school systems and data, and so requires very little work to set up and maintain.

Powerful recipient targeting makes it easy for teachers to send a message to all parents of any student grouping such as a class, year group or subject set.

An optional approval process allows for checking by senior or administrative staff where appropriate. Detailed logs show at a glance who has read - or not read - any specific publication.

Parents manage their own contact details and preferences, and the school is automatically notified of changes.

Parents receive only targeted, relevant messages from the school and always have their own online 'mailbox' to click through to for a complete view of all their school messages.



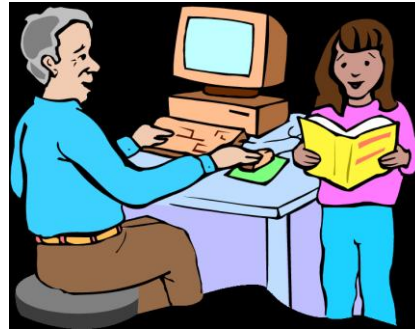
## Features at-a-glance

- Emails, text messages and a private online message , publication & Information store for every parent.
- Tailored to your existing image for a professional, consistent look.
- Range of parent response options - gathers replies in a structured, manageable way.
- Powerful recipient targeting - easy to send a message to all parents of a specific class or group, build a new set, or simply select individuals.
- Reads contact data and student groupings directly from an MIS - no separate database to maintain, easy to keep up to date.
- Integrates with an existing portal or extranet.



## Communicate better with Ischool

- school alerts
- take home notices
- newsletters
- flyers
- homework
- announcements
- classroom websites
- pta/pto websites
- news
- Results
- Marks
- Notices
- email alerts
- mobile alerts
- desktop alerts
- browser alerts
- Facebook alerts
- Twitter alerts





## Ischool in detail

Ischool will be much more than an communication system.

It is an inclusive service which parents, staff and pupils can all engage with to dramatically improve school communications.

### Secure web-based mailbox

- Ischool provides a secure online mailbox or 'webspace' for all users - all relevant school messages and publications in one place, always there to refer back to.
- Nothing gets lost, and nothing goes astray.
- Publications are 'live' - so they may be added or withdrawn instantly, and changes to recipient groupings or filters can be applied with immediate effect.
- Email notifications and text messages
- Parents - and students, governors, any other users - may configure their own email alerts at as many addresses as required - e.g. immediate notifications to a work address; weekly communication summaries to a home address.
- The emails link straight through to the online webspace for further detail and responses.

### Easy to use

Ischool runs in any standard web browser; no plug-ins, downloads or other add-ons are required.

Parents with more than one child at the school have their student accounts linked together to see all their publications within one mailbox.

### Parent responses

Choose from a range of response options including a form/message, a URL to click or an email reply to the publisher.

Responses are logged for easy reference and for export to other systems.

See at a glance who has and who has not - read and/or responded to any publication.

### Powerful recipient targeting

Ischool will offer a wide range of options for targeting specific recipients. Send to 'parents of class 1A' or build a custom filter combining subject, club members or individuals.

Make your selection based on students' group memberships, then choose whether to send the publication to the students, their parents, or both!

### Integration

We should be able to Link directly to the existing MIS (Digital or Paper)- easy to import and maintain any number of sets, classes and other student groups.

May also be integrated into an existing school portal, showing latest ischool messages within it.  
Professional and consistent branding

### Staff access

Various 'levels' of staff accounts with different data access and publishing rights - e.g. some teachers may publish directly to parents; others' publications need to be approved by a senior member of staff or communications co-ordinator before being sent.

Hosting and comprehensive support

Ischool will be provided as a hosted, managed and fully supported application which takes the strain away from your school's network.



## School Wide Admin Features

### **Send School Wide Alerts To Parents & Students**

The school alert feature is a great way to convey important school alerts such as school closings, delays, and emergencies. When an alert is posted, it is received by parents and students in a variety of ways (school pages on and school website, email, mobile devices text message, desktop alerts, interactive TV, and 3rd party social networking websites).

### **School Wide Take Home Notices**

Helps schools get greener as it allows an admin to post and maintain paperless Take Home Notices from the school.

No more excessive printing costs and paper waste.

Every time a take home notice is posted, such as "New Cell Phone Policy," parent/student subscribers receive an alert that a new notice is posted via email and mobile device, and the notice is posted on my..

Notices can be uploaded as a file, or for more simple notices, the site can build and post a take home notice from scratch and store it in PDF format.

### **School Wide Announcements / News Ticker**

The School News Ticker allows an admin to post school announcements on your school's student/parent school pages.

The News Ticker is a great way to convey non-critical school news such as sports scores, upcoming events, long term notices, etc.

### **School Wide Admin Console**

A single point of administration is given with a school wide account. A school wide admin has the ability to manage school wide account information, teacher/user accounts, and school content subscribers. Also, the console is used to communicate school related alerts, notices, and announcements.

