

# Schoolgateway

Your school has invested in the best parent engagement app available in the UK, now make sure you're enjoying all of the benefits School Gateway has to offer by getting your parents on board.

## Step 1: Launch

Here we'll provide you with resources to let your parents know about the benefits of School Gateway. This includes wording for your website and newsletters, case studies to show you how other schools managed to get the vast majority of their parents on board, as well as some hints and tips.

[Launch School Gateway](#)

## Step 2: Promote

You've launched School Gateway and your parents love it, but there's still a few parents who aren't yet using the app. Here we'll show you how to chase those parents who have slipped through the gaps and encourage those parents who may be wary of taking on a new piece of kit.

[Promote School Gateway](#)

## Step 3: Maintain

By this point, the majority of your parents are happily using School Gateway, but be sure to maintain their interest by reminding them of all the benefits School Gateway offers them, their children, and the school. Find resources on best practice and how to use School Gateway to make sure your parent engagement really is outstanding.

[Maintain School Gateway](#)

## Step 4: Launch (again?)

That's right. These steps are cyclical, as every new academic year brings new parents. We're constantly improving School Gateway, so there may be even more features and benefits to tell your parents about. Stay abreast of new developments by reading our emails, checking Schoolcomms Support, and even joining us on free Online Tutorials.

[Schoolcomms Support](#)



# Step 1: Launching School Gateway

## Showing staff and parents the value of School Gateway

Take the time to explain the advantages of Schoolcomms and School Gateway to staff and parents. The more School Gateway ambassadors at your school, the faster the message will spread.

### School Gateway Savings Calculator

A simple calculator to show how much money parents can save the school by signing up to School Gateway. Fill in all your basic information, try altering the percentage of parents who have downloaded the School Gateway app, and see how much of a difference it makes to your school's budget.

[School Gateway Savings Calculator](#)

### School Gateway information

The School Gateway site doesn't just provide a place for parents without smartphones to login to the School Gateway system. They can access help guides and learn what information School Gateway can provide. Make sure your staff are aware of this site so they can share it with parents.

[School Gateway Information](#)

## Communication is key

It's important that parents understand that if they want to be kept up-to-date with what is going on at school, they need to be using School Gateway. There may be a small number of parents who are unable to use School Gateway, and that's OK – Schoolcomms has inbuilt functionality to cater for these parents. The vast majority of your parents will have access to a smartphone or computer and will be able to easily access School Gateway.

### Communication templates

Some handy templates that can be used for your website, school newsletters, and in general communication with parents. Simply customise the wording to make it relevant to your school and Schoolcomms package.

[Communication Templates](#)

### Improving awareness

Talk about School Gateway at parents' evenings and make sure it's a part of parents' and students' day-to-day life. Here you will find images and posters to put on your site, in communications, or around the school.

[School Gateway Images](#)

### Involve your students

It's amazing how far a little competition can go, especially among students, and although some of your parents may struggle with the concept of an app, your students almost certainly won't.

[Getting Students Involved](#)

## How are other schools using School Gateway?

See how other schools have encouraged their parents to use School Gateway and how they've reached their goals – from going entirely cashless to having 90% app uptake in 3 months!

[Our Schools](#)



# Step 2: Promoting School Gateway

## Using the inbuilt functionality of Schoolcomms

We've built Schoolcomms to make it as easy as possible for schools to get their parents on board. Here we'll talk you through using the tools that are already available to you to chase those parents that have slipped through the net.

### Identifying School Gateway uptake

The Schoolcomms Dashboard lets you see how many students have a contactable prime parent and all the ways you can contact them. See how close you are to your 100% School Gateway uptake target and find out which parents are yet to be involved.

[Viewing Schoolcomms Dashboard](#)

### Sending School Gateway invites

Send School Gateway invites directly from the Schoolcomms Dashboard. Schoolcomms automatically identifies parents who haven't yet signed up, making chasing parents and encouraging them to sign up as easy as possible. It only takes a few clicks.

[Sending Reminder Emails](#)

## Keeping School Gateway in mind

School Gateway should be mentioned wherever possible. It's an integral part of how your school runs and engages your parents, so make sure you talk about it often.

### Using social media

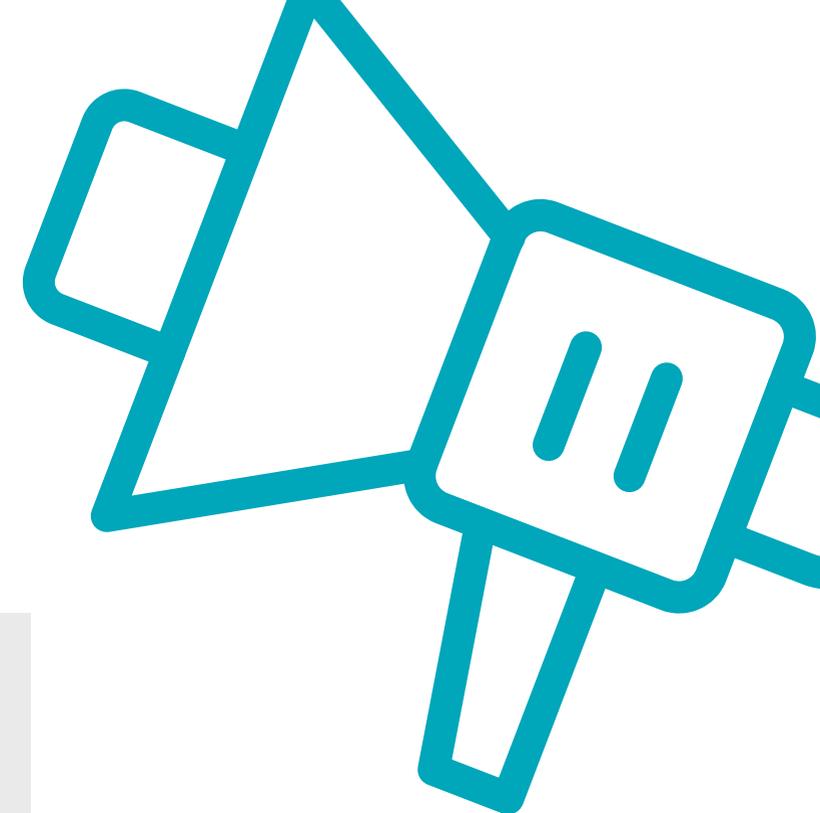
Social media is great for reaching all of your parents, but it has two major flaws – it's too generic and too public. That's why we suggest using it to remind your parents that they can access all the information they need via School Gateway.

[Social Media Wording](#)

### Prompting parents

School Gateway should be a constant presence, at parents' evenings and events, in email footers, and during reports season. You've already got the tools in your kit; here are some suggestions on how to reuse them.

[Prompting Parents](#)



# Step 3: Maintaining School Gateway

## Making School Gateway a habit

Parents get the most out of School Gateway when they check it daily, so building those habits are important. Here are some tips for keeping parents engaged on a day-to-day basis.

### Using Schoolcomms efficiently

The more efficiently your staff are using Schoolcomms, the better your parents' School Gateway experience will be. See the support section of our site and join us on free Online Tutorials to make sure you're getting the most out of your features.

[Schoolcomms Support](#)

### App uptake progress

It's important not to become complacent and to continue to check-up on School Gateway uptake throughout the year. Luckily, Schoolcomms has inbuilt functionality to do that (scroll down until you reach **Parents Registered for School Gateway**).

[Checking App Uptake](#)

### Say 'thank you'

Use the savings calculator in the Launch stage to work out an estimate of how much money the school has saved due to parents using the School Gateway app, and let parents know. They'll want to know that what they're doing is supporting their school.

[School Gateway Savings Calculator](#)





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