



Wyborne Primary School

weduc® Case Study

Getting fully engaged with parents whilst saving time and money.

Based in Greenwich, London, Wyborne is a large Primary School, with around 450 pupils aged from 3-11 and 65 teaching and support staff. The school is part of the Bradgate Education Partnership Multi-Academy Trust.

The Challenge

In a large school, communicating effectively with parents can be time-consuming, expensive and far from straightforward. Wyborne had been using a combination of notices and newsletters to parents using text messaging, email and letters home. Gathering information from 15 classrooms in order to produce a weekly newsletter and ensuring information about matters such as forthcoming school trips was extremely time-intensive, and the school often found that parents did not receive the necessary information in a timely fashion. Text messaging, stationery and printing costs, the school opted to look at more effective forms of communication.

With this in mind, Tracey Morris, Office Manager at Wyborne was assigned the task to review a number of different systems with a view to improving engagement with parents and driving down costs.

Since adopting Weduc, communications at the school have become much more streamlined.

The Solution

Tracy first found Weduc at the BETT show and after a demo, immediately saw how user-friendly the system was with great features that would provide the school with many benefits and cost reductions.

The school made the decision to roll out the many features of Weduc gradually, with an initial focus on the Newsfeed, Calendar and Notices features.

Teachers and parents really like that the system pushes an alert which immediately flashes up on their phone.

With its user-friendly social looking interface and with minimum training required, teachers were quickly up and running, now they share information and upload pictures to the Newsfeed to show parents and other staff the great work the school is doing. Parents equally enjoy this social function, with the ability to communicate back to the school with controlled comments and likes.



Weduc has greatly improved our communication with parents. We are looking forward to rolling more features and would definitely recommend it to other schools.

Tracy Morris, Office Manager



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2018/19

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Getting fully engaged with parents is key to the school's objectives and the staff particularly like how easy it is to communicate important information such as date changes as well as ask parents for authorisation for pupils to attend events such as school trips. Using Weduc, the teachers can easily see who has opened the notice and have proof of authorisation from the parent, enabling the teachers to confirm numbers swiftly and also follow-up parents that have not responded, with one click!



Before, we had around 10 different applications open on our systems but with Weduc, we just have one. Having all the information we need on a single screen has made our lives much easier.

Tracy Morris, Office Manager



The Support & Training

The system is so easy to use! Tracey was trained by Weduc staff in super quick time and she was then able to teach the teaching staff how to use it, which took less than an hour before all users were up and running effectively.

Weduc provides livechat support for system admins and telephone and email support for other school users and parents.



The Future

Wyborne are looking forward to progressing their parental engagement and communications strategy with Weduc, in line with their schools' vision.



The Results

Weduc has saved the school both time and money. The cost of text messaging, postage and stationery has reduced dramatically, and the new system has also helped the school meet their environmental goals by having paperless communications.

Benefits Summary

- Communications have become much more streamlined
- Easy to share information and reminders
- One central place to view parental authorisations for school trips etc
- All parent data and interactions in one central platform and app
- Teaching staff can group classes, years and clubs
- Reduced operational costs such as stationary, postage and text messaging
- Great uptake with 70% parents using the app within the first month



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