



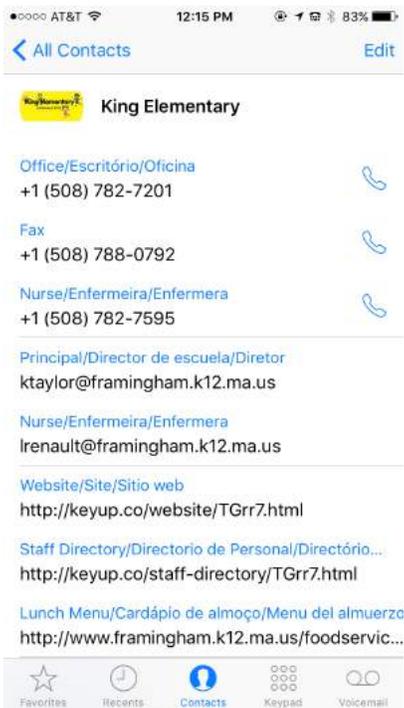
Customer: Framingham Public School District

Website:
<http://www.framingham.k12.ma.us/>

Look for the:



Profile for King Elementary, below



Framingham District Enhances Parent-School Communication, Powered by KeynectUp

Executive Summary

Framingham Public School District educates over 8,000 K-12 students amongst thirteen different schools and employs close to a thousand teachers and numerous other staff members. With this many faculty and staff members throughout the thirteen schools, it becomes a headache to organize every employee's contact info for parents in need of reaching out, and finding the right number to call in urgent situations is inconvenient. With the use of KeynectUp's services, the Framingham School District is able to organize all staff contact information in one contact card for each school, available for easy download for any parent on the district's home page.

Framingham District's Challenges

Framingham School District initially directed parents to the school website to find contact info for various school personnel, such as the nurse, the principal, or the front desk. This method often left parents frustrated when navigating through the contact information for staff from all thirteen schools.

"When you're calling your child's school, it's usually under unfavorable circumstances," David Kiklis, PTO President and parent of two, commented. "It would be nice to be able to contact the school quickly without fumbling around [for a number to dial]."

Framingham's search-and-find method with the school's website only added stress to looking up a school's number. This created a negative experience for the parent when contacting the school.

How KeynectUp Helped

Framingham District's recent implementation of KeynectUp's contact cards helps push out school contact information more efficiently. With KeynectUp's easy-to-download contact cards, one school's contact information can be stored in one contact spot on a parent's smartphone. The parent simply visits their child's school's website homepage, click the blue K, and download the contact page to their computer or smartphone – and that's it!

With the school's contact card downloaded, a parent has easy access to any important school phone number without the need to search online. Due to Framingham's high population of Spanish and Portuguese speakers, KeynectUp has adapted certain school's cards to help parents better understand contacts in their native language. Parents can even check the contact card for a link to the school's lunch menu.





Impressions from a Parent

Matthew Keefe has a child enrolled in Dunning Elementary. Contacting the school on behalf of his child was always a long process; Matthew would Google “Dunning Framingham” and click through multiple web pages to find the number for the front desk. This search process was eliminated once he started using the KeynectUp card for his son’s school.

“All I have to do is search ‘Dun’ on spotlight search on my phone to find all the school’s numbers,” Matthew says.

KeynectUp has even helped him recognize when he needs to get in contact with the school. “If I’m on the phone with a client, I can recognize the school’s number when I see its panda logo pop up. Normally, I wouldn’t recognize the number and ignore the call. Now, I can excuse myself from my client to make sure my child is okay.”

Dunning Elementary’s KeynectUp profile has helped Matthew feel more comfortable and less frustrated. No longer is a Google search necessary for him to stay in contact with his child’s

school. Using the KeynectUp card has eliminated the need for either Google searching or manually adding Dunning Elementary’s numerous phone numbers. Now, a simple contact search is all that is needed to get in contact fast.

