

Blackboard Connect™ & Lawndale Elementary School District



Parental Outreach through Multimodal Communications

Whether you want to improve participation in fundraising initiatives, increase voter turn-out for important bond initiatives, or insure parents are aware of up-coming standardized test days, the Blackboard Connect service is the most cost-effective and efficient tool at your fingertips. Blackboard Connect affordably replaces backpack stuffers, direct mailings, and inefficient auto-dialer systems with personalized, multimodal communications connecting you to your community.

Problem: Parental Involvement

Dr. Joe Condon, Superintendent of Lawndale Elementary School District, is an avid researcher. Crucial to his district's annual assessment and planning programs is a Community and Staff Survey done by an independent research firm.

While happy with the information he would receive as a result of the survey, Dr. Condon was a little concerned with the amount of calls that the research firm would have to make to get a qualified respondent.



LAWNDALE
ELEMENTARY SCHOOL DISTRICT

Quick Facts

- 6,000 students, K-12
- Nine school sites
- Blackboard Connect client since August 2002
- <http://www.lawndale.k12.ca.us>



Blackboard

Solution: Blackboard Connect

Dr. Condon strives to find new and interesting ways to improve parental involvement and has been an active user of the Blackboard Connect service for years; therefore, he decided to call every student's family to remind parents about the value of being responsive should their household be randomly selected to participate in the annual survey.

Result: High Response Rate

Lawndale's research team was pleased at their ability to get parents to participate in the survey compared to their other clients and to Lawndale's previous performance. They asked Dr. Condon what he had done differently and the only thing he could point to was the call he made using the Blackboard Connect service and the fact that the district has fewer bad numbers on file because they constantly use the bad number reports generated by the Blackboard Connect service to reconnect with parents who have moved or changed their numbers.

"I'm not surprised that our parents were more responsive after being notified about the survey. Every time I use the [Blackboard Connect] service I appreciate the value that it brings to our communication strategy and our ability to get parents motivated and involved in their child's education."

Dr. Joe Condon
*Former Superintendent,
Lawndale Elementary School District,
Lawndale, CA*

