ST. TERESA'S ACADEMY MOBILE APP "One-Stop Shop"

CLIENT CASE STUDY

St. Teresa's Academy is committed to the education of young women. We are a Catholic, independent, college preparatory high school sponsored by the Sisters of St. Joseph of Carondelet in Kansas City, Missouri. The Academy is rooted in Christian values and embraces a diverse student body. We promote excellence in education through a challenging curriculum, personal responsibility and participation in extracurricular activities.

ENGAGING PARENTS

St. Teresa's Academy (STA) is the oldest school in Kansas City, but very innovative and forward-thinking when it comes to engaging their students, parents, and alumnae through technology. "We try to stay ahead in technology...keeping our constituents engaged with us, " said Greg Carlson, Database/Website Manager, St. Teresa's Academy.

CHALLENGES

While STA was effectively delivering information to parents, they knew there was a more compelling way to get relevant content to the right people at the right time. The question was, what was the right medium. "We communicate to our parents through email and phone calls, but loved the idea of an app where information could be quickly found," said Mr. Carlson.

- A "one-stop shop" for parental information and communication.
- Lessen the need for parents to browse the website or contact the school.
- A communication tool that wouldn't add a lot of additional work for staff, but still have a great impact on school engagement with parents.

"They understand our mission & the market we're operating in."

-Greg Carlson, Database/Website Manager, St. Teresa's Academy

ST. TERESA'S ACADEMY

MOBILEUP SOLUTION
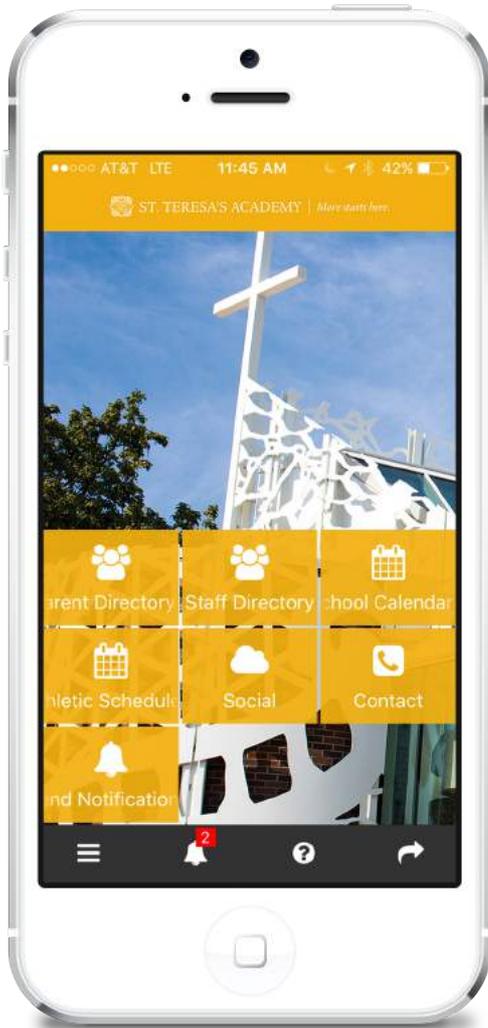
The St. Teresa's Academy app brings quick and relevant information to parents of St. Teresa's Academy students. Designed for mobile devices, parents can access the student/parent directory, check academic and athletic calendars, catch the latest social media news in one aggregated area, find teacher contact information, access the STA website, and much more. Users can download the free app to more easily stay connected with all things relevant to the Academy.

COMMUNICATION

- **Parent communication hub**

The main goal was to engage parents in a single place to get STA information including calendars, athletics, social feed, staff & parent directory.

EASE OF USE

- **Effort vs. Impact**

With a small staff and ever-changing needs, flexibility and user-friendliness were high on the priority list for STA. One of their favorite features of the app is the ease of creating new tiles when needed. They've added several new items since launching and none took more than a few minutes to create.

IMPLEMENTATION

"STA decided to use MobileUp because several peer institutions were using them, the software is very user-friendly, and I love the ability to add/create content on my own. Customer support has also been great." said Mr. Carlson. The St. Teresa's Academy parent app took only about 60 days to implement and averages a 1-2 hour weekly commitment from STA administrators to keep updated and relevant.

WHAT'S NEXT?

Expandability is a key component to MobileUp apps. STA is planning to add additional personas and functionality to the app.

- **Student Experience**

The student experience component will allow admins to manage student clubs, chapters, activities, and events driving better engagement with measurable results.

- **Alumni Engagement**

Adding the alumni persona will provide STA the ability to keep alumni better engaged with relevant content all through mobile technology.

mobile up SOFTWARE

12900 Metcalf Ave, Suite 140, Overland Park, KS 66213 • 913-232-8099
info@mobileupsoftware.com • www.mobileupsoftware.com

ST. TERESA'S ACADEMY

FIRST SEVEN MONTHS SINCE APP LAUNCH

App Downloads

1020

Clicks App Wide

58,000
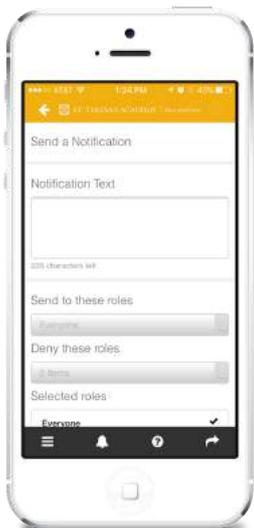
Notification History Clicks

9,200

App Opens

127,500

IMPACT

With calendars and social feeds being automatically pulled from outside the app, that leaves more time to concentrate on other features the app has to offer. Scheduling notifications and updating the staff and parent directory info has been the most frequently used feature. Mr. Carlson said, "We've heard from many of our parents how much they love the convenience of having all our info available in one app."
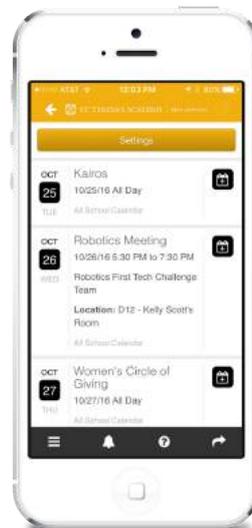
SCHEDULE NOTIFICATIONS

NOTIFICATION HISTORY
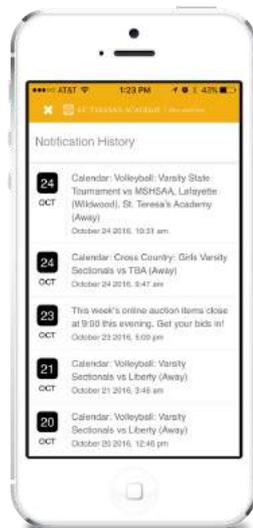
VIEW CALENDARS

RELEVANT CONTENT