

CASE STUDY

W.T. Moore Elementary Conquers Carline Dismissal & Aces Parent Engagement *with* Pikmykid

Leon County Schools TALLAHASSEE, FLORIDA

W.T. Moore Elementary School



The Challenge

SOCIAL DISTANCING STRESSES THE NEED FOR SAFER DISMISSALS

As schools began to emerge from the COVID-19 pandemic, W.T. Moore Elementary faced a new set of challenges when it came to student dismissal. The continued emphasis on social distancing & a more controlled release of students led Principal Kerri Anderson to seek a solution that would ensure both safety & efficiency.

Prior to implementing Pikmykid, dismissal required significant staff oversight & was susceptible to delays, miscommunication, and logistical issues. Additionally, the school needed a system that could integrate seamlessly into their existing processes without unnecessary complexity.

Recognizing the need for a more structured & streamlined approach, W.T. Moore Elementary introduced Pikmykid to their carline dismissal process, aiming to improve organization, parent communication, and overall safety for students & staff.

The Solution

A CUSTOMIZED APPROACH TO DISMISSAL MANAGEMENT

From the outset, Pikmykid provided a tailored solution that fit W.T. Moore Elementary's needs. Unlike schools that leverage the platform's full suite of tools, W.T. Moore opted to implement Pikmykid exclusively for carline dismissal. This focused approach allowed them to maximize efficiency without overcomplicating their processes.

SEAMLESS PARENT ADOPTION & ENGAGEMENT

One of the biggest successes of W.T. Moore's implementation was the high level of parent participation. The school **achieved a 99% adoption rate**, with 40% of parents actively engaging with the platform at the time of our interview.

This **near-perfect adoption rate** was largely due to clear & consistent communication efforts, including:

- Permanent signage in the parking lot reminding parents to use Pikmykid.
- QR codes that were distributed at the beginning of the school year to ensure all families were onboarded smoothly.
- Teachers introduced & explained Pikmykid during classroom orientations, ensuring parents understood the benefits from day one.

The lesson here? A proactive approach is key, as Principal Anderson explains, *"It's discussed in the classrooms during orientation. The teachers have the paperwork there, so the families can take it with them. We get it out there from the very, very beginning."*

While use of Pikmykid was not explicitly required, parents who did not utilize the platform ultimately noticed that their dismissal process took longer compared to those who did – naturally encouraging wider participation.



FLEXIBLE, SCHOOL-SPECIFIC CUSTOMIZATION

Another key advantage for W.T. Moore Elementary was Pikmykid's ability to be customized to fit their unique needs. The school did not require the platform's full feature set but found that Pikmykid's flexibility allowed them to implement only what was necessary.

Principal Anderson highlighted this as a major benefit: *"Pikmykid allowed us to focus on exactly what we needed without adding unnecessary complexity."*

The Results

A DISMISSAL PROCESS UNDERScoreD BY SAFETY, COLLABORATION & CUSTOMER-CENTRIC SUPPORT

Since implementing Pikmykid, W.T. Moore Elementary has successfully transformed its carline dismissal process. Key improvements include:

- Faster, more organized carline operations, reducing wait times & ensuring a smoother pickup experience for parents & staff.
- Increased safety through a structured, digitally managed dismissal process.
- Higher parent engagement, with a clear system that is easy to use & understand.
- Ongoing support & troubleshooting from Pikmykid's customer service team, ensuring a seamless experience for both school staff & parents, who were also able to directly access the technical support team at Pikmykid.

"We got great support trying to troubleshoot, especially in the beginning," Principal Anderson emphasized, highlighting the positive experience with Pikmykid's responsive support team.

Conclusion

THE POWER OF PIKMYKID AT W.T. MOORE ELEMENTARY

By focusing solely on the carline dismissal process, W.T. Moore Elementary maximized Pikmykid's impact without overhauling their entire system. The school's proactive communication strategy & the flexibility of the Pikmykid platform ensured a smooth transition, leading to a more efficient & safer dismissal experience for everyone involved.

"Pikmykid allowed us to focus on exactly what we needed without adding unnecessary complexity."

Principal Anderson
W.T. Moore Elementary



Want to learn more about how Pikmykid can help your district?
Schedule Your Demo Today.

