

Case Study

NORTH JOSHUA ELEMENTARY ENGAGES 80% OF PARENTS WITH PIKMYKID



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PROBLEM

North Joshua Elementary is a highly rated public school in Burleson, TX – but they needed serious help with their dismissal process. Between a chaotic front office and difficulty getting their 600+ students to their designated drop off, it was time to implement a dismissal strategy with substance.

SOLUTION

PARENT NIGHT TRAININGS

Alongside the standard implementation process, North Joshua took parent adoption into their own hands with a series of staff and parent training nights. For families with new students, the “New at North” event gave parents a safe space to learn the PikMyKid platform with guidance from the staff at North Joshua. The result? Over 80% adoption from parents and a collective peace of mind.

NO EXCEPTION POLICY

As Principal Tammy Watts puts it, “You have to have a no exception policy. If you let lot’s of people not use the app, then you’re going to have lots of people not using the app.”

RESULTS AT A GLANCE

- Streamlined end of day dismissal
- Reduced front office calls + chaos
- Engaged parents with notifications
- Offered peace of mind with data



“It’s unbelievable as a principal the amount of calm it gives me. Ever since we implemented Pikmykid, we haven’t had any issue with kids getting to their designated spot.”

TAMMY WATTS - PRINCIPAL