

The School App – Brief Fact sheet

The App Office is an innovative technology company based in Nottingham. After the successful launch of a Council app, as featured in this month's national publication of The Clerk Magazine, our team have now developed a School app, as an effective, more responsive, convenient and engaging way for a school to connect with its school community.

Our app system is purposely designed with many advanced features that can be customised for a School, saving thousands in development costs and providing an affordable solution, which can be easily managed via any web-browser.

Why a School App?

It's a fact that more people use mobile phones to access the internet than a PC / laptop and within five minutes of waking up, 34 percent of adults will check their smart phone and continue to check up to 50 times a day. 95% of parents have a Smartphone and regularly use their apps, therefore using the power of mobile technology allows services to become more accessible, engaging and convenient for all.

The app has interactive features that allows parents and pupils to access information 'on demand', engages the school community and can send out vital alerts in an instant.

Key Benefits of a School App

The app utilises the native features of a mobile phone, which is beyond the capability of any website. The app's ability to send instant push notifications, notify events, share news and much more makes it a resourceful tool for your school.

Push notifications are an amazing way to send instant messages. In addition, our new advanced push notification system can send targeted messages based on geo-location or to specific users for effective messaging.

It goes beyond just a broadcast beacon, the app can provide vital information, reports, news, videos, feedback forms, details of events, live newsfeed, integrate with social media, allow parents to report absences, accept payments and integrate / sync with your website.

"I can honestly say that it is certainly the most effective communication tool that we have ever used" - Headteacher, St Joseph's Catholic School

Another great feature is the call to action button, which allows parent to make instant calls or email vital contacts at a touch of a button whilst on the go.

You can advertise events so that parents can synchronise with their phone's calendar, so they will never miss that important parents evening or major school event.














The app can also provide a reward scheme for pupils and engage parental feedback using survey forms and promote any other extra curricular activity.

An app is a powerful tool for making school information and services easily accessible, helping parents stay up to date. Plus it can integrate many of your current third party services and offer resilience as an alternative backup solution.

We can build your own branded school app with a dedicated presence on the app stores at no additional cost, plus free training and support to help you manage your app.



Main Features of the App

-  **Notifications** – send instant school bulletin & alerts
-  **Photo** – users can submit photos of events & achievements
-  **Info** – provide access to reports, vital information etc
-  **Events** – inform parents of meetings and events
-  **Chat Wall** – allow pupil or parent engagement
-  **Messages** – holds a history of all notifications
-  **Call-to-action** – configured to provide instant contact
-  **Newsfeed** – latest live local news & school tweets
-  **Forms** – surveys, feedback, report absences
-  **Map** – show the schools points of interest with GPS directions
-  **Payments** – accept card payments for trips & events
-  **Share** – integrate Youtube, Facebook & Twitter
-  **Rewards** – pupils can collect rewards for achievements

And much more. Visit our website for information on all our features.