Communication Ideas

If you haven't already, it is important to begin thinking about how you will communicate the debut of the PowerSchool Enrollment process. We have found the districts that best prepare their community have the most success implementing their solutions – the more communication the better!

Below is information on how we have seen districts successfully communicate with both their employees AND their families. Also included are questions you should discuss before deciding on what method(s) to use. Hopefully this information can act as a starting point and help generate some ideas. Let us know if you have any questions.

School Admins and Employees

School leaders and administrators who will be utilizing the system should be informed of the new process. Providing some initial facts about the PowerSchool Enrollment system can go a long way toward removing the mystery and helping them realize it will ultimately make their job easier!

Methods to Announce Changes:

- Informational session
- Email notification
- Handout(s)

Key Questions to Consider:

- What staff should be notified immediately?
- Do any site specific forms (that haven't been collected) need to be incorporated in the online form?
- What benefits will increase user buy-in? (a list of Administrative Benefits is further in this packet)
- Which of the above methods will be most effective for your district?
- What questions may come up?

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Announcements

- General announcement to community
- General announcement to staff
- Determine how to notify parents of snapcode (email or mailed letter?)
- Work now to get buy-in from site-level day to day users

On your website…

- Determine content and location of website updates
- Determine location of Registration/ Enrollment link on district website

Students and Families – General Announcement

We recommend one or more general announcements to your community to let parents know an online process will be available this year. The goal is to generate some excitement; your district has taken a forward thinking approach to save time and money!

Methods for General Announcements:

- Website posting
- Automated messaging System (phone dialer)
- E-newsletter
- Newspaper article
- Local TV
- Informational session
- Letter or postcard

Key Questions to Consider:

- What contact information is currently available for your families? Are email addresses up to date and current? Do you have a phone dialing system to announce that enrollment will be online?
- What reaction are you anticipating? Excitement? Pushback? Confusion?
- How can we increase their excitement or get them excited?

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- What method(s) will work best from those listed above? Which combination will get you the best coverage?

Students and Families – Notification/Invitation

Once you have generated some excitement for their new registration method, you will need to send them instructions on how to access and complete their online form. Usually districts in their first year will mail their instructions and use the online form to generate a better database of email addresses to be used the following year.

Methods for Notification:

- Mailed instruction letter including student-specific Snapcode*

- Emailed instructions including student-specific access link (Snapcode is embedded in the link*)

  - Do you already have good/current email addresses? If so, we recommend this method for better response rates

- Combination of Mail and Email

  - Send one wave of emails followed by a wave of letters for a) those you do not have emails for and/or b) those who have not yet started the online form (we'll teach you how to use our workspaces to track progress later on!)

* PowerSchool or eSchoolPlus SIS users with SSO – When sending notifications, whether email or mail, the communication will direct parents to their SIS Parent Portal. Once there, they will click on a link with the embedded Snapcode that will direct them to the form without the need to sign in to the Enrollment Portal.

Key Questions to Consider:

- Do you have up-to-date contact information?

- How much time is available before you need responses?

- How tech savvy is your community?

- Will families have easy computer access?

- Do you need to work with community affiliates to provide computer access?

- Will families be able to easily understand instructions found online?

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School's Website

An important part of your communication process is informing those in charge of your school's website. Many third-party companies require advance notice of any content changes. You will need to discuss with them the content of the pages along with where families are going to access the PowerSchool Enrollment Registration link. It is essential that a clear link be placed on the front page of your website that grants parents easy access.

Key Questions to Consider:

- Is any new content needed on your website?

- What location on your site makes the most sense to provide an online Registration/Enrollment link? Does it make sense to put it under Parent Information? Or is there already a separate section for Registration?

- Do you want the link on individual school websites as well? (we generally recommend against this as it introduces further room for error)

- Do you need two different landing pages for different student populations? New vs. Returning?

Administrative Benefits

As we discussed earlier on – getting buy-in from your site level users is extremely important. These are the folks at your district or school that will use the PowerSchool Enrollment administrative tools daily. It is important that they understand what goes in to online Registration from their view point.

Online Registration Creates an Optimum Experience for Families

- Securely available anywhere with internet access

- Annual process = more current information

- Forms are pre-populated with data on file

- Families can save and come back if necessary

- Ability to remind families to update data

- Share family information between siblings

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- Technical assistance is provided by PowerSchool Enrollment!

Obtain Accurate Data Efficiently

- No incomplete forms (core data is required)
- Stop reading illegible forms and interpreting handwriting
- Print any form for any student
- Export any data for any set of students
- Declare your student and family information up-to-date by the start of school!

Manage Data

- Easy to use administrative tools
- Help documentation including video tutorials
- Fully customizable reports and printables

Update your SIS with Clean Data

- Say no to data entry – PowerSchool Enrollment integrates directly with your database
- Polish (standardize formatting) data automatically

Save Time and Money

How much collective time and effort is spent gathering, organizing, interpreting, and processing student and family data? Ultimately, PowerSchool Enrollment saves you and your team time.

- Utilize solutions expertly built, customized, and maintained specifically for your school/district
- Simple yet powerful tools make managing the process easy
- Provide a consistent and reliable process which is repeatable

Communication Ideas

Happy Families + Happy Employees + Better Data = Save Time and Money!

Sample Communication letters

The below examples of communication documents should give you a starting point and help generate some ideas; however, we do recommend you customize these documents as needed and think creatively about the best way to communicate to families and administrators.

Sample General Announcement Letter

Dear Parent/Guardian,

The XYZ School District is excited to announce an online student registration/data validation system for the upcoming school year, PowerSchool Enrollment. The system is a secure and green process, which allows the district to verify all student demographic, emergency and medical information for your child prior to the start of the new school year. The system will also allow you to electronically sign the annual permission forms for school district policies. In short, this online process replaces all the hard copy student registration and permission forms that your child brings home on the first day of school.

When it is time to fill out the online form, you will receive a letter/email from the XYZ School District with instructions on how to access the system for your student. The email will contain a link/instructions and a secure "Snapcode*" that links directly to your student's information. You will create an account, that you will use each year for this process, and submit a form for each student in your family. To make the process easier for families with multiple students, you will have the option to copy all generic family information to all other students in your family.

* Communication will direct parents to SIS Parent Portal to find link with embedded Snapcode for PowerSchool or eSchoolPlus SIS users with SSO

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We would appreciate all families to take action and complete these forms as soon as possible after receiving the letter/email. Your student's registration will not be complete until the forms have been submitted. If you do not have access to the Internet, contact your child's school and you can make an appointment to use a school computer to complete the process. If you have any further questions, please contact the school office.

Sample Staff Announcement Letter (Generally emailed to affected staff)

Dear Staff,

The XYZ School District is excited to announce an online student registration/data validation system for the upcoming school year, PowerSchool Enrollment. The system is a secure and green process, which allows the district to verify all student demographic, emergency and medical information for students prior to the start of the new school year. The system will also allow families to electronically sign the annual permission forms. In short, this online process replaces all the hard copy student registration and permission forms that students bring home on the first day of school.

When it is time for families to fill out the online form, they will receive a letter/email from the XYZ School District with instructions on how to access the system for their student. The email will contain a link/instructions and a secure "Snapcode" that links families to their student's information.

As part of this transition we will begin using PowerSchool Enrollment's online administrative tools. We know this will represent a change in our process and know we will see an initial learning curve. After this, though, we believe you will see that these tools provide new efficiencies for our district – minimizes data entry and streamlines data management. Additionally, PowerSchool Enrollment provides administrative technical support and their tools are complete with help documentation and tutorial videos. Additionally, they have worked with us to develop a training plan to ensure you understand your roles and responsibilities with this transition.

We're looking forward to this transition – let us know if you have any questions!

Sample Snapcode Notification Letter

FIRSTNAME LASTNAME

MAILING ADDRESS

CITY, STATE ZIP

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To the parent(s) of: **FIRSTNAME LASTNAME,**

We are excited to announce online enrollment for the upcoming 2020-2021 school year! This process replaces the paper forms sent home at the beginning of each school year. Your Enrollment for FIRSTNAME LASTNAME at SCHOOL/DISTRICT NAME is now available online.

Snapcode Method*

How do I get started?

Visit http://www.website.org/ and click the **Registration** link. Then, enter your student's Snapcode: XXXXX12345XXXXX

What's a Snapcode?*

The Snapcode is like a key to your child's data for the upcoming school year. You should receive a unique Snapcode for each child. Make sure you enter it exactly as it appears above, with no spaces or punctuation.

Should I create an account?*

- If you've never completed an online form with PowerSchool Enrollment, you will need to create a PowerSchool Enrollment Account. This allows you to securely save your work and come back at a later time if necessary. You can use your email address or cell phone number.

- If you already have an account, you can sign in and complete the form using the same account. Forms for multiple children can be completed in the same account.

* These sections will be excluded in the communication for PowerSchool or eSchoolPlus SIS users with SSO. Communication will direct parents to SIS Parent Portal to find link with embedded Snapcode; because the Snapcode is embedded, parent will not be required to enter in and might not be aware of the need for a Snapcode.

Do I have to answer all the questions?

No, but some questions are marked "Required" and must be answered before you can submit your form.

What if I make a mistake?

If you would like to make a change prior to submitting the form, you can either navigate back to the page using the "Prev" and "Next" buttons or if you are on the Review page select the underlined field. If you have already submitted the form you will need to contact your student's school so they can make the changes for you.

I've completed the form, now what?

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Once you have finished entering your information select "Submit." This will send all of the information you've entered to the school. If you cannot select this button you will need to make sure that you have answered all required questions.

What if I have more than one student in the district? Do I need to do this for each child?

Yes, because you'll need to provide information that is specific for each child. We recommend that you complete and submit one form and then start another – this will allow you to "snap" (or share) selected family information, which saves you time.

I'm not sure how to answer a question. I don't know what the question is asking.

You can contact your school/district at (xxx) xxx-xxxx or **email@school.net** to ask any general questions about the form.

Help! I'm having technical difficulties.

For technical support, visit **https://help.powerschool.com/t5/Support-Case-Chat/ct-p/SupportCaseChat** or click "Contact Us" from any PowerSchool Enrollment page.