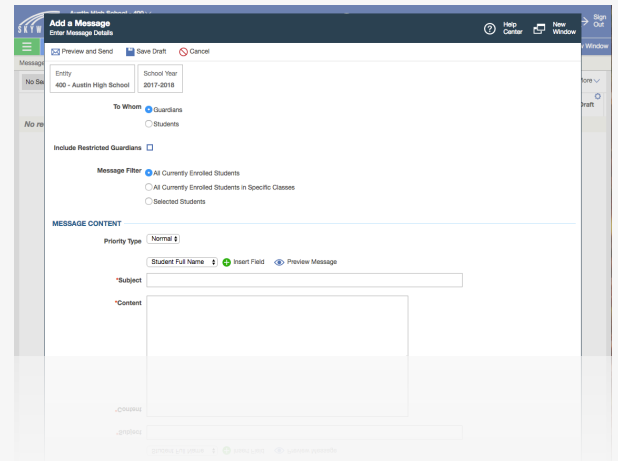


## MESSAGE CENTER

MOVE BEYOND EMAIL FOR PARENT ENGAGEMENT WITH THESE NATIVE COMMUNICATION TOOLS.

- No need to look up contact information for students or parents
- Send individual messages or share with the entire class
- Fully secure, including audit trails
- Use for continuous light-touch or major announcements



### THE GOLDEN MINUTE

Did you know that when your teachers spend one additional minute per student per week on light-touch parent communication, dropout rates fall by as much as 41%? Skyward's Message Center makes staying in touch easy.

### PARENT-FRIENDLY

Parents can choose their preferred method of communication and provide updates via a social media-style wall. We've found that this slight change from traditional email makes a world of difference in keeping parents engaged. The Message Center is also a great way to provide tips and resources for upcoming assignments.

### PERSONALIZED LEARNING OPPORTUNITIES

The note home had a great run, but our digital world calls for an upgrade. Skyward's Message Center is a great way to incorporate positive feedback or areas of concern into ongoing communication. You don't want your parents' only interaction with their child's school to be when something bad happens. Teachers and parents can work together to follow up on strategies discussed during parent/teacher conferences or get ahead of academic concerns.