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SUPERINTENDENT

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Camden Schools Launch App to Improve Parent Engagement

Schools' ability to stay in touch with parents is critical to student success, says Deputy Superintendent Katrina McCombs

Thursday, March 15, 2018- Camden NJ – As part of its continuing effort to promote effective communication between schools, families, and the community, the Camden City School District has launched a new app with features that allow users to receive information from District schools quickly and easily.

The app is a cost-effective, instant communications channel for parents, students, and community members to receive updates from their school, and keep up to date with school events and activities. School lunch menus, activity calendars, and parent resources are available to users through a simple, parent-friendly interface.

"This new app is just one way we are thinking creatively to better support and engage our families in their children's education," said Deputy Superintendent Katrina McCombs, who joined families at the US Wiggins College Preparatory Family Lab School this morning to spread the word about the new app and train parents in how to make the most of the District's latest communications channel. "In the past five years, the District has helped schools launch Facebook pages, revamp their websites, and introduced text alerts for parents and staff. All of these efforts are rooted in our belief that strong communication between school and home leads to better outcomes for students."

For school-level communications the app has a feature which acts as an aggregate by pulling data from one or more schools into a single location. For example, if a parent wants to follow the school calendars of two schools in the City, the parent can select to follow just those schools, and upcoming events from both schools will be pulled into the one calendar on the app. This feature can also be used to receive push notifications in real time, follow school social media streams, and review upcoming events among multiple schools.

"The CCSD app is an additional way for families to stay informed about school news and events, along with our school websites and social media accounts," said Mrs. McCombs. "As educators, it is our responsibility to make every effort to include parents and the community in the education of Camden's children. We are excited about the opportunity for our schools to use this app to engage more families and community members in the great things happening in Camden classrooms."

The app can be easily found in the app store on both iOS and Android devices by searching for "Camden County School District" and downloading it for free.

Interviews and photos are available upon request.