

# Education exists to...



## At Goffs Academy, education exists to bring parents and students together

Competition for places is fierce for this popular comprehensive in Hertfordshire, with the school receiving triple the number of applications to places. Fostering and maintaining close parental links are part of the school's DNA and great emphasis is placed on keeping parents informed of how their child is doing at school.

The school has a long tradition of actively using technology, having first used an online parental engagement solution in 2006. Fast forward to 2017, and the school wanted to update the way they were communicating with digitally savvy parents. [The SIMS Parent app](#) fitted the bill.

### The solution

The app offers parents access to key information about their child such as timetable or homework details or achievement, attendance and behaviour information which can be viewed on a smartphone or tablet, explains Steve Floyd, Network & System Manager at Goffs Academy. "Busy parents increasingly want access to live information about their child at a time and place that is convenient to them, which is usually on their phone or tablet.

"We want to continue to strengthen our dialogue with parents and the [SIMS Parent app](#) enables us to do to this.

"The parents most eager to engage are those with children at either end of the school. Year 7 parents are anxious to know how their child is making the transition from primary to secondary school and Year 13 parents are more focussed on attainment but all parents are getting value from it."

### The benefit

"In the old days," recalls Steve Floyd, "an achievement postcard was sent out which tended to lose its impact for the student by the time parents received it. Teachers can now log instant behaviour records on a live basis, which parents can pick up on straight away. This leads to better motivation or prompt intervention when needed. [The SIMS Parent app](#) makes it so simple to see, with the green and red differentiation between good and bad behaviours."

[The SIMS Parent app](#) is a useful tool for safeguarding too, as parents can easily view their child's attendance at registration times and lessons. It helps reassure parents, who might be at work before their child leaves the house, to know their son or daughter arrived safely, as they can see it for themselves from their smartphone. Parents can also easily update medical and contact information via the app, meaning school records are kept up to date and for those parents with two or more children at the school, it provides a single point of access.

"We see the [SIMS Parent app](#) as a natural progression in the way we communicate with our parents." says Steve.

### Want to learn more?

If you're looking to increase parental engagement and improve communication at your school, discover the wide range of tools and solutions available from [Capita SIMS](#), including the [SIMS Parent app](#), [SIMS InTouch](#) and [SIMS Agora](#).