

Challenge

One of the most chaotic parts of the day for parents, teachers and school administration is student dismissal. Traditional dismissal methods, including loud-speaker announcements, sticky notes, phone calls and emails, not only overwhelms staff, but it also leaves room for error.

Pat Bhava, CEO and founder of Pikmykid, developed the idea after picking his daughter up from school one day. While Bhava thought this would be an easy task, he soon realized just how hectic the car line actually is when staff placed someone else's son in the back seat of his car.

After conducting research, Pikmykid found that on average, schools that use the platform have 4,572 students who are car riders with 35 percent carpooling each month. Another 4,200 are walkers and schools have approximately 2,300 schedule changes per month. Frequent dismissal changes are a challenge for staff to monitor, causing staff to spend extra time each day ensuring students are accounted for rather than in the classroom – teaching.

The result of many schools struggling with dismissal processes is long car lines, frustrated parents and communication gaps, which ultimately causes staff to lose time in their day on outdated processes and chaotic dismissals.

Learning Impact Outcome

According to a third-party study conducted on Pikmykid, teachers can save an average of 15 minutes per day using the Pikmykid platform. This time saved each day can then be reinvested into the classroom rather than being spent managing dismissals through outdated resources. This extra time allotted to learning creates a tangible difference in increasing the learning impact outcome using existing resources without adding expenses elsewhere.

Implementation of the Pikmykid platform within schools improves the process of learning by allowing students to have more time in the classroom dedicated to their education. Over the past few years, students have switched from virtual to hybrid to in-person learning, and this perpetual switch can be highly disruptive to students' learning performance. Fortunately, Pikmykid opens the lines of communication between staff and parents, providing a clear and consistent way to communicate changes to parents as soon as they occur.

Providing students, teachers, parents and administrators with peace of mind knowing each kid is accounted for, as well as allowing the ability to mitigate any potential stressors or dangers in the classroom, directly impacts student performance and therefore allows for overall institutional success. Clear communication is crucial for improving the learning process for students, especially in recent years.

Solution

Pikmykid streamlines dismissal, increases safety and allows teachers, parents and students to focus on what really matters – learning. The platform accomplishes this by connecting schools, teachers and parents with real-time tools to make dismissals safer and more efficient. These tools include a school dashboard, a student dispatcher application, a free mobile phone app for parents and guardians and year-round customer support. Pikmykid saves staff 2,316 minutes per month on school dismissals, allowing for more time in the classroom.

During dismissal, when parents enter the geofence surrounding the school, the platform lets them instantly announce their arrival on the app and staff in the classroom can see the student's parent has arrived. This allows them to prepare the students for dismissal in an orderly manner.

The platform allows for seamless integration into already existing school systems and provides parents and teachers with direct lines of communication. Pikmykid requires no additional hardware or an extensive setup. The platform requires very little training to understand and is fully customizable to meet the unique needs of every school district. Schools can sign up and have the platform fully up and running within only five days. Even with potential staff changes at a moment's notice, substitute teachers only require minimal training to understand how to navigate the platform. Pikmykid takes data privacy very seriously and is not only compliant with all mandated state and federal regulations but is also a voluntary signatory of a more stringent 'Student Privacy Pledge.'

Return on Investment

While Pikmykid initially began as a solution for schools to streamline drop-offs and dismissals safely and efficiently, the platform has expanded to become a fully comprehensive safety platform, allowing staff to understand where every student is at the end of each day. Pikmykid now includes access to a safety panic button which keeps students safer with over a dozen options for emergency response alerts and protocols built-in. Additionally, Pikmykid has added a Daily Health Check-In module to help parents and teachers monitor students' overall well-being. The health questionnaire is customizable for each school.

Pikmykid has achieved 42 percent growth year-over-year since launching in 2014. The Pikmykid team surveyed its current client base to better understand how clients feel about the platform. Following the evaluation, Pikmykid received a Net Promoter Score (NPS) of 60, which ranks in the same fields as mega-companies like Starbucks, Amazon and Netflix. Parents love the platform with an average of 80 percent of them adopting the platform when fully implemented.

Pikmykid is currently used in over 2,000 schools with over 650 schools having joined the platform within the past year alone. According to Pikmykid's research, approximately 82 percent of parents are engaged daily on the platform and both parents and staff spend, on average, 33 percent less time in the car line. Additionally, a third party study found that teachers can save an average of 75 minutes each week and schools can save an average of \$47,000 in teaching time per year to be reinvested back into students' education. The platform saves hours for office staff and teachers who no longer need to answer phone calls from parents for dismissal changes. Administrators are also able to receive 24/7 access to real-time reports for them to discover and communicate exactly when and how each student was dismissed or checked in.

Pikmykid is used in all 50 states as well as several countries, and there are over two million active users per day of the Pikmykid platform, providing better communication between staff and parents. Pikmykid empowers schools to simplify dismissal, engage parents and keep students safe so that everyone has peace of mind and can focus on what really matters – learning.