



ParentEdge[®]

Automatic Homework Texting and Email

info@parentedge.com 313-743-4910 22646 Michigan Ave. Dearborn, MI 48124

1 Bio
Test
Study Guide Due
2 Eng
Vocab Worksheet
3 Math
Quiz
HWpg.158 p34-78
4 Hist
Essay Report
5 Lit
Quiz
Read Chap 5-6
6 Gym
Gym Clothes

Each day a text and email is automatically sent telling parents the student's homework.

This message is broken down by class based on the student's schedule. Each message is unique.

1 phone number and up to 3 email addresses per student.

Setup is easy and automated.

Easy to use for teachers. It only takes 2-5 minutes a week.

Teacher training takes about 10 minutes.



Parents have complete control over message delivery.

Administrators can monitor homework entry by teachers.



ParentEdge® Features

Easy. Automated. Browser based.

Teachers

Requires about 30 seconds per day to enter homework.

No classes to setup.

Training takes very little time.

Just enter homework and click save. Done. Simple.

Academics

Easily communicate homework on a daily basis to parents.

Get parents more involved in their children's academic lives.

Parents opt-in to receive messages at a rate of 95%.

86% of teachers surveyed thought ParentEdge benefited their school and students.

Monday, Biology, September 08, 2014

Is there an assessment to study for tonight?

Test Quiz None

Is there homework today for this class?

You may enter up to 30 characters that will be included in the text message and email:

#0

OR select one of the following to be included.

Homework Writing Project Worksheet Reading
 Problems Lab Essay Outline None

Extra Info to be included in email: #0

Submit Day

Technology

Setup requires an easy export from your SIS.

Nothing to install. ParentEdge is browser based. Any device connected to web can access it.

Messages are sent automatically each day at a time chosen by the school.

Award winning support team if there are issues or questions.



We are currently offering a free quarter long trial of ParentEdge®

Full access. Full Support. Free Trial. No obligation.

Your school can try ParentEdge for a full quarter of the school year completely for free. There is no cost for the trial period and no obligation to continue using the program after your trial is over.

We will set ParentEdge up for your school. We will provide any support required for teachers and parents. Once the trial period is over you simply make a decision to continue using ParentEdge or not. That's it.

Cost of ParentEdge after the free trial:

1st Year: \$1.86 per student enrolled

Year 2 and beyond: \$2.50 per student enrolled

There are no other fees or hidden costs.

Example:

School Enrollment: 500 students

1st year cost after the trial: \$930.00

2nd year cost: \$1250.00

Each year using ParentEdge an average 500 person school will send out about 75,000 personalized texts to parents and 100,000 personalized emails to parents. All of that for \$930 the first year and \$1,250 the second year and beyond. It equates to about 1¢ per student / per day. No other program provides more effective and regular communication with parents. We allow your school to do more while spending less.

To sign your school up for the free trial of ParentEdge please contact us at info@parentedge.com or call 313-743-4910.

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What makes ParentEdge Different?

We sometimes get asked the question “what makes ParentEdge different from other messaging programs out there?” With that in mind we decided that explaining the differences here would be a good idea. We’ve addressed the 3 biggest questions related to this below:

Why do other text messaging programs out there not work on a wide scale?

Other messaging applications and programs work in a very simple and somewhat lackluster way. Their basic functionality allows for a text message to be sent out to a presubscribed group of users such as parents or students. While handy in theory these applications fall flat in actual utility due to the requirements placed on the parents, students and teachers.

For a message to be successfully sent out using other programs the following steps are necessary:

1. They require teachers to create an individual group for each course they teach.
2. The teacher must then distribute sign up information to parents and students.
3. Parents and students must then send a text message to the application with that specific code in place.
4. Teachers then must create the message and schedule it to be sent at the time they would like.
5. For each teacher a student has this entire process must be repeated.

Anyone with experience in education and parental communication knows that every step required to make something happen exponentially decreases the chances of it happening. First, these programs are not a requirement for teachers to use. They are meant to help but they are optional. Teachers are obviously busy professionals who work very hard. Asking teachers to setup a new program and create a group for parents to sign into is not going to be well received by every teacher.

Once you get past that step imagine the average busy parent of one of your students. They have a million things to do and now are being asked by six or seven different teachers to send six text messages with six unique codes and then to keep track of which teacher is which in their phone. Not many parents are going to follow through with that and actually keep track of it. The few that do will randomly receive six or seven messages (if all the teachers actually use it in a given day) at different times all formatted in different ways.



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Now, think about what you've just read and realize just how much is required for any other homework text messaging program to work in a school. It just doesn't happen. The first failure is that most teachers simply will not use the system since it requires setup and more work on their end. Then out of all the parents in the school only a few will actually sign up to receive the homework text alerts. Sadly, the parents that actually do sign up are more than likely not going to be the parents you really wanted to receive the messages in the first place.

As you can see in reading the above several paragraphs truly attempting a school wide communication program using any sort of text messaging application other than ParentEdge is setup to fail. None of the steps or descriptions above are exaggerated or embellished. It truly takes that much effort and time to make those programs work and in schools today that effort and time simply does not exist. That is why they fail and end up being a waste.

ParentEdge was designed to address the issues faced by these other programs and fix them. There is no setup required by teachers. We handle the entirety of the setup by importing data from the school's student information system. Teachers simply login with the username provided and enter homework information into the system. The template was designed to take no longer than 30 seconds each day for teachers.

Parents aren't required to sign up for anything. Their contact information is already on file with the school so ParentEdge simply imports it from the SIS. Parents don't receive six messages in wildly different formats at random times throughout the day. They receive one nice and easy to read message containing homework for all of the student's classes throughout the day. The message arrives at the same time each day and is formatted the same every time.

Administrators have complete oversight over the entirety of the system. They can control and change contact information if they want or add and delete students if necessary. They can also monitor homework added to the system for all teachers in the school, generate a report containing a weekly homework breakdown and view messaging statistics.

In short, ParentEdge just works. It removes every step where other messaging programs fail. It simply allows for teachers to communicate easily with parents on the one device they are never without, their phone. (It sends out emails automatically too!)

Most of my teachers have websites that they regularly update?

The biggest challenge with teacher websites is that no one checks them except the same 3 or 4 parents on a regular basis. As a teacher you could have a professional level website that is updated daily with valuable information and it will still be those same 3 or 4 parents checking the website. This can



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vary a bit based on the academic level of the class but the idea remains the same. If you ask a parent to do something the number that actually follow through and do it is very, very low. They might all check that website the first day and some might even check it the second day of school but once you get to that 2nd or 3rd week of school those websites are long forgotten.

ParentEdge fixes this by getting the information to parents on their phones at the same time each day. In doing this it removes any extra steps required by parents and simply tells the parent their child's homework. There is nothing to check, it's just there.

Why not just use email? Our SIS allows for the emailing of parents, why doesn't that work?

Email is a great way to communicate with parents. That is why ParentEdge sends a homework email alert everyday as well. Even in a perfect world where every parent has an email address and checks it regularly there are still issues using an SIS or simply emailing parents in the class. Requiring teachers to email individual classes of students daily is something that just will not happen on a regular basis with the vast majority of teachers. Even if they do parents are then receiving 6 or more emails a day and at different times. It isn't practical and it just doesn't work.

In the real world email is not checked every day by many parents. In lower income families (where there are more likely to be at-risk students in need of more parental involvement) many parents don't even have access to email or a computer. However, most (at this point it seems to be almost every single adult in this country) do have a cell phone and the ability to text. Sadly though, these phones are usually not "smart" and thus cannot receive email.

Hopefully this helps to clarify some of the reasons ParentEdge works when compared to other less user friendly messaging programs out there. It is designed to work in schools today and remove all barriers to success. We have got some great stuff on the way in the near future so stay tuned and give ParentEdge a try in your school. It will help more than any other communication program you have ever tried.

Chris Hren

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Common Questions

What is the full process for setting ParentEdge up?

We require a simple export from your student information system with specific data fields. Those data fields vary based on the grade level of the school. Elementary and secondary schools have slightly different requirements. Once we have the data we then import it into the ParentEdge system. Teacher and parent accounts are automatically created and linked together based on a student's schedule or teacher (depending on grade level).

Teachers are notified through email of their username and password and given instructions on how to login. Parents are notified through email of their username and password and given instructions on how to login and change their contact information, if necessary.

The messages are sent out beginning on the day the principal wants. Each day from there on messages will be sent out automatically at a time chosen by the principal. This time can be changed whenever needed.

What are the specific points of data required for the export?

Elementary Schools: Student first and last name. Parent phone number. Parent email. Student's teacher. Teacher's email address.

Secondary Schools: Secondary schools require two simple exports one for student information and one for teacher information.

Student: Student first and last name. Parent phone number. Parent email. Student schedule including course number, section number, and period number for each class.

Teacher: Teacher first and last name. Teacher Email. Teacher schedule of courses taught including course name, course number, and section number.

How do we make changes to student information once setup is complete?

Each school is provided with a production login that allows them direct access to the student database. Using this schools can add or delete students, change contact information and change schedule information for each student. We (ParentEdge) can also take care of any changes if you simply notify us.

How do we add new students?

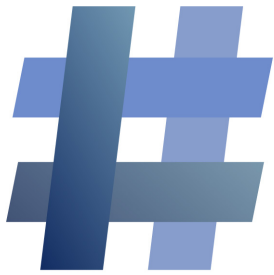
New students can be added using the production access as explained above. However, the easiest way to add new students to the ParentEdge system is directly through the ParentEdge website. Parent of new students can simply go to www.parentedge.com/parentsupport and fill out a form to be added automatically to the system.

How many phone numbers and emails can be associated with each student?

One phone number and three email addresses per student.

Will the data ever be shared with anyone else?

No, school data will never be shared with any party for any reason unless subpoenaed by law enforcement.



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More Common Questions

How are parents notified?

Parents will receive a welcome email containing login information and a detailed explanation about ParentEdge and its functions. Parents can use the login information to access ParentEdge, change their contact information and opt out of receiving messages. Parents also receive a welcome text message stating: You will be receiving homework updates from your child's school. Std messaging and data rates may apply. To opt out simply reply STOP to this message. We also have handouts that can be given to parents. Full sheet letters explaining ParentEdge along with half-sheet handouts etc... The text is sent from a virtual phone number. All emails come from parentedge@schooledgemobile.com

What exactly do teachers have to do each day?

First, teachers don't have to do anything to set ParentEdge up. All teachers need to do is login, enter their homework information and click save. **Secondary teachers** would only need to enter homework information for each unique course they teach, not each individual section of the same class. That's it. Most teachers seem to prefer logging in on a Monday and entering homework info for the entire week since they can without having to navigate from the login page. **Elementary teachers** have basically the same setup as the secondary teacher. The elementary teacher will have more space to enter information as they are the only teacher on a student's schedule in the system.

If a teacher doesn't enter information for a day: at the secondary level, that teachers class is not included in the messages sent out. At the elementary level, no message is sent out that day for the teacher's class.

How is teacher training handled?

The ParentEdge interface is very, very easy to understand and requires minimal training for teachers. There is a short 5 minute video on our website, one for secondary and one for elementary schools, that functions as a training tool. In addition, we have documents of varying length and detail that explain how to use ParentEdge.

Can teachers send messages to one single individual parent?

No, ParentEdge doesn't, at the moment, allow for a teacher to message an individual parent in the classroom. Whatever the teacher enters into the system is sent to all students in that course.

Can administrators see what teachers are entering for homework each day?

Yes, administrators are provided with a login that allows them to see what homework teachers have entered for the week. This account lets principals see who is using the system and what they are entering.

What other features does ParentEdge currently have for administrators?

The administrator account allows for principals to generate a weekly homework report for the building. This report shows what all teachers have entered during the week. They also have the option of checking statistics.

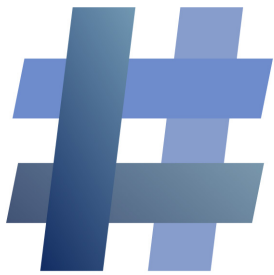
Can administrators send messages to parents?

Currently that feature is not in place. It will be added at some point during this school year though with the capability of individual parent messaging and group messaging for administrators and counselors.

What is the normal cost for ParentEdge in a school?

Cost for the 1st year of ParentEdge is \$1.86 per student enrolled in school. There is no other cost.

The 2nd year and beyond costs \$2.50 per student enrolled. Again, there are no other costs or fees.



ParentEdge[®] Export Instructions

Secondary Schools

We will need two documents exported from your student information system. One will contain teacher information and the other will contain student information. Included with this document and email is an example of each type of file as it might look after being exported.

We recommend waiting until a week into the school year to generate these files and send them to us. If your SIS can automatically generate these files at a regular interval and deposit them on a secure FTP server we can help you in automating this process.

Export file format should be in excel spreadsheet format such as: .xls, .csv, .xml, .xlsx, etc...

Teacher Data Fields Required:

-Teacher Name

-Teacher Email

-Teacher's schedule with course name, course number, and section number of all classes taught

This data should all be included in the teacher export.

Student Data Fields Required

-Student Name

-Parent Email (Primary)

-Parent Cell Phone Number (sometimes stored as a secondary or alt phone #)

-Student's schedule, in order, by period with section/course numbers for each class. Class name is not required for student export.

This data should all be included in the student export.

Please don't hesitate to contact us if you have any questions regarding this export: support@parentedge.com or call 313-743-4910.

www.ParentEdge.com



ParentEdge[®] Export

Instructions Elementary Schools

We will need one document exported from your student information system. It will contain teacher information and student information. Included with this document and email is an example of a file as it might look after being exported.

We recommend waiting a week into the school year to generate this file and send them to us. If your SIS can automatically generate this file at a regular interval and deposit them on a secure FTP server we can help you in automating this process.

Export file format should be in excel spreadsheet format such as: .xls, .csv, .xml, .xlsx, etc...

Data Fields Required:

For each student the following should be included:

- Student Name
- Parent Email (Primary)
- Parent Cell Phone Number (sometimes stored as a secondary or alt phone #)
- Name of student's primary teacher
- Teacher's email

Please don't hesitate to contact us if you have any questions regarding this export: support@parentedge.com or call 313-743-4910.



Privacy / Confidentiality Guarantee

Any personal information shared with us will be treated with the utmost respect and security.

SchoolEdge Mobile Inc. / ParentEdge® will never distribute any information to a third party. We will never sell or rent your information to third parties or use it for any purpose other than our ParentEdge automated homework communication system.

We use administrative and physical safeguards to protect the confidentiality and security of your personal information. We use industry-recognized technical safeguards and have adopted and implemented security procedures to protect your information from loss, misuse or unauthorized alteration.

We may disclose your personal information to courts, law enforcement authorities, when such disclosure is necessary or advisable, in our sole discretion, to conduct an investigation, respond to law enforcement subpoena or court order, bring legal action or pursue other relief when you or a third party are or may be: (a) violating our terms and conditions of use; (b) causing injury or other harm to, or otherwise violating our property or other legal rights, or those of other users or third parties; or (c) violating federal, state, local, or other applicable law. Notwithstanding our efforts, we cannot guarantee absolute or unqualified protection of this info given the open nature and resulting instability of the Internet, and we make no representations or warranties as to the effectiveness of our security and assume no liability for security breaches or any failure in the security of your computer equipment, your internet service provider or other networks and communications providers.

In addition, if a school decides to terminate the use of ParentEdge all information provided to SchoolEdge Mobile Inc. will be deleted and is not stored or saved for any reason.

Thank you for partnering with us in bringing ParentEdge to your school.

Sincerely,

A handwritten signature in black ink that reads "Chris Hren". The signature is written in a cursive, flowing style.

Chris Hren
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