



CASE STUDY

School Districts Throughout Mississippi Turn To AlertNow

In the past year, AlertNow has experienced tremendous growth in the state of Mississippi. Dozens of school districts have selected AlertNow as their rapid communication service provider. In some cases, a district has switched from other methods or products. In others, districts have evaluated the full range of services in the market and concluded that AlertNow represents the best combination of features, usability, and value.

Before **Lauderdale County School District (LCSD)** began using AlertNow, the district relied on a telephone chain to communicate important messages. "The six departments at our central office would contact individual school principals, who would then notify their staff members. This was a time-consuming procedure," said LCSD Superintendent Randy Hodges. "I wanted to improve the way we communicated with our school community, as well as our parents, and with AlertNow, we can notify everyone in the district in a matter of minutes."

In addition to reaching families quickly, LCSD wanted to improve parental involvement in their schools. "Our principals use AlertNow regularly to inform parents about after-school activities, PTO meetings, and other school events," said Mr. Hodges. "The majority of our schools are seeing increased parent involvement as a result."

"We felt like AlertNow was the best choice," said Tim Boutwell, Director of Technology for **Meridian Public School District**. "We had a number of people evaluating several different products, and when we totaled all of their ratings, AlertNow clearly came out on top."

After using legacy auto-dialers at several different schools, Meridian realized it needed a way to communicate more quickly with parents. "There wasn't any single instance that led us to purchase AlertNow, but there were a number of times where we realized that it would have been very helpful to have the capabilities of AlertNow available to us," said Mr. Boutwell.

In **Winona School District**, Superintendent Dr. Randall Poss appreciates the flexibility AlertNow provides for delivering messages to specific audiences. "One great help is being able to select certain groups to receive messages," said Dr. Poss. "For example, we recently held meetings for 8th graders who will be going into the 9th grade. We were able to inform those students and their parents about meeting times without having to send the messages out to everyone. That is a very helpful feature."

Winona also appreciates the ability to deliver important messages quickly to all their parents. "AlertNow allows us to address any situation as soon as it appears and contact parents at a moment's notice," said Dr. Poss. "It is very useful for communicating quickly."



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Although winter weather doesn't often affect school schedules in Mississippi, on those rare occasions when it does, districts appreciate having AlertNow. "We don't often have snow, but we have used AlertNow recently to notify our families of a snow closure," said Dr. Joseph White, Superintendent of **Philadelphia Public School District**. "Parents appreciate getting this information from us."

Dr. White and his staff utilize AlertNow in a variety of other ways. "We use AlertNow to notify parents when students are absent, which helps improve attendance," said Dr. White. "We also use it to remind parents of Booster Club meetings and fundraisers, deliver PTO messages, and for other similar uses."

In today's economic climate, the value that AlertNow provides at a competitive price was a key factor for many districts. "Our technology staff evaluated several systems," said **Covington County Schools** Assistant Superintendent Helen Milloy. "Not only was AlertNow the best of the systems we looked at, it came with a lower price than the others."

Having a familiar and reputable contact person played a significant role in the decision-making of several districts. "We needed a good system to notify parents about weather issues, to control rumors, to notify parents of early dismissals or emergencies, and we can do that with AlertNow," said **Western Line School District** Superintendent Larry Green. "When we were looking for a communication system, we received mail and flyers about several of them, but Skip Lathem is an experienced Superintendent, and his recommendation meant a lot."

Dr. Ben Cox, Superintendent of **North Pike School District** shared that sentiment. "We had information about a lot of systems, and they all seemed pretty similar," said Dr. Cox. "Skip Lathem is a former Superintendent, whom we knew to be reliable. He worked with us and was able to show us how AlertNow provided all the capabilities we needed."

"As a former Superintendent in Mississippi, I have a clear understanding of the challenges that school districts in this state face each day," said **Skip Lathem, AlertNow Account Executive**. "I believe very strongly that AlertNow offers them the best rapid communications service on the market today. I'm pleased that so many Mississippi districts have chosen AlertNow over the past year, and I look forward to assisting additional districts with their selections in the near future."

To learn more about how AlertNow can help school districts in Alabama, Arkansas, Louisiana, Mississippi, or Tennessee meet their rapid communication needs, contact Skip Lathem by calling 800-213-7168, Ext. 109, or by e-mail to slathem@alertnow.com.