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Elmwood-Murdock Schools Shifts Communication Strategy to Tell Student Stories

Today, Elmwood-Murdock Schools launched a new public relations campaign to increase parental engagement through the use of technology. The campaign is part of a larger effort to inform the Elmwood-Murdock Schools community of the positive stories that happen inside the District. The administration announced the release of new mobile applications for iPhone and Android with school information such as events, sports scores, cafeteria menus, emergency notifications, and other pertinent information. The effort is in partnership with Apptegy, an education technology company based in Little Rock, Ark.

Elmwood-Murdock Schools is taking this initiative to engage community members on the devices and social networks they use most. A ComScore study¹ shows that Americans use mobile technologies at twice the rate of desktop computers, and a Pew study² shows that 65 percent of adults use social media. With the newly-adopted tools, the administration and teaching staff can share across all of these communication channels.

The Elmwood-Murdock Schools leadership sees sharing news and updates on mobile devices and social media as critical to educating in the 21st century.

“We know we have a lot of great things taking place at Elmwood-Murdock Public Schools that we want people to know about,” explained Ryan Knippelmeyer, superintendent of Elmwood-Murdock Schools. “Our new school app will provide easy access to information pertaining to our school.”

“Apptegy will allow us to communicate via multiple avenues. Time spent sending out messages will be streamlined as we will be able to create one message and send it out multiple ways at one time,” Knippelmeyer said.

Apptegy builds simple communication tools for school districts across the country. “School districts like Elmwood-Murdock have a unique opportunity to grow connections with their community by sharing all of the great things that happen on a daily basis,” said Jeston George, CEO of Apptegy. “Educators are extremely busy, so they need tools that make it easy and efficient to share across different types of devices and social networks.”

The free mobile apps in the Google Play Store and the Apple App Store are available by searching for “Elmwood-Murdock” in the respective stores. A revamped, mobile-friendly website, **www.emknights.org**, will be launched on Monday, September 11. Community members can expect to see more positive stories and regular updates from Elmwood-Murdock Schools.

¹ <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report>

² <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>