apptegy

KLICKITAT

SCHOOL DISTRICT

Hey **Team!**

With so much competition for students, teachers, and space in people's minds, it has never been more important to share the positive things happening at the district. And with all of our current and prospective families being on mobile, that is your biggest opportunity to build those advocates.

And with Apptegy, you now have one place where you and your staff can go into and share the positive stories happening at the district. I included in this booklet a few examples of what that could look like.

Take care,

Clay

Ask me about my love for playing golf and ultimate frisbee!

Include everyone on the device they use most.

Push Notifications

Send push notifications to subscriber groups in the app to drive your community back to the app.

School Sections

Enable users to drill down to view content for a specific school or set a default school.

The Info People Want

Provide easy, native access to the content and information your parents want most.

Most districts go wrong by thinking that just getting a new website is enough to connect with families and their community. The problem is, people spend the majority of their time online in mobile apps, not their browsers.

If you just need a depository of information, a simple website will be the way to go. In fact, there are many free websites you can use to accomplish this goal. In most cases, school districts have other reasons to upgrade their websites: **to make a better impression, provide a good user experience, and attract students, teachers, and attention.**

To reach that goal, you have to meet people where they spend their time online. That's why we help you build a **mobile strategy.**
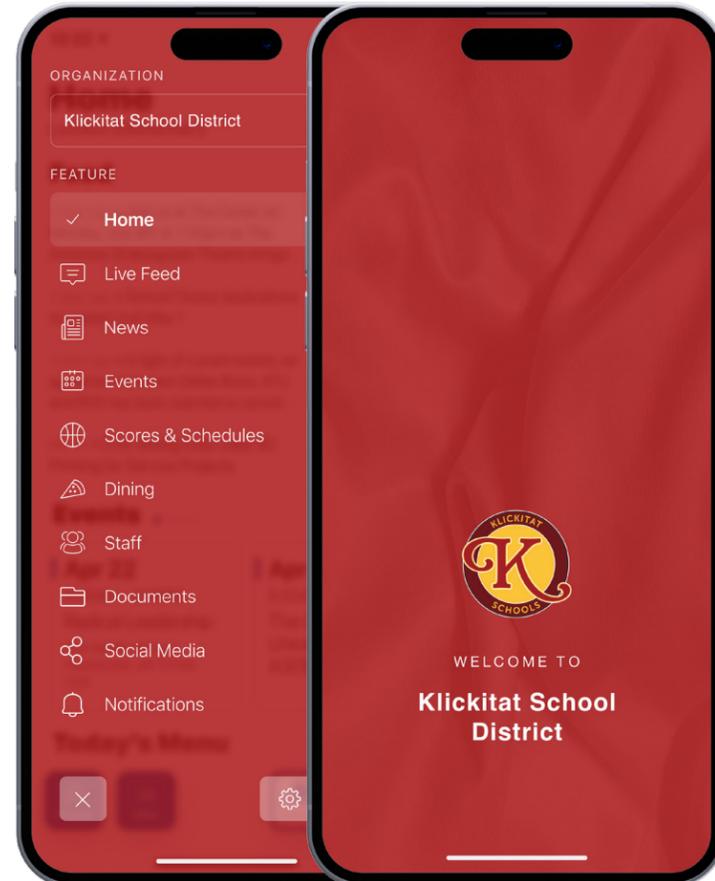
Single Source of Truth

To win in school marketing, you need to stand out on the devices people use the most. That's why we use state of the art design and technology to create an intuitive user experience that your audience will love. Our native mobile apps load quickly and present information so it's easy to understand on a smaller screen.

Fully native for iOS and Android so your community has a great user experience no matter what phone they're using.

GET IT ON Google Play   Download on the App Store

- News
- Events
- Documents
- Breakfast & Lunch
- Staff Directories
- Athletics & Schedules
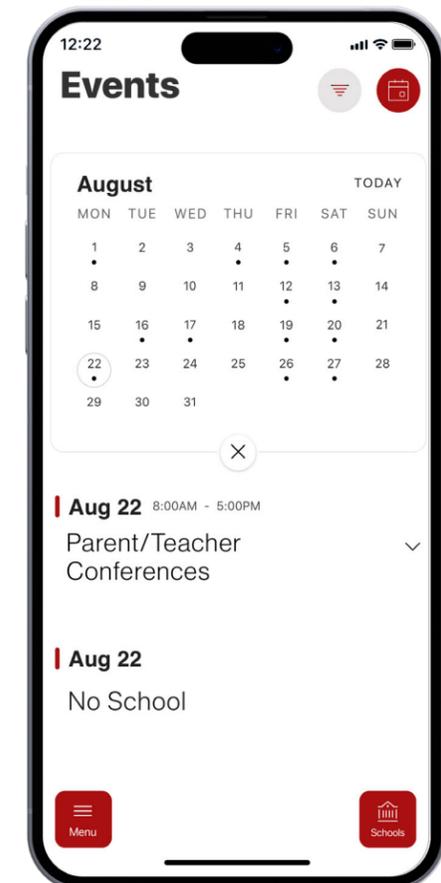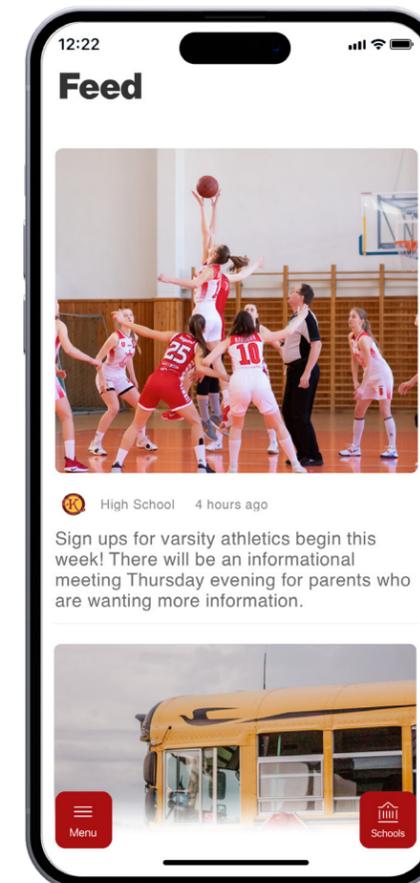
Your Website Could Look Like This:

We follow modern design best practices to offer a clean and appealing visual experience to your audiences. **Every website we build and host is ADA-compliant.** In addition to providing the tools to ensure compliance, we also provide ongoing **ADA training** for district staff to ensure that added content is compliant as well.

Share What Makes Your District Stand Out!

Live feed
A place for short updates to keep everyone in the loop. It's like a Twitter feed reserved for school information.

Events
Bring your community together with a simple and powerful events calendar.
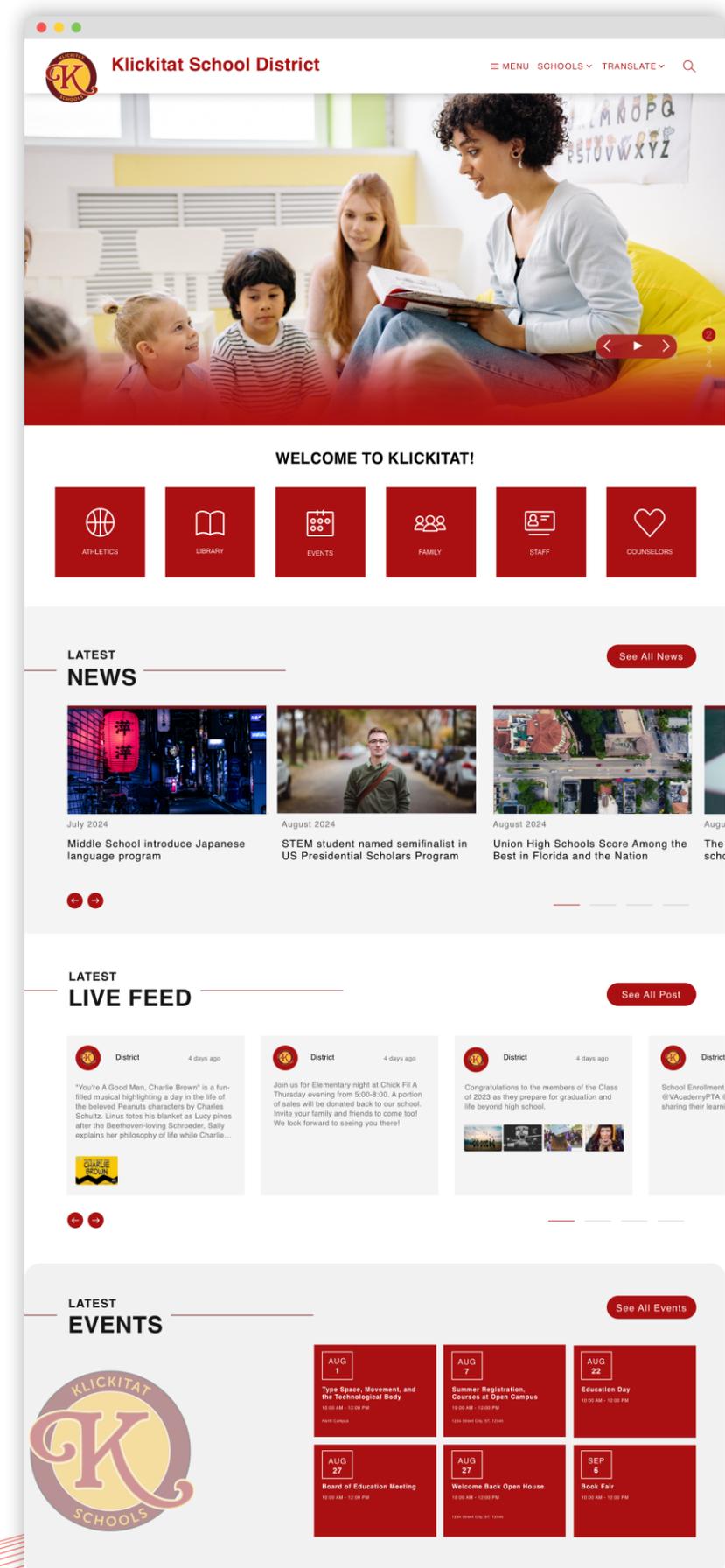
News
Highlight the exciting stories and achievements going on in your district.
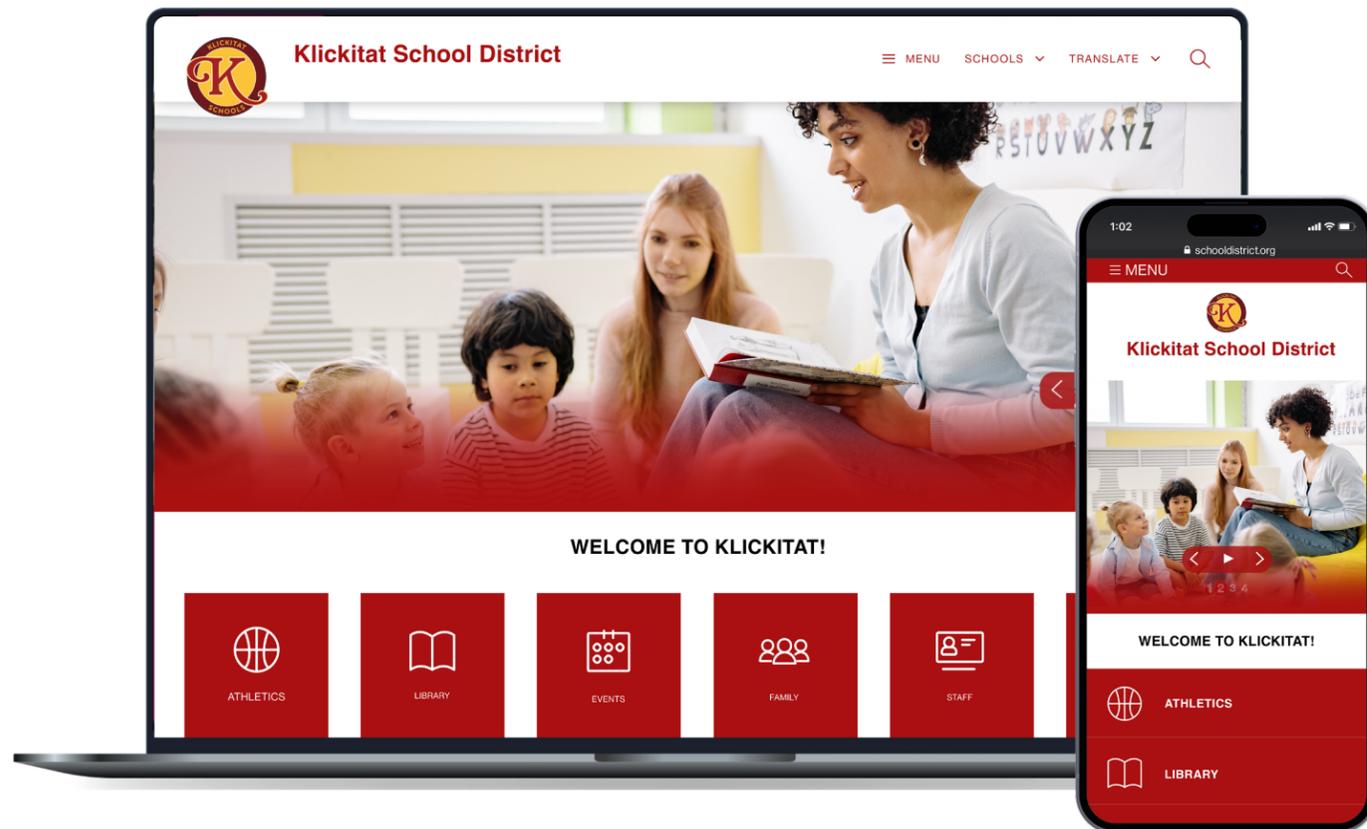
Programs
Highlight what really matters. We'd love to feature your programs and make it easy for your audiences to find what they're looking for.

Build an experience
your audience will love.

A good website stands out by offering a great user experience. That's the best way for you to make a positive first impression and get people to come back.


Responsive Design That Works On Any Device

Having a responsive website is a **must.** It's an important part of your mobile strategy, so we build all of your websites to be fully responsive. This also means you don't need to recreate content to make it accessible to smartphones. This helps users with visual or motor impairments navigate the website from all device types and screen sizes.

Language Translation

In today's world, you need to engage diverse audiences. Successfully doing so is about more than just translating your website, mass notifications, and mobile app to other languages. Often, message formatting is thrown off after a translation feature is applied, and the user ends up with a message that's illegible.

No one in your community should feel like an afterthought. That's why we use the most robust translation services to power the translation of your website, mass notifications, and mobile app, all while retaining the same great user experience.
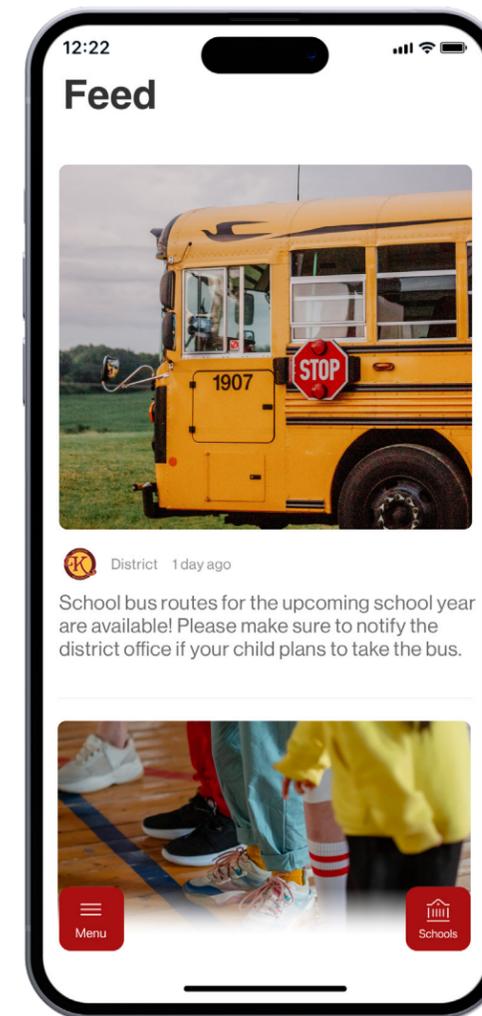
Create, share, and manage **your brand.**
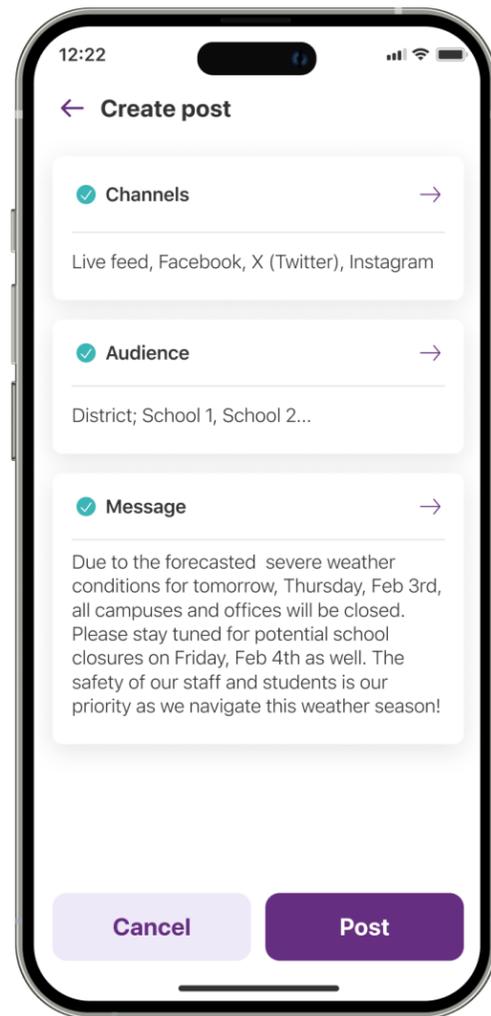
The stories of student achievement happen in your classrooms, stadiums, and auditoriums. Apptegy's app for Android and iPhone allows the people closest to the stories to be the storytellers, wherever they are.

Simply take out your phone, write an update, and instantly share it across all the devices and social networks your community uses to find information.

Advocate for your schools with a powerful brand.

Ease of Use

Most districts have to make an impossible choice: use a system that is really simple but lacks functionality or use a system that's comprehensive but too complex for most users. That's why we built the Apptegy Platform.

With Apptegy, you can **write a message** once and automatically send it across your mobile app, website, Instagram, Facebook, X, push notifications, text messages, voice calls, and email. Sharing is simple, and you can be sure that each message makes it home.

The districts we work with replace their current emergency notification system with our built-in alert system. That way, your entire team has **just one platform to update.**
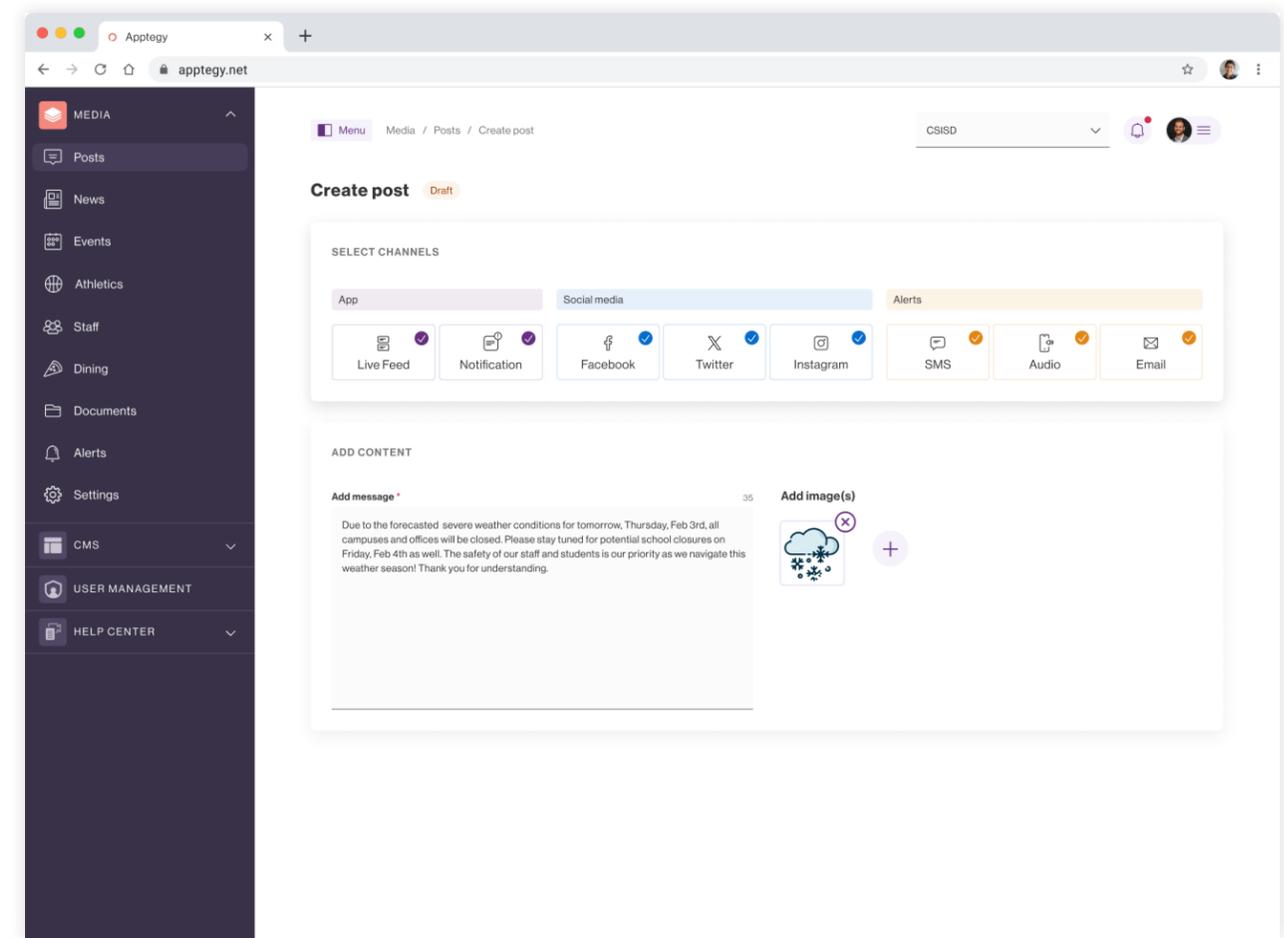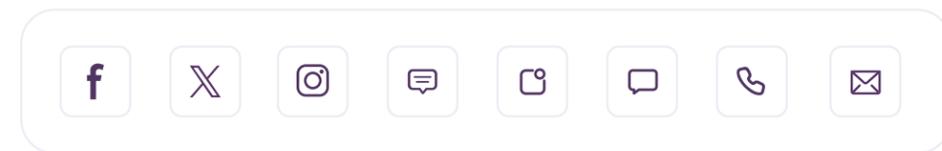
Radically better experience.

We won't charge for our initial training, and we will never charge for ongoing training — even if we did one per week. All of our trainings are done via zoom, so those sessions are recorded and available at your disclosure. Additionally, you can use tools like our help center or live chat to receive immediate assistance.

Client Success

"Support" is about more than helping with questions and addressing concerns. You will have a dedicated point of contact for:
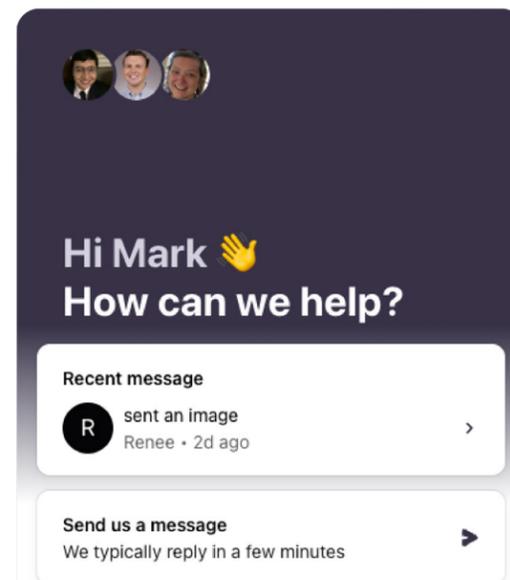
- Marketing Strategy
- Best Practices
- Feature Updates
- Product Rollout Campaign

All training is included & unlimited

Response Time

Our average response time is 60 seconds, and most requests for support are closed within 30 minutes. Here are some ways to reach us:

- Live Chat (online)
- Phone
- Email

Hi Mark 👋
How can we help?

Recent message

R sent an image
Renee • 2d ago

Send us a message
We typically reply in a few minutes

Meet the Team

Jesson George
VP of Client Experience

Jesson leads Apptegy's Client Success, Onboarding, and Technical Operations/ Support teams. He brings 18 years of experience in project management, leadership, and customer service in telecommunications. He believes that deeply understanding the client's needs, the school community, and providing the right tools at the right moment are at the heart of the work the Client Experience team does.

Rachel Cole
Director of Implementation

As the Director of Implementation at Apptegy, Rachel coaches her team to deeply understand the client's school community in order to create an online platform that radically improves a district's ability to communicate.

Jared Dreher
Head of Support

Jared serves as our Head of Support, bringing 12 years of experience in customer service and leadership. At Apptegy, you'll see Jared carry over his technical expertise and empathetic approach to people and their problems to the entire Support team. This way, if you contact us for support, our team already understands the inner-workings of our products and can diagnose and offer solutions immediately without having to refer to a separate department.

Let's keep the
conversation going!

📞 **(501) 615-5191**

✉ **clay.rogers@apptegy.com**

Feel free to reach out to me through email or my personal cell phone number.