



NEW HAMPTON

COMMUNITY SCHOOLS

PREPARED FOR
JAY JURRENS



Hi **Jay**,
It's Casey with Apptegy!

Thanks again for the time last Friday morning. I appreciate it - I know you're busy!

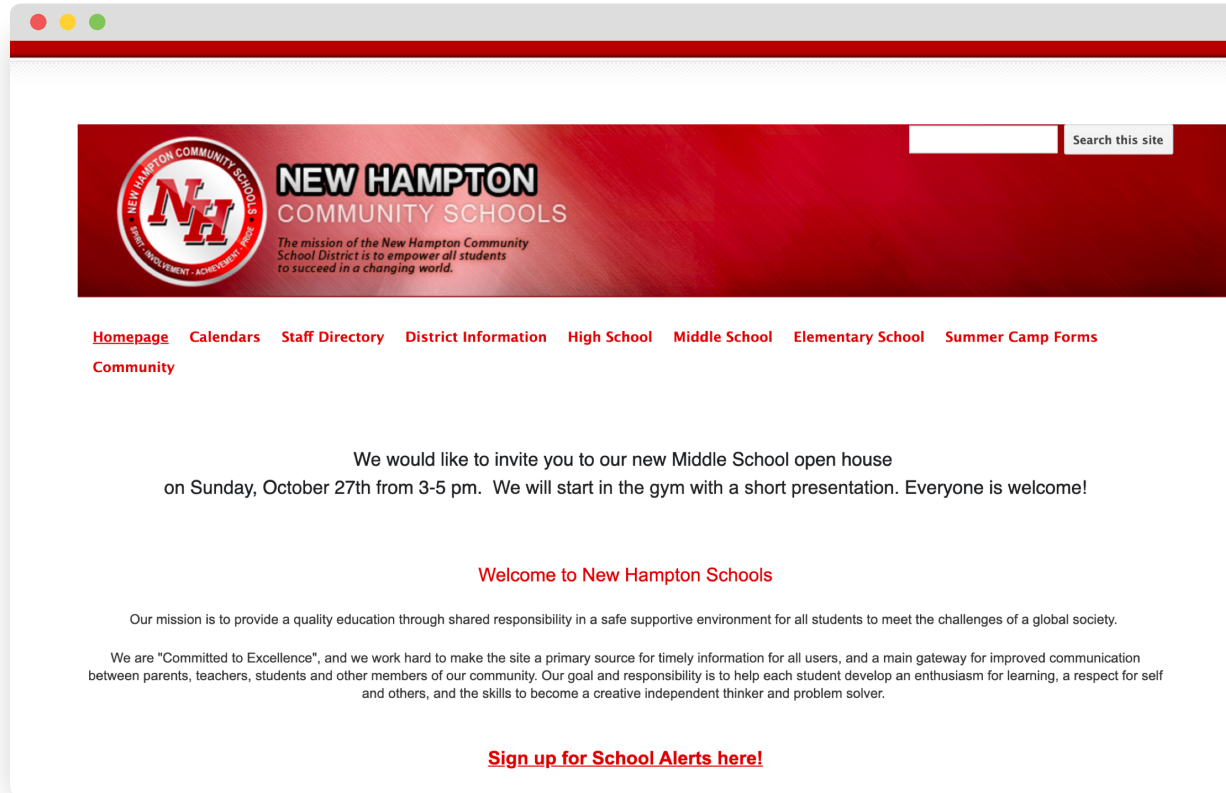
Inside, we put together some examples for how this will work for you guys as you look to compete for families & attention by sharing the good things going on (and connect with your families where they are - on mobile).

Look forward to connecting again soon!

-Casey



Your school's online presence today:



The screenshot shows a web browser window displaying the homepage of New Hampton Community Schools. The header features the school's logo on the left, which includes the letters 'NH' in a stylized font within a circular emblem, surrounded by the text 'NEW HAMPTON COMMUNITY SCHOOLS' and 'INVOLVEMENT - ACHIEVEMENT - PROGRESS'. To the right of the logo, the text reads 'NEW HAMPTON COMMUNITY SCHOOLS' and 'The mission of the New Hampton Community School District is to empower all students to succeed in a changing world.' A search bar is located in the top right corner of the header.

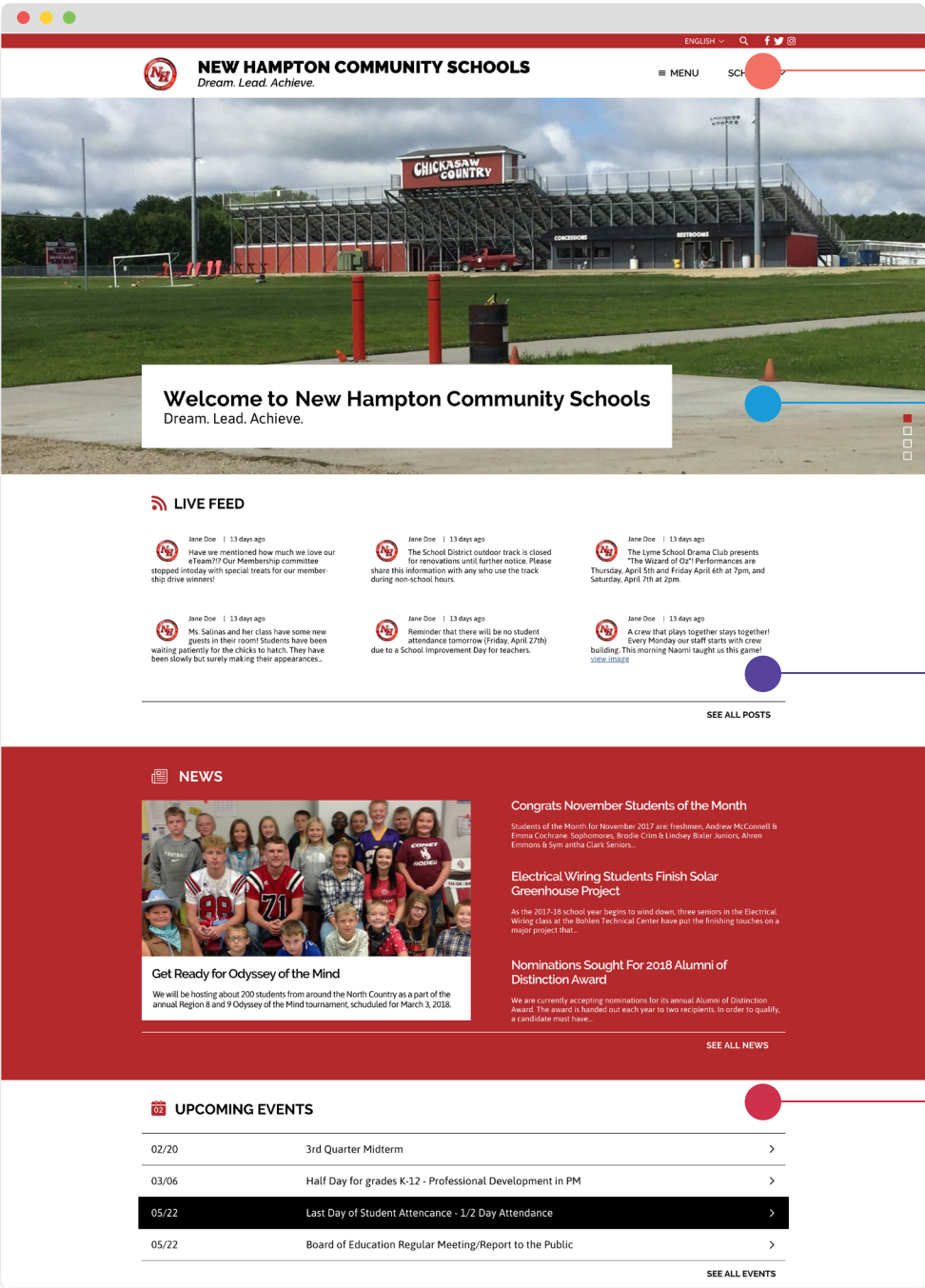
Below the header, a navigation menu lists the following links: [Homepage](#), [Calendars](#), [Staff Directory](#), [District Information](#), [High School](#), [Middle School](#), [Elementary School](#), [Summer Camp Forms](#), and [Community](#).

The main content area features an announcement: 'We would like to invite you to our new Middle School open house on Sunday, October 27th from 3-5 pm. We will start in the gym with a short presentation. Everyone is welcome!' This is followed by a red heading: 'Welcome to New Hampton Schools'.

Below this, the mission statement is displayed: 'Our mission is to provide a quality education through shared responsibility in a safe supportive environment for all students to meet the challenges of a global society.' This is followed by a paragraph: 'We are "Committed to Excellence", and we work hard to make the site a primary source for timely information for all users, and a main gateway for improved communication between parents, teachers, students and other members of our community. Our goal and responsibility is to help each student develop an enthusiasm for learning, a respect for self and others, and the skills to become a creative independent thinker and problem solver.'

At the bottom of the page, there is a red heading: 'Sign up for School Alerts here!'.

Your website could look like this:



Simple navigation

Provides an excellent user experience.

Large image gallery

Photos are a powerful way to share the positive stories of student achievement.

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.

When prospective teachers engage with you online, how well does your identity stand out?

Smartphones are the primary devices used by families to organize their work, home and school lives. To succeed in this environment, modern schools need to think mobile first in how they engage parents.



77%
of American adults own
a smartphone

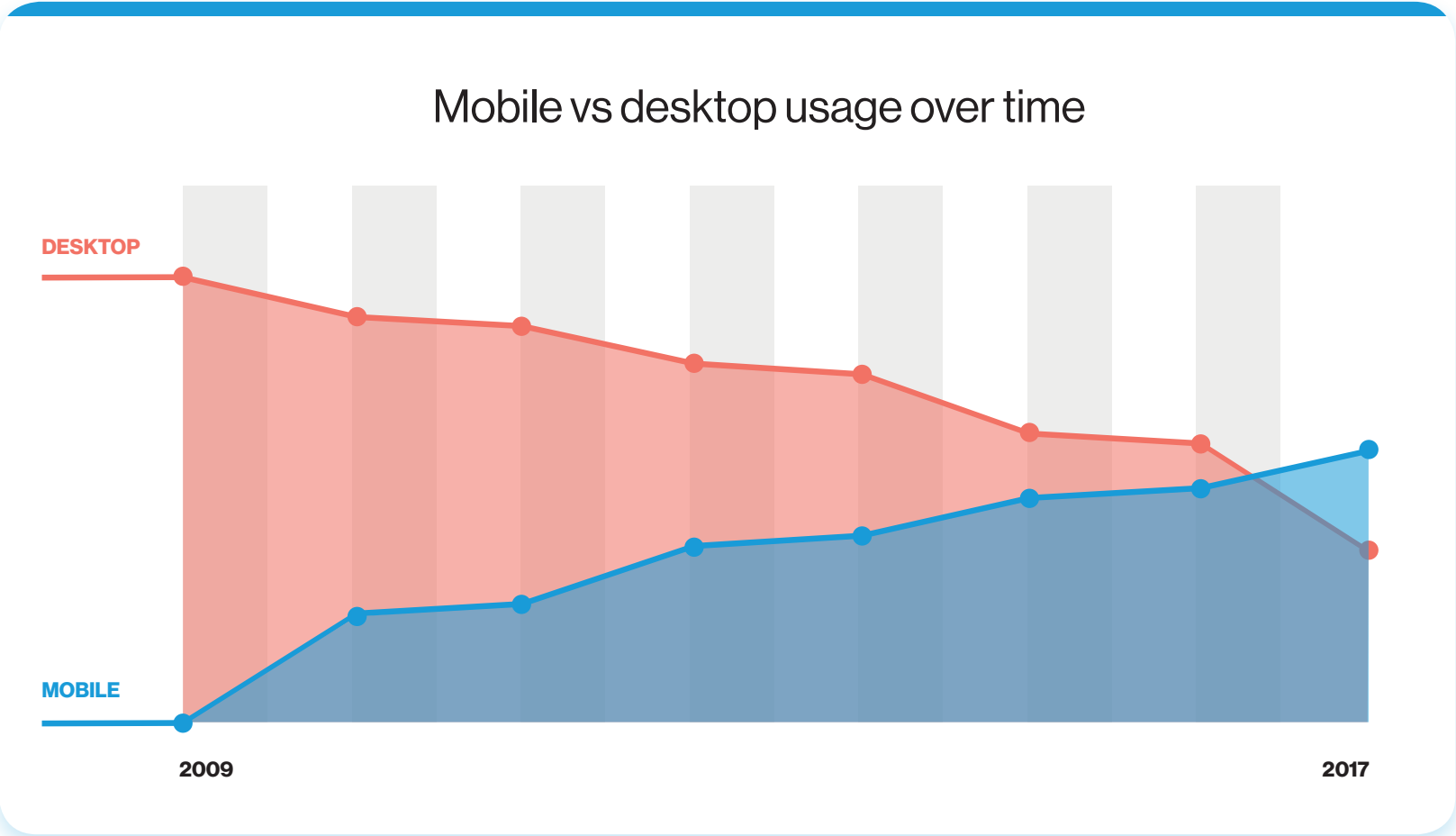


1 in 10
families use a smartphone as their
only internet connection.



In 2015
mobile surpassed desktop as the most-
used devices for Google searches.

Are you reaching your community where they are?



Your district needs a mobile strategy.

With everyone walking around with a smartphone in their pocket, you need a mobile-first strategy. This starts with creating a great user experience and filling your app with useful information and positive stories.



Beautiful Design

We'll build your school district a custom app for iPhone and Android. Our apps are fully native so all information is easy to access from any screen. The design of your app should be a reflection of your district's identity. You'll work with our design team to make your app feel like home.



Useful Information

If you want people to engage with you on their smartphone, you need to build a source of truth on mobile. Districts achieve that by providing parents and their community with useful information that's one to two taps away: lunch menus for each campus, staff directories, upcoming events, athletics schedules and scores, important documents, and more.



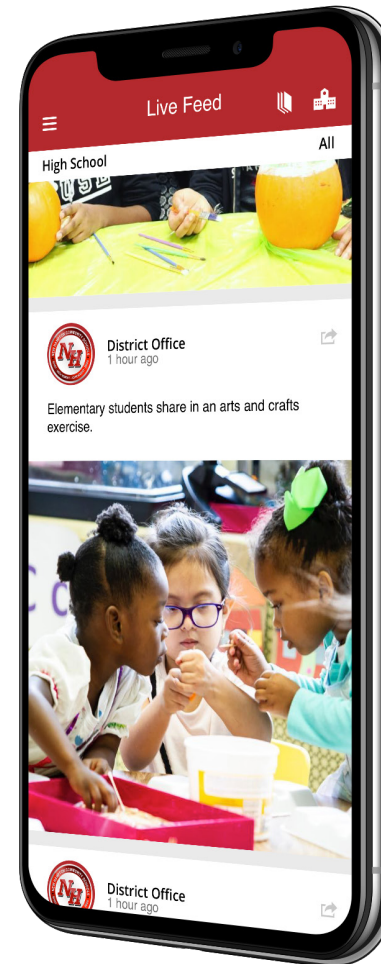
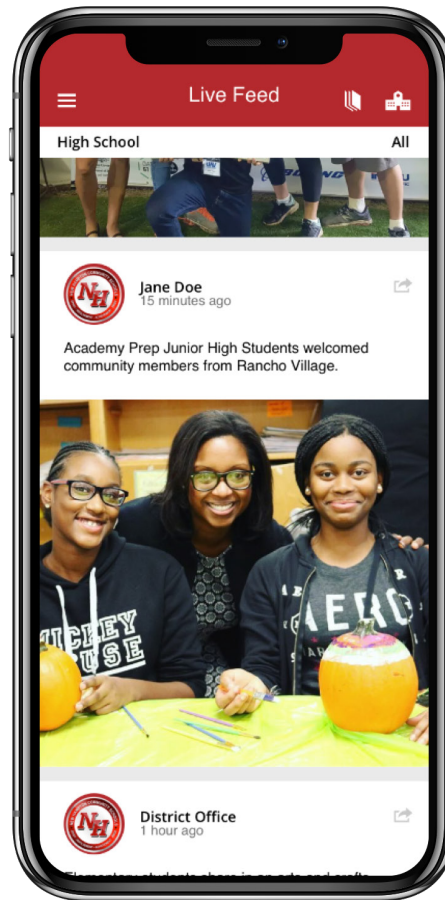
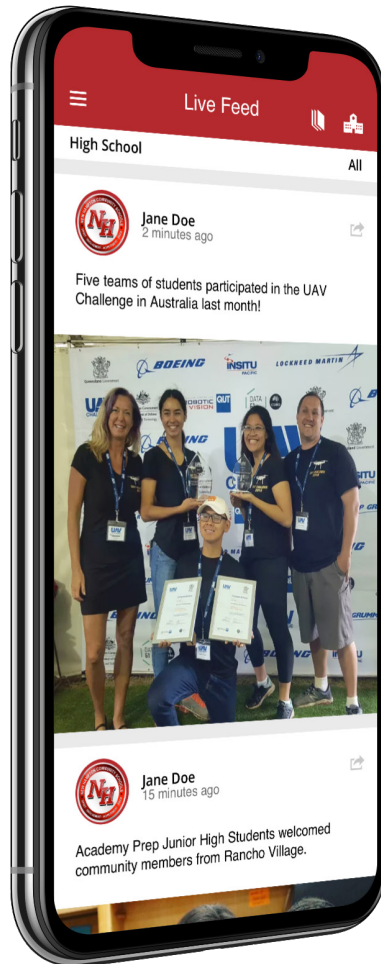
User Experience

We are obsessed with giving your audience the best user experience possible. You won't have to worry about pages that take forever to load or pinching and zooming to view large documents. We want your app to not just be a go-to source for information, but an experience your audience will love.

It's not about just having an app. It's about building a source of truth on mobile.

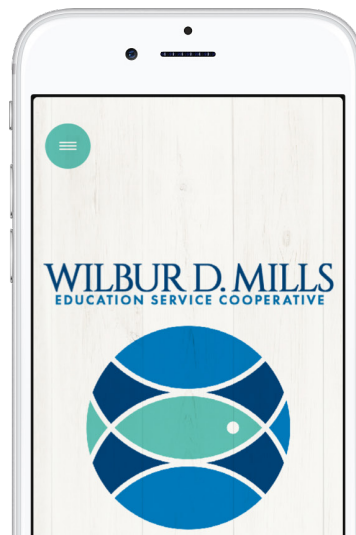


Imagine having a platform to tell your story and build your identity.



A thoughtful experience

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.



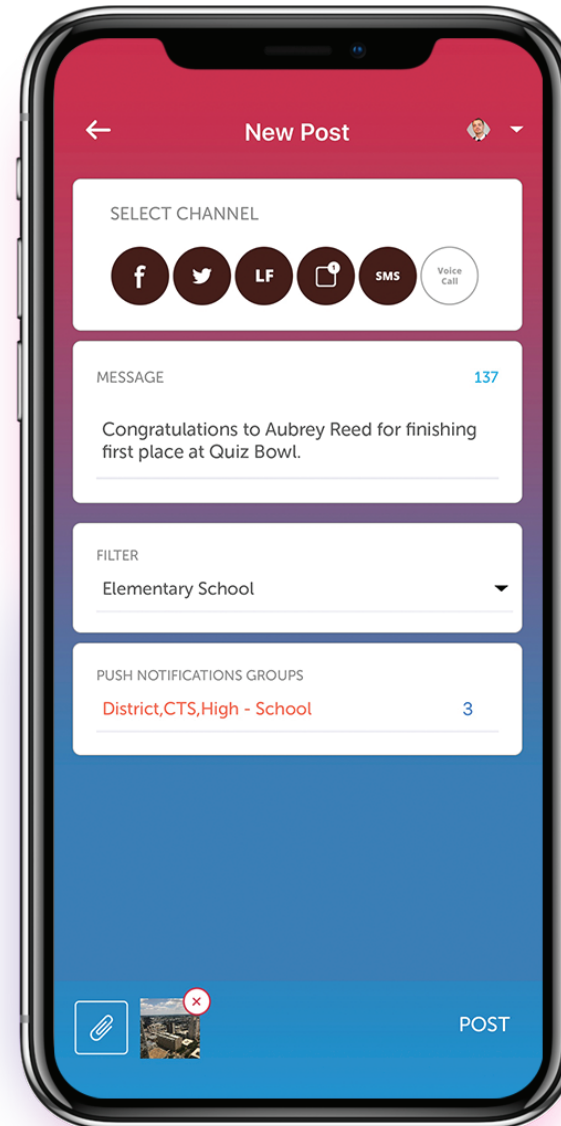


A marketing team in your pocket

The stories of student achievement happen in your classrooms, stadiums, and auditoriums. Thrillshare'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.

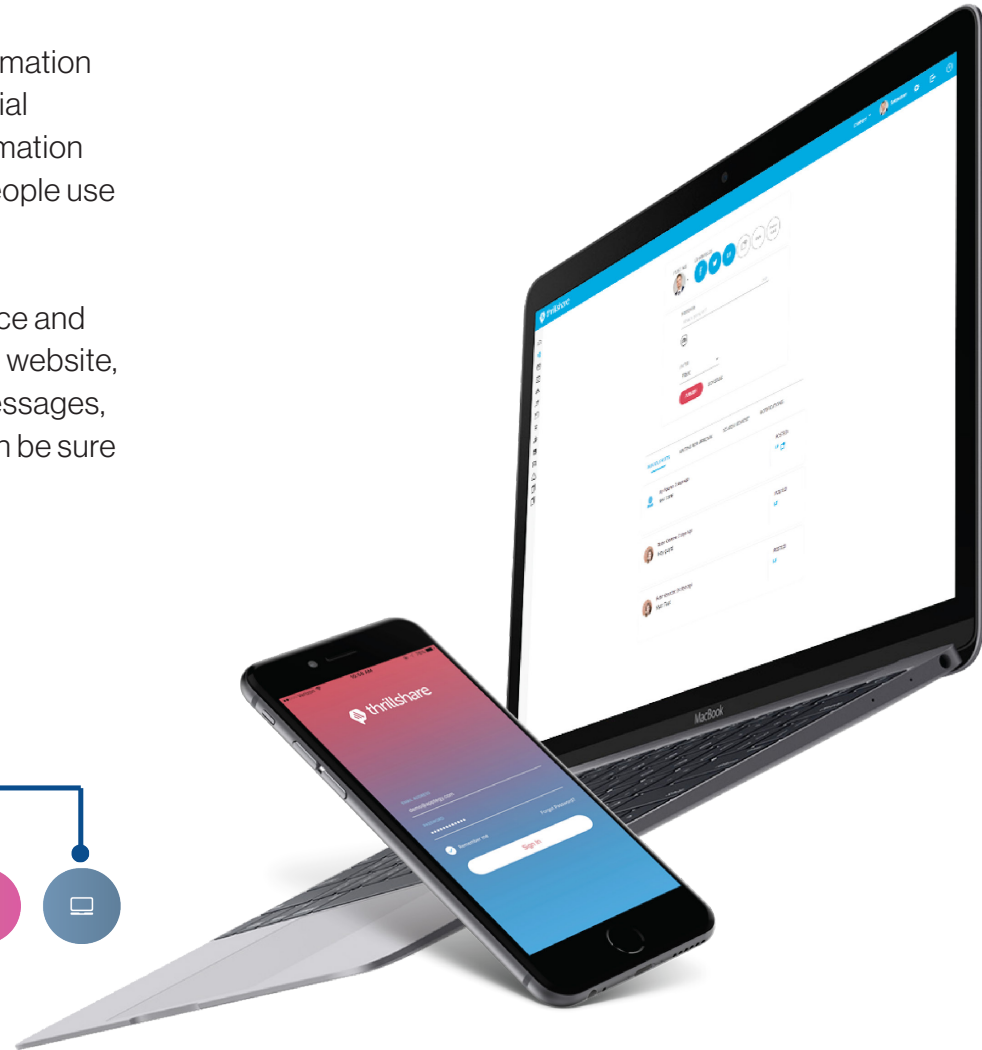
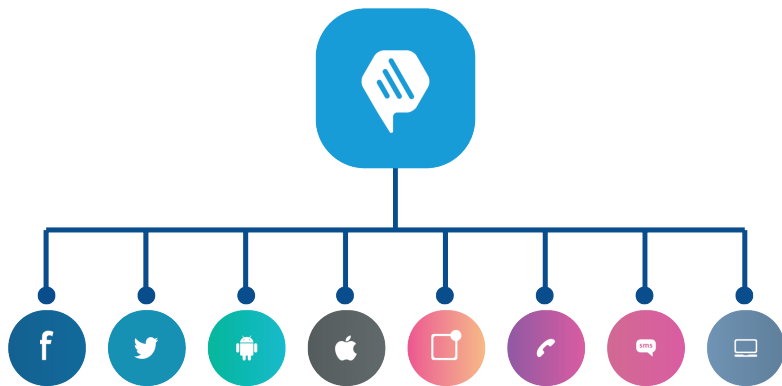
**Advocate for
your schools
with a powerful
brand.**



Thrillshare makes communication common sense.

You can't be sure if your audience wants information on their computer, tablet, smartphone, or social media. That's why it's important to send information across all the devices and social networks people use today.

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



We'll help launch your app.

When your app goes live, we'll provide free, custom images to share on posters, social media, and by email to get the word out about your new app.

Poster Design

We are mobile



App launch video

Search: New Hampton Community Schools

It's everything New Hampton,
in your pocket.

Cafeteria Menus • Events • Staff Directory • Alerts • Athletics





Over 800 School Districts in 49 States

What they're saying

"The investment you've made in your support team and that process is much appreciated and very valuable. The efficiencies we've gained are so valuable. We're amazed at how responsive and kind everyone is."



Sabrina Kapp,
Communications Director

"As much as I wanted to keep you guys a secret (so we might look good to our neighbors) the product is just too good. I must have stopped 7-8 superintendents at our state conference last week and kept showing them your work. You guys are very good at what you do - thank you!"

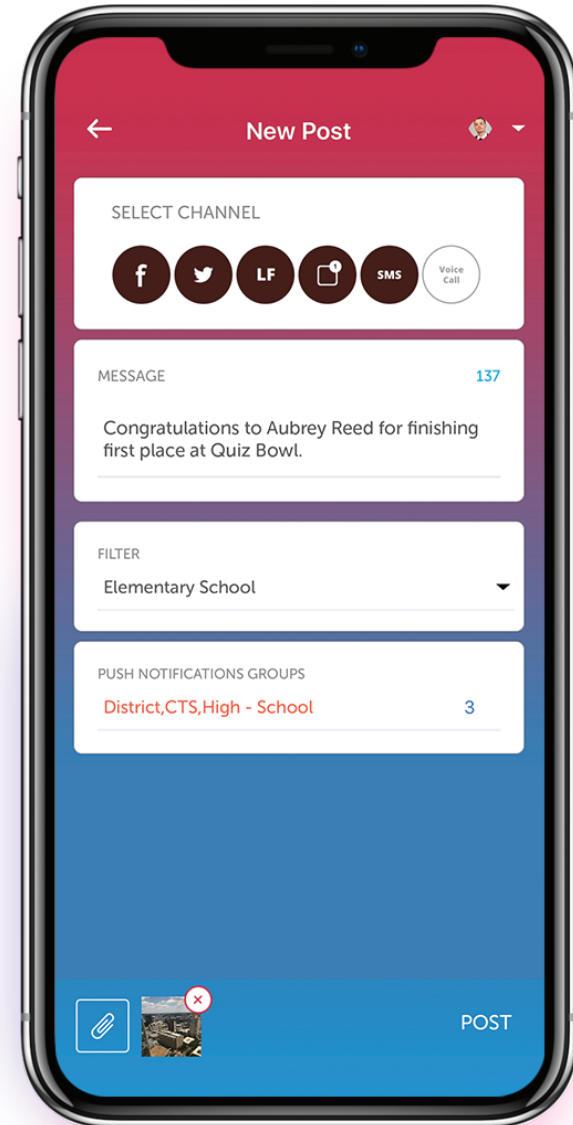


Dr. Seth Miller,
Superintendent

"Apptegy has completely changed how we communicate for the better."



Dan Smith,
Principal



Let's keep the conversation going.



📞 **(479) 221-2417**

✉️ **casey@apptegy.com**

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

To schedule a time to see
Thrillshare for yourself visit:

www.apptegy.com/schedule

