



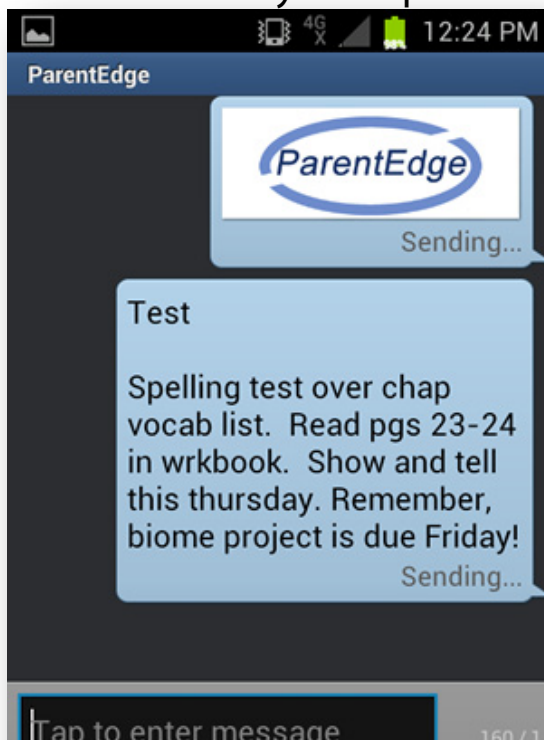
ParentEdge Information Guide

What is ParentEdge?

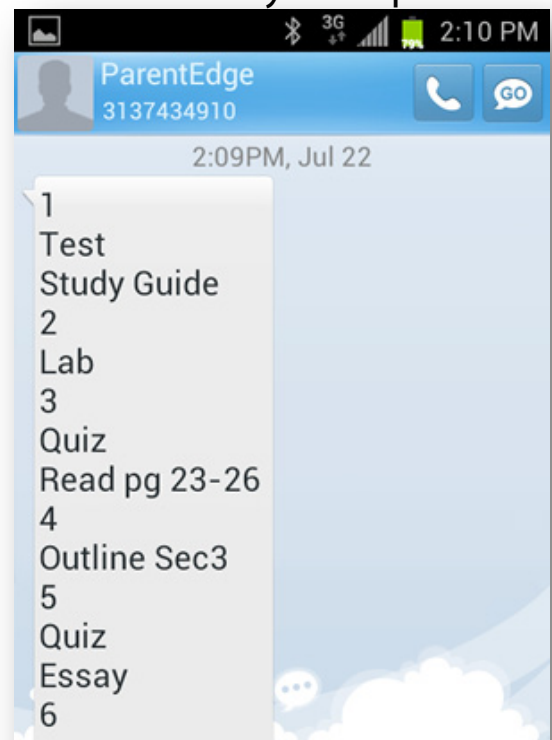
ParentEdge is a service specifically designed to increase parent's involvement with their children's educational activities. The concept is simple: once a day/night parents of students will receive a **personalized text message** directly to their phone telling them what their child needs to do for school the next day. In addition, an **email** is automatically sent out at the same time containing the same information to as many as three email addresses per student. ParentEdge works at both the elementary and secondary level.

What do the text messages look like?

Elementary Example



Secondary Example



These are examples showing what parents of elementary (left) and secondary (right) level students receive. The information contained is customized specifically to the student/parent receiving it. These messages go out automatically at a time decided by the school every day. All teachers have to do is literally take about 30 seconds a day per subject taught (or less in most cases) and put in the students homework or responsibilities for class the following day. ParentEdge does the rest automatically.



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What does the *email* look like for a secondary school?

Here is an example of what a daily email looks like for a secondary school student:

From: ParentEdge (Test Secondary School)
Subject: Daily Assignment Update 10-23-2012

Here are the assignments and reminders today for: Practice, Student

World History

Test

Homework: Read p100-123

Extra Information: Do the reading out of your book and make sure to also check out the graphs on page 156.

Basketball

Homework: BringGymCloth

Extra Information:

AP Language

Test

Homework: Essay Due

Extra Information: Your full essay is due at the beginning of class! No exceptions! Rough draft must be stapled to the back.

French

Quiz

Homework: Worksheet

Extra Information:

Yearbook

None

AP Chemistry

Homework: Problems66-99

Extra Information: Do problems 66-99 in the back of unit 6. Also, be sure to be studying for the test that will be early next week!

To stop receiving this homework update click [here](http://www.schooledgemobile.com) . www.schooledgemobile.com



What does the *email* look like for an elementary school?

Here is an example of what a daily email looks like for an elementary school student:

From: ParentEdge (Test Elementary School)
Subject: Daily Assignment Update 10-23-2012

Here are the assignments and reminders today for: Practice, Student

For Class Tomorrow:
Quiz

Homework / Information:

Tomorrow in class we will be doing our presentations. Please be ready. Also, do page 3 in your phonics workbook. Finally, remember the field trip is on Friday.

To stop receiving this homework update click [here](http://www.schooledgemobile.com) . www.schooledgemobile.com

As you can see the emails allow for even more detail to be sent to parents!



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Why is ParentEdge Unique?

The unique aspect of ParentEdge is the fact that it automates the gathering of contact information, creation of the messages, and the delivery. Other applications that claim to be similar simply give teachers the option of doing a great deal of extra work. They require teachers to gather the contact information themselves, create and structure the messages, and send the messages individually for each class. ParentEdge requires none of that. The application is designed to be almost entirely automated and requires no more than perhaps 30 seconds of a teacher's time each day or a few minutes a week.

ParentEdge is the only messaging system designed by teachers for teachers to save time and energy.

More and more, people's lives are connected by alerts and notifications given by their smartphones, tablets, and computers. ParentEdge works because it turns one of those alerts into a daily conversation about school every single day. It harnesses the power the power of the cell phone and computer to get parents more involved in their children's educational lives.





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How does ParentEdge Help Students and Parents?

ParentEdge provides a means for parents to be far more involved in their children's education. By sending parents this information on a daily basis directly to their cell phones (which have almost completely permeated every level of our culture today) they will take a more active role in ensuring their children do their school work, meet their academic responsibilities and put more of an importance on school in general.

Let's look at a student named Ben.

Ben's mom wants him to succeed but is never sure how to help because she isn't sure what she should talk with him about. She knows Ben is failing several classes by just a few percent. He also doesn't seem to remember to study for tests and quizzes. Ben's mom tries to talk with him about his schoolwork, but Ben usually just tells her he doesn't have any homework and he usually forgets to study for tests. Her life is incredibly busy and she simply has to take him at his word despite his poor grades. She usually doesn't have time to rifle through his backpack and folders everyday to check on him. Even when she does make the time, she ends up finding little information due to Ben's lack of organization. One can imagine many more scenarios like this that play out far more regularly than we would like to believe.

Our hope is that by giving parents this information we will provide a starting point for a daily conversation about school and education.

Now, imagine if Ben's mom were to get an email and a text message everyday (right to her phone, which she of course never is without) at exactly 5:30 p.m telling her what Ben has to do in school the next day.

Imagine the difference it will make!

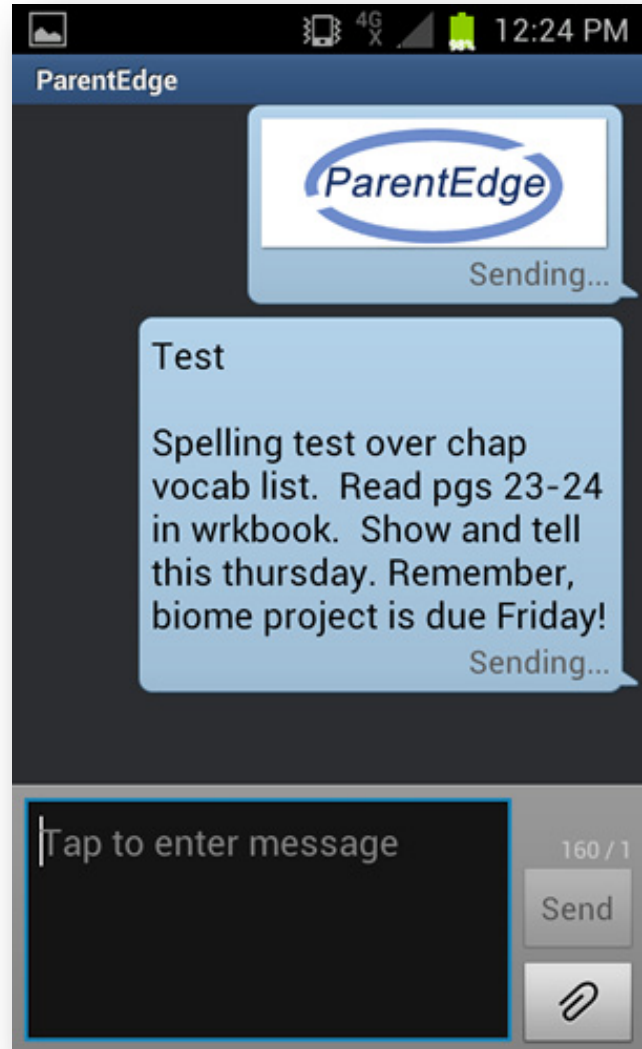


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How does ParentEdge help at the Elementary Level?

At the elementary level ParentEdge provides parents with a daily update directly to their phone and email from their child's elementary school teacher. This message contains an update telling the parent what their child should do to prepare for the next day of school. It can be used to inform parents about tests or quizzes that should be studied for, upcoming classroom events, things that need to be brought in to class the next day, projects that need to be worked on, and anything else the teacher wants to include in the short, automated message.

ParentEdge provides parents of elementary level students with accurate information in an easily accessible and hard to ignore format so parents can ensure their children are prepared for school the next day. It allows parents to talk to their children about what is happening in class on a daily basis. This helps children begin developing good academic habits at a young age by placing importance on academic achievement and personal responsibility.





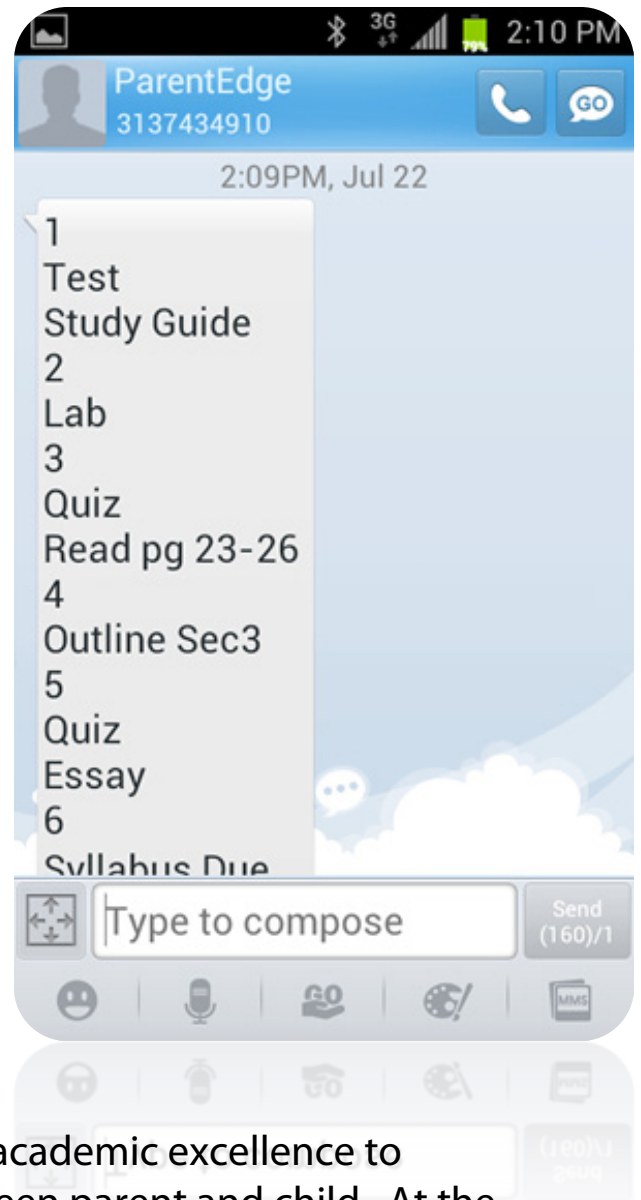
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How does ParentEdge help at the Secondary Level?

At the secondary level ParentEdge provides parents with a daily/nightly update directly to their phone and email regarding their child's responsibilities for each class the following day. It informs the parent if their child has an upcoming test they should study for in 1st hour, if they have homework that is due tomorrow in 2nd hour, a project that needs to be worked on for 3rd hour, reading that needs to be done for 4th hour, a rough draft of an essay that is due in 5th hour, a quiz in 6th hour, and anything else that needs to be done for school tomorrow.

ParentEdge gives parents of children at the secondary level the information they need to ensure their children are meeting their responsibilities as students and succeeding academically.

ParentEdge provides a way for continuing academic excellence to become a daily point of conversation between parent and child. At the higher grade levels parents have the option of their child receiving the daily assignment update directly to their own phone to help develop personal responsibility and to prepare for the rigors of college and beyond. In addition, the daily emails can be sent automatically to both parents and students.





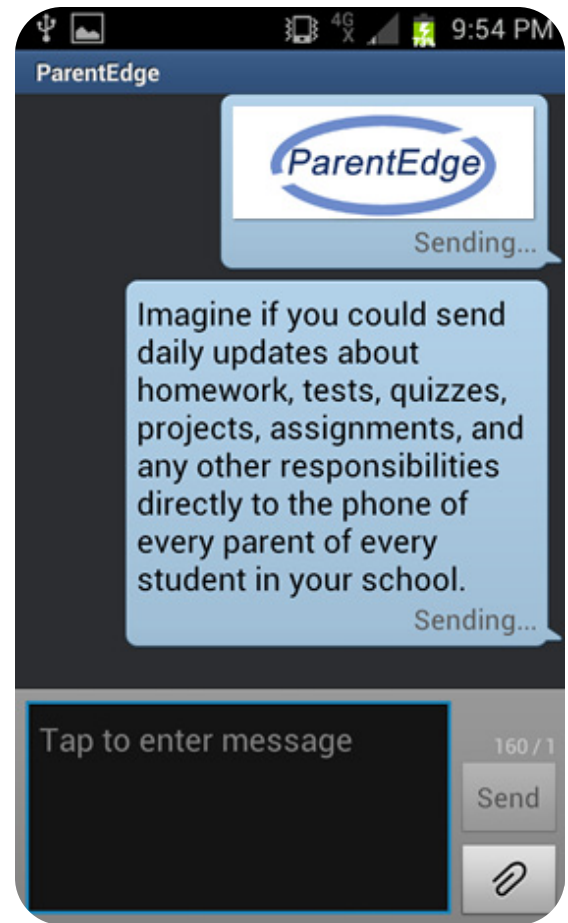
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How does ParentEdge make life easier for Teachers?

Teachers will see a significant increase in students coming prepared for class. The amount of time spent they spend having to contact parents regularly about upcoming assignments, tests, and projects will be cut to near zero. Instead that time can be spent taking care of the many other responsibilities teachers must deal with on a daily basis.

ParentEdge was designed by teachers for teachers so the actual use and function of it is incredibly streamlined. The whole point is that it saves all teachers time on many levels of communication, classroom procedures, and classroom management. The service is designed to be successful in school. It was created from the ground up to specifically address the needs of schools by educators for educators.

What once seemed like an arduous task of getting parents involved in their child's education will become a source of positive pride for teachers in the school. In some instances the entire culture of the classroom and school will change. More and more students will begin taking their work seriously as parents become more involved in their education. Student's grades will increase, their behavior will improve, and their absences will decrease. In short, this service can help teachers create a better learning environment for all students. Just as importantly, this service can help create a less stressful work environment for teachers.



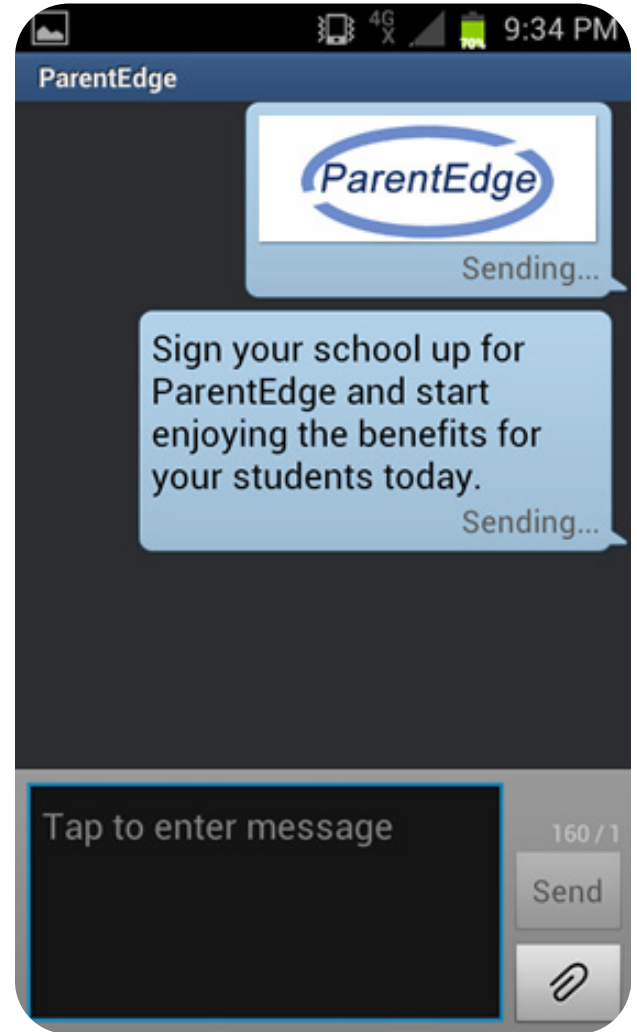


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How does ParentEdge help Administrators?

Administrators will see a significant increase in happy, informed parents. This service embraces the role of mobile technology in education. Administrators who sign up for ParentEdge messaging distinguish themselves as leaders in technological innovation and communication. With ParentEdge, administrators will have positive proof that parents can have a voice and make a difference in their children's education.

In addition, this system makes it especially easy for schools to meet the legal requirement of the majority of IEPs and 504 plans that call for parental notification on a daily basis. The service also meets federal requirements for a parental communication program required for districts receiving Title 1 funding.



On a cost-per-student basis ParentEdge is the single best investment an administrator can make to increase student learning and success!



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Is ParentEdge a good fit for your school?

To determine if ParentEdge will be beneficial to your students you need to first internally answer several important questions:

1. Would you like to see **more parental involvement across all age levels and demographics** on a daily basis in your students' academic lives?
2. Do you think that increasing parental involvement will lead to **higher student academic achievement in class and on standardized tests**?
3. Would you like your students to succeed at a higher academic level than they currently are by **reducing failure rate, increasing test scores, and increasing overall student academic performance**?

In addition to the above questions that ParentEdge can provide the answer to; you need to ask yourself where your school currently stands technologically:

1. Do you believe that mobile communications, like texting and email through phones, **is a powerful and transformative tool** that can have a great impact if used effectively?
2. Would you like to **see your school become a leader** in mobile/cellular communication with parents and students?
3. Do believe that staying up to date with the **most advanced educational technology available** can lead to a better overall academic environment?

If these are questions you answer yes to, then ParentEdge is something you should consider!



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To: Educators Everywhere

From: Chris Hren, Creator of ParentEdge, Chemistry Teacher

As a teacher I know that the vast majority of educators reading this will probably answer yes to most if not all of the questions above. I can safely tell you that ParentEdge is currently the best answer to addressing every issue and question posed above. It is a unique solution, one that can't be found anywhere else. Though other companies will claim they provide the same service, they don't and they can't. ParentEdge is one of a kind in its approach, abilities, and functionality. *In addition, I can assure you that ParentEdge is, without a doubt, the most cost effective means of addressing the issues above.* It will increase parental involvement, it will result in students succeeding academically, and it will create a better overall academic environment where students take more responsibility for themselves.

ParentEdge will provide these benefits at all levels of elementary, middle, and high school education.

If you think the benefits that ParentEdge provides to schools sound too good to be true, contact me personally today and we can discuss just how real the benefits of having ParentEdge in your school actually are. I look forward to speaking with you about the role ParentEdge can play in helping your students succeed at the highest academic level possible.

Sincerely,

Chemistry Teacher
Founder, School Edge Mobile
Creator, Parent Edge Messaging Service
chris@schooledgemobile.com



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What type of support is available for ParentEdge?

Teachers and Administrators

- ParentEdge is designed to be completely intuitive and fool proof in its implementation. However, should a question come up about its functioning or use SchoolEdge Mobile offers 24/7 online technical support in the form of detailed tutorials and videos: www.schooledgemobile.com/support.html
- If there are still questions on ParentEdge the best way to get into contact with our dedicated support team is through email.
- To ensure the quickest and most accurate response from our dedicated support team be sure to include what school you work at and what your issue is in the subject line of the email.

Parents

Parents if you are experiencing issues with ParentEdge and need help those issues there are several options that you can take.

- If you would like to update your contact information or opt out of receiving text messages or email the best way is to log in to the ParentEdge Parent Web Portal.
- If you do not know your username and password to log in to the ParentEdge Parent Web Portal you should contact the office at your child's school.
- If you wish to stop receiving ParentEdge text messages without logging in, simply reply to your schools ParentEdge phone number with "STOP" in the message and you will automatically be opted out of future ParentEdge assignment updates.



ParentEdge Information Guide

***How can you get in Contact with us about
ParentEdge?***

SchoolEdge Mobile

22646 Michigan Ave.

Dearborn, MI 48124

info@schooledgemobile.com

313-743-4910