

## Perins School – A Community Sports College: Arranging School Events through EventElephant

### The Challenge

Perins School are seeking ways to increase their capacity to engage parents and make it as easy as possible for them to get involved in school life. EventElephant was examined as a way to achieve this whilst also improving time efficiency and effectiveness.

### About Perins School

Perins School is a thriving comprehensive Community Sports College in the small market town of Alresford, Hampshire. It has around 1000 students on roll in the age range 11 to 16. It enjoys a combination of highly motivated students and committed staff who have been successful in creating an ethos where the ability to learn is valued and enjoyed. Links to the community are strong and extended activities include Home Access, Health and Fitness classes, Adult Learning and summer camps.

The school offers the usual national curriculum areas and supports this with a wide range of after school activities. Whilst the school is in an area with high levels of ICT literacy, they still experience challenges connected to broadband coverage due to the rural location.

### The Activity

Originally, a series of three events were planned within the normal school calendar using EventElephant as the software tool to facilitate this. Perins had a relatively short time frame in which to do this, only five weeks, and involved some key members of the support staff team to co-ordinate the planning for these events. Members of the EventElephant team worked in collaboration with the school team, visiting the school to train staff in the use of the system and also providing support via e-mail throughout the pilot.

### The Outcomes

Two of the three planned events were successfully managed using EventElephant and all parents were contacted via e-mail in advance to inform them of the trial. The events themselves proved very easy to set up and there was an almost instant response from a large number of parents when the initial invitation to attend the event was sent out using EventElephant. Perins were not quite able to utilise the financial part of the system in the short time available and next steps are to work on this to facilitate use of the system for paid events in the future. The school is now looking at how they can roll out EventElephant across the whole school managing multiple events including the Arts Festival.



An event organiser's best friend

## The Impact

Perins are confident that many schools will be interested in using the EventElephant system as internet and e-mail access increases, because it is an ideal tool to provide parents with detailed information about school events, quickly, easily and efficiently. The school reported that the adoption of EventElephant means they are producing consistently high quality information about what they are providing and to whom and additionally that feedback and responses from parents were also very easy to monitor and keep track of.

Lesley Jones, Data Manager at Perins Schools commented

*“Becta has identified ICT as a tool to improve parental engagement and we were already using email to communicate with the vast majority of our parents. EventElephant feels like a natural progression in effective communication as parents can respond easily and book directly into events. The site is extremely easy to use and we set up our first event within a few hours of training. We look forward to using the site more as EventElephant develops.”*

## And what would the school do differently next time?

Perins now intend to investigate further how they can use EventElephant to encourage on-line payments and use it across the school as the main way of organising their extensive programme of external events.

