

Wildern School: Using Technology to facilitate Online Payments for School Events

Summary

Wildern School wished to trial methods of taking online payments for events at the school and saw EventElephant as an ideal way to facilitate this.

About Wildern School

Wildern School is located in Southampton and is a co-educational Performing Arts College for young people aged 11 to 16. The school has embraced the use of digital technology in conjunction with learning and teaching and is beginning to reap the rewards of this by becoming one of the highest performing schools in the south. Wildern was judged as Outstanding by Ofsted in 2006.

The school values its partnership with parents and has an active Parent/Teacher Association, the Wildern Society. Parent/Teacher Consultation Meetings are held at least once during a school year for each Year Group and the school has established twice yearly parental focus groups to consult parents on the schools strategic priorities and procedures.

The Challenge

Wildern School hold numerous events throughout the year and wished to refine their systems to strengthen parental engagement, reduce administration and simplify financial arrangement through trials of on-line payments. These were the key drivers to use of EventElephant.

The Activity

It was decided that the school Christmas Concert would be a good event to test the system as it involved the largest potential group of users. An event page was setup using the EventElephant interface and links were provided to this from the front page of the school website.

To alert parents to the trial, the usual letter to parents providing details about the concert also mentioned the ability for parents to book tickets online. Booking was available for a week before the event and approximately one third of attendees of the event paid for their tickets online with no major problems reported back to the school.



The Outcomes

In terms of usability Wildern found the site to work in a logical and straightforward way and the entire process to be significantly easier than taking bookings using the existing paper method. The school did however identify suggestions for improvements and EventElephant are currently examining these suggestions with potential for inclusion in future releases of the product.

The Impact

Tim Dalton, Head of ICT at Wildern School commented: *“Overall, the trial has gone well for us and we intend to continue to book events through the site where possible. All parties involved in the trial are meeting early in January to look at upcoming events for the year, the aim being to branch out to as many other areas (paid and unpaid events) as possible”*

