

# ▶ BrightArrow® Digital Voice Dialer

## Interview with the Clay County Schools, 2011

### OVERVIEW

Clay County Schools in Tennessee use BrightArrow's Digital Voice Dialer for instant parent and staff notifications.

Hermitage Springs School purchased the system in 2009, with Clay County High School starting a few months later. Subsequently, the other schools in Clay County are also using the system. In 2011, BrightArrow interviewed the Principals of two of the County's schools to discuss their experiences.

According to Cherry Ann Denton, Hermitage Springs School Principal: *"You have to try it because it's great... We all love it. I don't know how to say anything except how wonderful it is, and how wonderful you all are."*

John Denton, Principal of Clay County High School: *"I would highly recommend BrightArrow. It is a very effective tool. It has made parent contact extremely convenient. My feedback has all been 100% positive on it."*

For a full transcript of the interviews and Clay County Schools' contact information, reach us at 800-649-9660 or Sales@BrightArrow.com.

### Clay County Schools



### CLAY COUNTY HIGH SCHOOL PRINCIPAL

#### John Denton, Principal, Clay County High School

"We send out daily phone calls about absentees, first tardy, second tardy, late arrivals, and we also send out daily calls about missing school work. Like 'your student was absent today,' 'your student had missing class work,' and 'your student got their first tardy.'

"With attendance, BrightArrow has been a contributor for cutting down on tardies, absentees that maybe some parents didn't know about, and parents are more informed about missing school work. It's been a big factor in those three areas.

"It is extremely easy. I've trained multiple people on it. I do very few callouts now because my team does it. And since it is Internet based, that frees it up for them to do it from their classroom, using their cell phone, and maybe even them doing it from home.

"We call the whole study body for weather announcements. We use it for parent teacher announcements; those calls also go out to all students. If we have a special announcement just for a class, then of course we send it just to that class. We have found it to be very effective for missing lunch payments and overdue library books. When we send a call out, we see an up-tick the next day. Say if we have a list of 50 missing library books, if we do a call-out, we'll see many of them turned in the next day. We also find it effective for helping collect overdue lunch bills.

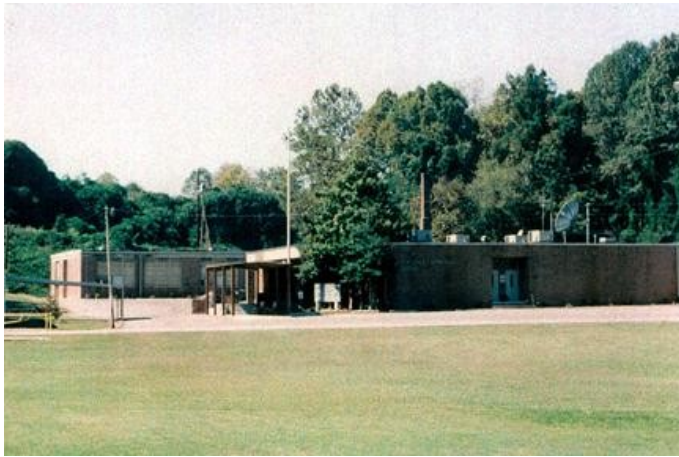
"Your customer service is excellent. You guys have been great. I know you remember us, because I can tell the way you talk. I appreciate the fact that you know who I am.

"I would highly recommend BrightArrow. It is a very effective tool. It has made parent contact extremely convenient. My feedback has all been 100% positive on it. And like I said, the customer service wonderful. You get speedy service and excellent help."



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### **Cherry Ann Denton, Principal, Hermitage Springs School**

"When deciding on a notification system, ease was important for me because I am not very computer savvy. BrightArrow is great because it is very easy to use. We wanted to make sure that everybody who needed to get a message always got it.

We have not had any trouble. Working with you guys, I don't know how to put it, but it has been great. No matter what, I can call anytime, and you are always there or always get back to me more quickly than anybody else I have ever worked with. And I feel like I know you all. I think that makes a big difference. I know I can call and say silly things when I don't understand exactly what is going on, but you all have never, ever have made me feel like I shouldn't ask. And I feel like I can call at any time... and I have.

"We always use it for early dismissal, like if we have to get out for flooding and for snow. Before using BrightArrow, we probably had 125 people come use the phone. Well, now we're down to probably about 15 only using the phone; just those who need to find babysitters. On Wednesday, because of a sudden snow storm, we had to dismiss suddenly at 12:00; nobody knew in advance. I just put it on the phone, and I pushed the button. Within just a very few min-

utes, all parents, no matter where they were, whatever numbers they've given me, had the message.

"I'm sorry to say, but we have had two staff members who have passed away recently – we have never had that before. Our school nurse just passed away; she was 34 years old. She was at the school on Wednesday night of Fall break, and they found her the next morning. I then sent a message out to the parents so everybody would know, and they then could share it with their children before arriving at school, which better prepared the kids, and helped us, the counselors, and everybody.

We use the BrightArrow system for any kind of announcement. For example, when we have ball games, I use it on Friday, giving them a reminder the day before. Our students are younger and lots of times they don't always go home with a note, or they cannot tell what's going on. We just use it for everything. Anything that the parents need to know, we use it.

"And, oh, it's so simple. I love it since I can get onto it from home, or anywhere else; I called it from Nashville. Wherever I am, I can make a message. It's great. It takes about 5 minutes.

"Parents love it so much that the school was going to pay for it. But they heard that, and because it's so handy for them, they volunteered to pay for it. Our BrightArrow system has been very successful.

"Customer support? Oooh. Top of the line. You all call me back within 5 minutes. If I e-mail you, I get something back right then. Everybody's so nice that it feels like family. We love it, and I would recommend it to anybody; they are welcome to call if they want to ask me questions. It wouldn't bother me at all.

"I would say 'You have to try it because they're great. And they will do whatever you need, whenever you need. They get the job done quickly, and straight to the point.' I don't know, I talk to everybody around here about it. 'Whatever you need, they'll take care of you. You don't need to worry about waiting.'"



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