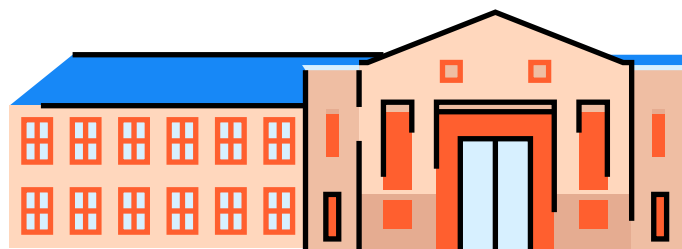# Remind

How Poinciana High School increased student attendance with Remind

Type
Public school

Grades
9-12

Enrollment
1,800 students

District
Osceola County School District, Florida

Poinciana High School is a public high school serving 1,800 students in Osceola County, Florida. In 2013, Michael Meechin spearheaded a new initiative that transitioned Poinciana's Student Services Department from their clunky content management system to Remind—resulting in a 60% improvement in attendance for students in their pilot group.

Complex obstacles affecting attendance

Prior to Remind, Poinciana's Student Services Department was using traditional tools to communicate with students: email, phone calls, and a popular content management system (CMS). When Michael Meechin joined the school as Assistant Principal of Instruction in 2013, his goal was to empower the Student Services Department to improve attendance among a pilot group of chronically absent students.

Michael soon discovered two primary obstacles. First, Poinciana was a Title I school, and many students' parents worked at least two jobs. This meant parents weren't always home in the morning to help students wake up, catch a bus at 5:45 a.m., and make it to school by 7:15 a.m.

Remind

Second, feedback from Poinciana's Student Services Department revealed that their traditional communication tools weren't effective. Students didn't check their email regularly, and individual phone calls were time-consuming and usually went straight to voicemail. Additionally, the school's CMS was implemented at the district level, making it difficult to use for personalized, one-to-one communication.

"I could use our content management system to connect with students, but bottom line: It's not as user-friendly as Remind."

It became clear to Michael that Poinciana's communication tools weren't designed for today's students, who check their phones constantly but aren't likely to answer calls from numbers they don't recognize. Facing demoralization from his team, who were working long hours with few results, Michael began searching for a better solution.

An innovative solution with a familiar tool

Michael had experience using Remind at three previous high schools and in several different roles: classroom teacher, college counselor, and testing coordinator. Shortly after joining Poinciana, he read a blog post about a high school near Chicago that used Remind to decrease truancy by 20%. He was inspired to implement a similar system at his school and expand his "no excuses" mindset to student attendance.

When Michael decided that the Student Services Department was going to adopt Remind as a communication tool, it was easy to get his staff on board. While traditional content management systems rely on an array of different features that are difficult to learn, Remind is designed to help schools get started quickly and keep them focused on communication without changing their existing workflows.

Using Remind decreased truancy by

20%

Building positive relationships with students

Michael and his team knew their goal was to get students moving in the morning, but they wanted to go beyond a standard wake-up call. "We're in the business of building kids up, so we decided to send inspirational messages," he says. These messages included motivational quotes, invitations to grab a snack in the cafeteria, or requests to check in

Remind

face to face—anything that conveyed to students how excited the Poinciana staff was to see them that day.

One immediate benefit was the amount of time saved by scheduling messages. "The beauty of Remind is that we can schedule messages in advance so they go out each day," Michael says. "Our attendance support coach writes and schedules all of the messages for the week on Mondays or Fridays, whatever works best for her workflow."

Additionally, Remind gave students the option of receiving messages by text or smartphone notification, allowing Michael's team to reach all students with a mobile device—not just those with a smartphone.

"When kids fall down, we pick them up and keep it moving. That's just how we operate."

Messages that improve attendance

By the time Michael became principal at Poinciana in 2015, attendance for the pilot group of students had increased by 60% after implementing Remind in the Student Services Department. He also saw relationships between students and staff improve, a result of using personalized communication on a regular basis.

"The students we work with enjoy receiving these messages," he says.

"They could just unenroll, but they don't."

Remind **Hub**

Learn more about using Remind for school and district communication at www.remind.com/hub

Remind