



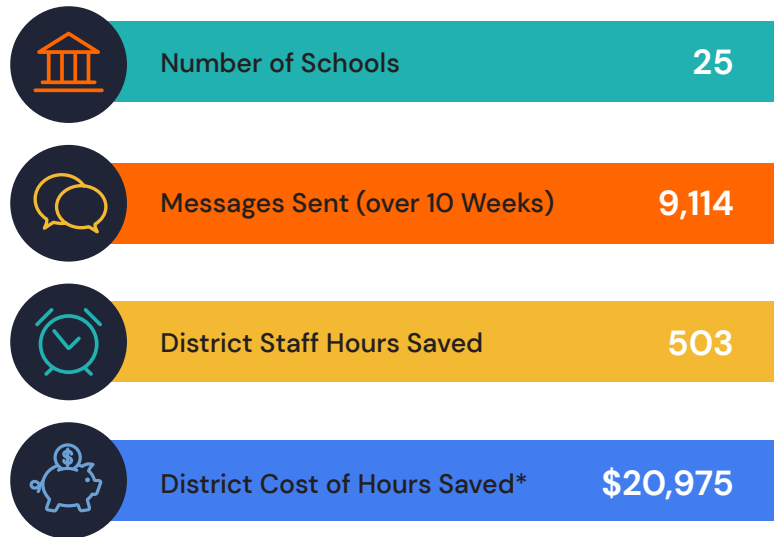
CASE STUDY

Lansing School District, Michigan



About Lansing School District

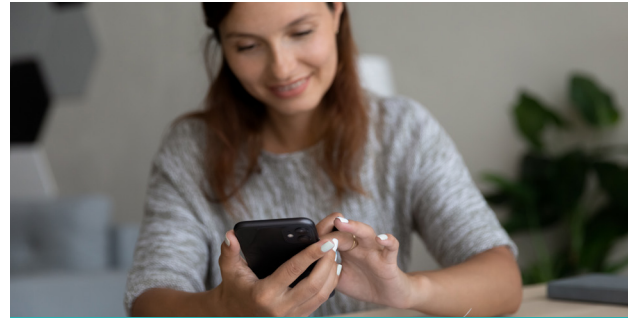
Lansing School District serves 10,000 students in Michigan's capital city. Its footprint covers 52 square miles and includes a diverse urban population of 117,600 residents.



* Assuming \$41.67 hourly rate / \$60,000 salary

Implementation

The AllHere platform—featuring a chatbot named Mini—was a key component of the Lansing School District’s “Minutes Matter: Make Them Count” initiative. Families received positive text messages highlighting the importance of regularized attendance, based on the research conducted by Dr. Peter Bergman about the effectiveness of “nudges” in a mode that is comfortable and accessible. They also received prompts asking if they needed additional support or connection. Finally, families could receive on-demand assistance by asking Mini questions, which were answered within seconds from the district’s customized, intelligent knowledge base.



Number of parents	1,524
Incoming messages	722
Messages answered by bot	94%
Escalations	44 or 6%
Number of opt outs	62

Results

Lansing’s district wide rollout of Mini was resoundingly successful within its “Minutes Matter: Make Them Count” initiative. Not only did schools see a greater level of connection, but educators and families both started to look at two-way communication in a different light. “Mini was able to answer so many questions, freeing up time for our humans to focus on students and families who needed the most intensive support,” Carlson said. “Families really appreciated that we were able to respond to them so quickly and devote more time and energy to those handful of escalations. We were able to maximize our human capital, and AllHere was a key piece of that.”

Other impact included:

- ✔ Strong buy-in from administrators and teachers
- ✔ A more positive school climate around attendance
- ✔ Better identification of barriers to attendance and effective communication
- ✔ Opportunities to more deeply study frequently asked questions
- ✔ Identification of technology-related challenges

Moving forward, Lansing has set new goals of increasing the district’s attendance rate by 5% in 2022 and 10% by 2025. They will continue to look at where they can provide additional support to families and students, how they can celebrate successes, and what steps they can take to further enhance their focus on family and community engagement. “We recognize that schools can’t do this alone,” Carlson said. “We need collaboration and partnership with organizations like AllHere as well as our community.”

For more information, details, or to set up your own comprehensive chronic absenteeism intervention management system, visit www.AllHere.com.