

Success Story:

Fraser Public Schools

Fraser Public Schools is a K-12 public-school district that serves over 4,800 students across nine elementary, middle and high schools in Fraser, Michigan. Their mission, “Innovate, Learn, Lead,” represents their ambitious approach to educating their students. Their dedication to innovation was particularly accentuated in 2011 when the community supported a 1:1 initiative, which at that time, was the single largest iPad deployment in the state of Michigan and 15th largest in the world. In 2017, they amplified that support by outfitting each classroom with a 75” interactive touchscreen and each student with an iPad or MacBook to enable customized learning. Fraser students are no longer bound by school walls or traditional in-person teaching to accomplish their learning.



Challenge

When the COVID-19 pandemic was starting to force neighboring states to close their schools, Fraser Public Schools knew it was only a matter of time until a similar fate would bestow itself on Michigan. School officials needed to enable teachers to continue educating their students, principals to continue hosting building meetings for staff, the Board of Education to continue communicating their plans with the public and many other groups in the district to continue their mission critical work without missing a beat should schools close. But how do you ready over 300 teachers, staff and board members and thousands of attendees for success to work, teach and communicate remotely, many for the first time, in a matter of days?



Solution

In advance of when Michigan schools were set to close, Fraser Public Schools officials took advantage of GoTo’s Emergency Remote Work Kit offer, which is a solution available to front-line service providers, to supply them with the tools they need for communication and collaboration during the COVID-19 pandemic. They were specifically interested in GoTo Meeting, as they had previously been using the solution on a smaller scale, as well as GoTo Webinar.

“Teachers throughout the district are using GoTo Meeting. Students love it because they can learn, share and get a sense of community. School is more than just learning and quiz taking. There are a lot of social aspects that are equally important.”

Troy Lindner
CTO, Fraser Public Schools



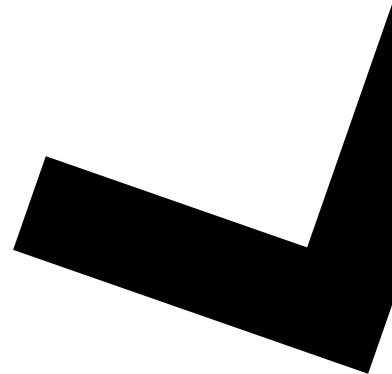
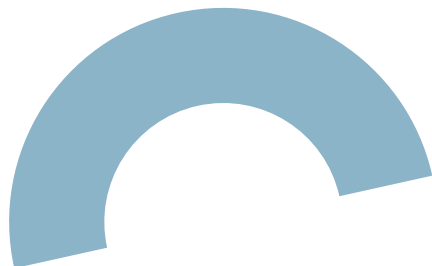
When the schools closed earlier than expected, Fraser Public Schools officials conducted a district-wide virtual staff meeting on GoTo Meeting to train their teachers on how to use the same product. Due to its intuitive nature and easy-to-use interface, teachers quickly latched on and started using it right away for everything from giving lessons to holding check-ins with their students to attending staff meetings and communicating with parents.

Fraser Public Schools officials have also used GoTo Webinar to immediately communicate live with all district employees. Teachers, support staff and administrators can conveniently join-in on these larger district-wide presentations on their phones, desktops, iPads and other devices.

Results

Fraser Public School officials have been receiving an overwhelming response of praise and excitement around GoTo Meeting from users in the district. Students love being able to connect with their schoolmates and share a sense of community, even though they aren't physically together. Rather than communicating using a very static and emotionless method such as email, students as well as teachers, staff and administrators enjoy utilizing GoTo Meeting's video functionality to meet "face-to-face" and connect on an interpersonal level. The ability to do so is critical during a time when everyone is home and this social interaction is not happening on a regular basis.

Usage rates are impressive to say the least. Kristin Ledford, Fraser's Communications Director, excitedly reported that, "In just three weeks' time, 315 teachers and staff held 3,000 GoTo Meetings with 20,000 attendees totaling over 78,000 meeting minutes." In addition, 95% of their 315 organizers are actively using GoTo Meeting on a weekly basis.





Story Update

GoTo recently caught up with Troy Lindner, CTO at Fraser Public Schools, to check in on the school's growth and evolution. Here's what he had to say:

“The COVID pandemic has been a challenging and difficult time and we learned a lot. Students and staff found innovative ways to persevere, share and communicate.

Using GoTo Meeting, we were able to interact with the entire community at the same time. It opened new paths to include every student, parent and staff member in ways that written communication simply does not. It's invaluable to have tools that enable district leaders to hold live Q&A sessions with the community on a variety of topics relating to the pandemic and beyond.

GoTo Meeting also enabled us to offer and support students whose family prefers or needs virtual classwork. The solution enables teachers to remotely communicate with students who were quarantined or who are simply completing their coursework remotely. The ability to share screens and have face-to-face conversations is a great way for students to stay connected to their classmates and teachers while completing their classes. At the same time, teachers can host interactive Parent-Teacher Conferences, hold curriculum and professional development conversations and other.

Finally, the District used GoTo Webinar to simulcast a socially-distanced graduation so that extended and long-distance family members could enjoy the graduation ceremony.

GoTo Meeting and GoTo Webinar were instrumental in supporting student learning and community awareness.”