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## March 2013 - Mobile Is The Only Way To Go

Statistics show incredible mobile growth in school districts.

Building and maintaining meaningful relationships with your community is critical to school district's bottom line. Finding ways to reach out and share timely and relevant information -- affordably -- can sometimes seem like a challenge. Mobile is the answer for many school districts.

Google statistics show parents, students, staff and the community are using the mobile view to access pertinent information at exponential numbers. In a typical district like Madison Plains Local School District, 25% of page views on a site are accessed through a mobile browser. This number always increases when a district adds mobile. Plum Borough School District has 109,864 mobile visits within the past year while their main website has been accessed via desktop 394,534 visits. This astonishing number prompted Bethel Park School District to add the mobile view which makes it easier for visitors to navigate and gain information quickly via a few swipes on their mobile device.

"At least 60% of our new clients sign up for mobile with the redevelopment of their district and school sites. This proves the education sector realizes the importance of mobile even when budgets are often slim. We have also seen an incredible influx from our existing clients to sign up for mobile in the past 6 months without much promotion," says Rob O'Leary, Executive Director.

Beachwood Schools in Ohio has been utilizing their award-winning mobile view since March 2012. Now they cannot imagine living without it!

eSchoolView has taken mobile to all new heights both with HTML 5 design and options at your fingertips. Check out a few design examples here. Not only does it automatically pull data from the district site with one point of entry and display instant alerts, it also has a map feature where visitors can follow directions and navigate to each school. Some other features include but are not limited to the ability to get direct feed to athletic information, lunch menus, calendars and board meeting agendas. A unique feature that identifies eSchoolView's Mobile Suite over others is a customized data stream for individual preferences and news feed that can be customized with your preferred social media networks, email blasts other district information that suites your needs. Lots of mobile access stops at just a few basic links but the swiping motion will lend you much more through eSchoolView's Mobile Suite. For more information, click here.

"Parents, staff and students live in a world of convenience all for their own reasons. We are trying to pack more things into the same time frame without sacrificing anything. Mobile access helps us meet these goals," states Michelle Vroom, Public Relations Strategist.

\*Research shows mobile pages provide a 75 percent higher rate of engagement. \*\*Furthermore, worldwide trends show internet access from mobile devices may exceed desktop access as soon as 2014. Analytics indicate significant growth in mobile page views with no signs of slowing.

\*Adobe Web Analytics, Omniture.

\*\*Smart Insights, Mobile Marketing Statistics 2013

Posted Friday, March 29, 2013