

96%

families connected

Greenwood 50 School

From fragmented to unified: How Greenwood 50 transformed family communication

In [Greenwood 50 School District](#), communication was happening everywhere—text messages, Facebook posts, newsletters, multiple apps—but families were still missing critical updates. For a district with over 8,000 students and 15 schools, this fractured approach created more confusion than connection.

"We had too many platforms, too many messages, and not enough clarity," said Debbie Leonard, Executive Director of Technology. "It wasn't that teachers weren't trying. They were doing incredible work. But we lacked alignment."

Listening first: How momentum started in the classroom

Before any districtwide plan was set in motion, something organic was already happening: teachers were turning to ClassDojo on their own. In fact, six of the district's eight elementary schools had already adopted it.

"It was teacher-led from the start," said Principal Anna Haynes of Eleanor S. Rice Elementary. "They liked how easy it was to post updates and message families. Families liked how simple it was to use and how it translated messages automatically."

Rather than replace what was working, district leaders leaned in. Greenwood 50 made the strategic choice to unify all 15 schools using ClassDojo for Districts. They didn't roll out a top-down mandate. They listened and supported.

"We weren't trying to control what was being said," Leonard added. "We just wanted to make sure families weren't overwhelmed or confused."

One system, zero friction

The district integrated ClassDojo with its student information system, meaning rosters synced automatically. Teachers didn't have to invite families manually or set anything up themselves.

"That was a game changer," Leonard said. "The time savings alone made a huge difference. Teachers logged in, and everything was ready to go."

That consistency didn't just save time—it created trust.

"For the first time, I can read what my child's teacher is saying without needing my daughter to translate for me. That's powerful. That's the kind of connection that changes relationships."



Johnathan Graves
Executive Director of Communications



Join some of the world's most innovative districts and the over 45M+ families who already use ClassDojo.

"I used to spend hours setting up communication platforms each year," said Haynes. "Now, it's seamless. And families know exactly where to go to get information."

Real-time translation, real inclusion

ClassDojo's automatic translation feature became a lifeline for multilingual families. In Greenwood 50, where many families speak Spanish, Urdu, or Haitian Creole, this feature changed everything.

"We had a parent who told us, 'For the first time, I can read what my child's teacher is saying without needing my daughter to translate for me,'" said Johnathan Graves, Executive Director of Communications. "That's powerful. That's the kind of connection that changes relationships."

Families weren't just receiving messages—they were replying. Asking questions. Showing up for events. Participating in conferences.

"Our engagement went up across the board," said Haynes. "When communication feels personal and inclusive, families lean in."

Culture shift, not just communication

With one trusted place for messaging, school leaders started using ClassDojo not just for announcements, but to celebrate wins, spotlight students, and build community.

"We started sharing student success stories and class highlights more often," said Haynes. "It helped shape the narrative of our school culture."

And because everything was in one place, the district gained visibility. School teams could align, messages could be coordinated, and families heard a consistent voice.

"We weren't trying to control what was being said," Leonard added. "We just wanted to make sure families weren't overwhelmed or confused."

Results: alignment, trust, and time back

- 96% of families connected within months of rollout
- Consistent, branded communication across all 15 schools
- Higher family engagement and increased event turnout
- Meaningful two-way communication, especially with multilingual families
- Time savings for teachers and admins through automated class setup

What other districts can learn

Greenwood 50's success wasn't about adding another tool. It was about reducing friction and honoring what was already working.

"We didn't need to convince teachers to use something new," said Leonard. "We just needed to remove barriers and support them."

That approach—listen first, then lead—has helped Greenwood 50 transform not just how it communicates, but how it connects.

