

1,100

families engaged/week

Irvington Public Schools

A diverse urban district focused on family connection

[Irvington Public Schools](#) in New Jersey serves 11,000 students across 12 schools. As a diverse, urban district, it has long prioritized closing learning gaps and building stronger relationships with families. To support that vision the district has expanded its technology infrastructure, including 1:1 devices and digital tools that help teachers personalize instruction and connect with families more consistently.

One of the most impactful tools? ClassDojo for Districts.

From early adoption to districtwide implementation

Donna Beck, a longtime teacher, fill-in principal, and now multimedia instructional specialist, was among the first in Irvington to try ClassDojo nearly a decade ago. Since then, she's used it as both a classroom teacher and a district communicator.

"I remember when one principal wanted us to move everything to Google Classroom," Beck says. "But I pushed back. Google Classroom is for students. ClassDojo is how I communicate with families."

Recently, Irvington officially adopted ClassDojo for Districts across all schools. That decision helped standardize communication and reinforce a culture of transparency and trust.

Results that speak for themselves

When Beck launched The GLOW, the district's monthly newsletter, it lived on the district's website. Views hovered around 350 per month. Once she started sharing it using ClassDojo for Districts, readership jumped to more than 1,100 families every week—a 3x+ increase in engagement.

"It blew my mind. The response was instant. Families were seeing and sharing our stories. I called the Dojo team in tears—I couldn't believe the difference."

That transformation is just one example of how the platform helps build deeper, more consistent communication between school and home.

"ClassDojo allows me to engage with families in a way that's professional but relaxed. I can share what's happening in class and keep parents involved. They really appreciate that."



Donna Beck

Multimedia Instructional Specialist



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

Consistent, professional, real-time communication

Irvington families know they can trust ClassDojo as their go-to source for school communication. Teachers use it to:

- Send direct, private messages
- Share classroom photos and updates
- Post schoolwide announcements
- Keep families informed during emergencies or snow day

"I can communicate with families instantly and know they've received it," Beck says. "It's faster and more reliable than sending home paper notes—and parents treat it as an official, professional space."

Empowering teachers to build family partnerships

ClassDojo for Districts doesn't just streamline logistics. It empowers teachers to build stronger relationships with families from the very first week of school. Beck encourages every teacher to:

- Introduce themselves on the platform
- Invite families to join early
- Use Stories to celebrate student work
- Set boundaries with quiet hours and message controls

The result? Higher engagement, stronger trust, and better collaboration throughout the year.

Easy to use, but hard to imagine teaching without it

Beck also uses ClassDojo in creative ways, like setting timers, using random student pickers, or rewarding participation. But the real power, she says, is in the relationships it supports.

"My students know: if I need to talk to someone, I'm not talking to a child—I'm talking to your family. That accountability helps everyone."

For district leaders, the platform provides real-time visibility into usage and engagement. It also supports translation in over 130 languages, ensuring every family feels included.

Why it works

ClassDojo for Districts brings everything together: consistent communication, engaging tools, and a trusted platform that families already know how to use.

"We're always talking about innovation," Beck says. "But sometimes innovation just means using the tools you already have in better, more meaningful ways. ClassDojo is one of those tools."



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