

20%

↑ PBIS Participation

Lennard High School

Challenge

[Lennard High School](#) wanted a consistent way to connect students, families, and teachers, and to reinforce key values schoolwide. But like many high schools, they struggled to find a system that could support culture-building and communication at scale.

Solution

ClassDojo's communication platform, paired with a schoolwide Points system aligned to Positive Behavior Interventions & Supports (PBIS).

Results

Participation in the school's positive behavior program rose from 50% to 70% in just two years. Classrooms became more connected, students more engaged, and the school culture more positive, consistent, and community-driven.

"It takes a village" and a platform that brings everyone together

Catrena Giles, Lennard's resource teacher for climate and culture, saw firsthand how a points-based behavior system could shift school culture. After years using ClassDojo at the elementary level, she brought the idea to Lennard High.

"I'd seen how powerful this could be," Giles said. "So I created a plan to bring it to high school."

The team rolled out ClassDojo as a hub for communication, behavior tracking, and classroom moments. Teachers used it to award Points aligned with school values: respectful, responsible, and safe. Families stayed connected through Messaging and Stories.

A whole-community approach

Lennard made sure the rollout included everyone—students, families, teachers, school leaders, and even community partners.

"We knew it had to be collective," said Giles. "We weren't just launching a program—we were building a culture."

"This isn't just about managing behavior. It's about helping students feel seen, connected, and proud to be part of something."



Catrena Giles

Lennard High School
Resource Teacher for
Climate and Culture



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

Within two years, schoolwide participation in the PBIS program rose from 50% to 70%, with a goal of 90% by year three.

Standardized points, shared expectations

To make the system work at scale, Giles introduced a cap on Points: a max of five per core value. This made rewards consistent across classrooms and helped the entire staff—from teachers to custodians—reinforce the same behaviors.

Teachers also received hands-on support: help with tech setup, behavior tagging, and Points distribution. Giles gathered teacher feedback regularly and used it to make improvements that drove adoption.

Gamified rewards, real engagement

ClassDojo's Points system made positive behavior feel fun—and meaningful:

- Every Friday, students could shop in the school's Points Store using the Points they earned
- Rewards ranged from small items to privileges and experiences
- The school hosted four themed celebrations a year to keep motivation high

"We celebrate the good every day," said Giles. "And students know that good choices get noticed."

Culture change, from the ground up

ClassDojo helped Lennard High build a consistent, values-driven culture—one that starts in the classroom, but extends throughout the entire school.

"This isn't just about managing behavior," said Giles. "It's about helping students feel seen, connected, and proud to be part of something."

With ClassDojo, that culture is now visible—and celebrated—schoolwide.

