

\$120k

savings ea year

Spring Independent School District

Building connections on a budget

[Spring Independent School District \(ISD\)](#), located 20 miles north of Houston, serves over 34,000 students across 43 campuses. With a large proportion of economically disadvantaged students and a mobility rate of over 20%, Spring ISD faced challenges maintaining strong communication between families, teachers, and school leaders. To address this, the district adopted ClassDojo districtwide in 2023 as part of a broader initiative to improve communication and support student success.

"ClassDojo works great because it's very engaging. It's not just a communication tool. The platform has an element of fun to it, and that's another reason it's easy to get people to adopt."



Shane Strubhart
Chief of Communications

From one-way communication to real engagement

Previously, Spring ISD relied on Blackboard, a one-way communication tool that limited meaningful, two-way conversations between parents and teachers. Teachers also used various unvetted tools, raising concerns about data security and consistency. The district needed a secure, consolidated platform offering both communication and classroom management features to meet the needs of its highly mobile student population. Additionally, alternative platforms were costly, ranging from \$40,000 to \$120,000, and failed to adequately meet the district's requirements.

After consulting with teachers and community members, Spring ISD found that ClassDojo was already widely used by educators. It facilitated two-way communication, provided real-time feedback, and built trust and collaboration between home and school. The platform was secure, offered single sign-on functionality, and was completely free—a critical factor given Texas's low levels of school funding.

One platform, infinite possibilities

Spring ISD aimed to enhance parent engagement, a key indicator of student success. By consolidating communication into ClassDojo, families could stay more connected with their child's education. Teachers sent direct updates about student progress, behavioral feedback, and upcoming events. Additionally, campus-wide events and reminders boosted parent attendance and involvement.



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Happier classrooms

ClassDojo's features not only improved communication but also supported classroom management. Teachers awarded points for positive behavior and tracked student progress, creating a more engaging and positive environment compared to traditional methods.

A secure, private platform

Ensuring data privacy was a top priority for Spring ISD. ClassDojo's robust security protocols gave the district confidence that sensitive student and family information was protected while offering a safe, user-friendly communication platform.

A cost-effective solution

Facing budget deficits, the free nature of ClassDojo was a significant advantage. Unlike other platforms requiring costly subscriptions, ClassDojo provided Spring ISD with a powerful tool at no cost, a critical benefit as 80% of Texas school districts operate with a budget deficit.

Rapid adoption

ClassDojo's ease of use and engaging features led to quick adoption across Spring ISD schools. Initially targeting elementary schools for 100% usage, the district gradually expanded to middle schools. To encourage adoption, schools excelling in platform use were rewarded with care packages, further boosting interest and participation.

White-glove service

ClassDojo's customer support included training resources and regular check-ins, providing invaluable assistance. The district appreciated the partnership, with ClassDojo offering ongoing feedback and insights to enhance the user experience.

Conclusion

ClassDojo has proven highly effective for Spring ISD. Family engagement has significantly increased, and the platform's ease of use has helped teachers manage classrooms more effectively. The ability to track engagement allows the district to refine its approach over time. With its secure and cost-effective solution, ClassDojo plays a key role in advancing Spring ISD's mission of student success through strong home-school partnerships.



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