



CHARLOTTE COUNTRY DAY SCHOOL (CCDS) IN CHARLOTTE, NC IS A BUSY CAMPUS

1700

K-12 STUDENTS

100s

OF STAFF AND FACULTY

72+

SPORTS TEAMS NEEDING TO PRACTICE

Dozens

OF ART PERFORMANCES HAPPENING THROUGHOUT THE YEAR

CASE STUDY

CHARLOTTE COUNTRY DAY SCHOOL

K-12 SCHOOL IMPROVES CAMPUS COMMUNICATIONS & STUDENT SAFETY WITH REGROUP MASS NOTIFICATION



COMMUNICATION CHALLENGES

With such a busy campus, school administrator Lynette Harris and her team face several communication challenges each day, including:

Communicating quickly and effectively with a variety of staff, students and faculty during both daily campus activities and emergency situations.

Disseminating varied information such as school delays, bus schedules, classroom or schedule changes, or updates to after school or athletic programming.

Transmitting communications via disparate systems such as PA systems, LED screens, telephones, fire alarms, etc.

IT'S A MAJOR UNDERTAKING TO ENSURE SCHOOL OPERATIONS ARE RUNNING SMOOTHLY, AND A ROBUST MASS NOTIFICATION AND COMMUNICATIONS PLATFORM CAN PLAY A CRUCIAL ROLE. THIS IS WHY CHARLOTTE COUNTRY DAY SCHOOL TRUSTS REGROUP MASS NOTIFICATION FOR THEIR DAILY AND EMERGENCY COMMUNICATION NEEDS.

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“For more than 75 years, Charlotte Country Day School has been the best independent school in the Charlotte region, with our groundbreaking programs and progressive ideas attracting North Carolina’s most talented students,” said Lynette Harris. “Consequently, everything we do as administrators – even down to the way we run campus communications – is held to a higher standard. We require the best technology solutions to help the campus run seamlessly.”

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MAKING THE SWITCH TO REGROUP

Administrators at CCDS primarily use Regroup for the campus’ day-to-day communications needs such as notifying students and parents about transportation changes, sending event reminders, alerting everyone about delayed starts, and communicating emergency preparedness information like tornado drills.

PRIOR TO IMPLEMENTING REGROUP, CCDS USED ANOTHER MASS NOTIFICATION SERVICE THAT WAS DIFFICULT TO ADMINISTER.

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“We have varied communications needs, and having the ability to allow multiple team members to access the system and set up various distribution lists was crucial. Our old system didn’t accommodate multiple admins and multiple group functionality,” says Lynette Harris, the school’s Administrative Assistant. “One of the reasons we switched was because Regroup provided that seamless integration and intuitive functionality that we needed to run the campus effectively.”



AFTER SWITCHING TO REGROUP, DISPARATE GROUPS OF CCDS COMMUNICATIONS REPRESENTATIVES SUCH AS TEACHERS, PTO/PTA MEMBERS, AND FACULTY CAN TRANSMIT IMPORTANT MESSAGES TO THE APPROPRIATE AUDIENCES WITHOUT EXPERIENCING THE DELAYS AND PERMISSIONS ERRORS AS WITH THEIR PREVIOUS SYSTEM.

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“With a combined campus population of 2,100, comprising teachers, faculty, staff and parents, we want to be sure the right communications messages are reaching the correct audiences as quickly as possible. With Regroup we can rest assured our communications needs are consistently being met,” Harris shared.

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HOW THE RIGHT MASS NOTIFICATION SYSTEM BENEFITS THE ENTIRE CAMPUS COMMUNITY

Regroup Mass Notification is a layered communications solution, with the ability to integrate with the school’s existing phones, LED screens, digital signage, mobile app, email and PA systems. Additionally, Regroup offers seamless integrations with the leading Learning Management Systems so administrators can leverage the platform to communicate more effectively.

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“As administrators, we need accurate, timely and clear communications. We really appreciate how Regroup allows us to share messages not only with parents, but with our own students. Having Regroup at our fingertips makes Charlotte Country Day School much more prepared and able to deliver the heightened campus experience of excellence that our community has come to expect,” says Harris.



ONE EXAMPLE OF HOW CCDS UTILIZES REGROUP IS WITH ITS UPPER SCHOOL (GRADES 9-12) TEACHER-STUDENT COMMUNICATIONS. TEACHERS CAN SHARE HOMEWORK ASSIGNMENT TIPS, DUE DATES, OR TEST REMINDERS WITH THEIR CLASSES USING STUDENTS' PREFERRED COMMUNICATION METHODS.

A SAFER, MORE SECURE CAMPUS WITH REGROUP MASS NOTIFICATION

The administrators say they're pleased with the Regroup platform and how it's helping their team keep CCDS students and faculty safer and more informed.

WITH A SINGLE CLICK, CCDS ADMINISTRATORS CAN NOTIFY THE ENTIRE SCHOOL OR CAMPUS IF A CRISIS ARISES. THANKFULLY, THE ONLY EMERGENCY ALERTS NEEDED SO FAR HAVE BEEN RELATED TO SEVERE WEATHER.

LEARN MORE

Regroup Mass Notification is an award-winning provider of mass communication solutions committed to providing schools, districts, and higher education institutions with effective, reliable tools for alerting and informing faculty, students, and parents.

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