



# HOW MINDMIXER HELPS SCHOOLS

MindMixer promotes efficient and deep engagement between parents and their children's schools. Using a fraction of the investment typically put toward public outreach, it is possible to create a dynamic dialogue online that saves precious resources while simultaneously improving communication.

## FINANCIAL COMPARISON

In addition to being cumbersome and plagued by low attendance, public meetings are expensive. A MindMixer engagement platform saves funds, while reaching a much broader audience.

- Average public meeting cost: \$12,000. Average MindMixer yearly site cost: \$10,000.
- Average attendance: 25 people. Average MindMixer participation: 2,500 unique visits.

That means you're spending roughly \$4 per person on a MindMixer online forum. Compare that to \$480 per person at a face-to-face meeting and you have a much higher return on your investment.

## ACADEMIC ACHIEVEMENT

When parents are brought in to the conversation about schools, students benefit.

- "Parent-family-community involvement is key to addressing the school dropout crisis and strong school-family-community partnerships foster higher educational aspirations and more motivated students."  
—National Education Association policy brief
- "Parents, families, educators and communities—there's no better partnership to assure that all students pre-K- to high school—have the support and resources they need to succeed in school and in life."  
—National Education Association President Dennis Van Roekel

## COMMUNITY SUPPORT

As with any public entity, school districts that don't open up the floor to ideas and input from their community risk losing the trust and support of the very people whose lives they are meant to improve. Rather than relying on parents to cram a school board meeting into their busy schedules, take the conversation to where people are.

- "When schools, families, and community groups work together to support learning, children tend to do better in school, stay in school longer, and like school more."  
—"A New Wave of Evidence," Southwest Educational Development Laboratory research report (2002)
- Schools would have to spend \$1,000 more per student to attain the same gains in academic achievement that an involved parent brings.  
—Helen Westmoreland, "Seeing is Believing," PTA/Harvard Family research project

➔ Contact Us: [info@mindmixer.com](mailto:info@mindmixer.com)

