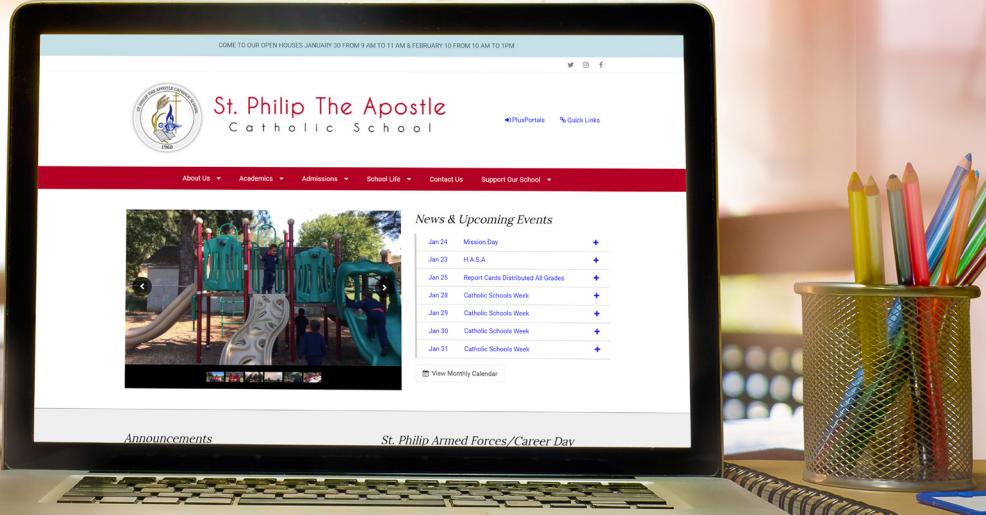


Case Study: A Fast, Affordable, & Professional Website Solution

St. Philip the Apostle Catholic School, MD



Customer Profile

Established: 1960

City / State:
Camp Springs, MD
Prince George's County

Grades: PK3 - 8

Enrollment: 227

School Type:
Private Catholic

Implemented: 2018

The RediSite Express solution has given us a clean and streamlined website with all updated material and easy to manage software.

Stephen O'Shaughnessy, Principal

The Challenge

In 2015, St. Philip the Apostle Catholic School developed a five-year strategic plan to provide guidance on priority issues for the school. Part of the focus was to develop and implement a comprehensive marketing plan. Providing effective and efficient communication to all stakeholders was also a focus in their strategic goals. The importance of enhancing positive communication between parents and teachers, and the school and parents was key.

When Stephen O'Shaughnessy came on board as the new principal at St. Philip the Apostle Catholic School in 2018, it was well documented that the school's old website was out of date, not user-friendly and not a viable marketing tool. What might have worked earlier was now not only antiquated, it was expensive to maintain. It also didn't have the tools to better market who they were and what they did. He also knew a better use of social media was necessary to meet their marketing goals.

The agreement with his current website vendor was set to expire in less than 30 days, so O'Shaughnessy quickly began researching website options by contacting other school principals about what companies they used. He was not only limited in time but in funding as well. There were also technical concerns about making the switch over to a new company after learning that the school's domain had been registered by someone outside the school.



Solution:
RediSite Express

Benefits:

- Affordable and attractive website that's easy to update and maintain
- Fast turnaround time
- Links to social media and SEO improve prospective marketing
- Communication made easier between the school, teachers and families with PlusPortals sign on, event calendar and responsive layout for mobile devices.

“The day I called Rediker, I was immediately given a walkthrough of the process to implement a new website and I knew exactly what I needed to do.”

Stephen O’Shaughnessy
Principal

Visit St. Philip the Apostle Catholic School’s New Website:
www.stphiliptheapostlemd.org

For more information about RediSite solutions and our school management software, visit

www.rediker.com

The Solution

“I considered renewing with [the old website company] as it would have been the path of least resistance,” O’Shaughnessy explained. “I also looked at [a competitor] but no one got back to me.” When a friend sent him information regarding Rediker Software’s website packages, he made a call that lead to the adoption of RediSite Express. “The day I called Rediker, I was immediately given a walkthrough of the process to implement a new website and I knew exactly what I needed to do,” he said.

As a Rediker customer since 2016, St. Philip the Apostle Catholic School’s transition from a costly non-responsive, archaic website to a next generation, low-cost responsive website solution was seamless. With the assistance of a highly knowledgeable sales and support staff, Rediker helped St. Philip to regain ownership and control of their domain and had the new website up and running in two weeks.

O’Shaughnessy was pleased to find that RediSite Express was not only easy to set up with a pre-made, stylized public website, but that he could also personalize the content at his own pace. Plus, the cost was half of what the former company was charging. “The package price was by far better,” he said, “and the support during the transition was tremendous. The company made themselves available 24/7 for me,” he said.

The Results

St. Philip the Apostle Catholic School is now operating a professional, responsive website that has the tools to better market who they are and what they do. With call-to-action buttons on the homepage, potential applicants can get an overview of the school, schedule a tour of the campus, and even get the application process started. News and upcoming events are prominently featured on the homepage, along with school announcements.

Links to social media and SEO (Search Engine Optimization) are making it easy for prospects to find the school online, while the PlusPortals single-sign-on lets visitors sign into their accounts from nearly any page through an encrypted login. Calendar integration also brings events directly to their website and the multi-purpose page layout tools make updates a breeze.

“The RediSite Express solution has given us a clean and streamlined website with all updated material and easy to manage software,” O’Shaughnessy said. The new site is attracting an increasing number of new visitors and inquiries and providing a marketing tool packed with strategy. “We are using our new website for not only marketing our school to prospective students, but are keeping our (current) families informed via our web portals,” said O’Shaughnessy.