



How Pine Crest School **streamlined parent and stakeholder communication** with Trumba

Situation

Tomorrow calls for a new set of skills and an increasingly more advanced type of teacher, student, and leader. With an ever-evolving global landscape as its backdrop, Pine Crest students will be called upon to demonstrate deep, high-brain human interaction in all that they do. That's why for nearly 90 years, Pine Crest School has been producing graduates who go out into the world as emergent leaders with awareness of their strengths as well as the courage to challenge norms, break barriers, and move forward with confidence.

The Pine Crest School complex encompasses two campuses that host grades PK-12 and all of the associated programming and extracurricular activities. Because of the wide variety of activities, the school's public-facing calendar tends to be complicated.



The school sought a user-friendly online calendar to notify subscribers of its programming and events.

"Historically, we would create our calendar and publish it as a PDF," said Christine Dardet, Vice President of Marketing Communications. "The problem with that was that we had many situations, such as hurricanes, that would cause us to change the school's schedule. Consequently, we had a very low-tech way to inform students and families about calendar changes, and parents were very vocal about the lack of a reliable school calendar."

To resolve the problem, Pine Crest School embarked upon a website redesign featuring an online calendar tool. After investigating calendar options, Christine found Trumba and realized she'd discovered a good solution.



“ One of the things that helped us decide to go with Trumba was that we saw how many schools from PK to 12 to the university level are using the tool. **Trumba really understands the nonprofit educational space.**”

CHRISTINE DARDET

*Vice President of
Marketing Communications
Pine Crest School*

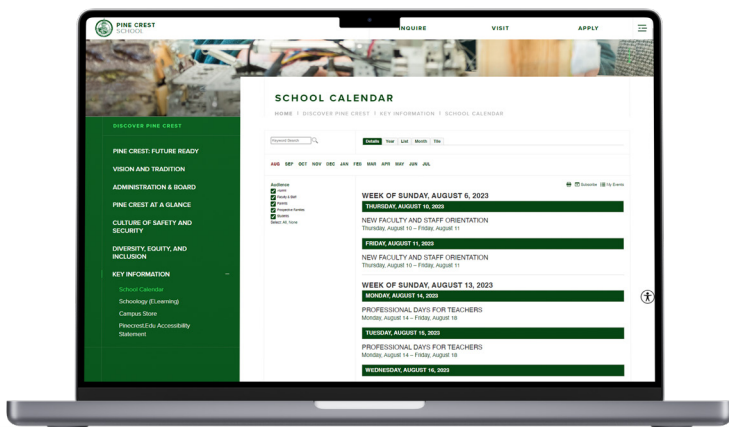


Solution

Trumba is a platform for event calendars that can be hosted on the web and embedded into any website. It offers twenty-one different calendar views, including daily, weekly, monthly, and yearly options, as well as table, list, and tile views. With Trumba, users can take advantage of advanced editor views for events and registration forms, as well as the ability to create customized fields for events. Users can also feature events in multiple calendars, which makes it easier to manage and promote them across different departments and groups.

“Essentially, we needed a calendar embedded into our website that our community could subscribe to and be notified of changes whenever necessary,” said Christine. “It also needed to be very user friendly on the frontend and the backend.”

Trumba is now Pine Crest School’s go-to calendar for major school programming and events. Now one of the top most visited pages on the school’s website, the calendar stays up to date and effectively keeps the school’s stakeholders informed.



RESULTS + BENEFITS



Effective Implementation—

“The implementation, onboarding, and training support we received from Trumba was very strong,” said Christine. “The entire process was very personal, and it felt like there was no question that was off limits. Our school has lots of moving parts, and that didn’t shake the Trumba team up at all. They made it all seem easy.”



Improved Departmental Efficiency—

“Because Trumba is an online tool, we don’t have to sit down with Microsoft Publisher or Adobe Illustrator like we used to do,” said Christine. “There is no concern over design fussiness or how to update the PDF. Now, everything is seamless.”



Granular Traffic Analysis—

“Because we are able to see and track when the calendar is visited, and from what type of devices, we know that our calendar is being used consistently by parents and other stakeholders to plan their lives,” said Christine.