

**Electronic Chalk**  
[www.electronic-chalk.co.uk](http://www.electronic-chalk.co.uk)  
**Create – Update – Communicate**



Electronic Chalk – keeping your website up-to-date so that you can concentrate on other things...

## **PRESS RELEASE**

Embargoed until 0001 29<sup>th</sup> October 2007

### **Schools develop eco-friendly communication**

Three local Head teachers have raised the benchmark in communicating information about their schools. By creating websites and ensuring that they are updated several times a term, they have not only improved parental and community access to information but they've done it in an eco-friendly way.

The three schools' webmaster is local businesswoman Jeni Cadman who launched Electronic Chalk this year. "Having worked as a website editor for over 6 years in the business sector I saw a need for improved school websites. As a school governor I am aware that parents are getting web savvy – doing their shopping for groceries, books and toys for their children online. And children are now incredibly IT literate; a computer is an established part of many homes throughout the area. Schools are embracing these changes and the low carbon footprint that communication over the web creates compared to other alternatives such as newsletters seemed like a great area to develop in partnership with schools. Schools are busy places and that's where Electronic Chalk steps in."

Headteacher Judith Amery from St James Infant School says, "Letters will continue to go home in the book bags for the foreseeable future but we get fewer phone calls since we've had the up-to-date website containing key information such as dates of events, term dates and forms that can be downloaded at home to order things like school uniforms. It's great for feedback too; we get lots of positive comments, via the guest book, about how much children enjoy their time with us – which is great to hear if you're part of the team that work here."

Websites can also help to raise much-needed funds for schools. Mike Prince, Headteacher at the Abbey Junior School thinks the fundraising potential of

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website is a great idea in a time when many parents are working long hours and haven't the ability to be at fundraising events. "Many parents shop over the Internet and all they have to do is access the shops that they normally visit through our school website and we get funds donated to the school for no extra cost to the user. Over a hundred high street shops are available to shop with and this number is growing as more people use the scheme. Friends and relatives from other parts of the UK can support fundraising in this way too."

Falconer's Hill Junior School's Headteacher Pam Marston adds, "The school website is not only eco-friendly, it's like a window into our school to see what we've got happening. Lots of parents can't get into school to see the wonderful things that they hear their children talking about and our website gives a great insight into a world that children enjoy. The slideshows are a great way of seeing an event, such as a school trip, and there are frequently updated pictures throughout the website."

**End**

## Notes to editors

Electronic Chalk is a business started by a professional website editor, Jeni Cadman, who has worked for both a major UK company and a major UK charity.

Jeni is Vice Chair of Governors at a Daventry School and a parent.

Jeni is also a writer and has an article published in the Autumn edition of the Northamptonshire Governor about the importance of communication via a website.

With over 13.9 million households with internet access<sup>[1]</sup> and many more individuals accessing online services and information through schools and colleges, workplaces and libraries, Electronic Chalk recognises that a concise, clear and attractive website is often the public's first point of contact with a school. Prospective parents or employees will gain a vital insight, a valuable first impression from good on-line presence. *[1] National Statistics Omnibus Survey, Northern Ireland Omnibus Survey and Survey of Internet Service Providers.*

Electronic Chalk designs and maintains websites for schools using the freely available Recipero websites that are sponsored by BT. Website content is updated by Electronic Chalk every three weeks during term time.

## **School website addresses:**

<http://www.abbeyjuniorschool.ik.org/>

<http://www.falconers-hill-junior.ik.org/>

<http://www.stjamesinfant.ik.org/>

For further information contact Jeni Cadman on 07811388640 or 01327342181

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