



News Release

For Immediate Release
October 16, 2013

Northwest ISD Launches a Free Mobile App for the Public

Northwest ISD is proud to announce, “We have an app for that!”

“Northwest ISD has taken a unique approach to our mobile application,” said Director of Communications Emily Conklin. “Our app is completely customized and designed for our school district with features we know our parents, teachers and community will use.”

A recent parent survey showed parents prefer receiving information on-the-go, receiving the news they want when they want it. Designed by EST Group, the customized NISD mobile app is available on the Apple iTunes Store and Google Play for Apple and Android devices beginning October 16.

The first phase of the NISD mobile app includes district and campus news updates, a staff directory, campus locations, a who-to-call department phone list, social media sites and an option to receive push notifications from the district and individual campuses. The second phase will be released in January 2014 and will feature access for parents to check grades, attendance records, lunch account balances and attendance boundary information.

Development of the mobile application was funded by shifting dollars traditionally used for printed publications. After the initial development year, this will save the district more than \$15,000. NISD will still provide a smaller number of district publications for those without a computer or smart phone device.

“Our parents spoke and we listened,” Conklin said. “The NISD mobile app is quick, convenient and current with today’s technology trends.”

For more information, go to www.nisdtx.org/mobileapp or join in the discussion on Facebook and Twitter using #NISDmobileapp.

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