

Juniper Education App Launch Checklist

This checklist covers the key things to think about before, during and after launching the **Juniper Education App** to your parents and carers.

You don't need to use every communication channel suggested below. Choose the ones that work best for your school and the way you normally communicate with families.

Suggested timeline

When	What to focus on
4 weeks before	Agree your launch date, check your parent/carer information and brief key staff
2 weeks before	Get staff ready and let parents and carers know the app is coming
1 week before	Complete final checks and have your communications and support information ready
Launch day	Let parents know the app is live and explain how to get started
Week 1	Follow up with parents who haven't activated their account and support anyone having difficulty
Weeks 2-4	Review activation and keep the momentum going

4 weeks before launch

Get ready

- ☐ Confirm your launch date
- ☐ Nominate someone at school to coordinate the launch
- ☐ Check that parent and carer contact information is accurate and up to date
- ☐ Decide which Juniper Education App features will be available to your parents and carers
- ☐ Review the parent communication templates and tailor them for your school
- ☐ Let your school office and other relevant staff know what is changing and when

2 weeks before launch

Get your team ready

- ☐ Make sure relevant staff understand how the app will be used by your school
- ☐ Agree who parents should contact if they need help
- ☐ Share the relevant guidance and FAQs with your school office
- ☐ Make sure staff know where to direct parents if they have a question they can't answer

Let parents know it's coming

Choose the channels that work best for your school:

- ☐ Include a short introduction in your parent newsletter
- ☐ Add information to your school website
- ☐ Share an update through your existing parent communication channels
- ☐ Use your school's social media channels if appropriate

1 week before launch

Final checks

- ☐ Complete any final checks needed for parent/carers contact details
- ☐ Confirm which app features you are introducing
- ☐ Finalise your launch message
- ☐ Make sure the school office has the relevant FAQs and troubleshooting guidance
- ☐ Confirm what parents should do if they don't receive their account activation email

Launch Day

Let parents know the app is live

- ☐ Send your launch communication
- ☐ Explain that parents will receive an account email from Juniper Education on your behalf
- ☐ Tell parents how to activate their account and download the app
- ☐ Ask parents to switch on notifications so they don't miss important school messages
- ☐ Make your support information easy to find

Week 1 after launch

Follow up

- ☐ Review account activation levels, where this information is available
- ☐ Send a reminder to parents and carers who haven't yet activated their account
- ☐ Help parents who are having difficulty getting started
- ☐ Keep track of any questions that come up regularly and share these with your team

Weeks 2-4 after launch

Keep the momentum going

- ☐ Review account activation and identify any parents or carers who may need additional help
- ☐ Continue to remind parents about the app through your usual communications where needed
- ☐ Encourage parents who have activated their account to switch on notifications
- ☐ Check with your school office whether any common issues or questions are still coming through
- ☐ Begin using the Juniper Education App as one of your main ways of communicating with parents and carers