Texas' Alief Independent School District Selects WillowTree Apps To Bring Critical School Information to Mobile Devices

New iPhone and Android Apps Designed to Increase Parent Engagement and Faculty Engagement

Charlottesville, VA. – August 26, 2013 – WillowTree Apps®, LLC., one of the leaders in mobile strategy, mobile design, native application development, and mobile web optimization has been selected to create iPhone and Android apps designed to allow parents of students at schools in Texas' Alief Independent School District (ISD) to quickly and easily access important school and student information.

"Recognizing that increased parental and student engagement is critical to the success of any school or student today, one of the five priorities adopted by the Board of Trustees for this school year includes the innovative use of technology. We want to give our parents a simple and fast way to access the information that lets them keep up with their student and become an active part of their school. Today, that means mobile access," said Doug Brown, Director of Management Information Systems, Alief ISD. *"WillowTree is creating apps that our parents, students and community will rely on for quick and easy access to the latest happenings in our district and schools. WillowTree's solutions use the technology infrastructure that we already have in place, allowing us to leverage our current investments in new and exciting ways."*

"Alief ISD leadership really understands that parent involvement is critical for successful students and schools. The first step to parent involvement is access to information," said Tobias Dengel, CEO of WillowTree Apps. *"We think these new apps will lead to better parent involvement and thus a better school and school experience for the students."*

The Alief ISD in the southwest Houston area has more then 45,000 students and approximately 6,100 employees. The district wants to make it simple for parents to access information such as:

• Student information from the district SIS
• Campus directory
• Staff Listing
• School calendar
• Lunch menus
• Links to the meal payment system
• School news, announcements and event details
• District history

The district also wanted to ensure it had a way to quickly alert parents and faculty of urgent information such as severe weather, school closings or other critical events.

WillowTree was asked to create a strategy and a mobile app to ensure that the school could get this information out in the most effective way and do it in the way people prefer to access information today. WillowTree's solution proposed keeping the infrastructure that Alief currently uses to communicate school information and adding on to that to make it all easily accessible over mobile devices—a far more cost effective system then starting with all new systems.

WillowTree is designing an app that will use all of the currently installed systems and school information so that Alief ISD will be able to utilize the technology investments they have already made.

About WillowTree Apps®, LLC.

WillowTree Apps team is a dedicated team of more than 70 strategists, designers, front-end and back-end developers, - all in-house at their Charlottesville Virginia location. The agency has provided a broad range of consulting and application solutions to diverse clientele and verticals nationwide. For more information, please visit the agency's website at *www.willowtreeapps.com*.

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