

The

principalm

NEWS

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principalm.com

TO: LIFETOUGH REPS
ALL OVER NORTH AMERICA

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PRESENTING PRINCIPALM!

It is extremely important for you to be able to show Principalm to administrators at your schools. Here at Discovery Software, we have been making an effort to provide you with a variety of ways to do just that.

1. Principalm Video, now online!

A brief, 10 minute introduction to Principalm, is now available. Please view our video at <http://www.discoverysoftware.com/principalm/video-demo.php> and feel free to share it with your schools.

2. Your Territory's Demo SD Card

Each Lifetouch Territory is eligible to receive an SD card from Discovery Software, if they have attended one of our free, online training sessions. These demo cards are a great way to show your schools Principalm in action. You can either show this directly on your handheld to one or two administrators, or set it up on a projector for a large group.

3. PowerPoint Presentation

Many Lifetouch Reps have requested presentation materials that are quick and easy and do not require a handheld. We now have a PowerPoint Presentation available for exactly this purpose.

If you need a copy of our PowerPoint presentation, the Principalm video in another format, or advice on setting up a Principalm demo using your SD card, please contact Kate at lifetouch@principalm.com

BlackBerry and iPhone News

Since our last newsletter, there have been a lot of changes in the world.

For a couple of years now, we've been suggesting that school administrators would prefer a smartphone—something like a Treo 700—instead of having to carry around two devices: a cell phone and a PDA.

Well, since the introduction of Apple's iPhone it's become clear to almost everyone that we were correct: people want one "converged" device that lets them make telephone calls, listen to music, surf the internet, manage their email and access important data (that would be Principalm).

Q: Does Principalm work on BlackBerry and iPhone/iTouch devices?

A. We are currently developing a web based version of Principalm for these platforms. We are still working out a release date for v1.0, and we'll make sure you know as soon as we have further details.

School Connectedness

“Communication -- the human connection -- is the key to personal and career success”

~Paul J. Meyer

What is School Connectedness?

The U.S. Department of Education defines School Connectedness (SC) as "the belief by students that adults in the school care about their learning and about them as individuals". At the root of SC is good communication between school staff and students. Obviously, this is a simple yet important idea.

Over the past couple of years, School Connectedness has become an important topic for school administrators. Since Lifetouch's success is inexorably linked to the health of the school community, it's time for you to learn about it as well; especially since it almost certainly affects portrait and event photography sales. Johns Hopkins Bloomberg School of Public Health is one of the most prominent research centers on the topic, and a great starting link is: www.jhsph.edu/mci/resources/School%20Connectedness

School Connectedness Affects Photo Sales

Here's the logic:

- people want pictures of good times, not of bad times. So a student who feels good about their school (is connected) is more likely to want a portrait to remember by. Conversely, if school is not an important part of student lives then the demand for portraits decreases.
- connected students are more likely to engage in extracurricular activities (<http://pediatrics.aappublications.org/cgi/content/full/106/5/1017>). Attendance at dances and sports events, increased membership in theatre, band, teams and clubs all create more photo opportunities for Lifetouch.

- increasing School Connectedness raises test scores, reduces absenteeism and improves graduation rates. How much is a single grad photo worth?

Principalm and Connectedness

Principalm gives administrators access to student information anywhere and any time. Secretaries tell us that administrators who use Principalm are no longer tethered to their office (and computer), but spend more time walking around the school. They meet and interact with more students – the kinds of activities that improve connectedness – instead of waiting for the problems to be escorted to the office.

With Principalm, it takes only seconds to glance at a student's attendance, course schedule, grades, conduct and health history; this allows the Principalm user to be up-to-date regarding many possible topics of conversation when meeting with the student or their parents. Again, it shows that the administrator cares.

Also, we include a game with Principalm that helps users memorize the names of the students in the school. As any salesperson would know, an administrator who walks down a crowded hallway and greets many students by name is showing those students that they matter.

There are many ways to use photographs to help increase school connectedness; Principalm is not the only way. For example, simply post pictures of a football game's crowd (large enough to identify faces) on a bulletin board; students will be drawn to see if their image was captured. Send us your ideas on ways to use photographs to enhance school connectedness, and we'll share them in the next newsletter!

“Principalm is an integral part of all of my presentations to schools; I am very enthusiastic about demonstrating the program, and the enthusiasm is contagious! Every administrator or staff member, regardless of their capacity within the district, can immediately see the value and integrity of this program. It is a very fun tool to present – not only does it bring the excitement level up, I find that most administrators are only too happy to enter into a multi-program, multi-year partnership with Lifetouch in order to obtain the Principalm software for their district.”

~Jan Younce, DG Territory

Who Needs Principalm?

You already know that Principalm licenses are site licenses, which means that a school can put it in the hands of as many administrators and staff as they need to. So, who are all those staff members? In other words, "Who needs Principalm?"

At the school level, any number of people members may use Principalm, including:

- ✓ Administrators -- Principals and Vice Principals
- ✓ Guidance Counselors
- ✓ Hall Monitors
- ✓ Coaches
- ✓ Music Instructors
- ✓ Teachers
- ✓ Custodians
- ✓ Police Liason Officers & School Resource Officers
- ✓ Special Education Teachers & Assistants
- ✓ Bus Drivers

The list goes on. Schools that are educated on how to properly use Principalm will, in fact get a lot more use out of it. Once it is understood that you can control exactly which data different users gets, it becomes a tool that can be widely used throughout the school. Here are some examples of who might get student and staff data on a handheld:

Administrators usually get all the data, from student schedules and grades, to locker numbers and personal contact information. It is valuable for them to have this information as readily available at home as at school, as they can help identify students in the case of an emergency.

Hall Monitors would need student schedules to make sure that a student in the halls really is on a spare block, or on their way to the library. However, they probably don't need to see other personal information such as grades.

Coaches usually need a lot of information. It's important that they have current information on medical conditions, as well as emergency phone numbers. Schools that enforce minimum grade requirements to play on sports teams may give coaches access to this information as well.

Custodians are in the schools after hours, and its common that a student who left homework behind will be knocking at the door. Custodians may need to identify that the student DOES go to this school, and may even need the locker number so they can escort the student. However, custodians don't usually need personal information such as grades and attendance, medical information or home contact information.

It is important to remember that whatever information a staff member needs, it is vital that they are identifying the student correctly. Therefore, we recommend that *all* Principalm users have names and photos included on their card.

So, how do you define the user roles within Principalm?

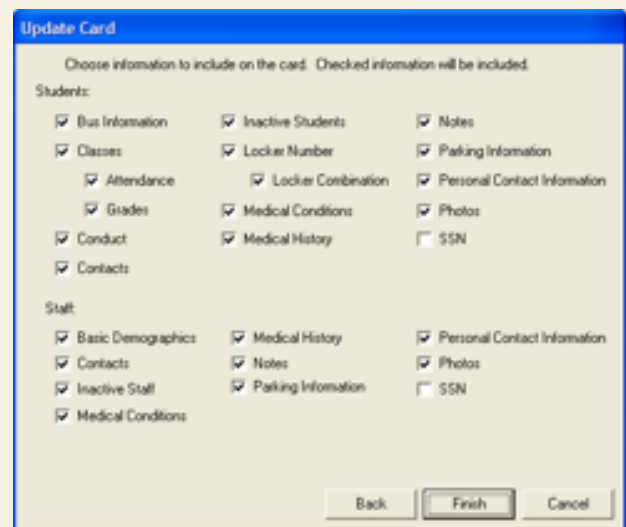
When running a card update (which you have to do for **each** card created), you come across a window which says "Choose information to include on the card."

Any checkbox which is checked will have that information on the card. Any which is not checked will not be included on the card.

All Principalm licenses are considered "site licenses," which means your schools can put the program on as many handheld devices as they need.

"Almost immediately after the install, we had a police problem and the handheld at the police station saved hours of time and work for the principal and the superintendent. We LOVE it."

Dr. Jimmy Littlefield
Spartanburg District
One Schools



THE PRINCIPALM CERTIFICATE OF REDEMPTION

We have recently released the new and improved Principalm Certificate of Redemption. There are a couple of key changes to this version:

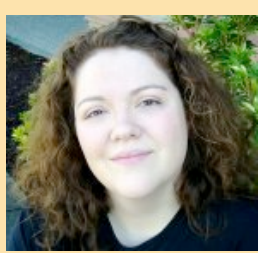
- ★ Hardware (SD cards & readers) are now an optional purchase. You can choose to buy as many as your school needs, or none at all. Schools do still need these hardware items to run Principalm, but some may already have them available.
- ★ District purchases are now available without having to fill out a full COR for each school. Simply indicate that this is a district purchase and fill out page 2 of the form, to provide information about individual schools.
- ★ We no longer require a signature from the school representative on the Certificate of Redemption. However, it is still required on Lifetouch's "Third Party Product Acknowledgement and Release" form.

REMEMBER

It is important to make sure that your Certificate of Redemption is filled out completely. We do need your signature to authorize the purchase.

WHO TO CONTACT

Kate Howerton



Kate Howerton's job at Discovery Software is to help Lifetouch Reps. Need help with a demo to a big client? Have problems processing an order? Is there a customer that needs special care?

Call Kate!

email) lifetouch@principalm.com
tel) 1-888-569-7711 x2296

Kelly Gulden



Kelly Gulden is your Principalm contact at Lifetouch Corporate. **Call Kelly** if you have questions about Lifetouch policies, billing, marketing materials, etc.

email) kgulden@lifetouch.com
tel) 952-826-4931

KEEP LEARNING

We here at Discovery Software believe that the key to using any product successfully is to learn everything you can about it. Please contact Kate Howerton if you would like to take advantage of any of the resources we have available to Lifetouch Reps.

1. Our **Principalm Training Sessions & Demo SD Cards** are available to every Territory. Your session will give you an architectural overview, a quick demo, as well as a discussion on the Lifetouch/Discovery process and important sales points.
2. Our new **Principalm video** and PowerPoint presentation are now available.
3. **White Papers** are available on the following specific topics:
 - * *The Big Picture* -- how Principalm works
 - * *Data Security* -- how we keep student data safe.
 - * *Principalm v7.2* -- the details of what's in v.7.2.
 - * *Handheld Demo Setup* -- how to demo Principalm to your schools.
4. **New, Updated Price List**
5. **New, Updated Certificate of Redemption**

We would love to hear your suggestions for further materials!