



THE CLIENT

Combining the talents and ambitions of a school photographer and an applications developer, Good School Tools began as a supplier of on the spot student IDs. Recognizing the wealth of information stored in a school's information system and the challenges faced by school administrators in keeping track of students, the company developed applications and tools to streamline many routine administrative school tasks.

GSTools is a suite of applications specifically designed for mobile devices to simplify student management tasks under both normal and emergency situations. [Good School Tools](#) apps are available exclusively for iPhones® and/or iPads®, enabling school staff to manage students anytime from anywhere.

GSTools have been used in a major metropolitan area school district with more than 1,100 schools serving over 700,000 students. Currently over 50 middle and high schools and more than 1,000 administrators rely on GSTools for critical student management functions. The GSTools suite includes:

- Radar – putting student information directly into administrators' hands
- Seeker – empowering administrators during an emergency
- Tardy – speed students to class and conduct efficient tardy sweeps
- Picture – create student IDs on the spot using an iPhone or iPad

Radar provides student rosters and access to class schedules, student IDs and emergency contact information. Tardy is the Control Center, importing student rosters, coordinating tardy and detention data, controlling reports and preferences. Tardy Taker enables recording of each tardy so students can be quickly processed and on their way to class. Tardy and detention slips can be printed for each student. Seeker keeps student data organized and can be used to create a list of missing or unaccounted for students and providing instant access to emergency contact information.



THE NEED

Tardiness is a major issue in most schools and classrooms. Unsupervised students in hallways, restrooms and other school areas are at an increased risk for misbehavior, which can carry over into the classroom, causing disruption to lessons and planned activities. Schools perform tardy sweeps where the administration instructs teachers to lock their doors and forces late students to go to a central location to be processed and released before returning to class. Tardy slips, needed for class admission, are printed on the spot. Without the Tardy app, this was a manual and time consuming process, with hand written tardy slips that could be altered by the students. The time to process a manual tardy sweep could often be longer than the period being missed.

School and student safety are also important concerns and it is necessary to know where each student is at all times during the school day. GSTools puts student information into the hands of school staff and administrators, enabling them to keep virtual track of students. Fast response is critical during emergencies. Teachers and staff need to know who is missing and must be able to identify students and classrooms as found and released for safety. Seeker empowers administrators to be in control of their students providing quick access to emergency contact information while generating reports for emergency responders.



THE PRODUCTS - BROTHER LABEL PRINTERS

Good School Tools apps support iPhone and iPad and rely on AirPrint® capable printers. There are multiple Brother wireless label printers in each school to print tardy slips, student IDs and other important student information. Good School Tools exclusively uses Brother professional high-speed wireless label printers citing their ability to print labels wirelessly using Apple® AirPrint which is a must for the Good School Tools apps. They found that support for AirPrint was diminishing among other label printer manufacturers. In addition, the sleek design, compact size and easy portability enable schools to locate the label printers wherever they are needed.

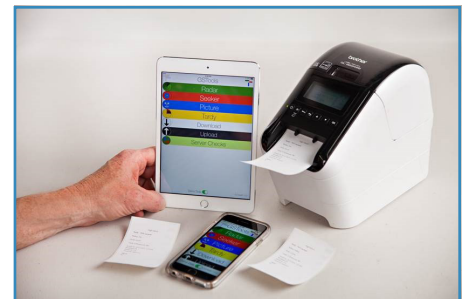


The Brother QL-710W label printer has a built-in wireless interface which enables printing from virtually anywhere without being tethered to a computer or shared on a network. This wireless capability is an important consideration for Good School Tools.

Other key benefits of the Brother label printers include high-speed, (up to 93 labels per minute)¹ high-resolution printing for crisp text and graphics, an automatic cutter that provides precise cuts, and convenient drop-in roll refills so changing supplies takes only seconds. Since there are so many label printers throughout the various schools, the thermal printing which does not require any inks, toners, or ribbons to purchase or replace, is a big advantage of the Brother label printers. With the introduction of the Brother QL-820NWB, Good School Tools will now be able to offer two color (red and black) labels to support their Seeker emergency app. Seeker also needs battery power and backup wireless capability when Wi-Fi and/or power are down during emergency conditions and the QL-820NWB label printer delivers both.

THE OUTCOME

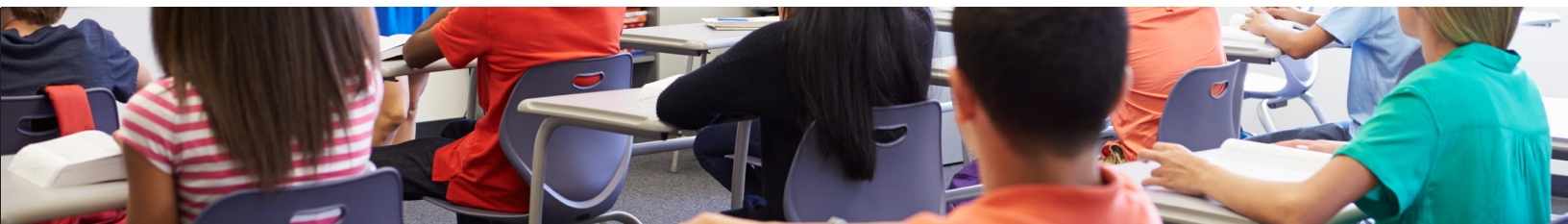
Thousands of school staff and administrators trust the management and tracking of their students to Good School Tools and they are expanding to markets outside of California. Good School Tools relies on Brother label printers to deliver consistent, reliable results and to quickly and accurately produce tardy slips, student IDs and emergency contact information to help schools achieve improved student management.



For more information on Brother Labeling Solutions, contact QLSolutions@brother.com.

To learn more about Good School Tools, go to goodschooltools.com.

¹ Based on using standard address labels, text only, at 300 x 300 dpi.



A leader in office productivity solutions, Brother International Corporation is dedicated to innovation, quality, and reliability. As the premier provider of award-winning products and services that enhance and improve the way our customers live and work, Brother offers a complete line of printers, multifunction technologies, scanners, fax machines, label makers, video conferencing, and accessories - along with Web and cloud-based communication, creativity, and connectivity services.