



Case Study: Crofton House School Preserves Memories, Builds Heritage, and Engages its Community with Vidigami

Established in 1898, the Crofton House School is a renowned university preparatory school for girls in Vancouver, British Columbia, Canada. In 2011, Crofton House School adopted Vidigami, the photo-sharing and community-engagement service designed exclusively for schools. A promising pilot led to a successful rollout to the whole Junior School: Community members uploaded more than 32,000 photos uploaded in the first full year of service. More importantly, Crofton House School has enjoyed easier photo management, a more-engaged community, and a new way to build school heritage.

As director of the Junior School for Crofton House School, a university preparatory school for girls in Vancouver, British Columbia, Canada, Susan Hutchison constantly seeks new ways to build heritage, preserve culture, and enrich her school's diverse community. A few years ago, Hutchison faced a tactical challenge: how to preserve Crofton House School memories without getting buried in a digital media avalanche.

The Need: Manage and Share Photos, But Don't Sacrifice Privacy

"We have this universal issue," explains Hutchison, "[of] how to manage all these stunning photos we have of our children. How do we share them with families? How do we archive them in the school? How do teachers access them?"

Several parents introduced Hutchison to Vidigami, the photo-sharing and community-engagement service designed exclusively for schools. For Hutchison, Vidigami represented an innovative approach to managing school media

assets, but also a novel opportunity to engage parents and faculty. More importantly, Vidigami provided a private, secure place to preserve and share Crofton House photos.

Hutchison worked with supportive Crofton House School parents, faculty, and staff to pilot Vidigami for photo-sharing in the Junior School. After Vidigami training sessions and outreach, the program took off. In one pilot class, families and staff uploaded more than 4400 photos, 97% of parents participated, and more than 90% of families purchased end-of-year keepsake media.

Vidigami Photo-management: Secure, Easy to Use, Simple to Organize

For Hutchison, Vidigami has provided a dynamic opportunity to preserve school heritage and



About Crofton House School

Crofton House School is a university preparatory day school for girls from junior kindergarten to grade 12. It was founded in 1898.

Set on a beautiful ten-acre campus on the Westside of Vancouver, British Columbia, Canada, Crofton House

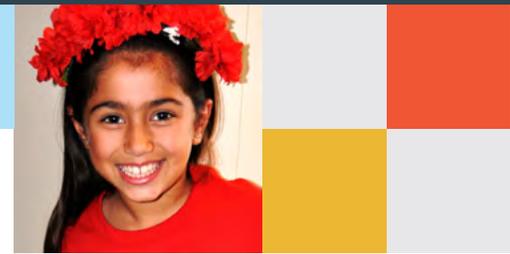
School builds upon its inclusive, nurturing community of dedicated teachers, involved parents, and enthusiastic students to deliver an exemplary education for girls.

Crofton House School's innovative approach to academic excellence fosters self-confidence, resilience, and creativity in its students. Learn more at croftonhouse.ca.



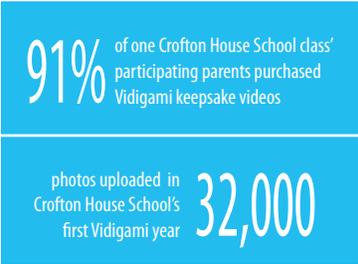
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-- Susan Hutchison, Director of Junior School, Crofton House School



build community. Crofton House has since rolled out Vidigami to its entire Junior School, engaging families across all grade levels. And its benefits have extended beyond parents to faculty and staff.

"Vidigami gives us a very professional, systematic way of organizing [photos] that's easy for teachers and easy for families," says Hutchison. "It does focus on each child, for the family. But for us at the school, we have files of photos for different kinds of events, and teachers can access them. We also use photos in the school for talking points with children and students, and we know where we're keeping them. And we can easily access them." Hutchison also notes that Vidigami has made life easier for the Crofton House School Communications department, which is now "funneling their photos into it."



Schools looking to preserve photo assets and then share them with the broader school community face another obstacle: How do you protect privacy and ensure security with photos of kids? Hutchison acknowledges the challenge, and credits a Vidigami security model that preserves privacy and enables protected photo-sharing within a closed school-community environment.

"In terms of risk management, [Vidigami] actually encourages people to funnel [pictures] into one place," says Hutchison. "From my perspective, instead of people taking pictures of many different children at an event and then posting on Instagram or Facebook, now it's somewhere safe."

The Impact: Providing a Window Into the Life of a Child at School

Vidigami has simplified photo-asset management and delivered

a safe, private-cloud-based photo-sharing solution for Crofton House School. But Hutchison notes that Vidigami is more than a photo-management tool: It's a service that provides parents "a window into the life of a child at school." And that Vidigami benefit is bringing the Crofton House community closer together.

"Parents and families have this collection of images that walk with their daughter each day, and they can share those images with appropriate family members, or even talk about them at home," she explains. "I've heard of one family that goes on [to Vidigami] with their daughter and says 'Tell me about this, tell me about that, what were you doing here?'"

Crofton House School now calls upon a broader collection of photographers at school activities--Families share their own pictures on Vidigami, but also see their children in photos taken by others. Comments Hutchison, "You can be here for special events, but you're not here to see all the different things that happen."

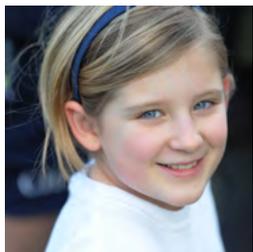
"[Vidigami] really supports our vision of community. Everyone is sharing images of all the great things that are happening in this school...It's fantastic."

-- Susan Hutchison, Director of Junior School, Crofton House School

The Future: More Sharing, Connection, Meaning

For Hutchison, Vidigami provides a path to better family engagement. "From pedagogy, we want connections with parents," says Hutchison. "We know that when parents are connected with the school, children thrive. They thrive academically, they have a sense of belonging. So for me, anything that can facilitate that network of connection is really important."

In the end, Vidigami presents Hutchison with an opportunity to preserve Crofton House School memories. "[Vidigami] really supports our vision of community," she says. "Everyone is sharing images of all the great things that are happening in this school... It's fantastic."



About Vidigami

Vidigami--the place for school memories™--is the photo-management and community-engagement service designed exclusively for schools. Both private and secure, the Vidigami web service lets your school community share photos and memories of each student, helping your school build community and engage families. The system automatically recognizes faces, organizes photos, securely store them online and privately shares them with members of your school community. Learn more at <http://www.vidigami.com>.