



This year we have decided to write a newsletter every other month, moving away from the usual Spring, Summer, Autumn and Winter editions. This is great for two reasons; firstly we found out we have lots to say and don't seem to have enough space to say it in and secondly (and more importantly) we enjoy speaking to teachers. Lots of you get in touch after receiving the newsletter with feedback, suggestions and enquiries, allowing us to get to know you better and improve WebAnywhere as a consequence. So we hope you enjoy this edition and please feel free to get in touch!

In the February edition of the WebAnywhere newsletter we thought we'd let you know about what we've been up to so far this year, such as our promotional video service for schools and our brand new online payment gateway.

### Promotional Videos for Schools

During the time we've been in business, we've seen the content of schools' websites change dramatically. Where once a school website would contain mainly text-based information about timetables, uniform requirements and governors' meetings, we now see a much wider range of media. Many schools are taking advantage of the prevalence of high-speed broadband to showcase videos, podcasts, online games and much more on their sites.

As ever, we're keen to ensure we offer our customers an eclectic range of services related to web design, and this now includes promotional video production, thanks to our new recruit, Tom Saunders.



Still from a promotional video taken at Guseley Infant & Nursery School in Leeds

Tom has already worked with primary schools in Bradford, Leeds and Lancashire to produce high quality, attractive promotional videos, including titles, credits and soundtracks. Popular elements include interviews with key members of staff and pupils, shots of groups such as the school choir, drama club or sports teams, or a tour of the school grounds. Tom is on hand to advise from a technical and artistic perspective, but he's happy to be guided by your ideas to produce a film which is unique to you.

Weblink: <http://www.schooljotter.com/videocasts.php>

### SchoolAnywhere's 2010 Moodle Conference



We would like to thank everyone who attended the 2010 Moodle Conference and helped to make it a great success.

It was a full packed day with some very interesting presentations and a great collaborative atmosphere. Delegates were more than willing to chip in with their experiences/advice.

We all had a great day at the conference and judging by the feedback it looks like everybody else did too.

*"An excellent, productive day once again. Thank you"*  
Moirra Wragg, Deputy Headteacher  
Cottingley Village Primary School

*"Great! Thank you for the most interesting and enjoyable day."*  
Eelin Megson, Headteacher  
Linthwaite Ardron CofE Aided Junior

*"Really enjoyed it - filled me with even more enthusiasm for using Moodle to improve my teaching and learning"*  
Eddie Fogg, Teacher  
Chaucer Business & Enterprise College

*"Excellent - just what I needed"*  
Chris Partington, ICT Co-ordinator  
Newsome High School And Sports College

*"Good stuff - already looking forward to next year"*  
Andy Slingsby, IT Technician  
Minerva

For all those who didn't make it, particularly those who live too far away, we are pleased to say we will be organising another Moodle conference down South in April - date and venue to be confirmed, so get your preferences in now!

Weblink: <http://www.schoolanywhere.co.uk>



## WebAnywhere Incorporate in Philadelphia

In January when all the WebAnywhere staff battled the snowy conditions to come back to work, unfit and tired after Christmas, Sean Gilligan (the big boss) and Matt Coffey (marketing executive) were jetting off to the U.S. to spend two glorious weeks travelling and sight seeing! I'm told it was a fully packed trip, as they did have to ensure they came back having hired a U.S. Sales Manager for the company and chosen a good location for the U.S. office. However, judging by Matt's blog they seemed to have some fun at the same time.



Matt and Sean posing next to the first U.S. flag they could find!

During the two weeks, they visited Philadelphia, Orlando and Richmond and managed to interview an impressive 27 candidates as well as viewing office space and meeting with attorneys, accountants and industry contacts.

"The trip was immensely valuable," said Sean, "not only due to the quality of the candidates we interviewed, but also the huge amount we learned about the U.S. Market and the contacts we made."

### The verdict?

"We made the decision to set up our U.S. operation in Philadelphia." Sean explained "The strength of the candidates, coupled with the population density and transport options in the Philadelphia area, made it the obvious choice for WebAnywhere's U.S. Headquarters."

### Philadelphia, Pennsylvania (PA)

- In 1946 Philadelphia became home to the first computer.
- Philadelphia was once the United States capital city.
- If you dug straight down from Philadelphia to the other side of the globe you would end up in the middle of the Indian Ocean.
- Philadelphia is home to the cheesesteak sandwich, water ice, soft pretzels, and TastyKakes.

We would also like to welcome Shannon DiCandilo on board as our U.S. Sales Manager. Shannon is an ex-teacher and University lecturer so knows the market well. When she heard she had got the job her friends took her out for Speckled Hen and fish and chips to celebrate!

## Quick, Reliable & Secure Parental Payments



In our aim to offer our customers a truly comprehensive service, we thought it was about time we integrated a payment system into our websites, allowing our schools to receive online payments from parents. With cheques to be abolished in 2018 and schools to have an alternative in place by 2014, there seemed a real need for the development.

After deciding the Royal Bank of Scotland were the ideal partners to process these payments, we carried out some research to find out how we could offer schools real value for money.

We asked 140 primary schools how they process payments from parents. The findings suggested on average, schools spend 8 hours a week on administration and banking in relation to parental payments. Based on this average, we have priced our online payment system, PaySchool, so a primary school could expect to see it pay for itself within 3 months of purchase. This is based on the amount of money they would save on administration alone.

We launched PaySchool at the end of January and have several schools running pilots with the product as we speak. These schools can now allow their pupils' parents to pay online for all the following and more:

- School trips
- School meals
- Music lessons
- After-school clubs
- Photographs
- Tuition fees
- Extended school provision payments
- Online donations for your school
- School uniforms
- Ticket sales



For help and advice on online payment systems please call WebAnywhere's PaySchool team on 0800 862 0492.

Weblink: <http://www.payschool.co.uk>

### The WebAnywhere family

We would finally like to welcome our new WebAnywhere recruits: Shannon, Tom, Paul and Luke.



We'd also like to wish the best of luck to David Asher, a WebAnywhere trainer, who is leaving the company after over 3 great years to concentrate on his wedding photography business full time.