

I'm not a bot























## Classroom dojo for parents

ClassDojo: Revolutionizing Education with Teacher-Centric Approach Education is a pressing issue worldwide, and solving it could lead to a brighter future where individuals can develop their unique talents, tackle critical problems, and become happier, kinder, and healthier. This vision inspired Sam Chaudhary and Liam Don, two visionaries who joined forces in 2011 to create ClassDojo, an education company that prioritizes teachers, children, and families. Despite the massive \$10 trillion education market, progress has been slow. Most kids today do not receive a significantly better education than their parents did. Sam and Liam saw an opportunity to change this by building a new type of education company focused on serving teachers, children, and families. ClassDojo was born out of a desire to create a platform that helps every child on Earth get an education they love. Initially, the app served as a communication tool for teachers, children, and families, fostering a sense of community through shared pictures, videos, messages, and moments during the school day. As a result, 95% of U.S. elementary and middle schools have adopted ClassDojo. The platform has grown exponentially, with approximately 1 in 20 primary school students globally using it across 180 countries. Teachers, children, and families rave about ClassDojo, citing stronger relationships and increased trust as key benefits. The app has been translated into 35 languages, solidifying its position as a leading education product. ClassDojo's success has garnered recognition from top publications, including Forbes, Fast Company, and Inc. The company was named one of the "30 Under 30: Education" by Forbes, recognized as a "100 Most Promising Companies in the United States" by Forbes, and included on Fast Company's "10 Most Innovative Education Companies in the World" list. In 2014, ClassDojo received TechCrunch's Crunchie award for Best Education Startup, while its founders were featured on Inc.'s "30 Under 30" list. The app was also recognized as one of "The 35 Most Innovative Apps of the Year" by Fast Company in 2016 and named one of the "25 Most Disruptive Companies" by Inc. in 2017. So, what sets ClassDojo apart? Sam and Liam took a unique approach to improving education, recognizing that most companies focus on top-down strategies, selling products to school districts or governments. Instead, they emphasized the importance of creating an experience that is made by teachers, children, and families working together every day. ClassDojo's founders, Sam and Liam, aimed to revolutionize education by focusing on grassroots efforts rather than top-down approaches. Unlike traditional companies, ClassDojo was born as a consumer-centric company that sought to transform the education system from within. The duo met in 2011 at a startup weekend event and went on to join Imagine K12, a prestigious program for education startups. With no prior connections in the US, they were able to approach problems with fresh eyes and develop innovative solutions. Their shared vision of improving education was driven by their passion for the subject matter. Sam taught while studying and later worked with the UK government and international NGOs on education system improvements. Liam, meanwhile, worked on online gaming and pursued a Ph.D. focused on technology in classrooms. After launching ClassDojo, they relied heavily on word-of-mouth to spread the platform among teachers. The first version of the platform was met with enthusiasm from 80 initial users, which grew exponentially within four weeks to over 12,000 sign-ups. The company's success can be attributed to the strong bond between its founders, who worked tirelessly for seven days a week during their early stages. By focusing on serving the people directly involved in education - teachers, families, and students - ClassDojo created a platform that empowered individuals rather than imposing top-down solutions. ClassDojo's Success Story Chaudhary remembered that when Liam expressed his disbelief about ClassDojo's amazing growth, they all shared the same thought: "Well, this is incredible". The company's co-founder Don attributes their impressive growth to their obsession with serving customers. Every week, the ClassDojo team talks to teachers, children, and families, researching up to 20 new ideas to improve the app. Many improvements have come from teacher and family feedback, such as a translation feature that automatically translates messages into 35 languages. Don believes that empowering people in classrooms can change education. He says, "Our job is to bring these communities together and provide them with tools and ideas they need." ClassDojo has raised \$66.1 million from investors like Y Combinator and Shasta Ventures while maintaining a small team of just 45 employees. The company's growth has been remarkable, with 100% growth through word-of-mouth from delighted teachers, children, and families. They haven't spent a single dollar on paid acquisition. Chaudhary comments that ClassDojo's teams are similar to classrooms - highly talented and empowered. The company values "context, not control" and prioritizes shared context, trusting relationships, taking responsibility, and continuous improvement. The team has a culture of freedom, where every member can own and lead initiatives, regardless of their job title. They also retrospects on successes and failures to improve processes. Liam and Don attribute the supportive culture to their communities, including caring teachers, mentors, families, and friends. It was a lovely surprise to discover the GBx community, comprised of individuals who moved to the US to tackle significant issues together. For Chaudhary, this collective has provided a source of support, guidance, and humor during both good and challenging times. He credits the community with offering a friendly atmosphere, dry British wit, and a sense of perspective during difficult periods. Introduced to GBx Global by Andy McLoughlin, ClassDojo's founders were immediately drawn to the community after just one dinner. They expressed gratitude for the mentors who have guided them throughout their journey so far and acknowledged that they would love to pay it forward for other founders. Chaudhary added that they are eager to share their experiences with others and find mentors to learn from as ClassDojo continues to grow. The company's vision is to provide every child on Earth with an education they genuinely enjoy. Beyond being a communication app, ClassDojo has evolved to offer learning experiences children love, both in the classroom and at home. Examples include original series collaborations with Stanford, Harvard, and Yale. Roughly one-third of U.S. students (ages 5-14) have already experienced these learning experiences in their classrooms, sharing them with their families at home. ClassDojo's recent developments include unveiling its business model. Unlike most education companies, they have committed to being free for teachers forever and have vowed not to share information with advertisers or marketers. Instead, the company plans to offer families additional learning experiences beyond what their children can get at school. They believe this approach will enable families around the world to provide a more complete education for their children, something that schools often struggle to achieve due to resource constraints and limited budgets. The company's Beyond School subscription was launched last year, offering families optional learning experiences for their children, such as building values, practicing mindfulness, or helping with bedtime routines. Reception has been positive, with families worldwide purchasing the subscription to complement the learning experiences their children receive at school. For any purpose, including commercial use, this material can be freely adapted, remixed, transformed, and built upon. As long as you adhere to the license terms, the licensor cannot revoke these freedoms. You must provide proper attribution, link to the license, and indicate if changes were made. You can do so in a reasonable manner without implying endorsement from the licensor. If you remix, transform, or build upon this material, you must distribute your contributions under the same license as the original. No additional restrictions are allowed on elements in the public domain or where exceptions permit. No warranties are given, and the license may not cover all necessary permissions for intended use, such as publicity, privacy, or moral rights. ClassDojo is a popular platform used by many K-8 schools to improve communication and engagement among teachers, students, and parents. It aims to create a positive classroom culture and enhance student learning by providing tools such as behavior tracking, messaging, photos, and videos. The platform operates through a website and mobile app, offering a user-friendly interface for seamless interaction. Parents can stay connected to their child's education through real-time updates on behavior, achievements, and classroom activities. The messaging feature enables direct communication with teachers, allowing parents to ask questions and receive updates. ClassDojo provides a window into daily school life, including photos, videos, and messages from the classroom. This allows parents to provide positive reinforcement at home based on feedback and information shared on the platform. ClassDojo transforms parent-teacher communication by offering a consistent channel for updates and discussions. Parents can access the platform to receive real-time updates on academic progress, behavior, and accomplishments. This level of involvement enables parents to actively support their child's learning journey, reinforcing positive behaviors and addressing challenges promptly. The platform provides several features that empower students, including behavior recognition, visual feedback, and digital portfolios. Students can track their progress, set personal goals, and reflect on their achievements, developing a growth mindset and building confidence in communication skills. ClassDojo prioritizes privacy and security, complying with regulations such as FERPA and ensuring that personal information is securely stored. The platform creates a more enriching learning experience for all parties by fostering community, transparency, and engagement, bridging the gap between classroom and home to facilitate continuous student support and growth. Top Movies for Educators: A Glimpse into Teaching's Rewards and Challenges These movies showcase the highs and lows of teaching, sparking interest in educators' roles within society. The Best Teacher Planner: Tips and Tricks This article provides actionable advice on how teachers can maximize their planners and record books, enhancing their productivity. Attendance Charts: More Than Just Record Keeping Classroom attendance charts foster responsibility, accountability, and data collection, making them a valuable tool for both students and teachers. Weather Chart for the Classroom A visually engaging weather chart serves multiple purposes: decorating the classroom while promoting learning in science, math, critical thinking, and environmental awareness. Classroom Timers: Time Management Made Easy Timers streamline lessons, create a structured environment, and promote effective learning methods, benefiting both students and educators alike. Dice Games for Learning Engaging dice games can be seamlessly integrated into the classroom, providing an entertaining way to grasp essential concepts and skills.