



## Case Study: How Farmington Empowered Both Parents and Staff with Online Safety Tools

### Meet Farmington Municipal Schools

Farmington Municipal Schools is the most diverse school district in New Mexico and the 7th largest district in the state, serving more than 10,000 students.

The district has seen four-year graduation rates rise by 15% since 2010, a testament to the success of The Farmington Way, which focuses on “Rising to Excellence in Every Pursuit.”

Farmington’s 1:1 program provides laptops for each student in grades 6-12, as part of the district’s 21st Century Learning Initiative (21CLI), with the goal to increase student engagement, achieve more complex learning, and improve educational outcomes.

“Before implementing Community, we’d have to do our own research. Now, Linewize’s Community resources provide us with multiple tools for parents to learn about online safety risks, and better understand how their students are spending their time online.”

Jeff Smith  
Technology Supervisor

**District:**  
Farmington Municipal Schools

**Enrollment:**  
10,000+

**Schools:**  
1 Pre-K  
10 Elementary  
4 Middle  
4 High  
1 Technical & Career Center

**1:1 Program:**  
Grades 6-12: Laptops

**Linewize Solutions:**  
[Filter](#)  
[Community:](#)  
• Qustodio Parent App  
• Online Safety Hub  
• Live Parent Webinars





## The challenge: Parents requesting support for student screen time on school devices at home

Since introducing the 1:1 laptop program for secondary students at Farmington Municipal Schools, the district’s technology team saw a steady stream of parent emails with questions about their children’s screen time.

“When parents ask a question about technology, we get the call. Parents might say my student is at home, they are on the computer but not using it for school work, what can I do?” explains Jeffrey Smith, Technology Supervisor at Farmington.

Smith’s team was left to do their best to answer parent questions regarding their children’s safe and healthy use of the internet.

“The Community program allows us to give parents supervision over their student’s device with the Qustodio Parent App, and provide resources to help them learn about online safety and digital wellbeing.”

Jeff Smith  
Technology Supervisor

## The solution: Implementing Linewize’s free Community program

Farmington decided to take advantage of [Linewize’s Community program](#), which is included at no cost for partner districts, and includes three key pillars:

- Qustodio Parent App
- Online Safety Hub
- Live Parent Webinars

The program fit perfectly with Farmington’s 21st Century Learning Initiative, to help support students in using technology in a safe and healthy manner to learn, grow, and prepare them for the future.

“We saw the Community program as a valuable resource to help educate both parents and staff,” Smith says.

### Launching Qustodio and the Online Safety Hub

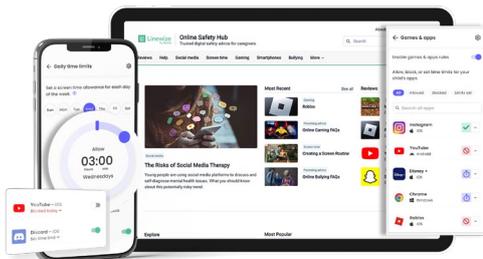
Because Qustodio integrates with [Linewize Filter](#), the implementation was simple for Farmington’s tech team.

“The time on our side was just spent getting our file formats digestible for Linewize to be able to match parents and students together.”

Launching the district’s Online Safety Hub was even faster. “The overall setup of the Hub was seamless,” Smith recalls. Once launched, Farmington’s public relations team sent communications out to parents. “We also added a link on our website. It’s easy for parents to find, right at the top of our homepage.”

### Live Parent Webinars

Farmington also began hosting Live Parent Webinars with Linewize’s online safety expert and Director of Wellbeing, Teodora Pavkovic. Parents are invited to attend the webinars online, and Smith adds, “We post the recordings after the fact, so the resources are available on-demand.”





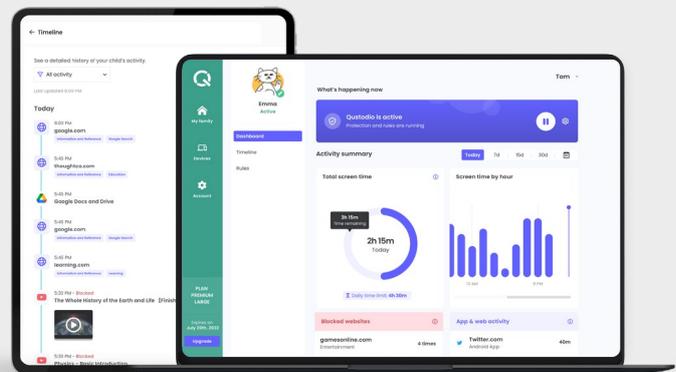
## The outcome: Supporting parents without overburdening school staff

### Parents can see and supervise their children’s screen time

Quostodio provides visibility for parents into their child’s online activities on school-issued devices, including a Pause Internet feature to help parents manage screen time at home. “Quostodio provides a way for parents to be hands-on, so they can supervise their children in the digital environment outside of school hours,” says Smith.

“We have a really good tool to hand to parents that is much better than saying ‘Sorry, we can’t do anything further’ — which is not something we ever want to say to parents looking for a solution.”

**Jeff Smith**  
Technology Supervisor,  
Farmington Municipal Schools



### Staff are equipped to answer parent questions

When parent questions come their way, the technology department and other school faculty and staff feel much more equipped to field those questions.

For example, Smith says “Recently, a question about TikTok came up from someone on our staff. Since I personally don’t use the app, we were able to direct our Head of HR to the Online Safety Hub to learn about TikTok.”

“Our staff uses the Online Safety Hub resources to help answer questions and have conversations with parents. We’re also able to guide parents to the Hub for questions we don’t have the knowledge to answer in the moment, and it’s presented in a very user-friendly format.”

**Jeff Smith**  
Technology Supervisor



## IT can direct parents to a resource tailored for them

Smith says the Online Safety Hub has been a helpful resource, as it focuses specifically on answering the questions that parents have.

“As a tech department, we look at the same questions they ask, but we’re also considering other factors—for example, compatibility and security. Most parents want to get to the heart of: How likely is it that my child will see inappropriate content?”

**“With the Online Safety Hub and Webinars, we can give parents information and tools to add to their toolbox, so they can make their own decisions as a parent.”**

**Jeff Smith**  
Technology Supervisor

## Parents are engaged and educated in online safety webinars

Since starting Live Parent Webinars, Smith says “The feedback has been very positive. I’ve heard several times from parents that they’ve learned things they didn’t know before.”

“We initially did broad online safety topics, such as gaming and an overview of Qustodio for parents,” Smith explains. “Now we’re getting more granular with specific topics for our parent community.”

Based on the webinars’ success, Farmington’s IT team and Student Mental Health department collaborated with Teodora Pavkovic, Linewize’s online safety expert, to plan a webinar series with topics including:

- Sexting
- Age-Appropriate Tech Use & Cellphone Ownership
- Distraction & Intentional Tech Use

## Contact us

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## About Linewize

Linewize empowers K-12 IT teams and educators with the world’s most comprehensive suite of child cyber safety and wellbeing solutions, including hybrid web filtering, classroom management, and student threat detection.