

Chapter Three

# Expansion

2009 - 2016

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"...related to our mission of Transforming K12 Education,<sup>®</sup>  
we increased our work with learning management."

**Charlie Kratsch**, Founder and CEO



Infinite Campus opened its national headquarters in the fall of 2008; above, the two-story rotunda.

# A Permanent Home

Charlie Kratsch, Founder and CEO

The growth we had experienced created the need for a new, permanent home. We designed and built the “mothership,” our corporate headquarters inspired by the Starship Enterprise, which provided us with the vehicle to expand our product beyond student information. We added Premium Products like Food Service, Online Payments, Online

Registration, and Messenger and began development of an HR/Finance system. Perhaps most importantly related to our mission of Transforming K12 Education®, we increased our work with learning management. Our early vision of a completely integrated data management solution had become a reality.

The Campus Support team gathered alongside Trainers and Business Partners behind headquarters in July of 2017 as part of their annual conference.



# An award-winning support team...at your service.

Campus Support includes 40+ representatives who facilitate exceptional user experiences.

## “I knew there was something magical here”

Gina Montague, Manager, Support Services

Gina joined Infinite Campus in 2010. Her favorite moment was winning HDI's Team Excellence Award for External Support in 2013. The award honors world-class organizations that achieve the highest standards of excellence in customer support and service delivery.

“When I came to Campus, I knew there was something magical here,” Gina said. “It was icing on the cake to have a respected professional association acknowledge our awesome team with such a prestigious award.”

### Personalized solutions

Campus Support is comprised of eight teams totaling 43 representatives that facilitate an exceptional user experience. With a 97 percent satisfaction

rating, Campus Support consistently receives high rankings from customers. The support staff provides a centralized point-of-contact for responsive, personalized solutions and advice. “We will do whatever we can for our customers,” Gina said.



Gina Montague (fourth from left) and Support teammates celebrate their award at the HDI 2013 Conference in Las Vegas.



## “We make it easy for customers to learn”

Nola Peterson, Campus Community Administrator

July 10, 2010, was a huge milestone as the Campus Community launched. The Community provides users with free, 24/7 online product support with access to forums, product documentation, videos and simulations, hands-on virtual labs, news and upcoming events, messages, surveys and much more. The 200,000+ members share product knowledge, tips and tricks, and network with others.

“Before 2010, we had a support portal with 100 PDF documents on how to do certain tasks,” Nola said. “Now, Campus Community houses 5,000 articles, over 2,500 videos and simulations, and hundreds of hands-on virtual labs. We make it easy for customers to learn our product.”

### End-user feedback

Not only does Campus Community exist to help users, it ensures they may easily provide feedback to Infinite Campus. That collaboration has proven very valuable and leads to changes and enhancements.

“I take user questions, comments, and concerns from the Campus Community to our many development meetings. It benefits everyone when developers are continually hearing what our end users like, want and need regarding our products,” Nola explained.

### Meet the face of Campus Community

Nola was a teacher at Clover Park School District in Lakewood, Washington. In 2006, she joined Campus as a trainer and then became the Campus Community Administrator.



Aloha! Luis De La Riva Gasga took a selfie during the recent Hawaiian-themed Campus Support Conference.

## “I make a difference”

Luis De La Riva Gasga, Support Advisor

Luis is on Support Team 5, working with the Campus Messenger product, FRAM and SPED.

### Forefront of interaction

He focuses on understanding each customer’s needs and through a collaborative approach, solves problems. “Support is at the forefront of interaction with customers,” Luis said. “The product is ever-changing and evolving...launching new functionality and making sure it works seamlessly for customers is very rewarding. We ensure customers have the best possible outcome when using Campus.”

Luis recently began working with the Native American Student Information System (NASIS) customers. NASIS provides support to nearly 200 Bureau of Indian Education schools across the country. “I make a difference. I can see we are impacting lives through the work we do. That’s very important to me,” Luis said.

# Expanding beyond the SIS with integrated Premium Products.

More than a dozen options help customers eliminate third-party systems, lower costs and increase efficiencies.

## Our “best-kept secrets”

Paula Soucheray, Premium Products Sales

In 2011, Paula took the reins on teaching customers about Campus Premium Products (also known as our “best-kept secrets” at the time). Key tasks such as sending emergency notifications, achieving faster lunch lines, making online payments 24/7, registering new and existing students and more, can all be done using a single system.

### Eliminating the extra work

Coming from a district’s technology department, Paula knew all about the pains caused by third-party systems. “Nobody realized the mess behind the scenes and how hard it was to keep everything in sync, especially with limited resources and time. Handling functions within Infinite Campus eliminates extra work for districts...Premium Products are a huge benefit,” Paula said.

Paula continued, “Premium Products have become very powerful tools and continue to advance each

year with new functionality, features, and specific options for how districts want to use them. I love showing the functionality... eyes just light up when customers realize the efficiencies they provide.”







### More than 70 percent

Currently, more than 70 percent of districts using Campus SIS utilize at least one Premium Product. Please visit [infinitecampus.com/pp](http://infinitecampus.com/pp) to learn more.

### One of my favorite moments

“I went with Charlie to Boise City (Id.) Independent School District to demo our student information system,” Paula said. “To open his presentation he played Lynyrd Skynrd’s *What’s Your Name* which begins with a Boise reference. The crowd was hooting, hollering and laughing. Boise City is still a customer today!”

Popular Premium Products		<a href="http://infinitecampus.com/pp">infinitecampus.com/pp</a>	
 <p><b>Messenger with Voice</b> Send notifications using data in Campus SIS via phone, text and email.</p>	 <p><b>Food Service</b> Streamline cafeteria operations, reduce service time and increase lunch counts.</p>		
 <p><b>Campus Payments</b> 24/7 secure payment processing for both food service and fee transactions.</p>	 <p><b>Online Registration</b> Goodbye paper! Bring registration online for new and existing students.</p>		

## Getting down to business

Renee Hill, Process Consultant, and Teri Linn, Project Manager

Renee and Teri implement Business Administration Suite products: Campus Finance, Human Resources (HR) and Payroll. “We work with a relatively new product line, which allows us to expand our customer offerings,” Teri said. “And, because the suite integrates with Campus SIS, districts can have an efficient and powerful, single solution.”

### Processes and procedures

The onboarding call is followed by the P and P (Processes and Procedures) session. Our staff reviews what the customer did with their prior business suite and explains how to perform those functions, and many new ones, in Campus. “For most districts, this session takes a week. We travel to their location and for many, it’s their first in-depth view of the product,” Renee said.

### Implementations

Teri’s role as project manager includes reviewing expenses, organizing weekly project meetings, confirming enhancement requests are received and establishing tasks. “I enjoy defining our implementation methodology as we go. No two implementations are the same...each customer is unique so each implementation requires different steps along the way,” Teri said.



Renee Hill (standing) and Teri Linn help customers implement Business Administration Suite products.

### Process improvement

As a process consultant, Renee helps districts find better and more efficient ways to complete the tasks they need to accomplish. “I streamline processes for districts so they have time to focus on what’s important, their students,” Renee said. “Our customers inspire me to do my best. The product is always changing and I stay on top of the changes so I can best serve customers.”

## Business Administration Suite

[infinitecampus.com/bas](http://infinitecampus.com/bas)

### Fully-integrated with Campus SIS

Campus Finance, HR and Payroll are specifically built to streamline processes for K12 education.



#### HR

Enter employee information once with real-time updates to SIS and Payroll.



#### Finance

Streamline processes across departments with access to real-time information.



#### Payroll

Fully integrated, tasks are done in the most efficient and secure manner possible.

# Compiling, analyzing, and doing our best to test.

At Campus, great software is linked to developers and testers working in collaboration to achieve company goals: streamline educational processes, promote stakeholder collaboration and personalize learning.

## “It’s my job to DESTROY the software”

Kim Hagemeyer, Test Analyst, Sr.

In 1999, Willmar Public Schools (Minn.) was using Infinite Campus SIS but struggling with reports. Kim had just started at the district when she was approached by the director of technology and asked a favor: Could you use your computer programming background to help us extract some data and generate a report?

Kim continued creating reports before and after work each day until it eventually became her full-time role. As the reports got more complicated, she needed a better understanding of the schema.

“I told Charlie, ‘I need a day of your time.’ He drove to Willmar and spent the day helping me. Charlie wanted us to be successful,” Kim said.

### First User Group

Kim had another request of Charlie: Will you come and talk to districts? Kim, with help from Willmar staff, was planning the first Infinite Campus User Group in Minnesota. Charlie didn’t think anyone would show up. “We filled a large room and people were sharing what they’d done in their district. It went very well.”

In 2002, after a Campus Administrators Group meeting, Charlie offered Kim a job: “Why don’t you try to break our software before it goes out the door?” In 2008, she accepted. “It’s my job to DESTROY the software... and, I LOVE it.”



Kim Hagemeyer (second from right) meets with fellow testers and analysts to identify bugs (which are then fixed) in our software before it is released to thousands of districts/schools.



Tammy Kaiser and Xin Lin putting our software to the test.

## “I’ll work for that company someday”

Tammy Kaiser, Software Product Analyst II

Tammy knew of Infinite Campus when it was just a startup. “I worked at Centennial from 1999 to 2005 and worked directly with Charlie, Anne (pp. 10-11) and Dave (pp. 8-9). I said to my husband multiple times back then, ‘I’ll work for that company someday.’”

Tammy joined Campus in 2009 and is now a Software Product Analyst II for Special Education and Learner Planning. She compiles state-specific requirements, creates proper documentation, tests functionality and analyzes issues within state-specific components of Infinite Campus.

### One-stop shop

Pre-Campus, Tammy was a MARSS (Minnesota Automated Reporting Student System) Coordinator in three different districts. She knows firsthand how her current role can result in a district’s success. “Understanding how a customer uses Campus and then being able to translate and communicate those needs to our developers is critical,” she said. “I was in the customer’s shoes...I know what it’s like to struggle entering information into two or three different databases. Districts need one great, integrated student information system...they need a one-stop shop like Infinite Campus. Our system causes fewer errors and makes data entry more efficient and accurate.”

## “I’m behind the scenes”

Brian Sorvari, Test Analyst, Sr.

Brian joined Campus in 2013, bringing two decades of software testing experience with him. “People here work closely with districts to ensure the reports they provide can properly be processed by their respective states. I test the reports that ultimately result in funding to Campus districts. I’m behind the scenes,” Brian said.

### Still so connected

“I like that Charlie, considering all the growth, is still so connected to the company. He’s the leader...he’s visible. He is fixing an educational system that we all went through...he is innovative and has such damn good insight. It’s all about having the vision to Transform K12 Education®.”



Brian Sorvari tests the reports that result in funding to districts.