Maturity

2017 - Current

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"...this has become one of our biggest strengths making us immune to quarterly profit pressures and temptations to sell out."

Charlie Kratsch, Founder and CEO

Our nine-story Tower opened January 1, 2017; the expansion allows Infinite Campus to double its current staff of 450.

Sky's the Limit

Charlie Kratsch, Founder and CEO

Having the best product on the market is not enough, you need a stable company and strong services to back it up. We have an award-winning support staff to answer questions. Knowledgeable process consultants to help districts make the most of their investment. Data centers across the country providing an unparalleled 99.99% uptime. And continuous innovation updating our product monthly with new functionality using the latest technology. While in the early days we struggled making due without outside investment, this has become one of our biggest strengths making us immune to quarterly profit pressures and temptations to sell out.

Success after the sale

Aaron Mills, Process Consultant

Aaron was a long-term substitute teacher when he first used Infinite Campus. He was looking for a more permanent teaching job in 2011 when he learned of a trainer position at Campus. "I joined to work with K12 schools across the country," Aaron said. "It's nice to see how districts work beyond a teacher's perspective."

Three positions
In seven years, Aaron has held three customer-facing positions that ensure customer success after the sale.

Trainer » "I helped new and experienced users through our product, annually training hundreds and hundreds of customers in many states."

Client Executive » "I helped customers maximize Campus, and I advocated on their behalf for new tools and functionality. It was very rewarding."

Process Consultant » "Currently, I propose processes during implementation to ensure customers efficiently transition from their previous SIS to Infinite Campus."
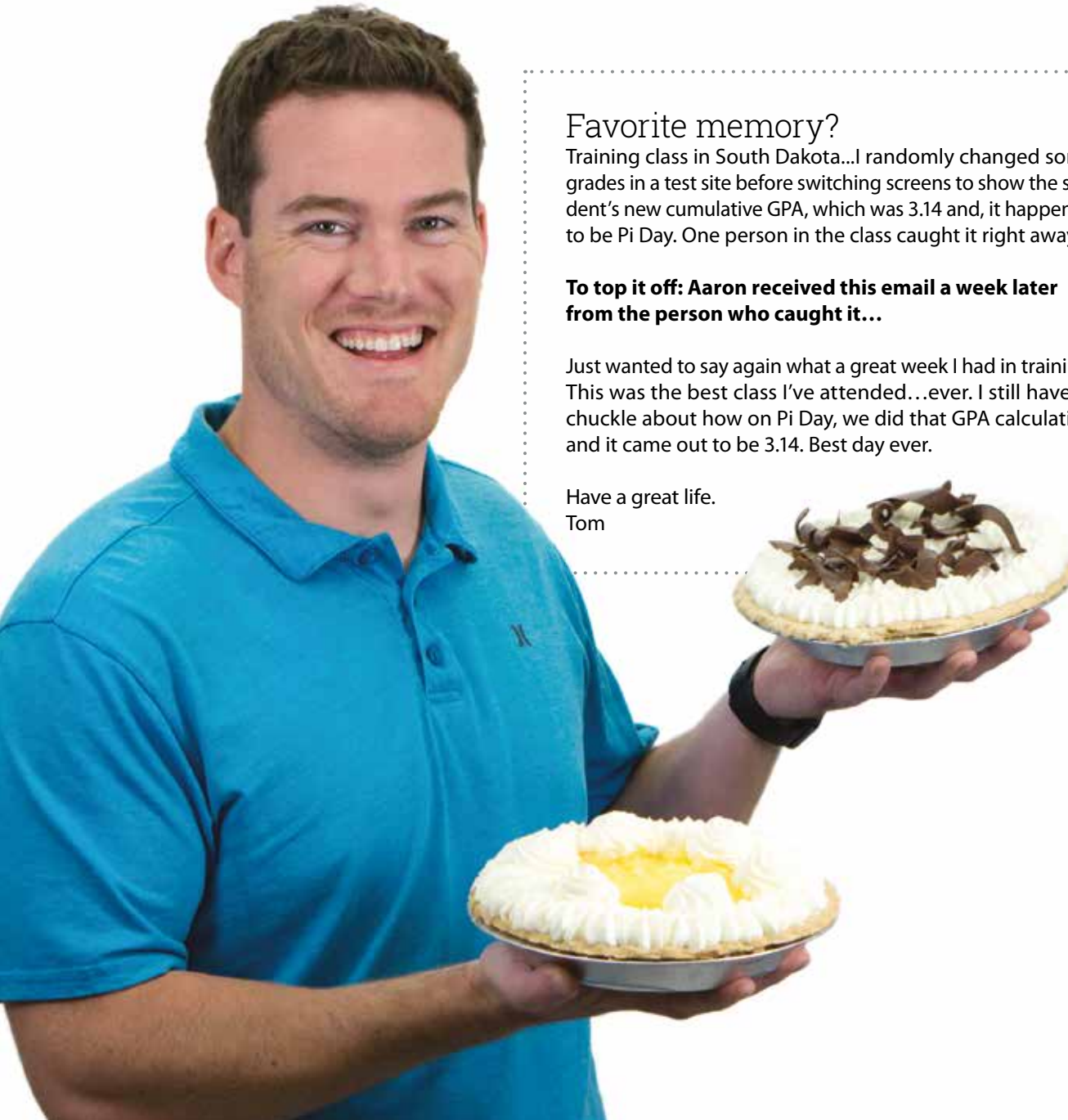
Favorite memory?

Training class in South Dakota…I randomly changed some grades in a test site before switching screens to show the student's new cumulative GPA, which was 3.14 and, it happened to be Pi Day. One person in the class caught it right away!

To top it off: Aaron received this email a week later from the person who caught it…

Just wanted to say again what a great week I had in training! This was the best class I've attended…ever. I still have to chuckle about how on Pi Day, we did that GPA calculation and it came out to be 3.14. Best day ever.

Have a great life.
Tom

Ed-Fi certified

Andy Schultz, Software Engineer, Sr.

After learning to write HTML at age 11, Andy knew he wanted to work in the technology field. He joined Campus in 2012 after graduating from the University of Minnesota with a computer science degree. As a software engineer, he's developed innovative tools used externally by customers and internally by coworkers.

Data overload
Districts in different states use different values for their data, and since Campus has customers in 45 states, we needed an efficient way to sort through it all. The solution: Andy helped build a tool that manages our data dictionary for each state. "It automates the process for how those pieces of data get entered into the SIS by our business analysts," Andy said. This tool – called Campus Attribute Metadata Tool – is also used by Campus developers so they can avoid manually typing in different values.

Data that talks
Over the last several years Andy has been working on an even larger project: making Infinite Campus Ed-Fi standard-compliant. Ed-Fi is a data standard that allows separate systems to connect and read the same language. "We have five states that use Ed-Fi, so their data from the districts can more easily be sent to the state, and the state can collect the data in a standard way from many different vendors," Andy explained.

Andy's team worked closely with the Campus Localization team to incorporate state-specific data. Now they're working on enhancements to give our customers more control and flexibility with the data they're collecting.

"Being Ed-Fi certified means our customers can provide reports in an efficient manner to receive the funding they need. Ed-Fi also provides teachers with helpful dashboards to examine data about students and courses."

Star Wars or Star Trek? Andy Schultz wears his preference. For company-wide survey results, see below.

A little more about us

Campus employees were surveyed on preferences...and, we are texters but not Trekkies.

63% Text
37% Call

53% Star Wars
47% Star Trek

51% Android
49% iOS

62% Chrome
34% Firefox
4% Safari
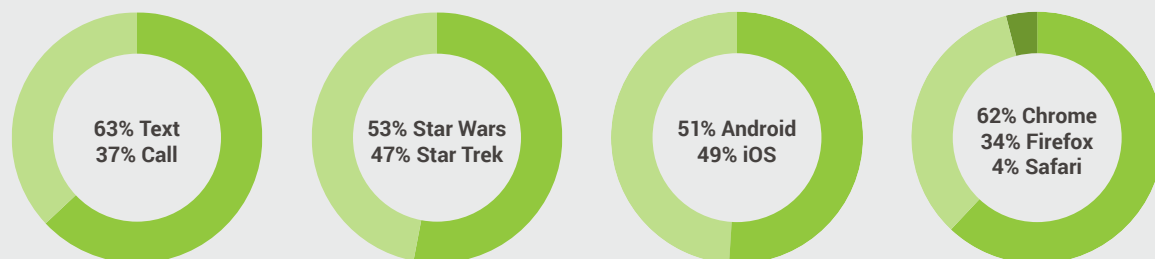
Visit infinitecampus.com/25 to read more.

A living solution

Jennifer Quist, Release Manager

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More and more enhancements
As our company expands, undoubtedly, so do the demands of our customers. With a dedicated team and a strong focus on product innovation, we are able to meet these demands and continue to innovate.

"We put out more and more product enhancements every year. As we grow, so does our product. We have multiple teams working on our SIS daily. Some focus on bug fixes and others on enhancements and new functionality. With our team structure, we get enhancements to users quickly and efficiently," Jennifer said.

Continual product reinvestment
"On average we release 25 enhancements a month, at no additional cost to customers. Infinite Campus is truly a living solution because we continue to reinvest in our product. Our SIS can be the last one a district or school ever needs to purchase."
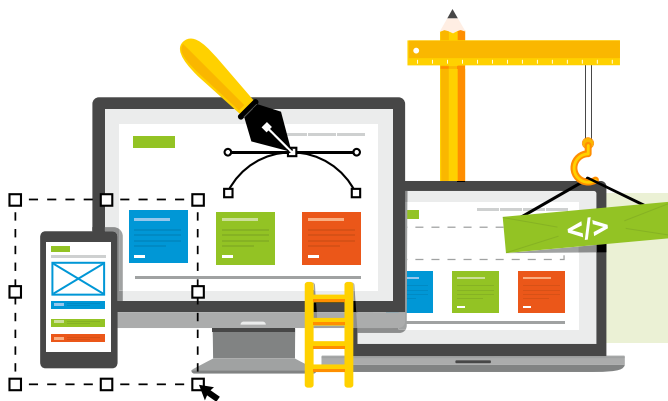
300+ FREE enhancements to our student information system, just last year!

Hosting...we'll handle it

Nick Sheridan, Systems Engineer I

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With three hosting options, Campus meets the needs of districts of all sizes. All options are surprise-free, reliable, and have a proven record of 99.99% uptime.

Cloud Choice Hosting
As the recommended hosting option, districts get the freedom and flexibility to select which specific version number of the product to run.

Cloud Hosting
This economical hosting option provides automatic updates each week so districts are always on the most updated version.

Onsite Hosting
Great option for when internet connectivity is unreliable or a district prefers to host their own data. Campus technicians maintain software remotely.

Campus = culture + communication
Nick Sheridan, Systems Engineer in the Cloud Services Department shared, "I was drawn to Campus because of the culture, it's the best of any company I've been in. People interact well here and working within the Managed Services Team to fulfill our customers' hosting needs is truly rewarding."

When asked about a favorite Campus moment, Nick quickly said, "Seeing the effort Charlie puts into his company meeting presentations is remarkable. He is a very charismatic individual and I think it spreads throughout the company."
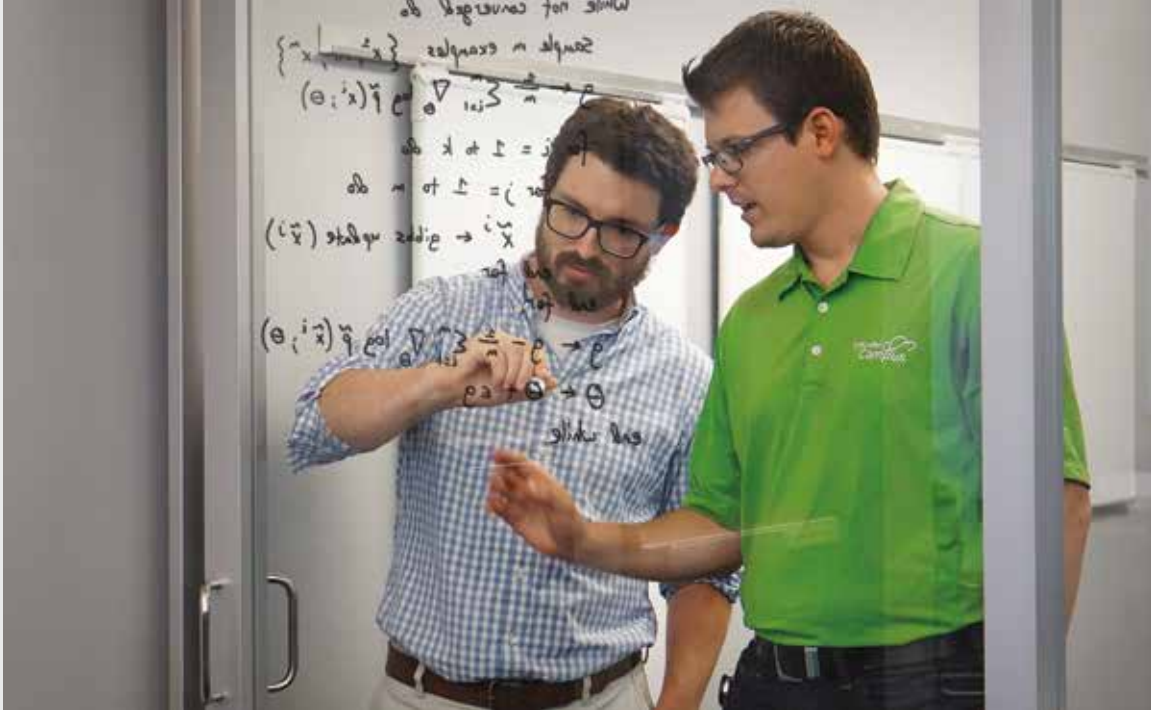
Thomas Christie (left) and Daniel Jarratt are identifying how predictive analytics can help support education.

Predictive analytics

Thomas Christie and Daniel Jarratt, Data Scientists

Could a student information system determine the validity of assessment questions, predict high school dropouts, or recommend a personalized curriculum based on student proficiency? According to Thomas and Daniel: absolutely yes.

Thomas and Daniel are the first-ever Data Scientists at Campus; their team focuses on how predictive analytics can support teachers and counselors by helping them better incorporate information about their students.

What's predictive analytics?
Thomas: In summary, it's machine learning for the purpose of providing recommendations or predictions.

What's an example?
Daniel: The Early Warning tool we built for the Kentucky Department of Education. Early Warning learns from past student data what factors correlate highly with school dropout. By using a statistical model to learn and im-

prove predictions over time, we accurately determine students at risk so educators can prioritize their interventions, spend less time analyzing data and more time with students.

What else could predictive analytics do?
Thomas: Auto-grade assignments to quickly show a student's proficiency level. Once the system has collected enough information to gauge a student's

understanding, we can suggest lessons and learning content tailored specifically to that student's abilities. Additionally, predictive analytics could evaluate the validity of assessment questions, to make sure they're valuable and truly reflect student knowledge. Essentially, it's trying to code the wisdom of a successful, experienced teacher, and apply it computationally and to scale for hundreds of students. Teachers are highly skilled yet spend a lot of time doing paperwork that computers could do.

Automated education?
Daniel: We're not talking about replacing teachers. Rather, we want computers to augment people's abilities…humans and computers working together. We want decisions that educators make to be wiser or faster or made more quickly for a larger number of students. Ultimately, we want to support educators.

Teaching and Learning's mission: instill passion in our users (teachers, parents and students). In foreground, Julie Driver and Dr. Barry Brahier.

The next startup: Teaching and Learning

Dr. Barry Brahier, Product Manager; Julie Driver, Manager, Software Development; and Dan Sweet, Manager, Software Development

To help prepare for our next 25 years, Infinite Campus recently restructured into The Matrix. This organized our company into three verticals, each focusing on certain product functionality – Student Administration, Business Administration, and the new Teaching and Learning (T&L) vertical. T&L consists of Design and Prototype, Bring to Market, and Build Out.

Design and Prototype
Barry leads the Design and Prototype team. "This is the start of our process," Barry said. "We look at possible solutions to problems our teachers and students encounter. These problems are brought to light through multiple sources. Many come from Charlie. He has a good eye and ear for problems in the marketplace and constantly talks to district personnel. But we're also talking to many teachers and hearing feedback from our employees who are parents." Barry's team – made up of developers and analysts – are encouraged to think outside the box. "If we didn't have any constraints, what would we do?"

Once they have design prototypes, the next step is usability testing. Barry's team takes a few of their ideas and asks real users – teachers, parents or students – to try it out. "We do this as much as we can."

Bring to Market
After a solution has been identified, it's passed to Julie's team, Bring to Market. "We take a prototype and make it real." Julie's team emphasizes performance testing, to make sure the functionality they're building isn't going to slow users down. "We want them to have the most efficient user experience possible."

Build Out
The final step in the process is the Build Out team, managed by Dan (p.19). This team focuses on solving the edge cases, localization, managing defects, documentation and more. In most companies, these tasks are typically worried about in the beginning of the process, which can push out release dates. "Our process ensures that new functionality quickly gets to end users," Dan said.

Collaborative culture

Testing is a collaborative effort, and doesn't rely on just one person. "It's a team thing," Julie said. "We're working in a culture where developers are checking their own…and each other's…code. Quality is something the entire team is responsible for."

The team works on projects in two-week time frames, called sprints. "We ask the team to decide how much they can get done in one sprint, from coded to tested to out the door, potentially," Julie said. After a few sprints, they might put it aside, focus on something else while collecting feedback, then resume work in the next sprint. "A perfect example is Campus Student, which launched in 2017. We've already made many changes and incorporated feedback into that app."

Not "it's your problem now"

The collaboration between T&L teams breaks the traditional approach. "There's an old mentality of throwing something over the wall to another team and 'it's your problem now.' That's not what we do here," Barry said. As a prototype leaves Design and Prototype and moves to Bring to Market, an analyst moves with it. "They're the go-to person for questions about design and requirements," Julie explained.

A new frontier

While Infinite Campus has grown over 25 years, T&L is essentially a fast-moving startup. "That's the exciting part…a new frontier with new goals," Barry said. "We're backed by decades of K12 experience and have the same innovative spirit that got us where we are now."

"We're very committed to what we're doing," Julie said. "The passion we want our users to have, it's in our team members."

See these key tools for Teaching & Learning end users:

Campus Portal & Mobile App
Campus Student
Campus Learning
Professional Development

infinitecampus.com/videos
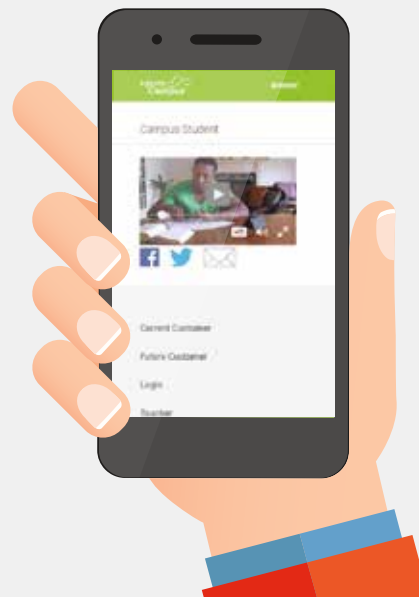
"Congratulations on the 25 years, Infinite Campus. Austin Public Schools is starting our 9th year on Campus and we are proud to be a district partner!"

Corey Haugen, Austin Public Schools

"Our staff sees the benefits of one comprehensive system that does more than we could before and in a more effective, efficient and accurate way."

Dr. Laurie Barron, Evergreen School District

"Infinite Campus has a well-designed database that allows us to manage our student information effectively at school sites as well as monitor student progress across our district."

Joel Rabin, Natomas Unified School District

"Infinite Campus is a great product…it's a constant learning curve because they are always adding new, improved features."

Chad Williams, Ririe Joint School District 252

"Infinite Campus has helped us streamline operations, improve efficiency and increase our effectiveness as a district."

Lori Ordway-Peck, Temecula Valley Unified School District

"Infinite Campus has enabled our district to connect with parents and students like never before."

Kelly Brassfield, Union Public Schools

"We selected Infinite Campus for the product's ease-of-use."

Ilhan Guzey, Dove Public Charter Schools

"Infinite Campus has positively impacted our district across the board."

Jeff Hembree, South Texas Independent School District

"Infinite Campus is a forward-thinking company with goals to improve education, not just a data management system. This sets them apart from all other companies."

Greg Shepard, Ottawa Area ISD

"You haven't seen Infinite Campus yet, and you already know how to use it. It's that simple. The product is more powerful, more stable, and easier than any other SIS product we saw."

Mike Hume, Buffalo Public Schools

"I recommend Infinite Campus because student information systems are all they do, and they do their job well. Their product is highly customizable out of the box."

Jason Vance, Columbus City Schools

"Campus continues to push the envelope and bring new products and services to keep pace with the forever changing education landscape."

Janet Michaud, MSAD 53

"Product seems to be growing to meet the ever-changing needs in the technology world."

Diana McGhee, Fort Thomas Independent Schools

"We no longer have servers to maintain and Campus does all the backups and system updates. Our downtime has been zero with no complaints about speed or refresh time."

Frank Walters, Augusta County School District

"Infinite Campus has enabled our district to discontinue use of a major software package. This has not only saved the district money, but consolidated our data onto one platform and one location."

Melanie McLendon, DeKalb County School District

www.infinitecampus.com/testimonials