



Organic Growth

By Charlie Kratsch, Infinite Campus Founder and CEO

The fruit-bearing tree that eventually gave rise to Infinite Campus was the Minnesota Educational Computing Consortium (MECC), the organization behind educational software like Oregon Trail and Number Munchers. My work at MECC during high school in the early '80s was a valuable starting point as technology germinated for both school office administration and classroom instruction.

After high school I bypassed college and went directly into business, working with a series of startup companies developing technology solutions for the advertising, telecommunications and healthcare industries. During the late '80s I experienced the power of computers accessing large databases using what would later become...the internet. In the early '90s I saw how graphical user interfaces could unlock data for any user, anywhere at any time.

After I sold out of my last company in 1993, I retired briefly...becoming a stay-at-

home father, but like my wife said, it didn't stick. I made the decision to get back into educational technology with the goal being to make a difference, not to make money. I contacted the school district I had graduated from and we agreed that I would serve as their technology director while I figured out what this new company would do. While I originally thought we would develop web-based educational content (i.e. MECC on the web), I quickly realized the immediate need was in student administration.

At that point, the Infinite Campus mission was set: Transforming K12 Education®. Our goals were to streamline administrative processes, promote stakeholder collaboration and personalize learning.

With that mission as a guide, Infinite Campus has grown from the original seed planted 25 years ago into the strong and stable tree it is now. Our early growth was slow as we were a small group struggling to find our way up through a

forest of competition. Each successive ring of new employees and customers made us stronger...allowing us to grow larger and faster. Not being periodically chopped down and replanted, like many of our competitors moving from one owner to the next, has made us an industry leader.

This anniversary issue of The Infinite Campus magazine is our 25-year account of how we went from a scrappy startup to a mature organization with a national presence. Our employees, our products, and most of all, our users, have made us what we are today. That's not the end of the story, we are positioned for the next big thing in education, but we'll save that for the next issue...