

The Infinite Campus

infinitecampus.com

Spring 2011

EXPRESS G3

PAR AVI

URGENT

CONFIDENTIAL REPORT

COMPANY PROFILE: Infinite Campus, Inc.

INDUSTRY: Student Information System

PURPOSE: To understand how a company vision drives its business model, products and services. To learn how this company works with its customers to impact the future of K12 education.

NOTE FROM CHARLIE

While we are the largest American-owned student information system, there are still a lot of administrators, teachers, parents and students who don't know much about us.

I gave our marketing staff the assignment to gather anything they could about our company, employees, facilities, product and customers so that we could create an informational piece. The result was a stack of notes, brochures, pictures and just about anything else you can imagine. Instead of taking all this stuff and creating a slick, sanitized corporate brochure like the other guys, we kept it in its raw form.

Sure it's different, but so are we.

The result is what you see here: a "dossier" that tells our story. I hope this issue of our magazine gives you a better feel for who we are, what we do and why we do it. As I always tell prospects at the start of any demo, it's just as important to shop companies as it is to shop products. Or as we say in poker, "play the player, not the cards."

P.S. Our competitors are some of our most dedicated readers (you know who you are). In this issue we've hidden some top secret information. Have fun finding it ;-)

Charlie Kratsch, Founder and CEO
Infinite Campus

SUMMARY

Case Number: NCC - 1701-2	<input checked="" type="checkbox"/> Top Priority	<input checked="" type="checkbox"/> Brand Impact
Case Account: Infinite Campus, Inc.®	<input type="checkbox"/> Private	<input checked="" type="checkbox"/> Market Share
Location: 4321 109th Ave, NE	<input checked="" type="checkbox"/> Do Not Copy	<input checked="" type="checkbox"/> Trend Data
Blaine, Minnesota USA 55449	Notes: Privately held;	
www: infinitecampus.com	focus on development,	
info@infinitecampus.com	services & support of	
(651) 631-0000 (800) 850-2335	K12 education student	
Founder: <input checked="" type="checkbox"/> Charlie Kratsch	data management system.	
	Report prepared by	
	MKS and EAS	
	Business Founded: 1993	

CASE BRIEFING ON INFINITE CAMPUS:

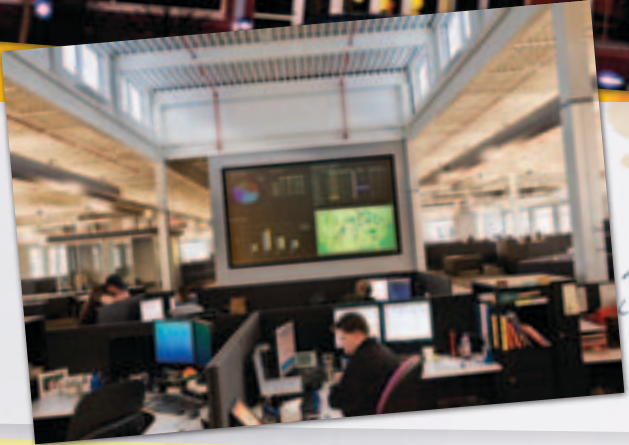
- Founded in 1993 by Charlie Kratsch, who continues to lead the company as its CEO
 - Is the largest American-owned student information system, serving more than 5 million students in 43 states, with a 99% retention rate (See "Customer" file)
 - Currently has 273 employees; Built a two-story, 110,000 sq. ft. national headquarters in 2007 called "The Mothership" (See "Staff & Facilities" file)
 - Products: Infinite Campus District Edition, Infinite Campus State Edition, Premium Products, G3 development (See "Product" file)
 - Interview with Centennial staff: early employees; former teachers and early influences on Charlie
 - THE FIRST WEB-BASED SIS: Built from the ground up using Web browser as the only "client" ever offered to customers.
 - In addition to the robust, comprehensive functionality, now developing G3 that will make individualized education a reality. Adding advanced scheduling and lesson planning to the mix.
- Suggest an interview with CEO for detailed explanation.

PRIORITY

NOTE: Met with several employees at the Infinite Campus National Headquarters who could speak to the vision of the company. The building itself is spacious - conducive to collaboration and creativity. Atmosphere is relaxed, yet highly productive. See more information in Staff & Facilities file.



Previously known as the "Benevolent Dictator"



↑
• aka: Mothership
The building is surrounded by an eco-friendly landscape and nestled in the edge of Lochness Lake.

Summary

Chatama

Staff & Transition

Product

INFINITE CAMPUS
HAS A MISSION TO
TRANSFORM
K12 EDUCATION!!



ADAPTS
QUICKLY
TO CHANGE

Affordable

Full-featured

VERIFIED

X Important
Benefits

Taking product
beyond simple
data management;
future development
will impact
teaching & learning.

Stakeholder
graphic from
CAMPUS NEWS

SEE WHAT'S
POSSIBLE

MISSION

Transforming K12 Education®

VISION

Public K12 education exists to serve its customer, society. As society changes, so must K12 education. When America shifted from an agrarian to an industrial economy over a century ago its educational system was transformed into the model we have today. Grade levels, terms and periods, grading curves, and credits are all artifacts of the factory school designed to create the factory workers and managers needed to power the industrial society.

Today, many have observed that our K12 educational system is broken as if something was changed to cause its demise. In fact, our schools are struggling because they have not changed to keep pace with the new information economy. While other sectors of our economy have embraced systemic change to survive, public education has implemented only piecemeal changes that have done little to address the true nature of the information age.

We believe that information technology is the catalyst that will transform education as it has other sectors of society. We have shown that by adapting and applying technology and practices used by the private sector to K12, educators can be more productive in their daily tasks and accomplish things previously thought to be impossible.

GOALS

Streamline Educational Processes
Promote Stakeholder Collaboration
Individualize Education

A LIVING SOLUTION

monthly
when rea

new func
regulation
cost

using the
system
eliminating costly re-implementation
fees, training, confusion, and support



* Infinite Campus stability ensures that teachers get time with students; not learning a different SIS.

* Charlie updates employees at company meeting. He's the only CEO the company has ever had.



Infinite Campus SIS. enterprise capabilities of the SIS. for easy scaling up or down on changing enrollment the district.

The architecture Campus delivers benefit for education system uses true business logic from presentation layers ensure integrity and the security of vital for today's educators. The use of the multiple ti

ard a

n a

ys-Cam- integration ation and efficient across the district as ability to interoperate between

99% National Retention Rate INFINITE CAMPUS

Corporate & Product Stability

→ The one attribute that places Infinite Campus ahead of the competition is the stability provided to customers.

This is Big!

→ Infinite Campus was founded by Charlie Kratich, who remains the CEO of Infinite Campus today.

Founded in 1995.

→ The Infinite Campus system is a living solution. Customers continue to use the same product today as when they first bought, relying on incremental product improvements. ☑ ----> ☑

Eliminates costly implementation fees!

→ One of the Infinite Campus competitors [redacted], for example, acquires a new SIS every 8 months (!!), has not developed a system of their own from the ground up,

* * ! { and ends the life of one of their many SIS systems every 10 months. This same competitor has had nine CEOs since Charlie founded Infinite Campus.

WIN

Transforming

Wanting to Make a Difference

Nine years after leaving high school, Charlie Kratsch had become a successful entrepreneur in the emerging technology market. At a personal and professional crossroads, he reflected on his career direction and realized he wanted to do more than make money... he wanted to make a difference.

In 1993 Charlie was hired as the IT director at his old high school (Centennial). Charlie saw first-hand the challenges faced by schools in struggling to manage the massive amounts of data and he realized he could use his talents and expertise to improve, even transform, education. Infinite Campus was founded.



THE FIRST INFINITE CAMPUS STAFF

Back row: Dave Frankson, Charlie Kratsch, Brian Page .
Front row: Anne Flynn, Karl Beach, Josh Metcalfe

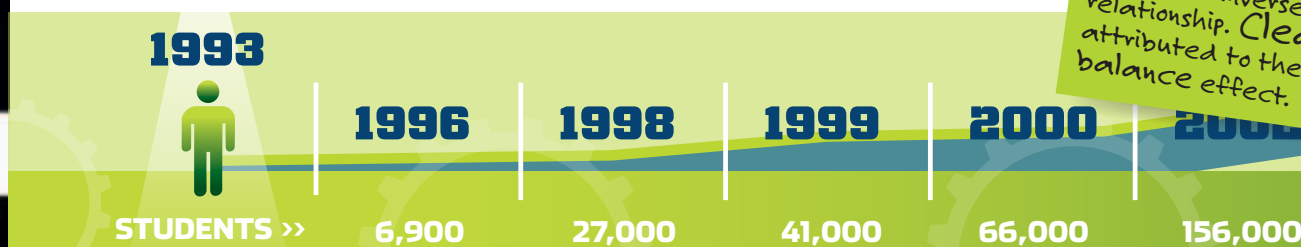
Pages from Spring '10 Infinite Campus magazine

Valuable reference material to gain inside info about the company & their customers!

Bailey Mitchell, chief technology and information officer Forsyth County Schools, Georgia

Continuous Growth

- = Students
- = Employees



Note classic aggregate demand curve as defined by the negative slope and inverse relationship. Clearly attributed to the real balance effect.

>> From the beginning, Infinite Campus was spurred by a commitment to get it right. Charlie and his staff spent the first decade researching, developing and testing a system not yet seen in the industry.

K12 Education®

Vision

Public K12 education exists to serve its customer, society. As society changes, so must K12 education. When America shifted from an agrarian to an industrial economy over a century ago its educational system was transformed into the model we have today. Grade levels, terms and periods, grading curves, and credits are all artifacts of the factory school designed to create the factory workers and managers needed to power the industrial society.

Our schools have not kept pace with the new information economy. While other sectors of our economy have embraced systemic change to survive, public education has implemented only piecemeal changes that have done little to address the true nature of the information age.

We believe that information technology is the catalyst that will transform education as it has other sectors of society. We have shown that by adapting and applying technology and practices used by the private sector to K12, educators can be more productive in their daily tasks and accomplish things previously thought to be impossible.

Three Generations of Campus

G1 The first generation of Infinite Campus gave educators the capability to track amazing amounts of information about students, teachers and the learning activities they participate in.

G2 The second generation is a statewide data collection system that provides a dependable way to aggregate data from Campus Customers or legacy systems.

G3 Infinite Campus is now working on third generation called G3. These developments will provide the tools to make individualized instruction a reality.

Goals

- Streamline Educational Processes
- Promote Stakeholder Collaboration
- Individualize Education

Impressive Growth!

Today, Infinite Campus is the largest American-owned student information system on the market.

- 4,500,000 Students
- 2,000 Districts in 43 States
- 5 State Contracts
- 280 Employees
- 110 Partner Staff

Have interns research this variable blip factor in 06/07

2004

500,000

2005

1 MILLION

2006

1.6 MILLION

2007

2.5 MILLION

2008

4 MILLION

2009

4.5 MILLION

>> In 2004, Infinite Campus experienced a surge of customers and exponential growth each year.

INFLUENCES:
The early
years

High School Teacher Comments

Charlie was a bit of a loose cannon. But if he had a passion for something, he was outstanding. He did a paper for me that was the best researched and well written paper I had ever received. Charlie was well ahead of any other student in his class.

Mr. Schmidt, social studies
Centennial High School



TECHNOLOGY DRIVEN:

In the 1980s, computers were slowly becoming more main stream. Charlie seized this emerging technology to learn all he could about programming, game playing, and taking it to the next level.

IMAGE BELOW CAPTURED FROM 1985
CENTENNIAL YEARBOOK, p. 138



OVERHEARD IN THE CENTENNIAL HIGH SCHOOL OFFICE:

"My daughter was in 6th grade when Charlie was in high school. He would come get the kids in that class and bring them to the computer lab to teach them. They used cassette tapes then. He taught them "tricks" or shortcut commands on the computer and basic programming. The kids loved that."

- Ruth Roth, building secretary

ALSO NOTED: National Honor Society and valedictorian honors. Step-father was principal of Centennial Elementary School.

X All information gathered so far appears to be positive.



About Charlie Kratsch

EDUCATION:
 Graduated from Centennial High School 1985. Known to be "somewhat of a rebel" - never sitting still - challenging the factory-school model and excelling despite it. Well known for defying mainstream rules and expectations. Remembered as an extremely gifted student, with an aptitude for inquiry and learning well beyond his peers.



In my mass Communications class students were asked to define a project. Charlie created a satirically relevant newsletter that reveals "The Onion." He produced it using a Commodore 64 with Quick Brown Fox word processing. He was a school leader in the area of technology!

Ms. Schmickels-Bledsoe
 Mass Comm / English Teacher
 Centennial High School



So, you have a computer (But do you really know how to use it?)

It's true. Many people buy or receive personal computers expecting to instantly know how to operate and maintain them. The truth is, while simple and limited things are easily done, it takes a wealth of knowledge and experience to get the most out of your computer.

It would normally take many hours and hundreds of dollars worth of books to teach yourself just the basic skills needed to fully understand the complex languages and techniques needed to produce simple programs. However, this can be made much simpler and faster if you have an experienced programmer to help you.

We at CK Programming Specialists can help. We will show you the tricks that usually are only learned through painful trial and error. Our teachers are kind, courteous and willing to help.

CALL US - 786-1474

or just talk to the president, Charlie Kratsch for more information.



Note: Upon graduation, Charlie went to never return to another school. Focused on emerging trends in technology, including work as a

- VIDEO GAME PROGRAMMER
- COMPUTER INSTRUCTOR
- COMPUTER SALESMAN

CONFIRMED



8 years after high school

- * Agreed to help Centennial School District as technology director
- * Realized challenges of educational data management
- * HAD HIS OWN VISION!

INFINITE
CAMPUS
Early years

The
UPSTAIRS
BASEMENT

Infinite Campus.

This is
where it
all
started.



A MEAGER BEGINNING:

The Upstairs Basement at Centennial High School was shared by communications, health and other professional departments. Facing blistering heat in the summer, Charlie transformed a tiny corner table into a creative epicenter of software development.

THE EARLY YEARS



OVERHEARD IN CENTENNIAL OFFICE

We were the experiment. The first year Centennial implemented Campus, Charlie moved to the old band room/storage room. I was a counselor, then, and my office was just down the hall. Boy did we have fun going back and forth with questions and additions to his program. But we could tell it was really going to be something some day.

As the company grew, Charlie would bring potential customers to see his program first hand. I could have four or five customers at one time looking over my shoulder as I pulled a student record or navigated census.

As I see what it can do today, the benefits to staff, teachers, parents and students, I'm proud to have been a part of helping Charlie grow his business.

Ruth Roth, building secretary

COMMITTED TO A VISION, IT BECOMES REALITY

In the early days, Charlie hired young, hot-shot developers who'd work all night, sleeping on bean bag chairs & bringing energy & imagination to what the system could become.

I was a para-professional in special education at Centennial when I was asked to work with Charlie on his project. He trained me so I could train others. We were working with Osiris and it was very difficult. Had days delay for state reporting corrections; data was inconsistent and disconnected. When I saw what Charlie was going to accomplish for the district, I knew it would be a tremendous success.

- Anne Flynn

Still an Infinite Campus employee!
Technical Support Analyst II



Summary

Centennial

Staff & Transition

Product



TOP TEN REASONS TO SELECT INFINITE CAMPUS

1. Infinite Campus is in the customer retention business. They have the highest retention rate in the industry and their first customer still uses the system 13 years.
2. Infinite Campus is a leader in value since the system's price has never been raised, while additional functionality is continuously included.
3. Infinite Campus is the leader in innovation by being the first SIS vendor to be built from the beginning as web-based in 1996, with the competition finally catching up 14 years later, as they prepare to deliver truly new innovations to the K12 marketplace.
4. Infinite Campus is the largest American-owned SIS.
5. Infinite Campus is privately held, focused only on their mission to Transform K12 Education, not the bottom line.
6. Campus Employees are passionate about what they do and believe in the mission of the organization.
7. Infinite Campus District Edition is the only system ever offered to districts since 1997.
8. Infinite Campus has maintained the same leadership structure since its founding in 1993.
9. Infinite Campus is the only SIS vendor given a "Strong Positive" rating in Gartner's "MarketScope for K-12 Student Information Systems, 2009" authored by Bill Rust and "Positive" ratings in the 2007 and 2008 reports.
10. They are ready to show districts what's possible with the most comprehensive system available on the market today, at one low price, with a proven implementation model to get districts up and running in six months or less.

Why customers choose Infinite Campus today

INFINITECAMPUS.COM
INFINITECAMPUS.COM
INFINITECAMPUS.COM

Infinite Campus is a great company with a broad vision for the future.
GOALS: Streamline Educational Processes, Promote Stakeholder Collaboration, Individualize Education

HEARD ON THE STREET


ATTENTION

INFINITE CAMPUS
IS POISED TO TAKE
STUDENT INFORMATION
SYSTEMS BEYOND MERE
DATA MANAGEMENT.
RECOMMEND TRACKING
PROGRESS OVER NEXT
FIVE YEARS.

CUSTOMERS

Case Number: <u>NCC - 1701-2</u>	Notes: <u>Conducted several</u>
Case Account: <u>Infinite Campus, Inc.</u>	<u>customer interviews over</u>
Location: <u>4321 109th Ave, NE</u>	<u>the last three years.</u>
<u>Blaine, Minnesota USA 55449</u>	<u>There is an impressive</u>
www: <u>infinitecampus.com</u>	<u>representation of district</u>
<input checked="" type="checkbox"/> Interviewed first district edition customer	<u>size and geographic</u>
<input checked="" type="checkbox"/> Interviewed first state edition customer	<u>diversity. Comments</u>
<input checked="" type="checkbox"/> Previous interviews collected	<u>included: A company with</u>
	<u>vision; robust product;</u>
	<u>consistent leadership.</u>

CUSTOMER OVERVIEW:

For over a decade, Infinite Campus has successfully implemented its solutions for customers of all sizes. As the largest American-owned student information system with a national customer retention rate of 99 percent, Infinite Campus applications manage more than 5 million students in 43 states. Infinite Campus customers range from those with fewer than 100 students to more than 600,000 including school districts, regional consortia, state departments of education and the federal government. 

FIRST DISTRICT EDITION CUSTOMER:
Centennial School District, Circle Pines, MN

FIRST STATE EDITION CUSTOMER:
South Dakota Department of Education

CONFIRMED

Infinite Campus developed a solid core product with attention to localization and state reporting. As the customer base grew across the country, word spread about the success of this product and the forward-thinking approach to software development, customer retention and K12 education.

DESIGNED FOR DISTRICTS OF ALL SIZES.

The multiple tier architecture of Infinite Campus has the ability to scale up or down to meet changing enrollment situations.

FIRST CUSTOMER

– Still a Campus Customer !!

Centennial School District 12, Circle Pines, Minnesota
6,783 students

Interview conducted: 2.25.2011

Where it began: Centennial Schools District

Although an assistant principal and counselors typically use Campus Scheduling, Mr. Bruening has called it "an amazing data system to have this master schedule integrated in the core product." **What used to take days now takes minutes** to make changes and create a complex schedule.

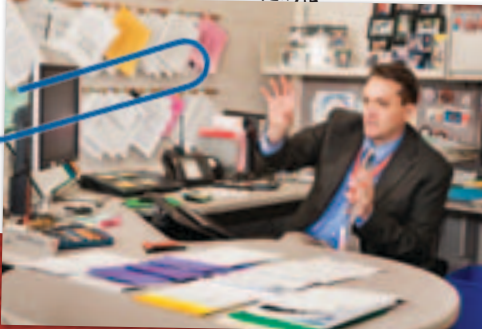
Lori O'Dowd, Infinite Campus Support Rep for Centennial and Brenda Anderson, Network Administrator worked with Charlie in the old days. Have seen the product grow and mature to a robust system that can be used by a district of any size.

Charlie hired Brenda years ago. She remembers installing Campus Wizard on a CD. "I knew it would become a really great system."

Lori O'Dowd would help test the product and run next door to show Charlie a problem or something that worked really well. He would change code or make corrections on the spot.

I USE INFINITE CAMPUS EVERY DAY. I LOOK AT TEACHER AND STUDENT DATA, ROOM USAGE, AND BEHAVIOR. I MOVED FROM A SASI DISTRICT TO INFINITE CAMPUS ABOUT 10 YEARS AGO - WITHIN A MONTH I KNEW THERE WAS NO COMPARISON.

TOM BREUNING
CENTENNIAL PRINCIPAL



Lori O'Dowd (back)
Brenda Anderson (front)

Blue Heron Elementary
405 Elm St, Lino Lakes, MN 55014 (781)
763-792-6200
Interstate 35W north to Hwy 23 (exit 36). Hwy 23 south
.9 mile to Elm St. Turn right. School .1 mile on right.

District Office
4707 North Rd, Circle Pines, MN 55014 (781)
763-792-6000
Same as Centennial Elementary, Between Centennial
Elementary and Centennial High School Performing

Customers

Staff & Transition

Product



FIRST IN STATE

**Bonny Eagle Public Schools
(SAD #6)
Maine**

"When we started the selection process, I would have bet we would have chosen PowerSchool. They were already installed in more than 70 districts in Maine. As a technology director, that would have been the safe, politically correct choice. We chose Infinite Campus because they were the best SIS we could find."

Dennis Crowe
Former Director of Technology, Bonny Eagle Public Schools
Currently Director of Technology at Gorham School District
who also selected Infinite Campus



FIRST IN STATE

**McFarland Unified School District
California**

"McFarland was looking to the future and wanted something they could claim as their own. Several well-known vendors were reviewed and Infinite Campus rose to the top of the list because it was truly web-based, forward thinking and responsive."

David Lopez
McFarland USD Director of Technology



BLAZING THE

TRAIL

Districts that were the first in their state to choose Infinite Campus have a vision for creating a 21st century school. They were risk takers, champions for change, confident in their ability to see the benefits of a forward-thinking company. Meet a few of the Infinite Campus trail blazers.

Sample Large/Small Districts

SCALABLE

>> SAMPLE LARGE DISTRICTS

STUDENTS

Jefferson County Public Schools, Kentucky	94,578
Jefferson County Public Schools, Colorado	86,250
Denver Public Schools, Colorado	77,000
Washoe County School District, Nevada	63,300

>> SAMPLE SMALL DISTRICTS

Judith Gap, South Dakota	42
Rivers Edge Academy, Minnesota	70
Orchard Hills Academy, Georgia	150
Trona Joint Unified School District, California	340

ATLANTA PUBLIC SCHOOLS 50,000 Students

DATA INCREASES AWARENESS

- Uses data from Infinite Campus for instructional purposes; individual learning plans
- Teachers are better informed and students have tools for success
- Improved attendance stats

"When we give students individual instruction based upon their data charts, we are able to work on their individual strengths and deficiencies."

Mr. Waller, Parks Middle School



ROY, MONTANA 54 Students

Dusty Sturm is superintendent for Roy and a neighboring district. He is also the high school girls' basketball coach.

"I made it mandatory that everyone in the district use Infinite Campus. When we all became familiar with the system, we realized its capabilities and potential. Every day I find something new that makes my job easier."

Read more in the
Spring '09 Infinite
Campus magazine

BOTH LARGE AND SMALL ARE EQUALLY VALUED

Customers

Staff & Transition

Product

Franklin-McKinley School District

Customer
Success
Story



*Delma a staff?
Ct and Lydea*



Franklin-McKinley School District, San Jose, CA
9,900 students, 14 elementary schools; 3 middle schools

Second district in California to be on Infinite Campus in 2005.
Now Infinite Campus has more than 40 districts in California.

CUSTOMER COMMENTS:

Delma Juarez, Director of Technology, Franklin-McKinley School District

“I think Infinite Campus is the best SIS and because of the company's commitment to its mission, it will continue to be the best SIS in the years to come.”

“We did a midyear implementation. How was I going to teach 450 teachers how to take attendance in one swoop? Snap... and it was done with Infinite Campus.”

“Although we backup our data, it is reassuring to know that Infinite Campus also has our data. It's like having a big brother you can depend on.”

“Our Campus Client Executive is outstanding!!!! She communicates changes in state reporting, helps with billing questions, offers a direct line to support if we need it, and is aware of our culture and how we work.”



*6th grade students at
Shira Kawa school in San Jose
Lots of Diversity!*



Học Khu Franklin-McKinley

Bản Thông Tin

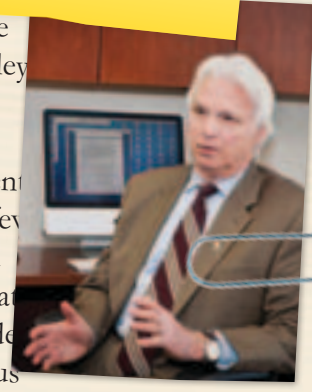
www.fmsd.org



EL PADRE
LA EDUCACION
SUS HIJOS
participar es importante

Note from
Dr. John R. Porter,
Superintendent of
Franklin-McKinley
School District

Infinite Campus was implemented the first year I arrived at Franklin-McKinley School District. The previous system (SASIXp) no longer met the demands of data-driven decision making. Student data needs to be available with just a few clicks for teachers, administrators, and parents. Our staff can easily analyze data patterns and direct the next steps needed to improve instruction. Infinite Campus is the best solution now, and the best long-term investment for our students.



Customers

Kindergarten
students from
Shirakawa School,
San Jose, CA



Staff & Initiatives

Geographic Diversity COAST TO COAST

Infinite Campus customers form the Campus Community, which reflects the diversity of America. Although districts are different sizes and in different locations, one thing rings true; educators face similar challenges. Budgets are stretched, regulatory oversight is stifling and kids make it all worthwhile.

NEW YORK

When **Scarsdale School District** decided to upgrade its SIS, it faced many issues associated with migrating from a long-standing legacy system. Now, five years later, all district staff has student data at their fingertips. They are on the fast track to finding new ways of using data to inform instruction and improve learning. (Source: Fall 2008 Infinite Campus magazine)



ARIZONA

Glendale Union High School District (GUHSD) has been using Infinite Campus since 2006. The benefits they found were measurable, including:

- Teachers have real-time access to student test scores, transcripts and other information to prepare instruction;
- Counselors can immediately enter a student schedule upon enrollment;
- Upon being placed in a class, a student immediately shows up on the teacher's attendance roster.

(Source: Fall 2008 Infinite Campus magazine)



CAMPUS

ILLINOIS ACHIEVES SUCCESS MIDYEAR IMPLEMENTATION

Chicago Unit School District 300 (CUSD 300), which serves 5 diverse communities located in Chicago's suburbs, serves over 20,000 students as one of the fastest growing districts in the Midwest. CUSD 300 chose Infinite Campus to provide a midyear implementation, staff training and a system to stream-

FORSYTH COUNTY (Georgia) KEEPS PACE WITH EXPANDED GROWTH

Forsyth County Schools, located in Cumming, Georgia, purchased Infinite Campus in 2004, it had experienced growth at 8 to 13 percent a year. Today, Forsyth County Schools grow at 4-6 percent each year. Managing the growth of 100 schools and five additional schools opening in Forsyth requires a flexible system that scales to meet the needs of the district, streamlines processes, and provides the technology for teachers and parents. Infinite Campus scales to meet Forsyth's growth challenges and continues success.

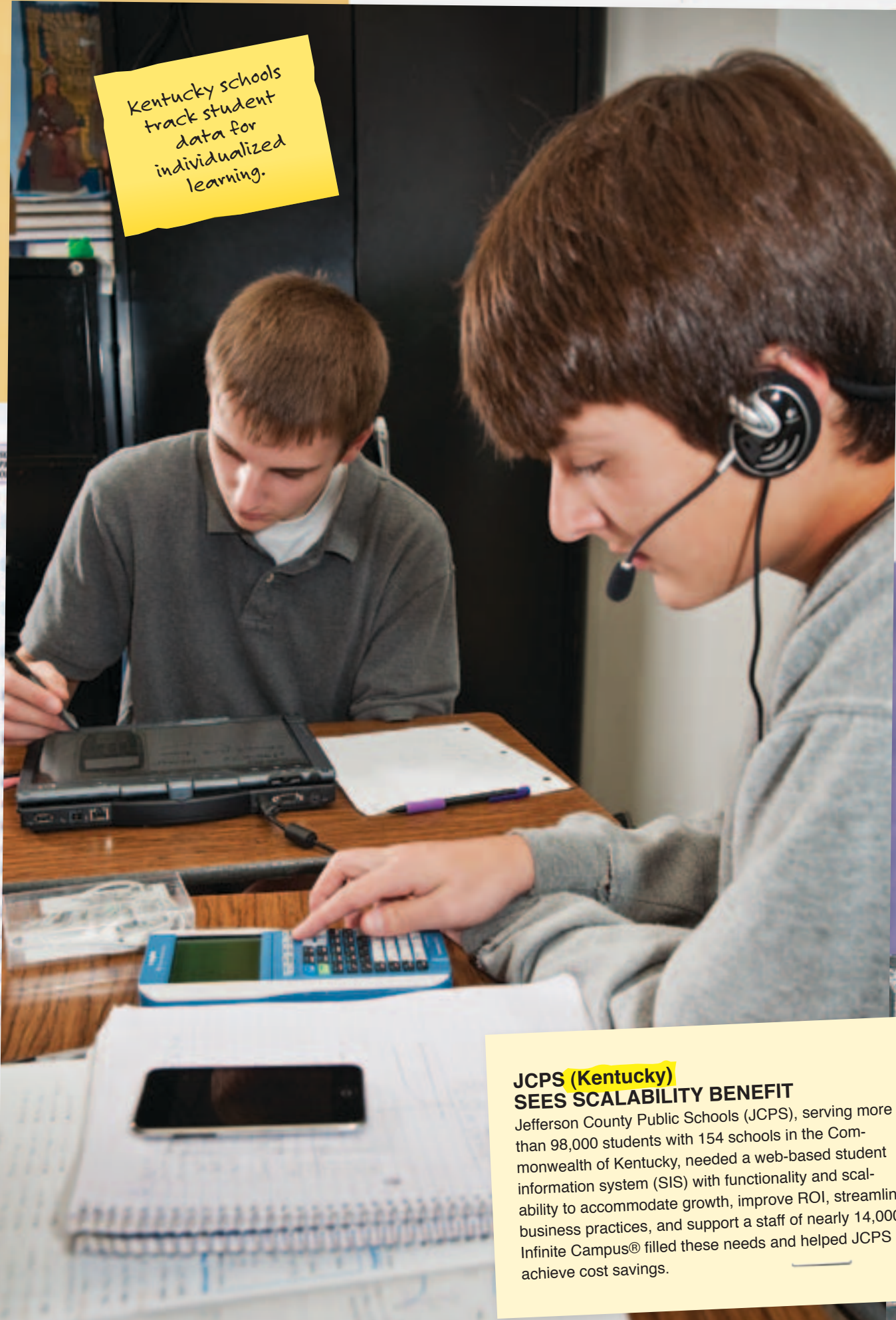
IDAHO: AN INTEGRATED SIS

Boise School District of Boise City serves over 100,000 students in the capital city of Idaho. Infinite Campus was chosen to help Boise City schools move into the 21st century of student management process.

JEFFERSON PARISH (Louisiana) STAYS COMMUNITY TOGETHER

On September 29, 2005, a category 5 hurricane hit the Gulf of Mexico, causing severe destruction from central Florida to Texas. The most severe loss of life and property occurred in New Orleans, which flooded as the levees catastrophically failed. Jefferson Parish is taking steps to get their district back on its feet – with Infinite Campus.

Kentucky schools track student data for individualized learning.



Customers

Staff & Transition

Product

JCPS (Kentucky) SEES SCALABILITY BENEFIT

Jefferson County Public Schools (JCPS), serving more than 98,000 students with 154 schools in the Commonwealth of Kentucky, needed a web-based student information system (SIS) with functionality and scalability to accommodate growth, improve ROI, streamline business practices, and support a staff of nearly 14,000. Infinite Campus® filled these needs and helped JCPS achieve cost savings.

INCREDIBLE

**FIRST STATE EDITION CUSTOMER
SOUTH DAKOTA DOE
PIERRE, SOUTH DAKOTA**

→ **INFINITE CAMPUS
STATE EDITION (ICSE)**

"In just four months we made the decision to purchase Infinite Campus. From a state data professional's perspective, Infinite Campus has been a lifesaver."
– Melody Schopp, Secretary of Education, SD DOE

In 2001 Melody Schopp was working on the Digital Dakota Network project when her team was assigned to evaluate and purchase a district-level student information system. After seeing the statewide capabilities and the vision of Infinite Campus, the team selected it not only as their district-level system but as their statewide education manage system. Today, Ms. Schopp is the Secretary of Education, South Dakota Department of Education. Her team continues to use Infinite Campus for statewide data access and reporting.

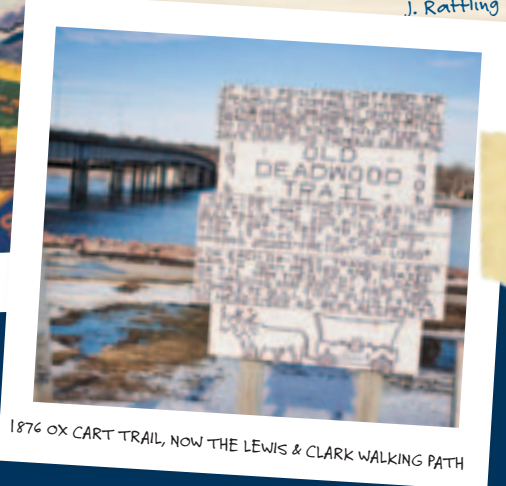


MELODY SCHOPP 2011



SD DOE TEAM 2011

SD DOE TEAM
L to R: T. Darnall, T. Morth,
L. Ellenbecker, T. Jung, K. Carlson,
J. Rattling Leaf, M. Bevier, J. Merriman



1876 OX CART TRAIL, NOW THE LEWIS & CLARK WALKING PATH

WORKING TOGETHER, THERE IS MUCH YOU CAN ACCOMPLISH

FedEx
A756 9222 9072
0200
Recipient's Copy



INFINITE CAMPUS STATE EDITION (ICSE)

BENEFITS TO THE STATE

Current ICSE Customers cite benefits to the DOE:

1. Having one primary system throughout the state eliminates extra work maintaining and supporting several disparate systems.
2. The hosting options ensure consistent implementation of the product across the state, regardless of district size.
3. Access to information through the Internet opens up communication for stakeholders.
4. Consistent training, whether from state personnel or Infinite Campus, helps everyone maximize the product's functionality.



THE INFINITE CAMPUS NATIVE AMERICAN SIS TEAM (NASIS) SUPPORTS THE BUREAU OF INDIAN EDUCATION AND ALL BIE DISTRICTS NATIONWIDE.

INFINITE CAMPUS STATE EDITION CUSTOMERS INCLUDE:

- > Kentucky
- > Maine
- > Montana
- > South Dakota
- > Bureau of Indian Education (BIE)



KENTUCKY Department of Education (KDE)

NOTE from KDE: If there is an operating system upgrade, Infinite Campus remotes into that server and does that maintenance; there is no need for any state or district resources to maintain the system. This has freed up district resources to be repurposed for more instructional technology and student achievement.

“With a statewide system I’m not worried about making sure ten different systems are processing data in the same way. With Infinite Campus we know the data is consistent and flows seamlessly to the DOE. This is especially important as we’re moving towards longitudinal data warehouses.”

Kay Kennedy, Director
Division of District Support

Kay is in photo above, front row, in green

Customers

Staff & Initiatives

Product



NOTE: Campus Customers in a state using ICSE have definite advantages

Infinite Campus State Edition Benefits to the District

1. **Streamlined processes.** District data is synced to the DOE in real time, allowing for better tracking, easier modifications and timely state reporting submissions.
2. **Community.** Districts have a strong network of colleagues to learn from and share with for increased efficiencies.
3. **National network.** Student data can transfer to any other Infinite Campus district electronically, saving valuable time and staff resources.

Quotes from Infinite Campus Customers

"State reporting is easy. You make a change at the district level and you can immediately see the change at the state. This is a big deal for both accuracy and hours spent checking and inputting data."

Dennis Crowe
Gorham School Department
Maine

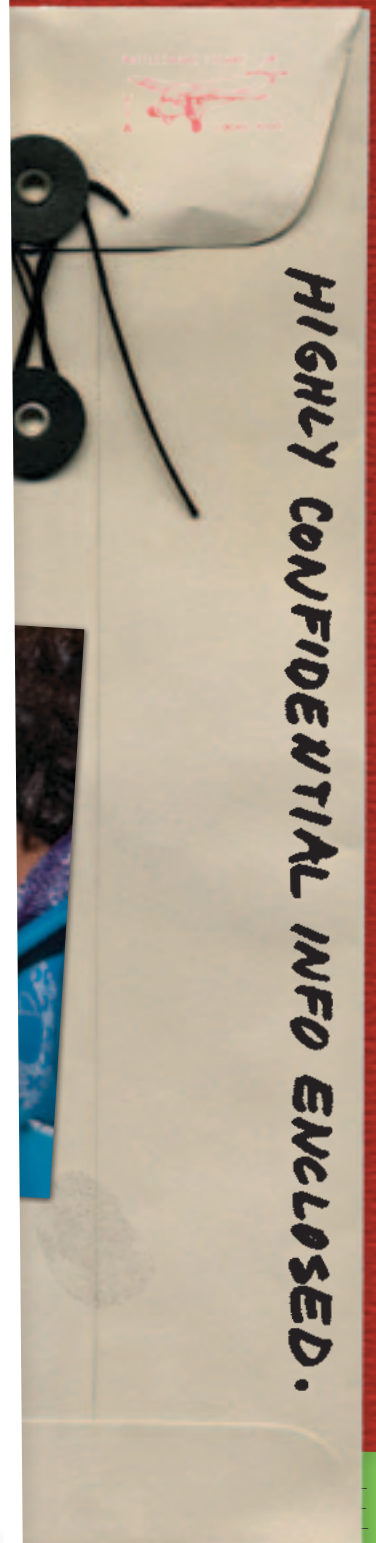
"Because Infinite Campus is a web-based model, we have granted the Kentucky Department of Education 'read only' access to our data. We can receive assistance from Frankfort in localizing and correcting errors and efficiently resolving problems as they arise. This alone is a priceless timesaving feature."

Denise Johnson
Lyon County Schools
Kentucky

Lyon County was a pilot district when KDE chose Infinite Campus. They did very well!!

Get #'s for all ICSE client execs @ IC
CX website for more collateral on ICSE

why customers choose Infinite Campus



SPECIALS 家	
Garlic beef & green pepper.....	5.95 10.95
Kung-pau beef.....	6.25 11.95
Moo goo gai pan.....	5.95 10.95
	5.50 9.95

For districts -
there is a lot of
functionality in
the core product

{ AT NO
ADDITIONAL
COST!! }



AWESOME

Customers

Staff & Incentives

Product

STAFF & FACILITIES

Case Number: NCC - 1701-2

Case Account: Infinite Campus, Inc.

Location: 4321 109th Ave, NE
Blaine, Minnesota USA 55449

www: infinitecampus.com

Continued Employee Growth

Effective Organizational Units

Facility attracts best talent

Notes: Infinite Campus
is a place for employees
to thrive. It is a
commitment to building
long-term relationships
with customers who are
partners in transforming
K12 education.

Staff: 273 employees

ORGANIZATIONAL STRUCTURE: Five distinct units

- Genesis
- Evolution
- Entropy
- Equilibrium
- Enterprise

Staff active in community service projects including Toys for Tots; Support-A-Student - providing backpacks for children in need; Coats for Kids; Red Cross Blood Drive and more.

FACILITY:

The Infinite Campus Corporate Headquarters is a two-story, 110,000 square foot building incorporating concrete, granite aggregates and glass with an eco-friendly landscape.

- Divided into three sections: West Wing, East Wing, Saucer Section.
- Informal gathering places are tucked into the quiet corridors. Shared copy spaces and beverage stations enable staff to mingle together.
- The Campus Restaurant accommodates lunch seating for 148 people. In keeping with the K12 education, the Restaurant operates much like a school lunchroom, offering one to two complimentary selections each day.
- Has a 36' climbing wall that staff use for team building or just for fun.
- 53' koi pond and with bubbling brook.

CAMPUS GENESIS



Genesis:
n. The originating
or coming into being
of something.

Genesis is the origin of product innovation and the vehicle to communicate the vision of the company. It is comprised of product research and marketing teams.

- Units within Genesis
- > Research and Development
 - > Marketing

THE R&D TEAM evaluates the continuously evolving technologies on which the Infinite Campus product depends. When they find something that works and would improve the product, R&D makes prototypes that are handed off to Evolution for further development. This provides continuous improvement of the product offerings, inspires product innovation and keeps technology tools up-to-date.

THE MARKETING TEAM is the voice of the company. With a focus on industry research, they develop key messages and produce effective content to increase awareness in the market. They profile customer success stories, write press releases, manage Web 2.0, create video, and create *The Infinite Campus* magazine. The marketing team also manages internal department communications, trade shows, and other events and other marketing activities.

Transforming K12

Infinite Campus is focused on delivering an innovative, evolving student information system (SIS) that K12 districts, regions, and states can use to effectively manage the education of a community's students.

Customer Support
The customer support team provides a high level of customer service and reflects the company's commitment to customer satisfaction.

Today's Student
The student support team works with district and regional staff to ensure that the Infinite Campus system is meeting the needs of today's students.

Infinite Campus System
The Infinite Campus system is a comprehensive, integrated, and secure solution for K12 districts, regions, and states. It provides a single source of truth for all student information and is designed to be easy to use and integrate with existing systems.

Our People
To help us achieve our mission, we hire the best people from all backgrounds and experiences. Our diverse and talented workforce is the heart of our success.



Josh: An R&D snowboard break behind the office.



Bai and Nate: Inspirational product design happens everywhere.

Leading the way to the Community Learning Center

Staff & Facilities

Product

Corporate colors



Ian and Brooke: Creative marketing takes teamwork.

4321 109th Avenue NE >> Blaine, MN

EVOLUTION



Evolution is responsible for the **software development** of Infinite Campus.

Mission: To create and deliver quality software products that inspire loyalty to Infinite Campus.

More than 100 people are in this department, most of which are software engineers, business analysts and quality assurance professionals.

It is a misconception that once a software product is released the work is done. On the contrary, software products require a significant amount of ongoing maintenance in terms of regulatory updates, incremental improvements and bug fixes. Yet, the development arm must produce new software that finds a balance between ongoing maintenance and new product development.

Keeping this balance contributes to Infinite Campus loyalty, with a 99 percent customer retention rate.

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Josh and group
A development scrum keeps things on track.



Jeff and Greg
discuss upcoming
enhancements
for teacher
tools.



Staff work closely
together on all projects.

Evolution:
n. The process of unfolding, growing or developing, usually by slow stages.



The HR/Finance Team take the product to the next step.

ENTROPY



DVM & team
KM group brainstorming session.



The Entropy team is charged with the **Knowledge Management (KM)** function of Infinite Campus that starts and ends with the individual.

KM effectively and broadly collects knowledge and packages that knowledge for delivery to the right individual when they need it.

- The team members, known as Organizational Knowledge Analysts (OKA):
- > Deliver knowledge content for each product line for internal and external audiences.
 - > Create knowledge librarian functions including the Infinite Campus Content Standards (ICCS).
 - > Design and create learning activities such as self-paced videos, online simulations, or hybrid solutions based on learners' needs.
 - > Provide curriculum used by trainers for instruction.
 - > Manage non-product based employee skills and knowledge.
 - > Use formative assessments that can be followed up through the credentialing team for those interested in a formal credential.

ing K12 Education

s focused on delivering an innovative, evolving ion system (SIS) that K12 districts, regions, and United States rely on today and into the future

The original ve tennial School system today. customers wh reflects strong

Today, Infinite students in 43 with fewer tha districts, regic federal govern

In Gartner's "I Systems in th rating again f Strong Positiv services, or so consider a St investment. C firm that pro

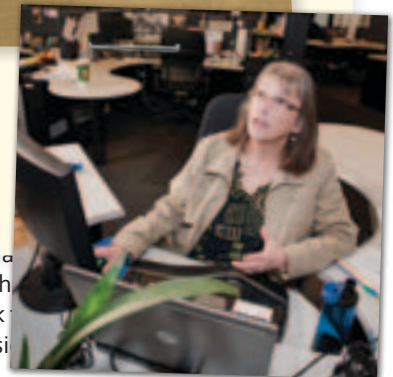
Our Mothers
To help hire t the imaginat Infinite Campus moved into our own of Minneapolis/St. Paul. Nicknamed th Enterprise, Infinite Campus is on track zation has gone before" with our missi K12 Education®.



Alan and Barry in the video studio.

Entropy:
n. the tendency for systems in chaos to trend toward calm and order.

Jeti developing content standards.





IT'S ALL ABOUT DELIVERING A SUPERIOR CUSTOMER EXPERIENCE

Supporting K12 Education

Equilibrium is focused on delivering an innovative, evolving information system (SIS) that K12

operates across the United States to effectively collect

Units within Equilibrium:

- > Support
- > Hosting
- > Data Services
- > Training Process Consulting
- > Custom Development

This staff provides an array of services including:

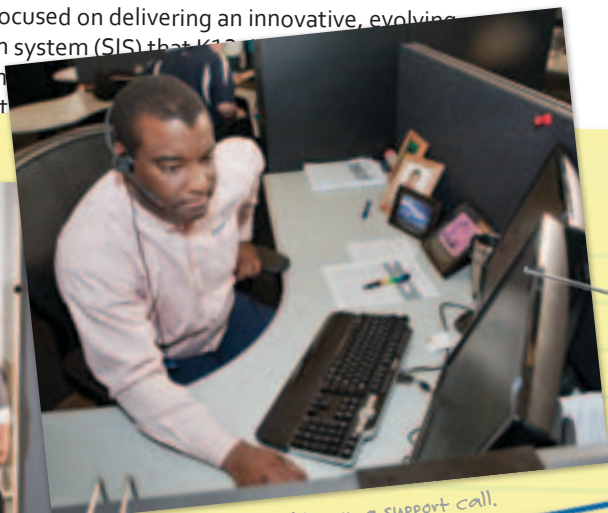
- > Application and hardware support
- > Hosting services
- > Process consulting
- > Data conversion and data services
- > Training
- > Custom development

Equilibrium staff members provide:

- > Advice, direction, and information through knowledge experts
- > A mechanism for reporting and discussing options relating to the product
- > Resources to manage the health of customer data to ensure ongoing success
- > Opportunities to expand Campus knowledge through a variety of training options, videos and online resources



Bonnie trains a trainer for the best possible customer experience.



Crispin working on a support call.



Bob, Dave and Aaron review plans for hosting emergencies.

Equilibrium:
n. A state of balance between two or more forces acting within or upon a body such that there is no change in the state of rest or motion of the body.

ENTERPRISE



The role of Enterprise is the management of **shared services and resources**, both internally and externally.

Units within Enterprise:

- > Client Executives
- > Facilities
- > Finance
- > Human Resources
- > Infrastructure-IT
- > Partnerships
- > PMO Services
- > Sales

Enterprise:
 n. Undertaking an important project with boldness or energy.

Transform

Infinite Carr student info states across to effective experiencing



Charlie meets with sales group to determine upcoming strategic directions.

INTERNAL:

Enterprise staff is the backbone of Infinite Campus. IT-infrastructure, finance, human resources and facilities keep the lights on, keep the paychecks flowing and emails coming. This is the traditional "operations" of any business.

EXTERNAL:

Sales, client services, project management office and partnership work to manage customer and prospect facing activities, harnessing the collective efforts of Genesis, Evolution and Entropy.

customers reflects str

Today, Infi students in with fewer districts, re federal go

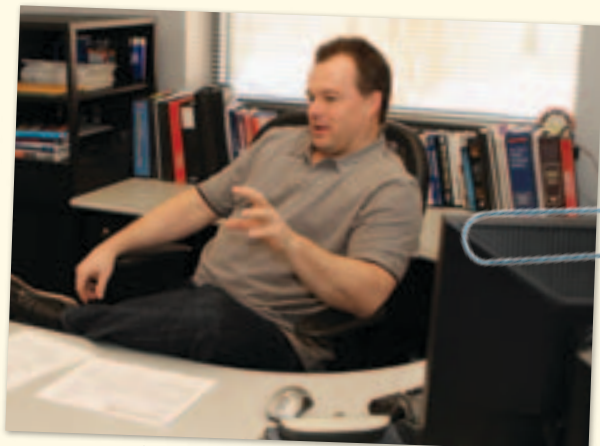
In Gartner Systems in rating age Strong Po services, c consider a investme firm that



Giving personalized support to customers is Eileen's specialty

Our Moti

To help h the imag Infinite C of Minne Enterpris zation ha Transform



As HR manager, Greg helps attract and keep the best employees.

CAMPUS COMMUNITY



A SAMPLING OF CAMPUS COMMUNITY OUTREACH

- Annual Support-A-Student: provided 500 NEW backpacks filled with school supplies to students in need
- Annual Coats for Kids Clothing Drive: provided 200 NEW winter jackets, hats and mittens to students in need
- Annual Toy Drive: provided \$6,000.00 in cash and toys to students in need
- Several donations to various schools to support educational scholarships
- Local food shelf donations
- Red Cross Blood Drives-twice annually



Local Support for Customers

Our Channel Partners and Educational Service Agency Partners (ESA) are Campus experts who extend personal support to customers. They have expertise at the local and regional levels for services and additional products to enhance your Infinite Campus investment.

campus partners

Channel Partners

Channel Partners act as a "mini" Infinite Campus, hiring staff to acquire new customers, as well as an in-house client services staff for support. They are already in the business of adding value to K12 education and experienced in delivering software solutions to customers in their region.

Computer Information Concepts
Greeley, CO (800) 437-7457
Customers: Colorado, Iowa, Illinois, Kansas, Missouri, Nebraska, Wyoming

Custom Computer Specialists, Inc.
Hauppauge, NY (800) 598-8989
Customers: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

K-12 Solutions Group
Commerce, Georgia
(800) 915-1671
Customers: Georgia, Northern Florida

XID Technology Solutions
Euless, Texas
(866) 943-7638
Customers: Texas

ESA Partners

Educational Service Agencies (ESA) provide educational support programs and services to local schools and districts. ESA's have many names in various parts of the country, including Board of Cooperative Educational Services (BOCES), Cooperative Education Service Agency (CESA), and Regional Education Service Agency (RESA).

Colorado
Centennial BOCES, Pike's Peak BOCES

Michigan
Clinton County RESA, West Shore Schools Business Co-op

Minnesota
Arrowhead Regional Computing Consortium (ARCC)

New York
Eastern Suffolk BOCES, Edutech, Lower Hudson Regional Information Center (LHRIC), Monroe #1 BOCES, Nassau BOCES

Ohio
Lake Geauga Computer Association (LGCA)

Texas
Region 10 ESC

Wisconsin
CESA 5, CESA 7

In
Ma
4/30
18

MSP1B4B1A/WW



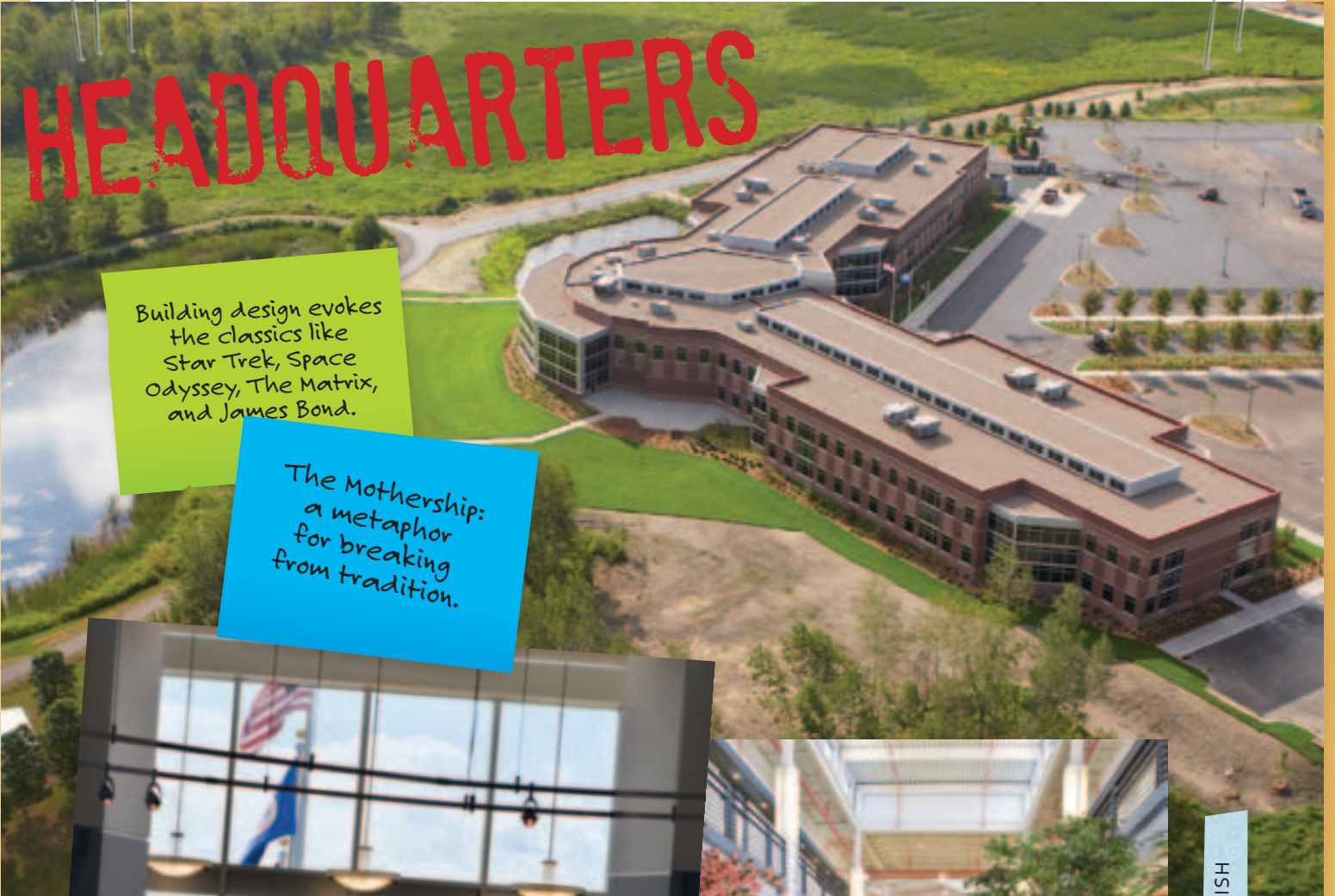
THE CSS ENTERPRISE (THE CAMPUS SPACE SHIP ENTERPRISE)



HEADQUARTERS

Building design evokes the classics like Star Trek, Space Odyssey, The Matrix, and James Bond.

The Mothership: a metaphor for breaking from tradition.



Staff meet informally in the Pirates Cove, part of the Saucer Section.



The West Wing inspires creativity with bamboo and flowering cherry trees and a koi pond.

IMAGINE A PLACE WHERE INNOVATION CAN FLOURISH

A professional chef manages the Restaurant where employees and guests are treated to a variety of food and drink; **ALL AT NO COST.**



Surrounded by an eco-friendly landscape with access to trails and disc golf.



Friday afternoons bring the adventurous to the climbing wall in the East Wing.



The dynamic Rotunda in the Saucer Section evokes the Star Trek theme.

Staff & Facilities

Printout

PRODUCT

Case Number: NCC - 1701-2

Case Account: Infinite Campus, Inc.

Location: 4321 109th Ave, NE
Blaine, Minnesota USA 55449

www: infinitecampus.com

- | | |
|--|--|
| <input checked="" type="checkbox"/> Web-based | <input checked="" type="checkbox"/> Monthly enhancements |
| <input checked="" type="checkbox"/> Fully integrated | <input checked="" type="checkbox"/> Robust |
| <input checked="" type="checkbox"/> Customizable | <input checked="" type="checkbox"/> Flexible |

Notes: Infinite Campus
can quickly adapt to
take advantage of new
marketplace innovations
and provide them to
districts without
disrupting production
as usual.

A CLEAR ROAD MAP FOR THE FUTURE

The Infinite Campus product is integrated, comprehensive, flexible and built for the future.

DEVELOPED PRODUCTS INCLUDE:

- Infinite Campus District Edition (ICDE)
- Infinite Campus State Edition (ICSE)
- Premium Products
- G3 Innovation (G3)

INNOVATIVE

INFINITE CAMPUS DISTRICT EDITION

Infinite Campus has been providing customers with advanced student information system functionality, via a hosted service model, since its inception in 1993. The original version of Infinite Campus was launched in 1996 at Centennial School District in Circle Pines, Minnesota, which is still using the system today.

INFINITE CAMPUS STATE EDITION

Educational improvement depends on timely, accurate and robust information. Statewide student data systems are needed to create an information infrastructure that's as important as power, water or facilities.

G3: THE ROAD AHEAD

The Infinite Campus mission is to transform K12 education. This means education must make a dramatic shift from teacher-centric to student-centric learning communities. Infinite Campus calls this the Community Learning Center.

G3 development for individualized learning includes:

- Learner Plans
- Lesson Plans
- Learning Marketplace

SEE WHAT'S POSSIBLE

The Infinite Campus Advantage

Infinite Campus has successfully implemented its solutions for districts of all sizes, ranging from those with fewer than 100 students to more than 100,000, as well as regional consortia, state departments of education and the federal government. Infinite Campus applications manage more than 5 million students in 43 states.

INFINITE CAMPUS STATE EDITION (ICSE)

When a state uses ICSE, they benefit from:

- > Real-time data collection and analysis.
- > Automated calculation of Federal Accountability Reporting for AYP and school improvement.
- > A statewide data warehousing and federal EDEN reporting.



WEB SERVICES

Infinite Campus includes everything needed to connect data systems at the district, state and national levels.

INFINITE CAMPUS DISTRICT EDITION (ICDE)

When a district uses ICDE, they benefit from:

- > A web-based system for real-time access to information.
- > An electronic student data transfer between districts.
- > The ability to make data-driven decisions.



STUDENT LEARNING MANAGEMENT SYSTEM (LMS)

Infinite Campus is creating a student-centric LMS that will transform education. Students benefit from:

- > Learning plans tailored to each student's learning style.
- > Targeted learning activities available through a national marketplace.
- > Self-paced learning and automatic scheduling as proficiency is achieved.



PREMIUM PRODUCTS

Districts can take advantage of premium products and additional custom services. The power of Infinite Campus integration is extended to eliminate double data entry, facilitate communication, and realize efficiencies.



HOME/OFFICE

The Campus Portal is a communication tool providing secure access to the data managed within Infinite Campus.

- > Parents/students can view upcoming and overdue assignments.
- > Track student attendance.
- > Utilize online payments for student fees and food service balances.



LEGACY SYSTEMS

Legacy data systems can connect to Infinite Campus via file upload or web services.



The Difference is Clear

How does your current student data management software or others you are considering during your purchasing process measure up to Infinite Campus? Here are a few points to consider.

Architecture	Infinite Campus	Current Software	Others
Fully Web-based	✓	☐	☐
Single, Enterprise-wide Database	✓	☐	☐
Scalable > 100,000 Students	✓	☐	☐
Multiple-tier Architecture	✓	☐	☐
Built-in Workflow	✓	☐	☐
Unlimited History	✓	☐	☐
Embedded Zone Integration Server (ZIS)	✓	☐	☐
Integration			
Comprehensive Functionality	✓	☐	☐
Structured Census	✓	☐	☐
Flexible Scheduling	✓	☐	☐
Online Grade Book	✓	☐	☐
Special Education Plans	✓	☐	☐
Mobile Device Support	✓	☐	☐
Communications-Portal, Email, Voice, Survey	✓	☐	☐
Emergency Dialing	✓	☐	☐
FRAM Management & Food Service	✓	☐	☐
Online Payments	✓	☐	☐
Reporting			
Built-in Standard Reports	✓	☐	☐
Ad Hoc Report Writer	✓	☐	☐
Embedded Data Analysis	✓	☐	☐
Data Warehousing	✓	☐	☐
State Reporting	✓	☐	☐
Multiple Export Formats/ODBC Compliant	✓	☐	☐
Services			
Data Conversion & Project Management	✓	☐	☐
Process Consulting	✓	☐	☐
Training Choices & Responsive Support	✓	☐	☐
Hosting Options including Disaster Recovery	✓	☐	☐
Subscription Pricing Model	✓	☐	☐
Monthly Feature Releases	✓	☐	☐
Custom Development	✓	☐	☐
District-to-District Record Exchange	✓	☐	☐

NOTES

All districts should evaluate their system against Infinite Campus. Are they really getting the best product and services for the cost?

NOTES

Districts must consider company and product stability. Infinite Campus has had only one CEO, the founder, Charlie Kratsch, who continues to lead the company today.

NOTES

Infinite Campus is a living solution with monthly enhancements that respond quickly to the ever-changing educational environment.

In addition, Infinite Campus has over a decade of experience developing, implementing and supporting student data management solutions. Ready? We are.

Infinite Campus

CUSTOMERS SAY:

"We find the stability of the pr
vice is top notch. Infinite Camp

Beverly Kilgore, Assistant Director of
Paradise Valley USE
Paradise Valley, AZ

X ROI

"Once you understand the qualiti
benefits to the district, Infit
ment. It's not just the bottom li
system. Having accurate data, ea
ality is what's important. These
at first glance, but over time, th

Ron Blackgrave, Assistant Superintend
Franklin Township Community Schools
Indianapolis, IN

X COMPREHENSIVE

"In less than four months with In
to consolidate seven freestanding
one integrated data management s
grade book, special education, st
attendance dialer, web-based por
one system."

Bailey Mitchell Chief Technology and In
Posyth County Schools
Cummings, GA

X TECHNOLOGY MATTERS

"It's time we use the advanced too
gather data. It's time we effectively us
proving education on a broader scale. I
us the opportunity to move beyond stag
more toward helping our teachers

Sandy Hollinger, Deputy Superintendent
Student Support Systems
Alachua County Public Schools
Gainesville, FL

NOTE: State reporting is an integ
system. Infinite Campus builds ed
values for state reported data ele
closely with each state's departme
districts to identify changing requirements as early as possible to
deliver updated code as state reporting requirements change.

We found Infinite Campus
to be the BEST CHOICE -
and BEST VALUE - for
thousands of di'stricts.

Here's why:

- It's truly web-based
- Company and product stability
- Largest American-owned SIS company
- 99% customer retention rate!



quickly prov...
enhancements, entirely
new functionality or
provide specific
... have

NOTES

BUILT FOR
THE FUTURE



DISTRICT EDITION

INFINITE CAMPUS STATE EDITION (ICSE)

HISTORY: In 2002, following passage of the NCLB act, the South Dakota Department of Education began a process to select a common SIS for its 178 local school districts. After winning the contract, Infinite Campus quickly determined that in addition to a district SIS, the state needed a data management solution that would collect data in real time, assign unique student IDs, transfer student data between districts and provide comprehensive reporting and analysis.

Responding to the specific needs for a state department of education, Infinite Campus developed the Infinite Campus State Edition (ICSE). Because ICSE was fully integrated with Infinite Campus District Edition (ICDE), local districts and the department of education received more functionality than they had in the past at a lower total cost of ownership. The entire implementation took about 18 months.

NOTES

It's fully integrated.
That's the solution
for the DOE and
its districts.

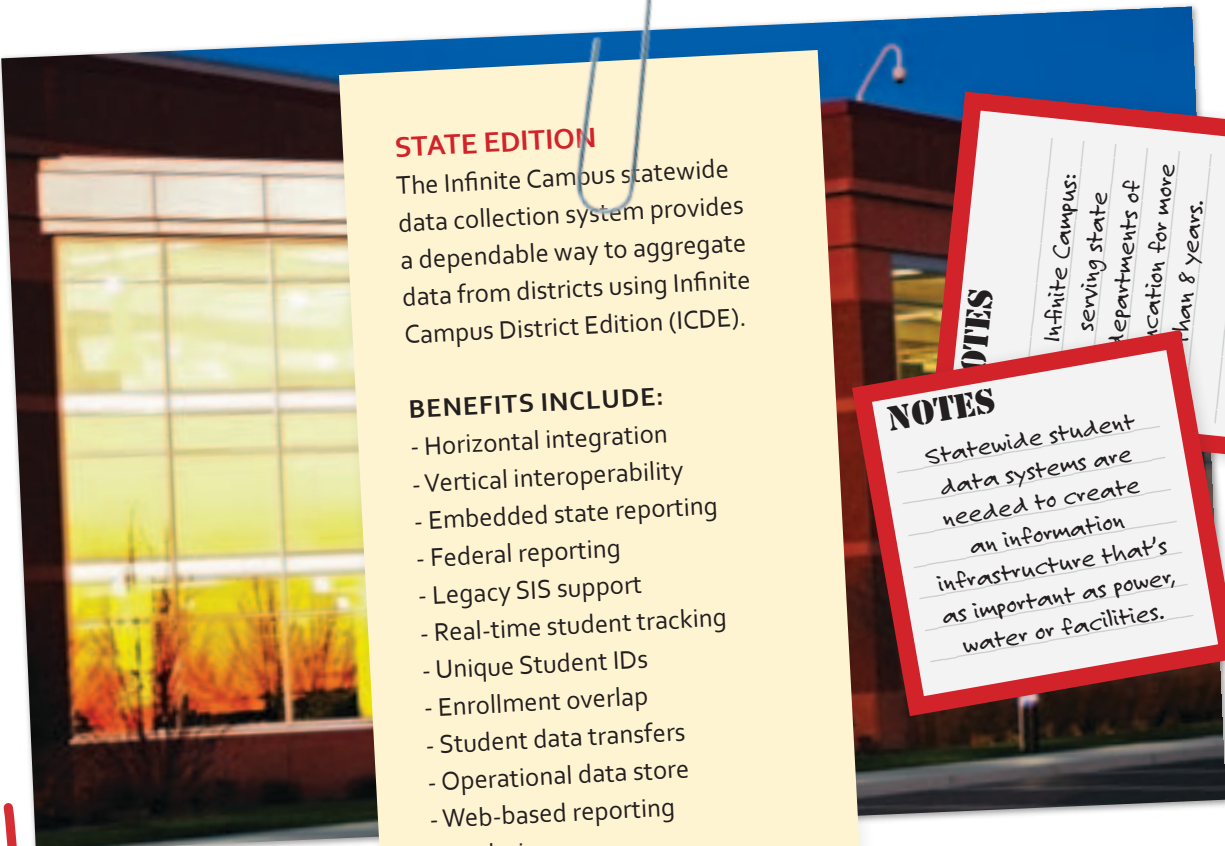
ICSE CUSTOMERS

- > Kentucky
- > Maine
- > Montana
- > South Dakota
- > Bureau of Indian Education (BIE)

collect data in real time, assign unique student IDs, transfer student data between districts and provide comprehensive reporting and analysis.



STATE EDITION ←



STATE EDITION

The Infinite Campus statewide data collection system provides a dependable way to aggregate data from districts using Infinite Campus District Edition (ICDE).

BENEFITS INCLUDE:

- Horizontal integration
- Vertical interoperability
- Embedded state reporting
- Federal reporting
- Legacy SIS support
- Real-time student tracking
- Unique Student IDs
- Enrollment overlap
- Student data transfers
- Operational data store
- Web-based reporting
- Analysis
- Data Warehouse Export

NOTES

Statewide student data systems are needed to create an information infrastructure that's as important as power, water or facilities.

Infinite Campus: serving state departments of education for more than 8 years.

CUSTOMER QUOTES

"Thinking back now, I don't know how we did it. Of course there wasn't the high stakes like there is today with NCLB, but I cannot imagine the districts sending in those disks, trying to match the data with test scores, then make accurate AYP calculations. The Infinite Campus State Edition has been a lifesaver."

Melody Schopp, Secretary of Education
South Dakota Department of Education

NOTE: Kentucky is an ICSE customer and all Kentucky districts use ICDE.

"It is easy for us to get a report back from the state pointing out problems in our data. We make changes and resubmit them quickly. Infinite Campus has improved the consistency of information across the state."

Matthew Constant, Director of Instructional Technology
Daviness County Public Schools
Owensboro, KY

Maximize Your Infinite Campus Investment

Take advantage of premium products and custom services available from Infinite Campus – some are even FREE!

Premium Products



Campus Messenger with Voice ■ with emergency dialing



Campus Food Service ■



Campus Data Health Check ■



Campus Online Payments ■



Campus National Records Exchange ▲



Campus Data Warehouse Export ▲



Campus Student Feeder

■ Online Demos
▲ Free Products

Custom Services



Campus Custom Development



Campus Process Consulting

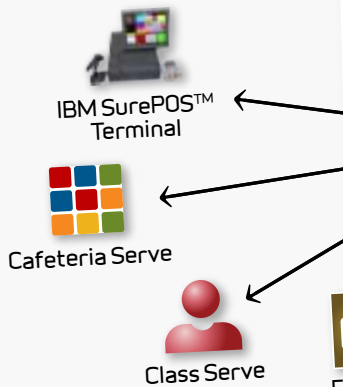
Register for an online demo at infinitecampus.com/demos.
Want more information? Contact Sean Forster at (800) 850-2335
or email sean.forster@infinitecampus.com.

SEE
PO

Managing the

Campus Food Service streamlines cafeteria accounts, tracking food purchases and de the efficiency of all food service employe simplifying state reporting.

Campus Food Service



Data entered once at enrollment and via the

PREMIUM PRODUCTS NOTES

FROM THE DESK OF: *Willmar, MN, IBM*

When districts took advantage of premium products, they maximized the power of Infinite Campus integration that saved time and resources.

Why wouldn't customers save time and money with integrated products?

CAMPUS FOOD SERVICE COMMENTS:

Makes the cafeteria more efficient. Track food purchases; parents have real-time access to info; simplify state reporting.

Districts can choose from:

- IBM SurePOS 500 Series terminal for busy lunchrooms and cash transactions.
- Cafeteria Service for cashless transactions and limited menus.
- Campus Class Serve lets teachers record food items distributed in class.

"I can't stress enough the improved accountability for us to manage not only food service, but also the financial side of food service. I rely on the accurate and real-time data I get from Campus Food Service to manage the complex side of the cafeteria."

Annette Derouin, Director of Food Service
Willmar Public Schools, Minnesota

CAMPUS MESSENGER WITH VOICE COMMENTS:

City Schools of Decatur used Campus Messenger with Voice to send emergency messages to families and staff during severe flooding. Families received the automated call before the television and radio stations could broadcast the news.

"To other districts considering Campus Messenger with Voice, I say "Don't hesitate. It is well worth it."

Dr. Thomas Van Soelen, Associate Superintendent
City Schools of Decatur, Georgia

CAMPUS ONLINE PAYMENTS COMMENTS:

Hopkins took advantage of Infinite Campus integration by purchasing online payments.

"Having an online payment system that is fully integrated with our SIS is great. Our information is more accurate and more accessible to parents and staff."

Sid Voss, Director of Information Technology, Media Services and Information Services
Hopkins Public Schools, Minnesota

*NOTE:
Hopkins also uses Campus Food Service*

CLC

GLIMPSE INTO WHAT'S POSSIBLE

Systemic change is underway. Student-centric learning environments, data-driven curriculum development, and innovative instruction are trickling into our educational system, creating a cultural shift that will irrevocably change the status quo.

What is the CLC?

The Community Learning Center is a dynamic, interactive, cooperative community. There are individualized learning plans for every student. Parents actively participate in overseeing their child's experience and teachers redefine their roles as guiding instruction and enabling discovery. Curriculum decisions are based on data analysis and students are fully engaged in their learning.

Scheduling is flexible. Proficiency levels indicate mastery. Standards are the constant and time is the variable. Outside experts become partners. Learning is self-paced.

All Community Learning Centers have the same foundational tools that culminate into a quality experience. They are:

EFFECTIVE ADMINISTRATORS

Use data-driven decision making

EMPOWERED TEACHERS

Master teachers redefine their role and invite community participation

ENGAGED PARENTS

Parents are actively participating in educational decisions

ENTHUSIASTIC STUDENTS

Students have fun learning

DATA for accountability and instruction

Alachua County Public Schools (Florida) has implemented a data-driven curriculum and instruction model using Infinite Campus. Superintendents and principals actively participate in weekly "On Track" groups that monitor continuous assessments every nine weeks. The data is used for professional development, as well as student achievement, and already has made a major impact in the classroom.

INDIVIDUALIZED EDUCATION – How it works

Many organizations have tried to provide tools for individualized instruction. The Infinite Campus twist is to add advanced scheduling and lesson planning to the mix. Scheduling will put the right student with the right teacher based on the student's learning plan and the teacher's professional development plan.

The lesson planner will recommend relevant learning activities for the teacher to use. All of this will be done using advanced data mining techniques that gain intelligence using their rich national dataset.

Teachers connected together using the Infinite Campus national network can share and build on each other's experience; great teachers do their thing and good teachers become great. More importantly, providing students with relevant learning activities will rekindle their excitement for learning and achievement will be common place.

IMPRESSIVE

science class
MON TUE WED THU FRI SAT SUN
G3 10:52 AM

CAMPUS LEARNING MARKETPLACE
SCIENCE 7B
STUDENT: 62748
TEACHER: IRONS
SUGGESTED LESSONS: 14, 22, 84

JAKE, I SEE A COUPLE THINGS NOT QUITE RIGHT WITH YOUR PREDICTIONS. LET'S SEE WHAT I'VE GOT FOR ADDITIONAL HELP FOR YOU.

TAP TAP

THESE LESSONS REALLY HELP ME. I CAN COMPLETE AS MANY AS I NEED UNTIL I UNDERSTAND IT.

I USED TO HAVE DRAWERS OF WORKSHEETS TO CHOOSE FROM. EVERYONE DID THE SAME THING.

THE LEARNING MARKETPLACE CAN FIND THE BEST LESSONS FOR YOU.

CAMPUS SUGGESTED SOME GREAT LESSONS FOR ME.

I USED TO STRUGGLE IN SCIENCE. NOW IT'S MY BEST SUBJECT.

The Learning Marketplace gives learner-specific assignments



This dossier could not have been possible without the inspiration and direction from **Charlie Kratsch**, Founder and CEO of Infinite Campus.

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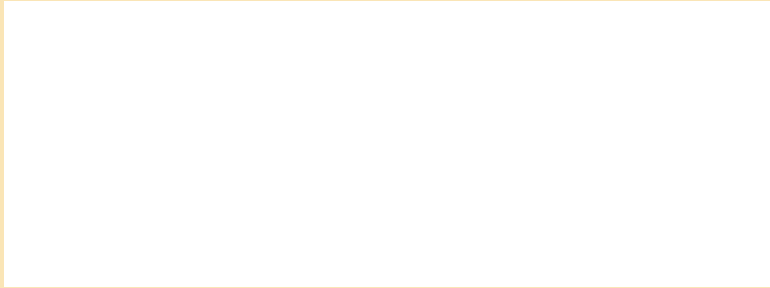
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