

The Infinite Campus

Travel Issue

Summer 2019



**MAKING ✈️
CONNECTIONS**
WITH CUSTOMERS COAST TO COAST

**Catch our
California story**
pp. 4-11



EDITORIAL

Pilot:
Charlie Kratsch, Founder and CEO,
Creative Director

Marketing Crew:
Anne Lewis, Chad Lindsay,
Susan Peterson, Tanya Prah, Jenny Schmitt, and Caitlin Slator

INFINITE CAMPUS

4321 109th Ave. NE, Blaine, MN 55449
(651) 631-0000 (800) 850-2335
infinitecampus.com

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CONTACT

Send comments, suggestions and reprint requests to chad.lindsay@infinitecampus.com

ONLINE

This publication is available at infinitecampus.com/magazine

THANK YOU

To our featured customers/users for allowing us to visit and for your hospitality...and, for sharing your stories and invaluable feedback.



DEPARTURES
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Company Mission:
Transforming K12 Education®



Charlie Kratsch, Founder and CEO, interacting with Katy Yates (airline employee, parent, and avid user of the Infinite Campus mobile app) at the Denver International Airport; catch our Colorado story, pp. 12-21.

THANK YOU FOR FLYING WITH US

By Charlie Kratsch, Infinite Campus Founder and CEO

I founded Infinite Campus in 1993 with the mission of Transforming K12 Education®. Over time, our company has grown with the belief that technology can: 1) streamline administrative processes, 2) help parents and students more closely interact with educators, and 3) serve as the foundation for personalized learning. After 26 years it's clear districts across the country agree with us. Today, there are more schools in America using Infinite Campus than there are McDonald's restaurants.

My job has always been to design products and services that meet the current needs of K12 education and improve how schools operate. To do that job I find face-to-face interaction is the best way to both gather information and share new ideas. With a customer base as large as ours, this means a lot of travel.

I attend User Group meetings across the country to share what's going on with our company and to hear about the challenges facing our customers. I visit individual districts to learn how they are using Infinite Campus and to observe unique approaches they are taking. I go to conferences to interact with other companies and organizations to form standards and build shared solutions. I participate in sales presentations to find out what stake-

holders are looking for and to show what we and our customers have created. And, I occasionally go on vacation.

When I travel I usually wear clothing featuring our logo. While our apparel is high-quality and good looking, the main reason I wear it is...I get it for free. Wearing Infinite Campus gear has the added benefit of being a conversation starter for those who know us. Pilots and flight attendants tell stories of how, no matter where they are in the world, our apps allow them to follow their kids in school. Current students suggest new features they'd like to see. Former students working for the TSA, rental car agencies, and hotels share their stories of why Infinite Campus is either good or bad, making it easy to tell what kind of student they were.

In this issue of our magazine, we are featuring a few of those stories. If you are a customer, I encourage you to share your stories with us. If you aren't a customer yet, I hope you'll have an Infinite Campus story to tell soon.

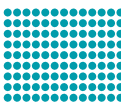
To all, thank you for making a difference in K12 education.

Happy travels.



CALIFORNIA

CALIFORNIA COASTLINE
The state's entire coastline comprises the California Coastal National Monument.



Patricia Hernandez, Student Information Systems Specialist, Franklin-McKinley School District - San Jose, California.

FLYING SOLO TO SOARING WITH A CREW

"I started as a school secretary 20 years ago...that's when my experience begins," said Patricia Hernandez, Student Information Systems Specialist at Franklin-McKinley School District (FMSD) in San Jose, California. "SASI was the district's student information system back then and it was...comfortable. It was an easy-to-use system because in all honesty, there was not a whole lot you could do. SASI was not a sophisticated system."

WE WERE ON OUR OWN.

Hernandez acknowledged that change was needed. "The district was absolutely outgrowing SASI. We couldn't store much information in it and there were no reporting capabilities. In terms of support, we were on our own. As a secretary, I had nowhere to go. To learn how to do things in SASI, I had to reach out to someone else doing my same job and hoped that they knew it."

SEEKING A K12 PARTNER.

Hernandez said FMSD wanted more than a vendor relationship, they wanted a partner committed to K12. And, the district wanted a powerful, single solution. FMSD selected Infinite Campus after a thorough search. "The district looked at many systems...at least 10," she said.

CAMPUS IS UNIVERSAL.

Hernandez said users quickly experienced the many benefits of Campus. "There's so much information and to pull it from one place is just amazing. Infinite Campus is universal. Meaning if a student has an attendance problem, I can look at their sibling in another school and see if there's a pattern. With SASI, I couldn't do that...I could only see one school's information...that was it."

CAMPUS COMMUNITY: MY LIBRARY.

"Initially, there was a lot to learn! But in Campus Community, users can look up everything...I call it my 'library.' We have so many users taking advantage of the free Campus Community accounts...it's incredible. Information is at their fingertips; users create book-marks and some print information to put in binders."

DISTRICT FUNDS.

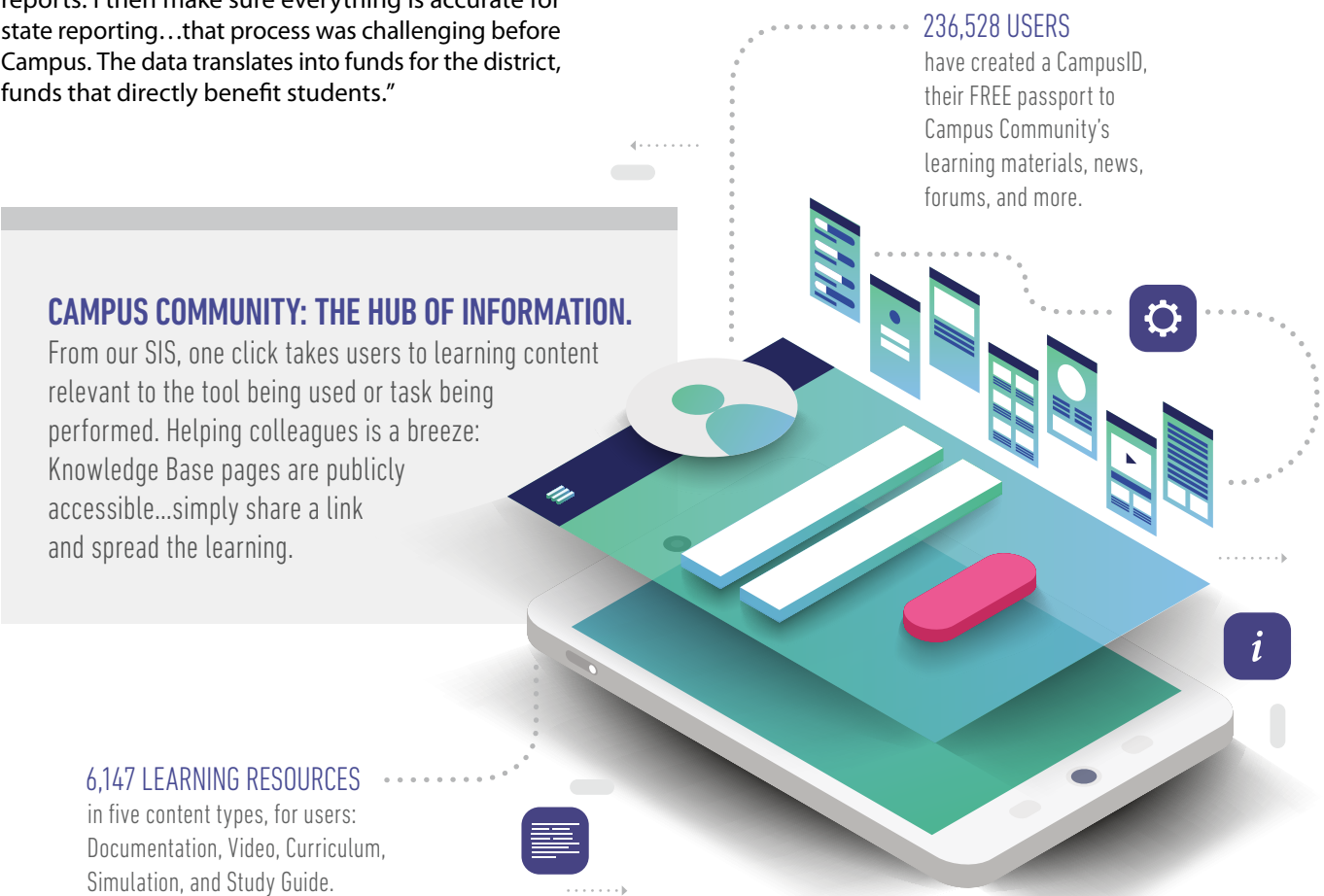
"From the system, we pull many valuable ad hoc reports. I then make sure everything is accurate for state reporting...that process was challenging before Campus. The data translates into funds for the district, funds that directly benefit students."

25 PERCENT.

"Two years ago, I thought I was knowledgeable of Campus. Then I went from being a secretary to an SIS Specialist and realized I only knew about 25 percent of what Campus could do. I've learned so much and now I'm an even bigger fan of the system."

"We have so many users taking advantage of the free Campus Community accounts...it's incredible."

Patricia Hernandez, Student Information Systems Specialist, Franklin-McKinley School District



NOW BOARDING.

2,000+ successful implementations ensure teams/processes are in place for smooth onboarding.



PROJECT MANAGERS
lead Services Intro Calls to discuss process(es)



PROCESS CONSULTANTS
determine unique needs



DATA ANALYSTS
help with data conversion

TRAINERS
provide e-learning, in-person training, and webinars



HOSTING ENGINEERS
finalize go-live



PEOPLE I KNOW.

"We added Online Registration (OLR) and from beginning to end, I had Campus people holding my hand to make sure all questions were answered. Nate came out to do the OLR training for me; I gave him a hug because I felt like I knew him! That's how I feel when I call...that I have people I know. Shelby, Joe... anybody I reach is just awesome. I cannot say enough about the wonderful people at Campus...anytime I need someone, they are there. I have worked with Custom Development... they think at a whole new level. That team tells me what's possible; they always find a way for me."

CAMPUS LISTENS.

Hernandez appreciates receiving information each month on new releases. "I read about the enhancements first so I can help users get ready and prep them on what to expect. I can't think of an enhancement that we haven't been appreciative of."

Campus listens and their product changes make our lives easier. Districts need to start doing Civil Rights Data Collection and before I knew it, Campus created a Federal reporting area. I've already signed up for the Campus class...having people tell me what I need to know is awesome."



Juan Cruz, Superintendent, and Patricia Hernandez, Student Information Systems Specialist; Franklin-McKinley School District.

"Campus helps us transform education from an information standpoint..."

Juan Cruz, Superintendent,
Franklin-McKinley School District

MY NUMBER ONE FAN!

"I think the problem with most administrations is they get compartmentalized and don't ask questions of the actual SIS users. I am fortunate that our superintendent, Juan Cruz, came to FMSD knowing how to use Campus because he was a principal in the East Side Union High School District. When I want to host a workshop, he is my number one fan!"

"Luckily, I have someone like Patricia who knows the Campus products very well," said Juan Cruz, FMSD Superintendent. "When she asks about training, my answer is...absolutely! Campus helps us transform education from an information standpoint – the more info we have and the easier it is to get, the easier our jobs are and the more we can focus on what's important...students."

EXPERTS ARE AVAILABLE.

Hernandez said she schedules workshops to ensure information flows directly to users. "I enjoy often hearing 'I didn't know I could do that!' Mariah (Campus Trainer) and I have hosted multiple workshops for teachers, scheduling workshops for administrators, and others for new counselors. Hearing it from the expert is often better than someone translating it to users. And, the Campus experts are available for questions."



WE'RE ALL CONNECTED.

All Campus customers are assigned a Client Executive (CE) to ensure they have a primary point of contact and receive state-specific information and updates. Bob Gits, the California CE, also leads spring and fall California User Group meetings.

“I love Bob...he’s been absolutely wonderful,” Hernandez said. “Our User Group is great for collaboration. Someone brings something up and before you know it there’s all this conversation going on and often I think, *good idea...I’m going to do that!*”

Bob connects California users on a monthly call...it’s a great time to get questions answered by him. We know that every state’s districts have unique needs, so the California calls ensure everything matters to us.”

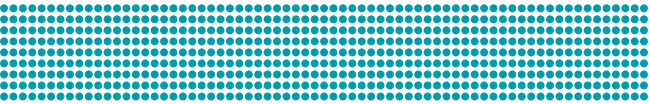
Hernandez said the meetings and calls unite users and create a community. “I have never reached out to an Infinite Campus district that didn’t want to help me. I knew San Jose Unified was using OLR so I contacted them to see if I could see their process...so helpful. We’re all happy and it feels like we’re all connected.”

IT WILL SELL ITSELF.

“I can’t say enough about the Infinite Campus SIS; it is so usable. The product has so many amazing features that you WILL use! Non-Campus districts just need to see it...it will sell itself. My advice: Contact districts that are using Infinite Campus or just come see us, we’re happy!

Once you have Campus, don’t be afraid of it. You can’t break it; anything you do can be fixed. I called Campus to say ‘I accidentally did this’ and they said, ‘no problem, don’t worry... we’ll take care of it.’ And they did...just like magic.”

Photo upper right (l to r): Samir Sweilem, Arthur Martinez, Hung Nguyen, Patricia Hernandez, Socorro Martinez, and Carlos Parra represent the technology team at Franklin-McKinley School District.



COLORADO

ELEVATION

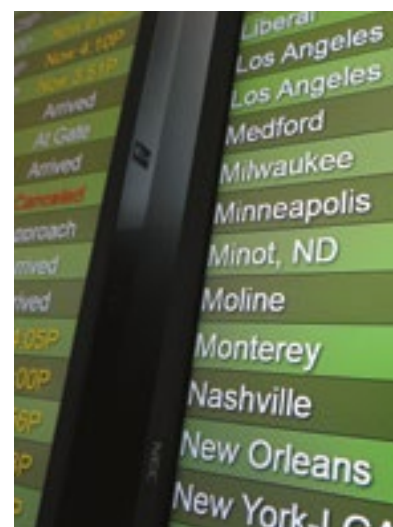
Colorado has the highest average elevation of any state.

ENVIRONMENTAL REPRESENTATION

The state flag colors represent environmental features: blue for clear skies, gold for sunshine, white for snowy mountains, and red for soil.



Katy Yates (airline employee, parent, and avid user of the Infinite Campus mobile app) crossed paths with Charlie Kratsch, Infinite Campus Founder and CEO, at the Denver International Airport.



MAKING CONNECTIONS WITH PARENTS AND STUDENTS

Listening to end users has always been a number one priority for Infinite Campus. Charlie Kratsch, Founder and CEO, flies more than 40,000 miles a year attending User Groups and visiting schools across the country to interact with users. While traveling, Charlie often wears a Campus-logoed shirt or hat. Doing so leads to conversations with parents and students who associate Infinite Campus with grades, school announcements, and ultimately...the educational experience.

I ALWAYS RECOGNIZED CHARLIE.

"Working at an airport, I see a lot of people...but I always recognized Charlie," said Katy Yates, a parent and avid mobile app user. "He walks in wearing a Campus t-shirt in the summer and a Campus sweat-shirt in the winter. I always yell, 'Hey, it's my Infinite Campus guy!' He never said what he did for the company; I thought he was a sales representative.

I probably had six conversations with Charlie over two years as he passed through Denver. There was a lot of, 'I love Infinite Campus so much' or 'Thank you for the program and what it has done for me and my daughter.' Then I learned he's the company's founder and CEO. I had no idea. It's great he was willing to listen to my stories about using his products and to my feedback...even if it's all positive!"



Katy Yates uses the Campus mobile app on work breaks to stay involved in her daughter's education.

IN THE AIR...ON THE ROAD.

For Infinite Campus, truly connecting with users means going to them. It's in district buildings and school offices, cubes, and classrooms where real collaboration begins and tools take flight. Numbers from the past year:

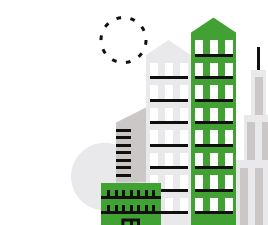


41,344 MILES

(53 flights) flown by Charlie Kratsch, Founder and CEO, to visit U.S. schools and attend User Groups.

627 FLIGHTS

by Campus employees to implement, train, and connect with district staff.



1,141 HOTEL ROOMS

occupied by Campus employees.



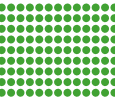
288 VEHICLES

rented by employees.



2,019 COFFEES

expensed...travel can be a (great) grind.



Katy and McKenna Yates (Commerce City, Colorado) connect on academics and school through Infinite Campus tools.

PARENTS: EASY WAY TO STAY INVOLVED



Today's rapidly evolving technology has bridged the communication gap between educators, students, and parents. Teens spend nearly nine hours a day on their phones. Adults spend nearly four hours a day on their phones and 90% of that time is spent using apps.

Campus Parent and Campus Student, the Infinite Campus web portals and mobile apps, allow parents and students real-time access to grades, attendance, assignments, and schedules. These portals and apps connect parent to teacher, teacher to student, and student to parent.

Katy and her husband, John, check McKenna's grades through the Infinite Campus web portal.

"When my daughter started her freshman year, I became an avid mobile app user," said Katy Yates, mother of McKenna Yates, a junior at Brighton High School. "I am on my phone all day constantly checking grades, assignments, attendance...you name it. Being a busy mom of three, the Campus mobile app is an easy way for me to stay involved in McKenna's education."

I hate to admit it, but without the app I'd have very little knowledge of what is going on in a day-to-day classroom setting. 'Good' is the typical response when you ask your child, 'How was your day?' Most kids are not going to tell you about a specific quiz or assignment. Without the app, I would not know what McKenna's academic life is like."

TEACHERS SET ME UP FOR SUCCESS.

Katy said that parents simply did not have the same classroom insight, even just a few years ago, that

is available today. As technology advances, so does parent involvement. Seeing into the classroom is possible 24/7 through one's fingertips.

"I never used to know the topics that were being covered in McKenna's classes. Now, teachers enter the topic for a quiz or the assignments they are working on that week, giving me an idea of what McKenna is studying. To me, it's a prompt for a discussion about the topic she is covering in class. And, McKenna can take it as far as she wants with me regarding those talks. But she's aware that I'm aware, and I hope it makes her feel like I'm a parent who cares about what she does every day. I can only thank the teachers and Infinite Campus for that."

The notifications are another reason I love the app. When I get an alert, I can immediately see a grade that was posted or an assignment that was marked missing."

BALANCING THE GOOD WITH THE BAD.

"I like Infinite Campus because it shows everything, the good and the bad. I don't want to withhold praise when she's doing a great job. I want to make sure we are communicating about everything, not just a lower grade. If McKenna does well on an assignment or test, I will take a screenshot and send it to her with the hand-raise emoji. On the flip side, if something looks questionable, I'll screenshot it and send it with a question mark asking, 'What happened here?'"

It's not only the day-to-day assignments and grades, I use the app to regularly check attendance. As a cross country athlete, McKenna can miss a decent amount of school during the sport's season. If she does miss school, I'll check the app at least once a week to make sure absences were excused, saving me a phone call to the office."

"If McKenna does well on an assignment or test, I will take a screenshot and send it to her with the hand-raise emoji."

Katy Yates, Mother of McKenna Yates



STUDENTS: ALWAYS ON THE GO

Managing a busy schedule can be a challenge for students. The academics, a social life, sports, and extracurricular activities can become overwhelming. Campus Student, both a web portal and mobile app, helps manage that. Campus Student puts school information in students' hands with 24/7 accessibility. That's real-time access to announcements, assignments, attendance, grades, schedules, and much more.

McKenna Yates, a devoted Campus Student user, shared how she keeps life running smoothly.

"As a busy student-athlete, I use both Campus Student web portal and the mobile app," McKenna said. "I would say 90% of the time I'm using the app, as I'm always on the go."

I can't tell you how many times I look in Infinite Campus to see what my grade is for an assignment or test. Or, double check my attendance to make sure my coach contacted the office to excuse my absences for my meets. The schedule is also handy, especially at the beginning of a new semester. As I change my schedule, I can check frequently to see if I got certain periods and classes."

FAVORITE EXPERIENCE.
"One of my favorite things about Campus Student is at the end of the semester. I'm so anxious to see how I did on my finals. I'm constantly checking, waiting for the notification. Then you get the notification and quickly, relief sets in... Thank goodness, I passed."

STUDENT-TEACHER COMMUNICATION.

Teachers love a student who is engaged. And an easy way for students to stay engaged is Campus Student.

"There have been a few times when I saw a specific grade posted incorrectly. I simply visited the teacher and got it all cleared up... within just a couple hours. For example, a teacher gave me 80/100 on a quiz last week and my notebook shows 100/100. Once I got 175% on a Spanish assignment and even though I was thrilled, I brought it up to the teacher for correction. Without the app, I wouldn't have known about these until the end of the semester."

24/7 REAL-TIME VISIBILITY.

Parents and students have real-time access to announcements, assignments, attendance, grades and more through Campus Parent and Campus Student (web portals and apps). App users can set notifications to receive alerts on assignments, attendance, and grades.

CAMPUS PARENT: "GOOD TO TERRIFY MY KIDS WITH"

"I love this app. It notifies me on almost every aspect of her schooling."

Brenda

"Good to terrify my kids with. Knowing exact assignments freaks them out."

Marcus

CAMPUS STUDENT: "TELLS YOU EVERYTHING"

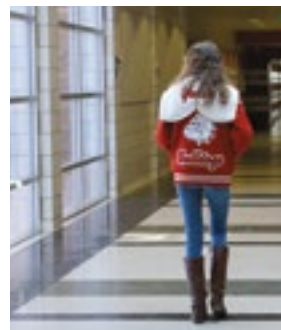
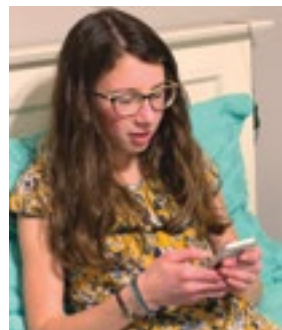
"It is a great app. It basically tells you everything you need to know. You also get mail from your teachers."

Trinity

"Super helpful for checking your grades! And I love that you can customize settings and notifications."

Izzy

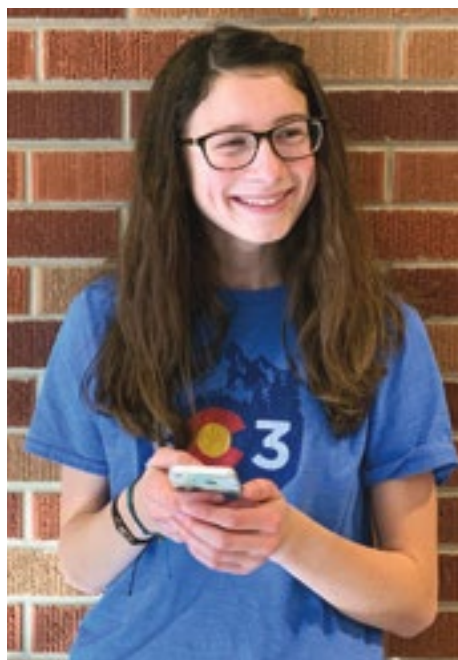
Campus Parent and Campus Student are on the App Store and Google Play.



Above left: McKenna Yates with Karen Smidt, Librarian and Cross Country/Track Coach, who uses Infinite Campus to determine athlete eligibility. Third from left: Anita Gentile, Social Studies Teacher, and McKenna review information in the Campus Student mobile app.

"As a busy student-athlete, I use both Campus Student web portal and the mobile app."

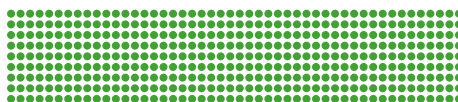
McKenna Yates, Junior at Brighton High School



TATTLETALE APP?

"Sometimes my friends say, 'Oh dang, my parents just called me about a missing assignment.' But most of the time, if you keep your grades up, it's not a problem. I understand that if students are struggling, then sure, they might not be a fan of the app. But from what I can tell, my friends love it and so do their parents. It's great!"

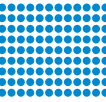
Photo middle right: Siblings (l to r) Brooklyn, Josiah, and McKenna plugged in at home.
Bottom right: Shelly Genereux, Brighton High School Principal: "We've used Infinite Campus for years; it's very user friendly...I love it."



OKLAHOMA

ALL'S WELL

The Oklahoma City Oil Field is one of the world's largest petroleum fields.



Eric Hileman, Executive Director of Information Technology, Oklahoma City Public Schools.

PILOTING A SUCCESSFUL IMPLEMENTATION

As the new Executive Director of Information Technology at Oklahoma City Public Schools (OKCPS) in 2012, Eric Hileman still remembers the question. On one of his first days after joining the state's largest district, he attended a principals' meeting expecting to be a mere observer. Instead, ushered up front to address the crowd, Hileman seized the moment. "I asked, 'What changes do you see as necessary to modernize your district's learning environment?'"

All answers indicated the district's student information system was past its prime. "This was 2012 and obviously they were all using Web 2.0 tools for their own professional learning," Hileman said. "Yet, their SIS couldn't even be navigated with a mouse; users

had to remember keystrokes and transaction codes to run reports. As for using the system to explore data and get actionable insights on student information... impossible; the system clearly didn't work for them anymore."

LIKE BRAIN SURGERY.

Hileman doesn't downplay what a district faces when changing its SIS. "Switching is not easy, it's like brain surgery. It impacts everything in your district."

For districts considering a change, Hileman recommends they review the Model for Managing Complex Change (below) that he used to set expectations at OKCPS. "Vision, skills, resources, incentives, and action plan; a district needs all five elements for a successful change. If they're missing one, they'll face the corresponding challenge. This model is just beautiful," he said.

While principals pleaded for a new system, some stakeholders were hesitant. "Here, the hardest sell was incentives...what are the incentives to change? But, we coupled it with vision...look what's possible if we go through this!"



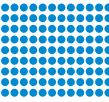
"What changes do you see as necessary to modernize your district's learning environment?"

Eric Hileman, Executive Director of Information Technology,
Oklahoma City Public Schools

Model for Managing Complex Change

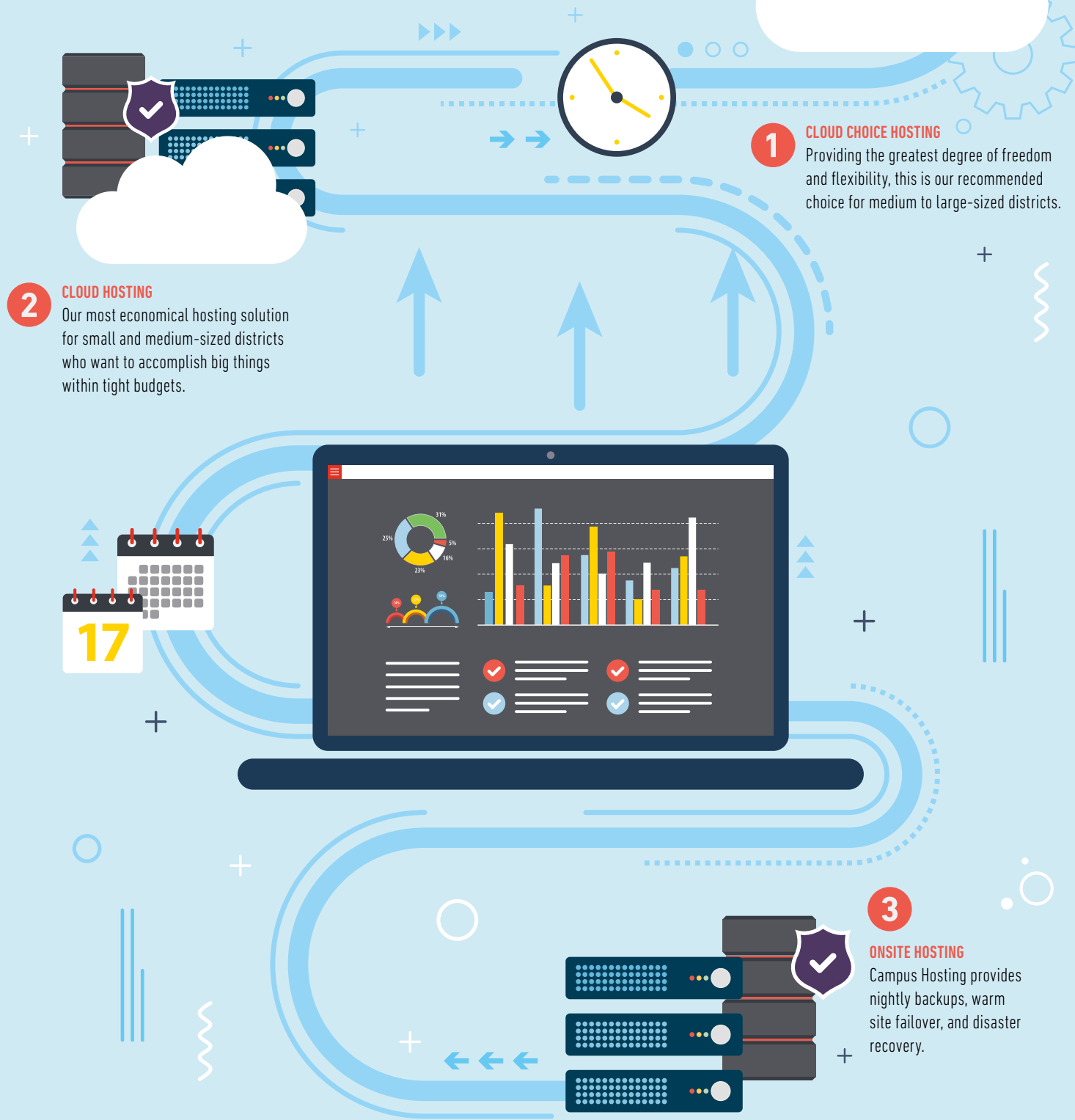


Adapted from Knoster, T. (1991) Presentation at TASH Conference. Washington D.C. Adapted by Knoster from Enterprise Group, Ltd.



Three Hosting Options.

Infinite Campus offers three hosting options, including cloud hosting, to meet the needs of any size district. Campus Hosting is surprise-free, reliable, and has a proven record of 99.99% server availability. All equipment is managed and maintained by the Managed Services Team, which also provides nightly backups.



“Campus worked with us to define and finalize the action plan, which was very helpful.”

Eric Hileman, Executive Director of Information Technology, Oklahoma City Public Schools

DEFINE NON-NEGOTIABLES!

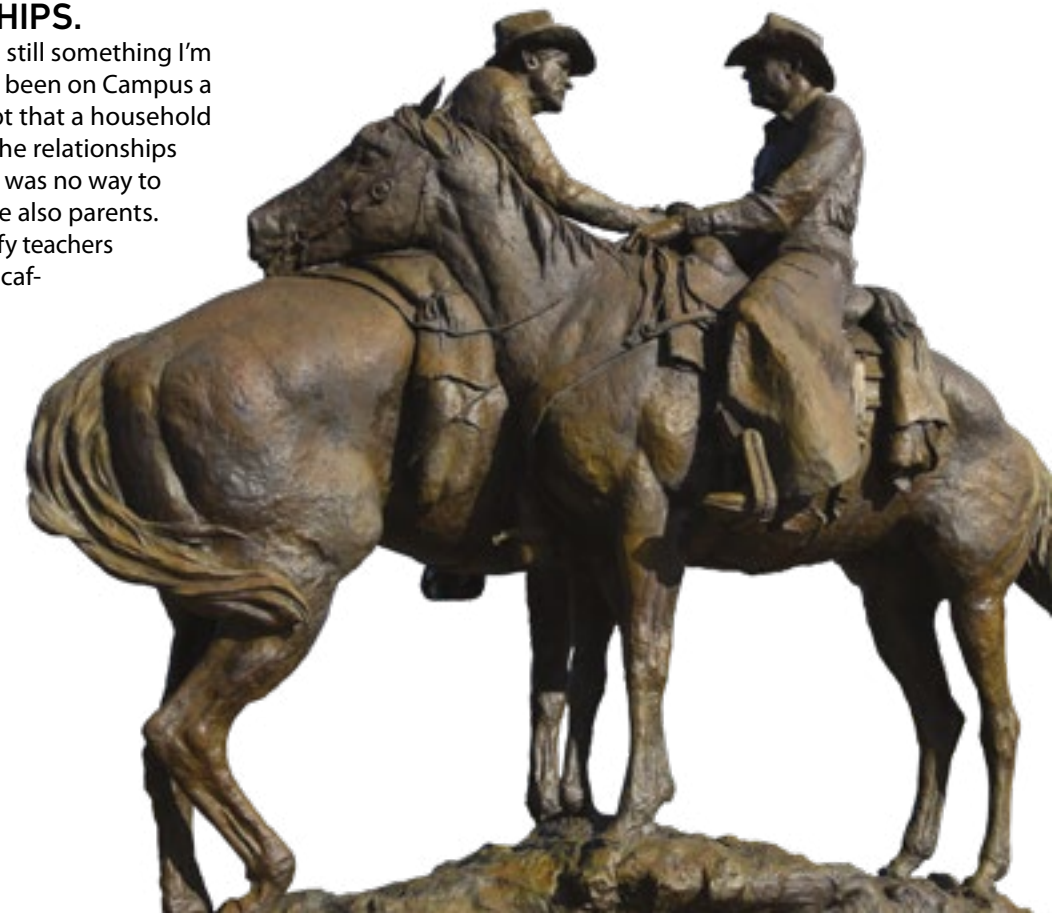
“We talked with Moore and Norman Public Schools and learned both were satisfied Campus customers. That eventually contributed to our selection of Infinite Campus,” Hileman said. OKCPS released an RFP, to which five companies responded. Two came up short in what Hileman considers a critical step in the change process. “Districts must define their non-negotiables! Getting out of the hosting business was mine. I did not want to manage hardware and software onsite. I didn’t want to buy and maintain equipment and spend even more on the associated licensing. Two companies were eliminated for that reason.”

IT WAS MIND-BLOWING.

Hileman recalls stakeholders being impressed with Campus during the SIS demonstrations. “From its look and feel to the reporting capabilities and all the core functionality in the system, it was mind-blowing what we were getting with Infinite Campus. It was a huge step up for us and we were excited about gaining efficiencies, re-directing valuable resources, and being able to focus on students more than ever before.” Implementation went smooth according to Hileman. “Campus worked with us to define and finalize the action plan, which was very helpful.”

ALL ABOUT RELATIONSHIPS.

“The whole household construct is still something I’m wrapping my head around and I’ve been on Campus a few years. It’s still a foreign concept that a household is an address and the people and the relationships therein. In the legacy system, there was no way to determine staff members who were also parents. Now in Campus, we can easily identify teachers and principals and bus drivers and cafeteria workers who have students.”



THE BIGGEST CHALLENGE.

“Suddenly with Campus, there are a million colors and I can point and click and navigate, but I don’t know where the hell I’m going! That is the biggest challenge in providing new opportunities. But teachers and principals are knowledge workers and learning and re-learning are part of the game.” Hileman said Campus makes learning easy. “Infinite Campus University and Campus Community are great resources for professional development...all the tools are there for end users. We expect differentiated learning for kids and Campus provides it for adults, too.”

AMPLIFY AND MAGNIFY.

OKCPS has added Campus Premium Products to the core SIS, including: Online Registration, Data Change Tracker, Multi-language Editor, Campus Learning, and more. Hileman said implementing the additional products was no different than the SIS: painless. “We added the products to amplify and magnify the core product. We don’t want to be in a position where we say ‘we can’t do that’ and more so, integrating Campus products expands our enablement culture.”

WORTH A BILLION DOLLARS.

“Data can drive a lot of things...data about learning and data about kids. We can’t directly correlate an SIS to student achievement but Infinite Campus is an enabling technology. You can use learning management systems, you can use data warehouse, data links, data marts...all the data-driven tasks you could not do before. With Campus, the operational efficiency alone is worth a billion dollars.”

TRUE TRANSFORMATION.

“Infinite Campus is more than a vendor, they are a partner. Their mission of Transforming K12 Education® is genuine because their products and enabling technologies lead to transformation. Campus products are well made, well executed, and well supported. You can’t do anything transformative in a modern learning environment in a legacy system. Our core competency...our core business is kids. It’s about the kids. Switch. You gotta do it!”

Photo middle right (seated l to r): Cyndy McKinney, Bernard Schafstall, Theresa Huff, and Pamela Jameson of the OKCPS technology team catch a Campus Messenger with Voice demo.





BICENTENNIAL BARN

To celebrate Ohio's 200th anniversary, artist Scott Hagen painted the official bicentennial logo on at least one barn in each of the state's 88 counties from 1997 to 2002.

OHIO

PAVING THE WAY

In 1891, Court Avenue in Bellefontaine was the first street in the country to be paved with concrete.



Robert Kramer (seated), Programmer on the Data Center team, and Bryan Mulvany, Executive Director of Information Services for South-Western City School District - Grove City, Ohio.

CRUISING WITH A SINGLE SOLUTION

Previously using a home-grown system, Ohio's sixth largest district took a chance when the state offered eSIS for free.

"We were looking to move from a COBOL-based system we had written to a 21st century system just as the state was buying eSIS licenses for districts," said Bryan Mulvany, South-Western City School District's (SWCSD) Executive Director of Information Services. "eSIS wasn't

the best technology out there and we wouldn't have picked it but compared to a million dollars, free looked pretty good!"

For seven years, SWCSD tolerated various eSIS issues...the worst being state reporting. "They didn't have

dedicated analysts and kept bringing in different people," Mulvany said. "We had to educate them all on EMIS (state reporting) terminology and all kinds of things. They were not up on state reporting and certainly not knowledgeable of Ohio state reporting."

UPHILL, EXPENSIVE BATTLE.

Mulvany said requesting state reporting changes was expensive, as they weren't necessarily included with the product. "To get them to do anything was often an uphill and expensive battle. Frankly, we never got the impression they cared that much...often it was, 'that sounds like an Ohio problem.'"

eSIS shortcomings extended beyond state reporting. "Ad hoc reporting was rudimentary...it was terrible," said Robert Kramer, SWCSD Programmer on the Data Center team. "And if something in the core SIS was broke - unless it was totally broken - you worked around it. If you wanted an enhancement, you got your checkbook out because you paid through the nose for those."

Despite the issues, SWCSD wasn't considering a new SIS. That quickly changed when Pearson purchased eSIS in 2010. "One of the first messages was 'we're going to discontinue eSIS and if you switch to PowerSchool we'll cut you a deal the first couple years,'" Mulvany said. With end of life 18 months away, SWCSD issued an RFP.

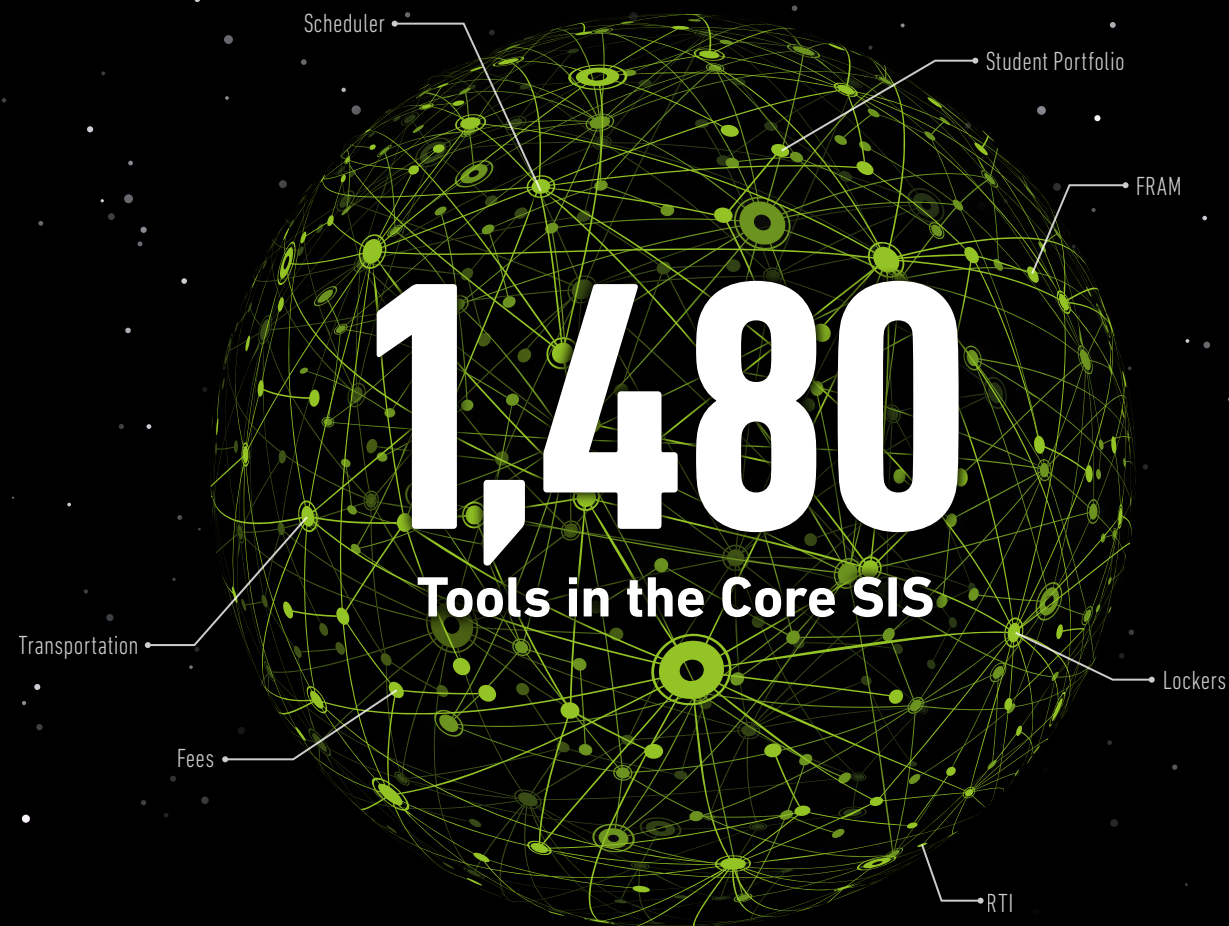
SELECTION PROCESS.

As the SWCSD selection team reduced the field to three finalists, it brought more users into the selection process. "Teachers, principals, nurses, librarians, special ed professionals...we included every walk of life in the district so that nobody felt left out," Robert Kramer said. "Ultimately, Infinite Campus was selected by more than 70% of the users."

"Infinite Campus was selected by more than 70% of the users."

Robert Kramer, Programmer on the Data Center team, South-Western City School District





A SINGLE SOLUTION.

The Infinite Campus student information system (SIS) offers more core functionality than any other SIS. We help the K12 community efficiently serve students; data is entered once and immediately available across the district or school.

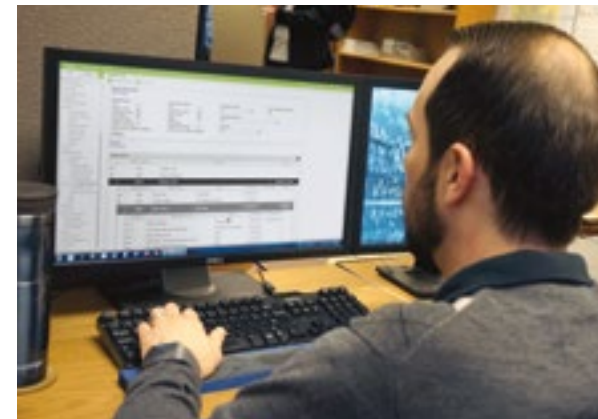
"That's what we love...we can continue adding other aspects of Campus to our operations and bring more under one umbrella," Mulvany said. "The entirety of Infinite Cam-

pus is what makes it so great! All student-related data in a single system, that's the genius of Infinite Campus.

GAIN EFFICIENCIES.

Not having to support data sharing between online payments, online registration, IEPs/ETRs, business intelligence, and data visualization has been a real advantage for our team. We focus more resources on helping end users improve student learning versus supporting the operation of, and data sharing be-

tween, different systems. Another benefit is that you're not teaching people how to log in to and navigate eight different systems. You instantly gain efficiencies with nomenclature and language. With multiple interfaces you can't even talk to one another because everything, down to the buttons, is different. In Campus, it's all tab-based and there's consistent navigation on the left side...so helpful for talking to one another about the system and really, just for doing your jobs."



YOU CAN DO ALMOST ANYTHING.

In eSIS, Kramer said customizations were incredibly difficult, at best. "In Campus, you can do almost anything in terms of filters and data through ad hoc reporting and customization of tabs and fields," he said. "If the data is there, you can filter on it...it kind of amazes people when they come to work here from a non-Campus district.

And if you use Crystal Reports like we do, outline links allow for a seamless integration from the end-user perspective. Our users run reports in a landing page and don't even know they've technically left Campus. No login is needed and parameters can be passed so users seamlessly go to the other system."

"In Campus, you can do almost anything in terms of filters and data through ad hoc reporting and customization of tabs and fields."

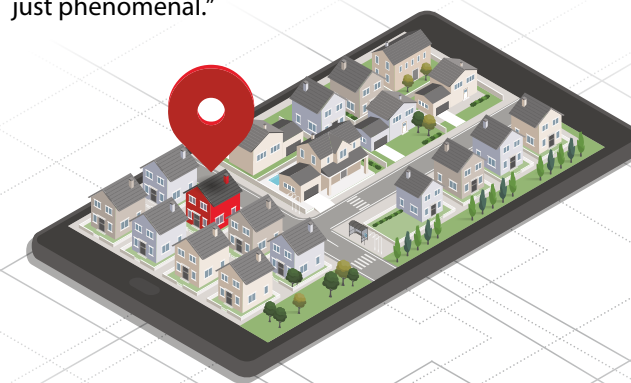
Robert Kramer, Programmer on the Data Center team,
South-Western City School District

TABLEAU: "THE SOLUTION."

SWCSD implemented Tableau, an optional product, to visualize student and district-wide data. "We're next to Columbus City Schools and for years they had talked about all the things they could do with their separate data warehouse system," Mulvany said. "When we integrated Tableau with Campus...it was the solution that I had wanted for years. For example, Robert recently created a dashboard that shows the correlation of a student's class grade and their score on a state-mandated test. So, we can see if all kids in a class are getting A's but they're not all passing the state test; that makes a difference for kids. Tableau lets us see if things we do in a classroom are leading students toward success."

HOW CAMPUS HITS HOME.

"We have been able to do so much more with how Campus handles addresses," Kramer said. "We loaded every single address in our county, and even some from surrounding counties, into the system. In the beginning, the biggest win was people weren't typing addresses...they just picked them from the list, which eliminated duplicate data entry. How Campus manages households is just phenomenal."





EMPOWERED, SELF-SUFFICIENT USERS.

Getting new users up to speed and managing releases is easy with Campus. "I absolutely love Campus Community," Kramer said. "When training, the first thing I have users do is make a free Campus Community account. Then, they can choose how to learn from all the different methods like videos, simulations, curriculum, study guides, and documentation."

The documentation is fantastic, accurate, and engaging. eSIS documentation was like a mind-numbing white paper. At best it put you to sleep and at worst, it was out of date...which was shocking because they did so few updates."

SWCSD also utilizes Infinite Campus University (ICU) for comprehensive, ongoing product training. "We use all aspects of ICU...the Lunch and Learn Sessions, Teacher Tuesdays, and join all the webinars that keep us current on constant changes," Kramer said. "Our users can look for it, find it, and learn it...and be empowered to be self-sufficient!"

POWERFUL PORTALS.

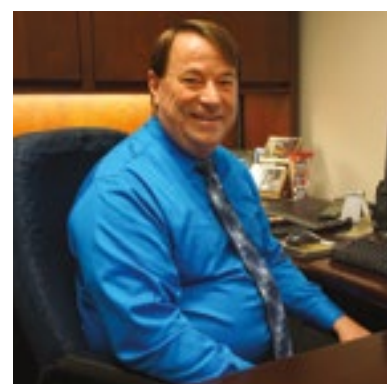
"The Campus Parent and Campus Student portals are immensely powerful," Kramer said. "We're using them as intended and for more. When the state sends results on a state-mandated test, they provide a pdf of each student's results. Because the way our tools are set up, we actually load the individual pdf's into a database so a parent can go to Campus Parent and see their student's individualized pdf; those additional parent communications are really powerful."

From an ease-of-use standpoint, teachers can communicate directly with parents from within the system they use every single day. And, we love that parents can decide how we communicate with them...such as, on which phones."

COLLABORATION AND COMMUNICATIONS.

"We have talented people here who know how to develop software and have ideas...and Campus listens," Mulvany said. "We can get on the phone with the analysts about enhancements or a product implementation and talk it through. With our prior vendor, paper was just passed back and forth; there were no conversations. It's nice to work with a company that's easy to work with."

Communication is just so important in a big district like ours. A powerful way we communicate is by having an auto-dialer integrated with our SIS. We can easily send to subsets of kids in our database to communicate about a late bus, for example. Before, we never had enough information, like bus numbers, on our auto-dialer to send those targeted communications."



"We have talented people here who know how to develop software and have ideas...and Campus listens."

Bryan Mulvany, Executive Director of Information Services,
South-Western City School District

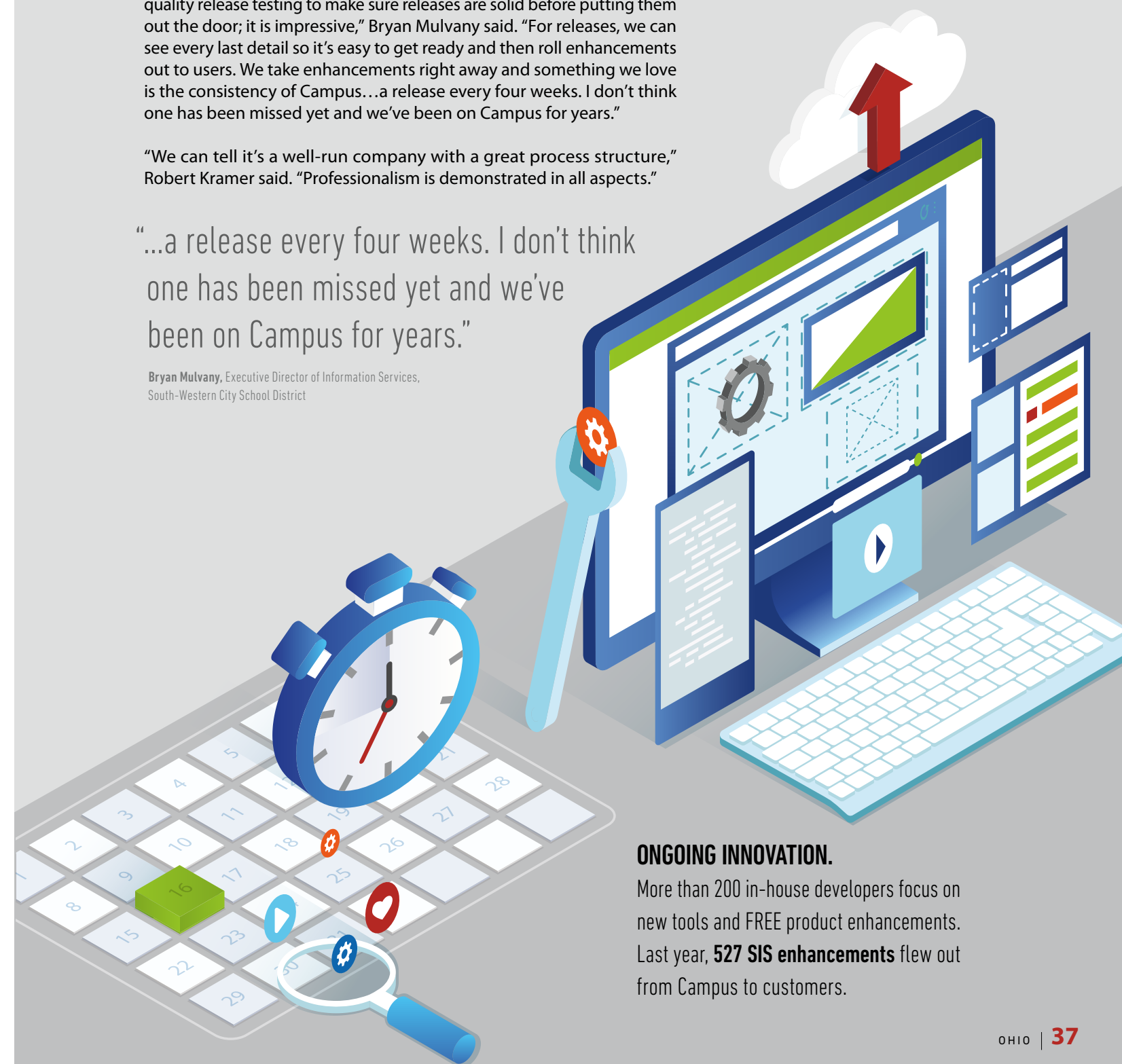
CONSISTENT, QUALITY RELEASES.

"It's very obvious Campus understands the importance of processes and quality release testing to make sure releases are solid before putting them out the door; it is impressive," Bryan Mulvany said. "For releases, we can see every last detail so it's easy to get ready and then roll enhancements out to users. We take enhancements right away and something we love is the consistency of Campus...a release every four weeks. I don't think one has been missed yet and we've been on Campus for years."

"We can tell it's a well-run company with a great process structure," Robert Kramer said. "Professionalism is demonstrated in all aspects."

"...a release every four weeks. I don't think one has been missed yet and we've been on Campus for years."

Bryan Mulvany, Executive Director of Information Services,
South-Western City School District



ONGOING INNOVATION.

More than 200 in-house developers focus on new tools and FREE product enhancements. Last year, **527 SIS enhancements** flew out from Campus to customers.



MAKE A DIFFERENCE FOR KIDS.

"In the last couple years, we finally made the jump I envisioned when I came to SWCSD," Mulvany said. "With our COBOL-based, home-grown systems, WE were developing software and dealing with state reporting changes. WE had to come up with a user interface and how to collect and report the data. That just seemed like such a waste of time to me. There are people who built businesses, like Infinite Campus, that provide K12 software. We need to help the district integrate it and start answering the questions that make a difference for kids."

IN THE END.

"We weren't searching for an SIS until faced with an end of life," Mulvany said. "But in the end, it was definitely for the better...no question."

Photo above: Bryan Mulvany helped SWCSD turn the page on a home-grown system.



STAUNTON STATION

In 1890, a brakeless train derailed and destroyed the Staunton Station. The lone casualty, Myrtle Ruth Knox, is rumored to still haunt the tracks.

VIRGINIA



Frank Walters, SIS Manager, August County Public Schools - Verona, Virginia.

FINDING FIRST-CLASS SUPPORT

"We were pleased with our SIS vendor but Pearson bought them and killed the system...we were blindsided," said Frank Walters, August County's SIS Manager. The district suddenly faced two challenges...

CHALLENGE 1: THE ROAD LESS TRAVELED.

"Pearson obviously wanted everyone to buy PowerSchool," Walters said. "And everyone in Virginia recognized Pearson and PowerSchool. People asked, 'Why wouldn't you just go with the industry standard?'"

We were often criticized for taking a different path and not blindly following other Virginia divisions. But I knew what we needed...and it wasn't PowerSchool."

CHALLENGE 2: ACCESS TO DATA.

Walters made sure any potential vendor was open to his expectations regarding August County's database. "We needed the ability to access, manipulate, and update the database. Some vendors wouldn't give us access and couldn't understand why that was important. Campus offered access."

BELLS AND WHISTLES.

Walters said seven vendors were considered and Campus stood out functionally and financially. "No system had more bells and whistles. I didn't see a better overall SIS than Campus. I told our finance officer we'd save money with Campus and data would be more accurate once we went from disparate systems to everything under one umbrella."



Frank Walters, SIS Manager, and Kathy Redman, Secretary, Personnel; August County Public Schools.

"The Infinite Campus database provides the Personnel Department a repository of actionable staff data."

Kathy Redman, Secretary, Personnel; August County Public Schools

IF THE SIS YOU BUY TODAY...

"Charlie Kratsch (Infinite Campus Founder and CEO) sold me on his vision for how technology can transform education...that districts can't stay stuck in their old ways and need to adapt so they can use data to make better decisions," Walters said. "I remember him saying 'If the SIS you buy today looks the same in five years, you bought the wrong SIS!'"

I mention that when people ask, 'Why has Campus changed this or that?' Things change quickly in education so why shouldn't we have something that is dynamic and not static for years?"

MORE EFFICIENT PROCEDURES.

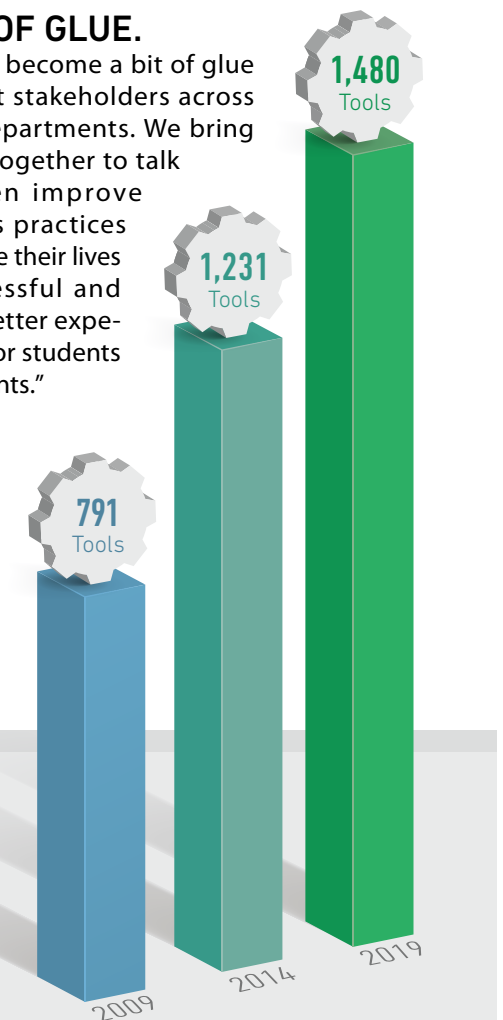
August County has consistently added Campus Premium Products to the core SIS for an integrated, single solution. A secondary benefit of integration has been increased communication in the division.

"Adding Campus Food Service, Messenger, Online Payments and Online Registration brought stakeholders together," Walters said. "People who had never talked

before came to the same table. Together, we looked at business practices that had been in place forever and implemented more efficient procedures.

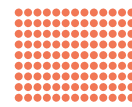
A BIT OF GLUE.

We have become a bit of glue amongst stakeholders across many departments. We bring people together to talk and then improve business practices that make their lives less stressful and create better experiences for students and parents."



TOOLS OVER TIME.

The Infinite Campus Student Information System is a living solution with a continually increasing number of core tools.



"Parents love that they are doing the data entry instead of writing it on paper and hoping a staff member can read it..."

Frank Walters, SIS Manager, Augusta County Public Schools

IT'S ALL THERE.

"When counselors look at transcripts and when parents and students look in the portal...it's the same reaction: *it's all there and it's accurate*. I have seen the number of help tickets and complaints about inconsistent data dramatically decline."

THE BEST CAMPUS PRODUCT.

"Online Registration (OLR) is the best Campus product we have implemented," Walters said. "Before, schools were collecting data on phone calls, Google Docs, forms... resulting in piles of papers. Then, six people in six different departments had to enter it. Now, parents enter data online and it goes to all the right places. Staff no longer have to say, 'I don't know how that information got there' because the parent put it there."

The integration is seamless and parents control the information. Parents love that they are doing the data entry instead of writing it on paper and hoping a staff member can read it and get it entered within a couple weeks. Secretaries don't have to enter the data, they just review it and click accept or reject. They see that OLR works as promised and wasn't too good to be true."

I SEE THE PRIDE.

"I go to schools during registration events and I've seen the difference OLR has made. I see the pride when parents can choose the 'already registered online' line, breeze through what they have to do, and are out in minutes. The other parents stand in a line that's 10 deep and wait to sit at a computer. My goal is to help schools organize and improve their registration processes even more with OLR."

LOVE



Eric W. Bond, Ed. D., Augusta's Division Superintendent.

SUPERINTENDENT: "ONE APPLICATION."

According to Eric W. Bond, Ed. D., Augusta's Division Superintendent, having a single solution has been beneficial. "In the past, in addition to an SIS, we had to purchase, pop-

ulate, and maintain numerous individual applications such as food service, messenger, health records, registration, and grade book," Bond said. "With Campus, the disparate applications have been incorporated into one application providing staff a single point of access...eliminating the need for data choreography between numerous systems and multiple login accounts."

A GAME CHANGER.

"I know you have a ton of other users but we feel like close friends to you and that is highly unusual...it's a neat concept," Walters said. "I tell everybody that the Infinite Campus staff is always friendly and professional. I can't say that about all our vendors."

Most importantly, you're timely in resolving issues...that's critical. SIS

departments are always under timelines for state reporting, federal reporting, and whatever. If we need it right away, Campus delivers it right away. We have more than a dozen vendors and Campus is the most responsive. Timeliness in response... it's a game changer."

VALUE OF SUPPORT.

"I've been doing this for 15 years and previously had my own business selling computers and network systems to businesses," Walters said. "I know the value of support."

Campus received a couple similar calls from our staff so they reached out to me. We looked into it and learned we gave the wrong directive in training. But that was great...Campus flagged it and called. You just don't see that in the support world."

AWARD-WINNING SUPPORT.

The Campus Support team won two awards at the HDI 2019 Conference in Orlando:

- Team Excellence Award
- Best Service & Support Culture Award

"We didn't win because we do everything perfectly," said Gina Montague, Manager, Support Services. "We won because we have a passion for excellence and striving to make things better."



(l to r): Kyle Selinsky, Support Advisor; Gina Montague, Manager, Support Services; and David Accola, Support Advisor.

HDI is the technical support industry's certification body and annually honors organizations for leadership and innovation; past winners include Marriott, American Express, and PepsiCo.

MORE THAN AN SIS.

“Infinite Campus is much more than an SIS,” Walters said. “It’s a messaging system, it’s a food service system...you can do personnel and finance tasks...and more. We customize Campus for what we need now and know it will serve us in the future. Most importantly, Campus is flexible because we can’t tell 18 schools they have to work the same way, we can’t do that. No TWO schools even work the same way!”

GET A QUOTE.

“Other divisions say ‘We don’t have the staff to look at a different system or we don’t have the money.’ My reply: You might want to get a quote from Campus because you may be surprised! You can get by with less staff because you don’t need to make disparate systems talk to each other. And look at the cost of all your systems...rolling them all under one company may save you a lot of money.”

WHY WOULDN'T YOU USE CAMPUS?

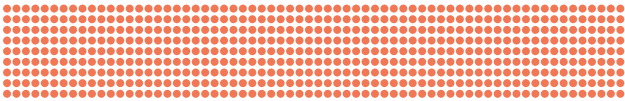
“If you have a decent product and decent support then you’re ahead of everybody,” Walters said. “If you want a great product and great support, Campus is the obvious choice.”

TRANSFORM YOUR DIVISION.

“Our schools have realized it’s about more than just collecting data and sending it to the state or to the feds; it’s about the experience parents and students have in the school system.

If you’re willing to review your business practices, data collection practices, and reporting processes and then use the SIS to improve each of those, Campus can transform your division. Campus has exceeded my expectations.”

Photo lower right (l to r): Frank Walters, SIS Manager, and Amy Rexrode, SIS Technician.




CAMPUS PREMIUM SUITES

Integrated with the Campus SIS and designed to eliminate third-party vendors.


NEW
CAMPUS ANALYTICS SUITE

Data Health Check and Early Warning improve district-wide data integrity and identify students at risk of not persisting to graduation.




NEW
CAMPUS WORKFLOW SUITE

Scanning module quickly improves attendance efficiency and shows who, when, and where students are in the building or on campus.



CAMPUS LEARNING SUITE

Campus LMS connects teachers to Quick Assessments, Progress Monitor for standards-based grading, and score passback from supported LMSs.



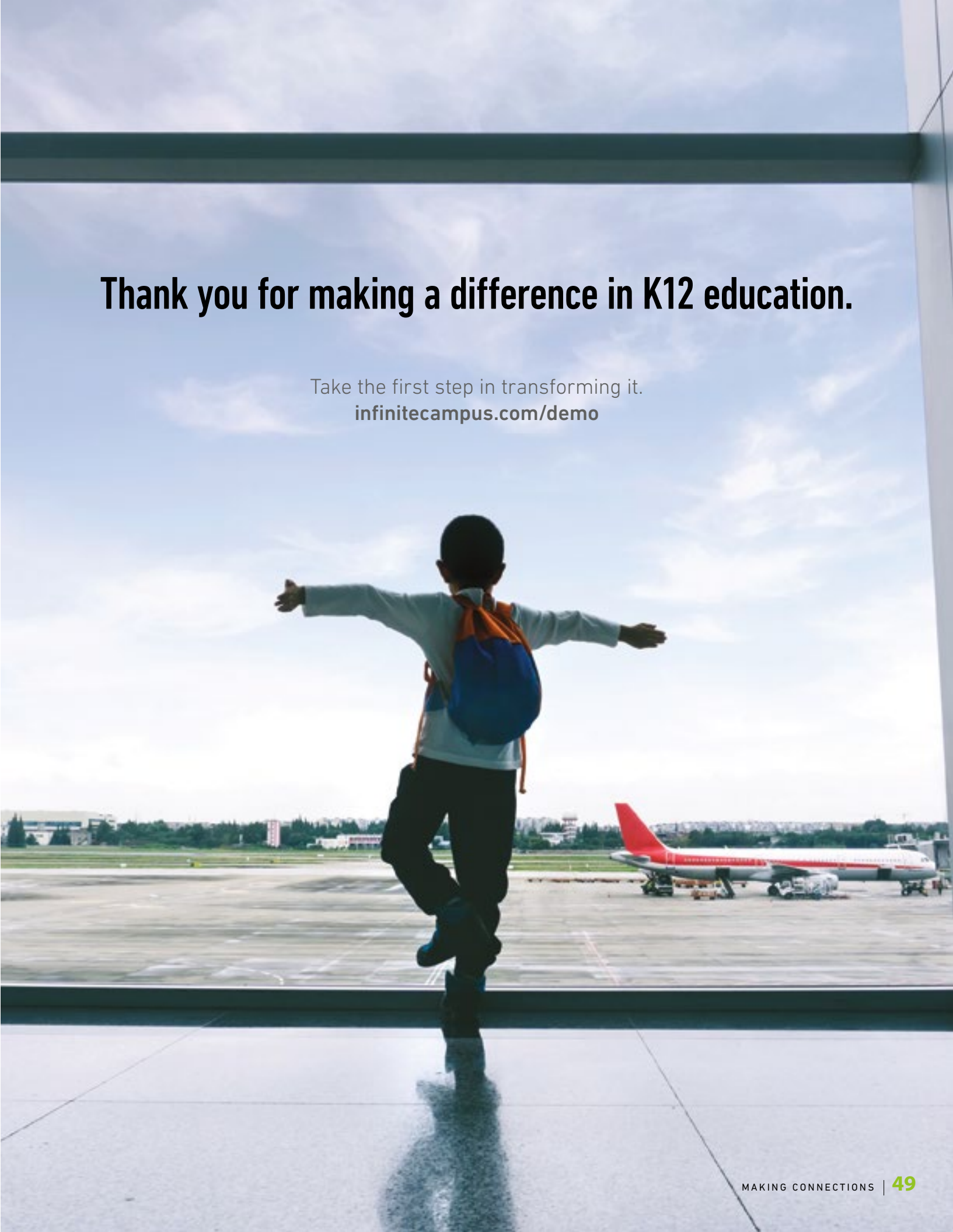
To learn more about these suites and all of our products, please visit infinitecampus.com/products

GOOGLE PARTNERSHIP

Campus Learning customers will have a connection between Google Classroom and the Campus Grade Book for real-time assignment and score passback.

Thank you for making a difference in K12 education.

Take the first step in transforming it.
infinitecampus.com/demo



Infinite Campus

4321 109th Ave NE, Blaine, MN 55449

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