



Blackbaud's Total School Solution[™]

comprehensive school administration solution

communication is key to longevity

As a busy independent or charter school, you understand the importance of efficient communications in managing your daily operations smoothly and effectively. Without a solid internal infrastructure for teachers, administrators, and various departments to share data, critical school and student information can be lost, or worse — miscommunicated — leading to a host of problems that can affect your school's image and longevity. You need a simple solution to connect the entire school and simplify your staff's day-to-day operational responsibilities, giving them back the time they need to focus on fulfilling your school's mission: to provide your students with the best education and experience possible.

To help you solve these and other daily challenges quickly and professionally, we are proud to present **Blackbaud's Total School Solution™** — a complete solution designed to help you effectively manage every aspect of school administration and student information. Built on the expertise of a company with more than 25 years of experience developing leading solutions designed exclusively for independent and charter schools, **Blackbaud's Total School Solution** can help your school grow and differentiate from other schools recruiting from the same prospect pool. That's why leading independent schools depend on Blackbaud solutions and services every day.

common challenges

- ◆ Valuable time is wasted when multiple departments have to enter the same data into disparate systems. The same information is often entered as many as four times or more! Without an integrated campus-wide database, schools often:
 - ❖ Have a high risk factor for embarrassing errors and costly mistakes
 - ❖ Waste time, money, and resources manually re-keying information in each office
 - ❖ Damage relationships with prospective parents and students by not having timely access to up-to-date information
 - ❖ Suffer from a high staff turnover rate because employees are frustrated and “burned out”
- ◆ IT staff is overburdened trying to support multiple offices and their separate databases
- ◆ Donations, volunteer numbers, and event participation rates are low because staff is too busy performing administrative tasks to keep the school's Web site content fresh and engaging
- ◆ The school lacks a “professional image,” damaging its reputation and recruiting efforts
- ◆ Failure to differentiate the school makes it seem less appealing to potential prospects, who end up choosing competitor schools
- ◆ Parents are disappointed when the school can't keep up with modern technology, such as allowing them to view their children's homework assignments and grades online and communicate with teachers

“Blackbaud's online solutions are valuable tools for schools like ours that are looking to replace paper-based communication about grades, homework and activities with electronic updates. With Blackbaud's help, we have enriched our Web site, making it a central communication tool that has brought teachers, parents and students closer together.”

— Darrell Parker
Database Administrator
Oaks Christian School

introducing Blackbaud's Total School Solution™

the only school administration management solution you'll ever need

The Total School Solution is an integrated system for your entire school. It is built on four core Blackbaud products — **The Education Edge™**, **The Financial Edge™**, **The Raiser's Edge®**, and **Online Campus Community™** — to manage all constituent information and provide a single source of campus-wide communication.

Blackbaud's Total School Solution significantly reduces staff time spent on administrative tasks, dramatically improves data efficiency, helps ensure the consistent collection and update of information across all school offices, assists in cultivating strong relationships, and produces valuable reports to help drive future success.

Blackbaud's Total School Solution at-a-glance

admissions office:

- ◆ Easily identify your best applicants, how many applicants you have, and next steps to move each applicant through the admissions funnel
- ◆ Accept inquiries and applications online with our **NetInquiry™** and **Online Application™** modules
- ◆ Capture information needed for admissions, such as medical/immunizations, education history, activities, tests, interview notes, and more
- ◆ Track detailed relationships of applicants, students, and parents to assist in the recruiting process
- ◆ Analyze the effectiveness of your marketing efforts with timely, accurate reports that show year-to-year trends
- ◆ Uncover which feeder schools and educational consultants provide the greatest number of applicants that enroll
- ◆ Determine whether your yield of inquiries to enrolled students has increased since last year
- ◆ Learn how many inquiries resulted from a particular event, such as last year's open house
- ◆ Perform any type of demographic analysis (ethnicity, religion, gender, etc.)
- ◆ Quickly and easily perform mail merges and communicate application status via letters, emails, or Web site
- ◆ Standardize, simplify, and expedite the process with tasklist management features
- ◆ Keep financial aid information, including expected family contributions and qualification amounts, in one central location (dramatically simplifies student billing process)



“We were looking for an authoritative system that could deliver integrated student records and Web-based communication tools for parents and teachers. After evaluating twelve different options, we chose The Education Edge because it best supported our school's processes. The Blackbaud support team was also the most knowledgeable about their software system and how the solution would improve efficiency across departments.”

— Jeremy D. Meuser,
Director of Information Technology,
Orchard Lake Schools

“The Education Edge™ is the only software solution we found that can meet all of our organization’s needs. From streamlining our database management to creating customized reports to scheduling classes, this system does it all instinctively and takes us to a different level in terms of managing our school’s processes.”

— Maria Espinosa,
Fulfillment Fund

registrar’s office:

- ♦ Easily create report cards and transcripts that reflect your school’s style with a wide-range of formatting options
- ♦ Significantly reduce time spent creating complex schedules with sophisticated scheduling algorithms that consider: teacher availability and qualifications, class size, room types and availability, course rules, and gender balancing
- ♦ Accommodate school divisions (lower, middle, upper) that operate differently: For scheduling, choose “block,” “rotating,” “straight,” etc; for attendance, choose “day” or “class;” for grading, choose “semester,” “trimester,” or more for each division
- ♦ Quickly and easily perform mail merges
- ♦ Streamline lower school assessments by tracking student progress with skill-based grading
- ♦ Streamline attendance tracking — teachers can enter attendance for each class directly into the system to eliminate office runners
- ♦ Calculate “tardies” into absences based on your school’s policies
- ♦ Create honor rolls and class ranks according to your school’s policies
- ♦ Use multiple grade point average calculations (weighted or non-weighted, for example)
- ♦ Simplify the production of school directories and specialized lists with easy-to-use query and reporting tools
- ♦ Track disciplinary actions and letters to parents
- ♦ Track medical information, including nurse’s office visits, medications, immunizations, and more
- ♦ Track multi-family relationships and multiple address/contact methods, allowing you to send one mailing per family or multiple report cards for a single student



business office

- ◆ Assign specific fees and charges individually, based on parental requests and financial need
- ◆ Automatically generate fees and apply to statements based on your school's policies
- ◆ Support multiple payment plans, such as day school versus boarding tuition, and financial aid for each family
- ◆ Calculate tuition refund plan charges and credits based on financial aid
- ◆ Distribute responsibility for charges among multiple records
- ◆ Speed collections and simplify billing reconciliation with **Electronic Funds Transfer™** module
- ◆ Choose from a large collection of predefined reports to manage daily tuition operations, such as financial aid, aging, account distribution, late charges, etc.
- ◆ Quickly and easily perform mail merges
- ◆ Easily customize calculations and presentation of dunning, finance, and late charges based on your school's policies
- ◆ Automate high-volume transactions in book stores, cafeterias, and canteens with **School Store Manager™** module and summarize purchases on student statements
- ◆ Interface with leading tuition billing services
- ◆ Exempt students from late charges when hardships occur
- ◆ Provide a clear audit trail, making it easier for your auditor to verify your financial statements
- ◆ Forecast and budget with both internal and external reporting support and internal controls
- ◆ Instantly verify to donors how gifts are spent and determine how funds are divided among programs.
- ◆ Link gift records in **The Raiser's Edge®** to account balances in **The Financial Edge™** for a tight audit trail and simple, straightforward reconciliation
- ◆ Track and report at the project level with **Project, Grant & Endowment Management™** module

development office

- ◆ Get a complete view of constituent relationships by recording every interaction you have with prospects and donors
- ◆ Build better relationships, especially with alumni: store extensive information including interests, activities, and more
- ◆ Process and track any type of letter with the click of a button
- ◆ Merge data seamlessly with Microsoft® Word® document for correspondence and acknowledgements
- ◆ Access and create detailed or summary reports for donors, staff, and board members
- ◆ Give donors the option of electronic, hassle-free giving both online and offline
- ◆ Implement a recurring giving program that requires little-to-no ongoing staff involvement
- ◆ Create the **VSE** report quickly using the **Alumni™** module
- ◆ Enforce consistency — business rules set guidelines for how data is entered and used
- ◆ View-up-to-the-minute results for fundraising campaigns, including graphical representations of performance measures
- ◆ Access your most important tasks, reports, and analysis tools through customized dashboard and home page
- ◆ Analyze data and tailor reports to any audience
- ◆ Easily drill through to financial systems to identify how donor dollars were allocated
- ◆ Track all aspects of events — expenses vs. revenue, registrants, seating, reporting
- ◆ Communicate program results to executives, staff, and board members

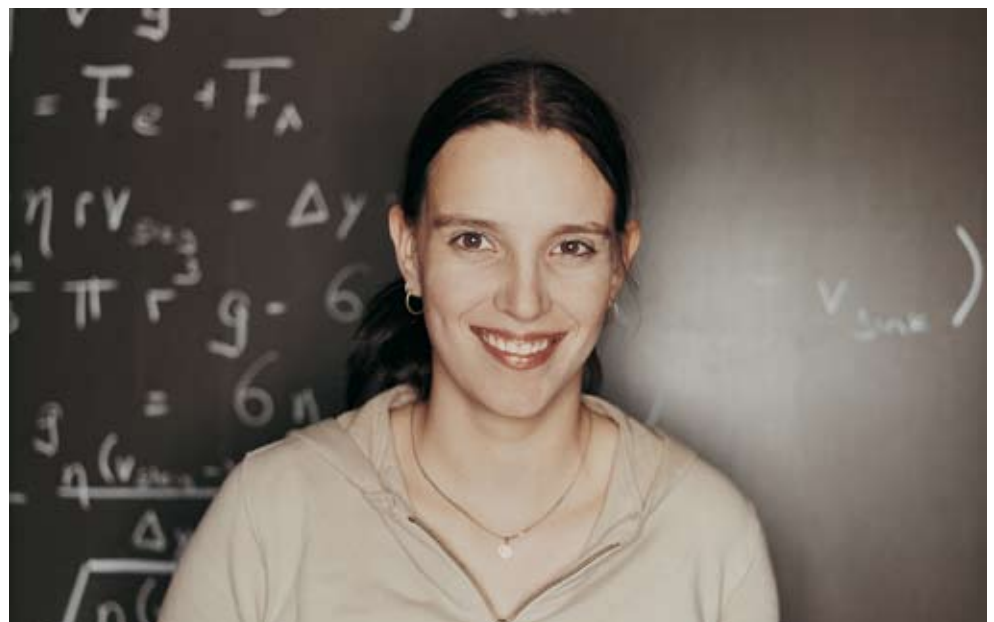


faculty

- ◆ Streamline daily grade entry by setting up gradebooks based on your own grading methods (teachers control how the assignments are calculated using weighted averages or total points methods)
- ◆ Enter assignments, indicating when they should be made available for students and parents to view online
- ◆ Enter grade comments with spell check and rich text formatting, allowing for bolding, italics, underlining, etc.
- ◆ Create detailed progress reports and missing assignment reports for students and parents
- ◆ View class-based statistics to analyze class performance on individual assignments
- ◆ View student contact and schedule information
- ◆ Enter attendance, conduct incidences, and student notes
- ◆ Enter and/or approve course selections for students
- ◆ View important school announcements
- ◆ Work from school or home using a high-speed Internet connection
- ◆ Allow advisors online access to advisee info
- ◆ Send personalized emails to students and parents

parents and students

- ◆ Access school records online to stay better informed of assignments and progress throughout the year
- ◆ Check daily grades, assignments, report cards, attendance, schedules, etc. conveniently online
- ◆ Access up-to-date billing statements online
- ◆ View professional-looking online report cards and transcripts in an easy-to-open .pdf format
- ◆ Enter course selections for the upcoming school year online
- ◆ Save the school printing and mailing costs by viewing and printing report cards and transcripts at home



web site

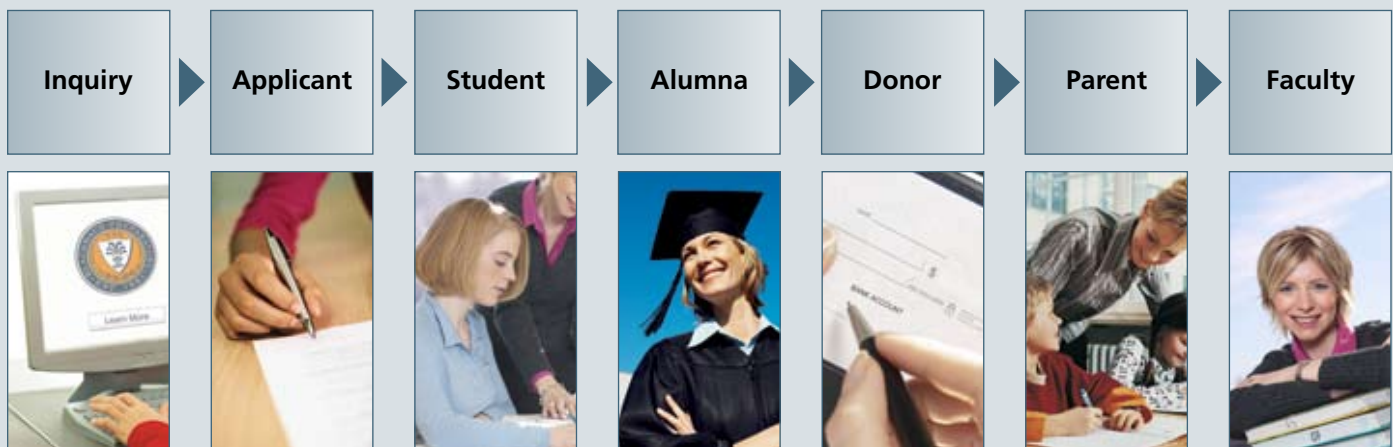
- ♦ Allow all community members permission-based access to all areas of your Web site
- ♦ Create multiple “communities” as part of your Web site — parent, student, alumni, prospective students, teachers, board members, etc.
- ♦ Easily update content in real time with simple development tools through a Web-based interface, eliminating the burden on IT staff and allowing for immediate updates
- ♦ Automate online donation processing, profile updates, and event registrations (seamless integration with **The Raiser’s Edge®** and **The Education Edge™** automatically updates information and reduces errors)
- ♦ Deliver targeted content based on each visitors’ unique interests
- ♦ Create and publish poll and survey questions so you can gauge constituent feedback and understand supporter preferences
- ♦ Display event calendars and host event registrations online to allow supporters to register and pay for single or multiple events in one transaction
- ♦ Allow constituents to securely update biographical information online
- ♦ Delegate responsibility for a certain group of constituents to one person (for example, allow a class agent to manage profiles for constituents in a particular graduating class and solicit support on behalf of your school)
- ♦ Use online communications to increase frequency of contact with parents and alumni; allow them control over which newsletters they receive
- ♦ Create donation forms with fund designations and dynamic giving levels based on a constituent’s profile and giving history
- ♦ Assign alumni a lifetime email address that can automatically forward messages to another email account they specify — a great way to capture email addresses and help ensure you can always reach alumni
- ♦ Allow alumni to share life events online with their peers
- ♦ Create searchable directories for different groups — school directory, teacher directory, alumni directory, etc.



“The Education Edge™ is an incredibly powerful solution. All student information is housed in one database, allowing us to eliminate duplication of effort between offices. As a result, we can cut down on unneeded data entry, giving us more time to focus on serving our students and faculty.”

— Juliane Acuff,
Director of Technology,
Christ Church Episcopal School

manage communication with your school community through an interactive Web site



implement with expert help every step of the way

“Blackbaud support is able to communicate on various levels of technical competencies, empowering anyone in the school to understand issues and solve problems proactively. It is important to us that everyone can get answers directly from Blackbaud in a way that makes sense to them.”

— Jeremy D. Meuser,
Director of Information Technology,
Orchard Lake Schools

Consulting Services:

Our expert consulting team leverages technology and independent and charter school expertise to help ensure your success. Services include business process improvement and technical consulting across product lines. From assessment and planning to program deployment and operation, our consultants provide a smooth implementation process that enables you to receive maximum value from your technology investment.

Training and Education:

Choose from a number of different training options to fit your schedule, budget and learning style. Blackbaud offers comprehensive classroom curriculum at our corporate headquarters and in cities across the country, or we can bring the classroom to you. Our curriculum can also be custom designed to fit your unique needs. In addition, we offer online courses that can be used for specialized job-specific or feature-specific training, as well as numerous learn-at-your-own-pace options.

Customer Support:

Our friendly, knowledgeable maintenance and support teams value lifelong relationships with our clients. Through education and support, we focus on empowering our customers to get the most from our software depending on their unique needs. Participants in any one of our Blackbaud Advantage Maintenance plans have access to a wide range of resources, including:

- ◆ Fast, reliable customer support accessible via the Internet, phone, or email
- ◆ Unlimited, around-the-clock access to self-service resources
- ◆ New software releases
- ◆ Embedded help files, user guides, and weekly technical bulletins
- ◆ User group meetings, Web forums, and regional conferences



trust the worldwide leader

Join more than 15,000 nonprofit organizations around the globe that depend on Blackbaud products and services for fundraising, financial management, business intelligence and school administration. Blackbaud is the leader in providing software and related services designed specifically for nonprofits.

Founded in 1981 and headquartered in Charleston, South Carolina, Blackbaud also has operations in Canada, the United Kingdom, and Australia.

blackbaud's total school solution options overview

The Education Edge™: Complete software solution for independent and charter schools that links student information across all school offices — options include:

- ◆ Admissions Office™
- ◆ Registrar's Office™
- ◆ Customization Tools: VBA™ and API™
- ◆ Faculty Access for the Web™
- ◆ NetClassroom™
- ◆ NetInquiry™
- ◆ NetMail™
- ◆ Online Admissions™
- ◆ Queue™ for Automating Tasks

The Raiser's Edge® — Complete fundraising and relationship management solution that helps you communicate with your constituents and make better decisions through segmentation, analysis, and powerful reporting options — allows schools to manage events, alumni/alumnae relationships, and planned giving programs

The Financial Edge™ — Full suite of financial management software that puts critical information into your hands to help you make key decisions — provides general ledger, accounts receivable, accounts payable, payroll, student billing, point-of-sale, and nonprofit-specific reporting functionality

Online Campus Community™ — Groundbreaking Web site management solution that shares a database with **The Raiser's Edge** and **The Education Edge**, allowing all Web content to be dynamically personalized for each visitor and easily updated in real time



Contact us today to schedule a solution demonstration or to learn more about **Blackbaud's Total School Solution™**:
www.blackbaud.com/totalschool

get started today

To learn more about **Blackbaud's Total School Solution™**, visit www.blackbaud.com/totalschool or contact your Blackbaud account representative.

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about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. More than 15,000 organizations use Blackbaud products and consulting services for fundraising, financial management, business intelligence, and school administration. Blackbaud's solutions include **The Raiser's Edge®**, **The Financial Edge™**, **The Education Edge™**, **The Patron Edge®**, **Blackbaud® NetCommunity™**, **The Information Edge™**, **The Researcher's Edge™**, **WealthPoint™**, and **ProspectPoint™**, as well as a wide range of consulting and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina, and has operations in Toronto, Ontario; Glasgow, Scotland; and Sydney, Australia.



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