

CUSTOMER SPOTLIGHT

The Fessenden School



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For more than a century, The Fessenden School has created a rich academic environment for boys in prekindergarten through ninth grade, but the school wanted to better engage parents. With the Cloud Solution for K–12 Schools, The Fessenden School grew parent logins by 100% while empowering students to manage their assignments and preparing teachers for the most relevant lessons.

Fessenden engages parents, students, and teachers with the cloud solution that connects the entire school.

Established more than a century ago, The Fessenden School near Boston offers a prekindergarten through ninth grade curriculum to train academically, socially, and emotionally successful boys. To achieve that mission year after year, the school partners with parents who cultivate the same values at home.

But the Massachusetts school faced challenges in reaching parents effectively; incohesive communication channels left little room for dialogue.

When the school invested in the Cloud Solution for K–12 Schools, it set out a digital welcome mat for parents to engage. Parents who logged in to view grades stayed to pay tuition—and vice versa—and logins grew by 100% immediately, according to Director of Technology Ced Paine.

The Fessenden School is powered by Blackbaud solutions for:

- ✓ Student information system
- ✓ Enrollment management system
- ✓ Learning management system
- ✓ Fundraising and CRM
- ✓ Fund accounting
- ✓ Tuition management
- ✓ Analytics
- ✓ Merchant services

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With a comprehensive solution designed to meet its specific needs, Fessenden offered a new level of engagement to its community. Parents could view grades in real time and with a comment system that offered context without requiring a call or in-person meeting. Plus, through conduct tracking, parents could view their sons’ behavioral development as well.

“You can recruit parents in the education process,” Paine said. “All parents are logged in at some point during the week, and most are logged in multiple times per week.”

Will Tuttle, the ninth-grade dean and a history teacher at Fessenden, said the school implemented the comprehensive cloud solution to increase parent engagement but improved the student experience along the way. Students can track their own assignments and learn about planning and managing tasks independently.

“It’s funny how little we have to do to get everyone familiar with the tools,” Tuttle said. “It’s just so easy.”



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240%

growth in total logins

Teachers can use data collected from their students’ work—specifically where students need further instruction—to guide future lessons. “Having all that information in a single place means our instruction reflects the needs of our students,” Tuttle said.

And whenever questions arise, Tuttle and Paine know they can count on Blackbaud to respond quickly.

“Blackbaud has excellent service,” Paine said. “Whenever I have a question, I can hop on the phone and get an answer within a half hour.”

Get more information about Blackbaud’s education management portfolio for K–12 schools.

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.