

CUSTOMER SPOTLIGHT

St. Paul's Episcopal Day School



“We avoided having to chase paper and checks. The solution is easy to use, and it cuts down on staff time involved in tracking deposits and recordkeeping.”

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—Jill McGee, Director of Admissions

St. Paul's Episcopal Day School's mission is to develop confident learners, ethical leaders, and compassionate, engaged citizens. The School achieves this by helping students reach their highest potential through academic programs, outstanding facilities, invested parents, and dedicated teachers. In addition, the School creates a setting where children engage in traditions that build appreciation, gratitude, and a sense of responsibility for their communities.

Overcoming Modern Challenges

Learning and leadership begin at St. Paul's Episcopal Day School for hundreds of students enrolled in pre-kindergarten through eighth grade in Kansas City, Missouri. With its 55-year tradition of shaping the next generation of ethical and engaged citizens, the School's very history serves as testament to its success.

But St. Paul's faced modern challenges: inaccurate data, a disjointed parent experience, and declining staff productivity. St. Paul's leaders wanted to

St. Paul's Episcopal Day School is powered by:

- Blackbaud Enrollment Management System™
- Blackbaud Learning Management System™
- Blackbaud School Website System™
- Blackbaud Student Information System™
- Blackbaud Raiser's Edge NXT®
- Blackbaud Financial Edge NXT®
- Blackbaud Smart Tuition™
- Blackbaud Merchant Services™
- Blackbaud Online Express™

address these challenges quickly without adding personnel, so they turned to Blackbaud—their partner for nearly two decades—for a more comprehensive portfolio that could tackle each obstacle.

St. Paul's invested in the Cloud Solution for K–12 Schools—a decision that paid off immediately. The School experienced a 63% return on investment in just the first year, according to a Total Economic Impact™ study conducted by Forrester® Consulting and commissioned by Blackbaud.

With Blackbaud as its partner, St. Paul's eliminated more than 4,000 hours of administrative work in the first year alone and increased its payment collection by \$125,000. Forrester found that by its third year, St. Paul's saved close to half a million dollars in paper, personnel, and technology expenses.

Accessing All Solutions in One Place

The Cloud Solution for K–12 Schools—which includes enrollment management, learning management, a student information system, and tuition management, among other key solution areas—replaced disparate data locations with a single source for parents and teachers. The Cloud Solution also replaced nine paper mailings with digital publications, cutting back on staff time needed to prepare a physical product and costs associated with its presentation and delivery.

Jill McGee, St. Paul's director of admissions, appreciated that Blackbaud's solution integrated fundraising and student services seamlessly. For example, with student data and fundraising data linked, the School never risked sending a solicitation to a family the same week a student landed on academic probation. “We have been a Blackbaud customer for almost 20 years,” McGee said, “so continuing to have our data within a Blackbaud system was a key deciding factor for us.”

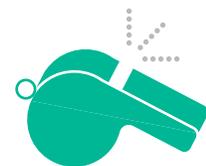
Teachers at St. Paul's wanted to increase communication with parents by providing a single login to access all school information. The School planned a gradual implementation of the new technology by rolling out the admissions solution in the first year and re-enrollment the following year. But given the ease of rollout and overwhelming parent satisfaction, St. Paul's moved up the timeline to implement both solutions in just three months.

St. Paul's also invested in solutions for tuition management and student billing. Parents previously signed up on paper, the School's staff manually processed payments each month. Now, Blackbaud handles the entire process automatically and saves invaluable staff time.



450

Students, from pre-kindergarten through eighth grade



41

Teachers



14

Administrative staff



**Investment
payback**
within 12 months

The Result: Saving Time and Growing Revenue with Blackbaud Solutions

Because St. Paul's lets them test-drive the Cloud Solution, parents embraced the transition. In turn, payment collection rose, delinquency fell, and revenue grew to the tune of \$127,000, according to Forrester.

Forrester's report showed that in addition to increasing access, accuracy, and efficiency, St. Paul's partnership with Blackbaud improved the School's competitiveness in both admissions and attracting philanthropic gifts. The study estimated a three-year operational cost savings of nearly \$300,000.

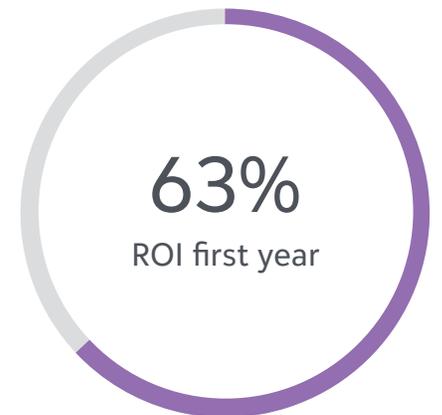
"We are excited about the future with these solutions," McGee said. "St. Paul's Episcopal Day School is connected in ways that we never thought possible. The staff is now able to spend more time focusing on students and less time on administrative tasks."

Ready to see what the Cloud Solution for K-12 Schools can do for your school?

[Learn more](#)



\$489,368
in benefits over three years



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—Jill McGee, Director of Admissions

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.