



CASE STUDY

Indiana District Gets Tremendous ROI with AlertNow

Brownsburg Community School Corporation (BCSC) is located in Brownsburg, IN, approximately ten miles from downtown Indianapolis. The school district consists of six elementary schools, two middle schools, one high school, and a second high school operated jointly with another district. BCSC serves approximately 7225 students and their families.

In an era of ever-tightening budgets, school districts using AlertNow benefit from a fast return on their investment. BCSC began using AlertNow at the beginning of the 2008-2009 school year. Faced with a significant budget shortfall and a resource conservation initiative, the district made the move to paperless communications in January 2009. AlertNow was an important part of that process.

“In response to our budget shortfall, we have had to use other resources, particularly electronic resources, to distribute information,” said Donna Petraits, BCSC Director of Communications. “AlertNow has played a key role in that effort. Although 95% of our households have computers, those without Internet access can sign up to receive school newsletters and information via an AlertNow call each Sunday evening. The brief call comes with a summary of the school newsletter for that week reminding parents of deadlines and important dates.”

Maintaining good communication with stakeholders is as important to BCSC as saving money. “During difficult times, communication becomes even more important,” said Ms. Petraits. “All schools are dealing with economic difficulties. The positive part of that is that it forces us to look for creative cost-saving solutions, both in terms of reducing dollars spent, and being more efficient with the dollars that we do spend. When a solution involves up-front costs, we want that cost to be recoverable in a fairly short window. In our case, the costs of using AlertNow have been recovered very quickly.”

BCSC is also using AlertNow to realize cost savings in other areas. “Our Food Service makes a call to families when lunch balances fall below a certain level,” said Ms. Petraits. “In any given week, we may have between 600 and 900 students whose lunch balances may fall below a minimum level at some point during the week. With AlertNow, we can send reminder calls to these households, saving printing and mailing expenses.”

“In all, BCSC has saved over \$100,000 in paper, printing, and postage through our use of paperless communications, e-news, and AlertNow calls,” said Ms. Petraits. “When considering the cost savings we have realized, particularly in our Food Service, AlertNow virtually pays for itself.”

Contact your regional account executive today by calling 800-213-7168, and learn how an investment in AlertNow can provide quick returns for your school district.