About MBUSD

• Serves Manhattan Beach, CA, in the southwestern portion of Los Angeles County.

• Seven schools – including one pre-school, five elementary schools, one middle school and one high school.

• Approximately 6,500 students.

• One of California's highest performing school districts, with a base Academic Performance Index (API) of 926 (on a scale from 200 to 1000) in 2010.

• http://www.mbusd.org/

"There Had to Be a Better Way"

Having been a local middle school principal and assistant principal for seven years, Manhattan Beach Unified School District Executive Director of Education Services Carolyn Seaton understood all too well the commitment of funding, staff and volunteer time it took to produce, distribute and process information elicited by schools'"first day packets" – a thick collection of forms and applications from a variety of departments, sent to families at the beginning of each school year.

> "What I saw and heard that day really excited me, and I left knowing that Manhattan Beach would also benefit from a relationship with InfoSnap,"
>
> - Carolyn Seaton , Director of Education Services

"After the wear and tear on our photocopy machines, the postage, the paper and all of the staff time required to compile these packets and mail them to the homes of our middle and high school students, we'd ask parents to fill out the same forms, year after year, and in some cases complete the forms two or three times if they had multiple children in our schools," said Seaton. "Then, once we received the forms from families, it would take us until the middle of November, if we were lucky, to enter the information into our database. There had to be a better way to do this!"

Ms. Seaton discovered "the better way" at the end of a meeting of regional school administrators in early 2008. An administrator from the neighboring El Segundo Unified School District made a presentation on her school system's experience with InfoSnap, a provider of online admission, enrollment and registration solutions with data integration services. El Segundo had begun working with InfoSnap in 2007, and was happy with the solutions and service provided by the company.

"What I saw and heard that day really excited me, and I left knowing that Manhattan Beach would also benefit from a relationship with InfoSnap," she said.

InfoSnap
A solution that registers.

Parents Provide Crucial Support

Convinced that InfoSnap would help her school district, Carolyn Seaton approached Manhattan Beach's very active and supportive Parent-Teacher Associations for financial help.

A spring, 2008 presentation by InfoSnap to the Manhattan Beach Unified School District Advisory Council helped seal the deal. The PTAs not only wanted to help the District collect information more efficiently; they also saw the InfoSnap system as the perfect way to collect and produce information for the family directories they published each year.

InfoSnap worked with Manhattan Beach administrators through the summer of 2008 to create and design electronic versions of forms. Once a beta site was ready, Seaton said a group of 20 testers – parent volunteers identified by the PTAs – tried out the system and offered valuable feedback.

The site went live and was launched in August, 2008 with letters and instructions on how to use InfoSnap from the principals of each school. To help "incentivize" parents, elementary school students' names were listed on class lists only after parents had completed the online registration process with InfoSnap. At the district's middle school and high schools, students received their class schedules only after the online registration forms were submitted.

Rave Reviews All Around

Participation rates have been strong across the board, according to Seaton, and particularly among middle and high school families. To address the needs of families with limited computer access, the District opened school-based computer labs to parents at the beginning of the 2009 school year.

"I think our parents really appreciate the efficiency of the online forms and information provided by InfoSnap, and feel better knowing that their emergency contact information is more readily accessible by their children's schools," she said.

About InfoSnap

InfoSnap®, Inc. is the leading provider of cloud-based registration management services, including online application, admissions, school choice/lottery, student enrollment and registration, and staff registration, designed specifically for Pre K-12 independent, charter and public schools. InfoSnap solutions provide: (i) secure, customized online forms based on the customer's existing business processes; (ii) powerful administrative portals for the review, editing and managing of data submitted online using Smart-Form™ technology; seamless data integration to the customer's student information system (SIS). InfoSnap was founded in 2000 and serves a growing client base of 650+ Pre K-12 customers around the world.