



Anglophone West School District Leverages SchoolCash to Improve Activity Fund Management & Drive Contactless Payments

The Challenge

In 2012, the New Brunswick government redrew the province's school district boundaries, resulting in a series of amalgamations. One such amalgamation led to the creation of the Anglophone West School District, a new school district combining three districts formerly based in Fredericton, Oromocto, and Woodstock.

For Marion Chisholm, the newly amalgamated district's Assistant Manager of Budget and Accounting, the merger presented significant challenges. "There was a lack of consistency in finance tracking, with each of the three former districts using different systems and processes to manage activity funds," recalled Ms. Chisholm. "The use of disparate systems made consolidated reporting and the implementation of internal controls difficult."

Reporting, in particular, was a constant thorn in the District's side as it required significant time and effort. "District staff were forced to gather information from each school individually and then manually collate data to build district reports," explained Ms. Chisholm. "Not only was this process tedious and time-consuming, but it also invited the possibility of errors because it was performed manually."

The District also faced challenges in collecting and processing cash payments.

"Our teachers and secretaries were being overwhelmed by cash handling responsibilities and the associated administrative tasks," said Ms. Chisholm. "As a result, school-level staff were often distracted from their core responsibilities."

To overcome these challenges, the District identified the need for a solution from a single vendor that could be deployed consistently across all schools.

"We knew getting all schools on a single activity funds accounting system would streamline our processes; however, to truly optimize our processes, we knew we had to reduce cash handling as much as possible,"

ABOUT ANGLOPHONE WEST SCHOOL DISTRICT

Anglophone West School District is a school district in western New Brunswick that serves the Fredericton, Oromocto, Woodstock, and Edmundston regions. Headquartered in the provincial capital of Fredericton, the District is responsible for educating over 16,000 students across its 69 schools. The District manages approximately \$7M in funds on an annual basis.

explained Ms. Chisholm. “For this reason, it was imperative we selected a solution that could fully integrate school-level accounting and management with online payments.”

Results

After adopting SchoolCash in March 2018, the District was able to achieve their goals.

“We’re saving a significant amount of time and effort now that we can easily generate and consolidate reports across all schools at a moment’s notice,” explained Ms. Chisholm. “Further, SchoolCash allows us to query all school bank accounts, providing us with real-time visibility into each school’s finances.”

Time-savings have also trickled down to school-level staff. “It seems almost everyone has more time on their hands than they did prior to the SchoolCash implementation,” described Ms. Chisholm. “Teachers are devoting less time to handling cash and secretaries are spending less time counting money, taking cash to the bank, and filling out deposit forms.”

These efficiencies were made possible in large part due to the District’s high online payment adoption rate. Through outreach efforts, the District has managed to achieve an impressive parent/guardian adoption rate of 77%.

“We promote SchoolCash Online as much as we can. Notably, we’ve placed a large, visible link on the district website, so all new families joining the school can easily access the platform,” explained Ms. Chisholm. “We also promote online payments through emails and newsletters that are sent to parents on a regular basis.”

The District recently moved to KEV’s Value-Based Pricing model to ensure equity for their parent/guardian community and leverage the savings that the model provides. With Value-Based Pricing, every

parent/guardian pays the same price for an activity fee regardless of the payment type used.

“Our experience has been that parents/guardians are willing to pay a nominal fee for the convenience of making online payments,” explained Ms. Chisholm. “Plus, Value-Based Pricing allows us to lower our SchoolCash subscription fees and eliminates our annual merchant credit card processing costs. We will be using the savings to offset the costs of other educational programs.”

Currently, the District is rolling out online permission forms through SchoolCash Forms—KEV’s digital form creation solution. The District is particularly keen to use the solution to build digital permission forms for its fluoride treatment program, which will allow school administrative staffs to generate reports and quickly communicate to teachers which students are eligible to receive the treatment.

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By the Numbers



**K-12 Schools
Served**

69



**Number of
Students**

22,000



**Funds Managed
Annually**

\$7M



**Online
Adoption Rate**

77%

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— **Marion Chisholm**

Assistant Manager of Budget and Accounting



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KEV Group provides the most comprehensive activity fund management solution that enables K-12 schools to manage every dollar efficiently, accurately, and consistently. By seamlessly integrating and automating all activity fund management processes, the SchoolCash platform provides real-time visibility and control over how districts and schools create, collect, manage, track, and reconcile activity funds. Parents benefit from an easy-to-use solution that offers convenience and supports all payment types. More than 17,000 schools across North America rely on SchoolCash to manage over \$3 billion in activity funds annually. Visit kevgroup.com to learn more.