



Gloucester County Public Schools

Connect. Engage. Inspire.

Gloucester County Schools in Virginia has been using SchoolFunds Online as their school-level accounting software since 2015. In 2021, they added SchoolCash Online to ensure that they could continue to streamline and simplify their school activity fund management processes and payments.

In their inaugural year, they had limited adoption and usage by their parent/guardian community. For the 2022/2023 school year, they made driving SchoolCash Online adoption and usage a priority. By doing so, they saw a 120% increase in adoption and a 425% increase in usage in just two weeks.

We talked to Heather Lucas, Chief Financial Officer at Gloucester County Schools, to learn how they went about achieving this success.

How long has your district been using SchoolCash Online?

This is our second school year using SchoolCash Online.

What challenges was the district experiencing that led to the adoption of SchoolCash Online?

With more and more workload going to teachers, we were trying to come up with a solution to get money out of the classroom, so that they didn't have the responsibility of collecting fees and getting funds to the bookkeeper each day.

Why did the district choose the SchoolCash platform? How did it differ from competing solutions?

Prior to the availability of SchoolCash Online, we used another online payment program. One of the issues with this competing system was that the funds only flowed into SchoolFunds Online twice a month. We like how the funds from SchoolCash Online come through daily into SchoolFunds Online and how SchoolCash Online is fully and seamlessly integrated with the SchoolFunds Online accounting system. This allows us to be able to set up each of the items to flow directly into the right account, reducing a considerable amount of workload for our bookkeepers.

By the Numbers



Number of Schools

8



Number of Students

4,921

SchoolCash Solutions

- SchoolFunds Online
- SchoolCash Online

In what ways has SchoolCash Online improved the way your district manages activity funds? How has it helped improve productivity or saved time?

Anything we can do to reduce the amount of cash that comes into a building is a positive improvement. Because we are small district, we don't have a lot of segregation of duties and moving activity funds management online prevents misappropriation.

Having funds automatically flow into the correct accounts also helps reduce the strain on the bookkeepers' time since they don't have to do daily bank deposits and balance the funds.

We are just learning how to fully leverage the system, and we can see where it will help as we become more familiar with all the features and functions.

Can you share any feedback you have received from stakeholders? What benefits are they experiencing?

The bookkeepers are surprised by the number of parents that have registered and are using the platform. Some schools didn't anticipate such a positive reaction. Parents are so used to paying for everything online these days and appreciate the convenience of being able to pay for school and district fees through a single system.

Can you share the strategies that your school board has used to encourage parents/guardians in your community to use SchoolCash Online?

One thing that's helped a lot was assistance from our dedicated Client Success Manager.



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KEV Group provides the only unified school activity and district fee management solution that enables K-12 schools to manage every dollar accurately, consistently, and efficiently. 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 school activity and district fees. Parents benefit from an easy-to-use solution that offers convenience and supports all payment types. More than 17,500 schools across North America rely on SchoolCash to manage over \$3 billion in activity funds annually. Visit kevgroup.com to learn more.

She provides us with guidance through weekly meetings: this really had a major impact. We also took advantage of all the support resources KEV Group makes available – templates for email blasts, newsletters, and social media posts – and did some marketing to parents during open houses. It's also important to educate staff on why we're doing it, to ensure we have their understanding and support.

Which strategy did you find the most successful in driving parent/guardian adoption of the platform?

Turning on the auto-subscribe feature in conjunction with emails and social media. Something else that was important to our success was timing. When we started with SchoolCash Online during the last school year, it was mid-year and it didn't really catch on. In making the commitment to being successful this year, we started strong right at the beginning of the school year, when there is plenty of activity and need for the platform.

What advice do you have for other districts to increase parent/guardian usage of the platform?

Our biggest piece of advice is to work with your Client Success Manager and leverage their experience and expertise. They can help make the process easier and less overwhelming by breaking it down into manageable bites.