



KEV Group Helps Ascension Parish School Board Streamline Activity Fund Management

The Challenge

In 2011, Ascension Parish School Board reimagined its end-to-end activity fund management process by implementing SchoolCash Management from KEV Group for its 32 schools.

Prior to the implementation, the Board relied on manual processes to manage funds across the district. These manual processes led to inefficiencies that made tasks such as reconciliation time-consuming and error prone. Board staff also had difficulty accessing and reporting activity fund information, resulting in cumbersome audits and an overall lack of transparency.

For Kimneye Cox, Ascension Parish's Director of Business Services, KEV's solution paid immediate dividends.

"Aside from significantly reducing administrative inefficiencies, SchoolCash Management eliminated barriers by connecting staff, allowing us to establish more consistency and transparency across the district," explained Ms. Cox. "Furthermore, SchoolCash Management provided us with centralized tools for board-wide, consolidated reporting that helped us achieve cleaner audits."

Despite the improvements delivered by SchoolCash Management, the Board still

faced problems managing activity funds stemming from its use of a competing online payment system.

"Our previous online payment system was unreliable and time consuming," recalls Ms. Cox. "It presented difficulties for both district and school staff, as well as for parents trying to make payments online. The system also lacked certain automated capabilities, often resulting in staff members having to perform manual re-entries. For example, the system only processed payments; it did not automatically post transactions to the general ledger."

Generating refunds for online payments was a significant pain point for the Board.

ABOUT ASCENSION PARISH SCHOOL BOARD

Ascension Parish School Board operates 19 elementary schools, nine middle schools and four high schools, delivering educational services to more than 23,000 students. Headquartered in Donaldsonville, Louisiana, the Board serves the greater Ascension Parish area.

“Our staff dreaded having to issue refunds as it was a constant source of frustration,” said Ms. Cox. “Our online payment system lacked intuitive functionality for refunds, which meant that our staff had to undertake a difficult and time-consuming process each time a parent requested a refund.”

These shortfalls, combined with the Board’s desire to promote contactless payments for school activities, prompted the Board to replace its existing online payment system.

Results

In 2020, the Board evaluated and selected SchoolCash Online as its new online payment system. The selection was based on the quality of support provided in previous years by KEV’s Client Success team and the district-wide improvements achieved through SchoolCash Management. Moreover, by adopting KEV’s online payments solution, the Board could reap the benefits that working with a single vendor would provide.

“We knew that working with a single vendor would eliminate the need to reconcile multiple systems, while also providing improved transparency over all processes,” explains Ms. Cox. “We also realized that consistency in payment tracking and across the Chart of Accounts would provide a more comprehensive audit trail.”

“After conducting a thorough evaluation, our team came away thoroughly impressed with the intuitive nature of SchoolCash Online and the robust functionality that it offered,” recalls Ms. Cox.

Beginning in August 2020, the Board launched a pilot program by implementing SchoolCash Online at three of its schools and expanded its use board-wide in January 2021.

Once fully deployed, SchoolCash Online made an immediate impact. In 2020/21, the Board collected \$1.3M in activity funds through SchoolCash Online thanks to an impressive parent adoption rate of 68% accomplished in its first year using the platform. Equally inspiring is the number of items the board has already posted through the platform: 1,300.

“Unlike our previous system, SchoolCash Online automatically reconciles and deposits fees into a school’s bank account—no manual intervention is required. Furthermore, all transactions are automatically written back to the general ledger,” said Ms. Cox. “These automated capabilities have eliminated several time-consuming processes, freeing up staff members to focus on higher impact tasks.”

To offer increased flexibility to parents, the Board also adopted KEV’s point-of-sale terminals at 10 schools across the district.

“KEV’s point-of-sale devices allow our school staff to process credit and debit card payments in an integrated fashion, eliminating the need for manual re-entry” explains Ms. Cox. “All payments are automatically posted to the correct general ledger account and deposited into the desired bank account.”

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Ascension Parish School Board by the Numbers



K-12 Schools Served
in The District

32



Funds
Managed Annually

\$8.6 MILLION



Annual SchoolCash Online
Transactions in 2020-21

\$1.3 MILLION



Parent
Adoption Rate

68%

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— **Kimneye Cox**

Director of Business Services, Ascension Parish School Board



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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, our solutions provide real-time visibility and control over how districts and schools create, collect, manage, track, and reconcile school activity and district fees. Parents/guardians benefit from an easy-to-use solution that offers convenience and supports all payment types. More than 25,500 schools across North America rely on KEV to manage over \$4 billion in activity funds annually, and over 40% are members of the Council of the Great City Schools. Visit kevgroup.com to learn more.