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## CUSTOMER STORY:

# The Fessenden School

**Blackbaud's onCampus™ and onRecord™ helped the Fessenden School increase parent logins by 100%.**

The Fessenden School in West Newton, MA, offers curriculum and educational programs specifically designed to meet the needs of Pre-K through 9th-grade boys. The school was looking to transform its online interactions to achieve an educational journey that enhanced student learning and increased parent engagement. Will Tuttle, associate director of academic technology at Fessenden School, understood the value of having the whole school connected, which led him to choose Blackbaud's onCampus™ and onRecord™ products.

*“Parents can see what their son is doing up front and get more involved with the actual process of learning. It goes beyond just seeing an assignment or a grade at the end. Teachers, students, and parents are connected and in the loop starting on day one of the learning journey with onCampus™ and onRecord.”*

*—Will Tuttle, Associate Director of Academic Technology,  
The Fessenden School*

### HOW HAVE TEACHERS USED ONCAMPUS TO POSITIVELY IMPACT LEARNING INTERACTIONS?

“A huge change has occurred at the Fessenden School. There is greater insight into the classrooms. The English department is using the onCampus discussion boards, and parents are now able to see the different ways in which their sons are actively participating in class. Now, student's don't just see the assignment outline, but see the actual individual assignment details and all the various resources to support that assignment. Our science teachers are flipping the classroom because of this. The amount of teachers who are taking advantage makes the learning experience far more robust. Parents see the difference.”

### HOW HAVE STUDENTS TAKEN TO ONCAMPUS?

“One transformation we saw was how the students use the assignment channel in onCampus. It's a built-in productivity tool. Students are not only able to keep track of their upcoming assignments, but keep track of the ones they have completed as well. This gives them the ability to plan better for those long running due dates. It helps support our students in becoming more independent with managing their responsibility. It has been remarkable from the parent and the teacher perspective to see how much more on top of their assignments students have been. It's been fantastic.”

## HAS THE ONCAMPUS™ USER EXPERIENCE CHANGED THE WAY YOU INTERACT ONLINE?

"I think the way in which we communicate as an institution has changed as a result of implementing onCampus. It has made us think differently about how we interact with our community. Not just with parents but with alumni, faculty, and staff members. That is a direct result of the ease of use. It's no longer a hurdle as it was in the past. We are reaping the benefits from products that are cleaner, far more intuitive, and mobile-friendly. I think when you have that confidence and when our staff has that confidence in the products, we communicate more effectively and timely. We always describe the "ON" products as an elite communication tool."

## WHAT COMMUNICATION BENEFITS ARE YOU SEEING AT THE LOWER SCHOOL LEVEL?

"Showing inside the classroom is meaningful to families. Providing a sense of transparency with announcements on a teacher's class page and communicating through the interactive newsletter that includes current photos and videos. At the lower school level, it's important because the students are still transitioning to what life is like at school. For the parent, it has been so valuable to get that insight into life at our school. Parents have an easy connection to the class now. They have access to the classroom right from their phone and have a true sense of the exciting things happening and the learning that is going on."

## WHAT HAS CONTRIBUTED TO A 100% JUMP IN PARENT LOG INS?

"Traditionally parents were logging in for their nuts and bolts items. Just to check in when the grades came out. But the content that's been coming from our teachers now and the shift in our culture has had a big impact. After implementing onCampus and onRecord, parent logins jumped by 100%."

Teachers are maximizing the topics pages where students can access their assignments and easily watch a video. Parents are seeing the work that the student is doing. Teachers can do that in a way that both the parent and student are engaged and can see from beginning to end what happens when the assignment is given, when the student does the assignment, then when the grade is given.

Parents are not only receiving the information, but they are interacting with that information. Which is great. They can be a part of the learning process."

Learn how to connect your whole school. Visit [k12.blackbaud.com](http://k12.blackbaud.com) to get started today! ►



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