

CUSTOMER SPOTLIGHT

NSU University School

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NOVA SOUTHEASTERN UNIVERSITY

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—Jacob Glickman, Associate Head of School Operations

NSU University School is an independent college preparatory school in Southeast Florida that stands out for its unique governance model as an academic center of a university. It serves over 2,000 students from preschool to grade 12 and has the distinction of having all its graduates accepted to top colleges and universities.

As part of its ongoing commitment to innovation and academic excellence, USchool chose to replace outdated software with Blackbaud’s K–12 solutions, including enrollment, student information and learning management systems (SIS and LMS), financial aid, and tuition management. They now have a unified platform that better supports their mission to foster personalized excellence in academics, extracurriculars, and service.

USchool Achieves a Scalable, Integrated Ecosystem with Blackbaud’s K–12 Software

Previously, USchool operated under the constraints of outdated legacy systems that hindered efficiency and productivity, relying on middleware solutions that were not scalable and required extensive manual intervention to maintain operations.

Associate Head of School Operations Jacob Glickman explained that managing these systems consumed a considerable amount of time and resource, forcing some staff to spend as much as a third of their work hours on nonproductive maintenance tasks, like manually editing data fields from their SIS to meet the data types and requirements in secondary communication messaging and security sub-systems, and auditing role-based access control for users across multiple security tenets.

NSU University School is powered by:

Blackbaud Enrollment Management™

Blackbaud Learning Management System™

Blackbaud Student Information System™

Blackbaud Tuition Management System™

Blackbaud Financial Aid Management™

“Our leadership sought an ecosystem rather than just a product, aiming for robust technology infrastructure, seamless vendor integrations, and the ability to reallocate staff time from manual administrative tasks to more mission-driven, proactive work,” Glickman said. “Blackbaud SKY API and Blackbaud’s suite of education management, tuition management, and financial aid solutions enabled us to automate processes, improve productivity, and enhance customer service, while also providing flexibility to integrate with best-in-breed partners for specialized needs.”

Realizing Transformative Potential

USchool began with a phased approach to Blackbaud’s solutions. Starting with enrollment management and SIS, the school quickly realized the transformative potential of Blackbaud’s connected ecosystem. They looked more closely at Blackbaud’s LMS, which was included with the SIS at no additional cost. Finding that they could get all the features and tools teachers and students needed and save \$25,000 per year by eliminating their external LMS, they did just that.

Then, midway through what they found to be a positive implementation process, USchool expanded its scope to include Blackbaud’s financial aid and tuition software. Glickman noted the long-term ROI promised by consolidating all systems on a fully integrated platform.

Saving Time, Reallocating Resources

Blackbaud’s K–12 solutions immediately delivered tangible benefits for USchool. One of the most significant impacts was the reallocation of staff time. By eliminating the need to maintain inefficient middleware systems, the technology team gained more than 450 hours back annually. They were able to redirect those resources to proactive, mission-critical initiatives such as classroom support and community engagement.

Another major win was improving the parent experience. Staff who previously spent their days manually reconciling systems could now dedicate their time to building relationships with families. For example, help desk technicians reduced their time spent managing manual systems from 10 hours a week to 1.25 hours. This freed them to focus on personalized phone calls with parents, elevating the school’s customer service experience.

“Blackbaud didn’t just save us time; it let us reimagine how we use our resources, redirecting our staff’s energy toward relationships, innovation, and service,” said Glickman. “Every hour saved with Blackbaud is an hour we can spend living our mission better.”



\$25K

saved annually by switching to Blackbaud’s integrated LMS



450+

hours saved annually by switching to Blackbaud



20%

increase in financial aid application rate by removing barriers for families





Breaking Barriers, Building Connections

Blackbaud's tuition and financial aid software transformed the school's approach to financial processes. The school saw a notable increase in their financial aid application rate, rising from 20 percent to 24 percent of students. "We have a relatively stable population eligible for student aid, so seeing an increase in the application rate shows me that Blackbaud Financial Aid Management helped remove barriers for families, making the process more accessible and seamless," added Glickman.

USchool also saw significant improvements in tuition management. The percentage of families using auto-pay increased from 85 percent to 90 percent, reducing work in the business office and improving operational efficiency. Parents also benefited from an enhanced user experience, with one login to apply, sign contracts, pay tuition, and check grades and schedules.

Investing in a Future with Blackbaud

With ongoing enhancements to all Blackbaud solutions and leveraging the vast experience in Blackbaud's K-12 peer community, the school is preparing to refine its processes further, creating an even smoother experience for students and families.

The school is exploring opportunities in the Blackbaud Marketplace to extend their tech stack via secure application program interfaces (APIs) with specialized vendors for student health, camps, and more, and even involve students in coding projects that develop customized integrations. By blending technology innovation with educational opportunities, USchool is paving the way for a more engaged, connected, and future-ready school community.

"Blackbaud's technology allows our mission to drive our business rules, not the limitations of our software. That is the true transformation Blackbaud provides," said Glickman.

Drive impact for your K-12 school with essential purpose-built software.

[Learn more](#)



90%

of families use auto-pay, reducing staff workload

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Operations