



## Geography

- North America

## Industry

- Education

## Business Need

- Manage and track the school system's communication to and from students, parents, residents, and public officials
- Ensure full compliance with all county regulations
- Provide powerful communication related metrics and reporting

## Solution

- Fairfax County Public Schools has built on their reputation as a technology leader by using Column Case Management to help manage communications, meet compliance demands, and improve student achievement.

# Fairfax County Public Schools

## Column Case Management Delivers Improved Communications at Fairfax County Public Schools

Fairfax County Public Schools selected Column Technologies for a full lifecycle implementation of their Column Case Management solution. Today, they use Column Case Management to effectively manage and track their communications with students, parents, residents, and public officials.

Located just across the Potomac River from Washington DC, Fairfax County is the area's most heavily populated county. It's also home to Fairfax County Public Schools, the nation's 12th largest school system with over 22,000 employees and some 168,000 students. Already well known for providing world-class teaching and learning, the school system also has a national reputation for integrating technology that has been recognized by publications such as CIO and Computer World.

### THE CHALLENGE

Like other school systems, Fairfax County Public Schools must balance the pressures of increasing enrollments and decreasing budgets with the demand for higher levels of service. Among the FCPS organizations that must do more with less are the superintendent's office and school board, each of which must respond to an ever-growing number of requests, comments, and complaints.

While effective communication may seem to be simply good customer service, there's strong evidence it plays an important role in student achievement. FCPS leadership understands they must continually engage students, parents, residents and public officials to build support for quality education. At the same time, their messages must each meet rigorous county regulations such as those that govern student confidentiality. For these reasons, responsible, cost-effective communication management is among the school system's principal challenges.

Though FCPS had invested heavily in technology, they used an outdated manual process for their communication tracking. Faced with inconsistent, difficult-to-access data and a growing school system, they needed a solution that allowed them to submit, update, and report on their efforts.

### THE SOLUTION

The school system began looking for a ready-made case management solution, and they soon found Column Case Management. After a careful review, they realized Column Case Management was an easy choice: it met all of their requirements and it would not require expensive customizations. It also provided robust parent and child tracking, securely handled sensitive information, and allowed them to segregate data so the school board and superintendent's office could use the same solution.

## THE PROCESS

Shortly after FCPS selected Column Case Management, Column consultants began an in-depth evaluation of the school system's requirements, processes, and technology. After a successful pilot program showed the solution would meet the needs of both the school board and superintendent's office, FCPS decided to go forward. Column consultants played a key role throughout the following development and testing, and they helped the implementation team deliver the case management solution just six weeks after they began.

## THE RESULTS

Today, Fairfax County Public Schools' superintendent's office and school board both use Column Case Management as a single point to manage their communications. It offers users a full view of a case's history from the initial request through to its close. Clear, easy-to-use interfaces help speed data entry, reduce duplicate effort, and ensure the school system is fully complying with strict county regulations. In addition, the solution provides dramatically improved reporting. Among the options: reports can show cases associated with one or many students, parents, events such as the release of standardized test scores, or policy changes such as redistricting initiatives. Users can also learn how similar cases have unfolded to help them decide where to best use their limited resources.

## THE PLANS

With Column Case Management, FCPS is again among the leaders in technology integration—and they are already building on their success. FCPS Human Resources is preparing to tailor Column Case Management for their Benefits Processing and Human Resources Client Services organizations. Its multi-tenant features will protect sensitive data, and FCPS leadership expects the solution's search, business intelligence, and reporting features will contribute to an increase in productivity. In all, the phrase "a win-win situation" accurately captures Fairfax County Public Schools' experience with Column Case Management. While FCPS looks on their achievements with deserved satisfaction, there's a growing sense the best is yet to come.

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### About Column Technologies

Established in 1998, Column Technologies is a global technology solutions provider. Headquartered in the United States, Column has offices in India and the United Kingdom, as well as a global partner network.



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Origin date 01/15–Control#20150101