

# EMS Case Study

Boulder Valley (CO) School District



**EMS Enterprise™ helps turn empty spaces into fuller coffers**

## An In-House Revenue Generator

The Boulder Valley School District's mission is "to graduate students in the New Century who have the knowledge, skills and personal characteristics that will make this world a safer, more thoughtful and more inclusive place in which to live."

At any given time, this Colorado school district is responsible for providing that caliber of education to almost 29,000 students in its pre-schools, elementary, middle and high schools, which are located in 54 buildings. Funding K-12 education is always a challenge, but in this case the district's buildings and facilities are footing part of the bill with the help of EMS software. By using EMS Enterprise, Boulder Valley's staff efficiently rents out unused classrooms, gyms, sports fields and other district facilities.

"In the last three years it's been very apparent to everyone this is a huge revenue generator," said Facilities Use Manager Kim Jensen Black, who estimates renting the otherwise unused space earned \$740,000 in the last year. In turn, that money went back into the district's general fund and can be spent wherever the need is greatest.

Her department of three employees is in charge of renting out and invoicing the 1,694 spaces, athletic facilities and auditoriums that are available throughout the year to community groups, educational services and enrichment programs for students. Last year Black's department rented a total of 454 spaces.

"We are always in EMS. It's our whole day," Black said.

### Fast Facts

- Approximately **1,694** spaces
- **\$740,000** in rental fees generated in one year
- **EMS Enterprise** assists school district to efficiently rent out classrooms, gyms, sports fields, etc.

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## Putting Every Penny in Place

The district has been an EMS customer since 2004, but that doesn't mean Black or her staff has forgotten the pitfalls of their previous system, which lacked checks and balances, invoicing capabilities and safeguards against double booking.

"With all of EMS' reporting tools, nothing falls through the cracks anymore, and we've seen the difference in our revenue," Black said. "EMS has allowed us to schedule and be confident we're not going to double book anything."

EMS Enterprise's email capabilities also come in handy, allowing the facilities management staff to efficiently communicate with their customers from initial reservations, to any potential changes to collecting payments.

In addition to using EMS Enterprise to track available space and the rental revenue it generates, Black said that almost all of the district's schools are onboard with the Virtual EMS web-based tool and enjoy posting their events and viewing all the activities going on in each building.

"They love it. They love that they can put their own school functions in. They say it's very easy to use," Black said.

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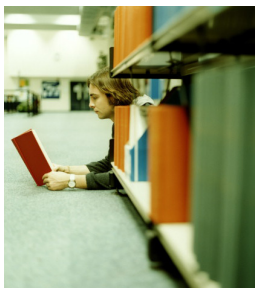
## Future Potential, Future Pennies

With their invoices and calendar in order, the district would now like to further utilize EMS' reporting capabilities to analyze the years of facilities data it has collected since first adopting the software. By building reports and recognizing trends, the facilities management team may be able to identify other areas where revenue can be generated. Black said Dean Evans & Associates staff was extremely helpful with the initial setup, and she plans to take advantage of additional training opportunities to learn more about gathering statistics and running reports in EMS.

"We just want to take it a step further with statistics," she said. By using EMS reports to gather more detailed information on different buildings and facilities, the district will be on track to rent out more rooms and reap the financial rewards.

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For more information on Dean Evans & Associates, and the company's event management, master calendaring, online registration and survey software products, go to [www.dea.com](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.



# EMS Case Study *Rochester (MI) Community Schools*



## Background

Located in southeastern Michigan, Rochester Community Schools (RCS) is comprised of 13 elementary schools, four middle schools, three high schools and three additional small use facilities. More than 14,400 students attend school in the district, which employs 1,800 full time staff.

## The Difficulties

“Before EMS was installed, we had a complicated and inefficient way of handling our facility use. And our old system was cumbersome, repetitive and lacking in reporting capabilities,” says Wendy Andridge, Facilities Operations Manager.

The old decentralize procedure was time consuming and confusing:

- Facilities assigned rental fees based on their interpretation of complex pricing structure
- Contracts were sent to RCS Admin. Center where additional fees might be added
- Another department created invoices after events
- Bills and payments were not tracked accurately
- Communication among schools and departments was difficult at best

Lost revenue due to missing, inaccurate or incomplete paperwork was not uncommon. In other situations, there were both financial consequences and embarrassment when a room was double-booked due to an oversight or the lack of communication. “Bumping,” as Andridge refers to it, was one of the district’s biggest complaints.

## Fast Facts

- Michigan school district replaces multiple scheduling systems with EMS Enterprise; creates standard, **district-wide scheduling process**
- More than **5,000 reservations** scheduled per year
- Space rental revenue jumps **from \$85,000 pre-EMS to \$960,000** annually in five years

## The Optimal Solution

After a year-long evaluation process involving representatives from each of the district’s major operational areas, Rochester Community Schools chose EMS Enterprise. “There is absolutely no comparison between our old system and EMS,” says Andridge.



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Today RCS uses EMS Enterprise and the Virtual EMS web interface to handle all of their facility scheduling and calendaring needs. The numbers:

- Meetings and events scheduled in 500+ rooms, athletic spaces and common areas
- 5,000 reservations per year
- \$960,000 in 2007-2008 revenue resulting in a \$550,000 contribution to the general fund
- Yearly revenue up from \$85,000 pre-EMS and \$739,000 as recently as 2005

These numbers were unimaginable before RCS purchased EMS and revised their reservation processes.

Beyond the streamlined booking of space, the district is enjoying simplified communication between the Administration Center and the schools through EMS's reporting and email capabilities. Staff members in all areas are benefitting from EMS, including custodians who are better able to anticipate workloads through the printing of Event Schedules and Setup Worksheets.

Wendy Andridge sums up the system's impact at Rochester Community Schools: "EMS has been the essential ingredient to our ongoing success with revenue generation related to building usage. The software has provided an excellent tool for decision making and facility management and has increased our communications across our district."

And in an era of school budget cuts and belt tightening, where every facility rental dollar makes a difference, that kind of control can be crucial to a district's success.

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**"After EMS implementation our net revenue increased from \$85,000 to \$960,000 annually in just five years."**

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