

CUSTOMER SPOTLIGHT

Ensworth School



ENSWORTH

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”

—Jason Hiatt, Director of Technology, Ensworth School

Powered by Blackbaud’s Total School Solution, Ensworth School has deepened its use of integrated technology to nurture collaboration, strengthen communication, break down silos, increase efficiency, and provide an intuitive user experience that supports all stakeholders at the Nashville school.

Ensworth embraces integrated technology, opens doors to new ways of working together

Ensworth School strives to inspire K-12 students to be intellectually curious, use their talents to the fullest, be people of integrity and contributors to society. That mission has resonated with many families in Nashville, Tennessee, and with the addition of a 127-acre high school campus Ensworth’s enrollment has grown to 1,200.

The school’s use of technology to power Ensworth’s mission has grown as well, and their relationship with Blackbaud has deepened in dynamic ways over the three past decades.

Ensworth connects across both its campuses, using Blackbaud Raiser’s Edge NXT to support fundraising and Blackbaud Financial Edge NXT for financial

Ensworth School is powered by:

Blackbaud Enrollment Management System™

Blackbaud Tuition Management™

Blackbaud Student Information System™

Blackbaud School Website System™

Blackbaud Raiser’s Edge NXT®

Blackbaud Financial Edge NXT®

management, alongside Blackbaud's K-12 education management portfolio to manage enrollment, tuition, the school website, student information, and classroom learning.

With Blackbaud's Total School Solution, Ensworth has strong, integrated technology with single sign-on convenience. Plus, the school has the flexibility to seamlessly add applications provided by Blackbaud partners through the Blackbaud Marketplace, as well as online educational publishing offerings available with Learning Tools Interoperability (LTI).

"In today's world, where everyone has so many different passwords to so many different sites, we want to get it all under one umbrella," said Ensworth's Director of Technology Jason Hiatt. "Being a teacher, coach, staff member, or administrator at school is complicated enough. Why wouldn't we want to provide everyone with a single sign-on to make it easier and support their success?"



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Making Tuition Management Easy for Everyone

During their technology journey, Ensworth's stakeholders have seen notable leaps in efficiency.

In the past, Hiatt said he would dread the season when contracts were being set up and renewed because of the busywork and headaches it created.

"When Ensworth School adopted Blackbaud Tuition Management," he said, "my life was instantly better."

Families noticed as well: "You have made this so easy," parents told school staff.

Blackbaud Tuition Management seamlessly synchronizes with Blackbaud Enrollment Management and ultimately Blackbaud Raiser's Edge NXT, so the school can track a student's progress from "inquiry to alumni," without data re-entry by staff or parents.

"From the moment they visit or inquire, students and their families are in our system," Hiatt explained. "Once we go through the enrollment piece, all the checklists and the application are there for them. If they accept that, they complete the enrollment contracts and their data flows into tuition management with a contract."

Syncing With the Fundraising Side

Students and family members are also added to push notification groups in Tigernet. Named for the school's mascot, Tigernet helps connect the school community and incorporates Blackbaud solutions for the school website, student information, and learning management.



100+

annual work hours

saved by reducing data entry
during enrollment





When students graduate, their status is updated in Tigernet as well as the school's Raiser's Edge NXT database, which the school uses to fundraise and nurture relationships with supporters. That last sync happens thanks to an integration with Raiser's Edge NXT that ensures that student and family records in the school's fundraising CRM automatically reflect other updates from Blackbaud education management, such as address changes.

"Before it had all been so siloed," said Registrar and Database Manager Susan Ott, considering the improvements that came as Ensworth implemented Blackbaud Tuition Management and the connector to Raiser's Edge NXT. "We decreased the amount of double and triple entry into systems."

"In just looking at the enrollment period where you have new students, new parents, new grandparents, and new faculty/staff that have to be entered, we have calculated a conservative time savings of close to 100 hours," Ott said. "That's huge, especially during one of the busiest times of year."

With that time savings, Ensworth can explore ways to tailor communications to nurture stronger relationships, for example, engaging alumni in more targeted ways besides class reunions. "There's more opportunity to get granular and specific," Hiatt said. "If you want to know every alum who was in a play from this period to this period and invite them to your next production, we can ask, 'How do we categorize and query that?'"

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WORKING TOGETHER TO STRENGTHEN BLACKBAUD'S K-12 COMMUNITY

- Ensworth School impacts the future of Blackbaud solutions by participating in early adoption programs and offering critical feedback. "That gives you that greater voice in shaping the product," explained Registrar and Database Manager Susan Ott.
- Ensworth also benefits from the peer-driven Blackbaud Community, which connects Blackbaud's customers to best practices. "The Blackbaud Community is a rich source of information and support from peers of other Blackbaud schools as well as Blackbaud employees," Ott said.

Creating Possibilities Through Improved Collaboration and Communication

At the same time, Blackbaud's education management portfolio provides a framework to strengthen teaching and learning with solutions that open doors to new ways of doing things.

From the moment they sign on to Tigernet, users have customized dashboards tied to class pages and an easy-to-navigate assignment center, while user groups support meaningful collaboration. For example:

- In elementary grades—when Ensworth's students begin to learn Spanish as well as Chinese—the school's world language teachers can work with music teachers on class productions that are captured on video and shared with families through Tigernet.
- In the middle grades, teachers share lesson plans and divide prep work based on their respective strengths and interests, which optimizes the curriculum and promotes consistency for students while saving teachers' time.
- And at the high school level, where staff and teachers may use the capabilities the most, counselors provide students with a cascade of college admissions resources timed for their progression to graduation.

Teachers also have the flexibility to tie into Google Classroom applications, and the school has added a growing number of electronic textbooks available through the single sign-on set-up. Ensworth also looks to the Blackbaud Marketplace for applications from Blackbaud partners that are designed to complement Blackbaud education management offerings.

Go-to apps for Ensworth include pickAtime for scheduling meetings like parent teacher conferences, BrightArrow for mass notifications, and Magnus Health for student health records. With the rich and growing number of K-12 options in the Blackbaud Marketplace, Hiatt said he expects to add more. "Blackbaud allows us to find solutions to almost anything."

Drive digital transformation with Blackbaud's Total School Solution.

[Learn more](#)



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About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.

