

HOW DOES SCHOOLSITE LOCATOR SAVE TIME AND MONEY?

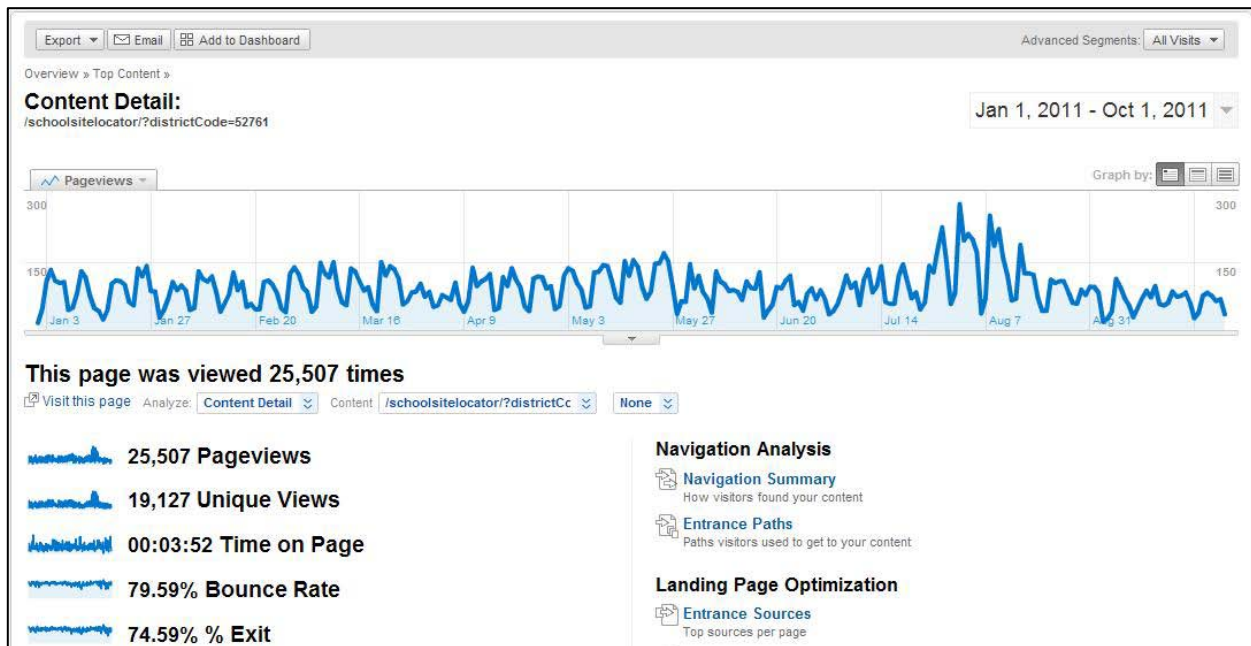
SchoolSite Locator saves staff time (and money) in two major ways:

- 1) Parents and community members can get their questions answered by accessing the web application directly from the District's home page thereby eliminating phone calls that would otherwise have to be handled by District staff, and
- 2) the remaining phone calls that do come into the District are handled by staff quickly and more efficiently, thereby saving additional time.

SCHOOLSITE LOCATOR USAGE CASE STUDIES

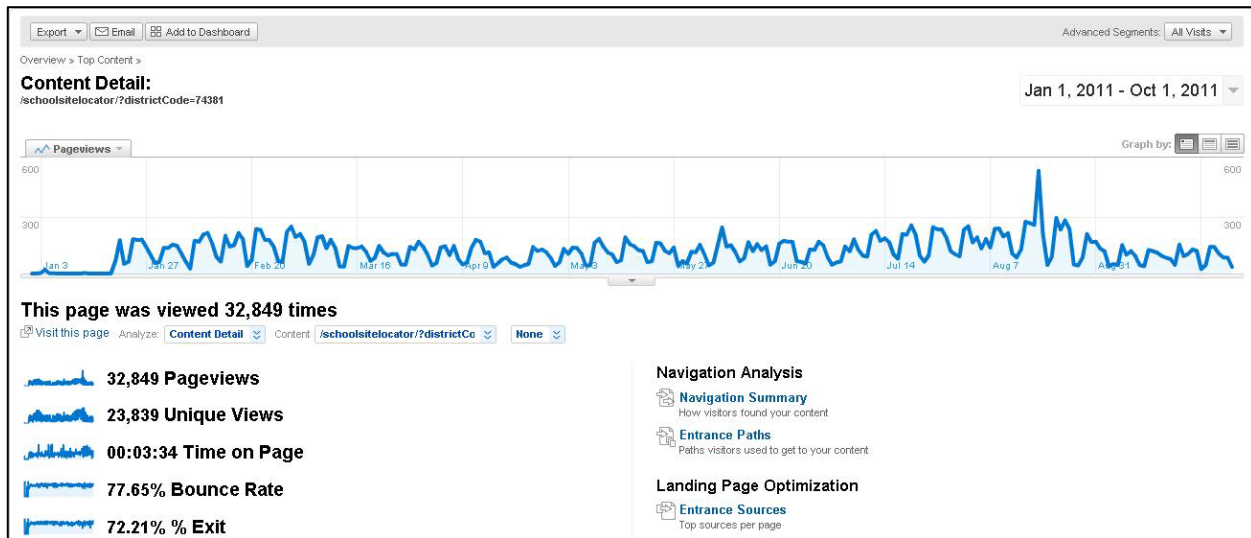
Following are actual SchoolSite Locator usage patterns and statistics from three school districts over a 9 month period from January to the end of September, 2011.

Temecula Valley Unified School District, California 30,000 Students



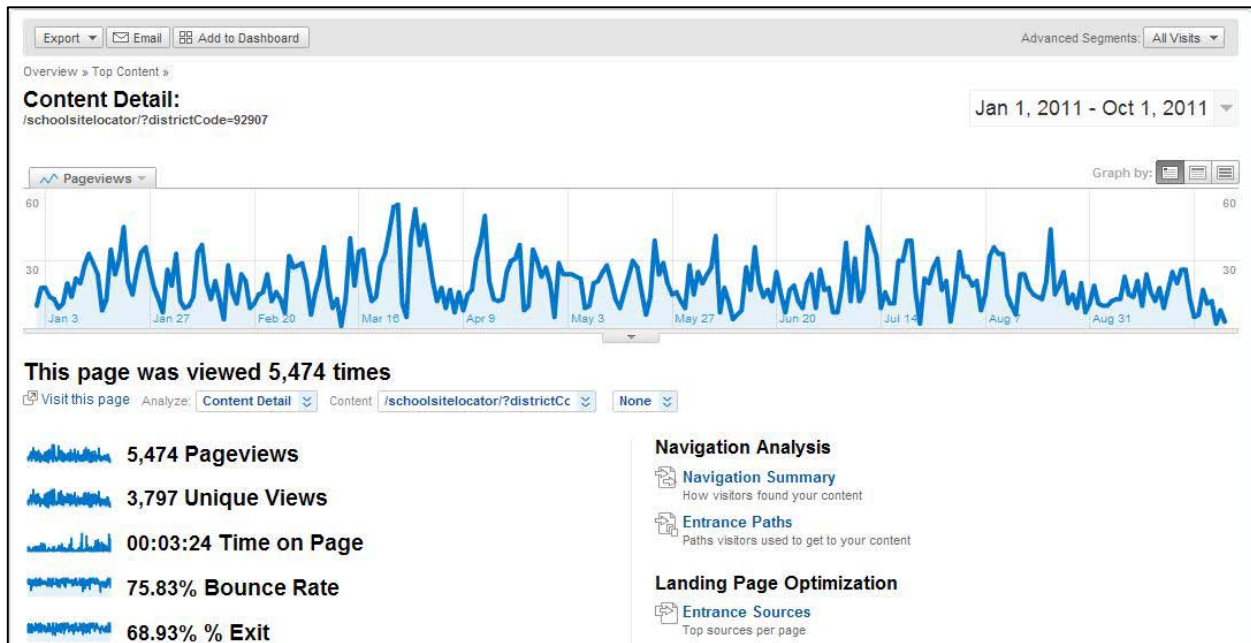
25,507 Pageviews represent the total number of visits to the SchoolSite Locator web page from both staff and parents. Unique views (19,127) can be interpreted as visits from parents only, thereby avoiding a phone call to the District. Over nine months, there were an average of 2,125 visits (avoided phone calls) per month using SchoolSite Locator. Each visit (represented by Time on Page) is a little less than 4 minutes (3:52). With 2,125 visits per month at 4 minutes saved per phone call, that represents approximately **142 hours (18 8-hour days) per month of time saved** by staff! Notice the spike in usage in late July and early August prior to school starting.

New Hanover School District, North Carolina
24, 000 Students



32,849 Pageviews represent the total number of visits to the SchoolSite Locator web page from both staff and parents. Unique views (23,839) can be interpreted as visits from parents only, thereby avoiding a phone call to the District. Over nine months, there were an average of 2,648 visits (avoided phone calls) per month using SchoolSite Locator. Each visit (represented by Time on Page) is about 3½ minutes (3:34). With 2,648 visits per month at 3½ minutes saved per phone call, that represents approximately **155 hours (19 8-hour days) per month of time saved** by staff! Notice the spike in usage in August prior to school starting.

Davis Joint Unified School District, California
8,500 Students



5,474 Pageviews represent the total number of visits to the SchoolSite Locator web page from both staff and parents. Unique views (3,797) can be interpreted as visits from parents only, thereby avoiding a phone call to the District. Over nine months, there were an average of 422 visits (avoided phone calls) per month using SchoolSite Locator. Each visit (represented by Time on Page) is about 3½ minutes (3:24). With 422 visits per month at 3½ minutes saved per phone call, that represents approximately **25 hours (3 8-hour days) per month of time saved** by staff! Notice the spike in usage in the middle of August prior to school starting as well as late March with kindergarten registration.