Head-Royce School, a prestigious San Francisco Bay Area private school

communitybrands

Increasing efficiency frees up attention for what matters most.

Head-Royce School challenges its 900 students with rigorous academics and a commitment to global citizenship. When Christian Donovan was appointed Director of Enrollment Management & Strategic Research a few years ago, he inherited an application process that combined online and paper components. Two staff members spent their days opening mail and processing paperwork. Meanwhile, the phone in the Associate Director's office rang constantly with families requesting campus visits. Missed calls often led to a frustrating game of phone tag.

Christian calculated how much time these processes cost the staff and mapped a typical family's journey through the application process. He calls the conclusions "ridiculous."

Never an institution that hesitates to take the lead, Head-Royce embraced Ravenna. They found the onboarding process smooth and the customer service team highly responsive. Over time, they adopted other compatible software platforms: SSS to manage financial aid and TADS for student billing.

Solutions by Community Brands K-12

Ravenna
SSS
TADS

"The core of our school is creating relationships. Today's tech makes our team more efficient and allows them to develop better relationships."

Christian Donovan,
Director of Enrollment Management & Strategic Research

More productive staff

Applicants can now complete the entire process online, submitting transcripts, letters of recommendation, and other supporting materials. The admissions team gets everything in one place, saving tremendous time.

More informed stakeholders

Integrated software tools share information to produce robust reports for administrators or the Board of Directors. The Board can better understand the regional landscape and how their applicant pool compares.

More time for what matters

Administrators now spend much less time on paperwork and phone tag. They're freer to engage in substantial conversations with families about core values and the student experience.

Schools have an important responsibility—to their staff, their students, those students' families, and to the community. When a school wastes time on cumbersome administrative tasks they direct energy away from what matters most. Better technology tools have allowed Head-Royce to focus on building relationships and pursuing their mission.

About Community Brands K-12

Community Brands K-12 is a family of dedicated, education-focused software and service companies working closely with more than 4,500 schools to help them thrive in today's diverse education environment. Our K-12 Select Suite offers you the most powerful and flexible software solutions uniquely designed to help you find the right students, ease families through the admission and enrollment process, coordinate financial aid, manage tuition and process payments. We are passionate about education technology, and believe by working together, we can deliver the best solutions for our schools.

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