Case Study: Clay County District Schools
(Orange Park, FL; 39,000 students enrolled in 2018-19)

After years of time-consuming work pulling student data for PDF reports, Clay County District Schools (Clay County) realized they needed a full-featured dashboard to meet the district's growing data needs. Purchasing K12 360° by Innive has allowed Clay County to rapidly implement a dynamic, user-driven solution that gives district staff robust and flexible reporting at their fingertips and frees up the district's information technology personnel to provide support to the district in other more valuable ways.

Too Many Reports, Not Enough Helpful Information

Up until 2018, Information Technology Services (ITS) personnel in Clay County were spending an inordinate amount of time running student data reports for senior staff. Without a data dashboard, ITS constantly fielded data requests and dove into the district's student information system and enterprise resource planning system to produce static PDF reports that were outdated by the time they were delivered. And the reports often didn't provide the information the requestor really needed.

The district needed a better data reporting solution – and quickly. Clay County's Chief Information Officer (CIO) Jeremy Bunkley and his team began exploring their options. They first tried building a system in-house by working with a data visualization tool already used by the district. But they soon learned they didn't have the in-house time, resources or skills required to build and maintain a fully functional data dashboard.

Defining the Need

Clay County compiled a "must have" list for their district's dashboard solution:
- Be attractive, engaging, and easy to use.
- Employ a common language model that steered users to choose from a shared set of questions, and then provide a consistent set of answers backed by data particular to the users' schools and students.
- Have pre-set Key Performance Indicators (KPIs) specifically designed for school districts to reduce system customization work
- Provide a feedback loop so that users whose questions weren't already addressed by the provided KPIs could request additional ones, which would then be made available to all users
- Interface seamlessly with the district's back-end student information system (SIS) and enterprise resource planning (ERP) system
- Require minimal involvement from Clay County's IT staff for its design, development and implementation

Clay County Partners with Innive

Clay County chose K12 360° by Innive because it checked all the district's "must have" boxes. According to CIO Bunkley, "We wanted a solution we could quickly get off the ground and then modify. Often, people start with a grandiose plan instead of building a stable solution that you can grow." Once Clay County's leaders defined their data reporting needs, Innive implemented K12 360° within 9 months and the dashboard went live to the superintendent and his cabinet. Clay County will roll out the solution to all senior staff and principals during the 2019-20 school year.