

Business Profile:

1 location, 500 active students, 30 teachers
Valentina Jotovic, Owner & Executive Director

Valentina's Challenge:

Valentina knew that using a software system to manage the Hunterdon Academy of the Arts would be much more effective than using the Excel spreadsheets that comprised her existing management system. She knew that she needed the functionality a software system provide to grow her school and improve the way they provide and manage classes for students. At first, Valentina had typical "new software" apprehension but found Jackrabbit to be easy to learn and easy to train staff members on using.

The Details:

With Jackrabbit, Hunterdon Academy of the Arts has streamlined operations while improving and adding processes such as online registration. In fact, Hunterdon was able to eliminate one part-time position and save tremendous time through the automation of previously manual procedures.

A big surprise for Hunterdon was the birthday feature. Valentina has seen the school and her individual teachers develop closer relationships with families because of the personal touch that recognizing birthdays adds. With the birthday report, Valentina and her staff see birthdays taking place in ten-day windows. Even though much of the process of communicating is automated, the staff is aware of each event through the report and can add an in-person birthday wish to each family student or parent.

The teachers stay current with account payment status with just a glance at their inboxes. This helps class flow to move smoothly and gives teachers up-to-date information to communicate to students and parents when there is a payment issue.

Jackrabbit's mass email feature has made a tremendous difference in the quality of Hunterdon's communication efforts externally - with students and families - and internally - with staff.

The Jackrabbit system has heightened Hunterdon's professionalism in ways that are highly visible to families.



JACKRABBIT
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"Jackrabbit has several features that we now depend on to help our school run efficiently. I'm not sure how we actually ran our business before having mass email, online enrollment, reports and email alerts that our previous system of spreadsheets just couldn't provide.

We're unique in the way we offer some of our class combinations. Jackrabbit's flexibility has enabled us to manage our uniqueness within the software structure. Our confidence with the information we use and provide to families is much higher than ever before and our families have noted the difference in compliments to us."

Valentina Jotovic

Jackrabbit's Value:

- Communication with families is automated, yet maintains a personal and professional presence.
- The mass email feature keeps staff members prepared for each day's class schedule.
- The reduction in workload is business changing and eliminates potential cost increases to major areas such as payroll.
- Software automation eliminates manual process and saves tremendous blocks of employee time.

