

EMS Case Study *Boulder Valley (CO) School District*



EMS Enterprise™ helps turn empty spaces into fuller coffers

An In-House Revenue Generator

The Boulder Valley School District's mission is "to graduate students in the New Century who have the knowledge, skills and personal characteristics that will make this world a safer, more thoughtful and more inclusive place in which to live."

At any given time, this Colorado school district is responsible for providing that caliber of education to almost 29,000 students in its pre-schools, elementary, middle and high schools, which are located in 54 buildings. Funding K-12 education is always a challenge, but in this case the district's buildings and facilities are footing part of the bill with the help of EMS software. By using EMS Enterprise, Boulder Valley's staff efficiently rents out unused classrooms, gyms, sports fields and other district facilities.

"In the last three years it's been very apparent to everyone this is a huge revenue generator," said Facilities Use Manager Kim Jensen Black, who estimates renting the otherwise unused space earned \$740,000 in the last year. In turn, that money went back into the district's general fund and can be spent wherever the need is greatest.

Her department of three employees is in charge of renting out and invoicing the 1,694 spaces, athletic facilities and auditoriums that are available throughout the year to community groups, educational services and enrichment programs for students. Last year Black's department rented a total of 454 spaces.

"We are always in EMS. It's our whole day," Black said.

Fast Facts

- Approximately **1,694** spaces
- **\$740,000** in rental fees generated in one year
- **EMS Enterprise** assists school district to efficiently rent out classrooms, gyms, sports fields, etc.

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Putting Every Penny in Place

The district has been an EMS customer since 2004, but that doesn't mean Black or her staff has forgotten the pitfalls of their previous system, which lacked checks and balances, invoicing capabilities and safeguards against double booking.

"With all of EMS' reporting tools, nothing falls through the cracks anymore, and we've seen the difference in our revenue," Black said. "EMS has allowed us to schedule and be confident we're not going to double book anything."

EMS Enterprise's email capabilities also come in handy, allowing the facilities management staff to efficiently communicate with their customers from initial reservations, to any potential changes to collecting payments.

In addition to using EMS Enterprise to track available space and the rental revenue it generates, Black said that almost all of the district's schools are onboard with the Virtual EMS web-based tool and enjoy posting their events and viewing all the activities going on in each building.

"They love it. They love that they can put their own school functions in. They say it's very easy to use," Black said.

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Future Potential, Future Pennies

With their invoices and calendar in order, the district would now like to further utilize EMS' reporting capabilities to analyze the years of facilities data it has collected since first adopting the software. By building reports and recognizing trends, the facilities management team may be able to identify other areas where revenue can be generated. Black said Dean Evans & Associates staff was extremely helpful with the initial setup, and she plans to take advantage of additional training opportunities to learn more about gathering statistics and running reports in EMS.

"We just want to take it a step further with statistics," she said. By using EMS reports to gather more detailed information on different buildings and facilities, the district will be on track to rent out more rooms and reap the financial rewards.

For more information on Dean Evans & Associates, and the company's event management, master calendaring, online registration and survey software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

