

FOR IMMEDIATE RELEASE

eScholar Complete Data Warehouse for PK-12 Selected by California's Santa Ana Unified School District To Create Early Alert System For At Risk Students

eScholar's data warehouse to become integral part of identifying and directing proactive response with teachers, counselors and administrators

White Plains, New York, June 15, 2011 -- eScholar, a leader in education data, today announced that its eScholar Complete Data Warehouse® for PK-12 has been selected by Santa Ana Unified School District (SAUSD). The second California school district to adopt eScholar, SAUSD will initially deploy the longitudinal-based warehouse, code name "Project Arrow" to each of SAUSD's high schools in the fall of 2011 as the foundation for their "early alert system." The eScholar solution provides integrated longitudinal data that can be used to predict outcomes and support student success in high school graduation and college and career readiness.

eScholar provides SAUSD with a robust commercial, off-the shelf solution, that eliminates the need for a lengthy and expensive design and development phase and reduces the overall project timeline, cost and risk. Awarded an American Recovery and Reinvestment Act (ARRA) Enhancing Education Through Technology (EETT) Competitive Grant, SAUSD's adoption of eScholar provides a breadth of scale and data that is unparalleled in the education data market. The project will combine data from two existing student information systems (SIS) within the district. Data that is currently gathered and maintained by the district will be available through predictive data analysis reports accessible through a dashboard interface from one comprehensive data warehouse. These reports will be used by district and school staff to monitor progress and strategically provide identified interventions or resources to support student success.

"eScholar's warehouse solution provides the necessary framework to integrate valuable information from our existing systems and provide a level of granularity that was not possible before," said Dawn Miller, assistant superintendent, Secondary Education at SAUSD. "Graduating students is our most important work and our culminating achievement. The recent ARRA/EETT grant, Project Arrow and partnership with eScholar will provide an 'early alert system' in support of our goal of student academic success."

The power of eScholar is in its open architecture and its ability to capture and represent more than 2,500 data points across 38 categories spanning an individual student's entire history. During the RFP process, eScholar scored the highest assessment with regards to prior education experience, professional development, personnel qualifications, technical capacity and cost. This depth of knowledge and ability to extract and cleanse data from SAUSD's existing student information systems (SIS) allows the data to be turned into valuable information that can support the teaching process and ultimately the student.

"SAUSD is taking a proactive stance in managing information by enabling their team with valuable information to make data-driven decisions," said Shawn Bay, CEO and founder of eScholar. "Santa Ana

Unified School District is addressing a national concern regarding at risk students and empowering teachers with the tools to identify and respond to students' needs.”

eScholar will be initially introduced to counselors, administrators and student support staff at the nine SAUSD high schools, as well as district office departments. The new system will eventually serve a wide range of stakeholders, including teachers, in improving student advancement by providing educators with quality and timely information. eScholar provides SAUSD a single, comprehensive source of current and historical student information. Developed specifically for the education market, eScholar's solution consolidates and presents pertinent information to teachers and administrators that is meaningful in monitoring progress, diagnosis and response, internal and external benchmarking, as well as predictive analysis.

Santa Ana Unified School District

Santa Ana Unified School District (SAUSD) educates approximately 58,000 students at 61 dynamic school sites throughout the Santa Ana community. The K-12 school district is the largest in Orange County and the second largest employer in Santa Ana, with approximately 4,500 educators and staff members. The school district boasts 28 California Distinguished Schools, five National Blue Ribbon Schools, and two 2011 National Blue Ribbon nominees. In addition, Saddleback High, Valley High and Santa Ana High School were named as three of the most improved high schools in Orange County for students passing the California High School Exit Exam. Contact us at 714-558-5555, or pioinfo@sausd.us. For more information about our schools, visit www.sausd.us.

About eScholar

eScholar is the nation's leading education data management company focused exclusively on improving education by providing educators with the most effective data management tools possible. eScholar products have become the recognized standards in data warehousing and student/staff identification systems. eScholar customers are realizing significant improvements in their ability to meet mandated reporting requirements but more importantly in their ability to improve pre-K through postsecondary student achievement. The eScholar Complete Data Warehouse® products are the most comprehensive solutions available for integrating, cleansing, and managing thousands of education related data elements. The eScholar Uniq-ID® products are the leaders in generating, assigning, and managing statewide unique student and staff identifiers. Relied on by 12 state education agencies and over 3,500 districts across the country, eScholar products transform the way educators use data. For more information about eScholar, visit www.escholar.com or call 877-328-2969.

Contact

Daysie Kratz
eScholar, LLC
914.989.2937
dkratz@escholar.com

Bill Cox
Experience Communications for eScholar
208.381.0001
bill@experiencecom.com