



YURGOSKY

Revolutionizing Communication Strategies with Salesforce

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Forward Looking Statements



This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. 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Thank you



Caitlin Madison

Executive Director of Communications,
Marketing, and Public Relations



International Leadership of Texas



Patrick Yurgosky

President



Yurgosky



International Leadership of Texas

Free | Public | K-12 | Charter



The mission of International Leadership of Texas is to prepare students for exceptional leadership roles in the international community by emphasizing servant leadership, mastering the English, Spanish and Chinese languages, and strengthening the mind, body and character.

Ten years of educational excellence

- 21 Campuses in Texas - Dallas, Fort Worth, College Station, Houston, Cleveland
- 22,000 Students
- Class of 2022 (650 students) earned more than \$90,000,000 in merit-based scholarships



Yurgosky

The Salesforce K-12 leader



Yurgosky is the premier technology, strategy, and analytics company serving data-driven organizations. We work with many of the largest and most innovative organizations in the world to identify and build data-focused technology that enable them to achieve their missions and surpass customer expectations.

Our mission is to transform our clients so much that they can't imagine a better way of operating.



Background/History

A lottery - a decade in the making

From ping pong balls to a sophisticated system that can grow with our charter.



Challenges

Multiple challenges facing an expanding school



Lottery

- Multiple systems – data silos, inefficient, no visibility
- Security concerns – on-premise, small firm, contractors

Communication

- Deliverability issues – messages not being delivered or marked as spam
- Not able to communicate on parent-preferred channels – SMS and email
- Lack of customization – reliant on a single person/firm



Where Are We Now?

Building a best-in-class platform

ILTexas successfully ran a televised lottery on March 2, 2023.

Lottery

- Secure – best-in-class security within salesforce
- Customized – aligned with ILTexas' needs
- Reliable – all communication was properly sent and received

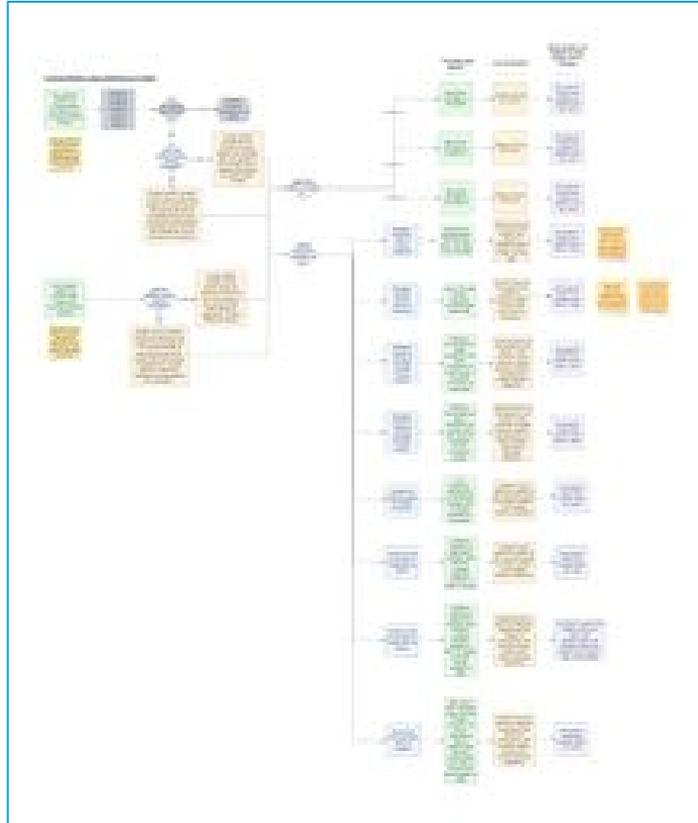
Everything is integrated

- Skyward (SIS)
- Texas Student Data Systems (TSDS)
- Data Lake



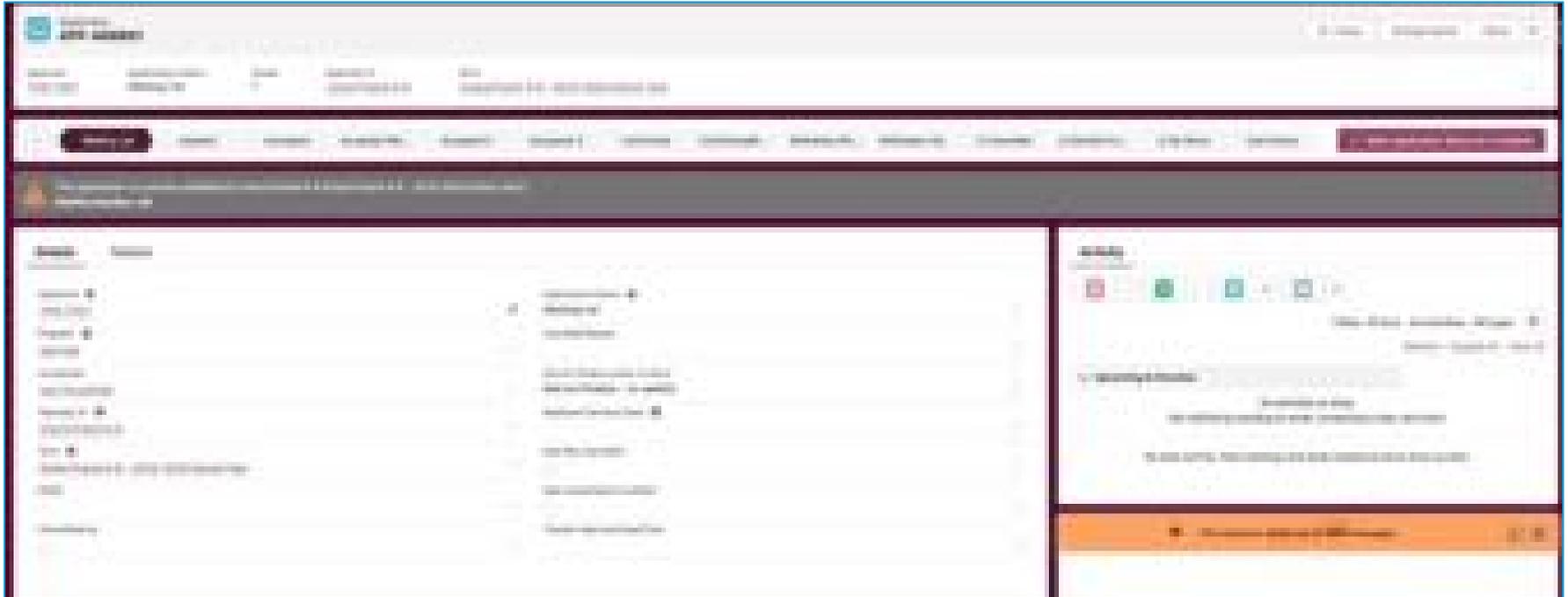
Defined Sophisticated Workflow

Aligning on process was key to ensure compliance



Waitlist Management

Weighting, rankings, and tranches



Communication with Constituents

Building a best-in-class platform



Communication is centralized in Salesforce

- One place to view all parent communication

Parent-preferred communication

- SMS and Email
- Multiple languages – English and Spanish

Documented, Reportable & Tailored

- Communication preferences, deliverability, and content can all be audited and monitored and managed in one place.



Communication Drives Higher Enrollment

Communication is automated, clear, and frequent



CONGRATULATIONS PARENTS AND STUDENTS! You are officially part of the International Leadership of Texas Family! We are honored to serve you and your child. **GRAND PRISMS** has been accepted to Grand Prisms 4-6 for Grade 5.

Please complete the following steps by 03/15/2023 to finalize your child's enrollment for the 2023-2024 school year.

Step 1: Begin Enrollment by scheduling a campus enrollment appointment here. Be sure to attend your assigned campus. Please note: one appointment per family per campus. Multiple children are accepted.

R-8	
Enrollment Dates	March 20 th
2 nd & 3 rd Settings	March 20 th & 21 st
4 th & 5 th Settings	March 20 th & 21 st
All grades 4-6	March 20 th
2 nd & 3 rd Settings	March 20 th & 21 st
4 th & 5 th Settings	March 20 th & 21 st
All grades 4-6	March 20 th
International Leadership of Texas (ILT)	March 20 th
(grades)	
Middle 7 Settings	March 20 th , March 20 th , & March 21 st
All grades 4-6	March 20 th & March 21 st



Results



Incredible feedback is already coming in from families

Easier Scheduling

In order for a student to enroll, they're required to schedule an appointment with a campus registrar to complete their documentation and process. The reliability and ease of communication through Salesforce has provided a better overall experience for our families and our registrars.

More Engagement

The "You're Accepted" email is one that every parent or guardian anxiously awaits on Lottery Day. With increased reliability and communication channels, we've seen an excellent turnout of enrollment appointments in the first few weeks of the enrollment period.



As an ILTexas parent myself, I understand how important it is that we make the application, lottery, and enrollment process as seamless and easy as possible for our families and our staff. By working with Salesforce and Yurgosky, we've been able to create a system that gives all stakeholders an incredible experience.

Aaron Thorson, Chief Operating Officer



Next Steps:

Growth and Scale – expanding schools and enrollment

New Projects – leveraging more of the platform



New Student Enrollment: Account Request

This form is the first step to enrolling your new student online. Complete this request so we can set up a secure online enrollment system. Complete required fields to request an account to enroll your students. Complete all optional requested data for better and faster data transfer to our databases.

From the name of the page (and quantity if the student you want to enroll):

* Guardian Legal First Name:

* Guardian Legal Last Name:

* Guardian Legal Middle Name:

Guardian Legal Name Prefix: * Guardian Legal Name Suffix:

Guardian Contact Information:

* Guardian Email Address:

* Guardian Email Address:

* Guardian Primary Phone Number:

Account (*) denotes a required field

[Click here to request Online Enrollment Account Request](#)



Education
Summit 2023

Share your feedback.

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provide feedback on
this session and help
make our event content
even better.



Thank you

