



Michigan Center for Educational Performance & Information - CEPI

Presented by:

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- 1 MI eTranscript Initiative
- 2 Who we are & what we do
- 3 State of the State
- 4 New Parchment Services
- 5 Open Q&A



HISTORY

- CEPI awarded Parchment with the eTranscript RFP in February of 2009

PURPOSE

- Provide Michigan Schools/Districts with **a comprehensive records management platform for students, parents and alumni**

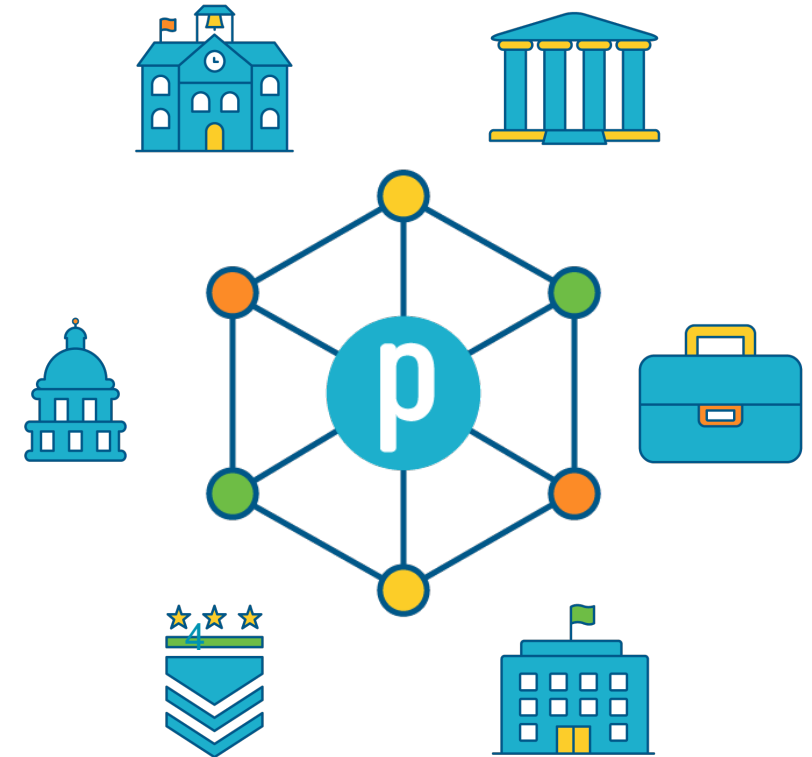


BENEFITS

- Faster and more secure admissions
- Simplified Fee Processing
- Modern, easy to use UI
- Delivery Notifications & Tracking Status
- Consistent, Streamlined, and long term access
- Shared Access

GOALS

- Better support a seamless transition from high school to postsecondary pursuits
- Better support a seamless connection between a district's SIS & Parchment



Parchment Provides Proven Support Throughout the Many Transitions in a Learner's Journey



High School
Graduation

Undergraduate
Admission

Internship

First
Job Offer

Graduate
Admission

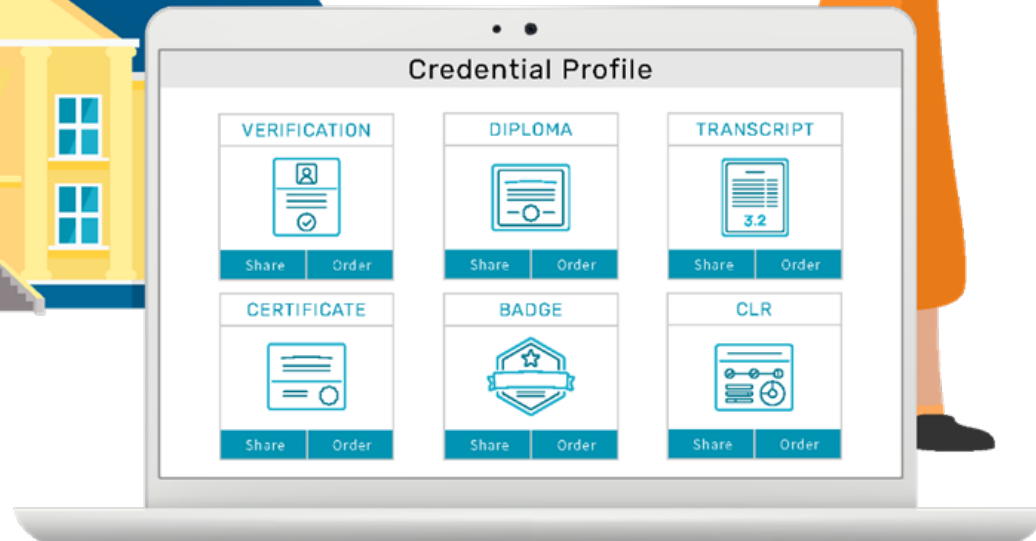
Professional
Certification

Career
Advancement

COMPREHENSIVE CREDENTIAL PLATFORM

90% of Colleges & Universities In-Network

YOUR SCHOOL / DISTRICT



DESTINATIONS

- College Admission
- Scholarships
- Military
- NCAA
- Third Parties
- Employers
- Licensing
- Individuals
- Background Check Companies



What Makes the Parchment Student Experience Different?

- Account creation on parchment.com
- Send to any destination in the world
- USPS fulfillment
- Submit request
- Get end-to-end tracking & notifications

Easy Fulfillment of Third-Party Verifications

- No more phone calls or faxes
- Added surcharge can generate revenue
- Process orders at your pace





CHALLENGES

Paper Based

Manual

Lack of Tracking & Transparency

Brick & Mortar

Budget Cuts



HOW PARCHMENT HELPS

Digital

Automated

Delivery Notifications & Tracking Status

Online & Mobile

Generate Revenue

State of the State

Parchment is established as the system schools and students trust and the eTranscript Initiative is widely adopted and utilized.

**% of Student
Enrollments**

96.1%

**% Transcripts Delivered
Electronically**

99.4%

90%

**US Post-Secondary
Electronic Receivers**

**Transcripts Delivered
Over the Last Year**

342,984

97%

**MI Post-Secondary
Electronic Receivers**

**Participating Public
School Districts**

570

Network Reach = % of Active Sender Enrollment

Serviceable Enrollment

448,794

Public Enrollment

475,000

Network Reach

95%

Utilization: Transcript Requests

Utilization = # of Transcripts Ordered / Enrollment

LTM Orders

342,984

Serviceable Enrollment

448,794

Michigan Utilization

0.76

Compare To...

National Utilization

0.45

Previous LTM

314,559

Last Year's Utilization

0.70

We broke the 3 million mark!



“How likely are you to recommend Parchment to a friend or colleague?”

Net Promoter Score

Promoter = 9 or 10
Neutral = 7 or 8
Detractor = 1-6

Michigan Responses

Promoter = 88
Neutral = 26
Detractor = 8

Michigan NPS

65

*Previously 48



NPS
68



NPS
62



NPS
68

Compare To...

NPS Calculation

$(\text{Promoters} - \text{Detractors}) / \text{Total}$

Michigan Calculation

$(88 - 8) / 122 = 0.65$

National NPS

55



New Parchment Services to Explore



Print + Digital Diploma Services



K12 Diploma Services



Manage Digital and Print
in One Place



Offer Immediate Access
to Digital Diplomas



Fast, Reliable Delivery
of Print Diplomas &
Replacement Diplomas

Credentials Open Up Enrollment and Employment Opportunities



COMPREHENSIVE CREDENTIAL PLATFORM



Records Digitization

Who has a records “Dungeon”?





Space: Older records take up valuable real estate in your building



Access: Older records can be difficult to locate, wasting valuable time



Security: Older records are susceptible to flood, fire, mold, & decay



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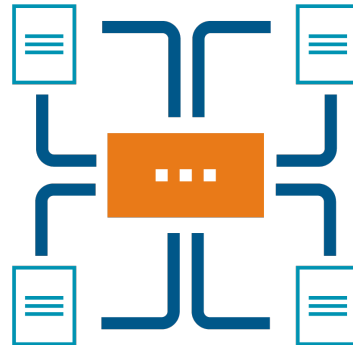
Legacy Records



Ship physical records to
Parchment

2

Scan & Index



Records are scanned
and key data points are
indexed

3

Credential Library



Records get **loaded**
into Parchment
credential library and
you're provided with
courtesy PDF copies



Paul_Robert_McMorrow_03021990_129964_2008

First_Middle_Last_DateOfBirth_StudentID_GradYear

“The change has been phenomenal. I am turning around requests so quickly. I have a smoother-run office and I’m providing great customer service. I don’t have to run down to storage anymore -- everything is at my fingertips. It’s easy to say I’ve reclaimed 75% of my time for alumni records requests.”



Michigan Districts who have Digitized Legacy Records

1. Detroit Public Schools
2. Sparta Area School District
3. Sturgis Public School District
4. Northwest Community Schools
5. Tawas Area School District
6. Grand Haven Area Public Schools
7. Vicksburg Community School District
8. Kalamazoo Public Schools
9. Gull Lake Community Schools
10. Kentwood Public Schools
11. West Ottawa Public Schools
12. Berkley School District
13. Cesar Chavez Academy High School
14. Byron Center Public Schools
15. Brandywine Community Schools
16. Clinton Community Schools
17. Stockbridge Community School District
18. Waterford School District



Do you have paper, microfilm, microfiche, or digital?

Is it cumulative files or just transcripts?

How many pages are typically in a student file?

How many graduation years are included?

Ultimately, it largely depends on record format and volume.



Your legacy student records.
Made **digital** . **Searchable** . **Secure** .

- Complimentary credential library for easy digital storage and fulfillment
- Alumni records requests auto-routed to district office
- Ability to convert paper, film, CD, microfilm, and microfiche records to an indexed, digital format that's easily searchable
- Access to records being digitized when needed
- Records that remain **YOURS**, securely transferred back once complete



1M+ student records digitized



FERPA
Family Educational Rights and
Privacy Act

Digitization center
privately owned and
operated in the U.S.

3 Quality
assurance checks

100% Compliance
& Trained



THANK YOU

SPASIBO ARIGATO DO JE DANKE Asante Maita Henyu Shukriya CA'M ON Arigatou Salamat Dìkuji KAMSA HAMNIDA GRACIAS Jerejef ASANTE HVALA Mahalo Diolch Efcharisto CHOKRANE

XIE XIE Achiu KIA ORA Spasibo MAAKE Terima Kasih MERCI Khop Khun Krab Gratia TODA DANKIE Kiitos Aitäh ARIGATO OBRIGATO Vinaka GRAZIE Shukran THANKS

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