



CLIENT SUCCESS STORY

de Toledo High School streamlines event management while revamping campus safety

CLIENT

de Toledo High School – David Marcus, Business Manager

GEOGRAPHY

Los Angeles, CA

VITALS

400 students plus 127 faculty and staff

CHALLENGES

A private Jewish day-school in the West Hills neighborhood of Los Angeles, de Toledo High School manages approximately 3,000+ events annually on its campus and collects \$350 thousand in revenue from facility rental fees. With one business manager in charge of everything from maintenance to security, the school needed a way to streamline their event management beyond using paper while keeping their campus safe.

RESULTS

With SchoolDude, the high school was able to properly manage their events schedule, plan for future capital needs, and mobilize their safety program to ensure that everyone, from students to guest, could enjoy the facilities worry-free.



EVENTS

de Toledo High School in Los Angeles, California is home to 400 students plus 127 faculty and staff. Founded in 2002 with just 40 students, the school grew exponentially over the following decade while still maintaining a close student to teacher ratio. With a well-rounded curriculum that includes STEM, the arts, championship student athletics and global exchange programs, de Toledo is a widely recognized and respected private school.

David Marcus, de Toledo's business manager, first joined the high school in 2006 after five years as a founding board member. When the school began to construct its new campus in 2012 – which spans 6 acres and includes 100,000 sq. ft. of classroom space – David's role quickly grew to include much more.

**“de Toledo manages 3000+
outside events a year with
\$350,000 in revenue.”**

One of the biggest initial challenges David faced with the new campus was the management of their facilities rental program. In addition to student events, the school hosts about 3000+ events and works with over 64 outside organizations including, a swim academy, youth sports programs and more. Previously, the school had used a paper system for scheduling these events, which David describes as “clunky” and ineffective.

Relying on administrative assistants to write down scheduled events on calendars didn't capture the full scope of event management, and they had difficulty determining available space. David chose SchoolDude's event management system to help them streamline event management with an electronic process and to also keep track of everything from set-up/cleanup to supplies to calendars. With a paperless solution, de Toledo gained control over the thousands of events they host throughout the year and eliminated double bookings, raising the school's profile as a steward in the community.

But with a higher volume of people coming and going from the property outside of school hours, concerns were raised about security. Working with a team of safety consultants, de Toledo created a new robust safety program, including a visitor ID program, lockdown procedures, access control badge entry for students and faculty, and much more. Previously, their safety plans were stored in binders and within PDFs online, but now faculty, students and parents can easily access safety plans on their mobile device with SchoolDude's mobile safety solution.

Thanks to SchoolDude's solution, they can now report incidents and push safety updates to users electronically, eliminating the need for costly reprints. “It is a royal pain to update pages in a hardcopy plan,” David said. “Having it all on a mobile app makes for a simple, two minute update and then it's all handled. The app is easy to manage – it's a matter of type, review, save.”



With all of the new solutions in place, David also wanted to ensure that he was a good steward for the campus. The school's Finance Committee wanted a long-term strategic plan on deferred maintenance, and recently completed a facility audit with a SchoolDude partner which reviewed the entire campus. The audit looked at the current condition of the school and the longevity of vital assets, including HVAC units, paint, carpeting, parking lots, electrical, safety systems and much more. With this audit, they created a detailed review of their preventive maintenance system and began tracking everything with SchoolDude's capital forecast.

"I appreciate, and actually was amazed at, the thorough job that [SchoolDude's partner] Building Solutions did during this process," David said. "I'm looking forward to the final report and utilizing SchoolDude's capital forecasting software."

Now that event and safety management are working hand-in-hand, de Toledo High School is ready to plan for the future and maintain a safe and secure campus for students, faculty, parents and guests.

**"Having our safety plan on
a mobile app makes for a
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