House Appropriations School Aid Subcommittee   Doug LaFleur, President
March 14, 2017   Eidex LLC

Thank you Chairman Kelly. My name is Doug LaFleur. I am the founder and president of Eidex. With me today is Tim Raymer. Tim spent his career as a school business official serving five Michigan districts. He is highly respected across the state, and now works with Eidex users to help ensure that they are benefiting fully from our software.

I'd like to start by thanking the Committee for the opportunity to appear before you today. Your initiative to support the adoption of data analytics software by Michigan administrators has had a meaningful impact on public schools, particularly as it pertains to expenditures and financial health.

The success of this program is borne out by the number of districts that have participated. 410 LEA districts have adopted at least one of the three applications available under Section 102d representing 76% of all LEA districts in the state. Students attending these 410 districts account for 86% of all LEA students in Michigan.

There are three important benefits to our software that I'd like to briefly share with you:
1. Cost savings. Through peer comparisons, administrators have the opportunity to scrutinize expenditures that are out of line with peer averages.
2. Reallocation of resources. Often times, by reducing non-instructional expenditures, scarce dollars can be redirected to where they really count: classroom instruction.
3. Time savings. Our users routinely tell us how much time they are able to save using Eidex.

We've prepared a report for the committee summarizing the results of the your initiative which we invite you to review. As a part of this report, we've complied commentary from Eidex users.

George Heitsch, superintendent of Farmington Public Schools, in particular, asked us to share with you how he has benefited from using our software. Superintendent Heitsch states that, and I quote, "over the past two years, Farmington Public Schools has used Eidex to help realign resources and staffing to reflect our district's declining enrollment. This helped us rebuild our fund equity to 9%. Eidex played a critical role in the success that we have experienced in reallocating valuable resources."

This endorsement is indicative of positive feedback we've received from users throughout the state. In summary, we support your vision to facilitate the effective and efficient use of data by school administrators to support their mission of achieving improved student outcomes.

I'd now like to ask Tim to share his perspective.

RE: Section 102d

Thank you for the opportunity to discuss this important issue.

I spent 36 years as a school business official in five Michigan districts including rural, suburban, urban, and intermediate school districts. I understand the importance of data in decision-making, but also the challenge of accessing that data. Data analytics has changed this landscape dramatically as it allows districts to focus on key issues. The use of technology to collect large amounts of data and put it into a tool to analyze for improved decision-making has improved the quality of decisions as well as the time required to make decisions. Key to the growth of school district data analytics in Michigan was the Legislature's vision and commitment with section 102d. This support is critical for making access to quality data for district decision-making a realistic option. Absent funding for section 102d districts face greater challenges regarding allocation of resources. The 102d funding provides important support for school districts.

School districts are in a constant state of resource allocation. Financial, human, and individual time resources are finite and district officials need every tool possible to make quality decisions. Data analytics tools are critical to the process as they allow for multi-perspective analysis of large amounts of data, empowering districts to focus on areas of need, and minimize the time spent on areas requiring less attention. Whether it is monitoring trends or analyzing comparable data of similar peer districts the use of these tools to address an overwhelming amount of data is invaluable.

I am a big supporter of section 102d and its value to school districts. A related piece of

legislation helpful to school districts is the Early Warning legislation of 2015 which coordinates well with 102d. This pro-active legislation has impacted the school financial landscape – positively in my opinion. Paul Conners and his Treasury team have enhanced the legislation with their implementation efforts. They are supportive and act in the best long-term interest of districts encouraging a sound and stable financial operation. This is an excellent example of long-term constructive thinking. Eidex advocates long-range planning and pre-emptive action to address unsustainable trends. We are expanding the product to better support Early Warning, as well as provide additional anticipatory data to school districts to minimize the instances of Treasury contact regarding financial issues.

I recognize you have more demands on resources than resources available. You have many options on where to invest funds. I hope you consider the "return on investment" and the leverage afforded districts when they have the tools to analyze large amounts of data quickly. Tools that support sustainable trends and identify unsustainable trends. Data driven decisions are necessary for school district success and the legislature's support and commitment with section 102d funding has been important in helping districts achieve this goal. We appreciate your past support as well as your future consideration.

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Section 102d Overview

prepared for

House Appropriations School Aid Subcommittee

by Eidex LLC

March 14, 2017

eidex
data | context | insight

Summary

- Eidex serves 277 of the 410 LEA districts that participated under Section 102d in 2016. These 277 districts account for 51% of all LEA districts in Michigan.

- Nearly 850,000, or 64%, of Michigan's 1.33 million LEA pupils attend an Eidex subscribing district.

- Fourteen ISDs have contracted with Eidex.

- Across the state, we serve 11 of 16 districts with greater than 10,000 students, and 46 of 63 districts with greater than 5,000 students.

- Eidex is actively utilized by Michigan administrators to reduce expenditures, increase fund balances, and as a means for conducting more effective teacher and staff negotiations.

LEA Districts Covered By Section 102d

District Size by Student Count	Eidex	Munetrix	Forecast 5	Total Districts Covered	Total MI Districts	% Covered
< 1,000	66	65	-	123	197	62%
1,001-3,000	129	54	-	172	215	80%
3,001-5,000	36	21	1	56	66	85%
5,001-10,000	35	15	2	42	47	89%
> 10,000	11	5	-	15	16	94%
Total	277	160	3	410	541	76%

LEA Students Attending a Section 102d Covered District

District Size by Student Count	Eidex	Munetrix	Forecast 5	Total Students Attending Districts Covered	Total MI Students	% Covered
< 1,000	40,211	37,110	-	70,907	97,119	73%
1,001-3,000	248,395	92,737	-	319,141	390,262	82%
3,001-5,000	134,678	77,663	4,358	209,396	247,810	85%
5,001-10,000	237,236	112,173	14,801	286,721	320,071	90%
>10,000	187,941	88,772	-	260,399	275,011	95%
Total	848,461	408,45	19,159	1,146,564	1,330,273	86%

Section 102d Participating ISDs/ESAs

	Eidex	Munetrix	Forecast 5	Total ISDs Covered	Total MI ISDs	% Covered
	14	16	3	32	57	56%

Eidex Testimonials

"Your software is fabulous! Just got done doing a presentation to our board using a ton of data off of Eidex. It went great."

Larry Oberst, CFO, Grand Rapids Public Schools

"We found the "peer group" tool to be a sophisticated way to benchmark the district against comparable school districts using multiple data points to be extremely useful, especially in negotiations."

Marios Demetriou, Deputy Superintendent of Finance, Detroit Public Schools Community District

"Eidex helped us raise our fund balance by almost $650,000 over the course of one year."

David Britten, Superintendent, Godfrey-Lee Public Schools

"Over the past two years Farmington Public Schools used Eidex to help realign resources and staffing to reflect our declining enrollment. This helped us rebuild our fund equity to 9%. Eidex played a critical role in the success that we have experienced in reallocating valuable resources."

George Heitsch, Superintendent, Farmington Public Schools

"I can quickly analyze the leading and lagging indicators of academic achievement across grade levels and demographics while easily comparing to peer districts across the State."

Tom Livezey, Superintendent, Oakridge Public Schools

Eidex allows school districts to organize reliable, easy to access data that is valuable and necessary for contract negotiations. Using comparable data, analyzing data with districts that have similar demographics is powerful."

Greg Helmer, Superintendent, Mona Shores Public Schools

"The ability to easily do comparison studies with like and neighboring districts is powerful. Eidex is just what I and my board were looking for."

Jeff Mount, Superintendent, Mason County Central Schools

Eidex Testimonials

"Eidex Focus provides a virtual 'one stop shop' for the achievement, financial, and enrollment data critical to our success. The ability to find comparable districts based on key variables is most helpful in determining success or need for improvement."

Andy Ingall, Superintendent, Grand Haven Area Public Schools

"Eidex Focus is like *Call of Duty* for business managers."

Todd Robinson, Superintendent, New Haven Community Schools

"Eidex listens. We suggested a new way of looking at ACT data, and a week later, they had published a new series of charts that gave us just what we needed."

Andrea Large, Superintendent, Ludington Area Schools

"The company feels more like a partner than a vendor because our requests are incorporated into new versions of the tool."

Naomi Norman, Achievement & Student Services, Washtenaw ISD & Livingston ESA

"At West Shore ESD we have utilized the 102d grant funds to purchase the Eidex analytic tool. All except one of our local districts utilize the tool for analysis and comparison of their expenditures, student performance, population trends and other important data factors. Eidex personnel have conducted a number of training sessions for superintendents, principals and business officials which have received high marks from our local leaders."

Randy Howes, Superintendent, West Shores Independent School District

"I can tell you that the administration and the school board are very appreciative of having the ability to review and analyze data that Eidex Focus has pulled together. Our Board has been using this data and the accompanying graphs to prepare for our upcoming teacher negotiations. Having these charts and graphs that Eidex Focus provides helps us prepare for what the various bargaining groups will likely use as ammunition when coming to the bargaining table."

David A. Gray, Superintendent, Eau Claire Public Schools

Section 102d Eidex Participating Districts

Allegan Area ESA
Allegan Public Schools
Fennville Public Schools
Glenn Public School
Hopkins Public Schools
Martin Public Schools
Otsego Public Schools
Plainwell Community Schools
Wayland Union Schools

Alpena-Montmorency-Alcona ESD
Alpena Public Schools

Bay-Arenac ISD
Arenac Eastern School District
Au Gres-Sims School District
Bangor Township School District
Bay City Public Schools
Essexville-Hampton Public Schools
Pinconning Area Schools
Standish-Sterling Community Schools

Berrien RESA
Benton Harbor Area Schools
Brandywine Community Schools
Bridgman Public Schools
Buchanan Community Schools
Coloma Community Schools
Eau Claire Public Schools
Niles Community Schools

Branch ISD
Coldwater Community Schools

Calhoun ISD
Battle Creek School District
Bellevue Community Schools
Marshall Public Schools
Union City Community Schools

Charlevoix-Emmet ISD
Harbor Springs Public Schools

Cheboygan-Otsego-Presque Isle ESD
Cheboygan Area Schools
Inland Lakes Schools

Clare-Gladwin RESD
Clare Public Schools

Clinton County RESA
St. Johns Public Schools

Dickinson-Iron ISD
Breitung Township Schools
Forest Park School District
Iron Mountain School District
North Dickinson County Schools
Norway-Vulcan Area Schools
West Iron County Public Schools

Eastern Upper Peninsula ISD
Tahquamenon Area Schools

Eaton RESA
Charlotte Public Schools
Eaton Rapids Public Schools
Grand Ledge Public Schools

Section 102d Eidex Participating Districts

Genesee ISD
Atherton Community Schools
Atherton Community Schools
Bendle Public Schools
Bentley Community Schools
Carman-Ainsworth Community Schools
Clio Area Schools
Davison Community Schools
Fenton Area Public Schools
Flint Beecher Community Schools
Flint Community Schools
Flushing Community Schools
Genesee School District
Goodrich Area Schools
Grand Blanc Community Schools
Kearsley Community Schools
Linden Community Schools
Mount Morris Consolidated Schools
Westwood Heights Schools

Gratiot-Isabella RESD
Alma Public Schools
Shepherd Public Schools
St. Louis Public Schools

Hillsdale County ISD
Camden-Frontier Schools
Hillsdale Community Schools
Jonesville Community Schools
Litchfield Community Schools
North Adams-Jerome Public Schools
Pittsford Area Schools
Reading Community Schools
Waldron Area Schools

Huron ISD
Bad Axe Public Schools
Elkton-Pigeon-Bay Port Laker Schools
Harbor Beach Community Schools

Ingham ISD
Lansing School District
Holt Public Schools

Ionia County ISD
Ionia Public Schools
Lakewood Public Schools
Portland Public Schools

Jackson County ISD
Concord Community Schools
Northwest Community Schools
Vandercook Lake Schools

Kalamazoo RESA
Climax-Scotts Community Schools
Comstock Public Schools
Galesburg-Augusta Community Schools
Gull Lake Community Schools
Kalamazoo Public Schools
Parchment School District
Portage Public Schools
Schoolcraft Community Schools
Vicksburg Community Schools

Section 102d Eidex Participating Districts

Kent ISD
Byron Center Public Schools
Caledonia Community Schools
Cedar Springs Public Schools
Comstock Park Public Schools
East Grand Rapids Public Schools
Forest Hills Public Schools
Godfrey-Lee Public Schools
Godwin Heights Public Schools
Grand Rapids Public Schools
Grandville Public Schools
Kelloggsville Public Schools
Kenowa Hills Public Schools
Kent City Community Schools
Kentwood Public Schools
Lowell Area Schools
Northview Public Schools
Rockford Public Schools
Sparta Area Schools
Thornapple Kellogg Schools

Lapeer ISD
Almont Community Schools
Dryden Community Schools
Imlay City Community Schools
Lapeer Community Schools
North Branch Area Schools

Lenawee ISD
Adrian Public Schools

Lewis Cass ISD
Edwardsburg Public Schools

Livingston ESA
Brighton Area Schools
Fowlerville Community Schools
Hartland Consolidated Schools
Howell Public Schools
Pinckney Community Schools

Macomb ISD
Anchor Bay School District
Center Line Public Schools
Chippewa Valley Schools
Clintondale Community Schools
Fitzgerald Public Schools
Fraser Public Schools
L'Anse Creuse Public Schools
New Haven Community Schools
South Lake Schools
Warren Woods Public Schools

Marquette-Alger RESA
Ishpeming School District No.1
Munising Public Schools
Negaunee Public Schools

Mecosta-Osceola ISD
Big Rapids Public Schools
Chippewa Hills School District
Evart Public Schools
Morley Stanwood Community Schools
Reed City Area Public Schools

Section 102d Eidex Participating Districts

Mecosta-Osceola ISD
Big Rapids Public Schools
Chippewa Hills School District
Evart Public Schools
Morley Stanwood Community Schools
Reed City Area Public Schools

Menominee County ISD
Stephenson Area Schools

Monroe County ISD
Airport Community Schools
Dundee Community Schools
Ida Public Schools
Jefferson Schools
Mason Consolidated Schools
Monroe Public Schools
Whiteford Agricultural Schools

Montcalm Area ISD
Carson City-Crystal Schools
Tri County Area Schools

Muskegon ISD
Fruitport Community Schools
Holton Public Schools
Mona Shores Public Schools
Montague Area Public Schools
Muskegon Public Schools
North Muskegon Public Schools
Oakridge Public Schools
Orchard View Schools
Ravenna Public Schools
Reeths-Puffer Public Schools
Whitehall District Schools

Newaygo County RESA
Big Jackson School District
Fremont Public Schools
Grant Public Schools
Hesperia Community Schools
Newaygo Public Schools
White Cloud Public Schools

Oakland Schools ISD
Birmingham School District
Brandon School District
Clarenceville School District
Clawson Public Schools
Farmington Public Schools
Ferndale Public Schools
Huron Valley Schools
Madison District Public Schools
Novi Community Schools
Oak Park School District
Oxford Community Schools
Southfield Public Schools
Walled Lake Consolidated Schools
West Bloomfield School District

Ottawa Area ISD
Allendale Public Schools
Coopersville Area Public Schools
Grand Haven Area Public Schools
Hamilton Community Schools
Hudsonville Public Schools
Jenison Public Schools

Section 102d Eidex Participating Districts

Ottawa Area ISD (con't)
Saugatuck Public Schools
Spring Lake Public Schools
Zeeland Public Schools

Saginaw ISD
Birch Run Area Schools
Bridgeport-Spaulding Community Schools
Chesaning Union Schools
Freeland Community School District
Frankenmuth School District
Hemlock Public Schools
Merrill Community Schools
Saginaw Township Community Schools

Shiawassee RESD
Corunna Public Schools
Durand Area Schools

St. Clair County RESA
Algonac Community Schools
Port Huron Area School District

St. Joseph County ISD
Centreville Public Schools
Colon Community Schools
Three Rivers Community Schools

Traverse Bay Area ISD
Alba Public School
Bellaire Public Schools
Benzie County Central Schools
Buckley Community Schools
Elk Rapids Public Schools
Excelsior Township District 1
Forest Area Community Schools
Frankfort-Elberta Area Schools
Glen Lake Community School
Kalkaska Public Schools
Kingsley Area Schools
Leland Public Schools
Mancelona Public Schools
Northport Public School
Suttons Bay Public Schools
Traverse City Area Public Schools

Van Buren ISD
Bangor Public Schools
Bloomingdale Public Schools
Covert Public Schools
Decatur Public Schools
Gobles Public Schools
Hartford Public Schools
Lawrence Public Schools
Lawton Community Schools
Mattawan Consolidated Schools
Paw Paw Public Schools
South Haven Public Schools

Washtenaw ISD
Ann Arbor Public Schools
Chelsea School District
Lincoln Consolidated Schools
Manchester Community Schools
Milan Area Schools
Saline Area Schools
Whitmore Lake Public Schools
Ypsilanti Community Schools

Section 102d Eidex Participating Districts

Wayne RESA
Allen Park Public Schools
Crestwood School District
Dearborn Public Schools
Dearborn Heights School Dist. #7
Detroit Public Schools
Ecorse Public Schools
Gibraltar Schools
Grosse Ile Township Schools
Hamtramck School District
Harper Woods School District
Lincoln Park Public Schools
Livonia Public Schools
Melvindale-Northern Allen Park Schools
Northville Public Schools
River Rouge School District
Riverview Community School District
Romulus Community Schools
South Redford School District
Taylor School District

Trenton Public Schools
Van Buren Public Schools
Wayne-Westland Community Schools
Westwood Community Schools
Woodhaven-Brownstown Schools District

West Shore ESD
Baldwin Community Schools
Hart Public Schools
Ludington Area School District
Mason County Central Schools
Mason County Eastern Schools
Pentwater Public Schools
Walkerville Public Schools

Wexford-Missaukee ISD
Cadillac Area Public Schools