

improving K-12 education

MSA's Education Suite

Tools to Enhance Your District's Performance



MANAGEMENT SCIENCE ASSOCIATES, INC.
1-800-MSA-INFO • www.msa.com • info@msa.com

MSA's Education Suite

Tools to Enhance Your District's Performance

Simplifying Web Technologies for K-12 Education

At its heart, education is about motivating students, parents and educators to do their best individually and collectively.

Management Science Associates, Inc. (MSA) provides a suite of web-based products that can improve school and student performance. By leveraging our expertise and core competencies, MSA has established highly visible initiatives that enhance community involvement, stakeholder communication and student achievement.

MSA's suite of products allows a parent to become involved with their child's homework assignments, an administrator with non-technical skills to update and maintain a district's website and provides a district with the opportunity to build and view custom student and district performance reports.



MSA's Education Suite

Content™

A highly intuitive content management system that allows any teacher or administrator to easily add, edit and rearrange content and the navigation tree on your website in seconds.

Dashboard™

A web-based communications portal that enables teachers, parents and students to share information regarding homework assignments and upcoming tests, results of administered tests, scheduled school events and attendance related information.

Critical Connect™

An emergency communication system that acts as a conference call, text, voice and email message manager that enables key decision makers and those affected to connect quickly, securely and reliably.

EduSense™

EduSense is a web-based Business Intelligence Server and Data Warehouse reporting tool that allows teachers and administrators to quickly view standard reports and easily create custom reports using data gathered from multiple sources such as: grades, attendance, standardized test scores, etc.

Behavior Manager™

A web-based program enabling teachers, supervisors, case managers and other members of the multi-disciplinary team to monitor the behavioral outcomes of a student from any location.

Remote Data Protection

Protect your district's mission critical data through a secured and fully-automated, online backup/recovery managed solution that is easy to use.

CONTENT™

If you can use a word processing program, you can make changes to your website.



Easily Create and Update Your Website

MSA's content management solutions include a highly intuitive Content Management System. With Content, anyone can easily add, edit and rearrange content and the hierarchical navigation on your website in seconds.

Emergency updates and up-to-the-minute announcements can be published instantly to alert students and employees. It takes only seconds to post an announcement on your website, invite staff and alumni to upcoming events or provide your students with information concerning new programs. Now you can make sure that the "look and feel" of your website is consistent throughout your site, so you can better promote your school.

Content Editor – What You See Is What You Get

The most important component of your website is its content, and the best way to ensure that your website is a success is to provide effective, fresh content. People are visiting your website because they want current information.

Administrators and staff can both contribute content.

When different content creators add content to your website, the most up-to-date information is available to the community instantly. There is no need to wait for a single "gate keeper" to take days to make changes when, within seconds, approved users are empowered to update the website with ease.

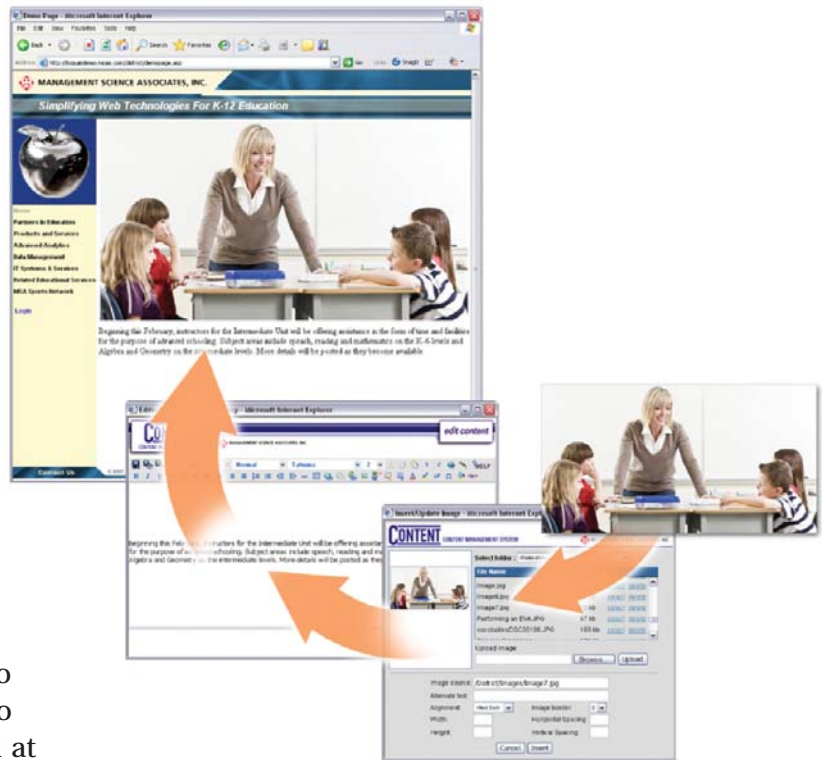
If you can use a word processing program, you can make changes to the website.

Content features a built-in WYSIWYG Editor. This technology allows anyone to edit, rearrange and add to the website. If your staff knows how to use a word processing program, they can make changes to the website without any programming or HTML knowledge. This greatly reduces training costs and time lags for content updates.

There is a simple, yet sophisticated, approval process that will allow you to monitor what information is being posted to the website. You can delegate sections of the page to specific individuals so that each person "owns" a specific portion of individual pages. It is even possible to create multiple versions of the same page and to have timed publishing.

Features

- ❖ Easily add and edit pages
- ❖ Built-in approval chain
- ❖ Sophisticated security features
- ❖ Version control
- ❖ Maintain consistent “look and feel”
- ❖ Entirely server based
- ❖ Drag and drop functionality
- ❖ Password protected areas
- ❖ WYSIWYG editor



Time Publishing

Content's time publishing allows users to create special or modified web content to be automatically published and removed at a day and time as specified by the user. For example, if a district is closed due to a holiday, a Content user can create a new version of the district's homepage that conveys this message. Additionally, the user can program Content to display the modified home page from 5 am to 5 pm and restore the original home page from 5 pm on. This can all be done in a few moments and the day before the website needs to be updated so that no Content user will have to worry about updating the district's website during the holiday.

The ease, flexibility and security offered by Content makes it an ideal fit for the unique needs of districts requiring timed content.

Drag and Drop Document Tree

By using Content's drag and drop functionality, you can quickly and easily re-order the web pages to create a different menu structure. Furthermore, Content creates a “breadcrumb” navigation menu instantly when you add a page.

Content allows you to create a website that is easy to navigate. You can also quickly change the order of your web pages by simply clicking on the page in the menu tree, and dragging and dropping it into a new location.



Facilitate Communication Between Students, Parents & Faculty

Quality education requires the involvement of not only students, teachers and administrators but of parents, tutors and mentors. MSA can provide web-based solutions that connect these key stakeholders, and center them around each child's individual learning environment and academic experience.

MSA can provide parents with a link to each child's homework assignments, grades, school schedule and announcements.

Attendance modules, integrated grade books and data warehouses, allow all stakeholders to engage and monitor their child's performance and communicate via e-mail. Most importantly, MSA products allow access to data from other existing Student Information Systems, preserving past and ongoing technology investments.

Dashboard

Dashboard is a web-based communications portal that enables teachers, parents and students to share information regarding homework assignments and upcoming tests, results of administered tests, scheduled school events and attendance related information. Students can even discuss topics in the curriculum with peers online. Increasing student achievement by improving parent, teacher and student interaction is the ultimate goal.

Features

- ❖ Homework and event calendar
- ❖ Add/edit personal events
- ❖ Schedules
- ❖ Homework files
- ❖ Daily and quarterly grades
- ❖ Contact information
- ❖ Discussion groups
- ❖ Detailed health records
- ❖ Selectable group notifications
- ❖ Announcements
- ❖ Student attendance and student photos
- ❖ Student performance alerts
- ❖ Teacher evaluations
- ❖ Access to state required forms and reports
- ❖ Role management
- ❖ Track student disciplinary actions
- ❖ E-mail teachers, parents and students
- ❖ Parents can view each child's progress from one location
- ❖ Student Individualized Education Program (IEP)
- ❖ Seamless integration with MSA's Content Management System (CMS)

The screenshot displays the Management Science Associates, Inc. web portal. The main interface includes a calendar for September 2007, a sidebar with navigation links, and a central content area. Two callout boxes are overlaid on the page:

Assignment for Economics

Title: Chp. 5 Ou. 2-6 Pg. 115
Assigned Date: 9/24/2007
Due Date: 9/27/2007
Instructions/Description: Read chapter five of the text and answer questions 2-6 on page 115.
Link: www.sec.gov/
Online Work: **Federal Intervention**
Merriman, T. (9/24/2007 3:30:13 PM): What are your thoughts?... view entire discussion
[Click here to add your comments](#)

Molly's Quarter Grades

Subject	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Comments
(H) Calculus	B				
AP French 5	A				
AP Lang and Comp	A				
AP Statistics	B				
Economics	A				
Health 1	A				
Satire	A				
Study Hall	-				
The Irish	A				



Simplifying Web Technologies for K-12 Education

EduSense empowers schools to focus on the driving factors of educational success of students. By using EduSense, Management Science Associates, Inc. (MSA) aids districts in determining the factors that drive student performance and thus, allows schools to focus on the factors that they can influence.

EduSense enables educators to understand, collect and analyze data efficiently and effectively; enabling them to focus on the aspects that they deem necessary to improve student performance.

What is EduSense?

EduSense is a web-based Business Intelligence Server and Data Warehouse reporting tool that allows teachers and administrators to quickly view standard reports and to easily create custom reports using data gathered from multiple sources (Student grades, attendance, standardized test scores, etc.). Data can easily be viewed and graphed in order to show trends over time. Reports can also be generated to show correlations between seemingly unrelated data enabling educators to identify previously unknown cause and effect relationships.

Data Management & Warehousing for Education

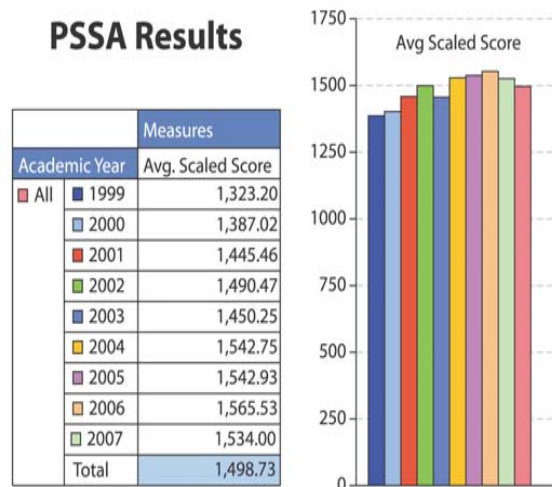
Why Choose EduSense?

- ❖ Only a web browser is needed to generate and view reports
- ❖ Easily export analysis results to Excel, Word and PowerPoint
- ❖ User-friendly tabular reports and a broad range of graphic reports
- ❖ Reports can be saved as dynamic or static to allow different levels of drill-down and expansion functions
- ❖ Ability to share reports and distribute reports
- ❖ Automatically generate reports in a fixed cycle via report subscription engine
- ❖ Individualized user authorization settings to ensure data security and reporting flexibilities

The importance of data privacy is ingrained in the culture at MSA, where we:

- ❖ Formed a Review Board to develop privacy, confidentiality and ethics policies
- ❖ Recognized the need to protect the privacy of patient data prior to HIPAA regulations
- ❖ Maintain privacy for student attendance, grades and demographic data
- ❖ Have passed multiple audits indicating that MSA's practices and systems meet privacy requirements

EduSense Sample Reports:



Remote Data Protection for Education

MSA's Remote Data Protection Solution for Education is designed to help school districts protect their information through a secure and flexible on-line backup/recovery managed service.

District data is backed up and stored off-site at MSA's primary state-of-the-art Data Center, where it can easily be recovered when needed.

MSA's Remote Data Protection Solution is ideal for any district with numerous locations (schools and administrative offices) that has an interest in the protection of sensitive student/teacher data.

Overview

MSA's Remote Data Protection is a unique alternative to traditional backup methods by replacing conventional tape-based systems with a fully-automated, online solution. Tape-based backup systems are problematic: tapes can be lost, stolen or destroyed in transit to an offsite storage vault, and recovering data from the various systems is often time consuming. It may take hours, or even days, to retrieve stored tapes from an offsite vault before the restoration process can begin.

Large districts present an additional challenge. These districts are processing a greater amount of data at remote schools as new applications increase the data load on district networks. This rapidly growing information pool can be just as critical as data generated from the administrative office and needs to be protected.

MSA's Remote Data Protection Solution provides reliable multi-site backup and recovery by consolidating remote school and administrative office backups at our offsite data vault. Data de-duplication, backups of only changed data,

and compression reduce the amount of data transmitted, minimizing bandwidth requirements. School districts are able to enjoy the benefits of MSA's Remote Data Protection Solution while maintaining complete control over the configuration and scheduling of backup sets and restores. In addition, MSA's Remote Data Protection web portal enables school districts to monitor backups, view summary reports and restore activity for a specified period of time.

How Does MSA's Remote Data Protection Work?

- ❖ The Remote Data Protection client may be configured on one machine at each network location. No additional agents are required on protected servers to backup district data. Data is backed up based on a district defined schedule.
- ❖ Districts connect to MSA's primary Data Center via the Internet. MSA's Remote Data Protection Solution creates an encrypted tunnel, which enables data to be transferred securely over the district's existing Internet connection.
- ❖ After an initial complete backup, MSA's Remote Data Protection Solution will only back up incremental changes (changed file blocks) and new files.
- ❖ Delta processing, compression and de-duplication significantly reduce network bandwidth and storage consumption.
- ❖ Advanced encryption for data in-flight and at-rest delivers complete data security.

- ❖ In the event of an accidental deletion, human error, corruption or disaster, data restoration is fast, easy and manageable.

- ❖ Extensive database support: MS SQL Server, MS Exchange Server, Oracle 8 & above, MySQL, PostgreSQL.

How is Backup Data Restored?

Data is available to be restored immediately after it has been backed up and stored offsite. Depending upon the amount, data can be restored across the Internet or delivered via a portable disk to the customer's site.

For fast recovery, MSA's Remote Data Protection Solution provides a local restore option: a snapshot of all data being backed up to MSA's centralized storage system may also be stored locally on their network.

What Environments Does MSA's Remote Data Protection Support?

MSA's Remote Data Protection has full agentless support for a range of network platforms:

- ❖ Extensive OS support: Windows 2000, XP, 2003, VMware, IBM AIX, Solaris, HP-UX, HP-TRU64 UNIX, Red Hat Linux, Novell Suse Linux.

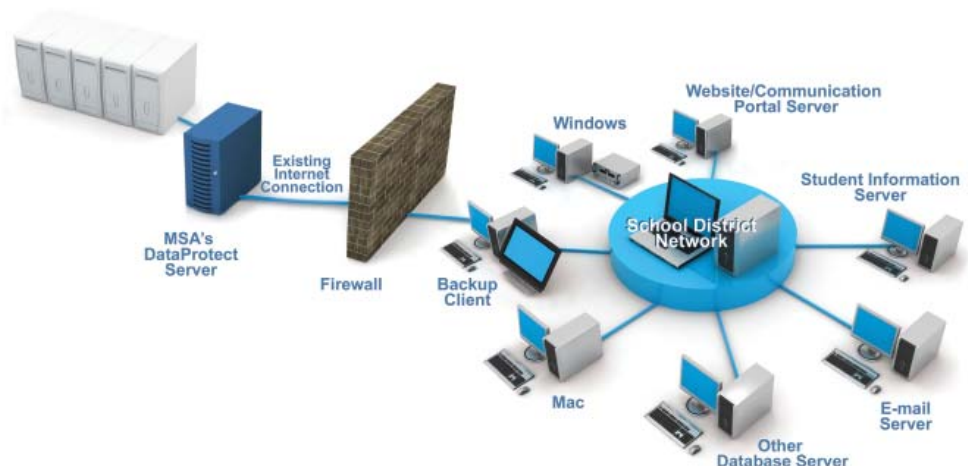
What Does MSA's Remote Data Protection Cost?

We charge a monthly per Gigabyte (GB) fee for this service. Pricing is based on the amount of data stored at MSA's primary Data Center (after de-duplication and compression).

Services & Support

MSA offers installation support and training to all new customers, as well as email support and telephone technical support M-F, 8-5.

Customers also have access to a dedicated web portal for report generation and account management.



Additional & Related MSA Services

Additional Services:

- ❖ MSA can provide website hosting, 24x7 monitoring, support and maintenance from our 42,000 sq. ft. data center facility in Tarentum, PA
- ❖ MSA offers an array of graphical design services. MSA can help you polish your image and rebrand your school while including you in the entire process
- ❖ MSA is able to transfer your website's content from your old site to the new one
- ❖ MSA is eRate compliant and can provide you with a list of services that are eRate eligible

MSA Sports™

MSA Sports is a radio network servicing 150 schools in Western PA, one of the hottest regions for high school athletics including marching bands. With 27 radio stations, fans are able to tune into the real-time streamed action from their homes or anywhere in the world from the website. Previous games are also available in the archive section.

“Hometown Broadcasts” enables students to gain experience in announcing high school athletic events and non-sports activities.



About MSA

MSA offers a host of web technologies to further support the need to improve school and student performance. MSA provides the tools and analyses that teachers and administrators need, leveraging our world-renowned expertise and core competencies to enhance student achievement through such highly visible initiatives. Education is the background of the principals at MSA and it reflects our commitment to innovative and effective products for the education industry.

MSA is a world leader in analytical software and information-based systems. With over 850 employees and nearly 45 years of uninterrupted growth, MSA specializes in data management and data analysis for acceptance of new consumer products and services, advertising and promotional effectiveness, healthcare and medical research, and automated process control industries. Education is a logical extension of increased importance for application of these capabilities.

MSA's data management services include designing, cleaning, integrating and retrieving databases.

MSA pushes data analysis to the finest level of granularity that is feasible. This approach allows more precise estimates of effects. We want to know not only how well students are performing but how to increase their rate of learning.

Headquartered in Pittsburgh, MSA also has offices in New York; Chicago; Atlanta; High Point, NC; China; United Kingdom; and Malaysia. Visit us at www.msa.com

See how powerful intelligence combined with the right expertise can greatly improve your district's student performance.

Visit us at www.msak12services.com





MANAGEMENT SCIENCE ASSOCIATES, INC.

Corporate Headquarters

6565 Penn Avenue
Pittsburgh, PA 15206-4490
tel 412.362.2000 ♦ fax 412.363.5598
www.msa.com

RockPointe Business Park
400 MSA Drive
Tarentum, PA 15084-2808
tel 724.265.6500 ♦ fax 724.265.5738

New York Office

1560 Broadway, Suite 300
New York, NY 10036-1518
tel 212.398.9100 ♦ fax 212.398.9121

Atlanta Office

817 West Peachtree Street, Suite m-100
Atlanta, GA 30308-1144
tel 404.879.5144 ♦ fax 404.879.5145

Chicago Office

3243 N. Talman Avenue
Chicago, IL 60618-4729
tel 773.588.1199 ♦ fax 773.588.1166

High Point Office

4000 Piedmont Parkway, Suite 442
High Point, NC 27265-9414
tel 336.882.2430 ♦ fax 336.882.2429

MSA INFORMATION TECHNOLOGY (SHANGHAI) LIMITED

麦思瑞信息技术(上海)有限公司

Shanghai Office

Suite 2002
no. 1036 Pudong South Road
Shanghai, 200122
China
tel 011 86 21 6887 2758 ♦ fax 011 86 21 6887 2757

MSA FOCUS INTERNATIONAL LIMITED

United Kingdom Office

St. Hilary Court
Cophthorne Way
Culverhouse Cross
Cardiff, cf5 6es
United Kingdom
tel 011 44 29 2067 1760 ♦ fax 011 44 29 2059 9733

Malaysia Office

B-1008, Block B, Kelana Square
17, Jalan ss7/26, Kelana Jaya
47301 Petaling Jaya
Selangor D.E.
Malaysia
tel 011 60 3 7806 1358 ♦ fax 011 60 3 7806 1359