The Leading Provider of School Information Systems for Independent Schools Worldwide
VERACROSS BY THE NUMBERS

97% client retention over 15 years

One truly integrated database

225 Independent Schools around the world

4.6 million pledges and donations tracked

= 100,000 donations

1.2 million admissions applications processed

= 50,000 applications
At the core of Veracross is a foundational CRM that allows you to track each person who has a relationship with your school. This person will have a single record for life, all in one truly integrated database.
**THE VERACROSS DIFFERENCE**

**SOFTWARE**

We are proud to provide the only truly integrated database designed specifically for Independent Schools. Our ecosystem of apps and tools provides your administration and constituents with the best user experience, all using the same set of data.

**SUPPORT**

Each school works with a specialized implementation team to ensure that the transition to Veracross is as smooth as possible. After implementation, each school is assigned a dedicated account manager. Our account managers collaborate with members of our Technical Support Team to ensure that schools get their questions resolved as fast as possible.

**PATRICK GODFREY**  
DIRECTOR OF TECHNOLOGY, ROWLAND HALL

Veracross provides the best support of any software I have used in my 20 years at Rowland Hall. Our account manager functions as another member of our technology team, always keeping an eye out for our school's best interests. Veracross has been a great partner and continues to improve and innovate, making them essential to student record management at Rowland Hall.

**MIKE FERGUSON**  
DIRECTOR OF TECHNOLOGY, CATE SCHOOL

Switching to a new SIS and accounting software is a daunting task for any school; however, we couldn’t be happier that we switched to Veracross! Our account manager has gone above and beyond!

**JASON RAMSDEN**  
CHIEF INFORMATION OFFICER, RAVENSCROFT SCHOOL

Since the beginning of our partnership, and through the years, Veracross continues to listen to our needs and build tools that make sense for our school and constituents.

**JONATHAN KING**  
DIRECTOR OF OPERATIONAL TECHNOLOGY, RIVERDALE COUNTRY SCHOOL

We chose Veracross because it has a fully web-based modern UI with one record per constituent, which allows the entire school to use the same data.

**SOME CURRENT PARTNERS**

**DAY SCHOOLS**

- Noble and Greenough
- Westminster Schools
- Riverdale Country School
- Lakeside School
- Poly Prep Country Day School
- St. Ann’s School
- Gilman School
- The Episcopal Academy

**BOARDING SCHOOLS**

- The Lawrenceville School
- The Taft School
- Culver Academies
- The Loomis Chaffee School
- Cate School
- The Williston Northampton School
- The Governor’s Academy
- Georgetown Preparatory School

**INTERNATIONAL SCHOOLS**

- Singapore American School
- American School in London
- International School of Amsterdam
- Frankfurt International School
- The American School of Japan
- TASIS Switzerland
- Canadian International School of Hong Kong
- American School of Bombay
INTEGRATION

ACCORDING TO OUR COMPETITORS

- DATA DUPLICATION
  - One database with multiple records existing for one person in different tables
  - Departments use different versions of people & families
  - "Integration" is messy

- DATA SHUFFLE
  - School syncs data between separate databases
  - Separate records exist for person information
  - "Integration" is messy

OR

ACCORDING TO VERACROSS

- TRUE INTEGRATION
  - A single database means each person/household/organization/etc. is represented by a single record, which means no data duplication or shuffle. No more wondering whether the record you are looking at is the most up-to-date!
DEPARTMENT FEATURES

ONE SYSTEM FOR YOUR WHOLE SCHOOL

DEPARTMENT FEATURES

CORE FOUNDATION

CRM
• Demographic information
• Organizational management
• Relationship management
• Custody tracking

COMMUNICATIONS
• Email automation
• Analytics
• News management
• Content creation
• SMS
• Subscription management
• System-created distribution lists
• Allow parents, alumni, and donors to manage communication preferences
• Communication tools shared by departments
• Email and post content simultaneously
• View and manage bounce and spam lists
• Create custom and dynamic salutations
• Branded login pages
• Personalized emails with any merged data
• Built-in workflows to write, edit, review, approve, and send emails

CALENDARS
• Calendar subscription via iCal
• Personalized calendars for teachers
• Homework calendar subscription for students
• Calendars by grade level and school division
• Public or private publishing

EMPLOYMENT
• Time-off balances
• Continuing education tracking
• Contract and compensation management
• Certification tracking

• Employee review tracking
• Substitute teacher management

NIGHTLY DATA HYGIENE
• Automatic checks and reports for duplicate person records
• Automatic checks and reports for duplicate organizations
• Checks for unposted report card grades
• Financial aid data integrity checks
• Admissions data integrity checks
• Enrollment integrity checks
• Development integrity checks
• Nightly standardization of addresses

EVENT MANAGEMENT
• Attendance management
• Event logistics checklists
• Event communication tools
• Event calendar publishing tools
• Transportation tracking
• Ticket tracking
• Volunteer tracking

PORTALS
• Parent
• Faculty
• Student
• Staff
• Alumni
• Board
• Volunteer

API
• iCal
• Authentication
• Third-party integrations

RESOURCE SCHEDULING
• Conflict matrix
• Approval workflow
• Faculty scheduling tool in portal

DATA IMPORT TOOLS

CLIENT SITE BACKUPS

HEALTH
• Visit management
• Incident reporting
• Medication tracking
• Student health records
• Immunizations

OTHER PROGRAMS
• Enrichment
• Camps
• Extended care
• Summer school
• Student billing integration

BOARDING
• Manage resident information
• Track room assignments
• Dorm parents
• Weekend permissions

ATHLETICS
• Game and practice scheduling
• Roster management
• Result tracking
• Athletic data on public site via API

ATTENDANCE & BEHAVIOR
• Daily attendance
• Attendance by period
• Automatic attendance reminders
• Integration with athletics and field trips
• Notifications to parents

LEARNING MANAGEMENT
• Teacher resource library
• Assignment dashboard
• Class web pages
• Class discussions
• Lesson plans
• Daily planner
• Class photo gallery

SCHEDULING
• Schedule builder
• Multiple academic calendars
• Multiple rotations
• Block schedule

GRADING
• Customizable honor roll
• Class rank
• Customized GPAs
• Numeric grading
• Qualitative grading (skills)
• Customized report cards
• Customized transcripts
• Grade distribution and balance report
• Online grade and comment review

INTERNATIONAL
• IB program support
• Multi-language support
• International characters
• International addresses
• Specialized diploma programs
• Specialized grading systems
• Passport and visa management

TEACHER PORTAL
• Gradebook
• Attendance
• Behavior
• File uploads
• Parent notifications

TRANSPORTATION
• Personalized trip schedules
• System-generated rider lists
• Integrated with attendance and athletics

PARENT AND STUDENT PORTALS
• Online parent teacher conference management and signup
• Access to report cards and transcripts
• Calendar and event information
• School news

ACADEMICS & STUDENT LIFE
DEPARTMENT FEATURES

CONTINUED...

12 DEPARTMENT FEATURES | VERACROSS.COM

DEPARTMENT FEATURES

DEVELOPMENT

• Advanced prospect management tools
• Streamlined moves management
• Constituent profiles
• Annual fund solicitation tools
• Intuitive gift entry
• Comprehensive campaign management
• State-of-the-art integrated CRM
• Powerful, user-friendly query tool
• Automated data standardization and integrity checks
• Donation, pledges and soft credits
• Custom reporting and visualization

• Data integrates directly with Veracross accounting module
• Custom and dynamic salutations
• Customizable online giving forms
• Online event registration and management
• Customizable alumni portal
• Personalized emails with merged data
• Schedule emails for future delivery
• Robust mailing list and appeal tracking
• Solicitor management
• Graphical report and analytics
• Donor research
• Matching gifts

BUSINESS

• VC Pay: payments and tuition management
• Stored credit card and checking accounts
• Web accessible
• Fully integrated with all Veracross modules
• Integrated communication tools
• Advanced query and reporting tools
• Built-in automation

• General ledger
• Account payable
• Account receivable
• Fee management
• View/pay invoices online
• Transaction recording
• Summary reporting
• Budgeting
• Income statement
• Cash flow statement
• Purchase orders

ADMISSION PORTAL
• Recommendations
• Visit sign-up
• Fee payments
• Custom checklist
• Web forms

VISIT MANAGEMENT
• Interviews
• Tours
• Re-visits
• Shadow Visits
• Automated tour guide ranking and pairing

FINANCIAL AID
• Integrated with online enrollment
• Import from third-party systems
• Custom merge fields in letter
• Letter publishing in enrollment portal
• Grant, scholarship, stipend and remission tracking
• Tracking prior year awards and applications
• Checklist management
• Tracking, budgeting and reporting tools

ONLINE ENROLLMENT
• Custom checklist
• Policies and agreements
• Integration with financial aid
• Payment plan selection
• Down payment
• Easy to configure fees and amounts
• Contracts

APPLICANT TRACKING
INTEGRATED COMMUNICATION TOOLS
CUSTOM INQUIRIES
FILE READING AND SCORING
DATA REPORTING AND ANALYTICS
INTEGRATION WITH SSAT AND RAVENNA
CANDIDATE PROFILE DOCUMENT
PIPELINE REPORTING
ADMISSIONS CALENDAR MANAGEMENT
VISUAL EMAIL BUILDER AND SMS MESSAGING

ANNE SENA
DIRECTOR OF TECHNOLOGY,
ST. DAVID’S SCHOOL

Veracross is designed in a way that provides our school a flexible, best-in-class, scalable school information system that supports all aspects of our school in a seamless way. The focus of the Veracross team on our school’s success has resulted in a strategic partnership between St. David’s School and Veracross that we will continue to leverage as we move into the future.

13 DEPARTMENT FEATURES | VERACROSS.COM
**AXIOM**

**THE MOST POWERFUL ADMINISTRATIVE PLATFORM FOR INDEPENDENT SCHOOLS**

**100% BROWSER-BASED**
Access your full database on any device with an internet connection. No need for VPNs; do your job anywhere.

**ROBUST REPORTING TOOLS**
Whether running built-in reports or creating your own saved queries, all your school’s data is right at your fingertips. Use built-in reports or save your own custom ones in a personal or shared workspace to easily collaborate with colleagues.

**VISUALIZE YOUR DATA**
Display dates as a timeline or calendar, view and print labels or envelopes, create charts, preview documents, and even generate a Google map with location data.

**USER-FRIENDLY INTERFACE**
Designed to be easy for all staff members at your school, Axiom is equipped with straightforward navigation and a simple yet powerful query-building tool.

**DOCUMENTS**
Interactive documents, like the Admissions Candidate Profile and Donor Profile, and custom academic reports are all powered by live data and made accessible in Axiom.

**ANDREW SHELFFO**
DIRECTOR OF TECHNOLOGY, WILLISTON NORTHAMPTON SCHOOL

Veracross is able to take information and display it in ways that make it easy for people to access and digest.
PORTALS

CREATE A UNIFIED USER EXPERIENCE ACROSS ALL OF YOUR VERACROSS PORTALS — APPLICANTS AND ENROLLING STUDENTS, CURRENT PARENTS, TEACHERS, STUDENTS; AND ALUMNI — AND PROVIDE ACCESS TO CUSTOMIZED CONTENT.

RESPONSIVE
All of our portals are responsive on any device and accessible in any modern web browser.

INTEGRATED WITH YOUR DATA
Display student-specific class information, progress reports, attendance documents, and report cards in the student and parent portals. Pull customized dates from Veracross calendars into the staff portal. Even publish custom query results from Axiom to your teacher and staff portals.

CUSTOMIZABLE
Create a unified brand experience across all portals with your school’s colors, logo, and other imagery. Display your social feeds, Google Forms or Drives on any portal screen to make it the hub of your school’s communication strategy.

INTUITIVE
Provide the best user experience for all workflows and tasks by determining exact locations of buttons and components with the Veracross screen builder.

FLEXIBLE
Customize a portal for virtually any group of people at your school. Create a portal for board members, your parent association, athletic boosters, or whomever you would like.

INTEGRATED WITH YOUR DATA

RESPONSIVE

CUSTOMIZABLE

INTUITIVE

FLEXIBLE
BEAUTIFUL EMAILS WITH CUSTOM MERGED DATA
Use Composer — a visual drag and drop email builder — to create beautiful messages. Launch the builder from a query or a group, and pull in any field in the database to ensure that your email is targeted and personalized.

EMAIL ANALYTICS
Manage and adjust your communication strategy based on concrete data. View important email statistics across all departments and drill into each email to see individual recipients.

COMMUNICATION TOOLS BACKED BY DATA
By using Veracross tools for communication, you ensure that you are using the most up to date and relevant data.

ORGANIZE COMMUNICATION BY CHANNELS
Each department has its own set of communication channels which allow members of your community to subscribe and block emails and SMS messages depending on their preferences.

SHARED TOOLS, THEMES, AND TEMPLATES FOR BRAND CONSISTENCY
Create a customized look and feel for each message you send. Allow departments to have their own themes and templates, or create shared ones for the entire school.

6.5 million emails sent each month = 200,000
AUTOMATIC PAYOUT RECONCILIATION
- Payment summary and itemized payout information by module
- Simplified posting to the general ledger with Veracross Accounting

SAVED PAYMENT ACCOUNTS
- Allow Veracross users to save ACH and credit card information
- Users can access saved accounts whenever making a payment in Veracross

INTEGRATION WITH VERACROSS MODULES
- Online Enrollment
- Development
- Program Registration
- Admissions
- Extended Care
- Event Registration
- Student Billing

PAYMENTS DASHBOARD
- Easily view all recent transactions across all departments in a single location

AUTO RECURRING GIVING
- Allow donors to set up automatic gifts to your school’s annual fund or capital campaign
- Automatically thank the donor via email after the recurring gift is processed

PAYMENTS WITH VC_PAY CORE

VC_PAY TUITION MANAGEMENT

AUTOPAY TUITION
- Automatically charge tuition using saved accounts
- Optionally require parents to enroll in AutoPay during re-enrollment
- School defined billing date(s)

AUTOPAY INCIDENTALS
- Automatically charge incidental fees using saved accounts
- School defined billing date(s)

AUTOMATIC REMINDER AND CONFIRMATION EMAILS
- Parents are automatically reminded of their AutoPay payment via email prior to the billing date
- Confirmation is automatically sent to parents when payment is received
- Record of reminder email is automatically added to the database

SINGLE ACCOUNT, SINGLE PORTAL
- Parents access and manage their AutoPay settings in a single portal with a single username and password
- Invoices are managed in the same portal as school news, academic information (attendance, report cards), and events
COMPLIANCE

WE MAINTAIN THE SECURITY OF OUR SCHOOLS’ DATA根据 INDUSTRY-STANDARD PROTOCOLS AND COMPLIANCE PROGRAMS.

PRIVACY
Each year we undergo an independent audit of our privacy practices. We demonstrate that we follow best practices for maintaining subjects’ privacy and rights and that we follow our privacy policy.

EU-US PRIVACY SHIELD AND SWISS-US PRIVACY SHIELD
We are certified for both EU and Swiss-US Privacy Shields. These frameworks were designed to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union and Switzerland to the United States in support of transatlantic commerce.

PAYMENT CARD INDUSTRY DATA SECURITY STANDARD (PCI DSS)
Veracross follows the Payment Industry Data Security Standard (PCI DSS) framework required for its payments processing. We attest validation to the standard yearly and we continuously monitor our cardholder data environment for compliance throughout the year.

GENERAL DATA PROTECTION REGULATION (GDPR)
Since May 2018, GDPR regulates how the personal data of EU residents is collected, processed or used, stored, transferred, and deleted. It is designed to ensure that organizations treat the personal data of “data subjects” — students, parents, employees, and other constituents — with care. We have confirmed via independent audit that we meet our requirements as a GDPR processor.

SECURITY

WE VALUE YOUR DATA’S SECURITY, PRIVACY, AND RELIABILITY AS MUCH AS YOU DO.

SECURE HOSTING ENVIRONMENT
We maintain a thoroughly modern, secure infrastructure, employ modern cloud-based security practices.

ROLE-BASED ACCESS
With a multitude of security roles available, you can be sure that the right people can access only the data they need.

MULTI-FACTOR AUTHENTICATION (MFA)
We currently employ MFA for our codebase and other internal systems and have MFA for authentication into Veracross.

ROBUST AUDIT LOGS AND ACCESS HISTORY
View information about changes to records in the system and logins and login attempts — username, local and UTC time, application name, IP address, and more — and view that information visually or in any type of query you want to design.

GOOGLE APPS AND ACTIVE DIRECTORY INTEGRATION
Provide a seamless single-sign-on experience for your users by integrating with Google Apps or Microsoft Active Directory.

USER IMPERSONATION
System administrators can impersonate others users to see exactly what they see in Axiom and Portals to help troubleshoot issues — this impersonation is logged in the system.
Contact Us

Reach out to schedule a demo today!

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