

CASE STUDY

Goodpasture Christian School Streamlines Attendance & Visitor Management *with* Visitu, A Pikmykid Brand, Leading To Improved Accuracy, Security & Communication Campus-Wide

Goodpasture Christian School MADISON, TENNESSEE



The Dilemma

WHAT HAPPENS WHEN VISITOR MANAGEMENT & ATTENDANCE SYSTEMS STOP SUPPORTING STAFF

Goodpasture Christian School in Madison, Tennessee serves nearly 1,100 students, from 12 months old through 12th grade, all on a single campus with multiple buildings.

For Technology Director Tammy Applegate, herself a Goodpasture graduate, parent, teacher, and now 18-year staff member, the responsibility to maintain secure, smooth, and trustworthy campus operations has always been personal.

Starting from pen and paper processes, the school transitioned to an alternative visitor management system before they decided to switch to Pikmykid. An adjustment, this was also an improvement, specifically regarding early check-in features; however, the experience declined over time, following the acquisition.

According to Applegate, users experienced the following challenges:

- Customer support slowed significantly and proved lacking across the board.
- The API integration with Blackbaud no longer synced reliably, causing hours-long delays instead of real-time updates.
- High school student attendance accuracy suffered, particularly as students drove themselves and were empowered to check themselves in and out of the school day.
- The parent app was not user-friendly; in fact, it was downright confusing, which required frequent troubleshooting, diverting time away from more pressing tasks.

- Messaging became unreliable, sometimes sending 1-6 duplicate texts – an annoying glitch that didn't do much to engender school community support.
- Drill notifications caused unnecessary parent panic due to unclear messaging language, a stressor that cannot be underestimated in this day and age.

Bottomline: The system had gone from helpful to chaotic and operationally disruptive.

Knowing Better, Doing Better ✨

DISCOVERING VISITU

As Maya Angelou is credited with saying, *“Do the best you can until you know better. Then when you know better, do better.”* That's exactly what Applegate did.

Following her attendance at the FETC (Future of Education Technology Conference) during the second year of Goodpasture's current contract, she encountered Visitu and the possibility of a better solution.

While transitioning mid-year was unrealistic, Visitu offered something critical: A full year free, which provided Applegate with the bandwidth required to train, test, and transition Goodpasture Christian School thoughtfully.

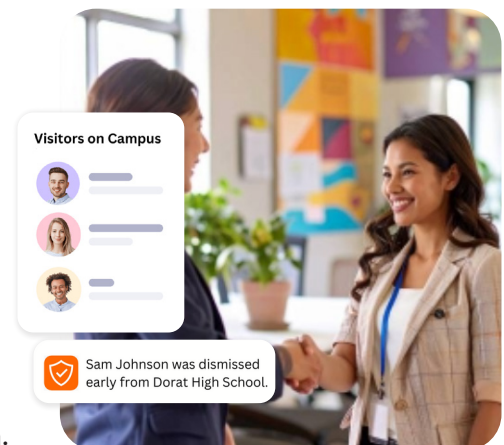
Strategy was key. Applegate started by introducing the platform to the high school, which had felt attendance pain most acutely and was best positioned to help evaluate and champion the system.

Beginning in August, the system was officially up and running, **campus-wide**. Resistance to “yet another new system” was real, but leveraging early champions, hands-on training, and visible daily improvements helped secure buy-in.

“The ease of the app and the ease of the attendance is unbelievable. It's very simplistic, which is great!”

Applegate ✨

TECHNOLOGY DIRECTOR
Goodpasture Christian School



The Proof Of The Platform Appeared In Key Improvements

With Visitu in place, Goodpasture Christian School quickly experienced noticeable improvements across daily operations. The most significant change was the real-time attendance integration with Blackbaud, which eliminated the hours-long delays they had previously dealt with.

The parent app also became much simpler to use, and Applegate noted that, unlike the prior system, they are no longer fielding complaints or troubleshooting login confusion.

“I love the app. The app is so much simpler to use than our original app and I haven't heard any complaints from parents.”

Messaging has also become more reliable, with single, consistent notifications replacing the duplicate messages that had once been the source of undue stress and miscommunication.

In the elementary school, the team refined their checkout workflow so that parents now submit alternate pickup authorizations through the app in advance, supported by ID verification at pickup. Parents appreciate this added layer of security, not to mention clarity with respect to communication.

Customer support has been responsive and helpful, a marked and meaningful shift from the slow or unresolved support issues they experienced before. As Applegate observed, *"When your office administration is happy, you're happy!"*

Additionally, when Goodpasture tested messaging during a recent fundraiser event, the system performed perfectly: *"I only got one message and I was so excited,"* Applegate said.

The Solution

WHY VISITU WAS THE RIGHT CHOICE

Asked why Visitu proved to be exactly the solution that Goodpasture Christian School needed, Applegate responded, "The ease of the app and the ease of the attendance is unbelievable. It's very simplistic, which is great!"

More than simplicity, Visitu has reduced friction, restored confidence & re-established consistent controls for the entire Goodpasture Christian School community.

Applegate Advises Schools Considering A Visitor Management System

As someone who has recently evaluated and launched a new visitor management system for her school, Applegate advises others to *"Do your homework. Every school's different; you've got to find what works best for yours."*

She recommends evaluating actual usability instead of relying on feature lists. Additionally, she urges school leaders and decision makers to communicate with tech directors, observe real workflows (don't be duped by a demo), and verify that the system fits your school's culture, as well as addresses its challenges.



To that end, schedule a Pikmykid demo to determine the value of Visitu on your campus. **Schedule Your Demo Today.**

