

Unlocking Data for Increased Collaboration at BC High School

Gaining complete data insights to unlock students' full potential

Data Insights

Gain full visibility into data to help students excel beyond graduation

Productive

Quick and easy access to data for real-time analytics for decision making

Collaborative

Increased cross-departmental collaboration across the campus



HEADQUARTERS
United States



INDUSTRY
Education



CHALLENGE

- Disparate data sprawled across departments
- Unable to make data-driven decisions due to limited visibility in data



SOLUTION

- Sought a low-code, self-service solution to speed up integrations
- Implemented SnapLogic to connect data sources to Snowflake



BUSINESS RESULT

- Turned data into actionable insights, leading to better serve the student body
- Increased productivity and cost savings by quickly accessing to data
- Improved data management and cross-departmental collaboration



INTEGRATIONS

Box, Canvas Analytics, Facebook, Google Analytics, Microsoft BI, Snowflake, Twitter

Boston College High School Backstory

Founded in 1863, Boston College High School (BC High) is a top, non-profit, college preparatory for grades 7-12. The school strives to prepare its students to become people with integrity, educated in faith and for justice, committed to academic excellence, and service to others.

The Challenge

To meet its mission and goal, the faculty and staff focuses on the students' academic success, athletics, extracurriculars, and physical and emotional well-being. Due to data sprawled across different departments, the staff were disabled from quickly accessing complete information of their students, academic and extracurricular programs, fundraising activities, and more. The staff spent a gruesome amount of time manually querying data from disparate systems and sifting through the limited data in order provide more strategic and focused guidance for their students.



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Jennifer McLarnon, CIO at BC High

The staff would send an ad-hoc request each time they needed to analyze a specific set of data. In turn, the database administrator took the same repetitive approach that took weeks to gather data before the staff could start analyzing and turning the data into valuable insights. Not only did this cyclical process slow down their mission but also created gaps in cross-departmental collaboration.

Needing to find answers to propel the students in each grade, the school undertook a major data initiative; to create a data catalog by pulling all data from all the departments. “Access to clean data will bring the organization together to collaborate, to define what’s important and to strategize for the collective good,” said Jennifer McLarnon the CIO at BC High, “like any organization, we needed a means to pull our disparate data into one data warehouse,

automate processes and create business intelligence dashboards so that we can look at data much more collaboratively. That’s when I knew we needed a better approach for getting real-time data for analytics.”

The Solution

McLarnon sought for a platform that could help wrangle disparate data across the campus. With a growing number of applications straddling between on-premises and in the cloud, she needed a platform that could handle hybrid environments. In addition, she needed a platform that her small team could get up and running quickly. Her team considered various platforms and tested them on data automation use cases. After seeing the fast results of automating data from databases and SaaS applications into a cloud data warehouse, where the data catalog is built on top of, McLarnon selected SnapLogic as their integration platform-as-a-service (iPaaS) of choice.

With SnapLogic, McLarnon’s team will connect various data sources that pertain information on student, alumni, fundraising, endowment, financial aid, matriculation, and more. They’d be able to integrate flat files from Box, and understand behavior from social activity and traffic from Facebook, Twitter, and Google Analytics in order to better target potential and new students. McLarnon’s team will connect

include a number of CRM, HR and Payroll applications into Snowflake, their campus' central database. Once the data is in Snowflake, data stewards can quickly build sanctioned dashboards for the leadership team, and create ad-hoc dashboards for departments as needed without having to manually query that data from each department every time.

“We can now quickly pull data from any source like Box, Google Analytics, Facebook, Twitter, Canvas Analytics and other CRM, HR, and Payroll applications directly into Snowflake,” said McLarnon, “data managers can pull real-time reports for analysis through Microsoft PowerBI.”

The Business Result

By automating data updates across systems, the staff increase their productivity and has access to the data where and when they need it to meet the school's mission and goal. As a result, the staff is empowered to have more meaningful data and decision-making conversations with their peers to help enhance their students' academics, athletics, extracurriculars, and their overall well-being. By leveraging the data in Snowflake to track college enrollment data and compare

alumni college retention and satisfaction rates after graduating from BC High. In addition, the staff can track fundraising and endowments to gain a better lens of their class composition and continue making the school more diverse.

“Using SnapLogic to connect all our data, we are better positioned to make a positive impact for our students. With better data management, staff from different departments are coming together to answer questions we couldn't have answered before,” said McLarnon.



We look forward to working with the SnapLogic team on this innovative approach to harness and get the most out of our data to best serve our students.”

Jennifer McLarnon, CIO at BC High

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at [snaplogic.com](https://www.snaplogic.com).