

# **SERVING UP A COMPLETE LUNCHTIME PAYMENT SOLUTION**

**Healthy habits and a  
nearly cashless cafeteria  
are on the menu at this  
Austin district.**

**District:** Eanes, ISD

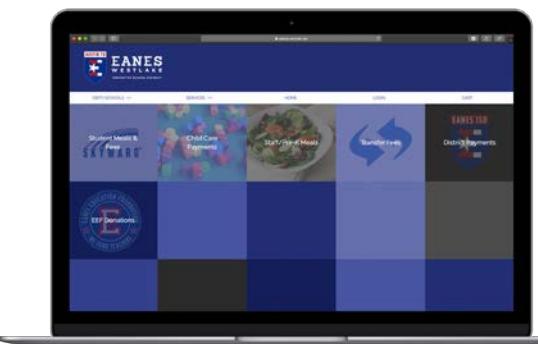
**Location:** Texas

**Size:** ~8,000 students

Eanes ISD in southwest Austin has a thriving Child Nutrition department. Their dedicated staff members pride themselves on providing top-notch, nutritious meals to their more than 8,000 students across nine schools. Amazingly, their district also boasts an incredible figure when it comes to school lunch balances – in the past few years, the total negative balance across all student accounts has been less than \$600!

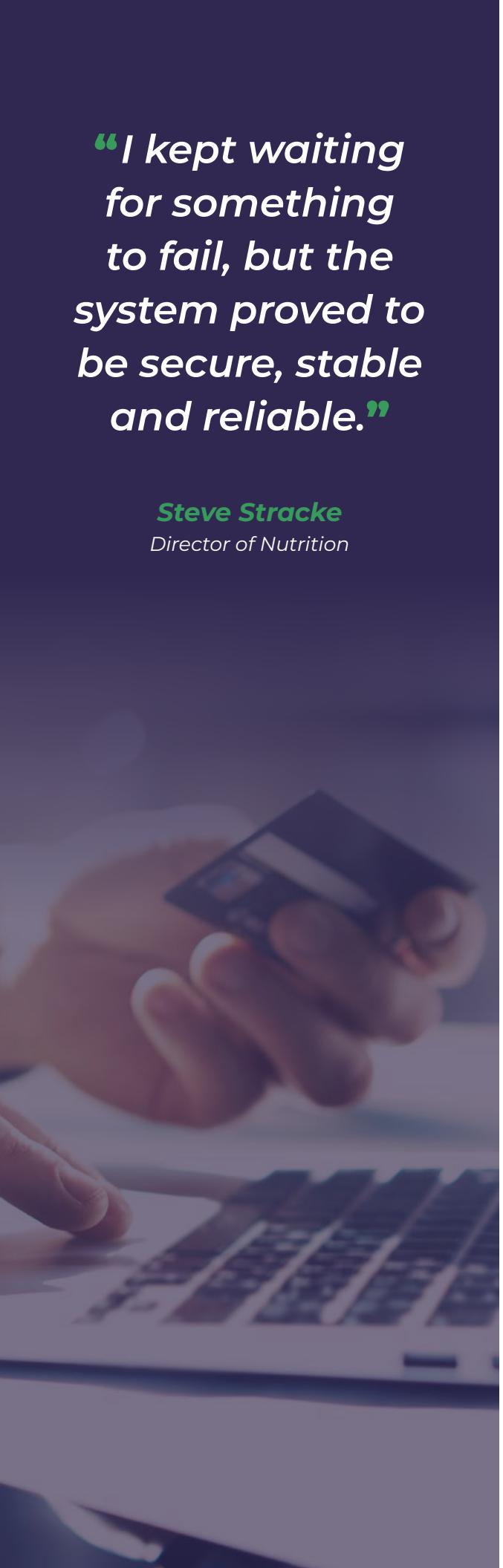
What's the secret to their success? Combine an experienced and committed Director of Child Nutrition with RevTrak online payment processing and Skyward Family Access, and you have a recipe for success.

The district's well-run Child Nutrition Department is due in no small part to the commitment of Steve Stracke,



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Director of Nutrition



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Eanes ISD's Director of Nutrition. Steve has more than a decade of experience managing child nutrition services in Texas, Florida and Arizona. He joined Eanes ISD in 2005 when they were still manually processing payments for nutrition services.

“I noticed how much time and energy the cafeteria managers were spending processing cash and check payments,” says Steve. “I wanted to free them up to do their primary job.”

So, he set out to find a solution. Eanes ISD began taking online meal payments in the spring of 2006. At the time, the department received payment confirmations by email, which the Child Nutrition administrative staff entered manually. This was a step in the right direction, but they still weren't quite where Steve wanted them to be. In January 2007, he implemented the Skyward Food Services module.

There are usually a few hiccups when you bring on new technology, but Steve says the transition to RevTrak payment processing was unexpectedly smooth. “I kept waiting for something to fail, but the system proved to be secure, stable and reliable.” And integrating the two systems – RevTrak and Skyward – happened more quickly than expected. “It happened almost before I knew it!”

Bringing these two systems to the Child Nutrition department certainly made staff's lives easier. The cafeteria managers loved it. They could spend less time manually processing checks and cash, and more time focusing on feeding their students. But change isn't always easy for everybody, and it took some time for parents in the district to adopt the new system.

The pros of easy online payments outweighed the cons: When faced with the choice of hoping a check or cash made it from their child's backpack to the cafeteria staff or avoiding the risk of lost money by paying online, more and more parents started using the system.

Bringing RevTrak and Skyward to Eanes ISD also had an unexpected but welcome result: More students with funds in their accounts, thanks to frequent reminders and the ease of online payments, has led to an increase in sales each year.

**“The proof is in the numbers,” says Steve. Every year after implementing the integration saw higher revenue than the year prior:**



**SECOND YEAR REVENUE  
90% HIGHER**  
*than the first year*



**THIRD YEAR REVENUE  
50% HIGHER**  
*than the second year*



**FOURTH YEAR REVENUE  
50% HIGHER**  
*than the third year*

Turns out, the ease of making payments anytime – and having those funds almost immediately available – through the district's [RevTrak Web Store](#) was worth paying the convenience fee.

Now, only about 1% of all student lunch account payments are made with cash and check, making the staff's end-of-day paperwork an absolute breeze.

The RevTrak/Skyward solution is also incredibly user-friendly, and staff use that to make sure students have the funds they need to enjoy lunch every day. Thanks to easy reconciliation and reporting features, Steve has been able to reduce overdrawn student lunch accounts. By sending low balance emails each week, Steve has increased the number and dollar amounts of online payments. But it's no burden to do this so often – the emails are generated through Skyward and take less than a minute of his time on Monday and Wednesday afternoons.

“I don't want there to be any reason why a parent cannot make a payment,” explains Steve, **“Giving parents multiple options for adding funds to their child's account gives our staff the opportunity to increase sales by providing a wider variety of high-quality food options for students to choose.”**



**“In some of the districts I’ve worked with, we struggled to get negative balances under control. With an easy option for parents to pay using RevTrak, along with our ability to easily send low balance emails, **we’ve dropped negative balances at Eanes ISD to less than \$600 – for all 8,000 student accounts!**”**

### **Eanes ISD RevTrak & Skyward Success Snapshot:**

- 99% of student lunch account payments are made online.**
- Less than \$600 in bad debt across all student accounts.**
- 90% higher revenue after just one year with RevTrak and Skyward.**
- Increased sales year over year with low balance reminders and an easy Web Store.**



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