

## **The Challenge -**

With the recent focus on student achievement, out of school time programs are being recognized as a vital instrument in the academic and social development of youth. In the long-term, youth programs have a significant positive impact on fostering a community of learning and creativity and the all-round development of children.

Unfortunately, these youth programs or after-school programs are often hindered and lack scalability due to largely manual processes being used by administrators and program directors.

They often have little-to-no real-time visibility into the quality metrics and performance for each of their programs. This restricts their ability to view critical areas like student rosters and attendance and to make changes to address areas of concern. Furthermore, the tools they require to facilitate the planning, management and efficacy of these programs are decentralized and scattered, making it difficult to streamline processes and contain costs.

## **Our Solution -**

The BellXcel software platform acts as the engine for youth programs. We create time-saving digital tools for youth program directors and their staff so they can spend less time dealing with the logistics and paperwork for their program, and more time focused on what truly matters most: elevating the potential of youth. BellXcel's platform is purpose-built upon the evidence of the elements required to lead to proven impact. Third-party independent evaluations by organizations such as RAND have shown that BellXcel meets strict state and federal standards.

Our close collaboration with end-user and education technology expert, Magic EdTech, has ensured that the features of the platform were thoroughly tested for their effectiveness and usability before being put into the hands of our users. The users are continually kept engaged through a variety of feedback mechanisms to ensure we consistently consider their needs as the platform functionality evolves.

## **Learning Impact Outcomes -**

1. **Administrators & Program Directors** - BellXcel provides one-stop access to all the tools and resources needed to design, run and assess the impact of their youth programs. Program directors have visibility into each of their sites and can drill down to view critical areas like student rosters and attendance. The program planner feature helps create high-quality programs that drive impact.
2. **Teachers & Staff** - Teachers and staff can access practical and relevant training with self-paced online professional development along with related tools and resources, and customized services, such as coaching.
3. **Youth** - Fostering the well-being of youth and educators alike leads to stronger communities. BellXcel creates time-saving digital tools that empower youth leaders to spend less time dealing with logistics and paperwork, and more time focused on what truly matters most: elevating the potential of the youth enrolled in their program
4. **Families** - BellXcel's new family app (BX for Families) is designed to help families stay in the loop with their child's youth program experience through announcements, direct messages and photos from the program administrators and staff responsible for their child. Families can send and receive messages in their preferred language of English or Spanish through customizable language settings - ensuring little is lost in translation. Family satisfaction is critical to a program's success year-over-year.

## **The Return on Investment -**

During this first year since the BellXcel platform launched, programs using BellXcel represented a 300% increase in children reached over the previous year.