

Springfield City School District
Improving Access to Personalized, Customized Learning by
Implementing a Knowledge Management Portal (KMP)
Summary, Partners, and Roles and Responsibilities

Summary

Springfield City School District's extensive community engagement process has led to a dramatic expansion of educational choices to meet the needs of our diverse student body. The new options, new policies and processes - coupled with routine staff turnover - make the intake and guidance of students and families very difficult to manage. Borrowing from best practices in the business community, we will develop an adaptable web-based Knowledge Management System to improve customer service and reduce training and other costs.

Partner, Role, and Responsibility

Oxiem is an integrated marketing agency that drives brand interactions to help create client success. Oxiem focuses on building brand experiences for companies large and small in areas like education, healthcare, service, industrial/manufacturing and the public sector through websites, search, social media and traditional marketing/communication channels. By focusing on brand experiences through websites, search, social media and traditional marketing/communication channels, Oxiem offers interactively-inspired ways to express brand benefits.

With offices in Columbus, Springfield, Cleveland and Dayton, Oxiem includes 20 full-time professionals and seven outside specialists.

Oxiem has worked with Springfield City School District on several projects, including specialized web site development, market research and branding. Oxiem has already led internal planning sessions for the Knowledge Management Portal project. Oxiem has experience on similar projects, integrating user interfaces and aggregation strategies with a customized team of developers.

As a partner, Oxiem will conduct stakeholder research, develop high level system specifications, design and test the user interface, and coordinate the selection of the system architecture and development.

Before agreeing to this partnership, Oxiem led the SCSD cabinet and leadership team through discussions to describe the functions that such a system should have. Oxiem will guide the development of this system for our staff.