



Contact: Jason Corbally
Director of Sales
Education Logistics, Inc.
(406) 728-0893 x 2205
jcorball@EDULOG.com

FOR IMMEDIATE RELEASE

Education Logistics (EDULOG) to Provide Attendance Boundary Optimization Consulting Services to the Franklin Special School District of Tennessee

Missoula, Mont. – November 21, 2011 Education Logistics, Inc. (EDULOG) announced today that the Franklin Special School District (FSSD) of Tennessee has contracted with EDULOG to perform a school attendance boundary optimization study.

The FSSD is a K-8 school system with more than 3,800 students enrolled. Located 14 miles south of Nashville, Tenn., the city of Franklin has been named one of the best places to live, according to a 2010 *Money Magazine* article.

According to the contract, EDULOG will realign the district's attendance boundaries for five elementary schools while addressing six specific criteria, listed below:

- Balancing socioeconomic percentages using 60 percent full pay for meals to 40 percent free and reduced with a range of five percent plus or minus;
- Balance the total student enrollment in each attendance zone;
- Keep obvious subdivisions and/or neighborhoods in the same attendance zone;
- Using travel routes, assign neighborhoods that are within a half-mile of an elementary school to that elementary attendance zone;
- Maintain geographic cohesiveness and move as few students as possible to a different school;
- Limit cross-district travel as much as possible.

Using student information data from the district, EDULOG's professionals will utilize the company's boundary planning software to analyze and balance the six criteria to meet the district's goal of realigning its elementary school boundaries. EDULOG will then present the results of the study to the FSSD with plotted maps and the statistical data in a spreadsheet.

EDULOG has been providing boundary planning and redistricting services for more than 30 years, and its success in providing effective plans has been well documented, said Jason Corbally, EDULOG's president.

“As shown by this contract award, EDULOG has the necessary skills, experience, and software expertise to create the most efficient and effective school attendance boundary plan,” Corbally said. “EDULOG and the Franklin Special School District have a long history of working together, and we are pleased that we could extend this relationship with this project.”

Using EDULOG's powerful software, our professional staff can provide clients with innovative approaches to:

- Optimal school location/capacity redistricting



- School-grade reconfiguration
- Attendance boundary adjustment
- Impact assessment of school closing, merger, and consolidation
- Enrollment forecasting
- Creation of efficient transportation policies
- Construction of analysis zones

EDULOG's demographics consulting staff has been very successful in recent years working with districts to obtain the greatest benefits from our boundary planning and boundary optimization software. School Districts have contracted with EDULOG for consulting services for the following reasons:

Specialized studies are required and the district doesn't have an experienced demographer on staff; The effects of changing school policies, boundaries, or grade configurations are politically sensitive, and the district prefers to have an outside party perform the analysis.

Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1978. EDULOG partners with K-12 school districts to provide planning and management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost-savings plans, GPS-based routing software, student tracking, driver time and attendance tracking, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small and medium-sized districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with initial and continuing consulting services provided by the industry's largest source of such expertise. For more information about EDULOG, visit: www.EDULOG.com