



# EDULOGGER



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## Announcing a New Resource!

We are excited to announce there is a new resource for those of you who have or who are considering investing in on-bus hardware (like GPS units, tablets, etc.). Our newly published GPS Hardware Maintenance Guidelines and Policy provides some guidance about what to expect when you purchase on-bus hardware and how to keep your on-bus equipment operating reliably. In it, our team of experienced on-bus hardware project managers share some best practices and guidelines on how you can keep your hardware in good working order (and how to quickly check for anomalies indicating that further attention is required). If you are interested in receiving a copy of this helpful guide, please reach out to your Account Manager!

## Support Portal Update!

Written by Eric Fischl

Please note that as of Monday, November 14th, Edulog Support has moved to a new service platform to better aid us in our support of you, our customers. What this means:

1. You can still create a service ticket as before, with an email to [support@edulog.com](mailto:support@edulog.com)
2. If you have a current account at our existing support portal, you can go to <https://service.edulog.com> at any time after November 14th and click “Forgot your password” to receive a reset email. Your new username is your email address appended with “.edulog”.

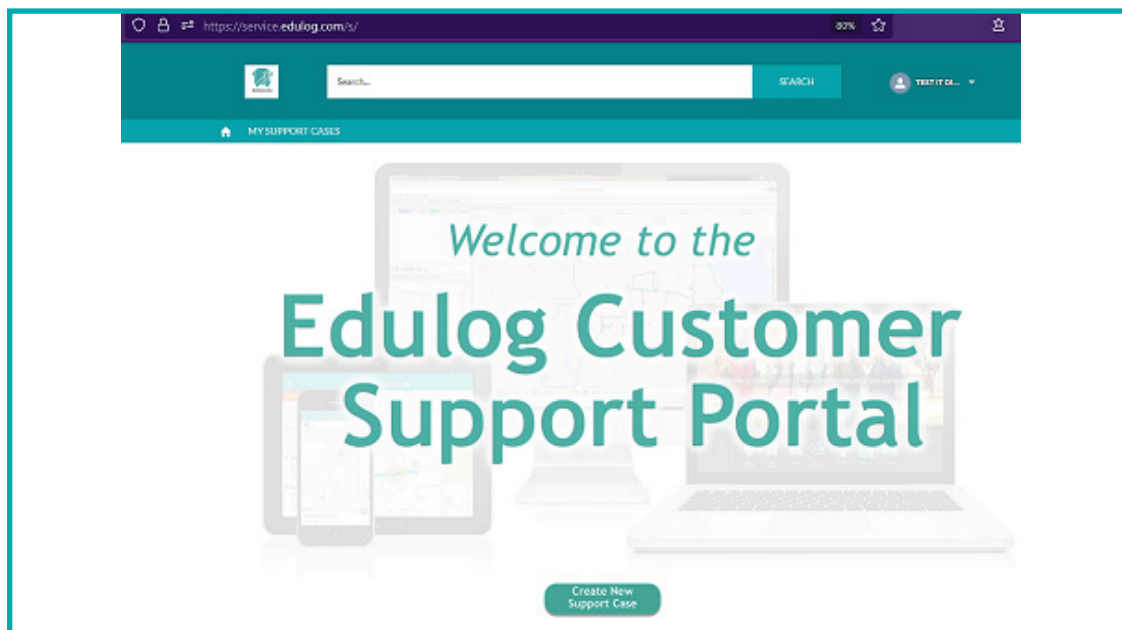
For example: [jdoe@gmail.com.edulog](mailto:jdoe@gmail.com.edulog)

3. If you don't have a current account to our support portal but would like one, go to <https://service.edulog.com> and select “Need an account” and one will be provisioned for you.

That's it! If you have any issues with the above, please send an email to [support@edulog.com](mailto:support@edulog.com) for assistance.

This is what you will see when you go to the website.

Thank you,  
Edulog Support



## Spotlight

### Written by Cori Burns



**E**dulog would like to recognize David Goldberg, a valued member of our data services team. David joined Edulog in December 2020. In his short time with Edulog, he has proved himself to be a valuable addition to the team. Starting in Support, he quickly branched out and provided valuable

contributions in several other areas. He is an integral part of our Athena Build and Delivery Team, providing valuable input and knowledge to help grow the process.

In addition, when a team member was on family leave, he stepped in and served an important role as a between our Operations and Development teams and continues in this role. On top of all this, he is also heavily involved in our software user acceptance testing and organization. He has been a true team player!

David is a Missoula native and a Montana State University graduate with a degree in Chemical Engineering. In his free time, he is working to get his private pilot's license. David also spends time playing the trumpet and piano, and is learning both the ukulele and clarinet. See below for few more fun facts about our friend and co-worker David:

***Favorite Food:*** Fried Rice

***Favorite Color:*** Green

***Dream Vacation:*** Sailing around the Mediterranean

***Favorite Quote:*** "If you can't explain it simply, you don't understand it well enough" - A. Einstein

***What do you enjoy doing in your spare time:*** Playing video games, reading, hanging out with friends on Discord

***Where are you from/where did you grow up:*** Born in Missoula, grew up in Sandersville GA, moved back to Missoula for high school

***If you could compete in the Olympics, which sport would you choose:*** Sailing

***What are two things on your bucket list:*** Fly to space, explore a shipwreck by scuba diving

***Do you have any pets, if so what type/ name:*** Cat: Pippin; Dog, Yellow Lab: Akiva; Parakeet: Beemo . I am very grateful for remote working - my dog loves napping in my office while I work.

***If you could pick up a new skill in an instant, what would it be:*** Perfect self-motivation (in order to learn programming)

***If you had to delete all but 2 apps from your phone, which 2 would you keep:*** Discord, Spotify

***How would you describe your job at Edulog:*** I help schools use the computer software that helps tell bus drivers how to get students to and from school. We have a new platform called Athena, and I get to work with the programmers who add new features, and let them know if I find bugs. When schools or even teammates at Edulog have questions about Athena, I help them get the answers.

***Favorite Edulog Product or favorite part of working here:*** Currently my favorite product is Athena, especially the geocode editor. Before, my favorite product was Maris - I enjoy the mapping aspect of transportation and big mapping projects to work on. I am glad we have a very good team at Edulog - every one of my coworkers is skilled and friendly.

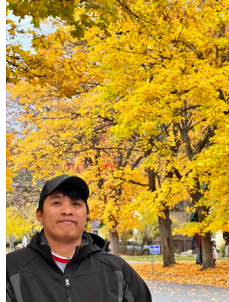
***Edulog advice (to clients or co-workers):*** Try F12 and right click refresh to Empty Cache and Hard Reload. If you are an Athena client, thank you for your patience - we have a really powerful product for you but it introduces a lot of innovative ways of doing things and there is a learning curve. All suggestions/ feedback that you send us get discussed by the team and often become incorporated as improvements, whether to the software or training or support materials.

## New Hires

### Written by Edulog Staff

**P**lease join us in welcoming the following new team members to Edulog!

**Clifton Alegarme** joined the GPS Hardware team at the end of September as a GPS Hardware Technician. Clifton helps with processing tablet support requests, testing, and troubleshooting. He joined Edulog after moving to Missoula from the Philippines this year, having previously worked for UNICEF, AlphaSys, and doing some freelance technical work. We are very excited to add his experience to our group.



Let's also recognize **Jasmine Brown**, who joined the Account Management Team in October as an Account Manager. She is responsible for developing trusted advisor relationships

with key accounts, customer stakeholders, and executive sponsors.



Jasmine is currently pursuing her Bachelors in Organizational Communication and a certificate in Business Media Design. She spent most of her career working at the University

of Montana in various administrative roles. Recently, she was working with Roseburg Forest Products as a Staffing Coordinator. Jasmine and husband Justin are also welcoming their first child, Michael Brown, this month. We are thrilled to see Jasmine apply her experience and education to help grow our business and serve as a first line of contact for our client.

**Jessica Browder** has joined the Client Services Support Team in November. As a part time Support Analyst, she is responsible for supporting our SQL and Athena clients' software needs.

Jessica is a graduate of Big Sky High School and is currently pursuing a degree in Communication Studies from the University of Montana.

Her previous work experience includes being an assistant teacher at Clark Fork School, a school bus attendant for Beach Transportation, working with the court system to complete background checks, and being a customer service associate at Home Depot.



Jessica is a freelance makeup artist, an avid outdoorswoman, and a diehard Packers fan. She takes her golden retriever, Moose, with her on all adventures. Jessica is also excited to finish her degree over the next year, all while planning her wedding in July 2023.

We would like to congratulate **JD Holwick** on his upcoming graduation from the University of Montana with a Computer Science degree. He started with Edulog as a summer intern, transitioned to part time while he finished school, and will join us full time following graduation. JD has been a valuable addition to the Client Services Department. JD was instrumental in helping the Client Services Support team keep up with the rigors of the busy summer period. His knowledge and contributions have steadily increased over the past months as he has

learned how to support our clients with the many facets of our products.



We are excited to see JD continue to learn more about the various Edulog products, including the various Athena offerings, and grow his experience and

education to make continued contributions to your success. Congratulations to JD on his on his accomplishment and well wishes for his continued professional growth with Edulog.

## Lessons Learned in the City of Jazz: Great Food and Even Greater Knowledge Written by Spencer Jenko



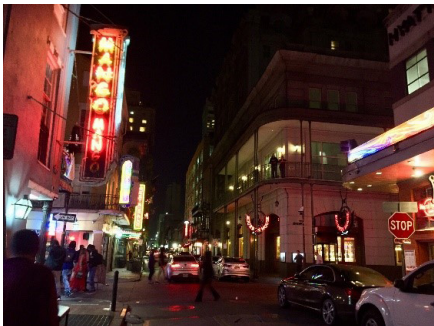
The music doesn't stop when the bell rings midnight in New Orleans. If anything, the 12 chimes of the bell are only a signal for the stage to get the next act started. Musicians who call this place their home seem to be forever dedicated to making music, preferring the late hours of the night to perform. They are in their own way, masters of their craft.

New Orleans, of course, is a gathering place for craftsmen and artists with different skills; from artists to chefs, to writers and more. The city welcomes all who are willing to call it home. It's also a place for people across the country to assemble, hosting many events throughout the year for all sorts of groups- and that occasionally includes those in the school transportation industry.



Jackson Square

After a nearly 3-year hiatus in the wake of the pandemic, the Council of Great City Schools (CGCS) was finally able to reconvene for its annual COO Conference in November of this year. Founded in 1956, the group consists of the 78 largest school districts in North America, encompassing 7.84 million students and tens of thousands of buses and vehicles that serve its student population each school week.



Downtown

The efforts of the CGCS focus on a number of initiatives to maintain, assist, and grow big-city school districts across the nation. These initiatives include research, legislation, and communication that aim to inform both district leadership and the public about current challenges they face. They also look to highlight areas where progress has been made, such as health and safety improvements or carefully handled asset management. Over time, these have become useful tools for the education industry.

The Advisory Services Group had the opportunity to attend the CGCS Conference this year and present a successful case study that was done in conjunction with Durham Public Schools (DPS) in North Carolina. EDULOG teamed up with the district to focus on a number of key initiatives that were being implemented over the course of 2022. Among the most significant achievements were a major restructuring of the school bell-time system into an effective 3-tiered schedule, and a full optimization of the district's bus runs and routes to maximize bus utilization. DPS also worked with the Advisory Service Group to undertake a wide-ranging stop consolidation. The careful effort resulted in nearly 1000 stop eliminations, as well as improvements to both

transportation efficiency and student walk-to-stop safety.

As a result of the close collaboration between Durham and EDULOG, all 4 of their school startup periods (from Early Summer to the General Fall) were a notable success during 2022. The DPS Transportation Department was given the resources to properly plan, communicate, and execute a sweeping set of changes to their bus system while operating under a driver shortage. Student ride times were significantly shorter, bus capacity utilization increased across the board, and the average number of runs-per-routes increased without increasing the district's total fleet size. Describing the situation as juggling while riding a unicycle would be a start to explain the coordination that was required.

So, when EDULOG was given the opportunity to present a case study at the CGCS Conference, the choice was an obvious one. To help lead the presentation, Matthew Palmer joined the Advisory Services Group in New Orleans. As the Executive Director at DPS, his role in driving change and coordinating resources throughout the project was critical to its success. And as a person who is deeply committed to overhauling and improving transportation across DPS, he was a notable and positive addition throughout the conference.

The presentation came, the presentation went. And when all was said and done, everyone was happy with the results. The underlying message we presented was clear: school districts are capable of pulling off sweeping and large-scale changes to their transportation systems, but they need the resources and right leadership to fully succeed. Durham Public Schools showed that they could commit on both fronts, and EDULOG was more than happy to be part of the process.



Street Art

And as the conference passed its midpoint, Durham saw another positive sign from its hard-won efforts: Election Day. Closing polls and report precincts reported the success of a major school bond passing for DPS, guaranteeing over \$423 million towards the future of the district. The public was asked, and the community chose to support their school district. That victory alone was one worthy of celebration.

And as the clock once again approached midnight, the night was full of celebration of all kinds. Streets throughout the French Quarter thrummed with their nightly buzz, from drummers in the street to the various bands jammed into small bars and restaurants. Food and drink flowed between friends and through crowds. It was this jubilation, this spirit coming from New Orleans, a city known for its resilience, that as the 12 rings of the bell chimed once more through the night,

**BREAKING NEWS**

SCHOOL DISTRICTS  
REPORTED SCHOOL  
STARTUP PHONE CALL  
REDUCTIONS UP TO  
**75%**

**FIND OUT HOW**

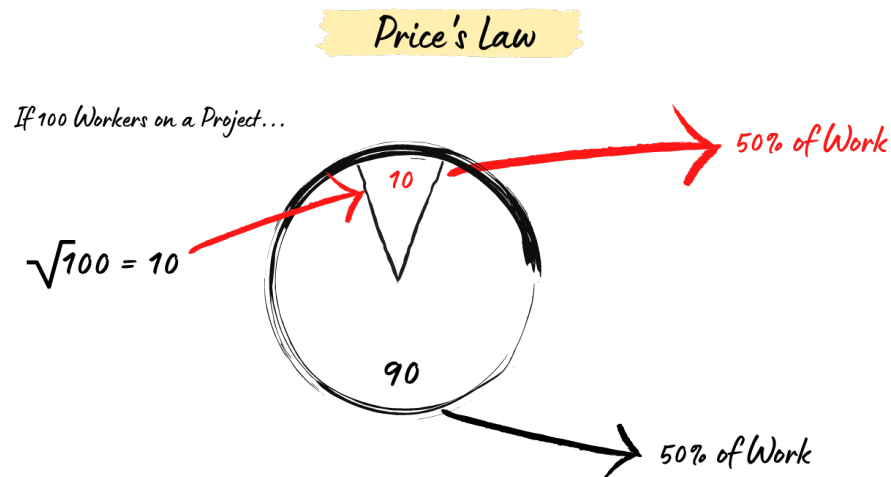
## Ask Me Anything

### Written by Shawna Knudson

I recently received a link to a YouTube video about Price's Law and was asked if I had ever heard of this principle. I quickly watched the video, which explained that Price's Law is a simple mathematical relationship that describes the distribution of work among employees in an organization. What? Someone actually did the research to determine this? NOW, I'm interested!

The law, in its simplest form, states that the number of employees required to do 50% of a certain amount of work is equal to the square root of the total number of employees. Actually, this law doesn't just apply to employees and work, but also to things like literature. For example, the relationship between the literature on a subject and the number of authors in the subject area, stating that half of the publications come from the square root of all authors.

I was really interested in how this might apply to leadership in the workplace. Was I guilty of assigning more work to those that were getting things done? The reward for good work is more work??? NO, say it ain't so. Then, I started feeling guilty. Was this Price's Law grounded in mathematical proof?



As it turns out, there is some controversy regarding this principle. Yes, we can sit in our ivory tower and criticize the world. BUT, you also should not criticize unfairness while you are working hard to earn your money. I get it, life is not easy. Price's Law is merely ideas, not facts, but what can we learn?

Become very good at what you do! Provide value! It takes time and there are no shortcuts.

Use the principle to find employees that have already proven their value and bring them to your organization. If they did it once, they will do it again!

Use the principle to your advantage. Find your place. Look at your current profession. Are you in a position to create substantial value? If not, perhaps it is time to rethink your profession. After all, if you love your job, you will never work a day in your life!

Welcome to the New Year! I hope you are doing something you are good at!

## The Seasonal Quilter

Written by Arika Steele

Snow is falling, the air is cooler and it's time to start quilting. As a seasonal quilter, I get excited when the hot days of summer have come to an end and all the projects I've imagined doing come to the forefront of my mind.

Knowing there is a short window of about 6 months before summer arrives, I need to be meticulous in what I would like to accomplish and determine who is going to get one of my projects. I sketch designs, figure out the colors and patterns of materials and what threads I'm going to use. The TL;DR version of quilting is that quilters take a few odds and ends and make them into a whole masterpiece. It's all the bits and pieces that I assemble that allow for a fully completed work to get done. And that is what a well-resourced transportation department looks like too.

Just like with transportation, it's important that I have all the tools and materials I need to be successful. Time to go shopping!!! I go from quilting shop to quilting shop in awe and amazement of all the possibilities, and in the hope of finding some good sales. I'm on the lookout for cutting mats, quilting rulers, scissors, a rotary cutter, thread, patterns and material. These tools are the foundation for my success. Just like how you having the right tools can make the difference in how you plan, operate and execute your daily, weekly, monthly and yearly processes.

Once I have my bags full of goodies, I come home and start putting my plans in motion for all the projects ahead. I measure out all the fabric for cutting, setup my ironing board, take out my sewing machine, get the bobbins wound and the machine threaded. It's time to make that first stitch and let the wheels of my mind take control. Oh, the possibilities!!!

With more magical dates on the horizon – winter break, Christmas, and New Year's – this is the time to take into consideration what additional tools you might need. Is there software that you are really interested in purchasing? Do you have processes in place that may need to be examined and revamped or data that desperately needs to get cleaned up? Or perhaps a project needs to get started that you've been waiting for a good time to start on? This might be that opportune moment for all of this.

Quilting in the cold months of Montana are my magical moments to be inspired by what's to come and the possibilities that my imagination can create. Make this time the same for you.



Missing a Piece?

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www.edulog.com | 406-728-0893



## School Bus Drivers - Unsung Hometown Heros

### Written by Spencer Jenko

**P**ick a random person while walking down the street, and have them tell you the first image that comes to mind when you say the words ‘school bus driver’... what do you think the typical response would be?

Would it be someone they know? Would their mental image be one that holds respect? Chances are that they would respond with a ‘No’ to each question. But while it’s understandable that very few Americans personally know a school bus driver (only making up ~0.1% of the population<sup>i</sup>), there is a deeper problem with how they are perceived that has only recently gotten more attention from researchers.<sup>ii</sup>

School bus drivers face a demanding job environment on a day-to-day basis. In addition to driving a multiple bus-loads of 50+ noisy children seated directly behind him, they often handle unruly student behavior on the bus, with only a single mirror above their heads. Add in frequently negative parental interactions and on-time demands from school administration, and it’s clear that being a driver for any school district is a challenging task.

But this dynamic has, over the years, also helped to create an increasingly toxic image of school bus drivers. Low wages, bad interactions, and its status as a ‘lower-skilled’ job created the idea amongst many of the public that those who work in this field aren’t the brightest or the best. And this image is reinforced by a wide array of TV and movie characters over the years:



*Americans have been blessed with a lot of Hollywood talent over the decades. But when it comes to school bus drivers, characters typically get written off as losers or lazy people, and rarely the other way.*

All of this flies in the face of what being a school bus driver really is. Transporting students to-and-from school is an integral part of any education system in America, and these drivers are an integral part of any community. They are a group of people who provide a vital service for families, parents, and students who cannot travel on their own, and they should be treated with respect. For many children, their bus driver is one of the few people they see on a daily basis, who greets them with a smile, and who they can rely on day in and day out. In our mountain town, our school bus drivers also play a critical safety role beyond the school bus, making sure no student gets dropped off without a waiting adult to receive them (a necessity where humans, mountain lions and bears all vie for the same spaces). But the reality drivers face is more often one of low job satisfaction and high turnover.<sup>iii</sup>

The issue at its core is one that both the school district and the community need to address: Making their drivers feel valued in their role. A tall order for most, and sadly, few school districts have successfully addressed this issue. And arguably the longer this goes on, the longer the school bus driver shortage will continue.

But where do we go from here? Despite these challenges, a couple of districts have managed to find ways. Some have managed to radically change how they approach their driver pay, increasing wages and creating bonuses for staff on the same level as teachers.<sup>iv</sup> Others have formed campaigns such as a ‘bus driver appreciation month’, or worked to better educate parents on the demands placed upon transportation. While it’s hard to tell whether these solutions are permanent or long-lasting, it at least gets more of us Americans to thank our school bus drivers. That by itself is a win.

<sup>i</sup>Division of Occupational Employment and Wage Statistics. “Occupational Employment and Wage Statistics - School Bus Drivers.” U.S. Bureau of Labor Statistics, U.S. Bureau of Labor Statistics, 31 Mar. 2022, [https://www.bls.gov/oes/current/oes533051.htm#\(3\)](https://www.bls.gov/oes/current/oes533051.htm#(3)).

<sup>ii</sup>Foster, T. Y. (2019). Perceptions of School Bus Drivers and Their Experiences with Student Behavior: A Qualitative Case Study (Thesis, Concordia University, St. Paul). Retrieved from [https://digitalcommons.csp.edu/cup\\_commons\\_grad\\_edd/339](https://digitalcommons.csp.edu/cup_commons_grad_edd/339)

<sup>iii</sup>Lieberman, Mark. “‘It’s Hard to See the Perks’: Schools Face Tough Sell in Filling Key Jobs.” Education Week, Education Week, 17 June 2022, <https://www.edweek.org/leadership/its-hard-to-see-the-perks-schools-face-tough-sell-to-fill-key-jobs/2022/06>.

<sup>iv</sup>Daugherty, Mervin B. “How My District Overcame Our Dire Bus Driver Shortage (Opinion).” Education Week, Education Week, 29 Nov. 2022, <https://www.edweek.org/leadership/opinion-how-my-district-overcame-our-dire-bus-driver-shortage/2022/11>.

## Surrender to the Magic of the Season Written by Lam Nguyen-Bull

Merry Christmas, Happy Hanukkah, Kwanzaa and Winter Solstice and may you all have a beautiful New Year’s.



We have said SO many times in this space that there isn't any magic to particular times of year. Sure, there are times of year when certain things MUST happen (school start, anyone?). But aside from that, we have far more freedom to try new things or to engage in continuous improvement than social media or commercial messaging might have us think. There's no need to wait until some magical date to do something you've had on your list.

All sorts of folks who are smarter and wiser than I and who may be professionals in relevant fields will tell you that something worth doing is worth doing pretty much any time. Want to start on your fitness or continuous improvement journey? Heck, don't wait until January 1! But also, if it's December 1 and you have a lot of things going on and the number on the calendar is a useful emotional support, there's nothing inherently bad about wanting to start something on January 1. If what you're contemplating is a team activity, having a magical date on your side can mitigate any resistance to change.

But can we talk about another part of this "magical" time of year? Can we just take a moment to remember that not all magic is good? Some of us feel the end of the year approach with anxiety and dread. "Goodness, did I just waste another twelve months?" "I survived that and then I have to do it all over again?" Add to these feelings being surrounded by apparently happy people and cheerful messaging when you yourself might not be in that headspace might make it an especially hard time of year. If you're feeling burned out and drained, the end of the year/new year is NOT an especially good time to start any big new projects not because it's the end of the year/new year but because you're burned out and drained.

Burnout is a real thing. But the things burnout can make you think are not always true. A really important and basic tool in your toolbox to combat burnout in both you and your team is DATA.



Do you really think you accomplished nothing this year? How many kids did you get safely to school and back this year? How many vehicles are maintained and in good working condition? Did you deliver meals? Did you manage your team through a named storm? Did you hire any new people? Did you retain the people you want on your team? None of that happened by itself. YOU DID IT. And it's easy to lose track of the things that you and your team DID WELL if you don't make a conscious effort to look at the data.

Much of what we talk about in this space when we talk about data is using data to identify things that you could be doing better. Well yes, sure, that is an important function of data. But it's equally important to look at the data that says that everything is FINE. When we focus on change, we focus on the things that we aren't doing well. Every organization can be better. But in this season, at the end of the year, let's remember that a good 80% or 85% of what we're doing is pretty good! Chances are, if you're not paying attention to the data that says you're doing OK, nobody else is either. You owe it to yourself and your team to show yourselves and your stakeholders that 9 times out of 10, things are being adequately handled.



Mark Twain famously said: “There are three kinds of lies: lies, damned lies, and statistics.” Whole college papers have been written about this quote and I’m sure at least some of you smiled a little. The fact is that data has to be interpreted. Data that says you have 85% on-time performance can be read in at least two ways - wow, more than 10% of your buses are late! Or...85% of the time, despite changing road patterns and unpredictable rider/family behavior, you’re delivering kids to where they’re supposed to be on time. Looking back at my own Life360 data, I would have to honestly say that my own on-time performance hovers around 62%. So yes, gather your data. But also be ready to interpret it.



I recently had my own lies, damned lies and statistics moment, when, looking back at a training session I’d just completed and a training session from almost exactly a year ago, I discovered that the sessions were almost identical as far as weight on the bar. I spent a few days in a terrible funk. And then, bless Google Memories, which popped up videos and photos of the lifts from a year ago. I was shocked to see how different the lifts were. My 2021 lifts were adequate but looked a little wobbly and not confident. My 2022 lifts, by contrast, looked solid and snappy, and unremarkable. I looked back at my training journal and realized that at this time in 2021, I was several weeks into a building program; in contrast, this year’s session was my first real lifting session after being on a shoulder rehab program since mid-September and not getting a barbell overhead more than a few times during that time.

What’s the lesson here? The initial “data” I “pulled” told a terrible story of no improvement. But widen the aperture a little bit and that very same “data” tells a very different story: weight that in 2021 was a stretch has become routine, and there was some pretty profound improvement in technique (that I could only see once I saw some side-by-side videos). So use data, look at your KPIs, but also (a) make sure you know what you’re really looking at and whether you’re looking at the relevant metrics (the weight on the bar turned out not to be the most relevant information), (b) did you get enough data to tell the whole story (because (a))?

**Ready to harness that New Year energy and make a change?**

**Interested in data to see how far you’ve come?**

**[Click here to reach out to our Advisory Services Team](#)**

# Word Search

FIND THE WORDS IN THE PUZZLE. WORDS ARE HIDDEN →↓AND ↘.

T	T	X	M	H	Z	X	Y	K	P	S	D	N	T	M	F	Z	H
E	M	V	D	E	N	G	A	G	E	M	E	N	T	U	Q	C	B
H	R	P	S	E	D	K	F	E	L	H	D	R	I	V	E	R	U
A	H	R	F	E	T	U	Y	Q	D	H	O	L	I	D	A	Y	S
F	L	Z	M	W	R	S	L	Z	D	I	Q	K	C	L	B	M	U
O	I	S	H	K	A	D	O	O	B	Y	S	U	I	A	K	Z	P
W	F	N	Q	P	I	V	S	U	G	U	W	T	L	H	B	P	P
W	L	M	G	Q	N	Q	J	Z	M	G	X	Y	R	W	J	J	O
L	E	A	U	A	I	I	S	J	C	A	E	O	I	I	F	W	R
V	E	B	B	B	N	T	F	V	Q	B	Y	R	X	P	C	G	T
O	T	R	O	N	G	P	O	R	T	A	L	V	J	N	R	T	V
L	T	Q	K	Y	Y	C	Y	I	Z	Z	B	S	V	C	G	S	R

WORDS		
BUS DISTRICT DRIVER EDULOGGER	ENGAGEMENT FLEET HOLIDAY PORTAL	SUPPORT TRAINING

[www.edulog.com](http://www.edulog.com) [info@edulog.com](mailto:info@edulog.com)

## The Edulogger

### A NEWSLETTER FOR CLIENTS

Editors: Arika Steele, Chelsea Reichard, Lam Nguyen-Bull

Contributors: Arika Steele, Eric Fischl, Lam Nguyen-Bull,  
Spencer Jenko, Shawna Knudson and Edulog Staff for New Hire  
Article