

[OPICHI CASE STUDY]

CUSTOM-BUILT ENROLLMENT SOFTWARE FOR GROWING SCHOOL DISTRICT

1,573

students placed

6,238

seats confirmed

92.6%

cart conversion rate

[01]

CHALLENGE

A charter school district was frustrated with their legacy enrollment software. There were several limitations that frustrated the administrators and families. Parents had to reenter student type and grade every time they enrolled. Class browsing was limited to a day and time view for all student types with no search or subject filtering which generated a constant stream of support emails. It did not accommodate their virtual learning students, who were prohibited from accessing class waitlists due to an unresolved bug. For the admin side, data exports didn't include cost fields, which forced hours of manual spreadsheet work for PO processing. During peak enrollment seasons, the platform routinely crashed under a load of 1,500+ users. It felt like the district was constantly working around an expensive broken software, and they were ready to be done.

[02]

THE SOLUTION

It was critical the school district partnered with a software company that understood the workings of both educational requirements and software capabilities. The district was small, but thanks to school-of-choice opt-in, it was growing. The schools needed growth projection consultation services in addition to software development services. They partnered with Opichi to use our expertise to their specific district needs. Opichi brought the technical know-how and the school brought a team of volunteer stakeholders including admins, teachers, and parents to test the software development process at the end of every sprint. This ensured the platform wasn't only idealistic, but usable and provided a better output than the manual systems they had cobbled together. This kept the development process focused, on scope, and generated excitement by the volunteer users as they engaged with the deliverables regularly, delivered immediate feedback, and were wowed by what was finally feasible.

By the end of the 4 month Minimum Viable Product project, Opichi delivered a purpose-built enrollment platform with:

■ PERSISTENT STUDENT PROFILES

grade, student type (PLA/VLA), and advisor saved to the account and auto-applied to every enrollment

■ SMART CONFLICT DETECTION

shows why a class isn't available (time conflict, grade ban, student type) instead of hiding it

■ SWAP REQUESTS

parents can request a class change, routed to admin before processing

■ AUTOMATED EMAIL ENGINE

enrollment confirmations, welcome emails, enrollment reminders, and targeted communications with open/delivery tracking

■ SCALABLE INFRASTRUCTURE

on dedicated servers with horizontal scaling for peak enrollment periods

■ E-COMMERCE-STYLE CLASS BROWSING

search, filter by day, time, subject, and category with automatic PLA/VLA and grade pre-filtering

■ ONE-CLICK WAITLIST

from any class listing with automated 24-hour offer notifications, accept/decline, and cascade to the next student

■ CONFIGURABLE CLASS METADATA

cost in instructional funds (IF), tags, categories, capacity limits, and custom fields

■ FAST, INDEXED DATA EXPORTS

with customizable column layouts for PO processing and OPS import

[03]

RESULTS

Thanks to frequent communication and testing with the stakeholder teams, Opichi presented a functional MVP by June. The administration was thrilled, and allowed their existing contract to expire that summer and proceeded with their own bespoke software. New enhancements included class pathways/sequences (for beginner to advanced), full CRM integration, and geo-targeting for in-person event invitations, just to name a few. The official launch was a huge success with significant user improvements:

A PARENT ENROLLMENT FLOW

- 1 Parent logs in or creates an account and adds their students with grade, student type (PLA/VLA), teacher, student ID, and email
- 2 Parent selects a student to enroll. The system auto-filters classes to show only what's available for that student's grade and program
- 3 Parent browses classes using search and filters (day, time, subject, category) and adds classes to their cart
- 4 If a class is full, parent can click "Join Waitlist" directly from the listing and optionally mark it as a priority
- 5 If a class conflicts with an existing enrollment, the system shows the conflict and offers a swap request option
- 6 At checkout, parent reviews their cart, accepts both school level and class level terms and conditions (where applicable), and confirms enrollment
- 7 Parent receives an enrollment confirmation email with class details and agreed terms
- 8 Five days before the first class, parent and student receive a welcome email with instructions. If a student joins in less than 5 days of class, they will automatically receive the welcome email too

B ADMIN PROCESSING FLOW

- 1 Admin creates classes with all metadata: dates, times, capacity, cost in IF, grade bands, PLA/VLA designation, tags, and teacher
- 2 As parents enroll, an admin processes adds, drops, and waitlist movements from the admin dashboard
- 3 New enrollments are pulled using date-range filters and marked as processed – no duplicates, no re-scanning the full database
- 4 Exports are generated in the exact column layout needed for PO processing and OPS import, including cost in IF
- 5 Export is shared with teachers via the existing Google Sheets approval workflow
- 6 Admin can change a student's teacher, process swap requests, and manage waitlist priorities at any time

C WAITLIST AUTOMATION FLOW

- 1 When a spot opens in a full class, the system emails the next student on the waitlist (parent email + student email)
- 2 The family has 24 hours to accept or decline
- 3 If they accept, the student is enrolled and the waitlist updates
- 4 If they decline, the offer immediately cascades to the next person in line
- 5 If 24 hours pass with no response, the offer auto-cascades to the next person
- 6 If a second spot opens while the first offer is still pending, the system queues it so no duplicate notifications to the same family

[03 - Results]

ENROLLMENT DAY WINS

1,398

Records in the business minute

23 database writes per second sustained across 1:02-1:03 pm

14,032

Actions in the First hour

884 district families moved through the app before 2 pm

670

Peak families active in a 5 minute window

475

Peak in a single minute

434

Peak families holding seats

1,616

Peak seats held at once

1,056

Families enrolled out of 1,861 parent accounts

1,573

Students placed

6,238

Seats confirmed

92.6%

Cart conversion rate

298/300

Classes with Enrollments

147 of them filled complete to capacity

246

New Accounts Created

Every one of them finished the enrollment form on the same day

3:19

Average Time in Cart

Minutes from reserving a seat to confirming it, against a 15-minute hold window

142

Waitlisted Classes

Every waitlist kept a clean order across 1,800 placements

100%

Every family who enrolled themselves accepted terms and have a timestamped acceptance with an IP address on file



No classes were oversold by the system



No duplicate enrollments



No orphaned record: every enrollment resolves to a real student and real class.

The custom software was a resounding success! Parent emails rolled in praising the easier process. Opichi developers were on standby to support any edge cases or issues, and a maintenance plan was put in place for dedicated hours to software improvements and support. The administration team was thrilled with the ease of enrollment and loved the rapid reporting they're now able to do.

“

Before this new portal and this report option, for us to find our quarterly enrollment # for PAGE program students, we had to do it completely by hand by searching every PAGE student's name against enrollments. It would take about half a day to compile and analyze. Now, I can do it under 1 minute. THANK YOU!!!!

— **Katie T.**, Student Service Clerk, Charter School



If your district is looking to optimize your technology dollars and create a better user experience for your staff and parents, Opichi is the software development company that can help. Book a call to discuss the unresolved issues you're dealing with, what bottlenecks frustrate your administrative and support teams, and learn how you can build your very own software solution.

BOOK A CALL

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