



## Cumberland County School District Equips Counselors To Find Their Way Back to Students

Cumberland County, North Carolina's fifth largest district, adopted Mesa Cloud to enable their district counseling team to manage their caseloads, reduce data errors, and strengthen community relationships.

### Problem

Cumberland's 62 high school counselors were overwhelmed by the tedious yet essential task of manually auditing transcripts, leaving them with less time to work directly with students. Complicated state requirements plus consistent student transfers led to overworked counselors with high schoolers falling behind their graduation pathway. Cumberland also needed to increase family engagement to build stronger relationships with both students and caregivers.

### Solution

Cumberland equipped counselors with all the tools they needed in just one platform: Mesa Cloud. By streamlining the transcript auditing process, Mesa Cloud also provided analytics that impacted interventions, automatically flagging students who were missing credits or had scheduling errors. Additionally, Mesa Cloud connected disparate corners of the district, supporting district leaders, student services and technology staff alike, while giving visibility to crucial information for students and families.

### Result

The onboarding process alone increased staff morale and allowed the entire district to plan the upcoming school year with more confidence and clarity. Cumberland and Mesa Cloud worked in tandem to build a new data foundation, tailored specifically to keep track of North Carolina's programs and requirements.

### Cumberland County Stats

- + 89 schools
- + 50,000+ students
- + 5th largest school district in NC
- + 2nd largest employer in Cumberland County
- + 25% of students come from military families
- + 82 languages spoken in enrolled households
- + 62 high school counselors responsible for:
- + Average high school caseload of over 250
- + Checking 1,200-1,500 transcripts each quarter



**"This is what we need, hands down, everything we've been asking for is literally right here."** -Kristy Newitt, Counselor Coordinator, Cumberland County

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## A School District Built on Community

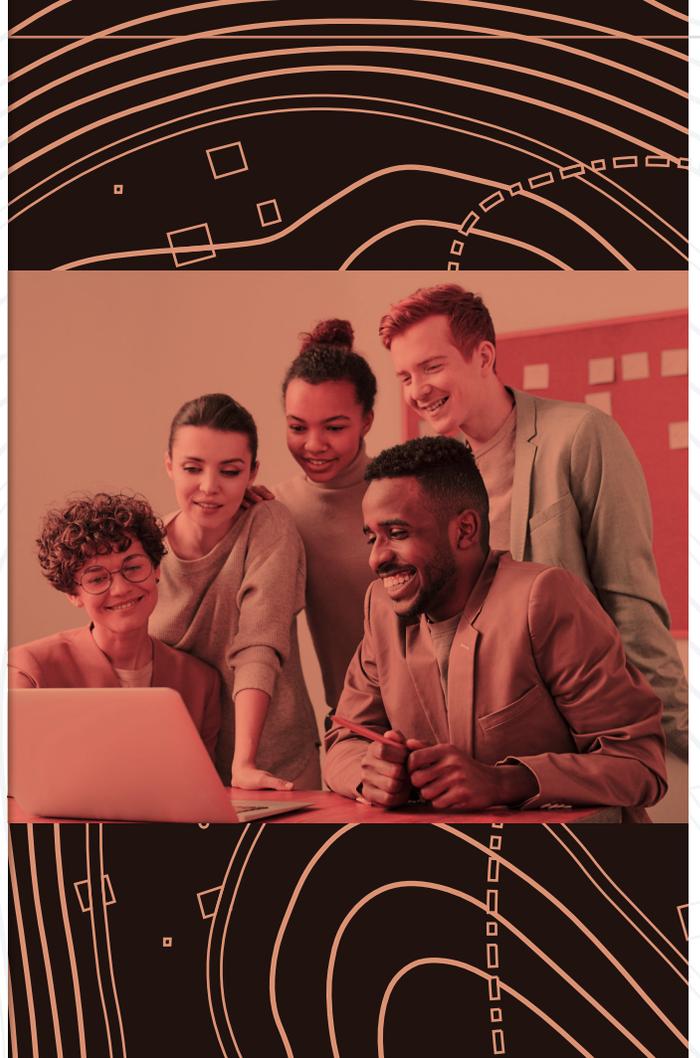
Keeping students on track, a consistent struggle for most school districts, depends on clean data. Rory Spicer, Cumberland County's student information system trainer, says that, "The transcript should be right all the time." In order to make that a reality, Spicer knew each of Newitt's counselors had to more clearly see errors than they could with their existing approach.

By implementing Mesa Cloud the Cumberland staff established the priority of being able to guide each and every student down a pathway curated for their individual success, keeping the student on track.

## The Path to Graduation Isn't Always Clearly Marked

Cumberland leaders reported nearly 80% of their counselors' working time was spent managing transcripts while they missed out on opportunities to connect with students.

Spicer says, "school counselors are counselors, not data clerks." Even so, they are reliant upon accurate data as a requirement for student progress tracking. Newitt began working in conjunction with the district social workers and local school board to find means to improve their numbers, using her team and an allotment from their district's ESSER



## The Clarity of Mesa Cloud

When Newitt saw a demo of the Mesa Cloud technology at a counseling conference, she knew it was exactly what her district needed, as the Mesa Cloud team surfaced specific data insights to demonstrate the benefits for Cumberland. "I believed in what the platform offered and knew it would be a gamechanger," Newitt says. The superintendent agreed, saying, "Let's make this happen."

Mesa Cloud adapted the platform for every North Carolina data requirement. Mesa Cloud makes interpreting student data significantly easier for counselors and other administrators and for Cumberland County, this meant eight weeks of

**"Mesa Cloud created a chance for us to get back to the kids"**

**"Everything is clear and accessible. There are no questions to be asked and we can feel confident in its accuracy."**

-Kristy Newitt, Counselor Coordinator, Cumberland County