

Novus Choice

A better choice for student enrollment.

Powered by  AltruLink

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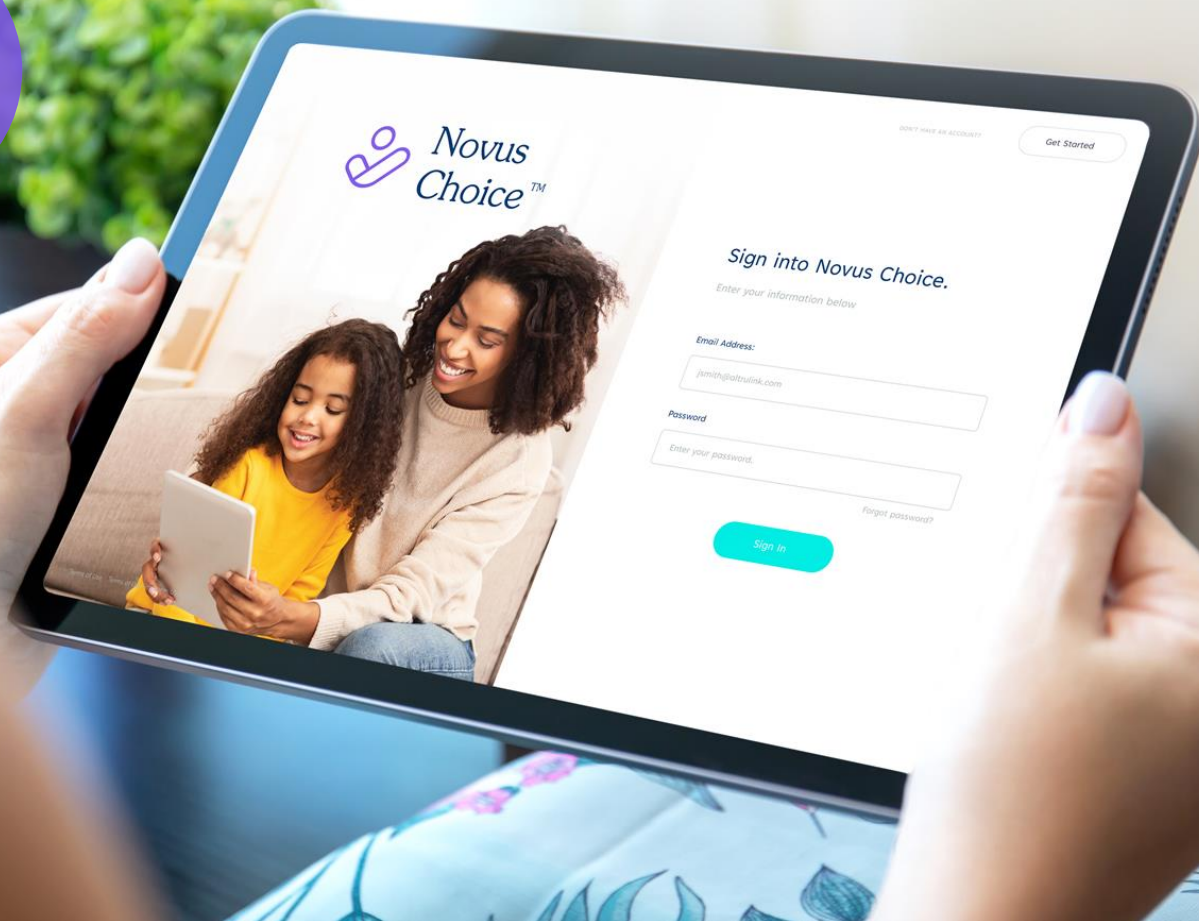
About Us

The best kept secret in student enrollment.

Novus Choice was developed by educators who saw a need to leverage technology for the betterment of school districts and children.

Since launching Novus Choice in 2012, we have been committed to improving education through school enrollment software solutions and consulting for private, parochial, and public schools. We are proud to have assisted school districts in Connecticut and other states in modernizing their enrollment processes.

Our solution is a data automation platform that integrates with your existing processes through a highly flexible and configurable design. We don't want schools to alter how they work in order to align with how our software works. Districts are already burdened enough with software that forces them to make disruptive process changes.



Our 10-Year Story

A Smarter Choice for School Enrollment

Join us in building a better school enrollment process.

Built by educators, for educators.

Founded by a former grade-school teacher, Novus Choice was built by education experts with first-hand knowledge of school enrollment challenges.

Our people make the difference.

We know technology alone cannot solve school enrollment problems, that's why we provide clients with direct access to our team that built and maintains the platform.

Market leaders have fallen short, so we built a better way.

Bigger hasn't meant better for districts frustrated by eroding customer service quality, lack of self-serviceability, constant turnover, and climbing prices. We have heard the complaints for years and know Novus Choice can make a difference with first-rate solutions and support.

Purpose-Driven, committed to improving education.

We are committed to building innovative technology solutions that help improve education through equity, transparency, and technology that just works.

Privately owned, focused on helping clients succeed.

From the start, we have served educators, not investors. We have a near-100% client satisfaction level and long-standing relationships with school districts who view us more as a partner than a vendor.

10 years of experience helping schools with tough challenges.

Since 2012, we have helped school districts automate and better manage their application, lottery and enrollment processes, through stellar support and creative deployment of technology.

A solution that looks to the future of school enrollment.

Novus Choice continues to evolve, simplifying the enrollment process for parents while putting much more control and capability in the hands of school administrators.

Leading Our Team

Experience & Expertise School Districts Need



Dan Salazar

Chief Executive Officer

Dan founded Novus Insight to provide schools, nonprofits and municipalities with technology advice and services they weren't getting. As a former teacher and a lifelong technology enthusiast, he personifies Novus' commitment to the education sector.



Joe McGrattan

Director, Strategic Relationships

Joe manages Novus' strategic relationships while also working with schools and other organizations to advise on how they can better manage and leverage their critical data.



Kelly Halligan

Client Services Manager

Kelly was one of the first Novus employees and has worked closely with schools, nonprofits and municipality clients most of her career. She excels at communicating internally with the Novus help desk and with clients to make sure support expectations are consistently met.



Bill Magnotta

Educational Consultant

Bill is an established school choice expert and a key consultant for Novus. He is a past president of Magnet Schools of America and a former Director of Goodwin University's Magnet School Choice Institute for Excellence. He also worked at the CT State Department of Education for over 30 years.



Herbert Lierzer

Director, Application Development

Herbert heads up the Novus application development team and has been the lead developer of the Novus Choice system since its inception.



Greg Bugbee

Chief Technology Officer, CISSP

Greg's focus is evaluating clients' IT infrastructure, critical data systems, security posture, and business processes, with the goal of helping them achieve greater operating efficiency and sustainable organizational capacity.



Ken Fazzone

Application Developer

Ken specializes in web application development and is a key contributor to continual enhancement of the data platform Novus Choice operates on.



Alex Cohen

Client Implementation Manager

Alex oversees client implementation efforts and is a key conduit between clients and the Novus app dev team. His focus is understanding a district's process flows well enough to translate them into Novus Choice configuration and customization requirements.



Jason Anderson

Security Architect, CISSP

Jason is an experienced security, communications, and IT infrastructure consultant, with expertise in a range of Microsoft products and the Microsoft cloud ecosystem. He provides security advice and oversight for Novus Choice platform operations.



Kevin Nott

Application Developer

Kevin specializes in full stack LAMP development and has been building websites and web applications for over 15 years.



Carl Fazzina

Sales Director

Carl leads Novus' business development efforts, focusing on organizations that are motivated to solve pressing technology and operational challenges.



Melanie Harrison

Business Operations Manager

Melanie is the glue that keeps Novus operating efficiently and responsively to clients, partners and vendors. The unsung hero at Novus who works diligently behind the scenes in ways that are critical to us being able to maintain so many long-term client relationships.

Why Schools Choose Novus Choice

1. A Team That Stays With You

- ✓ Deep expertise in the areas that matter most to enrollment automation – data management, application development, cybersecurity, process improvement, cloud hosting
- ✓ A dedicated support team & same-day response to almost all help tickets submitted
- ✓ Ongoing and direct access to our education consultants and the core team that developed Novus Choice – the people who know the system & student enrollment challenges, inside and out.



“For years, I have seen firsthand the challenges schools experience during an enrollment process. Automation products have fallen short in both support and functionality. It is why we continue to offer Novus Choice.”

- Bill Magnotta, MSA Past President
EDUCATIONAL CONSULTANT

A screenshot of a web application interface for managing enrollment applications. The interface shows a table with columns for Title, Submission Status, Date Submitted, and Parent Accepted. Each row represents an application with a unique ID and a 'View' button. The 'Parent Accepted' column shows the status of each application, with most being 'Accepted' and some being 'No Response'. The interface also includes a search bar, a 'Page 1 of 1' indicator, and a 'Records per page: 500' dropdown menu.

	<input type="checkbox"/>	Title	Submission Status...	Date Submitted	Parent Accepted
1	<input type="checkbox"/>	Application ID - 1668	Submitted	4/13/2022 9:52 AM	Accepted
2	<input type="checkbox"/>	Application ID - 1981	Submitted	4/13/2022 9:43 AM	Accepted
3	<input type="checkbox"/>	Application ID - 1988	Submitted	4/12/2022 10:37 PM	Accepted
4	<input type="checkbox"/>	Application ID - 1639	Submitted	4/11/2022 6:41 PM	Accepted
5	<input type="checkbox"/>	Application ID - 1696	Submitted	4/11/2022 4:35 PM	Accepted
6	<input type="checkbox"/>	Application ID - 1502	Submitted	4/11/2022 1:40 PM	Accepted
7	<input type="checkbox"/>	Application ID - 1630	Submitted	4/11/2022 10:14 AM	Accepted
8	<input type="checkbox"/>	Application ID - 1572	Submitted	4/11/2022 8:42 AM	Accepted
9	<input type="checkbox"/>	Application ID - 1493	Submitted	4/9/2022 4:05 PM	Accepted
10	<input type="checkbox"/>	Application ID - 1982	Submitted	4/9/2022 3:10 PM	Accepted
11	<input type="checkbox"/>	Application ID - 1682	Submitted	4/9/2022 1:26 PM	Accepted
12	<input type="checkbox"/>	Application ID - 1551	Submitted	4/8/2022 2:02 PM	Accepted
13	<input type="checkbox"/>	Application ID - 1776	Submitted	4/8/2022 12:04 PM	Accepted
14	<input type="checkbox"/>	Application ID - 1892			No Response
15	<input type="checkbox"/>	Application ID - 1894			No Response
16	<input type="checkbox"/>	Application ID - 1977			Accepted
17	<input type="checkbox"/>	Application ID - 1693			Accepted
18	<input type="checkbox"/>	Application ID - 1694			Accepted
19	<input type="checkbox"/>	Application ID - 1695			Accepted
20	<input type="checkbox"/>	Application ID - 1638			Accepted
21	<input type="checkbox"/>	Application ID - 1721			Accepted
22	<input type="checkbox"/>	Application ID - 1991			Accepted
23	<input type="checkbox"/>	Application ID - 1993			No Response

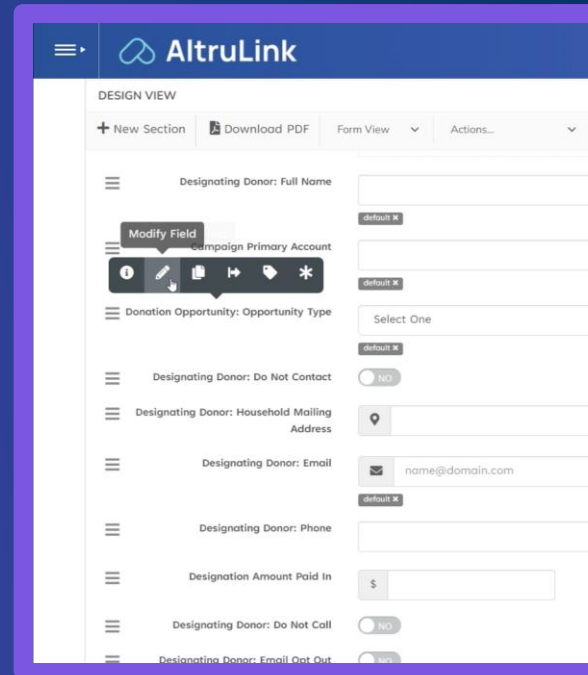
2. Highly Scalable

- ✓ Built on top of a powerful business process automation platform designed for optimizing how data is collected, processed, and reported
- ✓ Architected in a secure cloud environment that makes scalability simple and application volume or lottery processing speed never a concern
- ✓ A system intended to be co-managed by Novus and our clients, without concern for the number of parents or administrators accessing the system concurrently

Why Schools Choose Novus Choice

3. Self-Serviceability

- ✓ Avoid dependence on vendors to administer and manage your important data day to day
- ✓ Build and modify simple to sophisticated forms without the need of technical skills
- ✓ Easily create automated workflows to link collected student data to other enrollment processes
- ✓ Generate virtually any type of ad hoc report with ease, all included with no additional costs.

A screenshot of the AltruLink form design interface. The interface is titled "DESIGN VIEW" and includes a navigation bar with "New Section", "Download PDF", "Form View", and "Actions...". The main area shows a form with several fields: "Designating Donor: Full Name" (text input), "Designating Donor: Campaign Primary Account" (text input with a "Modify Field" tooltip), "Designating Donor: Opportunity Type" (dropdown menu), "Designating Donor: Do Not Contact" (radio button), "Designating Donor: Household Mailing Address" (text input with a location pin icon), "Designating Donor: Email" (text input with "name@domain.com" and a "default" label), "Designating Donor: Phone" (text input), "Designation Amount Paid In" (text input with a "\$" symbol), "Designating Donor: Do Not Call" (radio button), and "Designating Donor: Email Opt Out" (radio button).

“I really enjoy being part of helping our school clients operate more efficiently and be able to focus on enrolling students without having to become a data specialist.”

- Kelly Halligan
CLIENT SUCCESS MANAGER

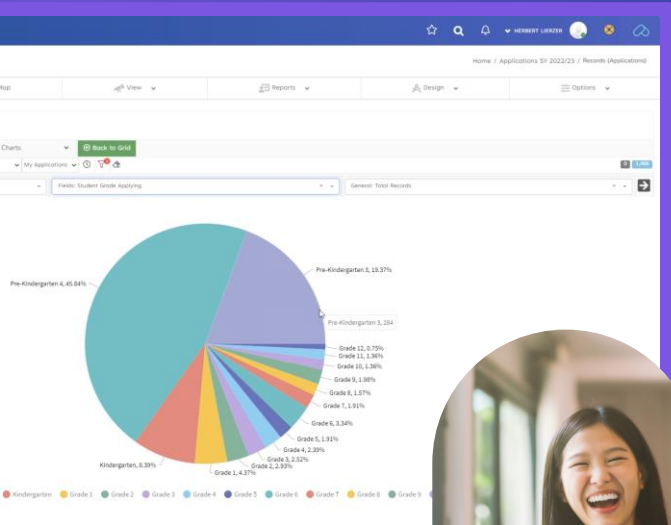
4. Form Management

- ✓ Sophisticated design features, extremely flexible, unlimited formatting options
- ✓ Support for 25+ field types
- ✓ Ability to control individual user visibility and editing ability down to the field level
- ✓ Built-in geo-location API to capture applicant location data and use for reporting, analysis & visualization purposes
- ✓ No technical proficiency needed! Take complete control of how you collect information.

Why Schools Choose Novus Choice

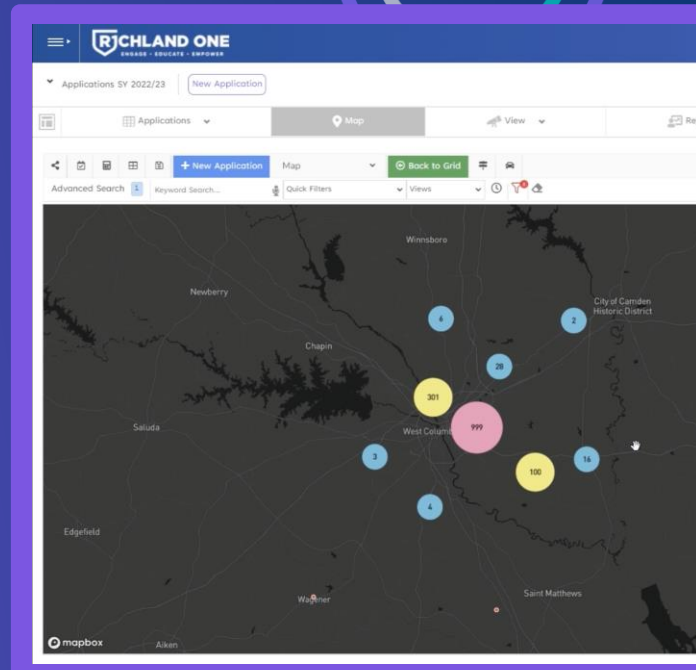
5. Reporting

- ✓ Create an unlimited number of ad hoc reports & dashboards, easily and without limits
- ✓ Powerful searching, sorting, filtering, and exporting functionality
- ✓ Click on any one of many visualization options without leaving the reporting grid
- ✓ Generate reports using natural language queries
- ✓ Integrations with Tableau and Power BI



6. Data Visualization

- ✓ Visualize your collected data in numerous ways, in seconds
- ✓ Create an unlimited number of dashboards and other views – every user has their own
- ✓ Share secure links to your report views with anyone inside or outside the organization
- ✓ Use the geo-location feature to map applicant locale data and be able to overlay other views such as bus routes



Why Schools Choose Novus Choice

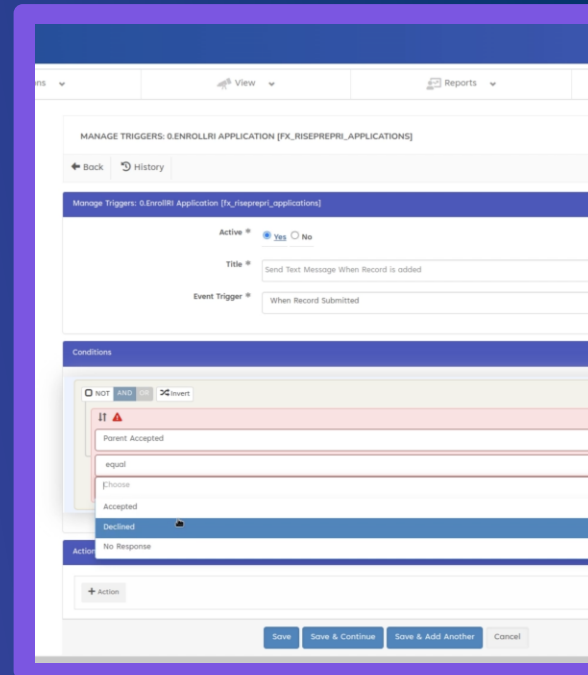
7. Communication & Collaboration

- ✓ Highly flexible notification & alerting capabilities
- ✓ Trigger email or texts based on any event occurring within your data
- ✓ Allows for parent engagement and at many levels
- ✓ Simple-to-administer templates designed with self-serviceability in mind



“We know technology alone won’t solve problems with enrollment automation. The human factor is equally important. It is why we walk side by side with our clients throughout implementations.”

- Herbert Lierzer
MANAGER OF APPLICATION DEVELOPMENT



8. Customizability

- ✓ Highly configurable design allows for a school-branded, “customized” look and feel
- ✓ No-code/low-code data platform offers self-serviceability without need for technical expertise
- ✓ Take full control of the experience you want parents and system administrators to have
- ✓ Collect, process, report, & visualize data in almost any way
- ✓ Goal is to co-manage the use of our platform with clients – shared roles & responsibilities where the balance can be easily shifted based on a district’s current situation

How Novus Choice Compares

The Market Leaders Are Falling Short. We've Built a Better Way.

Novus Choice

Data & Technology Experts



We have extensive experience in managing, securing, and hosting organizations' most important data.

Designed for Nonprofits



Working daily with schools & nonprofits for over 10 years has given us up-close exposure to their data challenges.

Focused on Impact



We are a purpose-driven business that places high importance on improving the communities we serve.

Configure to Customize



A highly configurable data platform whose standard functionality produces custom software-like results.

Co-Management Approach



Many districts want more control over the technology driving their enrollment process. This gives it to them.

Quick Onboarding



The high configurability of our platform allows for short implementation windows and quick user onboarding.

Expandability



Workflow automation and integration capabilities enable natural fits for the platform beyond enrollment processes.

Organizational Stability



The people make or break a technology services provider. Stability matters, a lot. Just ask clients who are impacted.

Support



We have managed the IT operations for entire school districts the past 10 years. From this has emerged a well-established approach for very responsive support.



Customer Service

A Team Focused on Delighting Our Clients

Districts are understandably fed up with worsening support quality from vendors. Response times are often slow. Knowledge levels have dropped. Direct access to the people who know the service best is no longer available. It adds up to a frustrating and unacceptable experience. At Novus, we refuse to be the service provider that hopes mediocre support is good enough for our clients. It's just not in our DNA as a company.

Mature ticketing system and established procedures for ensuring same-day assistance

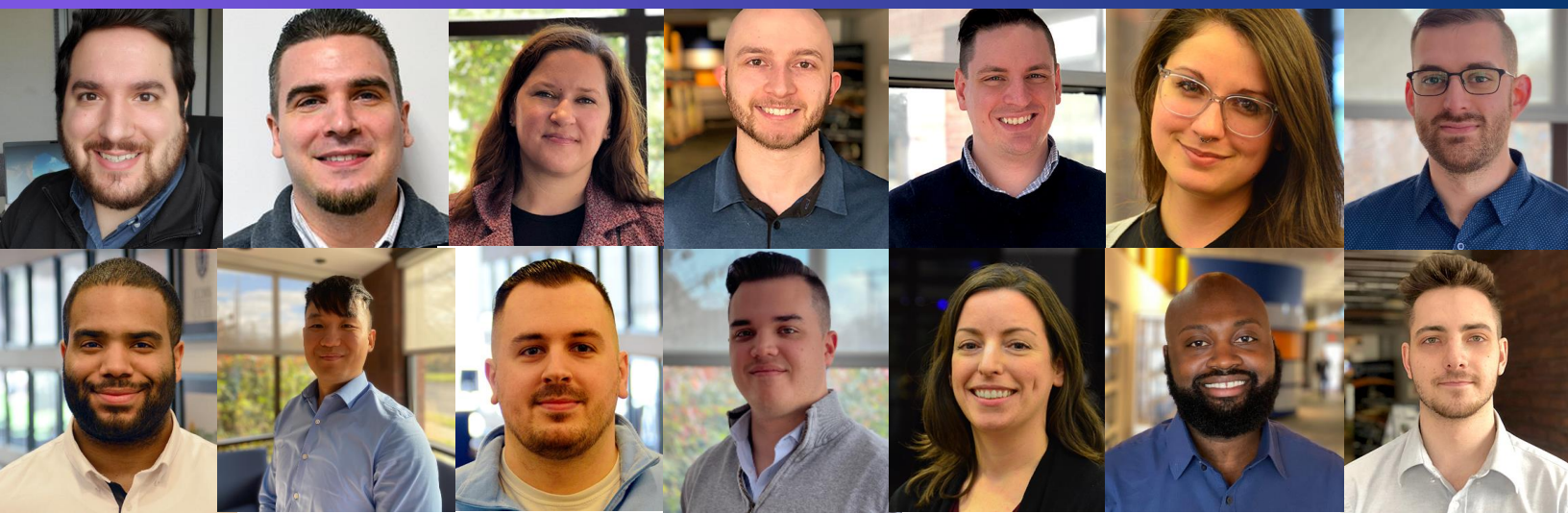
Direct access to the core team that created the Novus Choice system and knows it best

Video tutorials and other help info can be placed anywhere in the system

Refresh training for administrators always available

Service disruption issues receive immediate attention until full resolution achieved

Customer care team located in East Hartford, CT



Privacy & Security Protection

A Shared Responsibility Model



The Novus Choice platform operates under a shared responsibility model for security that includes the hosting provider (AWS), the data platform owner (Webauthor), the owner and implementer of the Novus Choice application (Novus Insight), and the client. With cloud-hosted applications, it is important to define and agree on which security tasks are handled by each entity.

These responsibility areas are outlined below and spelled out in more detail in a security document that Novus makes available to all clients.



Security of the “Cloud”

Data Center
Physical Security

Virtualization
Storage
Database
Networking

Hardware/Platform
Availability



Security of the platform & supporting systems

Technical systems-
Servers, Databases,
Network, DNS,
Encryption

People - Developers,
Support, Implementation

Data - Data Access
& Management

Security Operations &
SDLC Processes

Backup & Recovery

Maintenance

Data Communications

SOC 2 Compliance



Implementation & support security

Customer Security Best
Practice

Implementation of
Customer Security &
Compliance
Requirements

Platform Configuration
and Customization

Your Org

Your data security

Identify &
Authentication
Methods (password
strength, MFA)

Access Control
(Access Permissions)

Data Privacy

Data Handling
Procedures

Incident Response

[Click here to view our full Shared Responsibility Model for Security](#)