

## SWOT

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# SWOT



## SchoolWrite Opportunities & Tips

SWOT Issue 3, April 2003

[www.schoolwrite.com](http://www.schoolwrite.com)

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SWOT is an occasional Newsletter for the world-wide SchoolWrite sales community, providing information to help Resellers improve their profits, and gain increased understanding of the powerful features of the SchoolWrite school administration system.

We value your feedback and questions. Contact [swot@schoolwrite.com](mailto:swot@schoolwrite.com)

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### *Reseller Resources*

Are you making the most of the free resources available to you to promote SchoolWrite, and thus increase your profits?

Just go to [www.schoolwrite.com](http://www.schoolwrite.com), and click on the *Reseller* button at the bottom of the page. There you'll find:

- Two formats of a SchoolWrite brochure (A4 and A5) which you can print and distribute.
- The SchoolWrite slide show, all ready to download, unzip and use in your SchoolWrite sales presentations.
- Past issues of SWOT for you to refer back to.
- SchoolWrite pricing information and summary of sales aids available. (To log in, user name is *reseller*, and password is *schoolwrite1*.)

A more comprehensive promotional handout can be created by printing selected pages from the SchoolWrite On-line Help facility. Tell us if you'd like to be sent a sample.

Need more help? Just contact us, and let us know. We want to make our partnership with you as successful as possible!

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## [Indexing Files](#)

This item on the Miscellaneous Menu is one that will seldom be used. Nevertheless, it's important for resellers to know about it! It has three uses:

1. When new data files are loaded into the SchoolWrite folder (directory), use this option to create the necessary index files. (On a network, all other users must first log out of SchoolWrite screens before indexing begins.)
2. When there is a need to physically remove deleted records from files, use this option. For example, when a student record is deleted, it still occupies space in the student file (even though it is not viewable on the screen). Indexing the files removes deleted records and can thus reduce the size of files.
3. When there seems to be some kind of file corruption causing the order of files to be incorrect, use this option. You can't cause any harm by using this option, so feel free to use it.

## [Australiana](#)

Each issue, we include something about Australia, because that's where SchoolWrite Headquarters are. This time, it's a total eclipse of the sun (where the moon completely covers the sun) that happened here last December.

A total eclipse of the sun is certainly not unique to Australia, indeed they occur all over the world, even in the Arctic and Antarctic areas. But worldwide, only 71 total solar eclipses occurred in the whole of the 20th century! Consecutive eclipses at a specific place on earth are usually separated by several hundred years. So don't wait around for an eclipse to come to you -- you'll probably have to travel to see one!

And note that a partial eclipse, or even an "annular" eclipse, is not nearly as spectacular as a total eclipse. The total solar eclipse has been described as nature's most spectacular and awe-inspiring phenomenon!

On December 4th last year, a total solar eclipse was visible on a 32km-wide strip running from the southern coast of Australia through the central desert. At any one place, the duration of total eclipse was only about 30 seconds!



Only during that 30-second period of totality could the spectacle be viewed with the naked eye in the rather spooky semi-darkness. As soon as even a tiny section of the sun reappeared from behind the moon, protective glasses had to be worn as daylight began to reappear.

A member of the SchoolWrite team made the 8-day return trip from Sydney to a viewing spot in the desert, and reports that it was worth every moment of it. If you ever get a chance, don't miss it! Or perhaps you've had the privilege in the past -- please tell us about it, we'd love to hear from you!

## [Why Isn't Everyone Like Us?](#)

As we all know, the English language comes in a variety of forms. Isn't it always embarrassing when you hear someone speaking English, but with an accent so different to your own, that you can't understand it!

SchoolWrite speaks two versions of English, which we refer to as Anglicised English, and Americanized (or is that *Americanised*?) English. The Americans talk about *checks* and the English have *cheques*; the Americans like

to *prioritize* things, whilst the English *prioritise* them. You would think an *enrollment* would be same as an *enrolment* - well I guess it is. And then there's dates ...

We keep SchoolWrite multi-national by looking first at the DATE FORMAT (*mm/dd/yyyy* or *dd/mm/yyyy*) selected by the user (this happens on the *Miscellaneous* menu, *Control Information, Profile*). > From then on we know (or assume) which spelling rules to apply. The "correct" spelling is applied on all screens, menus and printouts, and in the On-line Help.

### *SchoolWrite's Intranet Feature*

One of SchoolWrite Version 3's most valuable features is not always immediately appreciated. Here's a brief account of why the SchoolWrite Intranet feature can be a strong selling point.

In even the smallest school, there will be more than one person who needs access to the rich SchoolWrite database. One way to cater for this is to provide SchoolWrite access on each computer on the school network. Then each user is given a password with the appropriate level of data access, and some training in how to use SchoolWrite.

However, it's very likely that a fair proportion of these users have no need to change data—they only want to look. For example, they need to get a student's phone number or date of birth, or see which day the sports carnival is on, or check the number of students in Year 9. The SchoolWrite Intranet feature may well be a better way to go for these people.

On the Student menu, the Intranet option allows you quickly and easily to create a series of Web pages covering the following:

- Each student in the school, showing all basic information plus photograph, timetable, and marks.
- A list of all students in the school.
- Each school year, showing for each student: name, date of birth and photo.
- A list of all teachers, showing names and photos.
- Total enrolment in each year (male, female, total).
- A list of past students, showing for each: year of graduation, address, phone, e-mail address and photo.
- The school calendar, showing all holidays and special occasions.

The benefits of using the Intranet approach are:

- Each computer will already have a Web browser, so no special setup is needed.
- No need for passwords.
- No possibility of the data being changed.
- Easy procedure for printing any page, including photos.
- No user training required.

And, last but by no means least, the Intranet pages provide an easy way for you to give an introductory demonstration of SchoolWrite. It can be somewhat daunting to take a new prospect straight into the full detail of the system, whereas showing the Intranet is effectively sweeping away the detail, and showing them the benefits. Most prospects will react by saying "Wow, I'd love to have that information available to me!"

### *Standard Chart of Accounts*

Planning and setting up a full chart of general ledger accounts is no trivial task!

Some schools which install SchoolWrite will already have a chart of accounts which they have refined over time and are keen to retain. They can easily enter the details of these accounts into SchoolWrite.

Others will have been using relatively unsophisticated accounting procedures, or perhaps charts of accounts which they have outgrown. They will value the opportunity provided by SchoolWrite to move to a more consistent and comprehensive set of accounts.

Simply go to the *General Ledger* menu and *Maintain Codes*. There you have an option to *Add to Chart of Accounts*. You can select the type of accounting (Cash or Accrual), and also the optional activities in which the school is involved (such as canteen and clothing pool).

Having thus generated a full set of relevant accounts, they can print a full Chart of Accounts list, review it, and then make any adjustments that might be necessary.

A big time saver! A great selling point!

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### *Feedback*

The SchoolWrite Team here at SchoolWrite headquarters in Sydney, Australia send you greetings! Did you enjoy reading SWOT? Are there topics you'd like covered in SWOT? Have you had an interesting experience in selling SchoolWrite? We'd love to hear from you. Just drop a line to [swot@schoolwrite.com](mailto:swot@schoolwrite.com).

We'll be in touch again soon.

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