A forward-thinking, academically-focused management system, designed for SA schools by SA teachers!

ADAM was started in 2006 by Philip Norton, an Information Technology teacher. As a graduate, he was given the task of producing the school's reports at the end of the term. From this challenge, ADAM was born and it has slowly grown. The holding company, ADAM EduTech was started in 2013.

ADAM is now used in some of the most prestigious and forward-thinking schools across Southern Africa.

ADAM is a web-based school information management system designed specifically for South African schools. It has been designed with academics and the management of this data as its core function. ADAM has academic analysis and usability for teachers at its heart.

We Believe

- **Outstanding education involves more than marks**: education is a relationship that is formed between students and their teachers, and parents.
- **Excellent schools use a wide variety of information to make informed decisions** about the young men and women that they educate.
- **Quality teachers need to focus on the pupils in their classrooms** and not on learning how to use administration systems.
- **The education process must be a transparent one**. Good schools are open about what happens in their classrooms so that parents and pupils

will trust the education process and feel empowered to work with it.

Schools Love ADAM!

Teachers Love ADAM

ADAM is very easy for teachers to learn! It is the most frequent compliment we are paid. Because ADAM is web-based, teachers can access ADAM from anywhere there is a web browser. If the school infrastructure allows, ADAM can also be accessed from their homes, over the Internet. ADAM works on any device that can browse the Internet. ADAM cuts down repetitive work such as mark recording and analysis... Record it *once*, and ADAM has it for further analysis later on!

Administrators Love ADAM

The data stored within ADAM's database is yours and we don't want to get in the way of that. ADAM supports easy export via CSV files or through simple copy-and-paste to Excel. We believe that your data is *your* data and don't try to keep it from you.

Network Managers Love ADAM

ADAM uses existing servers and infrastructure for user authentication. ADAM can export class lists and enrolment details to your school's Moodle server and synchronise mailing lists with your Google Workspace domain.

ADAM is based on Open Source technologies. Because it's web-based, it can run on any computer without any software installations. ADAM is designed to be compatible with current web-standards meaning it will be usable on any device that can display web pages. It is optimised for mobile devices.

Parents Love ADAM

ADAM supports parent logins to see specific information about their children. This includes archived reports, academic progress and more. ADAM promotes the ideals of transparent assessment. In addition, the Messaging Centre built into ADAM allows your school to keep the parents informed using e-mail and SMS.

Pupils Love ADAM

Pupils also have an optional pupil portal which allows them to see their marks

and academic progress as they are released by their teachers.

Testimonials for ADAM

The following testimonials were sent to a mailing list for school finance managers in response to a question asking whether they would recommend ADAM. These replies were sent without knowledge that we would ever see them.

"We have been using ADAM for more than 4 years and very happy that we made the move. I have no hesitation in recommending this programme to be implemented in other schools." - *Jacques Groenewald, Finance Manager, Redhill School*

"Happy with ADAM. Very accommodating to the School's needs." - *Antoinette Hankinson, Bursar, Cordwalles*

"We've been using ADAM for about 5 years and are very happy." - *Kate Field, Financial Manager, Clifton School*

"We have been using ADAM for many years. Very happy – great value for money as well." - *Phil Hemus, Business Manager, Uplands School*

"We have used ADAM for 4 years and are very happy. Support is readily available and helpful." - *Shirley Pitchers, Business Manager, Waterfall Schools*

ADAM Schools

ADAM is used by over fifty schools in South Africa, Eswatini and Botswana.

Features

Although ADAM is built with the teacher in mind, it has many more features which should meet the needs and requirements of school management, administrative staff and the technical support staff. Explore the features to find out why ADAM is suited to your school!

Academic Management Features

ADAM is unique in the realm of School Management Systems. Its primary focus is academic data management. This provides it with unique advantages to teachers and the management of the school: ADAM puta academics first and not as an afterthought!

User Friendly

- Not every teacher has the time to sit down and learn the ins-and-outs of a new system. ADAM relies and builds on what they already know and the system aims to be intuitive and easy to navigate.

Optional Learning Outcome integration (or "topic areas")

- Complete integration of Learning Outcomes (LOs) and Assessment Standards (ASs) as prescribed by the National Curriculum Statements.
- Custom subjects for internal purposes (such as enrichment subjects) with fully customisable Learning Outcomes and Assessment Standards for these subjects.

Class lists and enrolments

- Any type of group can be created on ADAM: academic classes, sports teams, society memberships, touring groups and more. These group lists integrate tightly into the rest of ADAM.
- Scratch lists for any group of pupils with highly customisable content.
- Complete and detailed reports on subject changes.
- Perform class enrolments from the point of view that makes sense: enrol a new pupil into multiple classes or multiple pupils into a new class.

Integrated mark book

- Record marks against learning outcomes for better analysis of results. Thus keep track of Learning Outcome results with minimal effort from your teachers.
- Teaching assistants allow for many teachers to access the same

markbook.

- Marks are recorded into customisable categories, such as "Standardised Assessment", "Continuous Assessment" or "Examinations". At the junior level, these might be "Tests", "Project Work" and others.

Reporting System

- Report on Learning Outcomes, or even Assessment Standards (useful at foundation phase).
- Indicate levels for ASs
- Indicate levels and/or comments for LOs
- Indicate levels, marks and/or comments for the subject or Learning Area as a whole
- Ability to generate generic comments with pupil name personalisation ("^n has done well!" = "Johnny has done well!").
- AJAX-enabled reporting system means that comments and marks are saved as they are entered with prominent visual cues to the users.
- Reports can be e-mailed automatically to parents and guardians.
- Reports are PDF-generated to ensure consistent appearance.
- Reports are customised for customers to match their current or desired reporting requirements.
  - This includes customisation to print on letter-head or special front covers.

Integrated results analysis

- ADAM will never be a replacement for quality teachers to help struggling learners, ADAM can quickly identify a pupil's relative performance in a Grade and look for worrying trends.
- Generate reports on distinctions and failures
- Generate reports on pupils who have improved significantly or who have dropped significantly relative to the rest of their grade.
- Generate symbol distribution graphs for each class in each grade.
- Generate promotion schedules for each grade, showing results from all subjects.
- Generate Grade rankings on overall aggregate or on individual subjects.
- Results can be exported to Excel for further analysis in a pivot table.

Pupil Management Features

Comprehensive pupil database

- Record and maintain each pupil's electronic file with personal information and all the linked information stored and generated by ADAM.
- Upload a picture for each pupil into your database for quick reference.
- Use the messaging system to e-mail or SMS pupils. This can be used for sending homework assignments and reminders!

Reports & Labels

- Names and Faces list with parent contact information.
- Phone lists.
- A variety of labels for pupils, parents, eldest / youngest children and more.

Points and Records System

As flexible as your school needs!

- Record Merits, Demerits, service points, cultural points or any other points system.
- The recording of points can automatically trigger further events (for example: a certificate after 20 merits, or a detention after 5 demerits).
- Record Detentions, Awards, and any other event, with a built in register to see who still needs to attend.

Absentee Records

The Absentee Records module is part of the core distribution to ADAM.

- **Record against custom categories:** ADAM can meet your needs in terms of reporting and monitoring a pupil's absences from school according to your own defined categories.
- **Easily message absentees' parents:** ADAM has the ability, with the messaging system to SMS parents and absent pupils to confirm their absence.
- **Absentee statistics:** ADAM has a number of reports to show the different trends in your pupils' absenteeism.
- **Absentee alerts:** ADAM can send automatic alerts to specific staff members when pupils have been absent for a predetermined number of days. This allows people in charge of a Grade to keep tabs of the absentee rates and contact parents before the absences become habitual.

Attendance Registers

The Attendance Registers are different from the Absentee Records in that they are designed to keep track of attendance at practices and rehearsals. A register can be kept for any class, sports team or cultural group and the teacher in charge can maintain a number of different records.

The Attendance Register module can also be used to keep track of anything that a teacher might have used a tick list for in the past!

SA-SAMS Compatible

By law, all South African schools are required to submit data to the LURITS system maintained by the Department of Basic Education (DBE). ADAM is able to export data to the SA-SAMS database for submission to the district offices of the department of education.

Sign-ups

ADAM includes a module to allow for learners to sign up for activities, streamlining the process of collecting information. From here it becomes easy to communicate with these groups using ADAM's integrated Messaging Centre.

Questionnaires

The Questionnaire module was developed to assist Grade Controllers in finding out information from other teachers about the pupils in their classes.

A number of templates are set up with a set of completely customised questions. Questions can be multiple choice-type questions or even longer paragraph responses.

The templates can then be allocated to pupils. Teachers of those pupils are e-mailed and when they next log into ADAM, the teachers are asked to fill in the questionnaires for the pupils that they teach.

Family Management Features

Comprehensive family database
- Complex family structures can be established to reflect the true structure of each pupil's family. This includes multiple sets of parents, sponsors, and other relatives. There are an unlimited number of relationship that

can be created between a pupil and many different family groups.

- Families can also have multiple children associated with them. This means that if a phone number changes, it needs to be updated in one place only.
- The messaging system allows easy and quick communication to parents. ADAM uses its flexible class groups to be able to send messages to any groups of parents: for example, sports arrangements and last minute changes can be sent to the team instead of the entire school.

Easy to produce reports

- Print out a Names and Faces list for use by the school's staff easily and with minimal fuss!
- Phone lists for discrete groups of pupils are easy to produce. If teachers are taking a school tour, its simple to get the details of the pupils on the trip.

Communication

- ADAM includes an integrated Messaging Centre which allows communication with parents via email and SMS.
- Target specific groups of parents based on academic class, or sporting activity to reduce the amount of junk mail flagged by parents.
- Mail merge to personalise emails and text messages received from the school.

Staff Management Features

Security

- Create security roles with specific privileges and assign staff to those roles.
- Staff can have multiple roles within ADAM, providing for unlimited privilege possibilities.
- Authentication can be done internally using a separate password, or synchronised with your Active Directory Server, or a POP3 mail server.
- Staff can be messaged using e-mail or SMS through the messaging system.

Absentees

- Record and manage staff absenteeism.

Reports and Data Management
- Produce staff scratch lists with different combinations of data.
- All the data required to complete the Annual Schools Survey is included in ADAM.

Staff absentee records
- Similar to the Pupil Absentee Records, ADAM extends the same features and functions to allow school management to keep records of staff absenteeism.

Co-curricular Management Features

Manage sport teams
- Using the messaging system, sports teams can be SMSed to inform them of last minute changes and cancellations

Track awards and performance
- Using ADAM's points and awards system, awards and achievements (e.g. colours) can be tracked online.

Technical Features

Web-based
- ADAM runs on completely Open Source architecture which means you don't pay additional licence fees just to get the infrastructure working.
- No software installation is required on your users' computers – the internet browser is all that is needed. In fact, you can even access ADAM on a cell phone! ADAM can be accessed by staff, parents and pupils at home.
- A single database on a central server means that the system can easily be backed up and maintained.
- The centralised nature of ADAM means that upgrading the software is a single operation: no need to install patches on every computer.

Security
- Security is controlled through a strict privilege system. Users only have access to the features they need. These can be controlled very specifically to allow for an unlimited number of combinations.
- User authentication can be performed using your existing network servers or by using passwords specific to ADAM.
- ADAM also allows parent and pupil logins. These logins are completely

separate from the staff logins and parents and pupils have read-only access to very specific features.

Other Features

Admissions and acquisitions

- Keep track of new pupils and admissions, also making use of the messaging system.
- Send birthday wishes to parents, pupils and staff using the optional SMS features.

SMS Integration

ADAM integrates with a number of external SMS service providers to integrate the sending of SMS messages directly from ADAM and without having to worry about maintaining two separate sets of phone numbers.

You can choose the provider from our list of current partners that best meets your needs. You will form agreements with your choice of SMS partner and then with a simple once-off configuration, you will be able to use ADAM as your messaging centre.

POPIA Compliance

ADAM is continually working towards helping schools be compliant with the Protection of Personal Information Act. To this end, ADAM has features to:

- scrub old data from your database
- limit which staff members can get access to which information
- respond to requests for information

Given the nature of the implementation of this law, may change at short notice to introduce additional features as required.

End User Licence Agreement

The full text of the End User Licence Agreement can be found at this link.

The End User Licence Agreement governs what schools may and may not do with the source code of ADAM.

Pricing

The pricing for ADAM is based largely on the number of terms your school has, as well as the number of learners in the establishment.

Once-off costs include:

- Once-off setup and configuration fee
- Administrative Training (excluding travel)
- Report Template setup
- Data Import

The annual licence free affords you access to:

- **All** new features
- **All** updates and fixes
- Included monthly support for end-user queries
- Hosting costs which include daily off-site backups, server management and security updates *(on our managed hosting platform only)*

Thank you for your interest in ADAM

Please let us know if we can answer any of your questions!