



# athena software

## CUSTOMER CASE STUDY

### PAT BY THE NUMBERS

Here are a few summarized stats around the Parents as Teachers program.

- Provides support to **212,000** children in families from all **50** U.S. states and six other countries
- The PAT network has grown to over **3,000** programs including **1,300+** affiliates

### REPORTING CAPABILITIES

“The ability to tailor Athena’s Penelope software to meet our needs allows our program and affiliates to deliver consistent, timely data and provides faster access to critical information to track and develop reports.”

-Scott Hippert, CEO

### PARENTS AS TEACHERS

#### ST. LOUIS, USA

Parents as Teachers (<http://parentsasteachers.org>) provides early childhood educational support and training to parents of 212,000 children in families from all 50 U.S. states and six other countries via a network that uses its early childhood development, learning and health curriculum through personal visits, community connections, support services and referrals.



Parents as Teachers™

#### HOW PAT USES PENELOPE

“As the Parents as Teachers network has grown to over 3,000 programs, including more than 1,300 model affiliates, so has the need for a more robust, customized data management system,” said Scott Hippert, CEO and President of Parents as Teachers. “The ability to tailor Athena’s Penelope software to meet our needs allows our programs and affiliates to deliver consistent, timely data and provides faster access to critical information to track and develop reports and better



## PAT GLOBAL REACH

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Parents as Teachers now has an established footprint around the world as their current model is being delivered in six countries:

**United Kingdom:** Started in 1991, Parents as Teachers targets young children throughout England, Scotland and South Wales working with 55 affiliates.

**Germany:** Fairly new to the country, it started as 'Learning With Parents' in 2004. It now services over 350 families across 29 organizations that have licensed the German PAT program. The satisfaction with the services is high, with as much as 63% of the participants learning about the program through word-of-mouth.

**Australia:** The reach is also very high in Australia, as PAT serves 4,000 families of which many are high risk or with special needs. There are 170 programs that have been launched across Urban, Regional and Remote areas of New South Wales and the Australian Capital Territory. Starting the same year as the U.K. in 1991, it now operates through Macquarie University's Children and Families Research Centre.

serve the families we support.” Athena worked closely with Parents as Teachers during each step of the development process and throughout the launch phase this past summer to help ensure a smooth transition to the new data management system.

An initial cohort of users was selected to test the system and Athena provided technical assistance. Richard Wollenberger, Director of Information Technology at Parents as Teachers, said Penelope's versatility and comprehensive features, including its compatibility with the Tableau reporting tool to create data visualization and custom reports, were key factors in the selection process.

Athena also worked with Parents as Teachers to automate the electronic transfer of information from its previous system into Penelope. “This connectivity represents long-term time and cost savings,” said Wollenberger.

## MORE ABOUT PARENTS AS TEACHERS

Founded in Missouri in 1984, Parents as Teachers serves more than 212,000 children in all 50 U.S. states, more than 100 Tribal organizations, schools and communities, and six other countries. Its internationally recognized network provides parent education through personal visits and group meetings, equipping parents with knowledge and resources to prepare their children, from birth through kindergarten, for a stronger start in life and greater success in school. Parents as Teachers programs operate in various settings, including schools, hospitals, faith-based organizations and housing communities.

