Missouri DEPARTMENT OF ELEMENTARY & SECONDARY EDUCATION™

C@tching the Bounce-B@cks

Problems

Each month, changes in recipient email addresses caused a number of contracted employees to miss email communications from DESE (bounce-backs), which led to staff frustration as well as lost training opportunities. At the same time, multiple in-house DESE staff were involved in updating recipient email addresses, creating confusion and resulting in lost staff time as well as an invalid contact list.
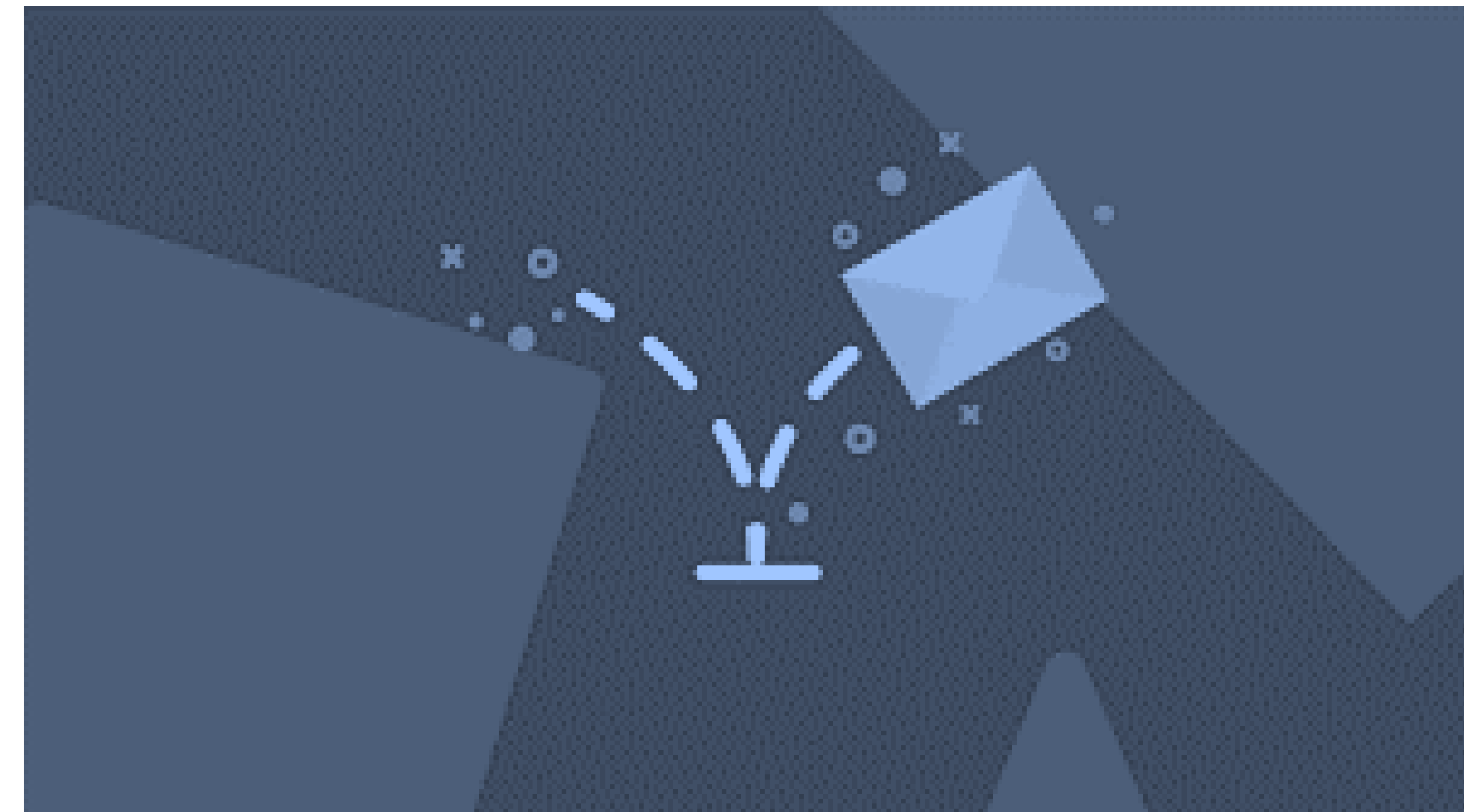
TEAM MEMBERS:

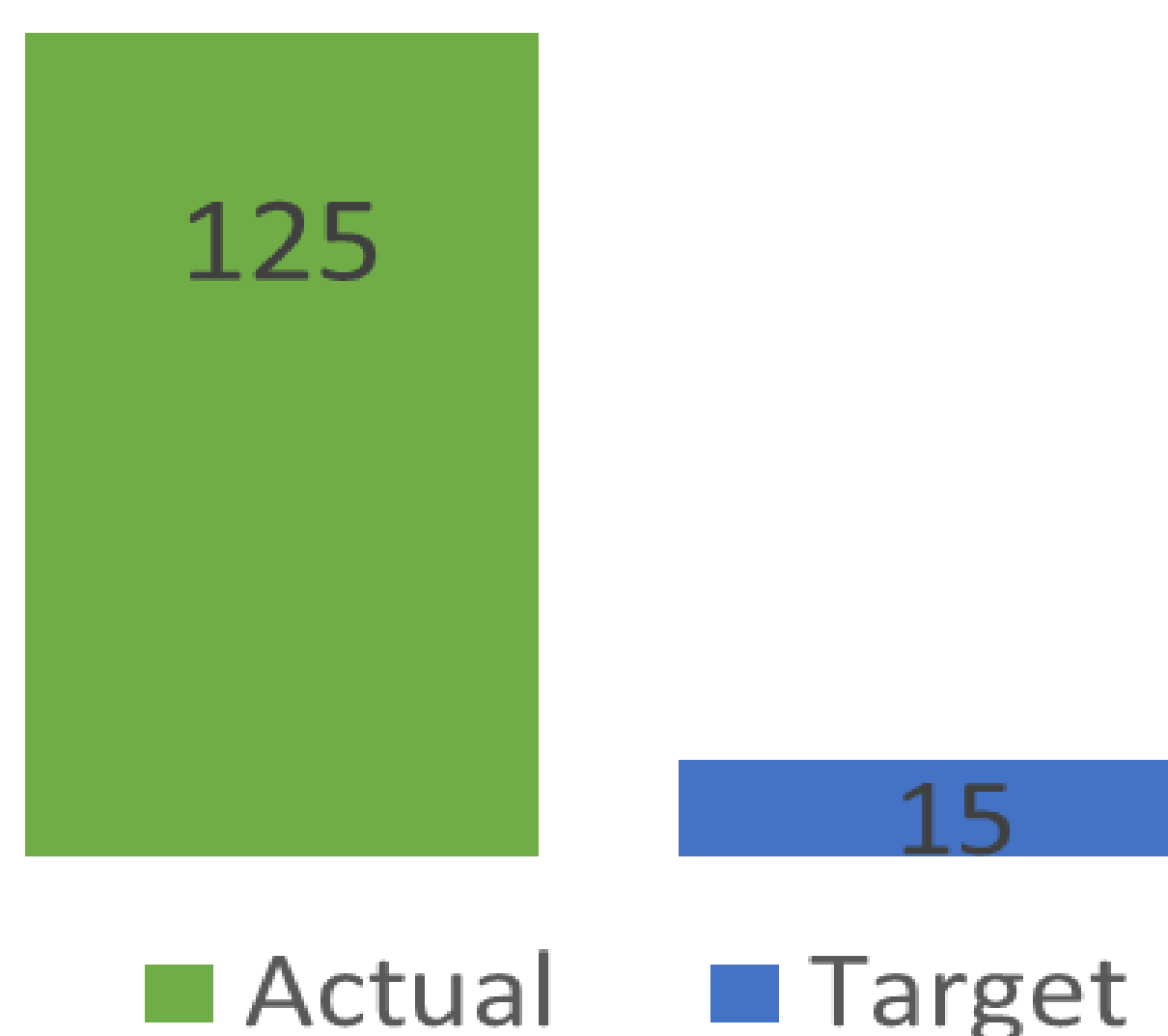DESE Office of Special Education, Effective Practices Section

Solutions

✓ Create an accessible shared contact list.

✓ Establish a contact verification system upon sign-in to each subsequent training.
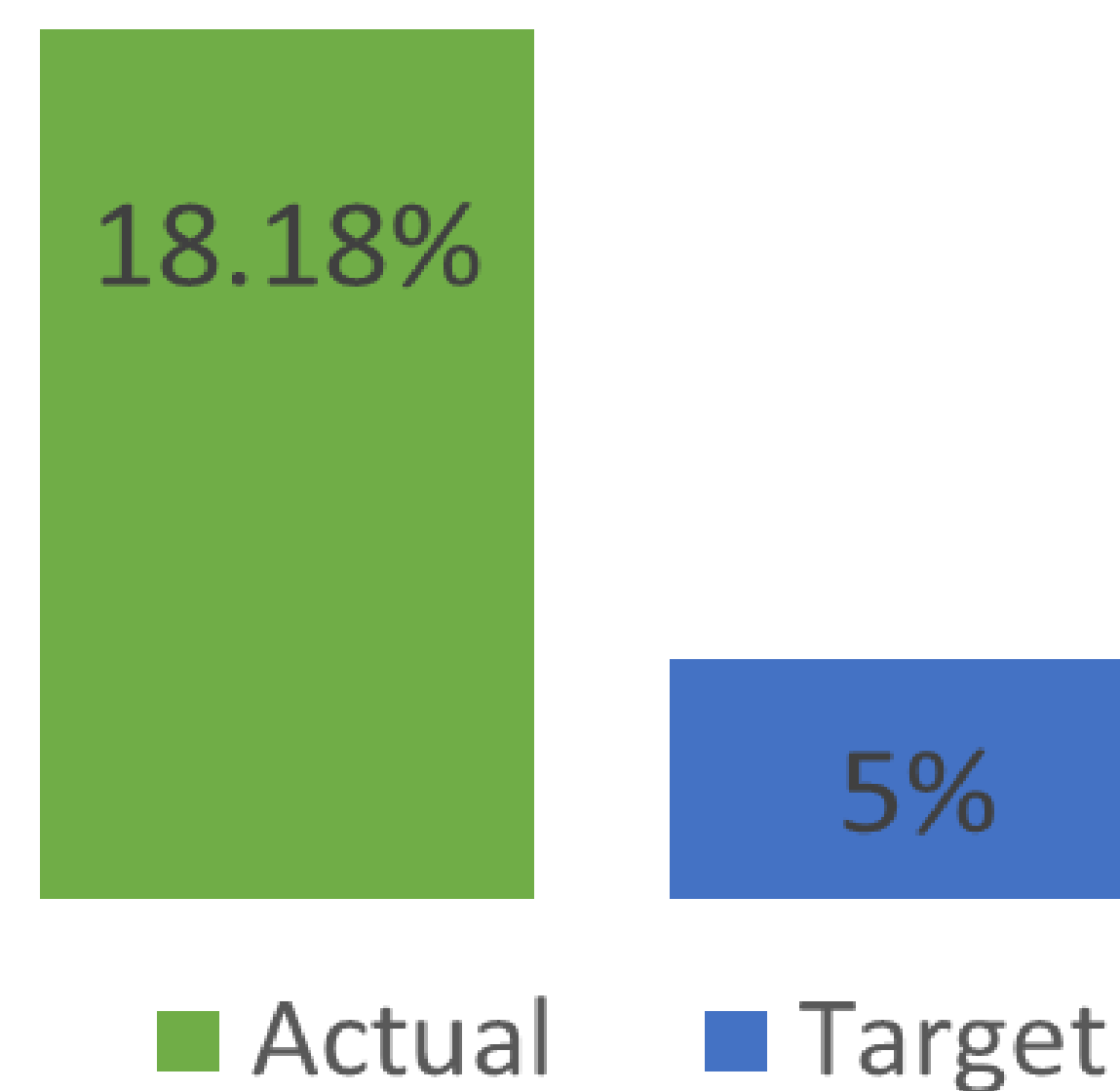
✓ Make one staff member the point person.

Goals

Contact Lists began with a bounce-back rate of 18%. Staff spent a total of 125 minutes each month updating the contact list.

Minutes Spent

- Actual: 125
- Target: 15

■ Actual ■ Target

Error Rate

- Actual: 18.18%
- Target: 5%

■ Actual ■ Target

The goal was to reduce the bounce-backs to 5% of emails and the amount of staff time in maintaining the list to 15 minutes per month.

Outcomes

➢ **92%** Reduction in Bounce-Backs

➢ **91%** Reclaimed Staff Costs

➢ **83%** Reduction in Staff Time