

CASE STUDY

# Sylvania City School District + Selerix

Turning an Underutilized Benefits Platform into a Strategic Advantage



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# Company Overview

## ORGANIZATION

Sylvania City School  
District

## LOCATION

Sylvania, Ohio

## PARTNERS

McGohan Brabender

## INDUSTRY

Public Education

## EMPLOYEES

Teachers, administrators, transportation, facilities,  
and support staff

## The Challenge

Like many school districts, Sylvania City faces the challenge of delivering high-quality employee benefits while carefully managing administrative resources and taxpayer dollars.

The district had already implemented a benefits administration platform, but many of its capabilities remained underutilized. Limited training, inconsistent reporting access, manual compliance processes, and time-consuming enrollment communications created unnecessary work for the HR team.

For HR leader Gwen, reporting challenges were particularly frustrating.

***“If I called for a report, it could be days. Sometimes I never got it after asking numerous times.”***

HR Leader | Gwen

The lack of reporting support became especially problematic during ACA reporting cycles, often forcing HR to perform extensive manual work to ensure compliance.

Open enrollment presented another challenge. Reaching employees required significant manual effort, including phone calls, emails, and coordination through school principals to track down employees who had not completed enrollment.

The district also managed several administrative processes manually, including COBRA notifications, which required HR staff to contact multiple carriers individually and verify processing status.





## The Partnership

The relationship began through McGowan Brabender's work helping the district evaluate its healthcare strategy.

After helping Sylvania avoid a significant medical renewal increase and generating substantial cost savings for both the district and employees, the broker team earned the trust needed to explore additional opportunities for improvement.

*"We made a pretty big change the year before on the medical side, and that created trust with our staff. When we brought this change the following year, it was a pretty quick conversation."*

Treasurer/CFO | Adam

Together, McGowan Brabender and Selerix identified an opportunity to improve the district's benefits administration experience without increasing costs. The team developed a cost-neutral strategy that allowed Sylvania to modernize its enrollment and administration processes while maintaining budget discipline.

More importantly, the partnership focused on helping the district fully utilize tools and capabilities that could reduce administrative burden and improve the employee experience.

## The Solution

Rather than introducing entirely new technology, the focus was on helping Sylvania unlock the full value of its benefits administration platform through enhanced support, training, automation, and communication tools.

### Key components included:

- Dedicated implementation and ongoing support
- Hands-on administrator training
- Enhanced reporting access and responsiveness
- Enrollment communication tools, including mobile messaging
- ACA reporting support
- Automated COBRA administration
- Improved system configuration and reporting capabilities
- Ongoing strategic partnership between Selerix, McGowan Brabender, and district leadership

The difference was immediate.

**For the first time, district administrators received hands on training and direct support.**

*"Emma sat down with us and answered everything."*

**When questions arose, support was readily available.**

*"If I ever have a question, she gets back with me that day."*

**Reporting became dramatically easier as well.**

*"I can call Emma and get a report and she'll have it to me by the end of the day."*

The district also began leveraging communication tools that automatically reached employees through mobile devices, significantly reducing the manual effort required during open enrollment.

# The Results

The most visible success came during the district's first open enrollment cycle following implementation.

Leadership expected at least some disruption as employees adapted to new processes and carriers. Instead, the enrollment period was remarkably quiet.

*"A couple days into open enrollment, it was very quiet and not a lot of negativity. That was refreshing." and "no news"*

| For Adam and Gwen

Employees also achieved meaningful financial savings. By restructuring voluntary benefits offerings and introducing new carrier options, employees collectively saved more than \$330,000 annually while maintaining comparable coverage.

In one memorable example, employees initially questioned whether payroll errors had occurred because their take-home pay had increased.

*"One of the employees complained that he got paid more than he did last time."*

Behind the scenes, automation eliminated numerous manual administrative tasks. COBRA administration became a simple system-driven process. ACA reporting became easier to manage. Enrollment communications became more proactive and automated.

Most importantly, the district gained confidence in both its technology and the team supporting it.

*"It's flashy. It's functional. And at the end of the day, you've got the people behind it."*

Treasurer/CFO | Adam



## Results Snapshot

- \$330,993 annual savings returned to employees
- Smooth open enrollment with minimal employee complaints
- Same-day reporting support and responsiveness
- Automated COBRA administration replacing manual workflows
- Mobile communications dramatically reduced employee follow-up efforts
- Improved transparency and utilization of benefits administration technology
- Stronger confidence in ACA reporting and compliance

## Looking Ahead



As Sylvania City School District continues supporting its employees, leadership sees opportunities to expand its use of communication, engagement, and self-service capabilities.

The district is already exploring additional ways to leverage employee communications and enrollment tools to create an even more streamlined experience for staff.

For Adam and Gwen, however, the greatest value extends beyond technology.

The combination of responsive service, practical training, operational expertise, and strong partnership has transformed benefits administration from a source of frustration into a strategic advantage.

*"It's been one of the best overall experiences."*

Treasurer/CFO | Adam





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