

**FRANKLIN
PIERCE
SCHOOLS**

CUSTOMER STORY

Franklin Pierce Schools Transforms Records Retention with Smarsh



 **smarsh**

The Challenge: Managing public records in a digital age

As the Executive Director of EdTech and Strategic Innovation for Franklin Pierce Schools, Liza Francisco Voss wears many hats. She leads with a visionary mindset — balancing long-term innovation with the day-to-day realities of public education. Her focus spans everything from operations, interactive learning tools, and cybersecurity to digital equity and compliance.

One of her biggest challenges? Keeping pace with digital communications while protecting the district from legal and regulatory risk.

“Moving fast enough to explore innovation without putting the district at risk is one of the hardest things I navigate,” Francisco Voss explains. “Every new idea has to go through the filters of privacy, security, and legal — those are always top of mind.”

Like many school districts, Franklin Pierce had evolved far beyond email for communicating with employees, students, and others. Text messaging on district-issued Verizon phones became essential, especially for administrators — but it created a critical compliance gap: how to reliably capture and retain messages in compliance with Washington State’s Public Records Act.



I never think of vendors as vendors — they’re partners. I couldn’t be successful without them. And Smarsh has been exactly that for us: a trusted partner.”

Liza Francisco Voss

Executive Director of EdTech
& Strategic Innovation
Franklin Pierce Schools

Customer Profile

Franklin Pierce School District (Tacoma, Washington) was established in 1949 and serves nearly 7,000 students from preschool to grade 12 across an early learning center, eight elementary schools, two middle schools, two traditional high schools, and one alternative high school.



Before implementing Smarsh, records management at Franklin Pierce was manual, reactive, and resource-intensive. “We were using a patchwork of legacy systems,” Francisco Voss says. “We lacked a centralized repository, and our team would spend months sifting through large volumes of data with basic keyword searches. It was time-consuming, inefficient, and risky.”

Risk management warned that without a reliable way to capture mobile messages, they could be out of compliance, and potentially vulnerable to risk.

That’s when Francisco Voss discovered Smarsh through their existing partnership with Verizon. While discussing Public Records Act requirements, Verizon introduced them to Smarsh, specifically for capturing text messaging, which immediately resonated with Francisco Voss.

About Liza Francisco Voss

Liza Francisco Voss is a 26+ year EdTech leader, the 2024 NCCE Outstanding Technology Leader, Board President for the Northwest Council for Computer Education (NCCE), and Ex-Officio Board Member for the Washington School Information Processing Cooperative (WSIPC).

As the Executive Director of EdTech and Strategic Innovation, she is focused on empowering educators, enhancing district operations and improving student outcomes across Franklin Pierce and beyond.

The Solution: Smarsh Professional Archive for Verizon text messaging



Smarsh offered exactly what Franklin Pierce needed: a seamless, centralized way to automatically capture, retain, and retrieve Verizon text communications across the district.



Where have you been all my life?” Francisco Voss recalls thinking. “This tool gave us peace of mind and a proactive way to stay compliant.”

The implementation process began with a strategic presentation to district leadership. “I presented it to our cabinet and our leadership team,” she explains. “When you’re proposing something like this, you have to start with the ‘why.’ For us, it was about student safety, legal liability, and transparency. Once you frame it like that, it’s hard to argue.”

That meant protecting students through secure communications, ensuring compliance with the Public Records Act, and promoting transparency through clear policies and training. By grounding her case in these foundational values, she made it clear that the decision wasn't just about technology – it was about trust, accountability, and doing what's right for the school community.

The technical implementation proved remarkably straightforward. "It was seamless. We were just so excited to finally have a platform that could help us meet our compliance needs efficiently."

Smarsh Professional Archive provided Franklin Pierce Schools with a purpose-built solution for their Verizon text communications. The platform offered:

- Automated capture of all communications
- Centralized repository for captured communications
- Efficient search and retrieval capabilities
- Streamlined compliance with the Public Records Act
- Reduced manual effort for records requests



The Results: Compliance, confidence, and a culture of awareness

Since deploying the Professional Archive, Franklin Pierce has transformed how it approaches digital recordkeeping. What was once a fragmented and reactive process is now centralized, streamlined, and secure, delivering several key benefits:



Peace of mind and time savings with requests

“The peace of mind and capturing records has made the work worth it,” Francisco Voss explains. “Knowing that if there are any audits or additional record requests, I have the tools that can really help me, and it will not take months to put together.”

When public records requests come in, the district can now respond quickly and thoroughly, greatly reducing compliance risk and saving valuable time for the IT and legal teams.



Increased awareness from staff

Smarsh has had a powerful side effect: increasing awareness and accountability across the organization. “Now, when someone goes to send a text, they pause and ask themselves: ‘Should I be texting this, or picking up the phone?’ That kind of mindfulness is invaluable.”



New board-approved compliance policy

The implementation of Smarsh led to the creation of a formal communication compliance policy to support sustainable practices. “We even created a policy specifically around this,” Francisco Voss shares. “We’ve embedded it into our operations and culture.”



Seamless, non-disruptive transparency

For Francisco Voss, the absence of complaints speaks volumes about the solution’s success. “End users — you don’t hear a lot from them if things are working,” she explains. “If I don’t hear from them and I know I have something in place that’s serving the right needs, that’s positive to me.”

Looking ahead: Embracing AI and innovation in compliance

Francisco Voss remains focused on future innovations for Frankling Pierce. She is eager to learn how Smarsh's AI and machine learning capabilities can enhance their operations even further. "I'd love to explore how Smarsh can help us make better use of the data we're archiving — like surfacing patterns or risks early," she says. "I'm always thinking about how we can take good systems and make them smarter."



It's been an eye-opener. Smarsh isn't just a record-keeping tool. It's part of our broader ecosystem for digital responsibility."

Advice for education technology leaders

Based on her experience, Francisco Voss offers advice for other education technology leaders considering communication archiving solutions:

- 1 **Start with the why:** "Frame the conversation around student safety, legal liability, and transparency."
- 2 **Map your communication landscape:** "Don't underestimate how many channels your district actually uses."
- 3 **Emphasize ease of implementation:** "Be ready to explain how you're going to present this to [district leadership] and what the ease of retrieval looks like."
- 4 **Secure legal approvals:** "Work with your legal team early to ensure you're within the legal parameters."
- 5 **Start small:** "Pilot before you promise. Don't do a district-wide rollout right away. Start with a small pilot team."
- 6 **Focus on sustainability:** "Consider long-term sustainability, including exit clauses, export rights, and data portability."

Francisco Voss emphasizes the importance of technology leaders having influence within their organizations: “If you don’t have a seat [in leadership discussions], make it happen. Technology isn’t going away — it’s growing. Your leadership and your voice are essential to moving your district forward.”

Smarsh enables educational institutions to improve their approach to public records management, helping them meet public records obligations while protecting student information and maintaining transparency. With solutions designed for K-12 districts and higher education institutions, Smarsh helps schools capture, retain, and supervise electronic communications across all channels their staff use to conduct school business.

Ready to learn how Smarsh can deliver simple, comprehensive compliance to your institution? [Contact our Sales team today.](#)



Smarsh® enables companies to transform oversight into foresight by surfacing business-critical signals from the most in-demand communications channels. Regulated organizations of all sizes rely upon the Smarsh portfolio of cloud-native digital communications capture, retention and oversight solutions to help them identify regulatory and reputational risks within their communications data before those risks become fines or headlines.

Smarsh serves a global client base spanning the top banks in North America, Europe and Asia, along with leading brokerage firms, insurers, and registered investment advisors and U.S. state and local government agencies. To discover more about the future of communications capture, archiving and oversight, visit www.smarsh.com.

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