



CASE STUDY

Optimizing the EdTech Lifecycle at Baker Charter Schools

With CTL LTE-enabled Chromebooks and CTL EdTech Lifecycle Services

BACKGROUND

Rapid Growth and Continual Enrollment

Baker Charter Schools—a tuition-free, virtual K-12 public charter school in Oregon—serves approximately 4,600 students learning from thousands of unique locations across the state. To guarantee high-quality connectivity for every student, Baker Charter sought to standardize its fleet with LTE-embedded Chromebooks. Beyond the hardware, they also required a more efficient system to procure, deploy, and service their devices. With a year-round enrollment model, the school needed a seamless, “always-on” refresh process to ensure every new student is ready to learn from day one.



THE CHALLENGE

Scaling Beyond Manual Processes

As Baker Charter Schools scaled to serve these thousands of students, their manual IT processes reached a breaking point. To maintain student engagement and parental confidence, they needed to overcome several critical hurdles:

Logistical Overload

The IT team was manually fulfilling Chromebooks and hotspots. Tech Deployment Manager Leah Weiske was “acting as UPS,” hand-printing labels and shipping thousands of devices from her own workspace.

Connectivity Friction

Using separate external hotspots proved unreliable; the hardware was frequently misplaced or overextended by entire households, interrupting student learning.

Delayed Starts

These manual bottlenecks made it difficult to ensure every student received their tools by Day 1, creating uncertainty for families.

Program Sustainability

The school required a more integrated, streamlined way to manage the full device lifecycle—from deployment to the eventual refresh—without straining their virtual team.

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THE SOLUTION

Seamless LTE Connectivity with a Strategic, Integrated Lifecycle Strategy

Recognizing the need to scale and streamline, Baker Charter Schools worked with CTL to implement LTE-enabled Chromebooks and employ CTL's Complete Fleet Services to transform their operations from a manual model into a streamlined, automated lifecycle strategy.

Under CTL's Complete Fleet Services, Baker Charter received strategic planning, expert logistics, automation, and dedicated support. This service streamlined deployment and managed the entire device lifecycle, freeing the Baker Charter IT team from complexity and chaos.



Integrated Technology & Connectivity

To solve the connectivity challenges presented by hotspots, Baker Charter standardized their fleet with CTL LTE-embedded Chromebooks. This eliminated the need for separate, easily-lost hotspots and ensured every student had a dedicated learning connection.

- **Always-on connectivity.** Every ruggedized device is LTE-capable. If a student's circumstances change, BCS simply notifies Verizon to "light up" the connection remotely.
- **Direct-to-door delivery.** CTL took over the complex task of individual kitting and shipping, delivering "ready-to-learn" devices directly to students' doorsteps—eliminating the need for the Baker Charter IT team to handle physical inventory.

“Our partnership with CTL began through Verizon, which has long supported our mission to bridge the digital divide. **By transitioning from external hotspots—which are easily misplaced and often strained by household use—to CTL's integrated LTE-enabled Chromebooks, we have fundamentally changed the learning experience** and ensured the internet connection is dedicated to their education. We are excited to deploy the next generation of these devices with 5G performance.

Eric Hanst

Technology Director for Baker Charter Schools

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The Operational Pivot

Under the leadership of Asset Manager Leah Weiske, the virtual IT team moved out of the warehouse business and into a management role. By presenting a “wishlist” of pain points to CTL, they took advantage of CTL’s Complete Fleet Services to transform their workflow:

- **Automated onboarding.** Baker integrated their Student Information System (SIS) with the registration process. This triggers LTE-enabled Chromebook requests to CTL immediately and establishes a clear startup timeline for families, detailing everything from delivery dates to initial teacher meetups.
- **White glove provisioning.** CTL provides enhanced zero-touch enrollment, asset tagging, and other services to ensure devices are connected and ready for learning upon student opening.
- **Data sharing.** Custom scripting now bridges the gap between CTL’s data and Baker’s Incident IQ support system. Every device is tied to a student via Google logs, ensuring 100% data accuracy for rapid troubleshooting and repair, if needed.



Empowering Families through Communication

Standardization enabled Baker Charter to build an innovative “Welcome and Kitting Guide” included in every shipment. These guides provide:

- **Physical support.** Clear, printed instructions for unboxing and setup.
- **Instant activation.** Straightforward steps for families to activate Verizon connectivity without technical frustration.
- **Simplified maintenance procedures.** Clear repair and return instructions, along with CTL-supported repair logistics, help streamline the repair process and minimize downtime for students.

By moving to this automated, direct-to-student model, Baker Charter Schools turned a logistical challenge into a scalable, sustainable success story that puts student readiness first.

“The level of care and attention to detail CTL puts into every step of the process is unmatched. Their team is incredibly responsive, easy to work with, and always quick to find solutions. CTL has completely transformed the way we manage student technology. What was once a significant challenge is now an efficient process. Their speed, reliability, and constant support make a huge difference for our staff and families.

Our partnership with CTL is truly a win-win, and we are so grateful for the flexibility, expertise, and support of the entire CTL team.

Leah Weiske

Asset Manager, Tech Dept, Baker Charter Schools

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THE IMPACT

Smooth Logistics and Easier Learning for Students

The impact of the work by Baker and CTL transformed the initial experience for every virtual learner, guaranteeing easy connectivity on CTL Chromebooks for learning access from Day 1. Built for Baker's continual enrollment model, the process reliably supports hundreds of new students whenever they start, not just a single annual bulk deployment.

This strategic transformation delivered a massive impact on staff efficiency. The new system eliminated weeks of logistics headaches, including the time and energy spent packing devices, making trips to the post office, using borrowed trucks, and coordinating device returns.

The freed-up time enables the IT team to shift focus to high-value, more strategic projects. Eric Hanst summed it up:

"Partnering with CTL has allowed us to modernize and simplify our device management and support processes. The efficiencies gained have created more time for our team to focus on strategic work and instructional technology improvements for students."

The result is a system that supports learning from the start while enabling strategic, long-term growth.

For school tech leaders stretched thin, CTL is more than a vendor—we're your strategic technology lifecycle partner.

CTL replaces transactional vendors with a side-by-side partnership, delivering the most complete set of award-winning product and service solutions that streamline the entire EdTech lifecycle.

The CTL Lifecycle Managed Services Suite

CTL's comprehensive managed services framework streamlined the lifecycle of Baker Charter's 1:1 LTE-enabled Chromebook program.

White-glove provisioning

CTL ensures every Chromebook is fully configured before it leaves the facility.

Integrated LTE management

CTL activates and verifies cellular connectivity to guarantee "Day 1" access for remote learners.

Domain & license management

CTL manages the enrollment of every device into the district's specific domain and organizational units.

Direct-to-student logistics

CTL ships "ready-to-learn" units directly to student residences with verified delivery tracking.

Real-time asset transparency

Custom dashboards and automated data integration provide live visibility into inventory status.

Advanced repair & replacement

CTL provides hardware replacements and utilizes Accident Pack warranties to restore damaged units.

End-of-year lifecycle support

CTL refreshes the fleet, repairing what's needed for the next school year or decommissioning for Chromebook buyback and recycling.



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30+ EdTech
Industry
Awards



2+M Deployments of
CTL ChromeOS devices
in 65+ countries