

**Lee County Schools RFP for Web Hosting/Communication/Mobile App Bid  
Demonstration**

**Thursday, July 26, 2023**

**Meeting Agenda**

**Lee County Schools RFP Committee Members** – James Alverson (Public Information Officer), Jamey Laudate (Lee County Board of Education, Facilities & Technology Committee Chair), Rebecca Measamer (Director of Technology), Rebel Hunter (Information Technology), Patricia Coldren (Director of Teacher Recruitment & Retention), Molly Poston (Principal, Southern Lee High), Stephanie Clark (Principal, B.T. Bullock Elementary), Christian Chaney (Principal, Greenwood Elementary), Elayne Monjar (Assistant Principal, Webmaster, SanLee Middle), Amy McCaskill (Digital Learning Facilitator/Webmaster, Lee County High), & Paula Leandro (Webmaster, Social Media Coordinator, Tramway Elementary).

\*Please note that some committee members may be viewing a recording of the demonstration meeting prior to the final discussion meeting\*

8:00 a.m. – Welcome/Instructions to committee members

8:15 a.m. – ParentSquare Demonstration – Ben Craft & Team

8:45 a.m. – Committee questions & wrap-up with Parent Square

9:00 a.m. – Apptegy Demonstration – Katie Cooper & Team

9:30 a.m. – Committee questions & wrap-up with Apptegy

9:45 a.m. – CodeBorder Demonstration – Abraar & Team

10:15 a.m. – Committee questions & wrap-up with CodeBorder

10:30 a.m. – Edlio Demonstration – Nicole Legaux & Team

11:00 a.m. – Committee questions & wrap-up with Edlio

11:15 a.m. – Bid review instructions for Committee Members

- Establish time for the final discussion meeting on Wednesday, August 2 (Virtual, 9:00 a.m.?)

Dismissal

**LCSS Web Hosting  
Price Comparison**

<b>Apptegy</b>						
	<b>One-Time</b>	<b>Annual</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>3 Yr Total</b>
<b>Thrillshare Media</b>			\$97,650	\$66,000	\$66,000	\$229,650
Implementarion	\$18,000					
Annual Cost		\$35,650				
<b>Rooms</b>						
Setup & PD	\$13,650					
Annual		\$30,350				

<b>CodeBorder</b>						
	<b>One-Time</b>	<b>Annual</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>3 Yr Total</b>
<b>Initial Budget</b>			\$369,000	\$120,000	\$120,000	\$609,000
Planning & Strategy	\$14,000					
Design & Creative	\$65,000					
Website & App Development	\$130,000					
Testing & QA	\$25,000					
Deployment	\$15,000					
Total ~2 years	\$249,000					
<b>Recurring Costs</b>						
Hosting, Server Infra & Licensing (can vary based on needs)		1,000 to 5,000+				
Technical Maintenance		\$20,000				
Annual Website Redesign		\$25,000				
Training & Support (2,000 hours/year)		\$75,000				

<b>Edlio</b>						
	<b>One-Time</b>	<b>Annual</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>3 Yr Total</b>
<b>One-Time Fees</b>			\$59,640	\$54,640	\$54,640	\$168,920
Gallery Design Setup	\$3,500					
Edlio Access Plus Setup	\$1,500					
Training	\$0					
Gallery Homepage Redesign	\$0					
<b>Annual Subscription</b>						
Website CMS		\$26,800				
Broadcast Mass Messaging		\$13,440				
Access Plus Mobile App		\$12,000				
SIS Integration - PowerSchool		\$2,400				

<b>ParentSquare</b>						
	<b>One-Time</b>	<b>Annual</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>3 Yr Total</b>
<b>One-Time Fees</b>			\$67,766	\$56,516	\$56,516	\$180,798
Onboarding	\$11,250					
<b>Annual Subscription</b>						
Engagement Platform (website + communications)		\$50,416				
ADA Scanning		\$2,500				
Advance Website Translation		\$3,600				



**PROJECT INFORMATION:**

Lee County Schools – Web Hosting

**IDENTIFIED VENDORS:**

VENDOR NUMBER	VENDOR NAME	PRODUCT BRAND OFFERED
V1	Apptegy	3 Year Total: \$229,650 - See Notes
V2	CodeBoarder	3 Year Total: 609,000 - See Notes
V3	Edlio	3 Year Total: \$168,920 - See Notes
V4	ParentSquare	3 Year Total: \$180,798 - See Notes

**EVALUATION CRITERIA (FOR AUGMENTING CURRENT ENVIRONMENT):**

CRITERIA EXPLANATIONS:

- Experience and qualifications of the vendor in providing web hosting services.
- Technical capabilities and infrastructure to support the school district's requirements.
- Proposed pricing structure and cost-effectiveness.
- Quality of proposed security measures and data protection protocols.
- Availability of technical support and response times.
- Compliance with applicable laws and regulations.
- Contract Terms and Conditions:

		Total of all submitted bid evaluations			
CRITERIA		V1	V2	V3	V4
Experience & Qualifications	(15 points)				
Capabilities & Infrastructure	(20 points)				
Pricing	(25 points)				
Security	(10 points)				
Support	(10 points)				
Compliance (laws & regulations)	(15 points)				
Contract Terms & Conditions	(10 points)				
<b>TOTAL (100 points)</b>		<b>576</b>	<b>123</b>	<b>560</b>	<b>540</b>

Vendor Selected: **Apptegy**

Term Selected: **3 Year with optional extensions**

Evaluator/s: **James Alverson, Molly Poston, Rebel Hunter, Rebecca Measmer, Elayne Monjar, Amy McCaskill, Stefanie Clarke.**

Date: **See individual evaluations**

Signature: **See individual evaluations**

	Apptegy	CodeBoarder	Edlio	ParentSquare	Term
<b>James Alverson</b>	15	NA	15	15	3 Yr
	19	NA	16	18	
	21	NA	23	21	
	10	NA	10	10	
	10	NA	9	10	
	15	NA	15	15	
	9	NA	8	8	
<b>Molly Poston</b>	12	NA	10	12	3 Yr
	18	NA	19	15	
	15	NA	25	20	
	9	NA	9	9	
	9	NA	8	9	
	NA	NA	NA	NA	
	10	NA	9	9	
<b>Rebel Hunter</b>	15	7	15	15	3 Yr
	20	12	15	15	
	19	5	25	21	
	10	8	10	10	
	10	10	10	10	
	15	15	15	15	
	10	5	5	5	
<b>Rebecca Measamer</b>	15	8	15	15	3 Yr
	20	10	15	15	
	19	5	25	21	
	10	8	10	10	
	10	10	10	10	
	15	15	15	15	
	10	5	5	5	
<b>Elayne Monjar</b>	15	NA	13	13	3 Yr
	18	NA	15	10	
	23	NA	25	24	
	10	NA	5	10	
	10	NA	8	8	
	15	NA	15	15	
	10	NA	10	5	
<b>Amy McCaskill</b>	15	NA	15	15	3 Yr
	20	NA	18	17	
	25	NA	25	25	
	10	NA	10	10	
	10	NA	10	10	
	15	NA	15	15	
	10	NA	10	10	
<b>Final Totals</b>	<b>576</b>	<b>123</b>	<b>560</b>	<b>540</b>	<b>3 Year</b>



# LEE COUNTY SCHOOLS

## PROJECT INFORMATION:

Lee County Schools – Web Hosting

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- Contract Terms and Conditions:

CRITERIA	V1	V2	V3	V4
Experience & Qualifications (15 points)	15		15	15
Capabilities & Infrastructure (20 points)	20		18	17
Pricing (25 points)	25		25	25
Security (10 points)	10		10	10
Support (10 points)	10		10	10
Compliance (laws & regulations) (15 points)	15		15	15
Contract Terms & Conditions (10 points)	10		10	10
TOTAL (100 points)	105		103	102

Vendor Selected: V1 Apptegy

Term Selected:

Evaluator/s: Amy McCaskill

Date: 7/27/23

Signature: Amy McCaskill

LCSS Web Hosting  
Bid Evaluation Notes

**Apptegy**

- streamlined with social media
- unlimited training
- integration with Powerschool
- translation features
- "Room" communication
- overall like the entire package

**CodeBorder**

- NO SHOW

**Edlio**

- nice calendar integration
- streamlined w/ social media
- looks "similar" to what we have.
- unlimited forms and collect payment (not in RFP)  
? conflicting answer
- translations

**ParentSquare**

- unlimited training
- doesn't integrate with all social media platforms
- looks similar to what we have (from user side)
- nice calendar integration



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CRITERIA		V1	V2	V3	V4
Experience & Qualifications (15 points)		15	—	13	13
Capabilities & Infrastructure (20 points)		18	—	15	10
Pricing (25 points)		23	—	25	24
Security (10 points)		10	—	5	10
Support (10 points)		10	—	8	8
Compliance (laws & regulations) (15 points)		15	—	15	15
Contract Terms & Conditions (10 points)		10	—	10	5
TOTAL (100 points)	105 pts	101	0	91	75

Vendor Selected:

Term Selected:

Evaluator/s: Elayne Monjar

Date: Elayne Monjar

Signature: 08/01/23



LCSS Web Hosting  
Bid Evaluation Notes

Apptegy

- Does post to social media (Facebook, Instagram, Twitter)
- Rooms connects to Google Classroom but not Canvas
  - ↳ can create custom rooms
- Students can be logged and have an account via GAccount
- Unlimited training w/ small groups → has training guides and will do modules

CodeBorder

- did not show

Edlio

- Will post to all social media apps
- Unlimited tech support → unlimited training?
- Bathroom pass, ~~student~~ student ID badge - is this all extra?
- Group chat feature for students - NO

ParentSquare

- How much more is the custom school district app? → \$10-15K
- \* Can we connect Google Calendar w/ the website calendar?
- Integrate w/ Google Drive for website announcements
- Parents can select what language they want.
- Do you link to social media apps? → Facebook, NOT Instagram
- Provides newsletter templates
- Or can get parents download in an app school square
- email notification - message from [staff] in LCS
- - - integrate to Canvas via Parent Square

# LEE COUNTY SCHOOLS

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CRITERIA	V1	V2	V3	V4
Experience & Qualifications (15 points)	15	1	15	15
Capabilities & Infrastructure (20 points)	19		16	18
Pricing (25 points)	21		23	21
Security (10 points)	10		10	10
Support (10 points)	10		9	10
Compliance (laws & regulations) (15 points)	15		15	15
Contract Terms & Conditions (10 points)	9		8	8
TOTAL (100 points)	99	DNS	96	97

Vendor Selected: Apptegy

Term Selected: 3 years

Evaluator/s: James Alverson

Date: 7/27/2023

Signature: James Alverson



# LCSS Web Hosting Bid Evaluation Notes

## Apptegy

- Mobile First Strategy
- Mobile publishing platform
- App Info is not behind a login
- Two-Way Communication built-in
- Created to be like Social Media
- Integrates w/ Google Classroom
  - ↳ can link to Canvas but not Autohead
- Automated Content Moderation not available
  - ↳ flagging system
- Approval of Posts Available in CMS
- Single Post Creation spot in CMS
- Posts can be checked exporting the text to content creation
- Reporting more dependent on company to pull data.
- Translation services provided
  - ↳ App language auto translated

## CodeBorder

Did Not Show

## Edlio

- Responsive design for mobile browser
- Google Calendar integration/Calendar Sync
- Direct API integration w/ PowerSchools
- Design Templates Available
- New websites cost extra
- Content Migration is included
- Custom user permission
- Unlimited Text Support
- 4% plus 33 transaction fee on store
- Unlimited Forms & PAYMENT
- Payment options others don't provide
- STORE OPTIONS
- Forms LIBRARY of templates
- Video gallery Built-in / CC auto added w/ full transcript
- Upgraded features → extra cost
  - Auto translated in app - including Spanish/Chinese
  - Hall Pass w/ Reporting Mechanism
  - Student + ID Badges

## ParentSquare

- District Branded App & white-label messaging is added cost.
- Locks an "Approval" system for posts other than draft & Admin Post
- Highly Configurable
- Price of Migration? (Not fully included)
- Training beyond uploading/forwarding is extra
- Built to be ADA Compliant
- Newsletter Templates Available
- Weekly webinars available free to all.
- Good user Configuration
- Button Creation tool (Can attach)
- Revision History Available
- Web & Mobile App for Parents & Admin
- Great Reporting Tools
- Parent adaptability for Translation Services



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- Contract Terms and Conditions:

CRITERIA	Apptegy	Code Boarder	Edlio	ParentSq.
Experience & Qualifications (15 points)	12		10	12
Capabilities & Infrastructure (20 points)	18		19 extras	15
Pricing (25 points)	19		25	20
Security (10 points)	9		9	9
Support (10 points)	9		8	9
Compliance (laws & regulations) (15 points)				
Contract Terms & Conditions (10 points)	10		9	9
TOTAL (100 points)				

Vendor Selected:

Apptegy

especially if they can do extras

Term Selected:

3 years minimum

Evaluator/s:

Molly Poston

Date:

7-27-23

Signature:

Molly Poston

forms  
payment  
hall pass  
Student ID w/ badges

LCSS Web Hosting  
Bid Evaluation Notes

Apptegy

Modern look  
good support

like the anyone can  
create a post but  
they require approval  
before live

CodeBorder

NO Show

Edlio

extras are great

online payment  
ID badges  
forms w/upload

looks a little old

ParentSquare

Branded  
Easy (updates)  
Create one - Publish  
Everywhere

ADA compliant

looks like  
what we have  
now



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Lee County Schools – Web Hosting

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- Contract Terms and Conditions:

CRITERIA	V1	V2	V3	V4
Experience & Qualifications (15 points)	15	7	15	15
Capabilities & Infrastructure (20 points)	20	12	15	15
Pricing (25 points)	19	5	25	21
Security (10 points)	10	8	10	10
Support (10 points)	10	10	10	10
Compliance (laws & regulations) (15 points)	15	15	15	15
Contract Terms & Conditions (10 points)	10	5	5	5
TOTAL (100 points)	99	62	95	91

Vendor Selected:

Apptegy

Term Selected:

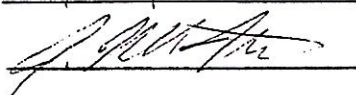
Evaluator/s:

Rebel Hunter

Date:

7/27/23 - WB Wicker

Signature:





# LEE COUNTY SCHOOLS

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Experience & Qualifications (15 points)	15	8	15	15
Capabilities & Infrastructure (20 points)	20	10	15	15
Pricing (25 points)	19	5	25	21
Security (10 points)	10	8	10	10
Support (10 points)	10	10	10	10
Compliance (laws & regulations) (15 points)	15	15	15	15
Contract Terms & Conditions (10 points)	10	5	5	5
TOTAL (100 points)	99	61	95	91

Vendor Selected: Apptegy

Term Selected: 3 year

Evaluator/s: Rebecca Measmer

Date: 7/27/2023 @ W.B. Wicker Elementary

Signature: Rebecca Measmer

LCSS Web Hosting  
Bid Evaluation Notes

**Apptegy**

I like the communication piece and the fact there is an app that parents, teachers... everyone can download. All messages are archived and viewable to principals. Decent pricing. Integrate into all Social Media platforms. FB, Twitter, Instagram etc

**CodeBorder**

Did have anything to demo. Extremely high price. About \$400,000 more than other bids.

**Edlio**

WORKS w/ Social Media Apps all from one platform. Each school can design their own page/colors. Integrates Google Calendars.

**ParentSquare**

Everything under 1 platform. Social Media, post once and it rolls out to all. Easy to use editor. Integrate with Google Calendar and can show multiple calendars. I like the communication piece. Includes auto translation, mass notifications. overall, looks like a great product. <sup>only Facebook</sup> and Twitter



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Pricing (25 points)				
Security (10 points)				
Support (10 points)				
Compliance (laws & regulations) (15 points)				
Contract Terms & Conditions (10 points)				
TOTAL (100 points)				

Vendor Selected:

Term Selected:

Evaluator/s: Stefanie Clarke

Date: 8/2/23

Signature: [Signature]



**LCSS Web Hosting  
Price Comparison**

<b>Apptegy</b>						
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<b>Edlio</b>						
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ADA Scanning		\$2,500				
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LCSS Web Hosting  
Bid Evaluation Notes



Apptegy

- Love the mobile app look & feel
- Easy interface to post on various mediums & outlets. Love this feature
- Clean/modern web design
- The support structure seems strong & well organized
- App is user friendly
- Rooms (lik) Data. Clean user friendly

CodeBorder

Expensive

Both have this feature

Living way from teacher pages

Branded app

Edlio

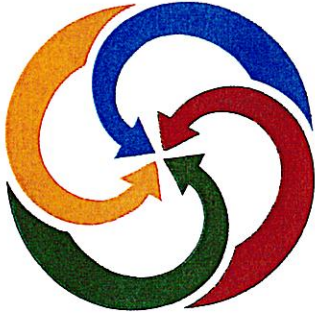
- Easy website posting
- Can share access with necessary parties
- Clean "app" look
- Can subscribe & link on cell phone
- Can subscribe to various schools
- Customizable web pages (design templates)

70% are accessing web site on a mobile device

ParentSquare

- Website: Gallery or other interface - Interface is somewhat similar to current
- "Latest news" feed (can adjust # & display)
- Can set posting preferences
- Google login
- Connects through Power School
- Parent communication similar to DoJo
- Select language
- Does it push to social media?





# Lee County Schools

## Webhosting RFP



# Hi Team LCS!

In a world where families are inundated with information and your staff is having to wear more hats than ever, creating a great user experience for both your community and yourself is imperative.

This is why we won't just be your software provider for this project — we will become your true thought partner.

We will help you build a mobile strategy so you can reach your families where they spend most of their time online. We'll also help save your staff's time by empowering them to manage all of their communications (website, mobile app, social media, mass notifications, and two-way messaging) from one easy-to-use platform: Thrillshare.

This way, you can take control of your narrative while always having your families associate the great things going on in LCS with your district brand.

Read on to learn more!

Talk soon,

**Ayron & Yury**

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**We made a video to say hello!**



Visit [www.apptegy.com/LCS](http://www.apptegy.com/LCS)



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# **Executive Summary**





# Executive Summary

## Your Key Requirements

From reading your RFP, it's clear that that your key requirements for your comprehensive website communication tool include:

- ↑ Increased engagement with your community
- 👤 Ease of use for your community and staff alike
- 🌀 Building your narrative by empowering your staff to share your stories & promote the LCS brand
- 🎯 Streamlining all district communications into one platform
- 🎧 Premium support and training for all of your staff

## The Benefits of Solving These Requirements

Today's hypercompetitive school environment is requiring greater attention to how you engage your varied audiences of parents, staff, and community. Making matters more complex is the demographic change in parents — they are "digital natives" and their expectations have changed: **they expect to be reached digitally through modern, intuitive, easy-to-use apps.** And meeting parents where they're at is critical, because a poor user experience can lead to them making a switch — even switching schools.

Solving your requirements will lead to **an enhanced reputation in the community through better family, staff, and community engagement.** And solving these requirements involves developing and delivering an **intuitive, easy to use app for everyone.**



## Why Choose Apptegy

To increase engagement with your families, you have to build a positive online identity that reaches them where they're at. With an integrated, on-brand website and mobile app, your community will **always associate the great stories happening in your district with the LCS brand.**

To see how we'll help you engage your families through your web design and mobile, see pages 9-18.

On the flip side, you have to make sure your platform is easy and robust enough for your staff to use to send out communications in the first place. With Thrillshare, you can **update all of your communication channels simultaneously with zero programming knowledge.**

For a full overview of our comprehensive Thrillshare system, see pages 19-79.

More than likely, your families are needing to use several different communication tools just to connect with you; ultimately, this creates a poor user experience. With a **two-way communication system integrated within the LCS mobile app** your families will already be using for district/school-wide information, you'll be **streamlining your communications and providing a single source of truth for your families.**

For more on our integrated two-way communication tool, see pages 63-72.

We know staff changes happen often, which makes it hard for you to ensure all of your staff is well trained on your communication tools. With **free and unlimited training and support for all your staff throughout our entire partnership,** you'll no longer have to worry about training staff yourself or receiving surprise invoices for additional trainings — just schedule a session with us!

For more on our unlimited training and support, see pages 91-95.



# Platform Overview



# Introduction

It's easy to think that a beautiful and on-brand design makes a good website, but a great online presence goes way beyond design. In fact, if you want an effective communication tool, you'll need:

- A **great user experience** on the frontend so your constituents will come back for more
- An **intuitive system** on the backend so your team will actually use it

In the following pages, we will cover the basics, starting with your **website's design** (pages 9-14).

Then, we'll walk you through the most overlooked portion of online communication, a **mobile strategy** (pages 15-18).

Most importantly, we will explain how our **Thrillshare platform** will make it easy for you to use these channels effectively every single day (pages 19-73).

We'll also give you an in-depth view of our **integrated mass notification system, Alerts** (pages 38-50).

Because we know communication begins in the classroom, we will go over our **two-way communication system, Rooms**, that's also housed within our Thrillshare platform (pages 63-72).

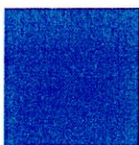
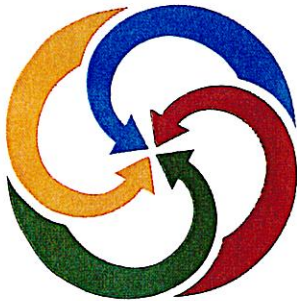
Finally, we will cover the technical details like **accessibility** and **translations**, which are crucial to ensure you are reaching everyone in your community (pages 74-81).



# Website Design

## Customized Design

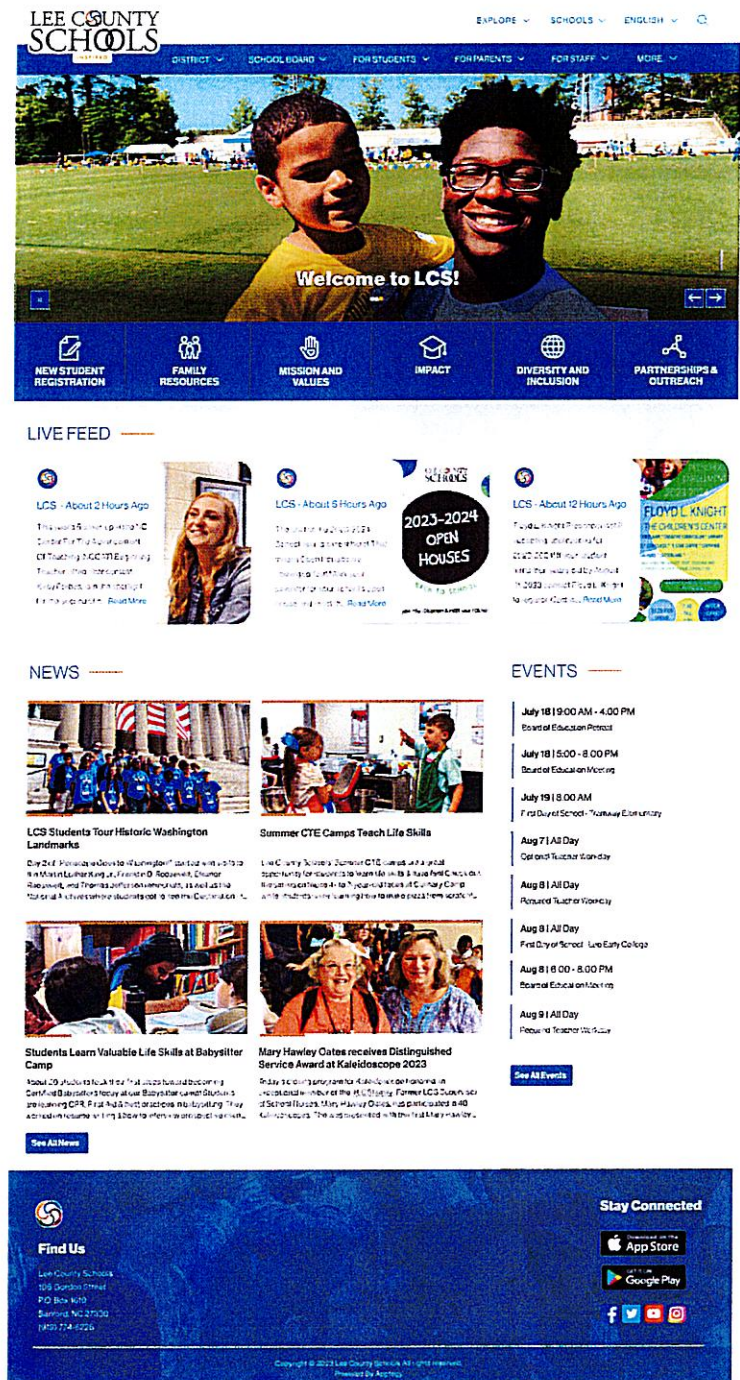
We will work with you to understand, define, and enhance the LCS brand. All of your websites will follow common styling to build an overarching district brand. Within your common branding, each school website can be customized, for example, by using the school's specific colors, logos, etc. While we come up with a number of initial ideas, the design process is a creative back and forth between your team and ours.



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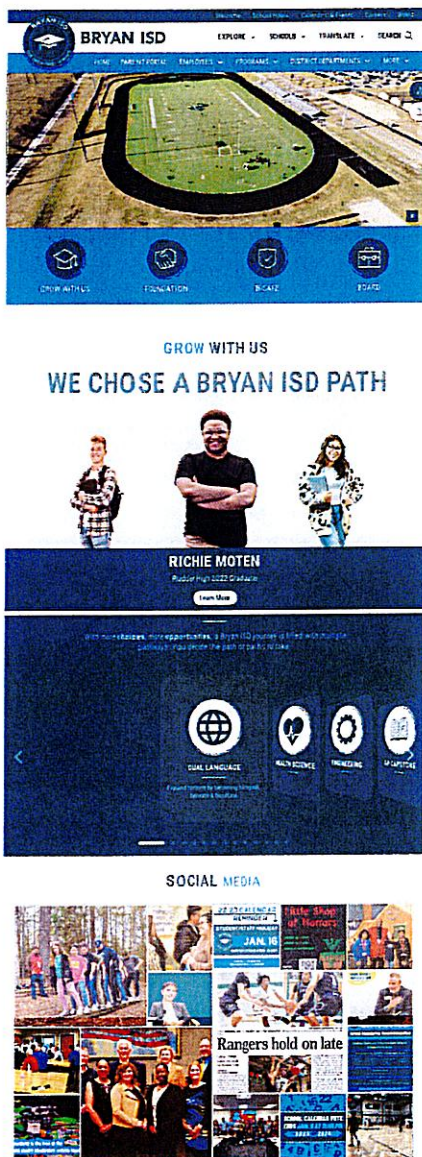


## Design Examples

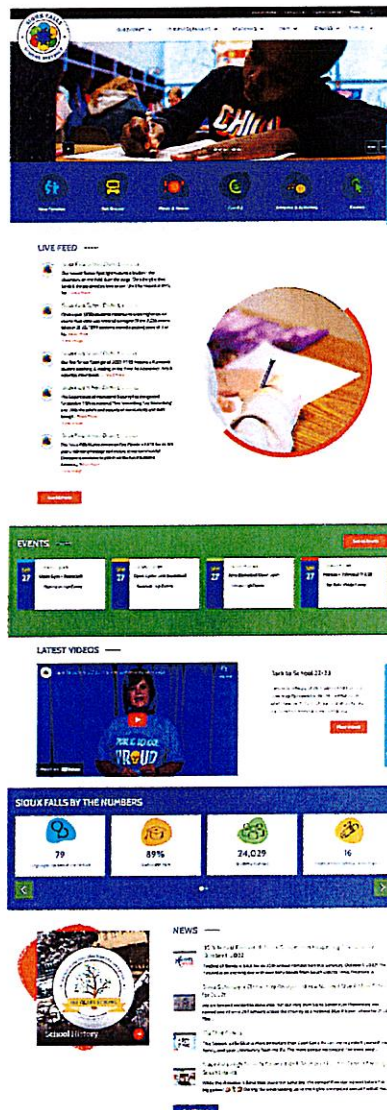
Make your website stand out by offering a great user experience. User experience is crucial for making a great first impression—and for keeping people coming back for more.

We follow modern design best practices to offer a clean and beautiful experience to your audiences.

**Click the links below  
to visit these sites!**



[bryanisd.org](http://bryanisd.org)



[sf.k12.sd.us](http://sf.k12.sd.us)



[tylerisd.org](http://tylerisd.org)



## Design Process

Traditionally, website design follows a waterfall method, in which you talk through a design, you build the website, and then you're done. We know in order to get your ideal result, we need the iterative process that a collaborative back-and-forth provides. That's why we built our entire design process around many small, agile improvements and changes.

### Kickoff

This is the first meeting where we start the design and development process and formally introduce your team to ours.

### Discovery/Feedback

We are looking to better understand your strategic goals for your new website, which are typically uncovered in a collaborative, back-and-forth meeting.

### Design Iteration

Taking the results from the discovery, we then put together several design/structure ideas and discuss those with you.

### Development

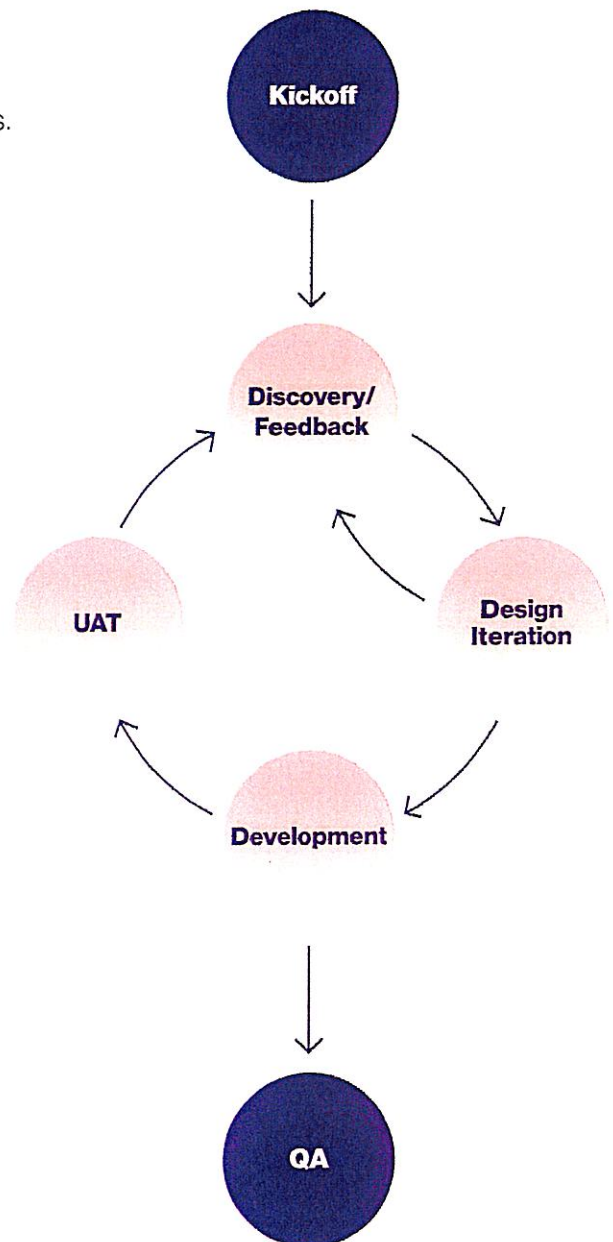
Instead of just having a static wireframe, we often go ahead and build out certain pieces so that you can actually try out the new design.

### UAT

Formally "User Acceptance Testing," in this step we ask you to discuss and try the current version of designs so that from here we can start a new cycle of discovering your goals and improving what we have.

### QA

Before you launch anything new (whether the initial new site or later improvements) to the public, we will go through quality assurance testing to ensure everything works.

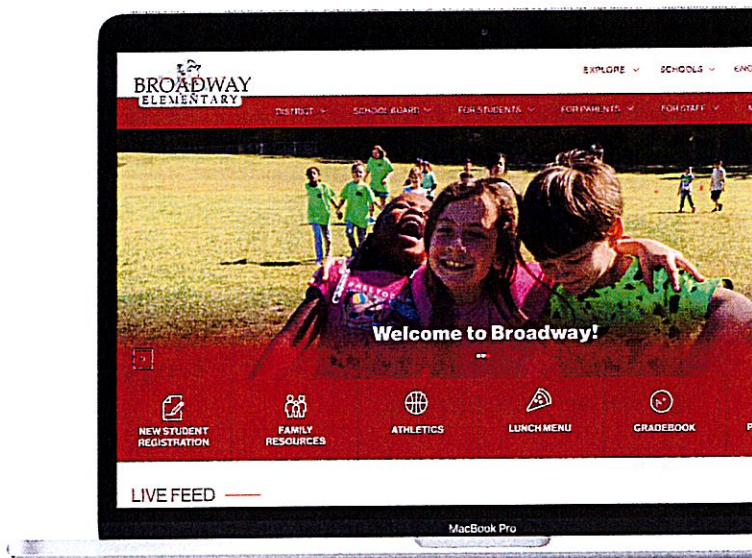
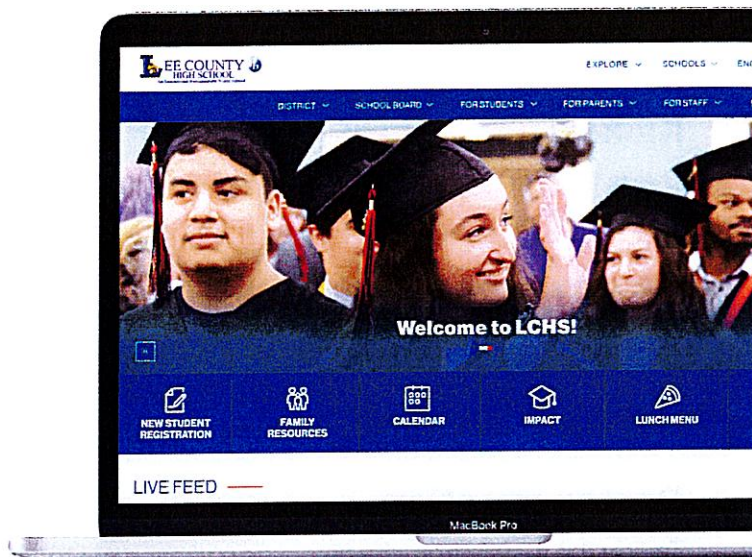


## School Sites

We will work together to create individual sites for each of your schools (and large programs if needed). These sites can be managed and updated independently.

We follow the same principles in designing the layout for your school sites as we do for the district website. The design of the school site will reflect the district's overall brand while allowing each site to have its individual branding. Each school site will have a similar layout so the experience is consistent for families across the district. Each school site and its content would also be reflected in the mobile app.

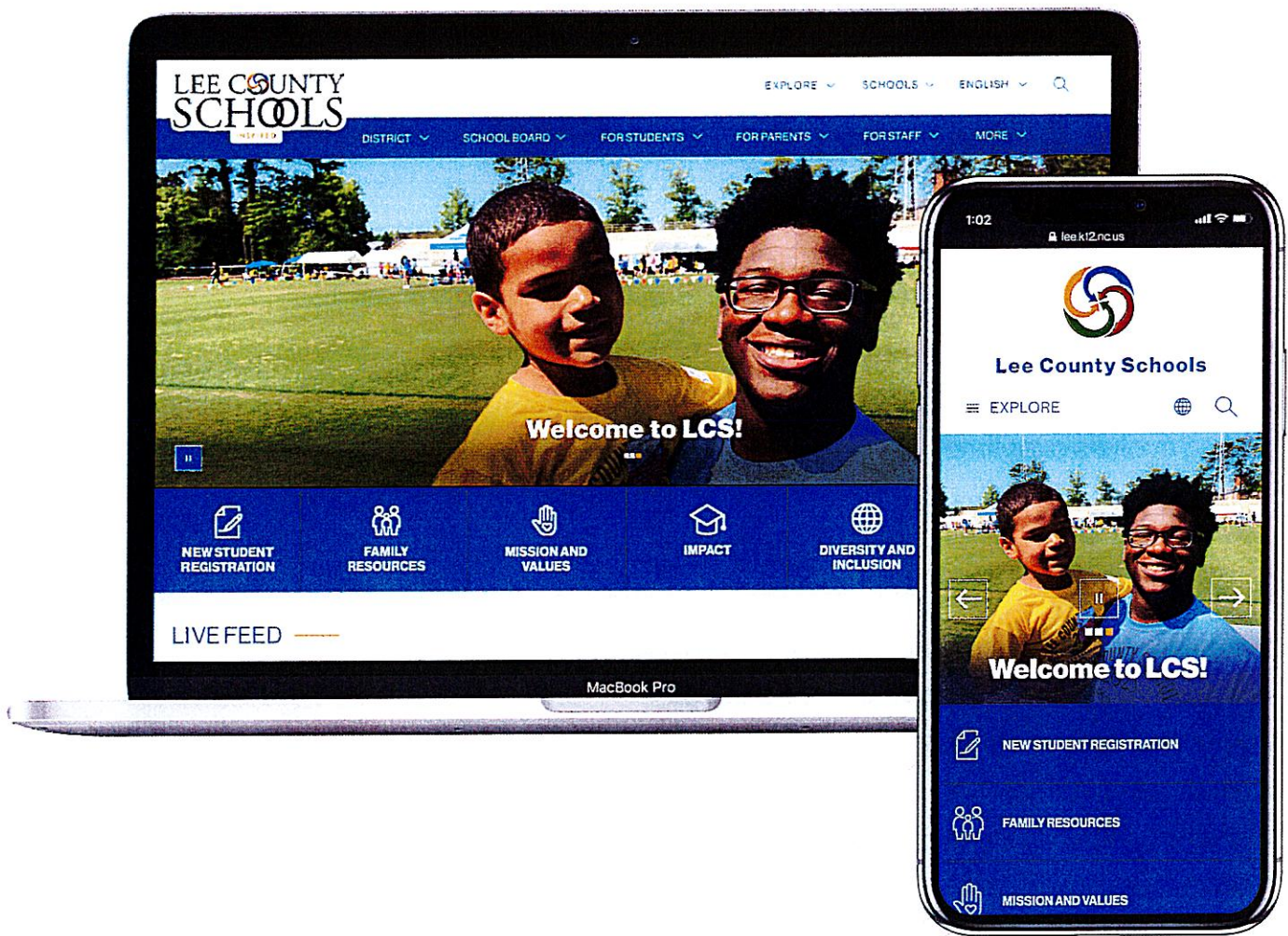
Within each school site, content can be created and managed separately, such as news articles, calendar entries, and every single other page on the site.





## Responsiveness

Having a responsive website is a **must** since there are so many different ways to access it. It has to look good whether it's on a desktop or a smartphone. Since smartphones are the number one way parents will access your site, we build your website to be fully responsive, meaning you won't have to recreate content to make it accessible on smartphones.



## Navigation

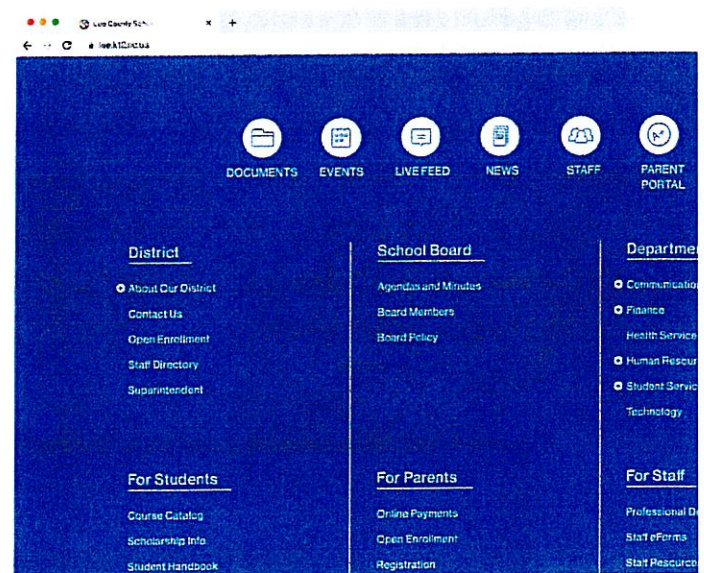
If you want people coming back for more information, it's crucial to make it easy for your audience to find the information they're looking for. While we can work with a traditional "across-the-top" navigation, we have found that a big, full screen menu offers the cleanest and easiest experience on any device.

## Redesign & changing brand standards

We want your website to always stay fresh, which is why we include a free redesign with each year of our partnership. This also means we can be flexible whenever your branding evolves over time.

## Hosting

We host all of our services, including your website, on Amazon Web Services (AWS), leveraging their network and data centers to scale and provide rapid access to all of our services. AWS is the largest cloud hosting provider in the world, and their security is well publicized, approved, and used by sensitive agencies within the US government (e.g., the Department of Defense and Central Intelligence Agency), as well as the military, global banks, and Fortune 500 companies. As part of your relationship with Apptegy, storage and bandwidth are unlimited.





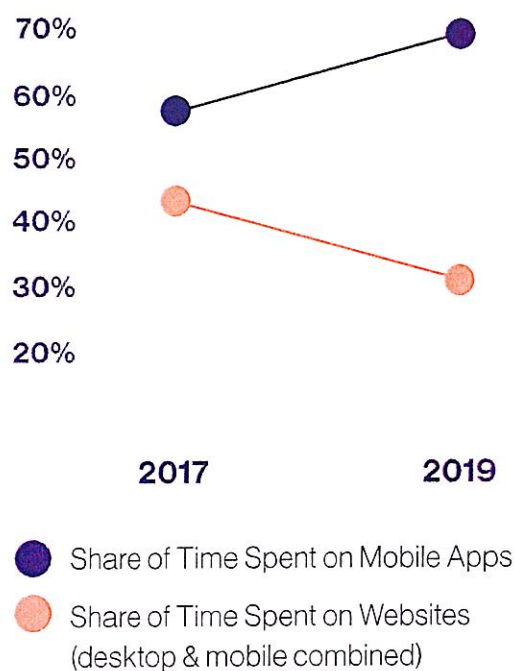
# Mobile Strategy

Most districts go wrong by thinking that just getting a new website is enough to connect with families and their community. The problem is, people spend the majority of their time online in mobile apps, not their browsers.

If you just need a depository of information, a simple website will be the way to go. In fact, there are many free websites you can use to accomplish this goal. In most cases, school districts have other reasons to upgrade their websites: to make a better impression, provide a good user experience, and attract students, teachers, and attention.

To reach that goal, you have to meet people where they spend their time online. That's why we help you **build a mobile strategy**.

## Share of Time Spent on Mobile Apps vs. Websites\*

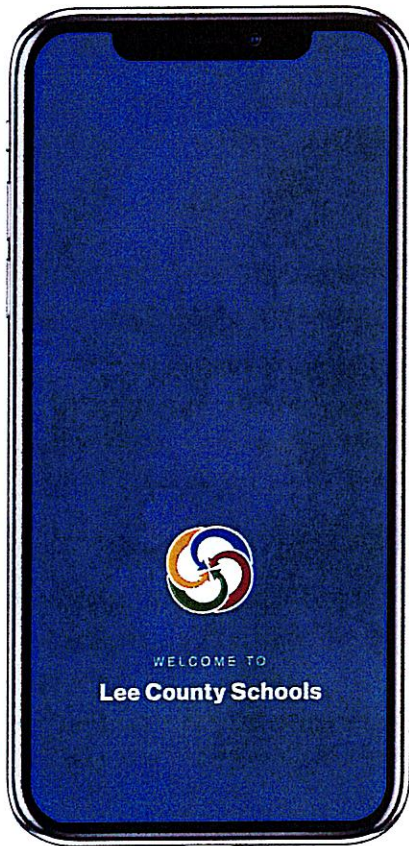


\*Source: Comscore MMX® Multi Platform & Mobile Metrix Web & App, Total Minutes, June 2017 & 2019, U.S.

## Keys to a Mobile Strategy

### Custom Design

Designed in consultation with you so your app best reflects your specific brand.



### Fully Native-Built

Fully native for iOS and Android so your community has a great user experience no matter what phone they're using.



### Powered by Thrillshare

Thrillshare updates your website, mobile app, social media, and mass notification system all from one source at one time. That way, your content will stay up-to-date without adding any extra work.



### Push Notifications

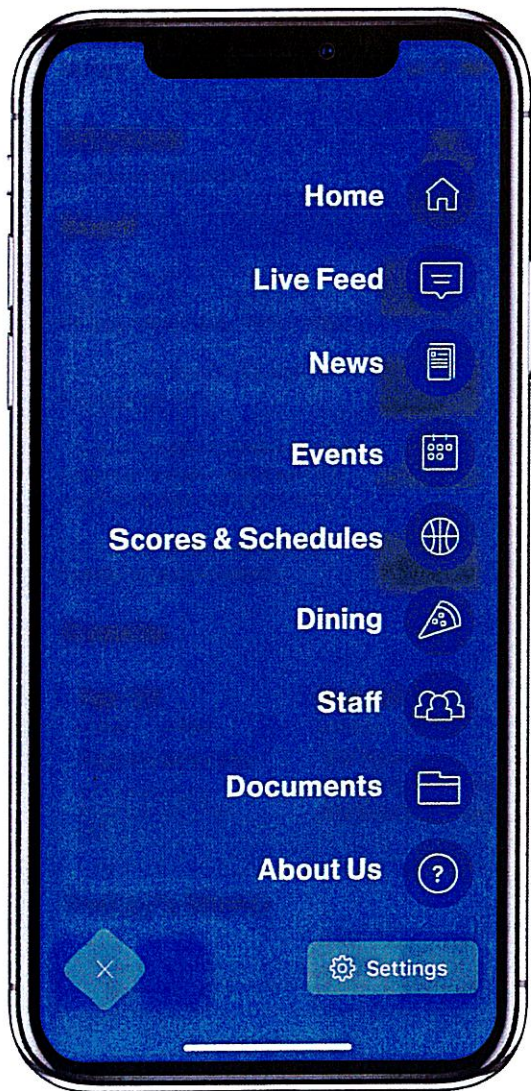
Send push notifications to subscriber groups to drive your community back to the app.





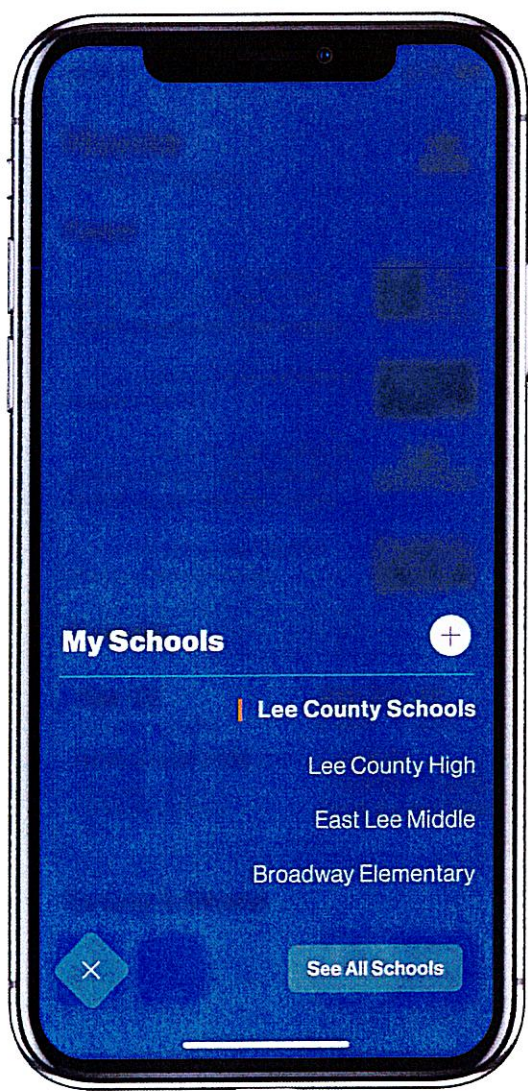
## The Info People Want

Provide easy access to the content and information your parents want most.



## School Sections

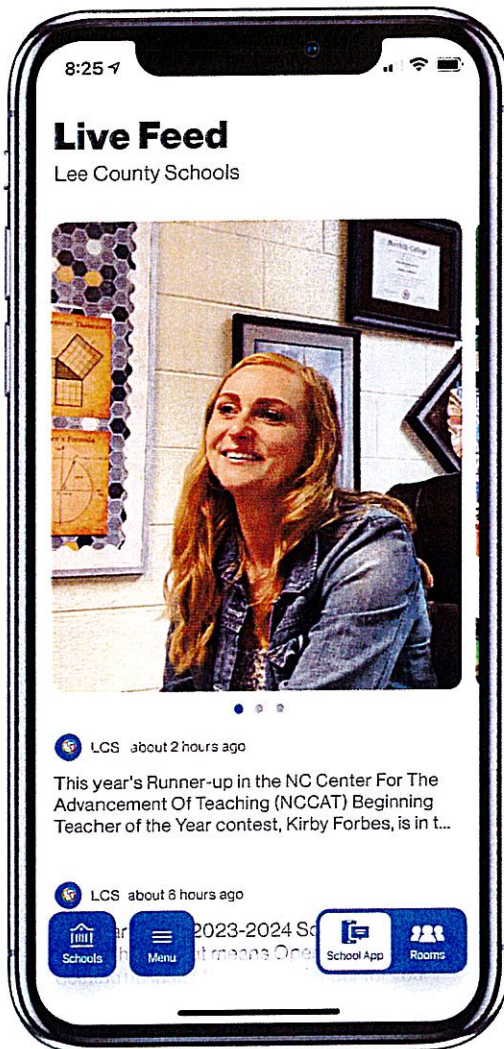
Enable users to view content for a specific school and even set a default school.





## Live Feed

Promote LCS' identity to your community by sharing all of the amazing things going on at your schools natively on the app.



## Translation

Syncs with a phone's language settings so the app automatically translates to the user's preferred language. This way, no one will have to dig for a language setting.







# Thrillshare Publishing Platform

In the past, school districts and networks had to hire a web developer to maintain great design and content. In today's world, however, there's too much going on across your schools for you to have to worry about recoding the website for every new webpage or any new content.

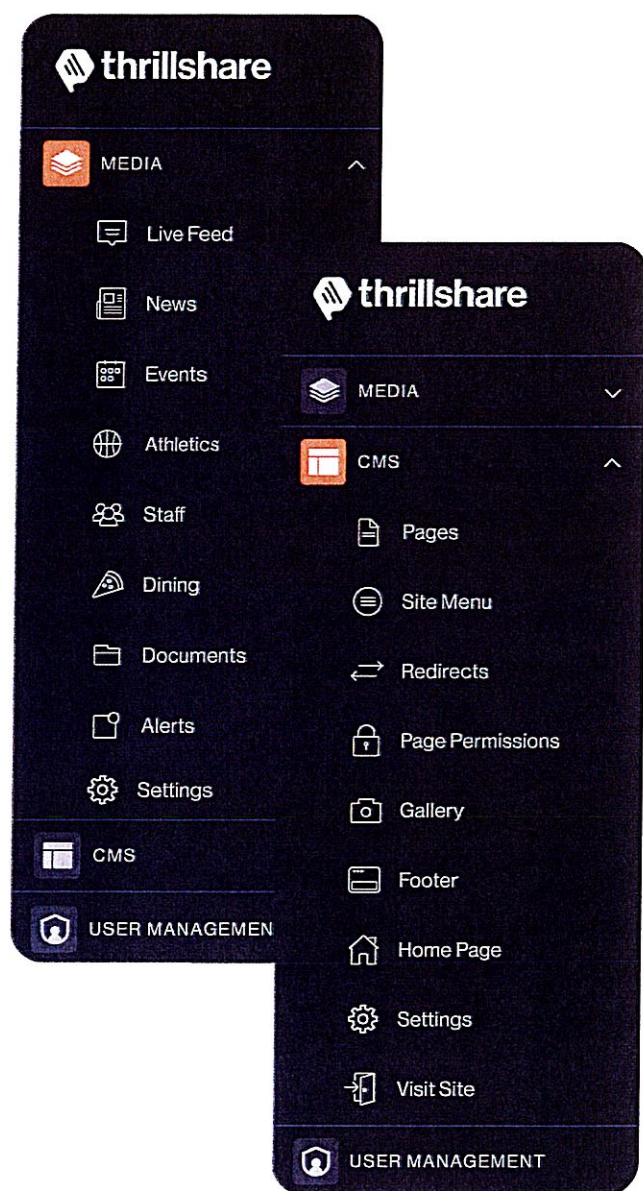
That's why we built **thrillshare**: the first publishing platform for school districts and networks. Thrillshare requires zero technological knowledge to use effectively while still giving your experienced staff the opportunity to make advanced edits.

Thrillshare can be broken down into two different types of communications:

 **Media** is the easiest way to manage ~90% of your day-to-day updates.

 **CMS** controls all of your static pages that are just as important but don't get updated as frequently.

Read on to learn more about why over 3,500 school districts have chosen this new and improved way of managing their online presence.
















## Media

School district websites typically need hundreds of pages of content. Yet, when you look at how parents and staff interact with you online, the vast majority of their visits aim to find the few sections of dynamic content that get updated frequently (think about the calendar, lunch menu, documents, news, and announcements).

Since Thrillshare was specifically designed for school districts, you will find individual content sections for all of these areas. This way, you can assign specific staff members to their specific responsibilities. Moreover, each section is built for a single purpose and provides ideal functionality while being easy to use.

And—because we know that Americans actually use websites less and less—all of these sections not only update your website, but they also reach your audience via social media, your mass notification system, and right on their smartphones through your mobile app.

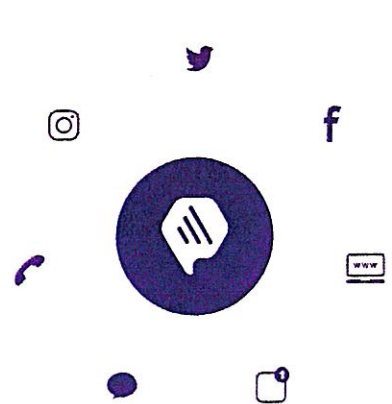
**See the following section for a detailed overview.**

		
 MEDIA		
	<b>Live Feed</b>	pages 21-25
	<b>News</b>	pages 26-27
	<b>Events</b>	pages 28-29
	<b>Athletics</b>	pages 30-31
	<b>Staff</b>	pages 32-33
	<b>Dining</b>	pages 34-35
	<b>Documents</b>	pages 36-37
	<b>Alerts</b>	pages 38-50
	<b>Settings</b>	
 CMS		
 USER MANAGEMENT		



## Live Feed

What's the most important content you share? The updates about your district and good things that happen there every day. The Live Feed is your district's own social media-like feed that lives natively on your website and app. Gone are the days of clunky social media website embeds.

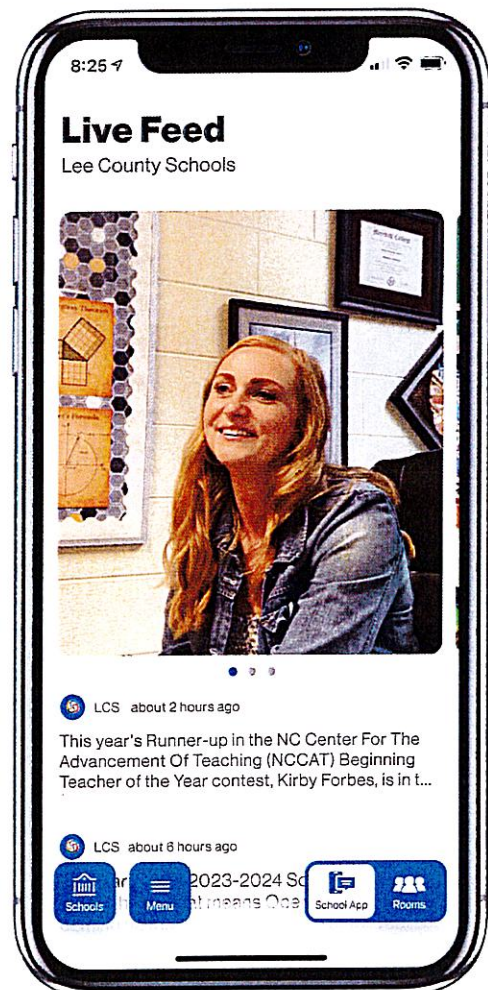


### The frontend:

#### Your website



#### Your mobile app

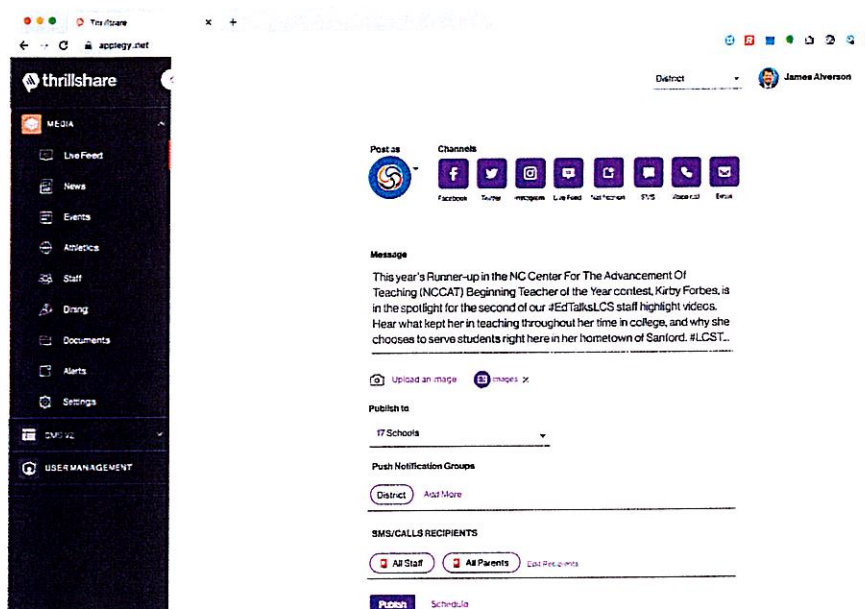


## Live Feed

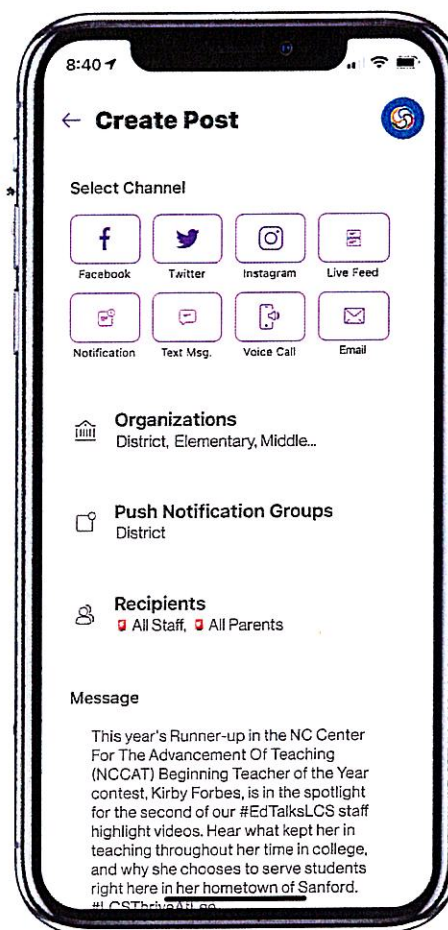
The best part? The Live Feed not only updates your website and app but also sends the same message via Facebook, Twitter, Instagram, text message, and phone call—all at the same time.

## The backend:

### Thrillshare on desktop



### Thrillshare on mobile





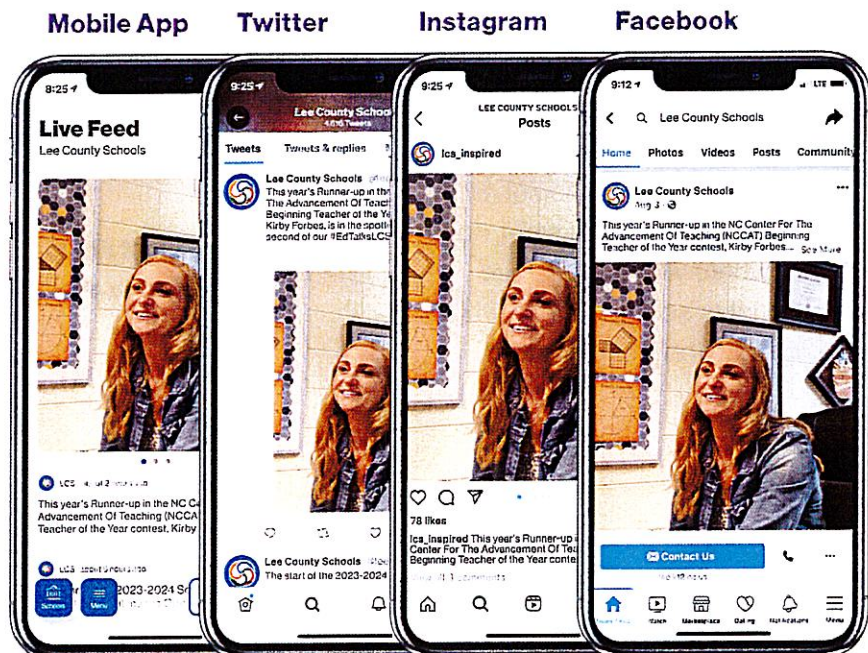
## Live Feed

### Consistency

With your community spread out across so many different communication channels, sharing your messages consistently has never been more important. Yet, such consistency typically leads to redoing the same work several times, all while having to double and triple check the already-typed posts.

With the Live Feed, each of your schools can now build a consistent online brand without all the hassle.

### Website




## Live Feed

### Global Posting









With 17 schools plus the various departments and offices, you likely have multiple communication channels to update (several social pages for each school, all the websites, etc.). That makes it impossible to keep the message consistent across all outlets, especially when you need to involve dozens of people to make updates.

Thrillshare's Global Posting allows certain users to publish a message to every district and school website, mobile app section, Facebook, Twitter, and Instagram account, and push notification group at once. Or, you could choose to just update a single school's channels.

This means an important message like enrollment information or an emergency will be consistent, no matter where your parents see the district or schools online, while eliminating all duplicate entries.

Post as



Channels

Facebook
Twitter
Instagram
Live Feed
Notification
SMS
Voice call
Email

Message

This year's Runner-Up in the NC Center For The Advancement Of Teaching (NCCAT) Beginning Teacher of the Year contest, Kirby Forbes, is in the spotlight for the second of our #EdTalksLCS staff highlight videos. Hear what kept her in teaching throughout her time in college, and why she chooses to serve students right here in her hometown of Seaford. #LCSThriving

 Upload an image

Publish to

District x

Select All

☒ Lee County Schools

☐ Lee County High

☐ Broadway Elementary

Add More

Publish
Schedule

**Select the specific schools or all organizations in the district to update**



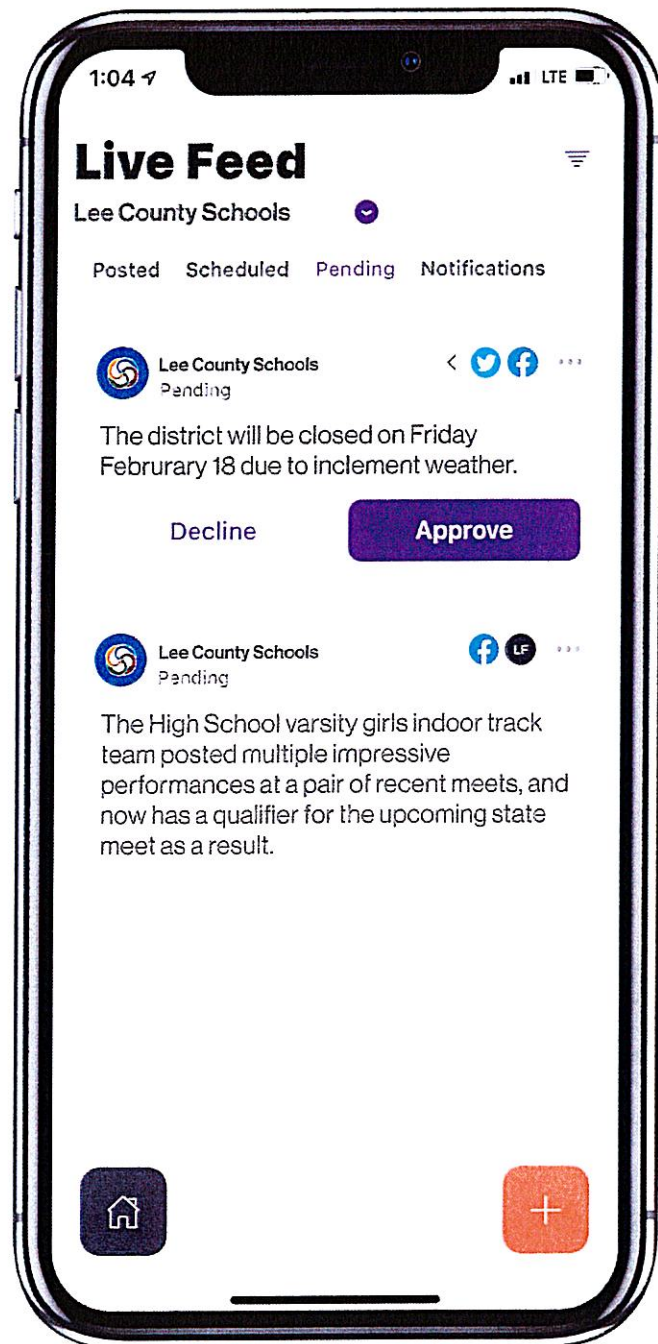
## Live Feed

### Approval Workflow

Most of our districts and schools tell us at the onset of our partnership that sharing the great things going on with them usually falls on a handful of people with a million things on their plates. Because you can't hire a team of people just to update content, it's best to leverage the people who are closest to the stories in your district—teachers, coaches, activities directors—by enabling them to share.

But just because you give access doesn't mean you give up control. Establishing moderators ensures only content reflecting your identity gets out to your community.

This means the entire district can help promote LCS while ensuring consistency in message and identity throughout the district.



## News

While the Live Feed is perfect to capture attention with social media-like updates, the News section allows you to publish press releases, blog posts, and other long-form announcements.

### The frontend:

#### Your website



#### Your mobile app



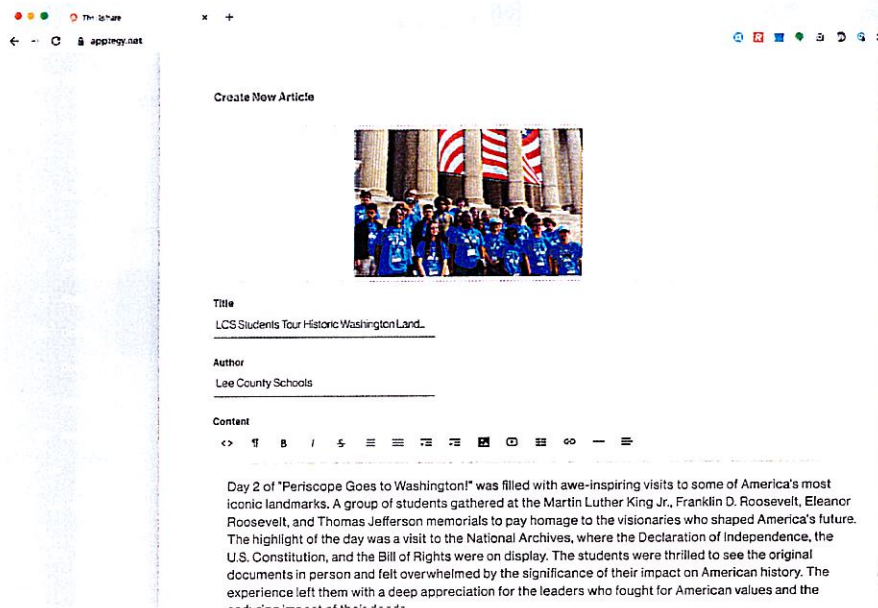


## News

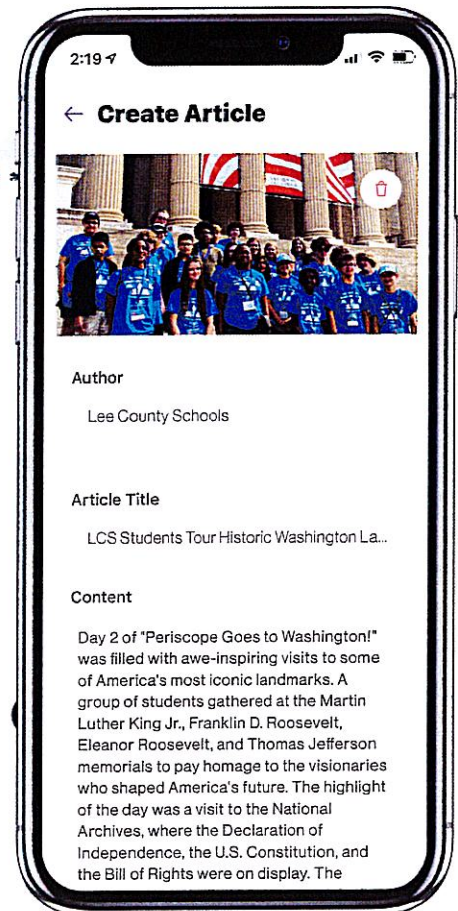
Updating the News section is as simple as drag-and-dropping your thumbnail, picking a title, and writing your announcement. The WYSIWYG editor works the same as Google Docs and Microsoft Word, making it easy for anyone to post an update. In addition, your more experienced users can also switch to an HTML editor to ensure flexibility.

## The backend:

### Thrillshare on desktop



### Thrillshare on mobile

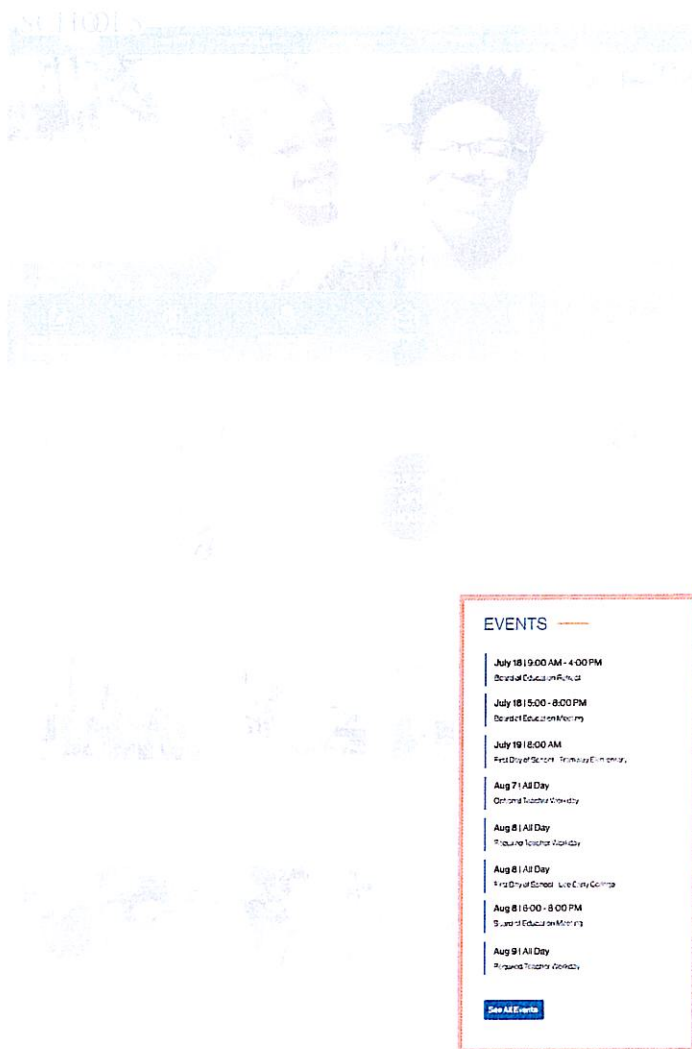


## Events

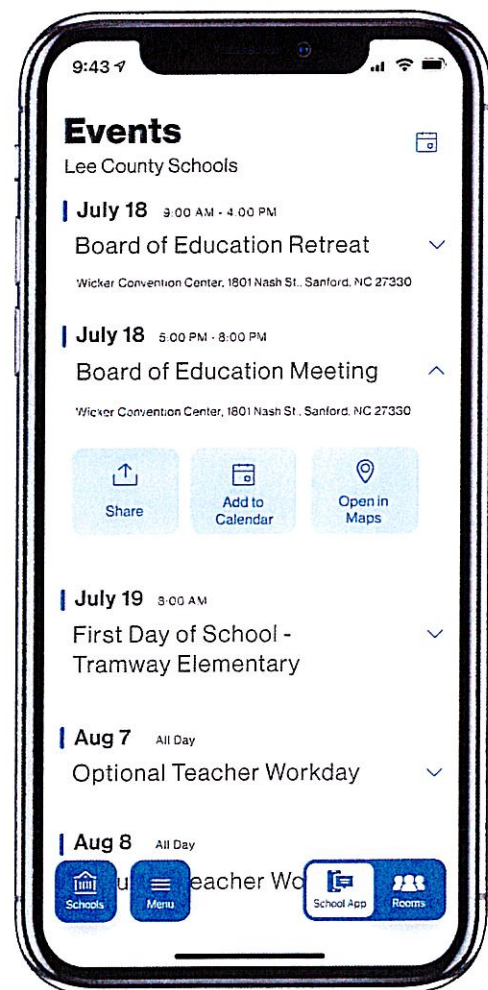
Keep your community up to date with the dynamic Events calendar. Your community can filter the calendar by specific schools, add events to their personal calendars, and even get directions on your app.

### The frontend:

#### Your website



#### Your mobile app



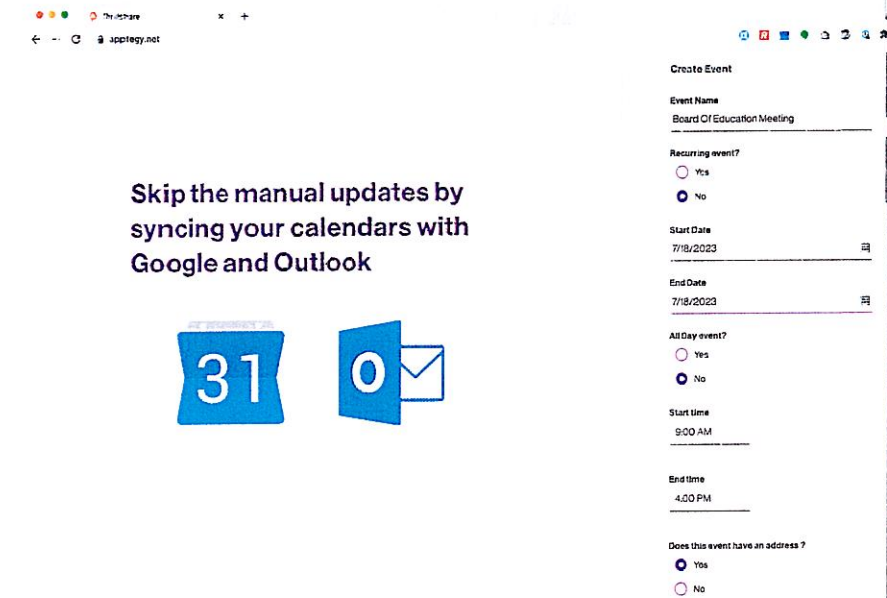


## Events

Events sync with your Google and Outlook calendars through our API integrations and will thus natively update your website and app. We can sync with as many calendars as necessary. This API integration works in real-time and updates the website and app automatically. Additionally, you can manually update events in Thrillshare.

### The backend:

#### Thrillshare on desktop



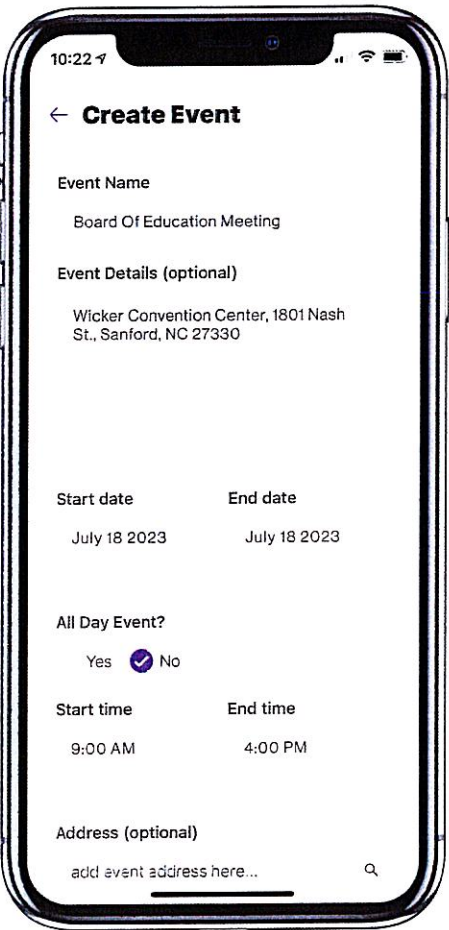
The screenshot shows the 'Create Event' form on a desktop browser. The form includes the following fields and options:

- Create Event** (Section Header)
- Event Name**: Board Of Education Meeting
- Recurring event?**: ☐ Yes, ☒ No
- Start Date**: 7/18/2023
- End Date**: 7/18/2023
- All Day event?**: ☐ Yes, ☒ No
- Start time**: 9:00 AM
- End time**: 4:00 PM
- Does this event have an address?**: ☒ Yes, ☐ No

Skip the manual updates by  
syncing your calendars with  
Google and Outlook



#### Thrillshare on mobile



The screenshot shows the 'Create Event' form on a mobile device. The form includes the following fields and options:

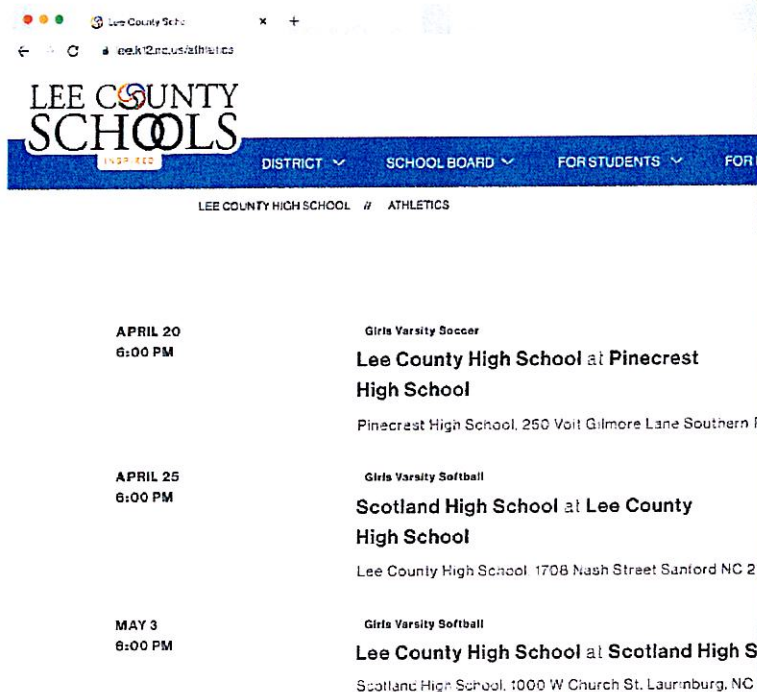
- Create Event** (Section Header)
- Event Name**: Board Of Education Meeting
- Event Details (optional)**: Wicker Convention Center, 1801 Nash St., Sanford, NC 27330
- Start date**: July 18 2023
- End date**: July 18 2023
- All Day Event?**: Yes ☐, No ☒
- Start time**: 9:00 AM
- End time**: 4:00 PM
- Address (optional)**: add event address here...

## Athletics

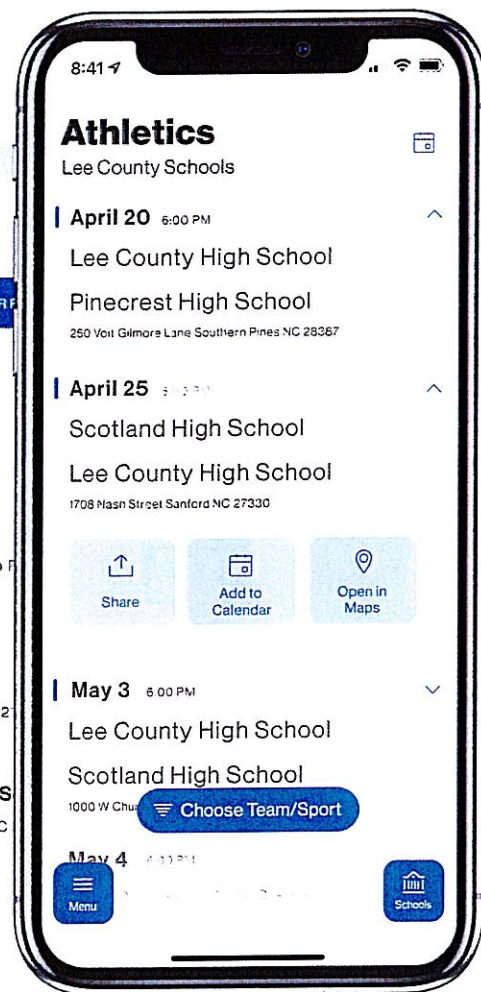
More than just a calendar, the Athletics section has the functionality you need to display upcoming and past events with scores and additional information. People can even get directions to the venues at which the games are played.

### The frontend:

#### Your website



#### Your mobile app



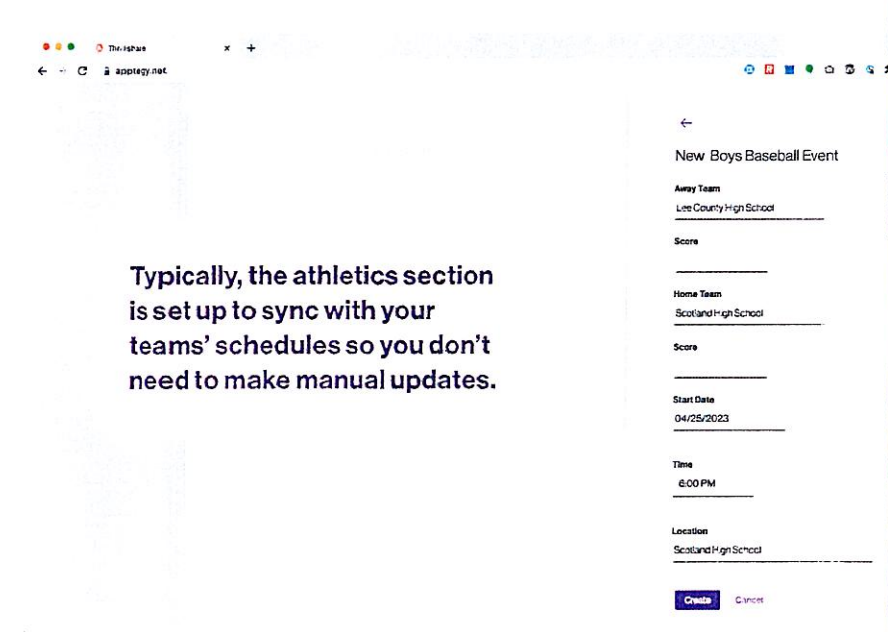


## **Athletics**

Choose the sport, go to the event, and update the score in real-time or after the game. You can upload your full sports schedule into this section, as well as keep track of each team's record and scores.

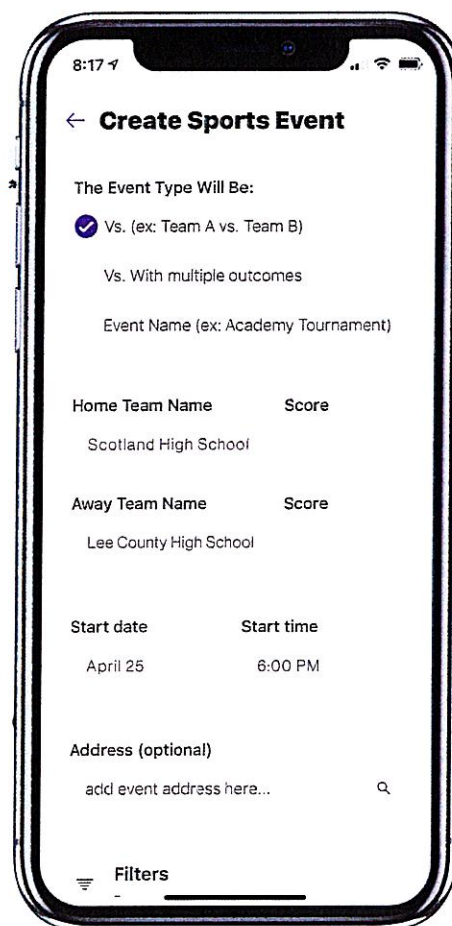
### The backend:

#### Thrillshare on desktop



Typically, the athletics section is set up to sync with your teams' schedules so you don't need to make manual updates.

#### Thrillshare on mobile

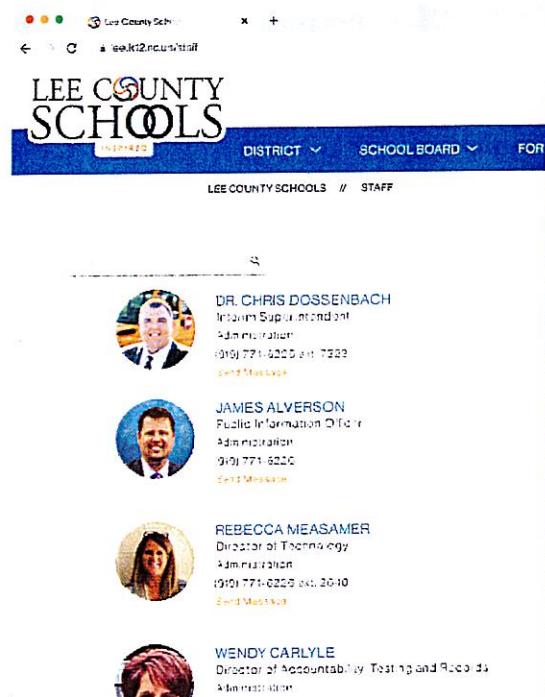


## Staff

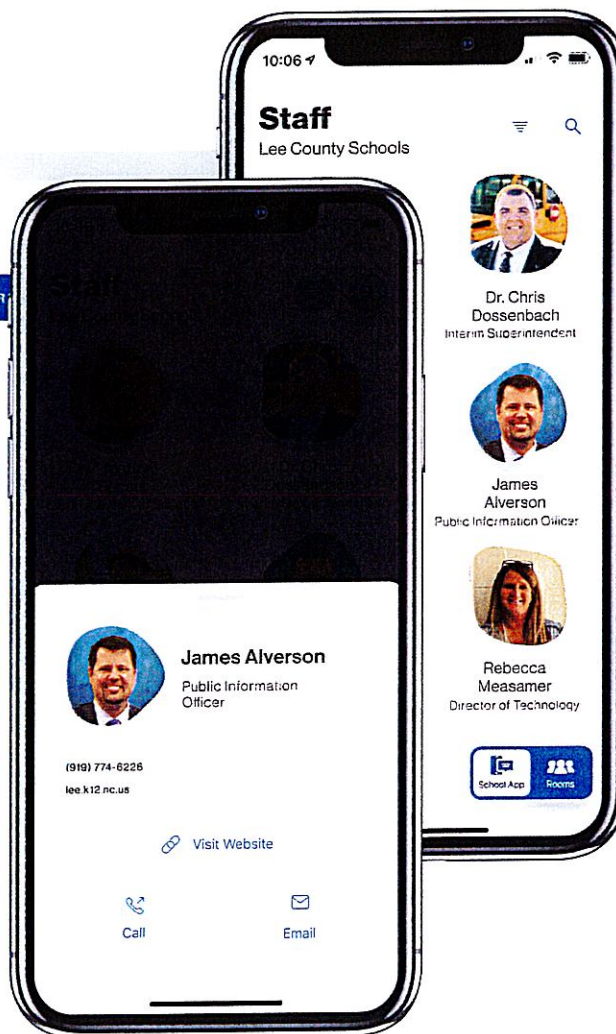
Allow your community to contact an employee directly from the app or website.

### The frontend:

#### Your website



#### Your mobile app



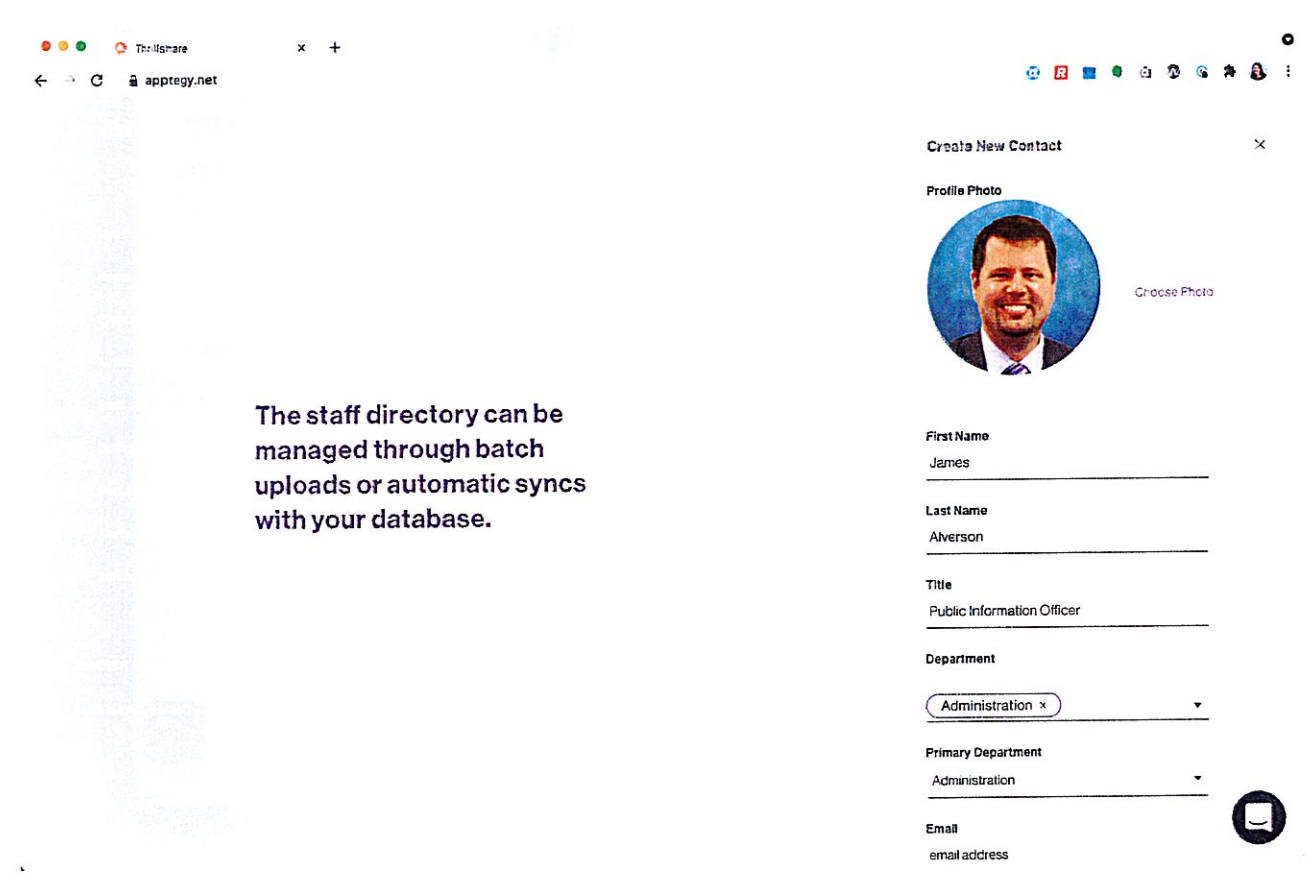


## Staff

This section is typically updated via batch uploads. You can also manually add and edit staff members' information. Since there are predefined fields for every staff attribute, there's no guessing as to what goes where—and no way for your users to mess up the formatting by accident.

### The backend:

#### Thrillshare on desktop



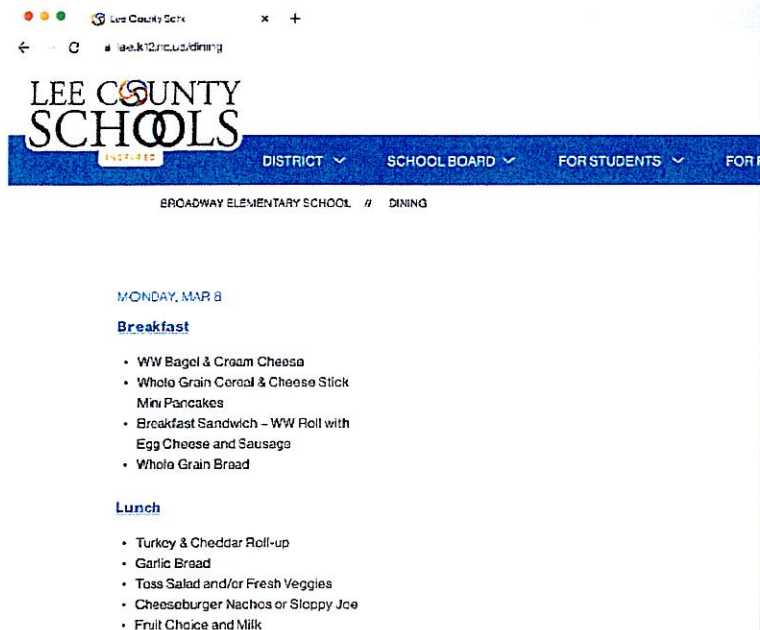
The staff directory can be managed through batch uploads or automatic syncs with your database.

## Dining

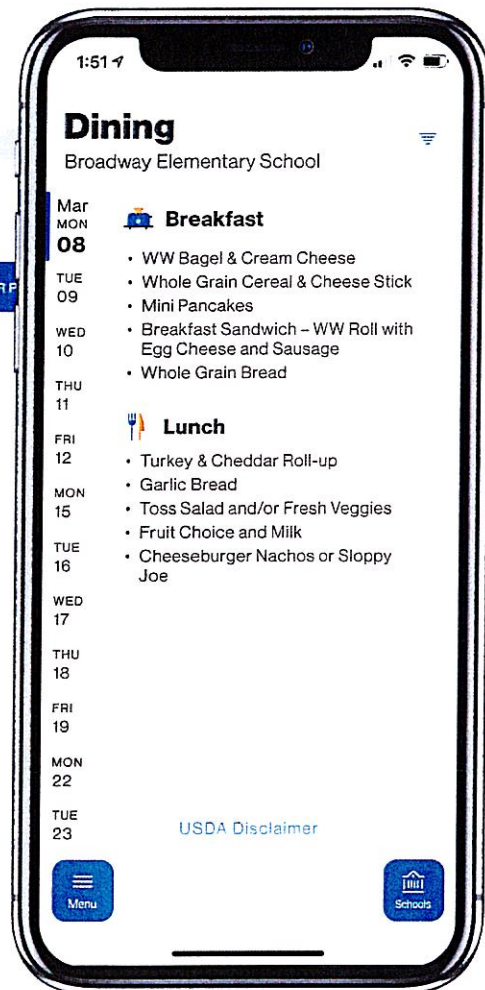
No parent likes navigating a PDF of a lunch menu at 6:30 AM (plus, most of these PDFs are not accessible). Thrillshare's dining menu is built to be easy to find and easy to read for your community.

### The frontend:

#### Your website



#### Your mobile app



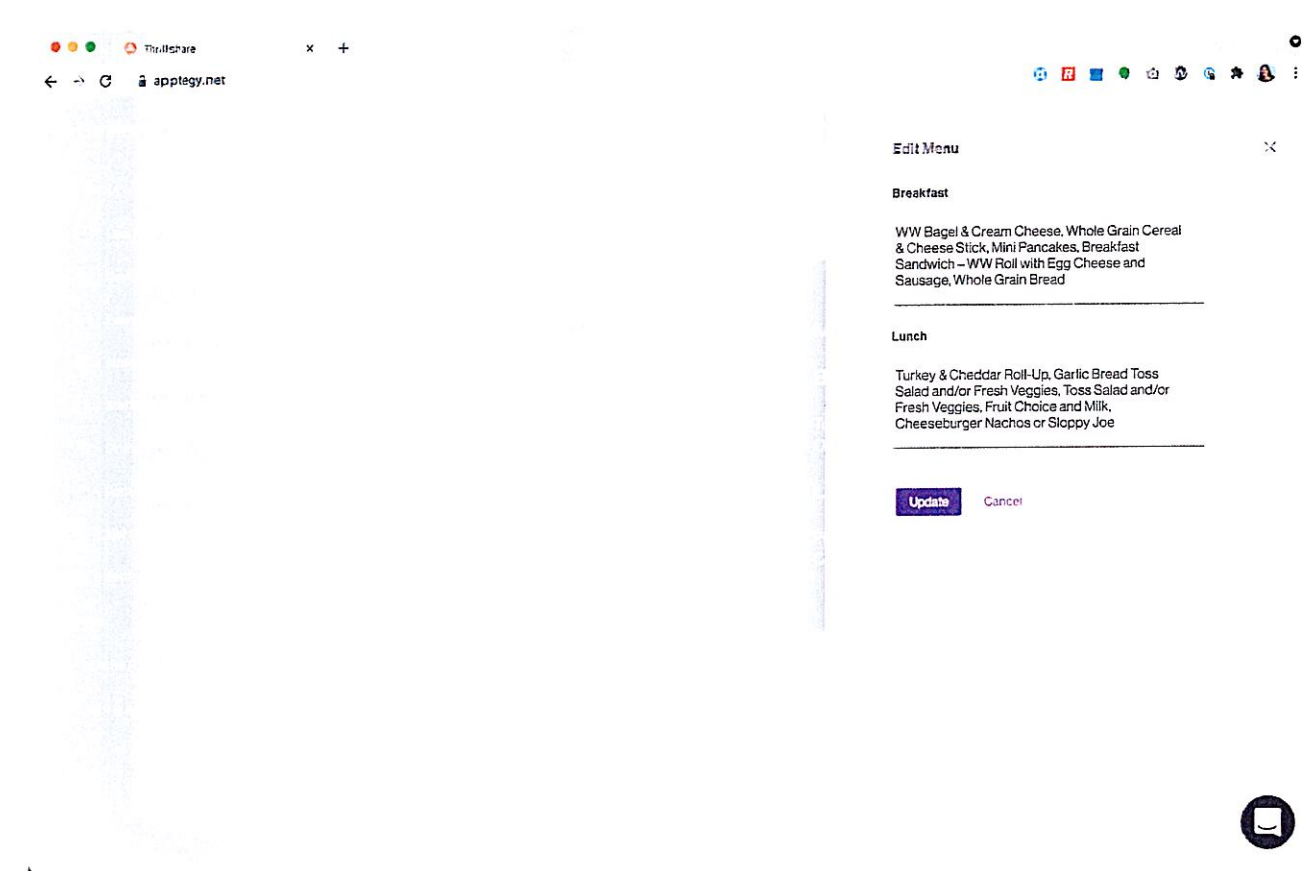


## Dining

Our Dining section is so simple that anyone in the district can manage it. Just type the menu into the predefined field, press update, and *voilà*—your menu is optimized for everyone in your community.

### The backend:

#### Thrillshare on desktop

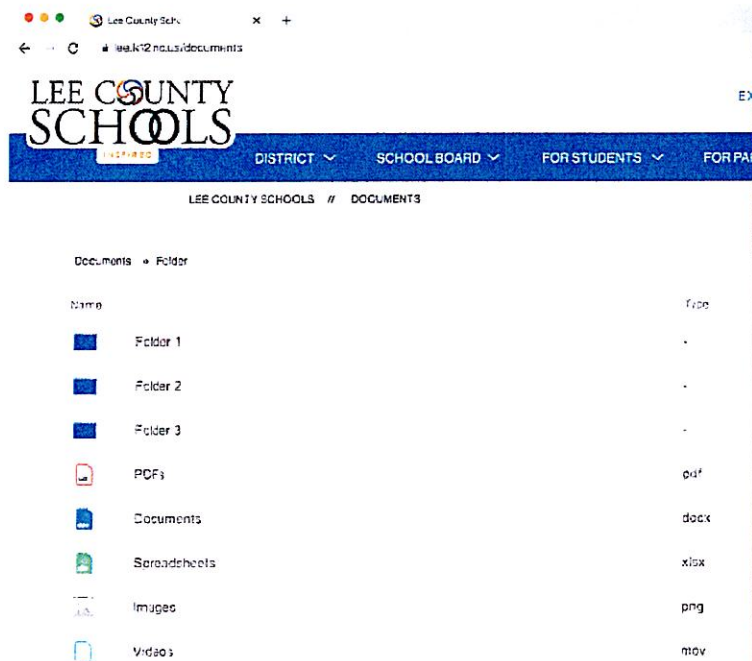


## Documents

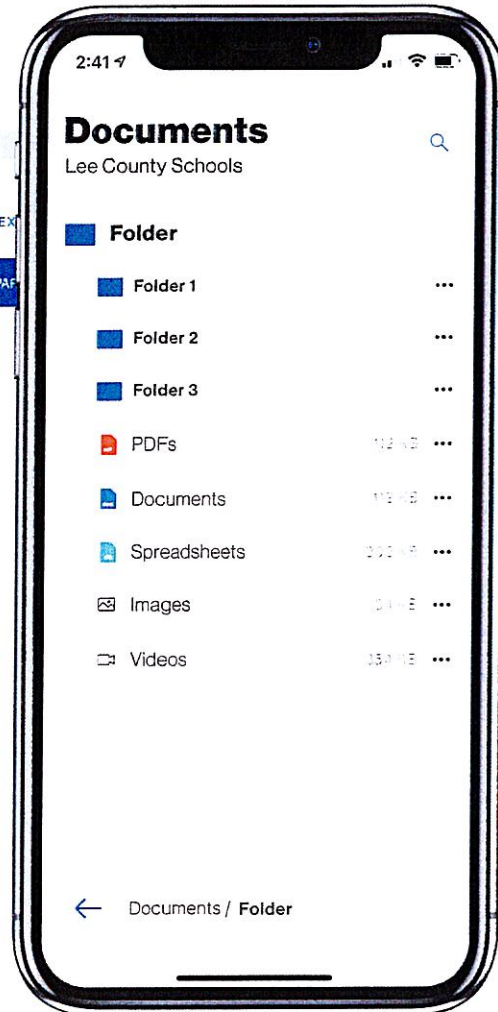
Provide your community with pertinent PDFs, documents, spreadsheets, images, and videos in the documents section.

### The frontend:

#### Your website



#### Your mobile app



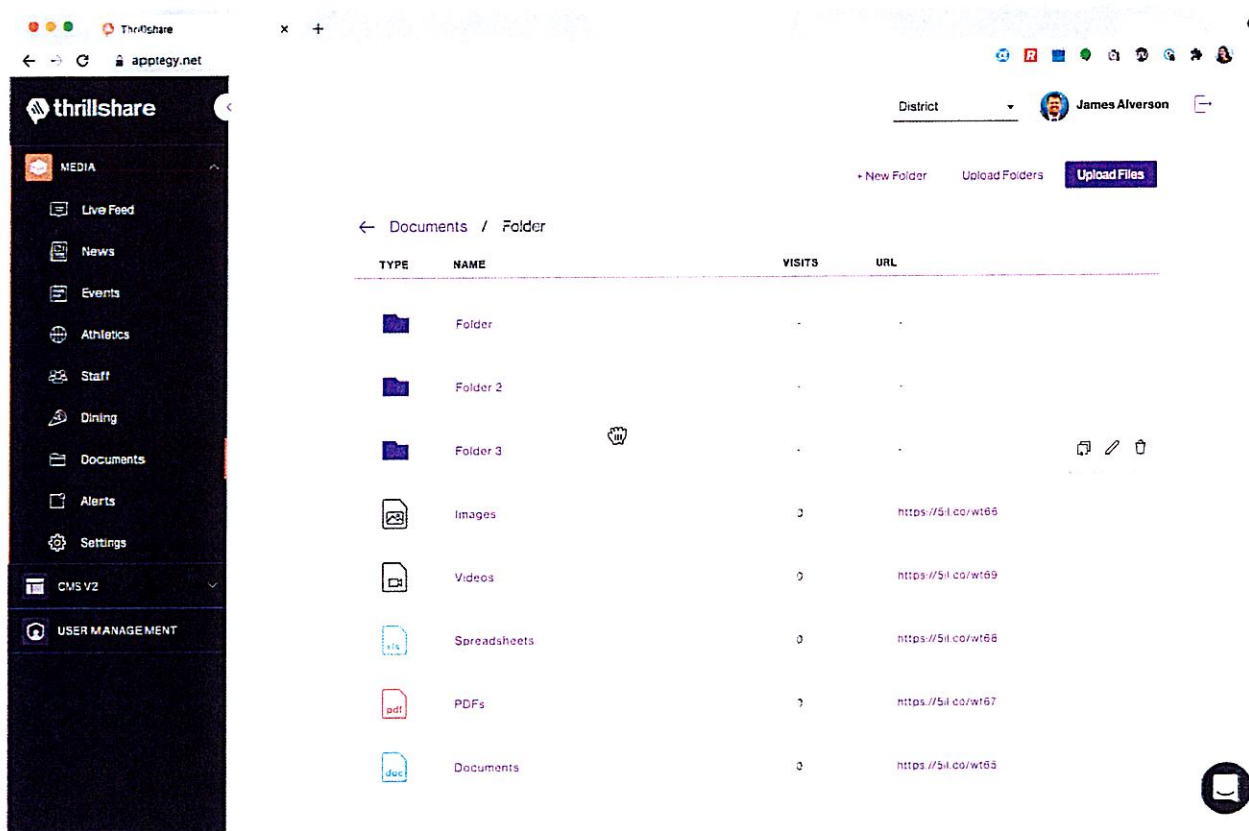


## Documents

Thrillshare's Documents section gives you an easy and straightforward way to manage documents and files on the website and mobile app. Just upload and organize documents as with any file manager (like Dropbox or Google Drive). You can even upload entire folders, drag-and-drop files, and—most importantly—*replace* files with newer versions without changing the link!

### The backend:

#### Thrillshare on desktop



# Mass Notifications: Alerts

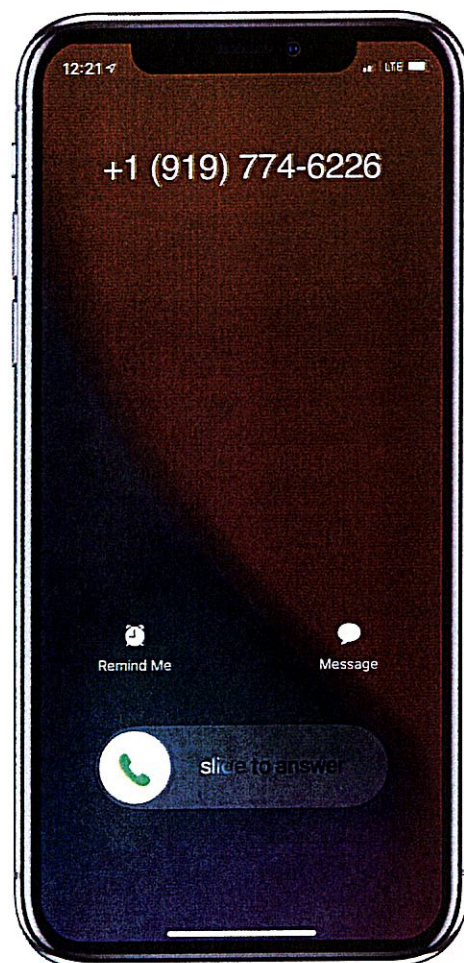
Your community (parents, staff, students, and more) will receive text messages, calls, emails, and push notifications from the district and each school. With push notifications, you will be able to expand your audience dramatically, as anyone who is interested can download your app.

## The frontend:

Text Message, Push Notification, and Email Alert



Voice Call Alert



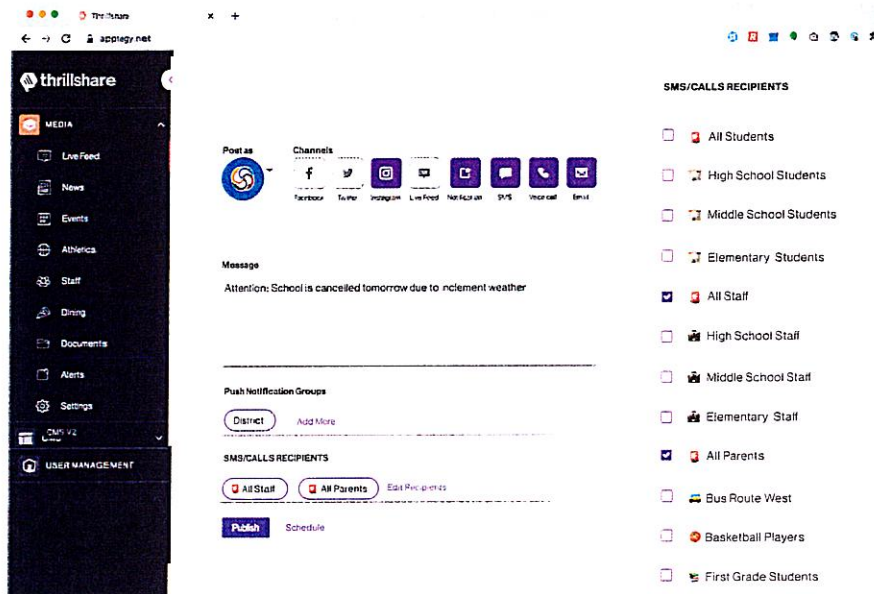


## Alerts

You can now message your parents via text, call, and push notification while also updating your other communication channels. This also means everyone on staff will only have to use only one tool for all communications!

### The backend:

#### Thrillshare on desktop



#### Thrillshare on mobile





# Alerts: In-Depth

Thrillshare's Alerts section was built to be easy to use for your staff, whether they're trying to send recurring alerts about lunch balances and absences or one-off emergency weather alerts.

Alerts allows you to create dynamic call lists for effective outreach, use your community's preferred language setting to translate the message, and give you reports on call and text outcomes.

**See the following pages for a detailed overview.**

	Alert Center	pages 41-42
	Data Management	pages 43-45
	Recurring Alerts	page 46
	Analytics	pages 47-48
	Do Not Contact List	page 49
	Settings	page 50



## Alert Center

Use the Alert Center to effortlessly translate your message to your audiences' preferred languages. Simply type your message and select which list you want to send the message to. The lists will have the users' preferred languages set. Then, you just have to select to translate the message for the text to automatically translate. With Thrillshare, you can review the translations before they are sent so you can guarantee accuracy if you know that language. You can even listen to the robocall's voice before it goes out.

### Alerts

 Alert Center

 Data Management

### SMS & TTS Translations

French

L'école est fermée aujourd'hui en raison de la météo


Refresh All Translations 

### Alert Center

#### Channels



#### Select Lists

 All Parents x [Edit Recipients](#)

#### Translate Message?

☒ Yes

☐ No

#### SMS & TTS Message

School is closed today due to weather

#### SMS & TTS Translations

Spanish

La escuela está cerrada hoy debido al clima

Refresh All Translations 

## Alert Center Emails

Emails require more context and formatting than simple text messages. We also recommend only using emails sparingly, since your constituents will be more likely to see a push notification or text.

You can create your message in Thrillshare's simple yet powerful WYSIWYG email editor, select to translate into the different language preferences in your chosen list, and hit send. Your parents will be able to reply directly to these alerts to establish two-way communication.

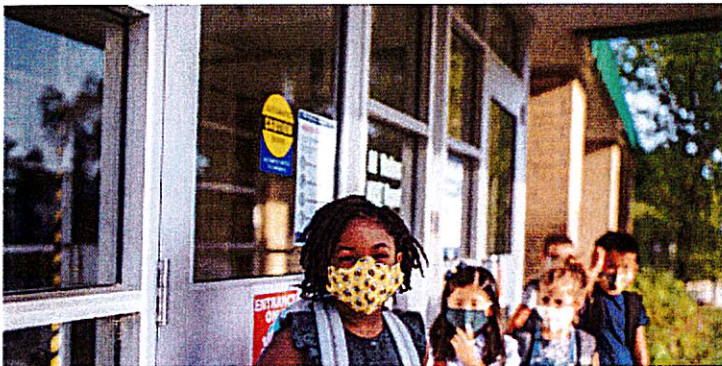
### Email Message

Physicals Required for All.

**B I U**   Normal    

Good morning,

We are sending this message in order to remind you that if a student in your care wishes to participate in any school-sponsored sport, he or she must turn in a physical report. We will be providing **free physicals** at each campus, but you may use your family doctor if you prefer. Please fill out a consent form [here](#).



**Publish Now**

Schedule