

## Data Management

Alerts will sync with your SIS, PowerSchool, in order to import your student data and any relevant information. We can set up our integration via an automated export/import of a CSV file, transmitted through sFTP (secure file transfer protocol).

There are no restrictions on import capabilities, meaning we can work with as many data fields as necessary and can even merge data from two separate data sources if necessary.

Column name & type  
List contains headers?  
☒ Yes ☐ No

Student ID	ID
First Name	Text Value
Last Name	Text Value
Grade	Numerical Value
Building	Numerical Value
Language	

Language

FRFrench

Add language variable

CreateCancel

×

Create Data List

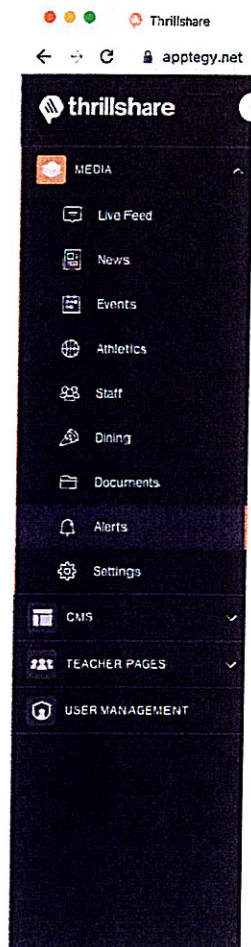
Name & UploadColumn Names & type

List Preview

Student ID	First Name	Last Name	Grade	Building	Language
1231	Jane	Doe	4	1	English
1241	John	Smith	5	2	Spanish
1251	Jeff	Thomas	6	3	German

## Data Management

After your data sync is set up, we will build custom call/text/email lists for you so you'll have all the necessary numbers/email addresses ready for every circumstance.



### Alerts

[Alert Center](#) [Data Management](#) [Recurring Alerts](#) [Analytics](#)

### Data Management

[Call List](#) [Data](#)

0 lists selected

<input type="checkbox"/>	LIST NAME	LAST UPDATED	CONTACTS	
<input type="checkbox"/>	All Students	07/01/2020 at 05:04PM	1001	
<input type="checkbox"/>	High School Students	01/28/2020 at 02:53PM	30	
<input type="checkbox"/>	Middle School Students	01/28/2020 at 02:58PM	128	
<input type="checkbox"/>	Elementary Students	07/06/2020 at 11:09AM	1001	
<input type="checkbox"/>	All Staff	01/28/2020 at 02:58PM	91	
<input type="checkbox"/>	High School Staff	01/28/2020 at 02:53PM	254	
<input type="checkbox"/>	Middle School Staff	01/28/2020 at 02:58PM	338	
<input type="checkbox"/>	Elementary Staff	01/28/2020 at 02:58PM	329	
<input type="checkbox"/>	All Parents	05/11/2020 at 09:40AM	1000	

### New Call List

#### Name & Source

#### List Name

Ex: MasterList

#### Select source list

- ☐ SIS Sync
- ☐ HR/Finance Sync
- ☐ Building 2 Community Subscribers

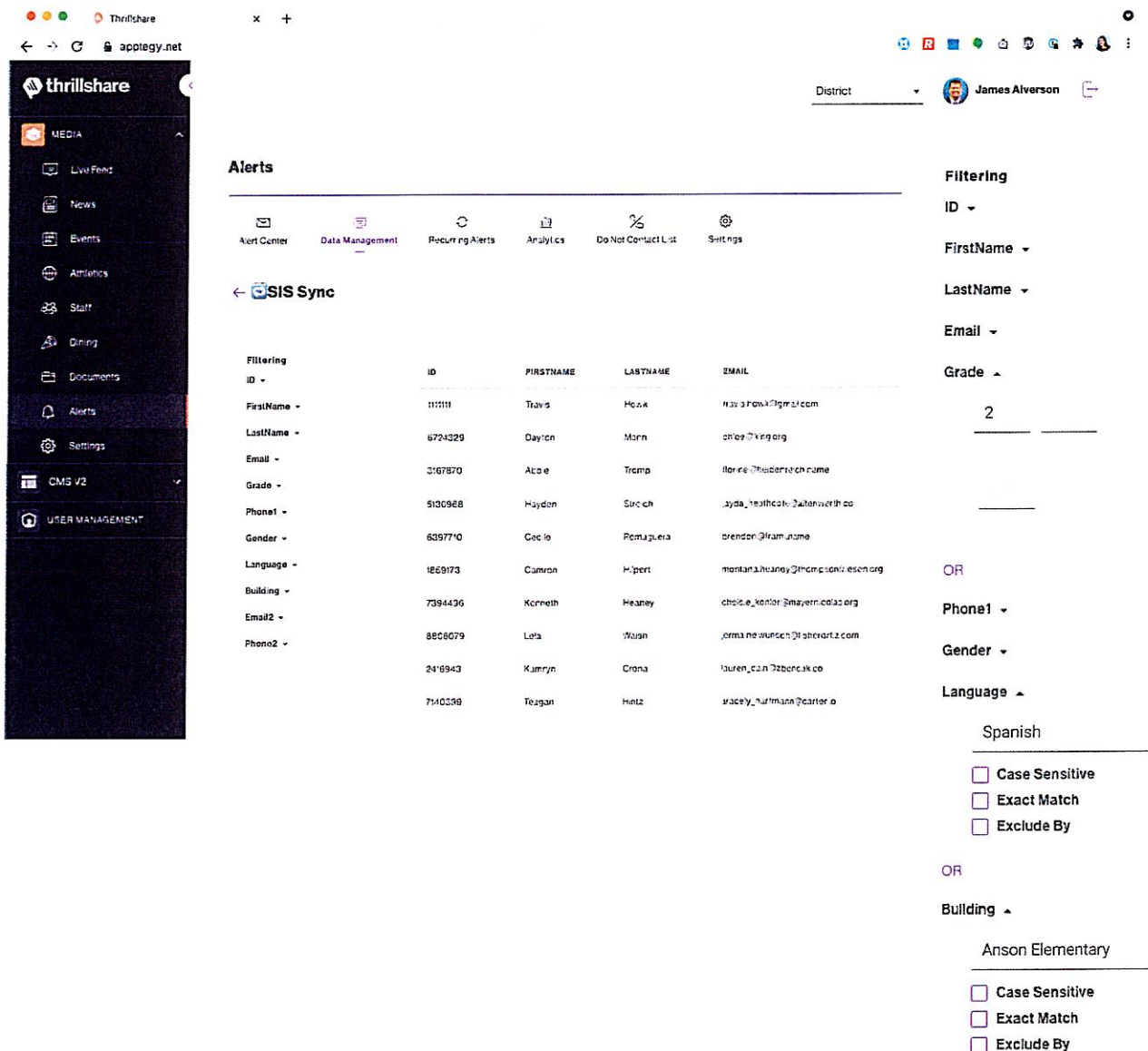
Next

Cancel

+ Create Call List

## Data Management

You can use filters to manually create all the call lists you need. You can even use filters to parse down from other created call lists. For instance, you can use filters to create a call list for every second grader at Broadway Elementary whose guardians' preferred language is Spanish, all from the data in your SIS.



The screenshot shows the Thrillshare web application interface. On the left is a dark sidebar with navigation links: MEDIA (Live Feed, News, Events, Athletics, Staff, Dining, Documents), Alerts, Settings, CMS V2, and USER MANAGEMENT. The main content area is titled 'Alerts' and includes a navigation bar with 'Alert Center', 'Data Management' (selected), 'Recurring Alerts', 'Analytics', 'Do Not Contact List', and 'Settings'. Below this is a 'SIS Sync' section with a table of student data. To the right of the table are filtering options for various fields.

Filtering ID	ID	FIRSTNAME	LASTNAME	EMAIL
FirstName	111111	Travis	Moak	travis.moak@gmail.com
LastName	6724329	Dayton	Morn	dmorn@viking.org
Email	3167870	Alcie	Tromp	alcie.thompson@chicame
Grade	5130968	Hayden	Soroch	hayden.thompson@bharverth.co
Phone1	6397710	Cecile	Pomplura	brendon@ramonuma
Gender	1869173	Camron	Hipert	montana.haney@thompson@esen.org
Language	7394436	Kenneth	Heaney	chole.heaney@mayern.colab.org
Building	8808079	Leta	Wuon	jorma.heaney@shenortz.com
Email2	2418943	Kamryn	Crona	lauren_crona@zborcak.co
Phone2	7140338	Teagan	Hentz	teagan_hentz@carter.o

**Filtering**

ID ▾

FirstName ▾

LastName ▾

Email ▾

Grade ▴

2

OR

Phone1 ▾

Gender ▾

Language ▴

Spanish

☐ Case Sensitive

☐ Exact Match

☐ Exclude By

OR

Building ▴

Anson Elementary

☐ Case Sensitive

☐ Exact Match

☐ Exclude By

## Recurring Alerts

Thrillshare allows you to set up recurring automated alerts, such as attendance notifications, low lunch balances, bus route updates, etc. We sync with your SIS at certain intervals during the day (for example, for every scheduled attendance call/text). Guardians of students that are marked unexcused absent will then receive an automated phone call, text, and/or email with a message of your choice to inform them.

You can set preferences for which guardian to call, how often these calls go out, which number they're coming from, at what time, etc.

### Recurring Alert Title

Attendance Call

### Select Message

Attendance Text (SMS) ▼

### Select List

Unexcused Absent in PowerSchool ▼

### Map Message Variables

first\_name →

FirstName ▼

### Select Date/Time

☐ SUN ☒ MON ☒ TUE ☒ WED ☒ THU ☒ FRI ☐ SAT

10:00 AM

 Add Another Time

### Message Preview

Hello,

Your student Jane was a  
the office to confirm.

### ← Create Recurring Alert

#### Recurring Alert Title

Attendance

#### Select Message

Attendance Call ▼

#### Select List

Unexcused Absence ▼

#### Map Message Variables


first\_name →

FirstName ▼

#### Select Date/Time

☐ SUN ☒ MON ☒ TUE ☒ WED ☒ THU ☒ FRI ☐ SAT

10:00 AM

 Add Another Time

#### Only Run with New Data?

☒ Yes

☐ No

#### Alert Status

☒ Enable

☐ Disable

 Save

Cancel

### SMS Message

Your student {{{first\_name}}} was absent today. Please call the  
office to confirm.

### Message Preview

   
1 of 5

Your student Jane was absent today. Please call  
the office to confirm.

# Analytics

Use the Analytics section to review your sent message after the fact. In this section, you will see the number of successful messages sent and failed, as well as the wording and the time-stamped receipt.

thrillshare

MEDIA

Live Feed

News

Events

Athletics

Staff

Dining

Documents

Alerts

Settings

CMS V2

USER MANAGEMENT

Alerts

Analytics

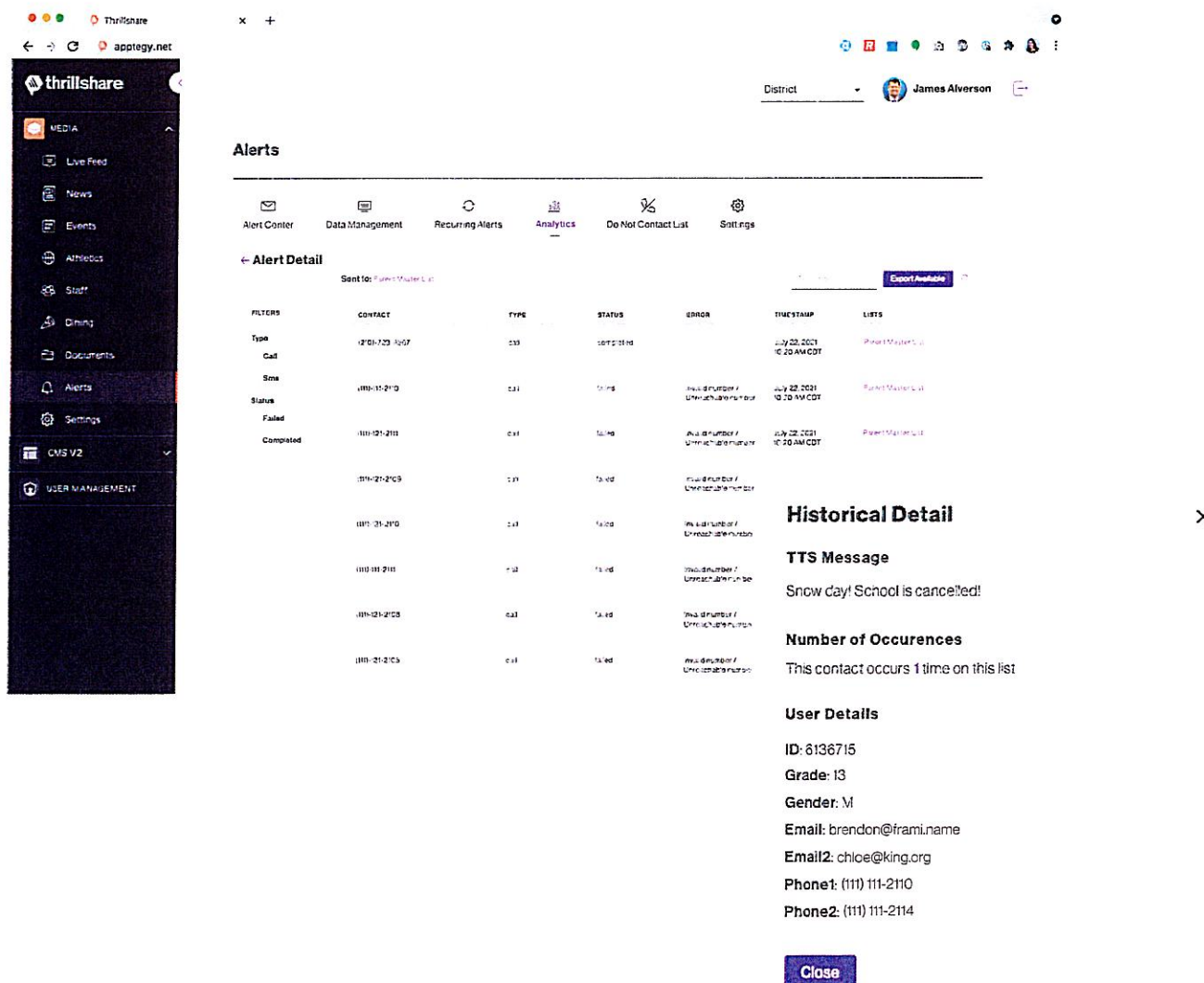
Do Not Contact List

Settings

DATE/TIME	CHANNELS	SUCCESS	FAILED	MESSAGE
July 22, 2021 10:19 AM CDT	SMS	1	2001	Snow day! School is cancelled!
	FTS	1	2001	Last call to purchase PTA Membership! Please purchase your membership before midnight!
June 28, 2021 11:35 AM CDT	SMS	0	1	Tomorrow is Spirit Day! Don't forget to dress in your best school spirit attire. Winner will be chosen at 3pm
June 15, 2021 9:59 AM CDT	SMS	0	260	All buses have left campus. Have a great night!
May 25, 2021 12:17 PM CDT	SMS	1	2001	The School Board Meeting has been cancelled. We will reschedule it next Wednesday night.
April 23, 2021 11:36 AM CDT	SMS	1	2001	Tomorrow is Career day. If you plan on attending, please follow the guidelines we have in place when entering.
	RECORDED VOICE	1	2001	<div>▶ 0:00 / 0:05 🔊</div>

## Analytics

You can then click on a certain message and see more specific information, including the phone numbers/email addresses to which the message failed, why the message failed, and which call list the contact may be found in. If you click into each number, you will get a quick view showing the full student/guardian record.



The screenshot displays the Thrillshare Analytics interface. On the left is a sidebar with navigation options: MEDIA (Live Feed, News, Events, Athletics, Staff, Dining, Documents), Alerts, Settings, CMS V2, and USER MANAGEMENT. The main content area is titled 'Alerts' and includes a navigation bar with icons for Alert Center, Data Management, Recurring Alerts, Analytics (selected), Do Not Contact List, and Settings. Below this is the 'Alert Detail' section, which shows a table of alerts. The table has columns for FILTERS, CONTACT, TYPE, STATUS, ERROR, TIME STAMP, and LISTS. The data rows show various alert types (Call, Sms, Status, Failed, Completed) with their respective contact information, status, and timestamps. A 'Historical Detail' modal is open on the right, displaying the 'TTS Message' (Snow day! School is canceled!), the 'Number of Occurrences' (1 time), and 'User Details' for a specific contact (ID: 6136715, Grade: 13, Gender: M, Email: brendon@fram.name, Email2: chloe@king.org, Phone1: (111) 111-2110, Phone2: (111) 111-2114). A 'Close' button is visible at the bottom of the modal.

FILTERS	CONTACT	TYPE	STATUS	ERROR	TIME STAMP	LISTS
Type	(201-723-1907	Call	SENT		July 22, 2021 10:20 AM CDT	Parent Master List
Sms	(111) 111-2110	Sms	SENT	Invalid number / Unreachable number	July 22, 2021 10:20 AM CDT	Parent Master List
Status	(111) 111-2110	Status	SENT	Invalid number / Unreachable number	July 22, 2021 10:20 AM CDT	Parent Master List
Failed	(111) 111-2110	Failed	SENT	Invalid number / Unreachable number	July 22, 2021 10:20 AM CDT	Parent Master List
Completed	(111) 111-2110	Completed	SENT	Invalid number / Unreachable number	July 22, 2021 10:20 AM CDT	Parent Master List

**Historical Detail**

**TTS Message**  
Snow day! School is canceled!

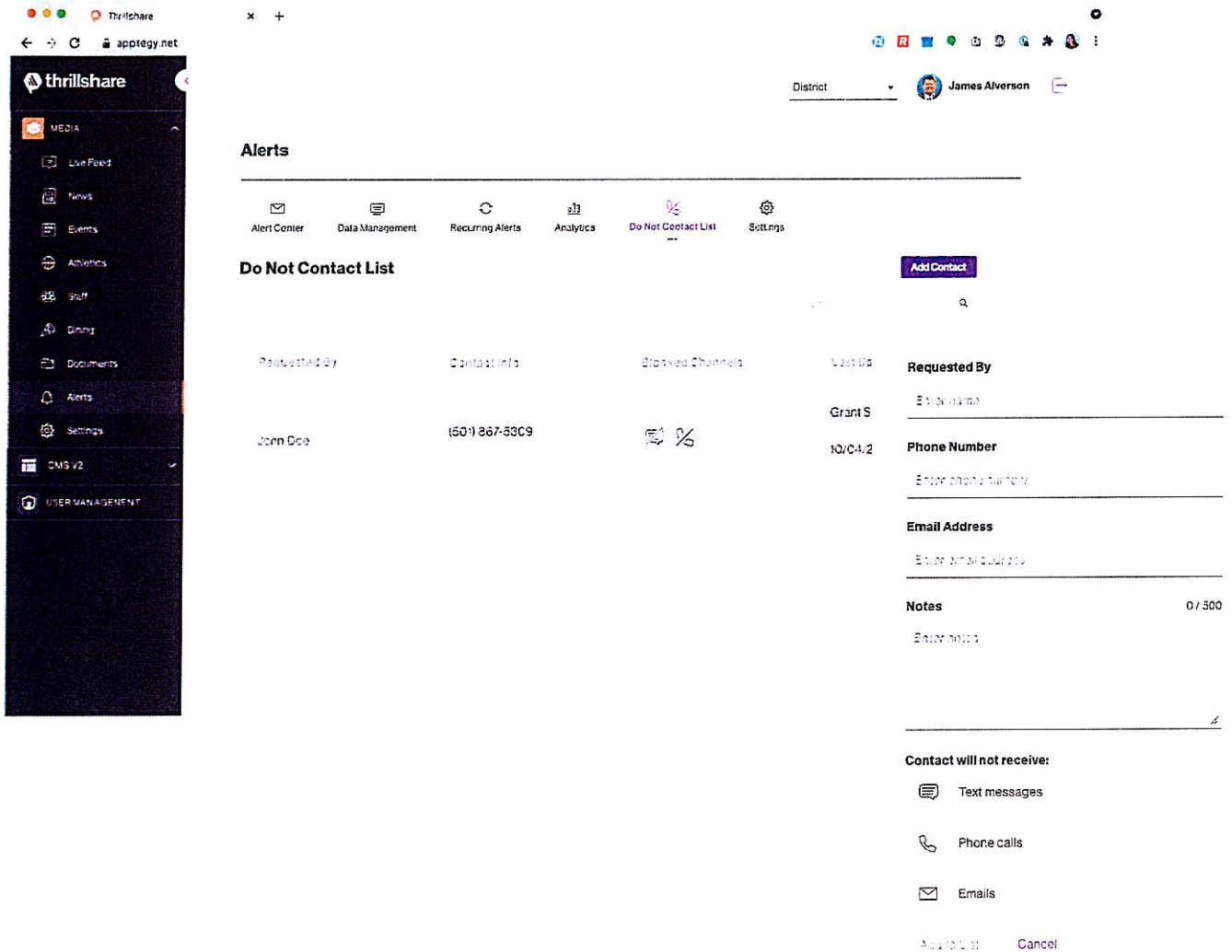
**Number of Occurrences**  
This contact occurs 1 time on this list

**User Details**  
ID: 6136715  
Grade: 13  
Gender: M  
Email: brendon@fram.name  
Email2: chloe@king.org  
Phone1: (111) 111-2110  
Phone2: (111) 111-2114

Close

## Do Not Contact List

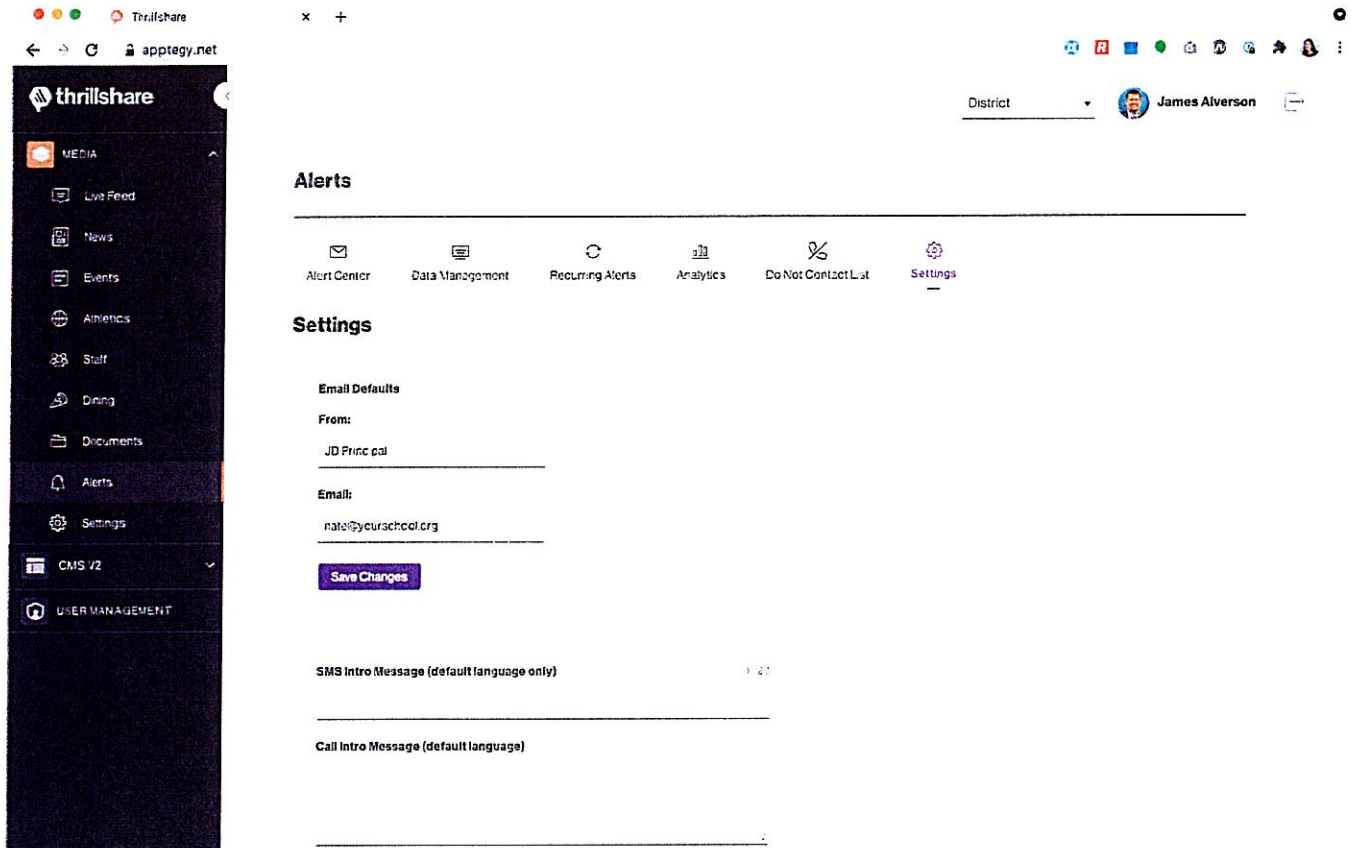
To remove a number or email address from all notifications, add in the person's name and contact information, select whether you will not contact them at all or only through certain avenues, and even add notes to describe why this person is on the list.



The screenshot displays the Thrillshare web application interface. On the left is a dark sidebar with navigation links: MEDIA (Live Feed, News, Events, Activities, Staff, Dining, Documents), Alerts, Settings, CMS v2, and USER MANAGEMENT. The top navigation bar includes a 'District' dropdown, a user profile for 'James Alverson', and a search icon. The main content area is titled 'Alerts' and features a sub-header 'Do Not Contact List'. Below this is a table with columns: Requested By, Contact Info, Stopped Channels, and Last Up. A row shows 'John Doe' with contact info '(501) 867-5309' and a 'Do Not Contact' icon. To the right of the table is a form to 'Add Contact'. The form includes fields for 'Name' (with a search icon), 'Requested By' (dropdown), 'Grant S' (dropdown), 'Phone Number' (with a 'Show phone number' link), 'Email Address' (with a 'Show email address' link), and 'Notes' (with a character count '0 / 500'). At the bottom of the form, there is a section 'Contact will not receive:' with checkboxes for 'Text messages', 'Phone calls', and 'Emails'. The form concludes with 'Add to List' and 'Cancel' buttons.

## Settings

Use the Alerts' settings section to set defaults, such as email signatures, your preferred email address used to send the message, and intro messages for your calls and texts.




The screenshot shows the Thrillshare web application interface. On the left is a dark sidebar with the Thrillshare logo and a menu including MEDIA (Live Feed, News, Events, Athletics, Staff, Dining, Documents), Alerts, Settings, CMS v2, and USER MANAGEMENT. The main content area is titled 'Alerts' and has a navigation bar with icons for Alert Center, Data Management, Recurring Alerts, Analytics, Do Not Contact List, and Settings (which is highlighted). Below the navigation bar is the 'Settings' section. It includes 'Email Defaults' with fields for 'From:' (JD Principal) and 'Email:' (nate@yourschool.org), a 'Save Changes' button, and two text input fields for 'SMS Intro Message (default language only)' and 'Call Intro Message (default language)'.


# CMS


While the media sections take care of your most frequent content updates, there are many more pages your website will need. That's where the CMS comes in.


Even without any coding experience, you will have full control over your website. And the best part? You can create beautiful, content-rich pages on the fly using Thrillshare's powerful drag-and-drop editor.


**Read on to see the ease of use and flexibility of the CMS.**





 MEDIA


 CMS V2


 Pages


 Site Menu


 Redirects


 Page Permissions


 Gallery

 Footer


 Home Page

 Settings

 Visit Site

 USER MANAGEMENT

pages 52-56
pages 57-58
page 59
page 59
page 60
page 61
page 62

Webhosting RFP /  apptegy 51

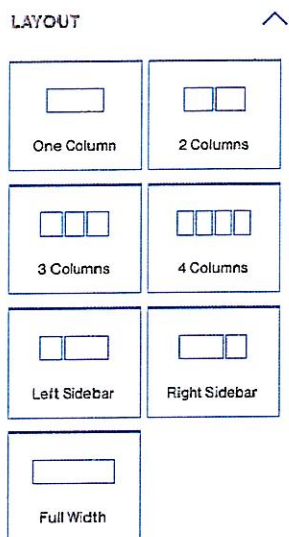
## Pages

In a traditional CMS, creating web pages takes a ton of time and requires users to spend way too much effort formatting a page instead of adding content. Here are a few ways we make creating web pages simple, even for someone who isn't familiar with web development.

### Drag & Drop Page Editor

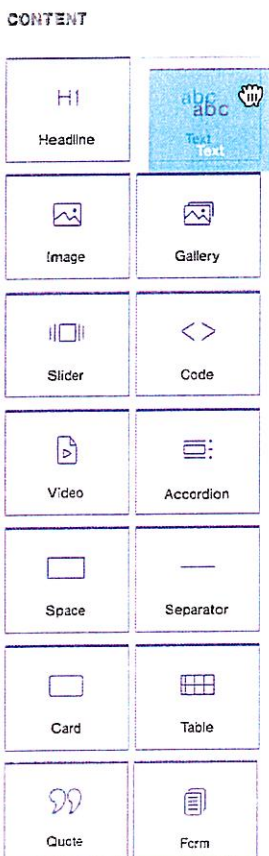
With our **WYSIWYG CMS**, you don't have to guess what your content will look like because everything you add to a page shows up exactly as it does on the live site.

The screenshot displays the Thrillshare CMS interface for editing a page. On the left is a dark sidebar with navigation options: MEDIA, CMS v2, Pages, Site Menu, Redirects, Page Permissions, Gallery, Footer, Home Page, Settings, Visit Site, and USER MANAGEMENT. The main editor area shows a page titled 'Why choose Shortname?'. The page layout is being edited using a drag-and-drop interface. The 'LAYOUT' section shows various column and row templates (One Column, Two Columns, Three Columns, Four Columns, Left Sidebar, Right Sidebar, Full Width). The 'CONTENT' section shows various content types (Text, Image, Video, Gallery). The live preview on the right shows the page as it will appear, featuring a header image of students, a 'Why choose LCS?' section, and a 'Contact Us' section. The 'Contact Us' section includes a 'Switchboard/General Information' section with contact details for the Superintendent of Schools and Accounting.



## Page Layout

**Design your own page layout** with various building blocks. For example, maybe you want your careers page to start with a full-width image. Then, you want to add three columns to highlight the three reasons why a teacher should apply at LCS. After that section, a one column block for a video, and so on.

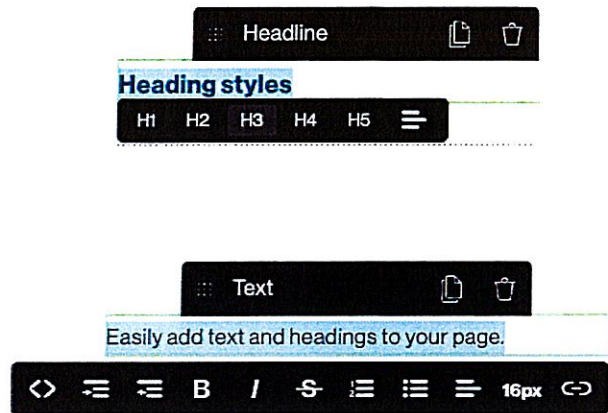


## Drag & Drop Elements

You can add and edit any content you would normally add to a web page (i.e., text, links, videos, images, documents, etc.). Once you've selected a layout, you simply **drag and drop elements** into the website to make a beautiful page.

## Headlines and Text

Add text and adjust styles while keeping your content ADA compliant. The inline text editor allows you to easily update your content without learning HTML and use predefined styles like Heading 1, Heading 2, etc. You can also make text bold, italicized, strike-through, and change the alignment of text. As you can tell, there is no option to change the font size. That's on purpose so that each text style stays **on brand** and **accessible**.



## Images/Gallery/Slider

Upload a single image or create galleries from multiple images. Galleries and Sliders have additional options like the number of columns, the scroll speed, etc. You can even edit pictures within the CMS.



## Add Images



### ALT-TEXT

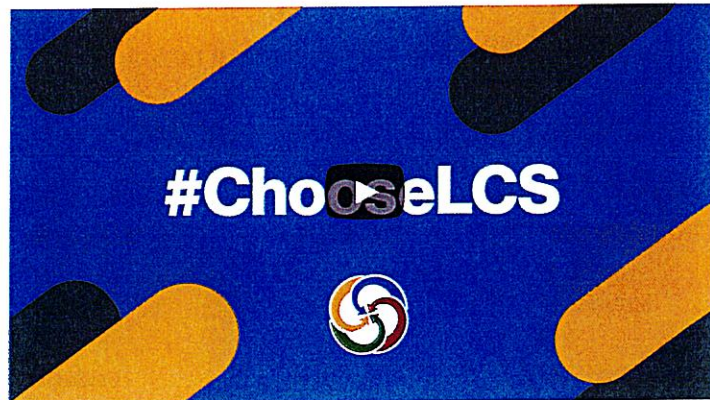
add alt text here

Continue

Cancel

## Videos

Embed videos with just the URL from your preferred video hosting platform like Youtube, Vimeo, or Facebook and retain their closed captions for ADA compliance.



## Design Elements

Add design elements like spacing, line breaks, and quotes to make your page more visually appealing and your content more dynamic.

*The district was a great place to start my teaching career. The support and assistance I received as a new teacher made all the difference for me and my students. I couldn't recommend the district enough, especially for new teachers!*

Michael

| 9th Grade Teacher

## Tables

Add mobile responsive and ADA-compliant tables.

School Supply Lists		
1st Grade	2nd Grade	3rd Grade
#2 Pencils	#2 Pencils	#2 Pencils
Colored Pencils (12 pk.)	2 Pkg. Erasers	2 Notebooks
Colored Markers (12 pk.)	1 Pkg. Glue Sticks	2 Boxes Tissues



## iFrames/HTML Editor

Even though you don't need to know HTML to update the CMS, users who are proficient in HTML can add their own or add an iFrame to embed third-party content. The HTML editor accepts HTML, CSS, and Javascript. iFrames allow you to embed any type of external content such as forms, external slideshows, etc.

### Embed

```
<iframe
src="https://docs.google.com/forms/d/e/1FAIpQLSdZHiqy5vCNsQfMVGLoVs
wdvYedbyJh-q35t6I09x2RWVm50A/viewform?embedded=true" width="640"
height="1126" frameborder="0" marginheight="0"
marginwidth="0">Loading...</iframe>
```

Save Cancel

EMBED ALIGNMENT

Left Center Right

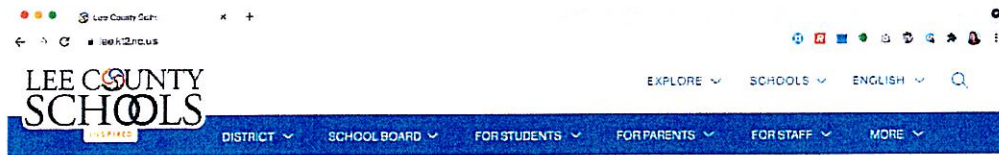
## Site Menu

A good menu is the cornerstone of a good user experience. If your navigation works well, you won't have the need to clutter the homepages with tons of "quick links". Your menu can be the traditional, across-the-top structure, or we can work on a more innovative full-screen menu.

### The frontend:

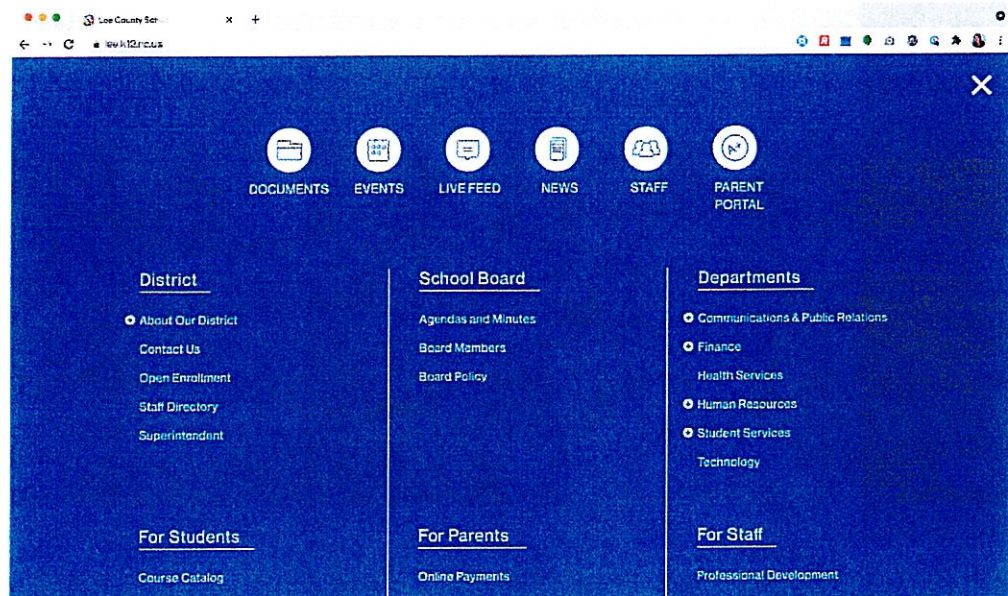
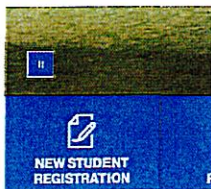
#### Your website

There are many different design options and, in general, two different approaches to website navigation: the traditional, across-the-top navigation (like your current website) or the modern full-screen "mega" menu.



#### District

- About Our District
- Contact Us
- Open Enrollment

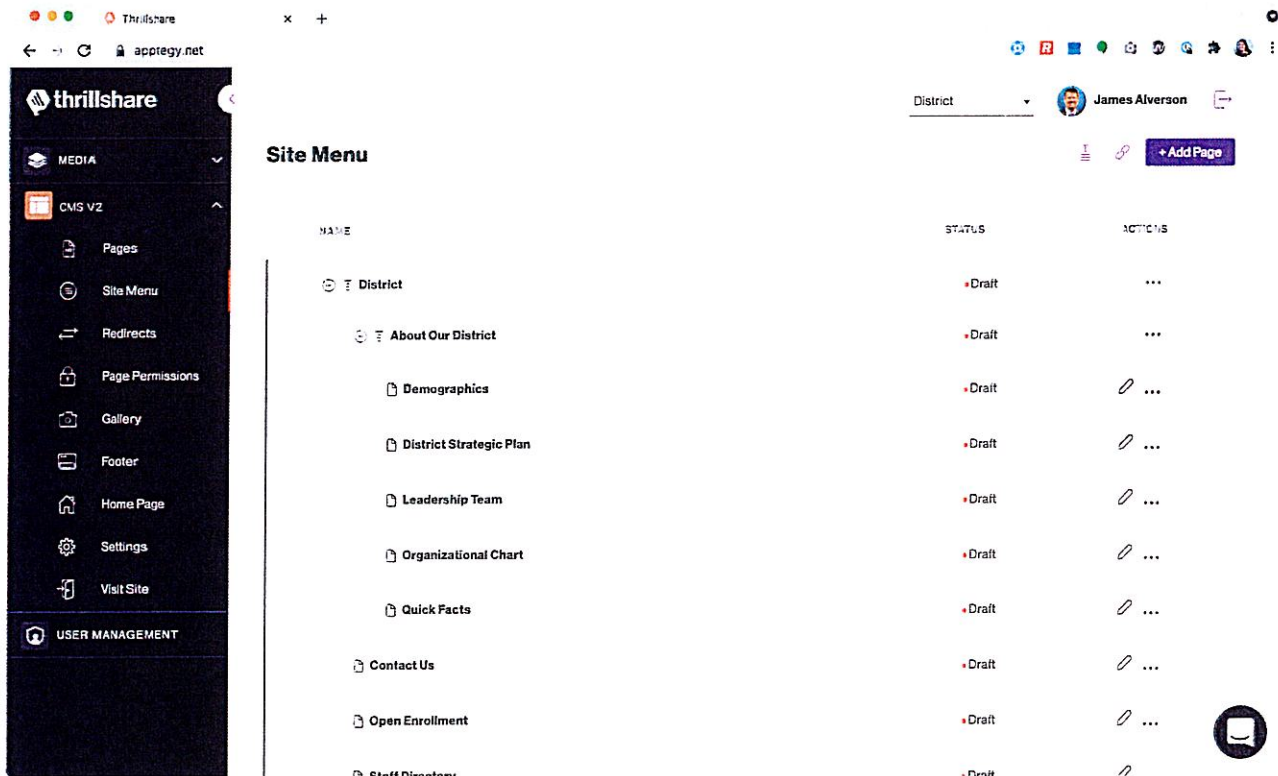


## Site Menu

Edit your site menu by simply drag-and-dropping elements like headers, pages, and links, making it easy to keep up with changing content needs. You can create headers and links in draft mode to be published when the content behind them is ready. In fact, if you create a header in draft mode, you can add all the links you would like, make sure they're in perfect order and functional, then publish everything at the same time.

## The backend:

### Thrillshare on desktop



The screenshot displays the Thrillshare desktop backend interface. On the left is a dark sidebar with navigation options: MEDIA, CMS V2, Redirections, Page Permissions, Gallery, Footer, Home Page, Settings, Visit Site, and USER MANAGEMENT. The main content area is titled 'Site Menu' and shows a list of menu items. Each item has a 'NAME' column, a 'STATUS' column (all marked as 'Draft'), and an 'ACTIONS' column with edit and delete icons. The items listed are: District, About Our District, Demographics, District Strategic Plan, Leadership Team, Organizational Chart, Quick Facts, Contact Us, Open Enrollment, and Staff Directory. At the top right of the main area, there is a user profile for James Alverson and a '+ Add Page' button.

NAME	STATUS	ACTIONS
District	Draft	...
About Our District	Draft	...
Demographics	Draft	...
District Strategic Plan	Draft	...
Leadership Team	Draft	...
Organizational Chart	Draft	...
Quick Facts	Draft	...
Contact Us	Draft	...
Open Enrollment	Draft	...
Staff Directory	Draft	...



# Redirects

Whether you're telling parents where to go to enroll their students at certain schools or advertising your district on a billboard, make it easy for your community to find the most important parts of the website. After all, it's much easier to remember [www.lee.k12.nc.us/enroll](http://www.lee.k12.nc.us/enroll) than a long string of words, letters, and numbers that accompany most links. Plus, when you build new pages, you can easily redirect visitors from an outdated, previous URL.

## New Redirect



**PATH**

[lee.k12.nc.us/enroll](http://lee.k12.nc.us/enroll)

**REDIRECT TO:**

[lee.k12.nc.us/page/how-to-enroll](http://lee.k12.nc.us/page/how-to-enroll)

Submit

Cancel



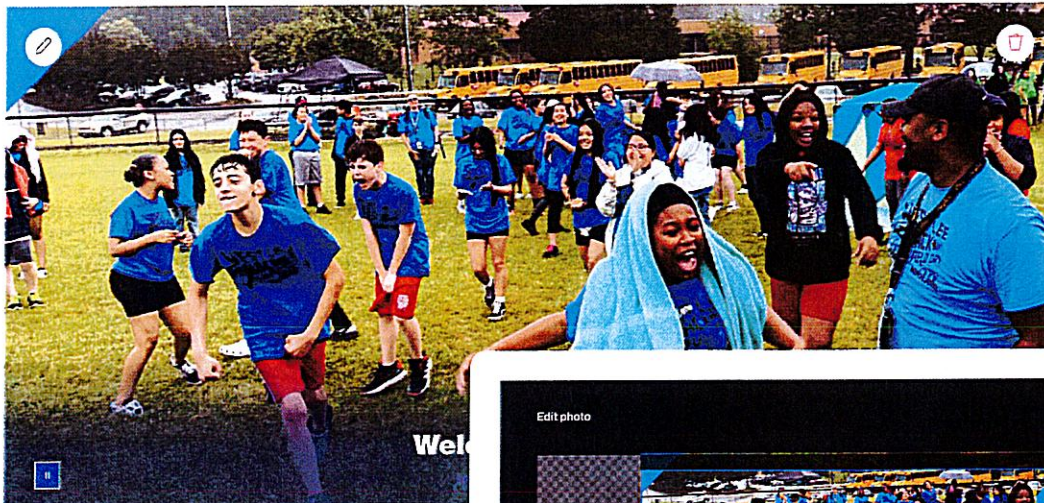
# Page Permissions

Not every user should have access to every piece of content on your website. Page Permissions allow admins and superadmins to control what users can access down to the individual page level. Users can have: access to all pages; access to all pages except certain pages; or access to only certain pages. This structure allows you to be extremely flexible with account permissions.

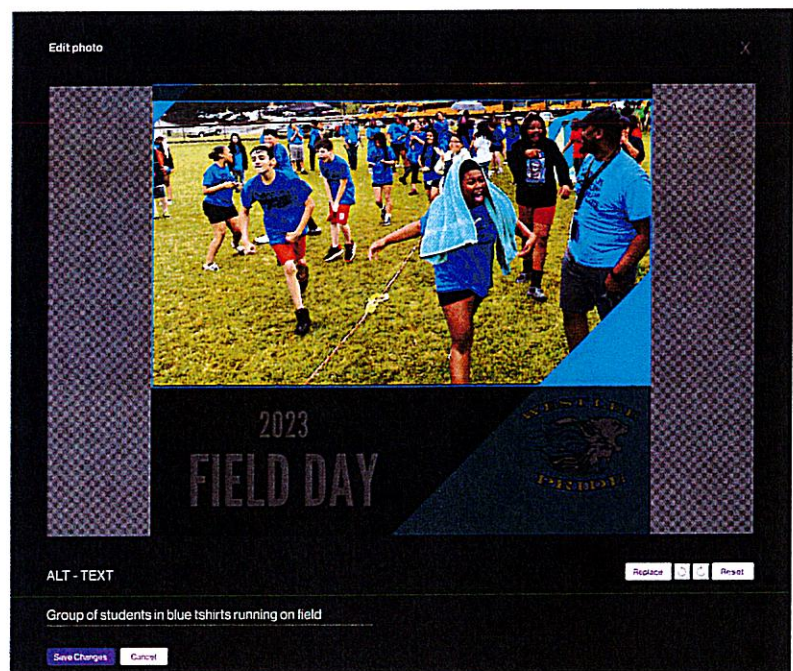
## Gallery

The Gallery is where you make the first impression with visitors to your website. The above-the-fold scrolling image gallery or video is the first thing people see on your homepage. Thrillshare allows you to quickly add or remove images, reorder the image sequence, and add required alt-text to ensure ADA compliance.

### Gallery

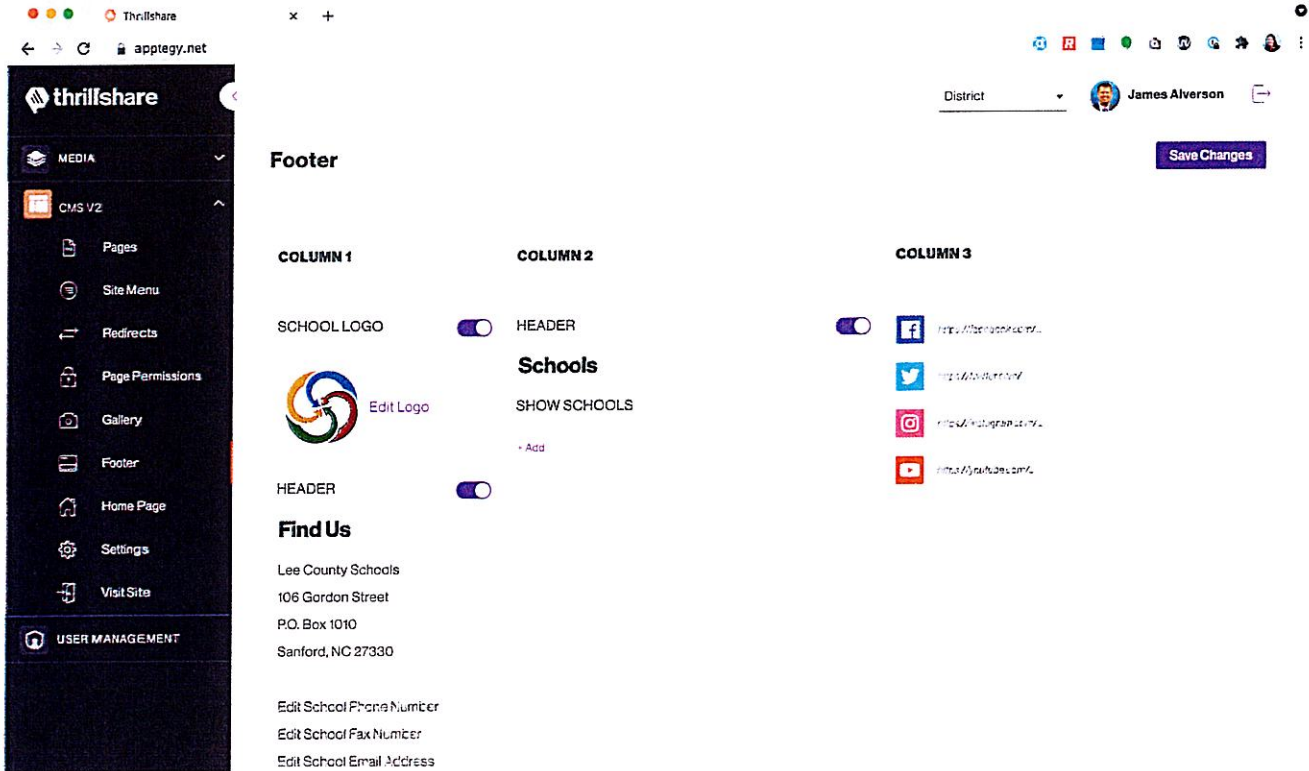
[+ Upload Photos](#)[Save Changes](#)

The Gallery's photo editor makes it incredibly easy to crop your photos the right way: it automatically picks the correct aspect ratio and will make sure your pictures are not stretched, even if you upload a photo that's a different format.



## Footer

Your home page typically needs several unique content sections like quick links and other custom content. Now, you can easily update these elements without any custom code.



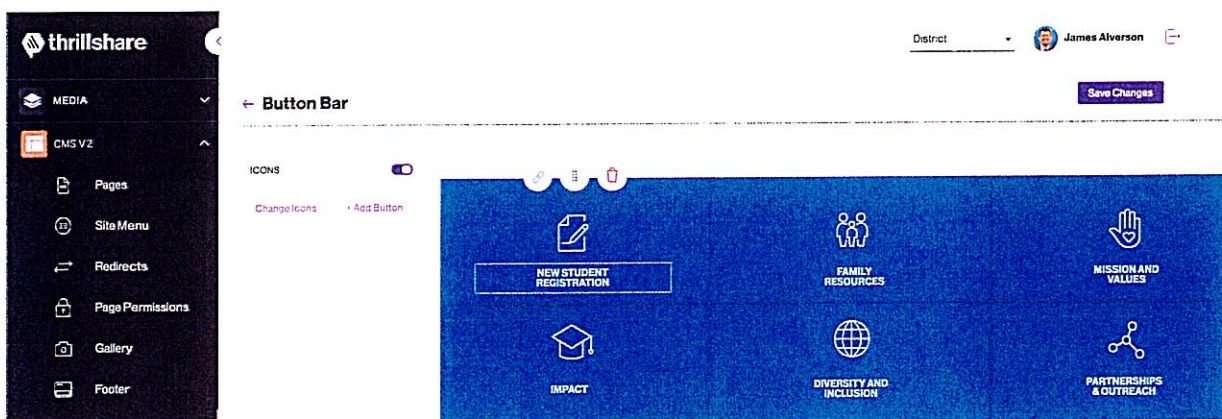
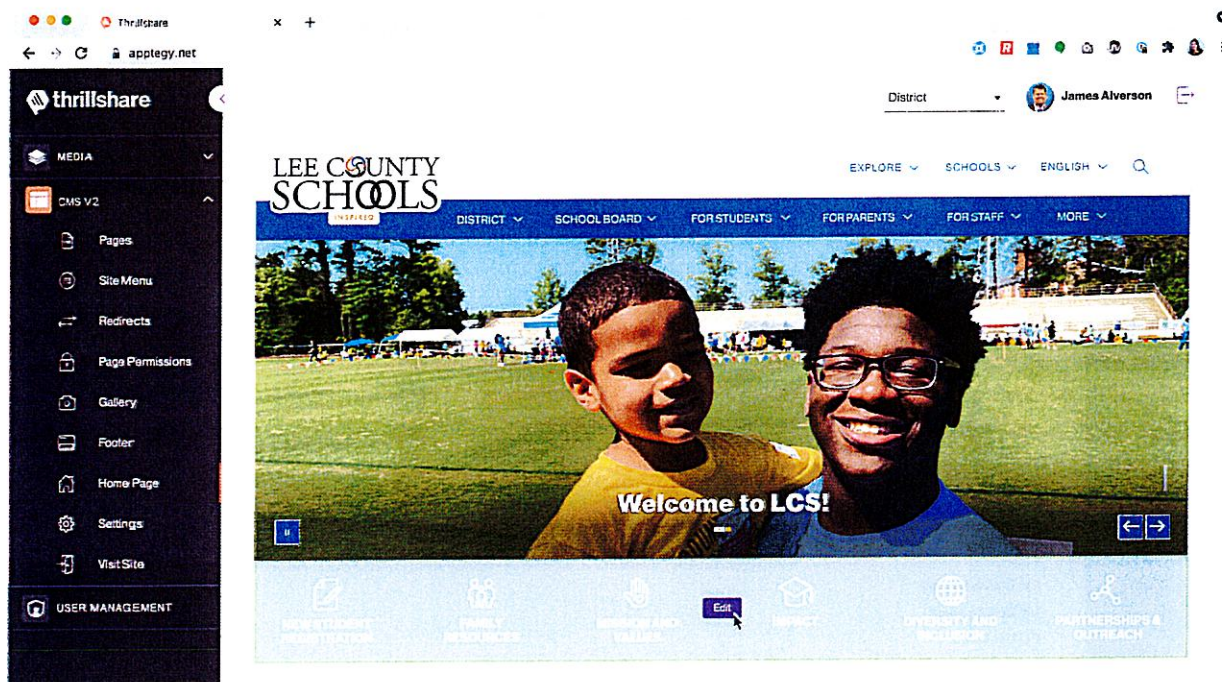
The screenshot displays the Thrillshare CMS interface for editing the Footer. The left sidebar shows navigation options: MEDIA, CMS V2 (Pages, Site Menu, Redirects, Page Permissions, Gallery, Footer, Home Page, Settings, Visit Site), and USER MANAGEMENT. The main content area is titled "Footer" and is organized into three columns:

- COLUMN 1:**
  - SCHOOL LOGO:** Includes a logo placeholder and an "Edit Logo" button.
  - HEADER:** Includes a toggle switch.
  - Find Us:** Displays contact information for Lee County Schools (106 Gordon Street, P.O. Box 1010, Sanford, NC 27330) and links to "Edit School Phone Number", "Edit School Fax Number", and "Edit School Email Address".
- COLUMN 2:**
  - Schools:** Includes a "SHOW SCHOOLS" button and an "Add" link.
- COLUMN 3:**
  - Social Media:** Includes links for Facebook, Twitter, Instagram, and YouTube.

The top right of the interface shows a "District" dropdown, a user profile for James Alverson, and a "Save Changes" button.

## Home Page

Your home page is the first place people will see your website, so it has to look great. Add elements to your homepage, like text for your gallery images, quick link buttons, informational blocks, and more.



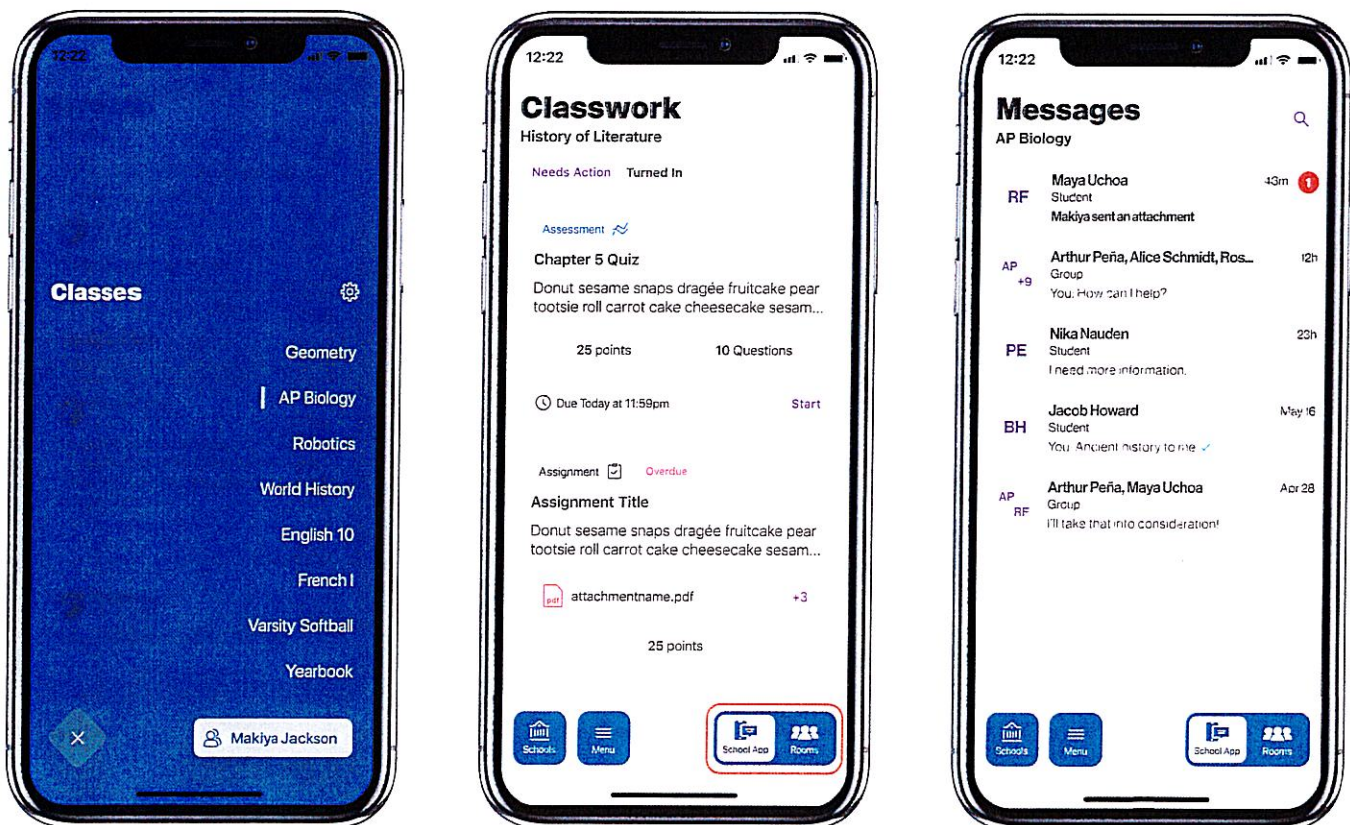
# Two-Way Communication System: Rooms

Optional add-on

**Rooms is a two-way communication tool that is integrated within your school app.**

We know teachers often use a number of different apps to communicate with families in the district, which creates confusion and frustration for parents and staff alike.

But what if your students and their guardians could use the same app they already use for district information to communicate directly with teachers, all while your administration can safely monitor every conversation that goes on?



Simply toggle from **School App** to **Rooms** to access two-way communication straight from your district mobile app!

# Run your classroom with ease – even at a distance.

Having a virtual classroom is no longer an option — it's a necessity. Rooms lets teachers manage changing classroom dynamics without skipping a beat.

The image displays the Rooms platform interface, showing a desktop view on the left and a mobile app view on the right.

**Desktop View:**

- Header:** Rooms / AP Biology / Home. User: Henrietta Craig.
- Left Sidebar:**
  - thrillshare
  - MEDIA
  - CVS
  - ROOMS
    - All Classes
    - AP Biology (4)
    - English literature and composition
    - Web programming (4)
    - Literary analysis
    - American literature
    - Typing
    - British literature
    - Media technology
    - Computer repair
    - Communication skills
    - Humanities
    - Music production
- Main Content Area:**
  - AP Biology**
  - Navigation: Home, Classwork (2), Messages (2), Class Info
  - CREATE NEW** (Assignment, Announcement)
  - Stream** (All Posts, Current)
    - Henrietta Craig** (22 APR | 11:59PM) Assignment
      - Assignment Title goes here
      - You can use them as resources to go to for help, for a project or an assignment. Moreover, the tutorials can be used to reinforce blended learning, differentiated instruction or as resources in a project.
      - verylongfilename.pdf
    - Henrietta Craig** (22 APR | 11:59PM) Assignment
      - Very short assignment title
      - The tutorials can be used to reinforce blended learning, differentiated instruction or as resources in a project.
      - assignment\_attachment.pdf
    - Henrietta Craig** (22 APR | 11:59PM) Assignment
      - Very short assessment title
      - You can use them as resources to go to for help, for a project or an assessment. Moreover, the tutorials can be used to reinforce blended learning.
      - 80 Points 8 Questions
- Class Members**
  - Staff**
    - AR Arthur Pena
  - Students**
    - AR Arlene Richards
    - GR Gloria Richards
    - IL Irma Lane
    - AC Ann Cooper
    - CS Cameron Simmons
    - WC Wade Cooper
    - NE Norma Edwards
    - BM Beth McKinney
    - RW Robert Watson

**Mobile App View:**








- Header:** 12:22. User: Henrietta Craig.
- Stream** (AP Biology)
  - All Posts, Announcements, Classwork
  - Jasmine Johnson** (APR 19 | 2:35 PM)
    - Unit 5 Genetics 3 HW
    - Read chapter 3 of unit 5 and be ready to review with the class on Thursday.
    - Due Apr 25 | 11:59pm
  - Jasmine Johnson** (APR 19 | 2:35 PM)
    - I've posted the updated course syllabus. We will review this in class, but make sure to download the syllabus as it contains important information about this year.
    - Announcement
  - Jasmine Johnson** (APR 19 | 2:35 PM)
    - Today's reading list - we will review in class.
    - Announcement 3 Attachments
- Navigation:** Classes, Menu, School App, Rooms



# Rooms: In-Depth

Make Rooms the hub of your two-way classroom communication.

See the following pages for a detailed overview.

	Stream/Announcements	page 56
	Two-Way Messaging	pages 57
	Behavior	page 58
	Materials	page 59
	Academic Term	page 70
	Classes	pages 71
	Class Settings	page 72

## Stream/Announcements

Optional add-on

After selecting a class, students will be taken to their Class Stream. Here they can share classwide announcements within a particular course as well as their class roster. Teachers and staff can upload class content, and students can view any new updates.

The image displays the Thrillshare platform interface for a class stream. On the left is a sidebar menu with categories like MEDIA, CMU, and ROOMS. The main content area shows the 'AP Biology' class stream, featuring posts from Henrietta Craig with assignment titles and descriptions. On the right, there's a 'Class Members' list divided into Staff and Students. Below the main interface is a smartphone mockup showing the 'Stream' view on a mobile device, highlighting the user interface for students to view announcements and classwork.

**thrillshare**

Home / AP Biology / Home

**AP Biology**

Home Classwork Messages Class Info

CREATE NEW Assignment Announcement

**Stream** All Posts Current

**Henrietta Craig**  
Fri May 14 11:51 AM  
22 APR | 11:50 PM Assignment

**Assignment Title goes here**  
You can use them as resources to go to for help, for a project or an assignment. Moreover, the tutorials can be used to reinforce blended learning, differentiated instruction or as resources in a project.

verylongfilename.pdf

**Henrietta Craig**  
Fri May 14 11:51 AM  
22 APR | 11:50 PM Assignment

**Very short assignment title**  
The tutorials can be used to reinforce blended learning, differentiated instruction or as resources in a project.

assignment\_attachment.pdf

**Henrietta Craig**  
Fri May 14 11:51 AM  
22 APR | 11:50 PM Assignment

**Very short assessment title**  
You can use them as resources to go to for help, for a project or an assessment. Moreover, the tutorials can be used to reinforce blended learning.

80 Points 8 Questions

**Class Members**

**Staff**

AR Arthur Pena

**Students**

search students

AR Ariene Richards

GR Gloria Richards

IL Irma Lane

AC Ann Cooper

CS Cameron Simmonds

WC Wade Cooper

NE Norma Edwards

BM Beth McKinney

RW Robert Watson

**Stream**  
AP Biology

All Posts Announcements Classwork

**Jasmine Johnson**  
APR 19 | 2:53 PM

**Unit 5 Genetics 3 HW**  
Read chapter 3 of unit 5 and be ready to review with the class on Thursday.  
Due Apr 25 | 11:59 PM

**Jasmine Johnson**  
APR 19 | 2:35 PM

I've posted the updated course syllabus. We will review this in class, but make sure to download the syllabus as it contains important information about this year.

**Announcement**

**Jasmine Johnson**  
APR 19 | 2:35 PM

Today's reading list - we will review in class.

**Announcement** 3 Attachments

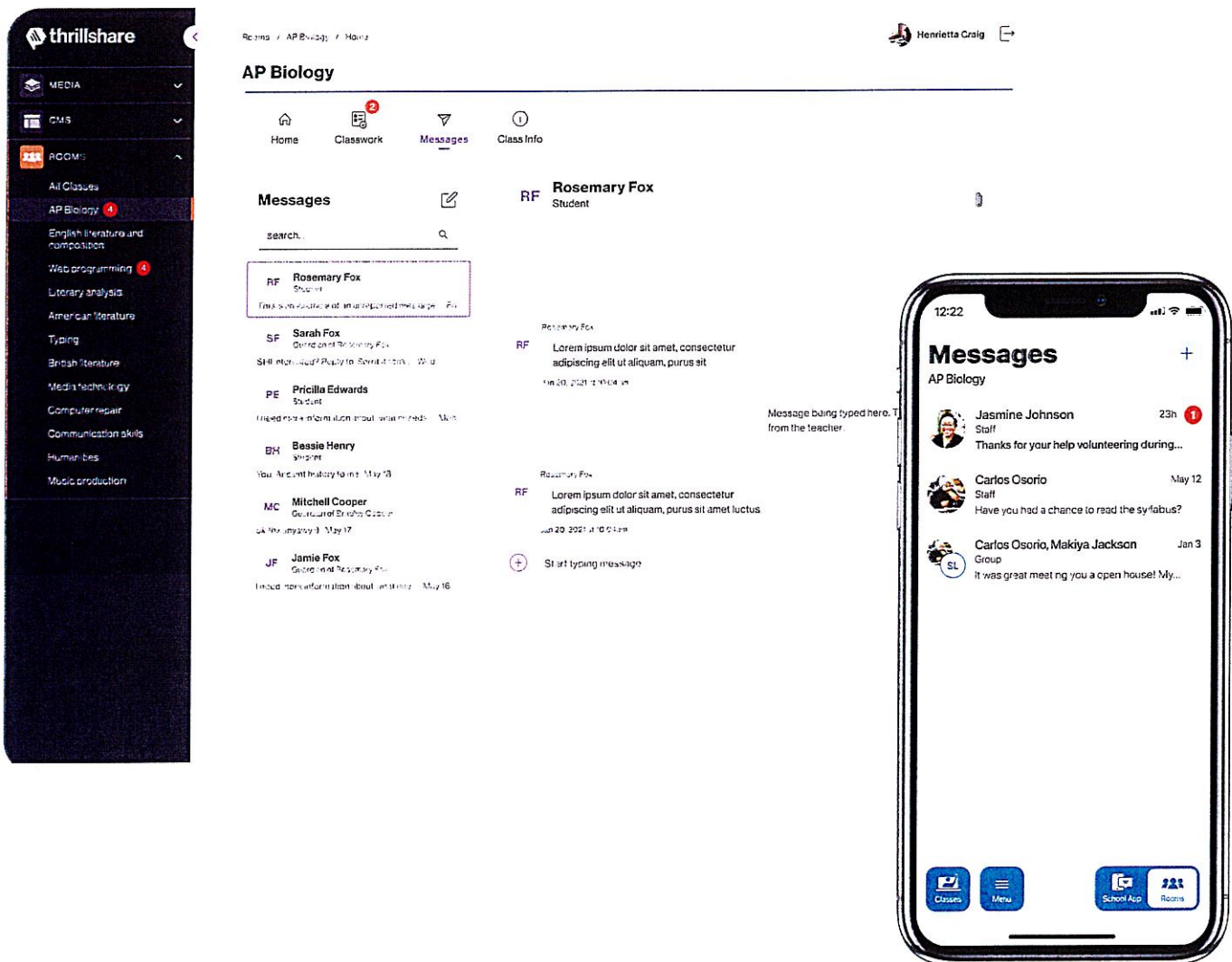
Classes Menu School App Rooms



## Two-Way Messaging

Optional add-on

If a student has questions about upcoming assignments or class curriculum, they can message their teacher directly through our Two-Way Messaging platform. This is a safe space for student-teacher communication that is monitored by parents and administrators.

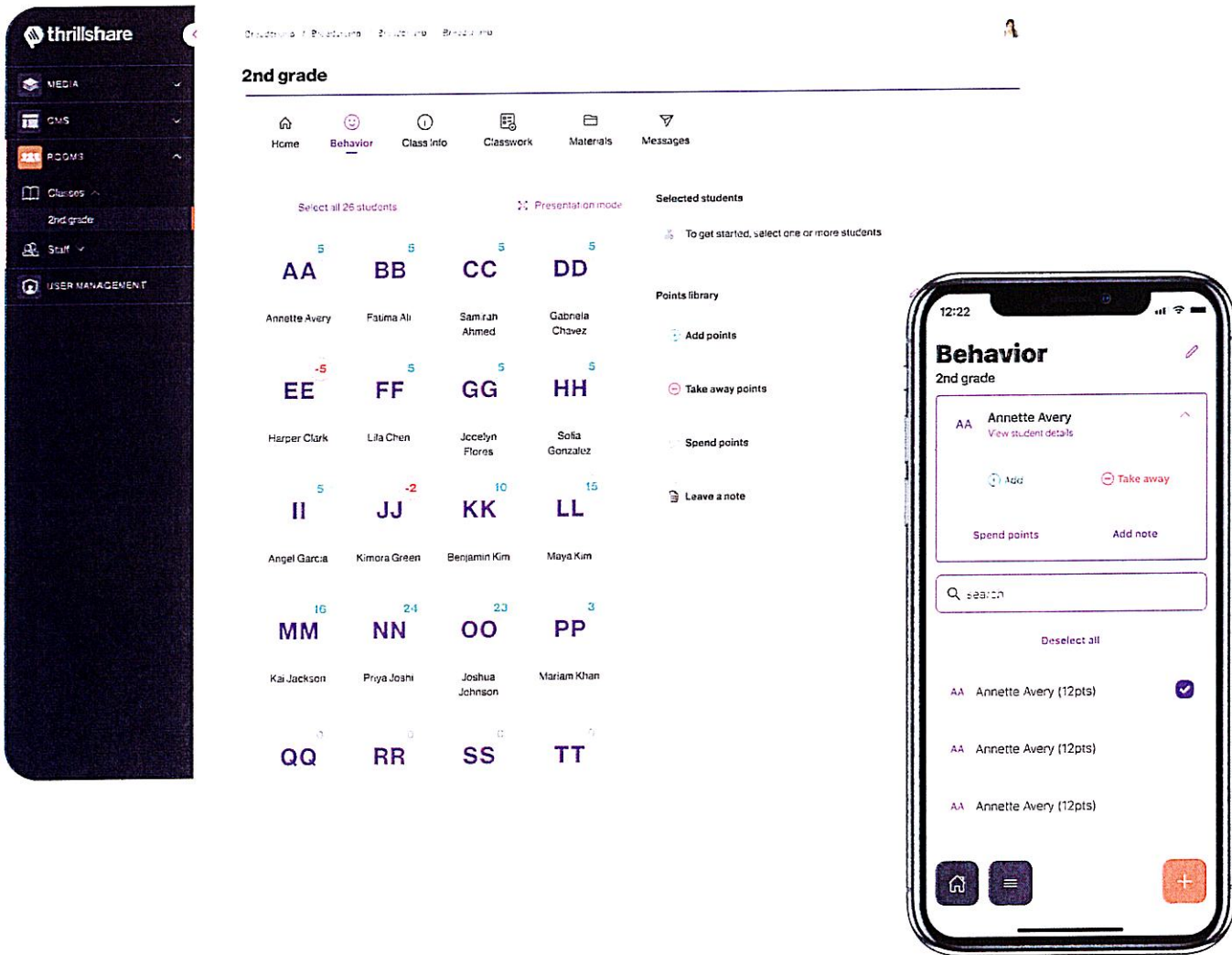




# Behavior

Optional add-on

Your students are doing great things in the classroom—and Rooms helps everyone celebrate. With Behavior, teachers can allocate points to their students for classroom participation, good behavior, and demonstrating your school's values. Positive behavior can easily be seen by guardians right inside the app, allowing them to stay connected with their student's points and achievements.



## Materials Optional add-on

Our Materials feature takes away the time and stress of filing hard copy supplemental resources and curriculum notes. Teachers can upload and organize their entire semester's worth of documents in one sitting. The best part? When a new semester begins, simply copy, paste and recycle your previous curriculum documents. Your new semester is ready in a matter of minutes!

The screenshot displays the Thrillshare platform interface for the Materials feature. On the left, a sidebar lists navigation options: MEDIA, CMS, ROOMS, Campus Management, Academic Term, and Classes. The main content area is titled "AP Biology" and shows a list of materials organized by week. The materials include:

- Week 1 (8 Files):**
  - Example form
  - Assignment-2.pdf
  - Assignment-3.doc
  - Chapter 1 test link
  - Charts
  - Final-assignment.doc
- Week 2 (2 Folders, 4 Files):**
  - Example form
  - Assignment-2.pdf
  - Assignment-3.doc
  - Chapter 1 test link
  - Charts
  - Final-assignment.doc

On the right, a "Form Details" panel shows information for the "Example Form", including the creator (Henrietta Craig), group visibility (Administration), form length (8 questions), date added (May 1, 2022 at 3:12PM (CST)), and close date (May 1, 2023 at 11:59PM (CST)).

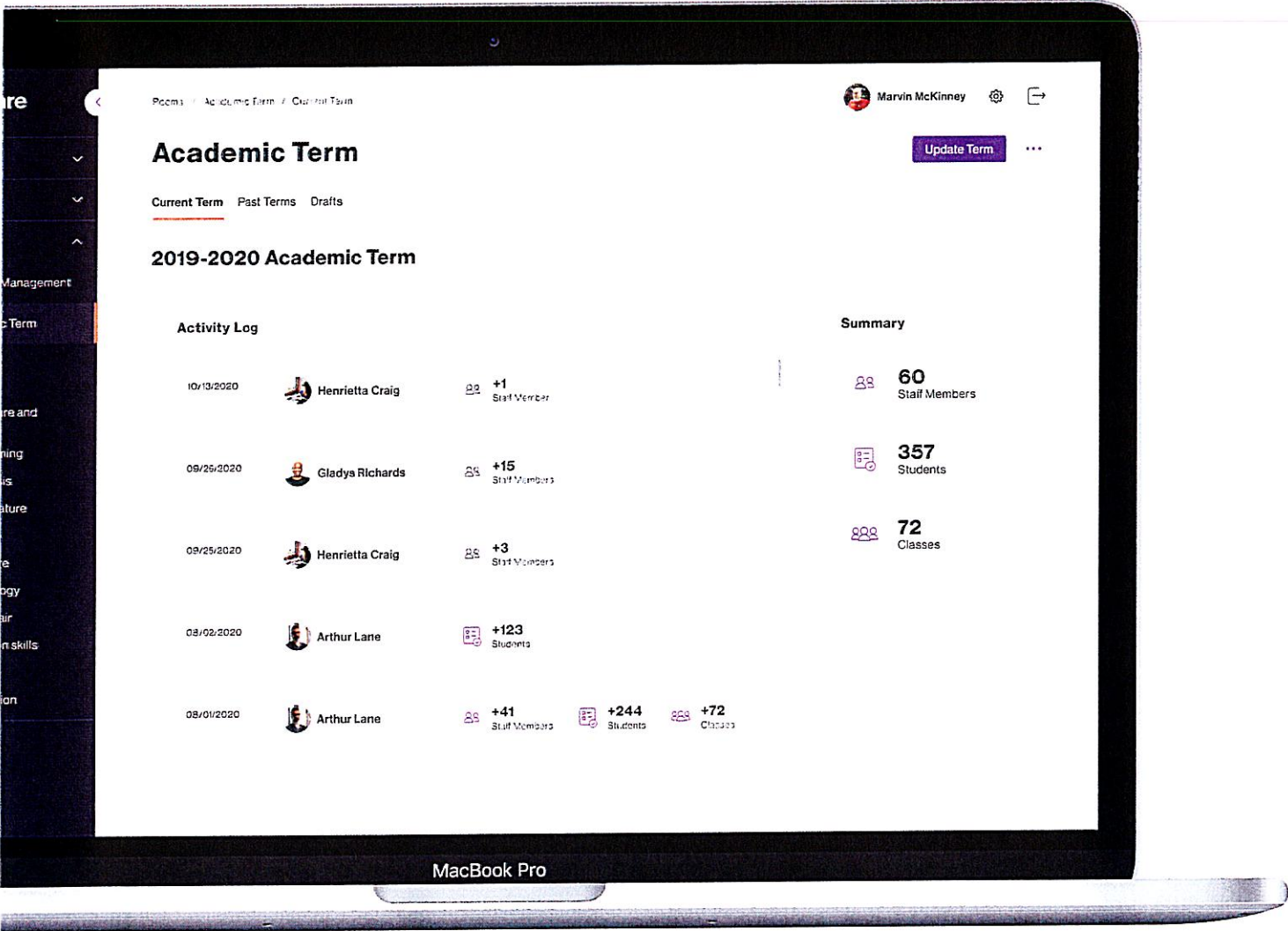
A mobile phone overlay on the right shows the Materials feature on a mobile device, displaying a list of materials organized by week, including Homework, Tests, Example form, Dresscode2021.doc, Outreach 1 October 17th.doc, 2018-2019 RSD Pre K Appl..., 2019-2020\_School\_Calenda..., and School Zones Map[draft 2]...



# Academic Term

Optional add-on

Our Academic Term feature is built to seamlessly integrate with your SIS. Set up and bulk import your academic enrollment information, including all courses and student rosters with the click of a button. It's that easy!

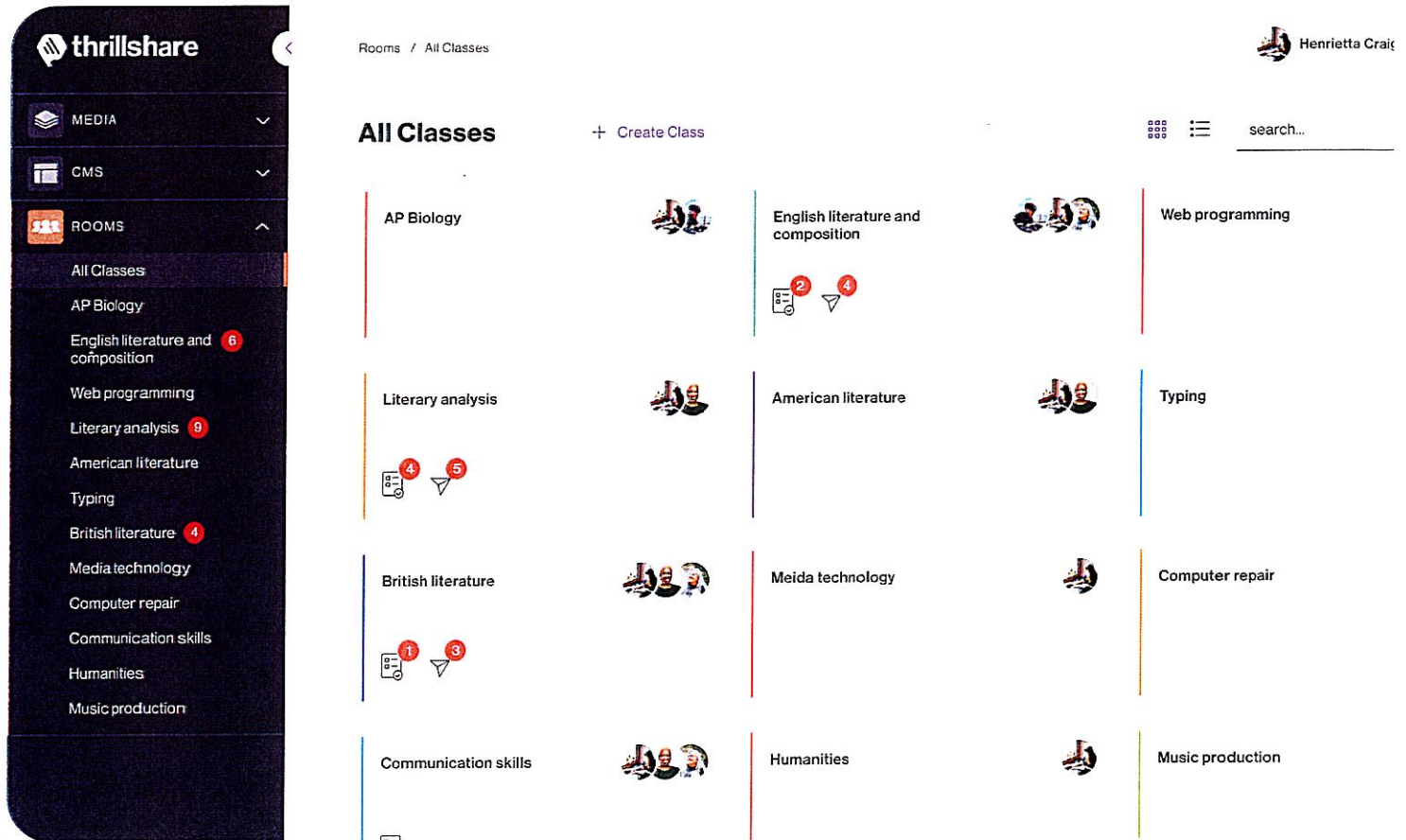




## Classes

Optional add-on

When a student logs into Rooms, the first page they'll see is the Classes Homepage. This page gives them quick and easy access to all of their classes, and can view notifications within each class.

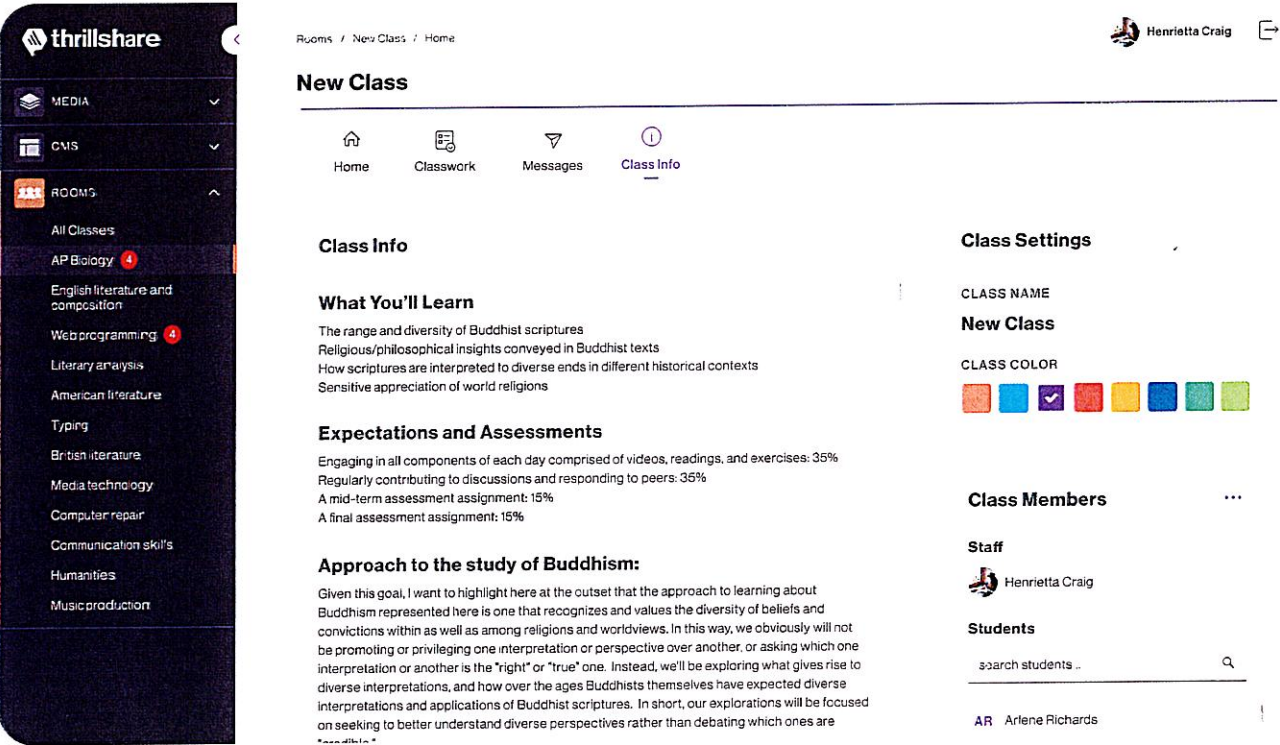




# Class Settings

Optional add-on

Our Class Settings feature lets administrators and teachers modify their class information and roster. Here students are able to see who's in their class and get more information about the course.



# User Management

Our publishing platform, Thrillshare, comes with Roles & Permissions to permit multi-level administration of your account. This way you can assign and categorize staff in multiple groups with certain levels of access.

You can assign roles to users, which govern how much control a user has within Thrillshare:

- **Admin:** allows for full access to Thrillshare. This role can change district-wide settings for users, the website, and the app as well as create and manage new Thrillshare users.
- **User:** can publish information in permitted Thrillshare sections.
- **Moderated User:** requires a moderator to approve all posts in the Live Feed and News sections before they're made public.

Permissions are set for each individual user on a **per-school** (location) and **per-section** (page) basis. This means you have incredible control over which sections, at which schools an individual has access to.

	Super Admin	Admin	User Manager	User	Moderated User
Settings: Create Profiles	✓	✓	✓	✓	✓
Settings: Manage Users	✓	✓	✓	✗	✗
CMS: Settings	✓	✓	✓	✗	✗
Settings: Social Media Connections	✓	✓	✓	✗	✗
Global Posting	✓	✓	✗	✗	✗
Alerts: Settings	✓	✓	✗	✗	✗
Settings: Calendar Sync	✓	✗	✗	✗	✗
Settings: Section Filters	✓	✗	✗	✗	✗
Settings: CMS Pop Up Message	✓	✗	✗	✗	✗
Live Feed	✓	✓	✓	✓	✗

✓ Access

✗ No Access

\* Moderated Users are always limited to Facebook, Twitter, and Live Feed, and posts must be approved before they're made public. They do not have the ability to send Push Notifications, SMS, or VC via Live Feed

# Accessibility

Ensuring an accessible website is about much more than just scanning. Not only do we monitor your site for compliance, but we prevent most accessibility issues from ever occurring in the first place.

## Our Experience with Accessibility

In 2016 we began developing our websites based on the W3C's WCAG 2.0 Guidelines to maintain a **minimum level of AA compliance**, with the goal to reach AAA compliance wherever possible. We have been meeting and exceeding these minimums ever since. We've successfully used resources such as the online WAVE tool provided by the W3C, as well as more in-depth tools such as SiteImprove to fully **sweep client websites** to achieve compliance in color contrast and code, even content.

All of our websites are built on the same underlying structure and follow the same development best practices. Therefore, **each website we build, host and maintain is ADA-compliant.**

In addition to providing the tools to ensure compliance, we also provide ongoing **ADA training** for district staff to ensure that added content is compliant as well.

On the following pages, see how we achieve 100% compatibility with:

**A new website with a code base that is accessible**

**Safeguards to prevent user error**

**Training and accessibility resources**

**Ongoing manual checks**

## A new website with a code base that is accessible

The basis of an accessible online presence has to be a compliant website. All of our 3,500+ school districts have websites that are coded to be fully compliant. Several of the details are outlined below:

```

```

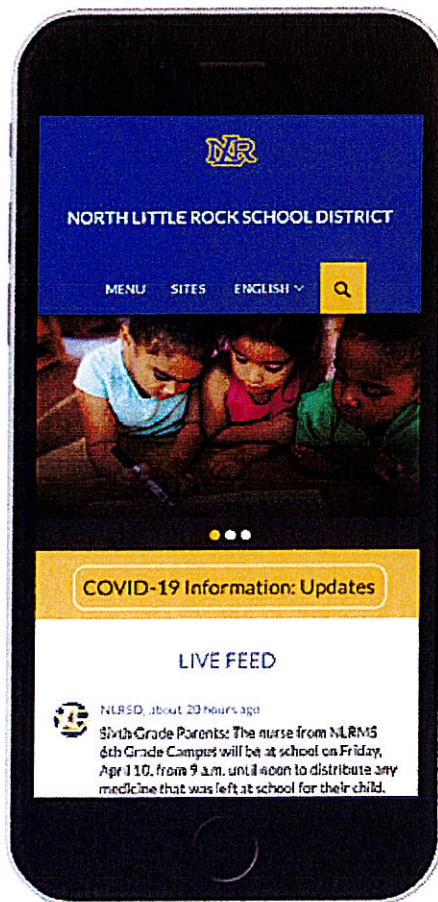
### Alt text for images

Image elements on the website display alt text in the code to provide a text-based alternative of the content for non-visual web users. In practice, this means that a user who is visually impaired can still understand the meaning/content of an image on the webpage because their screen reading device will relay this alternative description.

```
><div class="slide" style="float: none; list-style none; position: absolute; width: 697px; z-index: 0 display: none;" aria-hidden="true">...</div></div>
```

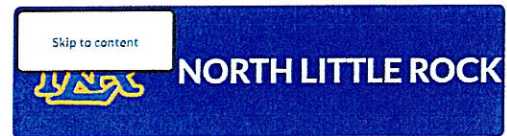
### ARIA tags

Apptegy uses ARIA labels in website code to provide additional information to particular elements on the webpage. They're crucial for interpreting your website because they tell accessibility devices (like screen readers) what type of content they're looking at.



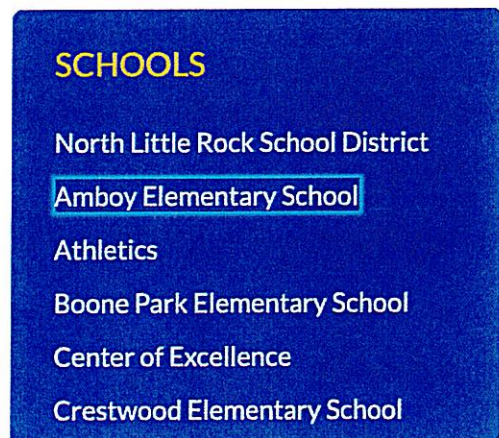
## Responsive design that works on any device

Apptegy websites use responsive layouts that adjust based on the size of a user's screen. This helps users with visual or motor impairments navigate the website from all device types and screen sizes.



## Skip to content

A Skip to Content link is provided the first time a user presses "Tab" on the keyboard. This allows screen reading users or users with motor impairments the ability to skip to the main content of the page without having to navigate through each element of the header menu every time they load a page.



## Focus visibility

Elements that have keyboard focus are clearly visible. This allows users navigating the website using a keyboard to know exactly which element has focus by surrounding it in a highlighted border.

## Color compliance

We restrict the usage of colors to only allow colors that comply with contrast requirements. Contrast of text and background is important to ensure people with visual impairments are able to consume your content. Design elements that we create are all checked for compliance.

## Contrast Checker

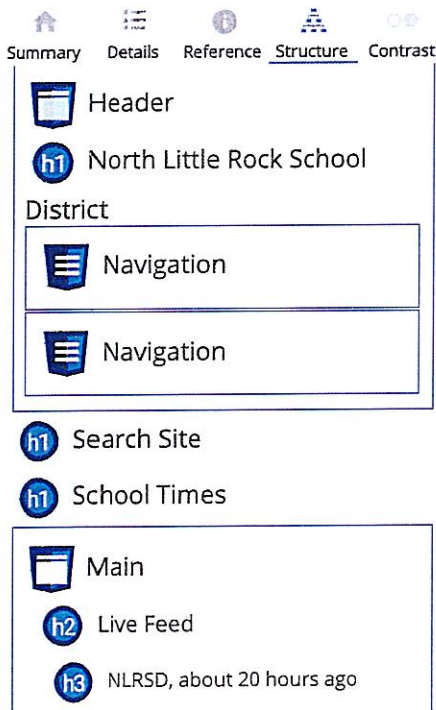
[Home](#) > [Resources](#) > Contrast Checker

<b>Foreground Color</b> <input type="text" value="#FFFFFF"/> Lightness <input type="range"/>	<b>Background Color</b> <input type="text" value="#11518D"/> Lightness <input type="range"/>	<b>Contrast Ratio</b> <b>8.12:1</b> <a href="#">permalink</a>
--	--	---

**Normal Text**

WCAG AA: Pass      WCAG AAA: Pass

The five boxing wizards jump quickly.

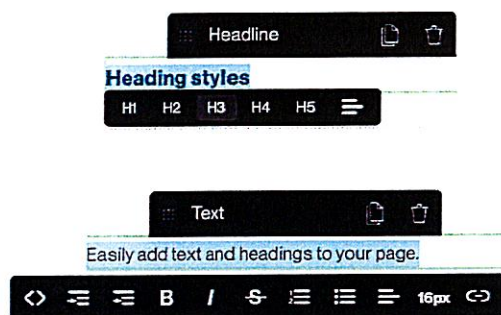


## Tab navigability

Code elements are added to the header menu and main elements of our websites to ensure screen readers and motor-impaired users are able to successfully navigate the page in a logical order. This allows a user to navigate your website with the tab key of the keyboard instead of using a mouse. In order to have tab navigability, the entire menu and heading structure needs to make logical sense, which is something that is determined by the underlying code.

## Safeguards to prevent user error

One of the biggest challenges in providing an accessible website is maintaining accessibility as new content gets added. Therefore, we built in a number of safeguards to prevent “user error”—i.e. to prevent a website editor from making a page noncompliant by accident.



### Pre-set font properties

Font size and appropriate color contrast are some of the most important aspects of maintaining accessibility across the board. Most website management systems allow all users to change font properties like the size and the color, which makes user error very common since many users don't understand the exact requirements for accessibility.

Instead of allowing these changes, we use **pre-determined styles** on all of your website pages. This means your users still have the ability to choose from a variety of text styles, but all of these styles have been developed to meet accessibility criteria. This also has the positive side effect of ensuring that all of your website pages remain on-brand.

### Add Images



#### ALT-TEXT

add alt text here

Alt text is required

Continue

Cancel

### Required alt text for images

Whenever you upload an image to your website using our Thrillshare platform, the image will only be accepted if it contains an alternative description. This little step prevents the most common user error.

## Training and accessibility resources

No amount of safeguards will guarantee accessibility because there are several elements that cannot be “checked” by an algorithm.

For example: the alt text on images needs to make sense for it to be valuable. “Photo” is not an acceptable description. “Students on class trip in front of the Washington Monument” is. Therefore, we will provide three aspects of training: initial training, accessibility resources, and ongoing training.

### Initial Accessibility training

In addition to the most common accessibility concerns, which we address in our standard training on the platform, we will perform a separate initial accessibility training for all users who interact with areas of the platform where in-depth training is needed. In order to determine the entire training group, we will conduct interviews with our main contacts as well as stakeholders at each of your campuses. In these trainings we will cover everything from general accessibility understanding to image descriptions to making documents compliant.

### Accessibility resources

We also have an accessibility guide as a summary of all the learnings and for reference during everyday usage.

### Ongoing training

Throughout our partnership, we will train new users and retrain existing users to make sure accessibility best practices stay top of mind. All training is unlimited.

## Ongoing accessibility checks

Every month, we manually perform an accessibility check on your website, which allows us to catch issues that a tool would never find, such as incorrect image descriptions.

For example, using the description “dog” on a picture of a cat, or, more commonly, using the description “img\_7384” on a picture of students working on a project in a class, isn’t compliant. We will also make sure that added documents follow accessibility standards.

# Language Translation

In today's world, you need to engage diverse audiences. Successfully doing so is about more than just translating your website, mass notifications, and mobile app to other languages. Often, message formatting is thrown off after a translation feature is applied, and the user ends up with a message that's illegible.

No one in your community should feel like an afterthought. That's why we use the most robust translation services to power the translation of your website, mass notifications, and mobile app, all while retaining the same great user experience.

## Languages We Support

Afrikaans	Ewe	Kinyarwanda	Odia (Oriya)	Tatar
Albanian	Filipino (Tagalog)	Konkani	Oromo	Telugu
Amharic	Finnish	Korean	Pashto	Thai
Arabic	French	Krio	Persian	Tigrinya
Armenian	Frisian	Kurdish	Polish	Tsonga
Assamese	Galician	Kurdish (Sorani)	Portuguese (Portugal, Brazil)	Turkish
Aymara	Georgian	Kyrgyz	Punjabi	Turkmentk
Azerbaijani	German	Lao	Quechua	Twi (Akan)
Bambara	Greek	Latin	Romanian	Ukrainian
Basque	Guarani	Latvian	Russian	Urdu
Belarusian	Gujarati	Lingala	Samoan	Uyghur
Bengali	Haitian Creole	Lithuanian	Sanskrit	Uzbek
Bhojpuri	Hausa	Lugandalg	Scots Gaelic	Vietnamese
Bosnian	Hawaiian	Luxembourgish	Sepedi	Welsh
Bulgarian	Hebrew	Macedonian	Serbian	Xhosa
Catalan	Hindi	Maithili	Sesotho	Yiddish
Cebuano	Hmong	Malagasy	Shona	Yoruba
Chinese (Simplified)	Hungarian	Malay	Sindhi	Zulu
Chinese (Traditional)	Icelandic	Malayalam	Sinhala (Sinhalese)	
Corsican	Igbo	Maltese	Slovak	
Croatian	Ilocano	Maori	Slovenian	
Czech	Indonesian	Marathi	Somali	
Danish	Irish	Meiteilon (Manipuri)	Spanish	
Dhivehi	Italian	Mizo	Sundanese	
Dogri	Japanese	Mongolian	Swahili	
Dutch	Javanese	Myanmar (Burmese)	Swedish	
English	Kannada	Nepali	Tagalog (Filipino)	
Esperanto	Kazakh	Norwegian	Tajik	
Estonian	Khmer	Nyanja (Chichwa)	Tamil	

## Text/Voice Call/Email Notifications

Apptegy uses Google Cloud Translate to translate your mass notifications. Google Cloud Translate differs from the more familiar Google Translate by **providing a substantially higher quality translation while retaining formatting and styling**. This is a premium service we pay for as opposed to the free Google Translate. You can assign a language to your parent lists and create lists specifically for families who prefer messages in other languages. SMS messages, text-to-speech voice calls, and emails you send to these language-specific groups will automatically translate the message without requiring any additional entry or manual translation. If you prefer to edit the translated text, you have the option of easily making the adjustment before sending it out.

## Mobile App

Your native iOS and Android mobile apps use the built-in language settings of your user's smartphone. For example, if your phone's operating language is set to Spanish, the content of the mobile app will automatically show up in Spanish. This means all of your constituents will have the same great experience. Push notifications through the mobile app will also automatically translate.

### Alert Center

[View Scheduled](#)

#### Channels



#### Select Lists

All Parents x [Edit Recipients](#)

#### Translate Message?

☒ Yes

☐ No

#### SMS Message

School is cancelled tomorrow, April 15th, due to inclement weather.

#### SMS Translations

Spanish ▼

La escuela se cancela mañana, 15 de abril, debido a las inclemencias del tiempo.

[Refresh All Translations](#)

# **Implementation & Success**



# Meet Your Team

In the following pages, we will introduce the team that you will be working with. They bring experience in working with hundreds of school districts across the country. Our entire staff works together in the same office in Little Rock, Arkansas. Beyond your dedicated team shown here, we have a support staff of ~70 that will always be ready to pick up the phone and connect!

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



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



### Jesson George

VP of Client Experience

Jesson leads Apptegy's Client Success, Onboarding, and Technical Operations/Support teams. He brings 18 years of experience in project management, leadership, and customer service in telecommunications. He believes that deeply understanding the client's needs, the school community, and providing the right tools at the right moment are at the heart of the work the Client Experience team does. As a native of Little Rock, Arkansas, he and his family are excited to do this work where he grew up and where he has roots. Outside of work, Jesson spends time with his 4-year-old and 10-month old sons, defending his fantasy football championship, and finding hole-in-the-wall restaurants.

#### B.S. in Business Administration

University of Central Arkansas

18 years of team management experience

- Oversees all work performed for clients
- Manages support, client success, and implementation teams



### Amy Charpentier

Director of Implementation

Amy has not met a problem she did not want to solve, whether it's increasing the rates of college graduation in the Arkansas Delta, improving communication with parents in rural areas with limited internet, or building a virtual school in just under a week. Prior to Apptegy, she was the Chief Academic Officer for KIPP Delta Public Schools. As the Director of Implementation at Apptegy, Amy coaches her team to deeply understand the client's school community in order to create an online platform that radically improves a district's ability to communicate. She enjoys traveling, discovering off-the-beaten path food trails, and reading the New York Times (particularly Sunday Routines).

#### B.A. in Political Science & French

Stetson University

#### Masters in Education | Culture, Curriculum & Change

University of North Carolina at Chapel Hill

18 years experience in education & project/team leadership

- Leads our Implementation & Design teams
- Will work hand in hand with Juan Carlos, Aubrey, and the broader team

## Meet Your Team



### Juan Carlos Coronel

Onboarder

As your dedicated Onboarder, Juan Carlos will coordinate the implementation process on our end and make sure that you are staying on track to meet your milestones. This outdoor activities enthusiast achieved his B.A. in International Relations in his home country of Bolivia before achieving his M.B.A. right here in Arkansas. From there, Juan Carlos gained a plethora of experience ranging from 14 years of being a teacher and administrator at a British International School to providing marketing transcreation to corporate clients. Outside of the office, Juan Carlos spends his time traveling, volunteering, cooking, and spending time with his wife and one-year old son.

#### B.A. in International Relations

NUR University, Bolivia

#### M.B.A.

University of Arkansas

14 years experience in education



### Aubrey Pangle

Client Success Manager

Aubrey will be your dedicated point of contact. Before starting at Apptegy, this North Little Rock, AR native spent 13 years in the education field teaching college and high school English. Aubrey understands the importance of school communication and identity, and she loves that, here at Apptegy, she can help make school district communication and marketing easier for school leaders across the nation. Beyond that, building relationships with these school leaders is, as she puts it, "the icing on the cake." When she's not in the office, you can find Aubrey reading, cooking, taking walks with her dog, or doing yoga.

#### B.A. in English

University of Central Arkansas

#### M.A. in English

University of Central Arkansas

13 years experience in education & has provided ongoing support and training for 250+ clients at Apptegy

## Implementation & Success

- Manages implementation from the time you sign a contract until you go live
- Leads content migration team
- Makes sure we're meeting expected deadlines
- Leads initial training sessions for your team

- Leads all ongoing trainings for your team, including product and topic training like ADA compliance
- Assists your users in using Thrillshare to promote the district
- Assists you in using Thrillshare to run campaigns and initiatives
- Serves as your personal point of contact throughout the partnership



### Jared Dreher

Head of Support

Jared serves as our Head of Support, bringing 12 years of experience in customer service and leadership. Prior to Apptegy, Jared worked at Apple, first as a support specialist and then at the famous Genius Bar. There, he grew a unique skill set that's hard to find: the combination of robust product knowledge, problem-solving ability, and strong people skills.

At Apptegy, you'll see Jared carry over both his technical expertise and empathetic approach to the entire Support team. This means if you contact us for help, rather than referring to a different department, Jared and our Support team already understand the inner-workings of our products and can diagnose problems and offer solutions immediately.

Apart from work, Jared spends time with his three kids and wife, and holds a love for music. While he favors pop punk music, he's recently gotten into some Americana as well.

- 12 years of customer service and leadership

- Leads the Support team
- Has worked with schools that focus on ADA compliance
- Conducts User Acceptance Testing (UAT) ahead of new feature releases



### Ayron Young

Sales Representative

Ayron was born and raised in Little Rock, Arkansas. In her tenure at Apptegy, Ayron has helped hundreds of school district administrators build their brand in today's digital world. Outside of the office, you can find Ayron doing yoga, hiking, playing games (board or video), and spending quality time with her dog, Hank.

#### B.S. in Math

University of Arkansas at Little Rock

- 6+ years of experience working with schools and has met with over 1,000 school districts in the US.

- Serves as your point of contact during the RFP process
- Helps school districts solve their marketing and EdTech needs
- Shows districts new ways of addressing their competitive challenges



### Yury Touchstone

Strategic Partnerships Manager

Yury comes from the frigid north of Toronto. Prior to joining Apptegy, Yury worked in several roles, including sponsorship marketing with Tennis Canada, MLB and the NHL to overseeing the business operations of tech company ACDI up the road in Benton, AR. Her experience in private sector marketing makes Yury a valuable resource for helping school administrators build an online identity in today's digital age. In her free time, Yury loves exploring the world and talking on challenging hikes with her husband Mason.

#### **B.Sc. (Specialized Honours) in Kinesiology & Health Sciences**

York University, Toronto, Canada

15 years experience in marketing and partnerships

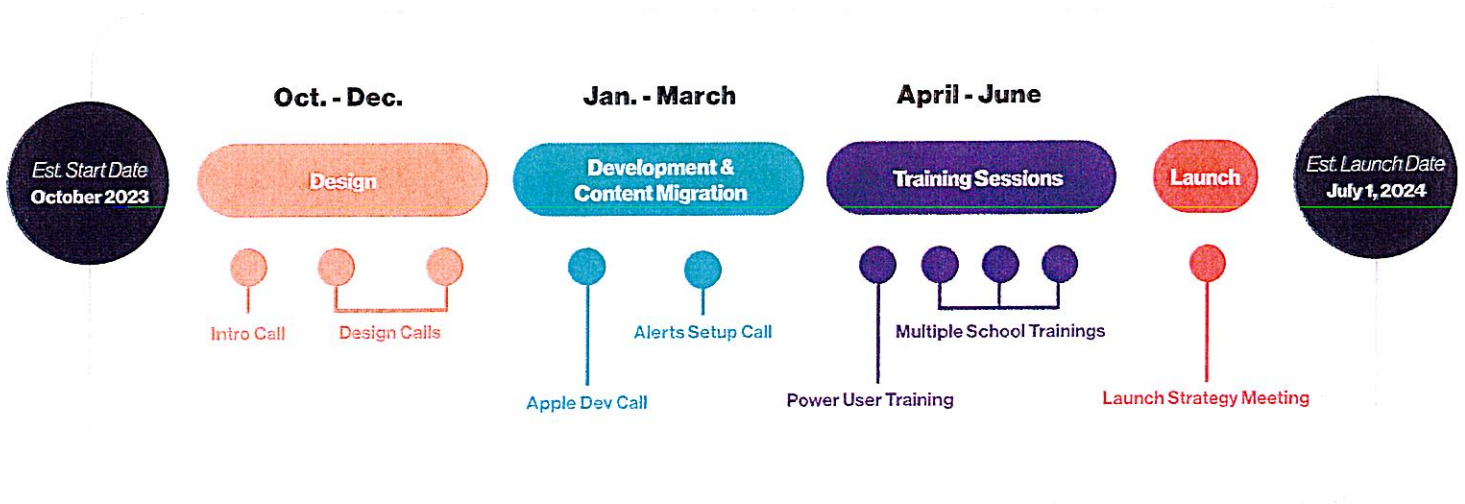
- Serves as your point of contact during the RFP process
- Helps school districts solve their marketing and EdTech needs
- Shows districts new ways of addressing their competitive challenges

# Implementation Timeline

We have **onboarded over 3,500 school districts in the past nine years.** Through this experience, we have optimized our implementation process, outlined below.

We know that each implementation is unique, and we tailor our proven process to fit your timeline and needs. Much of the onboarding process does not need to be linear and will be **adjusted to meet LCS' specific needs.**

We've found that our average implementation length is 2-3 months, making your desired launch by July 1, 2024 a very comfortable process.



### Design | Oct. - Nov.

We get our partnership started with a meeting to introduce stakeholders on your side and ours. In this meeting, we will cover our detailed roadmap, responsibilities, and the overall structure of the planned implementation. Since we have everyone together, this meeting also starts our design process.

Once equipped with your unique needs and requirements for our implementation, we're ready to get started on designing your perfect website and mobile app. We create a high fidelity mockup as a first draft and iterate from there. Since we've already established a good understanding of what you're looking for, this process is typically quite fast.

### Development & Content Migration | Dec. - March

With an approved design, we're ready to build out your iOS app, your Android app, and your website. Once we're done with the development, we will migrate your content. While we touch on content structure during the design process, this is where we hash out the details and get the work done.

We will also set up our sync with PowerSchool during this time and replicate all of your existing call lists for you.

Finally, we run through quality assurance testing. After our team has gone through your entire website and app and confirmed that everything is working, we will ask you to approve the content and functionality as well.



- 2-4 meetings with us, averaging 30 minutes
- 1-2 additional internal discussions



- 30 minute meeting to configure app on Apple/Google stores
- 30 minute meeting to set up SIS exports
- 60 minute meeting to set up call lists and recurring notifications

### Training Sessions | April - June

Trainings with Apptegy are unlimited and included for everyone. An ideal training schedule will include a setup call with your project lead, in-depth sessions for all of your power users, and introduction sessions for casual users. We typically schedule several sessions over a few weeks to accommodate different schedules. This way, everyone is set up for success and can get started using Thrillshare before we go live officially.



- One 90 minute meeting with power users
- One 45 minute meeting with key users at each school and at the central office

### Launch Strategy | July

With everyone trained, your new website and app built, and our launch strategy prepared, we're ready to flip the switch. And flipping the switch is all it takes: we just point your domain – lee.k12.nc.us – to our servers, and the change to the new website will be instant.



- One meeting to discuss our launch strategy
- One meeting to change your domain settings

### Post Launch

Now that your website is live, we work together to drive adoption of your new website and mobile app. This is where your launch campaign gets executed. You will also be working closely with your Client Success Manager, Aubrey, on trainings and best practices, and our support team on any questions your users have after the switch.

# Training

“Train the trainer” is the standard for most software projects, but it is **not** how you get the most usage out of your communication systems.

Most districts go wrong by defaulting to the train the trainer method. Typically, this is an economic decision or the only option vendors provide. We take a very different approach and include unlimited training at no additional cost. This way, we remove the hurdle of involving more people.

Your staff will not have to take up district resources to get trained. Instead, they can schedule a session with us.

**Especially for our bigger districts, this increases involvement and engagement dramatically.**

Trainings are **included and unlimited** for any number of Thrillshare users. This means we won't charge for our initial training, and **we will never charge for ongoing training**—even if we did one per week.

## Initial Training Schedule

Trainings with Apptegy are unlimited and included for everyone. An ideal training schedule will include a **setup call with your administrators**, in-depth sessions for all of your **power users**, and **introductory sessions for casual users**. We typically schedule a number of sessions over a few weeks to accommodate different schedules. The goal is to have all website editors trained during this time. This way, everyone is set up for success and can get started using Thrillshare before we go live officially.

## Dedicated Contact

You will be working with Aubrey, your Client Success Manager, on initial and ongoing training. You will always have an LCS expert to turn to at Apptegy.

## Help Center & Training Materials

When you are in Thrillshare, you can access the Help Center that will give you a step-by-step written guide on every aspect of the platform.

## Live Webinar Trainings & Video Tutorials

We conduct all of our trainings via Zoom. We typically record training sessions so we can provide them as on-demand content for users to revisit whenever they'd like. Therefore, your video tutorials are actually customized to LCS' setup instead of generic instructions.

## Live Chat

If anyone on your team has a question or needs a tip, our support team is available in the Live Chat and will be ready to promptly assist them.

# Support

Our number one priority is for you to be successful with your online presence. That's why everyone at LCS will have full access to your dedicated contact at Apptegy as well as our entire support team.

## Client Success

"Support" is about more than helping with questions and addressing concerns. To us, our partnership relies on making your communication strategy a success. Aubrey will be your Client Success Manager. That means she will be your dedicated point person for training sessions, feature announcements, best practices coaching, and school district marketing consulting.



**Aubrey Pangle**  
Client Success Manager

- Leads all ongoing trainings for your team, including product and topic training like ADA compliance
- Assists your users in using Thrillshare to promote the district
- Assists you in using Thrillshare to run campaigns and initiatives
- Serves as your personal point of contact throughout the partnership

## Support

Of course, we know your Client Success Manager may not always be immediately available. That's why we also have a dedicated support team available to answer any type of question in the moment.

All support is included and unlimited. Every one of your users will have full access to our support team. You might call this premium support for everyone. This means your staff can come directly to us instead of flooding your technology team with questions.

Our entire support team is located in our headquarters in Little Rock, Arkansas, and we are always available to field questions during business hours (8 am - 5 pm CT).

## Response Time

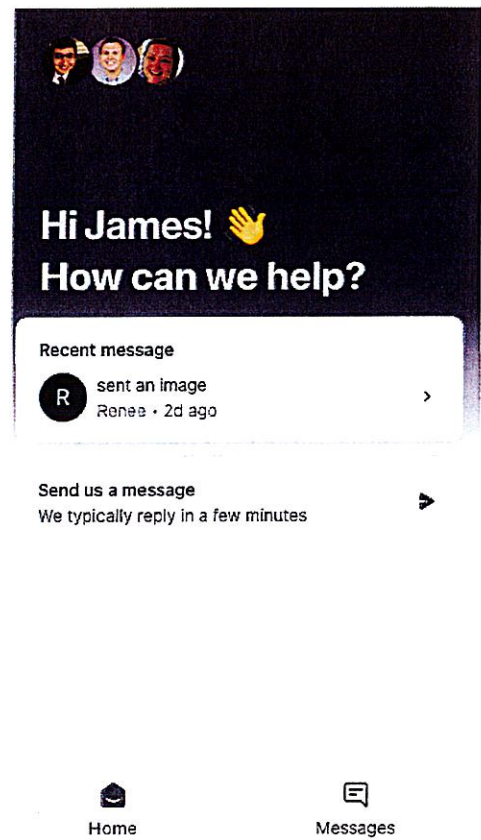
Our median response time for any tickets/reported incidents is 33 seconds. This number encompasses all levels of severity as well as after-hours support. Our support team of ~70 is always available to help!

There are a number of ways you can reach us:

- **Chat:** Thrillshare's built-in chat is the most effective way to communicate with our support team. Any time you log in, you'll find our chat bubble in the bottom right-hand corner, and you'll see who's chatting on the other end. The chat feature is most advantageous because you can work in Thrillshare while talking to us. From the chat, we can also hop on a quick web meeting or phone call to walk through your questions.
- **Phone:** Between 8 am and 5 pm CT, you can reach our support team on the phone at 501-613-0370.
- **Email:** At any time, shoot us an email at [support@apptegy.com](mailto:support@apptegy.com), and we'll get back to you as quickly as possible.

## After Hours

Our official support hours are 8 am – 5 pm CT, Monday through Friday. During those hours, we respond immediately via chat, phone call, and email. Outside of those hours, we also monitor our various inboxes and will resolve important issues when they arise. Please note that for emergency support, we will also share the cell phone numbers of your Client Success Manager, our Head of Support, and our Vice President of Client Experience.



## Your Support Team

Our support team consists of our dedicated Tech Ops team as well as every Client Success Manager and Client Project Manager. Support is available via in-app chat, phone, and email.



# **Vendor Qualifications**



# The Evolution of Apptegy

In K-12 public education, Apptegy is the largest provider of websites and mobile apps, working with over 3,500 school districts across the US, including 32 school districts in North Carolina.

Apptegy started in 2014 with the goal of enabling public school districts to build a strong brand and communicate more effectively with their audiences. In 2015, we partnered with our first three beta clients. Today, in July 2023, we're working with over 3,500 school districts. These school districts have partnered with us for their website, custom mobile app, and mass notification system.

The reason we've grown from zero to working with over 20% of all school districts in the US in just over eight years is Thrillshare's **ease of use**, coupled with the unmatched inclusive user experience for our districts' communities.

## General Information

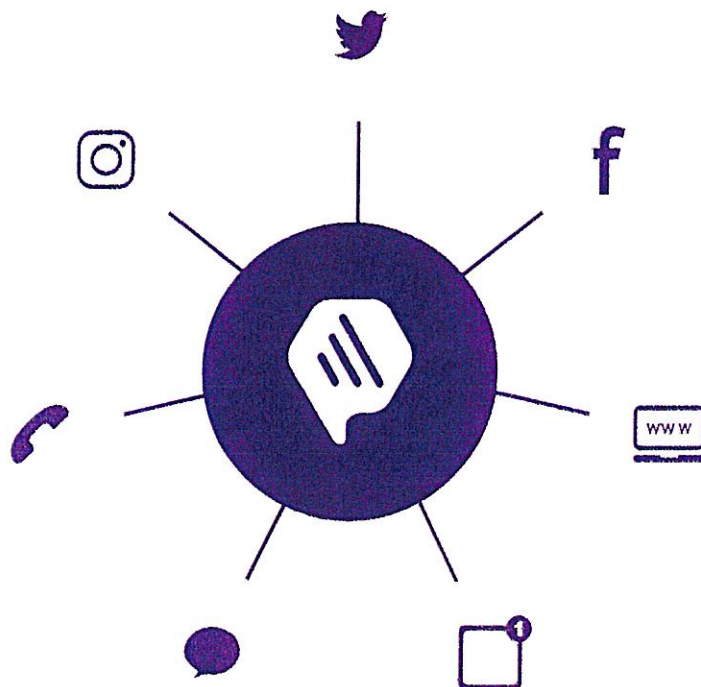
**Years in Business** | 8

**Number of Employees** | 400+

**Headquarters** | Little Rock, AR

## Our Product

**Every one of our 3,500+ school districts uses the same product: Thrillshare.** Thrillshare is the first publishing platform built specifically for public school districts. It empowers our schools to share information, build community, and engage their audiences. Thrillshare powers our districts' **websites, mobile apps, social media, and mass notification systems.**



# What Makes Us Different

## 1 Thrillshare's Ease of Use

With our publishing platform, Thrillshare, you don't need any programming knowledge to update your district's website, app, or mass notification system. Now, you can promote your success stories across all communication channels right from your smartphone.

**3,500+**

**Public School Districts  
Partnering with Apptegy**

## 2 The User Experience for Your Community

Wherever your community engages with you online, they'll be able to do so with ease. No more pinching and pulling to view your website on a smartphone or being redirected somewhere else within your mobile app.

**0 Acquisitions**

**100% of Thrillshare Built  
In-House**

## 3 Your Experience Working With Us

From the beginning, Apptegy set out to be more than a software provider. We strive to be a true partner and resource for our districts. That commitment and our personal, fast, and easy support has earned Apptegy an unheard of 99% client retention rate.

**99%**

**Client Retention Rate**

## Thought Leader in School District Marketing

Apptegy is the publisher of the magazine SchoolCEO.



First published in 2018, this is the **only magazine focused on marketing in K-12 public education**. SchoolCEO is issued quarterly with a circulation of over 20,000 superintendent and school leaders.

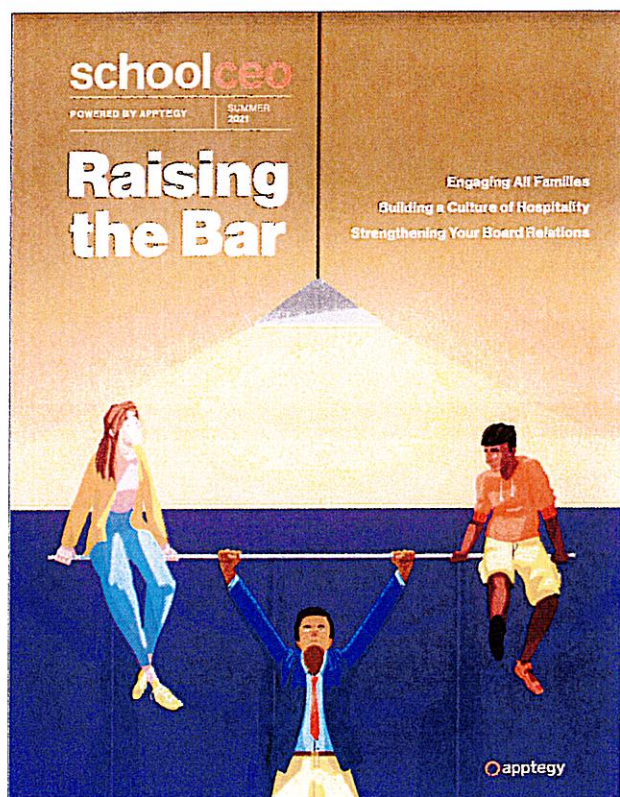
This publication allows us to do **extensive research in public education** while interviewing reputable thought leaders, associations, school district leaders, and clients. Visit [schoolceo.com](https://schoolceo.com) to learn more about the research we've conducted and interviews with thought leaders in the K-12 space.

### Other Awards

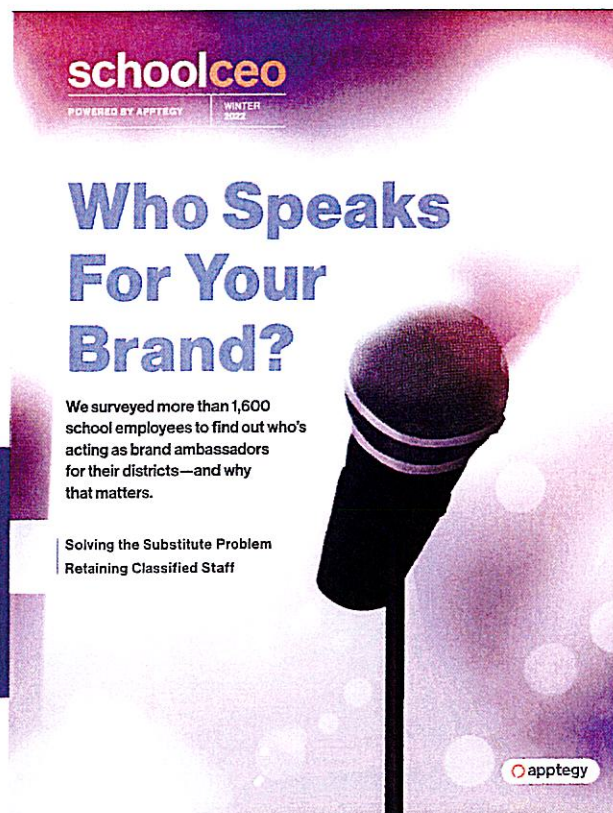
- Forbes Magazine's 2020 & 2021 Top 500 Startup Employers
- Zippia's Best Startup to Work for in Little Rock (2020, 2019)
- Inc. 5000 Fastest Growing Private Companies (2021)
- Inc.'s Best Workplaces (2022)



Conducted the **largest study** on how millennial teachers chose where to work and how school districts are marketing to them



We conducted a country-wide study on the importance of who tells your district's stories.



# References

Apptegy has partnered with **more than 3,500 school districts** over the last eight years. While each project is unique, we take a similar approach to each one, including many districts around the same size as yours and 32 school districts in North Carolina.

Below, we have included three references from North Carolina. Please feel free to check out their websites and apps as a samples of our work, and also feel free to reach out to them.

**Harnett County Schools** | North Carolina

**Pender County Schools** | North Carolina

**Johnston County Public Schools** | North Carolina