LEE COUNTY SCHOOLS

INSPIRED.

Web Hosting Services for Lee County Schools.

Included in this packet:

- Request For Proposals (RFP)
- Vendor Questions & LCS Responses
- Demo Agenda (7/27/2023)
- Price Comparison
- Group Bid Evaluation
- Group Bid Evaluation Totals
- Individual Bid Evaluations
- Recommended Vendors Bid (Apptegy) - Includes Contract

Recommending a one-year contract with optional 1-year extensions with Apptegy.

Payment Schedule - Payable subject to the terms of Agreement	Amount
Total of the above, collectively, the "Services"	$97,650
October 1, 2023	$18,000 (One-time development for Media) + $13,650 (One-time discounted development for Rooms)
Client Start Date July 1, 2024	$35,650 (Media Annual) + $30,350 (Discounted Rooms Annual)
July 1, 2025	$66,000 (Media Annual + Rooms Annual)
July 1, 2026	$66,000 (Media Annual + Rooms Annual)
Renewal July 1, 2027	$66,000 (Media Annual + Rooms Annual, if renewed) *Subject to 5% increase for renewal

LEE COUNTY SCHOOLS

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Request for Proposal (RFP)

Publishing platform, website, mobile app, mass notification, two-way messaging system, and social media integration from a single vendor for Lee County Schools

Introduction:
Lee County Schools is seeking proposals from qualified vendors to provide tools that improve the district's ability to communicate with families and other community stakeholders. The purpose of this Request for Proposal (RFP) is to solicit competitive bids for a 3-year contract with two 1-year optional extensions. The contract start date is July 1, 2024, and the fiscal year and contract dates will run from July 1 to June 30.

We know that our families are inundated with information from a variety of communication channels. We are hoping to build a one-stop shop for our families and reach them where they receive the majority of their communication, on a smartphone, while simultaneously updating and providing information to stakeholders that do not have children in the system via website updates and social media.

For these efforts to succeed, communication needs to be as easy as possible for administrators and district staff. If we can simplify getting the word out, we will be able to share more positive stories and enhance the brand of Lee County Schools by equipping each campus to promote itself. For this, we are looking for a publishing platform that will allow us to manage all communication channels from one place. This platform must provide a website, mobile app, mass notification system, and social media posting capabilities. We are seeking a single vendor to manage all deliverables in this request.

Schedule:
The following schedule outlines the important dates for this RFP process:

- 6/16/2023: Release of RFP
- 7/7/2023: Last day to submit questions
- 7/21/2023: Bid due date (contract must be submitted with the bid)

- 7/27/2023: Virtual demos for vendors that submit a bid, presented before a review committee review
- 7/27/2023: Vendor selection
- 8/2023: Present selected vendor before the Facilities & Technology Committee and the Finance Committee
- 9/2023: Presentation before the Board of Education (BOE) for approval

Scope of Work:
The selected vendor will be responsible for providing reliable and secure services for Lee County Schools in several areas. The scope of work includes but is not limited to:

- Hosting and maintenance of the school district's website and associated web applications.
- Ensuring high availability and uptime of the website.
- Implementing robust security measures to protect against unauthorized access and data breaches.
- Regular backups and disaster recovery procedures to minimize data loss.
- Scalability to accommodate potential growth in website traffic and content.
- Technical support and troubleshooting services.
- Compliance with all applicable laws and regulations regarding data protection and privacy.
- Content migration from the current provider/platform must be included at no additional cost, or must be included in the total cost of the website.
- Must complete documentation required by NC Department of Public Instruction (NCDPI) for third-party data synchronization. Applicable information and forms can be found here: https://www.dpi.nc.gov/about-dpi/technology-services/third-party-data-integration

A. **Website**
   1. Must be the vendor's proprietary Content Management System (not open source) that is built specifically for K-12 school districts.
   2. Fully customizable design at no additional cost (unlimited design and consultation hours included).
   3. Fully customizable campus website designs at no additional cost (unlimited design and consultation hours included).
   4. Fully responsive design for all modern browsers and devices.
   5. At least once per year, must offer a complete redesign of the website at the request of the district, at no additional cost.
   6. Must be hosted with Amazon Web Services or equivalent service in terms of security and reliability.
   7. Must contain a fully native internal website search (no external embeds, i.e. Google).

8. Must include the ability to include pop-up alerts through the website for emergency notifications.
9. Must have ability to incorporate full-screen mega menus to build consistent navigation between desktop and mobile use.
10. Must include a fully native, social media-like feed on the homepage and each school site's homepage, which shares content with the district social media accounts.
    a. Must not be an embedded social media feed and must function without any social media integrations.
    b. The feed must be translatable with the same functionality as the rest of the site.
    c. Users must be able to open up images in a popup without being redirected away from the page.
11. Native website translations without any change to the visual appearance of the site (i.e. - no Google Translate header, or similar)
12. Must be ADA compliant and contain guardrails to ensure the district remains in compliance (i.e., required alt-text for all images, pre-set font properties, etc.). If an additional plugin is required to maintain ADA compliance, the plugin cost must be included in the total for website cost. It may not be listed as optional.

B. Mobile App
1. Must include a fully native mobile app for both iOS and Android.
2. The app must be custom designed according to the district brand.
3. The app must have completely separate sections for each campus. Users should be able to switch between schools from every screen with no more than two clicks.
4. Must include the ability to send push notifications to individual, personalized groups, which the users may select.
5. Must include a fully native, social media-like feed on the homepage and each school's section of the app, which shares content with the district social media accounts. This must not be an embedded social media feed and must function without any social media integrations. Posts need to have the capability to show up to four images. All images should be clickable to enlarge (not simply linking out to social media sites/apps).
6. Must include native content sections for the following functionality. A link to the website is not acceptable/sufficient.
a. News
b. Staff Directory
c. Calendar
d. Lunch/Breakfast Menus

      e. Documents

      f. Forms

    7. Must automatically translate into the user's default language according to their phone's settings.

C. Two-Way Messaging Within the App

1. Two-way messaging and classroom messaging must be fully integrated within the mobile app.
   a. Users can access messaging from any screen within the app with 1 click.
   b. Messaging is native within the app and not a third-party embed.
2. App must support logins for all parents, guardians, and students.
3. App must allow for direct two-way messaging and push notifications for parents and students.
4. Messaging must be branded for the District, not for third-party organization or company (100% white labeled).
5. App must provide direct translation capabilities for two-way messaging.
6. Parents/guardians can switch between all of their children/students without logging out.

D. Publishing Platform

1. Single publishing platform/CMS must power the website, mobile app, mass notification system, and social media. Must be provided by a single vendor.
   a. Must have the ability to send a message from one interface and with one click to: the district website, mobile app, Instagram, Twitter, Facebook, and as a text message and phone call.
   b. Must include the option to send messages to the district and multiple campuses at once, connected to each campus Facebook, Twitter and Instagram page; as well as update each campus homepage and app section.
   c. Must include approval process for messages and posts. Monitored users can submit messages that are approved by a designated approver before going live. Must have the ability to map each user to an individual approver.
2. Must include a native news/blog section.
   a. Must include the option to send posts to the district and multiple campus pages at once.
   b. Must have the ability to share a link and thumbnail to Facebook and Twitter when posting. This should share to all the social media pages of all selected schools.
3. Must include an event calendar that syncs with an unlimited number of district Google/Microsoft Calendars. Users must also be able to add in events manually.
   a. Must include multiple views for dates (a standard monthly calendar view and a scrolling date view) on both website and app.

b. Must include the ability to add an address to any event and provide directions from a user's location from the mobile app.

c. From the app, users must be able to add an event directly to their personal calendar without copying and pasting the information.

d. Ability to share an event using native iPhone/Android functionality.

4. Must include an athletics section that will show the dates for all games.

a. This section must have individual subsections for each team, with a schedule for all of their games within the subsection, as well as the team's overall record and scores for each game.

5. Must include a staff directory with uniformed design which can be updated via batch uploads. Staff should be filterable by department and building and must have the ability to feature name, photo, title, department, phone number, email address, and website.

a. On the website, you must have the ability to hide the email address.

b. Must also have the option to use a contact form for each staff member instead of revealing the email address. Contact form must be spam-proof.

6. Must include a fully native breakfast/lunch menu. We do not want to upload individual PDFs for every month and do not want to link to a third-party.

7. Must include native document storage, working with similar functionality to Google Drive. The document storage must be able to accept all document formats. It must also be able to support multiple folders and subfolders.

a. Each document must automatically generate a shorthand URL (bit.ly for example).

b. Shorthand URL must track number of visits.

c. Ability to update/replace documents without changing the document URL.

8. The platform must include native forms which can be used for surveys, permission slips, etc. with easily accessible results. Forms need to be natively published to both website and app with a single click (no embedding necessary).

9. Must include a mass notification system.

a. The mass notification system must have the capability to send phone calls, emails, and text messages to all contacts registered within the district SIS and additional upload/syncs with other systems.

b. Pricing of this proposal must include unlimited text messages, calls, and emails.

c. Text messages must allow at a minimum 280 characters.

d. The system must give the option to send mass text messages and phone calls while posting the same message to the district website, app, and social media accounts simultaneously.

e. The system must sync with our SIS multiple times per day in order to keep all information up-to-date.

f. Must provide the option to set up recurring messages (such as attendance notifications) that can be customized with variables such as student names, dates, etc.

g. Must provide the option to send a call with either text-to-speech or a recorded live voice.

h. Recording a voice call must happen directly through the browser (no need to call in/be called on a phone).

i. Must include the ability to easily be translated to any guardians preferred language listed within our SIS. These translations must have the option to be edited by fluent speakers.

j. Must include detailed analytics, including the cause of any call/text failure, with the ability to narrow down these analytics to an individual contact.

k. Must include the ability to add a user to a "Do Not Contact" list for some or all of their registered modes of contact.

l. All messages must be easily identifiable as district-generated (ex: using the district's number for calls). Must allow us to set up numbers for each school.

m. Must be able to generate lists of contacts through data filters within the system. For instance, the district must be able to parse down a list of all third grade guardians to a list of all third grade guardians whose primary language is Spanish.

n. Email editors must allow HTML code / embed of content.

10. Platform includes the backend for two-way messaging as outlined above.

a. Messaging tools must provide administrative oversight into teachers & staff messaging at the discretion of the district.

b. All messages are stored, archived, and accessible.

c. Classes are set up automatically via SIS sync or SSO.

d. Ability to add an unlimited number of other groupings such as activities, athletics, etc.

e. Must have the ability to integrate with Google Classroom for announcements and assignments.

f. Teachers must have the ability to share management over a class.

11. The page editor must include a draft mode for any page as well as built-in preview of pages by different device types.

12. Must be able to design webpages with "drag and drop" layout and content elements in a "What you see is what you get" page editor.

13. The page editor must also include the ability to add custom HTML, CSS, and Javascript.

14. All images that are added to the website must require alt-text.

15. All images must be editable while still retaining aspect ratio and without stretching the image.

16. Must be able to embed videos from YouTube or Vimeo without requiring embed code.

17. District users must be able to edit the overall site menu down to three levels.

a. The CMS must allow users to create new menu items in draft mode. This draft mode must hide all content listed under a drafted heading.
b. Must include roles and permissions for individual users, which will be set on a per-school and per-page basis.

E. Mobile Backend

1. Provide an app that will allow us to send a message to the district website, app, and Facebook, Twitter, and Instagram, as well as send a text and call, all at the same time.
2. The mobile backend must allow for sending to one school site or multiple sites. If multiple are selected, it must update all connected Facebook, Twitter, and Instagram pages as well.
3. The mobile backend must have the same call/text lists as the desktop publishing platform.
4. App must include the ability to record a call from the app (without having to call/be called).
5. The app must also include the ability to publish long form articles to the "news" section.
6. Administrators must be able to approve posts-to-be-published from the app.
7. Authorized district users must be able to add events to the calendar from the app.
8. Authorized district users must be able to update scores for the athletic section of the app.
9. Teachers must be able to log in to message their classes, students, and parents/guardians.

F. Training and support

1. Full training and support must be unlimited for any district user, at any time throughout the contract.
2. We expect there to be approximately 200 power users who will on average contact support once a week and will expect an individual 1:1 training once or twice a school year. Please confirm that this amount of training and support will be included.
3. 1:1 teacher training fully included for all teachers.
   a. Company must commit to unlimited and ad hoc 1:1 training with every teacher at the district for no added cost.
   b. Unlimited 1:1 zoom calls or immediate chat support for every staff member, teacher, and coach.
4. Training must be conducted and recorded via Zoom or Google Meet sessions in order to retain individualized instructions for trained users.
5. Must provide an online library of help documents for district users.
6. Must provide full, comprehensive ADA Training for all users, free of additional charge.
7. Must provide a dedicated contact at the company for the district, who may be reached after hours in the case of an emergency.
8. Must have an average response time to any reported incident of under a minute.
9. Must include a live, online chat for support, as well as a phone number and email.
10. Chat support must be available from within the publishing platform.

11. Support must include a manual sweep of the website every month for any accessibility issues.
12. The company must help the district with promotional materials to advertise the new website and app.

Proposal Submission:

Interested vendors are requested to submit their proposals in accordance with the following guidelines:

- The proposal should include a completed copy of the contract, which will be provided as an attachment to this RFP.
- The proposal should clearly address each section of the contract, providing detailed information and a comprehensive approach to meeting the requirements.
- Any additional information, such as case studies, references, or certifications, should be included to support the vendor's qualifications.

The proposal must be submitted electronically via email to the following contacts:

- James Alverson: jalverson@lee.k12.nc.us
- Rebecca Measamer: rmeasamer@lee.k12.nc.us
- Rebel Hunter: rhunter@lee.k12.nc.us

Proposals must be received no later than the bid due date specified in the schedule.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- 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:
    - The contract terms and conditions will be provided as an attachment to this RFP. Vendors must carefully review the contract and ensure compliance with all terms before submitting their proposals.

Point of Contact:

All questions and communications regarding this RFP should be directed to:
https://docs.google.com/forms/d/e/1FAIpQLSfXZZ6C4K-ykg88QLKZcSoZCg7-z5Dg8SXB4X
AKGQqwPYp9jw/viewform

Disclaimer:
This RFP does not commit Lee County Schools to award a contract, to pay any costs incurred in the preparation of a proposal, or to procure or contract for services. The school district reserves the right to accept or reject any or all proposals received as a result of this RFP process, to negotiate with all qualified sources, or to cancel the solicitation at any time if it is in the best interest of the school district.

We look forward to receiving your proposal.

Sincerely,
James Alverson
Public Information Officer

Timestamp	Email Address	Vendor	Name	Email	Phone	Question
6/19/2023 13:52:37 am	divyank@santoriatech.c...	Santarm	Divyank Bhatt		+1 737 214 2235	1) Are you looking for a ready-made(Off-The-Shelf) solution or you are open to custom software solution that can be built from scratch? 2) If open to custom software development, what will be the budget for that? 3) If the potential bidder is an US registered software development firm with an offshore development center based in India, are you open to receiving proposal from such firms?
6/26/2023 11:57:46	ben.craft@parentsquare... com	ParentSquare	Ben Craft		70494?2410	The RFP states "The contract terms and conditions will be provided as an attachment to this RFP. Vendors must carefully review the contract and ensure compliance with all terms before submitting their proposals." We have not been able to locate these Ts & Cs. Can you provide a copy?
6/30/2023 15:27:43 am	katie.cooper@apptegy.c... om	Apptegy, Inc	Katie Cooper		501-230-4569	What is the District's desired launch date for their new communication tools?
6/30/2023 15:28:28 am	katie.cooper@apptegy.c... om	Apptegy, Inc	Katie Cooper		5012304569	How many students, teachers, and schools are in the District? Fully customizable design at no additional cost (unlimited design and consultation hours included). "In the context of 'Fully customizable design at no additional cost,' it means that you have the freedom to customize the design of a product, service, or solution according to your specific requirements or preferences without incurring any extra charges. This includes the flexibility to make changes and modifications to various design elements such as color schemes, layouts, typography, graphics, and more. You can align the design with your brand identity, target audience, or specific project requirements. Additionally, you have the opportunity to incorporate your own branding elements, logos, and visual assets to create a cohesive and personalized design that reflects your organization's identity. The inclusion of unlimited design and consultation hours allows you to discuss your design ideas, seek advice, and collaborate with the design team without any additional costs. This ensures a thorough and comprehensive design process tailored to your needs." Please let us know if there is any deviation in our understanding. Fully customizable campus website designs at no additional cost (unlimited design and consultation hours included). It looks the same as above. Please let us know if there is any deviation in our understanding.
7/4/2023 8:24:13	nitesh.sharma@telemnd... r.com	Samm Teleminitz Pvt Ltd	Nitesh Sharma		9871923718	At least once per year, must offer a complete redesign of the website at the request of the district, at no additional cost. It is contradicting with the above two points where we are talking about giving the full customizable design. Please let us know if there is any deviation in our understanding. Hi Jurius, Rebecca & Rahul, I saw Lee County Schools' website design RFP and we wanted to submit a proposal to share some of the ideas we had. To better understand your goals with this project, I'd appreciate it if you took a few minutes to answer the questions below. 1. What are the biggest issues or problems you're having that prompted this website design decision? 2. What are your organization's most important broader goals with a new website (not in terms of site features/functionality, but bigger concerns like improving brand image and web presence, increased awareness, better highlight values, vision, and purpose, etc.)? 3. Besides common website features, will there be any custom integrations with third-party services or anything that'd require significant custom coding? When you have the time, please reply with the answers. I'll check in after a few days or so as well. If you have any questions or feedback, definitely let me know. I'm always here to help.
7/4/2023 13:31:58	hello@codebetder.com	Codebetder	Aireal Arque Depano		701 670 3007	

7/1?/2023 Good morning, Sorry for the delay in getting back to you. From the language you added I do not see a deviation in your understanding of those provisions of the RFP. The first bullet point refers to the district website which serves all schools and is run by the central office personnel. The second provision you asked about refers to school-specific websites (campus websites). Those need to be integrated into the district page, but customizable to school-specific needs. They are run mostly by school-site (campus) personnel, but some district users need to have oversight/design/posting abilities for each school. The complete redesign offer at the request of the district would be a major overhaul of all websites, district and campus sites, to new templates, customized layouts, etc. all at the same time.

7/1?/2023 Good morning, and I apologize for a delay in getting back to you. Here are the responses to the questions that you submitted to the online form. 1) The biggest issue is the difficulty of updating website in general. Most of our school webmasters have other roles. 1) What you see is what you get, with drag and drop editing/placements, is critical to success. We also have to maintain social media presence on Facebook, Twitter, and Instagram as a district and school campus sites. These individuals are often in charge of those platforms as well. This led to some platforms being updated more than others because users were most comfortable with one social platform over another, many times almost completely neglecting the website. We need the content we're producing, regardless of who is doing it, to be pushed to multiple platforms to communicate with a wide range of audiences in our community. 2) We are a small district with limited personnel. However, we have to compete for students in our community with three charter schools and two large private schools. We have to be able to show how we are educating every child in our district and impacting the future of our community through the wide-ranging programs offered in our schools. Public schools often are seen in a negative light for perceived problems with student performance, growth, discipline, etc. However, we feel we have a great story to tell and if technology is getting in the way of people hearing our side of the story, we need to do what we can to make it easier for those inside our organization to get the word out to our community stakeholders and general public about the good happening here. 3) Our student information system is PowerSchools. The required SMS, email, phone call notification system will require significant integration with PowerSchools, which houses all student data. As it houses all student data, there are some state requirements for connecting with the state-operated system. Those are included as a link in the RFP and have to be completed if a bid is selected. We also want to make sure that when content is created, it can be created one time and shared across multiple platforms from the post generation page (Twitter, Facebook, Instagram, SMS, Email, District/Campus Websites, Mobile App, etc.). We want to eliminate the need for our school webmasters and social media coordinators to produce the same/similar content in multiple apps or places. Hope this helps explain your questions. Look forward to hearing from you

Timestamp	Email Address	Vendor	Name	Email	Phone
7/1/2023 14:54:36	samantha.hattison@weinteractive.com	Wave Interactive, LLC	Samantha Hattison	samantha.hattison@weinteractive.com	402680333
7/1/2023 8:38:59 am	katie.cooper@applegy.com	Applegy, Inc.	Katie Cooper	katie.cooper@applegy.com	501-230-4569

Questions

Publishing Platform:
1. The RFP mentions a mass-notification system - will this include notifications via email and/or text? If yes, do you have a preferred SMS or email platform that you are currently using?
2. Which student information system (SIS) do you use?
3. How many unique user roles will be needed for the administration of the publishing platform? For example, it sounds like Global Admin (access to everything), Content Moderator (access to most functions, able to approve specific content), and Content Author (able to create posts, but unable to publish without approval) will be needed at a minimum - are there any other roles that would be useful?
4. What SSO platform will be used for the publishing platform?
5. Is there a live-chat platform that is preferred or currently in-use?

Website
1. Can you provide an estimate of the number of pages (or amount of content) that will need to be migrated from the existing platform?
2. What is the existing platform built on?
3. How many separate campus website designs will need to be included in the scope?
4. How many languages will the website need to be translated into? Will the district be providing full translations for all content?
5. Can you provide an overview of the types of frontend functionalities and features that will be needed for the website (without having signed in)?
6. Other than that integrations required for the social media and mass-notifications systems, will there be any additional third-party platforms that must be integrated into the website?
7. Will the website require single sign-on (SSO) for website-only administrators? If so, which provider?
8. Is there any need for the website to provide a web-based portal for parents who may prefer to use a desktop version of the app?
9. How many visitors does the site get per month?

App
1. Will parents be able to register with the app directly, or will they need an invite from the school in order to register?
2. Will the app require any integration with single sign-on (SSO) for parents? If so, which provider?
3. Are there any specific student privacy laws or similar regulatory requirements that the app must adhere to?

General
1. Is there a set budget or budget range for the initial build of the website, app, and publishing platform?
2. Is there an ideal timeline for the launch of the new platform?
3. Is there a yearly budget allocated to ongoing support, services, and maintenance?
4. Is there a preference for local vendors?
5. Is there an incumbent bidder on this project?
6. What factors made your team decide to release an RFP for this project (for the diligence, or to seek a change)?
7. What qualities have worked well or made a project successful with past vendor partners?
8. Does your team have a preference on the format of the submitted proposals? Will you be primarily viewing the proposals on a screen or printing them for distribution to your team?
9. Will you be releasing an addendum with all questions and answers for this solicitation? If not, would you be willing to provide a copy of all submitted questions and answers from other prospective bidders for this solicitation?

Good morning! I had submitted questions for this bid on June 20, and I was wondering when we could expect to recieve responses to questions? I know the bid due date is this week, and we want to make sure our proposal responds to the RFP appropiately in its entirety.
Thanks!

7/12/23 Good morning Samantha,

Thanks for your patience on the response to your questions and I apologize for the delay in getting back to you. Here are the responses to your questions.

Publishing Platform: 1. We do not currently have an SMS text messaging system. Our email platform for broadcast (one-way) email notifications to parents/connected individuals is Blackboard Connect, which is our current web provider. Because of the state integration with Google Email system, 4 that is any rule. 2. Our district uses PowerSchools. Because of the state integration with PowerSchools, there are some state-level requirements for data security, etc. that any vendor that would be contracting to that data would have to meet. The link in the RFP has more information about what is required by the State for connecting to that data. 3. I think that those three content levels are appropriate and I cannot think of additional levels that would be required 4. We're a Google district for email, drive, and other applications, so I think that covers your question, but if not please list the know what you mean by SSO platform 5. We do not currently have a live-chat platform.

Website 1. My best guess on that is 10-20K. 2. Existing platform is on Blackboard Connect which was purchased by FinalSite and will sunset in the next two years. 3. There would need to be a district site and we have 17 campus sites (2 pre-k, 8 elementary, 3 middle school, 3 high school, 1 alternative school) 4. The minimum number of languages would be 2, English and Spanish. We are not able to provide full translation of all content. On our current site we have a listing of the translations list that the current provider automatically translates to. We'd like to keep that or similar functionality 5. Visitors to the site need to be able to easily find information about our district, how many schools, our board of education, policies, central office staffing/departments, a calendar of events, job postings/listings, and news/information from the district as a whole. The same can be said of each school campus site, with the exception of Board of Education, as that is a district-level matter. School campus sites need to be able to have a calendar for their specific school, lunch menus, and information specific to each school. For example, the high schools would need an athletics section, and a clubs/actives section, etc 6. Not that we are aware of at this time 7. As mentioned earlier, we are a Google district, so if Google can be used as a SSO provider, that would be best 8. We did not list it as a requirement, but that would be a great feature 9. We are averaging about 150K visits per month during the school year.

App 1. The parents should be able to register with the app directly, but should not be able to "connect" or link with a specific student's teacher/classroom without the PowerSchool integration connecting them or a specific invite from the school administrator. We would prefer that community members be able to connect with specific schools, teams, on their own, with integration of the teacher-student level communication limited to only those individuals in the PowerSchools SIS system as parent/guardian contacts 2. Not required. 3. See the answer to #2 in the Publishing Platform. Because PowerSchools is controlled by the state, there are requirements for any company relative to data security of student data that must be agreed upon and adhered to for a company to get the SIS feed from PowerSchools. Outside of that, we'd expect best industry practices to protect individual and student data from a potential breach.

General 1. There is not a set budget at this time 2. Ideal timeline for the launch would be July 1, 2024 of the new platform, inclusive of all terms of the RFP 3. There will be a yearly budget for this term and what that budget is will be determined by the Board of Education/District Staff based on upon the successful completion of the RFP process 4. No preference for local vendors 5. The incumbent bidder is FinalSite as they purchased Blackboard Connect, which focuses the current website. While we haven't received a bid from them at this time, I would expect that we got a bid from them 6. We are doing our due diligence to ensure that we have the most effective and efficient communication platform available for our district personnel to tell the story of Lee County Schools and help keep our community informed about things happening in the district. We know we need to improve the ease of posting to multiple platforms for our school webmasters and social media coordinators to make sure that we have consistent and regularly updated content across all of our communication channels. 7. Communication in the design phase and regular follow-up training for personnel that will be responsible for implementation of the new technology has been the key to successful roll-outs in the past. I would expect it would be similar to this project 8. Our team will likely be viewing proposals on the screen, though some may elect to print their own copies. PDF would be preferred. For the bid demonstration day on 7/21/23 we will be viewing any materials you submit prior to that and seeing product demonstrations through a virtual meeting platform (Google Meet), so a PowerPoint or similar presentation may be best in that particular setting, but it is up to you how you would present to our team in that demonstration 9. I can and I'm attaching a PDF with all of these items to this email.

Resent response from 7/3/2023

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

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

CodeBorder						
Initial Budget	One-Time	Annual	1st Year	2nd Year	3rd Year	3 Yr Total
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					
			$369,000	$120,000	$120,000	$609,000
Recuirring Costs						
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				

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

ParentSquare						
One-Time Fees	One-Time	Annual	1st Year	2nd Year	3rd Year	3 Yr Total
Onboarding	$11,250					
Annual Subscription						
Engagement Platform (website + communications)		$50,416	$67,766	$56,516	$56,516	$180,798
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:

CRITERIA		Total of all submitted bid evaluations			
		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)				
TOTAL (100 points)		576	123	560	540

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
James Alverson	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	
Molly Poston	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	
Rebel Hunter	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	
Rebecca Measamer	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	
Elayne Monjar	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	
Amy McCaskill	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	
Final Totals	576	123	560	540	3 Year

PROJECT INFORMATION:

Lee County Schools – Web Hosting

IDENTIFIED VENDORS:

NUMBER	VENDOR NAME	PRODUCT/PRICE 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:

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 answers
- translations

ParentSquare

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

PROJECT INFORMATION:

Lee County Schools – Web Hosting

IDENTIFIED VENDORS:

VENDOR	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:

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	93 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 GI Account
- 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, ~~Stu~~ 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?
- Intergrate 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
- ~~Does not integrate to Canvas via Parent Square~~

PROJECT INFORMATION:

Lee County Schools – Web Hosting

IDENTIFIED VENDORS:

NUMBER	VENDOR NAME	PROPOSED PRICE (TOTAL)
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:

CRITERIA		V1	V2	V3	V4
Experience & Qualifications	(15 points)	15		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
- Crafted to be like Social Media
- Integrated w/ Google Classroom
  - can link to Canvas but not Autofeed
- Automated Content Moderation not available
  - Flagging System

- Arrival 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 - not all language auto translated

CodeBorder

Did Not Show

Edlio

- Responsive design for mobile browser
- Google Calendar Integration / Calendar Sync
- Direct API integration w/ Prime Schools
- Design Templates Available
- New websites Cost extra
- Content Migration is included
- Tiered in user Permission
- Unlimited Text Support
- 4% plus 33¢ transaction fee or site

- Activated from 1 PAYMENT
  - Payment options others date & use USAGE options?
- Forms LIBRARY OF Templates
- Very galley Button / CC auto added w/ full receipt
- Upgraded features → extra cost
- Auto translation in app - including of key phrases
- Han Jiao w/ reporting dashboard
- Student + ID Directory

ParentSquare

- District Branded APP & unlimited messaging - added cost.
- Looks an "Approval" system to Posts other than direct Editing Post
- Highly Configurable
- Tiers of Migration? (Not fully included)
- Training based on long subscription
- Ability to API compliant →
- Newsletter Templates Available

- Cool user configuration
- Button Creation tool (built in APP)
- Revision History Available
- Web + Mobile App for Parents + Teachers
- Great Reporting Tools
- Broad adaptability for Translation Services

- Weekly webinars available free to all

LEE COUNTY SCHOOLS

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:

CRITERIA		Apptegy V1	Code Border V2	Edlio V3	Parent Sq. V4
Experience & Qualifications	(15 points)	12		10	12
Capabilities & Infrastructure	(20 points)	18		19 extras	15
Pricing	(25 points)	18		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   forms

Evaluator/s: Molly Poston   payment

Date: 7-27-23   hall pass

Signature: M. Molly B Poston   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)
CreateOnce - Publish
        Everywhere

ADA compliant

looks like
what we have
now

PROJECT INFORMATION:

Lee County Schools – Web Hosting

IDENTIFIED VENDORS:

VENDOR	VENDOR NAME	PRODUCT BRAND, ETC.
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:

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 / 105	62	95	91

Vendor Selected: Apptegy

Term Selected:

Evaluator/s: Rebel Hunter

Date: 7/27/23

WB Wicker

Signature: [signature]

PROJECT INFORMATION:

Lee County Schools – Web Hosting

IDENTIFIED VENDORS:

VENDOR	VENDOR NAME	PRODUCT/BRAND OFFERED
V1	Apptegy	3 Year Total: $229,650 - See Notes
V2	CodeBoarder	3 Year Total: 609,000 - See Notes
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EVALUATION CRITERIA (FOR AUGMENTING CURRENT ENVIRONMENT):

CRITERIA EXPLANATIONS:

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- 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:

CRITERIA		V1	V2	V3	V4
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) 105		99	61	95	91

Vendor Selected: *Apptegy*

Term Selected: *3 year*

Evaluator/s: *Rebecca Measamer*

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

Signature: *Rebecca Measamer*

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 Calanders.

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. only Facebook and Twitter

PROJECT INFORMATION:

Lee County Schools – Web Hosting

IDENTIFIED VENDORS:

VENDOR NUMBER	VENDOR NAME	PRODUCT BRAND OFFERED
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- Availability of technical support and response times.
- Compliance with applicable laws and regulations.
- Contract Terms and Conditions:

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)				
TOTAL (100 points)					

Vendor Selected:

Term Selected:

Evaluator/s: _Stefanie Clarke_

Date: 8/2/23

Signature:

LCSS Web Hosting
Price Comparison

Apptegy

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

CodeBorder

Initial Budget	One-Time	Annual	1st Year	2nd Year	3rd Year	3 Yr Total
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Recuirring Costs						
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				

Edlio

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

ParentSquare

One-Time Fees	One-Time	Annual	1st Year	2nd Year	3rd Year	3 Yr Total
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ADA Scanning		$2,500				
Advance Website Translation		$3,600				

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

Booms like DoJo. Clean user friendly

both have this feature

CodeBorder

Expensive

loving way for teacher pages

branded "pp"

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?
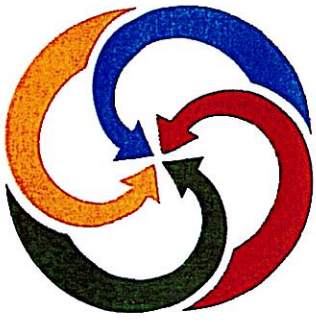
Lee County Schools

Webhosting RFP

apptegy
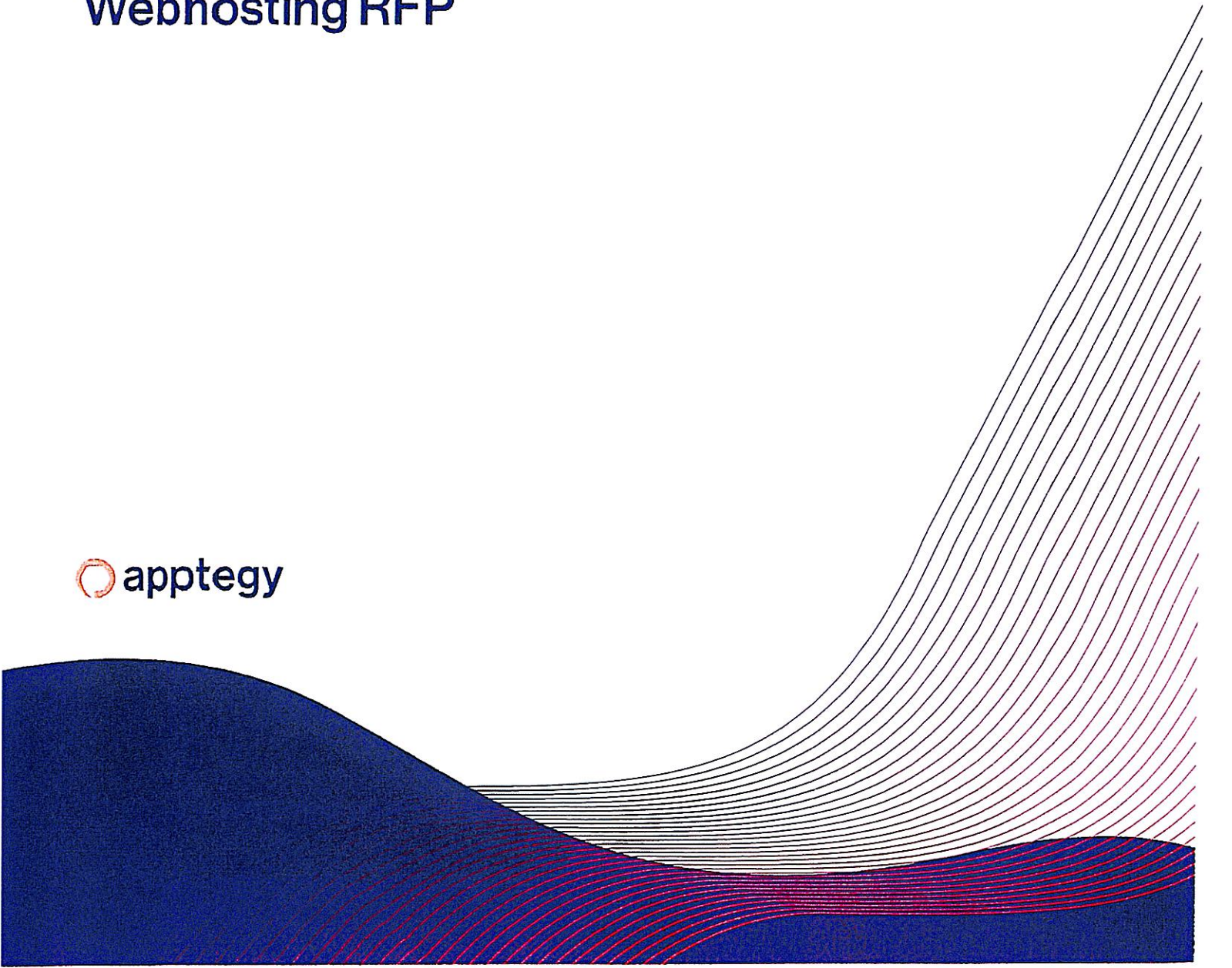
Hi Team LCS!

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**

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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.**
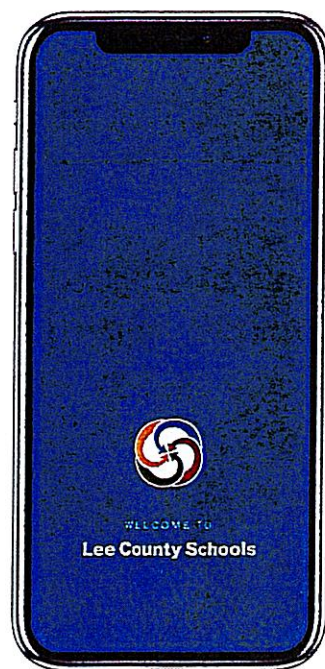
Why Choose Apptegy

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

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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).
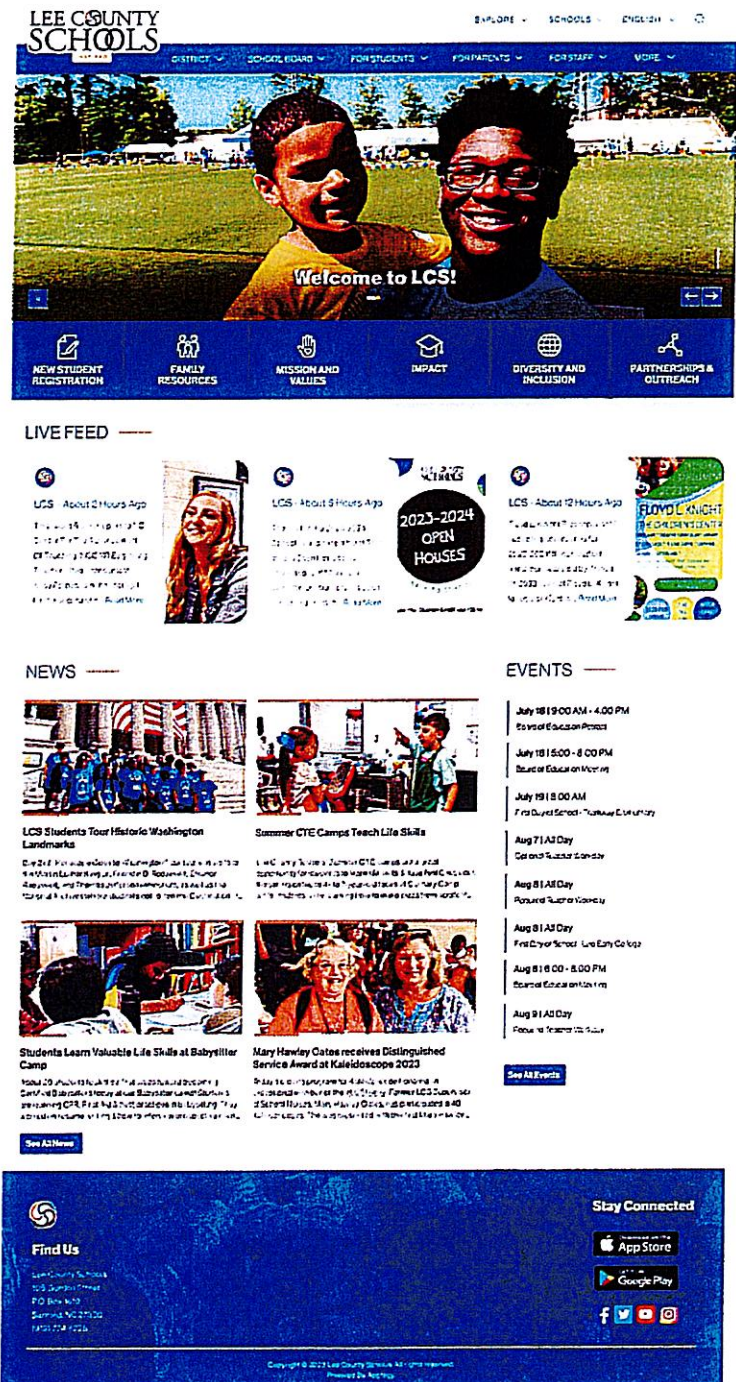
Website Design

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.
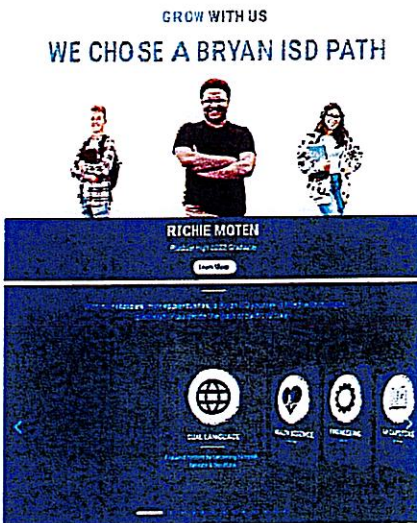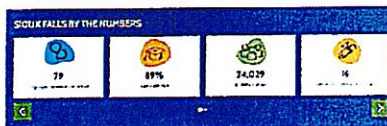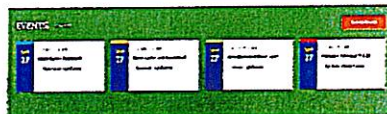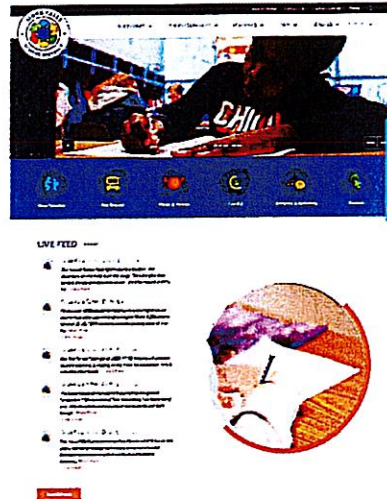
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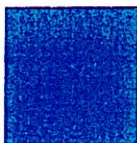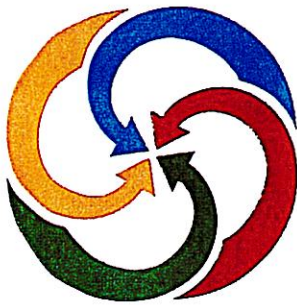
Design Examples

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

sf.k12.sd.us

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.