School Sites

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

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

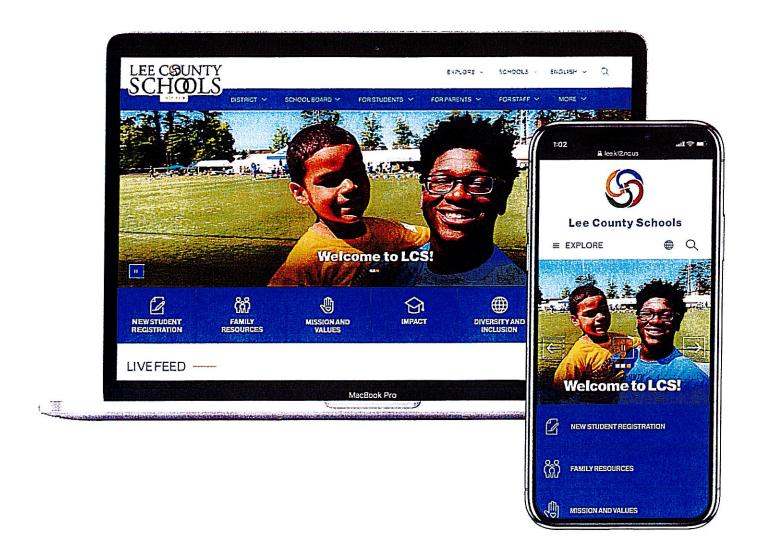
Within each school site, content can be created and managed separately, such as news articles, calendar entries, and every single other page on the site.





Responsiveness

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



Navigation

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

Redesign & changing brand standards

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

O Contraction .. C . WATER School Board District O About Cur District According out \$5 to for O Compum Board Members • Finance Contact Us O Human Fest For Students For Parents For Staf Online Payments Goes Enrollment Separate into Stall eForms

Hosting

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



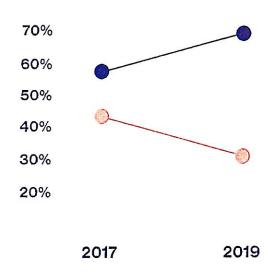
Mobile Strategy

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

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

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

Share of Time Spent on Mobile Apps vs. Websites*



Share of Time Spent on Mobile Apps

Share of Time Spent on Websites (desktop & mobile combined)

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

Keys to a Mobile Strategy

Custom Design

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



Fully Native-Built

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





Powered by Thrillshare

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









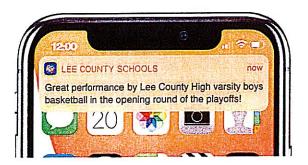






Push Notifications

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



The Info People Want

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



School Sections

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



Live Feed

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



Translation

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



Thrillshare Publishing **Platform**

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

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

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

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

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

Read on to learn more about why over 3.500 school districts have chosen this new and improved way of managing their online presence.





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

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

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

See the following section for a detailed overview.



Live Feed

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



The frontend:

Your website

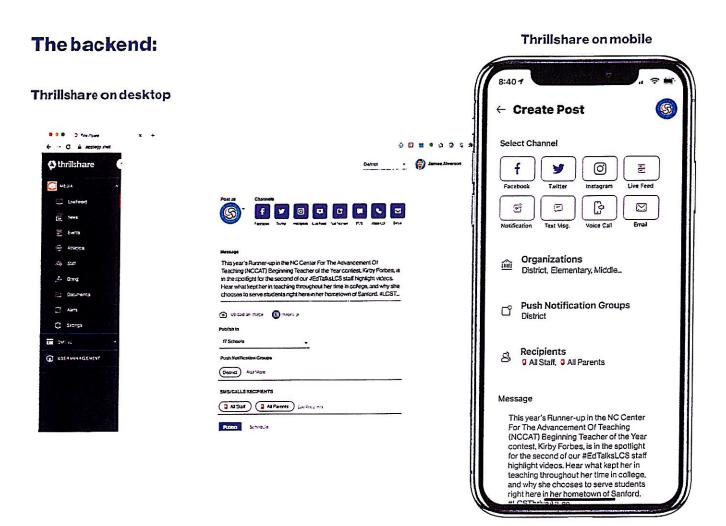


Your mobile app



Live Feed

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





Consistency

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

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

Website







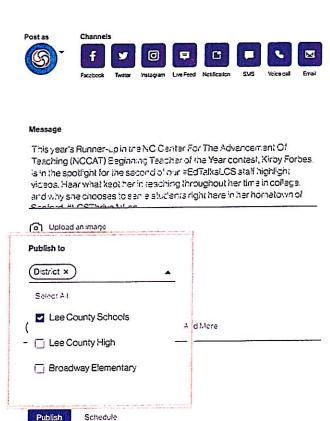


Global Posting

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

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

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



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



Approval Workflow

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

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

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





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

The frontend:

Your website



Your mobile app





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

Thrillshare on mobile The backend: Thrillshare on desktop ← Create Article @ E # 9 3 3 5 5 ← · C & sepregrant Create Now Article Author Lee County Schools LCS Students Tour Historic Washington Land... Article Title Lee County Schools LCS Students Tour Historic Washington La... Content Day 2 of "Periscope Goes to Washington!" was filled with awe-inspiring visits to some of America's most Day 2 of "Periscope Goes to Washington!" iconic landmarks. A group of students gathered at the Martin Luther King Jr., Franklin D. Roosevelt, Eleanor was filled with awe-inspiring visits to some Roosevelt, and Thomas Jefferson memorials to pay homage to the visionaries who shaped America's future. The highlight of the day was a visit to the National Archives, where the Declaration of Independence, the of America's most iconic landmarks, A U.S. Constitution, and the Bill of Rights were on display. The students were thrilled to see the original group of students gathered at the Martin documents in person and felt overwhelmed by the significance of their impact on American history. The Luther King Jr., Franklin D. Roosevelt. experience left them with a deep appreciation for the leaders who fought for American values and the Eleanor Roosevelt, and Thomas Jefferson memorials to pay homage to the visionaries who shaped America's future. The highlight of the day was a visit to the National Archives, where the Declaration of Independence, the U.S. Constitution, and the Bill of Rights were on display. The

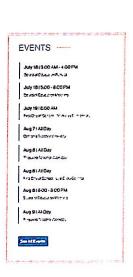


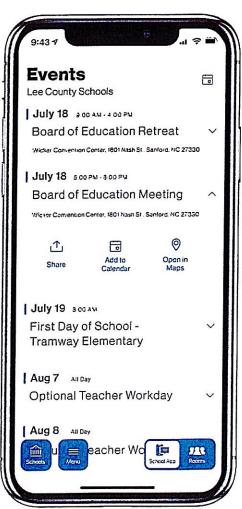
Keep your community up to date with the dynamic Events calendar. Your community can filter the calendar by specific schools, add events to their personal calendars, and even get directions on your app.

The frontend:

Your website







Events

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

The backend:

Thrillshare on desktop

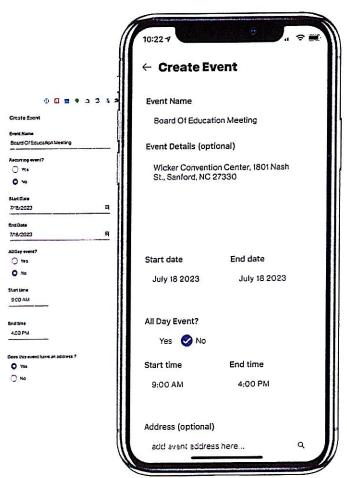


Skip the manual updates by syncing your calendars with Google and Outlook



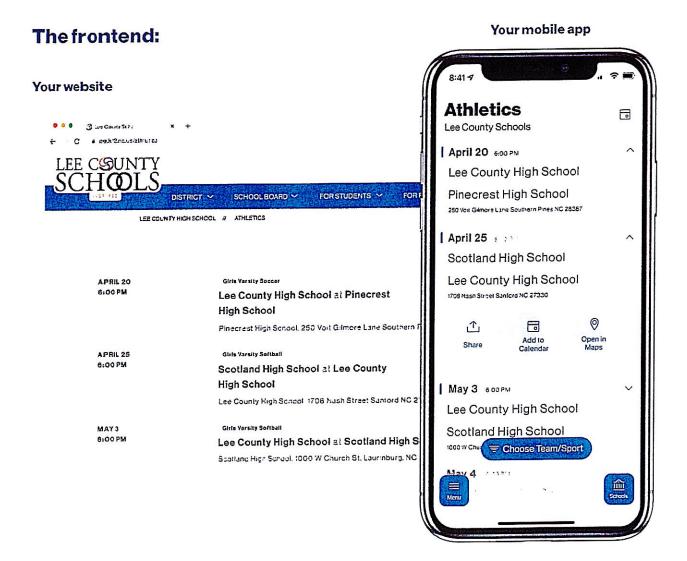


Thrillshare on mobile



Athletics

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



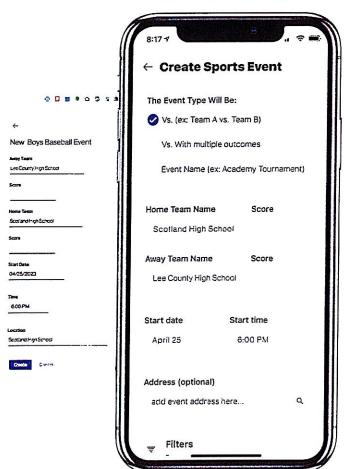
Athletics

← - C å amptery set

Choose the sport, go to the event, and update the score in real-time or after the game. You can upload your full sports schedule into this

section, as well as keep track of each team's record and scores. The backend: Thrillshare on desktop

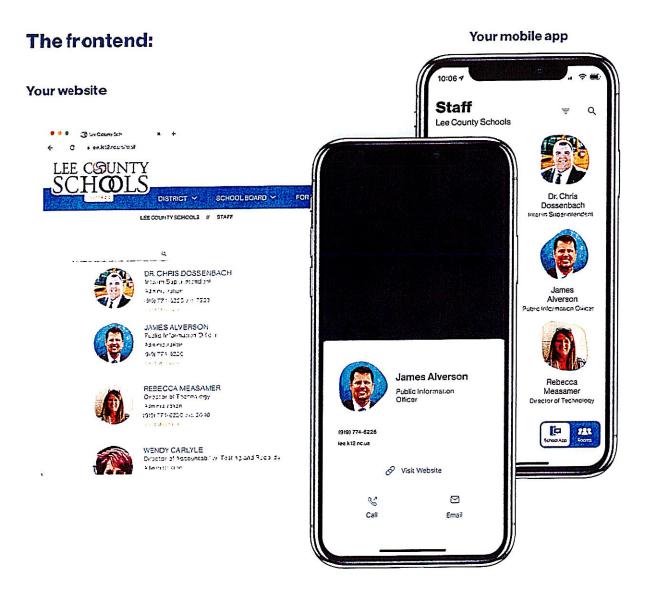
Typically, the athletics section is set up to sync with your teams' schedules so you don't need to make manual updates.



Thrillshare on mobile



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

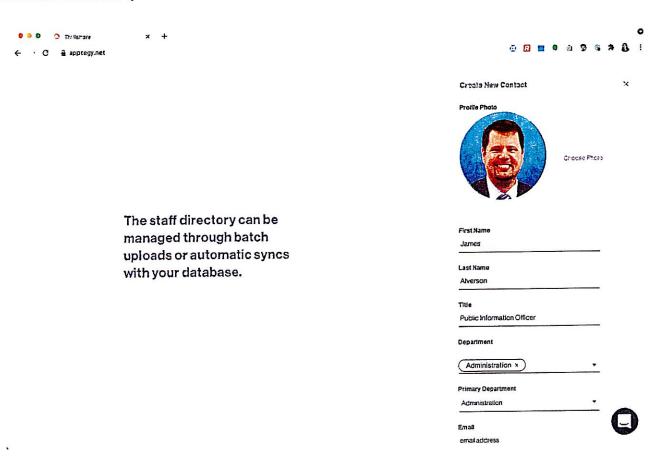




This section is typically updated via batch uploads. You can also manually add and edit staff members' information. Since there are predefined fields for every staff attribute, there's no guessing as to what goes where—and no way for your users to mess up the formatting by accident.

The backend:

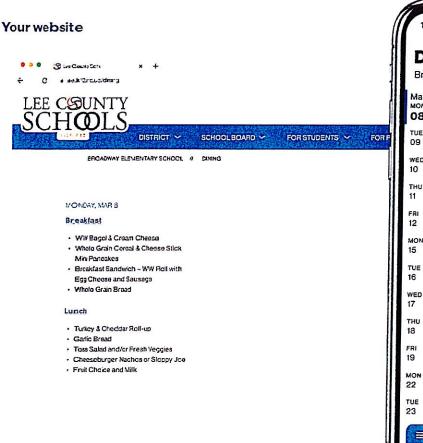
Thrillshare on desktop





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

The frontend:



Your mobile app

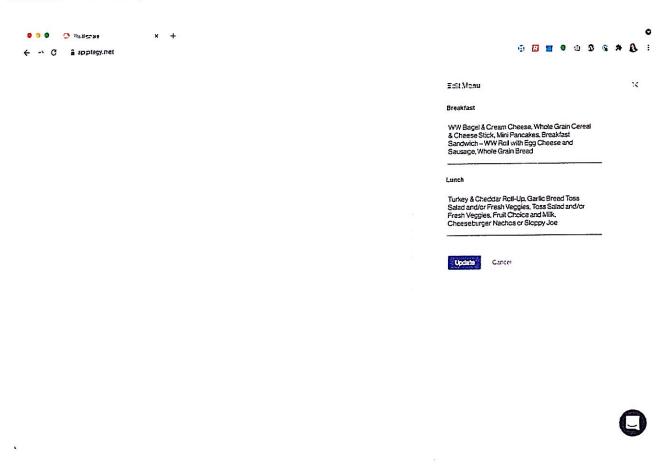




Our Dining section is so simple that anyone in the district can manage it. Just type the menu into the predefined field, press update, and voilà—your menu is optimized for everyone in your community.

The backend:

Thrillshare on desktop



Documents

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

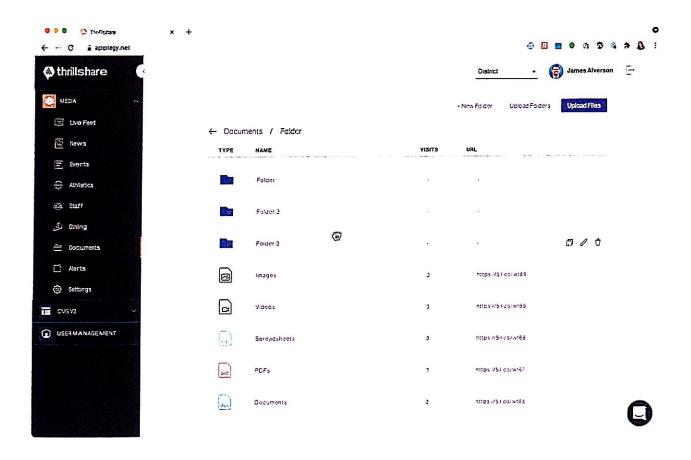
The frontend: Your mobile app Your website **Documents** Q 🏮 🌼 🐧 🐧 Les Countriet. Lee County Schools C d makt2naus/decum-nts LEE COUNTY **Folder** DISTRICT ~ SCHOOLBOARD > FOR STUDENTS > FORPA Folder 1 LEE COUNTY SCHOOLS // DOCUMENTS Folder 2 Cocuments + Folder Folder 3 free PDFs Folder 1 Documents Folder 2 :.: - ---Spreadsheets Folder 3 PCF ☑ Images Cosuments (3/ E ··· ⇒ Videos 9 xisx Screadsheets 'mugas png V-da0; Documents / Folder

Documents

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

The backend:

Thrillshare on desktop



Mass Notifications: Alerts

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

The frontend:

Text Message, Push Notification, and Email Alert



Voice Call Alert





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

IS/CALLS RECIPIENTS

2 All Students

All Staff # High School Staff

All Parents

☐ # Eus Route West

Te First Grade Students

.7 High School Students

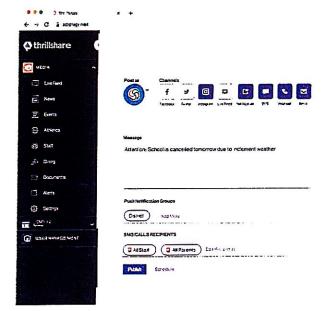
T Elementary Students

Middle School Starf

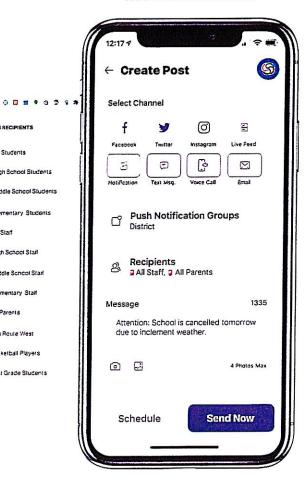
& Elementary Staff

The backend:

Thrillshare on desktop



Thrillshare on mobile



Alerts: In-Depth

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

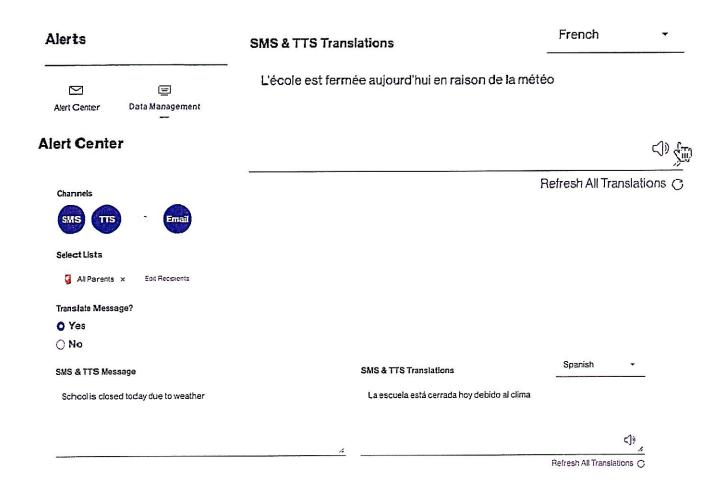
Alerts allows you to create dynamic call lists for effective outreach, use your community's preferred language setting to translate the message, and give you reports on call and text outcomes.

See the following pages for a detailed overview.

Alert Center	pages 41-42
Data Management	payes 43-45
∵	
Recurring Alerts	page 46
<u>000</u>	47.40
Analytics	payes 47-48
%	
Do Not Contact List	page 49
Settings	page 50

Alert Center

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



Alert Center Emails

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

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

Email Message

Physicals Required for All.

BIUS ≡ ≡ Normal

Good morning,

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



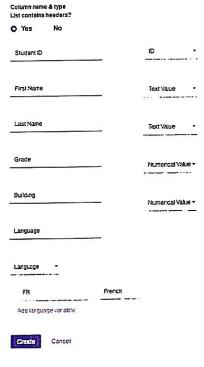
Publish Now

Schedule

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.

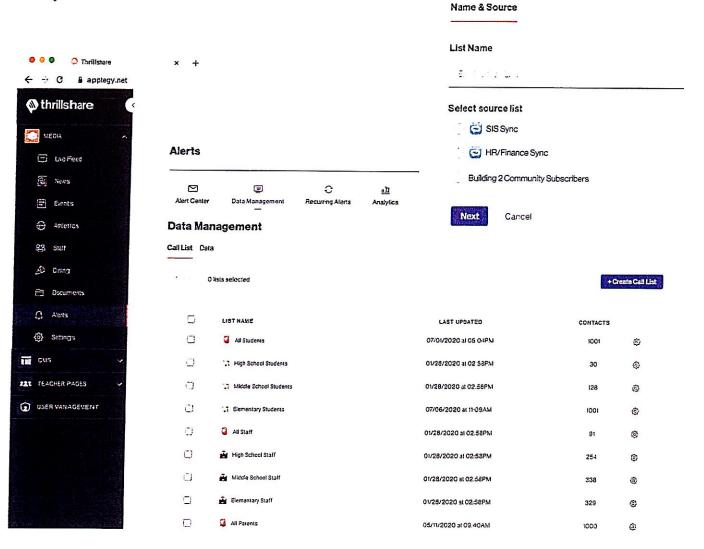


Create Data List			Cre	Cancel	
Name & Upload Column Names	s & type				
List Preview					
Student ID	First Name	Last Name	Grade	Building	Language
1231	Jane	Dce	, ä	1	English
1241	Jehn	Smith	5	2	Spanish
1251	Jetf	Thomas	6	3	German

New Call List

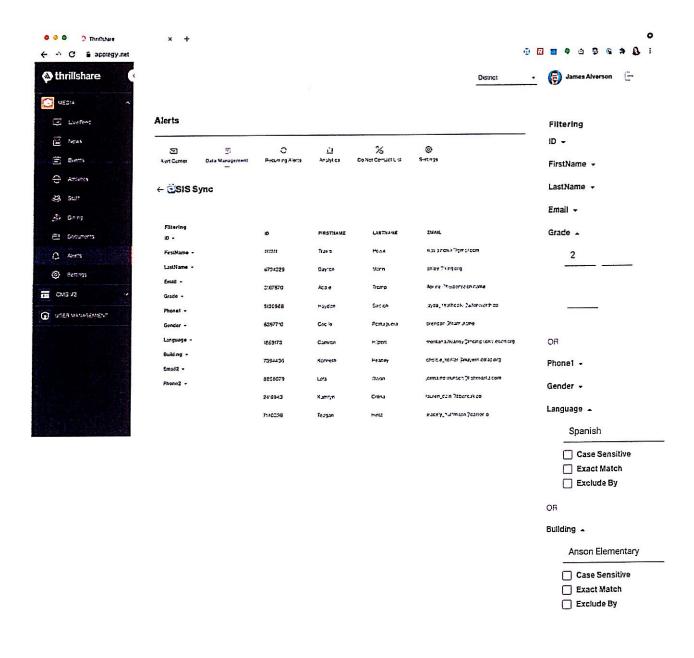
Data Management

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.



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.



Recurring Alerts

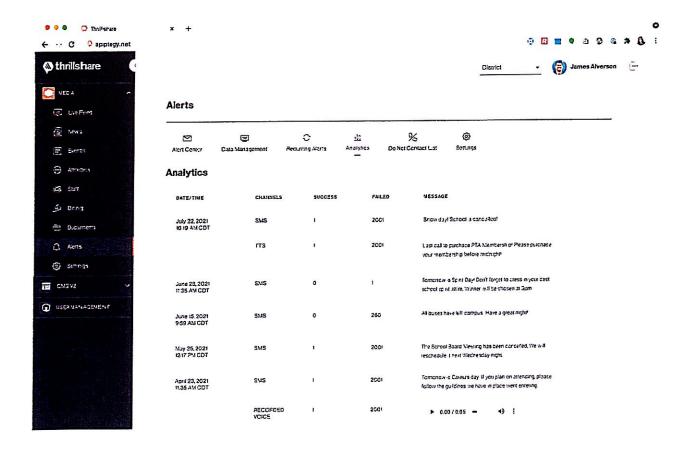
Thrillshare allows you to set up recurring automated alerts, such as attendance notifications, low lunch balances, bus route updates, etc. We sync with your SIS at certain intervals during the day (for example, for every scheduled attendance call/text). Guardians of students that are marked unexcused 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.

				← Create Recurring Aler	L
				Recurring Alort Title Attendance	
Recurring Alert Title			Message Previe	Vicitaire	
Attendance Call			Hello,	Select Mensage Attendance Call	
Select Message			neno,	Select List	_
Attendace Text (SMS)	•		Your student Jane was a the office to confirm.	Linexcused Absence	<u>.</u>
Attendace text (divic)			the onice to continu.	Map Message Variables	
Select List				first_name → FirstName	
Unexcused Absent in Pov	werSchool -			Select Date/Time (SUN) MON TUE WED THU FRI	SAT
Map Message Variables				10:COAM	
first_name	→ FirstName	•		Add Another Time	
				Only Run with New Data?	
Select Date/Time				O Yes O No	
SUN MON TUE	WED THU FRI (S	AT)		Alert Status	
10:00 AM				O Enable O Disable	
Add Another Time				Save Cancel	
	SMS Message			Message Preview	() 1of 5
	Your student ({{first_nar office to confirm.	ne)}} was absent toda	/. Please call the	Your student Jane was absent today. Ple the office to confirm.	
				the office to conf	firm.
				Wahhasting REP / Anni	teav 4

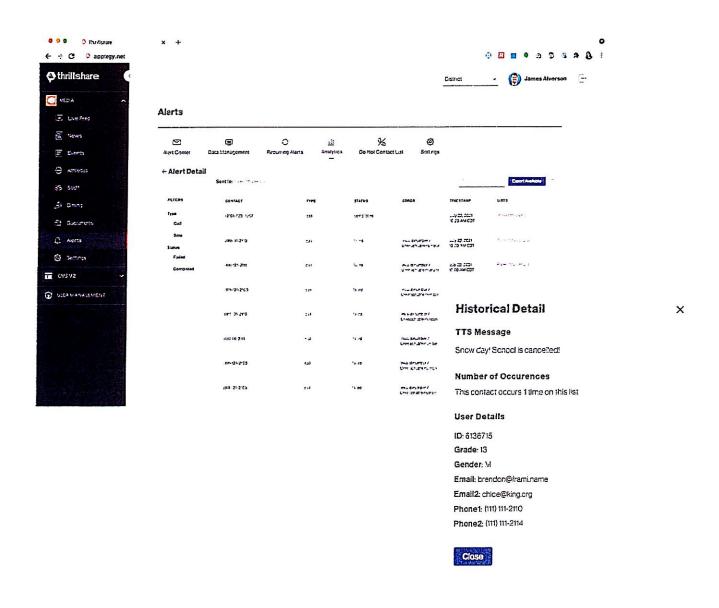
Analytics

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.



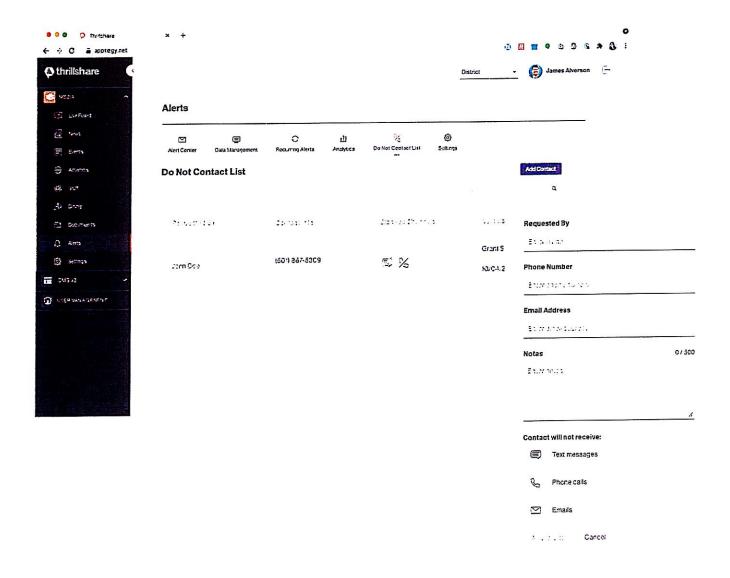
Analytics

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.



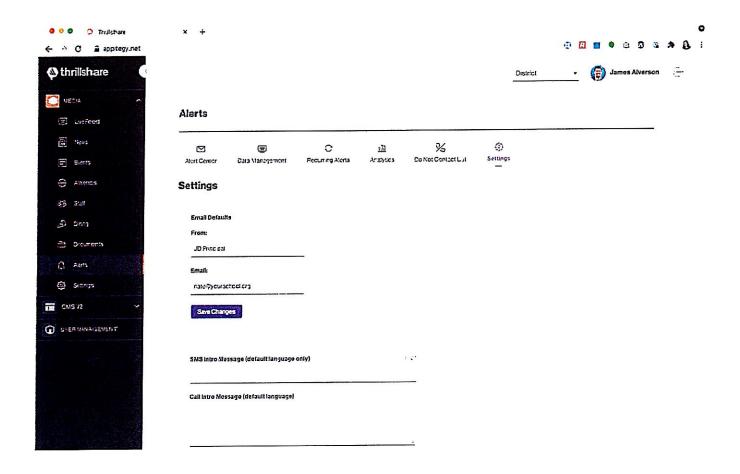
Do Not Contact List

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.



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.





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.

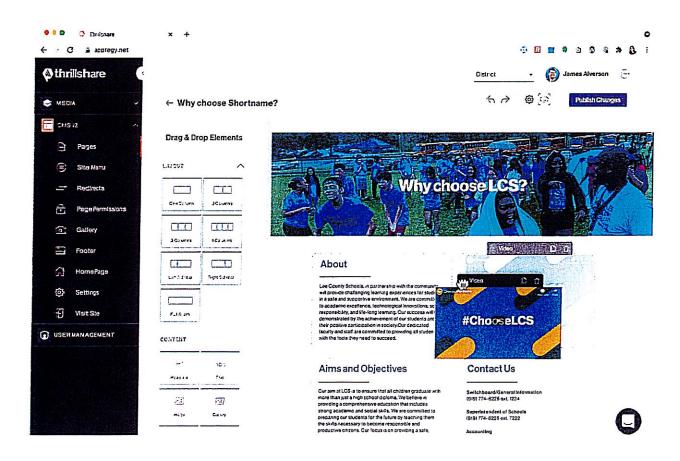


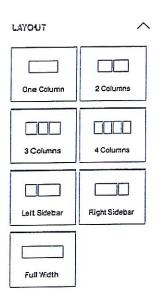


In a traditional CMS, creating web pages takes a ton of time and requires users to spend way too much effort formatting a page instead of adding content. Here are a few ways we make creating web pages simple, even for someone who isn't familiar with web development.

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.

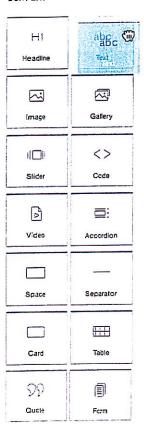




Page Layout

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.



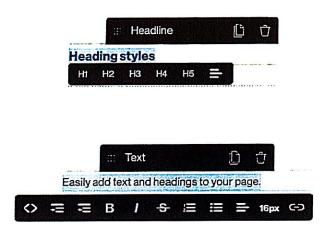


Drag & Drop Elements

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.

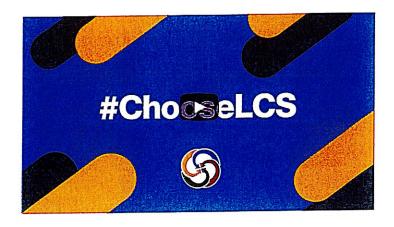


Add Images



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.

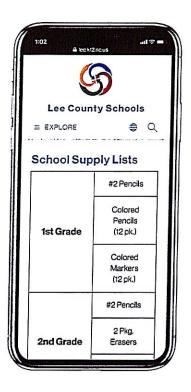
> The district was a great place to start my teaching career. The support and assistance I received as a new teacher made all the difference for me and my students. I couldn't recommend the district enough, especially for new teachers!

9th Grade Teacher Michael

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.



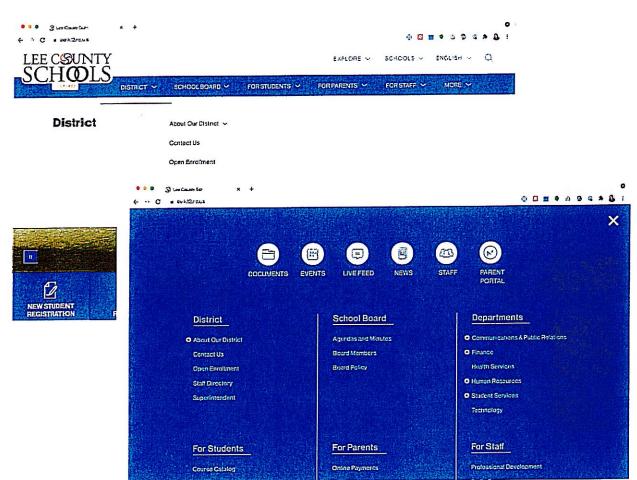
Site Menu

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.

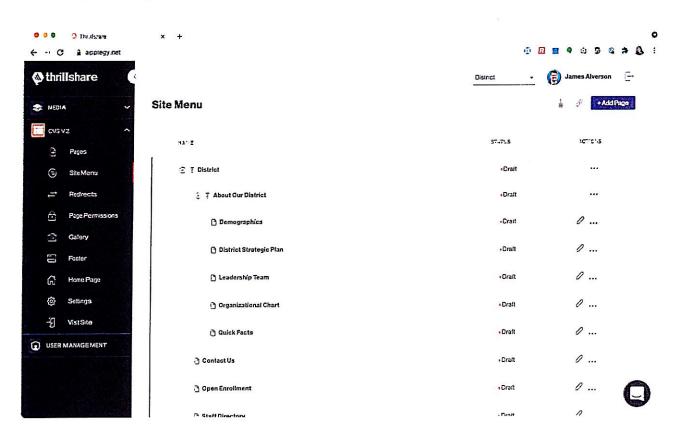


Site Menu

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.

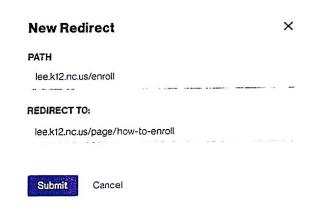
The backend:

Thrillshare on desktop



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 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.



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.

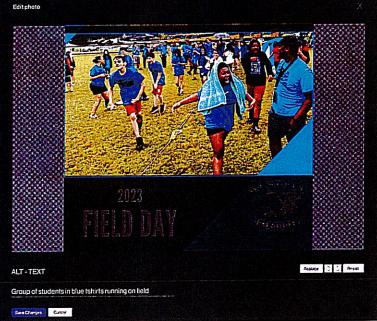
Gallery

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.

Save Changes - Uplead Photos Gallery



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, evenif 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.

