

Home Page

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



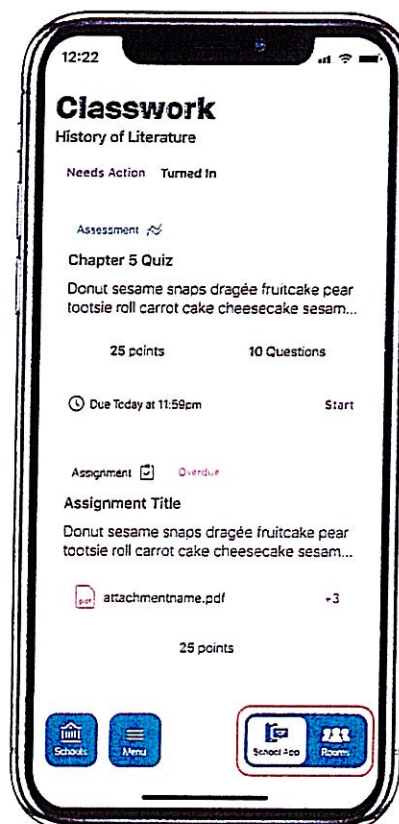
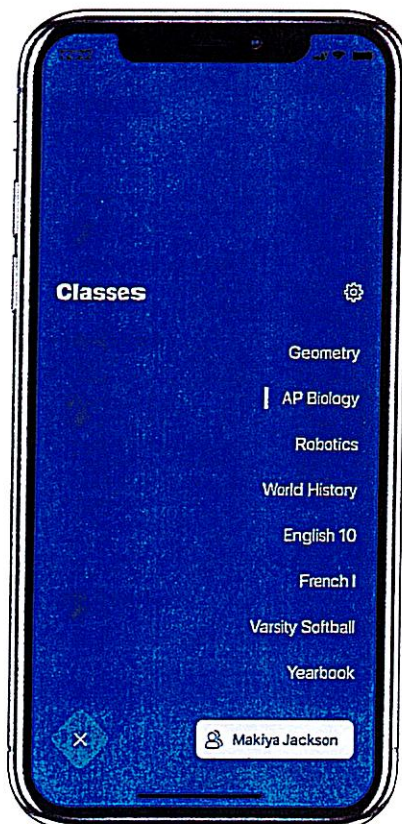
Two-Way Communication System: Rooms

Optional add-on

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

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

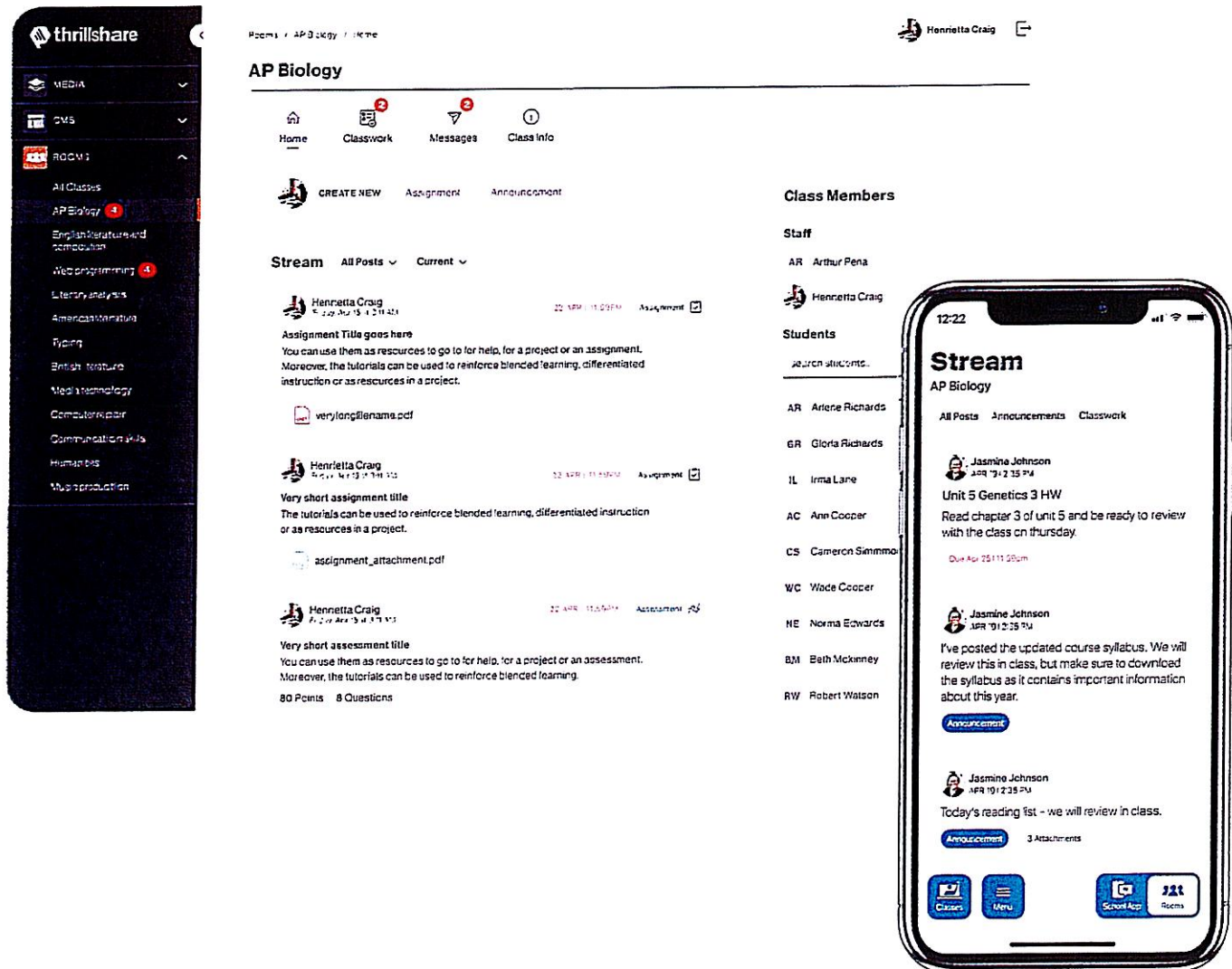
But what if your students and their guardians could use the same app they already use for district information to communicate directly with teachers, all while your administration can safely monitor every conversation that goes on?



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

Run your classroom with ease – even at a distance.

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





Rooms: In-Depth

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

See the following pages for a detailed overview.



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Materials page 59



Academic Term page 70



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Class Settings page 72



Stream/Announcements

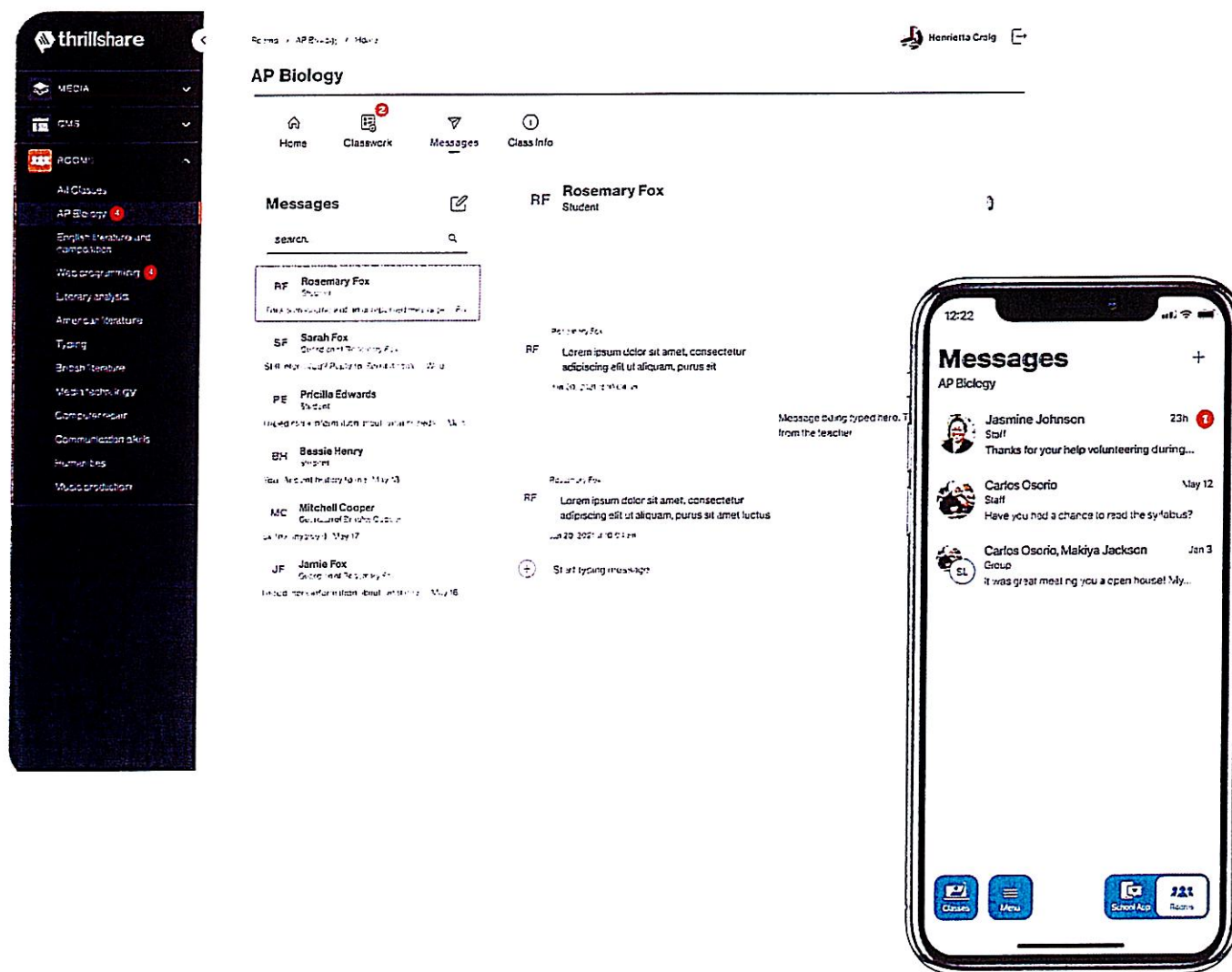
Optional add-on

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

The screenshot displays the Thrillshare web interface for an AP Biology class. On the left is a dark sidebar menu with categories like MEDIA, CMS, and ROOMS, with 'AP Biology' selected. The main content area shows the 'AP Biology' stream with navigation tabs for Home, Classwork, Messages, and Class Info. Below these are buttons for 'CREATE NEW' (Assignment, Announcement) and a 'Stream' section with 'All Posts' and 'Current' filters. Three posts are visible, each by 'Henrietta Craig', with titles like 'Assignment Title goes here' and 'Very short assignment title'. Each post includes a description and a PDF attachment. On the right, a 'Class Members' list shows 'Staff' (Arthur Pena, Henrietta Craig) and 'Students' (Arlene Richards, Gloria Richards, Irma Lane, Ann Cooper, Cameron Simmonds, Wade Cooper, Norma Edwards, Beth McKinney, Robert Watson). A mobile app preview on the right shows the 'Stream' view on a smartphone, displaying the same content in a mobile-optimized format with a bottom navigation bar for 'Classes', 'Menu', 'School App', and 'Rooms'.

Two-Way Messaging Optional add-on

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





Behavior

Optional add-on

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

thrillshare

Home Behavior Class Info Classwork Materials Messages

2nd grade

Select all 26 students Presentation mode

Selected students

To get started, select one or more students

Points library

Add points

Take away points

Spend points

Leave a note

Behavior

2nd grade

AA Annette Avery View student details

Take away

Spend points Add note

Search

Deselect all

AA Annette Avery (12pts)

AA Annette Avery (12pts)

AA Annette Avery (12pts)



Materials

Optional add-on

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

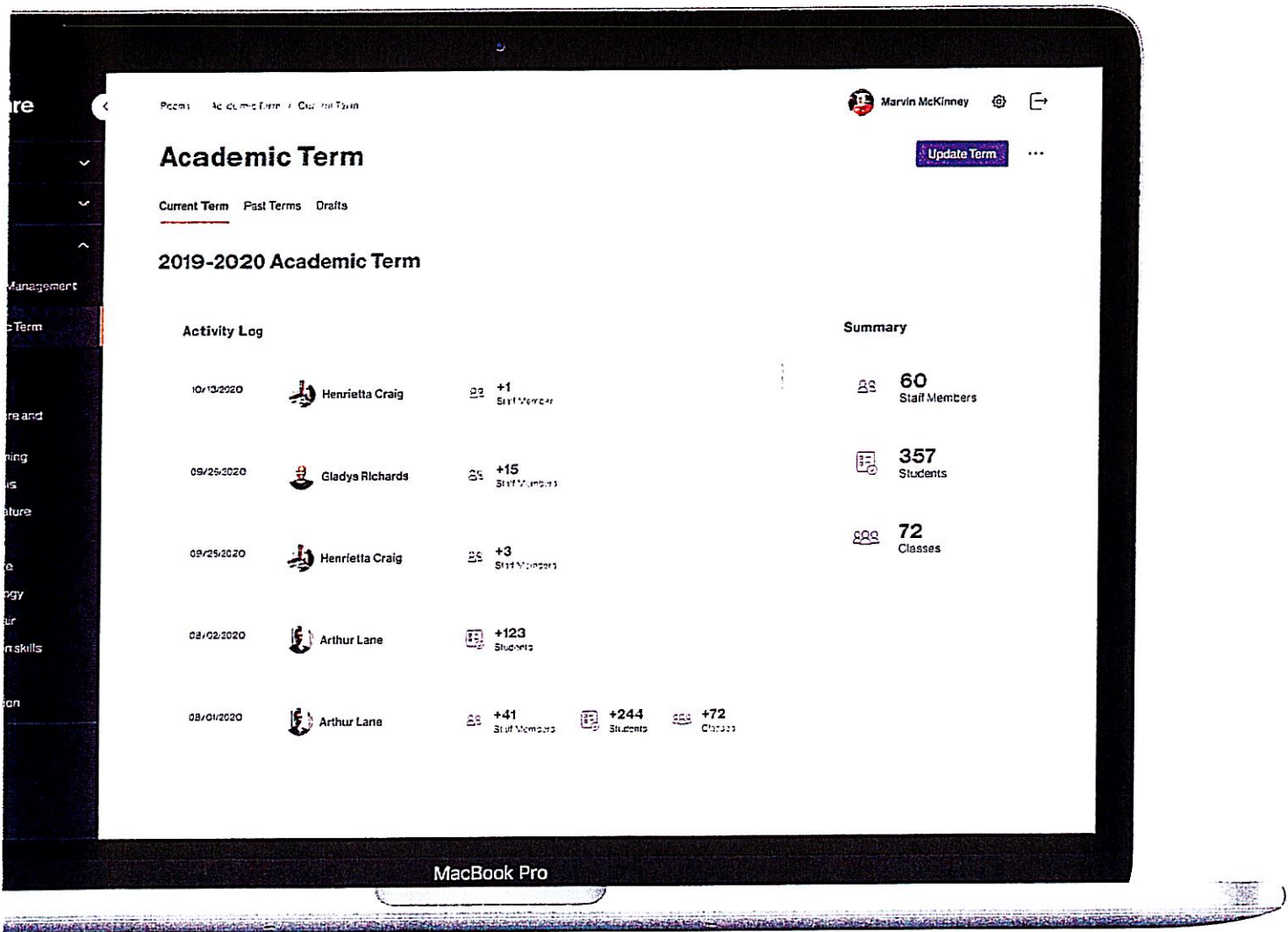
The screenshot displays the Thrillshare platform interface for the Materials feature. On the left is a sidebar with navigation options: MEDIA, CMS, ROOMS, Campus Management, Academic Term, Classes, Attachments, AP Biology (selected), Computer repair, English, literature and composition, High School, Literary analysis, Media technology, and Music production. The main content area is titled "AP Biology" and shows a "Materials" section with a "Sort" dropdown set to "Date Added: new to old" and "All Groups". Below this, there are two columns for "Week 1" (9 Files) and "Week 2" (2 Folders, 1 File). The file list includes "Example form", "Assignment-2.pdf", "Assignment-3.doc", "Chapter 1 test link", "Charts", and "Final-assignment.doc". On the right, there is a "Form Details" panel showing information about the "Example Form", including the creator (Hennetta Craig), group visibility (Administration), form length (8 questions), date added (May 1, 2022 at 3:12PM (CST)), and close date (May 1, 2023 at 11:59PM (CST)). At the bottom right, a mobile app preview shows the "Materials" section for "AP Biology" with a list of files and folders, including "Homework", "Tests", "Example form", "Dresscode2021.doc", "Outreach 1 October 17th.doc", "2018-2019 RSD Pre K Appl...", "2019-2020_School_Calenda...", and "School Zones Map(draft 2)...".



Academic Term

Optional add-on

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





Classes

Optional add-on

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

Rooms / All Classes

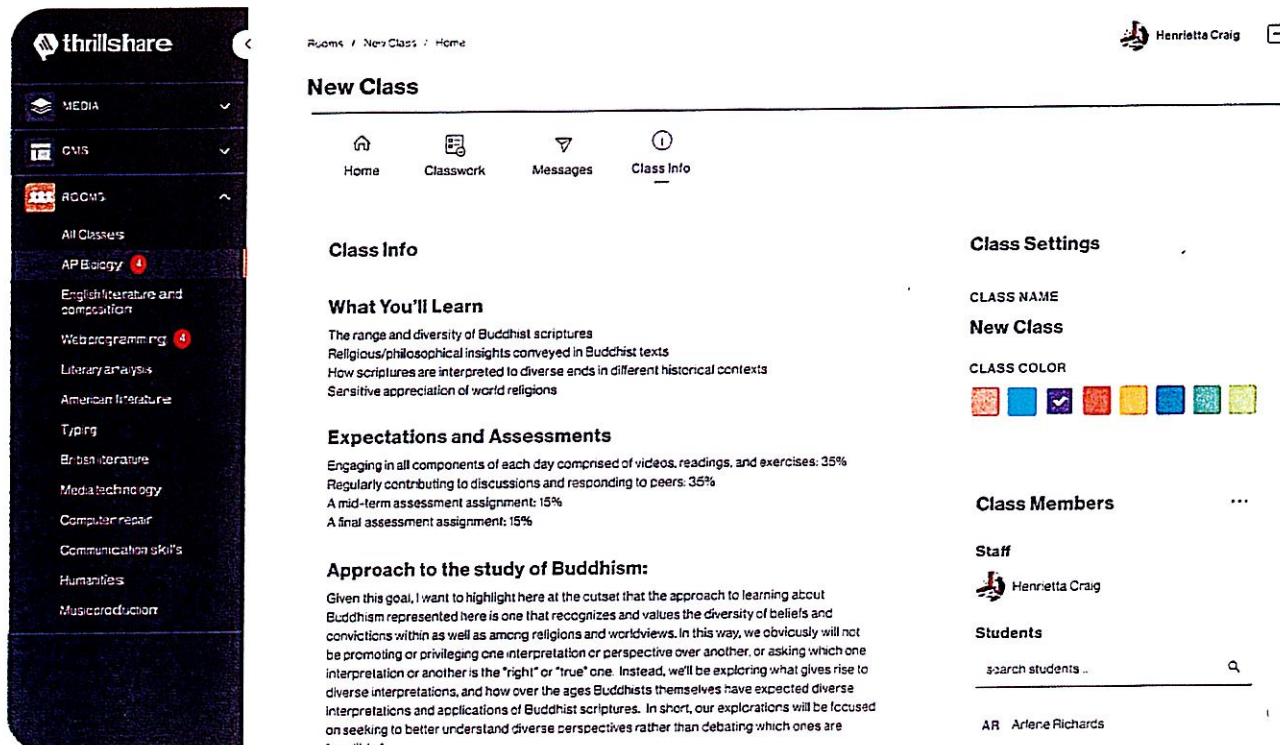
All Classes + Create Class

search...

AP Biology	English literature and composition	Web programming
Literary analysis	American literature	Typing
British literature	Media technology	Computer repair
Communication skills	Humanities	Music production

Class Settings Optional add-on

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



thrillshare

Rooms / New Class / Home

New Class

Home Classwork Messages Class Info

Class Info

What You'll Learn

The range and diversity of Buddhist scriptures
Religious/philosophical insights conveyed in Buddhist texts
How scriptures are interpreted to diverse ends in different historical contexts
Sensitive appreciation of world religions

Expectations and Assessments

Engaging in all components of each day comprised of videos, readings, and exercises: 35%
Regularly contributing to discussions and responding to peers: 35%
A mid-term assessment assignment: 15%
A final assessment assignment: 15%

Approach to the study of Buddhism:

Given this goal, I want to highlight here at the outset that the approach to learning about Buddhism represented here is one that recognizes and values the diversity of beliefs and convictions within as well as among religions and worldviews. In this way, we obviously will not be promoting or privileging one interpretation or perspective over another, or asking which one interpretation or another is the "right" or "true" one. Instead, we'll be exploring what gives rise to diverse interpretations, and how over the ages Buddhists themselves have expected diverse interpretations and applications of Buddhist scriptures. In short, our explorations will be focused on seeking to better understand diverse perspectives rather than debating which ones are

Class Settings

CLASS NAME
New Class

CLASS COLOR

Class Members

Staff
Henrietta Craig

Students
search students ...

AR Arlene Richards

User Management




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

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

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

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

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

 Access
 No Access
 Moderated Users are always limited to Facebook, Twitter, and Live Feed, and posts must be approved before they're made public. They do not have the ability to send Push Notifications, SMS, or VC via Live Feed

Accessibility

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

Our Experience with Accessibility

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

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

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

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

A new website with a code base that is accessible

Safeguards to prevent user error

Training and accessibility resources

Ongoing manual checks

A new website with a code base that is accessible

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

```

```

Alt text for images

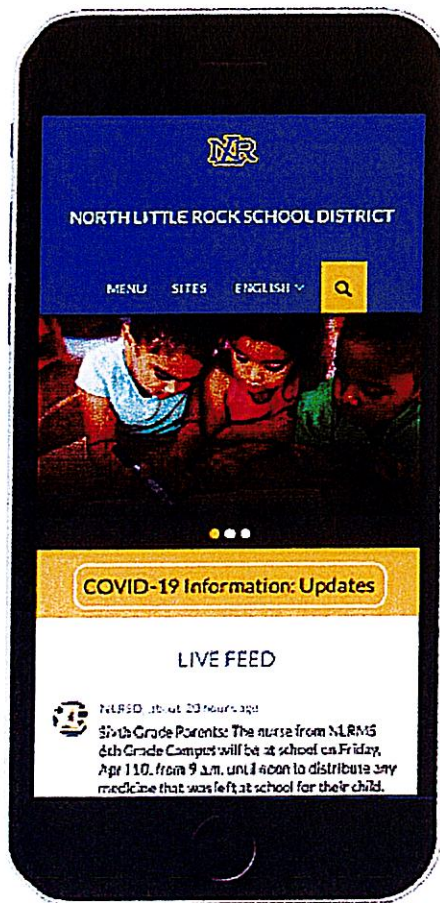
Image elements on the website display alt text in the code to provide a text-based alternative of the content for non-visual web users. In practice, this means that a user who is visually impaired can still understand the meaning/content of an image on the webpage because their screen reading device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

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

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

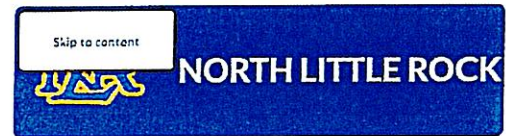
ARIA tags

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



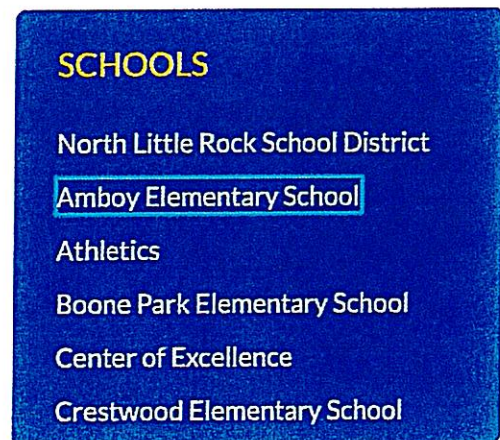
Responsive design that works on any device

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



Skip to content

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



Focus visibility

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

Color compliance

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

Contrast Checker

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

Foreground Color	Background Color	Contrast Ratio
#FFFFFF	#11518D	8.12:1
Lightness	Lightness	permalink

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

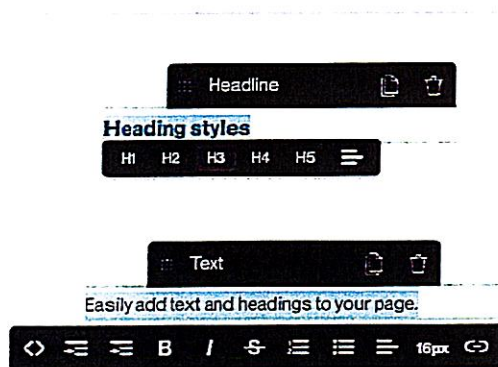


Tab navigability

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

Safeguards to prevent user error

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



Pre-set font properties

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

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

Add Images



ALT-TEXT

A group of people sitting at a table.

Alt text is required

Continue

Cancel

Required alt text for images

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

Training and accessibility resources

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

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

Initial Accessibility training

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

Accessibility resources

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

Ongoing training

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

Ongoing accessibility checks

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

For example, using the description “dog” on a picture of a cat, or, more commonly, using the description “img_7384” on a picture of students working on a project in a class, isn’t compliant. We will also make sure that added documents follow accessibility standards.

Language Translation

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

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

Languages We Support

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

Text/Voice Call/Email Notifications

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

Mobile App

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

AlertCenter

[View Scheduled](#)

Channels



Select Lists

All Parents x [Edit Recipients](#)

Translate Message?

☒ Yes

☐ No

SMS Message

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

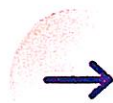
SMS Translations

Spanish ▼

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

[Refresh All Translations](#)

Implementation & Success



Meet Your Team

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

We made a video to say hello!



Visit www.apptegy.com/LCS



Jesson George

VP of Client Experience

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

B.S. in Business Administration

University of Central Arkansas

18 years of team management experience

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



Amy Charpentier

Director of Implementation

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

B.A. in Political Science & French

Stetson University

Masters in Education | Culture, Curriculum & Change

University of North Carolina at Chapel Hill

18 years experience in education & project/team leadership

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



Juan Carlos Coronel

Onboarder

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

B.A. in International Relations

NUR University, Bolivia

M.B.A.

University of Arkansas

14 years experience in education

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



Aubrey Pangle

Client Success Manager

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

B.A. in English

University of Central Arkansas

M.A. in English

University of Central Arkansas

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

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



Jared Dreher

Head of Support

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

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

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

- 12 years of customer service and leadership

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



Ayron Young

Sales Representative

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

▫ **B.S. in Math**

University of Arkansas at Little Rock

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

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



Yury Touchstone

Strategic Partnerships Manager

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

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

York University, Toronto, Canada

15 years experience in marketing and partnerships

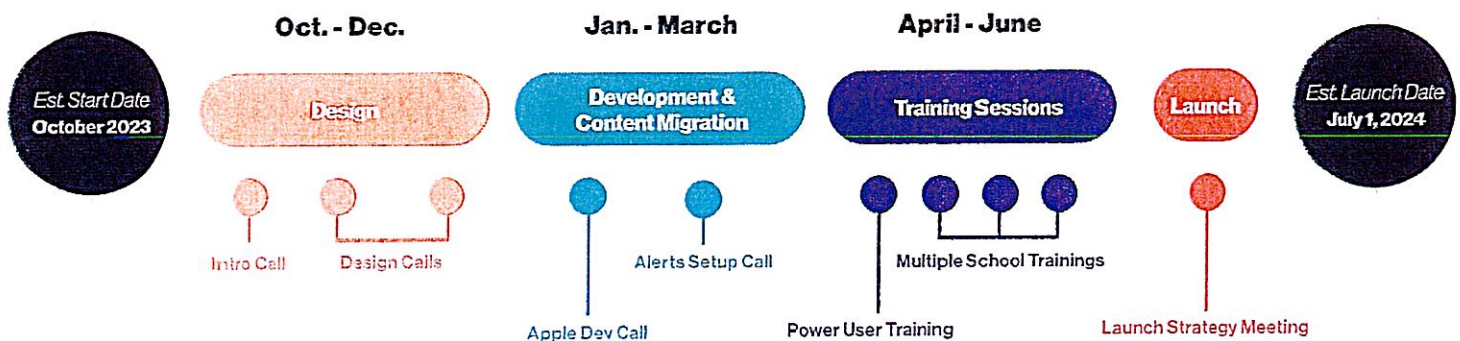
- Serves as your point of contact during the RFP process
- Helps school districts solve their marketing and EdTech needs
- Shows districts new ways of addressing their competitive challenges

Implementation Timeline

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

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

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



Design | Oct. - Nov.

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

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

Development & Content Migration | Dec. - March

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

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

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



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



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

Training Sessions | April - June

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



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

Launch Strategy | July

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



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

Post Launch

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

Training

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

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

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

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

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

Initial Training Schedule

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

Dedicated Contact

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

Help Center & Training Materials

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

Live Webinar Trainings & Video Tutorials

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

Live Chat

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

Support

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

Client Success

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



Aubrey Pangle
Client Success Manager

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

Support

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

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

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

Response Time

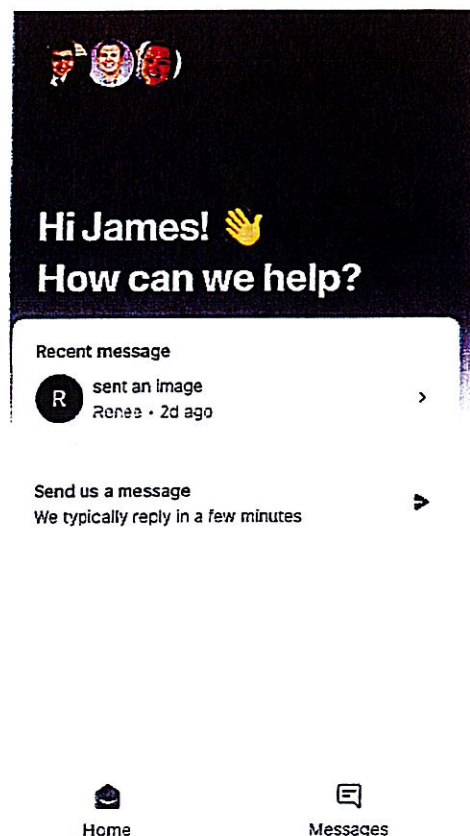
Our median response time for any tickets/reported incidents is 33 seconds. This number encompasses all levels of severity as well as after-hours support. Our support team of ~70 is always available to help!

There are a number of ways you can reach us:

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

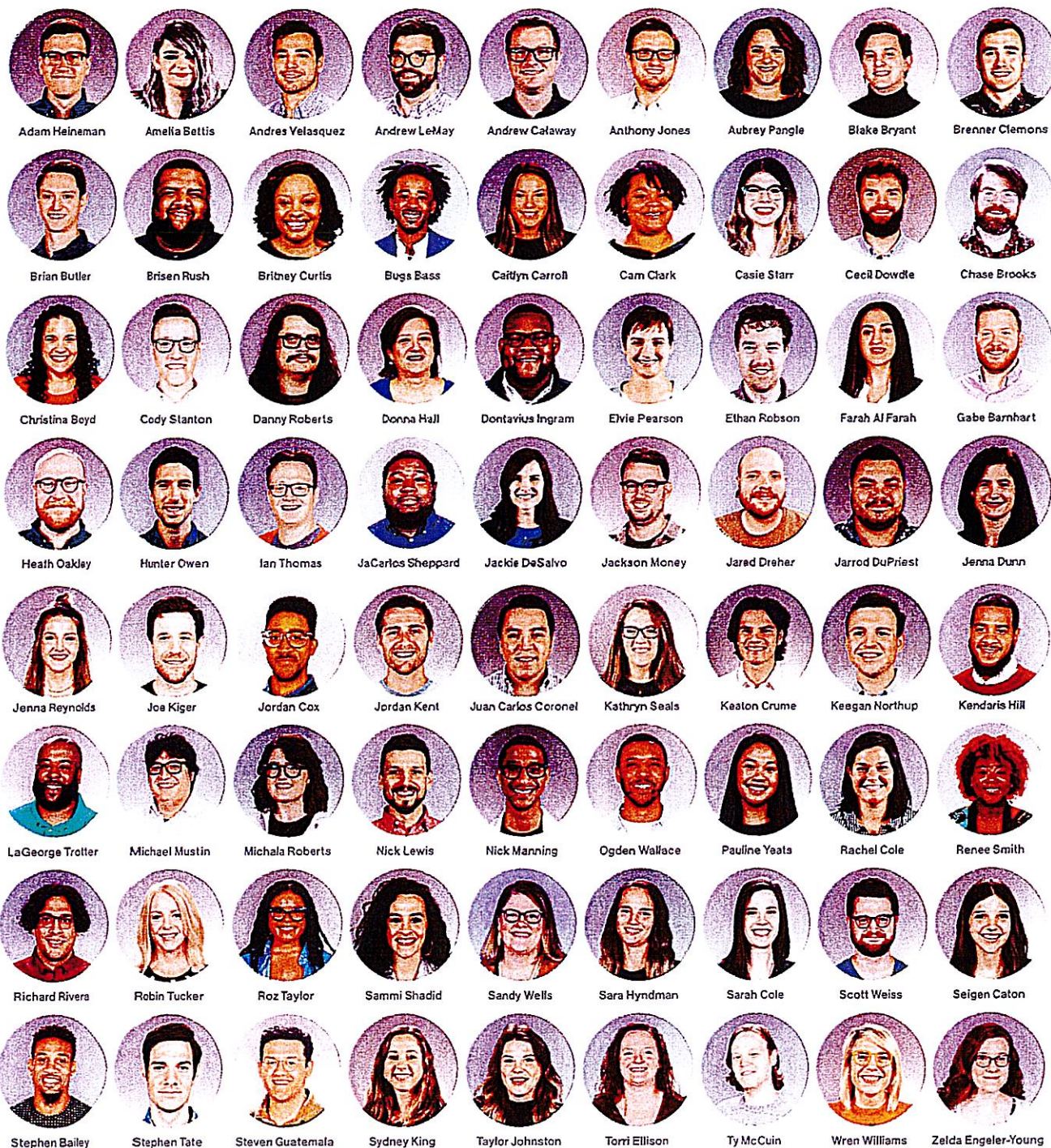
After Hours

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

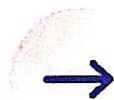


Your Support Team

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



Vendor Qualifications



The Evolution of Apptegy

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

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

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

General Information

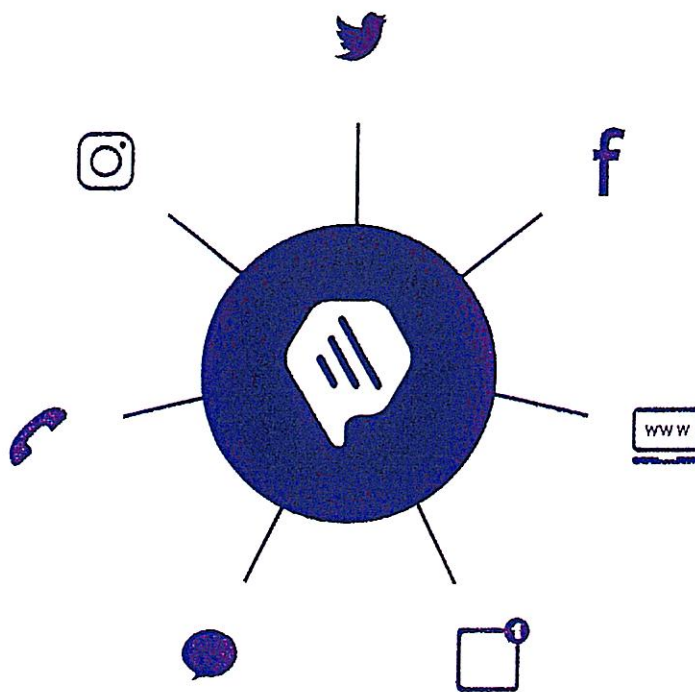
Years in Business | 8

Number of Employees | 400+

Headquarters | Little Rock, AR

Our Product

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



What Makes Us Different

1 Thrillshare's Ease of Use

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

3,500+

**Public School Districts
Partnering with Apptegy**

2 The User Experience for Your Community

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

0 Acquisitions

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

3 Your Experience Working With Us

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

99%

Client Retention Rate

Thought Leader in School District Marketing

Apptegy is the publisher of the magazine SchoolCEO.



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

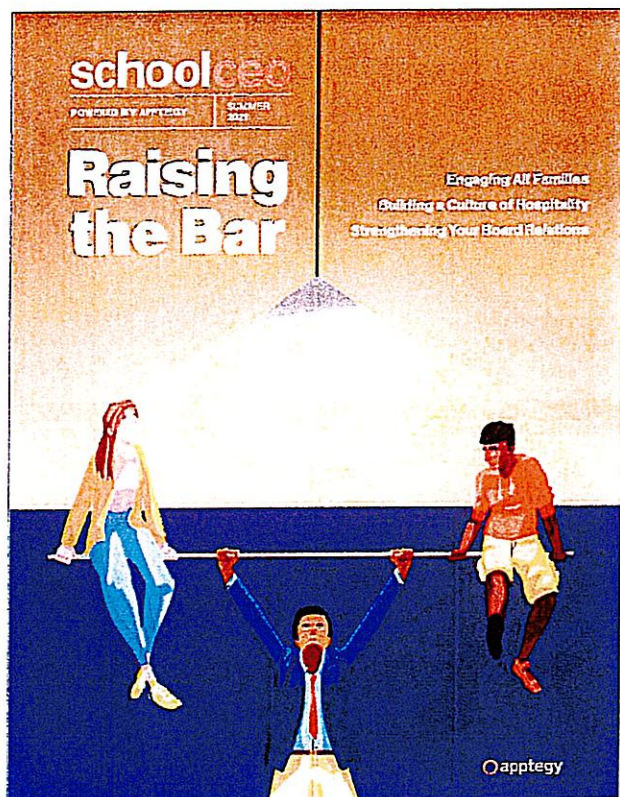
This publication allows us to do **extensive research in public education** while interviewing reputable thought leaders, associations, school district leaders, and clients. Visit schoolceo.com to learn more about the research we've conducted and interviews with thought leaders in the K-12 space.

Other Awards

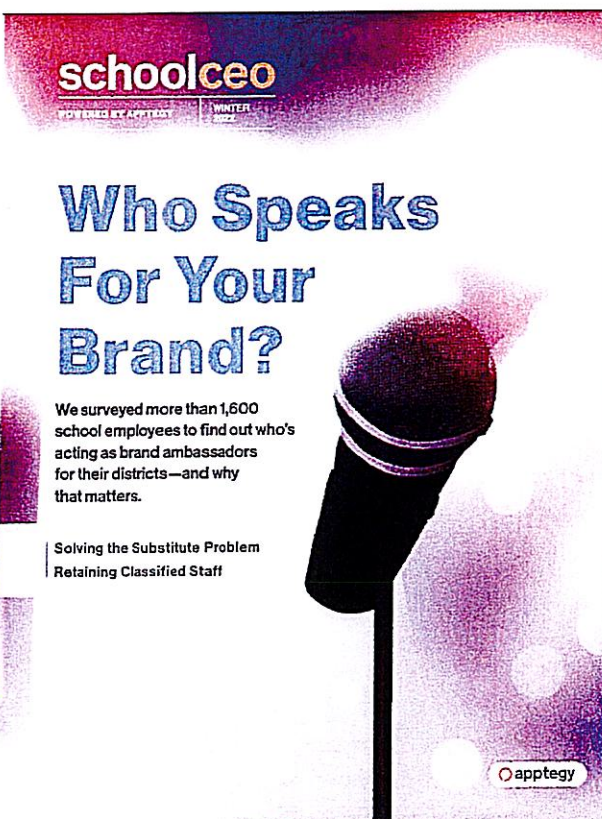
- Forbes Magazine's 2020 & 2021 Top 500 Startup Employers
- Zippia's Best Startup to Work for in Little Rock (2020, 2019)
- Inc. 5000 Fastest Growing Private Companies (2021)
- Inc.'s Best Workplaces (2022)



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



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



References

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

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

Harnett County Schools | North Carolina

Pender County Schools | North Carolina

Johnston County Public Schools | North Carolina

Harnett County Schools | North Carolina

Jennifer Byrd

Chief Technology Officer

(910) 893-8151

jbyrd@harnett.k12.nc.us

Natalie Ferrell

Public Information Officer

(910) 893-8151

nferrell@harnett.k12.nc.us

1008 South 11th Street

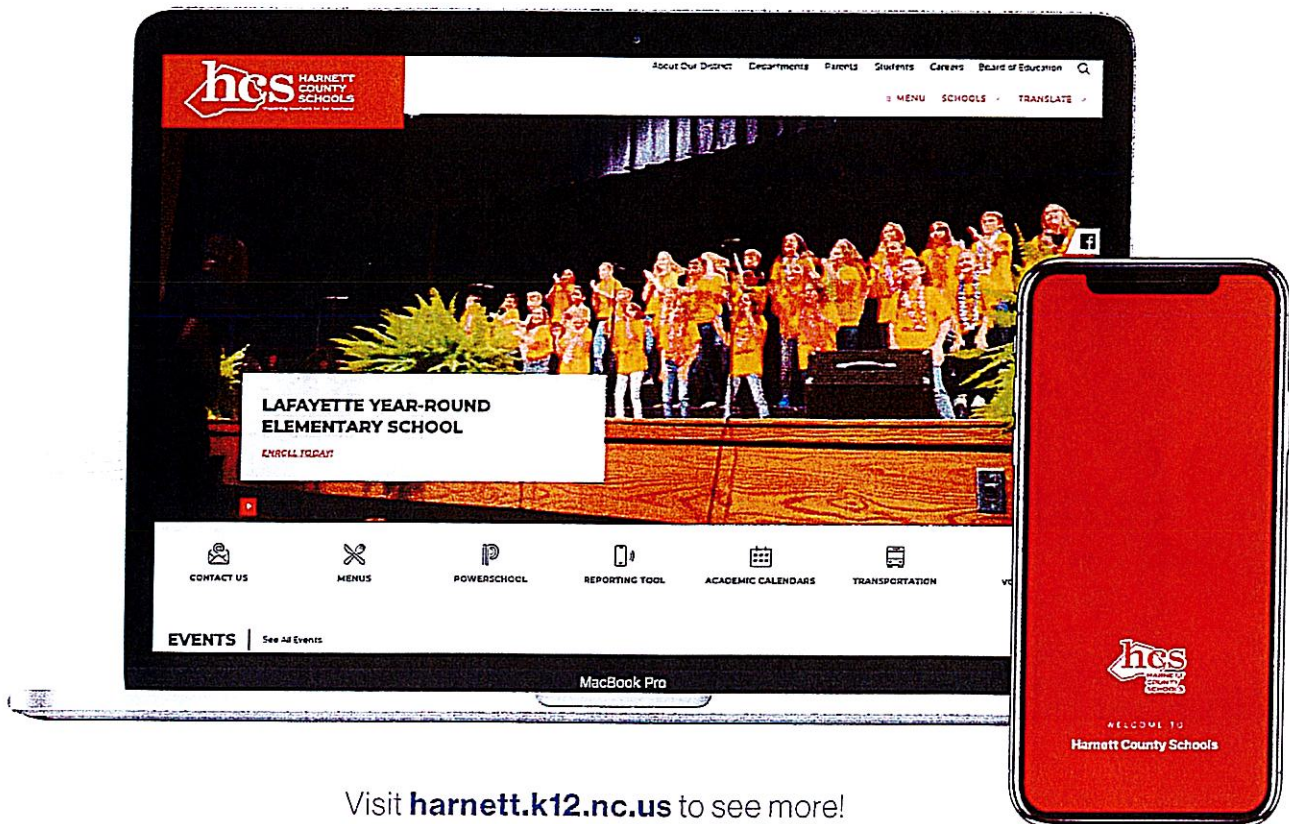
Lillington, NC 27546

Client Since: June 2022

Enrollment: 20,564

List of Services:

- Thrillshare publishing platform
- ADA-compliant website redesign
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training and support



Visit harnett.k12.nc.us to see more!

Pender County Schools | North Carolina

Craig Lawson

Director of Digital Learning & Media

(910) 259-2187

craig_lawson@pender.k12.nc.us

925 Penderlea HWY

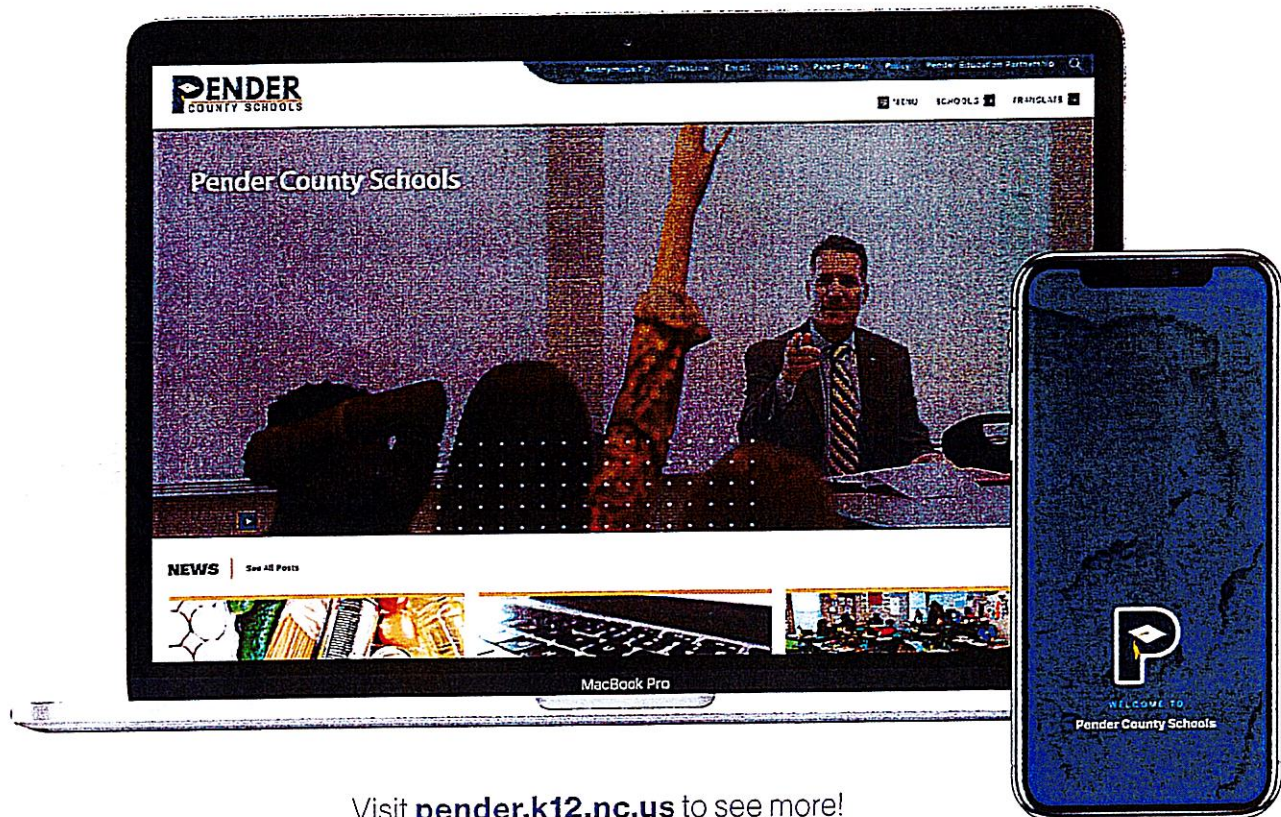
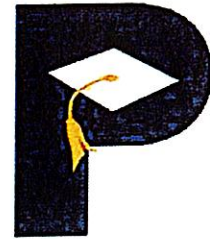
Burgaw, NC 28425

Client Since: May 2021

Enrollment: 9,430

List of Services:

- Thrillshare publishing platform
- ADA-compliant website redesign
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training and support



Visit pender.k12.nc.us to see more!

Johnston County Public Schools | North Carolina

Caitlin Furr

Executive Director of Communication

(910) 934-2016 ext. 1001

caitlinfurr@johnston.k12.nc.us

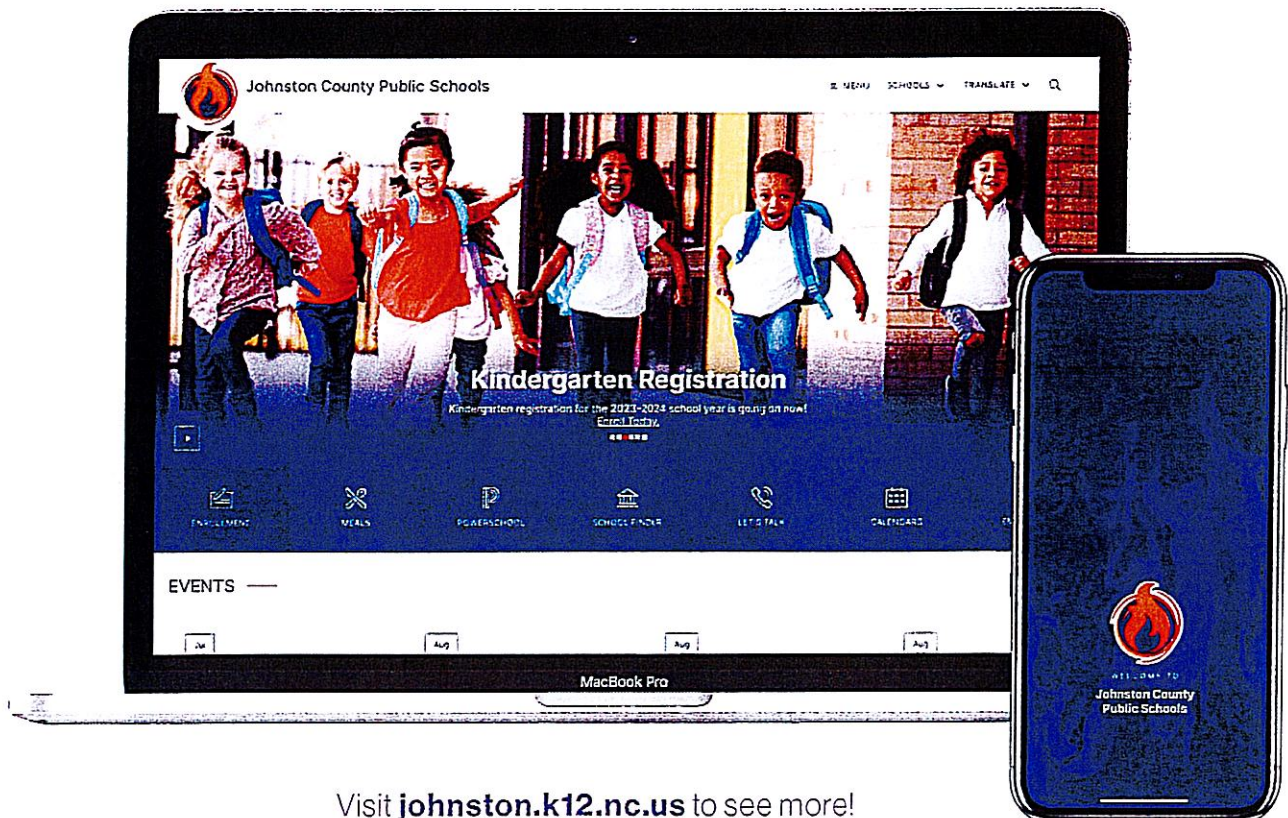
2320 US 70 Business Highway East
Smithfield, NC 27577

Client Since: April 2023

Enrollment: 37,823

List of Services:

- Thrillshare publishing platform
- ADA-compliant website redesign
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training and support



Visit johnston.k12.nc.us to see more!

Additional Response to Scope of Work



Scope of Work

Hosting and maintenance of the school district's website and associated web applications.

Yes. We will host and maintain your school district's website, as well as your associated web applications as it relates to our Thrillshare publishing platform (mobile app, mass communication system, and two-way communication system).

Ensuring high availability and uptime of the website.

Yes. We host all of our services, including your website, on Amazon Web Services, leveraging their network and data centers to scale and provide rapid access to all of our services. Additionally, our standard SLA guarantees 99% uptime of our services.

Implementing robust security measures to protect against unauthorized access and data breaches.

Yes. Apptegy maintains comprehensive security practices and policies, including industry-accepted administrative, technical, and physical security controls. Our practices and policies promote the security of our services and the availability, integrity, and confidentiality of client data in our care. We review our practices and policies at least annually and update them as appropriate. We work to stay informed about industry requirements and changing standards, and work to implement best practices as they evolve. Please see our privacy policy for more information, which can be found at <https://www.apptegy.com/privacy/>.

Additionally, Apptegy uses Amazon Web Services (AWS) to host and operate our services, and to host and process client data. AWS supports more security standards and compliance certifications than any other hosting provider, including ISO, SOC2, NIST, GDPR, PCI-DSS, and others. Comprehensive information about AWS security practices and certifications is available at: <https://aws.amazon.com/security/> and <https://aws.amazon.com/compliance/>.

Regular backups and disaster recovery procedures to minimize data loss.

Yes. We promote the availability of our services and client data with industry-accepted continuity and recovery practices. Client data is backed up daily. We sample test backups at least quarterly to confirm they are working as intended. Our services facilitate software rollbacks and code replication when necessary.

Scalability to accommodate potential growth in website traffic and content.

Yes. The Apptegy infrastructure is built to be highly scalable — as needs arise and usage increases, we will continue to scale our infrastructure to support additional usage. Apptegy continues to improve and iterate upon our infrastructure offerings to provide enhanced performance, security, and reliability.

Technical support and troubleshooting services.

Yes. All technical support and training is included and unlimited throughout our partnership.

For more on our free and unlimited support, see pages 93-95.

Compliance with all applicable laws and regulations regarding data protection and privacy.

Yes. We comply with all relevant student privacy laws in all 50 states. Apptegy respects and values the privacy of student data, and we work hard to protect it. When a law or regulation creates direct obligations for Apptegy about student data privacy, we comply with it. For example, Apptegy collects, uses, and maintains student data in accordance with the Family Educational Rights and Privacy Act (FERPA) and the Children's Online Privacy and Protection Act (COPPA), and only as is set out in our online Policy and Terms of Use (found at: <https://www.apptegy.com/privacy-policy/> and <https://www.apptegy.com/terms-and-conditions/>).

When a law or regulation creates obligations for a client about student data privacy, we work with the client to allow the client to comply. For example, through our services, Apptegy collects, uses, and maintains student data under the direct control of our clients as is required under FERPA.

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.

Yes. We'll migrate any pages, links, documents, etc. you'd like to your new site. Our in-house Apptegy team will do 100% of the migration by hand, because we know migrating content is not just about mirroring existing pages — it's about making sure

your content makes sense in its new environment. Our migration services will be included within your one-time website design cost, without limitations, meaning we will revise migrations until they're perfect. Typically we will migrate a sample set of pages, get feedback, and then are able to complete the rest of the migration without many revisions.

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>

We will be able to comply with NCDPI's requirements for third-party data synchronization and provide the requisite documentation after the August 1 implementation deadline.

A. Website

1. Must be the vendor's proprietary Content Management System (not open source) that is built specifically for K-12 school districts.

Yes. Our proprietary Thrillshare publishing platform was built specifically for K-12 public school districts.

2. Fully customizable design at no additional cost (unlimited design and consultation hours included).

Yes. We will work with you to create a web design that's customized to your district brand. We do not limit the hours of consultation or number of design iterations we'll do.

For more on website design, see pages 9-14.

3. Fully customizable campus website designs at no additional cost (unlimited design and consultation hours included).

Yes. As mentioned, we will work with you to create a web design that's best for your district. Your campus websites will be customized per their specific branding, logos, colors, etc. We do not limit the hours of consultation or number of design iterations we'll do.

4. Fully responsive design for all modern browsers and devices.

Yes. We build all of our websites to be fully responsive on any modern device, browser, and screen size.

5. At least once per year, must offer a complete redesign of the website at the request of the district, at no additional cost.

Yes. As part of our ongoing partnership, we offer a complete free redesign of your site every year so your website stays fresh and we can stay flexible whenever your branding evolves over time.

6. Must be hosted with Amazon Web Services or equivalent service in terms of security and reliability.

Yes. We host all of our services, including your website, on Amazon Web Services.

7. Must contain a fully native internal website search (no external embeds, i.e. Google).

Yes. Our state-of-the-art search engine lives natively on every page of the website and updates dynamically, so you don't need to navigate away from a page or refresh to search. The search function dynamically searches as you type and even uses "fuzzy" matching so users don't need an exact match. For example, if you search for "superinyendent" (a simple typo), you will still see search results for "superintendent."

Feel free to try out the search engine on any of our reference websites!

8. Must include the ability to include pop-up alerts through the website for emergency notifications.

Yes. You can easily create a pop-up alert or banner that will appear on the home page or every page of your website. With our WYSIWYG editor, you have full control over the content without needing programming experience. We recommend only using these in emergencies because this will be the first thing someone sees when they view your website.

9. Must have ability to incorporate full-screen mega menus to build consistent navigation between desktop and mobile use.

Yes. In fact, we've found that a big, full screen menu offers the cleanest and easiest experience on any device.