



Intrado SchoolMessenger Proposal

Prepared For:

Tipton Community School Corporation

Prepared By:

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Prepared **Tipton Community School Corporation**
for: Tipton, IN 46072

Dear Review Committee:

Our goal with Intrado SchoolMessenger solutions has always been to ensure educators are able to quickly and easily connect with their communities in any language and on any device. Our platforms, features, and functions consistently set the standard for the industry. Similarly, our commitment to being highly responsive and proactive in supporting our customers has pushed the overall market forward.

As evidence of our qualifications, note that we:

- Deliver the most widely used product for notification in US school districts, serving more than 32 million K-12 students (nearly half of all US enrollment);
- Are the website / content management system (CMS) choice of more than 13,000 K-12 schools and districts across North America;
- Have developed custom mobile apps, integrating all communications – from the website, notification service and other sources – for hundreds of school districts;
- Have proven success in large districts like Orange County Public Schools (230k students), Houston Independent School District (230k students), Dallas Independent School District (165k students), and many more; and,
- Have a net renewal rate of 97%.

Our company is committed to the success of schools and school districts. We value our clients as partners in our effort to foster the connection between the school and the home, and ultimately to support the success and safety of students. We look forward to carrying this vision forward and serving one of Indiana's and one of the nation's leading school systems.

Sincerely,

Jeremy Dobberstein, Region Director

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EXECUTIVE SUMMARY

Intrado SchoolMessenger is the **Trusted Platform for School Community Engagement**. To accomplish our mission of ensuring that educators are able to keep students, staff, and campuses safe and quickly and easily connect with their communities, we offer a robust set of solutions for your district's unique needs.

We have prepared this document to showcase our industry-leading communication solutions that we believe will meet your project's immediate goals and provide long-term value to Tipton Community School Corporation.

EDUCATION-FOCUSED FEATURES

Every Intrado SchoolMessenger solution is powerful, but they are even more valuable when combined. That's why we propose that Tipton Community School Corporation adopts our three most popular solutions – **SchoolMessenger Communicate**, the notification system relied upon by more schools than any other; **SchoolMessenger Presence**, the K-12 website solution of choice for thousands of districts across North America; and **SchoolMessenger CustomApp**, the custom K-12 district mobile app offering.

Whatever your goals, Intrado SchoolMessenger solutions offer the features you need to communicate effectively:

- **Multi-channel notifications** via voice, text, email, social media, desktop pop-up, and web
- **Superior message deliverability** – Patented technology ensures your messages don't have to "wait in line," even in high-volume situations like widespread weather events
- **Integration and automation with more than 130 data sources** including most student information and foodservice POS systems
- **Classroom messaging** – Provide teachers with powerful messaging tools while maintaining visibility and control
- **In-line website editing** capability which allows staff members to make on-page edits to content and layout in real time – without coding or use of a backend editor
- **Truly custom mobile apps** – Go beyond logo and color customization! We design to your exact specifications with your distinct goals and objectives in mind
- **Multilingual support** – Reach everyone in your diverse school community – more than 100 languages supported
- **Industry-leading accessibility, version control, and other legal compliance tools** that make it easier

- **Powerful yet simple interface** – Known for ease of use by staff of all skill levels

for you to stay compliant with ADA, CIPA, COPPA, and FERPA

TESTED, TRUSTED, AND RELIABLE TECHNOLOGY

Intrado SchoolMessenger products run on **the world's largest K-12 communications network**. Many of the largest and most demanding school districts across North America trust their important communications to Intrado. Our products are also **recognized by leading edtech organizations and industry publications**:



To help districts stay compliant with the Telephone Consumer Protection Act (TCPA), a federal law that restricts how automated calling and texting systems can be used to communicate with people, we also offer **industry-leading TCPA compliance features**. These unique tools are designed to help districts meet the requirements of this law and avoid costly lawsuits from consumers.

We were also **an early signatory of the Student Privacy Pledge**, which was created by The Future of Privacy Forum (FPF) and the Software & Information Industry Association (SIIA) to encourage school service providers to affirm that K-12 student information is kept private and secure. We adhere to the Pledge's twelve stringent standards as part of a complete commitment to protecting student data.



IMPLEMENTATION, TRAINING, AND SUPPORT THAT EXCEEDS EXPECTATIONS

Our award-winning, **24/7/365 support is truly unlimited**; any teacher, administrator, or support staffer can contact us anytime with questions on any type of issue. There's no limit on the number of support cases you can submit and no cost for "premium" support. Plus, we never place restrictions on the number of people in your school or District who can contact our support team. Whether you call our toll-free 800



number, submit a support ticket via email, start a live chat, or contact us via web form, you'll discover the difference that world-class service can make.

We offer a range of **customizable training options** to get your users confident and ready to use our system to its fullest potential. Let our experienced trainers help ensure your users are trained effectively on the system. Additionally, the learning resources available through our training portal offer product news, tips and tricks, training modules and more.



We do our best to make the implementation process as painless as possible with **implementation support**. Our team will help you get up to speed on our systems quickly and efficiently, minimizing the impact on your district's IT staff.



ABOUT THIS PROPOSAL

We hope that this project proposal demonstrates the capabilities of our communications solution and a commitment to excellence that will help ensure the success of your district and schools. We look forward to working with Tipton Community School Corporation on this important and visible project.

COMPANY PROFILE

Intrado SchoolMessenger products from Intrado are education's trusted communications solutions. ***More than 63,000 schools and other educational institutions across North America depend on Intrado SchoolMessenger products and services.***

From our start with notification services in 1999, the Intrado SchoolMessenger family of products has grown to meet the community engagement needs of school communications and technology professionals. Our products let schools engage with their staff, teachers, parents, and students in multiple languages and on any device.

Intrado SchoolMessenger products and services are selected in rigorous reviews by some of the largest school districts and school boards across North America. For example:

- The award-winning ***SchoolMessenger Communicate*** notification service is used by more K-12 schools than any other;
- ***SchoolMessenger Presence***, the most flexible website content management system in K-12 education, is relied upon by more than 13,000 schools; and,
- ***SchoolMessenger CustomApp***, for creating unique school mobile apps, is a key part of the communications efforts of hundreds of top K-12 districts.

Intrado SchoolMessenger products run on the largest K-12 communications network in the world. Thanks to patented technology and rock-solid infrastructure, those products successfully deliver more than one billion notifications per year and effortlessly handle the most complex voice, text, email, mobile app, social media, and website communications. We are also a signatory to the Student Privacy Pledge and adhere to its twelve stringent standards as part of a complete commitment to protecting student data.



In 2014, SchoolMessenger became part of Intrado Corporation (formerly known as "West Corporation"), one of the world's largest communication companies. For more than 30 years, Intrado has supplied reliable, high-quality voice and data services. Intrado serves clients in a variety of industries including telecommunications, public safety, technology, healthcare, financial services, and retail. Intrado operates worldwide, in the United States, Canada, and many other countries. And, Intrado manages more than 90% of the United States' emergency 911 systems, owns and operates approximately 750,000 telecom ports and provides tremendous scale, stability, and resources.



SCHOOLMESSENGER COMMUNICATE

From emergency communication capabilities that are ready for any crisis to best-in-class tools for parent, community, and classroom engagement, SchoolMessenger Communicate is the unrivaled notification solution for K-12 schools and districts.



Simply put, SchoolMessenger Communicate delivers in the most critical situations, and that's why the product consistently outscores other systems in rigorous evaluations by the most demanding school districts.

What's more, SchoolMessenger Communicate is shown to positively impact academic achievement, increase parent involvement, reduce absenteeism and dropouts, and save staff time.

For a notification system you can count on in critical situations, choose SchoolMessenger Communicate.

SCHOOLMESSENGER COMMUNICATE OFFERS THE FOLLOWING:

UNMATCHED RELIABILITY AND PERFORMANCE

- ✓ ***We've built the largest communications network in K-12 education***, offering unequaled capacity, infrastructure, and speed to help deliver your important messages efficiently and effectively
- ✓ ***We deliver millions of messages at once and more than a billion messages per year*** – all with precise accuracy and high speed, even during peak times
- ✓ ***Patented technology which ensures rapid message distribution*** – Thanks to our sophisticated, proprietary algorithms, your important notifications don't have to "wait in line" behind notifications from other schools
- ✓ ***Time-tested technology that has delivered in every possible circumstance*** – We've successfully delivered time-sensitive notifications about every kind of school event, including school violence incidents, severe weather events, lockdowns, and unexpected school closures

DEEPEST K-12 FEATURE SET

- ✓ ***The most full-featured messaging product for schools*** – Send unlimited broadcasts using voice, text, email, social media, desktop pop-up, web, and push notifications from one simple screen
- ✓ ***Integration and automation with more than 130 data sources*** – Powerful integration capabilities with top school software programs like PowerSchool, Skyward, TylerSIS, MealTime, MCS, Lunchtime, and many more
- ✓ ***Instant translation to more than 100 languages*** – Featuring robust text to speech (in 16 languages), text to text, and quality assurance tools
- ✓ ***Free SchoolMessenger teacher/parent app and portal*** – Connect the school community with an app that brings together rich teacher and classroom messaging technology with school- and district-level notifications; available for free as a mobile Apple or Android app and as a web-based portal
- ✓ ***Classroom messaging*** – Offer teachers powerful messaging tools that enhance student and parent engagement while ensuring compliance with district communications policies
- ✓ ***Industry-leading TCPA compliance tools*** that make it easier for you to stay compliant with important federal regulations on phone and text message communications and avoid costly lawsuits
- ✓ ***Hands free notifications for every school situation*** – Notifications for absences / tardies (including period attendance), foodservice lunch balance, bus route, library fines, and much more
- ✓ ***Powerful yet simple interface*** – Staff of all skill levels report that SchoolMessenger Communicate is amazingly easy to learn and use
- ✓ ***Complex scenario handling*** – Control how messages are delivered based on the notification type (e.g. early morning closure calling home phones versus afternoon dismissals calling mobile and work phones) – also set district-wide defaults and even configure individual rules to handle student-specific scenarios
- ✓ ***Easy cross-platform communication*** – Send notifications from SchoolMessenger Communicate and automatically update your website and mobile app, saving you time and effort
- ✓ ***Powerful reporting and analytics*** – Select from dozens of standard reports or build your own; save and schedule reports to automate processes such as “bad number” clean up; monitor activity in real time
- ✓ ***Social media integration*** – Easily publish to multiple Facebook and Twitter accounts at once from directly within the familiar SchoolMessenger Communicate interface; post voice messages to Facebook effortlessly

- ✓ **Robust email messaging tools** – Let us create beautiful HTML templates for your email newsletters or create and edit on your own with our template editor; powerful email analytics show you who opened and how much time they spent on your email
- ✓ **Flexible management tools** – Streamline deployment and support, even for districts with hundreds of schools and thousands of users; authenticate against LDAP-aware data sources; securely publish list definitions and messages between users
- ✓ **Interactive notification features** – Capture voice responses for use as a “paperless attendance note;” send surveys through phone and web with an unlimited number of questions
- ✓ **Access anywhere** with our iPhone and Android broadcasting apps
- ✓ **Hundreds more features** and functionalities

SCHOOLMESSENGER APP

When it comes to parent engagement, one of the biggest challenges schools face is avoiding message fatigue. That’s because there are so many communications tools available, and often, different tools are being used by teachers, schools, and districts.

The SchoolMessenger app was built to address this challenge. The SchoolMessenger app – **available for free as a mobile app for Apple and Android devices and as a web-based application** – brings together rich teacher and classroom messaging technology with school- and district-level notifications.

This provides parents with a single app for all their school communications, and gives school leaders more visibility into, and control over, school- and district-wide messaging. Learn more about how the SchoolMessenger app can improve parent engagement in your school community.



KEY BENEFITS OF THE SCHOOLMESSENGER APP:

POWERFUL TOOLS TO KEEP PARENTS CONNECTED

- ✓ **One simple, scrollable, streamlined view** that allows parents to view private messages, classroom group texts, and school notifications in one convenient place, just as they would on any other popular app or social media site (see screenshot above)
- ✓ **Parents can engage in two-way conversations** with both groups (i.e. classrooms, sports teams, PTO groups, etc.) and individuals (i.e., teachers)

- ✓ **Multimedia messaging options** that allow parents to exchange files, images, and videos with teachers
- ✓ **All the tools parents need to stay connected to their child's education** – no need to sign up for multiple communications channels or switch between multiple communications apps to get the information they need!

TOOLS TO HELP TEACHERS ENGAGE

- ✓ **Virtual parent-teacher conferencing** – Using one-to-one messaging, teachers and parents can privately and securely discuss the performance of individual students
- ✓ **Classroom file sharing tools** – Teachers can easily send home classroom assignments, permission slips, and other files
- ✓ **Group chats and texting** – Teachers can start discussions around classroom events, topics students are learning about, and more
- ✓ **A singular app for classroom messaging** – Unlike other tools from startup companies that may be here today and gone tomorrow, teachers can trust that the SchoolMessenger app is here to stay and use it for all classroom communications

SCHOOLMESSENGER PRESENCE

The website / content management system (CMS) is often the heart of a school district's communications strategy. That's why **more than 13,000 schools and districts have chosen us for a comprehensive solution.** SchoolMessenger Presence includes website design services and an award-winning content management system that encompass the critical technological components and services needed to effectively engage parents, while delivering a personalized learning environment for students and teachers. Our solution includes hosting, online tools, implementation, support and maintenance, and beautiful design, supplying everything you need to run fully interactive websites. Discover the many benefits that SchoolMessenger Presence has to offer.



SCHOOLMESSENGER PRESENCE OFFERS THE FOLLOWING:

UNPARALLELED EASE OF USE

- ✓ **Flexible in-line editing capability** which allows staff members to make on-page edits in real time without HTML coding or use of a backend editor
- ✓ **Drag and drop layout** – Move page elements with the click of a mouse
- ✓ **Built-in photo editing tools** – Automatically resize and manipulate images without relying on external tools like Adobe Photoshop®
- ✓ **Direct file uploads from cloud services** like Google Drive, Facebook, Microsoft OneDrive, and more

DEEPEST K-12 SCHOOL WEBSITE FEATURE SET

- ✓ **Dynamic calendars** – Filter, merge, and search calendars across schools, departments, and the district; integrate with Google Calendar and other web-based calendars
- ✓ **Teacher- and school-level directories** with full profile pages
- ✓ **21st century communication tools** – Social media integration, newsletters and alerts, mobile sites, and Web 2.0 tools, all to optimize students' opportunities for success
- ✓ **News engine** – Push down news items from district site to individual school sites; set publishing schedule; give each school its own news feed if desired; add photos to news

articles; news articles published automatically show up in your district's SchoolMessenger CustomApp

- ✓ **Powerful video management features** – Video uploads and direct embeds
- ✓ **Automatic image compression** which enables your site to load fast, no matter what device someone is using to view it
- ✓ **Granular permission controls** – Configure access rights for individuals or groups easily and quickly
- ✓ **Content approval workflows** – Delegate content editing tasks with approval workflows to ensure consistency across your organization
- ✓ **Robust analytics** – Easily integrate with Google Analytics to track overall traffic, identify popular content, and identify trends
- ✓ **Workflow designer** – Easily automate complex processes, such as processing of FOIA requests
- ✓ **iPad and tablet support** – Ability to edit content via the Internet browser of a mobile device; responsive designs automatically adjust to fit any size screen
- ✓ **Multiple language support** – Many languages supported via language translation software

ENDLESS DESIGN OPTIONS

- ✓ **Responsive designs that allow your website to seamlessly adjust to any size screen** – mobile, tablet, desktop, etc.
- ✓ **Custom design options** – Create an original design that reflects your unique mission, vision, achievements, and programs
- ✓ **The largest selection of K-12 website templates** – Each of our unique templates is 100% responsive
- ✓ **School-level design customizations** – Maintain a cohesive branded look across all district sites while personalizing school-level sites with school colors and imagery

EXTENSIVE INTEGRATION AND LEGAL COMPLIANCE FEATURES

- ✓ **Detailed pre-launch web accessibility check** – Prior to launch, all new SchoolMessenger Presence websites are tested for standard WCAG 2.0 accessibility compliance to help ensure that sites are accessible for users with visual or physical impairments

- ✓ **Optional post-launch support with Monsido subscription** – To help monitor and maintain accessible websites after launch, SchoolMessenger Presence customers have the option of purchasing a subscription to the Monsido to easily track key metrics and much more
- ✓ **Integration with popular collaborative tools** like G Suite, Office 365 Education, and more
- ✓ **SIS integration** with popular programs like PowerSchool, Infinite Campus, Skyward, Tyler SIS, Rediker, eSchoolData, Renweb, Aeries, TxEIS, NCWISE, WVEIS, and many more
- ✓ **Integrated technical solutions** – Never worry about having to re-enter information thanks to our integrations via Active Directory / LDAP, SAML, XML / RSS, SMTP email servers, and more
- ✓ **Notification system integration** – Automatically push updates from your notification system to your website to keep the community informed while saving time and effort
- ✓ **Cloud integration with single sign-on (SSO)** – Easily leverage the flexibility and cost savings of cloud-based technologies
- ✓ **Industry-leading accessibility, version control, and other legal compliance tools** that make it easier for you to stay compliant with ADA, CIPA, COPPA, and FERPA

RELIABILITY, DATA SECURITY, AND PRIVACY

There are two things your communications products must do: they must work at all times, and they must protect sensitive student data. That's why we have taken all commercially available measures to ensure message deliverability, protect overall system availability, and safeguard data on the Intrado SchoolMessenger platform.

RELIABILITY

When it comes to keeping students safe and parents informed, today's schools count on their notification service as mission critical. It must perform when needed. That's why we designed our notification service to be dependable, and why so many customers count on it, even in crisis.

In fact, Intrado SchoolMessenger was awarded a patent (***U.S. Pat. No. 8,131,269***) for its highly available, distributed notification technology architecture. The patented technology prepares voice messages and delivers them in mass, to a single recipient or to a group or household, more quickly and with a higher degree of redundancy than earlier generation architectures. It also delivers the intelligence necessary to effectively allocate those messages across its highly distributed nationwide infrastructure, increasing the overall redundancy and resiliency of the system. The basis of the patent is a system and method which uses a highly distributed architecture to deliver extremely large volumes of mass notifications originating from many locations nearly instantaneously.

PRIVACY

- ***Privately Owned and Operated:*** Intrado SchoolMessenger applications have been built from the ground up over several years and with sizable investment. As opposed to simply being a reseller of someone else's service, we own and operate our hosted notification service; other than intermediary phone companies and long-distance providers, there are no third parties involved in the transport of notifications.
- ***Comprehensive Privacy Policy:*** As per the Intrado SchoolMessenger privacy policy, no data is ever shared with any outside party for any reason. Key provisions follow:
 - We do not sell, trade, loan or lease any information or data about our customers to any third party. Your contact information, the contact information of your constituents, your communications, data, documents, and information are completely private and fully protected against unauthorized access

- We are not a source of, nor do we deliver, unsolicited e-mail, unsolicited voice mail, or unsolicited faxes. We will not send any unwanted communication to you or your constituents
- We do not sell or otherwise provide information to direct marketers or any other third parties
- We do not disclose any non-public information about you, except as required or permitted by law. Under U.S. law, there is an affirmative duty of service providers to the public to report to the Federal Government's Cyber Tip Line knowledge of facts or circumstances of online child pornography. In the above events, Intrado, in its sole discretion, reserves rights of disclosure to others
- **Comprehensive Hiring, Training, and Retraining Process:** This includes rigorous pre-employment screening. Pre-employment screening can include but is not limited to:
 - Conducting credit referencing and criminal background checks
 - Verifying academic and professional qualifications
 - Undertaking detailed employment reference checking, including confirmation of employment dates, job titles, leaves (where relevant) and salaries
 - Confirming current, past, and disqualified certifications and licenses, if any
 - Additionally, each employee, as part of the hiring process, signs agreements and statements including but not limited to:
 - Non-disclosure agreement
 - Confidentiality agreement
 - Company policy acknowledgement and agreement
- **Student Privacy Pledge Signatory:** We are a signatory of the Student Privacy Pledge, which requires us to adhere to 12 stringent standards as a further assurance of our commitment to protecting your data. These include the following commitments:



STUDENT PRIVACY PLEDGE COMMITMENTS:

<p>✗ Not collect, maintain, use, or share student personal information beyond that needed for authorized educational/school purposes, or as authorized by the parent/student.</p>	<p>✓ Collect, use, share, and retain student personal information only for purposes for which we were authorized by the educational institution/agency, teacher, or the parent/student.</p>
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STUDENT PRIVACY PLEDGE COMMITMENTS:

✗ Not use or disclose student information collected through an educational/school service (whether personal information or otherwise) for behavioral targeting of advertisements to students.	✓ Disclose clearly in contracts or privacy policies, including in a manner easy for parents to understand, what types of student personal information we collect, if any, and the purposes for which the information we maintain is used or shared with third parties.
✗ Not sell student personal information.	✓ Support access to and correction of student personally identifiable information by the student or their authorized parent, either by assisting the educational institution in meeting its requirements or directly when the information is collected directly from the student with student/parent consent.
✗ Not make material changes to school service provider consumer privacy policies without first providing prominent notice to the account holder(s) (i.e., the educational institution/agency, or the parent/student when the information is collected directly from the student with student/parent consent) and allowing them choices before data is used in any manner inconsistent with terms they were initially provided; and not make material changes to other policies or practices governing the use of student personal information that are inconsistent with contractual requirements.	✓ Maintain a comprehensive security program that is reasonably designed to protect the security, privacy, confidentiality, and integrity of student personal information against risks – such as unauthorized access or use, or unintended or inappropriate disclosure – through the use of administrative, technological, and physical safeguards appropriate to the sensitivity of the information.
✗ Not knowingly retain student personal information beyond the time period required to support the authorized educational/school purposes, or as authorized by the parent/student.	✓ Require that our vendors with whom student personal information is shared in order to deliver the educational service, if any, are obligated to implement these same commitments for the given student personal information.
✗ Not build a personal profile of a student other than for supporting authorized educational/school purposes or as authorized by the parent/student	✓ Allow a successor entity to maintain the student personal information, in the case of our merger or acquisition by another entity, provided the successor entity is subject to these same commitments for the previously collected student personal information.

IMPLEMENTATION, TRAINING, AND SUPPORT

IMPLEMENTATION

Making the choice to implement new communications solutions is no small undertaking. We fully understand the work involved. That's why we've made it our goal to make deployment as smooth as possible.

Once we receive the school district's order, our team immediately starts working on the project. Within a day or two (depending on district schedules) we'll plan a project kickoff call and deliver a finalized project plan to the district.



IMPLEMENTATION SUMMARY

The following tables provide sample project plans for tracking the implementation of Intrado SchoolMessenger projects and services for Tipton Community School Corporation. Target dates are best estimates and will vary based on the project commencement date and verification of district goals.

DELIVERABLE	GO LIVE DATE
SchoolMessenger Communicate - Notification service for sending alerts through various channels including voice / text / email / push; includes automated alerts (e.g. absence notification) and user-generated communications (e.g. outreach and emergency)	Within 30 days
SchoolMessenger CustomApp - Custom mobile app in Apple's App Store and Google Play for Android; contains subset of website / CMS content, information from other sources such as social media, and push notifications.	Within 60 days
SchoolMessenger Presence - Website / CMS design and hosting for district and all component schools (includes migration of content from current sites)	Within 90 days

SCHOOLMESSENGER COMMUNICATE TIMELINE

MILESTONE / TASK	PARTIES	DAYS AFTER COMMENCEMENT
Intro / kick off meeting	Intrado, District	1 day
Priority Access: Notifications account is created to ensure immediate availability of rapid calling capability. Through remainder of deployment, District is assured that they can send notifications on a moment's notice.	Intrado	1 day
Data integration plan delivered	Intrado	3 days
User account provisioning complete	Intrado, District	7 days
Data integration base setup complete	Intrado, District	14-21 days
System administrator training	Intrado, District	21 days
End user training (sending notifications, producing reports)	Intrado, District	21 days
School-level test / introductory broadcast	Intrado, District	21-28 days
District-wide test / introductory broadcast	Intrado, District	21-28 days
Final launch status meeting	Intrado, District	30 days
Automated absence notifications commence on first day of school	Intrado, District	TBD per District schedules
Follow up trainings as needed	Intrado, District	TBD per District schedules

SCHOOLMESSENGER PRESENCE TIMELINE

MILESTONE / TASK	PARTIES	DAYS AFTER COMMENCEMENT
Intro / kick off meeting	Intrado, District	1 day
Follow up requirements meeting #1; review outline of project plan updated based on kickoff meeting	Intrado, District	14-21 days
Detailed project plan and timeline delivered	Intrado	14-21 days
Design / style guide delivered; iterated based on district feedback (governs website / CMS and informs mobile)	Intrado, District	28 days
Top-level project status meeting #1	Intrado, District	30 days
Information architecture delivered; iterated based on district feedback	Intrado, District	42 days
Top-level project status meeting #2	Intrado, District	48 days
Site migration (from current website) begins	Intrado, District	50 days
Beta / staging full site launch for District preview	Intrado	65 days
Top-level project status meeting #3	Intrado, District	75 days
System administrator training on beta / staging site	Intrado, District	80 days
Optional end user training on beta / staging site (e.g. principals and department heads)	Intrado, District	80 days
Final candidate site posted (incorporates beta feedback; provides for final review prior to live launch)	Intrado	85 days
Full site live launch	Intrado	90 days
Top-level project status meeting #4 (post launch review)	Intrado, District	TBD per District schedule
Optional on-site teacher training	Intrado, District	Ongoing

DEPLOYMENT AND BEYOND

Once implementation is complete, our teams of training, service, and support experts take on the role of caring for you as a member of our family. Our customer care philosophy is based on friendliness, courtesy, and quick service. But more importantly, we're proud of the fact that we have built a level of trust with educators that is unprecedented.

TRAINING

We know that confident system users are essential to the district's success. We also know that proper training is the key to achieving that goal. That's why we provide a range of customizable training options to ensure you get the most out of your investment. We collaborate with your staff to determine the training program that best fits your objective, schedules, budgets, learning styles, and facilities. Options include:



- System Administrator training
- Train-the-Trainers training
- End User training
- Refresher training
- Unlimited webinar training is available online at <http://www.trainingschoolmessenger.com>

TRAINING FORMAT	DESCRIPTION	ON SITE TRAINING FACILITIES REQUIRED	REMOTE TRAINING FACILITIES REQUIRED	TYPICAL SESSION LENGTHS
System Administrator Training	Minimum level of training provided with every Intrado SchoolMessenger implementation. A small number of system administrators – which may also include domain experts from the data and networking teams – are trained on the management of the system or service. This training can be conducted either on site or remotely via a web meeting / conference call.	Office, conference room or computer lab with Internet access	Computer with internet access	90 minutes
Train-the-Trainers Training	The district may choose to have our trainers work directly with designated district trainers. The training is designed to empower district trainers with the necessary confidence and skills to train other end users throughout the district.	Computer lab with Internet access	Phone	90 minutes

TRAINING FORMAT	DESCRIPTION	ON SITE TRAINING FACILITIES REQUIRED	REMOTE TRAINING FACILITIES REQUIRED	TYPICAL SESSION LENGTHS
End User Training	Typically performed “classroom style.” Users need only attend one session and the training can be performed for as many individuals as the district’s facilities will accommodate. Optionally, web training sessions can be scheduled and attended by end users in dispersed locations via a web meeting / conference call. Distributed remote training sessions are limited to 999 participants per session.	Computer lab Data projector	Classroom style: Computer lab Speakerphone Data projector Dispersed Trainees: Computer with internet access Phone	45-60 min per session
Refresher or Advanced Training	Similar to End User Training, follow-up training sessions are typically performed classroom style and can be done in remotely or on site.	Computer lab Data projector	Classroom style: Computer lab Speakerphone Data projector Dispersed Trainees: Computer with internet access Phone	45-60 min per session

TRAINING FORMAT	DESCRIPTION	ON SITE TRAINING FACILITIES REQUIRED	REMOTE TRAINING FACILITIES REQUIRED	TYPICAL SESSION LENGTHS
Unlimited Webinar Training	New and advanced users can sign up for any of our webinar training sessions at their convenience. See what we have to offer at www.schoolmessenger.com/training .	N/A	Computer with internet access Phone	45-60 min per session

EXPERIENCED TRAINERS

We have invested significant resources in providing customers with a top-notch training experience. The dedicated training department contains several full-time trainers, each with significant professional development experience in the K-12 market.

EASE OF USE AND EMBEDDED TUTORIALS

The decision to conduct training sessions in person or remotely via a “web cast” and conference call depends on a range of factors: training scope, deployment schedules and budget constraints, just to name a few. Large groups requiring end user training may dictate onsite classroom style training sessions in a computer lab environment. System Administrator training or the training of trainers may be done in person but is often performed remotely. Refresher and Advanced training courses with target user groups are typically performed via remote training sessions.

CUSTOMER SUPPORT

We provide full support services through a toll-free 800 number, email, live chat, and web form for all users for all issue types **at no added cost.**

We are a recognized leader in ongoing support and customer service. Our customer care philosophy is based on friendliness, courtesy, and quick service. We go beyond traditional support and look for opportunities to ensure that end users are trained effectively and prepared to communicate meaningfully with their community.



ALL CUSTOMER SERVICE IS:

- Supplied by our customer service team (never subcontracted or outsourced)
- North American based
- Designed for the unique needs of educators

In addition, because getting help quickly is often a requirement for something as mission critical as your communication solutions, we offer support 24 x 7 x 365.

COST OF SERVICES AND OPTIONS

PRICING INCLUDES:

- Unlimited service
- Professional setup and data integration
- Technical support
- Extensive training

INTRADO PRICING BASED ON 1,430 STUDENTS AND 1 SITE	YEAR 1	YEAR 2 & BEYOND
SchoolMessenger Communicate (\$1.50/stu/year + \$0 one-time setup fee in Year 1)	\$2,145	\$2,145/year
SchoolMessenger Presence (\$1,400/site/year + \$3,000 one-time setup fee in Year 1)	\$4,400	\$1,400/year
TOTAL	\$6,545	\$3,545/year

**No additional charge for staff. No hidden charges or fees. No charge for version upgrades.*

PACKAGE: SCHOOLMESSENGER COMMUNICATE

Following is a summary of the pricing for the services described here. There are no hidden fees or upcharges. The Intrado approach is “all inclusive.” Pricing valid for 30 days from date of proposal.

APPLICATION FEATURES	
Unlimited voice, SMS text, and email messages with unlimited contact points per recipient	Included
Unlimited self-updating lists / (groups dynamically change based on source data)	Included
Instant translation to 100+ languages with reverse translation quality assurance	Included
Message templates quickly send a broadcast in any language with one click	Included
HTML email with attachments and district-controlled branding / templates	Included
Social media publishing (Facebook / Twitter) which posts text and / or message audio	Included
Configurable RSS widget to post messages automatically to school/district websites	Included
Desktop Alerts push a “pop up” to any school or district computer screen	Included
Parent portal; manage preferences, and review prior messages	Included
Broadcast messaging apps for iPhone® and Android™ devices	Included
Quick Tip anonymous reporting module	Included
Surveys through phone and web with unlimited questions	Included
Dashboard offers at-a-glance views into overall messaging activity	Included
SchoolMessenger App gives parents single app for all their school communications	Included
Integration and Automation	
Hands-free integration and automation with more than 130 data sources	Included
Automated absence notification individualized per campus, unlimited languages	Included
Other automated notifications (e.g. low lunch balance alerts) added any time	Included
Implementation, Training, Support, and Resources	
Rapid implementation to minimize effort of district staff	Included
24 x 7 x 365 highly available phone and email support	Included
Unlimited training through remote web sessions	Included
Resource Central; site with sample messages, policy guides, tips, tricks, and videos	Included
Enrollment (# of students)	1,430
Per Student Rate, Year 1	1.50
Per Student Rate, Annual Renewals	1.50
One-Time Set-up Fee	0
Total Year 1	\$2,145
Total Ongoing	\$2,145/year

PACKAGE: SCHOOLMESSENGER PRESENCE

The following is a summary of the pricing for the services described here. There are no hidden fees or upcharges. The Intrado approach is “all inclusive.” Pricing valid for 30 days from date of proposal.

APPLICATION FEATURES	
Mobile friendly website including unlimited pages	Included
Flexible in-line editing for real-time, on-page editing of content	Included
Built-in image editor and direct file uploads from cloud services	Included
Drag-and-drop layout editing capability	Included
Teacher- and school-level directories with full profile pages	Included
Calendar module – Filter, merge, and search across calendars	Included
News and announcements module	Included
Content approval workflows and permission controls	Included
Integration with G Suite, Office 365, and SIS, and many other programs	Included
Legal compliance tools that help maintain compliance with relevant legislation	Included
Implementation support, and online training	Included
Content migration for district- and school-level content <i>(additional charges for migration of teacher pages, blogs, calendar content, and third-party content may apply)</i>	Included
Unlimited 24 x 7 x 365 support for all users: phone, email, chat, and web form	Included
Integration with SchoolMessenger Communicate and SchoolMessenger CustomApp	Included
Ongoing hosting, maintenance, and unlimited use	Included
Unlimited users and unlimited storage	Included
Number of Sites	1
Per Site Rate (Annual)	\$1,400
One-time Set-up Fee <i>*See Design Options on next page</i>	\$3,000
Total Year 1	\$4,400
Total Ongoing	\$1,400/year

FEATURES: ADDITIONAL SERVICES AVAILABLE

	YEAR 1	ANNUALLY
SchoolMessenger SafeMail – Safe Student Email services (\$3.75/stu year)	\$5,363	\$5,363/year
Accessibility Monitoring services (\$2,160 for up to 500 Website Pages + \$350 for up to 500 PDFs)	\$2,510	\$2,510/year
SchoolMessenger SecureFile Module– Secure Document Delivery services (\$.40/stu/year)	\$572	\$572/year
SchoolMessenger SafeArrival Module– Absence Management services (\$1.25stu/year)	\$1,788	\$1,788/year

**No additional charge for staff. No hidden charges or fees. No charge for version upgrades.*

