

# SchoolMessenger Proposal

February 20, 2015

*Prepared for*



Prepared in accordance with terms of  
RFP for Public Information Communication Services

SchoolMessenger  
By Reliance Communications, LLC  
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Los Gatos, California, 95032  
Contact: Nate Brogan  
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February 20, 2015

St. Charles Parish Public Schools  
Attn: RFP Review Committee  
13855 River Rd.  
Luling, LA 70070

Dear Review Committee:

We appreciate the opportunity to partner with St. Charles Parish Public Schools on the Public Information Communication Services project.

By partnering with SchoolMessenger, the district can join leading organizations from across the country who count on us to deliver. SchoolMessenger consistently meets the complex requirements of the nation's leading districts.

As evidence of our qualifications, note that our solutions:

- Deliver the most widely used product for **Notification** in US K-12 school districts<sup>1</sup>, serving more than 23 million K-12 students (nearly half of all US enrollment).
- Are the **Website / Content Management System (CMS)** choice of more than 2,400 K-12 schools and districts including Lewisville ISD, Moreno Valley USD, Hemet USD and many more
- Are the **Custom Mobile App** choice for more than 300 school districts; customers get a truly custom app that integrates all communications – from the website, notification service and other sources.
- Have proven success in large districts like Houston ISD (210k students), Dallas ISD (165k students), Philadelphia School District (150k students) and many more.
- Serve more large urban districts than any other communication provider<sup>2</sup>.
- Handle more than 2 million daily visitors to our websites on behalf of K-12 schools and districts.
- Have a 97% overall satisfaction rate and 97% overall renewal rate.

We've built our leadership position by delivering innovative technology supported by an award-winning service and support team. Our platforms, features and functions have continued to evolve and set the

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<sup>1</sup> Nation-wide company survey of K-12 districts commissioned by Reliance Communications, Feb 2011 – March 2011, updated June 2012.

<sup>2</sup> SchoolMessenger is the district-wide notification provider in more member districts of the Council of Great City Schools — the defining association of the nation's largest urban public school systems — than any other vendor (<http://www.cgcs.org/about/member.aspx>).

standard for the industry. Similarly, our commitment to being highly responsive and proactive in supporting our customers has pushed the overall market forward.

We are committed to the success of schools and school districts. Our goal is to foster the connection between the school and the home, and ultimately to support the success and safety of students. We look forward to serving one of Louisiana's and one of the nation's leading school systems.

Sincerely,



Nate Brogan  
Senior Vice President  
SchoolMessenger

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# Section 1

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## Cost

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## 1) COST

*Besides the narrative, supply the costs as indicated on the attached form. Hidden costs will lower your score when the proposals are evaluated. If costs are broken down by modules/services, outline that clearly on the form. Your costs should be based upon a 36 month contract.*

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- ✓ SchoolMessenger pricing is a per student charge based on enrollment. No additional charge for staff. No hidden charges or fees. No charge for version upgrades.
  - Unlimited service included
  - Professional setup and data integration included
  - 24x7x365 Technical Support included
  - Training included
  - 5-year price commitment; no obligation to commit beyond year 1


**Public Information Communication Services Costs Form**

Vendor: Reliance Communications, LLC

Contact Person Nate Brogan, Senior Vice President

Applicable Services	Installation or Setup Cost	Monthly/Annual Recurring Cost (36 Month Contract)
<b>Website/CMS Services</b>	\$3,500 (one time)	\$2,400/school/year
<b>Mass Notification System</b>	Included	\$1.40/student/year
<b>Custom Mobile App (optional)</b>	Included (optional)	\$0.60/student/year (optional)
<b>Training, Unlimited Webinar Training and up to 3 days onsite</b>	Included (no charge)	Included (no charge)
<b>24x7 Technical Support</b>	Included (no charge)	Included (no charge)
<b>Discount for purchase of Website/CMS Services and Mass Notification System together</b>	20%	20%

The costs defined above will be in effect from July 1, 2015 – June 30, 2018.

  
\_\_\_\_\_  
Signature of Authorized Representative

Nate Brogan  
\_\_\_\_\_  
Printed Name

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# Section 2

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## Content/Design

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## 2) CONTENT/DESIGN

### *Content*

*Describe in detail all of the content, features and capabilities available through your services for district, school and classroom communication.*

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- ✓ We understand the district's goals for implementing "the services of hosting school and classroom web pages, in addition to a mass notification system, to meet the district's needs today and in the future."

SchoolMessenger meets or exceeds 100% of the requirements outlined by the district. Our approach includes:




**An industry-leading Content Management System (CMS) designed specifically for managing K-12 school and district websites, with features that matter most to you:**

- Google Calendar Integration
  - Forms-Based Editor
  - Dropbox Integration
  - Unlimited Calendars
  - Teacher Pages
  - Quick Posting for Users
  - Mobile Optimized
  - Subscriptions
  - Social Media Integration
  - Password Protected Sections
  - Quick Polling
  - Classes and Homework
  - Optional Forms and E-commerce
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**Our fully hosted Notification Service, featuring:**

- **Voice, SMS Text, E-mail, Push Notification, Desktop Alert, RSS / Website delivery** – reaches mobile phones, landline phones, Cisco IP phones, pagers, PDAs, Blackberries, e-mail.
- **Deepest K-12 feature set** – The service is in a class all its own in feature areas such as delivery options, translation, list management, user management, mobile apps, interactivity, reporting, Classroom Messaging, social media integration, recipient controls and more. And although it is feature rich, users of all skill sets report that it is intuitive and easy to use. 
- **Maximum uptime** – SchoolMessenger has built a solid infrastructure with no single point of failure. We reliably deliver millions of messages quickly, even during widespread weather events. That is why we are trusted by the US Navy, Coast Guard, National Guard, numerous first responders and some of the nation's largest school districts.
- **Tight data integration with district database systems** – Contact data and other information update automatically and can trigger notifications from over 130 data sources.
- **24x7x365 support and monitoring** – US Based

## REQUIREMENTS

### 1. Website

#### Necessary Content:

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- *School sites*
- *School/District news*
- *Teacher pages*
- *Calendars (district, school, athletic, etc.)*
- *Homework*
- *Maps/Directions*
- *Quick links; handling of other linked items*
- *Pictures/slide show*
- *E-mail capabilities through staff directories*
- *Video module*
  - *Define storage limitations*
  - *Define upload limitations*
  - *Capabilities of video embedding and display channels*
  - *Capabilities on mobile devices*
  - *Availability of custom video display system*
- *Online newspapers (one for each high school) ?????*
- *Searchable policy and procedures*
- *Online forms/surveys*
- *Searchable bus routes*
- *Social media integration*

✓ SchoolMessenger meets all of these requirements in full.

#### Necessary Capabilities:

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- *Consistent viewing across all major web browsers*
- *Content management system*
  - *Varied user roles for updating*
  - *Multiple users able to edit site(s) – example: two teachers editing the same teacher page*
  - *Permission levels for updating content*
  - *Edit imagery on web banners*
- *User friendly editing tools with drop and drag capabilities*
- *Utilization of current web address*
- *Page creation*
- *Capabilities for drop down menu navigation*
- *Incorporation of learning management system*
- *Incorporation of district and school branding*
- *Language translation for content*
- *Search feature for site content*
- *Rotation of pictures in web banner (random)*

- *File upload/management*
- *Website analytics for teacher/classroom pages, district pages and individual school pages such as visitor statistics, page views, viewer locations, etc.*
- *Mobile solution – multiple mobile operating systems*
  - *App with multiple user accounts and permission levels*

✓ SchoolMessenger meets all of these requirements in full.

**2. Mass Notification** – ability to send messages in multiple languages

- *Email capability with ability to include attachments*
- *Texting with multiple user accounts and permission levels*
- *Voice calls with multiple user accounts and permission levels*
- *Analytics showing success rate of message deliveries*

✓ SchoolMessenger meets all of these requirements in full.

*Describe the process in which your company evaluates/implements new web-based technologies.*

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- ✓ Listening to customers has allowed SchoolMessenger to build robust communication solutions that are easy to use and easy to deploy. Through extensive customer surveys (web based, proactive phone calls, CRM logging), SchoolMessenger captures and analyzes customer feedback. This feedback is then evaluated against development priorities to ensure a product roadmap that is in line with customer needs.

As such, we are constantly improving our software. Major feature releases are scheduled every six months, and minor enhancements are scheduled every quarter. All of these features are built based on customer feedback, and are free of charge. The district will be notified by email and/or phone call in advance of any updates. Updates are performed silently and transparently to end users by the SchoolMessenger team after an extensive quality assurance process. The maintenance window is one Friday night per month from 11pm – 2am Eastern Time. Note that although this window is available on a monthly basis, it is only used approximately once per quarter.

Each update is delivered in a manner to minimize disruption for end users, with many upgrades being optional and at the district's election. Every update is delivered at no additional cost.

## *Design*

*Describe in detail your process for customized design for district, school and classroom web pages.*

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- ✓ SchoolMessenger creates completely custom-designed websites from scratch, pixel-by-pixel. The graphic design team is standing by to develop design, color schemes, and logos. With best practices in hand, we work closely with the district and provide mock-up designs for approval at various steps along the way.

Once the district page is fully customized, individual schools and departments will have a uniform layout option which is driven by the design of the district site. Each school or department has a full range of options for customizing their page with their own logos, color schemes and pictures.

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# Section 3

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## Ease of Use

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### 3) EASE OF USE

*Describe features included in your services that contribute towards its ease of use for all users. Include editing tools available to users.*

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- ✓ At SchoolMessenger we know that you are already busy with the daily tasks of educating students and keeping the district running, that's why:
  - **We made our application so user-friendly.** We've made the SchoolMessenger program incredibly easy for school and district users to learn and administer.
  - **We've gone beyond traditional support,** and sought opportunities to provide Best Practices which include sample messages, scripts, recommendations and tips.
  - **We've honed our training approach** to help ensure that end users are trained effectively and prepared to send impactful, meaningful messages to their community.
  - **We've kindled a passion for K-12 education.** We work exclusively with the K12 education market, so we have a unique understanding of the needs of educators and administrators. Unlike other providers who might serve various markets, you can depend on the SchoolMessenger team to understand your unique needs and support you all the way.
  - **We provide award-winning support.** 24x7x365 (US based) support is always on hand to help. Our customers have long told us our team goes above and beyond to solve problems. We're proud that our commitment to service excellence was recently awarded top prize - a Gold Stevie® award - at the American Business Awards. Check out more and watch the video from the awards ceremony here: [www.schoolmessenger.com/excellence](http://www.schoolmessenger.com/excellence).
  - **We've included our 5-Minute Support Guarantee.** Making sure your experience with us is efficient and effective on every front. Details are posted here <http://www.schoolmessenger.com/five>



These are just some of the hundreds of ways we've taken our products and services and figured out how to do it better than any other provider.

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# Section 4

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## Support and Qualifications

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## 4) SUPPORT & QUALIFICATIONS

*Provide a detailed description of the management that will be provided in this contract.*

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- ✓ Making the choice to change your website and notification service provider is no small undertaking. We fully understand the work involved. That's why we've made it our goal to make your switch as smooth as possible. In fact, SchoolMessenger is a recognized leader in implementation, ongoing support and customer service in K12. We follow a standardized methodology for onboarding new customers. This methodology has been successfully used thousands of times, including nearly 250 times in districts converting from Blackboard Connect (one as large as 210,000 students). The process benchmarks the district's current use of a notification service, goals for expansion and related shareholder objectives. The success of SchoolMessenger's methodologies is evidenced by the company's many references from large districts, zero cancellation on-boarding rate and 97% overall renewal rate.



*Provide information regarding your company's service assurance. If available, include your service level agreements.*

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- ✓ SchoolMessenger routinely delivers hundreds of thousands of messages in minutes, is well contracted with carriers to exceed the delivery requirements of its aggregate customer base, and has numerous actual documented examples in the one million messages per hour range.

SchoolMessenger commends the district's commitment to thoroughly researching vendors' ability to initiate and deliver large volumes of calls. The best evidence to support this capability is actual performance in the nation's largest school systems, something that is only proven in a small number of top tier notification providers. SchoolMessenger:

- Serves more K-12 enrollment than any other single notification service
- Serves more of the nation's large urban school systems than any other single notification service
- Is trusted by 3 branches of US Military and numerous first responders
- On average uses less than 2% of its available capacity

Due to variables outside our control (i.e. the capacity of the local phone exchange in the greater metropolitan area), we do not state theoretical guarantees such as "initiate X million calls per hour". We can confirm that thanks to our contracted capacity, delivery algorithms

and multiple telecom partnerships we generally deliver notifications as fast as the local area can accept incoming calls. Consider the following examples of extremely large volumes of notifications sent through the SchoolMessenger service:

- 15.3 Million in 18-hour period dubbed the “polar vortex” (January 21, 2014)
- 25.1 Million over 2 days of Superstorm Sandy (October 2012)
- 14 Million in 24-hour period of ice and snow (February 1-2, 2011)

**US Patent No. 8131269**

SchoolMessenger uses geo-dispersion technology which allows the industry-leading hosted notification solution to achieve near-infinite scalability and an unmatched level of redundancy and performance. In fact, SchoolMessenger was recently 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 particular group or household, more quickly and with a higher degree of redundancy than earlier generation architectures. It also provides 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.

See the attached *Service Level Agreement* for additional details.

*Describe the various resources within your company that will assist in executing this contract. Examples: project manager, graphic designer, etc.*

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- ✓ Beyond acquiring the best software applications for the district, it’s important to know what kind of team you’ll be working with for deployment and beyond. At SchoolMessenger, we know how important that is, and we have invested heavily in ensuring that our team is the best of the best.

To support a successful deployment SchoolMessenger is assigning its top resources as an account team for SCPPS. Below are the key members of the SchoolMessenger implementation and ongoing account management teams for the district, along with their duration of involvement and prior experience in similar projects:

Name	Role	Years of Experience
Nate Brogan	SCPPS Executive Sponsor	14
David Haut	SCPPS Website & Mobile App Sponsor	7
Dustin Franks	SCPPS Mass Notifications Sponsor	7
Sabrina Pierce	SCPPS Account Manager	12

In addition to the points of contact described here, we also provide the district with multiple **Support, Training & Customer Care Specialists**. These care specialists serve as the main point of contact for end users following implementation and provide site visits, technical support and ongoing training.



*Provide details of the availability and levels of technical support which should include 24 x 7 x 365 customer support availability.*

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- ✓ SchoolMessenger provides fully US-based support services through a toll-free 800#, e-mail, live chat and web-form 24x7x365 for all users for all issue types (at no additional cost).



Contact us 24x7x365. Here's how:

Toll Free:	<b>800-920-3897</b>
Web-Form/Live Chat:	<a href="http://www.schoolmessenger.com/support">http://www.schoolmessenger.com/support</a>
Email:	<a href="mailto:support@schoolmessenger.com">support@schoolmessenger.com</a>

Taking the service commitment a step further, SchoolMessenger offers a **5-Minute Support Guarantee**. Details are posted here <http://www.schoolmessenger.com/five>. At SchoolMessenger, we know that getting help when you need it is important. And when it comes to something as mission critical as your notification service, getting help quickly is often a requirement.

SchoolMessenger also includes extensive, up-to-date embedded help and tutorials. And, we provide users with access to the Customer Center, which offers:

- Product News
- Tips & Tricks
- Customer Stories
- Policy Templates
- Sample Messages

- Outreach Tools
- Training Modules
- Much More

*Provide information on your company's project management process, including proficiency in coordinating implementation, resources, and communications.*

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- ✓ The SchoolMessenger team follows the rigorous global standards for project management as defined by the Project Management Institute (PMI).



PMI's global standards, followed by SchoolMessenger in the implementation of its enterprise clients, cover the five major stages of project lifecycle: Initiating, Planning, Executing, Monitoring and Controlling, and Closing, as well as the ethics and best practices that must be employed by any PMI-trained individual. These standards are as set forth in the Project Management Body of Knowledge (PMBOK®) Fourth Edition, the definitive guide published by PMI and recognized by enterprises, governments, ANSI, ISO and others. SchoolMessenger's implementation of project management best practices further includes practice standards for project risk management, practice standards for Work Breakdown Structures, and practice standards for scheduling.

Project control and overall quality control techniques employed by SchoolMessenger include:

- During the first 30 days of the project, internal meetings at least twice weekly to check progress against plan
- Comprehensive internal documentation to streamline follow up activities and knowledge sharing among project stakeholders
- Rapid response to potential issues with chain of command escalation as needed
- Regular executive-level presentation of summary gap analysis showing project status against plan

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# Section 5

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Security/Backup/Business  
Recovery

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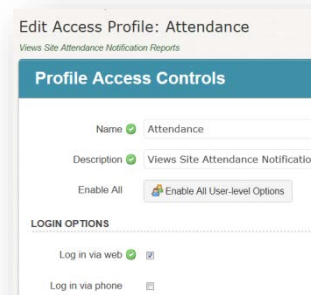
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## 5) SECURITY/BACKUP/BUSINESS RECOVERY

*Describe the protection that you have in place to ensure that the web pages are secured and only updated by those individuals who have the rights to do so.*

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- ✓ SchoolMessenger supports an unlimited number of security profiles. Each profile can be granularly controlled to provide various levels of access to the system. The rights of each profile-type — whether it be System Administrator, District Administrator, School Administrator, or one of an unlimited number of profiles that the District wishes created – are highly configurable.



*Describe the protection you have in place to ensure the security of student and staff information.*

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- ✓ Student data is among a school district's most sensitive information. And it's imperative that this data be fully protected. We understand that. That's why we have taken all commercially available measures to protect your data. Highlights follow:
  - Secure Facilities: SchoolMessenger is proud to partner with multiple leading Internet colocation companies – the same outsourced IT partners employed by important content and enterprise customers. These facilities are protected by the most rigorous multilevel physical and biometric security systems, and all sites are engineered to survive natural disasters. Redundant network, power, HVAC and fire detection/suppression systems ensure the highest levels of system availability.
  - Secure Passwords: Passwords are stored securely and log in access is governed by industry standard encryption. Combined with the rules-based Web-browser access which limits each user based on data view restrictions, SchoolMessenger provides a multi-point security schema which protects data from unauthorized use.
  - Comprehensive Privacy Policy: As per the 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, Company, in its sole discretion, reserves rights of disclosure to others.

SchoolMessenger maintains a comprehensive hiring, training and retraining process which 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

*Outline your backup processes and redundancy assurance. Provide statistics in regards to up-time.*

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- ✓ When it comes to keeping students safe and parents informed, today's schools count on their communications services as mission-critical. They have to perform when needed. That's why we designed our notifications, website and mobile app services to be dependable, and why over 4,000 customers count on them, even in crisis. In fact, all SchoolMessenger solutions are engineered to ensure the highest levels of availability and reliability. Historic uptime exceeds 99.99%, and in the last 4 years, we have never experienced any unscheduled downtime. Here are some highlights of how we ensure unmatched reliability:

- **Multiple datacenters** – All components of the applications reside in multiple geo-dispersed datacenters. Plus, it has redundant connections to the nation's telephone grid. And, information is synchronized at every location. This means that even in the unprecedented case of a regional event affecting any part of the country, servers at the other locations continue processing notifications without interruption.
- **Dual delivery methods for notifications** – We use multiple Tier 1 Voice Telecommunications Networks and delivers messages using best-of-breed VoIP, TDM, SMS, and email technologies. This is another way that we ensure we have no single point of failure.
- **Multiple, secure facilities** – For physical hosting we are proud to partner with multiple leading Internet co-location companies – the same outsourced IT partners employed by important content and enterprise customers. These facilities are protected by rigorous physical and biometric security systems. All sites are engineered to survive natural disasters. Plus, redundant network, power, HVAC and fire detection/suppression systems ensure the highest levels of system availability.
- **High capacity** – Our massive capacity allows users to send hundreds of thousands of calls in minutes. On average, the service utilizes less than 2% of its available capacity, and we grow this capacity as needed based on usage. This helps ensure that during periods of peak activity (or even a regional emergency) the service can handle the needs of the district.
- **Congestion management for notifications** – The service consistently contacts large audiences very quickly; however, if the area receiving the calls can't handle all those calls, sending them at once will only overwhelm the phone network. That's why we utilize a unique Congestion Management Algorithm to maximize call delivery. Calls are delivered into any geographic area without overloading the local telecom infrastructure. This means your notification goes out efficiently and effectively.

We have built an always-on network that is counted on by some of the nation's largest school districts, the US Coast Guard, Navy, National Guard, colleges and universities, and numerous first responders. SchoolMessenger is always there when you need it.

- Physical/biometric security at multiple SAS 70 Type II certified facilities
- Redundant firewalls
- Encrypted passwords
- Failed login locks



- 256-bit SSL encryption for session data (the highest level of encryption available for civilian use)
- 100% FERPA compliant
- Quarterly security audits by outside firm
- Back-end salted hashing of passwords

*Describe your business recovery plan.*

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- ✓ SchoolMessenger has established a framework for both Business Continuity and Disaster Recovery Planning. Business Continuity addresses the sustainment of business operations in the context of a comprehensive approach to include migration strategies, capabilities, and processes. The Disaster Recovery Plan outlines the processes by which the business will resume after a disruptive event such as an earthquake, flood, or even a virus attack. These plans are communicated, exercised, maintained, and refreshed on a periodic basis.

The **Business Continuity Framework** contemplates:

- Mitigation Strategy
  - Carrier Grade Data Center environment
  - Periodic exercise of back up and service restoration processes
  - Complete Data and Application back up processes
    - Scheduled images
    - Off-site storage and retention policies
- Communication Planning
  - Internal communications (operational issues, escalations, status reporting)
  - Customer contacts and notification procedures
  - Vendor and supplier contacts
- Incident Assessment and Planning
  - Environmental Disasters
  - Organized or Deliberate Disruptions
  - Loss of Utilities and Services (including Network)
  - Equipment or System failures
  - Security Incidents
- Business Risk Assessment
  - Key Business Processes
  - Financial risk mitigation and management plan
- Back-up and recovery strategies
  - Alternative Business Process Handling
  - Systems backup and recovery
  - Customer Service
  - Administration and Operations
  - Training and mock exercises
- Key Personnel

- Disaster Recovery Team
- Business Recovery Team
- Staff Plan

The **Disaster Recovery Framework** addresses:

- Evocation of Plan triggering by Event
  - Situation Analysis
  - Notifications and Alert Status
- Situation Room
  - Command center operations
  - Execution of the Triage Plan
  - Communications
    - Reporting
- Service Restoration
  - Recovery of existing services
  - Implement workaround for hard failures
- Customer Care
  - Notification and consistent status reporting

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# Section 6

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## Prior Experience

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## 6) PRIOR EXPERIENCE

*Provide at least 3 references of projects similar in scope to this project and any other pertinent information on your experience in working with school districts on large scale web hosting projects.*

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### EXPERIENCE

**SchoolMessenger** is the leading provider of communication solutions for the education market. The company is counted on by thousands of school districts, colleges, private schools and other institutions to keep parents, staff and students informed in both emergency and non-emergency situations.

We were founded in 1999 with a singular focus: to ensure educators are able to quickly and easily engage with their communities in any language and at any device. When customers partner with SchoolMessenger, they get a service supported 24x7x365 by a highly available team committed to helping them achieve their goals. Whether it is about engaging stakeholders, reducing absences, responding to emergencies, or just improving communication, the SchoolMessenger team is here to help.

SchoolMessenger has extensive experience in serving more than a dozen Louisiana school districts including: East Baton Rouge Parish School District, Rapides Parish School District, Tangipahoa Parish School District, Livingston Parish School District, Ascension Parish School District, Calcasieu Parish School District, Orleans Parish School District and more.



### K-12's Gold Standard for Mass Notification

SchoolMessenger is the trusted mass notification partner in schools and districts representing **more than 23 million students** – nearly half of all enrolled the US and more than any other notification service by far. Districts select SchoolMessenger based on the company's innovative product suite, rock solid infrastructure, massive capacity, and customer-first service team. By serving this many of the nation's leading school systems, SchoolMessenger has been pushed like none other to innovate and deliver.



### Award Winning Content Management System (CMS) / Website Platform

The Content Management System (CMS) / Website is often the heart of a school district's communication strategy. This is why the platform used by SchoolMessenger is trusted as the web communication hub in **hundreds of K-12 schools and districts**. Integration with Google Apps for Education and unlimited HD video is included. Breathtaking visual design comes standard.



### REFERENCES

Before selecting a notification provider it's a good idea to get the opinions of clients who put the service to the test on a daily basis. Some reference districts who can tell you more about their experience with SchoolMessenger are included below. Additional references can be provided upon request. We're proud of the fact that we have built a level of trust with educators that is unprecedented.

Reference One	
Company Name:	<b>East Baton Rouge Parish Schools</b>
City, State:	Baton Rouge, LA
Contact Person:	Mark Terranova
Phone:	225-922-5466
Email:	<a href="mailto:mterranova@ebrpss.k12.la.us">mterranova@ebrpss.k12.la.us</a>

Reference Two	
Company Name:	<b>Orleans Parish Schools</b>
City, State:	New Orleans, LA
Contact Person:	Peggy Abadie
Phone:	504-304-5680 x 5594
Email:	<a href="mailto:peggy_abadie@nops.k12.la.us">peggy_abadie@nops.k12.la.us</a>

Reference Three	
Company Name:	<b>St. James Parish Schools</b>
City, State:	Lutcher, LA
Contact Person:	Chad Schexnayder
Phone:	225-258-4515
Email:	<a href="mailto:cschexnayder@stjames.k12.la.us">cschexnayder@stjames.k12.la.us</a>

Reference Four	
Company Name:	<b>Ascension Parish School District</b>
City, State:	Donaldsonville, LA
Contact Person:	Jake Ragusa
Phone:	225-391-7154
Email:	<a href="mailto:Jake.Ragusa@apsb.org">Jake.Ragusa@apsb.org</a>

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# Attachments

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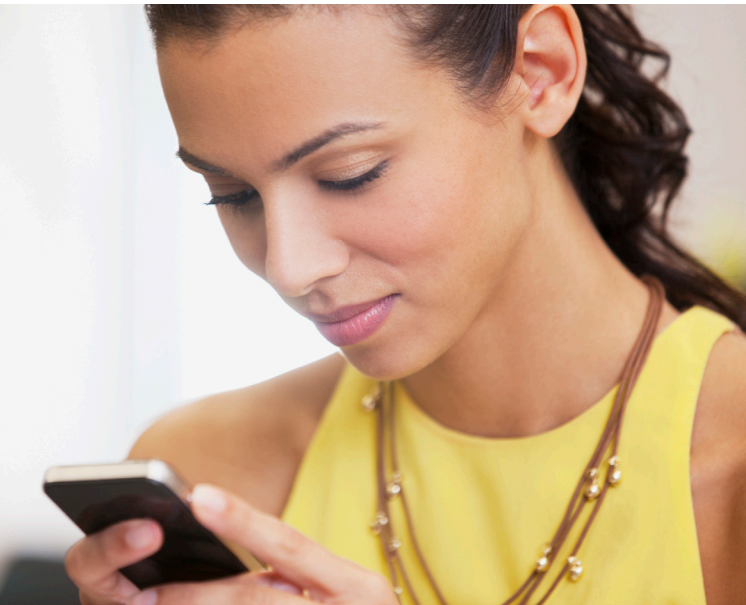
RFP for Public Information  
Communication Services

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# Leader in K12 Communication Solutions



Since 1999 SchoolMessenger has been recognized for innovation and leadership. More than any other notification provider, K12 districts have come to count on SchoolMessenger to deliver timely alerts through voice, text, email, social media, desktop pop up, and website posting. The service is proven to positively impact academic achievement, increase parent involvement, reduce absenteeism and dropouts, and save staff time. It comes with rock solid infrastructure and always available 24x7x365 live customer service and support.



Switching to SchoolMessenger was a great decision. We've been impressed with the entire process.

— *Director of Technology*  
*Lawndale Elementary School District*

## Deepest K12 feature set

The service is in a class all its own in feature areas such as delivery options, translation, list management, user management, Social Media integration, interactivity, reporting, Classroom Messaging, recipient controls and more. And although it is feature rich, users of all skill sets report that it is intuitive and easy to use.

## Uptime, security & capacity trusted by US military

SchoolMessenger has built a robust infrastructure with no single point of failure. The service reliably delivers millions of messages quickly, even during widespread weather events.

## Hands-free integration & automation

Contact data and other information updates automatically and can trigger notifications from over 130 data sources. Updated contact information can even be fed back into the source SIS.

## Partnership

When you select SchoolMessenger, you get a service supported 24x7x365 by a highly available team committed to helping you achieve your goals.

## Your Trusted Partner for Connecting with Your Community

- We provide communication solutions for more of K12 than any other provider
- We are trusted to deliver by three branches of the United States military
- We integrate with over 130 data sources
- We provide rapid implementation and 24 x 7 x 365 support

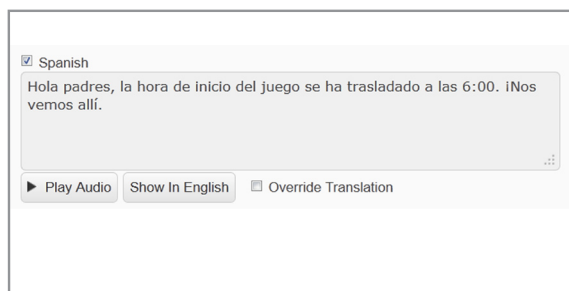


# Deepest K12 feature set: a closer look

Whether you use a notification service already or are just getting started, compare SchoolMessenger side by side to any other service in the industry. There is a reason why SchoolMessenger consistently outscores all other providers in rigorous RFPs in the nation's most demanding districts. Below are some highlights:

## Instant translation to more than 50 languages

SchoolMessenger includes instant translation from English to 50+ languages. Simply type your message in English and have it automatically delivered to each recipient in his or her preferred language (includes up to 14 languages for phone delivery and more than 50 languages for email delivery). An innovative quality-assurance feature helps avoid common pitfalls of online translation tools and gives immediate insight into how recipients will experience the message. Optionally, you can fine tune and override translation content.



## Facebook and Twitter integration

SchoolMessenger makes it easier to post social media updates more frequently, using the same interface used to send voice, text and email announcements. The result is a social media presence that is regularly updated with timely information using a message that you control. Plus, SchoolMessenger allows you to further increase engagement in your social media presence by posting the audio of any phone announcement directly to an embedded player within your Facebook page.

## Post messages to school/district websites

Users can be given the rights to automatically post any SchoolMessenger message directly to school and district websites with a single click. Use the configurable RSS widget to create a custom-branded landing area on your website, or simply enter the provided RSS feed URL into your existing RSS tool.

## Automation and integration with over 130 data sources

Hands-free updating of contact information saves staff time, improves parent satisfaction, and ensures that every message is on target, which is particularly important in emergency response.

SchoolMessenger is the recognized leader in K-12 data integration. Information updates automatically and securely using a variety of integration methods, whether it is basic contact data or an unlimited number of custom fields such as group/activity affiliation, teacher course/schedule data, period attendance information, lunch balance, bus route, and more. Contact lists update as changes are made in the SIS. Changes to any data element can also trigger an unlimited number of preset template notifications.

## Desktop alerts

Push notifications directly to a "pop up" on the screens of selected devices. Useful in an emergency to post to all classroom computers in a specific school or zone.

## 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.

## Desktop alerts

Push notifications directly to a “pop up” on the screens of selected devices. Useful in an emergency to post to digital signage or to reach all classroom computers in a specific school.

## Access anywhere

Quickly send messages and view results using an app that works great on iPhone®, iPod touch®, iPad® and Android® devices. It is now even easier to quickly reach your entire school community.

Simply log in with your existing SchoolMessenger account and tap to send messages through voice, text and email. All of the



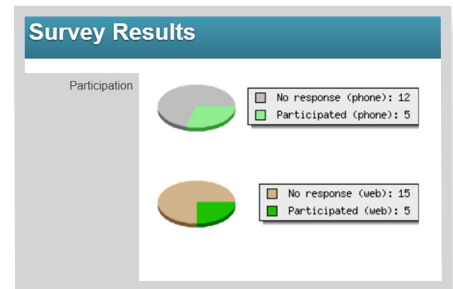
lists you are familiar with using through the Web browser interface are automatically available. You can even view reports of deliveries, including real-time results of your active notifications.

## Classroom messaging

Classroom Messaging from SchoolMessenger now extends the capability of a notification system to the people who have the greatest ability to affect student achievement on a daily basis: teachers, athletic directors, guidance counselors, special education coordinators, and other frontline staff members. It empowers teachers to communicate on student-specific issues and includes hundreds of classroom comments addressing a range of scenarios. Each message is professionally translated into more than 25 languages and certified for accuracy. Messages are grouped and delivered each evening.

## Interactive features

Quickly get feedback from your community with surveys delivered through phone



and/or web. An unlimited number of questions is supported. You can even randomize the question order to improve statistical accuracy. View the results using the built-in report tools or export results for analysis in other software packages. In addition to full-featured surveys, you can easily capture a simple touch-tone response (e.g., “press 1 if you can volunteer”) and even capture voice responses, for use as a “paperless attendance note.”

## Parent access through web and phone

Optionally allow parents to select how and when they are contacted by managing their contact preferences through the web—where they can update contact information, opt in/out of message types, and even review prior messages. Plus, you can push contact changes back into your source SIS. And Spanish-speaking recipients can choose to view the web-based user interface in Spanish.

## Complete control over caller ID

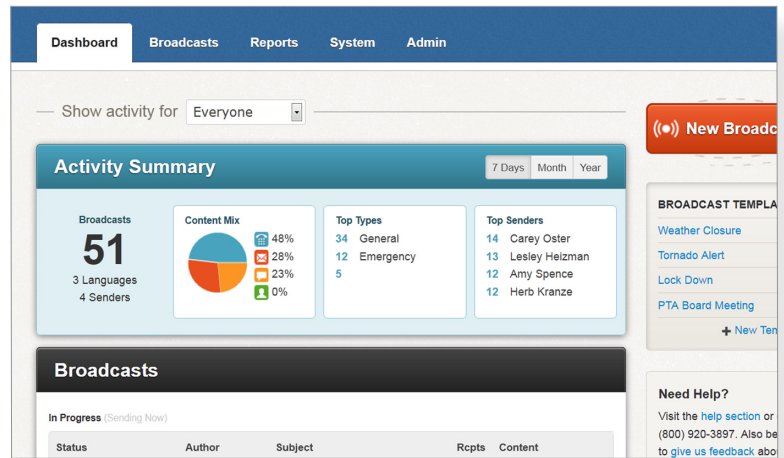
Set caller ID by school, by user, or even by job. This type of flexibility is greatly preferred by parents. International polling firm Ipsos found in a nationwide study that in an emergency, 91% of parents prefer to see caller ID set to the school’s number, while only 4% prefer a hard-coded number like “411.”

## Ease of use

School-level users and district system administrators alike find SchoolMessenger to be incredibly easy to learn and to use. The web-based screens have a contemporary feel and the integrated Guide Help is always available to provide tips. Users can also initiate messages through any touchtone phone by entering their PIN and following prompts, or by calling the SchoolMessenger team to manually record and send a message.

## Powerful reporting

The reporting engine allows you to select from dozens of standard reports or build your own based on any available data element. You can even save and schedule custom reports to, for example, send a list of “bad numbers” to each school’s data processing clerk every Monday. Real-time monitoring means you can review the progress of notifications as they happen.



## Complex scenario handling

Control how messages are delivered based on notification types (e.g., attendance, emergency, AM weather closure, transportation notification, survey, etc.) to an unlimited number of contact points (e.g., home phone, cell phone, SMS device 1, SMS device 2, work email, etc.). You can set district-wide default behaviors (e.g., call only phonelines 1 and 3 for surveys) and optionally allow changes to be made on a student-by-student basis, even by parents themselves. This helps address complex student-specific scenarios.

## Custom Mobile Apps

### Your District App Made Easy



Have you considered building an official mobile app for your district? Imagine a custom mobile app delivering key district and school content to parents, students,

staff and the community on the go. Let the SchoolMessenger Mobile Apps team do all of the work to design, build and publish your official app in Apple's App Store and Google Play (Android).

It's your district app. It's built to update itself with the news streams, calendars and other content you and your users already publish. It's branded with your look and feel and can even provide integration with existing portals (including contact preference management for SchoolMessenger recipients).



## Rapid, reliable & secure

SchoolMessenger is proud to partner with multiple leading Internet colocation providers—the same outsourced IT partners employed by important content and enterprise customers. These facilities are protected by the most rigorous multilevel physical and biometric security systems and all sites are engineered to survive natural disasters. Redundant network, power, HVAC, and fire detection/suppression systems ensure the highest levels of system availability.

### SchoolMessenger maintains multiple redundant data centers.

These redundant data center facilities are in addition to multiple connections to the nation's telephone network and dual delivery methods (TDM and carrier grade VoIP). SchoolMessenger is always there when you need it.

### Transport encryption is unsurpassed



When working with SchoolMessenger, all session information including the uploading of sensitive information like phone numbers and email addresses is transferred and protected with 256-bit SSL encryption

certified by VeriSign, the trusted industry leader in secure certificate authentication services and the highest level of encryption available to civilians in the US. Advanced cryptography methods including back-end salted hashing of passwords provide the highest levels of security and encryption.

This network serves some of the nation's largest school systems, and has even passed the rigorous testing requirements of the US Navy, Coast Guard, National Guard.

### Protection from multiple redundant firewalls

The service uses redundant firewalls from two independent industry-leading manufacturers to provide double the protection and ensure high availability. A security flaw in one firewall layer doesn't compromise the system—or your data. And not all firewalls are made alike. SchoolMessenger uses firewalls with:

- Integrated Deep Inspection for application-level attack protection for our Internet-facing protocols, applied on a per-policy basis
- Denial of service protection against both internal and external attacks
- High-availability capabilities to minimize the potential for a single point of failure
- Dynamic routing support to reduce reliance on manual intervention to establish a new route in the event of failure

### Protection at the application level through security profiles and data views

The application is built on a security-profiles model. The rights of each profile type are granularly configurable—whether System Administrator, District User, School User, or one of an unlimited number of profiles that the District wishes created. Further, all user access to data, lists, reports, and even individual fields is governed by that user's Data View.

# Specifications

## Summary feature list

- Automation with over 130 data sources; updates student/staff contact information, absence/tardy data (including period attendance), foodservice lunch balance, bus route, library fines, and much more
- Outbound phone message delivery to landlines, cell phones, etc.
- Optional recipient portal for managing preferences and reviewing past messages; includes ability to push changes back into source SIS
- Survey builder with unlimited questions and delivery randomizer
- Translation into 50+ languages with quality-assurance feature
- Facebook and Twitter integration with optional posting of phone messages to an embedded player.
- Use RSS to post messages to school/district websites
- Classroom Messaging with hundreds of professionally translated comments available in more than 25 languages
- List publishing/subscribe functions to streamline centralized management and sharing of frequently used lists
- Message publishing/subscribing for centralized management of frequently used messages
- Caller ID fully configurable for each job/user/school/district
- Unlimited quantity of phone numbers per contact
- Email message delivery
- Unlimited quantity of email addresses per contact
- SMS text message delivery (not SMTP)
- Unlimited quantity of SMS text message addresses per contact
- Data-driven advance messaging
- Multimodal/multilingual broadcast messaging
- Multilanguage text-to-speech (not library messaging)
- Real-time graph monitoring while call job is in progress
- User-defined data fields
- Web-based system administration
- One-click reporting
- Searchable notification history
- Feature-by-feature user restrictions
- User-level call window restrictions
- SIF certified
- Ability for recipients to dial in by phone and retrieve messages previously sent to them

- Rules-based list builder
- Desktop Alerts software for pushing notifications to a “pop up” on any device.
- Quick Pick option on List Editor
- List and Message Saving from the EasyStart process
- Individual user address books
- Call-file upload
- Audio file library
- User-level profile and preference management
- Advanced multi-part data driven messages
- Broadcast-specific message delivery options
- Remote telephone job creation and initiation
- CallMe recording capabilities
- Global blocked-numbers list
- Blocked Phone and Email “CSV Download” link
- Security profile manager
- Individualized data view restricted access
- Systemwide notification monitoring and management
- Systemwide settings management
- Metadata manager for adding and defining data fields
- Data import manager for configuring and scheduling data imports
- Send HTML emails with rich formatting and attachments
- Brand emails with the organization’s logo, colors and style

## Infrastructure & security highlights

- Dual delivery methodologies and no single point of failure
- Multiple redundant SAS 70 Type II certified facilities
- 256-bit SSL certified by VeriSign
- Rigorously tested and counted on by US Navy, Coast Guard, National Guard
- 100% FERPA compliant and quarterly security audits by outside firm

## Professional services and support

- Needs assessments
- Data-integration development and configuration
- Administrator training and end-user training included
- Ongoing 24x7x365 support and customer service





## SERVICE LEVEL AGREEMENT

This document may be updated from time to time. As updates to this document occur, Customer will be notified via electronic mail, telephone or through personal contact. Before changes to this document are made permanent, Customer must agree to the revisions and accept them. Once the Customer accepts and agrees to all revisions of this document, those revisions will become permanent, and the updated document will replace the existing SLA.

## PRODUCT

The metric used to measure product availability is the percentage of time that the messaging service is up and running. The following formula is used to calculate product availability:

**Percentage of Product Availability** = (Total Minutes per Month – Sum of Scheduled Downtime Minutes – Sum of Unplanned Outage Minutes) / (Total Minutes per Month – Sum of Scheduled Downtime Minutes).

Wherein, the Total Minutes per Month will be determined by the number of days in the given month multiplied by 1,440. The Sum of Scheduled Downtime Minutes will be determined by the number of Friday and Saturday nights in the given month multiplied by 180 (3 hours per night multiplied by 60).

The inability to access the Product through customer provided equipment (computer) or supplied network connectivity is not considered an outage. In the event that SchoolMessenger is contracted to provide and ensure such access, these additional components to the overall system would be included in the SLA (Product Availability Metric).

## SERVICE

Remote technical support is available for SchoolMessenger customers with eligible support contracts. The support organization is staffed with highly skilled support engineers and representatives. This allows customers to have quick access to someone who has the technical ability to solve any problem. Customers receive prompt, courteous assistance when contacting directly by email ([support@schoolmessenger.com](mailto:support@schoolmessenger.com)) or via a toll-free phone number (800-920-3894). The Support Center is available on a twenty-four hour a day basis, year-round (24x7x365).

### Customer Service Request

When a Customer contacts the Support Center, the representative will confirm that the Customer is currently covered under the applicable support agreement, and opens a new or existing service request in the call management system. Qualifying questions are asked to ensure that sufficient information is captured to replicate and diagnose the error condition, or provide a meaningful response to non-issue related inquiries. A unique "Case Number" will be assigned to the service request and provided to the customer.

### Assignment of Severity

SchoolMessenger support representatives will assess the severity of the request based on the customer's description of the problem. The severity of the service request will be recorded in the call management system.

Table 1 below describes the definitions used to identify and assign a severity to the customer's reported problem.

Table 1 – Severity Definitions	
Severity	Criteria
Critical	Production system is down or otherwise unavailable.  Product is unusable resulting in total disruption of work or other critical business impact. No workaround is available.
High	Major feature/function failure Operations are severely restricted. Where there is a significant and widespread degradation to the product, but it remains stable (e.g. slow response times and intermittent faults). A workaround is available.
Medium	Minor feature/function failure Product does not operate as designed, minor impact on usage, acceptable workaround deployed.
Low	Minor problem Non-urgent or cosmetic problem or issue that causes inconvenience. Documentation, general information, enhancement request, etc.

### Response and Resolution Targets

SchoolMessenger customer support response and resolution targets are described below. The following definitions apply:

**Response:** When the support representative receives an inquiry and acknowledges the customer issue. The exact response will vary depending on the method used by the customer to submit the inquiry.

Telephone – A qualified support representative will answer the call, document specific information about the issue, log the inquiry, provide the customer with a Case number, and begin working the issue.

Webform/Email – A qualified support representative will reply to the webform/email with a Case number and request any additional information that may be needed.

Voice Message – In the unlikely event that a customer call is not answered within the queue time defined, or if call volume exceeds handling capabilities, the customer will be offered an opportunity to leave a voice message. These calls are handled with the same level of importance as live response calls.

**Resolution:** An answer, fix, or satisfactory workaround to the support request. The time for resolution begins once the support representative understands the request and is able to reproduce the problem at hand.

**Solution:** The long-term resolution to the support request, problem, or question.

**Business Hours/Day:** Regular business hours/day are Monday through Friday from 7am to 7pm Central Time, excluding National holidays. Extended hours are 24/7/365.

Table 2 - Target Matrix			
Severity	Response Time	Resolution Time	Solution
Critical	15 Minutes	Within 4 Hours	<ul style="list-style-type: none"> <li>• Final Resolution Determined</li> <li>• Satisfactory workaround is provided.</li> <li>• Product patch is provided.</li> <li>• Fix incorporated into future release.</li> </ul>
High	30 Minutes	Within 8 Business Hours	<ul style="list-style-type: none"> <li>• Final Resolution Determined</li> <li>• Satisfactory workaround is provided.</li> <li>• Product patch is provided.</li> <li>• Fix incorporated into future release.</li> </ul>
Medium	1 Hour	Within 2 Business Days	<ul style="list-style-type: none"> <li>• Answer to question is provided.</li> <li>• Satisfactory workaround is provided.</li> <li>• Fix incorporated into future release.</li> </ul>
Low	12 Business Hours	Within 15 Business Days	<ul style="list-style-type: none"> <li>• Answer to question is provided.</li> <li>• Fix or workaround incorporated into Solution.</li> <li>• Issue is logged as future product enhancement</li> </ul>

### Assignment of Service Request Status

The following table defines the possible status that may be assigned to a service request. The status will change as the problem/inquiry moves toward resolution.

Table 3 – Service Request Status Definitions	
New	A service request has just been submitted. It may be assigned to an individual or a queue. Support Representative has not responded yet to customer.
In Progress	Support Representative has responded to customer regarding the receipt of the service request and is actively pursuing a resolution.



Suspended	The Support Representative is not actively working on the resolution of the service request. Generally, this is due to information pending from the submitter of the service request. However service requests may be put on hold for other reasons as well.
Escalated	A service request set to an escalated status means either the service request has not been resolved within the target resolution time, or the submitter has asked for it to be escalated to the next level of support.
Closed	<p>Closed status reflect that:</p> <ul style="list-style-type: none"> <li>• The customer and the Support Representative agree that a satisfactory resolution has been provided, or</li> <li>• The customer understands that there is not a solution to the problem at hand, and the problem is not a result of a product defect, or</li> <li>• The Support Representative has made multiple attempts to contact the customer that opened the log and the customer has not responded.</li> </ul> <p>Electronic service requests (Web, e-mail) may be closed when a Support Representative has provided an electronic reply with a high degree of confidence that his/her reply will resolve the issue or answer the question.</p>

### Escalation

During the process of resolving a customer support request, the severity of the request may be increased and/or a higher level of authority may be engaged. Service request severity may be escalated internally when it is determined that the support request involves a time or system critical issue, an extremely complex problem, or an unreasonable amount of time has passed with no resolution. In the event that a customer is not satisfied with the level of support, they may escalate a given service request. To escalate an issue, customers may call the support organization and ask to speak to the Support Services Manager. Please specify the Case number and reason for escalation.

SchoolMessenger employs a three-tier escalation model. The following table outlines the levels of escalation:

Table 4 – Escalation Model			
Tier 1	Support Services Manager	Cathy Fyock	Phone: 888-527-5225 x423 cfyock@schoolmessenger.com
Tier 2	Project Manager	Dustin Franks	Phone: 888-527-5225 x313 dfranks@schoolmessenger.com
Tier 3	Executive Vice President	Howard Wood	Phone: 800-477-1940 x301 hwood@schoolmessenger.com

The time duration between escalation steps are determined by the contractual commitment put in place with each customer, however typically escalation to Tier 1 is immediate with critical issues and within an hour of the report of a major problem to SchoolMessenger support. The escalation to Tier 2 shall be

within three hours of non-response by Tier 1 and escalation to Tier 3 within 6 hours of non-response by Tier 2.

SchoolMessenger takes customer satisfaction seriously and strives to achieve nothing short of excellence in performance. We stand "in service" to our customers and welcome customer interaction and comments.

## **MISCELLANEOUS**

### **Reporting**

SchoolMessenger will (at the specific request of the customer) provide quarterly reports that quantitatively document performance against the following Key Performance Indicators (KPI's):

- Product Availability (as defined above)
- Absolute Number of Service Requests and Inquires (includes date, elapsed time from Response to Resolution, Severity, number of repeat inquires, and other criteria as mutually agreed).
- Number of Service Requests requiring Escalation
- Number of Service Requests that did not meet either the Response or Resolution Targets

### **Customer Duties and Responsibilities**

The customer will endeavor to report problem in a timely manner and provide sufficient information to enable SchoolMessenger Support Representative to replicate and diagnose the issue. In the event that Support Representative require a local test resource(s) or assistance in troubleshooting the problem, the customer will make appropriate resource(s) available and assign a priority to rendering such assistance commensurate with the severity of the issue.

### **Capacity Planning**

SchoolMessenger performs regular audits and assessments of its system capacity including network services, server performance, database and other system resources, and other system components. These performance assessments are balanced against anticipated utilization targets (driven by projected growth or usage by existing customers and acquisition of new customers). Capacity increases are carefully planned and implemented in advance of reaching established thresholds.

### **System Change Management**

Changes to the system, including hardware, firmware, or software releases and updates, are carefully planned, implemented, and thoroughly tested in a non-production environment. Defined acceptance criteria must be met prior to any change being promoted to production. Such deployment is managed in a controlled manner with procedures for rollback and system restoration.

## **DATA SECURITY**

SchoolMessenger employs a multi-part security approach to ensure that sensitive student data is protected. This approach includes but is not limited to the following:

### **Multiple Firewall and Physical Barrier Protections**

SchoolMessenger uses redundant firewalls from two independent industry-leading manufacturers to provide double the protection and ensure high availability. A security flaw in one firewall layer doesn't compromise the system or the data. SchoolMessenger uses firewalls with:

- Integrated Deep Inspection for application-level attack protection for all Internet facing protocols, applied on a per-policy basis
- Denial of service protection to protect against both internal and external attacks
- High-availability capabilities to minimize the potential for a single point of failure
- Dynamic routing support to reduce reliance on manual intervention to establish a new route in the event of failure

In addition to protection from outside network attacks, the service is hosted by multiple leading Internet co-location companies renowned for employing world-class standards. These facilities are protected by the most rigorous multilevel physical and biometric security systems, and all sites are engineered to survive natural disasters. Redundant network, power, HVAC and fire detection/suppression systems ensure the highest levels of system availability.

### **Encrypted Passwords**

SchoolMessenger stores all passwords using an irreversible one-way hash algorithm. Passwords can be verified but can never be read. This is a distinct security advantage over applications which store passwords using only two-way encryption, or simply store them as plain-text (where anyone with direct access to the database could also have access to passwords).

### **Transport Encryption**

All session information including uploads of sensitive information like phone numbers and email addresses are done using 256-bit SSL encryption provided by VeriSign (the trusted industry leader in secure certificate authentication services).

### **Security Profiles**

The software application is built on a security-profiles model. The rights of each profile-type — whether it be System Administrator, District Administrator, School Administrator, or one of an unlimited number of profiles that the client wishes created — are granularly configurable. Profiles regulate access to areas of the system, rights for adding/editing/viewing records based on record type, determine the ability to perform emergency notifications and otherwise govern user rights to dozens of aspects of the system. This granular profiles-based control further protects sensitive student data by providing access only to those types of users who need it.

### **Data Views**

SchoolMessenger supports an unlimited number of rules-based, dynamically-updating lists. All list creation is governed by the user's security profile (e.g. a principal/school administrator's list(s) may contain only contacts from within that principal/school administrator's school, and a district administrator's list(s) may contain any contacts in the district). Lists are dynamically refreshed based on changes in the client's databases. This user-specific control further protects sensitive student data by providing access only to those specific users who need it.

## **BUSINESS CONTINUITY AND DISASTER RECOVERY**

SchoolMessenger has established a framework for both Business Continuity and Disaster Recovery Planning. Business Continuity addresses the sustainment of business operations in the context of a comprehensive approach to include migration strategies, capabilities, and processes. The Disaster Recovery Plan outlines the processes by which the business will resume after a disruptive event such as an earthquake, flood, or even a virus attack. These plans are communicated, exercised, maintained, and refreshed on a periodic basis.

The **Business Continuity Framework** contemplates:

- Mitigation Strategy
  - Carrier Grade Data Center environment
  - Periodic exercise of back up and service restoration processes
  - Complete Data and Application back up processes
    - Scheduled images
    - Off site storage and retention policies
- Communication Planning
  - Internal communications (operational issues, escalations, status reporting)
  - Customer contacts and notification procedures
  - Vendor and supplier contacts
- Incident Assessment and Planning
  - Environmental Disasters
  - Organized or Deliberate Disruptions
  - Loss of Utilities and Services (including Network)
  - Equipment or System failures
  - Security Incidents
- Business Risk Assessment
  - Key Business Processes
  - Financial risk mitigation and management plan
- Back up and recovery strategies
  - Alternative Business Process Handling
  - Systems backup and recovery
  - Customer Service
  - Administration and Operations
  - Training and mock exercises
- Key Personnel
  - Disaster Recovery Team
  - Business Recovery Team
  - Staff Plan

The **Disaster Recovery Framework** addresses:

- Evocation of Plan triggering by Event
  - Situation Analysis
  - Notifications and Alert Status
- Situation Room
  - Command center operations
  - Execution of the Triage Plan
  - Communications
    - Reporting
- Service Restoration

- Recovery of existing services
  - Implement workaround for hard failures
- Customer Care
- Notification and consistent status reporting

# Enhanced Email



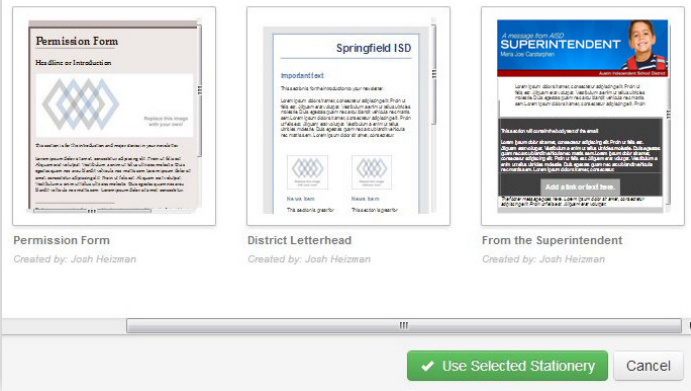
## Enhanced Email Highlights

- Unlimited customizable layouts
- Full control over editable and non-editable regions to ensure all messages adhere to design standards
- Innovative Read Duration reporting measures true audience engagement
- Detailed status logs and audit reports

With Enhanced Email from SchoolMessenger, districts now have unprecedented control over design and new insights into engagement of their email communications. Created for the unique requirements of K12 school districts – including the need for the central office to choose the level of creative freedom that campus users have when it comes to crafting messages – Enhanced Email is the ideal replacement to standalone “email marketing” tools for today’s school communication professionals.

### Email Stationery Preview

Select the desired stationery template below for use in your email.



## Stationery system for complete control

The stationery system allows you to create and deploy an unlimited number of standard designs to your users. This is perfect for ensuring school-specific branding, standardizing a newsletter layout, and more. Select from SchoolMessenger’s starting layouts or design your own.

And the best part? You define exactly which regions and objects are editable by end users. For example, you may choose to lock the header image and footer disclaimer text and constrain the user to one or two columns of editable text. Or you may choose to give power users complete freedom to edit the entire message.

## Analytics including innovative Read Duration reporting

Many email tools – including SchoolMessenger – provide analytics on open rates (the number of recipients who opened the message). But have you ever wondered who actually read your message? Enhanced Email from SchoolMessenger includes an innovative Read Duration report. Get a true sense of the level of audience engagement by seeing whether recipients quickly deleted/filed the message, skimmed it, or spent time reading it. Analytics are even available at the individual recipient level.

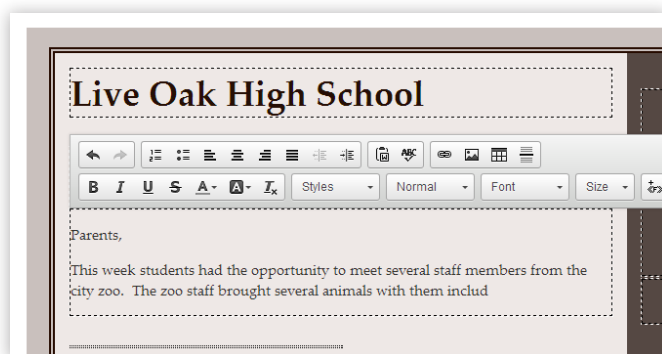
## Detailed status logs

Destination	Attempts	Last Attempt	Delivery Results	Response
bob@invalidaddress.com	1	Aug 8, 2013 10:11 am	Invalid Address	
josh@schoolmessenger.com	1	Aug 8, 2013 10:11 am	Delivered	Skimmed
jason@schoolmessenger.com	1	Aug 8, 2013 10:11 am	Delivered	Read
nate@schoolmessenger.com	1	Aug 8, 2013 10:11 am	Delivered	Glanced/Deleted
joe@schoolmessenger.com	2	Aug 9, 2013 1:16 pm	Soft Bounce	

Easily see and export detailed results for every email broadcast. In addition to seeing open rates and the innovative Read Duration metric for every single email, you get granular statistics about email delivery including various “bounce” statuses which can help troubleshoot bad email addresses. Everything is logged so you have a full audit trail documenting your communication efforts.

## Powerful editor

Enhanced Email allows novices and power users alike to create beautiful emails complete with graphics and rich layouts. Copy and paste from Word or edit the HTML source code directly. Even easily insert dynamic fields such as student name, lunch balance, attendance status, and other information.



 **SCHOOLMESSENGER®**  
[schoolmessenger.com](http://schoolmessenger.com)  
**888-527-5225**

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# Your Mobile App Made Easy





# Your mobile app made easy



Quickly create rich mobile experiences, including seamless access to your school district's most critical and newsworthy information streams with a custom app developed by SchoolMessenger.

SchoolMessenger allows school districts to easily launch their own, truly custom applications for iPhone/iPad and Android.

**It's fast** – it usually only takes about four weeks from concept to reality!

**It's dynamic** – it integrates with your existing publishing workflows

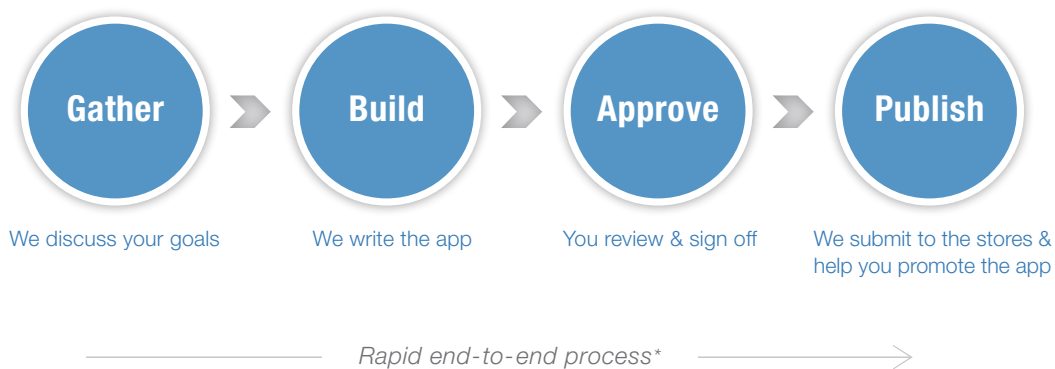
**It's custom** – you're in complete control of the design and content

**It's simple** – SchoolMessenger manages the technology, so you don't have to

We maximize your creative input while minimizing your time commitment and resource investment.

SchoolMessenger has developed a simple four-step process that not only ensures speed-to-market, but more importantly, that your school district's unique requirements are met.

## 4 STEPS TO YOUR CUSTOM MOBILE APP



\*Approvals by application stores is outside the control of SchoolMessenger and may take anywhere from 5 days to a few weeks.

# We create the experience with you in mind.

A custom mobile app delivers key content to parents, students, staff and the community in a format they increasingly expect. With only a simple touch or swipe, imagine each of these groups accessing your district or school news and information.

Calendars, lunch menus, sports schedules and results, notifications, and social media, are only a touch away. Even access to secure systems like grades and payments is available anytime, anywhere.

## As more parents are on the go with their phones, school districts can be there.

### It's Your App

You are in complete control of the design, content, description, and app store icon. There is no SchoolMessenger branding.

### It Feeds Itself

You don't need another outlet to post to. We'll develop the app to feed off of the existing streams you and your users already publish.

### We Take Care of It

We manage hosting and technical updates (e.g. as phone platforms evolve) and will help add new content streams.

With a custom mobile app from SchoolMessenger, you have a powerful new way to reach your stakeholders and put the information they want at their fingertips. And your district doesn't need to use the SchoolMessenger notification service to have an app built.



## Your Trusted Partner for Connecting with Your Community

- We provide communication solutions for more than 15 million K-12 students nationwide
- We are trusted to deliver by three branches of the United States military
- We integrate with over 130 data sources
- We provide rapid implementation and 24 x 7 x 365 support

## Schedule a consultation today!

Get started at: [mobile@schoolmessenger.com](mailto:mobile@schoolmessenger.com)

or give us a call 24x7 at: [888-527-5225](tel:888-527-5225)



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We manage the publishing & approval process with Apple's App Store and Google Play, and help you promote to your community.

