



**St. Charles Parish Public Schools  
Request for Proposals  
Public Information Communication Services**

**Proposal Due:**  
February 20, 2015 at 2pm EST

**Contact Person:**

**Nick Tavaglione**

Education Sales Manager

**Alert Solutions**

(800) 929-1643 x 8410

[ntavaglione@alertsolutions.com](mailto:ntavaglione@alertsolutions.com)

**PEARSON**

ISV  
PARTNER



February 20, 2015

To Whom It May Concern,

Please find enclosed herewith our response to the recent RFP from St. Charles Parish Public Schools. The relationship between St. Charles Parish Public Schools and Alert Solutions will be managed by Nick Tavaglione, Education Sales Manager.

Alert Solutions is a dedicated, affordable messaging delivery provider currently offering services to thousands of school districts in the United States and around the world.

Alert Solutions has been providing messaging services since 1989 and has partnered with some of the world's largest Student Information Systems including Pearson School Systems and Harris School Systems.

Our current student count is well over 2,000,000 students. Alert Solutions messaging is only one component of our suite of school messaging solutions which also includes Speak Up, our anonymous two-way communication platform for event safety, bullying, and harassment mitigation as well as our Automated Report Card Module and PowerTeacher Messaging Integration.

I would welcome the opportunity to discuss our offering with you in more detail. I am available present an on-line demo for evaluation purposes, if requested at any time

In the meantime if you have any questions or comments, please do not hesitate to contact me.

Best wishes,

*Nick Tavaglione*

Nick Tavaglione  
Education Sales Manager  
(800) 929-1643 x 8410  
[ntavaglione@alertsolutions.com](mailto:ntavaglione@alertsolutions.com)

## Vendor Background

Alert Solutions is a privately owned corporation and is depended on for the delivery of emergency and general notifications on behalf of schools and districts in the United States and around the globe.

Established in 2010, our partnership with Pearson not only designated us as PowerSchool’s approved vendor of choice for Parent/Student Notifications, but our messaging platform has been trusted to be completely embedded within the PowerSchool solution, eliminating the need to maintain disparate systems, interfaces and data sources.

Currently, Alert Solutions is the only communication suite completely embedded within PowerSchool that uses real-time contact information. Alert Solutions is the principle developer and sole provider of a multi-channel notification system that is completely embedded within the PowerSchool student information system.

Today, our flagship education-focused division remains fully committed to providing affordable and effective messaging solutions that meet the specific needs of districts and schools with fully hosted, unlimited emergency and standard messaging via telephone, email and SMS text messaging. Hundreds of K-12 schools and districts across the country rely on Alert Solutions to continually send messages to their entire school communities quickly and efficiently.

Founded in 1989, Alert Solutions was incorporated in the state of Delaware in October 2010. The company has more than 50 full time employees. **Our corporate office:**

Alert Solutions  
 201 Hillside Road Suite 102  
 PO Box 20160  
 Cranston, RI 02920

Alert Solutions is proud to have won several education awards for our PowerSchool Communication Suite. These awards include the 2012 and 2014 District Administration Top 100 Products Award as well as the eSchool News Readers’ Choice Top Ed-Tech Award for 2013-2014.

		
---	---	---

## Website

---

Alert Solutions does not provide website design, website hosting or content management services at this time.

## Mass Notification

---

### 1. Unlimited Multi-Channel Messaging

Alert Solutions Communication Suite offers unlimited messaging across the following 4 communication channels:

**Email:** The email platform offers both HTML and text-based email options. It also supports up to 15 separate attachments per-message and the option to embed links to documents hosted on our servers, thus alleviating your servers and bandwidth.

**SMS Text Messaging:** The SMS platform supports the sending of SMS via SMPP. You will not be required to obtain mobile carrier information from your student families with SMPP format. All Alert Solutions customers will use Short Codes for SMS text messages - drastically improving the rate at which text messages are delivered and received.

**Voice:** The voice platform can be accessed through the web portal or, in the event PowerSchool is inaccessible due to an electrical or internet outage, through an interactive voice response (IVR) hotline via a toll-free number from any mobile phone or landline. Voice calls can be created on the fly for more customizable one-time emergencies and events or set up to run automatically for daily and routine purposes including attendance calls.

A hot-key press during a voice call can also be used to allow the parents to be automatically connected to the school, acknowledge the message or select from a predefined list of options (e.g., press 1 for doctor's appointment, 2 for illness, 3 for vacation, etc.)

**Facebook:** Alert Solutions enables school administrators to simultaneously post outgoing messages to their school's Facebook page from directly within PowerSchool! If a K-12 school keeps the information updated and accurate, students and parents will come to rely on the school's Facebook page as a resource.

### 2. Multi-Language Translation Capabilities

Alert Solutions Communication Suite offers multi-language translation capabilities for both text-to-speech and text-to-text messages. In addition to recording voice calls in any language, Alert Solutions ensures the appropriate message with the requested language is sent to the correct student. This information will be pulled directly from the chosen field containing this information within each student's record in PowerSchool. Supported languages include:

#### Both Text-to-Speech and Text-to-Text

English, Spanish, French, Italian, German, Cantonese, Mandarin and Vietnamese.

#### Text to Text Only

Afrikaans, Albanian, Arabic, Belarusian, Bulgarian, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Estonian, Filipino, Finnish, Galacian, German, Greek, Haitian\_Creole, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Irish, Japanese, Korean, Latvian, Lithuanian, Macedonian, Malay, Maltese, Norwegian, Persian, Polish, Portuguese, Portuguese\_Portugal, Romanian, Russian, Serbian, Slovak, Slovenian, Swahili, Swedish, Tagalog, Thai, Turkish, Ukrainian and Welsh.

### 3. PowerSchool Integration

Alert Solutions Communication Suite for PowerSchool users is completely embedded within PowerSchool. This integration eliminates the need for schools to manage two disparate systems: one student information system and one notification platform. Our cutting-edge approach to student family notification streamlines the communication process by utilizing and populating messages with real-time contact information already housed within PowerSchool. **There is no transferring or syncing of student data whatsoever.**

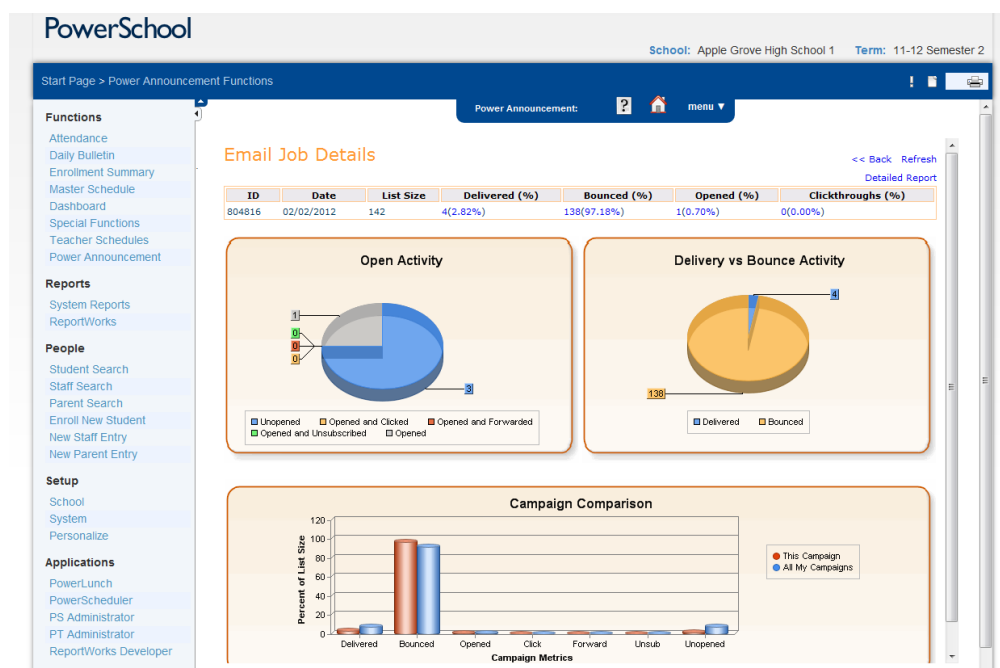
### 4. User Accounts and Permission Levels

Alert Solutions has user permission levels that mimic those within PowerSchool in regards to accessing the “Functions” menu. If you are a district administrator and your PowerSchool permission level enables you to have access to both the “Functions” menu and the entire district, you will have the ability to create, send and manage email, voice and SMS text messages for the entire district.

If you are a school administrator and your PowerSchool permission level enables you to have access to both the “Functions” menu and your individual school, you will have the ability to create, send and manage email, voice and SMS text messages for your individual schools. Page view permissions may also be used to adjusted access to Alert Solutions for different groups as desired. Alert Solutions has the capability of creating an unlimited number of user-defined roles and an unlimited number of user accounts.

### 5. Reporting

Full reports are available in real-time and detail the status of each contact attempt. This provides users with the ability to view and export all data. These reports include the type of message, success rate of message deliveries, the attempted delivery date and time, the delivery status (**which includes the distinction between live deliveries and voicemail connects**), message information and all contact information. All notification reports are archived indefinitely. Reports are available in both statistical and graphical formats and can also be exported in Excel format. **Here is an example:**



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

Alert Solutions uses client feedback and market demands to plan future enhancements to the system. Enhancements are prioritized based on direct feedback via surveys and client communication, ease of implementation, timeline for development and the number of customers benefiting from the change.

**Design**

N/A

**Cost**

Alert Solutions will provision the messaging system within PowerSchool as outlined herein, with unlimited messaging across all three communication channels, for the cost outlined below.

3 Year Contract Pricing - Individual Modules		
Description	Per Student/Per Year	Set Up Fee
Unlimited Email, Voice and SMS	\$1.25	\$250
Automated Report Card Module	\$0.50	\$125
PowerTeacher Messaging	\$0.75	\$250
Speak Up!	\$0.75	\$150

3 Year Contract Pricing - Full Suite		
Description	Per Student/Per Year	Set Up Fee
Communication Bundle (Full Suite)	\$3.00	\$625

Excluding the set-up fee stated above, there are no additional set-up costs or training costs. Alert Solutions’ Communication Suite would allow St. Charles Parish Public Schools to send an unlimited amount of email, voice and SMS text messages during the contracted time – providing each of your district’s schools with the ability to send both urgent and non-urgent messages whenever \$25necessary. This is included in the cost identified above.

## Ease-of-Use

---

Alert Solutions Communication Suite is completely embedded within PowerSchool – enabling school administrators to send email, voice and SMS text messages to student families and staff without ever leaving their PowerSchool application. By leveraging PowerSchool’s hierarchy, users can send notifications at the teacher, school and district level directly from within PowerSchool.

Alert Solutions’ cutting-edge approach to student family notification streamlines the communication process by utilizing and populating messages with real-time contact information already housed within PowerSchool. There is no transferring or syncing of student data whatsoever. General broadcasts are merely a matter of adding students to the PowerSchool current selection, clicking the ‘Alert Solutions’ link on your PowerSchool side menu, then clicking send email/voice/text/Facebook.

Because the notification system is a component of PowerSchool, initial training is typically one-hour or less while subsequent training sessions vary depending on the number of attendees and the number of questions.

## Support & Qualifications

---

**Implementation:** Alert Solution is completely and seamlessly integrated within your existing PowerSchool account. Activation is dependent upon current Alert Solutions’ implementation schedule and St. Charles Parish Public School’s staff availability. Typically, installation takes place 2-3 days after Alert Solutions receives a customer’s completed install documentation.

**Customer Training:** All training is included in the total price of the system. Initial training takes place in the form of an online webinar. All subsequent web-based training is unlimited, but must be scheduled.

Because the notification system is a component of PowerSchool, initial training is typically one-hour or less while subsequent training sessions vary depending on the number of attendees and the number of questions. Training support tools also include comprehensive user guide documentation and interactive video tutorials.

**Customer Support:** Alert Solutions provides comprehensive, toll-free technical support services for the built-in notification system. Technical support is offered 24/7/365 at **no additional cost**. All customer support personnel are dedicated to your school and are trained specifically to support your messaging needs.

The relationship between St. Charles Parish Public Schools and Alert Solutions will be managed by the following team members:

**Nick Tavaglione**  
Education Sales Manager  
(800) 929-1643 x 8410  
[ntavaglione@alertsolutions.com](mailto:ntavaglione@alertsolutions.com)

**Christina Persechino**  
St. Charles Account Manager  
(800) 929-1643 x 8409  
[cpersechino@alertsolutions.com](mailto:cpersechino@alertsolutions.com)

**Lucy Ferreira**  
Manager of Strategic Accounts  
(800) 929-1643 x 8434  
[lferreira@alertsolutions.com](mailto:lferreira@alertsolutions.com)

**A sample service level agreement can be found here:**

[http://alertsolutions.com/AS/Alert\\_Solutions\\_Service\\_Level\\_Agreement\\_Sample.pdf](http://alertsolutions.com/AS/Alert_Solutions_Service_Level_Agreement_Sample.pdf)

## Security/Backup/Business Recovery

---

Alert Solutions utilizes multiple telecom partners and multiple physical data centers across North America. Alert Solutions' security parameters include user-level authentication as well as encrypted data transmissions. We protect data against intrusions by using 128-bit encryption technology, pre-shared key combinations and client and service certifications.

Alert Solutions co-location facilities have redundant power and internet hand-offs. Alert Solutions has a full recovery plan for all aspects of our network. Alert Solutions has proactive monitoring in place for real-time alerts. We perform incremental backups multiple times per day and full backups are performed once daily. Transactional log back-ups are also performed regularly for point-in-time restore. Monthly restoration tests are conducted to ensure that all procedures are production-ready.

We certify 99.9% uptime for the past 12 months. Our platform is available whenever you need it! To ensure reliable message delivery, we adjust the speed of our voice call broadcasts to work within the capabilities of local phone networks. To ensure optimal deliverability, we employ email throttling to conform to the different throughput requirements of the various ISPs.

Alert Solutions has a strict privacy policy no district or school data is ever shared with a third party without the express written consent of our customers. Alert Solutions also does not deliver any unsolicited messages. Alert Solutions uses a secured XML connection via custom pages downloaded into your PowerSchool Integration. Encrypted contact information is passed along to our voice, email and/or SMS Networks for decryption and transmission of messages.

## Prior Experience

---

<b>Company:</b>	Cache County School District (Contract Start Date 10/1/13)
<b>Contact Person:</b>	Judy Gibbons
<b>Phone:</b>	(435) 752-3925
<b>Email Address:</b>	<a href="mailto:Judy.gibbons@ccsdut.org">Judy.gibbons@ccsdut.org</a>
<b>Services Provided:</b>	Parent Notification System, Automated Reports Module, PowerTeacher Module

<b>Company:</b>	Duchesne School District (Contract Start Date 7/1/13)
<b>Contact Person:</b>	Lyn Sorensen
<b>Phone:</b>	(435) 738-1240
<b>Email Address:</b>	<a href="mailto:lsorensen@dcsd.org">lsorensen@dcsd.org</a>
<b>Services Provided:</b>	Parent Notification System

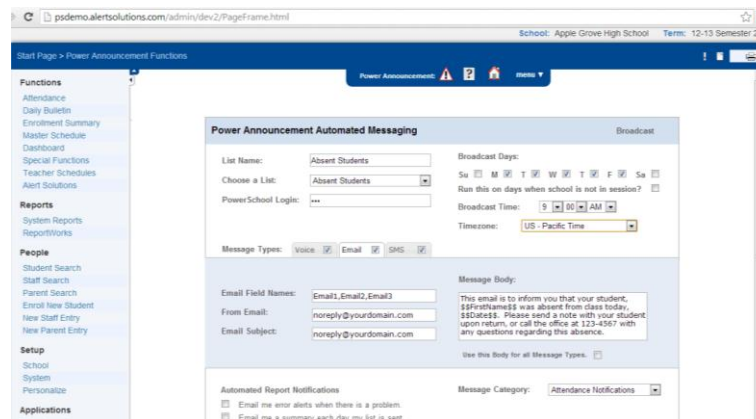
<b>Company:</b>	DeSoto County Schools (Contract Start Date 10/1/12)
<b>Contact Person:</b>	Laura Melton
<b>Phone:</b>	(662) 429-5271
<b>Email Address:</b>	<a href="mailto:Laura.melton@dcsms.org">Laura.melton@dcsms.org</a>
<b>Services Provided:</b>	Parent Notification System



## Additional Alert Solutions Features

**Automated Alerts (Attendance, Low Lunch Balance):** Alert Solutions now offers school administrators the ability to automate recurring notifications to student families including attendance and low lunch balance alerts.

In the “Automated Alerts” section of the Functions Menu, users can select days, times and the communication channel(s) they want to use for the recurring message. Users need to set up the automated alert once, and the messages will continually be sent on the days and times selected – **saving your office staff hours per day.**

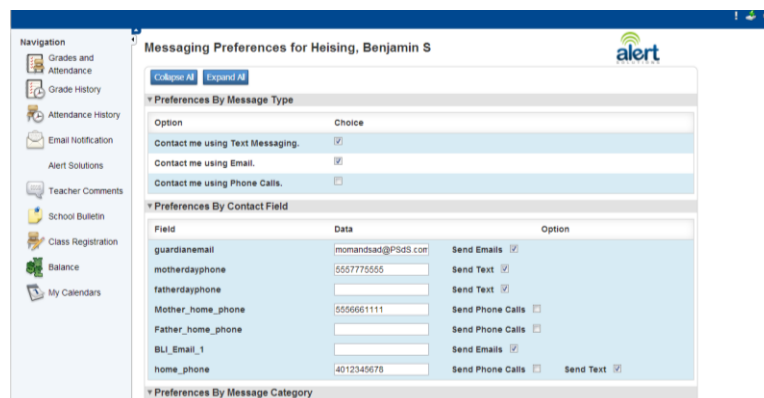


The screenshot shows the "Power Announcement Automated Messaging" configuration page. It includes fields for "List Name" (set to "Absent Students"), "Broadcast Days" (Su, M, Tu, We, Th, Fr, Sa), "Broadcast Time" (9:00 AM), and "Timezone" (US - Pacific Time). The "Message Types" section has checkboxes for "Voice", "Email", and "SMS". The "Message Body" field contains a template message about student absence. There are also checkboxes for "Automated Report Notifications" and a "Message Category" dropdown set to "Attendance Notifications".

**Emergency Quick Launch:** Alert Solutions offers an Emergency Quick Launch feature – allowing the speedy delivery of a text-based message via all three communication channels to all contacts simultaneously. This feature is ideal for emergency situations when everyone in your school community needs to be contacted instantly regardless of their location.

**Parent Portal** Alert Solutions’ Parent Portal will release your front office staff from the burden of data entry, updates and information accuracy. Using their existing PowerSchool login credentials, parents can access Alert Solutions’ Parent Portal in order to update their telephone numbers or email addresses, specify which category of messages they’d like to receive on which device (i.e. emergency messages to mobile only), or opt-out of certain messaging channels altogether.

Alert Solutions’ Parent Portal can support as many phone numbers and email addresses per contact as the school allows – both custodial and non-custodial. We only support the contact fields defined by the school at the point of installation. The Parent Portal will increase accountability and help schools achieve the most accurate and up-to-date contact information.



The screenshot shows the "Messaging Preferences for Heising, Benjamin S" page. It has a navigation sidebar on the left with options like "Navigation", "Grades and Attendance", "Grade History", "Attendance History", "Email Notification", "Alert Solutions", "Teacher Comments", "School Bulletin", "Class Registration", "Balance", and "My Calendars". The main content area is titled "Messaging Preferences for Heising, Benjamin S" and includes sections for "Preferences By Message Type" and "Preferences By Contact Field".

Option	Choice
Contact me using Text Messaging.	<input checked="" type="checkbox"/>
Contact me using Email.	<input checked="" type="checkbox"/>
Contact me using Phone Calls.	<input type="checkbox"/>

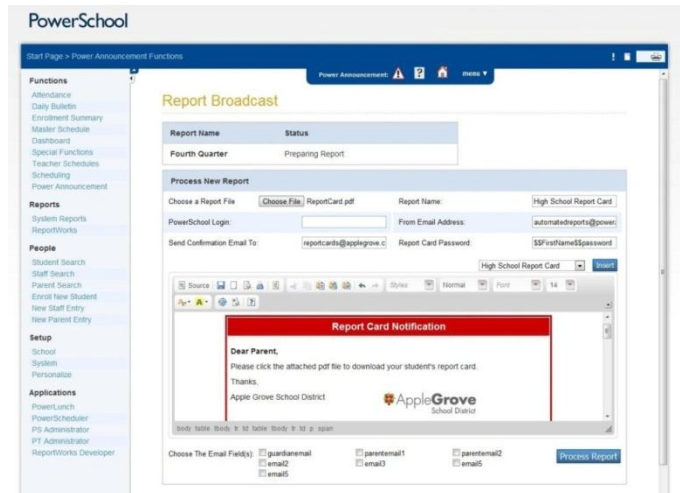
  

Field	Data	Option
guardianemail	momandsad@PSds.com	Send Emails <input checked="" type="checkbox"/>
motherdayphone	5557775555	Send Text <input checked="" type="checkbox"/>
fatherdayphone		Send Text <input checked="" type="checkbox"/>
Mother_home_phone	5556661111	Send Phone Calls <input type="checkbox"/>
Father_home_phone		Send Phone Calls <input type="checkbox"/>
BLI_email_1		Send Emails <input checked="" type="checkbox"/>
home_phone	4012345678	Send Phone Calls <input type="checkbox"/> Send Text <input checked="" type="checkbox"/>

**Automated Report Card Module:** Alert Solutions, a completely integrated school notification system within PowerSchool, now offers an Automated Report Card module. With this new module, schools and districts can now automatically email report cards, progress reports, transcripts and evaluations to student families without ever leaving PowerSchool.

**Sending documents home electronically helps:**

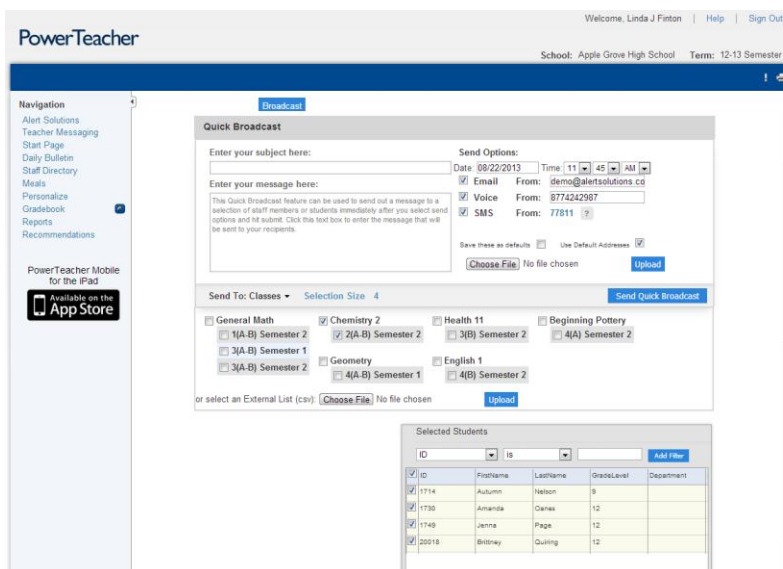
1. Reduce Paper, Ink and Mailing Costs
2. Ensure Delivery with Real-Time Reporting
3. Receive Confirmations within Minutes
4. Reduce Risk of Students Intercepting Message



The screenshot shows the PowerSchool 'Report Broadcast' interface. It includes a sidebar with navigation links like 'Attendance', 'Daily Bulletin', and 'Reports'. The main area is titled 'Report Broadcast' and contains a 'Process New Report' section. This section has fields for 'Report Name' (Fourth Quarter), 'Status' (Preparing Report), 'Choose a Report File' (ReportCard.pdf), 'Report Name' (High School Report Card), 'PowerSchool Login', 'From Email Address' (automatedreports@power), 'Send Confirmation Email To' (reportcards@applegrove.c), and 'Report Card Password' (33Pv0tame5passwort). Below these fields is a preview of the 'Report Card Notification' email, which includes a red header, a message to the parent, and the Apple Grove School District logo. At the bottom, there are checkboxes for 'Choose The Email Field(s)' and a 'Process Report' button.

**Speak Up! Anonymous Communication Module:** Built directly into PowerSchool, the **Speak Up!** Anonymous Communication Module provides schools with an **anonymous reporting** and **two-way communication method** for students to interact with staff without disclosing who they are – drastically reducing bullying and cyber-bullying incidents.

**PowerTeacher Messaging Integration Module:** Alert Solutions' PowerTeacher Messaging Integration Module enables teachers and staff to send email, voice and text messages to student families from directly within the PowerTeacher interface. Applications include progress reports, schedules, permission slips, assignments and more!



The screenshot shows the PowerTeacher 'Quick Broadcast' interface. It includes a sidebar with navigation links like 'Alert Solutions', 'Teacher Messaging', and 'Reports'. The main area is titled 'Quick Broadcast' and contains a 'Send Options' section with checkboxes for 'Email', 'Voice', and 'SMS'. Below this is a 'Send To: Classes' section with a 'Selection Size' of 4. It lists various classes like 'General Math', 'Chemistry 2', 'Health 11', and 'Beginning Pottery'. There is also a 'Selected Students' table with columns for ID, First Name, Last Name, Grade Level, and Department. The table lists students like 1714, 1730, 1740, and 20016.

ID	First Name	Last Name	Grade Level	Department
1714	Austin	Nelson	9	
1730	Amanda	Carnes	12	
1740	Jenna	Page	12	
20016	Brittney	Quilling	12	