



*Proposal for:*

St. Charles Parish Public Schools  
13855 River Road  
Luling, LA 70070

**2/19/2015**

*Proposal valid for 30 days*

*Prepared by:*

Meredith Kaplan, Client Success Manager



February 19, 2015

St. Charles Parish Public Schools  
Cindy Morantine  
13855 River Rd.  
Luling, LA 70070

Dear Cindy,

Thank you for your interest in Finalsite's software and services. We are looking forward to collaborating with you on this important project, and appreciate you considering us to be your partner.

We are a deeply committed team ready to offer an exceptional level of service. In fact, our support and software development teams are the two largest departments in the company. All of our employees are committed to providing outstanding service, as evidenced in our 95% client retention rate year-over-year, since our founding in 1998.

Our goal is to develop a new website tailored to meet your specific requirements in a cost-effective manner. And after we launch a great site for you, we look forward to a long-lasting partnership to assist you with your ongoing communication needs.

Please contact me with any questions or comments regarding this proposal. We look forward to partnering with you on this project!

Sincerely,

Meredith Kaplan  
Client Success Manager

*Proposal for St. Charles Parish Public Schools*

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## Why Finalsite?

For over 15 years, Finalsite has brought stunning web design, superior support and cutting-edge software to over 1000 leading schools, colleges, and organizations around the world. Here's how we maintain a year-over-year 95% client retention rate:

- Our design and consulting services bring over 100 years of combined experience to bear building and designing websites, software and services that stand the test of time.
- Our data integration and software solutions are centered around the current and emerging technology needs of schools and the constituent groups they serve.
- Our clients are the focal point of our business, which means we will build a relationship of mutual respect and trust and make it our highest priority.
- We value our employees and encourage innovation and creativity in a team-oriented work environment.
- The yearly subscription payment covers all upgrades and updates to purchased platform modules, unlimited support, training and much more – making budgeting easy and predictable.

## How we work for you

We are prepared to meet your school's needs through a thoughtful blend of the following areas that make a project successful when it launches as well as over time.

**Consulting** – A project manager will guide you through a process and solution that meets your school's specific communications needs, identifies key differentiators, and leverages our deep experience with usability and best practices.

**Depth of Design** – Our clients' sites are unique because our designers take time to understand each school's identity and bring it to life with a rich, detailed design. The work we have done for our clients have won over 25 awards (and counting).

**A Platform for All Users** – Finalsite software is designed and rigorously tested with the user in mind. For the parent or faculty member, this means easy-to-use software that gives them what they need. For the administrator, digital specialist or director, this means powerful software that is scalable.

**Data Integration** – A "best of breed" approach means that Finalsite will help you leverage investments in existing technologies and infrastructure through single sign-on and integrations with over 40 technology partners.

**Support** – Your success is our priority, and our support never stops. You can be assured you will always be talking to knowledgeable Finalsite professionals who are familiar with your website and school.

## St. Charles Parish Public Schools RFP – Finalsite Response

Below please find specific responses to the itemized list in the RFP. We look forward to sharing our experiences with how we connect systems together, streamline data flow, simplify logins and save schools time with our software.

### 1. Website

#### Necessary Content:

- **District site** – Yes
- **School sites** – Yes
- **School/District news** – Yes, through our News Manager module
- **Teacher pages** – Yes through our pages in Teacher Sites or more commonly through interactive classroom spaces in our Learning Management System
- **Calendars (district, school, athletic, etc.)** – Yes, through our Calendar Manager Module and Athletics Manager Module. Capability to have District wide and School specific calendars, as most of our clients utilize.
- **Homework** – Yes, assignments being posted through our Learning Management System and attached to the classroom space calendar
- **Maps/Directions** – Yes, a Google Maps page or a standard page with written directions
- **Quick links; handling of other linked items** – Yes, often on the district's homepage in a Quick Links menu in the header
- **Pictures/slide show** – Yes, through our Multimedia Manager Module
- **E-mail capabilities through staff directories** – eNotify Module handles mass emails, which can be sent to your staff group as well as other groups such as parents, students, alumni, etc.
- **Video module**
  - o **Define storage limitations** - based on your package and disk space amount selection
  - o **Define upload limitations** - our specialists work with you on recommended upload file size for disk space consideration as well as load time for the front end user
  - o **Capabilities of video embedding and display channels** – a wide range of capabilities- can embed video using third parties or using our Multimedia Manager as well as creating media channels
  - o **Capabilities on mobile devices** - encourage purchasing responsive design as we code the website to respond to any device a user is viewing it from, smartphone, tablet, desktop, etc.
  - o **Availability of custom video display system** – Yes, through your district specific Multimedia Manager module
- **Online newspapers (one for each high school)** – capabilities to build a publications microsite for this or link to a third party, say issuu
- **Searchable policy and procedures** – build this as interactive pages or link to documents
- **Online forms/surveys** – Yes, through our Forms Manager

- **Searchable bus routes** – *not directly – but can use an expanding list page type to list route by school and other creative page displays*
- **Social media integration** – *Yes, can have social media icons or feeds display right on your homepage as well as our Social Media Mash Up page designs for purchase*

#### **Necessary Capabilities:**

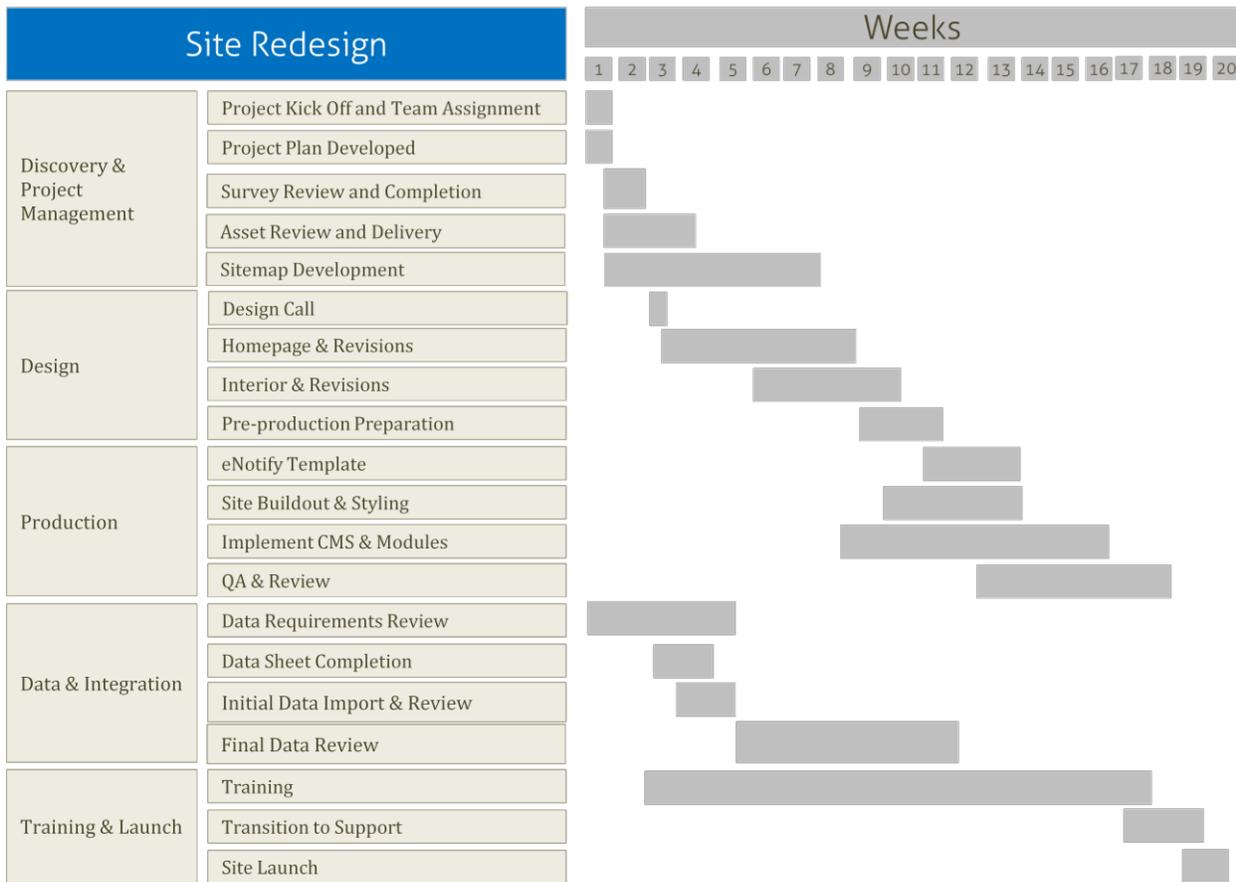
- **Consistent viewing across all major web browsers** - *We build to the requirements of all modern browsers*
- **Content management system**
  - o **Varied user roles for updating** - *Yes. The permissions structure is deep and flexible*
  - o **Multiple users able to edit site(s) – example: two teachers editing the same teacher page** - *Yes. Up to 500 admin users and unlimited faculty accounts, adding two teachers to the same class group space within our Learning Management System. Teacher pages are tied to the specific individual teacher.*
  - o **Permission levels for updating content** – *Yes. Flexible Admin Group creation with different levels of permission.*
  - o **Edit imagery on web banners** – *Yes. Full access to site design files and admins can create as many different page banners as they'd like and update them.*
- **User friendly editing tools with drop and drag capabilities** - *Finalsite's CMS contains common formatting tools to a WYSIWYG editor. We will be happy to share this in a live demo. Drag and drop capabilities within specific page types and are available on our new CMS, Composer, that would be an option to build your new site on.*
- **Utilization of current web address** – *Yes, you would switch your web hosting over to Finalsite and update your DNS settings, when ready to go live, keeping your current web address.*
- **Page creation** – *Very user-friendly- The Finalsite Platform is a comprehensive set of tools for creating and maintaining the District website*
- **Capabilities for drop down menu navigation** – *on our Composer CMS, yes*
- **Incorporation of learning management system** – *Finalsite has a comprehensive and extremely user-friendly LMS, an optional add on*
- **Incorporation of district and school branding** – *Yes, one of the first steps in the design process and submitting all branding materials relevant to the website*
- **Language translation for content** – *Google Translate can be embedded. Otherwise all language translation would be done by the client, Finalsite does not offer translation services. Pages can be set up and displayed in any language, the content built out by the client. Finalsite has built dual language sites, however, all translation is performed by the client.*
- **Search feature for site content** – *Yes, there is a site search included*
- **Rotation of pictures in web banner (random)** – *Finalsite's Deployment Team will recommend best practices. Photo rotation or slideshows are best displayed on the homepage, not typically in standard page banners. There is vast design customization, often with additional design time and cost.*
- **File upload/management** – *the CMS supports file upload of various types and sizes as well as a File Manager to manage said files in public and private folders*

- **Website analytics for teacher/classroom pages, district pages and individual school pages such as visitor statistics, page views, viewer locations, etc.** – *Google Analytics is included with the Finalsite site set up and can drill down to these very specific data points*
- **Cascading style sheets (CSS) for consistent look among pages** – *Yes, Finalsite develops compliant style sheets (CSS) to build the homepage and interior layouts based on the approved design within the Finalsite CMS*
- **Mobile solution – multiple mobile operating systems** – *Yes, with the purchase of responsive design*
- **App with multiple user accounts and permission levels** – *Finalsite's iOS app is available for an additional cost and user accounts would be created for log in, permissions set by constituent role (faculty/staff, parent, student)*

**2. Mass Notification - ability to send messages in multiple languages** – *content generated by client through our eNotify module*

- **Email capability with ability to include attachments** – *eNotices sent through our eNotify module- links to said attachments as not to get caught in spam and have a cleaner email*
- **Texting with multiple user accounts and permission levels** – *users can subscribe to SMS alerts for specific news categories, athletics event updates, calendar events, etc.*
- **Voice calls with multiple user accounts and permission levels** – *Not available*
- **Analytics showing success rate of message deliveries** – *Yes, within eNotify*

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



During the Discovery process, Finalsite will conduct a thorough review of key objectives of the site, which includes a variety of surveys and conversations to understand your goals. As the Discovery process gets under way, our designers kick off the Design phase and will be digging into the any existing Brand Guidelines and messaging, as well as understanding target audiences, to start imagining your new site. This will lead to a homepage design, interior and the various treatments of elements within the site. The Production phase is when the design gets implemented onto the working development site along with other functionality and modules, such as the eNotify templates. The work will happen so that you are able to see it and QA it along the way, alongside our team. As those three phases are happening, we are working with your team on implementing the data and the integration solutions to make sure the various systems are handled. Training for the School’s team begins early and is a continuous process.

## Creative Services Statement of Work (SOW)

### Project Management Deliverables

- Assign and coordinate Finalsite project team members and oversee the project milestones, schedule and deliverables, per this SOW.

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- Work with Finalsite team members and Client personnel to complete the deliverables outlined in this SOW, manage day-to-day project tasks and serve as Finalsite's primary point of contact in communicating and coordinating with the Client.
- Finalize Project Plan with completion dates for respective milestones.
- Set up development site for the duration of the project to allow the client to contribute to and monitor the site's development, learn the tools and allow Finalsite front-end developers to build out the site. Purchased modules will be enabled and storage set per contracted server space.

## Design Deliverables

- Create a graphic design for the homepage (the "Design Theme"), including one design option to review with up to two rounds of revisions.
- Create one Lower Level Page and one Landing Page design option to review with up to two rounds of revisions.
- Design and develop a navigational system for the website based on the Client provided site map.
- Design a social media mash-up page or equivalent aggregated social media area on the site to handle various social channels. Up to five hours of creative time for this page may be re-applied elsewhere.
- Provide up to five hours of creative time on Site Enhancements on the interior of the website beyond the homepage and lower level approved designs. This could include evaluating opportunities for graphic improvements (e.g. Call to Action buttons), enhancements of pages or sections (e.g. a history page), landing pages, and adding interactive elements to make the content more engaging.
- Create Newsletter templates to support eNotify module (if purchased).
  - One Single Story template with Header and Footer created based on color palate and fonts as per the approved Homepage design.
  - One Multi Story template with Header and Footer created based on color palate and fonts as per the approved Homepage design.

## Production Deliverables

- Develop compliant style sheets (CSS) to build the homepage and interior layouts based on the approved design within the Finalsite CMS.
- Ensure that CMS elements are produced and styled appropriately based on the approved design.
- Implement any specific functionality, interactive components and site enhancements per the approved design.
- Develop a responsive implementation of the desktop design to appropriately resize and refactor for mobile and tablet devices.
- Perform Quality Assurance testing of the produced website with the project team (Finalsite Project Manager, Front-End Developer and Designer) and make revisions as needed.

## Data & Integration Deliverables

- Provide the appropriate Excel templates based on purchased modules that will be populated with School data by the Client using the exact columns and format.
- Provide a one-time import for review and troubleshooting, and a second one for a final import before site launch.
- If the project includes data integration or Single Sign-On (SSO) functionality, provide instructions and documentation relating to setup and configuration requirements on the client's end.

## Training Deliverables

- The client will be trained on various aspects of the Finalsite Platform, as well as provided access to online resources, videos and support.
- Project manager will help coordinate scheduling of training as needed.

## Client Responsibilities

- Client will designate a Project Manager who will be regularly available to meet with Client's personnel and Finalsite's personnel regarding this project.
- Client project manager will be responsible for managing and delegating resources as required to meet both Client's and Finalsite's deliverables per this SOW.
- Project Manager will serve as your single point of contact in communicating and coordinating with Finalsite.
- Client will work with Finalsite Project Manager to define feedback durations.
- Client will complete the provided Finalsite Sitemap to define Navigation and Pages of the website:
  - The development site and default navigation and created pages will be based off of this document.
  - Any additional pages can be created by the Client through the Finalsite CMS.
- Client will complete the provided Design Survey.
- Client will provide no fewer than 12 high quality photographs.
  - These photographs will be used in the design option for background images, banner images and to fill in content space to provide a design that is representative of a live and active website.
- Client will add in all content for the development site including text and files.
- Client will upload images to the development site, inserting desired images and managing any media or slideshows.
- Prior to design kick off, Client will provide documented Brand Guidelines for their school along with requested assets from Finalsite:
  - A vector .eps file of the school logo.
  - Approved brand fonts (if any).
  - Brand colors with color codes.
  - Approved Sitemap.
  - Completed Design & Marketing Survey.

- Client will provide timely feedback on all designs and revisions based on timing provided in the plan (note that the next round of revisions will not proceed until feedback is received).
- Client will provide design feedback as a complete list before the designer performs any revisions.
- Client will provide final approval on homepage prior to lower level design starting.
- Client will provide final approval on lower level design prior to production starting.
- Client will make the DNS switch to launch the new website.
- Client will provide all data in prescribed data templates.
- Client is responsible for any active search engine optimization (SEO) tasks. The Finalsite CMS and affiliated modules are designed with many structural SEO features universal to good website design, but the proactive optimization of the Client's site is necessarily unique to the Client's goals and is beyond the scope of this agreement.

Note: Client will not see their approved design implemented on their development site until the end of scheduled Production. Content entry will happen in tandem with production on a default Finalsite template using the approved designs as a reference for formatting content.

## Deliverables Not Included

Any services or deliverables in this section can be added after signature of this SOW by Change Order through your Sales representative.

## 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. The installation/migration costs should include all expenses associated with "turning on" this service.

*-Please see Exhibit A, Finalsite services run on 5 year contract terms.*

## 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.

## The Finalsite Platform

We have been building a software platform for the last 15 years to meet the evolving needs of our client base. Our two largest departments are Support and Software Development, so you know where we place priority. Our platform is made up of these core components:

**Content Management System (CMS)** – Easily maintain and update your website with a system that gives you full control to distribute responsibility.

**Learning Management System (LMS)** – A mobile-friendly, customizable learning platform aimed at connecting students, teachers, and parents.

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**Modules** – Add functionality like athletics, a school store, and broadcast email, to your website with our software modules. They're scalable and flexible to fit your needs.

**Portals** – Personalize and share information for all of your constituents securely.

**Social** – Encourage networking, collaboration, and digital citizenship with a private network that connects your constituents.

## **Support & Qualifications**

Provide a detailed description of the management that will be provided in this contract. Provide information regarding your company's service assurance. If available, include your service level agreements.

Describe the various resources within your company that will assist in executing this contract. Examples: project manager, graphic designer, etc. – *Please see the Creative Services SOW, above*

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

We believe support is the hallmark of the Finalsite experience. Your ability to succeed with your site is inseparable from our ability to succeed as a company. We understand the importance of your website and the urgency that exists should problems arise or answers are needed. Our support team members and help resources are accessible through a variety of methods and are prepared to assist you quickly, regardless of your level of technical knowledge. In addition to the training materials noted above, support includes:

- **Phone** – 24 hour toll-free access line for emergencies.
- **Online Support** – Ticketing system for non-emergency requests and questions, with tracking and archiving. Resolution may involve assistance via e-mail, virtual meeting, or telephone.
- **Online Knowledge Base** – Extensive searchable database of how-to and help topics for all aspects of the Platform.
- **Community Voice** – A place to share and connect with Finalsite and other schools from around the world
- **Regularly scheduled Updates** – Product enhancements happen year-round and you get them as they are released.
- **Virtual Bootcamps** – Regularly schedules intensive sessions on how to use the product.
- **Finalsite Prep** – Day-long workshops at our headquarters
- **Finalsite University** – Come to our annual user's conference in June and meet with over 400 colleagues to socialize, strategize and learn more about how others are using Finalsite's software and services. We conduct over 20 workshops in cities around the world too.

Provide information on your company's project management process, including proficiency in

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coordinating implementation, resources, and communications. – *Please see the Creative Services SOW and resources above*

## **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.

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

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

Describe your business recovery plan.

Please see specification information at the end of this document. Highlights are below:

- Security Protocols – Sensitive data such as profile updates is transferred via SSL; likewise, passwords are encrypted in our MS SQL database. Credit card transactions are processed and handled in a separate PCI-compliant data center. Robust intrusion protection systems are utilized and are actively monitored. The physical data center can be accessed only by authorized personal and monitored 24/7 by security cameras. Audit trails exist for all data center access.
- Uptime Protocols (99.9% Uptime) – Our quality infrastructure means superior performance, stability and reliability. Our servers are constantly monitored, 24 hours a day, year-round.
- Nightly Backup – Files are stored at Finalsite’s off-site data center.
- Accountable Professionals – We do not outsource support. In an emergency you will be in direct contact with the professionals responsible for your data.
- Huge Bandwidth and Storage – Our data center serves over 1.2 million daily page views with capacity to ramp up bandwidth at any time. Expandable disk space allows for growing demands.
- Faster Browsing – We've partnered with Akamai to serve selected content via their global content delivery network (CDN). This means that your geographically dispersed audience will be accessing large videos, slideshows and other critical content faster from datacenters located closer to them.
- High Performance – With CPU utilization averaging just under 20%, Finalsite has plenty of power for demanding web applications.

## Network and Hosting Data Sheet

The Finalsite Cloud protects your school's important and confidential information in our own data center—where we host all of our web software and websites—allowing us to maintain its integrity and safety. All with a guaranteed 99.9% uptime.

We've also partnered with Akamai, a world leader in content delivery network (CDN) services, allowing your geographically dispersed audience to access large videos, slideshows, and other critical content faster from data centers located closer to them.

### Physical Security

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24 x7 x 365 on-site personnel

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Mantrap with photo ID and iris scanning system

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Closed circuit video surveillance

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Fire suppression: Double, pre-action dry system linked to smoke and heat detectors

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### Compliance

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SSAE 16 SOC I & II

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GLBA

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SOX

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HIPAA

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PCI DSS

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### Network

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Dedicated firewalls allowing ONLY ingress traffic on HTTP port 80 and 443

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Integrated Intrusion Detection/Prevention System (IDS/IPS)

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Integrated Denial of Service (DoS) mitigation filters

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Integrated SQL Injection filters

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### Servers

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All critical and security-related operating system patching levels maintained

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### Application

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All sensitive data transmissions (ie. login credentials) protected by SSL certification utilizing 2048 bit signature and 256 bit encryption

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Sensitive data (ie. passwords) encrypted within our database

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All credit card transactions executed via a level 1 PCI compliant 3<sup>rd</sup> party vendor

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## 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.

### Most Recent Launches:

<http://www.finalsite.com/page.cfm?id=1816&requestPortalmod=4714>

- <http://www.lakeforestschoools.org>
- <http://www.d181.org>
- <http://www.hebron.k12.ct.us>
- <http://www.uaschools.org>
- <http://www.charlottecountryday.org>
- <https://www.baylorschool.org>
- <http://www.riverdale.edu>
- <http://www.phillipsbrooks.org>

## Exhibit A – Fees & Scope of Web Software & Services

### One-Time Setup Cost: \$30,000

Setup includes project management, production, training, and creative services. School website designs to have the same color & layout as district website design.

Creative Services	
Creative Review & Quality Assurance	(2) Hours Strategic Consulting
Responsive Design	Site Enhancements (5) Hours
Tier 2 Interior Design	Home Page

### Web Software Annual Subscription Cost

**Year 1: Waived**

**Years 2 through 5: \$26,000 /yr**

Subscription includes hosting, upgrades, ongoing webinar training and support.

Modules	
Alerts	Calendar Manager
Faculty & Staff Directory	News Manager

**Web Hosting:** 100 GB of Data Transfer/Month and 50 GB of Disk Space. Backup, firewall maintenance, and SSL certificate.

**Data Services:** 4 uploads per year and unlimited web-based data updates.

Walk before you run with scalable modules that can be added on at anytime. Complete list of additional modules on [www.finalsite.com/page.cfm?p=1864](http://www.finalsite.com/page.cfm?p=1864)

### Optional Costs:

**LMS (Learning Management System) includes**

- SIS Integration
- Google Drive Integration
- Private Social Networking
- Grade book, Attendance
- Class Web Pages
- Portals
- LDAP/AD Authentication

\$5.00 / student /yr  
50 student minimum

**Gold Package includes**

- Athletics Manager
- eNotify
- Forms Manager
- Multimedia Manager
- Blogs & Forums

\$7,000 /yr

**LDAP/AD Authentication** – Can be purchased stand alone without LMS.

\$1,500 /yr

**iPhone App and iPad App**

\$5,000 /yr + \$1,500 Setup Cost

**Onsite Training**

\$2,000 / day + Reasonable Travel Expenses