

eSchoolView Contract  
For  
McCracken County Schools

Submitted by:  
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*Proposal Valid until January 15th, 2013*

## Overview

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Dear Molly,

eSchoolView understands the importance of strong community engagement, and your website is a significant tool for keeping your community informed. Our Content Management System (CMS) can help your leaders ensure timely and accurate information is always available on your website, and we appreciate your willingness to consider investing in our Content Management Systems (CMS). Our experienced and creative team has designed our CMS so it has everything you need to transform your website into a two-way hub of communications. To help our clients get the most out of our system, we have made the CMS very easy to use, and we include ample training and continued support to help our clients realize the potential of the software. Our clients will tell you our customer service and technical support teams are the best in the industry.

In order to make our system accessible to all, we have made our CMS user-friendly and intuitive. Anyone will be able to manage your website, as the CMS requires no prior knowledge of web design or programming. Key benefits to our system include:

- Uploading content and photos is as easy as filling out an online form and adding an attachment
- Content can be uploaded from any computer with Internet access, because the CMS is a Web-based system and doesn't require software or hardware
- The navigation is intuitive, so web visitors will be able to find information quickly
- Each page features a consistent, professional design
- The CMS has high quality video and graphics capabilities, so podcasts, video footage, and outstanding photo galleries are possible
- Web traffic reports help you monitor your visitors' habits and interests
- Our CMS can generate surveys and host online forms to help streamline your processes, save you money, and collect valuable information from your community

Your website is one of the most important tools you have to keep your public informed, and you have a great story to tell. Let eSchoolView help you maximize your web presence and increase your community engagement.

Sincerely,



Robert O'Leary  
Executive Director

## Benefits

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- Affordable – No hidden costs
- Average Return On Investment is 9 months
- Significantly improve stakeholder communications
- Effectively connect your staff with the community you serve
- Unique design catered to meet your needs
- Intuitive navigation that simplifies the web browsing experience
- Saves time & money by giving your staff the ability to add, modify or delete content “on demand”
- Hassel-free software - no technical knowledge or additional staff necessary
- No special equipment or software required
- Five support options, including toll free phone support based in Columbus, Ohio
- Average training time is 1.5 hours
- Secure software platform including SSL technology
- Guaranteed 99.995% uptime
- Integrate the latest social media technologies to encourage community interaction
- Ability to upload 500MB files with unlimited storage
- Custom development options available

## Features

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### **Email Newsletters & Alerts**

Email newsletters along with news worthy alerts are a powerful and extremely cost-effective way to communicate with your stakeholders. Today's email newsletters are easier to produce and distribute than their print & paper counterparts of yesterday. With just a few clicks, you can keep your community informed of news and events, important calendar dates, and vital services. Your email newsletter will rapidly become the centerpiece of your communication efforts.

### **Public User Database**

An easy way to collect and build a database of your visitors. Allows for the collection of names, emails, phone numbers and other important information. An Excel export feature allows for the creation of mailing labels. In addition, users can sign-up for various electronic communication options that you can setup (e-newsletters, announcements, emergencies, alerts, etc.).

### **Content Review**

When enabled allows for a page or group of pages to be updated and reviewed by an administrator before content is released for public viewing. For example, if a contributor adds content to your site it would sit in queue for an administrator to review, modify, delete or post to the public.

### **Intranet**

Secure login for your employees giving them the ability to post internal news, documents, forms, links events and more. The intranet can be accessed with the same login credentials as the content management system providing a unified login so staff members do not have to remember two different IDs and passwords.

### **Real Simple Syndication (RSS) Feeds**

Allow your visitors to automatically retrieve news and events without directly visiting your website. These feeds allow for your content to be displayed immediately to those who have RSS readers on their computer, mobile or Internet connected device.

### **Meetings / Agendas / Minutes**

Inform your community of meetings and agendas. Post all public documents for quick access while at the same time, automatically creating an historical archive for future reference.

### **Blogs with Content Review**

Setting up a Blog with Content Review allows administrators to be in control of the content being posted. Any archived content can be easily displayed again by updating the posting date.

### **Permanent Archive**

All site content is automatically archived for retention purposes. When content expires on your site it remains in the database for searching, but will be hidden on the public site -- this is beneficial because your site will only display current content and provide a search area for visitors when they need to access items from the past.

### **Security Management**

Gives site administrators the ability to enable user access accounts for the content management system to edit only the areas that are pertinent to them. Restrict access by user to certain components, a certain page or group of pages easily.

### **Athletics**

Post events, schedules, results, photos, streaming videos and more within your athletics section available at your high and middle school websites. If you use ScheduleStar, events can be imported into your site and be available as quick links for a detail view (optional feature).

### **Tout Management**

Organize, update and replace the graphical buttons (known as touts) on the homepage and sub-pages of your site. Setup individual tout groups instantly to display on individual pages and/or building sites.

### **Dynamic Page Generator (see Page Components)**

Ability to add new pages. No need to worry about contacting us to add more pages for your content. Each page added can include a combination of the following page components: news, downloads, links, photo galleries, event calendars, text windows, staff lists, surveys, dynamic forms and/or employment – allowing for the ultimate in flexibility.

### **Analytics**

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Your site will be monitored by Google Analytics – the #1 website statistic software available. Weekly emailed PDF reports allow you to view your website traffic. This allows access to see what your visitors are viewing and downloading. In addition, the reports show how many people are visiting, the length of visit, navigation paths and much more. This data can be used to improve your site as some pages will be visited more frequently and attention can be focused on these important areas.



## Page Components

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Each page on your site features one or more page components. Page components can be ranked and feature a title to describe the entered content. All content can have a posting date and/or expiration date. The following components and their functions are detailed below:



**Administrator's Message** - Ability to post current superintendents and principal's messages on your site with an automatic archive feature that is not limited in storage space. This will allow for existing messages to be stored and re-posted in the future, if necessary.



**Alumni Register & Search** - Allow alumni to sign-up on your website and add their information to the database. Search for alumni by first/last/maiden/nick-name, graduation year or a \*wild card search. Send out email communications to certain year(s), post reunion information, photo galleries and much more. An Excel export feature allows for the creation of mailing lists and manipulation of information.



**Blogs** – allow the public to comment on a subject that is setup through our blog component. All comments will wait in a queue until an administrator approves the post, then it will be posted to your visitors.



**Board of Education** - A complete profile including contact information, election term, special assignments and other vital information at your discretion. Meeting Minutes and Agendas can be archived by year.



**Downloads** – upload files and your visitors click to open in a new window. Downloadable documents can have a title, description and/or posting and expiration dates.



**Dynamic Forms & Surveys** – Make it easy for your visitors and staff to complete necessary online forms and surveys. Create a form and post to your page. Results are compiled and have an Excel export for data archiving and advanced sorting. Add a survey to any page. After your survey is created select the survey and add it to the component. Your visitors will be able to take the survey immediately.



**Employment** – interactive date-sensitive job posting board complete with downloadable applications, job postings, descriptions and contact information.



**Event Calendar** – Post meetings and events including dates, times, locations and descriptions. Attach relevant documents, forms and photos “on the fly” with one click. Daily, weekly and monthly calendar views are available for selection by your visitors. Select a category to list events from the calendar with a clickable view. Choose the number of upcoming events to be displayed.



**Google Search** - A search box, located at the top of each page, is always available for users to find content without browsing through your site. Pages, PDFs, Word and many more items are indexed daily for easy retrieval. Since your visitors are familiar with the Google interface it assists them in finding information quickly. The Google Search component will only search your site and not the World Wide Web.



**Links** – links will open in a new window. Links can have an image associated with the link (logo or thumbnail).

## Page Components (Continued)



**News** – Keep your parents & community informed on the homepage of your site. Post news releases, announcements and other important information including photos and other attachments. Attach a thumbnail image next to each headline. Capability to duplicate news articles throughout entire site where news components exist with just a click. Stories have a title, sub-header and body. Images attached to news stories are automatically resized (if selected).



**Photo Gallery & Gallery Grouping** - Posting pictures is simplified by not having to use Photoshop to resize images. Photo resizing is built into the system and allows for the image size to be customized when uploading your image. There is no limit on the number of photos posted per gallery. Our gallery grouping component indexes all the galleries within your site and places them in a repository to be viewed in one common area. Display modes include alphabetical by title or newest to oldest along with a title for each gallery.



**Podcasts** - Ability to upload your podcast file along with a title and description. Podcasts are automatically included in an RSS feed for your visitors. Ability to regenerate the RSS feed immediately for time-sensitive communications.



**Script Window** - Allows for embedded advanced coded scripts and language. This is used, for example, to embed Twitter and Facebook feeds into your site. Teachers can use this component to embed education related widgets from other 3rd party websites.



**Staff List** – select a department to display staff. Staff names, department, phone numbers, emails are displayed. Click on the staff name to display biography and other information.



**Streaming Video** – embed Adobe Flash videos easily within any page. Upload a video by clicking browse and save. Your visitors will stream your video to their computer using the Adobe Flash plug-in that is installed on over 98% of computers. Movie clips can be encoded and uploaded in our Streaming Video page component (Adobe Flash). Our video encoder allows users to upload the raw video in the most common video formats without having to encode it themselves. It will then be converted on our server and displayed to the public right on the page based on their connection speed. Post audio and/or video of your events and meetings easily. Any message can include video to enhance your message to the community. Video uploaded to your system never displays advertising as do other 3<sup>rd</sup> party video sharing sites (Google, YouTube, etc.).



**Text Window** – copy and paste text into a text window. Attach an image and position (left, center or right aligned). Pictures can be resized (if selected) when uploading.



**Quiz Builder** – Makes it easy for student to complete necessary quizzes that are automatically graded based upon passing percentage that is determined by the Quiz creator.

## Project Approach

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eSchoolView employs a custom project management methodology to its development process based upon the Microsoft Solutions Framework (MSF) for Agile Development. This approach is geared towards the fast development of features for customer review and revision. With this approach, our clients can quickly see results and better steer the process being used to develop applications.

During development of your new site you will have access to a beta site to review the development of features and provide feedback on what has been built. This site could be accessed using a private Internet address and may only be accessed by designated employees of your organization.

eSchoolView can only be responsible for adhering to the timetable below if the client provides the information necessary when requested. In the event that the client takes additional time to complete requested items, they must understand that payment terms must still be met.

## Project Deliverables & Due Dates

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eSchoolView proposes the following deliverable timetable:

Initial items needed	Sign proposal, collect initial data and complete design questionnaire.
**Timeline starts once client approves concept design.	Return concept design for approval. Apply revisions to concept design, if necessary. Once approved, hand off design to developers.
Weeks 1-5	Site development and access to beta site once ready. Review of features and feedback collected for revisions.
Weeks 6-12	Testing through beta site. Staff training and entering of existing content by eSchoolView into the new site. Launch of website to production servers.

\*\* Once provided by eSchoolView, it is the clients' responsibility to complete the staff & calendar import templates timely as to not affect overall project timeline.



## **Project Team & Oversight**

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### **Technology**

eSchoolView will provide a technologically sophisticated and experienced set of team members to facilitate the development of this project. The lead project architect will be Grant A. Wright. Grant has over eight years of .NET development experience along with ten plus years of application development experience working for Nationwide Insurance, City of Columbus, JP Morgan Chase, and Franklin County. Grant is certified by Microsoft as a .NET Solutions Developer for web and windows applications and is also certified as a SQL Server Database Administrator. For the past four years he has taught more than 1000 students in .NET applications development and SQL Server as a Microsoft Certified Trainer.

### **Project Coordinator**

The lead project coordinator will be Rob O'Leary. Rob has been working with content managed applications for the past 11 years. For the past seven years his experience includes working with over 200 public K-12 school districts and other educational organizations throughout Ohio, Indiana, Kentucky, New York and Pennsylvania. In addition he has worked with many government agencies, including the State of Ohio Inspector General's Office, Newark Public Library, Franklin County and Columbus Board of Health.

Additionally, Rob specializes in application training and usability. His past experience with customers makes him well aware of the unique challenges of introducing and acclimating employees with new online products.

Rob's dedication to customer satisfaction and results will assure the successful launch of your new website.

## Maintenance & Support

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### System Maintenance

The eSchoolView CMS is enhanced every 90 days. Before the enhancement, you will be notified of the pending updates and improvements. During this process the CMS may be unavailable for a short period of time and you will be notified in advance. This enhancement will not affect public access of your website and will be totally transparent to your stakeholders. All existing content on your site will remain intact. The benefits of the maintenance process include:

- 1) Your content management system will not become obsolete over time as technology changes and features are improved.
- 2) As Internet browser technologies change eSchoolView will adapt to new methods and programming so all features work correctly.
- 3) Minor and major version releases are included and are supplied at no additional cost.
- 4) Enhancements encompass your recommendations along with other customers that use our services throughout footprint.
- 5) Each release will feature multiple enhancements. These enhancements will include features making it easier to post content, additional components, improved user interface, expanded help systems and videos, etc.

### Support

In addition to our Service Level Agreement (SLA) located within this proposal we take great pride in helping our clients. All of our employees have mobile devices that allow for communications to be received 24 hours a day. In addition, dialing our office phone lines will forward to our mobile phones if we are not physically in the office. Our levels of support are detailed below:

- 1) Tier 1 Support - email support requests are handled within 1 business day. Emails should be sent to [support@eSchoolView.com](mailto:support@eSchoolView.com). In addition, there is a support request link in the CMS. Once the request is filled out and submitted, Tier 1 Support will be notified.
- 2) Tier 2 Support – phone support through our office phone. This support is typically used when there is an issue that needs immediate attention. Issues reported in this manner are typically resolved within an hour and you will be notified if the issue will take longer.
- 3) Online Issue Tracking System – you will be granted access to our online issue tracking system. This system will be used to record all issues, enhancements and changes to your website. This allows you to track the status on an issue and also includes an automatic email notification when we complete a task.

## Hosting Infrastructure

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eSchoolView's network infrastructure is detailed below:

### Facility Specifications:

- Secure location with keycard access
- Non-secured personnel are required to enter datacenter by escort
- Full CCTV surveillance
- 24x7 server support
- 3 AC units comprised of DataAire and Libert brands – humidity maintained at 45%
- UPS (battery backup) system
- Diesel Generator backup @ 1000 gallon capacity
  - Generator has auto start and auto power transfer
- State of the art fire suppression system - FM200 Dry suppression
- Located in Columbus, OH - over the Internet Backbone

### Network Infrastructure:

- Availability cluster with redundant Dell servers. Data: Dell MD3000i iSCSI SAN (SAN with 15 - 300 Gig 15K SAS drives and 15 - 1 TB 7200 RPM drives) & Dell MD3000i iSCSI SAN (SAN with 12 - 600 Gig 15K RPM SAS drives)
- Virtual Servers: VMware vSphere 4.1 High availability
- Utilization of several backbone providers: Cisco hardware (4507 switch with redundant supervisors and blades) and Cisco routers
- One OC12 (155Mb/sec), Gigabit Ethernet (1000Mb/sec) level fiber connections to the entire Internet through many physical paths
  - Level 3, WV Fiber, Time Warner
- Utilize cutting edge technology such as PathControl devices by PathScience
  - Allows for more efficient routing and monitoring of connections
- Windows servers running ESET NOD32 anti-virus protection.
- Firewall security and intrusion detection

Legacy1 (Front Page Server) Windows 2003 Enterprise 1 CPU 1 Gig of RAM 60 GB HDD	Encoding1 (Adobe Encoding Server) Windows 2003 Enterprise 1 CPU 3 Gigs of RAM 50 GB HDD
FlashMedia2(Flash Streaming Server) Windows 2003 Enterprise 1 CPU 3 Gigs of RAM 60 GB HDD 300 GB HDD	SQL1 (SQL 2005 Server) Windows 2008 R2 Enterprise 4 CPU 12 Gigs of RAM 40 GB system HDD 500 GB Data HDD
Web1 (Web Server) Windows 2008 R2 Enterprise 2 CPU 8 Gigs of RAM 40 GB system HDD 250 GB Data HDD	Web2 (Web Server) Windows 2008 R2 Enterprise 2 CPU 8 Gigs of RAM 40 GB system HDD 500 GB Data HDD
Web3 (Web Server) Windows 2008 R2 Enterprise 2 CPU 8 Gigs of RAM 40 GB system HDD 500 GB Data HDD	FTP1 (Linux FTP Server) Ubuntu 10.04 LTS 1 CPU 1 Gig of RAM 40 GB system HDD 1 TB Data HDD

## Service Level Agreement

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In the event of a bug or error, eSchoolView agrees to provide fixes to address them in a timely manner at no cost to the customer. eSchoolView and the customer agree to the following Service Level Agreement (SLA) for addressing bugs and issues (this agreement is not applicable to bugs or errors that occur as a result of a failure of third-party components not developed by eSchoolView).

eSchoolView agrees to make available the following to communicate problems: (1) Support Email Address, (2) Office Phone, (3) Mobile Phone.

### **Severity 1 Errors:**

#### *Definition:*

The bug or error causes a critical failure of the site (i.e. broken page(s), error message/codes, etc.).

#### *Actions to be taken:*

Notification of the issue will result in either a complete fix within 12 hours, or if that cannot be completed, an explanation outlining the error, proposed fix or potential workaround, if necessary.

### **Severity 2 Errors:**

#### *Definition:*

The bug or error causes incorrect information to be displayed or an incorrect page redirect. Pages may display properly or improperly. A severity 2 error is related to the code developed by eSchoolView.

#### *Actions to be taken:*

Notification of the issue will result in either a complete fix within 24 hours, or if that cannot be completed, an explanation outlining the error, proposed fix or potential workaround, if necessary.

### **Severity 3 Errors:**

#### *Definition:*

The bug or error intermittently causes minor problems with the display or visual appeal of the website, but does not hinder site functionality. A severity 3 error is related to the code developed by eSchoolView.

#### *Actions to be taken:*

Notification of the issue will result in either a complete fix within 48 hours, or if that cannot be completed, an explanation outlining the error, proposed fix or potential workaround, if necessary.

## Source Code Guarantee

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Upon request, eSchoolView will provide the client with a backup copy of your source code at site launch subject to the ratification of a licensing agreement with the following restrictions/terms:

1. Source code will be retained as a backup copy and only used in case eSchoolView ceases to exist as a business in the state of Ohio.
2. Source code, database and accompanying files will not be sold, leased, transferred or shared with any other organization or entity and will remain confidential. Should eSchoolView cease to exist as a business in the state of Ohio you may utilize a web developer of your choice to support the product.
3. Content entered by the client is owned by the client and not by eSchoolView.
4. Each party agrees to keep confidential all information disclosed to it by the other party and to protect the confidentiality of all data, source code, files, etc.
5. Upon request, eSchoolView will release source code for updates to the CMS engine as they are released.

## Confidentiality Statement

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eSchoolView will not, during or subsequent to the term of this proposed work relationship, use the client's confidential information for any purpose whatsoever other than the performance of services on your behalf or disclose any confidential information to any third party. eSchoolView further agrees to take all reasonable precautions to prevent any unauthorized disclosure of all confidential information provided to it in connection with this project.

## References

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Bardstown City Schools  
Roman Hardin  
[www.btown.k12.ky.us](http://www.btown.k12.ky.us)  
(502) 331-8801  
Project: eSchoolView Redesign

Bethel Park  
Vicki Flotta  
[www.bpsd.org](http://www.bpsd.org)  
(412) 854-8438  
Project: eSchoolView Redesign

Dublin City Schools  
Doug Baker  
[www.dublinschools.net](http://www.dublinschools.net)  
(614) 764-5913  
Project: eSchoolView Redesign

Garfield Heights City Schools  
Shari Bailey  
[www.garfieldheightscityschools.com](http://www.garfieldheightscityschools.com)  
(216) 662-2800 ext. 8601  
Project: eSchoolView Redesign

Kentucky School Board Association  
Brad Hughes  
[www.ksba.org](http://www.ksba.org)  
(859) 797-2297  
Project: eSchoolView Redesign

Manchester Local Schools  
Josh Cracraft  
[www.mlsd.us](http://www.mlsd.us)  
(937) 549-4777  
Project: eSchoolView Redesign

Notre Dame-Cathedral Latin  
Eric Hodges  
[www.ndcl.org](http://www.ndcl.org)  
(440) 279-1076  
Project: eSchoolView Redesign

Pennsylvania Association for Middle Level Education  
Anneliese Ledebur  
[www.pmsaweb.org](http://www.pmsaweb.org)  
(814) 827-2715  
Project: eSchoolView Redesign

Scott County School District #2  
Scott Borden  
[www.scsd2.k12.in.us](http://www.scsd2.k12.in.us)  
(812) 752-8977  
Project: eSchoolView Redesign

Shaker Heights Schools  
Peggy Caldwell  
[www.shaker.org](http://www.shaker.org)  
(216) 295-4309  
Project: eSchoolView Redesign

## Billing & Payment Terms

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One time desktop and mobile site design & server setup fee - \$4,990

CMS and mobile monthly fee of \$575.00\* that includes maintenance, hosting and support: (Billed annually)

- eSchoolView Content Management System Subscription
  - Maintenance updates performed every 90 days
  - Web, database and video hosting
  - Automated daily backups of website files and database information
- Training
  - Initial training and periodic training sessions
  - Five hours of training per contract year
  - Unlimited video/PDF help available through eSchoolView
- Support
  - Email support – emails returned within one business day
  - Phone support – direct support line to project developer if critical issue or error
  - Access to our built in Online Support button to report enhancements, issues and related bugs

\* Web hosting is E-Rate Eligible

### Payment Terms:

- 100% of one time design and setup fee due at project initiation
- Prorated maintenance, hosting and support through June 30<sup>th</sup> 2013 due at project initiation

CMS

Contract Year	Annual	Hosting*	Maintenance & Support
2013-2014	\$6,900.00	\$5,175.00	\$1,725.00
2014-2015	\$6,900.00	\$5,175.00	\$1,725.00
2015-2016	\$6,900.00	\$5,175.00	\$1,725.00

### Project Approval

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This proposal shall serve as a three contract between the parties once memorialized by the signatures of both eSchoolView and McCracken County Schools, below.

Signed on this date, \_\_\_\_\_, by

\_\_\_\_\_

Print Name

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Rob O'Leary  
eSchoolView

\_\_\_\_\_  
Signing Authority  
McCracken County Schools