

**Provided as Information Only**  
**(This attachment is not part of the contract)**

- Website transactional capabilities fall into two categories—transactions in terms of e-commerce and transactions in terms of back-end data management.
  - The scope of work will not produce an e-commerce site, which carry a higher price tag and not meet our district's needs. JCPS (the district) does not collect fees and is not certified/insured to conduct financial transactions. That being the case, our M.I.S. Department is not equipped to do so. Since JCPS does collect money on the school level, third party sites like PayPal will continue to be utilized on the school websites.
  - JCPS is equipped to handle back-end data management of the new website.
- Modeled after consumer-focused website designs by Fig Leaf Software, (University of Wisconsin-Parkside, University of Wisconsin-Eau Claire, Campbell's Soup, Discovery Channel, and others), the design phase will focus on delivering improved navigation and communication processes. During the discovery phase of development, which will be the first 8–10 weeks, Fig Leaf Software will survey a diverse group of JCPS stakeholders representing all sectors of the city's economic landscape. This will include outside, consumer-focused organizations with an interest in JCPS.

Information provided by Helene Kramer, Chief Communications and Community Relations Officer