schoolpointe

Empowering Through Innovation

Breathitt County Schools
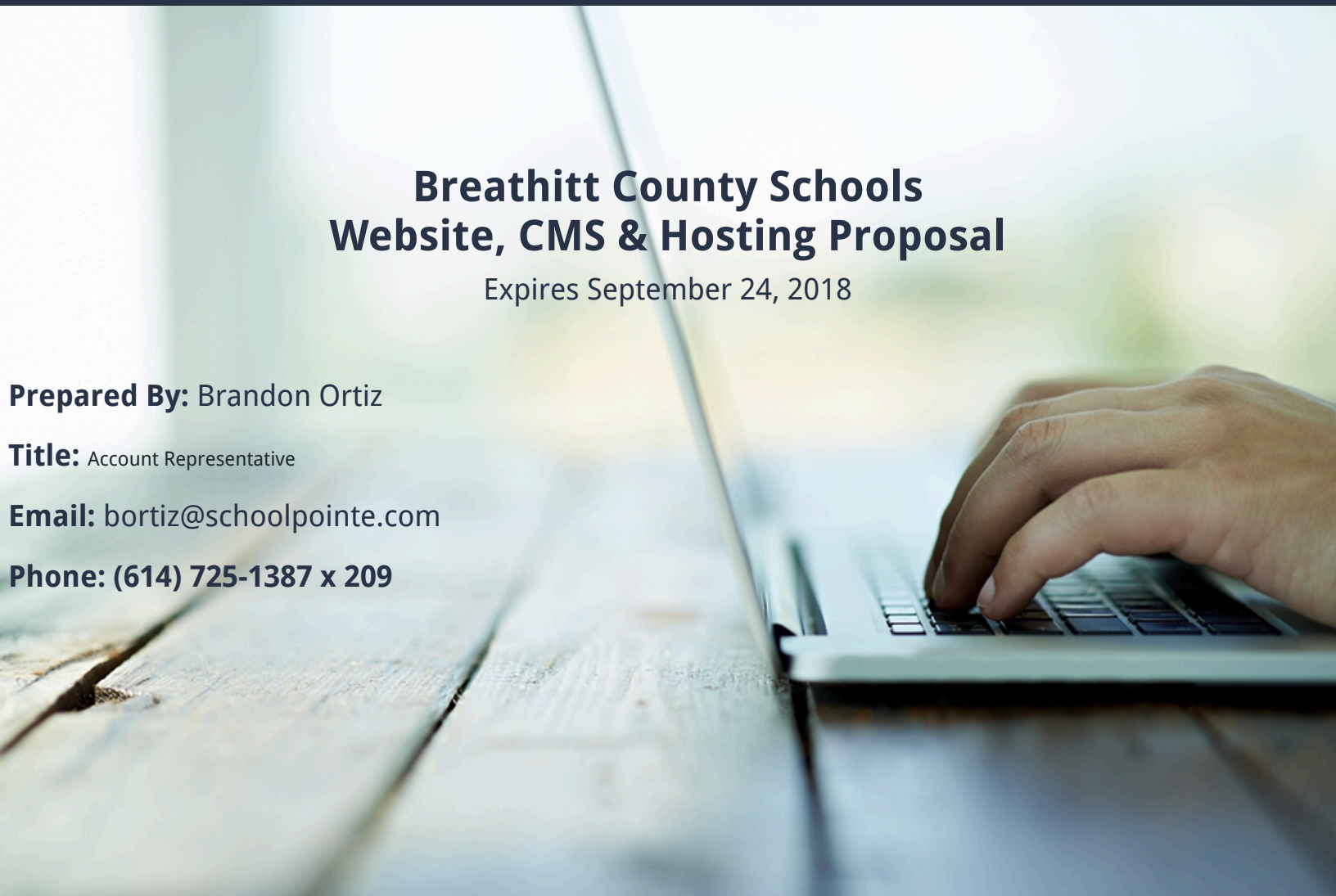## Website, CMS & Hosting Proposal

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Breathitt County Schools

420 Court Street

Jackson, KY 41339

Dear Phillip,

It was great to speak with you about your new project for Breathitt County Schools.

Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop computer so websites were designed and developed for that standard experience. Increasingly, people are viewing the web on a variety of devices - tablets, smart phones and other mobile devices. If your website doesn't support those devices, this can negatively affect how users interact with your business. The site may load slowly, the layout is fixed and awkward to navigate and you may end up with a frustrated user.

SchoolPointe also provides your school with a fully responsive content management system, which allows your users to quickly and easily update the website from any device. Our system is feature rich and provides solutions to streamline your everyday processes. SchoolPointe offers multiple products that fully integrate with our content management system. Each product we offer is all-inclusive. This means that all of the features within that product are provided to your school when you purchase it. Any new features and updates are released to all customers that have the product.

Thank you again for allowing us to present our solution to you. SchoolPointe would greatly appreciate the opportunity to partner with you and your school. We are ready to begin the process at any time. I am confident our collaboration will take the web presence of your school to a new level. I look forward to speaking with you again soon!

Sincerely,

Brandon Ortiz

Executive Summary

Our Mission

The SchoolPointe mission is to create a communications and educational link for our clients that will continue to meet the rapidly increasing informational and technological demands placed upon them by students, parents, faculty and members of their communities.

Background and Methodology

SchoolPointe has been providing high quality and cost efficient products to schools since 2002. Our team is comprised of over twenty experienced and talented employees. Through the years we have fine-tuned our implementation process not just to meet, but to exceed our clients needs and expectations. SchoolPointe does not settle for "good enough". SchoolPointe is dedicated to providing you a solution that meets all of your needs and a site that displays your specific mission, brand and vision.

SchoolPointe is solely focused on the k-12 market. As a result,our products are created with school administration and framework in mind. Our products provide a suite of features that are created to streamline your schools processes. Any new features and updates are pushed out to the products for all of our customers at no additional cost. SchoolPointe values the feedback our customers provide and that influences the enhancements and new features for our products. The implementation of our customers' suggestions is a significant reason why we operate on a 98% customer retention rate.

Project Personnel

SchoolPointe will provide your school with a dedicated project specialist. The project specialist will be your single point of contact for the entire duration of our partnership. Their entire focus is to make your transition to SchoolPointe smooth and to provide your school with the highest level of service. The project specialist will walk you and your team through the design, training and implementation process.

SchoolPointe understands the importance of your website design. Since your complete satisfaction is imperative, and our highest priority, your project specialist will be working with our very talented design and development team. Whether you choose one of over 35 templates or create a completely customized site, your new site will be tailored to your specific colors, logos and needs. All designs are completely responsive and will scale to any device (Desktop, Laptop, Tablet, Smartphone, etc.).

Why Us?

SchoolPointe is dedicated to your school and we are committed to our client's success. Here are some of the commitments that we provide to you and your school.

- Provide cost-effective solutions that will dramatically improve your school's communication with parents, students, staff and community members.

- Implement the latest technologies in our products that will allow your school to continue being the premier school in your area.

- Build and strengthen a personal and business relationship with you.

- Meet and exceed your expectations in the sales process, design process, development process, technical support and customer service.

- Ensure all school personnel is properly trained and can utilize the system to the fullest.

- Provide your school with web-based solutions for all of your current and future needs.
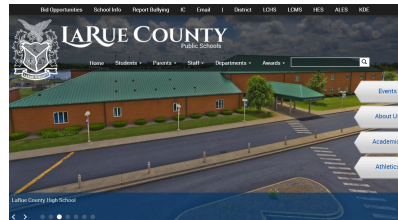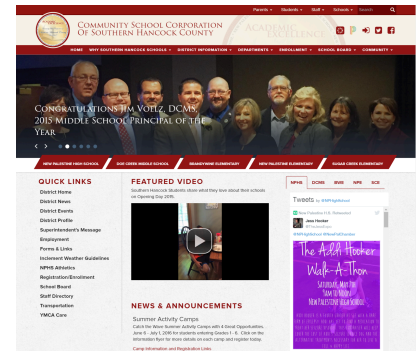
Design

SchoolPointe offers over 35 design templates that can be tailored to your specific school colors and logos. SchoolPointe also has a professional design team on staff that can create a completely customized website for you school that promotes your unique mission, brand and vision. Here are some of our recent launches.

Westerville City Schools

Westerville, Ohio

Larue County Public Schools
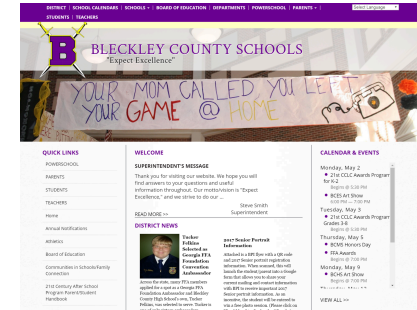
Hodgenville, Kentucky

Southern Hancock County

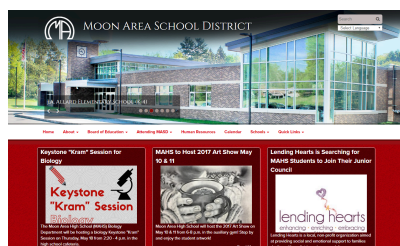New Palestine, Indiana

Arvin Union School District

Arvin, California

Kalispell Public Schools

Kalispell, Montana

Bleckley County Schools

Cochran, Georgia

Moon Area Schools

Bloomsburg, Pennsylvania

Central Columbia School

Bloomsburg, Pennsylvania

Kewaskum School District

Kewaskum, Wisconsin

What is ADA?

The Americans with Disabilities Act is a civil rights law that prohibits discrimination against individuals with various disabilities. It guarantees equal opportunity and accommodations pertaining to state and local government services among other things. Section 508 of the Rehabilitation Act addresses technology and web content, and how these need to be accessible to people with disabilities. A specific set of standards were put in place to make that possible. Organizations that receive federal funding of any kind are required to abide by these standards.

Why SchoolPointe?

As website accessibility concerns become increasingly important, your school needs to be prepared to maintain a site that is ADA compliant. ADA compliance is a serious issue and should not be taken lightly. The law requires any organization receiving federal funding be compliant. Failure to meet WCAG (Web Content Accessibility Guidelines) can lead to Civil Rights Violations, legal fines or even loss of federal funding. Maintaining an ADA compliant website shouldn't be a goal you set forth for your organization, it should be a standard. Partnering with an organization that takes this matter as seriously as you, should play an integral part in meeting that standard.

At SchoolPointe we strive to be the expert on ADA compliant websites. Our comprehensive ADA toolkit has been designed to take the guess work out of maintaining a compliant site and our team is prepared to guide you every step of the way.

ADA COMPLIANCE TOOL KIT

Vision Helper- Our solution will give those with vision impairments the ability to view all aspects of your website. With the Vision Helper, one can adjust font size and color contrast to meet their individual needs.

Photo Captions- Easily insert alternative text used by text-to-speech readers to identify a picture.

Link Titles- Provides text-to-speech readers with appropriate information for the visually impaired to navigate through your website.

Closed Captioning- The system provides capability to easily add captions to videos which allows the text to be viewed at the same time the words are spoken.

ADA Compliance Officer- An added security setting to assign individual(s) the responsibility to help manage compliance issues. As pages are visited on your live site they are automatically scanned for errors and logged in the compliance dashboard.

Accessibility Checker- Allows users to scan content for errors prior to publishing to the live site. If any errors are found, it will provide suggested fixes that can be deployed with just a click of a button.

Content Management Features

ALUMNI TOOL

Keep your alumni up to date on the latest reunion information, school news and fundraiser opportunities.

ATHLETICS TOOL

A comprehensive tool to keep the community updated with athletic schedules, news, scores, photo galleries, etc.

BOARD OF EDUCATION

A centralized location to post board agendas and meeting minutes. Allows easy access to board policies and procedures, board member profiles and contact information.

BULLY/HARASSMENT/INTIMIDATION MODULE

Provides a safe and anonymous way to report incidents. Text and email notifications alert administrators when an incident report has been submitted. A tracking tool is provided to assist your district in dealing with incidents in a timely manner.

ONLINE FILE MANAGER

SchoolPointe provides unlimited cloud based storage for every building, department and user. The file manager is compatible with all files types and will work on any device (MAC, PC, Android, IOS, Windows 8 mobile, etc.).

SCHOOL CLOSINGS

Provides a quick and easy way to inform parents and community members of any school closings, whether it is a single building or the entire school. School Closings can easily be sent out as push notifications to either one of SchoolPointe's mobile apps.

SCHOOL INTRANET

A password protected environment where staff and faculty can access important information ranging anywhere from news, events, forms, links, etc. that is not available to the public.

TICKETING SYSTEM

An internal ticketing system that allows your district to manage maintenance requests at a building level for your entire school.

WEB HOSTING

SchoolPointe has been hosting websites for schools since 2002. Our clients websites operate with a 99.9% up-time. SchoolPointe provides a platform that offers true redundancy and security that allows you to rest easy knowing that all of your information is protected. Our network administration team provides 24/7/365 monitoring to ensure optimal performance.

RESPONSIVE CONTENT MANAGEMENT SYSTEM

SchoolPointe not only provides fully responsive designs, but our fully responsive CMS makes updating your website easy from anywhere on any device.

E-COMMUNICATIONS

A simple way to communicate any message to parents and community members via text and/or email.

E-SURVEYS

Provides the ability to create an unlimited amount of surveys which your users have dynamic control over. Our system provides the capability to pull individual and group responses from your staff, faculty, administration, parents, community members, etc.

EMPLOYMENT

Provides your school the capability to post employment opportunities. Your school has full control over the postings and how they are classified.

FRIENDLY URLS

SchoolPointe provides your school the capability to adjust the URLS for all your news articles, building pages and every page a user creates within the system. This allows the user to describe what is on the page, therefore enhancing the school's search engine optimization

GOOGLE ANALYTICS

SchoolPointe utilizes the power of Google Analytics. This allows your school to monitor the traffic on the website and track which pages are being viewed the most. With this information, your school is able to determine what information your parents and community members view as being most relevant to them.

GOOGLE SEARCH

SchoolPointe Utilizes the power of Google search. This provides a powerful search tool that only looks through the information on your school's site. The search results are displayed within your website so your visitors are not directed to another site.

GOOGLE TRANSLATE

SchoolPointe Utilizes the power of Google translate. This allows your website visitors to translate the website content to their desired language. Currently there are over 100 languages available within the Google Translate feature. If your community has a most commonly used language, SchoolPointe can embed a static icon for that language for quick and easy translation.

TEACHER WEBSITES

Provides a dedicated section for teachers to keep students and parents informed on class information. Teachers also have the ability to post a bio and contact information. This section allows for an unlimited amount of classroom and content pages to be created. Any and all information can be disabled or enabled.

LEARNING MANAGEMENT SYSTEM

Provides a password protected online classroom environment in which teachers and students will have logins. Students have the capability to participate in classroom discussions, upload completed assignments and complete online assignments, tests and quizzes.

BUILDING ALERT BANNERS

Provides a quick and easy system to post an emergency or vital information to a single building, multiple buildings or the entire school. The alerts are setup on a start date/time and expiration date/time. The alerts will automatically remove themselves from the website once they expire.

CALENDAR

SchoolPointe provides a robust calendaring system that allows multiple points of entry. The calendar provides integration capability with any third party calendar that offers ICAL URLs. Events can be pushed to a single, multiple or all of the calendars at once. Users have the capability to color code event types.

VIDEO TOOL

Easily embed videos anywhere on your website to engage users. Our video tool allows you to insert a single video or create a playlist. Once the video(s) are selected, you can easily adjust the player size to incorporate the videos on any page or section of the website.

UNIVERSAL EDITOR

SchoolPointe's universal editor is used throughout the system and requires no coding experience. Coding is still available through the "Source" area for the more technical users. When you hover the mouse over each option, it displays what that icon is for. Our universal editor truly provides a WYSIWYG experience.

SINGLE SIGN ON

SchoolPointe provides multiple login options for your school. Our system full integrates with LDAP and Active Directory. We also provide the availability for Single Sign On with Google and Microsoft. Each of these options provide users the availability to login without having to memorize multiple usernames and passwords.

SECURITY

SchoolPointe's security system is setup on a granular approach. This allows your school to grant access for any user to the full CMS, down to a single building or even down to a single page. Any permissions can be mixed and matched, therefore providing your school full control on how much or little any user can access.

AUDIT REPORTING

Provides the ability to look up information multiple ways. A report can be generated filtering by date and department, school or individual staff name. The reports show when the user(s) logged in and all of the activity that was done by that user(s) during the designated time.

Optional Products and Services

CONTENT TRANSFER SERVICE

Provides a service to assist your school in transferring content from your current website to your new SchoolPointe website. There are multiple processes that are utilized to ensure that all of the content we are contracted to transfer over is available on the new website. This service assists in reducing the amount of time your school will spend on creating content on your new website. There are a few sections that are exempt from this service and are outlined on the investment required portion of the proposal.

SCHOOLPOINTE STAY CONNECTED APP

The SchoolPointe Stay Connected app is our group app that has no annual cost associated with it. The app is available for both Android and IOS. There is no windows version available. Once the app is download, you will be prompted to select a school. After a school is selected, the app will automatically default to that school information every time the app is opened after that point. When a school is selected, that school's colors and logos will be displayed along with all of their information. The app does not require a second point of entry to maintain. The information is automatically updated as soon as it is posted on the website. There is push notifications available for any school closings and/or building alerts. When your school utilizes the SchoolPointe Stay Connected App, there will be a banner that displays at the top of the website anytime it is accessed from a mobile device, prompting that user to download the app.

BREATHITT COUNTY SCHOOLS STAND ALONE BRANDED APP

SchoolPointe will custom design a branded app for your school. The app will be available for both Android and IOS. There will be no windows version available. During the design of your app, your school will have input in to how it is setup and how the information is displayed. Your branded app will be listed in the app stores under your school's name. The icon for the app will be your school's logo and colors. The app does not require a second point of entry to maintain. The information is automatically updated as soon as it is posted on the website. There is push notifications available for any school closings and/or building alerts. When your school utilizes the Stand Alone Branded App, there will be a banner that displays at the top of the website anytime it is accessed from a mobile device, prompting that user to download the app.

ONLINE FORMS

Provides the ability to create online forms that can be filled out and submitted online. The forms can be linked to from anywhere on the website or embedded on any page. All submissions are stored within our forms database and there is multiple ways to retrieve the information. All forms have the availability to send notifications to a single or multiple users when it has been filled out and submitted. The fields are setup on a drag and drop feature allowing quick and easy creation of forms. Electronic signatures are available for all forms as well. The forms fully integrate with the content management system, including security permissions. This allows users the availability to only create forms for their specified areas.

Timeline

The average time from start (contract signed) to finish (website go-live) ranges anywhere from 6 to 12 weeks. The actual time is dependent on how quickly SchoolPointe receives requested information from your school. If your school has a more aggressive timeline, please notify your representative and we will make the proper adjustments. Below outlines the different steps that occur during the process and approximately when it will occur. The actual time does vary from client to client, but it can serve as a guide of what your school should expect.

Phase	Week
Contract Award	1
Design	1-2
Revisions	1-2
Final Design Approval	2
Beta Site Launched	3
Assign Users & Permissions	3
User Training	3-6
Content Creation	3-6
Content Transfer	3-6
New Website Launch	6

Key Differences

- All updates and new features for every product are released to all of our customers at no additional cost.

- Unlimited storage for files, pictures and videos for all levels of users.

- Ongoing training and customer support is included

- Any level of staff can contact SchoolPointe customer support, not just the administrator

- All of SchoolPointe's staff is located in office in Columbus, Ohio. Any changes that need to be made can be done quickly and efficiently.

Testimonials

"Prior to selecting SchoolPointe, Fort Thomas Independent Schools would have paid over $24,000 if we would have stayed with a national competitor. SchoolPointe gave us a price that was almost 1/4th of our overall cost and provided more features than our previous vendor. At first, we were concerned that the quality of customer service and future development would be inferior at such a low cost. SchoolPointe has proved that not only are the prices superior, but they also have gone above and beyond our expectations. They continually improve their product and offer all the latest updates and features at no additional cost. Most of the schools in my region use SchoolPointe, and I am sure they would agree with me that SchoolPointe has been a great partner. We look forward to our continued relationship for many years to come."

Fort Thomas Independent Schools

"With a strategic goal to improve the district's position and communications within the community, the website project became an increasingly important element to achieve this goal. After SchoolPointe was selected as the website management company, it became evident tat this choice was to the benefit of our schools. Our principals now have access to manage their own content, and the community has embraced our updated form of communication with endless compliments. We are very pleased with SchoolPointe's performance thus far and look forward to our continued partnership."

Mount Vernon Community School Corporation

"Kalispell Public schools is delighted with the transition to our new website, hosted by the SchoolPointe content management system. SchoolPointe's team has been outstanding in the process of setting up a custom web design, content transfer from our old website and assistance in getting out new site setup and running. SchoolPointe's system is easy to navigate and edit content. Our site offers a dynamic web presence across all devices."

Kalispell School District #5

"Selecting a web hosting provider can be a tricky business, but SchoolPointe has been an excellent choice for RSU1. Our staff love the straight forward organization of the content management system, and the tools and features that are included. Every development and transition project experiences critical moments, and when we did the SchoolPointe team stepped up to exceed our expectations. We look forward to working with them for years to come."

Regional School Unit 1

"SchoolPointe has gone above and beyond since day 1. LaRue County Schools is very pleased with the new look of our district website. SchoolPointe was very willing to listen to our needs and made every effort to fulfill every request we had. Not only did they help us provide a great end user experience for our web visitors, staff and students, but they also made modifications to the management side of SchoolPointe. This is a company that really does everything that the can to make the customer happy.

Schools and districts can rely on SchoolPointe to provide a solid solution for web hosting that provides several features and ongoing future enhancements that schools and districts need. We are very glad to be doing business with SchoolPointe and look forward to our continued partnership."

LaRue County Public Schools

Your Investment

Below is an outline of the required setup and annual costs for our services. We also outline the setup and annual costs for the optional add-on products and services. Prior to signing the proposal, please select the optional features and services your school would like to utilize. Some optional add-ons have a setup cost and an annual cost, in this event both need to be selected.

Setup Costs (Required and any selected optional add-on) will be invoiced upon receipt of signed contract.

Annual Costs (Required and any selected add-on) will be invoiced starting July 1, 2019 and will recur on every July 1st for the subsequent years of the contract.

All invoices are setup on a net 30 payment.

REQUIRED SETUP COSTS

Description	Price
Redesign & Branded Mobile App	$1,500
Total	$1,500

REQUIRED ANNUAL COSTS

Description	Price
Annual Subscription, Web Hosting, Branded Mobile App, & Unlimited Customer Support Until June 30th, 2021	$4,900
Total	$4,900