

**WOODFORD COUNTY BOARD OF EDUCATION  
AGENDA ITEM**

**ITEM #:** XF **DATE:** January 27, 2020

**TOPIC/TITLE:** Bid Approval-Award Web Hosting Services

**PRESENTER:** Bob Gibson

**ORIGIN:**

- ☐ TOPIC PRESENTED FOR INFORMATION ONLY (No board action required.)  
☒ ACTION REQUESTED AT THIS MEETING  
☐ ITEM IS ON THE CONSENT AGENDA FOR APPROVAL  
☐ ACTION REQUESTED AT FUTURE MEETING: (DATE)  
☐ BOARD REVIEW REQUIRED BY

- ☒ STATE OR FEDERAL LAW OR REGULATION  
☒ BOARD OF EDUCATION POLICY  
☐ OTHER:

**PREVIOUS REVIEW, DISCUSSION OR ACTION:**

- ☒ NO PREVIOUS BOARD REVIEW, DISCUSSION OR ACTION  
☐ PREVIOUS REVIEW OR ACTION

- ☐ DATE:  
☐ ACTION:

**BACKGROUND INFORMATION:**

Acceptance of proposals requires board approval.

**SUMMARY OF MAJOR ELEMENTS:**

Award bid for 3 year Web Hosting Services. After reviewing multiple proposals, approval is requested for the bid favorable to the board. We are requesting that SchoolBlocks be awarded the Web Hosting Services. The proposals comparison sheet is attached. The bid period is for 3 years, beginning July 1, 2020.

**IMPACT ON RESOURCES:** All costs are included in next year's district budget and will have a decreased cost to the district compared to the previous contract.

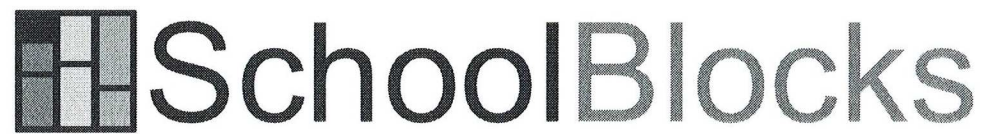
**TIMETABLE FOR FURTHER REVIEW OR ACTION:** N/A

**SUPERINTENDENT'S RECOMMENDATION:** ☒ Recommended ☐ Not Recommended



Company	One Time Setup	1 Year Total	Year 2 and 3 Cost	3 Year Total
SchoolBlocks	\$ 2,400.00	\$ 3,744.00	\$ 9,599.00	\$ 15,743.00
eSchoolView	\$ 2,495.00	\$ 5,388.00	\$ 10,776.00	\$ 18,659.00
SchoolPointe	\$ -	\$ 7,000.00	\$ 14,000.00	\$ 21,000.00
Edlio	\$ 2,500.00	\$ 8,600.00	\$ 17,200.00	\$ 28,300.00
McCoy Services	\$ 1,700.00	\$ 11,000.00	\$ 22,000.00	\$ 34,700.00
Intrado	\$ -	\$ 14,700.00	\$ 21,400.00	\$ 36,100.00
FinalSite	\$ 8,500.00	\$ 9,500.00	\$ 19,000.00	\$ 37,000.00
Beehively	\$ 13,600.00	\$ 20,400.00	\$ 40,800.00	\$ 74,800.00

Formality Form Setup is Free but cost \$500 per year



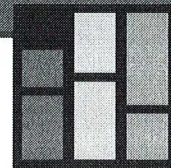
Woodford County Public Schools

Website Development & Hosting

*Sample Site: <https://woodford.schoolblocks.com>*



October 21, 2019



Mr. Bob Gibson  
Woodford County Public Schools  
330 Pisgah Pike  
Versailles, KY 40383

Re: Web Site Design, Development, and Hosting

Dear Mr. Gibson,

Thank you for the opportunity to design, develop, and host the Woodford County Public Schools websites. As the founder of SchoolFusion in 2000, and now the president and founder of SchoolBlocks, my 15 years of experience building school websites accredits me in providing website solutions that schools both need and want. Four key factors that make SchoolBlocks a viable solution for your district are:

**Google Apps for Education (GAFE):** GAFE offers a calendar, file storage, classroom, and user management system for free that is exceptional when compared to similar, paid services.

**Mobile Responsiveness:** Over 55% of visitors use a mobile device to access websites. "Responsive" design is not enough, and an App is against Apple's policies. Navigation must be first considered through mobile. SchoolBlocks works across all screen sizes without an App!

**Integration:** SchoolBlocks is designed to integrate third party content and applications in one location with an aesthetically appealing view.

**ADA Compliance:** SchoolBlocks is ADA compliant and supports our sites being ADA compliant. Set up for simple navigation with site-readers and in-site ADA checkers to ensure you are error free.

SchoolBlocks is the culmination of lessons learned from over a decade of building school district website solutions. There is no other product that merges today's technology ecosystem with a school district's needs as gracefully as SchoolBlocks. With SchoolBlocks, all of the applications and resources your district is currently using will be used more readily through the ease of integration and presentation we will provide. Through applying our integration techniques with your district's programs, we offer a seamless approach to cohesively integrating all of the applications that Woodford County Public Schools uses. SchoolBlocks is your district's modern, economical solution for the best website design, development, and hosting platform.

Very Best,

Stephen Shapiro | President  
Sopris Apps, LLC (dba "SchoolBlocks")  
(800) 313-6438 x101

# SchoolBlocks Overview

SchoolBlocks is a fresh, modern approach to school websites. We employ the latest navigational theories to redefine how content is created and organized within a K-12 environment.

Vital information for parents, students, teachers, community, and other educators is useless if no one can find it. SchoolBlocks organizes information making it easier for people to find.

## Mobile and Tablets Optimized

Our screen size optimization techniques both wrap and resize content for optimal viewing on all devices. The tablet viewing experience keeps font sizes large yet reorders the page to gracefully handle the new dimensions. The phone view reorders and shrinks content to a phone-appropriate size. Additionally, the navigation bar changes to conform to mobile navigational standards.

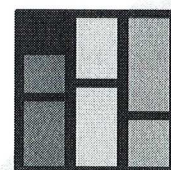


## Content Management Redefined

SchoolBlocks eliminates creation wizards and complex navigation management tools that leave everyone scratching their heads. Pre-designed elements combined with drag-and-drop and drag-to-resize keeps every content creator feeling like a pro. **SchoolBlocks was built with the non web savvy user in mind!**

Through your current adoption of Google Apps for Education (GAFE), you will appreciate how SchoolBlocks complements this solution. SchoolBlocks offers Single-Sign-On (SSO), calendar, documents, and classroom integration to effectively join your website with your Google implementation.

Schoolblocks is built to incorporate 3rd party solutions in order to help your district and schools deliver a single, cohesive technology platform. We welcome the opportunity to work with solutions such as iNow, AESOP, Applitrack, IDOE Compass, MySchoolBucks, Workplace Health Partners, and Honeywell Instant Alert, Parent Square, and many more.





## SchoolBlocks - Personalized Search

When you enter query terms on Google, Bing, or Yahoo, algorithms search through online content and your own web footprint to present results that are designed to meet your needs. Students, teachers, and administrators access a variety of services and applications online each day. As an example, the website for a fifth-grade class may display reminders and updates about an upcoming exam. At the same time, the teacher's ClassBlocks has the study guide for that exam.

Rather than asking students, teachers, administrators, or parents to search different services for the information they need, SchoolBlocks uses advanced search technology that is customized to the individual. This brings search results that dig beyond website content to locate relevant content from integrated applications such as Facebook, Twitter, Pinterest, and Dropbox (to name a few). The goal is to bring these disparate worlds together in one search that is personalized for students.

## Social Media

Our Social Media blocks can display any of the social media feeds you would like giving the option of showing just the latest post or the entire feed. We include Facebook, Google+, Twitter, Instagram, YouTube and more!

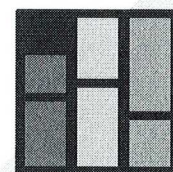
## The SchoolBlocks Solution

The SchoolBlocks content editing methodology is next generation. This is due to the fact that the older WYSIWYG editors that mimic Microsoft Word do not produce high quality mobile experiences. In addition, those older solutions have lost their luster due to the ability for a person to depart from the core design goals of the district.

### Customization Abilities

- Primary Navigation Bar Color
- Secondary Navigation Bar Color
- Block Header Color
- Element Accent Color
- Logo
- Picture
- Background Image

SchoolBlocks deploys editing features that are easier to use, result in better looking pages, and keep authors inline with district-level design criteria. Unlike other editors, the plugin provides you with beautifully designed content blocks, ready to drag and drop, with the flexibility to create unique, individualized blocks.



## SchoolBlocks Leverages Google & Office 365

Through the adoption and use of GAFE, SchoolBlocks is the perfect fit. It complements that effort by adding essential communication layers. Through the careful inclusion of GAFE/Office365's calendars, drive, and user management abilities, your district and school websites will be integrated in a seamless and natural way.

### Core Integration Points

#### User Accounts & Security

Through the use of GAFE/Office365 as our host of all account information, SchoolBlocks intentionally avoids storing all usernames and passwords. It causes our system to achieve the highest possible level of security, while removing a significant amount of complexity.

#### Calendars

The SchoolBlocks calendar system is built around the belief that Google, Microsoft, and Apple calendar solutions are the best calendar solutions available today. We leverage that functionality by having you manage your calendars in any of those solutions. Then, you simply follow our guide to have those calendars stay in-sync with your website.

District calendars can be viewable on all school websites and overlaid with the school, athletic, or any other calendar the school chooses to provide.

Teachers can have their own calendars as well displaying pertinent information for their classes.

Upon logging in, each user receives his/her own calendar that merges all district, school, and class calendars together into one seamless integrated view. Calendars can be displayed in either a large monthly view or a myriad of smaller thumbnail views, including a list.

#### File Storage and Management

Managing file access, sharing, device syncing and backup is an extremely costly platform to offer. By not offering these features, SchoolBlocks sheds significant cost. In SchoolBlocks, a user simply shares the Google Drive folder or file with the website, and SchoolBlocks does the rest. Now, when files are updated in one location, your website stays in-sync without any effort! Through our tight integration with GAFE/Office 365, files are stored and managed in GoogleDrive/OneDrive then shared via the SchoolBlocks' "Files" block. This methodology eliminates viewing incompatibilities, ensures file viability and access, and best of all, it is free! Keep your files in one location using the tools you already have for file storage!

#### DISTRICT CALENDAR

OCT  
22

**Coffee with  
Superintendent Rob  
Stein**

CC Cafe, 104 Midland Ave Suite #101,  
Basalt, CO 81621, USA

OCT  
23

**Board of Education  
meeting**

Bridges High School, 444 Weant Blvd,  
Carbondale, CO 81623, USA

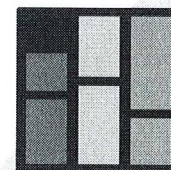
OCT  
23

**Board of Education  
Candidate Forum (to  
overlap with board  
meeting)**

Bridges High School, 444 Weant Ave,  
Carbondale CO

OCT  
24-25

**Fall break: No school  
students/staff**







## Woodford County Public Schools & SchoolBlocks

12/20/19

The following letter of understanding is between Woodford County Public Schools & Sopris Apps LLC (dba "SchoolBlocks"). Its purpose is to outline the associated fees and services.

### SchoolBlocks Commitment

- Provide unlimited implementation guidance & support at no extra charge
- Continuously support all community members at no extra charge.
- Host, through highly scalable infrastructure, all websites.
- Continuously improve the solution including integration with G-Suite & O365.

### Woodford County Public Schools Commitment

- District must review the timeline and review the navigation milestone within 14 days of this commitment. Without this navigation review, migration of content from the old site to SchoolBlocks cannot proceed.
- One-time startup fee of \$2,400 (\$300 per school site plus district site). Includes migration of previous site content, except for teacher sites and teacher created content.
- Hosting fee: \$585/website/year = \$4,680/year. SchoolBlocks will provide a 20% discount on first year hosting.  $\$4,680 \times .8 = \$3,744$  is discounted rate for first year. Year 2 hosting = \$4,680. Year 3 Hosting \$4,919 (5% increase).

Assuming 8 sites: 1 District Site, 7 schools

### Agreed:

Stephen Shapiro  
President, SchoolBlocks.com

330 Pisgah Pike  
Versailles, KY 40383

### Please Note

- This Letter is valid for 60 days.
- **There is a 5% increase in year 3 only.**
- Termination of contract requires 60 day notice by either party in writing. If no notice is received, contract auto renews for the next 12 month period.