Gallatin County School District

Enrich and Empower your Communication
Blackboard Web Community Manager

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Blackboard

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Gallatin County School District
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Thank you connecting and sharing your goals for Gallatin County School District communication needs and considering Blackboard's Community Engagement solutions. As a follow-up to our conversation, I prepared a document, highlighting the different elements of our suite.

Web Community Manager Website and content management system software with reliable cloud hosting and award-winning template design.

Mass Notifications Reliable mass notification system for sending messages via voice, text, email, push notification, website announcement, website alert, and social media.

Ally With Blackboard Ally for Web, gain insight into accessibility issues across your web domains and feedback to help provide a more inclusive web experience for all your site visitors.

Custom Branded Basic Mobile App Custom, branded app with access to news, calendars, social media, notifications, vital school information, and optional access to secure student information.

Reach Provides school district with two-way messaging capabilities to allow teacher and parents to have conversation within the Blackboard Mobile Communications App or via responsive web.

Blackboard currently supports over 70% of the largest school districts across the country, streamlining their internal processes and syncing their communication efforts. I am confident you will value the efficiencies and improvements can offer to your district, as well as the stunning new websites! We welcome the opportunity to partner with Gallatin County School District.

Please review our proposal and let me know if you have any questions. I look forward to hearing from you.

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Website Community Manager:
Enhance your web presence and share your stories

Blackboard Web Community Manager offers Gallatin County School District the industry's most innovative, integrated, and engaging website solution—designed specifically for K-12 districts and schools. Blackboard welcomes the opportunity to partner with Gallatin County School District:

- **Promote** Gallatin County School District unique brand, programs, and services with Blackboard's award-winning website designs

- **Empower** school staff with the ability to efficiently publish and share content with your school community, keeping them informed and excited about your school

- **Access and Include** all members of your community with a website solution designed to accommodate all users regardless of their ability, language, or access

Promote your district's unique story & services

Your website is the first-place prospective parents and job candidates go to learn more about your school. It is also where current parents and students return to locate information about ongoing school news and events. Blackboard Web Community Manager is the online presence your district needs to stand out to your community and families. Web Community Manager allows parents to play an active role in their child's success and gives community members the chance to engage with the district by checking out news and upcoming events on a modern, mobile-friendly website.

Journey
- Demo Site One (Large MMG)
- Demo Site Two (Small MMG)

Aptitude
- Demo Site One
- Demo Site Two

Explore
- Demo Site One
- Demo Site Two

Pillar
- Demo Site One (Large MMG)
- Demo Site Two (Flexible MMG)

Monument
- Demo Site One (Footer Image)
- Demo Site Two (Footer Map)
- Demo Site Three (No Footer Image or Map)

Flourish
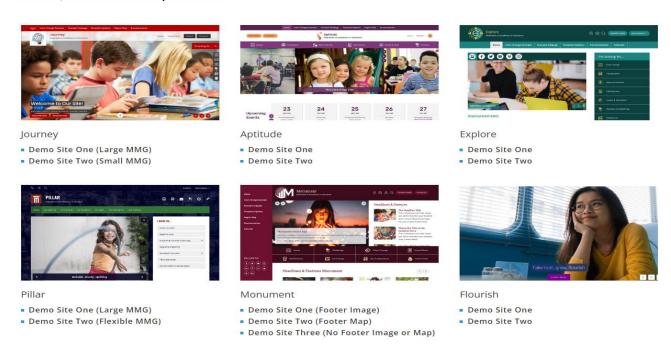- Demo Site One
- Demo Site Two

Figure 1: Choose from over 12 award-winning template options in our MyWay Premium templates. All Blackboard websitesare responsive and offer multiple breakpoints for easy access from all devices.

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Mass Notifications:
Unify your communications to reach everyone on all channels

Blackboard Mass Notifications allows you to reach your stakeholders across all your communication channels simultaneously. This kind of simplified messaging is critical for emergencies and necessary for efficient everyday updates.

By sending messages to your audiences through the devices and channels they prefer, you will build a connected and safe environment for learning. Whether you are looking to reach every channel with every message or want to tailor your distribution for urgent alerts, we have a notification option that will fit your district's needs.

- **Create one message, publish it everywhere**
  Use our intuitive interface to get your message out across all communication channels, including text, voice, email, mobile app, website, and social media, with the push of a button.

- **Integrate with your other tools**
  Mass Notifications integrates with other Blackboard Community Engagement products, as well as your SIS, HR, cafeteria, transportation, library, and other systems.

- **Target and personalize messages**
  Improve your delivery rates by allowing parents to set their own delivery preferences. Target your messages to the right audience by using data-based queries, geofencing, language translation, and other filters.

- **Rely on proven technology**
  Mass Notifications gives you 99.99% uptime and is backed by the industry leader in hosting Amazon Web Services.

- **Expand your communications strategy**
  Your notification system can be used for more than just crisis response. Get more from your communications by also sending daily attendance updates, surveys, grades, balances, and more.

- **Make more informed decisions**
  Advanced reporting gives you the ability to see how schools are interacting with their audiences. You'll have access to delivery and usage data, opt-out preference reports, and message history.

Figure 2: Blackboard's Create Once, Publish Everywhere workflow. Visit https://vimeo.com/266488870 to see how it works.

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EMPOWERING PARENTS:

EVERYTHING AT A GLANCE

A beautiful district-branded mobile app can help bring your community together with the latest news, schedules, and school information—personalized for every member of your community. The Blackboard Mobile Communications App can integrate with all the school tools you need—from websites, social media, and mass notifications—for a streamlined, mobile-first communication experience, accessible by all members of your Schools' community.

The Blackboard Mobile App will give your parents and community members a mobile-first experience that aggregates all communications, notifications, news from your website, social media, and third-party tools—supplemented with the option to present secure student data—grades, classes, assignments, lunch balance, and even bus information—all in one easy-to-use mobile app.

Strengthen Your Brand:
Tailor your App to create memorable experiences for your community. Make your app the preferred destination for school messages.

Consolidate Messages and Notifications:
Push notifications and new message indicators alert parents of notifications and provide parents quick access messages from school leaders.

Activity Stream Keeps Parents Current:
The Stream brings a quickly view of upcoming calendar events, recent notifications, news, topics, postings, tweets, and images.

Make it Personal:
A Superintendent App that displays a biography and any news feeds about your superintendent.

Set Personal Alerts
Parents can set specific thresholds requesting a notification and alert in the event of a grade update, a low score, a missing assignment, a graded assignment, a dropped class, or low cafeteria balance.
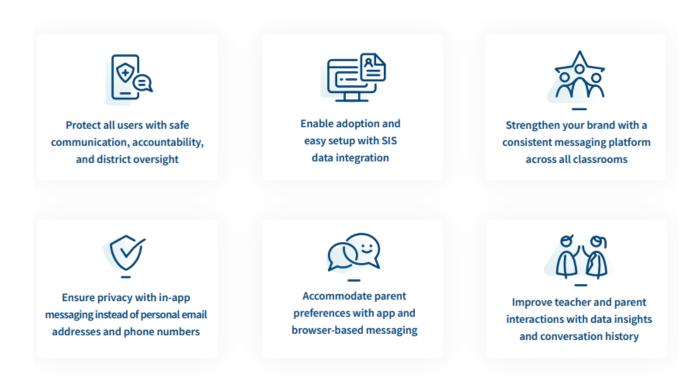
Anonymous Tip Line:
Community members can send tips to the school through the Tip Line. Customize tip categories and subscribe to the tips to improve response time.

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BLACKBOARD REACH
Strengthens parent and teach communication

Parents and teacher have the biggest influence on student success. Together they can form a support system to help student reach their potential both in the classroom and at home. Blackboard Reach is a two-way messaging tool that can connect them in a safe environment with complete district oversight.

Protect all users with safe communication, accountability, and district oversight

Enable adoption and easy setup with SIS data integration

Strengthen your brand with a consistent messaging platform across all classrooms

Ensure privacy with in-app messaging instead of personal email addresses and phone numbers

Accommodate parent preferences with app and browser-based messaging

Improve teacher and parent interactions with data insights and conversation history

Why is Blackboard Reach your solution for two-way communication?

- **Provides critical oversight with saved conversations**
  It is a relief that every message between teachers and parents is being saved. You can zero in on contacts and even specific conversation to ensure safe, appropriate communication is taking place.

- **Promote your brand with consistent communication**
  Be the district known for consistent communications across all your schools and classroom. Parents will be relieved to have conversation with all their child's teachers in one location. Teachers will enjoy using one tool to communicate with all parents.

- **Encourage adoption with SIS data integration**
  Communication between parents and teachers only works if both parties adopt the messaging platform. Stop using sing-ups and classroom codes that prohibit adoption from the start. Integrating your SIS data will immediately eliminate barriers and allow teachers to begin messaging right away. All student and parent data will be waiting for them upon login.

Blackboard Ally is a revolutionary product that focuses on making web content more accessible. Extending beyond the standard 'screen-scraping' solutions, Ally is deeply integrated into your Web Community Manager workflow, allowing you to closely analyze, remediate, and improve both HTML and File Content at all content levels—from the school, the department, and even to individual content items. Using inclusivity, sustainability and automation as its key pillars, Blackboard Ally helps you understand and tackle accessibility in a way that benefits your school, your departments, your content creators, and most importantly your community.

Highlights of the Blackboard Ally Solution

Closely Monitor – Ally Institutional Report

Get continuous feedback on the accessibility of your web content and easily monitor changes to determine further action. Automatically check content for accessibility issues against our accessibility checklist, including checks based on key areas of the WCAG 2.1 AA standard. This deep understanding of your performance will help you prioritize and act—where and when necessary.

Enhance Culture and Skills – Content Creator Feedback

Deliver in-context feedback and guidance to help content creators and editors improve the accessibility of their content and build towards a sustainable change in behavior. Ally guides them through issues providing step-by-step explanations for why and how to improve their content Empowering your editors with direct in-context remediation feedback which helps save your school time and money.

Continuously Improve Content – Alternative Formats

Using advanced machine learning algorithms, Ally provides all content consumers with immediate and ongoing access to more accessible alternative formats such as Semantic HTML, ePub, Tagged PDF, OCR PDF, Audio, Electronic Braille, BeeLine Reader, and Machine Translation.

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Blackboard Proposal

This pricing is based on a start date of November 1, 2022, pricing is good through Nov. 30, 2022

Bb Solution Components	Included
Blackboard Web Community Manager (WCM)	Yes
Blackboard Mass Notification (MN)	Yes
MyWay Premium Template (one-time purchase)	Yes
Virtual Training and Basic Implementation	Yes

Terms of agreement	Cost
Recurring annual cost for Web Hosting + Mass Notification	$2,440.00
One-time fees (My Way Premium Template, Training & basic implementation)	$6,705.00
Total first year cost	**$9,145.00**

Amortized over a multi-year contract - $4,675.00 Annually for three years

Bb Solution Components	Included
Blackboard Web Community Manager (WCM)	Yes
Blackboard Mass Notification (MN)	Yes
Blackboard Basic Mobile Communications App (MCA)	Yes
App Store Maintenance	Yes
MyWay Premium Template (one-time purchase)	Yes
Virtual Training and Basic Implementation	Yes

Terms of agreement	Cost
Recurring annual cost for Web Hosting, Mass Notification and Mobile App + Apple Store Service	$3,646.85
One-time fees (My Way Premium Template, Training & Basic implementation)	$7,725.00
Total first year cost	**$11,371.85**

Amortized over a multi-year contract - $6,221.85 Annually for three years

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