&FINALSITE

Customer: Fayette County Public Schools (KY)
Created By: Josh Boyer
New Contract
2/7/2023
Proposal Valid for 30 days

FINALSITE ORDER

This Finalsite Order (the "**Order**") is entered into by and between Active Internet Technologies, dba Finalsite ("**Finalsite**") and Fayette County Public Schools (KY) ("Customer") and sets forth the terms of Customer's use of the products and services set forth below ("**Pricing Summary**"). This Order, together with the Master Terms and Conditions for Services (the "**Master Terms**") located at http://www.finalsite.com/masterterms/useducationagencies and incorporated herein by this reference, form the entire agreement between the parties in respect of the products and services set forth below. Each of the individuals executing this Order represent and warrant that he or she is authorized to execute this Order on behalf of Customer or Finalsite, as applicable. Unless otherwise specified herein, any capitalized terms used in this Order shall have the meaning defined in the Master Terms. The "**Effective Date**" of this Order is the date on which both parties have signed this Order as reflected in the signature lines below.

In consideration of the promises set forth herein, and other good and valuable consideration, the receipt of which are hereby acknowledged, the parties hereby agree as follows:

A. Pricing Summary

Creative and Deployment Services Package

Blackboard WCM Composer Upgrade
The Statement of Work ('SOW') for this Creative Services Package can be reviewed here https://www.finalsite.com/sow-wcm-conv

Composer CMS Platform

Core Communications Platform - Blackboard WCM Conversion
View a detailed description of what's included in your software package here https://www.finalsite.com/wcm-conv-pkg

Products Included in Communications Core Platform - Blackboard WCM Conversion	
Finalsite Composer Content Management System	Forms Manager (276 forms pooled)
Admin Users. Editors (207)	Granular Permissions
Admins with ticketing rights (69)	HTTPS Implementation
Bandwidth (40 GB)	Knowledge Base and Product Training Resources
Basic Integrated Site Search	Mobile Friendly, Responsive Designs
Calendar Manager	News / Blogs via Posts (276 boards pooled)
Website cloud storage / 365 GB /mo	Page Based Notifications (Unlimited)
Comprehensive Training Program	Published Pages (Unlimited)
Content Migration for Tiers 1, 2, 3	Resources (Media, Galleries, Document Library)
District Site and 68 Additional Sites	Secure Hosting & CDN
Drag - and - Drop Page Elements	Single Sign-On
Faculty / Staff Directory (public facing)	Social Media Feeds for Districts - Embeds
Faculty / Staff Portal	Standard Support Plan

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Additional Products or Services Purchased:

Mass Notifications	
BC-MN	

Mobile Communications App	
MCA-APP	WCM-APPSTM-S

Teacher Communication	
BC-MN-TC	

Training & Support	
Support Plan - Premium	

Web Community Manager	
WCM-ESSN	WCM-PREMSUP

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Services: Initial Term and Fees:

The initial term of this Order is for the (5) year period beginning from the Effective Date, unless otherwise outlined in the schedule below (the "Initial Term").

Fees for the Initial Term for the Services specified in the table above are set forth below:

Total Setup Cost (USD)
$ 0

Schedule	Amount
Period 1 - Jul 01 2023	$ 121,620
Period 2 - Jul 01 2024	$ 124,140
Period 3 - Jul 01 2025	$ 126,660
Period 4 - Jul 01 2026	$ 129,180
Period 5 - Jul 01 2027	$ 131,700

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B. Payment Terms

1. All fees for the initial year of this Order shall be due as follows: (i) Set Up fees shall be invoiced on the Effective Date of this Order and shall be due and payable upon receipt of invoice; (ii) fees for Year 1 (described in the fee table above) shall be invoiced on the Effective Date of this Order or the first day of Year 1, whichever is later, and shall be due and payable upon receipt of invoice; (iii) fees for each subsequent Year of the Initial Term, and for each Renewal Term, shall be invoiced on the commencement of such Year or Renewal Term (as applicable) and shall be due and payable upon receipt of invoice. Fees for any other Services, and for reimbursable expenses, shall be invoiced in accordance with the Master Terms or this Order and shall be due and payable upon receipt of invoice.

2. Unless otherwise specified in the Special Provisions above, this Order Form shall be renewed ~~automatically~~ *With the approval of both parties* for successive periods of (5) years (each a "Renewal Term") after the expiration of the Initial Term and any subsequent Renewal Term, unless Client provides AIT, or AIT provides Client, with a written notice to the contrary ninety (90) days prior to the end of the Initial Term or Renewal Term, as applicable.

3. Unless otherwise specified, all dollars ($) are United States currency.

4. Sales/VAT Tax: If applicable, a copy of Customer's Sales/VAT Tax Direct Pay Certificate or its Sales/VAT Tax Exemption Certificate must be returned with this Order Form. Otherwise, Finalsite will invoice Customer for applicable sales, use and other transactional taxes due in connection with the Services or the fees due therefor.

5. Except as otherwise specified in this Order, fees are subject to increase in accordance with the applicable provisions of the Master Terms.

By signing below, Finalsite and Customer each agree to the terms and conditions of this Order and the Master Terms.

Client Fayette County Public Schools (KY)	Active Internet Technologies ("AIT")
Signature *Betsy Rains*	**Signature**
Name (printed) Betsy RAINS	**Name (printed)**
Title (printed) Acting Chief Public Engagement Officer	**Title (printed)**
Date 2/15/23	**Date**

☐ As the Customer Contact, by initialing in this box, I agree on behalf of Customer that I have read the Statement of Work ('SOW') and understand the expected deliverables for Finalsite as well as for Customer's project team. I understand that the project timeline is a good faith estimate which is dependent on, among other factors, Customer's ability to meet respective Customer tasks and deadlines.

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C. Client Contact Information

Please fill out the following information, which will be used by our deployment & accounting teams.

Billing Contact	Project Contact
Betsy Rains	Tammy Lane
Title Acting Chief Public Engagement Officer	**Title** Communication specialist
Address PO BOX 55490	**Phone** 859-381-4100
City, State Zip LEXINGTON, KY 40555	**Email** Tammy.Lane @ fayette.kyschools.us
Phone 859-381-4100	
Email betsy.rains @fayette.kyschools.us	

*Executive Sponsor (Superintendent, Head of School, CFO, etc.)
Title
Email

*The Executive Sponsor should be separate from the Project Contact and is typically the Superintendent, Head of School, Business Manager, CFO, etc.

Executive Summary

Don't Just Reach the Bar. Set It.
FINALSITE'S APPROACH FOR FAYETTE COUNTY PUBLIC SCHOOLS

Many providers offer tools that send messages, launch mobile apps, and manage websites. However, an assembly-line approach to K-12 communications results in homogeneity, not distinction.

Finalsite is proud to offer something different.

Our solution combines Finalsite's pioneering Create Once, Publish Everywhere messaging workflow, award-winning designs, and an immersive mobile experience. We employ the most efficient messaging interface and latest design trends to ensure your communications are reaching your parents and giving them a great experience on all devices and formats.

Taken together, our solution will help you create and sustain positive change across your district with a distinctive web, mobile, and digital media presence.

Finalsite-designed school websites have been honored with more than 200 design awards.

OUR INTEGRATED COMMUNITY ENGAGEMENT WILL HELP YOU:

Instantly reach your audiences across all communications channels—with a **single click**

Send and receive messages and content from **anywhere, at any time, on any device**

Efficiently create and post dynamic content to the web, mobile, email, social, & newsletters

Create a safe and efficient **two-way messaging** experience for teachers, students, and parents

Give parents a single mobile app that consolidates all **news, academic, and communications** in one location

Curate, moderate, and analyze your social media to monitor and **improve your online presence**

Delight Your Parents; Empower Your Staff
Finalsite's pioneering Create Once, Publish Everywhere messaging workflow sets the standard to efficiently deliver the right messages, at the right time, to the right audiences

Design for Distinction
Your Finalsite website and mobile app will *set you apart from all other districts*, accentuating your innovation, unique culture and services, and improving user access.

Build Connections to Foster Success
Your Integrated Mobile App will consolidate all student information in one place—making it easier than ever for parents to stay on top of activities and communications

www.finalsite.com/design   1

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FINALSITE | UNIFYING COMMUNICATIONS, CONTENT, AND STRATEGY

Delight Your Parents; Empower Your Staff.

Help parents sort through the information clutter. Deliver relevant personalized messages—when and how they want to receive them. Tailor your messages appropriately for each channel. Align your content to search patterns and promote your most important services. Empower parents to set their delivery preferences.

Your staff are busy. Our Create Once, Publish Everywhere message workflow will all them to instantly reach all channels, from any device and at any time. Leverage intelligent messaging to help staff create more personalized and relevant communications—to better connect and engage with their families and communities.

Design for Distinction.

Our design team is the most decorated in the industry, with more than 200 design awards for our work with K-12 districts and schools. We are innovative, pragmatic, daring, bold – *our work and your sites will be anything but cookie-cutter.*

A Finalsite Theme Design will deliver a beautiful, distinctive, and contemporary website for your district and schools Our talented team won't just help you reach today's standards, but will ensure *your district sets the standards.*

Build Connections; Foster Success.

Parents expect a great mobile experience and rely on their mobile devices more than ever. With your Integrated Mobile App and Reach for 2-way messaging:

- Consolidate all district, school, and classroom messages to stay abreast of news, information, and classroom activities
- Monitor classes, assignments, and grades at a glance
- Get alerts about grade drops, missing assignments, cafeteria balances, and even a late bus.
- Receive secure documents with a single click
- Promote fast and safe communications between teachers, students, and parents

Our proposal includes the ongoing resources to help engage your families and promote user adoption.

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📱 # District Branded Mobile App with Two-Way Communication for Android & iOS

CREATING MEANINGFUL CONNECTIONS

District Branded Mobile App with <u>Two-Way Communications</u> will give parents, students, and community members a world- class mobile-first experience. Consolidate all their communications, notifications, news from your website, social media, and third-party tools—all in one easy-to-use mobile app.

Your District Mobile App Connecting & Communicating
Conversations are happening between teachers and families. Empower this collaboration to affect huge gains in student success. Oversight is needed for these discussions or you're in the dark about the content. Reach helps you enable these connections in a safe way for every family in your community.
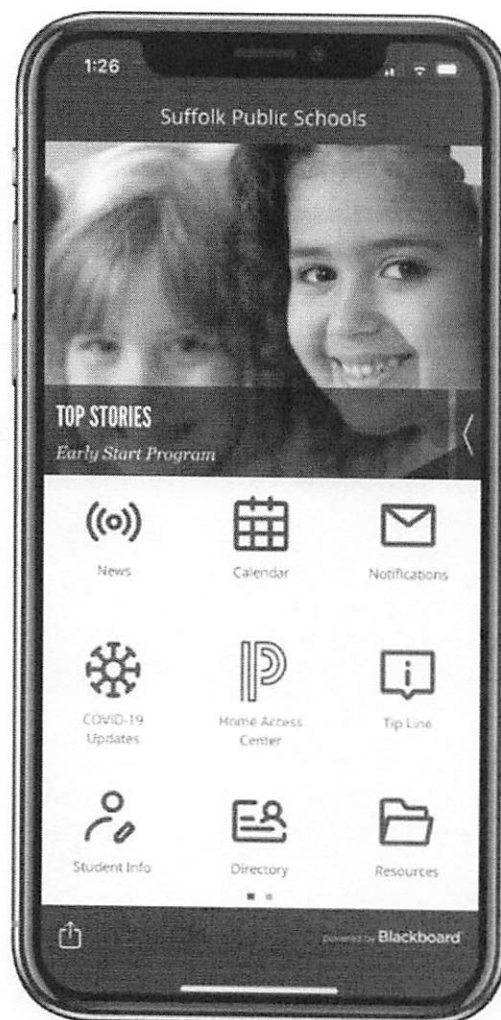
All notifications, messages, and alerts

All news, information, and social media feeds

Integrate school, club, class, & team calendars

Share lunch menus across all schools

Feature athletic updates and resource sites

MEET YOUR PARENTS WHERE THEY ARE
Make communication easy for parents. Put all their conversations with teachers in one place and send them alerts when they have unread messages.

PROTECT ALL USERS
Shine a light on conversations between teachers and families and help ensure appropriate conversations and information are shared. Easily searchable conversation threads provide context and documentation to keep all users accountable for their messages.

STRENGTHEN YOUR BRAND
Leverage the trust you've built with families by hosting conversations in a tool that is branded for your district. You'll be able to provide a consistent experience across every classroom from Kindergarten through senior year.

Personalize for Preference and Need

Tons of personalization options ensure you reach your entire community

Users can select the schools they want to follow. And within each school, users can select individual content topics, feeds, specific calendars, teams, clubs, or departments.

Blackboard's use of Google Translation API supports over 110 language translations. This sophisticated neural machine translation service provides instant translation with well-formatted, high-quality results of both App controls and App content for a complete translated experience.
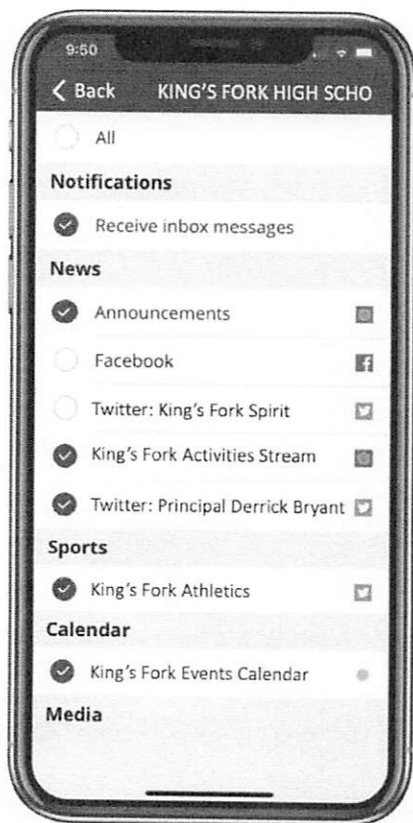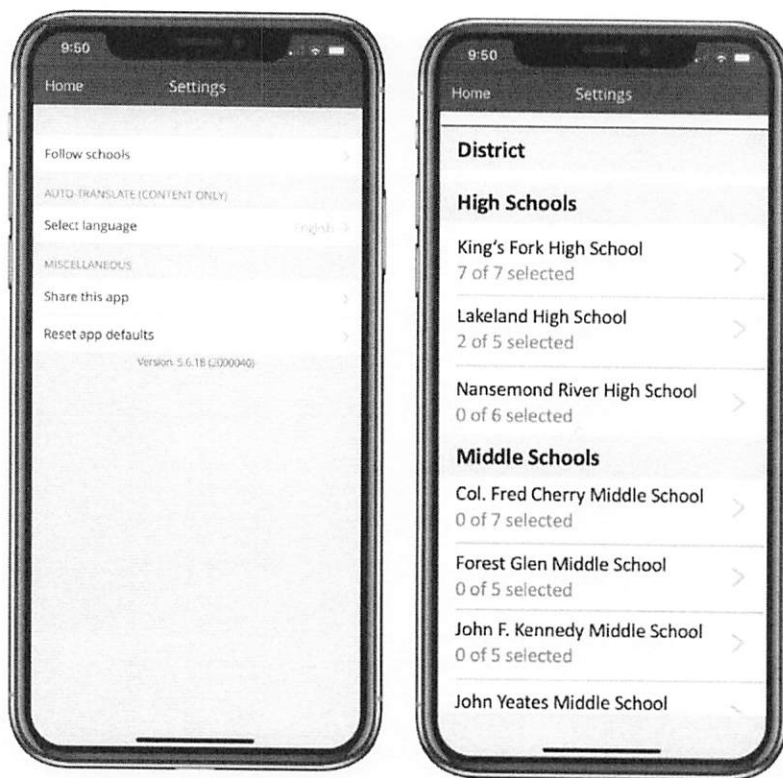
Activity Stream Keeps Parents Current:

The Stream instantly displays upcoming calendar events, recent notifications, news, topics, social postings, tweets, and images—and allows parents to customize by a school, calendar, and topic feed.
Chronologically sorted and topically organized, parents will never miss an event, announcement, or alert.

Furthermore, with optional secure student information, parents can receive grade, class, assignment, and lunch balance, directly with the Activity Stream via your website—blending academics, activities, and news in a single must-view live stream.

Make it Personal

A Superintendent App that displays a biography and any news feeds about your superintendent. This personal touch allows your community members to make a personal connection with your superintendent and even "follow" their news feeds.
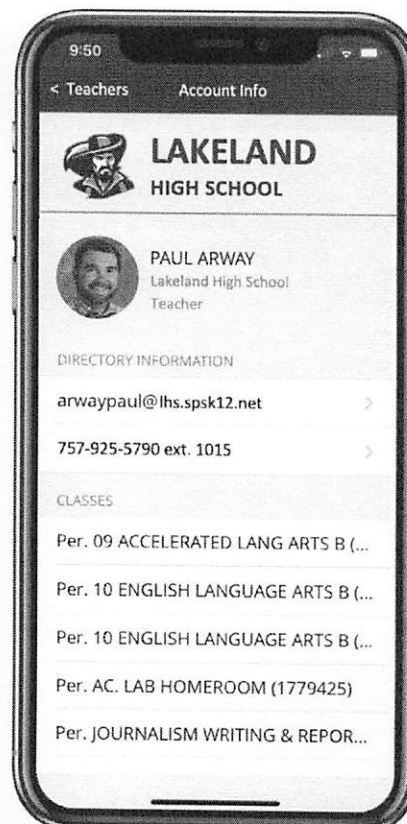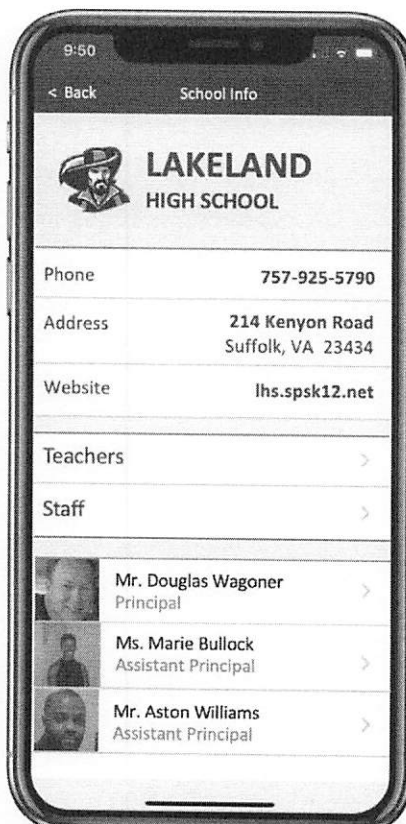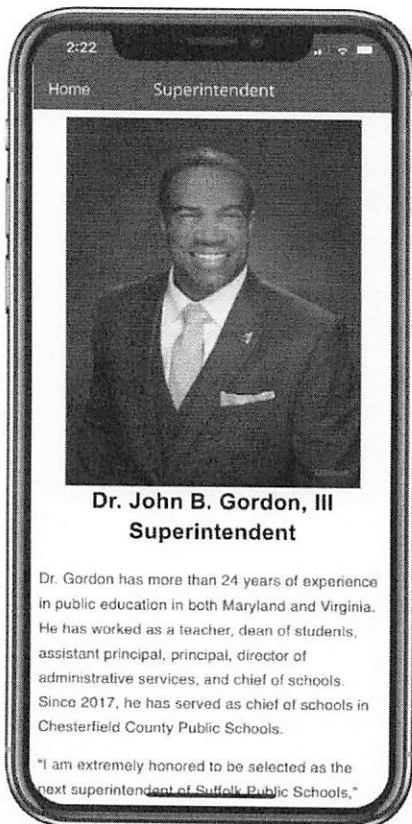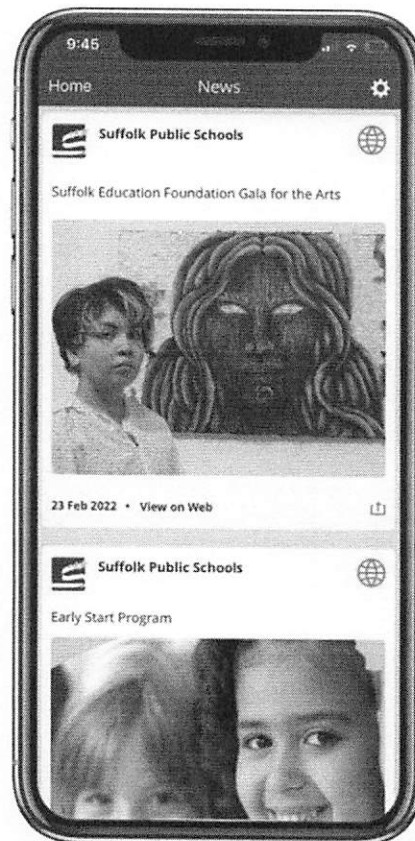
BUILD MEANINGFUL PARENT—TEACHER CONNECTIONS WITH TWO-WAY CLASS TO HOME COMMUNICATIONS

Parents and teachers have the biggest influence on student success. Together they can form a support system to help students reach their potential both in the classroom and at home. Research supports this, with findings that shows a strong connection between parents and teachers can lead to a 40% increased likelihood of students completing their homework and 15% increased rates of class participation.

There are many simple means of communications for parents and teachers. But for K-12 districts seeking **consistency**, **safety**, and **accountability** in their two-way communications, this solution should:

- Take place in a safe and familiar environment for all parties—your district mobile app
- Provide a barrier-free experience for all users available on all devices
- Protect all users with searchable conversation threads and complete documentation.
- Accommodate for individual user preferences
- Support district and school branding and communications
- *Bi-directional passive translation*

Reach is this **comprehensive** solution. Reach offers a two-way messaging tool that connects parents and teachers in a safe, user-friendly environment, while providing the enterprise integration, security, and oversight so important to districts.
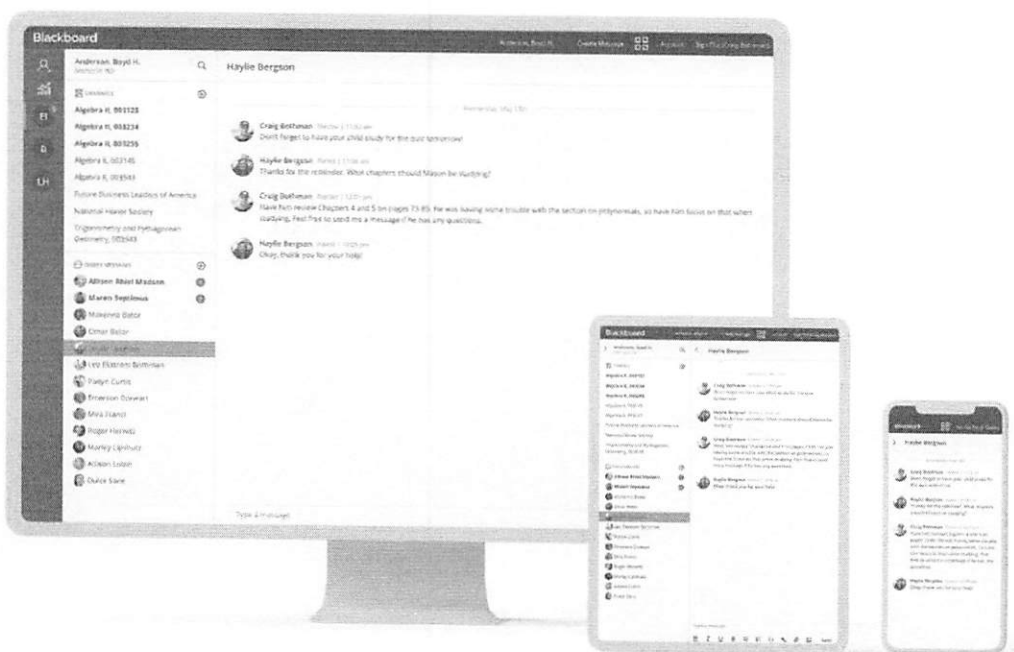
Provide critical oversight with saved conversations
It's a relief to know that every message between teachers and parents is being saved. You can zero in on contacts and even specific conversation to ensure safe, appropriate communication is taking place.

Promote your brand with consistent communication
Be the district known for consistent, relevant communications across all your schools and classrooms. Parents will appreciate having all communications from the district, school, and teachers in one place. 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 sign-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.
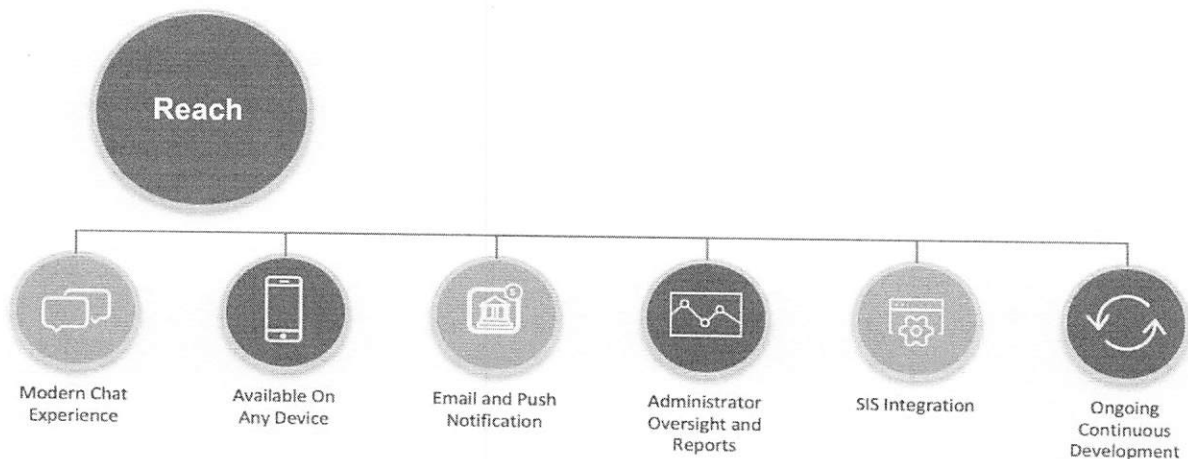
Improve parent and teacher interactions
A delightful barrier-free user experience will encourage user participation and active engagement. Data insights, conversation history, and powerful search will help promote noteworthy practices and identify areas for improvement.

Improve parent and teacher interactions
Accommodate parent preferences with app and browser-based messaging. Participating is a snap with no special codes, invites, or links needed.

Reach

| Modern Chat Experience | Available On Any Device | Email and Push Notification | Administrator Oversight and Reports | SIS Integration | Ongoing Continuous Development |

Integrated Mobile App / Reach

TOTAL SETUP COST TRAINING - SIS INTEGRATIONS
$5,000

SCHEDULE	ANNUAL FEES
Integrated Mobile App	$43,000
Reach	$30,100
Total	$73,100
Discount Savings	$8,600
	$64,500

Reach offers two-way messaging between teachers, students, and parents via app-to-app messaging. It does not utilize SMS texting for two-way communications. Supplementing the two-way app-to-app messaging, Reach also provides a daily email digest delivered to students and parents summarizing the communications from the teacher. Reach provides a collaborative environment for teachers, students, and parents to safely communicate. All conversations are captured and available for queries and searching by administrators. Reach supports file attachments and bi-directional language translation. Reach leverages the class rosters imported into your Mass Notifications system from your SIS and also allows for the creation of ad hoc groups (teams, clubs, etc....) separate from data maintained in your SIS.

2/28/23

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