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FAYETTE COUNTY PUBLIC SCHOOLS

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**Executive Summary**  
**Fayette County Public Schools Board Meeting**  
**Agenda Item**

**MEETING:** Planning

**DATE:** 3/13/2023

**TOPIC:** Finalsite Contract

**PREPARED BY:** Betsy Rains

**Recommended Action on:** 3/27/2023

Action Item for Vote (REGULAR MEETING)

**Superintendent Prior Approval:** No

**Recommendation/Motion:** A motion is in order to contract with Active Internet Technologies, dba Finalsite, to provide a core communications platform for FCPS that includes district and school websites, a mass notification system, a branded mobile app, and a two-way communications platform.

**Background/Rationale:** While Engagement and Outreach is one of the five central priorities identified in the district's New Way Forward Strategic Plan, the basic tenets of this work – connection and communication – are woven throughout all five priority areas. In order to promote awareness of and support for the Fayette County Public Schools by disseminating timely, clear, and accurate information about district news, staff and student achievements, policies, school programs, finances, events, and critical incidents, the district needs a comprehensive communications platform to help us reach internal and external audiences in multiple languages. This contract will allow us to streamline, enhance, and unify our school and district websites, mass notification system, mobile app, and two-way home-to-school communication and ensure a consistent experience for students, staff, and families.

**Strategic Priority:**

- ☒ Student Achievement    ☒ Diversity, Equity, Inclusion & Belonging
- ☒ Highly Effective & Culturally Responsive Workforce
- ☒ Stakeholder Engagement & Outreach    ☒ Organizational Health & Efficiency

**Data Considerations:** We will evaluate how effectively FCPS has engaged students, employees, families, and community members by analyzing the results of employee, family, and community surveys, attendance at school and districtwide events, website traffic, app downloads, social media analytics, and open/read rates for email and electronic newsletters.

**Policy:** 01.11 – General Powers and Duties of the Board

**Fiscal Impact:** \$191,120

**Attachments(s):** Finals site Contract