



# Wayne RESA

RFP # WRESA-05-2023-2024-07

Website Hosting & Maintenance Services



# Hi Team WRESA!

It sounds like you're looking for a website that will be an attractive, easy, and reliable source of information for your community.

What we've found is that K12 entities often have to make a difficult choice when it comes to getting a new website: a powerful backend that's too difficult for most people to use or a simple system that lacks functionality.

That's exactly why we built Thrillshare: the first publishing platform built specifically for public school districts and entities.

With Thrillshare, your staff across the RESA can update and manage all your communication channels — ADA-compliant website, mobile app, and social media — from a single intuitive tool. This way, you're reaching your community where they are while providing your staff an easy one-stop shop for their communications.

We're excited about the opportunity to not only help WRESA with their online communication goals, but help simplify the procurement process for your Michigan districts through this contract, and we're looking forward to discussing our proposal soon.

Read on to learn more!

**Talk soon,**



Matthias & Seth

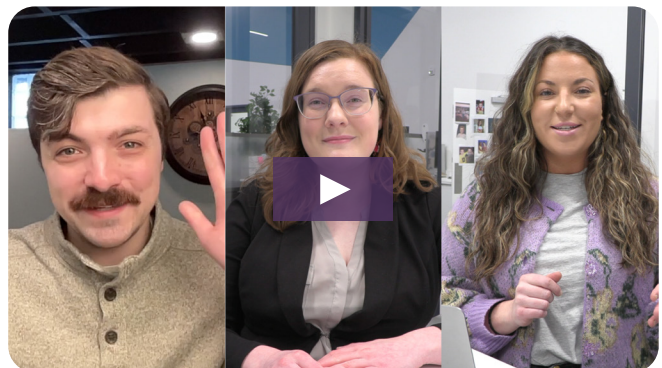
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**We made a video to say hello!**



Visit [www.apptegy.com/WRESA](http://www.apptegy.com/WRESA)

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# **Section 1.0 – Bid Responses to Scope of Work and Pricing**





## SECTION 1.0 – PROPOSER RESPONSES TO SCOPE OF WORK AND PRICING

### 1.1 Minimum Mandatory Requirements

All proposals will be reviewed for compliance with the minimum mandatory requirements. Proposals deemed non-responsive will be eliminated from further consideration.

Interested and qualified proposers that can demonstrate their ability to successfully provide the goods and services requested under this RFP are invited to submit proposal(s), provided they meet the following:

1. Proposer must complete Section 2.2 **References** and submit with their proposal.
2. Proposer must complete Attachment A – Pricing Schedule and submit with their proposal.

**Proposer will enter responses in the “Proposer Response” text boxes provided. There is no minimum requirement or limitation on the amount of words used for responses.**

**-EXAMPLE-Proposer Response:**

### 1.2 Introduction and Background

The Wayne Regional Educational Service Agency (“WRESA” or “Wayne RESA”), established by the Michigan Legislature in 1960, is the largest of fifty-six (56) such agencies throughout the state. It is governed by a publicly elected Board of Education. WRESA provides a wide variety of services to thirty-three (33) public school districts and approximately ninety-nine (99) public school academies in Wayne County, Michigan; serving more than 261,000 students. WRESA, through various consortium arrangements, provides a variety of services to other educational agencies throughout the state of Michigan.

Selected Suppliers may be required to participate in interviews. Failure of a Supplier to participate on the date scheduled may result in the rejection of the Supplier’s proposal. In addition, Wayne RESA may decide to make site visits to the selected Suppliers’ reference sites or other sites provided by the Supplier.

Award of this proposal is contingent upon the approval of funding from Wayne RESA Board of Education.

### 1.3 Scope of Work

Wayne RESA is seeking proposals from vendors that have an expertise in cloud-based hosting and supporting K-12 school district websites. WRESA hopes to secure a contract with a vendor that will propose a solution to move the current website, resa.net, to a new cloud-based content management

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system (CMS) for improved web design capabilities, assist with migration, provide unlimited technical support, provide all necessary training, and ongoing maintenance. The website platform must be responsive in design, attractive and dynamic, yet clean and simplistic in function. It should allow for easy maintenance and creation of website content, without broad technical skills being required by the site and page administrators.

**1.4 Deliverables, Requirements, and Specifications**

A. Program Requirements

WRESA is requesting proposals from vendors who can provide the best described solution in order to meet the program requirements. *Please indicate your organization’s understanding of each item by filling in a description in the far right column. You may provide additional information for each item (as instructed) in the Proposer Response Box below the list.*

<b>1.10</b>	<b>Secure - Access Control &amp; Monitoring</b> The following specifications seek to understand how the system provides login, data controls, audit logs and secure access to data.	
1.11	Describe available features to protecting pages with common or shared password before allowing viewing.	On the backend of our Thrillshare system, you can restrict your staff users’ access so certain users have the ability to access and edit certain pages. This is accomplished through Thrillshare’s native Page Permissions feature.  If you’re referring to password-protected pages on your frontend website or an intranet, we recommend an integrated intranet with Google or Microsoft. To set this up seamlessly, we are able to leverage your existing Google and/or Microsoft accounts and groups.
1.12	Describe availability and frequency of software upgrades and patches.	We release small updates on our Thrillshare platform (functionality and security) several times a week, following modern development best practices on small, continuous improvements.
1.13	Describe solution's ability to manage authorized users and support for existing authentication sources such as SAML and/or OAuth and specifically Azure Active Directory and Google Authentication.	We support single sign-on through a variety of methods, typically leveraging the Google and/or Microsoft 365 accounts your staff is already using. For your Microsoft, we will provide SSO based on Microsoft Azure accounts using the OIDC protocol (this is also a Microsoft-supported protocol similar to SAML).
<i>Describe permissions structure including support for the following roles and how each role works:</i>		

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<b>1.10</b>	<b>Secure - Access Control &amp; Monitoring</b>	
	The following specifications seek to understand how the system provides login, data controls, audit logs and secure access to data.	
1.14	<b>Web Administrator:</b> manage authorization of roles, permissions for roles, add and delete content in all areas of the site and manage URLs	<p>Our Thrillshare platform houses a native User Management section that allows you to set granular permissions on a per-site, per-page basis. This way, you can permit certain users to access and edit certain parts of your site. Our roles include Super Admin, Admin, User, and Moderated User.</p> <p>Your users, such as your web administrators, with the permission of Super Admin can do the activities outlined in the specification: manage any user’s role &amp; permissions, add and delete content in all areas of the site, manage URLs, as well as manage your Thrillshare account settings (filters, social media connections, calendar sync settings, and more).</p>
1.15	<b>Page Manager:</b> create, edit, and approve content to their assigned webpage(s), but who cannot delete content or edit other webpages (unless assigned)	As mentioned, Thrillshare allows you to define user permissions down to the individual page level. With the Page Permissions feature, you can give specific users the ability to edit specific web pages. A page manager could be defined as the Owner of a specific page or pages, which would allow them to approve content changes made by a Moderated Editor.
1.16	<b>Content Editor:</b> edit content on already-existing pages to which they are assigned	<p>Similar to how you can set specific Owners to pages, you can also define Editors to pages. An editor can make edits to the pages they have access to without needing approval from an Owner.</p> <p>A Moderated Editor, on the other hand, can make edits to a page that would then be submitted to the Owner for approval before being published.</p>
1.17	Describe available workflow based on roles described above.	Thrillshare’s page moderation and permissions feature would allow certain users to edit certain web pages, but their edits would be submitted for approval before publishing live to the site. This way, you can limit your staff users’ access to certain pages while ensuring any content they create and edit is verified before publishing!

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<b>1.10</b>	<b>Secure - Access Control &amp; Monitoring</b>	
	The following specifications seek to understand how the system provides login, data controls, audit logs and secure access to data.	
1.18	Describe steps for changing a user's role or page permission levels.	<p>Thrillshare houses native User Management section where your admins can add users and assign their roles/permissions on a per-section, per-page basis. Our roles include Super Admin, Admin, User, and Moderated User and have the following general capabilities:</p> <ul style="list-style-type: none"> <li>● Super Admin: the highest permission level within Thrillshare. Super Admins can change the largest amount of settings for users, the website, and the mobile app.</li> <li>● Admin: can create and manage new Thrillshare users, but are unable to access global settings.</li> <li>● User: can publish information in permitted Thrillshare sections.</li> <li>● Moderated User: requires a moderator to approve all posts in the Live Feed and News section of the website before they're made public.</li> </ul> <p>When it comes to page permission levels, Thrillshare's Page Permissions feature allows you to set users as Owners, Editors, and Moderated Editors of individual pages.</p>
1.19	Explain what support and documentation are available for managing permissions.	<p>There is a library of help articles always available in Thrillshare upon login for your staff users. These articles provide you a step-by-step written guide over every aspect of the platform, including User Management and Page Permissions.</p> <p>Additionally, we provide unlimited training and support for all of our clients. Not only can clients reach out to our in-house support team for immediate help during standard business hours, but each client has a dedicated Client Success Manager who is their personal support contact for any ongoing training, support, best practices advice, marketing consulting, and more.</p>
<b>1.20</b>	<b>Secure - Data Lifecycle Management</b>	
	The following specifications seek to understand the system supports current storage, retention and destruction standards.	
1.21	Describe retention and destruction process for hosted site resources.	<p>Apptegy works with clients to delete client data upon request at any time during a client's subscription term. After contract termination, Apptegy works with the client to delete their data as soon as practicable, typically within 90 days or sooner. We may retain information about our business contacts and business relationship with the client for longer (for example: to comply with legal obligations, resolve disputes, or as otherwise</p>

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		permitted or required by applicable law). Please see the Privacy Policy for more information, found at <a href="https://www.apptegy.com/privacy/">https://www.apptegy.com/privacy/</a> .
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<b>1.30</b>	<b>Secure - Data Ownership</b> The following specifications seek to understand data protection, privacy and ownership rights.	
1.31	Describe ownership of site content upon termination of contract.	Clients retain full ownership over their property, information, and materials. Similarly, Apptegy’s products, services, and code are proprietary, and we provide the client with a license to use them during the term of our relationship. After contract termination, we will provide a copy of stored Client Data upon request (to the extent such data has not been previously deleted).

<b>2.10</b>	<b>Usable - Data Capture Controls</b> The following specifications seek to understand how the system efficiently enforces quality data capture.	
2.11	Site visitors must be able to communicate with individual WRESA staff through a contact form.	Yes. Thrillshare houses a native Staff directory where your site visitors can contact WRESA staff straight from your website or app. You can even choose to hide the email addresses of your staff members and provide a contact form instead for visitors to fill out.
2.12	Describe support for anti-spam, captcha, or similar verification tools, to prevent automated submissions with forms.	To help with spam, our Staff directory contact form enables a reCAPTCHA system users must go through in order to complete the form.
2.13	Describe support for masking email addresses by crawlers and bots.	As mentioned previously, you have the option to hide staff’s email addresses and instead use a contact form. This way, your email addresses are fully hidden and unexposed to bots, crawlers, etc.
2.14	Describe ability to create webforms with conditional logic.	You can easily embed Google forms, Jotforms, etc., onto your site — these forms support conditional logic.

<b>2.20</b>	<b>Usable - Localized Data</b> The following specifications seek to understand how the system allows for the flexible or localized data elements.	
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2.21	<p>[Preferred] Describe provisions for ADA compliance training materials for users.</p>	<p>In addition to the most common accessibility concerns, which we address in our standard training on the platform, we will perform a separate initial accessibility training for all users who interact with areas of the platform where in-depth training is needed. In these trainings we will cover everything from general accessibility understanding to image descriptions to making documents compliant. Also, throughout our partnership, we will train new users and retrain existing users to make sure accessibility best practices stay top of mind. All training is unlimited.</p> <p>We also have an accessibility guide as a summary of all the learnings and for reference during every-day usage.</p>
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<b>2.30</b>	<p><b>Usable - Reporting / Redaction</b> The following specifications seek to understand how the system supports sharing of summary and detailed data.</p>	
2.31	<p>Describe quality search capabilities provided for website content.</p>	<p>If you're referring to the search capability on your website available to your site visitors, we know having a good internal search is crucial if you want to keep visitors returning to your site. While most websites embed an externally-branded search engine (like Google) or — even worse — send users to an external website, our search is built into your website and works in real time.</p> <p>Our state-of-the-art search engine lives natively on every page of the website and updates dynamically, so you don't need to navigate away from a page or refresh to search. The search function dynamically searches as you type and even uses "fuzzy" matching so users don't need an exact match. For example, if you search for "superinyendent" (a simple typo), you will still see search results for "superintendent."</p> <p>Additionally, users can choose to search specific content from your website (staff directory, events, news, etc), and, if you have subsites, can choose to search only the current site they are on or the entire organization's site.</p> <p>Visit any of our reference websites to see this in action.</p>
2.32	<p>Describe ability to provide</p>	<p>Thrillshare houses a native Staff directory, which includes the</p>

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	<p>searchable staff directory, including the following information:</p> <ul style="list-style-type: none"> <li>- Full name</li> <li>- Job title</li> <li>- Department</li> <li>- Sub-department (optional)</li> <li>- Email address</li> <li>- Phone number</li> </ul>	<p>information outlined in the specification: staff name, job title, department, sub-department. email address, and phone number. This section is typically updated via batch uploads from your system. On the backend of Thrillshare, your staff can search this section, filter by department, and sort A-Z by first name, last name, or department name.</p> <p>On your frontend website, website visitors can also search the Staff directory and filter by departments.</p>
2.33	<p>Describe how notifications work and how they can be configured to notify specified staff members when a webform submission is received.</p>	<p>If you use Thrillshare’s native Forms, when creating a new form, you have the option to turn on email notifications whenever a new response is received. When you turn this option on, you can then input whichever email addresses you’d like to receive the notifications. Even once a form is published on your website but you didn’t choose to receive email notifications, you can go in Thrillshare and edit/update this setting on the form.</p>
2.34	<p>Describe the site's ability to add news, announcements, and alerts. Also, describe ability for site visitors to manage subscriptions for email/newsletter groups.</p>	<p>Thrillshare houses a native News section that is built to house your long-form announcements, such as blog posts or press releases. The WRESA website will have dedicated content sections for its News. With Thrillshare News, you can share your posts to your Facebook or Twitter accounts, as well as to any other subsites (if any) you'd like.</p> <p>As for alerts, you can easily create a banner or a pop-up alert that will appear on the home page or every page of your website. We recommend only using these in emergencies because this will be the first thing someone sees when they view your website. Additionally, because we’ll build you your very own WRESA mobile app, you can also send an update that will alert those who downloaded your app via push notification.</p> <p>Lastly, for email/newsletter group subscription management, you could create a Thrillshare form that a site visitor can fill out to notify you that they’d like to be removed or added to a subscription group. Or, we’d recommend linking to or embedding the email/newsletter subscription tool you use (if any) onto your website so your visitors can easily access it from your site.</p>
2.35	<p>Describe how accordions work on the site, including capabilities of auto-expanding, nesting sub-accordions within, and/or if accordions can be directly linked using anchor tags.</p>	<p>Our Thrillshare CMS provides a native Accordion element that you can add to any web page. You can add as many sections you’d like to the accordion. The accordion also allows you to add other Thrillshare elements within it. For example, you could incorporate images, videos, tables, custom code, forms, and more into the accordion.</p>

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<p><i>If applicable, describe additional features such as mobile application capabilities and SMS/Text notifications, voice notifications, etc.</i></p>		
2.36	<p>Describe provision of a mobile application for the iOS and Android operating systems. Describe ability to send District Push, SMS/Text, Email and Voice Notifications on the mobile application.</p>	<p>Because we know people today spend more time on mobile apps than desktop or mobile browsers combined, we build each client their very own mobile app that’s directly integrated with their website. This way, they can expand their online reach while adding zero extra work for your staff. This also means we’ll build WRESA your very own mobile app! With an app, you can now notify your community via push notification straight through your mobile app.</p> <p>As for sending SMS/text, email, and voice calls, this can be achieved with our Thrillshare Alerts system. Thrillshare was created specifically for public school districts and entities and to make communication as easy as possible. With Alerts, a district or WRESA can update their website, mobile app, and Facebook, Instagram, and Twitter accounts, as well as send the update as a mass text, email, and call — all at once, all from Thrillshare. Even better, using the Thrillshare Mobile app, they could update all these channels from their iOS or Android smartphone.</p> <p>For more on these features, see the Platform Overview section of our proposal.</p>
2.37	<p>Describe the process for how web editors upload images to a page. Include descriptions for adding alt-text to that image, how images can be resized and compressed to save space &amp; speed.</p>	<p>With the native elements, tools, and sections Thrillshare provides, which are tailored to school entities, web editors need zero programming knowledge to update the website. Editors can easily add photos to any web page by simply dragging and dropping the Image element, uploading your image, inputting alt text (which is required for any image added to a web page), and then editing images properties such as size, alignment, and caption — all natively within Thrillshare.</p>
2.38	<p>Describe ability to upload Word, Excel, PowerPoint, and PDF files, and directly linking to those files.</p>	<p>Thrillshare houses a native Documents section where you can easily upload any files, including Word, Excel, PowerPoint, and PDFs to your site. In fact, Documents supports all file types. Documents works similarly to any file manager (like Dropbox or Google Drive) — all you have to do is upload and organize documents, and you can even upload entire folders and replace files with newer versions without changing the link! You can also have multiple folder and subfolders in Documents.</p>
2.39	<p>Describe compliance at the AA level with Web Content Accessibility Guidelines (WCAG) 2.0 accessibility standards (compliance with WCAG 2.1 preferred)</p>	<p>Every website we host and maintain is built to enable our clients' ADA compliance. In 2016, we began developing our websites based on the W3C’s WCAG 2.1 Guidelines to maintain a minimum level of AA compliance, with the goal to reach AAA compliance wherever possible.</p>

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		Even better, we help you maintain compliance by using reliable online tools to sweep clients’ websites, enforcing safeguards (i.e., required alt text for photos), performing manual website accessibility checks as needed to catch issues a tool might not, and providing ongoing accessibility training for your staff.
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<b>2.40</b>	<b>Usable - Data Integration</b> The following specifications seek to understand how the system supports data integrations and exports.	
2.41	Describe support for high-level calendar integration capabilities through API with multiple ways to show the calendar with events (i.e., a different version on homepage compared with others)	Thrillshare houses a native Events section that is populated via syncs with as many of your Google or Microsoft calendars as necessary. Of course, you can always manually add, and update the calendar as you’d like. Your community will be able to filter this calendar by different departments/groups, and they can even save an event straight from your website and app to their personal calendars.
2.42	Describe the websites ability to integrate Google Analytics. Include description on if each page is tracked automatically or if it requires additional steps.	We will embed Google Analytics into your site. We can set that up during the implementation process.

<b>2.50</b>	<b>Usable - Data Relationship Mapping</b> The following specifications seek to understand any data object-relationship map available that supports conducting a data inventory.	
2.51	Describe available documentation for managing site information and relationship of resources created on the site. For example, does a search for resources includes user who uploaded it, file type, size, date of upload or other attributes?	With our Pages Activity Log & Versioning feature, all pages contain an activity log that shows when changes were made and which user made those changes to a web page. This also allows users to view previous versions of the page and restore those if necessary.

<b>3.10</b>	<b>Trustworthy - Supporting Business Rules</b> The following specifications seek to understand how the system support district's documented	
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	business rules, workflow and processes.	
3.11	Describe how pages are published on the website when an editor or manager makes an update. Does it get scheduled, approved? Etc.	You can establish workflows down to the individual page level. Thrillshare’s Pages’ moderation and permissions feature would allow certain users to edit certain web pages, but their edits would be submitted for approval before publishing live to the site. This way, you can limit your staff users’ access to certain pages while ensuring any content they create and edit is verified before publishing!

<b>3.20</b>	<b>Trustworthy - Data Repair</b> The following specifications seek to understand how the system allows correcting data with auditing/documentation/proof.	
3.21	Describe available activity and audit trails for content changes.	As mentioned previously, each page in Thrillshare contains an activity log that shows when changes were made and which user made those changes to a web page.
3.22	Describe capability to roll-back or revert content or code changes to the site.	Thrillshare’s Pages activity log & versioning feature allows users to view previous versions of the page and restore those if necessary.

<b>3.30</b>	<b>Trustworthy - Data Restoration</b> The following specifications seek to understand how the system allows for restoration of incorrectly or improperly changed data.	
3.31	Describe the options for frequency and retention period of backups.	We promote the availability of our services and client data with industry-accepted continuity and recovery practices. Client data is backed up daily. We sample test backups at least quarterly to confirm they are working as intended. Our services facilitate software rollbacks and code replication when necessary.
3.32	Describe the initiation and turnaround timeframe for any restoration from backups.	As mentioned before, we maintain industry-accepted continuity and recovery practices. The objective of our disaster recovery and business continuity plans is to restore services to the widest extent possible in a minimum time frame.
3.33	In the event of a security incident, describe notification and response procedure.	We maintain formal security incident response plans. Our practices are designed to detect, respond, eradicate, and recover from known and suspected security incidents promptly. We notify impacted clients of verified security incidents as soon as

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		<p>practicable to the extent permitted by law, and we work with impacted clients to complete all incident response actions required of them by law, if any. We conduct post-incident reviews for security incidents for continual improvement of our Incident response processes and work to reduce the likelihood of similar incidents in the future. We test our incident response plans at least annually to ensure we can execute them effectively.</p>
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4.10	Customer Support and Timelines	YES	NO
4.11	Provide unlimited technical support, provide all necessary training, and ongoing maintenance	✓	
4.12	Unlimited phone and email support for all staff	✓	
4.13	Responsive and timely technical support including a 12-hour guaranteed response	✓*	*
		*Please see our standard service level agreement for more information.	
4.14	Dedicated support manager with support available when requested	✓	
4.15	24/7 site monitoring support with emergency website access (editing/publishing) and related costs, or available prepaid time available as needed.	✓	
4.16	Ability to upgrade templates or switch templates at a reasonable cost relative to initial setup costs	✓	
4.17	Preferred: functioning website within ten (10) weeks of signing contract	✓	

5.1	<b>Service Level Agreements (SLAs)</b> Describe solution's ability to provide and document the following service levels:	
5.11	Website Uptime	Our standard Service Level agreement guarantees 99.9% uptime of our services.
5.12	Security Issue Resolution	We maintain formal security incident response plans. Our practices are designed to detect, respond, eradicate, and recover from known and suspected security incidents promptly. We notify impacted clients of verified security incidents as soon

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		as practicable to the extent permitted by law, and we work with impacted clients to complete all incident response actions required of them by law, if any. We conduct post-incident reviews for security incidents for continual improvement of our Incident response processes and work to reduce the likelihood of similar incidents in the future. We test our incident response plans at least annually to ensure we can execute them effectively.
5.13	Website Response Time	Page load times (both on the frontend and backend) are meeting or exceeding industry standards. We are leveraging industry best practices and host all of our services on Amazon Web Services (the largest cloud hosting provider).
5.14	Issue Response and Resolution Time	Please see our Service Level Agreement on the following pages.

**Proposer Response:**  
 For our standard Service Level Agreement, see the following pages.

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### SERVICE LEVEL AGREEMENT

This service level agreement (the “**SLA**”) supplements and is in addition to your Master Services Agreement (the “**Services Agreement**”) with Apptegy, Inc. (together with its affiliates, agents, and assigns, “**Apptegy**” or “**we**”) (collectively the “**Parties**”). More specifically, this SLA explains the measures Apptegy will take to help ensure the appropriate functionality and availability of the “**Services**” pursuant to the Services Agreement, and your rights in the event of potential interruptions in or unavailability of the Services. The effective date of this SLA will be the effective date of the Services Agreement, and it will terminate on the termination or expiration of the Services Agreement.

Your use of the Services will continue to be subject to the terms and conditions of the Services Agreement, which includes and incorporates Apptegy’s Terms of Use (the “**TOU**”) and Privacy Policy (the “**Privacy Policy**”), which can be found at [www.apptegy.com/terms-and-conditions/](http://www.apptegy.com/terms-and-conditions/) and [www.apptegy.com/privacy-policy/](http://www.apptegy.com/privacy-policy/), respectively.

**1. Definitions.** The terms below are defined as follows:

**Component:** A Component is each individual feature or function of the Services that is integral to your educational or business mission (e.g., your website, mobile app, Thrillshare, Media, Rooms).

**Uptime:** Uptime is the amount of time that each Component of the Services is available to you and operating as intended without substantial interruption, plus any scheduled or emergency maintenance. Uptime is calculated for each individual component on a percentage basis and is measured over each calendar month to the nearest minute based on the number of minutes in the month (for instance, a 31-day month contains 44,640 minutes). The guaranteed Uptime for each component of the Services is 99.9% (roughly 44,595 minutes in a 31-day month). Uptime percentage is calculated according to the following formula:

$$[(total\ minutes\ in\ month - Downtime) / total\ minutes\ in\ month] > 99.9\%$$

**Downtime:** Downtime is the amount of time for each Component that you are either unable to access or use it without substantial interruption (in other words, “application failure”). Downtime, however, does not include time when the Services are unavailable or not functioning properly through your own fault or other excluded causes listed below in section 3. Like Uptime, Downtime is calculated as a percentage based on the number of minutes in any given month.

**Credit:** A Credit is how we will compensate you for any Downtime you may experience exceeding the 99.9% Uptime threshold for a Component.

**Scheduled Maintenance:** Scheduled Maintenance is any regularly scheduled maintenance that we perform to help ensure the integrity and functionality of the Services. We will use commercially reasonable efforts to ensure we give you reasonable notice before conducting such maintenance, and that it is conducted during non-business hours or hours of low usage (usually after 8:00 p.m. CST).

**Emergency Maintenance:** Emergency Maintenance includes maintenance we conduct but could not have reasonably anticipated based on the circumstances. Like our approach to Scheduled Maintenance, we will use commercially reasonable efforts to give you as much advance notice of Emergency Maintenance as is reasonable and practical.

**2. Support Requests.** When you request support from Apptegy, it should be through our online support services, support email ([support@apptegy.com](mailto:support@apptegy.com)), or support phone number (501-613-0370). Upon receipt of your request, we will respond as soon as possible, and use commercially reasonable, appropriate measures to minimize or resolve any errors or interruptions.

Given the nature of our products and services, we cannot provide guaranteed, precise response or resolution times. Subject to that limitation, our standard support team hours are 8:00 a.m. – 5:00 p.m. CST, Mondays through Fridays. We almost always respond to requests made on weekdays between 12:00 a.m. – 4:30 p.m. CST on the same calendar day, and generally respond to *any* request no later than the beginning of the next support team shift. For purposes of example only, our average response time to requests made during standard support hours is just under two (2) minutes, and most requests for support are closed within thirty (30) minutes (irrespective of an issue’s type or cause).

Response times are measured from the moment the request is received and the moment we reply to the request, whether that is to provide a solution or to get more information.

**3. Services Covered.** This SLA covers only those services provided by Apptegy to you pursuant to your Services Agreement. Additionally, any unavailability or loss of functionality resulting from the following will not be included in the calculation of Downtime:

- Interruptions resulting from user error (your own fault), including if you use the Services in a manner not contemplated by, or that otherwise violates, the Services Agreement;
- Interruptions caused by “force majeure” events, or other events reasonably outside our control. This would include, but is not limited to, natural disasters (e.g., floods or pandemics); war or other governmental interruptions; interruptions in utility services such as electricity and telecommunications including internet connectivity issues; and interruptions to physical tools or equipment that we do not own or control;
- Interruptions caused by or related to third parties, including third-party services, networks, or tools, such as those

## Section 1.0 – Bid Responses to Scope of Work and Pricing

integrated with our Services to provide certain functions (although we will use reasonable efforts to help communicate and resolve issues with relevant third parties, such interruptions will almost always be beyond our control and thus no guarantees can be made); and

- Interruptions resulting from Scheduled Maintenance and Emergency Maintenance, which are excluded when calculating the Downtime for a Component.

**4. Uptime Guarantee and Service Credits.** As indicated, we guarantee a service level of 99.9% Uptime for each Component, as calculated on a monthly basis. In the event the Uptime for a given Component fails to meet the 99.9% service level threshold for any calendar month, you will be entitled to a Credit for the Downtime.

### Service Levels Service Credits

<99.9% but greater than or equal to 99.0% = 1%
<99.0% but greater than or equal to 95.0% = 5%
<95.0% but greater than or equal to 90% = 15%
<90.0% = 25%

For each calendar month during which we fail to meet the 99.9% service level, you will be entitled to receive a Credit equal to the percentage of fees that you actually paid to us for the affected Services for that month, as identified in the service level table above. Credits, if applicable, will be applied to your renewal invoice at the end of your then-current subscription term, or added on to the end of your then-current subscription term if you decide not to renew your Services with Apptegy.

You must request any Credit within ten (10) days following the end of the calendar month in which a failure occurred. When you notify us, you must also provide us with a sufficient description of the affected Component(s), the date(s), time(s), and duration(s) of the Downtime in writing. Note, however, that if we disagree with your calculation, we will provide you with an alternate calculation using our own service monitoring tools and equipment, and our determination of the Downtime percentage and potential Credit will be final. Notwithstanding the foregoing, we will first attempt to discuss with you and reach a mutually agreeable calculation before making a final determination as to the amount of Credit.

Credits are not refunds. As such, they cannot be exchanged into a cash amount. In addition, Credits are capped at a maximum of thirty (30) days of paid service, require you to have paid any outstanding invoices, and expire upon the termination of your Services Agreement. Excluding the remedies associated with any breach of warranty under the Services Agreement, the remedies set out in this section will be Apptegy's sole obligation and your exclusive remedy with respect to any failure by us to meet the applicable service levels for any Component.

**IN WITNESS OF AGREEMENT**, the undersigned Parties execute this Service Level Agreement of Apptegy, Inc.:

Client: \_\_\_\_\_

Apptegy, Inc.

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



**1.4.1 Statewide Cooperative Contract**

Wayne RESA is working with the Michigan Association of Counties CoPro+ program on this bid solicitation. If your bid meets the minimum qualifications, is responsive and responsible and offers competitive pricing you may be considered and approached to extend a term agreement and pricing to other public entities within the county, the region, and the state, in accordance with Michigan Compiled Laws 124.504. This process is called “piggybacking”; it offers tremendous value to public ordering entities regarding the cost and time to manage an end-to-end purchasing event. This process also offers exceptional value to selected vendors in terms of their company’s resources and time to respond to multiple solicitations from various public entities who have a similar need for their products or services.

All pricing submitted to Wayne RESA and its participating entities shall include a 2% administrative fee to be remitted to CoPro+ by the contractor on a quarterly basis. Administrative fees will be paid against actual sales volume for each quarter. It is the contractor’s responsibility to keep all pricing up to date and on file with Wayne RESA/CoPro+. All price changes shall be presented to Wayne RESA/CoPro+ for acceptance, using the same format as was accepted in the original contract.

**Proposer Response:**

Please confirm your understanding by checking Yes or No.

<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
---

**1.4.2 Training**

Proposer must describe the following:

1. Any on-demand support resources.
2. How you will provide orientation, implementation, training, and ongoing technical support for efficient utilization of offered services.
3. On-going customer service.
4. Key differentiators in service offerings, account management, and value-added services proposed by your company.
5. Your approach to meeting the requirements and a description of any services you are proposing to provide as part of your proposal.

**Proposer Response:**

<ol style="list-style-type: none"> <li>1. All training &amp; support is included and unlimited throughout our entire partnership. Our in-house support team of 90+ can always be reached via live chat, support, and email during our standard business hours (7 am - 7 pm CT, Monday through Friday). During this time, you’ll receive a response in less than a minute, and resolutions are typically provided in just a</li> </ol>
---

## Section 1.0 – Bid Responses to Scope of Work and Pricing



few minutes! You'll also have a dedicated Client Success Manager, who will be your personal support contact for any training, feature announcements, best practices coaching, and school marketing consulting!

Additionally, there is always a library of help articles available to your staff upon login to Thrillshare. These articles give you a step-by-step written guide of the platform.

2. As mentioned, we provide unlimited training and support to our clients. During implementation, you will have an Onboarder who will be your sole point of contact throughout the process and make sure we're meeting your milestones. Additionally, the WRESA (as well as each of our clients) has a dedicated Client Success Manager who is their personal support contact for anything they need. If the Client Success Manager is not available, Thrillshare users can also reach out to our in-house support team where they'll receive a response in less than a minute during our standard support hours.
3. Please see our previous responses for more information. We provide ongoing custom service, and with unlimited training and support, we encourage clients to reach out to us for anything they need.
4. "Train the trainer" is the standard for most software projects, but it is **not** how you get the most usage out of your communication systems.

Most entities go wrong by defaulting to the train the trainer method. Typically, this is an economic decision or the only option vendors provide. We take a very different approach and include unlimited training at no additional cost. This way, we remove the hurdle of involving more people.

Your staff will not have to take up WRESA resources to get trained. Instead, they can schedule a session with us. **Especially for our bigger clients, this increases involvement and engagement dramatically.**

Trainings are **included and unlimited** for any number of Thrillshare users. This means we won't charge for our initial training, and **we will never charge for ongoing training**—even if we did one per week.

5. For our approach to meeting the requirements, as well as description of our services, please see our responses to the other specifications and our full Platform Overview included in our proposal.

### 1.5 Product Specifications

All products furnished must be in conformity with the participating agency requirements and specifications and will be subject to inspection and acceptance by the individual customers at delivery. The right is reserved to reject and return at the risk and expense of the vendor.

#### Proposer Response:



Please confirm your understanding by checking Yes or No.

<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
---

**1.6 Service Capabilities**

**1.6.1 Communication Plan/Contract Management**

Proposers shall identify their company standards of communication as they relate to contract performance, issue management, and change management. An issue is an identified event that, if not addressed, may affect schedule, scope, service, delivery, quality, or budget. A change is identified as a change in corporate leadership, structure, merger or acquisition.

**Proposer Response:**

Every one of our clients, including WRESA, has/will have a dedicated Client Success Manager. Your Client Success Manager will communicate any pertinent updates to you and work with you on any support you need, from achieving your strategic communication goals to training any and all staff on our platform, and more.

**1.6.2 Primary Account Representative**

Proposers must identify by name and location the primary account representatives who will be responsible for the performance of a resulting contract, as well as contact persons for reports and bid documents.

**Proposer Response:**

**RFP Contact:**  
Matthias Wehnert, VP of Enterprise Sales

**Onboarder for WRESA’s New Website Implementation:**  
Zelda Engeler-Young, Client Implementation Representative

**Client Success Manager for WRESA after Site Launch:**  
Cailtyn Carroll, Client Success Manager

Location: 2201 Brookwood Dr., Ste 115, Little Rock, AR 72202

**1.7 Customer Service**

It is preferred that the Vendor have an accessible customer service department with an individual specifically assigned to Wayne RESA. Customer inquiries should be responded to with forty-eight (48) hours or two (2) business days unless it is an emergency issue. Describe your company’s Customer Service Department (hours of operation, number and location of service centers, regular and emergency response times, etc.).

**Proposer Response:**

## Section 1.0 – Bid Responses to Scope of Work and Pricing



All support is included and unlimited throughout our entire partnership. Our in-house support team of 90+ can always be reached via live chat, support, and email during our standard business hours (7 am - 7 pm CT, Monday through Friday). During this time, you'll receive a response in less than a minute, and resolutions are typically provided in just a few minutes! Outside of those hours, we still monitor our various inboxes and can connect you directly with your Client Success Manager or other Aptegy team members when needed. Our support team is located at our Little Rock headquarters, as well as our Dallas office.

You'll also have a dedicated Client Success Manager, who will be your personal support contact for any training, feature announcements, best practices coaching, and school marketing consulting!

Additionally, there is always a library of help articles available to your staff upon login to Thrillshare. These articles give you a step-by-step written guide of the platform.

### 1.8 Purchase Orders

Requests for quotes will be initiated by participating agencies as specific needs arise. Participating agencies will issue individual detailed specifications to the pre-qualified vendor pool along with specific response information required, deliverables, and any special terms and conditions. The vendors will respond directly to the requesting agency within the timeframe specified in the request for quote. The participating agency will evaluate the responses and determine the vendor that will be awarded a purchase order (PO). Resulting orders are to be shipped and billed directly to these institutions.

#### Proposer Response:

Please confirm your understanding by checking Yes or No.

Yes  No

### 1.9 Delivery and Acceptance

Proposer must address the following items and costs in their proposal and other items/costs that they are aware of that may not have been requested in this bid.

- All pricing must reflect net 30 payment terms.
- Ordering/customer service capabilities and procedures.
- Policies and procedures for an organization accepting product/service.

#### Proposer Response:

For our standard terms and conditions regarding the purchase and use of our services, please see our Master Services agreement included in our proposal.

### 1.10 Management and Staff



Proposer must provide an organization chart. Please attach as a separate document labeled as “Org Chart”

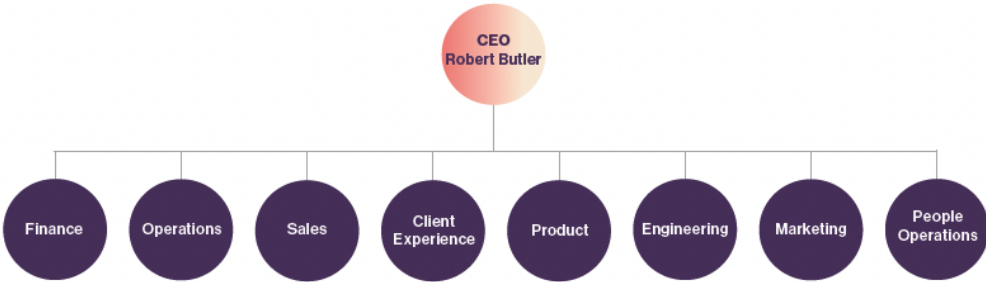
1.10.1 Staffing and responsibilities

Proposer must describe the qualifications, experience, and training of the website hosting and maintenance services staff.

**Proposer Response:**

Please see our Org Chart below.

**Org Chart:**



Please see on the following pages the experience of the proposed team you’ll be working with!

**We made a video to say hello!**



Visit [www.apptegy.com/WRESA](http://www.apptegy.com/WRESA)



**Jesson George**  
VP of Client Experience

Jesson leads Apptegy's Client Success, Onboarding, and Technical Operations/ Support teams. He brings 18 years of experience in project management, leadership, and customer service in telecommunications. He believes that deeply understanding the client's needs, the school community, and providing the right tools at the right moment are at the heart of the work the Client Experience team does. As a native of Little Rock, Arkansas, he and his family are excited to do this work where he grew up and where he has roots. Outside of work, Jesson spends time with his 4-year-old and 10-month old sons, defending his fantasy football championship, and finding hole-in-the-wall restaurants.

- Oversees all work performed for clients
- Manages support, client success, and implementation teams

- **B.S. in Business Administration**  
University of Central Arkansas
- 18 years of team management experience



**Rachel Cole**  
Director of Implementation

Rachel holds an extensive background in, primarily, education — ranging from teaching 1st graders in the classroom, being nationally recognized for analyzing, cultivating, and succeeding in strategic professional development for school staff and teachers, and working on issues of educational equity in the Delta regions of Arkansas and Mississippi. After over a decade in the education field, Rachel spent 6 years as a Senior Associate at GK Consulting before making her way to Apptegy. Here at Apptegy, Rachel heads our implementation teams responsible for training and supporting school administrators across the nation to achieve their strategic communication and marketing goals. Outside of the office you'll find Rachel spending time with her husband, David and their two children.

- Leads our Implementation & Design teams
- Will work hand in hand with Zelda, Caitlyn, and the broader team

- **B.A. in Art History**  
Smith College
- **Masters in Public Service**  
Clinton School of Public Service
- 15 years of experience as teacher and in education leadership



## Zelda Engeler-Young

Onboarder

Zelda is a Conway, Arkansas native. While achieving her B.A. in English, she worked as an editorial intern at the Oxford American Magazine, as well as a writing tutor and teaching assistant at Hendrix College. Shortly after, she joined the Apptegy team and has even onboarded her own hometown's school district! Here at Apptegy, problem solving and making workflows easier for her clients are her favorite parts of her job. Having a father who works as an IT Director himself, Zelda understands the work these individuals put in every day for their schools, so the opportunity to support the people who work to support the growth and education of their communities is an honor to her. In her free time, you can find Zelda taking walks, listening to punk rock, or watching "Buffy the Vampire Slayer" with her friends.

- **B.A. in English Literary Studies**  
Hendrix College

- Has onboarded nearly 150 clients at Apptegy

- Manages implementation from the time you sign a contract until you go live
- Leads content migration team
- Makes sure we're meeting expected deadlines
- Leads initial training sessions for your team



## Caitlyn Carroll

Client Success Manager

Caitlyn will be your dedicated point of contact. This Conway, AR native holds B.S and M.A. degrees in elementary education & teaching. Before coming to Apptegy, Caitlyn spent over 5 years as an educator in the classroom, from teaching first graders to teaching language development for K-5 students. From this experience, Caitlyn understands that communication is the foundation for schools to build relationships with their communities. Caitlyn's heart is still in education, and she's excited that here at Apptegy she can help bridge that gap between schools and their communities and empower school leaders to share their stories on a daily basis. When she's not in office, you can find Caitlyn doing yoga or pilates, playing tennis, traveling, or cooking with her husband. Feel free to ask her about the "Spaghetti Sunday" family and friends event she and her husband host every week!

- **B.S. in Early Childhood Education & Teaching**  
University of Arkansas

- **M.A. in Elementary Education & Teaching**  
University of Arkansas

- 5+ years teaching and has provided ongoing training and support to over 120 districts as Apptegy

- Leads all ongoing trainings for your team, including product and topic training like ADA compliance
- Assists your users in using Thrillshare to promote the RESA
- Assists you in using Thrillshare to run campaigns and initiatives
- Serves as your personal point of contact throughout the partnership



## Jared Dreher

Head of Support

Jared serves as our Head of Support, bringing 12 years of experience in customer service and leadership. Prior to Apptegy, Jared worked at Apple, first as a support specialist and then at the famous Genius Bar. There, he grew a unique skill set that's hard to find: the combination of robust product knowledge, problem-solving ability, and strong people skills.

At Apptegy, you'll see Jared carry over both his technical expertise and empathetic approach to the entire Support team. This means if you contact us for help, rather than referring to a different department, Jared and our Support team already understand the inner-workings of our products and can diagnose problems and offer solutions immediately.

Apart from work, Jared spends time with his three kids and wife, and holds a love for music. While he favors pop punk music, he's recently gotten into some Americana as well.

- 12 years of customer service and leadership

- Leads the Support team
- Has worked with clients that focus on ADA compliance
- Conducts User Acceptance Testing (UAT) ahead of new feature releases



## Matthias Wehnert

VP of Enterprise Sales

All the way from Krefeld, Germany, Matthias offers a world of experience. Prior to joining Apptegy, Matthias worked with senior stakeholders at Fortune 1000 companies as their point person to better learn their unique and specific needs. His experience working with the boardroom paired with nearly six years of experience as a freelance web designer makes Matthias a valuable resource for helping administrators trying to build a brand in today's digital age.

Outside the office, Matthias is passionate about coffee and not just as a consumer. Matthias co-founded a German coffee start-up before moving to the United States to be with the woman of his dreams, whom he married in October 2019.

- **B.Sc. in Business Administration**  
University of Mannheim, Germany

- 9 years of experience working with schools and has met with over 2,000 school districts in the US

- Serves as your point of contact during the RFP process
- Helps school entities solve their marketing and EdTech needs
- Shows clients new ways of addressing their competitive challenges



**Seth Cosier**  
Business Development Team Lead

Seth has lived in Michigan his entire life, growing up in Cedar Springs before moving to Detroit and then making his way to Dearborn, where he's been for the past two years. During his five years in Detroit, Seth gained a plethora of knowledge in tech and business, working in multiple tech startups (Benzinga, Sift, Trustpage) as a business development representative and even running his own audio/visual production company in the city for over a year. Now at Apptegy, Seth loves that he's able to travel all around the state to help school leaders build their districts; online presence and brand. When he's not in the office, you can find Seth spending time with his wife and two-year-old daughter, making DIY home improvements, woodworking, or brewing beer and making craft cocktails.

● **B.A. in Cognitive Science**  
University of Michigan

● 5 years experience in business development, leadership, and marketing

- Serves as your point of contact during the RFP process
- Helps school entities solve their marketing and EdTech needs
- Shows clients new ways of addressing their competitive challenges

## 1.11 Pricing Schedule

Respondents will provide pricing information on the price sheet (**Attachment A**) that will be utilized when evaluating price competitiveness.

### 1.11.1 RESERVED

### 1.11.2 Bid Pricing

Proposers have the option to provide high-volume pricing. Proposers who offer high-volume pricing may be evaluated more favorably than those who do not. Proposers should specify this discount option within their cost proposal and at what level.

### 1.11.3 Quantity Term

Vendor agrees to supply the complete quantity and products that each customer requires.

### 1.11.4 Tax Excluded from Price

(a) Sales Tax: Wayne RESA and local units of government are exempt from sales tax for direct purchases. The Proposer's prices must not include sales tax.

**Section 1.0 – Bid Responses to Scope of Work and Pricing**



(b) Federal Excise Tax: Wayne RESA may be exempt from Federal Excise Tax, or the taxes may be reimbursable, if articles purchased under any resulting Contract are used for Wayne RESA's exclusive use. Certificates showing exclusive use for the purposes of substantiating a tax-free, or tax-reimbursable sale will be sent upon request. If a sale is tax exempt or tax reimbursable under the Internal Revenue Code, the Proposer's prices must not include the Federal Excise Tax.

**Proposer Response:**  
**Include any comments regarding pricing, discounts being offered, and information on other cooperative contracts held by respondent.**

Please see our pricing for both Wayne RESA and cooperative pricing in the Attachment A - Pricing Schedule section of our proposal, located on pages 45-48

**1.12 Price Assurance**

The awarded vendor agrees to provide pricing to Wayne RESA and its participating entities that are the lowest pricing available, and the pricing shall remain so throughout the duration of the contract. The awarded vendor agrees to promptly lower the cost of any product purchased through Wayne RESA following a reduction in the manufacturer or publisher's direct cost. If respondent has existing cooperative contracts in place, Wayne RESA requests equal or better than pricing to be submitted.

**All pricing submitted to Wayne RESA shall include a 2% administrative/remittance fee to be remitted to CoPro+ by the awarded vendor. It is the awarded vendor's responsibility to keep all product listings up to date and on file with Wayne RESA/CoPro+.**

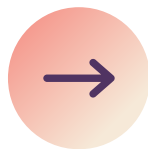
**Proposer Response:**

**Please confirm your understanding by checking Yes or No.**

Yes       No

**If "NO" was answered on any item in this RFP, please explain:**

# **Section 2.0 – Proposer Information and Acceptance**





## SECTION 2.0 – PROPOSER INFORMATION AND ACCEPTANCE

1. The undersigned declares that the bid documents, including, without limitation, any RFP Addenda and Exhibits have been read.

The undersigned is authorized, offers, and agrees to furnish the articles and/or services specified in accordance with the Specifications, Terms & Conditions of the bid documents of this RFP.

2. The undersigned has reviewed the bid documents and fully understands the requirements in this bid and that each proposer who is awarded a contract shall be, in fact, a prime contractor, not a subcontractor, and agrees that its bid, if accepted by Wayne RESA, will be the basis for the Proposer to enter into a contract with Wayne RESA in accordance with the intent of the bid documents.
3. The undersigned acknowledges receipt and acceptance of all addenda.
4. The undersigned agrees to the following terms, conditions, certifications, and requirements listed in Section 2.3:

- Contractor's Employment Eligibility
- Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
- Certification Regarding Nondiscrimination Under Federally and State Assisted Programs
- Assurance Regarding Access to Records and Financial Statements
- Iran Economic Sanctions Act
- Certificate of Independent Price Determination
- Clean Air and Water Certificate
- Certifications/Disclosure Requirements Related to Lobbying
- U.S. Department of Energy Assurance of Compliance Non-Discrimination in Federally Assisted Programs

5. The undersigned acknowledges that proposer will be in good standing in the State of Michigan, with all the necessary licenses, permits, certifications, approvals, and authorizations necessary to perform all obligations in connection with this RFP and associated bid documents.
6. It is the responsibility of each proposer to be familiar with all of the specifications, terms and conditions and, if applicable, the site conditions. By the submission of a bid, the proposer certifies that if awarded a contract they will make no claim against Wayne RESA based upon ignorance of conditions or misunderstanding of the specifications.
7. Patent indemnity: Vendors who do business with the Wayne RESA shall hold Wayne RESA, its officers, agents and employees, harmless from liability of a nature or kind, including cost and expenses, for infringement or use of any patent, copyright or other proprietary right, secret process, patented or unpatented invention, article or appliance furnished or used in connection with the contract or purchase order.

## Section 2.0 – Proposer Information and Acceptance



8. Insurance certificates are not required at the time of submission. However, if awarded, the Contractor agrees to meet the minimum insurance requirements posted in the terms and conditions. This documentation must be provided to Wayne RESA, prior to award, and shall include an insurance certificate and additional insured certificate, naming Wayne RESA, which meets the minimum insurance requirements, as stated in the terms and conditions.

## Section 2.0 – Proposer Information and Acceptance



### 2.1 Company Profile

<b>Company Profile</b>
Official Name of Proposer: Apptegy, Inc.
Street Address: 2201 Brookwood Dr., Ste 115
City: Little Rock
State: AR Zip Code: 72202
Website: <a href="http://www.apptegy.com">www.apptegy.com</a>
Primary Contact Name: Matthias Wehnert, VP of Enterprise Sales
Primary Contact Phone Number: (501) 612-4442
Primary Contact Email Address: matthias.wehnert@apptegy.com
Dun & Bradstreet (D&B) Number (if applicable): 078744244
Has your company been debarred by the Federal and/or State Government? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>If yes, has it been lifted and if so, when?</i>
Have you ever been in bankruptcy or in reorganization proceedings?  No.
Brief history of your company, including the year it was established:  Apptegy started in 2014 with the goal of enabling public school districts to build a strong brand and communicate more effectively with their audiences. In 2014, we partnered with our first three beta clients. Today, in January 2024, we’re working with over 4,000 school districts and entities, including 210 in Michigan.  These clients have partnered with us for their website, custom mobile app, and mass notification system. The reason we’ve grown from zero to working with over 25% of all school districts in the US in just 10 years is Thrillshare’s <b>ease of use</b> , coupled with the unmatched inclusive user experience for our clients' communities.

## Section 2.0 – Proposer Information and Acceptance



Company Profile	
Signature:	<i>Benjamin Berley</i>
Name and Title of Signer: Benjamin Berley, Director of Sales	
Date: January 19, 2024	

## Section 2.0 – Proposer Information and Acceptance



### 2.2 References

Provide a minimum of three (3) customer references for product and/or services of similar scope dating within the past ten (10) years. Please identify any experience relevant to the services you propose to provide through this RFP. **Failure to complete this section may result in the disqualification of your proposal.**

Entity Name: Allegan Area Educational Service Agency <a href="https://www.alleganaesa.org/">https://www.alleganaesa.org/</a>	
Contact Name: Tom Scheidel	Title: Public Information Coordinator
City: Allegan	State: Michigan
Phone Number: (269) 512-7732	Years Serviced: 1+ Years (Client since November 2022)
Description of Services: <ul style="list-style-type: none"> <li>● Thrillshare publishing platform</li> <li>● ADA-compliant website redesign</li> <li>● Custom mobile apps for iOS and Android</li> <li>● Mass notification system (text messages, voice calls, emails)</li> <li>● Content migration</li> <li>● Unlimited training and support</li> </ul>	
Annual Volume: As a standard practice, we do not disclose this information in RFP responses.	

Entity Name: Newaygo County RESA <a href="https://www.ncresa.org/">https://www.ncresa.org/</a>	
Contact Name: Blake Prewitt	Title: Superintendent
City: Fremont	State: Michigan
Phone Number: (231) 924-8867	Years Serviced: 6+ Months (Client since July 2023)
Description of Services: <ul style="list-style-type: none"> <li>● Thrillshare publishing platform</li> </ul>	

**Section 2.0 – Proposer Information and Acceptance**



<ul style="list-style-type: none"> <li>● ADA-compliant website redesign</li> <li>● Custom mobile apps for iOS and Android</li> <li>● Mass notification system (text messages, voice calls, emails)</li> <li>● Content migration</li> <li>● Unlimited training and support</li> </ul>
<p>Annual Volume: As a standard practice, we do not disclose this information in RFP responses.</p>

Entity Name: Saginaw ISD <a href="https://www.sisd.cc/">https://www.sisd.cc/</a>	
Contact Name: Coty Kuschinsky	Title: Chief of Staff & Communications Supervisor
City: Saginaw	State: Michigan
Phone Number: (989) 249-8738	Years Serviced: 3+ Years (Client since September 2020)
<p>Description of Services:</p> <ul style="list-style-type: none"> <li>● Thrillshare publishing platform</li> <li>● ADA-compliant website redesign</li> <li>● Custom mobile apps for iOS and Android</li> <li>● Mass notification system (text messages, voice calls, emails)</li> <li>● Content migration</li> <li>● Unlimited training and support</li> </ul>	
<p>Annual Volume: As a standard practice, we do not disclose this information in RFP responses.</p>	



2.3 Assurances and Certifications

CONTRACTOR’S EMPLOYMENT ELIGIBILITY

By entering the contract, Contractor warrants compliance with ARS subsection 41-4401, ARS subsection 23-214, the Federal Immigration and Nationality Act (FINA), and all other federal immigration laws and regulations. The Contractor further warrants that it is in compliance with the various state statutes of the states it will operate this contract in.

Participating Government Entities including School Districts may request verification of compliance from any Contractor or subcontractor performing work under this Contract. These Entities reserve the right to confirm compliance in accordance with applicable laws. Should the Participating Entities suspect or find that the Contractor or any of its subcontractors are not in compliance, they may pursue any and all remedies allowed by law, including, but not limited to: suspension of work, termination of the Contract for default, and suspension and/or debarment of the Contractor. All costs necessary to verify compliance are the responsibility of the Contractor.

The vendor complies and maintains compliance with FINA, ARS 41-4401 and 23-214 which requires compliance with federal immigration laws by State employers, State contractors and State subcontractors in accordance with the E-Verify Employee Eligibility Verification Program.

Contractor shall comply with governing board policy of the Wayne RESA Participating entities in which work is being performed.

Benjamin Berley, Director of Sales  
\_\_\_\_\_  
Printed Name of Respondent

*Benjamin Berley*  
\_\_\_\_\_  
Signature of Respondent

Apptegy, Inc.  
\_\_\_\_\_  
Company Name

January 19, 2024  
\_\_\_\_\_  
Date of Signature

## Section 2.0 – Proposer Information and Acceptance



### Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion

The prospective contractor certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded for from participating in this transaction by any Federal department of agency. Where the prospective contractor is unable to certify to any of the statements in this certification, such prospective contractor shall attach an explanation to this proposal.

### Certification Regarding Nondiscrimination Under Federally and State Assisted Programs

The applicant hereby agrees that it will comply with all federal and Michigan laws and regulations prohibiting discrimination and, in accordance therewith, no person, on the basis of race, color, religion, national origin or ancestry, age, sex, marital status or handicap, shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any program or activity for which it is responsible or for which it receives financial assistance from the U.S. Department of Education or the MDE.

### Assurance Regarding Access to Records and Financial Statements

The applicant hereby assures that it will provide the pass-through entity, i.e., the Wayne County Regional Educational Service Agency, and auditors with access to the records and financial statements as necessary for the pass-through entity to comply with 2 CFR, Part 200, Subpart F and Compliance Supplement for the U.S. Department of Education.

### Iran Economic Sanctions Act

The prospective contractor certifies that its organization, by submission of this proposal, is not an Iran Linked Business. Please refer to the "Iran Economic Sanction Act" Public Act 517 for clarifications or questions. Wayne RESA as a Michigan public entity is required to follow Public Act 517 of 2012.

Vendor Signature: <i>Benjamin Berley</i>
Date: January 19, 2024



Notary	
State of	Arkansas
County of	Pulaski
Sworn to and subscribed before me, a notary public in and for the above state and county, on this 19th day of January, 2024.	
Notary Public	<i>Jessica Johnston-Myers</i>
My commission expires:	5/29/25

RFP # WRESA-05-2023-2024-07

24

**Section 2.0 – Proposer Information and Acceptance**



**CERTIFICATE OF INDEPENDENT PRICE DETERMINATION**

- (A) By submission of this offer, the offeror certifies each party thereto certifies as to its own organization, that in connection with this procurement:
  - (1) The prices in this offer have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting completion, as to any matter relating to such prices with any other offeror or with any competitor;
  - (2) Unless otherwise required by law, the prices which have been quoted in this offer have not been knowingly disclosed by the offeror and will not knowingly be disclosed by the offeror prior to bid opening in the case of an advertised procurement or prior to award in the case of a negotiated procurement, directly or indirectly to any other offeror or to any competitor; and
  - (3) No attempt has been made or will be made by the offeror to induce any person or firm to submit or not to submit an offer for the purpose of restricting competition.
  
- (B) Each person signing this offer on behalf of the manufacturer or processor certifies that:
  - (1) He or she is the person in the offeror’s organization responsible within the organization for the decision as to the prices being offered herein and has not participated, and will not participate, in any action contrary to (A)(1) through (A)(3) above; or
  - (2) He or she is not the person in other offeror’s organization responsible within the organization for the decision as to the prices being offered herein, but that he or she has been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated and will not participate, in any action contrary to (A)(1) through (A)(3) above, and as their agent does hereby so certify; and he or she has not participated, and will not participate, in any action contrary to (A)(1) through (A)(3) above.

To the best of my knowledge, this manufacturer or processor, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last three years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding on any public contract, except as follows:

Benjamin Berley, Director of Sales  
Company’s Authorized Representative / Position Title

*Benjamin Berley*  
Signature of Company Representation

Apptegy, Inc.  
Company Name

January 19, 2024  
Date of Signature



### CERTIFICATIONS/DISCLOSURE REQUIREMENTS RELATED TO LOBBYING

Section 319 of Public Law 101-121 (31 U.S.C.), signed into law on October 23, 1989, and imposes new prohibitions and requirements for disclosure and certification related to lobbying on recipients of Federal contracts, grants, cooperative agreements, and loans. Certain provisions of the law also apply to Federal commitments for loan guarantees and insurance; however, it provides exemptions for Indian tribes and tribal organizations.

Effective December 23, 1989, current and prospective recipients (and their subtier contractors and/or subgrantees) will be prohibited from using Federal funds, other than profits from a Federal contract, for lobbying Congress and any Federal agency in connection with the award of a particular contract, grant, cooperative agreement, or loan. In addition, for each award action in excess of \$100,000 (or \$150,000 for loans) on or after December 23, 1989, the law requires recipients and their subtier contractors and/or subgrantees to: (1) certify that they have neither used nor will use any appropriated funds for payment to lobbyists; (2) disclose the name, address, payment details, and purpose of any agreements with lobbyists whom recipients or their subtier contractors or subgrantees will pay with profits or non-appropriated funds on or after December 23, 1989; and (3) file quarterly updates about the use of lobbyists if material changes occur in their use. The law establishes civil penalties for noncompliance. If you are a current recipient of funding or have an application, proposal, or bid pending as of December 23, 1989, the law will have the following immediate consequences for you:

You are prohibited from using appropriated funds (other than profits from Federal contracts) on or after December 23, 1989, for lobbying Congress and any Federal agency in connection with a particular contract, grant, cooperative agreement or loan; You are required to execute the attached certification at the time of submission of an application or before any action in excess of \$100,000 is awarded; and You will be required to complete the lobbying disclosure form if the disclosure requirements apply to you.

Regulations implementing Section 319 of Public Law 101-121 have been published an Interim Final Rule by the Office of Management and Budget as Part III of the February 26, 1990, Federal Register (pages 6736-6746).

**Section 2.0 – Proposer Information and Acceptance**



**CERTIFICATION REGARDING LOBBYING CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS**

**The undersigned certifies, to the best of his or her knowledge and belief, that:**

No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of a Federal contract, the making of any Federal grant, the making of a Federal loan, the entering into a cooperative agreement, and the extension, continuation, renewal, amendment, or modification of a Federal contract, grant, loan, or cooperative agreement;

If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions;

The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Benjamin Berley, Director of Sales  
Company’s Authorized Representative / Position Title

*Benjamin Berley*  
Signature of Company Representation

Apptegy, Inc.  
Company Name

January 19, 2024  
Date of Signature

# The Evolution of Apptegy

Apptegy started in 2014 with the goal of enabling public school districts to build a strong brand and communicate more effectively with their audiences. In 2014, we partnered with our first three beta clients. Today, in January 2024, we're working with over 4,000 school districts and entities, including 206 in Michigan.

These clients have partnered with us for their website, custom mobile app, and mass notification system. The reason we've grown from zero to working with over 25% of all school districts in the US in nine years is Thrillshare's **ease of use**, coupled with the unmatched inclusive user experience for our clients' communities.

## Our Product

**Every one of our 4,000+ clients uses the same product: Thrillshare.** Thrillshare is the first publishing platform built specifically for public school districts and entities. It empowers our clients to share information, build community, and engage their audiences. Thrillshare powers our clients' **websites, mobile apps, social media, and mass notification systems.**

## General Information

**Years in Business** | 10

**Number of Employees** | 400+

**Headquarters** | Little Rock, AR

**Offices** | Dallas, TX

Monterrey, MX

Guadalajara, MX



# What Makes Us Different

## 1 Thrillshare’s Ease of Use

With our publishing platform, Thrillshare, you don’t need any programming knowledge to update your website, app, or mass notification system. Now, you can promote your success stories across all communication channels right from your smartphone.

**4,000+**

**Public School Districts  
& Entities Partnering  
with Apptegy**

## 2 The User Experience for Your Community

Wherever your community engages with you online, they’ll be able to do so with ease. No more pinching and pulling to view your website on a smartphone or being redirected somewhere else within your mobile app.

**0 Acquisitions**

**100% of Thrillshare Built  
In-House**

## 3 Your Experience Working With Us

From the beginning, Apptegy set out to be more than a software provider. We strive to be a true partner and resource for our clients. That commitment and our personal, fast, and easy support has earned Apptegy an unheard of 99% client retention rate.

**99%**

**Client Retention Rate**

## Thought Leader in School District Marketing

Apptegy is the publisher of the magazine SchoolCEO.

First published in 2018, this is the **only magazine focused on marketing in K-12 public education**. SchoolCEO is issued quarterly with a circulation of over 20,000 superintendent and school leaders.

This publication allows us to do **extensive research in public education** while interviewing reputable thought leaders, associations, school district leaders, and clients. Visit [schoolceo.com](https://schoolceo.com) to learn more about the research we've conducted and interviews with thought leaders in the K-12 space.

### Other Awards

- Forbes Magazine's 2020 & 2021 Top 500 Startup Employers
- Zippia's Best Startup to Work for in Little Rock (2020, 2019)
- Inc. 5000 Fastest Growing Private Companies (2021)
- Inc.'s Best Workplaces (2022)



Conducted the **largest study** on how millennial teachers chose where to work and how school districts are marketing to them



We conducted a country-wide study on the importance of who tells your district's stories.



# **Attachment A – Pricing Schedule**





**Attachment A – Pricing Schedule**

1. The Proposer must provide pricing for the deliverables stated in this RFP using the table below. You may add additional rows as needed. **Failure to complete the pricing schedule may result in the disqualification of your proposal.**
2. Price proposals must include all costs, including but not limited to, any one-time or set-up charges, fees, travel, maintenance, and potential costs that the vendor may charge (e.g., shipping and handling, per piece pricing, and palletizing).

Item	Deliverable	Price
1	Website design and content migration	\$9,500 (one-time cost for WRESA’s website & app development)  +\$20,000 (optional one-time cost added to development - custom website design as presented in the proposal for WRESA)
2	Training and end-user support	Included in cost
3	Ongoing Maintenance	Included in cost
4	Hosting/License Fees	\$14,500/year (annual cost for hosting WRESA’s website & app)
5	Add-on Services	\$3,500/year (optional - annual cost for Engage Newsletter Management tool for WRESA)  Optional Alerts mass notification system - Price for WRESA depends on number of recipients

Signature: Benjamin Berley

Title: Director of Sales

Print Name: Benjamin Berley

Date: January 19, 2024

# WRESA Website Pricing

Our pricing structure is really simple—we only charge for two components: implementation and annual cost, as outlined below. This pricing includes all deliverables in this proposal.

**One-Time Up Front** **\$9,500**

**Website & Mobile App Development**  
iOS & Android apps + new website for WRESA

**Data Migration**  
**Unlimited** pages, documents, etc.

**Initial Training**  
**Unlimited** number of training sessions

**Custom Design (Optional)** **+\$20,000**  
Custom design for WRESA website as presented in proposal

**Optional add-ons**

**Alerts Annual** pricing depends on number of recipients

**Alert & Notification System**  
**Unlimited** texts, voice calls, & emails

**SIS Integration**  
**Unlimited** SIS and call list updates

*This will replace your current mass notification system.*

**Annual** **\$14,500**

**Thrillshare Publishing Platform**  
Publishing Platform (desktop & mobile)

**Website Design & Hosting**  
Includes 1 free re-design per contract year

**Support, Maintenance & Training**  
**Unlimited** users, support requests, training sessions, etc.

**Engage Annual** **\$3,500**

**Newsletter Management: Engage**  
**Unlimited** number of newsletters, emails and contacts

# Cooperative Contract Pricing

Catalog pricing is consistent with [apptegy.com/tips](https://apptegy.com/tips) and [apptegy.com/tips-rooms/](https://apptegy.com/tips-rooms/) - discounts possible if not all services are used. 5% discount on one-time development cost for districts purchasing through Wayne RESA.

# Platform Overview



# Introduction

It's easy to think that a beautiful and on-brand design makes a good website, but a great online presence goes way beyond design. In fact, if you want an effective communication tool, you'll need:

- A **great user experience** on the frontend so your constituents will come back for more
- An **intuitive system** on the backend so your team will actually use it

In the following pages, we will cover the basics, starting with your **website's design** (pages 51-58).

Then, we'll walk you through the most overlooked portion of online communication, a **mobile strategy** (pages 59-62).

Most importantly, we will explain how our **Thrillshare platform** will make it easy for you to use these channels effectively every single day (pages 63-124).

We'll also give you an in-depth overview of our **integrated mass notification system, Alerts** (pages 82-95).

Next, we'll cover how you can **email newsletters to all of your constituents with Engage** (pages 110-114).

For our school district clients, because we know communication begins in the classroom, we will go over our **two-way communication system, Rooms**, that's also housed within Thrillshare (pages 115-123).

Finally, we will cover the technical details like **accessibility** and **translations**, which are crucial to ensure you are reaching everyone in your community (pages 125-132).

# Website Design

## Customized Design

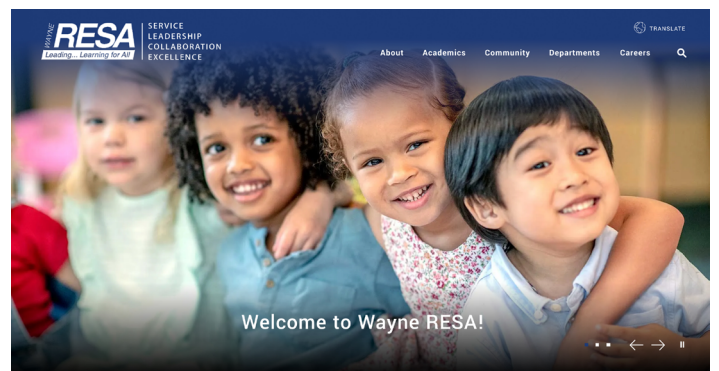
We will work with you to understand, define, and enhance the Wayne RESA brand. All of your websites will follow common styling to build an overarching RESA brand. Within your common branding, each additional website (if any) can be customized, for example, by using the department's specific colors, logos, etc. For example, for our school district clients, each of their schools can have their own branded websites. While we come up with a number of initial ideas, the design process is a creative back and forth between your team and ours.



#1E3A77



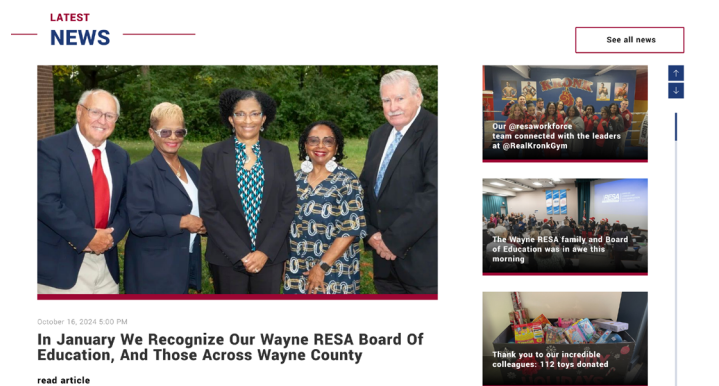
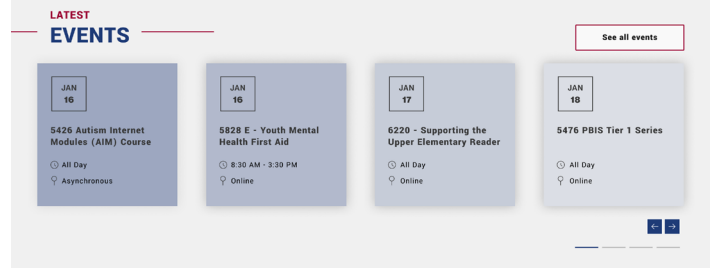
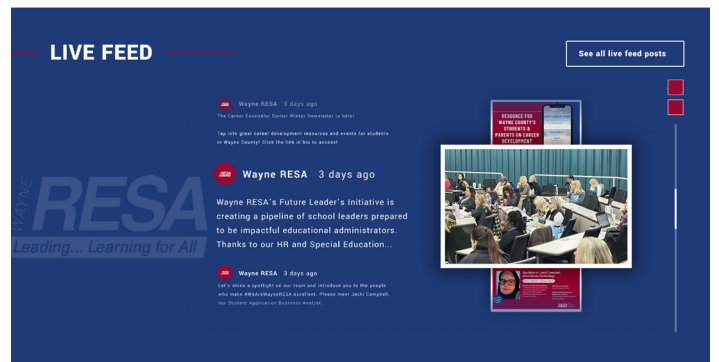
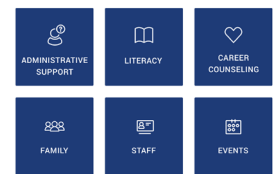
#9B0633



### A WORD FROM DR. DAVEDA J. COLBERT



Dr. Daveda J. Colbert continues to be deliberate in her efforts to transform the agency's vision of "Leading... Learning for All" by challenging, encouraging, and engaging thinking about what it means to be an organization that values diversity, belonging, inclusion, and equity. Her leadership continues to be influential, innovative, and impactful as Michigan continues to recover from the pandemic.



# Design Examples

Make your website stand out by offering a great user experience. User experience is crucial for making a great first impression—and for making sure people come back for more.

We follow modern design best practices to offer a clean and beautiful experience to your audiences.

## Socorro ISD | Texas

Visit the link below to view this site!

**News**

- Gifted and Talented student discovers his creative side at O'Shea Keleher Whole Child Academy
- Texas Tech principal fellowship prepares SISD teachers for schools' top job
- Happy National Physical Therapy Month! Thank you to #TeamSISD.
- SISD high schools plan for 2023-24 homecoming celebrations
- SISD Class of 2023 graduates celebrate summer commencement
- #TeamSISD students did an incredible job of GREAT4EV.

**Live Feed**

**Featured Video**

**Featured Photo**

**Events**

OCT 2 Fall Intersession OCT 2 - OCT 19 ALL DAY	OCT 16 Staff Development OCT 16 - ALL DAY	OCT 17 First Day of 2nd 9-Weeks OCT 17 - ALL DAY	OCT 31 Halloween OCT 31 - 6:00 PM - 8:00 PM	NOV 10 Veteran's Day/District Closure NOV 10 - ALL DAY
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**Student Spotlight**

Sienna Nuno  
Eastlake High School

**Free College Classes**

**Good to Know**

- Board of Trustees
- Superintendent
- Student Calendar
- Online Meal Application
- Food, Waste, and Abuse Hotline
- Bond 2017
- Student Transfers

**Popular Links**

- Doing Business with SISD
- United 4 SISD
- Street Search - Find My School
- Report Bullying
- SISD E-News
- MySISD
- Technical Support

sisd.net



# Sioux Falls School District | South Dakota

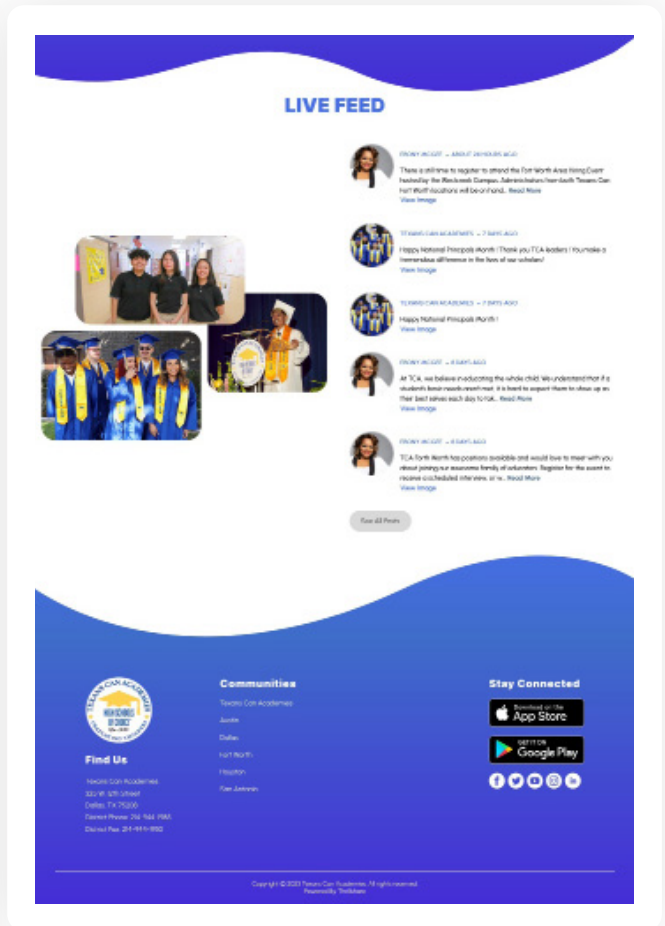
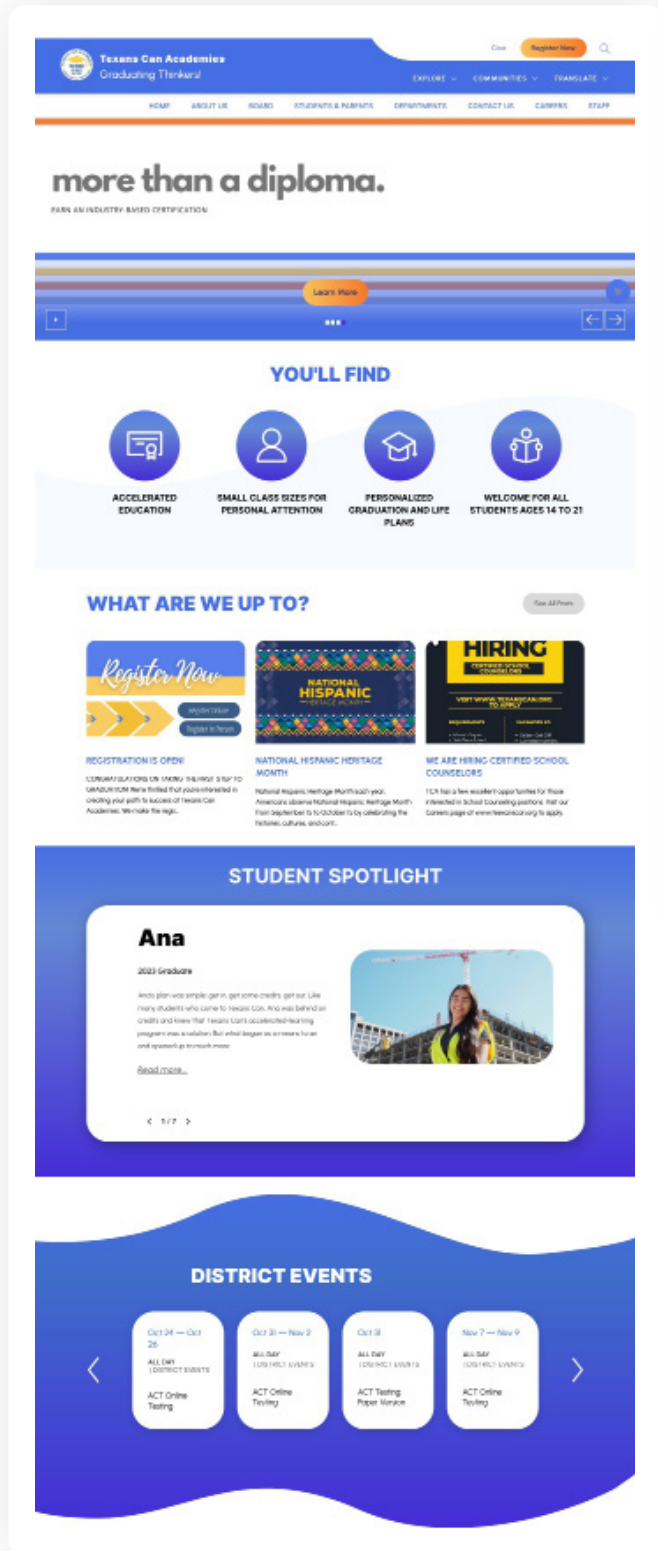
Visit the link below to view this site!

[sf.k12.sd.us](https://sf.k12.sd.us)



# Texans Can Academies | Texas

Visit the link below to view this site!



[texanscan.org](https://texanscan.org)



## Design Process

Traditionally, website design follows a waterfall method, in which you talk through a design, you build the website, and then you're done. We know in order to get your ideal result, we need the iterative process that a collaborative back-and-forth provides. That's why we built our entire design process around many small, agile improvements and changes.

### Kickoff

This is the first meeting where we start the design and development process and formally introduce your team to ours.

### Discovery/Feedback

We are looking to better understand your strategic goals for your new website, which are typically uncovered in a collaborative, back-and-forth meeting.

### Design Iteration

Taking the results from the discovery, we then put together several design/structure ideas and discuss those with you.

### Development

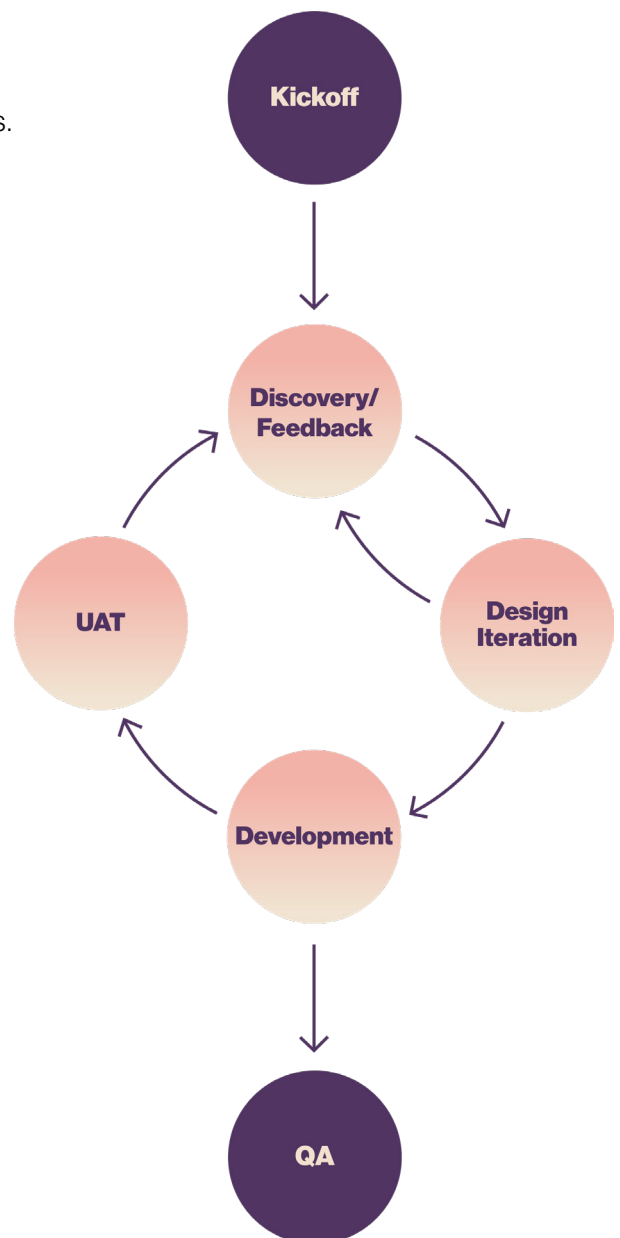
Instead of just having a static wireframe, we often go ahead and build out certain pieces so that you can actually try out the new design.

### UAT

Formally "User Acceptance Testing," in this step we ask you to discuss and try the current version of designs so that from here we can start a new cycle of discovering your goals and improving what we have.

### QA

Before you launch anything new (whether the initial new site or later improvements) to the public, we will go through quality assurance testing to ensure everything works.



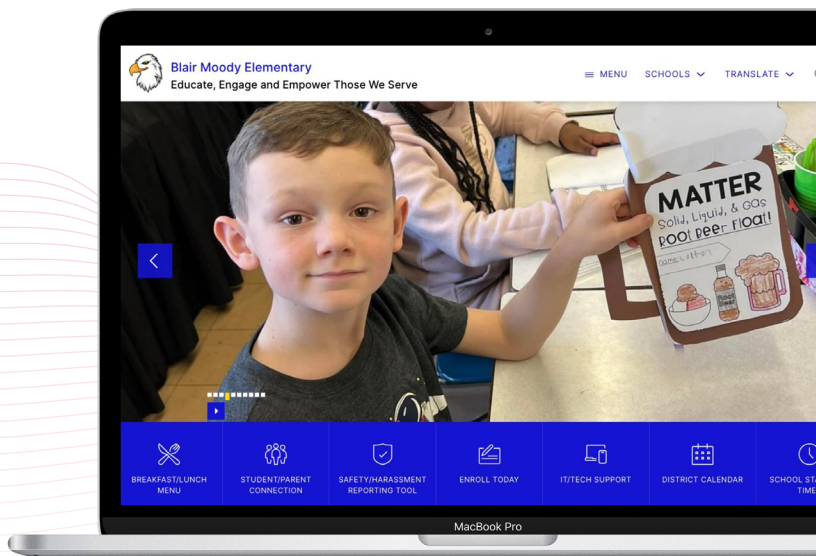
## School Sites *(For school districts clients)*

We will work together to create individual sites for each of a district's schools. These sites can be managed and updated independently.

We follow the same principles in designing the layout for these school sites as we do for the district website. The design of the school site will reflect the district's overall brand while allowing each site to have its individual branding. Each school site will have a similar layout so the experience is consistent for families across the district. Each school site and its content would also be reflected in the mobile app.

Within each school site, content can be created and managed separately, such as news articles, calendar entries, and every single other page on the site.

Visit [taylorschools.net](https://taylorschools.net) as an example!



## Responsiveness

Having a responsive website is a **must** since there are so many different ways to access it. It has to look good whether it's on a desktop or a smartphone. Since smartphones are the number one way parents will access your site, we build your website to be fully responsive, meaning you won't have to recreate content to make it accessible on smartphones.



## Navigation

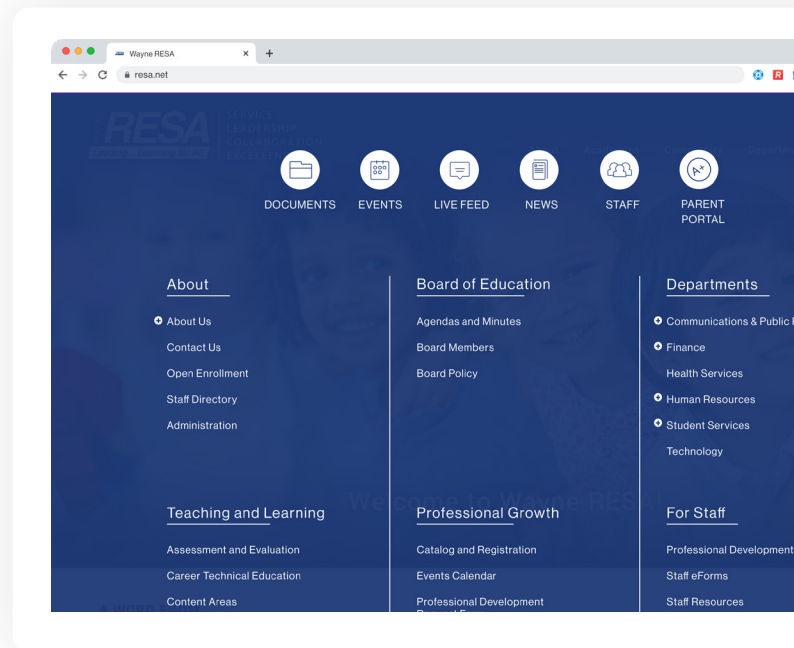
If you want people coming back for more information, it's crucial to make it easy for your audience to find the information they're looking for. While we can work with a traditional "across-the-top" navigation, we have found that a big, full screen menu offers the cleanest and easiest experience on any device.

## Redesign & changing brand standards

We want your website to always stay fresh, which is why we include a free redesign with each year of our partnership. This also means we can be flexible whenever your branding evolves over time.

## Hosting

We host all of our services, including your website, on Amazon Web Services (AWS), leveraging their network and data centers to scale and provide rapid access to all of our services. AWS is the largest cloud hosting provider in the world, and their security is well publicized, approved, and used by sensitive agencies within the US government (e.g., the Department of Defense and Central Intelligence Agency), as well as the military, global banks, and Fortune 500 companies. As part of your relationship with Apptegy, storage and bandwidth are unlimited.



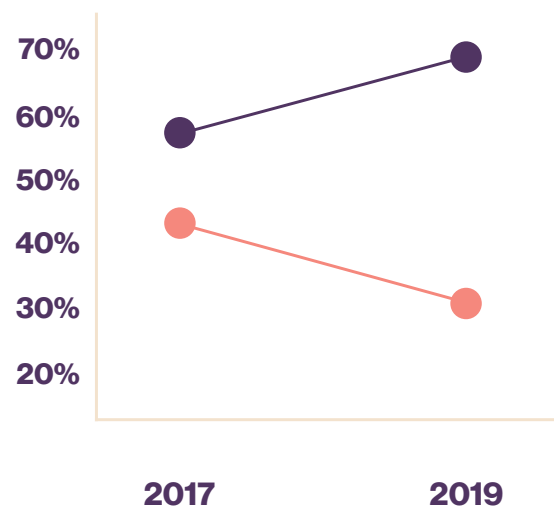
# Mobile Strategy

Most entities go wrong by thinking that just getting a new website is enough to connect with families and their community. The problem is, people spend the majority of their time online in mobile apps, not their browsers.

If you just need a depository of information, a simple website will be the way to go. In fact, there are many free websites you can use to accomplish this goal. In most cases, school districts have other reasons to upgrade their websites: to make a better impression, provide a good user experience, and attract students, teachers, and attention.

To reach that goal, you have to meet people where they spend their time online. That's why we help you **build a mobile strategy.**

## Share of Time Spent on Mobile Apps vs. Websites\*



- Share of Time Spent on Mobile Apps
- Share of Time Spent on Websites (desktop & mobile combined)

\*Source: Comscore MMX® Multi Platform & Mobile Metrix Web & App, Total Minutes, June 2017 & 2019, U.S.

# Keys to a Mobile Strategy

## Custom Design

Designed in consultation with you so your app best reflects your specific brand.



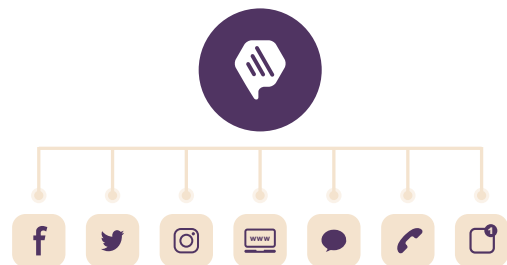
## Fully Native-Built

Fully native for iOS and Android so your community has a great user experience no matter what phone they're using.



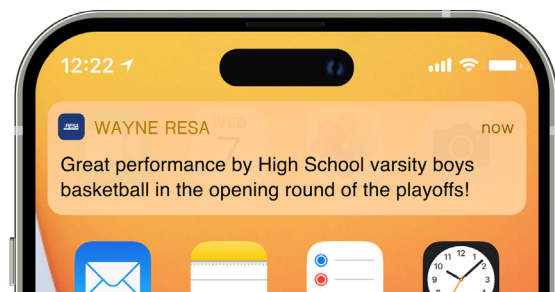
## Powered by Thrillshare

Thrillshare updates your website, mobile app, social media, and mass notification system all from one source at one time. That way, your content will stay up-to-date without adding any extra work.



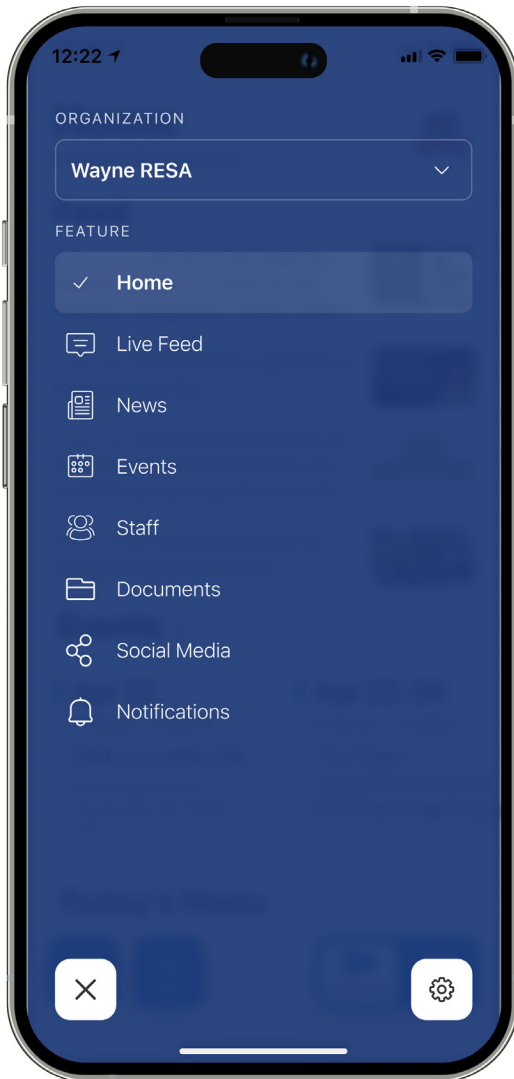
## Push Notifications

Send push notifications to subscriber groups to drive your community back to the app.



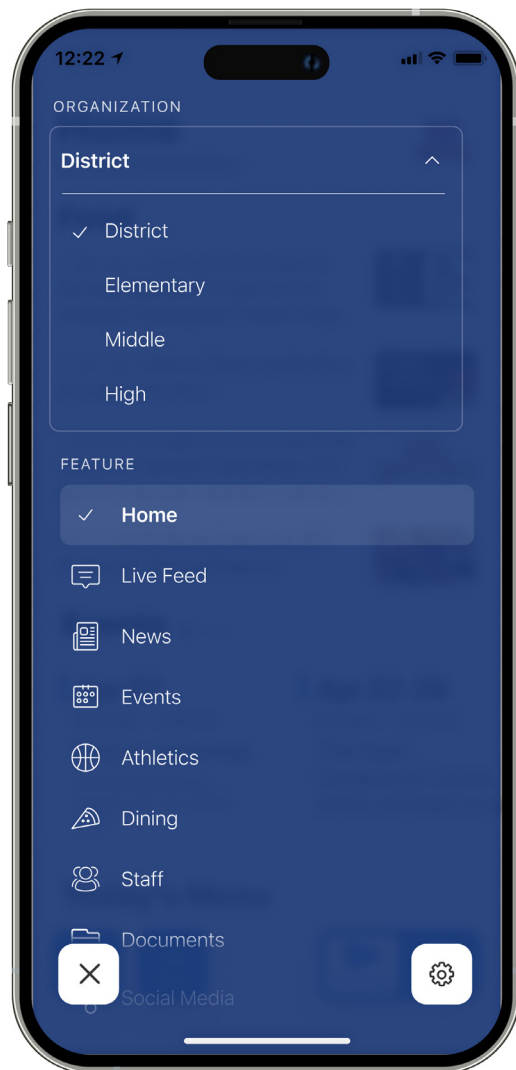
### The Info People Want

Provide easy access to the content and information your parents want most.



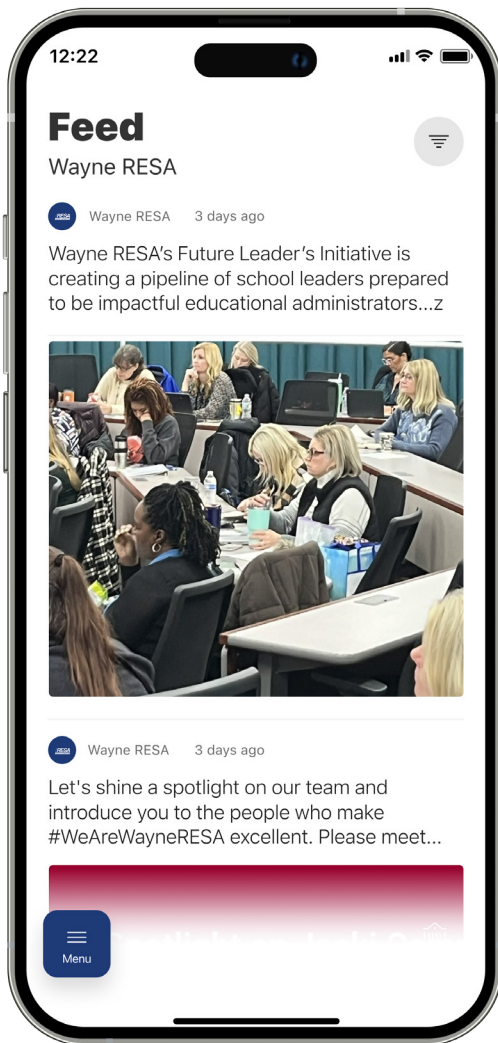
### School Sections *(For K12 school districts)*

Enable users to view content for a specific school and even set a default school.



### Live Feed

Promote Wayne RESA's identity to your community by sharing all of the amazing things going on at your RESA natively on the app.



### Translation

Syncs with a phone's language settings so the app automatically translates to the user's preferred language. This way, no one will have to dig for a language setting.



# Thrillshare Publishing Platform

In the past, school district entities had to hire a web developer to maintain great design and content. In today’s world, however, there’s too much going on across your RESA for you to have to worry about recoding the website for every new webpage or any new content.

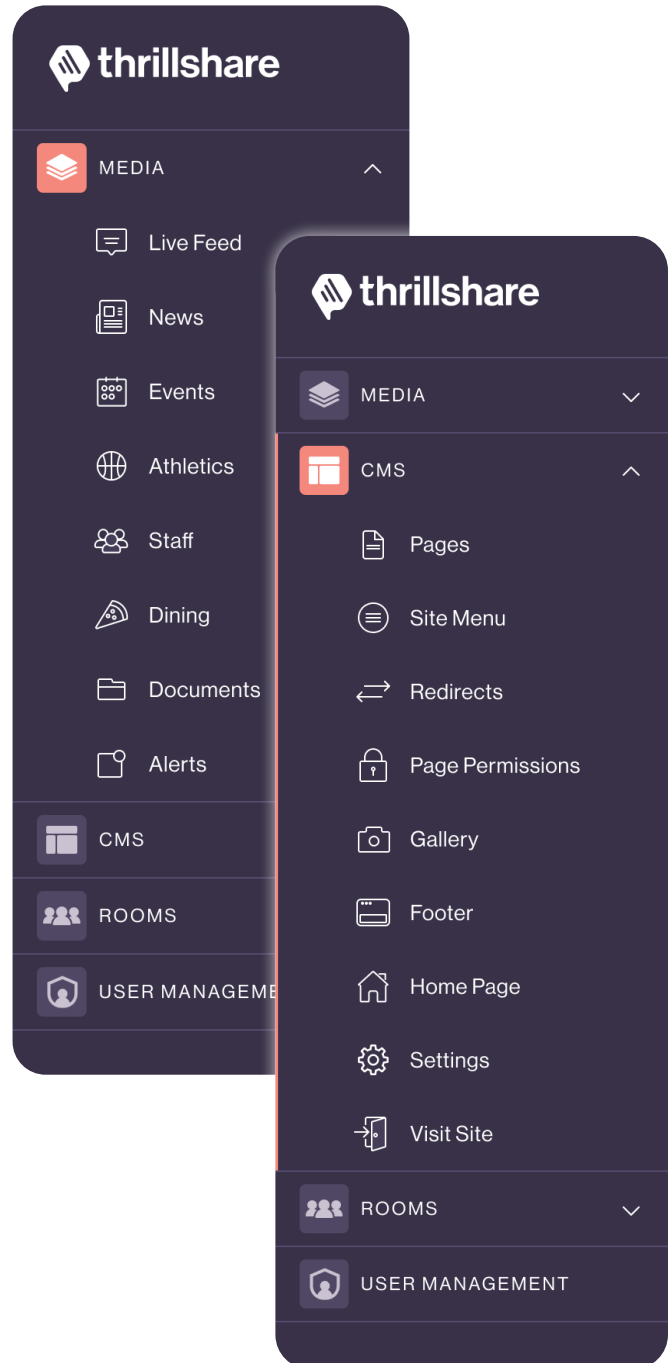
That’s why we built **thrillshare**: the first publishing platform for school districts and K12 entities. Thrillshare requires zero technological knowledge to use effectively while still giving your experienced staff the opportunity to make advanced edits.

Thrillshare can be broken down into two different types of communications:

**Media** is the easiest way to manage ~90% of your day-to-day updates.

**CMS** controls all of your static pages that are just as important but don’t get updated as frequently.

Read on to learn more about why over 4,000 clients have chosen this new and improved way of managing their online presence.



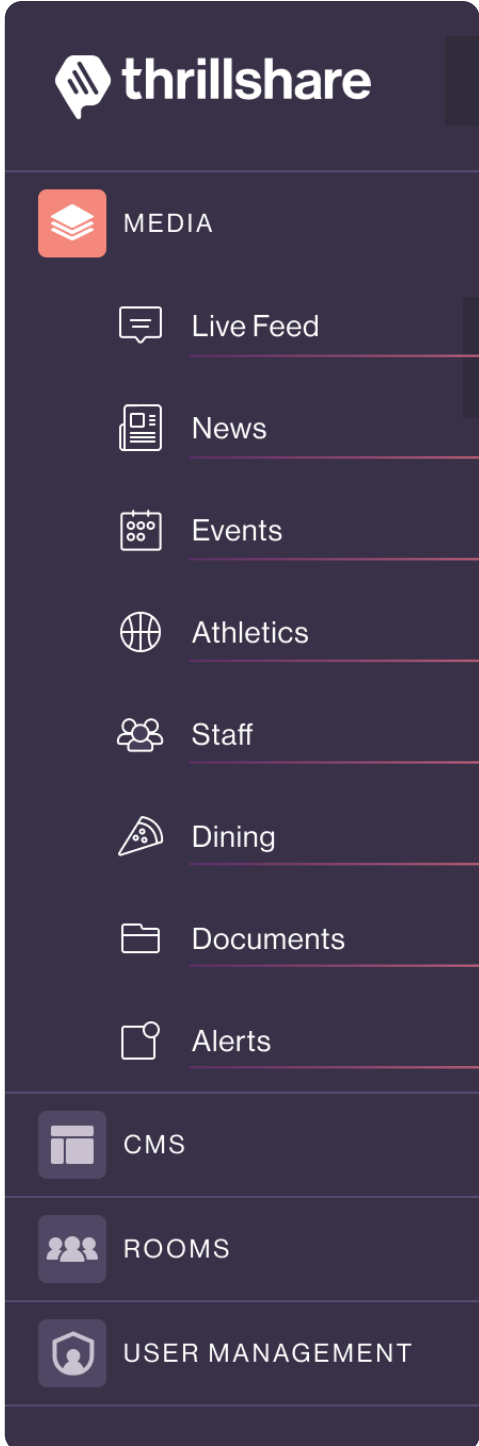
## Media













Websites typically need hundreds of pages of content. Yet, when you look at how parents and staff interact with you online, the vast majority of their visits aim to find the few sections of dynamic content that get updated frequently (think about the calendar, documents, news, and announcements).

Since Thrillshare was specifically designed for school entities, you will find individual content sections for all of these areas. This way, you can assign specific staff members to their specific responsibilities. Moreover, each section is built for a single purpose and provides ideal functionality while being easy to use.

And—because we know that Americans actually use websites less and less—all of these sections not only update your website, but they also reach your audience via social media, your mass notification system, and right on their smartphones through your mobile app.

**See the following section for a detailed overview.**



thrillshare	
	MEDIA
	Live Feed <span>pages 65-69</span>
	News <span>pages 70-71</span>
	Events <span>pages 72-73</span>
	Athletics <span>pages 74-75</span>
	Staff <span>pages 76-77</span>
	Dining <span>pages 78-79</span>
	Documents <span>pages 80-81</span>
	Alerts <span>pages 82-95</span>
	CMS
	ROOMS
	USER MANAGEMENT

## Live Feed

What's the most important content you share? The updates about your RESA and the good things that happen there every day. The Live Feed is your RESA's own social media-like feed that lives natively on your website and app. Gone are the days of clunky social media website embeds.

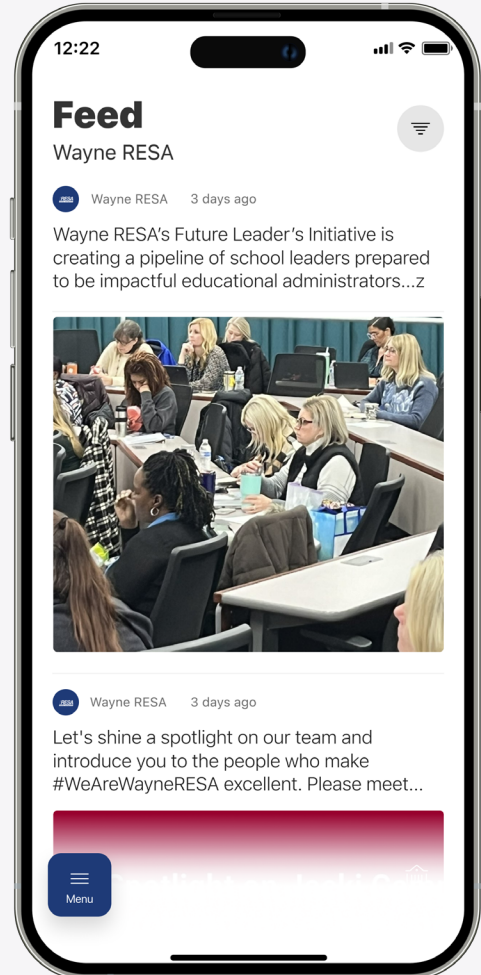


### The frontend:

#### Your website



#### Your mobile app

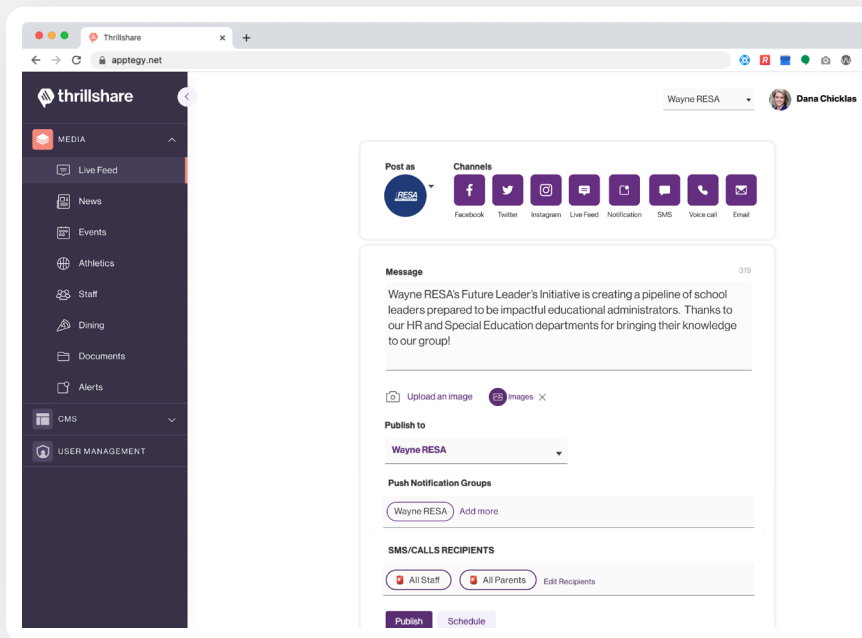


## Live Feed

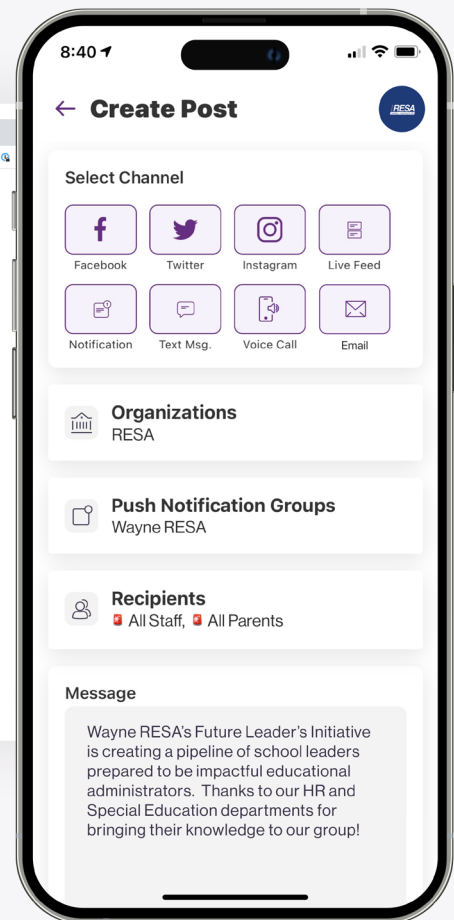
The best part? The Live Feed not only updates your website and app but also sends the same message via Facebook, Twitter, Instagram, text message, and phone call—all at the same time.

### The backend:

#### Thrillshare on desktop



#### Thrillshare on mobile



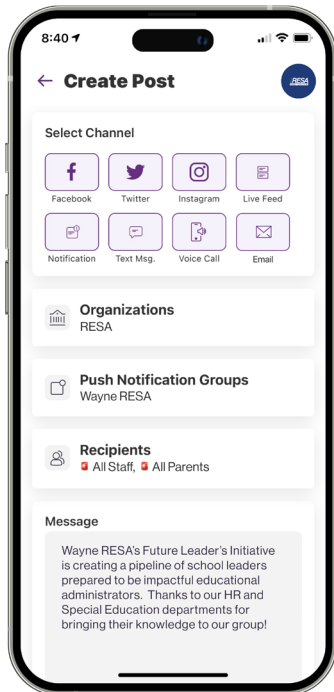
# Live Feed

## Consistency

With your community spread out across so many different communication channels, sharing your messages consistently has never been more important. Yet, such consistency typically leads to redoing the same work several times, all while having to double and triple check the already-typed posts.

With the Live Feed, you can now build a consistent online brand without all the hassle.

## Website

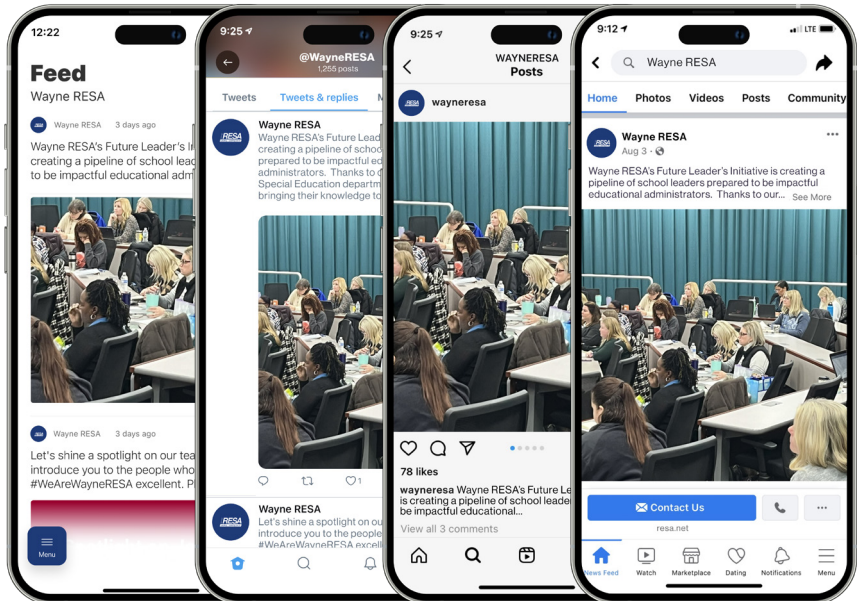


## Mobile App

## Twitter

## Instagram

## Facebook



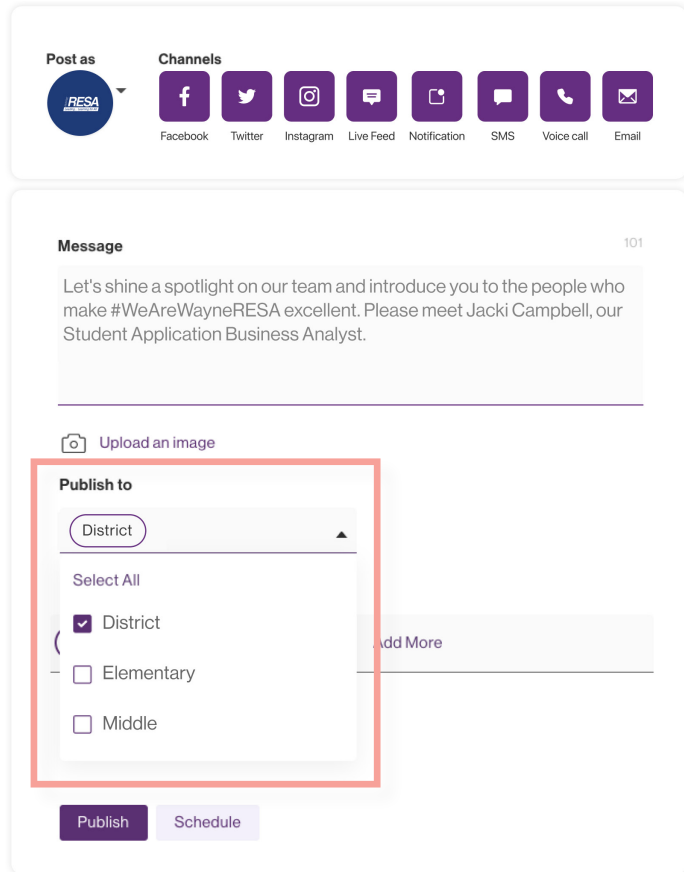
## Live Feed

### Global Posting *(For K12 school districts)*

The majority of our school district clients have multiple schools that have various departments and offices, meaning they have multiple communication channels to update (several social pages for each school, all the websites, etc.). That makes it impossible to keep the message consistent across all outlets, especially when you need to involve dozens of people to make updates.

Thrillshare's Global Posting allows certain users to publish a message to every district and school website, mobile app section, Facebook, Twitter, and Instagram account, and push notification group at once. Or, they could choose to just update a single school's channels.

This means an important message like enrollment information or an emergency will be consistent, no matter where your parents see the district or schools online,



The screenshot shows the Thrillshare publishing interface. At the top, there is a 'Post as' section with a RESA profile picture and a 'Channels' section with icons for Facebook, Twitter, Instagram, Live Feed, Notification, SMS, Voice call, and Email. Below this is a 'Message' input area with a character count of 101. The message text reads: "Let's shine a spotlight on our team and introduce you to the people who make #WeAreWayneRESA excellent. Please meet Jacki Campbell, our Student Application Business Analyst." Below the message is an 'Upload an image' button. A red box highlights the 'Publish to' dropdown menu, which is currently set to 'District'. The dropdown menu shows 'Select All' and three options: 'District' (checked), 'Elementary', and 'Middle'. There is an 'Add More' button to the right of the dropdown. At the bottom of the interface are 'Publish' and 'Schedule' buttons.

**Select the specific schools or all organizations in the district to update**

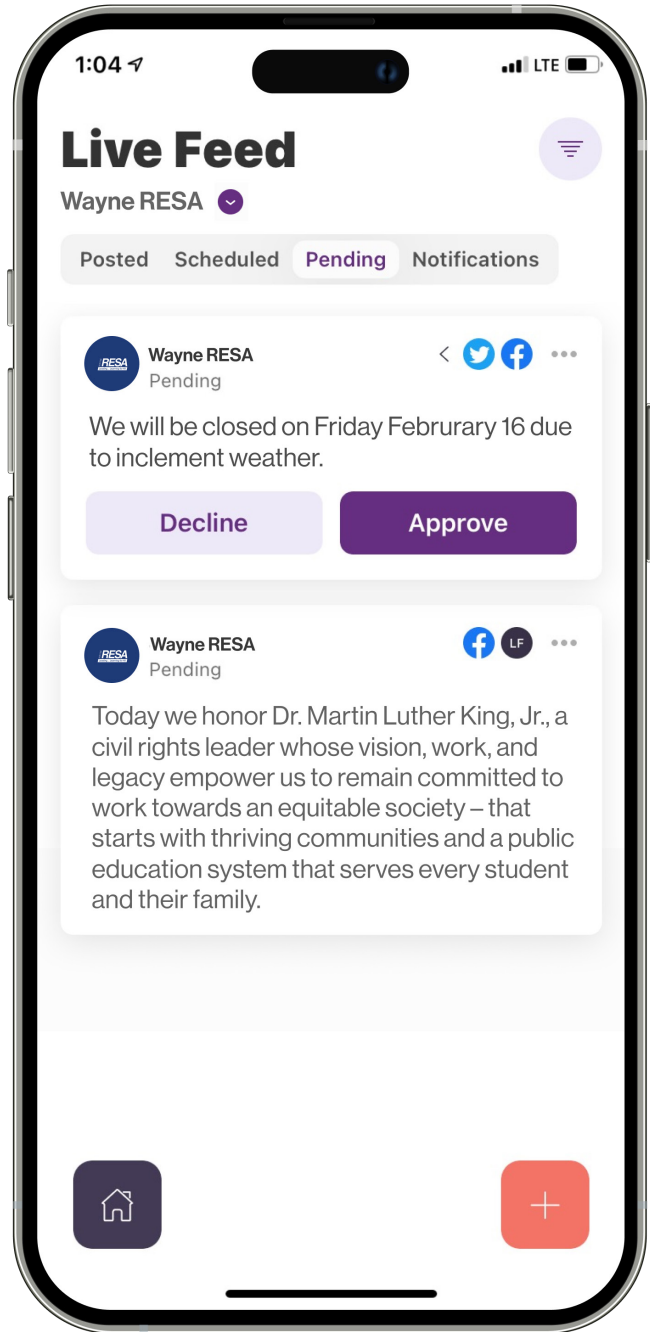
## Live Feed

### Approval Workflow

Most of our clients tell us at the onset of our partnership that sharing the great things going on with them usually falls on a handful of people with a million things on their plates. Because you can't hire a team of people just to update content, it's best to leverage the people who are closest to the stories in your RESA — directors, consultants, and more — by enabling them to share.

But just because you give access doesn't mean you give up control. Establishing moderators ensures only content reflecting your identity gets out to your community.

This means the RESA can help promote Wayne RESA while ensuring consistency in your messaging and identity.



# News

While the Live Feed is perfect to capture attention with social media-like updates, the News section allows you to publish press releases, blog posts, and other long-form announcements.

## The frontend:

### Your website

The website screenshot displays a clean, modern interface. At the top, there's a header with the Wayne RESA logo and a date indicator. Below this, the 'LATEST EVENTS' section features a grid of four event cards, each with a date, title, and time. A 'See all events' button is positioned to the right. The 'LATEST NEWS' section follows, with a large featured article titled 'In January We Recognize Our Wayne RESA Board Of Education, And Those Across Wayne County'. This article includes a group photo of the board members and a 'read article' link. To the right of the main article are three smaller news snippets with thumbnail images. At the bottom, a navigation bar contains sections for 'GOOD TO KNOW', 'POPULAR LINKS', and 'STAY CONNECTED', which includes links to Google Play and the App Store, and social media icons.

### Your mobile app

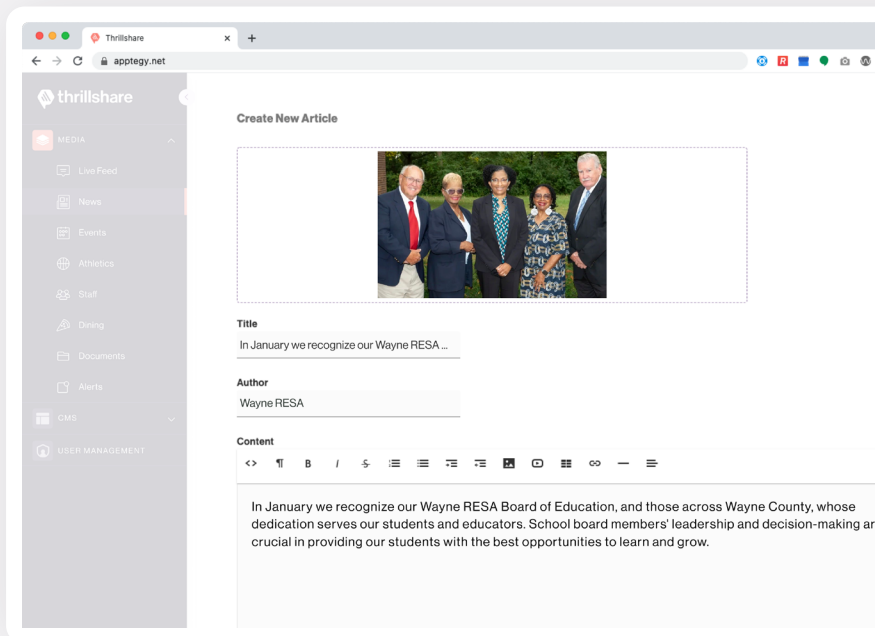
The mobile app screenshot shows a news article displayed on a smartphone. The top of the screen shows the time (11:07) and signal strength. The article features a large group photo of the Wayne RESA Board of Education members. Below the photo, the text reads: 'Wayne RESA about 3 days ago' followed by the headline 'In January we recognize our Wayne RESA Board of Education, and those across Wayne County'. The main body of the article states: 'In January we recognize our Wayne RESA Board of Education, and those across Wayne County, whose dedication serves our students and educators. School board members' leadership and decision-making are crucial in providing our students with the best opportunities to learn and grow.' The bottom of the screen has a blue back arrow and a share icon.

## News

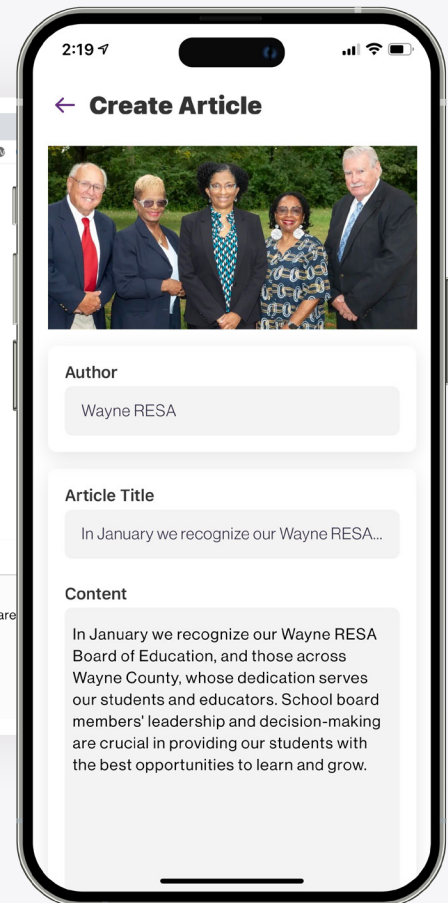
Updating the News section is as simple as drag-and-dropping your thumbnail, picking a title, and writing your announcement. The WYSIWYG editor works the same as Google Docs and Microsoft Word, making it easy for anyone to post an update. In addition, your more experienced users can also switch to an HTML editor to ensure flexibility.

### The backend:

#### Thrillshare on desktop



#### Thrillshare on mobile

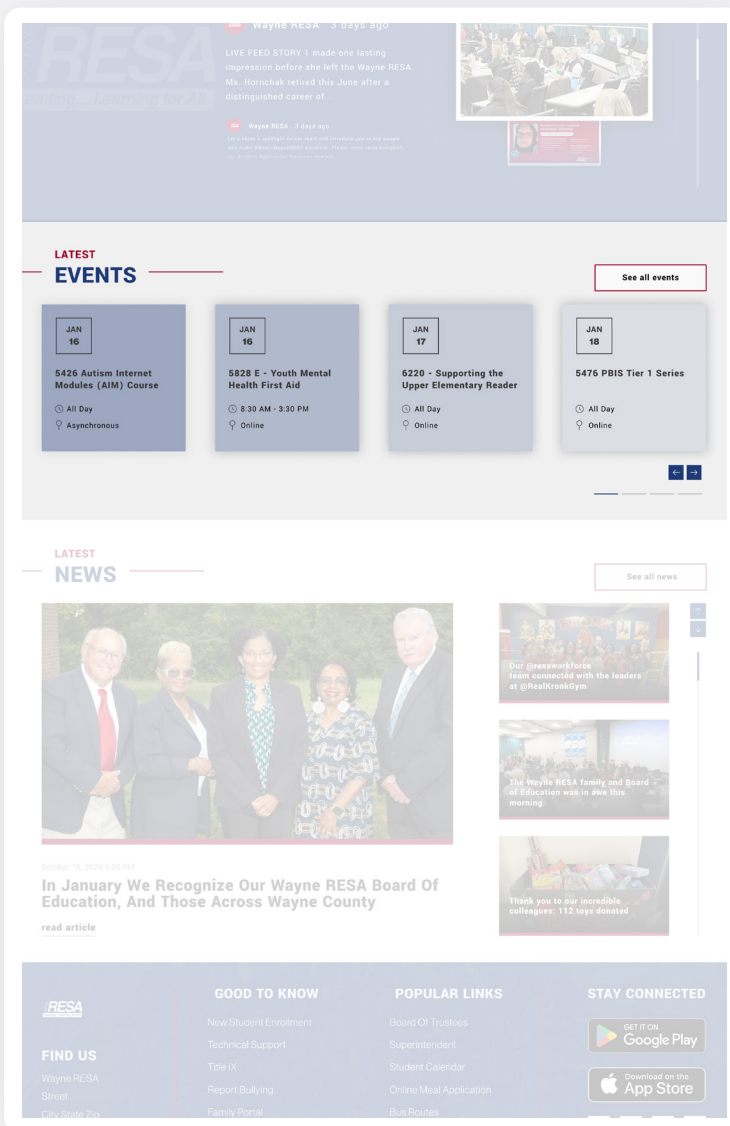


# Events

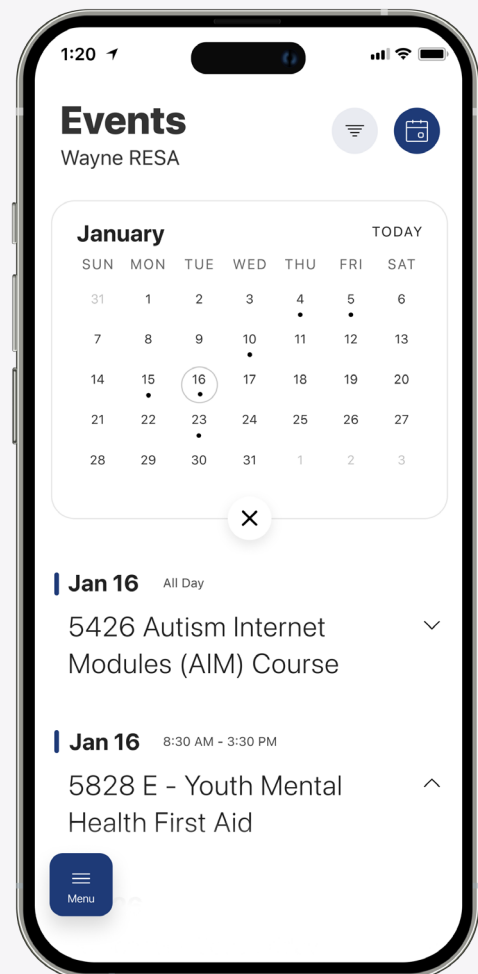
Keep your community up to date with the dynamic Events calendar. Your community can filter the calendar, add events to their personal calendars, and even get directions on your app.

## The frontend:

### Your website



### Your mobile app

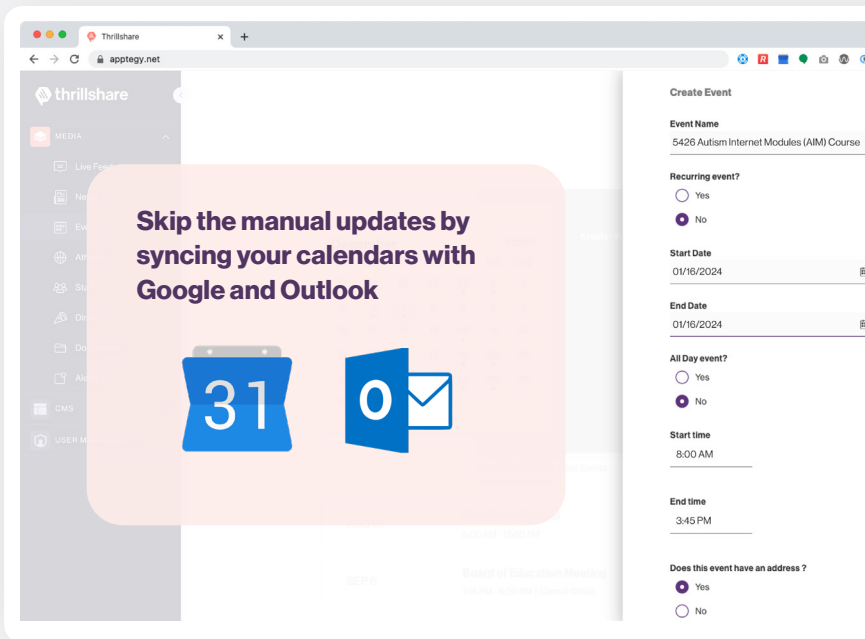


## Events

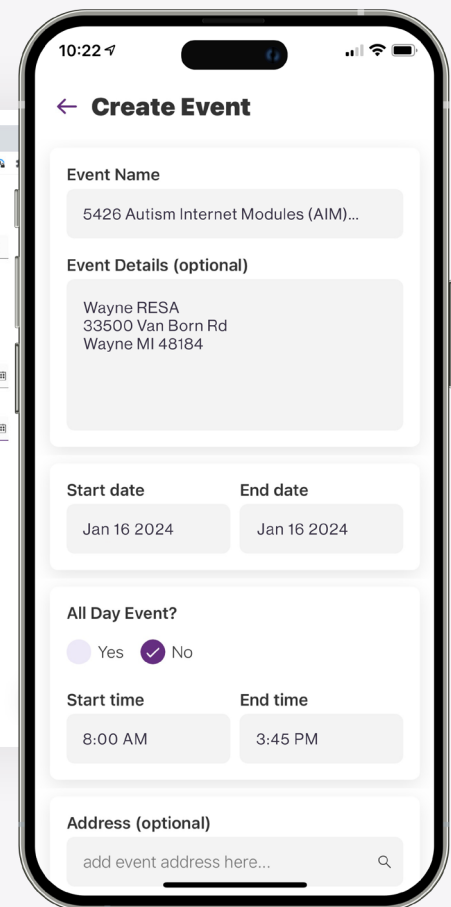
Events sync with your Google and Outlook calendars through our API integrations and will thus natively update your website and app. We can sync with as many calendars as necessary. This API integration works in real-time and updates the website and app automatically. Additionally, you can manually update events in Thrillshare.

### The backend:

#### Thrillshare on desktop



#### Thrillshare on mobile

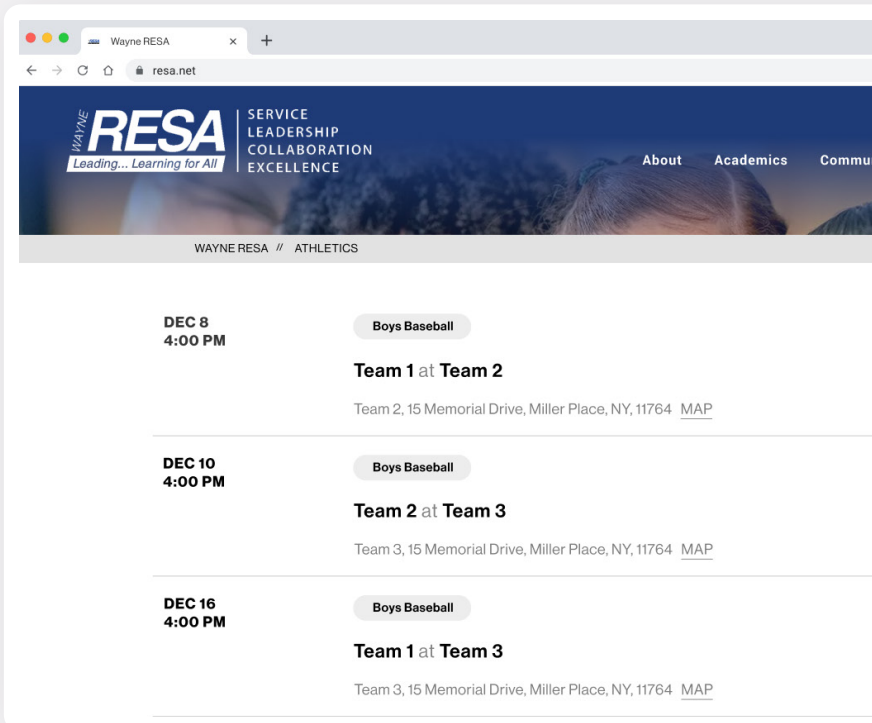


# Athletics *(For K12 school districts)*

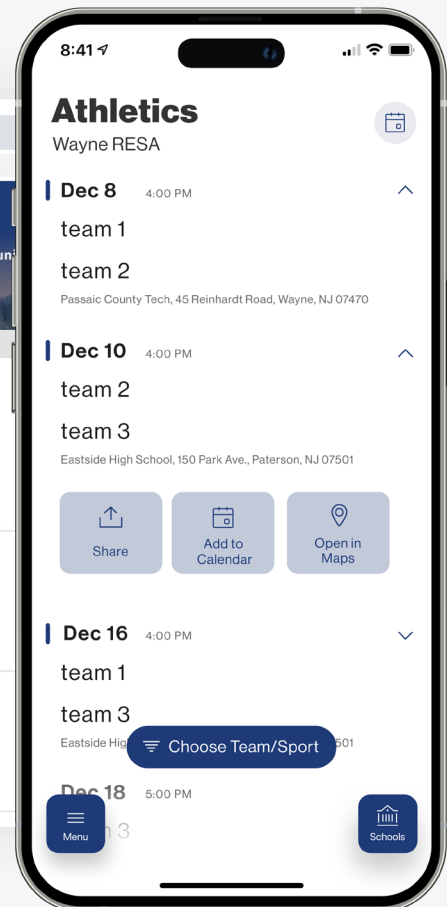
More than just a calendar, the Athletics section has the functionality school districts need to display upcoming and past events with scores and additional information. People can even get directions to the venues at which the games are played.

## The frontend:

### Your website



### Your mobile app

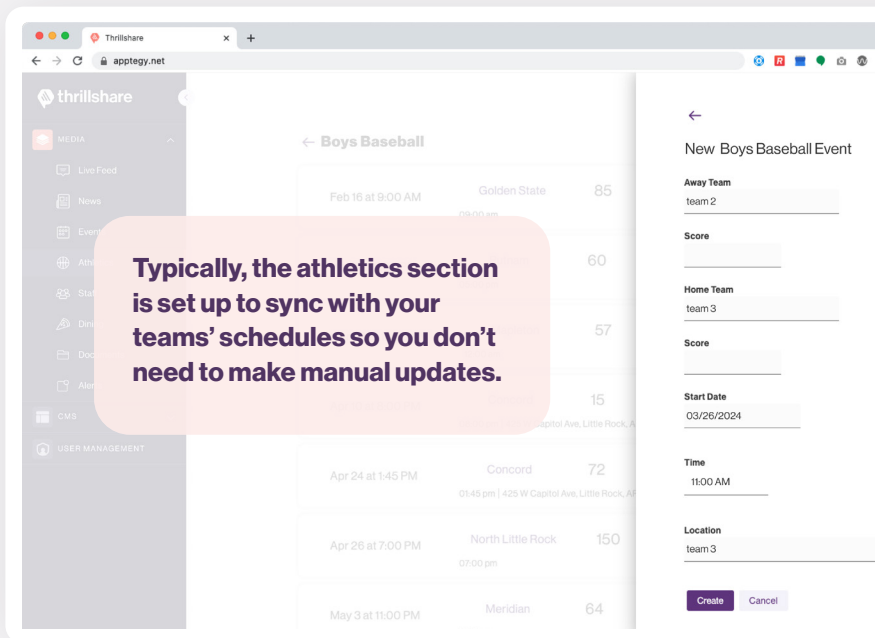


# Athletics *(For K12 school districts)*

Choose the sport, go to the event, and update the score in real-time or after the game. School district users can upload their full sports schedule into this section, as well as keep track of each team's record

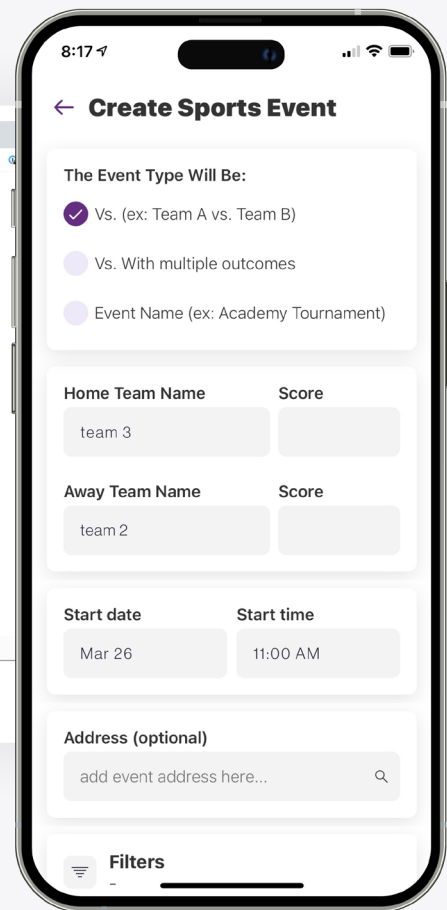
## The backend:

### Thrillshare on desktop



Typically, the athletics section is set up to sync with your teams' schedules so you don't need to make manual updates.

### Thrillshare on mobile

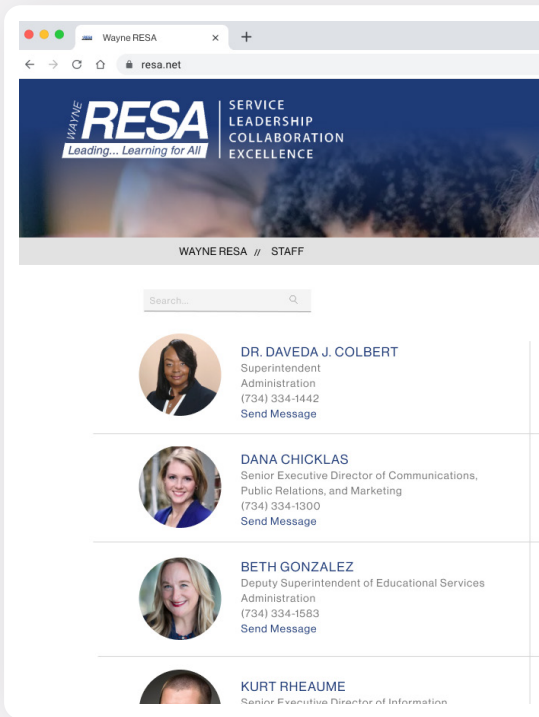


# Staff

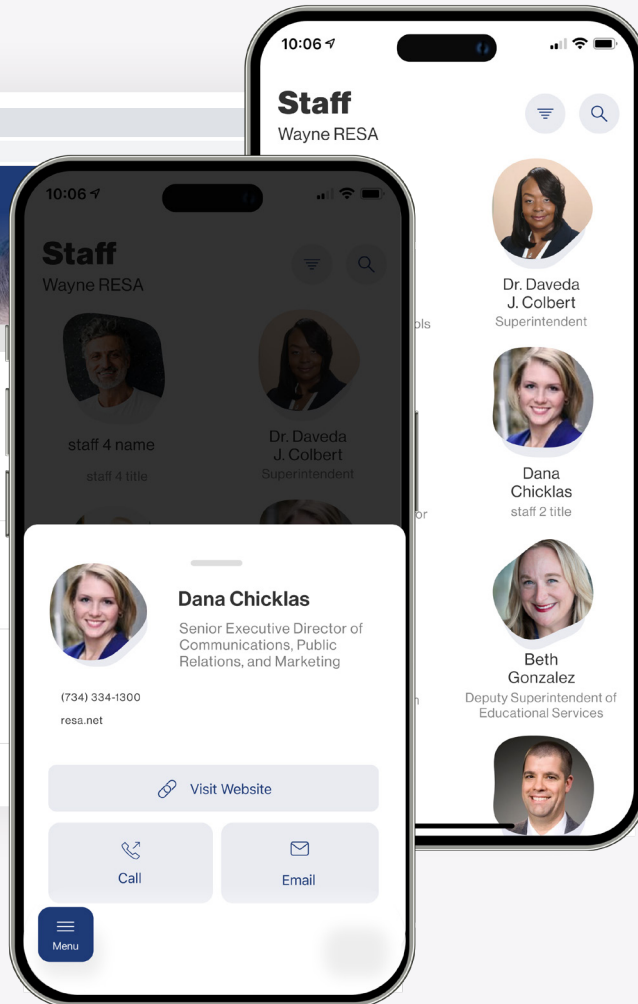
Allow your community to contact an employee directly from the app or website.

## The frontend:

### Your website



### Your mobile app

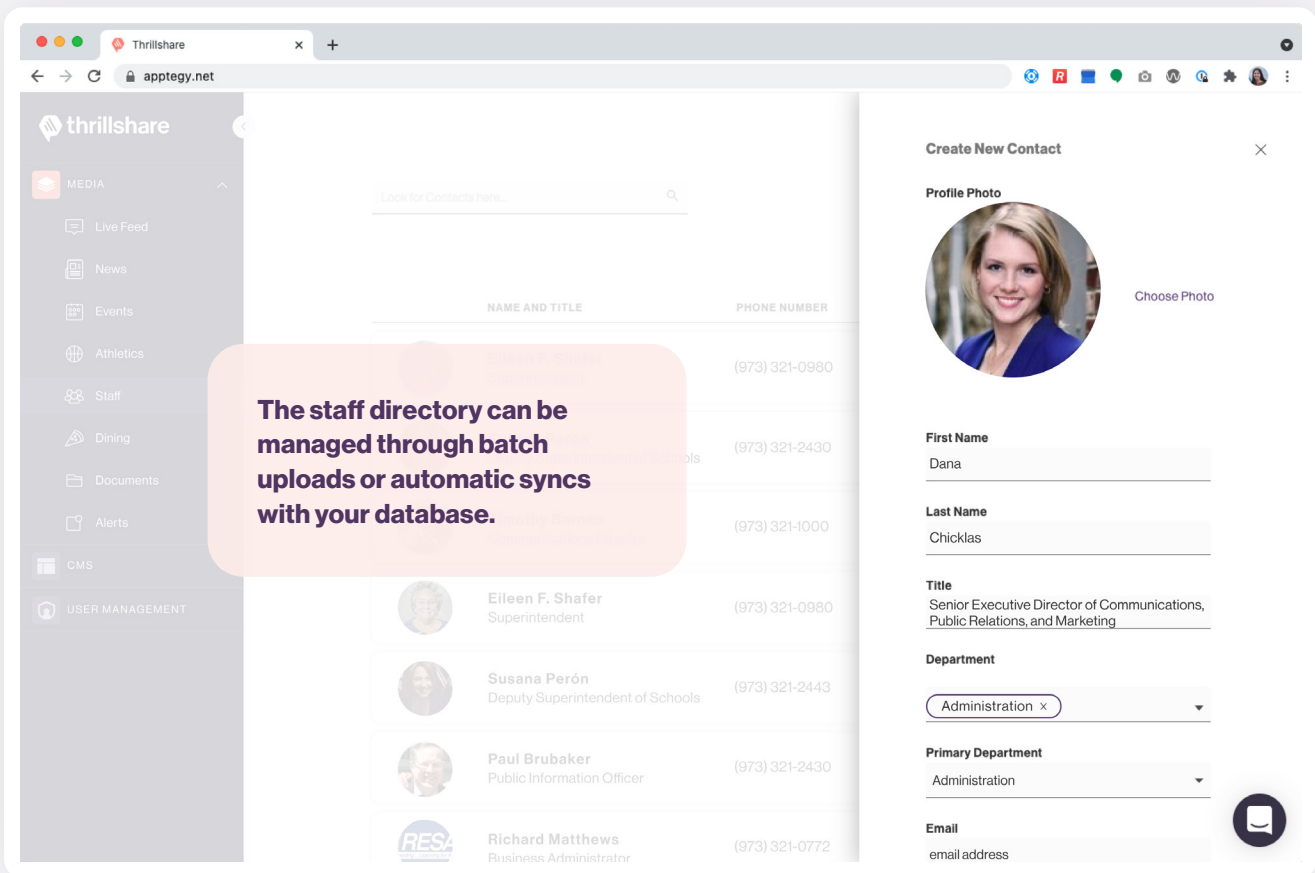


## Staff

This section is typically updated via batch uploads. You can also manually add and edit staff members' information. Since there are predefined fields for every staff attribute, there's no guessing as to what goes where—and no way for your users to mess up the formatting by accident.

### The backend:

#### Thrillshare on desktop




The screenshot shows the Thrillshare desktop interface. On the left is a navigation sidebar with categories like MEDIA, CMS, and USER MANAGEMENT. The main area displays a staff directory table with columns for NAME AND TITLE and PHONE NUMBER. A callout box highlights that the staff directory can be managed through batch uploads or automatic syncs with a database. On the right, a 'Create New Contact' form is open, showing fields for Profile Photo, First Name, Last Name, Title, Department, Primary Department, and Email.

NAME AND TITLE	PHONE NUMBER
Eileen F. Shafer Superintendent	(973) 321-0980
Susana Perón Deputy Superintendent of Schools	(973) 321-2443
Paul Brubaker Public Information Officer	(973) 321-2430
Richard Matthews Business Administrator	(973) 321-0772

**The staff directory can be managed through batch uploads or automatic syncs with your database.**

**Create New Contact**

Profile Photo  
 Choose Photo

**First Name**  
Dana

**Last Name**  
Chicklas

**Title**  
Senior Executive Director of Communications, Public Relations, and Marketing

**Department**  
Administration

**Primary Department**  
Administration

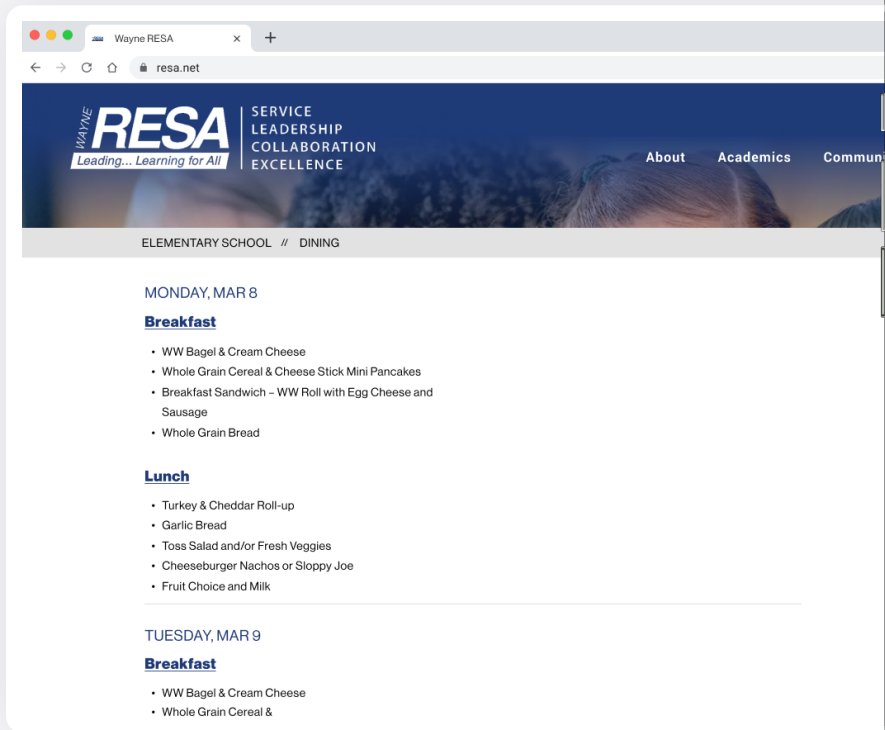
**Email**  
email address

# Dining *(For K12 school districts)*

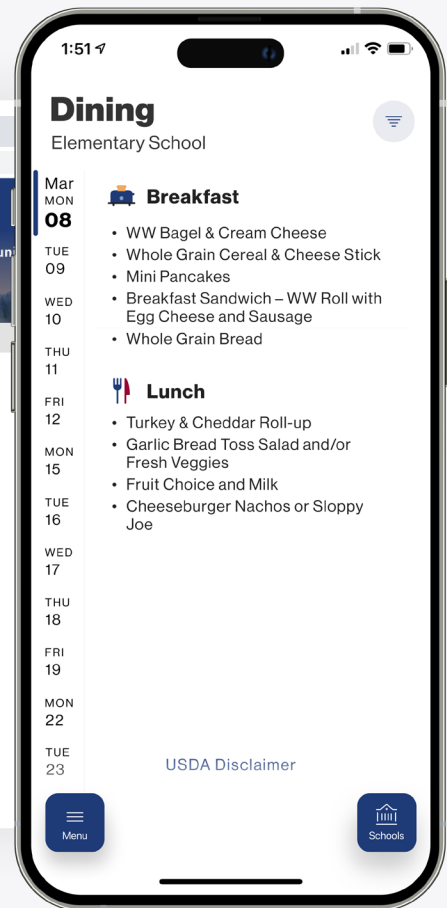
No parent likes navigating a PDF of a lunch menu at 6:30 AM on a district website (plus, most of these PDFs are not accessible). Thrillshare's dining menu is built to be easy to find and easy to read for school communities.

## The frontend:

### Your website



### Your mobile app

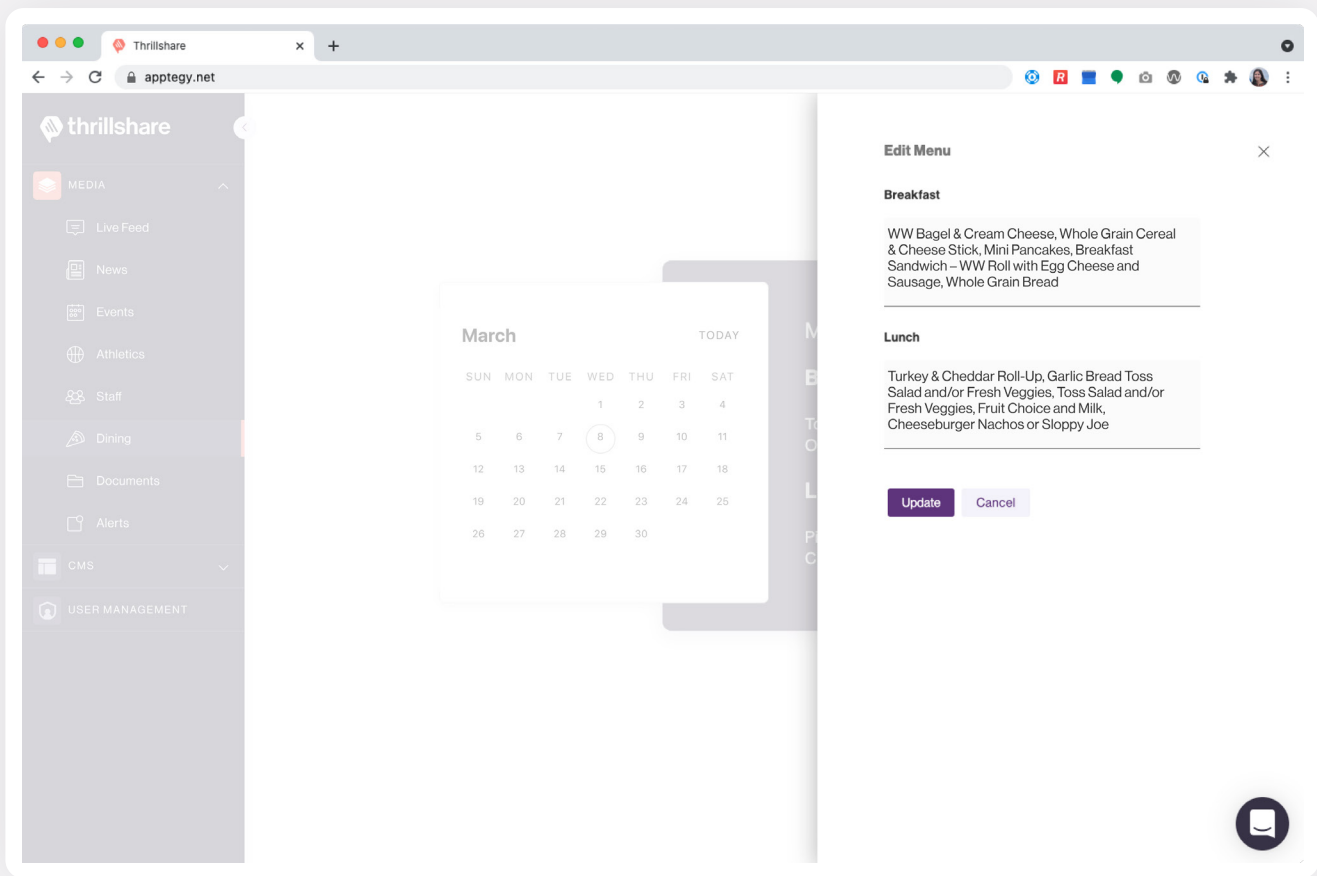


## **Dining** *(For K12 school districts)*

Our Dining section is so simple that anyone in the district can manage it. Just type the menu into the predefined field, press update, and *voilà*—your menu is optimized for everyone in your community.

### The backend:

#### Thrillshare on desktop

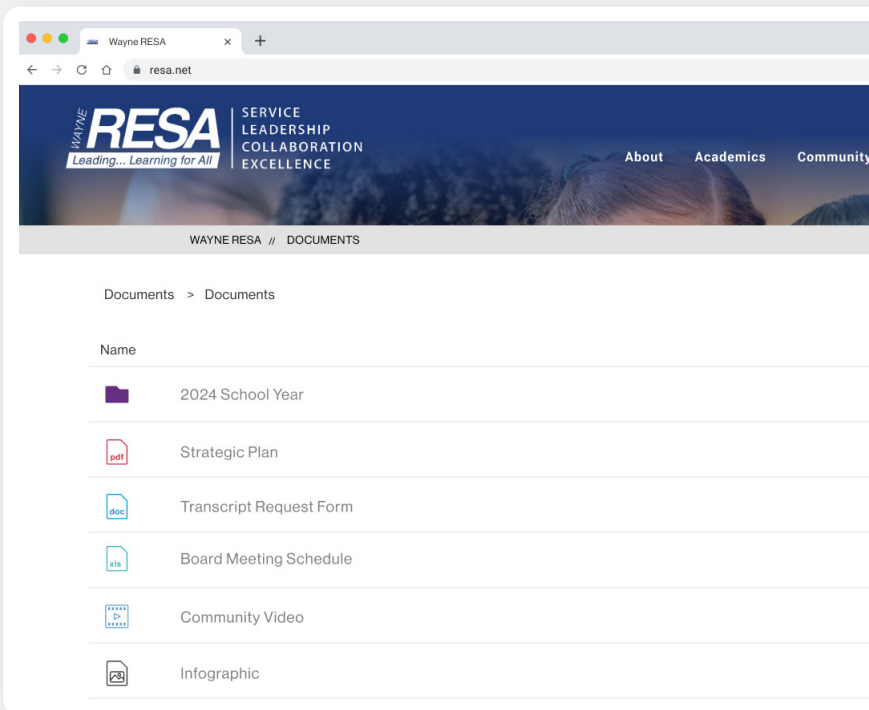


## Documents

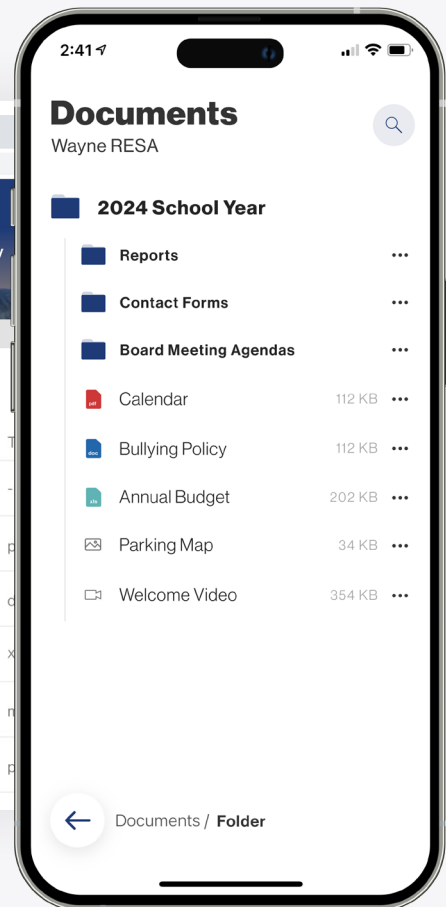
Provide your community with pertinent PDFs, documents, spreadsheets, images, and videos in the documents section.

### The frontend:

#### Your website



#### Your mobile app

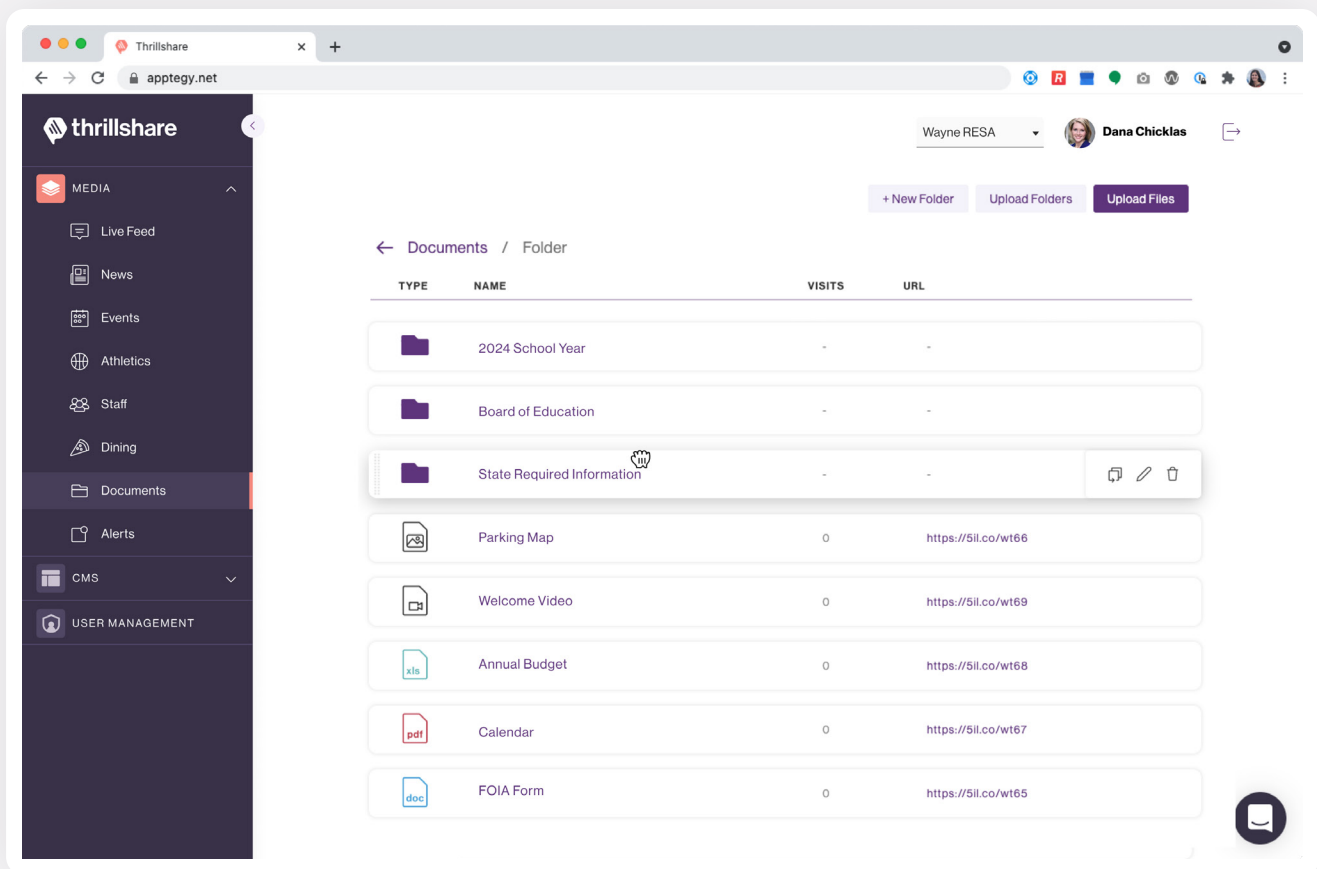


## Documents

Thrillshare’s Documents section gives you an easy and straightforward way to manage documents and files on the website and mobile app. Just upload and organize documents as with any file manager (like Dropbox or Google Drive). You can even upload entire folders, drag-and-drop files, and—most importantly—*replace* files with newer versions without changing the link!

### The backend:

#### Thrillshare on desktop

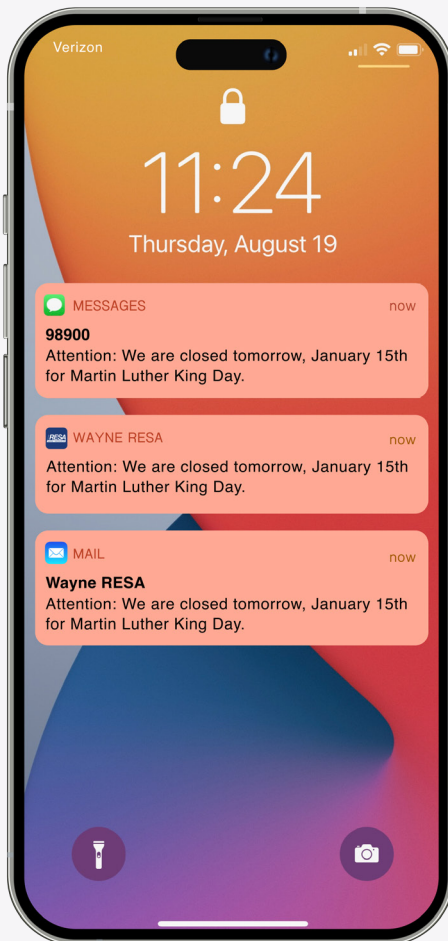


# Mass Communication System: Alerts (Optional)

Your community (parents, staff, students, and more) will receive text messages, calls, emails, and push notifications from the RESA. With push notifications, you will be able to expand your audience dramatically, as anyone who is interested can download your app.

## The frontend:

Text Message, Push Notification, and Email Alert



Voice Call Alert

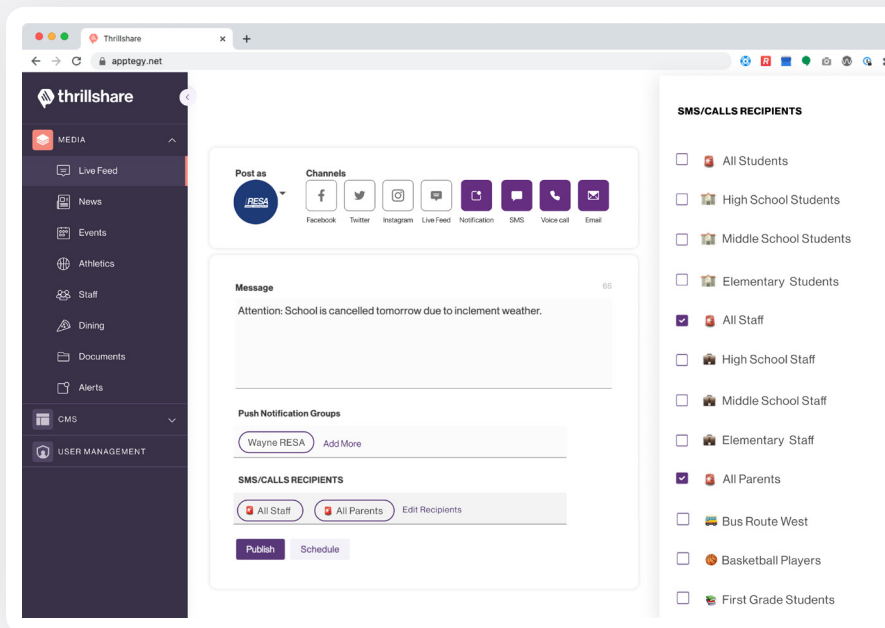


# Alerts Optional add-on

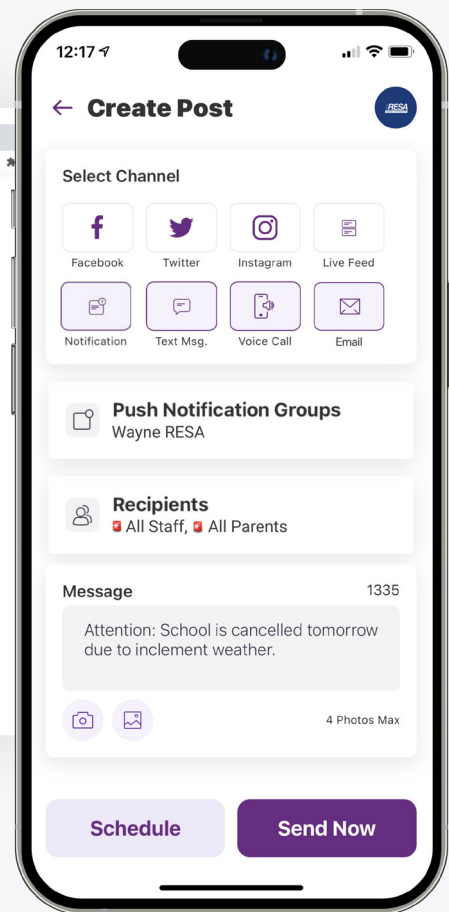
Designated staff and administrators can now message parents via text, call, and push notification while also updating your other communication channels. In other words, they'll only have to use one tool for all communications!

## The backend:

### Thrillshare on desktop



### Thrillshare on mobile



# Alerts Templates Optional add-on

Make messaging even easier with Alerts templates. Build and store message templates so your staff can quickly and efficiently send updates via text, call, email, social media, mobile app, and your website.

## The backend:

### Thrillshare on desktop







The screenshot displays the Thrillshare desktop interface. On the left is a dark sidebar with navigation options: MEDIA (Live Feed, News, Events, Athletics, Staff, Dining, Documents, Alerts), CMS, and USER MANAGEMENT. The main content area shows a 'New template' modal. The modal has a 'Template name' field with 'Snow Day' entered. Below this is a grid of channel selection icons: Facebook, Twitter, Instagram, Live Feed, Notification, SMS, Voice call, and Email. A 'Message' text area contains the text: 'Attention: School is cancelled tomorrow due to inclement weather.' At the bottom of the modal are 'Save' and 'Cancel' buttons. Below the modal, there are tabs for 'Previous posts', 'Waiting for approval', 'Scheduled posts', 'Notifications', and 'Templates'. The 'Templates' tab is active, showing a search bar and a '+ New template' button. Below the search bar are two template cards: 'Spirit Week Reminder' (last used 3 minutes ago) and 'Reading Week Reminder' (last used 3 minutes ago). Each card has a 'Use template' button and a 'CHANNELS' section with icons for Facebook, Twitter, Instagram, Live Feed, Notification, SMS, Voice call, and Email.

## Alerts: In-Depth

Thrillshare's Alerts section was built to be easy to use for your staff, whether they're trying to send recurring alerts or one-off emergency weather alerts.

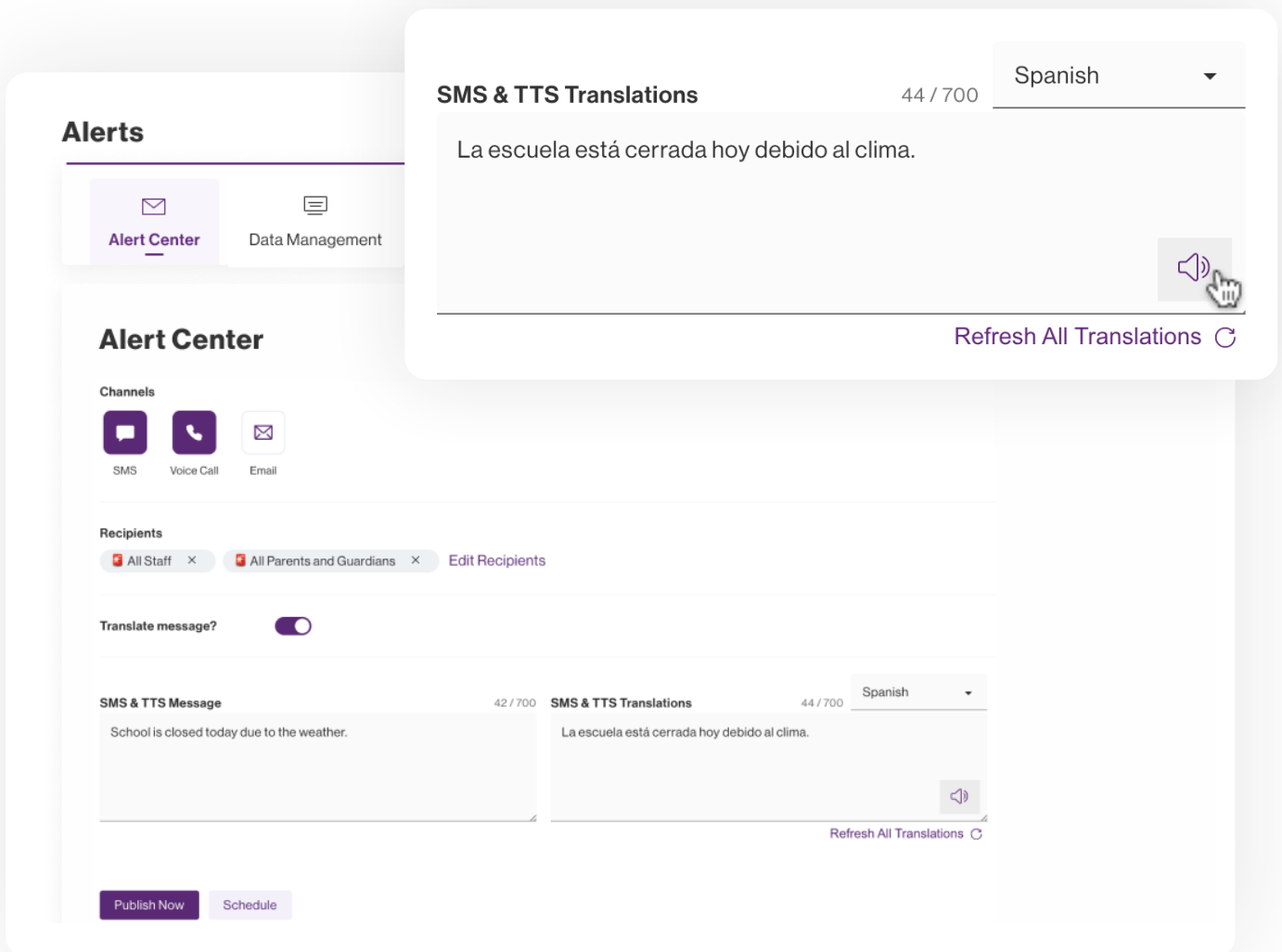
Alerts allows you to create dynamic call lists for effective outreach, use your community's preferred language setting to translate the message, and give you reports on call and text outcomes.

**See the following pages for a detailed overview.**

	Alert Center	pages 86-87
	Data Management	pages 88-90
	Recurring Alerts	page 91
	Analytics	pages 92-93
	Do Not Contact List	page 94
	Settings	page 95

## Alert Center

Use the Alert Center to effortlessly translate your message to your audiences' preferred languages. Simply type your message and select which list you want to send the message to. The lists will have the users' preferred languages set. Then, you just have to select to translate the message for the text to automatically translate. With Thrillshare, you can review the translations before they are sent so you can guarantee accuracy if you know that language. You can even listen to the robocall's voice before it goes out.



The screenshot displays the Alert Center interface. At the top, there are tabs for "Alert Center" and "Data Management". Below this, the "Alert Center" section includes "Channels" (SMS, Voice Call, Email) and "Recipients" (All Staff, All Parents and Guardians). A toggle for "Translate message?" is turned on. The main area shows two panels: "SMS & TTS Message" with the text "School is closed today due to the weather." and "SMS & TTS Translations" with the Spanish translation "La escuela está cerrada hoy debido al clima." A language dropdown is set to "Spanish". A call preview window is overlaid on top, showing the translated text and a speaker icon with a hand cursor, indicating an audio preview function. A "Refresh All Translations" button is visible at the bottom right of the preview window.

## Alert Center Emails













Emails require more context and formatting than simple text messages. We also recommend only using emails sparingly, since your constituents will be more likely to see a push notification or text.

You can create your message in Thrillshare’s simple yet powerful WYSIWYG email editor, select to translate into the different language preferences in your chosen list, and hit send. Your parents will be able to reply directly to these alerts to establish two-way communication.

**EMAIL CONTENT**


**Subject Line**

Field Day Volunteer Signup

Paragraph **B** /            

Good Morning!

We are sending this message in order to remind you that if you are able to volunteer for this year’s **Field Day** to please sign up by the **end of the week**. We will be providing **free lunch and t-shirts** for our volunteers. Your help makes this fun-filled day for our amazing students possible! [Sign up here](#)



**Publish Now** Schedule

## Data Management

Alerts will sync with your SIS in order to import your student data and any relevant information. We can set up our integration via an automated export/import of a CSV file, transmitted through sFTP (secure file transfer protocol).

There are no restrictions on import capabilities, meaning we can work with as many data fields as necessary and can even merge data from two separate data sources if necessary.

Column name & type  
List contains headers?  
 Yes  No

Student ID	ID
First Name	Text Value
Last Name	Text Value
Grade	Numerical Value
Building	Numerical Value
Language	

Language

Add language variable

Create Data List

Name & Upload **Column Names & type**

List Preview

Student ID	First Name	Last Name	Grade	Building	Language
1231	Jane	Doe	4	1	English
1241	John	Smith	5	2	Spanish
1251	Jeff	Thomas	6	3	German

# Data Management

After your data sync is set up, we will build custom call/text/email lists for you so you'll have all the necessary numbers/email addresses ready for every circumstance.

### New Call List

**Name & Source** [Filter & Save](#)

**List Name**  
Ex. Master List

**Select source list**

- SIS Sync
- HR/Finance Sync
- Building 2 Community Subscribers

**Next** **Cancel**

**Alerts**

Alert Center | **Data Management** | Recurring Alerts | Analytics

### Data Management

**Call List** Data

Share 0 lists selected [+ Create Call List](#)

	LIST NAME	LAST UPDATED	CONTACTS	
<input type="checkbox"/>	All Students	07/01/2020 at 05:04PM	1001	
<input type="checkbox"/>	High School Students	01/28/2020 at 02:58PM	30	
<input type="checkbox"/>	Middle School Students	01/28/2020 at 02:58PM	128	
<input type="checkbox"/>	Elementary Students	07/06/2020 at 11:09AM	1001	
<input type="checkbox"/>	All Staff	01/28/2020 at 02:58PM	91	
<input type="checkbox"/>	High School Staff	01/28/2020 at 02:58PM	254	
<input type="checkbox"/>	Middle School Staff	01/28/2020 at 02:58PM	338	
<input type="checkbox"/>	Elementary Staff	01/28/2020 at 02:58PM	329	
<input type="checkbox"/>	All Parents	05/11/2020 at 09:40AM	1000	

# Data Management

You can use filters to manually create all the call lists you need. You can even use filters to parse down from other created call lists. For instance, you can use filters to create a call list for every adult enrolled in an Adult Education program whose preferred language is Spanish, all from the data in your SIS.

The screenshot shows the Thrillshare interface. The left sidebar contains navigation options: MEDIA (Live Feed, News, Events, Athletics, Staff, Dining, Documents, Alerts, Settings), CMS, and USER MANAGEMENT. The main content area is titled 'Alerts' and has tabs for Alert Center, Data Management (selected), Recurring Alerts, Analytics, Do Not Contact List, and Settings. Below the tabs is the 'SIS Sync' section, which includes a 'Filtering' sidebar and a table of user data.

ID	FIRSTNAME	LASTNAME	EMAIL
111111	Travis	Howk	travis.howk@gmail.com
6724329	Dayton	Mann	chloe@king.org
3167870	Abbie	Tromp	florine@heidenreich.name
5130968	Hayden	Streich	jayda_heathcote@altenwerth.co
6397710	Cecile	Romaguera	brendon@frami.name
1869173	Camron	Hilpert	montana.heaney@thompsonfriesen.org
7394496	Kenneth	Heaney	chelsie_kohler@mayernicolas.org
8806079	Lela	Walsh	jermaine.wunsch@fisherortiz.com
2416943	Kamryn	Crona	lauren_cain@zboncak.co
7140399	Teagan	Hintz	aracely_hartmann@carter.io

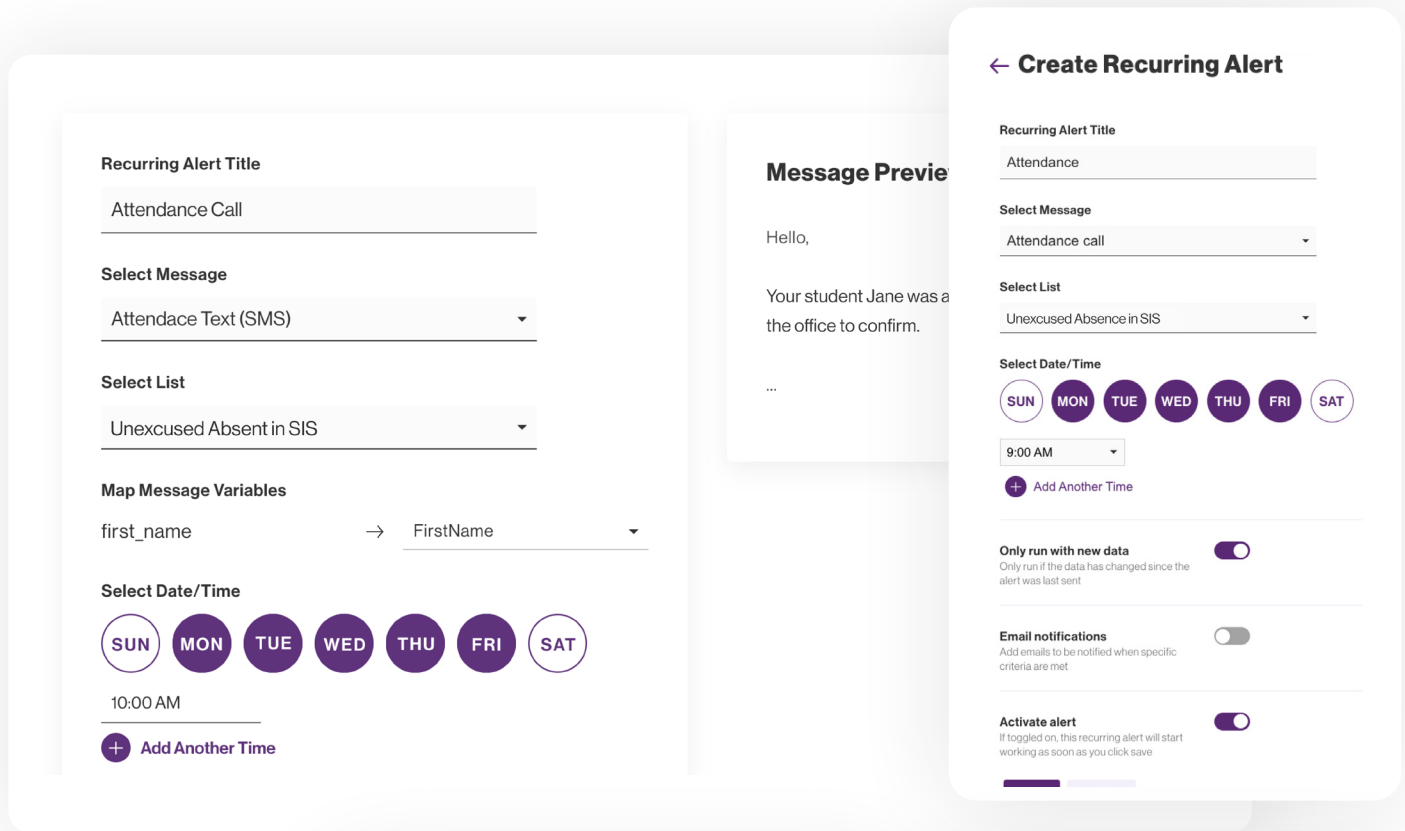
The 'Filtering' sidebar on the right includes the following options:

- ID
- FirstName
- LastName
- Email
- Grade (2, Min, Max)
- OR
- Phone1
- Gender
- Language (Spanish selected)
  - Case Sensitive
  - Exact Match
  - Exclude By
- OR
- Building (Anson Elementary selected)
  - Case Sensitive
  - Exact Match
  - Exclude By

## Recurring Alerts

Thrillshare allows you to set up recurring automated alerts, such as attendance notifications, low lunch balances, bus route updates, etc. We sync with your SIS at certain intervals during the day (for example, for every scheduled attendance call/text). Guardians of students that are marked unexcused absent will then receive an automated phone call, text, and/or email with a message of your choice to inform them.

You can set preferences for which guardian to call, how often these calls go out, which number they're coming from, at what time, etc.



The screenshot displays the 'Create Recurring Alert' configuration screen. On the left, there are several sections: 'Recurring Alert Title' with the value 'Attendance Call'; 'Select Message' with a dropdown set to 'Attendance Text (SMS)'; 'Select List' with a dropdown set to 'Unexcused Absent in SIS'; 'Map Message Variables' showing 'first\_name' mapped to 'FirstName'; and 'Select Date/Time' with days of the week (SUN, MON, TUE, WED, THU, FRI, SAT) and a time set to '10:00 AM'. On the right, a 'Message Preview' shows the text: 'Hello, Your student Jane was a the office to confirm. ...'. To the right of the main configuration is a detailed 'Create Recurring Alert' form with fields for 'Recurring Alert Title' (Attendance), 'Select Message' (Attendance call), 'Select List' (Unexcused Absent in SIS), 'Select Date/Time' (SUN, MON, TUE, WED, THU, FRI, SAT, 9:00 AM), and toggle switches for 'Only run with new data', 'Email notifications', and 'Activate alert'.

**SMS Message**

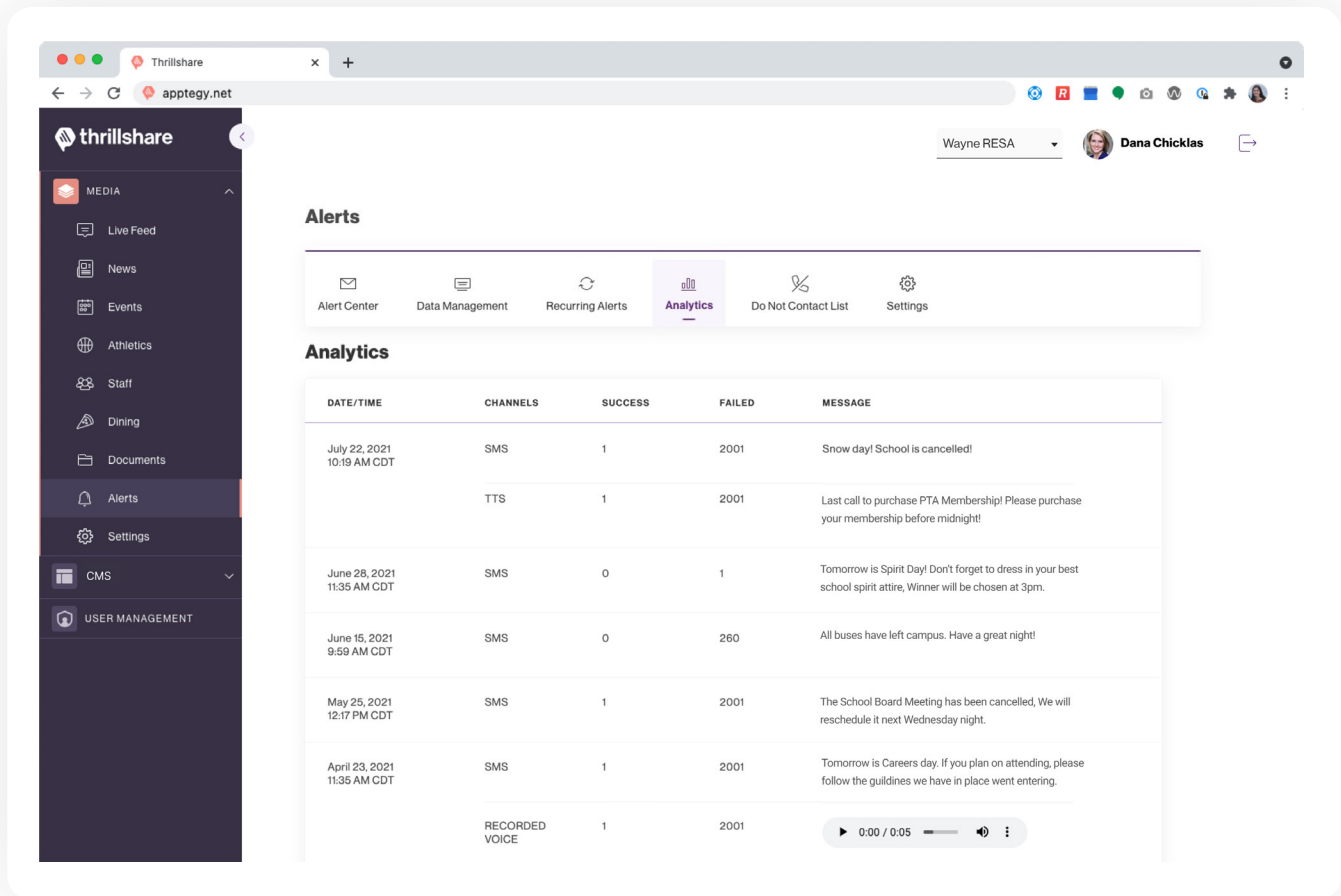
Your student {{{first\_name}}} was absent today. Please call the office to confirm.

**Message Preview** < >  
1 of 5

Your student Jane was absent today. Please call the office to confirm.

# Analytics

Use the Analytics section to review your sent message after the fact. In this section, you will see the number of successful messages sent and failed, as well as the wording and the time-stamped receipt.



# Analytics

You can then click on a certain message and see more specific information, including the phone numbers/email addresses to which the message failed, why the message failed, and which call list the contact may be found in. If you click into each number, you will get a quick view showing the full student/guardian record.

The screenshot displays the Thrillshare Alerts Analytics interface. On the left is a navigation sidebar with options like MEDIA, Live Feed, News, Events, Athletics, Staff, Dining, Documents, Alerts, Settings, CMS, and USER MANAGEMENT. The main area shows the Alerts section with a sub-tab for Analytics. Below this is an 'Alert Detail' view for an alert sent to 'Parent Master List'. A table lists several failed alerts with columns for CONTACT, TYPE, STATUS, ERROR, TIMESTAMP, and LISTS. A 'Historical Detail' modal is open for the contact (111)-121-2110, showing the message 'Snow day! School is cancelled!', the number of occurrences (1), and user details for a student/guardian.

FILTERS	CONTACT	TYPE	STATUS	ERROR	TIMESTAMP	LISTS
Type <input type="checkbox"/> Call	(210)-723-9867	call	completed		July 22, 2021 10:20 AM CDT	Parent Master List
Sms <input type="checkbox"/> Sms	(111)-111-2110	call	failed	Invalid number / Unreachable number	July 22, 2021 10:20 AM CDT	Parent Master List
Status <input type="checkbox"/> Failed <input type="checkbox"/> Completed	(111)-121-2111	call	failed	Invalid number / Unreachable number	July 22, 2021 10:20 AM CDT	Parent Master List
	(111)-121-2109	call	failed	Invalid number / Unreachable number		
	(111)-121-2110	call	failed	Invalid number / Unreachable number		
	(111)-111-2111	call	failed	Invalid number / Unreachable number		
	(111)-121-2108	call	failed	Invalid number / Unreachable number		
	(111)-121-2105	call	failed	Invalid number / Unreachable number		

### Historical Detail

**TTS Message**  
Snow day! School is cancelled!

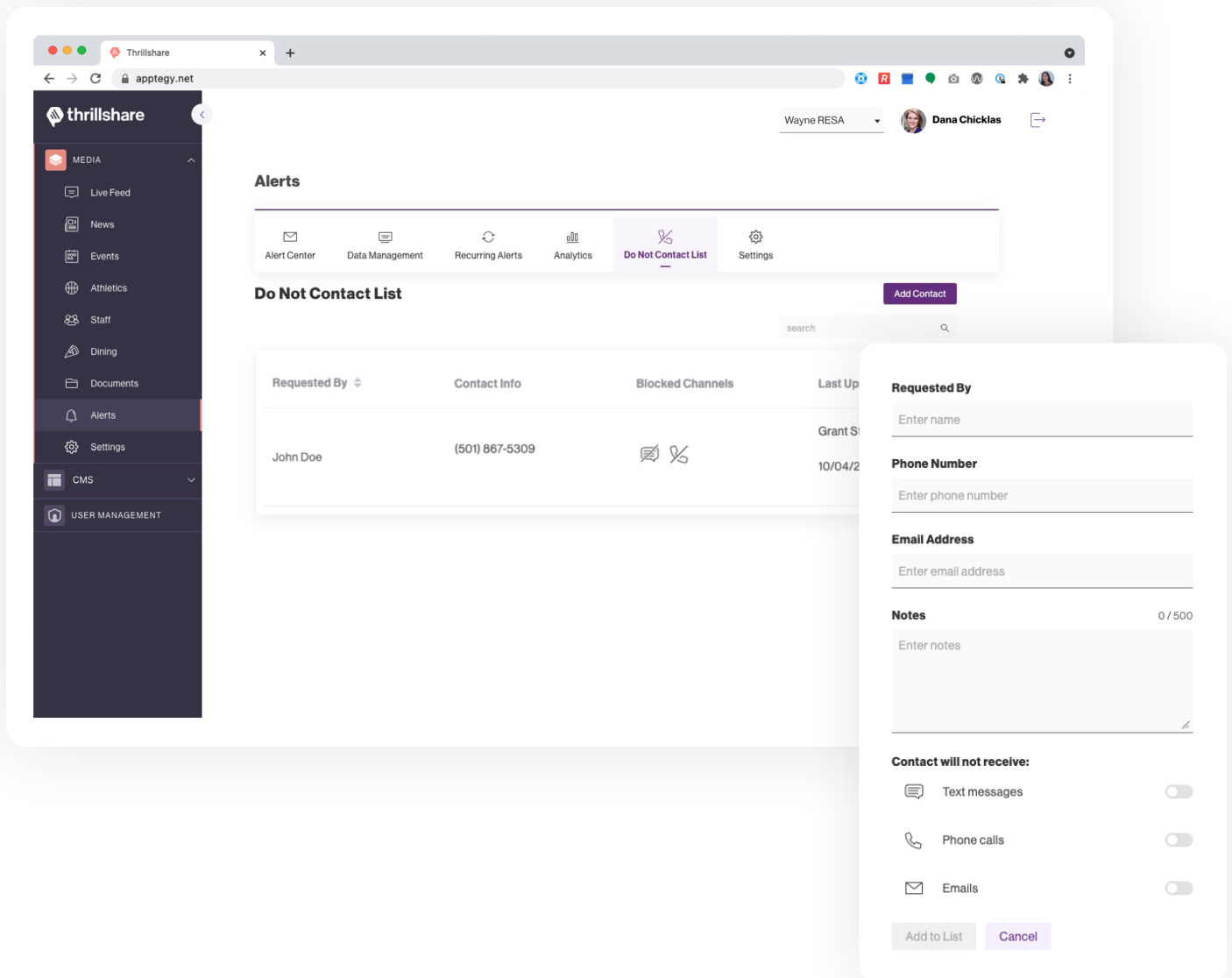
**Number of Occurrences**  
This contact occurs 1 time on this list

**User Details**  
**ID:** 6136715  
**Grade:** 13  
**Gender:** M  
**Email:** brendon@frami.name  
**Email2:** chloe@king.org  
**Phone1:** (111) 111-2110  
**Phone2:** (111) 111-2114

Close

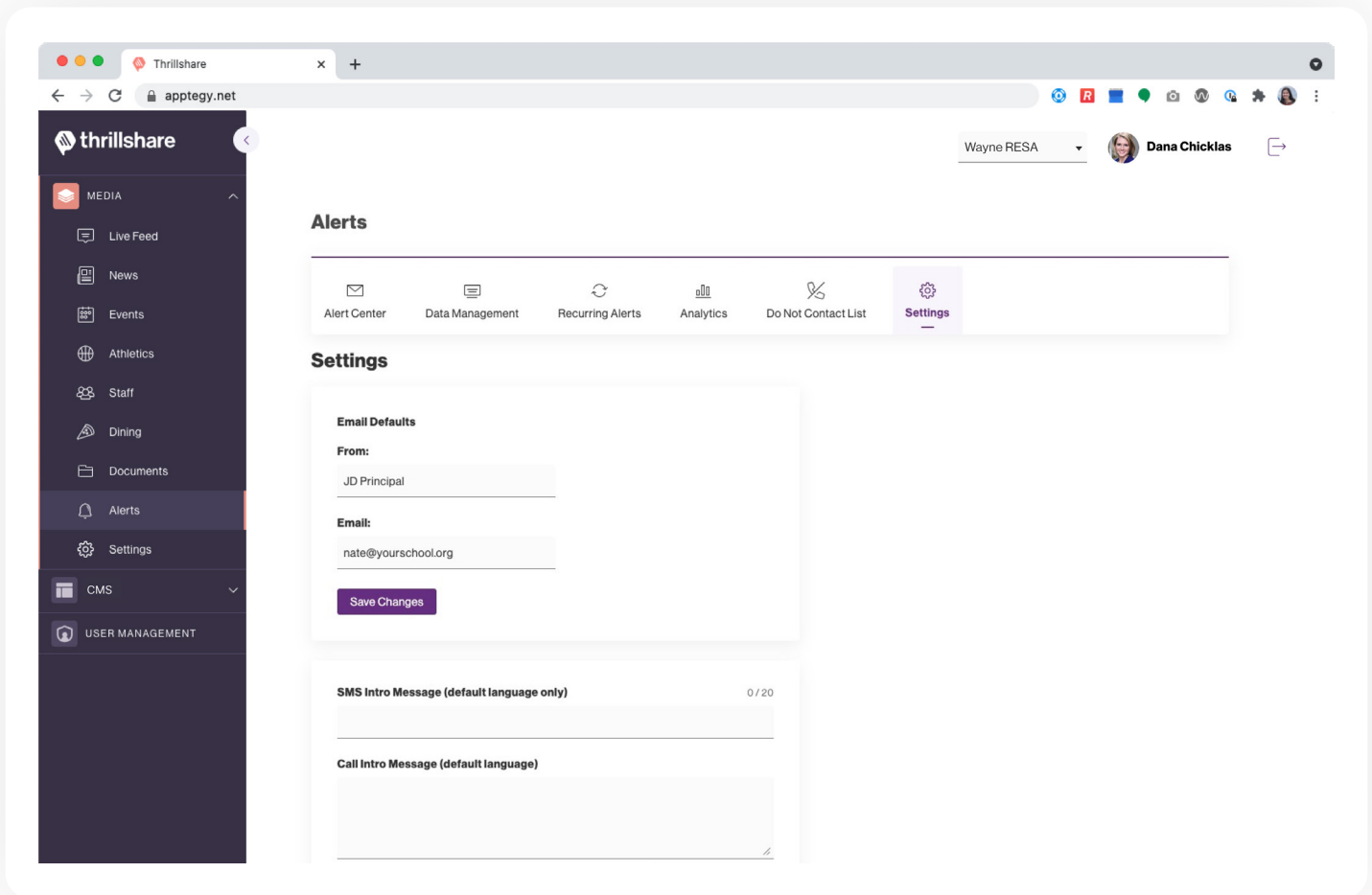
## Do Not Contact List

To remove a number or email address from all notifications, add in the person’s name and contact information, select whether you will not contact them at all or only through certain avenues, and even add notes to describe why this person is on the list.



# Settings

Use the Alerts' settings section to set defaults, such as email signatures, your preferred email address used to send the message, and intro messages for your calls and texts.

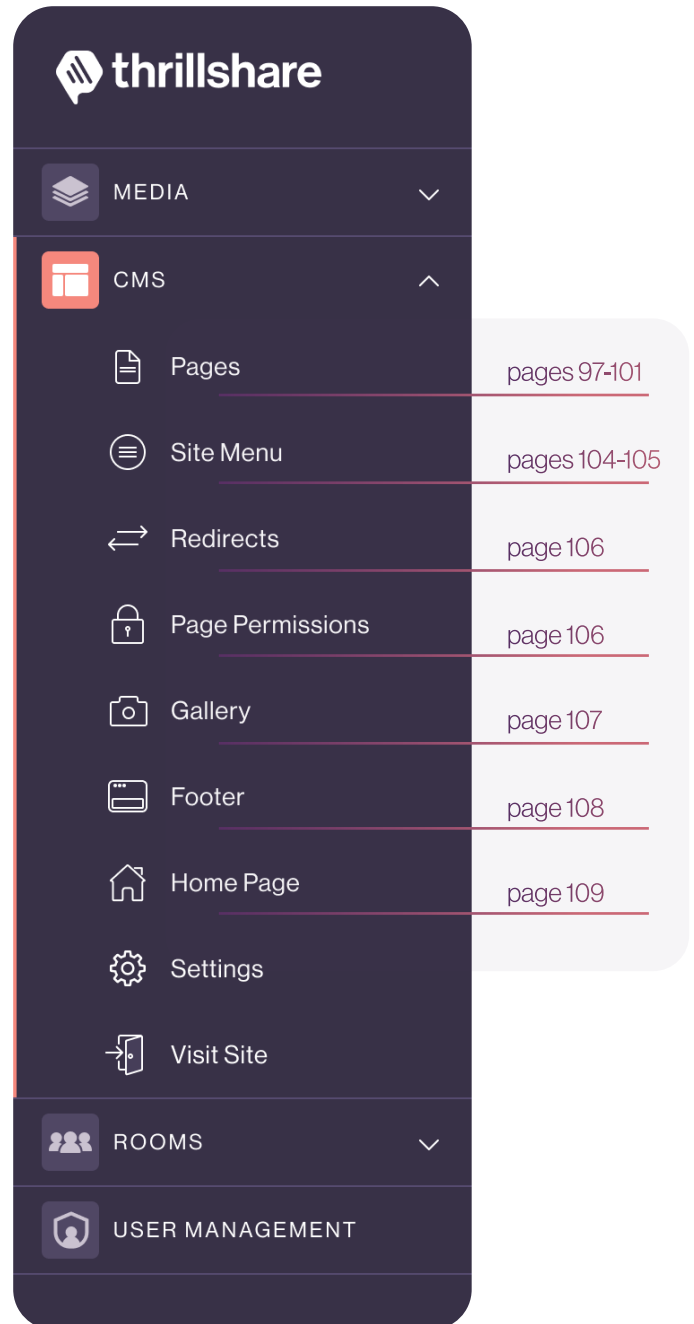


## CMS

While the media sections take care of your most frequent content updates, there are many more pages your website will need. That's where the CMS comes in.

Even without any coding experience, you will have full control over your website. And the best part? You can create beautiful, content-rich pages on the fly using Thrillshare's powerful drag-and-drop editor.

**Read on to see the ease of use and flexibility of the CMS.**

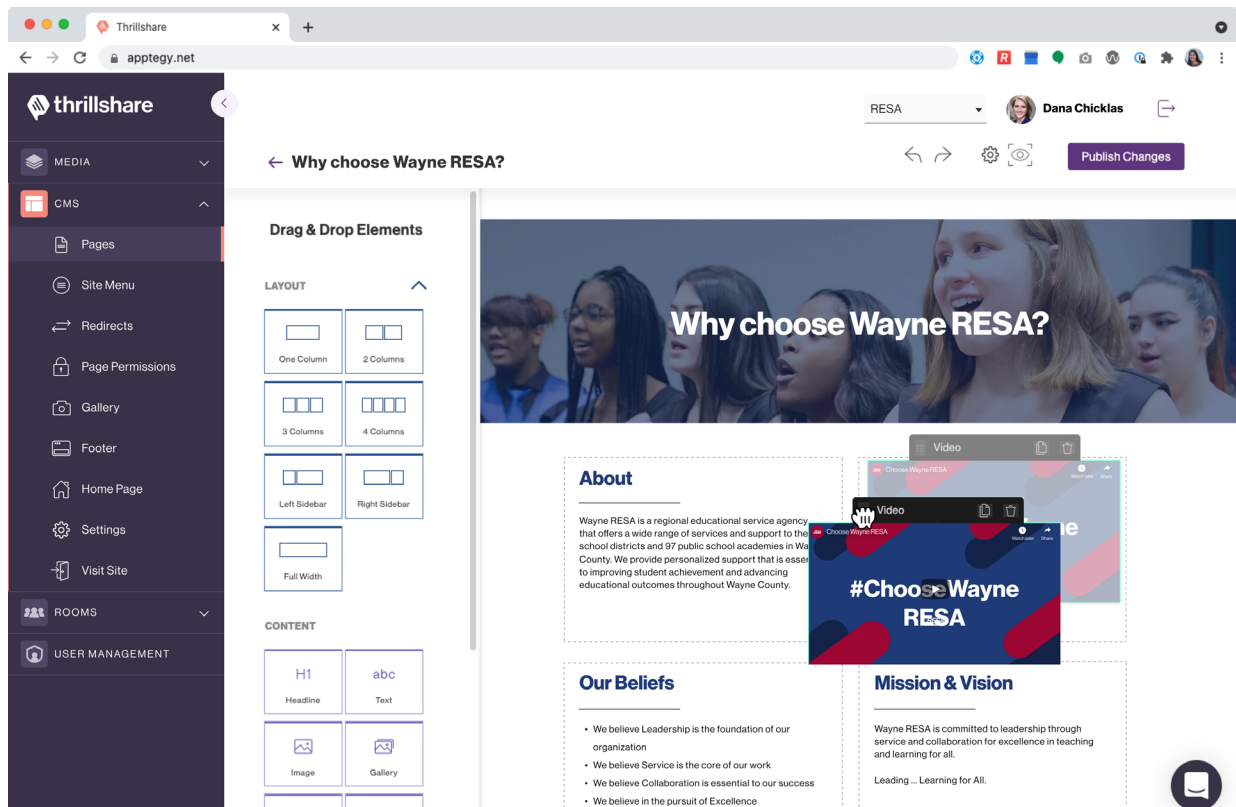


# Pages

In a traditional CMS, creating web pages takes a ton of time and requires users to spend way too much effort formatting a page instead of adding content. Here are a few ways we make creating web pages simple, even for someone who isn't familiar with web development.

## Drag & Drop Page Editor

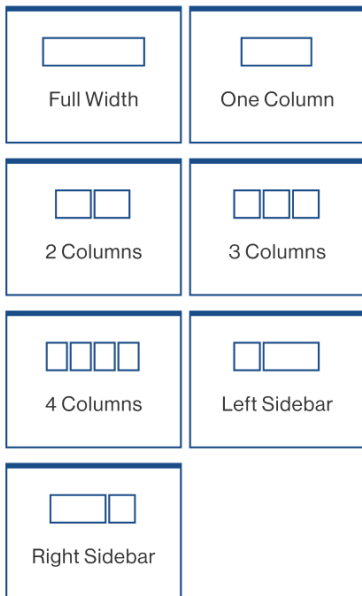
With our **WYSIWYG CMS**, you don't have to guess what your content will look like because everything you add to a page shows up exactly as it does on the live site.



## Page Layout

**Design your own page layout** with various building blocks. For example, maybe you want your careers page to start with a full-width image. Then, you want to add three columns to highlight the three reasons why someone should apply at WRESA. After that section, a one column block for a video, and so on.

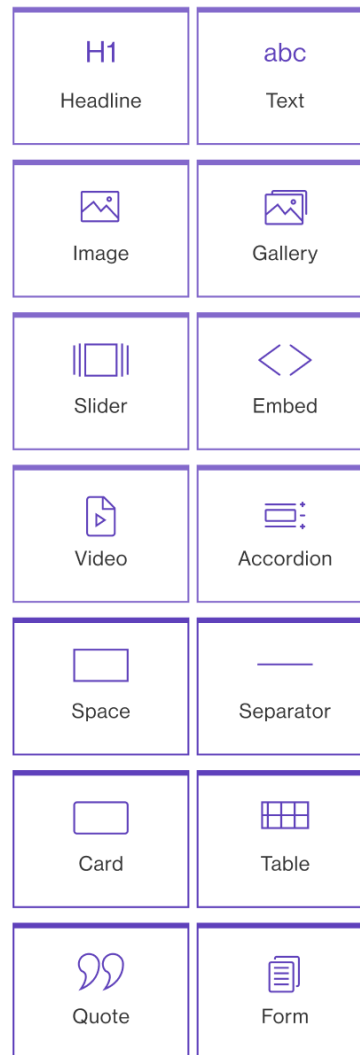
### LAYOUT



## Drag & Drop Elements

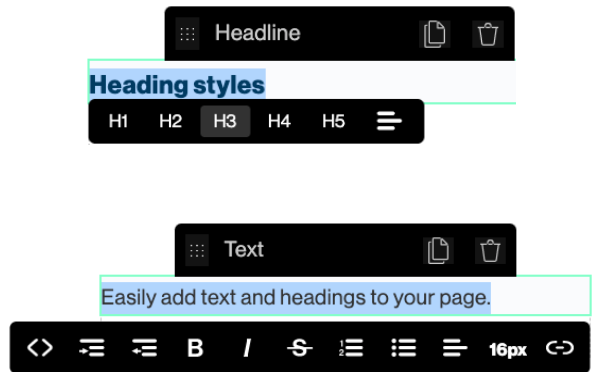
You can add and edit any content you would normally add to a web page (i.e., text, links, videos, images, documents, etc.). Once you've selected a layout, you simply **drag and drop elements** into the website to make a beautiful page.

### CONTENT



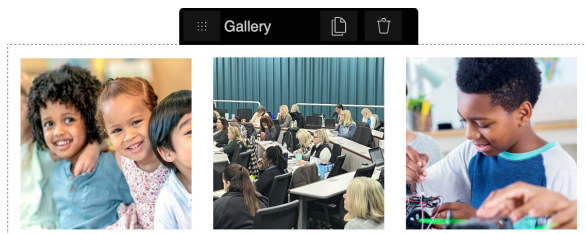
## Headlines and Text

Add text and adjust styles while keeping your content ADA compliant. The inline text editor allows you to easily update your content without learning HTML and use predefined styles like Heading 1, Heading 2, etc. You can also make text bold, italicized, strike-through, and change the alignment of text. As you can tell, there is no option to change the font size. That's on purpose so that each text style stays **on brand** and **accessible**.



## Images/Gallery/Slider

Upload a single image or create galleries from multiple images. Galleries and Sliders have additional options like the number of columns, the scroll speed, etc. You can even edit pictures within the CMS.



## Add Images



### ALT-TEXT

add alt text here

Continue

Cancel

### Videos

Embed videos with just the URL from your preferred video hosting platform like Youtube, Vimeo, or Facebook and retain their closed captions for ADA compliance.



### Design Elements

Add design elements like spacing, line breaks, and quotes to make your page more visually appealing and your content more dynamic.

***This was a great place to start my teaching career. The support and assistance I received as a new teacher made all the difference for me and my students. I couldn't recommend the district enough, especially for new teachers!***

Michael

| 9th Grade Teacher

## Tables

Add mobile responsive and ADA-compliant tables.

**5 Year Common Calendar**

2023-24 School Year	2024-25 School Year	2025-26 School Year
Professional Development	Professional Development	Professional Development
Labor Day	Mid-winter Break	Labor Day
Winter Break	Spring Break	Professional Development



## iFrames/HTML Editor

Even though you don't need to know HTML to update the CMS, users who are proficient in HTML can add their own or add an iFrame to embed third-party content. The HTML editor accepts HTML, CSS, and Javascript. iFrames allow you to embed any type of external content such as forms, external slideshows, etc.

### Embed

```

1 <iframe
2 src="https://docs.google.com/forms/d/e/1FAIpQLSdZHiqy5vCNSQfMVGLoVs
   wdvYedbyJh-q35t6I09x2RWVm50A/viewform?embedded=true" width="640"
   height="1126" frameborder="0" marginheight="0"
   marginwidth="0">Loading...</iframe>
    
```

Save Cancel

EMBED ALIGNMENT


Left Center Right

# Pages Activity Log and Versioning


All pages contain an Activity Log that shows when changes were made, and which user made those changes. You can view previous versions of pages and even restore versions if you'd like!

**Activity Log** Activity Log


**Activity log**

 **Dana Chicklas** published changed to this page  
Jan 9, 2024, 8:12 AM


---

 **Dana Chicklas** published changed to this page  
[View this version](#)  
Jan 8, 2024, 7:24 AM


---

 **Dana Chicklas** published changed to this page  
[View this version](#)  
Jan 8, 2024, 7:24 AM

Main version My draft



### About Us



Wayne RESA is a regional educational service agency that offers a wide range of services and support to the 33 school districts and 97 public school academies in Wayne County. We provide personalized support that is essential to improving student achievement and advancing educational outcomes throughout Wayne County. Our comprehensive range of services includes professional development for educators, purchasing services, administrative support for school districts, and much more.

### What is an ISD?


# Pages Moderation

With the Page Moderation feature, you can make sure any content edits get reviewed and approved by the page owner before being published. This way, you can have full control over your website's content.


← **Review changes for Careers Draft**

Edit my draft
Confirm changes

**Main version**  
Last updated Jan 8, 2024, 9:12 AM



**Careers**




**Online Application Process**

To establish a complete pre-employment file, please complete the online application. Your application will be retained in active status for one school year. If your qualifications meet our needs, we will contact you for further information and a possible interview.

**Choose an option below**

- View our open positions
- Start an application for employment
- Continue/modify my application for employment
- Use passcodes sent to me


**My draft**  
Last updated Jan 7, 2024, 7:42 AM



**Careers**


Apply Now	+
Compensation	+
Benefits	+
Employee Verification	+
Upcoming Events	+

**Bus Drivers**



You'll have the power to

**Instructional Assistants**



You will partner with teachers

RFP # WRESA-05-2023-2024-07 / apptegy 103

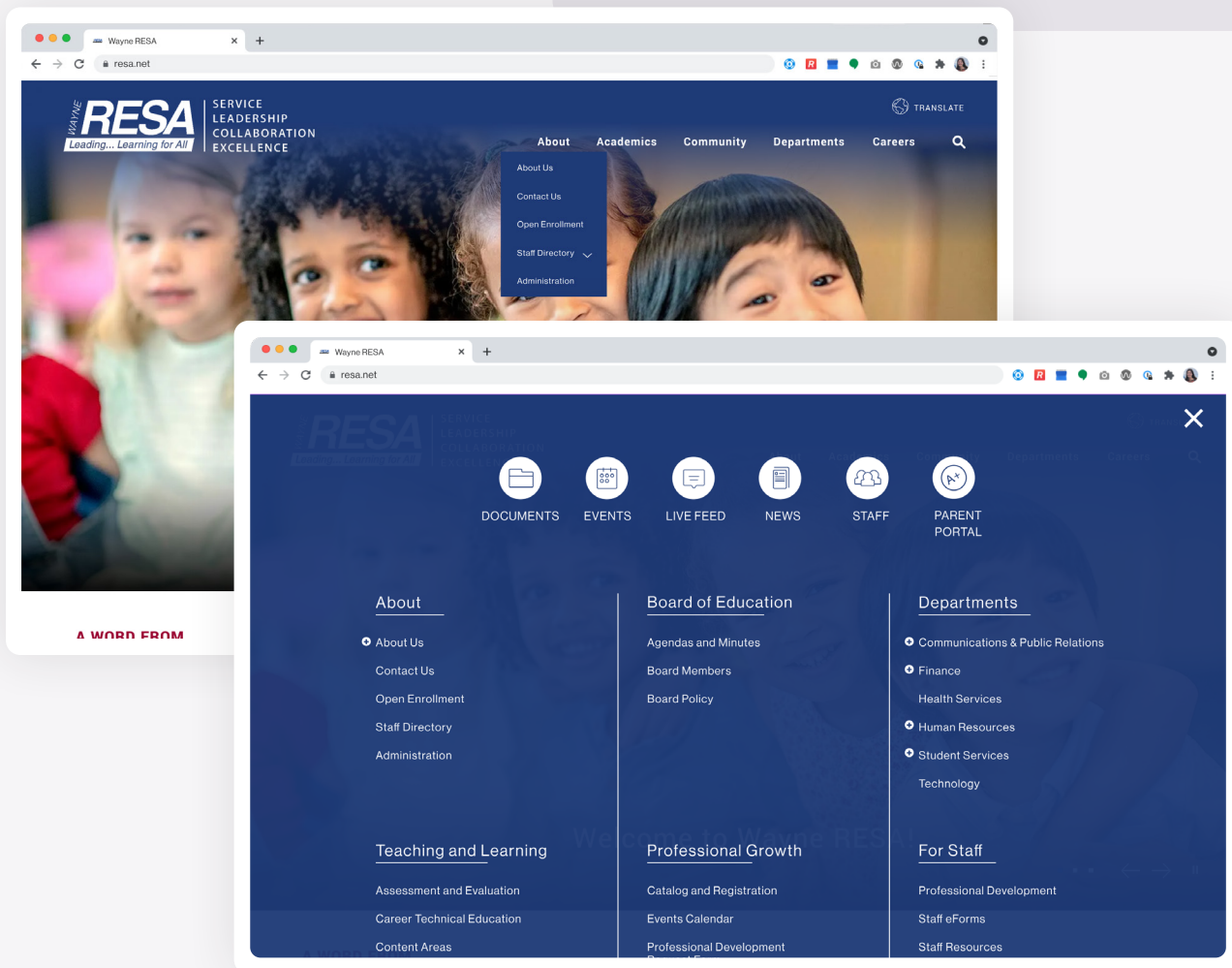
## Site Menu

A good menu is the cornerstone of a good user experience. If your navigation works well, you won't have the need to clutter the homepages with tons of "quick links." Your menu can be the traditional, across-the-top structure, or we can work on a more innovative full-screen menu.

### The frontend:

#### Your website

There are many different design options and, in general, two different approaches to website navigation: the traditional, across-the-top navigation (like your current website) or the modern full-screen "mega" menu.

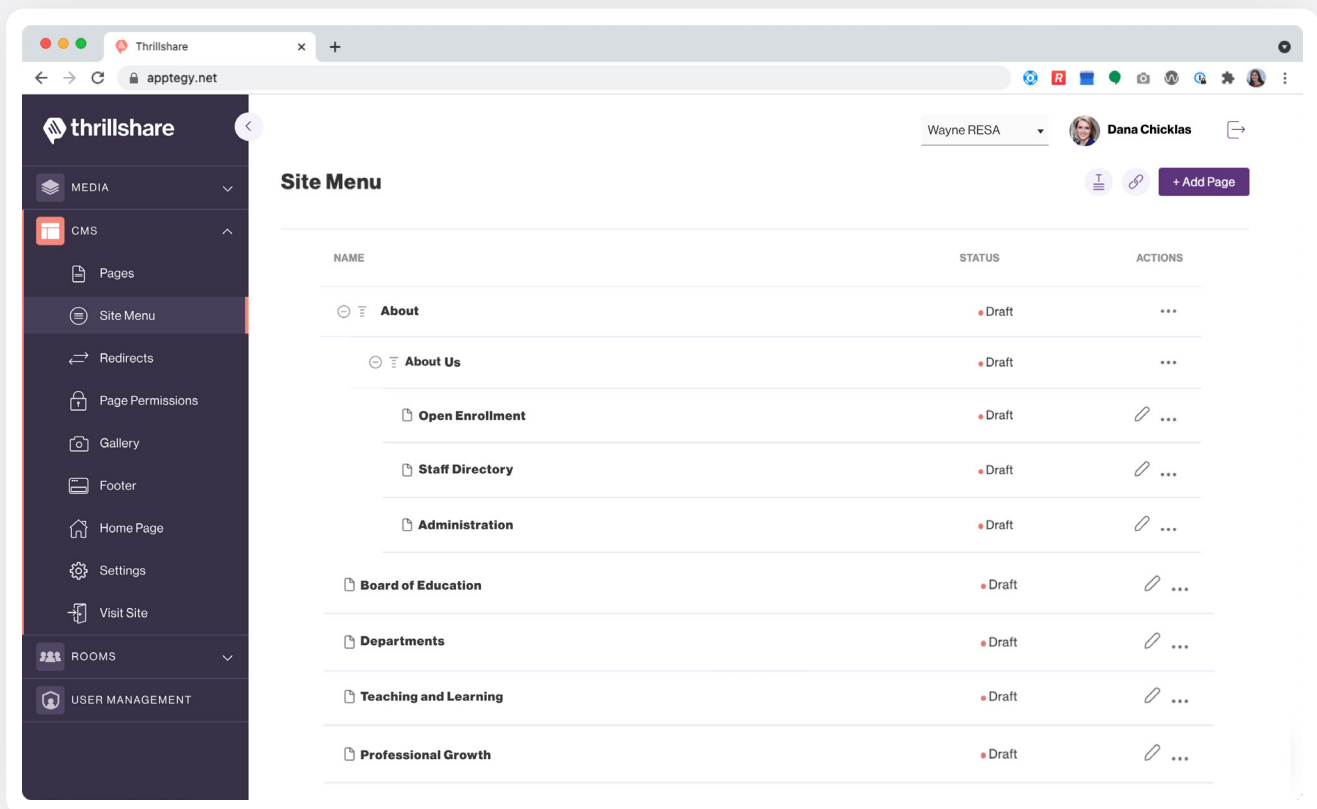


## Site Menu

Edit your site menu by simply drag-and-dropping elements like headers, pages, and links, making it easy to keep up with changing content needs. You can create headers and links in draft mode to be published when the content behind them is ready. In fact, if you create a header in draft mode, you can add all the links you would like, make sure they're in perfect order and functional, then publish everything at the same time.

### The backend:

#### Thrillshare on desktop



## Redirects

Whether you're telling adults where to enroll in an adult education program or advertising your RESA on a billboard, make it easy for your community to find the most important parts of the website. After all, it's much easier to remember [www.resa.net/enroll](http://www.resa.net/enroll) than a long string of words, letters, and numbers that accompany most links. Plus, when you build new pages, you can easily redirect visitors from an outdated, previous URL.

### New Redirect ×

**PATH**

---

**REDIRECT TO:**

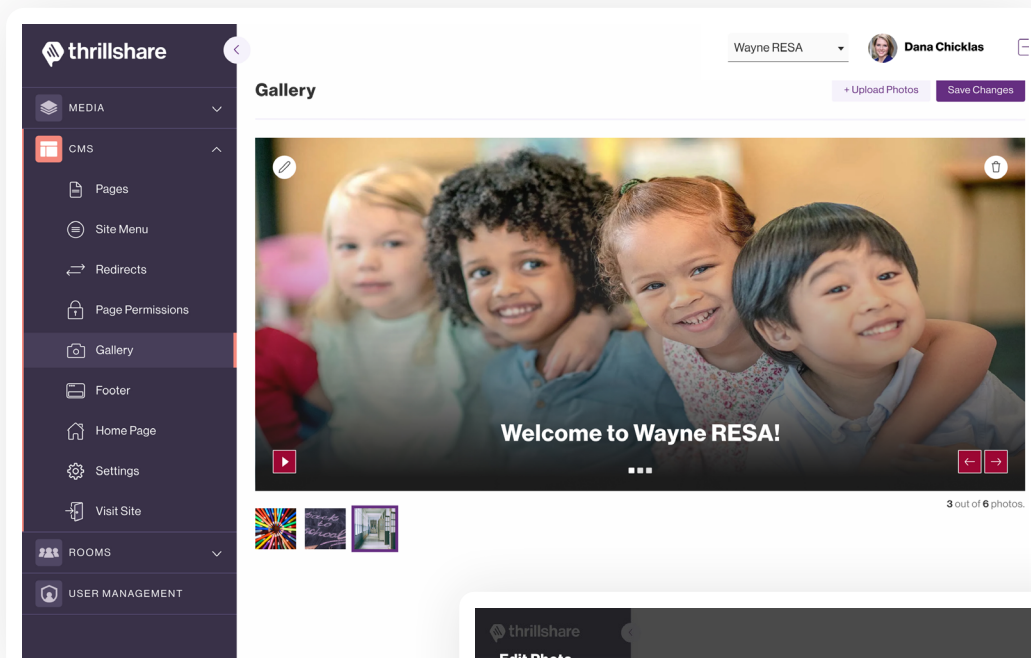
---

## Page Permissions

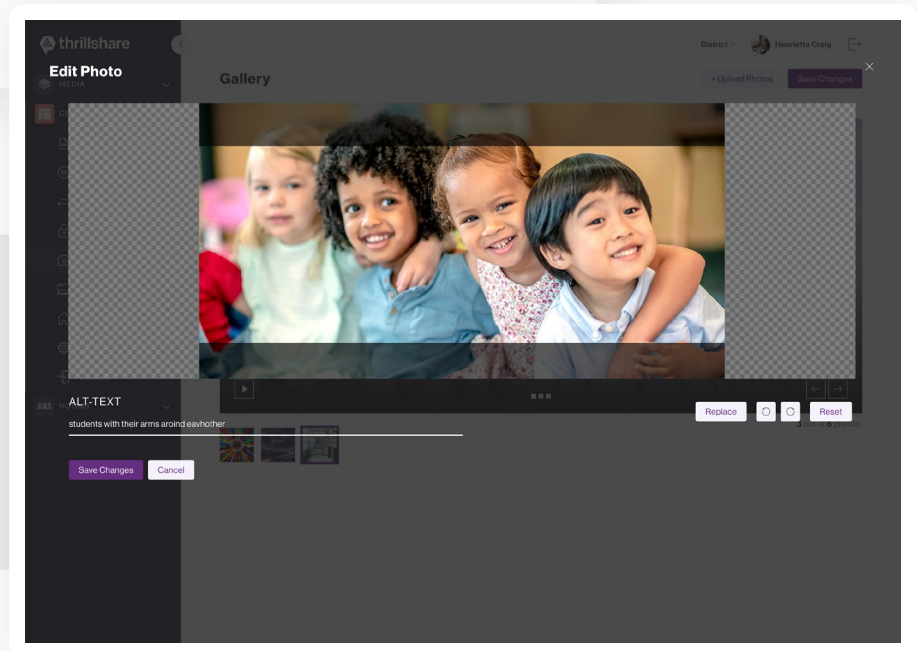
Not every user should have access to every piece of content on your website. Page Permissions allow admins and superadmins to control what users can access down to the individual page level. Users can have: access to all pages; access to all pages except certain pages; or access to only certain pages. This structure allows you to be extremely flexible with account permissions.

## Gallery

The Gallery is where you make the first impression with visitors to your website. The above-the-fold scrolling image gallery or video is the first thing people see on your homepage. Thrillshare allows you to quickly add or remove images, reorder the image sequence, and add required alt-text to ensure ADA compliance.

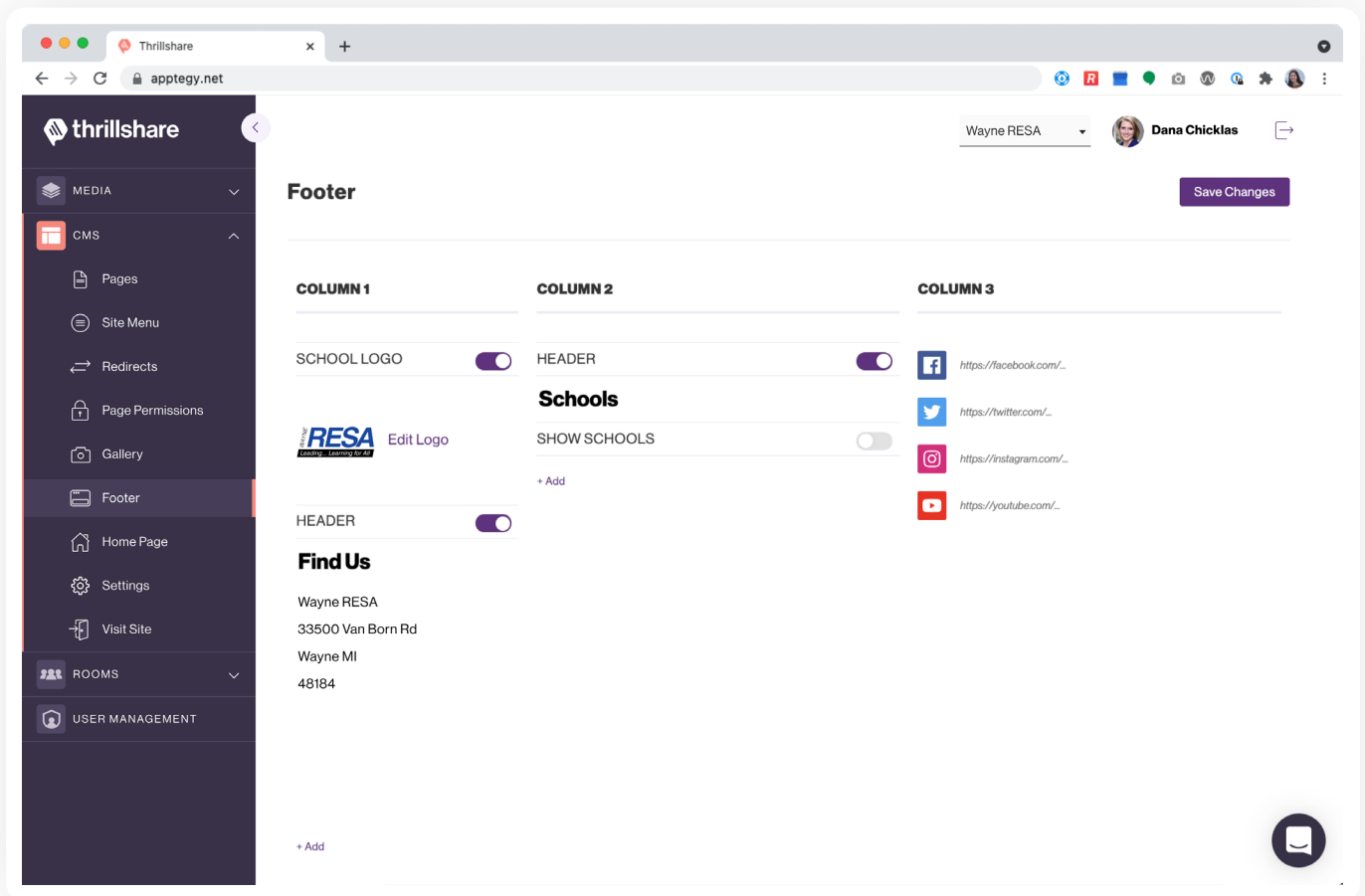


**The Gallery's photo editor makes it incredibly easy to crop your photos the right way: it automatically picks the correct aspect ratio and will make sure your pictures are not stretched, even if you upload a photo that's a different format.**



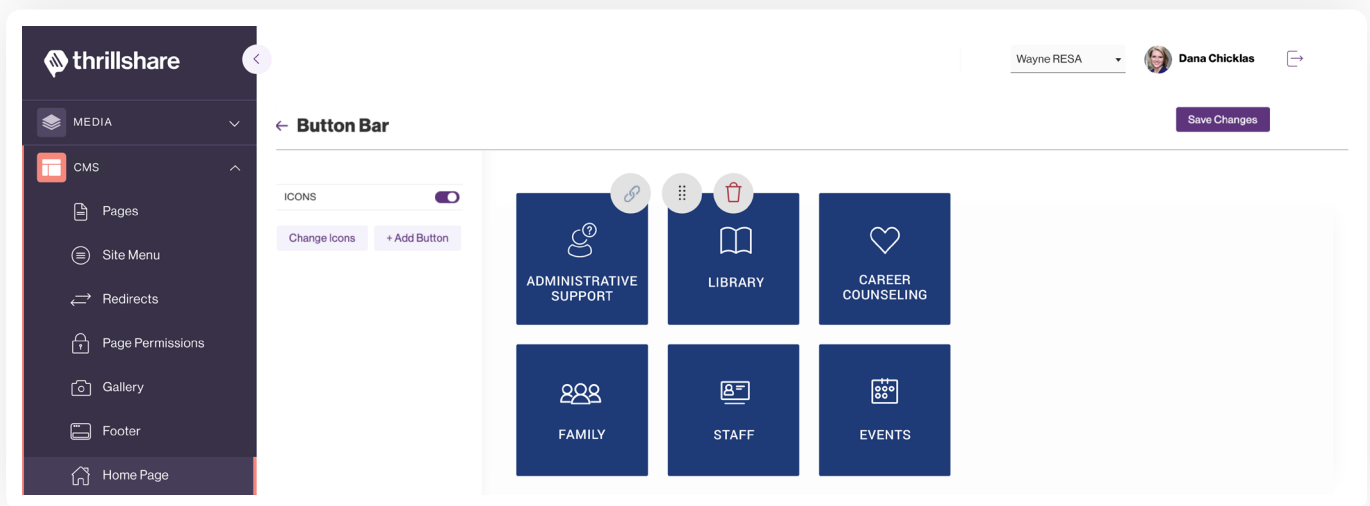
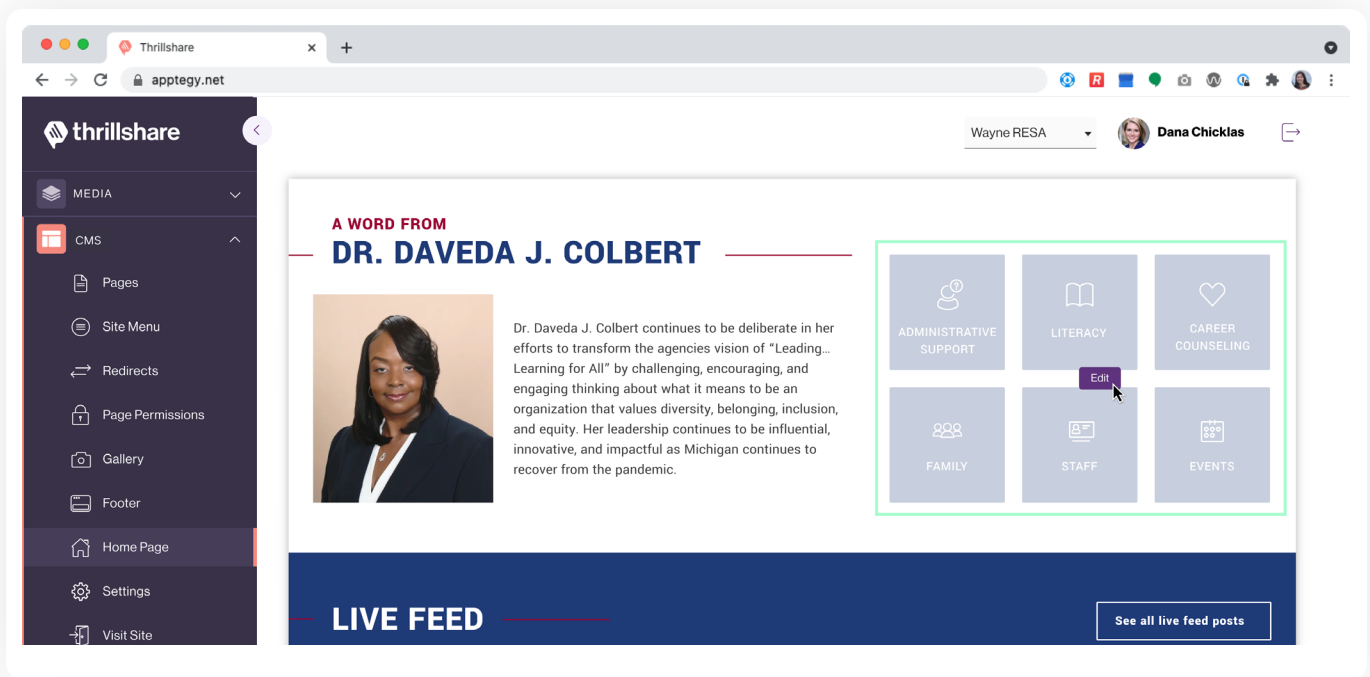
# Footer

Your home page typically needs several unique content sections like quick links and other custom content. Now, you can easily update these elements without any custom code.



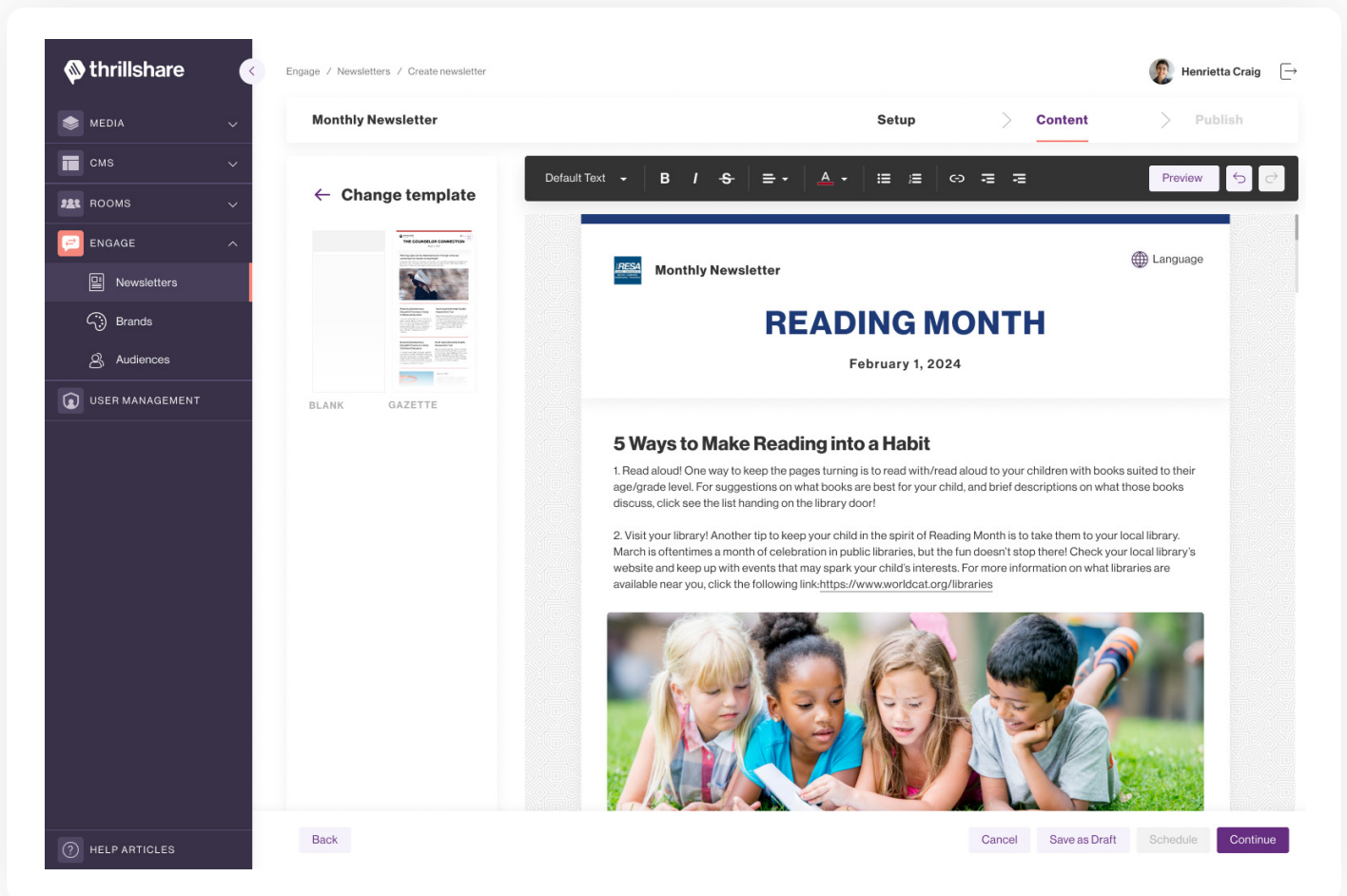
# Home Page

Your home page is the first place people will see your website, so it has to look great. Add elements to your homepage, like text for your gallery images, quick link buttons, informational blocks, and more.



# Newsletter Management: Engage (Optional)

Empower your staff to engage all members of your community with the same platform you'll already be using to build your RESA brand.

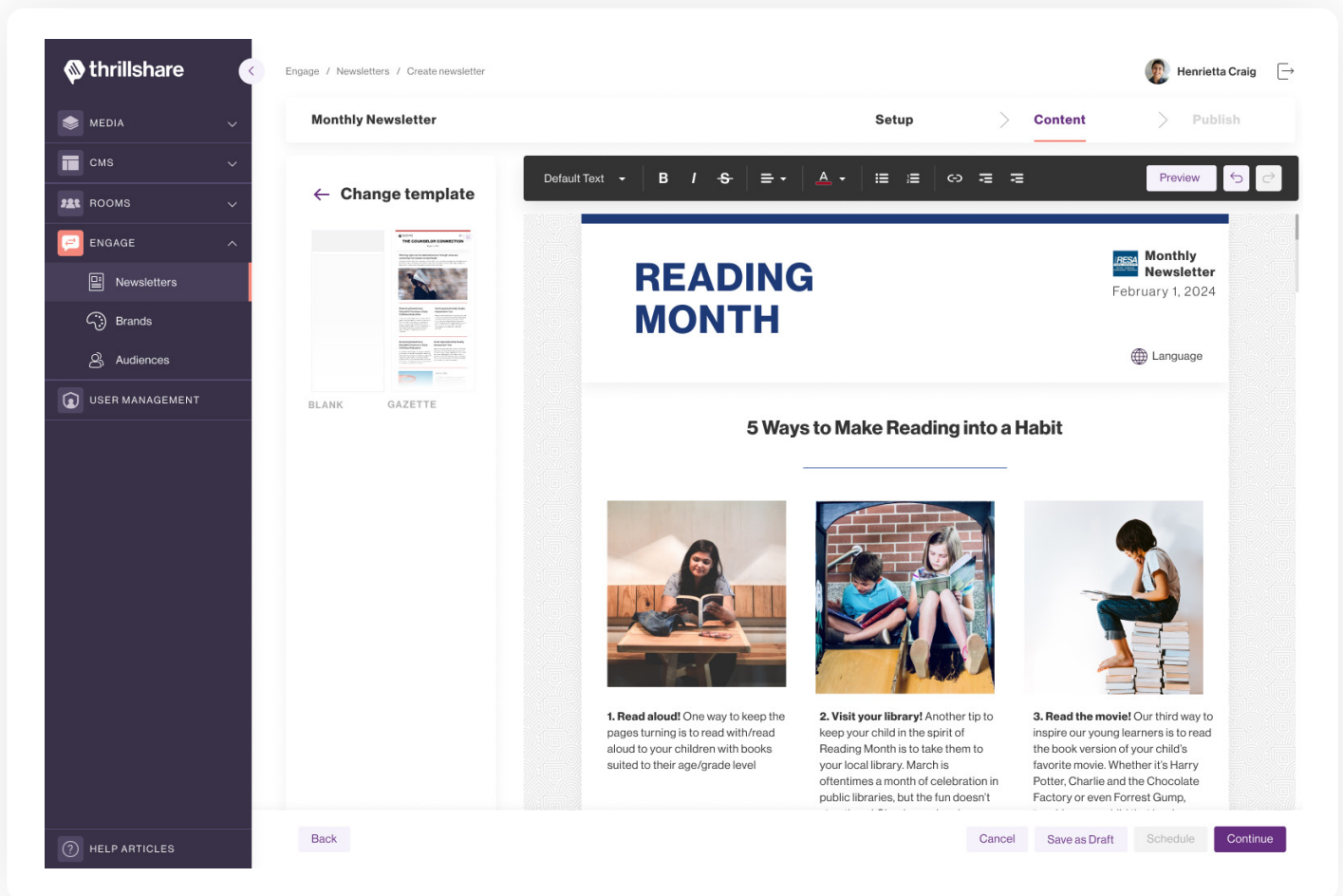


# Keep Your Community Engaged With Newsletters

Optional add-on

Newsletters are a cornerstone of Engage that enable you to reach your entire community. Simple to build and easy to send, newsletters can be created by any of your staff. Administrators can set the colors and logos of each newsletter within your RESA.

More than an update, newsletters are an opportunity to share the stories that form your identity. Engage external audiences with stories of achievements, events, and future plans.

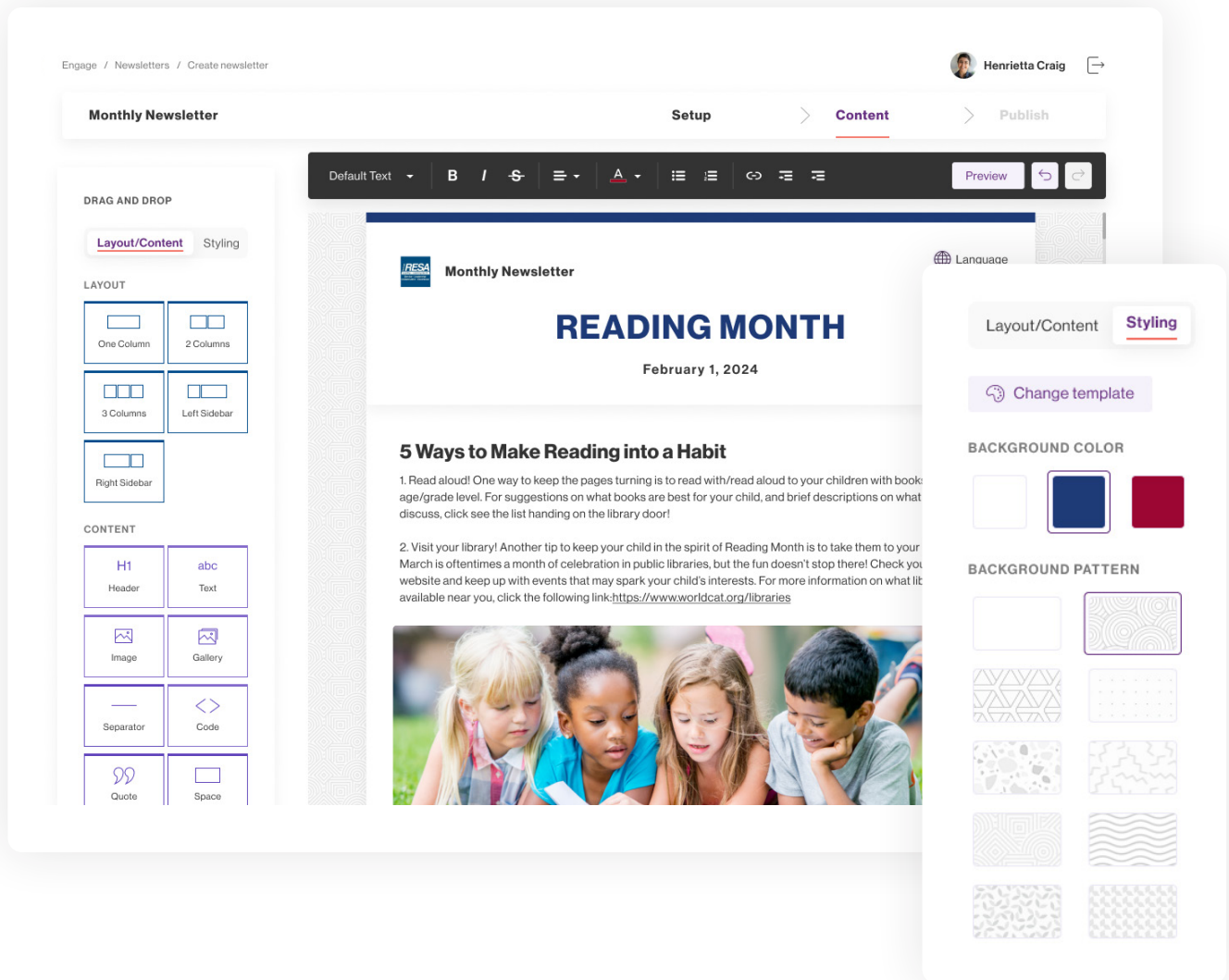


# How to Build a Newsletter

Optional add-on

Our newsletter builder utilizes the same WYSIWYG and drag-and-drop editors as our Thrillshare CMS. This way, your staff won't need to learn any new tools to design your newsletters — simply drag and drop various elements to create a newsletter from scratch.

You can send the newsletter right then, schedule to send later, or save it as a draft and edit it over time.

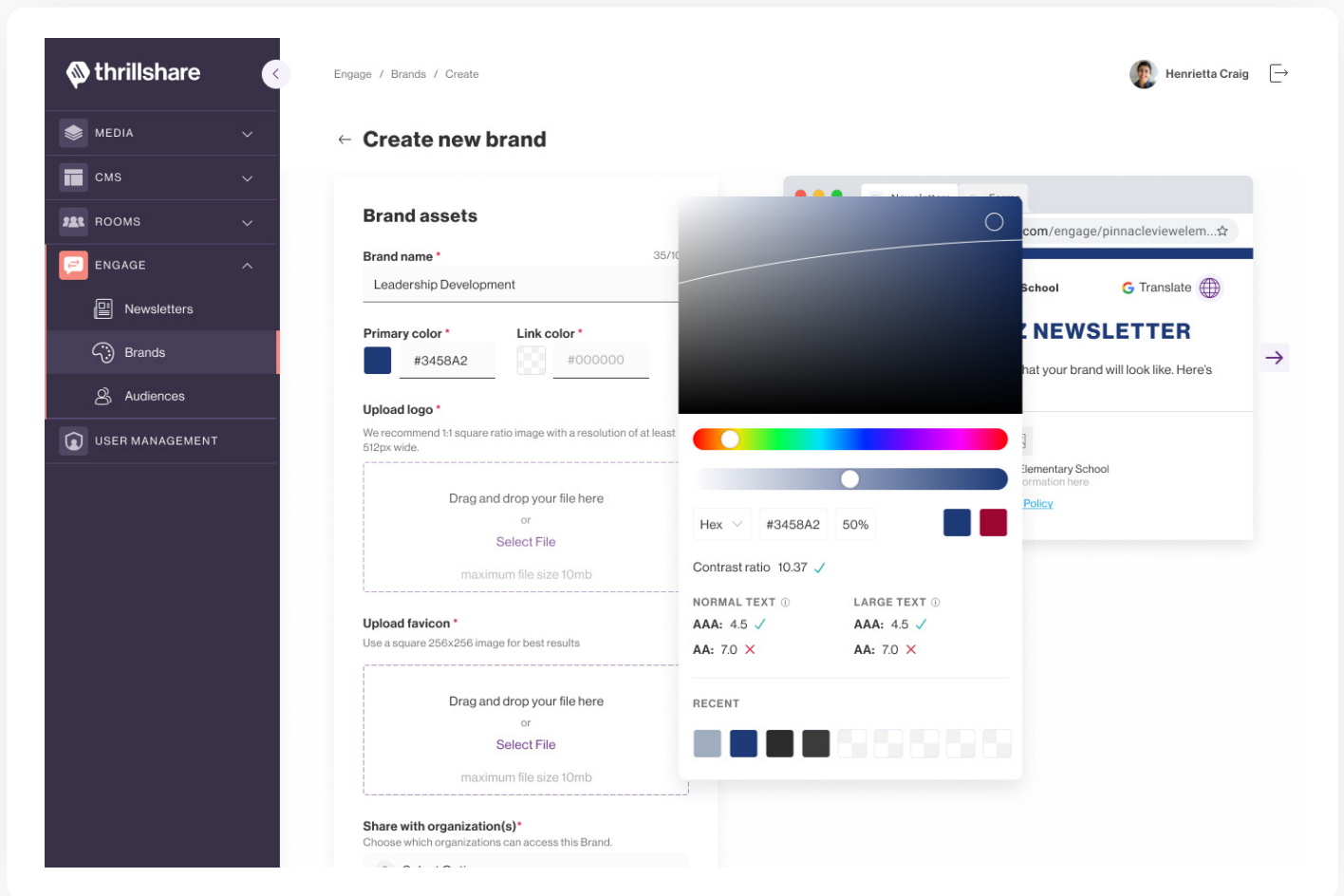


# Stay On Brand

Optional add-on

Your brand is what makes you stand out. Whether it's adult education programs, professional development opportunities, or any other group, each sub-brand represents a unique micro-community with its own specific purpose and people.

Engage allows you to expand your brand while maintaining control. Admins can create sender personas with unique styling assets — brand names, logos, primary colors, link colors, and contact information. Users can build new newsletters and create and duplicate templates all within established brand guidelines.

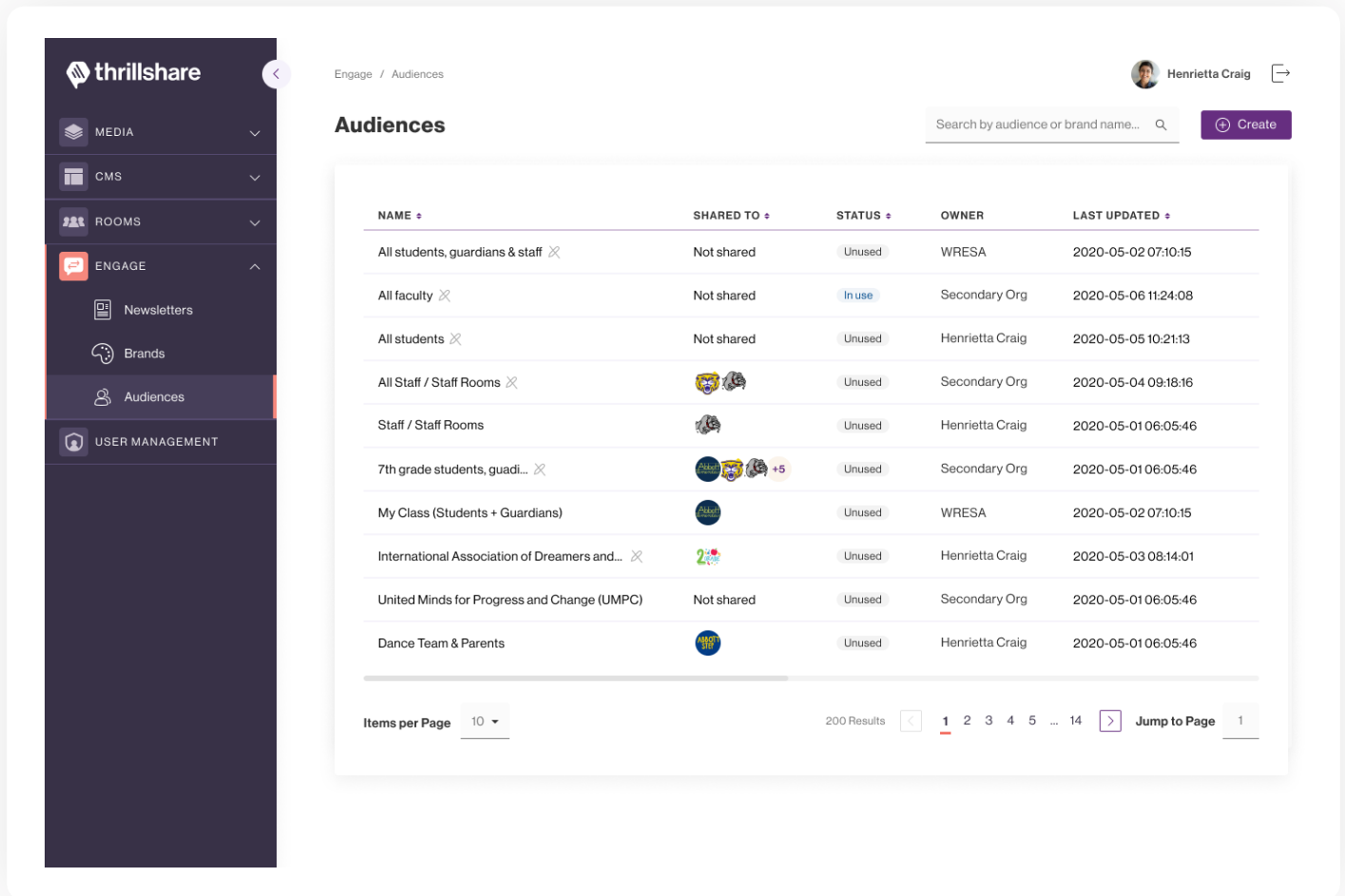


# Deliver Customized Experiences

Optional add-on

Audiences is a list segmenting feature within Engage that is designed to foster trust and communication. Group individuals into audiences based on shared interests or topics — professional development, career technical education, and more.

Relevant and personalized, Engage's audience creation feature enhances participation and connection within your community. Enable everyone to feel seen, heard, and valued.

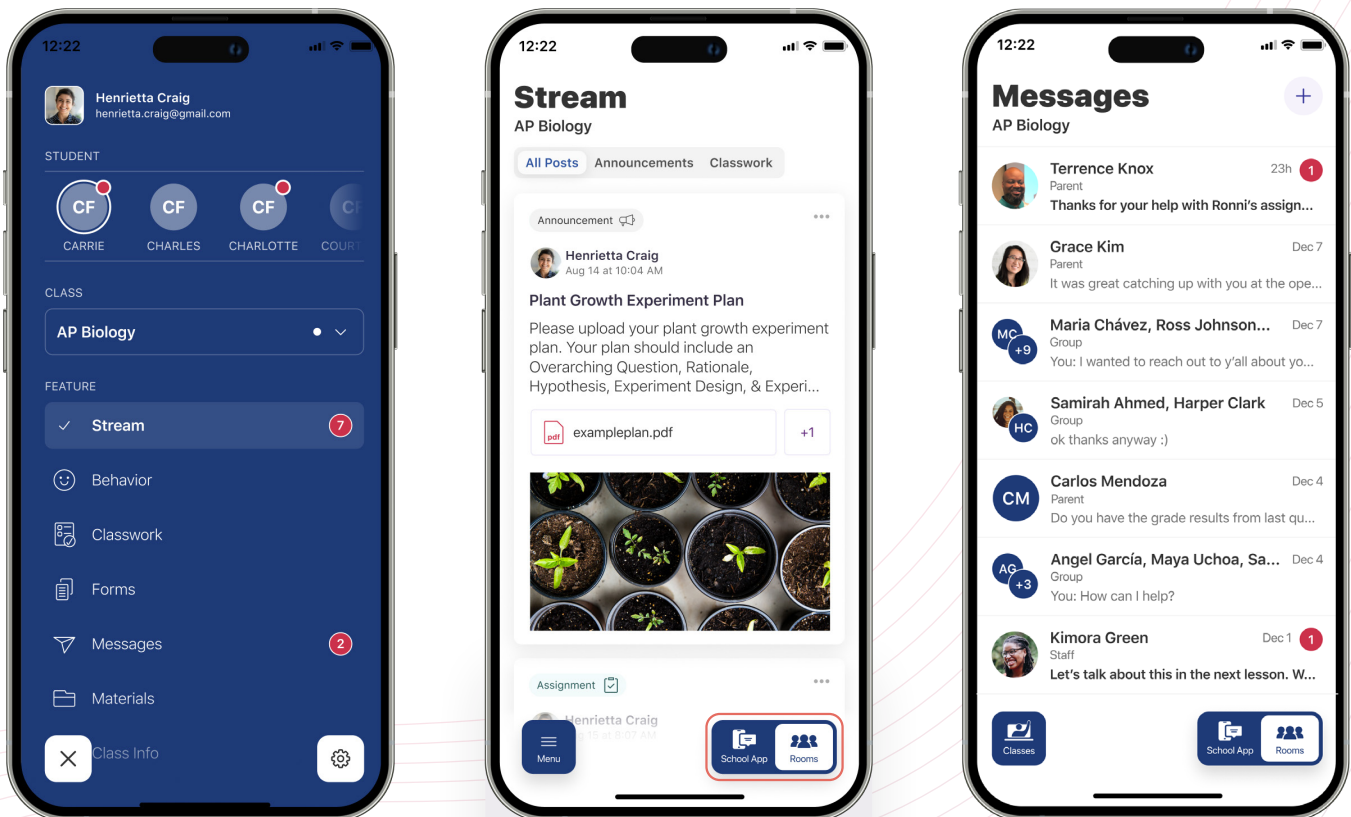


# **Two-Way Communication System: Rooms** (Optional - For K12 School Districts)

## **Rooms is a two-way communication tool that is integrated within your district app.**

We know teachers often use a number of different apps to communicate with families across your schools, which creates confusion and frustration for parents and staff alike.

But what if your students and their guardians could use the same app they already use for district information to communicate directly with teachers, all while your administration can safely monitor every conversation that goes on?

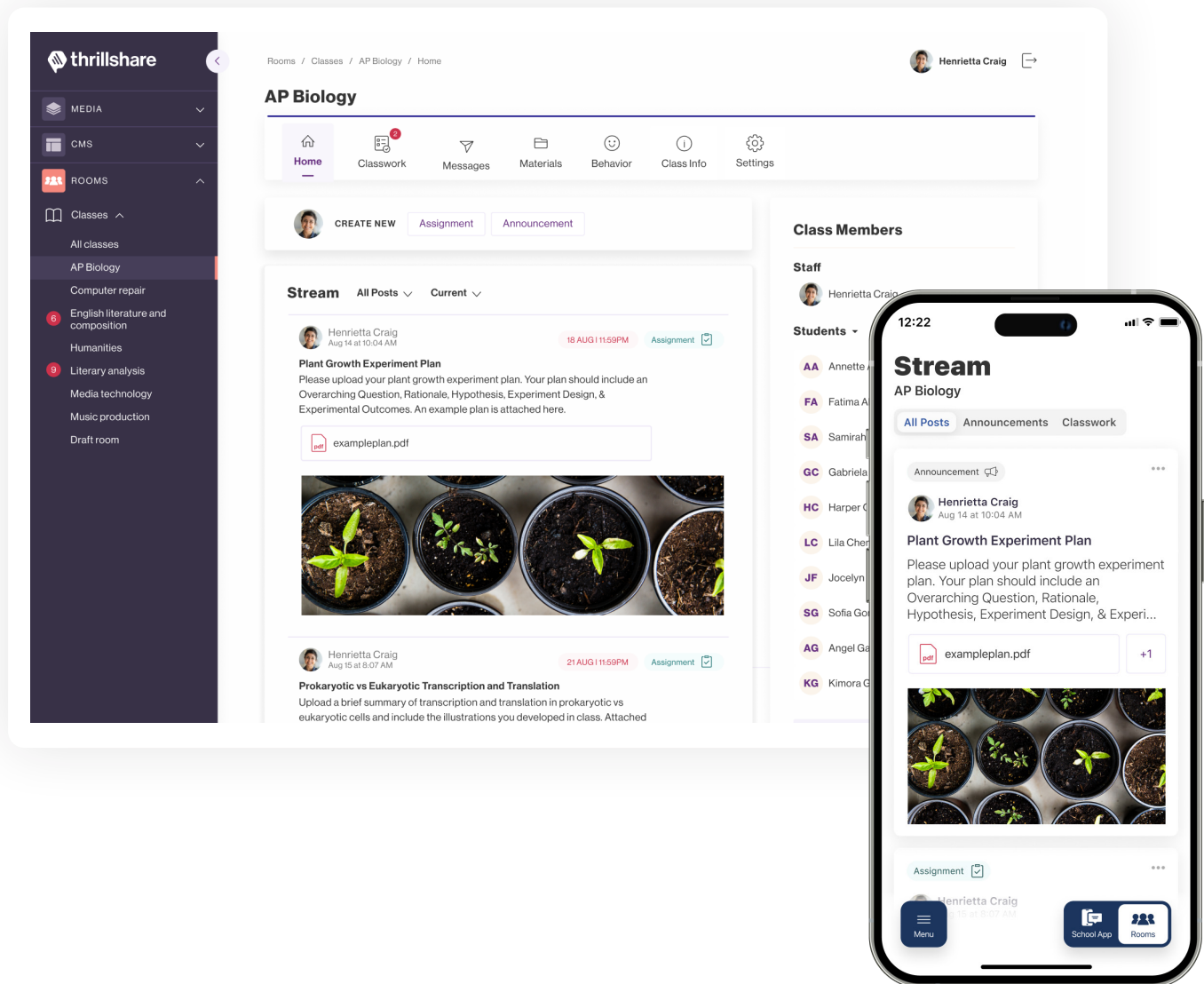


Simply toggle from **School App** to **Rooms** to access two-way communication straight from your district mobile app!

# Run your classroom with ease – even at a distance.

Optional add-on

Having a virtual classroom is no longer an option — it's a necessity. Rooms lets teachers manage changing classroom dynamics without skipping a beat.









## **Rooms: In-Depth**

Rooms is built to seamlessly integrate with your SIS, making setting up your academic terms easy for everyone. Just set up and bulk import your academic enrollment information, including all courses and student rosters with the click of a button.

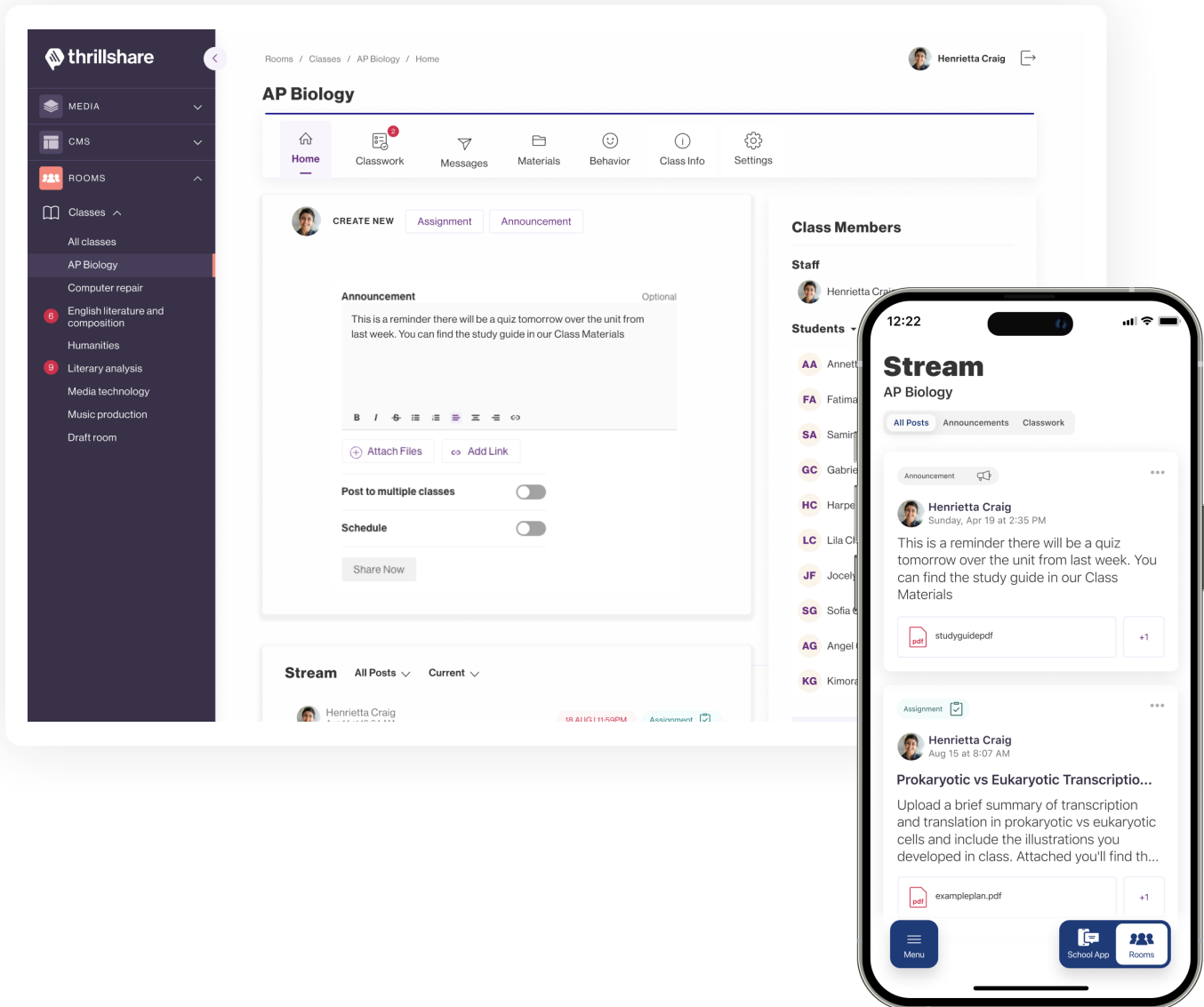
With your academic terms set up, you can now make Rooms the hub of two-way classroom communication.

**See the following pages for a detailed overview.**

	Stream/Announcements	page 118
	Two-Way Messaging	pages 119
	Materials	page 120
	Behavior	page 121
	Classes	page 122
	Class Settings	page 123

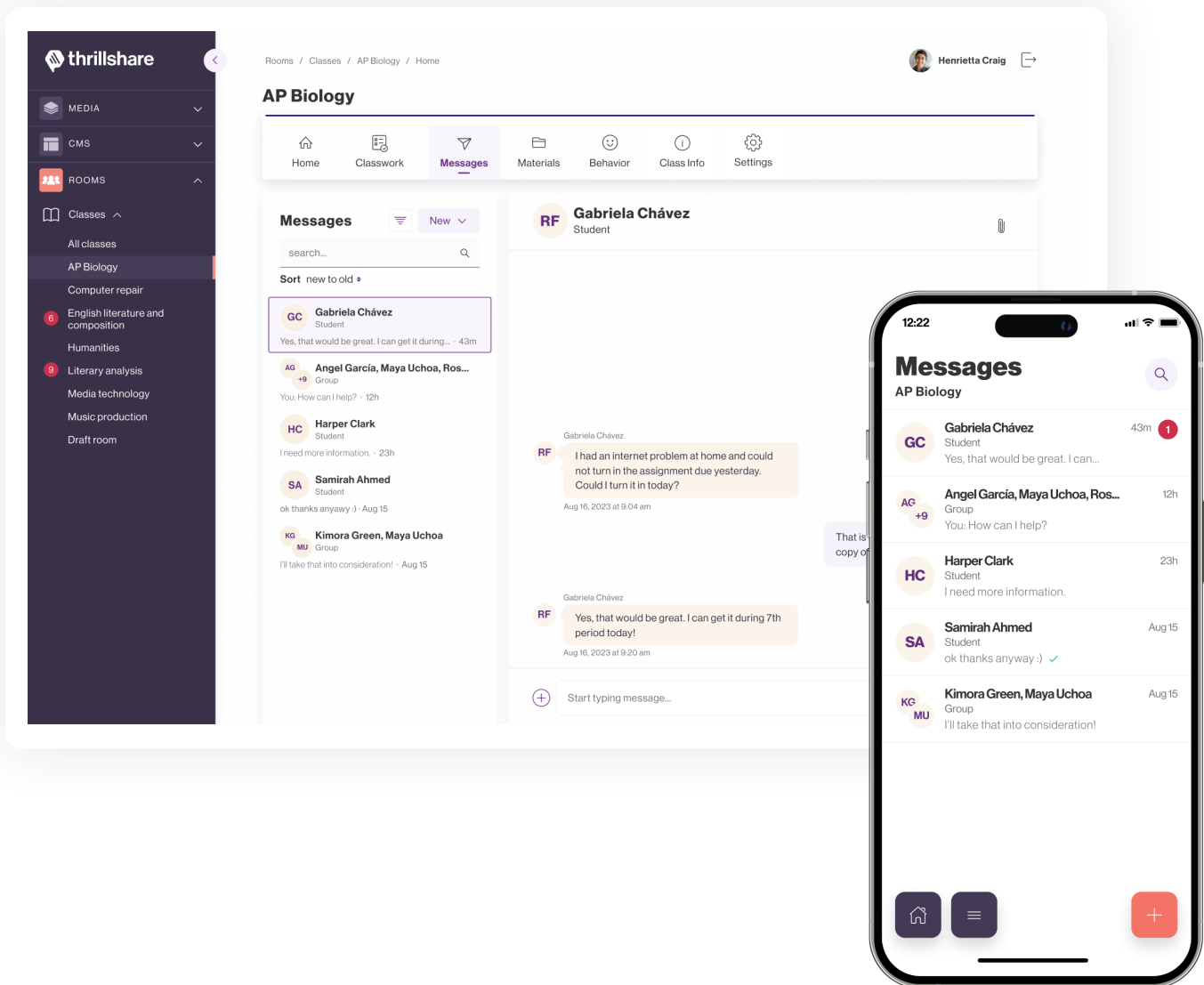
## **Stream/Announcements**

After selecting a class, students will be taken to their Class Stream. Here they can share classwide announcements within a particular course as well as their class roster. Teachers and staff can upload class content, and students can view any new updates.



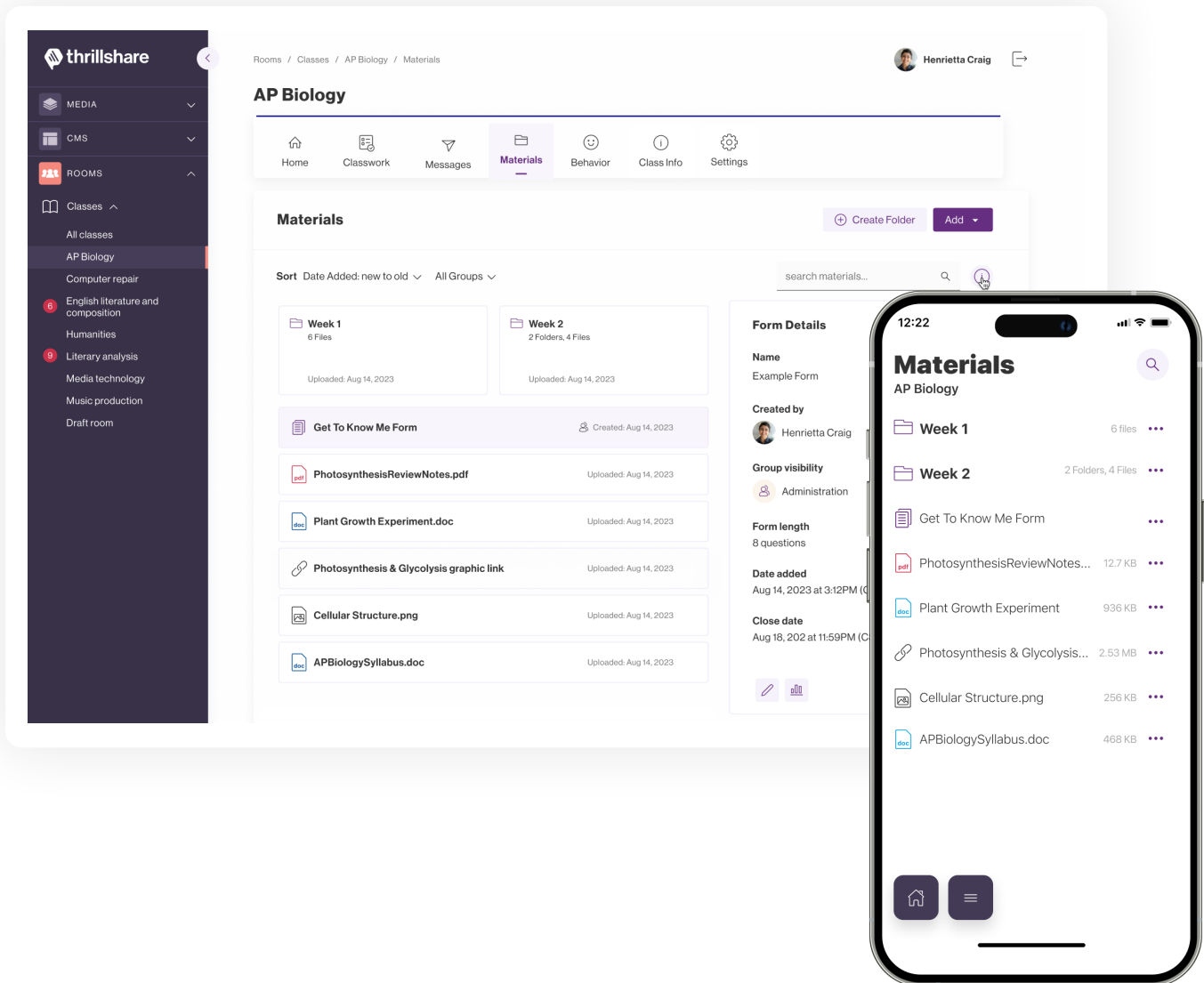
## **Two-Way Messaging**

If a student has questions about upcoming assignments or class curriculum, they can message their teacher directly through our Two-Way Messaging platform. This is a safe space for student-teacher communication that is monitored by parents and administrators.



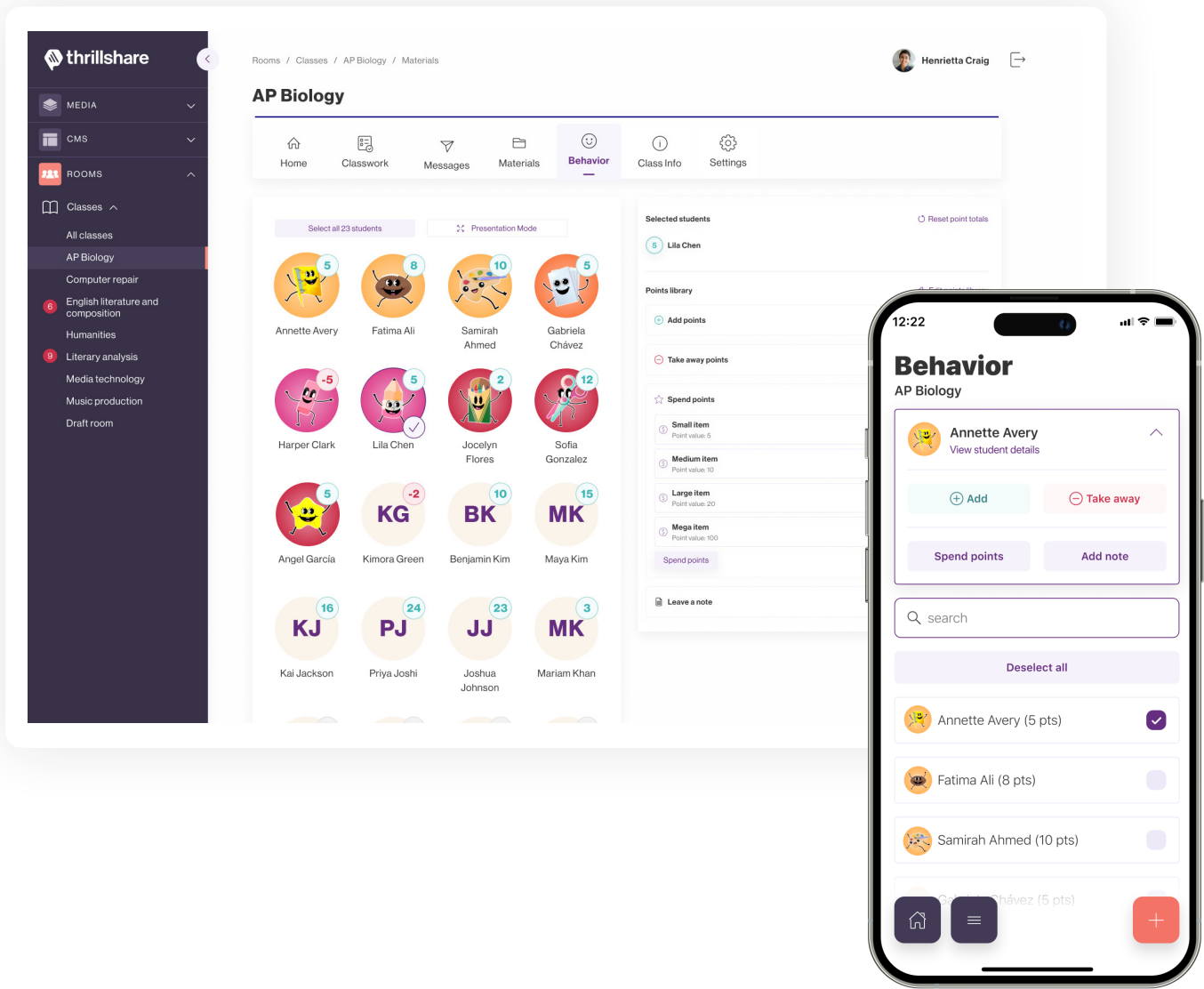
# Materials

Our Materials feature takes away the time and stress of filing hard copy supplemental resources and curriculum notes. Teachers can upload and organize their entire semester's worth of documents in one sitting. The best part? When a new semester begins, simply copy, paste and recycle your previous curriculum documents. Your new semester is ready in a matter of minutes!



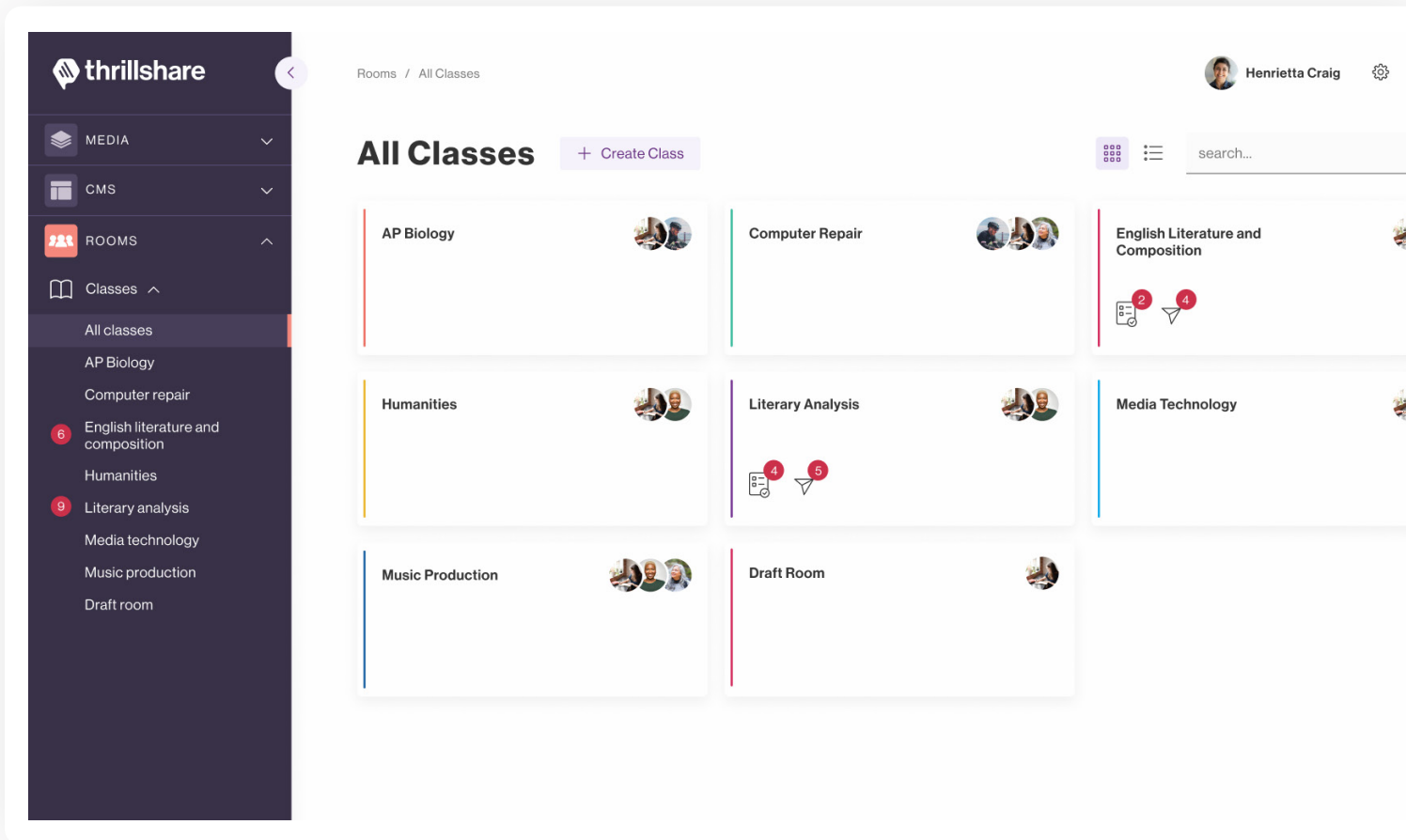
# Behavior

Your students are doing great things in the classroom—and Rooms helps everyone celebrate. With Behavior, teachers can allocate points to their students for classroom participation, good behavior, and demonstrating your school's values. Positive behavior can easily be seen by guardians right inside the app, allowing them to stay connected with their student's points and achievements.



# **Classes**

When a student logs into Rooms, the first page they'll see is the Classes Homepage. This page gives them quick and easy access to all of their classes, and can view notifications within each class.



# Class Settings

Our Class Settings feature lets administrators and teachers modify their class information and roster. Here students are able to see who's in their class and get more information about the course.

The screenshot displays the Thrillshare interface for a class named 'AP Biology'. On the left is a dark sidebar with the Thrillshare logo and navigation options: MEDIA, CMS, ROOMS, and Classes. The 'ROOMS' section is expanded to show 'All classes', 'AP Biology' (selected), 'Computer repair', 'English literature and composition' (with a red '6' badge), 'Humanities', 'Literary analysis' (with a red '9' badge), 'Media technology', 'Music production', and 'Draft room'. The main content area is titled 'AP Biology' and includes a navigation bar with icons for Home, Classwork, Messages, Materials, Behavior, Class Info (selected), and Settings. Below this is the 'Class Info' section with an 'Edit' button. It contains three sub-sections: 'What You'll Learn' (describing the course content), 'Expectations and Assessments' (listing grading weights: Textbook Quizzes: 20%, Biology Assignments: 40%, Exams: 20%), and 'Approach to the study of Biology:'. To the right is the 'Class Settings' section, which includes 'CLASS NAME' (AP Biology) and 'CLASS COLOR' (a row of color swatches with the purple one selected). Below that is the 'Class Members' section, which lists 'Staff' (Henrietta Craig) and 'Students' (a search bar and two entries: Annette Avery and Fatima Ali).

# User Management

Our publishing platform, Thrillshare, comes with Roles & Permissions to permit multi-level administration of your account. This way you can assign and categorize staff in multiple groups with certain levels of access.

You can assign roles to users, which govern how much control a user has within Thrillshare:

- **Admin:** allows for full access to Thrillshare. This role can change account-wide settings for users, the website, and the app as well as create and manage new Thrillshare users.
- **User:** can publish information in permitted Thrillshare sections.
- **Moderated User:** requires a moderator to approve all posts in the Live Feed and News sections before they're made public.

Permissions are set for each individual user on a **per-site** (location) and **per-section** (page) basis. This means you have incredible control over which sections, at which sites an individual has access to.

	Super Admin	Admin	User Manager	User	Moderated User
Settings: Create Profiles	✓	✓	✓	✓	✓
Settings: Manage Users	✓	✓	✓	✗	✗
CMS: Settings	✓	✓	✓	✗	✗
Settings: Social Media Connections	✓	✓	✓	✗	✗
Global Posting	✓	✓	✗	✗	✗
Alerts: Settings	✓	✓	✗	✗	✗
Settings: Calendar Sync	✓	✗	✗	✗	✗
Settings: Section Filters	✓	✗	✗	✗	✗
Settings: CMS Pop Up Message	✓	✗	✗	✗	✗
Live Feed	✓	✓	✓	✓	*

✓ Access

✗ No Access

\* Moderated Users are always limited to Facebook, Twitter, and Live Feed, and posts must be approved before they're made public. They do not have the ability to send Push Notifications, SMS, email, or VC via Live Feed

# Accessibility

Ensuring an accessible website is about much more than just scanning. Not only do we monitor your site for compliance, but we prevent most accessibility issues from ever occurring in the first place.

## Our Experience with Accessibility

In 2016 we began developing our websites based on the W3C's WCAG 2.1 Guidelines to maintain a **minimum level of AA compliance**, with the goal to reach AAA compliance wherever possible. We have been meeting and exceeding these minimums ever since. We've successfully used resources such as the online WAVE tool provided by the W3C, as well as more in-depth tools such as SiteImprove to fully **sweep client websites** to achieve compliance in color contrast and code, even content.

All of our websites are built on the same underlying structure and follow the same development best practices. Therefore, **each website we build, host and maintain is ADA-compliant.**

In addition to providing the tools to ensure compliance, we also provide ongoing **ADA training** for WRESA staff to ensure that added content is compliant as well.

On the following pages, see how we achieve 100% compatibility with:

**A new website with a code base that is accessible**

**Safeguards to prevent user error**

**Training and accessibility resources**

**Ongoing manual checks**

## A new website with a code base that is accessible

The basis of an accessible online presence has to be a compliant website. All of our 4,000+ clients have websites that are coded to be fully compliant. Several of the details are outlined below:

```

```

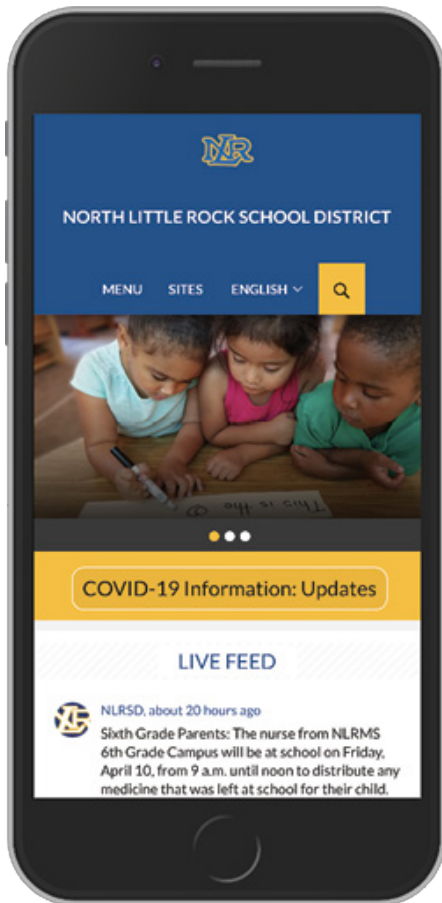
### Alt text for images

Image elements on the website display alt text in the code to provide a text-based alternative of the content for non-visual web users. In practice, this means that a user who is visually impaired can still understand the meaning/content of an image on the webpage because their screen reading device will relay this alternative description.

```
▶<div class="slide" style="float: none; list-style: none; position: absolute; width: 697px; z-index: 0; display: none;" aria-hidden="true">...</div></div>
```

### ARIA tags

Apptegy uses ARIA labels in website code to provide additional information to particular elements on the webpage. They're crucial for interpreting your website because they tell accessibility devices (like screen readers) what type of content they're looking at.



### Responsive design that works on any device

Apptegy websites use responsive layouts that adjust based on the size of a user’s screen. This helps users with visual or motor impairments navigate the website from all device types and screen sizes.



### Skip to content

A Skip to Content link is provided the first time a user presses “Tab” on the keyboard. This allows screen reading users or users with motor impairments the ability to skip to the main content of the page without having to navigate through each element of the header menu every time they load a page.

### SCHOOLS

- North Little Rock School District
- Amboy Elementary School**
- Athletics
- Boone Park Elementary School
- Center of Excellence
- Crestwood Elementary School

### Focus visibility

Elements that have keyboard focus are clearly visible. This allows users navigating the website using a keyboard to know exactly which element has focus by surrounding it in a highlighted border.

## Color compliance

We restrict the usage of colors to only allow colors that comply with contrast requirements. Contrast of text and background is important to ensure people with visual impairments are able to consume your content. Design elements that we create are all checked for compliance.

## Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

**Foreground Color**

#FFFFFF

Lightness

**Background Color**

#11518D

Lightness

Contrast Ratio

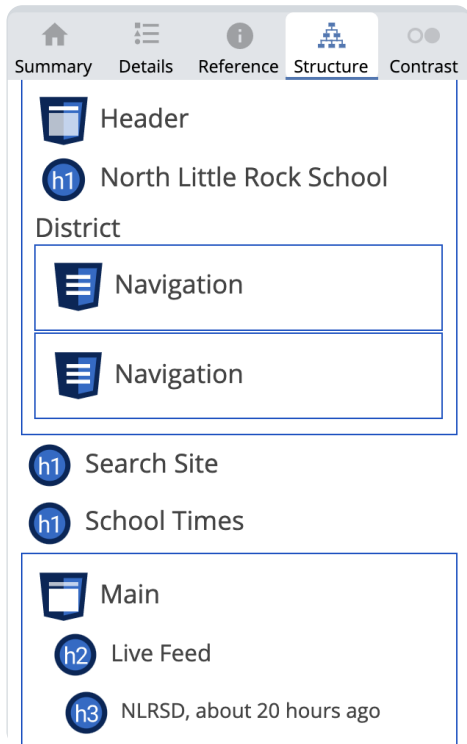
**8.12:1**

[permalink](#)

### Normal Text

WCAG AA: Pass  
 WCAG AAA: Pass

The five boxing wizards jump quickly.

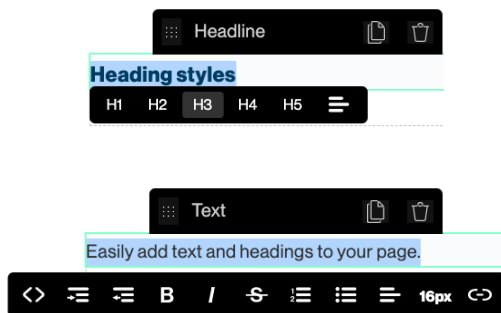


## Tab navigability

Code elements are added to the header menu and main elements of our websites to ensure screen readers and motor-impaired users are able to successfully navigate the page in a logical order. This allows a user to navigate your website with the tab key of the keyboard instead of using a mouse. In order to have tab navigability, the entire menu and heading structure needs to make logical sense, which is something that is determined by the underlying code.

## Safeguards to prevent user error

One of the biggest challenges in providing an accessible website is maintaining accessibility as new content gets added. Therefore, we built in a number of safeguards to prevent “user error”—i.e. to prevent a website editor from making a page noncompliant by accident.



### Pre-set font properties

Font size and appropriate color contrast are some of the most important aspects of maintaining accessibility across the board. Most website management systems allow all users to change font properties like the size and the color, which makes user error very common since many users don't understand the exact requirements for accessibility.

Instead of allowing these changes, we use **pre-determined styles** on all of your website pages. This means your users still have the ability to choose from a variety of text styles, but all of these styles have been developed to meet accessibility criteria. This also has the positive side effect of ensuring that all of your website pages remain on-brand.

### Add Images



#### ALT-TEXT

add alt text here

All text is required

Continue

Cancel

### Required alt text for images

Whenever you upload an image to your website using our Thrillshare platform, the image will only be accepted if it contains an alternative description. This little step prevents the most common user error.

## Training and accessibility resources

No amount of safeguards will guarantee accessibility because there are several elements that cannot be “checked” by an algorithm.

For example: the alt text on images needs to make sense for it to be valuable. “Photo” is not an acceptable description. “Students on class trip in front of the Washington Monument” is. Therefore, we will provide three aspects of training: initial training, accessibility resources, and ongoing training.

### Initial Accessibility training

In addition to the most common accessibility concerns, which we address in our standard training on the platform, we will perform a separate initial accessibility training for all users who interact with areas of the platform where in-depth training is needed. In order to determine the entire training group, we will conduct interviews with our main contacts as well as stakeholders at each of your campuses. In these trainings we will cover everything from general accessibility understanding to image descriptions to making documents compliant.

### Accessibility resources

We also have an accessibility guide as a summary of all the learnings and for reference during everyday usage.

### Ongoing training

Throughout our partnership, we will train new users and retrain existing users to make sure accessibility best practices stay top of mind. All training is unlimited.

## Ongoing accessibility checks

Every month, we manually perform an accessibility check on your website, which allows us to catch issues that a tool would never find, such as incorrect image descriptions.

For example, using the description “dog” on a picture of a cat, or, more commonly, using the description “img\_7384” on a picture of students working on a project in a class, isn’t compliant. We will also make sure that added documents follow accessibility standards.



# Language Translation

In today's world, you need to engage diverse audiences. Successfully doing so is about more than just translating your website, mass notifications, and mobile app to other languages. Often, message formatting is thrown off after a translation feature is applied, and the user ends up with a message that's illegible.

No one in your community should feel like an afterthought. That's why we use the most robust translation services to power the translation of your website, mass notifications, and mobile app, all while retaining the same great user experience.

## Languages We Support

Afrikaans	Ewe	Kinyarwanda	Odia (Oriya)	Tatar
Albanian	Filipino (Tagalog)	Konkani	Oromo	Telugu
Amharic	Finnish	Korean	Pashto	Thai
Arabic	French	Krio	Persian	Tigrinya
Armenian	Frisian	Kurdish	Polish	Tsonga
Assamese	Galician	Kurdish (Sorani)	Portuguese (Portugal, Brazil)	Turkish
Aymara	Georgian	Kyrgyz	Punjabi	Turkmentk
Azerbaijani	German	Lao	Quechua	Twi (Akan)
Bambara	Greek	Latin	Romanian	Ukrainian
Basque	Guarani	Latvian	Russian	Urdu
Belarusian	Gujarati	Lingala	Samoan	Uyghur
Bengali	Haitian Creole	Lithuanian	Sanskrit	Uzbek
Bhojpuri	Hausa	Luganda	Scots Gaelic	Vietnamese
Bosnian	Hawaiian	Luxembourgish	Sepedi	Welsh
Bulgarian	Hebrew	Macedonian	Serbian	Xhosa
Catalan	Hindi	Maithili	Sesotho	Yiddish
Cebuano	Hmong	Malagasy	Shona	Yoruba
Chinese (Simplified)	Hungarian	Malay	Sindhi	Zulu
Chinese (Traditional)	Icelandic	Malayalam	Sinhala (Sinhalese)	
Corsican	Igbo	Maltese	Slovak	
Croatian	Ilocano	Maori	Slovenian	
Czech	Indonesian	Marathi	Somali	
Danish	Irish	Meiteilon (Manipuri)	Spanish	
Dhivehi	Italian	Mizo	Sundanese	
Dogri	Japanese	Mongolian	Swahili	
Dutch	Javanese	Myanmar (Burmese)	Swedish	
English	Kannada	Nepali	Tagalog (Filipino)	
Esperanto	Kazakh	Norwegian	Tajik	
Estonian	Khmer	Nyanja (Chichwa)	Tamil	

### Text/Voice Call/Email Notifications

Apptegy uses Google Cloud Translate to translate your mass notifications. Google Cloud Translate differs from the more familiar Google Translate by **providing a substantially higher quality translation while retaining formatting and styling.** This is a premium service we pay for as opposed to the free Google Translate. You can assign a language to your parent lists and create lists specifically for families who prefer messages in other languages. SMS messages, text-to-speech voice calls, and emails you send to these language-specific groups will automatically translate the message without requiring any additional entry or manual translation. If you prefer to edit the translated text, you have the option of easily making the adjustment before sending it out.

### Mobile App

Your native iOS and Android mobile apps use the built-in language settings of your user's smartphone. For example, if your phone's operating language is set to Spanish, the content of the mobile app will automatically show up in Spanish. This means all of your constituents will have the same great experience. Push notifications through the mobile app will also automatically translate.

### Alert Center

[View Scheduled](#)

**Channels**

SMS
  TTS
  VC
  Email

**Select Lists**

All Parents x
 Edit Recipients ents

**Translate Message?**

Yes
  No

**SMS Message**

School is cancelled tomorrow, April 15th, due to inclement weather.

**SMS Translations**

Spanish ▼

La escuela se cancela mañana, 15 de abril, debido a las inclemencias del tiempo.

[Refresh All Translations](#) ↻

# **Implementation & Success**



# Meet Your Team

In the following pages, we will introduce the team that you will be working with. They bring experience in working with hundreds of clients across the country. All our staff members are full-time Apptegy employees working in-house. Beyond your dedicated team shown here, we have a support staff of 90+ that will always be ready to pick up the phone and connect!

**We made a video to say hello!**



Visit [www.apptegy.com/WRESA](http://www.apptegy.com/WRESA)



**Jesson George**  
VP of Client Experience

Jesson leads Apptegy’s Client Success, Onboarding, and Technical Operations/ Support teams. He brings 18 years of experience in project management, leadership, and customer service in telecommunications. He believes that deeply understanding the client’s needs, the school community, and providing the right tools at the right moment are at the heart of the work the Client Experience team does. As a native of Little Rock, Arkansas, he and his family are excited to do this work where he grew up and where he has roots. Outside of work, Jesson spends time with his 4-year-old and 10-month old sons, defending his fantasy football championship, and finding hole-in-the-wall restaurants.

- Oversees all work performed for clients
- Manages support, client success, and implementation teams

**B.S. in Business Administration**

University of Central Arkansas

18 years of team management experience



**Rachel Cole**  
Director of Implementation

Rachel holds an extensive background in, primarily, education — ranging from teaching 1st graders in the classroom, being nationally recognized for analyzing, cultivating, and succeeding in strategic professional development for school staff and teachers, and working on issues of educational equity in the Delta regions of Arkansas and Mississippi. After over a decade in the education field, Rachel spent 6 years as a Senior Associate at GK Consulting before making her way to Apptegy. Here at Apptegy, Rachel heads our implementation teams responsible for training and supporting school administrators across the nation to achieve their strategic communication and marketing goals. Outside of the office you’ll find Rachel spending time with her husband, David and their two children.

- Leads our Implementation & Design teams
- Will work hand in hand with Zeld, Caitlyn, and the broader team

**B.A. in Art History**

Smith College

**Masters in Public Service**

Clinton School of Public Service

15 years of experience as teacher and in education leadership



**Zelda Engeler-Young**  
Onboarder

Zelda is a Conway, Arkansas native. While achieving her B.A. in English, she worked as an editorial intern at the Oxford American Magazine, as well as a writing tutor and teaching assistant at Hendrix College. Shortly after, she joined the Apptegy team and has even onboarded her own hometown’s school district! Here at Apptegy, problem solving and making workflows easier for her clients are her favorite parts of her job. Having a father who works as an IT Director himself, Zelda understands the work these individuals put in every day for their schools, so the opportunity to support the people who work to support the growth and education of their communities is an honor to her. In her free time, you can find Zelda taking walks, listening to punk rock, or watching “Buffy the Vampire Slayer” with her friends.

- **B.A. in English Literary Studies**  
Hendrix College
- Has onboarded nearly 150 clients at Apptegy

- Manages implementation from the time you sign a contract until you go live
- Leads content migration team
- Makes sure we’re meeting expected deadlines
- Leads initial training sessions for your team



**Caitlyn Carroll**  
Client Success Manager

Caitlyn will be your dedicated point of contact. This Conway, AR native holds B.S and M.A. degrees in elementary education & teaching. Before coming to Apptegy, Caitlyn spent over 5 years as an educator in the classroom, from teaching first graders to teaching language development for K-5 students. From this experience, Caitlyn understands that communication is the foundation for school’s to build relationships with their communities. Caitlyn’s heart is still in education, and she’s excited that here at Apptegy she can help bridge that gap between schools and their communities and empower school leaders to share their stories on a daily basis. When she’s not in office, you can find Caitlyn doing yoga or pilates, playing tennis, traveling, or cooking with her husband. Feel free to ask her about the “Spaghetti Sunday” family and friends event she and her husband host every week!

- **B.S. in Early Childhood Education & Teaching**  
University of Arkansas
- **M.A. in Elementary Education & Teaching**  
University of Arkansas
- 5+ years teaching and has provided ongoing training and support to over 120 districts as Apptegy

- Leads all ongoing trainings for your team, including product and topic training like ADA compliance
- Assists your users in using Thrillshare to promote the RESA
- Assists you in using Thrillshare to run campaigns and initiatives
- Serves as your personal point of contact throughout the partnership



## Jared Dreher

Head of Support

Jared serves as our Head of Support, bringing 12 years of experience in customer service and leadership. Prior to Apptegy, Jared worked at Apple, first as a support specialist and then at the famous Genius Bar. There, he grew a unique skill set that's hard to find: the combination of robust product knowledge, problem-solving ability, and strong people skills.

At Apptegy, you'll see Jared carry over both his technical expertise and empathetic approach to the entire Support team. This means if you contact us for help, rather than referring to a different department, Jared and our Support team already understand the inner-workings of our products and can diagnose problems and offer solutions immediately.

Apart from work, Jared spends time with his three kids and wife, and holds a love for music. While he favors pop punk music, he's recently gotten into some Americana as well.

- 12 years of customer service and leadership

- Leads the Support team
- Has worked with clients that focus on ADA compliance
- Conducts User Acceptance Testing (UAT) ahead of new feature releases



## Matthias Wehnert

VP of Enterprise Sales

All the way from Krefeld, Germany, Matthias offers a world of experience. Prior to joining Apptegy, Matthias worked with senior stakeholders at Fortune 1000 companies as their point person to better learn their unique and specific needs. His experience working with the boardroom paired with nearly six years of experience as a freelance web designer makes Matthias a valuable resource for helping administrators trying to build a brand in today's digital age.

Outside the office, Matthias is passionate about coffee and not just as a consumer. Matthias co-founded a German coffee start-up before moving to the United States to be with the woman of his dreams, whom he married in October 2019.

- **B.Sc. in Business Administration**

University of Mannheim, Germany

- 9 years of experience working with schools and has met with over 2,000 school districts in the US

- Serves as your point of contact during the RFP process
- Helps school entities solve their marketing and EdTech needs
- Shows clients new ways of addressing their competitive challenges



## Seth Cosier

Business Development Team Lead

Seth has lived in Michigan his entire life, growing up in Cedar Springs before moving to Detroit and then making his way to Dearborn, where he's been for the past two years. During his five years in Detroit, Seth gained a plethora of knowledge in tech and business, working in multiple tech startups (Benzinga, Sift, Trustpage) as a business development representative and even running his own audio/visual production company in the city for over a year. Now at Apptegy, Seth loves that he's able to travel all around the state to help school leaders build their districts; online presence and brand. When he's not in the office, you can find Seth spending time with his wife and two-year-old daughter, making DIY home improvements, woodworking, or brewing beer and making craft cocktails.

● **B.A. in Cognitive Science**

University of Michigan

● 5 years experience in business development, leadership, and marketing

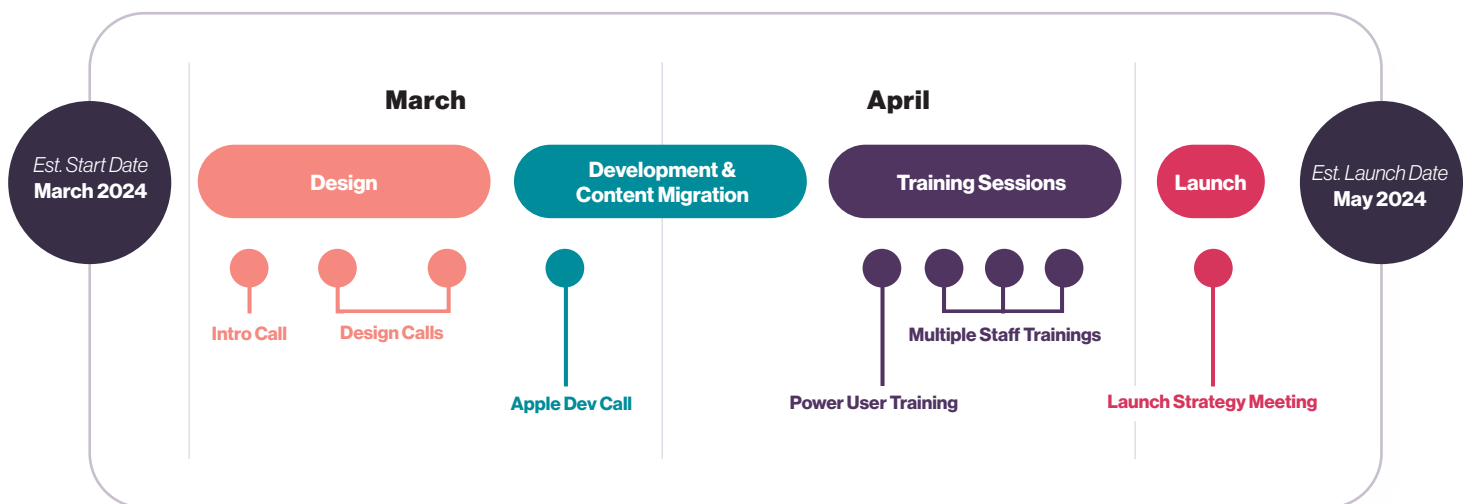
- Serves as your point of contact during the RFP process
- Helps school entities solve their marketing and EdTech needs
- Shows clients new ways of addressing their competitive challenges

# Implementation Plan

We have **onboarded over 4,000 clients in the past ten years.** Through this experience, we have optimized our implementation process, outlined below.

We know that each implementation is unique, and we tailor our proven process to fit your timeline and needs. Much of the onboarding process does not need to be linear and will be **adjusted to meet Wayne RESA's specific needs.**

Below, we've outlined our proposed timeline with our most common sequence of milestones. Your timeline of 10 weeks fits well into our average implementation length of 2-3 months.



### Design | March

We get our partnership started with a meeting to introduce stakeholders on your side and ours. In this meeting, we will cover our detailed roadmap, responsibilities, and the overall structure of the planned implementation. Since we have everyone together, this meeting also starts our design process.

Once equipped with your unique needs and requirements for our implementation, we're ready to get started on designing your perfect website and mobile app. We create a high fidelity mockup as a first draft and iterate from there. Since we've already established a good understanding of what you're looking for, this process is typically quite fast.



- 2-4 meetings with us, averaging 30 minutes
- 1-2 additional internal discussions

### Development & Content Migration | March - April

With an approved design, we're ready to build out your iOS app, your Android app, and your website. Once we're done with the development, we will migrate your content. While we touch on content structure during the design process, this is where we hash out the details and get the work done.

Finally, we run through quality assurance testing. After our team has gone through your entire website and app and confirmed that everything is working, we will ask you to approve the content and functionality as well.



- 30 minute meeting to configure app on Apple/Google stores

## Training Sessions | April

Trainings with Apptegy are unlimited and included for everyone. An ideal training schedule will include a setup call with your project lead, in-depth sessions for all of your power users, and introduction sessions for casual users. We typically schedule several sessions over a few weeks to accommodate different schedules. This way, everyone is set up for success and can get started using Thrillshare before we go live officially.



- One 90 minute meeting with power users
- One 45 minute meeting with key users

## Launch Strategy | May

With everyone trained, your new website and app built, and our launch strategy prepared, we're ready to flip the switch. And flipping the switch is all it takes: we just point your domain — [resa.net](https://resa.net) — to our servers, and the change to the new website will be instant.



- One meeting to discuss our launch strategy
- One meeting to change your domain settings

## Post Launch

Now that your website is live, we work together to drive adoption of your new website and mobile app. This is where your launch campaign gets executed. You will also be working closely with your Client Success Manager, Caitlyn, on trainings and best practices; and our support team on any questions your users have after the switch.

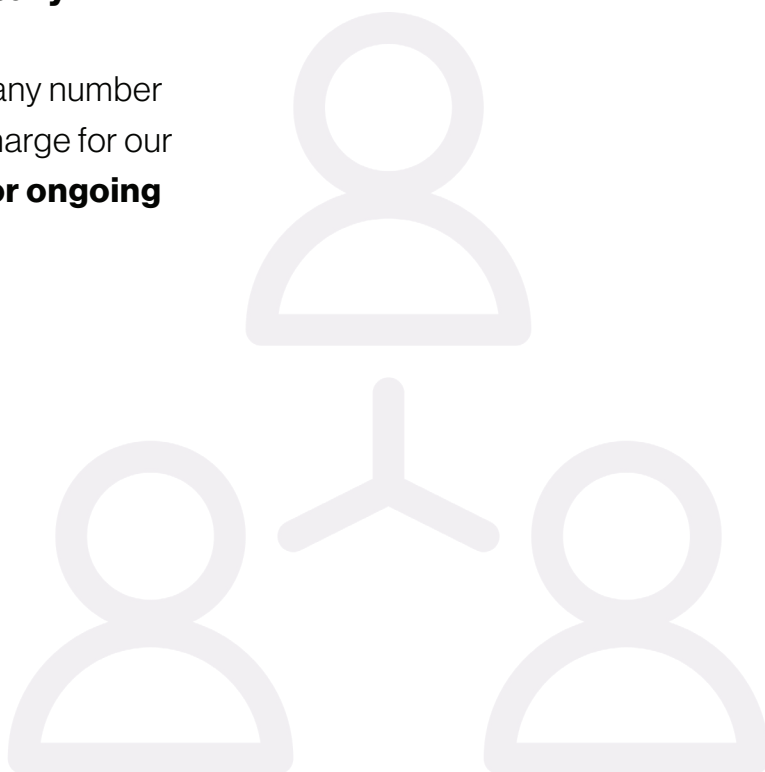
# Training

“Train the trainer” is the standard for most software projects, but it is **not** how you get the most usage out of your communication systems.

Most entities go wrong by defaulting to the train the trainer method. Typically, this is an economic decision or the only option vendors provide. We take a very different approach and include **unlimited training at no additional cost**. This way, we remove the hurdle of involving more people.

Your staff will not have to take up district resources to get trained. Instead, they can schedule a session with us. **Especially for our bigger clients, this increases involvement and engagement dramatically.**

Trainings are **included and unlimited** for any number of Thrillshare users. This means we won't charge for our initial training, and **we will never charge for ongoing training** — even if we did one per week.



## Initial Training Schedule

Trainings with Apptegy are unlimited and included for everyone. An ideal training schedule will include a **setup call with your administrators**, in-depth sessions for all of your **power users**, and **introductory sessions for casual users**. We typically schedule a number of sessions over a few weeks to accommodate different schedules. The goal is to have all website editors trained during this time. This way, everyone is set up for success and can get started using Thrillshare before we go live officially.

## Dedicated Contact

You will be working with Caitlyn, your Client Success Manager, on initial and ongoing training. You will always have a Wayne RESA expert to turn to at Apptegy.

## Help Center & Training Materials

When you are in Thrillshare, you can access the Help Center that will give you a step-by-step written guide on every aspect of the platform.

## Live Webinar Trainings & Video Tutorials

We conduct all of our trainings via Zoom. We typically record training sessions so we can provide them as on-demand content for users to revisit whenever they'd like. Therefore, your video tutorials are actually customized to Wayne RESA's setup instead of generic instructions.

## Live Chat

If anyone on your team has a question or needs a tip, our support team is available in the Live Chat and will be ready to promptly assist them.

# Support

Our number one priority is for you to be successful with your online presence. That's why everyone at Wayne RESA will have full access to your dedicated contact at Apptegy as well as our entire support team.

## Client Success

"Support" is about more than helping with questions and addressing concerns. To us, our partnership relies on making your communication strategy a success. Caitlyn will be your Client Success Manager. That means she will be your dedicated point person for training sessions, feature announcements, best practices coaching, and marketing consulting.

## Support

Of course, we know your Client Success Manager may not always be immediately available. That's why we also have a dedicated support team available to answer any type of question in the moment.

All support is included and unlimited. Every one of your users will have full access to our support team. You might call this premium support for everyone. This means your staff can come directly to us instead of flooding your technology team with questions.

Our entire support team is located in our headquarters in Little Rock, Arkansas, and we are always available to field questions during business hours (7 am - 7 pm CT).



**Caitlyn Carroll**  
Client Success Manager

- Leads all ongoing trainings for your team, including product and topic training like ADA compliance
- Assists your users in using Thrillshare to promote the RESA
- Assists you in using Thrillshare to run campaigns and initiatives
- Serves as your personal point of contact throughout the partnership

## Response Time

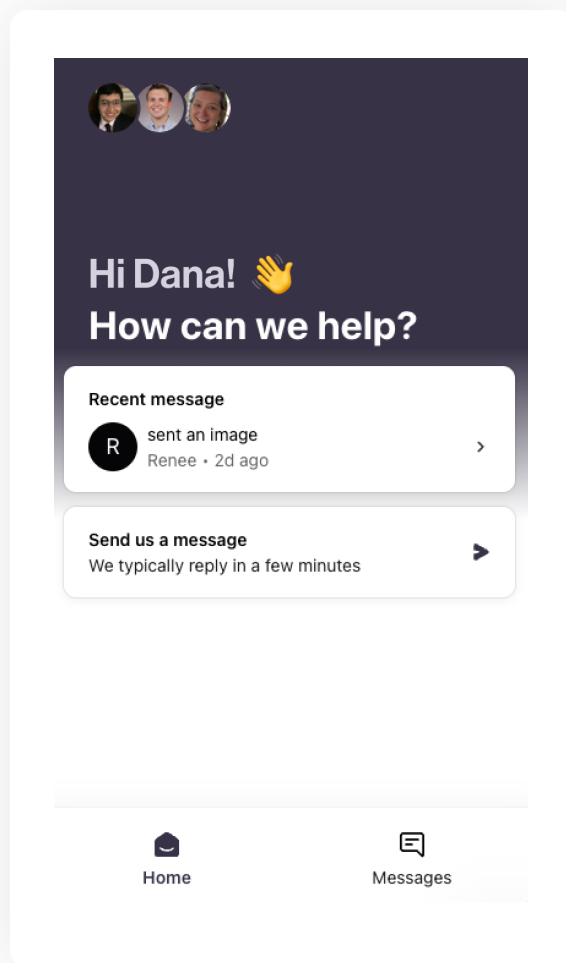
Our median response time for any tickets/reported incidents is 33 seconds. This number encompasses all levels of severity as well as after-hours support. Our support team of 90+ is always available to help!

There are a number of ways you can reach us:

- **Chat:** Thrillshare's built-in chat is the most effective way to communicate with our support team. Any time you log in, you'll find our chat bubble in the bottom right-hand corner, and you'll see who's chatting on the other end. The chat feature is most advantageous because you can work in Thrillshare while talking to us. From the chat, we can also hop on a quick web meeting or phone call to walk through your questions.
- **Phone:** Between 7 am and 7 pm CT, you can reach our support team on the phone at 501-613-0370.
- **Email:** At any time, shoot us an email at support@apptegy.com, and we'll get back to you as quickly as possible.

## After Hours

Our official support hours are 7 am – 7 pm CT, Monday through Friday. During those hours, we respond immediately via chat, phone call, and email. Outside of those hours, we also monitor our various inboxes and will resolve important issues when they arise. Please note that for emergency support, we will also share the cell phone numbers of your Client Success Manager, our Head of Support, and our Vice President of Client Experience.



# Your Support Team

Our support team consists of our dedicated Tech Ops team as well as every Client Success Manager and Client Project Manager. Support is available via in-app chat, phone, and email.



# Attachments





Apptegy, Inc.  
2201 Brookwood Dr., STE 115  
Little Rock, Arkansas 72202

January 19, 2024

Wayne RESA ("RESA")  
Attn: Stacey Shaw  
purchasing@resa.net

Re: RFP # WRESA-05-2023-2024-07 Website Hosting & Maintenance Services (the "RFP")

**Dear Stacey Shaw,**

Thank you for the opportunity to respond to the RESA's RFP. We know that Apptegy will be a great fit. The RFP does not address all, or is sometimes contrary to, the terms and expectations that are customary in agreements for the type of products and services that we provide (software-as-a-service and cloud platforms). This is common because RFP forms are often used for very different products and services. However, customary software-as-a-service and cloud platform terms are necessary because we provide our software to thousands of schools across the world, and that requires consistency across our agreements about software ownership, warranties, indemnities, liability limits, assignment in the event of changes in ownership, and other points.

As such, Apptegy's signatures in our RFP response are provided with the expectation that Apptegy and the RESA will negotiate a final agreement with mutually-agreeable terms – some of which may differ from the RFP. For example, please note that Apptegy's standard Master Services Agreement (the "Master Agreement") is also attached. As between Apptegy and any participating members that purchase our services through the RESA, the Master Agreement (and any terms incorporated therein including our online Privacy Policy and Terms of Use) must be the final and sole agreement between Apptegy and any member (and govern over any conflicting terms in the RFP or other related documents).

The Master Agreement is tailored to cover the customary terms for software-as-a-service and cloud platform products generally, as well as Apptegy's products, services, and practices specifically. We also believe the Master Agreement is customer-friendly and reasonable by industry standards (addressing many of the questions that are most common across our clients), and that it protects the RESA members and their stakeholders. For this reason, as standard practice we require customers' use of Apptegy's products and services be subject to execution and acceptance of the Master Agreement and any other Apptegy terms applicable to the product(s) being purchased.

To date we have partnered with more than 4,000 RESAs, districts, and schools in all 50 states, and we have never failed to reach an acceptable final agreement with any entity that chose our products and services. We are fully confident that we can work together to successfully address any point that is important to the RESA.

Finally, please note that if the requests in this letter will result in Apptegy not being selected, we request an opportunity to have further discussion with the RESA about an appropriate path forward before the RESA makes a final decision. Overall, we want the RESA's final agreement to accurately reflect Apptegy's software and related services, and our business practices. But most of all we want the RESA's agreement to reflect our relationship and our shared goal of a successful future together.

Thank you again for considering our response to the RFP and this letter. We are very excited to work with the RESA team!

Sincerely,

A handwritten signature in cursive script that reads "Benjamin Berley".

Benjamin Berley  
Director of Sales, Apptegy, Inc.  
benjamin@apptegy.com

**APTEGY, INC.**  
**MASTER SERVICES AGREEMENT**

The following terms and conditions are a binding part of the Order Form and Master Services Agreement of Apptegy, Inc. (together with its affiliates, agents, and assigns, "**Apptegy**") between Apptegy and the Client that is set out in the Order Form. References to the "**Agreement**" below collectively include the Order Form (including and incorporating the terms and conditions set out in the "**Estimated Transition Timeline**" and the "**Payment Schedule**" that is provided with this Agreement) and the following terms and conditions. This Agreement provides the terms and conditions for Client to purchase and use Apptegy's Services (as defined below). Capitalized terms used but not otherwise defined in the following terms and conditions will have the meanings given to them in the Order Form.

**1. Integration with Other Documents.** This Agreement is the entire agreement between Apptegy and Client with respect to the Services, except as expressly set out below. No separate written or online agreements or terms and conditions will be incorporated in this Agreement or otherwise bind the parties unless expressly set out in this Agreement or in a Client Addendum (as defined below). The Client Addendum will control and govern with respect to all matters expressly addressed in the Client Addendum, and this Agreement will control and govern with respect to all other matters. If you do not have a separate Client Addendum, this Agreement will control and govern in all circumstances. To be enforceable on the parties, any amendment, modification, or addition to the terms and conditions of this Agreement must be set out in a separate addendum confirming such amendments, modifications, and/or additions in writing (a "**Client Addendum**").

**2. Services; License.** During the License Term, Apptegy will provide, and Client and the individuals allowed to access the Services by or on behalf of Client ("**User(s)**") may access and use, the products and services set out in the Order Form (collectively, "**Services**"). Client hereby grants Apptegy a limited, nonexclusive, revocable, worldwide, fully-paid, royalty-free license to use, copy, and modify Client's information, material, data, photographs, videos, intellectual property (including without limitation all copyrights, trademarks, service marks, and similar rights), and other content (collectively, "**Client Content**") for providing and improving the Services. Client's right to access and use the Services, and Apptegy's license to Client Content, will automatically terminate upon termination or expiration of this Agreement.

**3. Fees.** Client will pay to Apptegy all fees set out in the Order Form. Upon execution of this Agreement, Apptegy will submit an initial invoice to Client for the first year of Services and for all other fees due upon execution. Apptegy will invoice all subsequent-year fees on or about the anniversary of the applicable Client Start Date(s) (as defined below). Client agrees to pay all invoices in full within 30 days of the date of the invoice. Client agrees that (i) development and implementation fees are due in full upon execution of this Agreement, (ii) fees for use of the Services are payable in annual portions for each year of the License Term as set out in the Order Form, (iii) fees for use of the Services are subject to Five Percent (5%) annual increases, starting the first renewal year after the last year of the term initially purchased by Client and continuing each year thereafter, as set out in the Order Form, and (iv) discounts for purchases of bundled Services will automatically expire if Client cancels any of the bundled Services and Client will thereafter be invoiced for the full price of the continuing Services. Client acknowledges that fees for Services do not include taxes, duties, and other government charges, including, sales, use, consumption, VAT, GST, and other withholding, as applicable, and Client is solely responsible for any such obligations.

**4. License Term.** The term of Client's license to use the Services (the "**License Term**") will start on the date(s) set out on the Order Form (the "**Client Start Date(s)**"). Clients that purchase multiple Apptegy products may have different license start dates for different products. If no license start date is set out on the Order Form, the Thrillshare Media Client Start Date will be the date that is 60 days after Apptegy receives an executed Agreement from Client and the Thrillshare Rooms Client Start Date will be the date that is 90 days after Apptegy receives an executed Agreement from Client. The License Term will terminate on the anniversary of the applicable Client Start Date(s) that is after the number of license years initially purchased by Client, as set out in the Order Form, plus any renewal periods. This Agreement will renew for successive, additional periods of one (1) year from the anniversary of the Client Start Date(s), unless Client provides Apptegy with written notice of non-renewal before the end of the then-current License Term. Subject only to applicable procurement and appropriations law, Client agrees that it may not terminate this Agreement before the expiration of any then-current License Term without cause, unless Client pays Apptegy all fees in full for all license years of the then-current License Term, as set out in the Order Form, plus payment of any previously discounted amounts for the Services during the Term. All fees paid to Apptegy are non-refundable, subject only to applicable procurement and appropriations law.

**5. Performance Terms.** In addition to this Agreement, the rights and obligations of the Client and Apptegy with respect to providing, accessing, and using the Services will also be subject to and governed by the Apptegy Terms of Use ("**Terms of Use**") and Privacy Policy ("**Privacy Policy**"), available at the following links: <https://www.apptegy.com/terms-and-conditions/> and <https://www.apptegy.com/privacy-policy/>. The Terms of Use and Privacy Policy, as each may be amended, are incorporated into this Agreement in their entirety, as applicable to Client. Without limiting the generality of the foregoing, the Terms of Use and Privacy Policy set out and govern the terms and conditions for Services availability, User eligibility and acceptable use, data privacy and security, regulatory notices and information, warranties, disclaimers, and liability limitations, assignment, and other related terms. The applicability of the Terms of Use and Privacy Policy is limited to the order of priority set out below.

**6. Carrier Restrictions.** Apptegy provides unlimited text, voice, and email messaging to Client subject to restrictions placed on Apptegy by mobile and wireless carriers and network operators (collectively, "**Carriers**"). For example, Carriers have (i) placed limits on the number of characters that may be included in messages sent via the Services and (ii) placed restrictions on the type of messaging content that may be sent through the Services. Carrier restrictions are not within the control of Apptegy and are subject to change without notice. When a Carrier places new or modified restrictions on Apptegy, certain features and functions of the Services may change as a result without notice to you. Client agrees that Apptegy will not be responsible or liable for any change in Services that arise from or in connection with Carrier restrictions.

**7. TCPA/CTIA Compliance.** Client is exclusively responsible for complying with all applicable laws and regulations governing communications sent via the Services by Client and Users under Client's account, including, but not limited to, the Telephone Consumer Protection Act of 1991, as it may be amended ("**TCPA**"), and the requirements and policies of CTIA – The Wireless Association ("**CTIA**"). Client is encouraged to establish and implement methods and procedures to ensure compliance with applicable laws and regulations, including the TCPA and the CTIA, and to inform and train each of its employees, contractors, and representatives who use the Services on the methods and procedures. Apptegy may provide Client with materials and information about such laws and regulations, including the TCPA and the CTIA; Client acknowledges that all such materials and information is provided for general education purposes only. No such act by or information from Apptegy (whether individually or taken as a whole) will create or be deemed to create responsibility or liability on the part of Apptegy with respect to Client's compliance with the laws and regulations governing the communications sent via the Services by Client and Users under Client's account, including the TCPA and/or the CTIA.

**8. COPPA Notice and Compliance.** Apptegy prohibits use of the Services by children under the age of thirteen (13), unless and only to the extent the child is a User invited or added to the Services by Client. When children are invited or added to the Services as Users under Client's account, Apptegy provides the Services with respect to the children solely in the educational context authorized by Client under this Agreement, and solely for the benefit of Client and its Users. Client consents, as agent for and on behalf of such children (and their parents and guardians), to Apptegy's collection, use, and storage of personal information about or from the children in accordance with this Agreement. Client acknowledges that Apptegy is relying on Client's consent in the previous sentence for the purposes of complying with the Children's Online Privacy Protection Act, as it may be amended ("**COPPA**"), and that Apptegy is authorized to presume that Client has obtained and will maintain all required parent or guardian consent for Apptegy's collection, use, and disclosure of information for any children under the age of thirteen (13) that are invited or added to the Services under Client's account.

Please note that Client is responsible for complying with COPPA with respect to Users under Client's account if Client invites or adds children under the age of thirteen (13) to the Services. Client is encouraged to establish and implement methods and procedures to ensure compliance with COPPA, and to inform and train each of its employees, contractors, and representatives who use the Services on the methods and procedures. Apptegy may provide Client with materials and information about complying with COPPA; Client acknowledges that all such materials and information is provided for general education purposes only. No such act by or information from Apptegy (whether individually or taken as a whole) will create or be deemed to create responsibility or liability on the part of Apptegy with respect to Client's compliance with COPPA.

The Terms of Use and Privacy Policy, accessible as set out above, confirm that Apptegy may collect information about children as a necessary part of providing the Services to Client (for example, as applicable: contact information for communications sent via the Services; posts made on messaging tools in the Services; information included in assignments and other class content submitted via the Services) and provide notice regarding Apptegy's collection, use, and disclosure of personal information from children. Please note that some or all of this information may not be private as to the individual child, parent, or guardian. For example, for Users of Rooms, information shared by a User via the chat feature of Rooms will be visible to Client, as the party providing access to the Services to its Users. In some circumstances, information provided by or about a child may be available or visible to other individual Users. For example, for Users of Rooms, information about a child that is posted in the group messaging tool in a child's Room may be visible to other individual Users that are also authorized users for the same Room. Apptegy will collect, use, and disclose such information in accordance with COPPA and the Privacy Policy.

**9. Accessibility Compliance.** Client is exclusively responsible for complying with all applicable laws and regulations governing accessibility of the parts of the Services under the control of Client (for example: Client's website and/or mobile applications), including, but not limited to, the Americans with Disabilities Act, as it may be amended ("**ADA**"), and the requirements and policies of Web Content Accessibility Guidelines ("**WCAG**"). Client is encouraged to establish and implement methods and procedures to ensure compliance with applicable laws and regulations, including the ADA and the WCAG, and to inform and train each of its employees, contractors, and representatives who use the Services on the methods and procedures. The Services include tools to assist Client with accessibility compliance, and Apptegy may provide Client with materials and information about such laws and regulations, including the ADA and the WCAG; Client acknowledges that all such tools, materials, and information are provided to assist Client with its compliance obligations and for general education purposes only. No such functionality, act by, or information from Apptegy (whether individually or taken as a whole) will create or be deemed to create responsibility or liability on the part of Apptegy with respect to Client's compliance with the laws and regulations governing accessibility of the parts of the Services under the control of Client (for example: Client's website and/or mobile applications), including the ADA and/or the WCAG.

**10. Third Party Functions.** Apptegy relies on third-party providers and partners for parts of the Services (for example: posting a message or communication on a Facebook or Twitter account; hosting Client websites). APPTEGY IS NOT RESPONSIBLE FOR ANY CONSEQUENCE, LOSS, OR DAMAGE (DIRECT OR INDIRECT) ARISING FROM OR RELATING TO THE PARTS OF THE SERVICES MANAGED OR MADE AVAILABLE BY OR VIA THIRD-PARTY PROVIDERS AND PARTNERS. Please see the Terms of Use and Privacy Policy for more information.

**11. Disclaimers; Limited Liability.** Apptegy provides the Services subject to certain disclaimers and limitations of liability. Please see the Terms of Use and Privacy Policy for more information.

**12. Intellectual Property.** Nothing in this Agreement or the performance of this Agreement will convey, license, or otherwise transfer any right, title, or interest in any intellectual property or other proprietary rights held by either party, except as expressly set out in the Agreement. Apptegy retains all right, title, and interest in all intellectual property rights, including patent, trademark, trade secret, and copyright (whether registered or unregistered), in and to the Services and the underlying software and technologies, all related technical documentation, and all derivative works, improvements, and modifications to any of the foregoing. Client agrees the foregoing is necessary to Apptegy providing the Services.

**13. Compliance with Laws.** The parties agree to comply with all laws applicable to the use of the Services and performance of this Agreement.

**14. Miscellaneous.** The Order Form and Master Services Agreement, together with (i) the Terms of Use and Privacy Policy, and (ii) the Client Addendum, if applicable, is the entire agreement between the parties with respect to the subject matter, and supersedes all prior agreements and understandings, whether written or oral. If any conflict or ambiguity exists with respect to any term or condition of any of the foregoing, the following priority will govern and control: (1) if applicable, the Client Addendum for all matters expressly addressed in the Client Addendum; then (2) this Order Form and Master Services Agreement for all other matters; and then (3) the Terms of Use and Privacy Policy. Apptegy is not subject to any obligations that are not expressly identified in this Agreement, a Client Addendum, or the Terms of Use and Privacy Policy.

This Agreement is governed by the laws of the state in which Client is located, without regard to conflict of law principles. The parties irrevocably submit to the exclusive jurisdiction and venue of the federal courts having jurisdiction where Client is located for any dispute that relates to the Services or this Agreement. Except as set out in this Agreement, this Agreement may not be amended or modified without the prior written consent of both parties. Neither party may assign this Agreement without the prior written consent of the other party, except in connection with a merger, acquisition, or sale of all or substantially all of a party's assets or voting securities. If any provision(s) of this Agreement is held invalid or unenforceable, such invalidity or unenforceability will not invalidate or render the Agreement unenforceable, but rather the Agreement will be construed as if not containing the unenforceable provision(s), and the rights and obligations of the parties will be construed and enforced to honor the parties' original intent to the maximum extent permitted under applicable law. This Agreement will inure to the benefit of the successors and assigns of the parties. The Agreement may be executed in multiple counterparts and executed by original, facsimile, or electronic signature (including PDF, Proposify, HelloSign, and similar methods), each of which when delivered will be deemed an original, and all of which together will constitute one agreement.

# Lets keep the conversation going!



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