



— **SIMPLIFY. UNIFY. AMPLIFY.** —

Transforming school communications

Prepared for Wayne RESA

Submitted by Sheryl Jenkins, Client Success Manager

January 19, 2024



Better tools. Stronger schools.

January 19, 2024

Stacey Shaw, Purchasing
Wayne RESA
33500 Van Born Road
Wayne, MI 48184

Dear Stacey,

We at Finalsite are thankful for the opportunity to present this proposal in response to your RFP # WRESA-05-2023-2024-07 for Website Hosting and Maintenance Services. Finalsite can provide all of the functionality you seek.

In addition to our 25+ years of experience working with school districts across the nation, our recent [acquisition of Blackboard K-12](#) brings additional innovation, product offerings, and thought leadership that will empower us to further support K-12 districts. We are committed to bringing together the brightest minds in EdTech to advance the future of education.

With Finalsite, you get:

- **A mobile-first approach to design and software** that embraces “create once, publish everywhere (COPE),” so you can quickly and efficiently publish content, leverage and moderate social media, and send beautiful emails.
- **Extensive training and world-class, 24/7 support** combined with easy-to-use software allows you to do more in less time. Professional development workshops, webinars and resources are available to help you grow and stay connected to the latest best practices and thought leadership.
- **A deep bench of talented staff to guide you**, including award-winning designers, pragmatic developers, published writers, and numerous "school people" who've played important roles in the classroom and in communications, admissions, advancement, and academic departments.

This proposal addresses all of the RFP requirements and presents the case for why Finalsite is the right choice to provide new website and communications solutions for Wayne RESA. We are excited to share how Finalsite will provide new opportunities for your organization and community using our innovative software, hosting, support, and design.

Please contact me with any additional questions or clarifications. I can be reached at 860-362-0134 and sheryl.jenkins@finalsite.com.

Sincerely,



Sheryl Jenkins
Client Success Manager

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Section 1: Bid Response

1.3 Scope of Work

Education organizations and school districts of all sizes choose Finalsite for its **intuitive and robust website and communications platform**, award-winning designs, and secure data integration with third-party systems. Finalsite is the **leading provider** for thousands of school districts across the country with a team of professionals who care deeply about their work and who value a lasting partnership.

We empower school districts to boost their reputations, maintain **ADA-compliant websites** and improve community engagement with the latest communication tools, including an emergency notification system. Finalsite achieves **97% client retention** through its commitment to support, product innovation, and its focus on driving industry trends.

No K-12 community engagement company is better suited than Finalsite to provide a website and hosting solution for WRESA that seamlessly meets all its goals and launches. Finalsite has unparalleled experience in designing and hosting websites. We have been in the education sector for 25 years and know what education districts need to serve their stakeholders and communities best.

Finalsite has become the leader in the public, K-12 independent, and international school space, serving more than 42,000 schools and educational institutions. Our web software, award-winning design, time-saving integrations, and expert consulting services provide schools with a complete platform for telling their stories online. Moreover, our 2022 acquisition of Blackboard K-12 brings additional innovation, product offerings, and thought leadership to empower us further to support K-12 districts. We are committed to bringing together the brightest minds in EdTech to advance the future of education.

The Finalsite platform is a content management system, delivered as a Software as a Service (SaaS), which is flexible and extensive to meet the needs of our clients. Our clients benefit from comprehensive training, 24/7/365 support, award-winning designers, and a staff who are experts in their field.

The Finalsite platform can meet all of WRESA's stated needs and fulfill all of the requirements listed in this RFP



“We've had such a positive experience with Finalsite! From the overall project to design crew, to support, the experience has been incredible.”

GARY MATTEI, DIRECTOR OF TECHNOLOGY | AVON GROVE PUBLIC SCHOOLS



Section 1: Bid Response

1.4 Deliverables, Requirements, and Specifications

On the following pages Finalsité has addressed each of the technical requirements listed in your RFP. Please reference our Products and Services Guide for additional details about the products mentioned, or reach out to us. We're happy to walk you through the Finalsité solution.

“ *Composer is very easy to use. The elements provide us the opportunity to make our pages more engaging. It gives us a lot more flexibility in terms of layout, which helps with making more engaging content.* ”

KIMBERLEY EVES, DIRECTOR OF COMMUNICATIONS | GREENWICH PUBLIC SCHOOLS

<p>1.10</p>	<p>Secure - Access Control & Monitoring The following specifications seek to understand how the system provides login, data controls, audit logs and secure access to data.</p>	
<p>1.11</p>	<p>Describe available features to protecting pages with common or shared password before allowing viewing.</p>	<p>Portals are one of Finalsite's distinguishing features, and this functionality is included in WRESA's website solution. Portals for parents, students, staff (or other stakeholders) are password-protected or SSO-authenticated pages/sections of the website that deliver information specifically for groups of stakeholders. Using the Portals module, content can be posted in a specific location in a "one-stop shop" format, combining calendars, resources, news, directory information, so much more into a single view for secure, quick access. For more on Portals, please visit www.finalsite.com/school-websites/cms-for-schools/portals.</p>
<p>1.12</p>	<p>Describe availability and frequency of software upgrades and patches.</p>	<p>Security and software updates are included for all Finalsite clients. We are diligent in ensuring that updates are non-disruptive and closely monitor systems both before and after updates are made. Software updates are released on a two-week schedule and installed directly to servers on a Saturday morning to reduce downtime. No additional work is required from the district other than to review update alerts.</p>
<p>1.13</p>	<p>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.</p>	<p>The Finalsite platform offers Single Sign On/authentication capabilities via ADFS, SAML 2.0, Microsoft Entra ID (formerly Azure Active Directory), GG4L, Office 365, Google authentication, and more. Our team will work with you to determine the best configuration for your specific needs.</p>

<p><i>Describe permissions structure including support for the following roles and how each role works:</i></p>		
1.14	<p>Web Administrator: manage authorization of roles, permissions for roles, add and delete content in all areas of the site and manage URLs</p>	<p>The platform allows for granular permissioning, and WRESA's web administrator will control permissions for editors, approvers, page owners, and visitors, regardless of how many users and user roles you need to accommodate. Different levels of access can be assigned and unique permissions can be set to control who can change information on the website and what they can change. Permissions can be assigned based on roles, groups, or individuals.</p>
1.15	<p>Page Manager: create, edit, and approve content to their assigned webpage(s), but who cannot delete content or edit other webpages (unless assigned)</p>	<p>One of Finalsite's key differentiators is the ability to create a workflow that allows editors to draft content and submit a request for publication. Content creators will choose "Request Publish," and the administrative owner of the page will receive an email with a link to the content, allowing them to approve and schedule the publish time of the content.</p>
1.16	<p>Content Editor: edit content on already-existing pages to which they are assigned</p>	<p>Content editors with permission to edit a page can make changes to that page, including text, graphics, links, and more.</p>
1.17	<p>Describe available workflow based on roles described above.</p>	<p>Workflows are customizable, and content can be created, published automatically, scheduled to post, approved by others, and then set to expire and be removed automatically after a specific date.</p>

<p>1.18</p>	<p>Describe steps for changing a user's role or page permission levels.</p>	<p>Administrators have the ability to modify user permissions through an easy-to-use dashboard, allowing them to control access to software modules and even specific pages at various levels of editing.</p> <p>One of Finalsite's key differentiators is the ability to create a workflow that allows editors to draft content and submit a request for publication. Content creators will choose "Request Publish," and the administrative owner of the page will receive an email with a link to the content, allowing them to approve and schedule the publish time of the content. Workflows are customizable, and content can be created, published automatically, scheduled to post, approved by others, and then set to expire and be removed automatically after a specific date.</p> <p>The Credential Report is also available for system administrators to view editing access www.finalsite.com/blog/support-blog/p/~board/support-blog/post/credential-reports-in-constituent-manager.</p>
<p>1.19</p>	<p>Explain what support and documentation are available for managing permissions.</p>	<p>Finalsite's training modules provide step-by-step instructions for how web administrators can change user roles and page permissions: https://training.finalsite.com/courses/admin-users</p>

<p>1.20</p>	<p>Secure - Data Lifecycle Management The following specifications seek to understand the system supports current storage, retention and destruction standards.</p>	
<p>1.21</p>	<p>Describe retention and destruction process for hosted site resources.</p>	<p>WRESA's data will be preserved indefinitely for the duration of any contractual relationship with Finalsite. We recommend purging data that are not necessary to run the website or serve up pages at the end of each academic year, and we archive data as required by state or local regulations. Virtually everything on the website can be archived and restored if needed.</p> <p>Backups of active client data are continually maintained to ensure the data's integrity and quick recovery in the event of a system failure. Backups are stored in multiple locations, on-site for quicker recovery and off-site for disaster recovery. Files hosted by Finalsite are backed up daily, and backups are always encrypted, in transit and at rest.</p>
<p>1.30</p>	<p>Secure - Data Ownership The following specifications seek to understand data protection, privacy and ownership rights.</p>	
<p>1.31</p>	<p>Describe ownership of site content upon termination of contract.</p>	<p>WRESA will maintain ownership of all documents and files uploaded to its websites. Upon completion of the contract, all data will be transferred back to you.</p>

<p>2.10</p>	<p>Usable - Data Capture Controls The following specifications seek to understand how the system efficiently enforces quality data capture.</p>	
<p>2.11</p>	<p>Site visitors must be able to communicate with individual WRESA staff through a contact form.</p>	<p>Using the Forms module, WRESA can create custom, responsive, and accessible forms/surveys using a drag-and-drop interface and can be added to any page of a site in two clicks. When a visitor fills out a form, the information is submitted to whomever is selected to receive the form results, with options for reporting styles. For more about Forms, please visit www.finalsite.com/software/cms-for-schools/online-forms.</p>
<p>2.12</p>	<p>Describe support for anti-spam, captcha, or similar verification tools, to prevent automated submissions with forms.</p>	<p>Finalsite Forms can include CAPTCHA spam-filtering. Here are two examples of "contact us" forms, one with a CAPTCHA spam-filter: www.lockhartisd.org/about-us/contact-lisd www.msdlwc.org/connect/contact</p>
<p>2.13</p>	<p>Describe support for masking email addresses by crawlers and bots</p>	<p>The district can choose to show a link to a staff member's email, rather than the actual email address. Composer maintains checkboxes for all fields, enabling you to choose which attributes to show or hide.</p>
<p>2.14</p>	<p>Describe ability to create webforms with conditional logic.</p>	<p>Forms created on the Finalsite platform can include conditional logic.</p>

<p>2.20</p>	<p>Usable - Localized Data The following specifications seek to understand how the system allows for the flexible or localized data elements.</p>	
<p>2.21</p>	<p>[Preferred] Describe provisions for ADA compliance training materials for users.</p>	<p>Beyond simply launching an Accessible website, Finalsite offers ongoing training and integrated tools to aid in maintaining ADA compliance. Composer CMS includes built-in functionality, known as Accessibility Guardrails, to help editors limit Accessibility errors to help admins enforce WC3 guidelines and make it easy for content contributors to meet them. Accessibility Guardrails include assistance for content hierarchy and ALT text to ensure that content is compliant as it gets added. To learn more, please visit www.finalsite.com/blog/p/~board/b/post/simplify-web-accessibility-composer.</p>
<p>2.30</p>	<p>Usable - Reporting / Redaction The following specifications seek to understand how the system supports sharing of summary and detailed data.</p>	
<p>2.31</p>	<p>Describe quality search capabilities provided for website content.</p>	<p>Composer offers a robust site search feature that can be customized to meet WRESA's specific needs. It learns from user interactions, promoting the most common results to the top. The Advanced Site Search functionality allows targeted searches across the entire site or specific sections, providing an intuitive interface and advanced user experience, including analytics, synonyms, and search rankings. We are including the Advanced Site Search feature as an option in your website solution, allowing you to prioritize specific pages in search results using exact search terms. For more, please visit: www.finalsite.com/blog/p/~board/b/post/why-good-website-search-experience-matters.</p>

<p>2.32</p>	<p>Describe ability to provide searchable staff directory, including the following information:</p> <ul style="list-style-type: none"> - Full name - Job title - Department - Sub-department (optional) - Email address - Phone number 	<p>WRESA’s website will include a staff directory, which is created and updated using the Directories module. Directories include a search feature to allow users to search for specific staff members, services, and locations. The layout of can be customized to suit your needs and preferences, including all of the fields listed in this requirement. The staff directory can be set up to sync every hour. If new users are created, they are added automatically, allowing your directories to be up to date with your records. These directory records also generate website user accounts simultaneously. This same database of users can be used on any school or department’s site as well with a simple filter option.</p>
<p>2.33</p>	<p>Describe how notifications work and how they can be configured to notify specified staff members when a webform submission is received.</p>	<p>When a form is submitted, staff members will receive the type of notification the have chosen, usually an email containing the form results.</p>
<p>2.34</p>	<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>News and events are managed using the Posts module. News articles, events listings, and announcements are just a few of the items that can be presented to your stakeholders.</p> <p>The Finalsite platform offers multiple options for time-sensitive communications. Page Pops are emergency alert notifications on the website through banners or pop-ups that draw attention to important messages. Page Pops can be set to appear on all pages, or select pages, on your public-facing website and Finalsite Portals.</p> <p>Website users can subscribe to content, such as news, events, blogs, and more, using the Alerts feature.</p>

<p>2.35</p>	<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>Accordions on the site are a series of customizable "panels" that users can hide or reveal. You can add panels easily and customize their titles. The Panel Group element settings allow you to choose between "Accordion" or "Tabs" format, set the default state of the first panel, control whether only one panel can be open at a time, and decide whether to display arrow icons next to panel titles.</p> <p>Each panel of an accordion has a unique URL, allowing for direct links. Finalsite Composer also support anchor tags.</p>
<p><i>If applicable, describe additional features such as mobile application capabilities and SMS/Text notifications, voice notifications, etc.</i></p>		
<p>2.36</p>	<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>Should WRESA decide to include the Finalsite Mobile App, it will be free to download from the Apple App Store and Google Play. Families will be able to find the app by searching for your district's name. The app does not require additional administrative effort. Content from your Composer website will automatically display in the App. You can send push notifications for important announcements targeted to specific groups of stakeholders. Users can filter content to personalize the app experience for the content that matters to them.</p> <p>For a video on the Finalsite Mobile App, please visit www.finalsite.com/software/school-mobile-app.</p>

<p>2.37</p>	<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 & speed.</p>	<p>An unlimited number of data and/or files can be uploaded individually or in batches, using the Resource Manager module.</p> <p>The Resources module provides central management for all digital assets. It features a built-in image editor and the ability to tag, crop, resize, search for, and manage images and add alt tags, aria tags, and title tags. It includes built-in optimization to improve load time, website performance across devices, and the ability to tag, crop, resize, search for, and manage images. To see a video of our Resources module, please visit https://finalsite.wistia.com/medias/f186g3g75f.</p>
<p>2.38</p>	<p>Describe ability to upload Word, Excel, PowerPoint, and PDF files, and directly linking to those files.</p>	<p>WRESA’s website can include any number of these files. They are assigned tags as they are added, so they can appear or be linked to anywhere on the website. The Finalsite platform employs a Create Once, Publish Everywhere (COPE) methodology to push content from modules to as many pages and locations as needed.</p>
<p>2.39</p>	<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 Finalsite website is ADA compliant upon launch and complies with Section 508 of the Rehabilitation Act, Web Content Accessibility Guidelines (WCAG) 2.1 Level AA, and WAI-ARIA 1.0 standards and after launch, every client has the appropriate tools to adhere to these standards.</p> <p>WCAG 2.1 is integrated into our design, build, and QA phases of deployment, and we have already started checking sites for full WCAG 2.1 compliance.</p>

<p>2.40</p>	<p>Usable - Data Integration The following specifications seek to understand how the system supports data integrations and exports.</p>	
<p>2.41</p>	<p>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)</p>	<p>The Finals site platform includes a Calendar Manager module, which uses COPE functionality and supports unlimited calendars. Users can display an unlimited number of (layered) calendars of their choosing, and editors can add icons or colors to make them easy to differentiate for your website visitors. Content editors can configure calendars to be displayed as a monthly grid view, a scrolling list view, or a tabbed view allowing both the viewer can decide between.</p> <p>Calendars integrate with any other calendaring system that includes a live iCal feed, including Microsoft Outlook and Google Calendars, so users can add events and view live calendars on their various devices.</p> <p>For a video on Calendar Manager, please visit https://finalsite.wistia.com/medias/56pt7ud4af.</p>
<p>2.42</p>	<p>Describe the websites ability to integrate Google Analytics. Include description on if each page is tracked automatically or if it requires additional steps.</p>	<p>WRESA’s website will be equipped with full access to a Google Analytics dashboard. Data available through this service includes site visits, page views, bounce rate, average time on site, pages per visit and percentage of new visits.</p>

<p>2.50</p>	<p>Usable - Data Relationship Mapping The following specifications seek to understand any data object-relationship map available that supports conducting a data inventory.</p>	
<p>2.51</p>	<p>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?</p>	<p>Composer CMS provides all of the information described in this requirement. It also provides usage data such as bandwidth, storage, site search, language translation, editor history.</p>
<p>3.10</p>	<p>Trustworthy - Supporting Business Rules The following specifications seek to understand how the system support district's documented business rules, workflow and processes.</p>	
<p>3.11</p>	<p>Describe how pages are published on the website when an editor or manager makes an update. Does it get scheduled, approved? Etc.</p>	<p>Editors with specific page/section permissions on the website will have the ability to make updates. The configuration of the workflow will be determined by WRESA's web administrators. Editors have the flexibility to either publish changes right away, schedule publishing, or they may be obligated to submit updates for approval before publishing, utilizing Finalsite's Approval Workflow functionality.</p>
<p>3.20</p>	<p>Trustworthy - Data Repair The following specifications seek to understand how the system allows correcting data with auditing/documentation/proof.</p>	
<p>3.21</p>	<p>Describe available activity and audit trails for content changes.</p>	<p>The platform provides page history logs to track edits, including date, time, identity of editors, actions taken, etc. To view a sample activity log/page history summary, please visit www.finalsitesupport.com/hc/en-us/articles/115001109291-View-page-history.</p>
<p>3.22</p>	<p>Describe capability to roll-back or revert content or code changes to the site.</p>	<p>The Finalsite platform supports versioning at the page level, and likewise the associated archiving needed to support this. Virtually everything on the District website can be archived and restored if needed.</p>

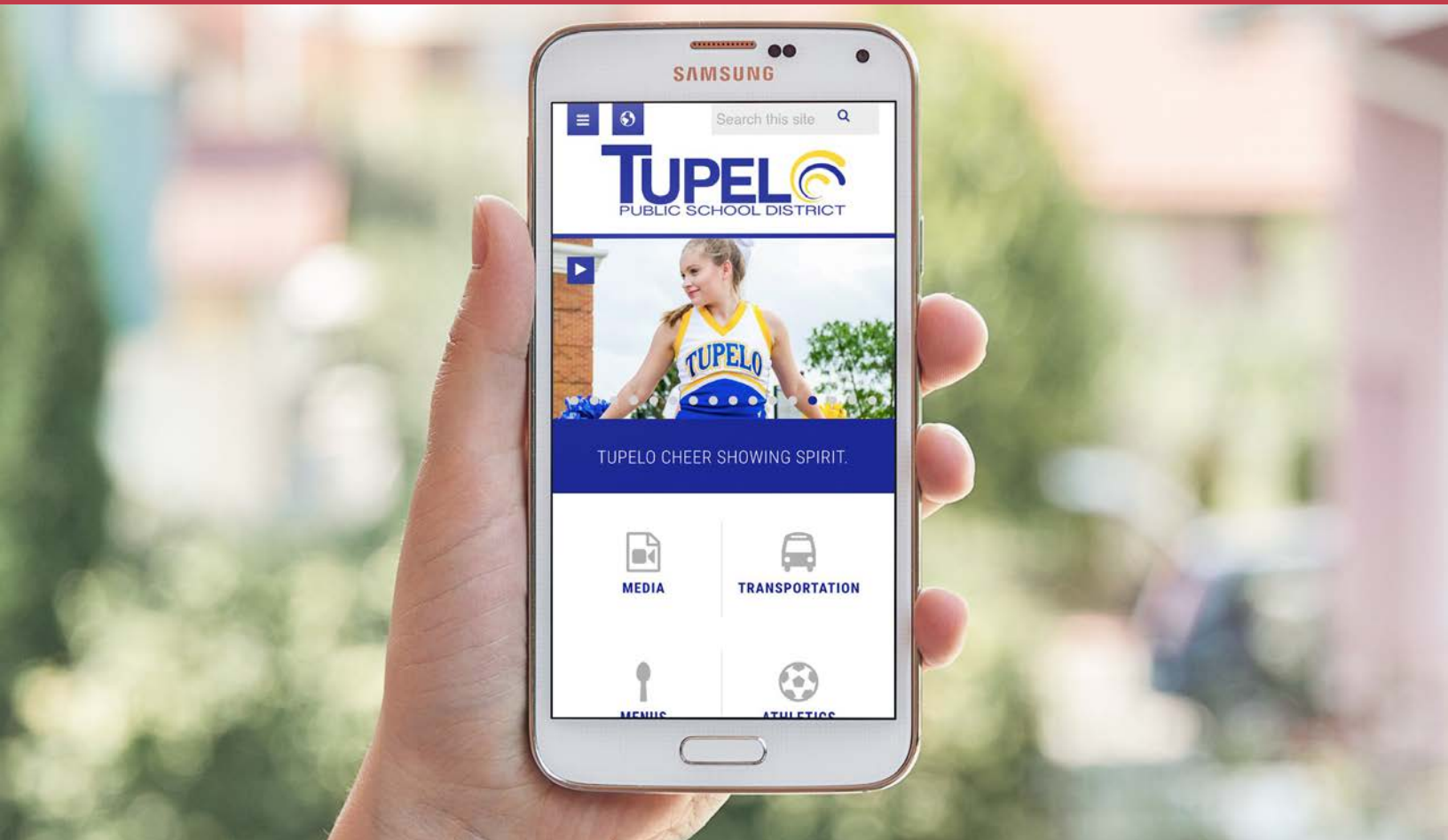
<p>3.30</p>	<p>Trustworthy - Data Restoration The following specifications seek to understand how the system allows for restoration of incorrectly or improperly changed data.</p>	
<p>3.31</p>	<p>Describe the options for frequency and retention period of backups.</p>	<p>Files hosted by Finalsight are backed up daily and are continually maintained to ensure the data's integrity and quick recovery in the event of a system failure. Backups are always stored in multiple locations, on-site for quicker recovery and off-site for disaster recovery.</p>
<p>3.32</p>	<p>Describe the initiation and turnaround timeframe for any restoration from backups.</p>	<p>Virtually everything on the District website can be archived and restored if needed. WRESA need only reach out to the Support Team for assistance.</p>
<p>3.33</p>	<p>In the event of a security incident, describe notification and response procedure.</p>	<p>Finalsite has a formal Security Incident Response Plan (SIRP). This includes a definition of roles and responsibilities, and procedures for the Incident Response Team (IRT) when handling the incident and following it through to resolution. Procedures include identifying the incident, assigning severity, responding to the incident, containment and mitigation activities, restoring service, communicating findings as needed, and performing after action review.</p> <p>In the event of a system failure, Finalsite has a disaster recovery plan in place to restore your website quickly. Backups are always stored in multiple locations, on-site for immediate recovery and off-site for disaster recovery. For unscheduled outages, site administrators can subscribe to status.finalsite.com to receive alerts when there are problems with connectivity. There are regular updates provided during the outage and, after an unscheduled outage there will be an investigation into the cause and a report send via email.</p>

4.10	Customer Support and Timelines	
4.11	Provide unlimited technical support, provide all necessary training, and ongoing maintenance	<p>Unlimited technical support and ongoing maintenance of the platform are included in WRESA's Finals site contract.</p> <p>Training is a critical factor in the Finals site experience. It is delivered continuously throughout the entire deployment and post-launch to ensure you make the most of your software. Training will cover every aspect of creating and editing web pages.</p> <p>All WRESA editors will have unlimited access to our training Learning Management System (LMS). The LMS courses range from teaching very specific aspects of Composer to enabling new Administrators. You will have unlimited access to regular live group training webinars, office hours with experts, a comprehensive video library of essential communication and website management tasks, and a searchable online Knowledge Base.</p>
4.12	Unlimited phone and email support for all staff	<p>Support is included in the Finals site software subscription fee and is available 24/7/365 through phone, email, and website-based ticketing. The toll-free number for support is 1-844-322-8109, and email support is available via help@finalsite.com. Online help is available free via the Finals site website at www.finalsitesupport.com/hc/en-us. With a current 98% satisfaction rating and thousands of positive reviews, it is easy to say that the ongoing support you receive as a Finals site client is unmatched.</p>
4.13	Responsive and timely technical support including a 12-hour guaranteed response	<p>Finals site utilizes a ticket-flagging system that enables users to prioritize their issues. Our commitment is to respond promptly, within 15 minutes, for emergency and critical tickets, around the clock, every day of the year. For non-urgent ticket requests, our goal is to acknowledge them within 8 business hours. Please be aware that response/resolution times may fluctuate due to the individual characteristics of each situation.</p>

<p>4.14</p>	<p>Dedicated support manager with support available when requested</p>	<p>Finalsite provides a dedicated team that includes your Project Manager who will guide you through the implementation process. After launch, you will transition to a Client Success Manager who can help with any issues and provide best practices. Our Support Team is here for you 24/7/365.</p> <p>Finalsite's Support Team is completely in-house and staffed with experts knowledgeable in Finalsite and website best practices.</p>
<p>4.15</p>	<p>24/7 site monitoring support with emergency website access (editing/publishing) and related costs, or available prepaid time available as needed.</p>	<p>All systems are continually monitored. The website can be updated any time of day.</p>
<p>4.16</p>	<p>Ability to upgrade templates or switch templates at a reasonable cost relative to initial setup costs</p>	<p>Finalsite's design team will develop a website for WRESA, as well as department and specialized program sites. Primary and secondary pages can have the same features and functionality, or they can be managed independently. Sub-sites can be completely independent designs, but more commonly, we build variations of the main template for department sites that carry forward the overall brand and design elements. We're excited to collaborate with you on your web presence.</p> <p>The Finalsite platform offers a wide range of flexibility for WRESA to control its website. After the website launches, your website editors can develop their own web pages and templates as needed using Composer's intuitive editing tools. These can include graphics, links, documents, and any number of unique design elements.</p>

4.17	Preferred: functioning website within ten (10) weeks of signing contract	Finalsite is proposing a "Package 2" custom design to replace your existing site. Since you currently have a Finalsite hosted/supported website, your site will continue to be available throughout the design and implementation period for the redesign. You can continue to provide the information your stakeholders need from the website while our teams work together to develop a new and improved website design.
5.10	Service Level Agreements (SLAs) Describe solution's ability to provide and document the following service levels:	
5.11	Website Uptime	<p>Historic uptime for Finalsite websites is 99.999%, and our Master Terms and Conditions (www.finalsite.com/agreements) includes a Service Level Agreement with a commitment to uptime and remediation details (www.finalsite.com/servicelevels). Our platform has ample capacity to handle any district website through Google Cloud Platform. Eight out of 10 of the largest school districts in the U.S. are hosted with Finalsite, and we are able to allocate resources to individual servers as the need arises due to our active monitoring.</p> <p>Finalsite clients benefit from the highest hosting service level, including redundancy, network balancing, and failover systems. Google Cloud Platform, combined with Cloudflare DDoS mitigation and CDN, gives the Finalsite hosting system a strong foundation for speed and avoiding disruptions. Cloudflare's Global Anycast network spans 250 cities. It operates within 100 milliseconds of 99% of the Internet-connected population, allowing them to mitigate even the largest DDoS attacks without any single point of failure. This type of redundant architecture is also built into Finalsite's Composer application.</p>

5.12	Security Issue Resolution	Finalsite client websites are hosted on the Google Cloud Platform, giving you access to global class storage, hosting, management, and network protection afforded to Fortune 500 companies and over 40,000 Finalsite client websites. Security issues related to hosting are addressed by Google and Finalsite.
5.13	Website Response Time	The Finalsite platform has built-in optimization to improve load time and website performance across devices. All media files hosted on the platform are managed, optimized, and delivered to end-users based on several factors, including browser resolution and Internet connection speed. Hosting on Google cloud is load balanced and resources actively managed so that spikes in traffic are actively mitigated and controlled. Cloudflare also helps us protect your site against DDoS and botnet attacks at the source.
5.24	Issue Response and Resolution Time	Support is a cornerstone of Finalsite's daily operations. We maintain a global presence with dedicated support personnel in every time zone. In the event of website emergencies, our Support Team aims to respond within 15 minutes. For other concerns, we prioritize and strive for a speedy resolution. Most non-urgent support requests are addressed within eight business hours.



Section 1: Bid Response

1.4.1 Statewide Cooperative Contract

Proposer Response:

Please confirm your understanding by checking Yes or No.

Yes No

Finalsite is happy to participate in the Michigan Association of Counties CoPro+ program 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. We acknowledge the 2% administrative fee arrangement with CoPro+.



Section 1: Bid Response

1.4.2 Training

Training is a critical factor in the Finals site experience, and WRESA will participate continuously throughout the entire deployment and post-launch to ensure you make the most of your software.

“*Finals site is an extremely advanced platform that provides great training, resources and staff to make your website better every day. We needed a comprehensive solution for website, newsletter and portal management – you guys have done it all! Thank you for helping our district stay ahead.*”

GRACIE MARTINEZ, COMMUNICATIONS COORDINATOR | STAFFORD MUNICIPAL SCHOOL DISTRICT

Training: Proposer Response		
1	Any on-demand support resources.	Exceptional support is an integral part of the Finalsight subscription package at no additional cost. We offer round-the-clock support, accessible 24/7/365, through various channels including email, phone, web-based messaging, and our highly acclaimed knowledge base and learning management system.
2	How you will provide orientation, implementation, training, and ongoing technical support for efficient utilization of offered services.	You will be supported throughout your time as a Finalsight client, from training that begins at the very start of the project to ongoing technical support after your website launches. Your Client Support Manager, along with the Support Team, can offer assistance and advice on best practices.
3	Ongoing customer service.	Technical support and responsive customer service are included in your Finalsight SaaS solution.
4	Key differentiators in service offerings, account management, and value-added services proposed by your company.	<p>Finalsight, with the largest global client base among K12 CMS and communications providers, is the ideal choice to design and host WRESA's website solution, ensuring it aligns with goals, serves stakeholders, and launches smoothly.</p> <p>Finalsight has unparalleled experience in designing and hosting websites for education institutions, including information architecture development, graphic user interface design, and usability testing in the development process. We have been in the education sector for 25 years and know what K12 districts and agencies need to serve their stakeholders and communities best. We are committed to bringing together the brightest minds in EdTech to advance the future of education.</p> <p>The Finalsight platform is a content management system, delivered as a Software as a Service (SaaS), which is flexible and extensive to meet the needs of our clients. WRESA will benefit from comprehensive training, 24/7/365 support, award-winning designers, and a staff who are experts in their field.</p>

<p>5</p>	<p>Your approach to meeting the requirements and a description of any services you are proposing to provide as part of your proposal.</p>	<p>Finalsite has a proven track record of launching projects on time, within scope, and on budget.</p> <p>Our detailed project deployment process to bring you onboard quickly and ensures a successful website launch. Implementation includes the following phases: Project Kickoff; Discovery; Overview of Training, Content Migration, and Data Integration; Design; Build and Production; QA and Testing; Warranty; Transition to Support and Client Success; and Launch of Your Website.</p> <p>Our deployment team will develop a timeline customized for your specific project and keep track of progress toward milestones and eventual completion. We use project management software assign tasks, schedule activities, and keep the project on track via Gantt charts. The project plan provides clear visibility to all team members to the upcoming tasks, deadlines, and assignee information and is available online, 24/7. In addition, bi-weekly status reports to the stakeholder group summarize upcoming lessons and potential project risks to remove impediments to success.</p> <p>We will draw on the expertise of our 430 employees to inform the team that will implement your website project. The initial build-out includes the Project Manager, Web Designer, and Front-end Developer. Additional team members will be appointed depending on the final scope of work and may consist of Software Trainers, an Accessibility Coach, Integration Specialists, and Software Implementation Specialists. Finalsite has CISSP-certified employees on staff to help with ADA accessibility. Our trainers are certified Finalsite Administrators, experts in Finalsite products, and skilled in the best instruction methods for District users. Please visit www.finalsite.com/about-finalsite/our-team to read about Finalsite's all-star team of leaders, designers, deployment, client support, and technical experts.</p>
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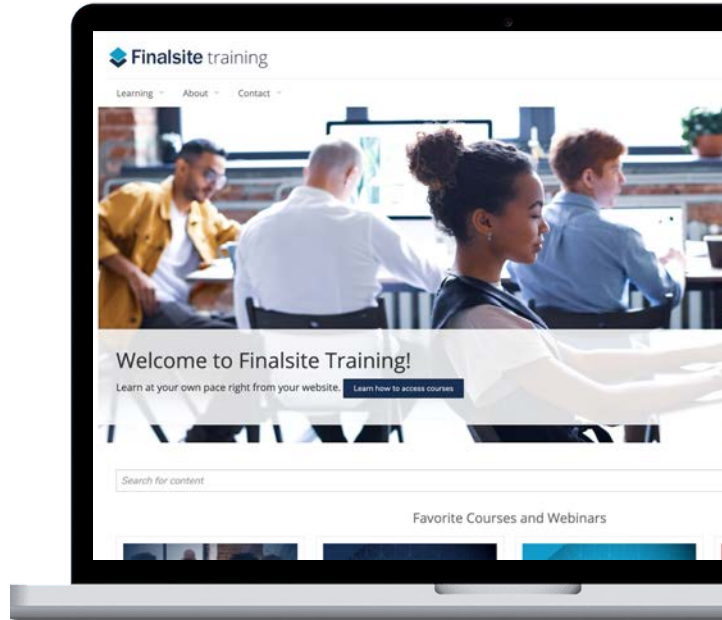


Finalsite Training

WE TREAT OUR CLIENTS LIKE FAMILY (BECAUSE THEY ARE.)

Whether you're a brand-new website administrator, an experienced admin looking to learn about the latest Composer module, or a seasoned Finalsite veteran looking for webinars on advanced topics (such as the mobile app and inbound marketing), there's something for everyone on the newly revamped **Finalsite Training platform**.

Finalsite Training serves as the one-stop shop for new and experienced website admins to master the Finalsite platform with interactive pages, searchable videos, practical exercises, webinar recordings, and graded knowledge checks on all of Composer's many modules. Accessed directly from your own website, the new Finalsite Training platform is always just a click away for whenever you want to test yourself, learn something new, or prove your Finalsite mastery.



Become Finalsite Certified

The Finalsite Training platform offers web admins the opportunity to prove their Finalsite platform expertise by passing the **Finalsite Admin Certification course** to become Finalsite certified, while those new to Finalsite or Composer can take the **Finalsite Essentials course** to learn all about Composer's many modules and go from rookie to pro in no time.



Browse

Search for content Filter by Sort by

- Getting Started
 - New Administrators (11)
 - Modules (6)
 - Data (4)
 - Page Editor (1)
- Modules
 - Core (10)
 - Add-On Modules (9)
 - Permissions (2)
- Webinars and Live Events
 - Webinar Recording (11)
- Best Practice Guides
 - accessibility (1)

ACCESSIBILITY

ADMIN USERS

WEBINAR: BEST PRACTICES FOR THE MOBILE APP AND PUSH NOTIFICATIONS



Finalsite Product Education

Training is a critical factor in the Finalsite experience and is delivered continuously throughout the entire deployment process and post-launch to ensure you make the most out of your software. When redesigning your website, your team will be enrolled in a 5 week training plan to learn the software that supports your new design. You will work virtually with one of our Product Education Specialists to ensure your team is fluent in using Finalsite's software.

With members at our HQ in Glastonbury, CT, and throughout the world, we're here for you 24/7. (If working on the weekend is your thing.)



CONTINUOUS TRAINING

From day one, you'll have access to our entire library of online training – including videos, daily webinars, and hundreds of articles. You will have access to Finalsite's training learning management system for the duration of the contract. The self-paced training modules are perfect for onboarding new colleagues or brushing up on current software. This includes continuous access to an online, searchable Knowledge Base, which provides a comprehensive video library of essential website management tasks with step-by-step instruction on how to use the system. Printable PDF Training Guides are available as well, if staff members prefer to work with paper copies.

The Client Success Manager also provides ongoing training, strategy and support to help with product adoption. If in-person learning better suits your learning style, we host one and two-day training events throughout the year to keep you up-to-speed.

98%

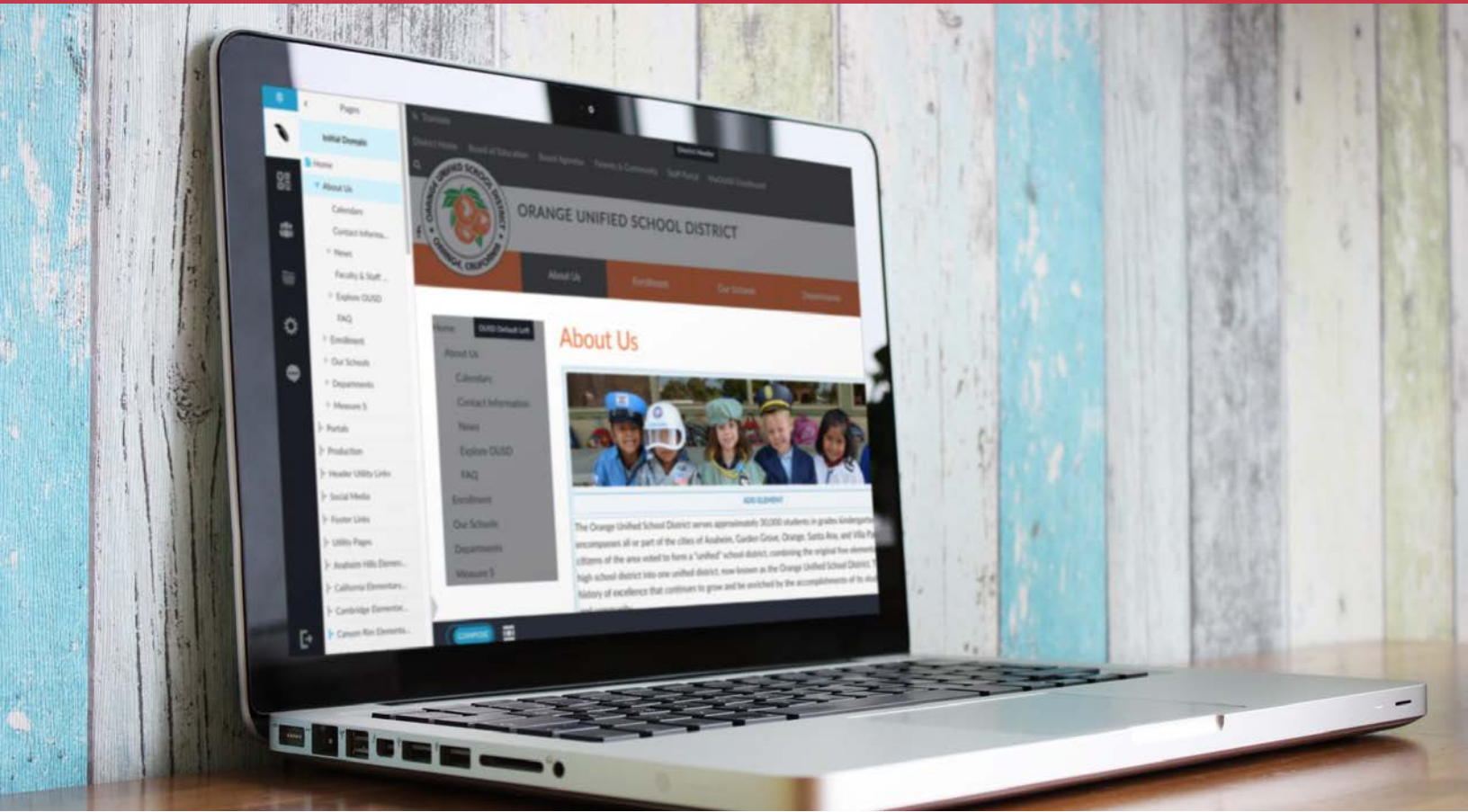
Client Satisfaction Rate
Helpful, timely responses make for very happy clients!

1,000+

Knowledge-Base Articles
A list that keeps growing every day as we add new tips, tricks, and trainings for our platform.

83,000

Minutes of Support Talk Time
Which doesn't include the thousands of emails sent each year.



Section 1: Bid Response

1.5 Product Specification

Proposer Response:

Please confirm your understanding by checking Yes or No.

Yes No

Finalsite acknowledges that 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 following are informational pages to describe products and services that make up the the Finalsite platform.

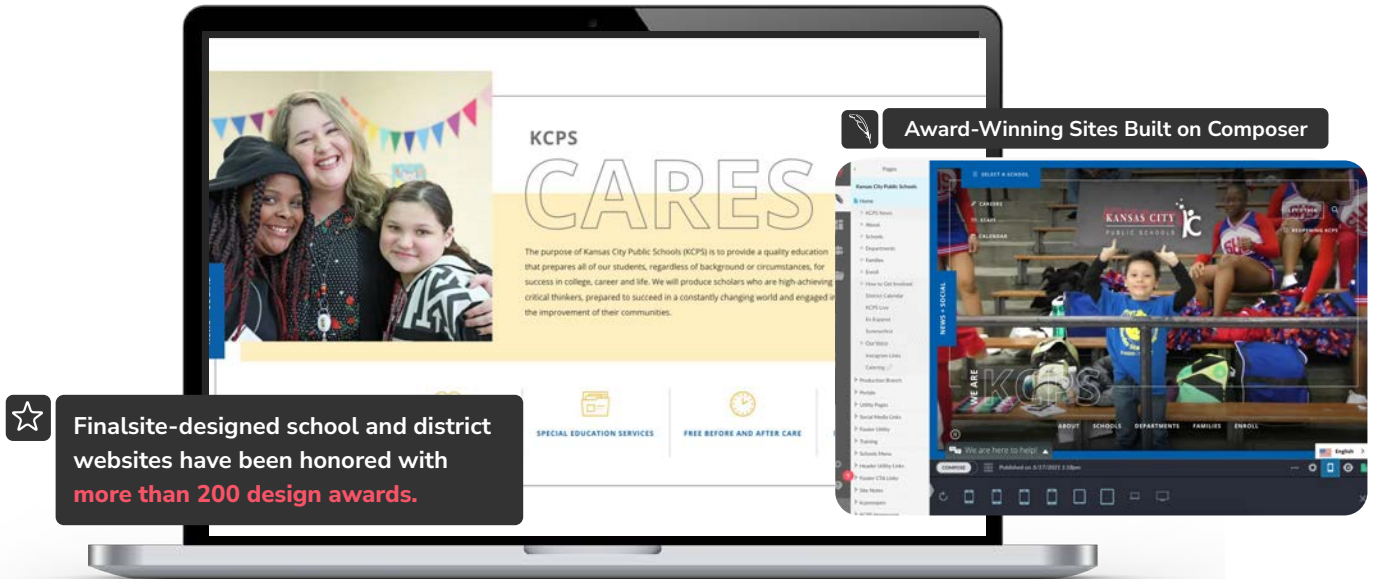


DESIGN

Award-Winning Website Design

Stand out online with a website as unique as your district.

Finalsite Design



Don't Just Reach the Bar.
Set it.

Our design team is the most decorated in the industry, with more than 200 design awards for our work with independent, public, and international schools around the world. We are innovative, pragmatic, daring, bold – and our work is anything but cookie-cutter.

With design packages to fit every budget and a refined website deployment process twenty years in the making, our talented team won't just help you reach today's standards, but be the one that sets them.

[Online Portfolio](#)

Custom Designs

Theme Designs

Award-Winning Designs

ADA-Compliant Designs

Secure Hosting

Quality Assurance Testing

Simple WYSIWYG editing

Experienced Design Team

On-time Deployment Process





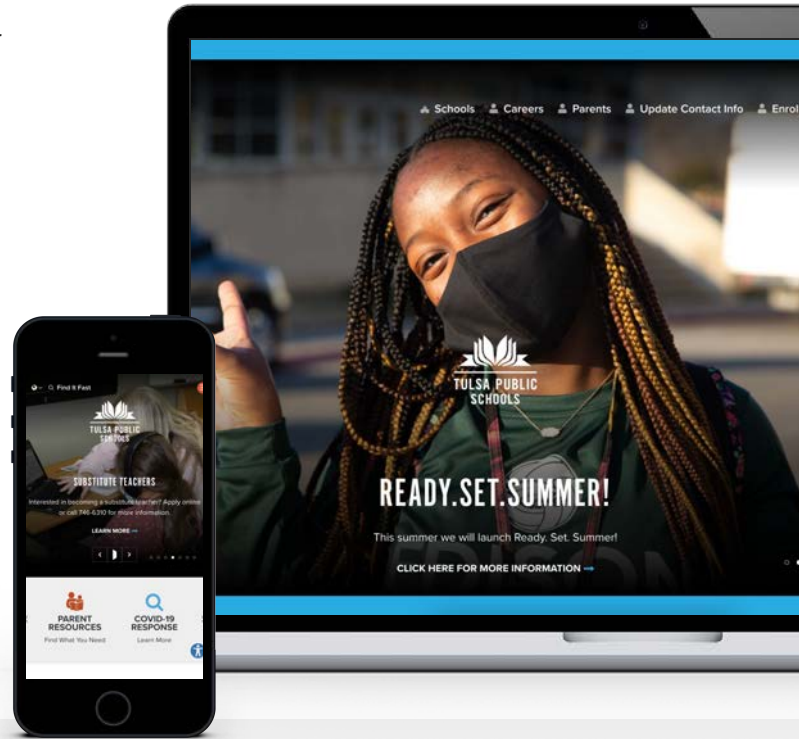
Leaders in Design

A BEST-IN-CLASS APPROACH TO KEEP ON THE CUTTING EDGE.

Tulsa Public Schools | [Homepage](#)

When Finalsite launched its first responsive school website in 2012, mobile web strategy was still in its infancy – and yet to be adopted by big web names like BuzzFeed and Amazon. Since 2012, Finalsite has grown to be the market leader in not only responsive design, but mobile-first design.

While responsive websites are mobile-friendly, our design process is mobile- first, meaning we consider how the design will respond to different devices during the entire design process. Statistics show that between 50-70% of users accessing your website are coming from some sort of a mobile device. Our designers consider the user experience on mobile as much as they are desktop design.



A MOBILE-FIRST DESIGN ENSURES:

An interactive and simple user experience and user interface on all devices

Compliance with all major browsers on Windows, Apple, iOS, Chrome OS, and Android devices

A seamless experience from smartphone, to tablet, to desktop

Faster website load times on all devices

OUR MOBILE-FIRST DESIGN PROCESS INCLUDES:



Design Mockups

Of mobile UI and UX. The Device Preview tool will allow you to see how the pages you build look in different devices.



Expert Guidance

On content, structure, and navigation from your designer and project manager



Training in Composer

Including guided tours of how to use Composer and up-to-the-minute updates on feature releases.



Great Designers. Exceptional Designs.

OUR PROCESS TO LAUNCHING YOUR SCHOOL'S DREAM WEBSITE ON TIME.

At Finalsite, we believe that when you put *good* in, you get *good* out – which is why we treat our website deployment process like an art and a science, and we treat *you* like family. From the first day you join Finalsite until after the proud moment when your site goes live, your dedicated Finalsite Team is here for you. You'll have a designer, coder, project manager, client success manager and our all-star technical support team ready to answer any questions you may have, and help you along for a smooth deployment.

Our website deployment process has been refined over the past 20 years, and we help more than 300 schools launch a new website, on time, annually.



1

DISCOVERY

Goals, dreams, expectations and requirements – let's discuss it all. Our discovery process is one of the most important parts of the deployment process as it is where we get to know you, your school and your brand, and begin to plan how to build a pixel-perfect digital representation of it. We treat this stage of deployment like a science. You'll provide our Project Manager (PM) with some key brand assets, and after an in-depth kickoff call, we'll begin analyzing each component to build a site that is uniquely yours.



2

TRAINING

Training is ongoing throughout the entire deployment process with hundreds of free resources available at your fingertips. Our online library of resources includes short videos on virtually every piece of Composer and its related modules, text articles detailing how-to's and best practices, live weekly webinars, and hundreds of blog articles, eBooks and other valuable resources.



3

DESIGN

Now here's the fun part! During the design phase you'll begin to see your vision come to life and exceed every expectation. You'll have the opportunity to make suggestions and revisions to your homepage and interior style guide.



4

BUILD

Once your design has been approved, your Front End Developer (FED) will begin coding and building your website to work seamlessly across every browser and device. Your site will endure an 80+ point QA process, which includes testing for web accessibility, mobile-friendliness, cross-browser compatibility, and more.



5

LAUNCH

The big day is here! Finalsite's software ensures you'll hit the ground running after launch. With a Finalsite Project Manager to guide you and online help at your fingertips, you'll be on your way to expert status in no time.



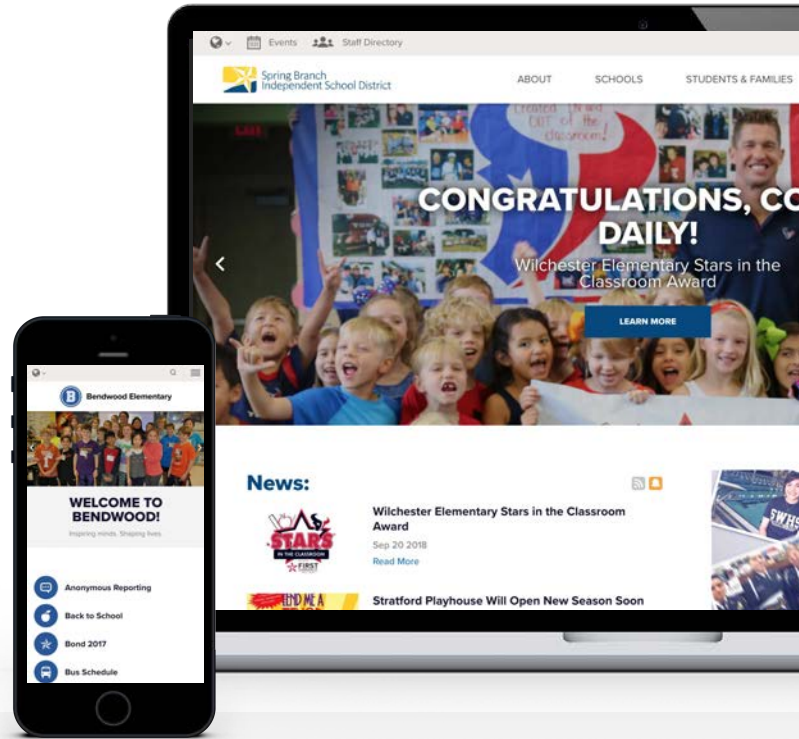
Custom School Website Designs

AWARD-WINNING WEBSITES AS UNIQUE AND INNOVATIVE AS YOUR SCHOOL.

[Spring Branch ISD | Homepage](#)

With a team of 16 full-time designers, our 200+ design awards, best-in-class creative packages, iterative design and onsite deployments make us your partner for creating an amazing site that showcases your story online.

Along with a custom design experience guided by our award-winning team, Finalsite has a deep bench of experts to help boost your brand, market your district, and so much more!



CUSTOM DESIGN ENHANCEMENTS

Custom Social Media Feeds

Background Videos

Custom Timelines

Infographics

Custom Search Element

Subtle Animations

Campus Tours

Interactive Elements

*The Sky's the Limit!

** Listing all of our custom design enhancements puts us in a box — and that's the last place we want to be! Our designers think outside the box, and can come up with a custom design enhancement unique to your district's brand and mission.*



[Burlington Public Schools | MA](#)



[Northbrook Public Schools | WA](#)



[Ellington Public Schools | CT](#)



Theme Designs

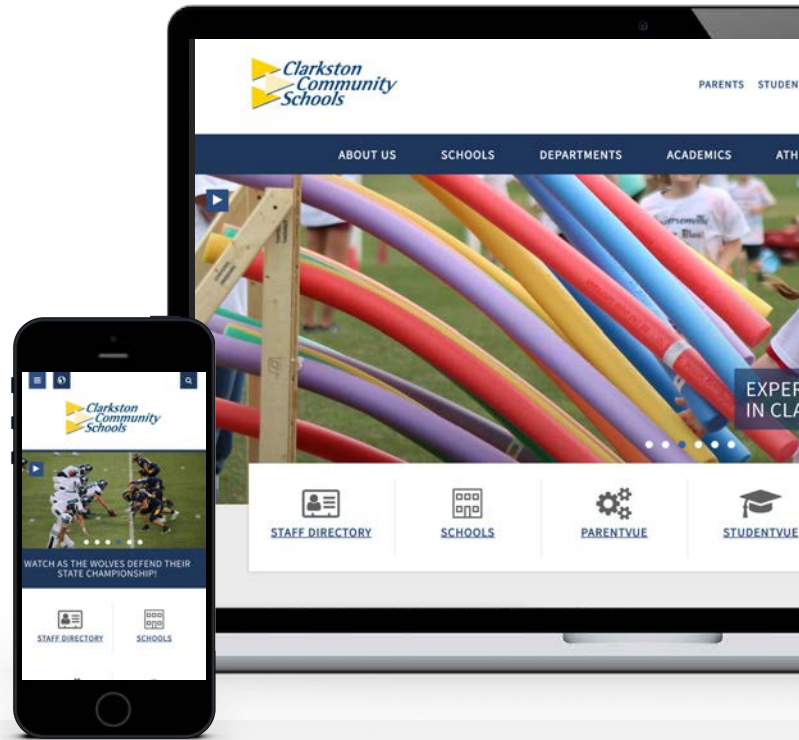
REDESIGN ON ANY TIMELINE OR BUDGET.

Clarkston Community Schools | [Homepage](#)

Finalsite's theme designs are perfect for districts working on a tight budget and/or tight timeline (or both!). With a library of more than 30 themes crafted by our award-winning design team, themes are the optimum way for your district to launch a new, top-notch site in under 60 days.

How It Works

Theme websites are anything but cookie-cutter. Crafted by our award-winning design team, you get the option of harnessing the best practices of an award-winning design on a smaller budget and/or shorter timeline. The theme tailoring process ensures the site truly resembles your district's brand!



THEME DESIGN PROCESS

Step 1: Select a Theme

Work with your Project Manager to understand the criteria that should drive your theme selection and discuss how your district logo, fonts, and colors can best be applied.

Step 2: Configure Theme

We'll plug your logo, colors, and web fonts into the predefined areas. If you feel a color or font isn't quite right, we can swap them again.

Step 3: Complete Setup

We'll perform a thorough 80-point QA for functionality, accessibility, and responsiveness, and then you'll be ready to launch whenever you have completed adding your site content!



[Carrollton City Schools](#) | GA



[Regional School District #12](#) | CT



[Lower Merion School District](#) | PA



Designing for Accessibility

INCLUSIVE DESIGN FOR A PROGRESSIVE WORLD.

Accessibility is a company-wide initiative because to us, it isn't about laws, regulations and scare tactics. It's about doing the right thing for everyone. From a careful design process and in-house accessibility experts, to our partnership with AudioEye and free blogs and resources focusing on accessibility, our goal is to help your district build a web presence that is accessible to all.

During the deployment process, you'll meet with your Project Manager and Designer to build a great website while adhering to Web Content Accessibility Guidelines (WCAG) 2.0 standards*. Throughout the design process, we'll take the time to walk you through which design elements help and hurt accessibility, and advise your team on best practices for adhering to ADA compliance guidelines. This includes photo ALT text and setting up permissions to ensure non-compliant content isn't published. It's important to note that although our team and platform work to adhere to WCAG 2.0 standards, some aspects of full ADA compliance depend on content updates performed by site admins and site

WEBSITE ACCESSIBILITY SERVICES

Experienced Designers

Accessibility-Friendly Functionality

A Website Accessibility Committee

Dedicated Accessibility Specialist

Managed Service of Non-Auto Remediated Accessibility Errors

Scan, Report, and Fix Functionality

Free Training and Resources

Ongoing, Knowledgeable Support

Help Desk Functionality

Accessibility Certification

Ally Toolbar Providing Tools Like Screen Reading Technology to Optimize User Experience

OCR Mitigation

Building an ADA-Compliant Finalsight Website:

When we design a website, we take into consideration the following features to make websites accessible:

- Basic organization
- Images and videos
- Titles and menus
- Text size and contrast
- Forms

**The standards for ensuring content is accessible to all users are known as the Web Content Accessibility Guidelines. They are put out by the World Wide Web Consortium, and can be found [here](#) for your review.*

***Finalsite's CMS includes both static and dynamic content elements. Because content changes take place frequently on our platform, we cannot guarantee that all content and the sites containing them will be 100% compliant at all times. Content and Web Editors should recognize that automatically-generated content must be proofed and, if necessary, manually edited in order to ensure that the public-facing website adheres to strict compliant formatting. This includes photo alt text and video transcriptions.*

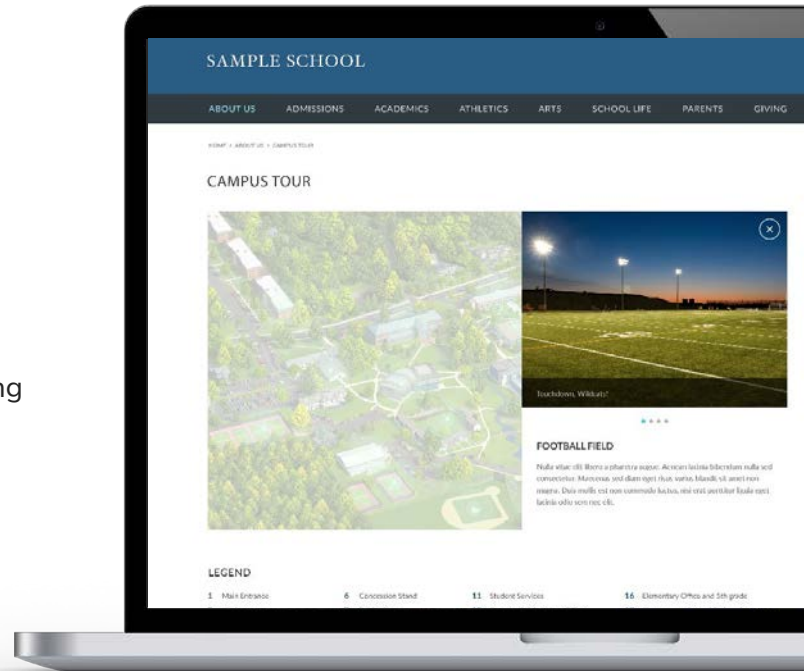


Best Practice Assets (BPAs)

PROVEN LAYOUTS BRANDED TO MATCH YOUR SITES.

Built through our experience working with the best schools and districts in the country, Best Practice Assets are a collection of page layouts and site enhancements grounded in smart strategy.

Geared to provide you with an easy and affordable way to improve your websites, our assets will save you time by implementing pages we already know work, allowing you to focus on other areas of your sites. Choose from a wide variety of assets, including scoreboard elements for your athletics pages, campus maps, and more, all of which can be added to your site with your branding, colors, and fonts.



ASSET CATEGORIES:

Publications

Image Slideshow

Donation Pages

Campus Pages

Portal Pages

404 Page Errors

Admissions Pages

Media Pages

Mashup Pages

Athletic Pages

Giving Thermometers

And more!



Image Slideshow BPA



Testimonials BPA



DEPLOYMENT

Successful Website Deployment

Finalsite is committed to exceptional client experiences.



Fast and Secure Website Hosting

FAST, COMPLIANT, SECURE. FINALSITE SERVES 4 MILLION PAGE VISITS PER DAY.

Hosting on Google Cloud Platform allows us to offer many benefits to better serve our clients, including: ground-breaking technology, greater flexibility, scalability, and increased security to reduce the number of risk points that keep any good network administrator up at night. worry-free website hosting keeps your site secure and performing at its best anywhere in the world.

HOSTING FACILITY AND PHYSICAL ENVIRONMENT

- Employee Badges
- Man Traps
- Video Surveillance / 90-Day Retention
- Ultrasonic Humidification
- Multiple Power Feeds
- N+1 Diesel Generator and UPS
- Biometrics
- 24hr x 365 Days Network Operations Center
- Concrete Masonry Walls and Raised Floors
- Double, Pre-Action Dry Fire Suppression System
- Multiple 10G Internet Uplinks in BGP4 Mesh
- Redundant Fiber Feeds

HOSTING FACILITY COMPLIANCE

- SSAE 16, SOCI, AND SOC2
- HIPAA / HITECH
- ITAR
- GLBA
- PCI DSS v3.2
- NIST 800 Based Framework

HIGH-PERFORMANCE

- Extensive caching at all layers
- Google Cloud Partnership *speeds up the delivery of the entire website, including all dynamic content*
- Dedicated Storage Network
- Google Cloud Partner *allows for direct upload and download file transfer. On-demand scaling of video and image files optimized for display size and resolution*
- Google Cloud Partner *Provides enhanced performance for static assets*

BACKUP AND BUSINESS CONTINUITY

- Hourly backups for databases (incremental, stored onsite)
- Server images – Offsite
- Configuration data
- Nightly database backup
- File data – Nightly
- Continuous uptime / Performance monitoring

NETWORKING AND HIGH AVAILABILITY

- Standby generators with UPS
- Redundant networking configured in high availability mode
- Shared databases configured for high availability
- Redundant internet connection
- Redundant / Pooled shared application servers
- 100% virtualization infrastructure; allows servers to be “relocated” from failing or busy resources

NETWORK AND APPLICATION SECURITY

- HW Based DDOS Protection
- Network IPS and IDS
- Automated Log Monitoring / Analysis (SIEM) with multiple threat intelligence feeds
- 24 x 365 staffed Security Operations Center (SOC)
- Automated Network Inventory with Alerting
- Modern Firewalls
- Continuous Vulnerability Scanning
- TLS Encryption by default and Encryption of Data at Rest
- Web Application Firewall with Continuous threat intelligence updates
- Secure Software Development Process *Including static source code analysis, dynamic application scanning, manual code review, and specialized security testing for select features*

Hosting Performance

Websites hosted by Finalsight experience a dramatic performance increase due to Cloudflare's Content Delivery Network (CDN). This is a network of over two hundred data centers throughout the world which deliver your content directly to end-users from the nearest one to them. Cloudflare continues to innovate and increase performance by supporting the latest HTTP/3 standard across its entire CDN.

<https://blog.cloudflare.com/http3-the-past-present-and-future/>

Finalsight's Composer clients benefit from the performance gains of properly managing and delivering media at scale with the use of Cloudinary. All media files hosted on the Composer platform are managed, optimized, and delivered to end-users based on a number of factors including their web browser's resolution and Internet connections speed. This ensures that end-users have the best and fastest user experience no matter what device they use to visit your school website.

Availability

All school websites hosted by Finalsight are protected from Distributed Denial of Service (DDoS), as well as other malicious web application attacks by Cloudflare. Cloudflare's global Anycast network spans 200 cities and operates within 100 milliseconds of 99% of the Internet-connected population allowing them to mitigate even the largest DDoS attacks without any single point of failure. This type of redundant architecture is also built into Finalsight's Composer application ensuring that school websites remain online no matter what attacks are thrown at them.

Data Backup & Disaster Recovery

Backups of active client data are continually maintained to ensure the integrity of the data as well as quick recovery in the event of a system failure. Backups are always stored in multiple locations, on-site for immediate recovery and off-site for disaster recovery. Files hosted by Finalsight are backed up daily, while snapshots of the databases are taken hourly, but only for the first 24 hours and then daily thereafter. Backups are always encrypted in transit and at rest.

Secure Website Hosting

FAST, COMPLIANT, SECURE. FINALSITE SERVES 4 MILLION PAGE VISITS A DAY.



Quality Assurance

ALLOWING YOU TO LAUNCH YOUR NEW SITE WITH CONFIDENCE.

The QA process takes place during the deployment phase to ensure your new site is error-free before launch. Our in-house team undertakes a rigorous review of your site, going through an extensive checklist to test multiple functions and features, including:

TOP BANNER

- Logo (Header) - School Name
- Linked to homepage, alignment
- Quicklinks
- Hyperlinks pointing to corresponding pages
- Site Search
- Expands/collapses (if applicable)
- Search text removed when clicking into field
- Search results display within client site page
- Dropdown Menu
- Hover states on links display and function correctly
- Moving horizontally between main nav items
- Drop-down speed/animation
- User experience does not conflict with main nav
- Hero Image (Interior)
- Animation functions as intended
- Production Placeholders: Image size
- Image is responsive
- Main Slider
- Animation functions as intended
- Image size, quality, and download time
- Image is responsive
- Alternative media included for mobile support and page loading

NAVIGATION

- Main Navigation
- Items linked to corresponding pages
- Meganav Dropdown
- Text
- Styling displays as intended
- Page links align correctly
- Photos align correctly
- Interior Sub-Navigation
- Hierarchy style of navigation displays as intended
- Styled and functions to 5th level (when relevant)
- A left banner is present starting at 3rd level (when relevant)
- Flyout Menu: Mobile
- Text
- Styling displays as intended
- Main nav and subnav are functional

ELEMENTS

- Expanding Lists
- Hover States
- Expands/collapses
- Forms
- Alignment, spacing, padding, margins
- Hypertlinks
- Check for all broken links
- Hover states on links display and function as intended
- Images
- Broken image links
- Image quality and download time
- Alignment of images
- Layouts
- Content alignment and spacing
- Content renders properly with the page layouts
- Media
- Broken links/embed media, plays, responsive
- Tabs
- Styling/Hover states
- Tables
- Renders properly within the page boundaries
- Text
- Body text alignment
- Padding, margin, line spacing

BOTTOM BANNER

- Footer Utility Navigation
- Links have hovers and are linked correctly
- Footer
- Powered by Finals site logo visible
- Hover and linked



Quality Assurance Continued

MODULES / FEEDS / PAGES

Athletics Page: Team, Events, Rosters

Renders using approved design (not raw data in bullet list)

Calendar Page, List, Rbanner List, Grid

Renders correctly and is responsive

Calendar icon renders as intended

RSS/Alert icons are linked

Dynamic Feeds: Events

Calendar icon alignment

Titles / Read More / View All hyperlinks are linked correctly

Directory Page

Image quality

Text alignment

Text styling

Search fields: alignment, spacing, are stylized

Search returns accurate results

News

News lists, grid, and slideshow display properly

Dynamic Feeds: News

Thumbnail image display/alignment (if applicable)

"Read More" / "View All" are linked

Dynamic Feeds: Social

Text/image alignment

Data loads

MISCELLANEOUS

Browser

Graceful Degradation

Portal

Account bar alignment

Log-in functions

Meta Tag

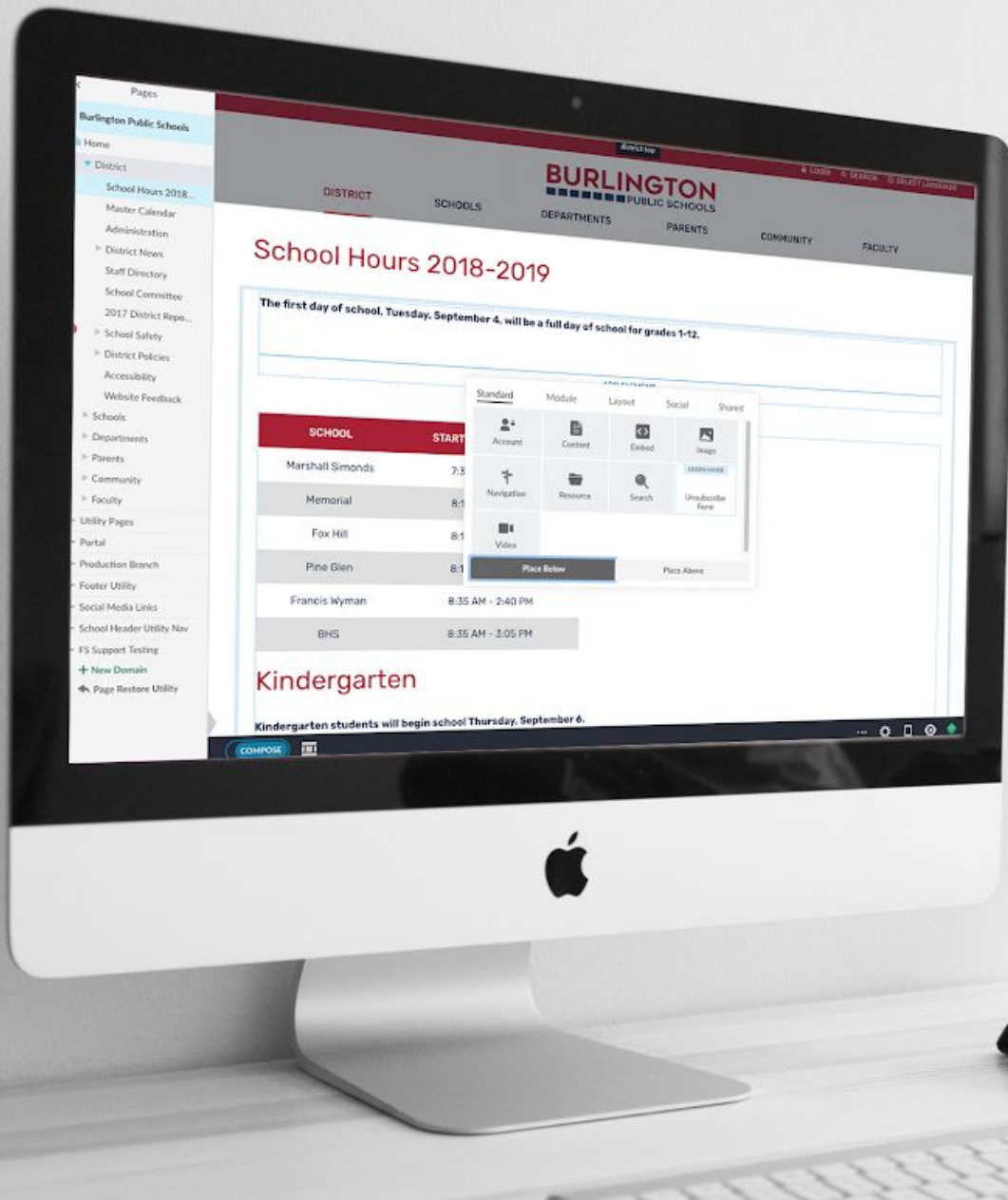
Favicon is in place

Page Title

Page Title is name of school

Composer

Composer view of custom content on home or special treatment pages matches browser.

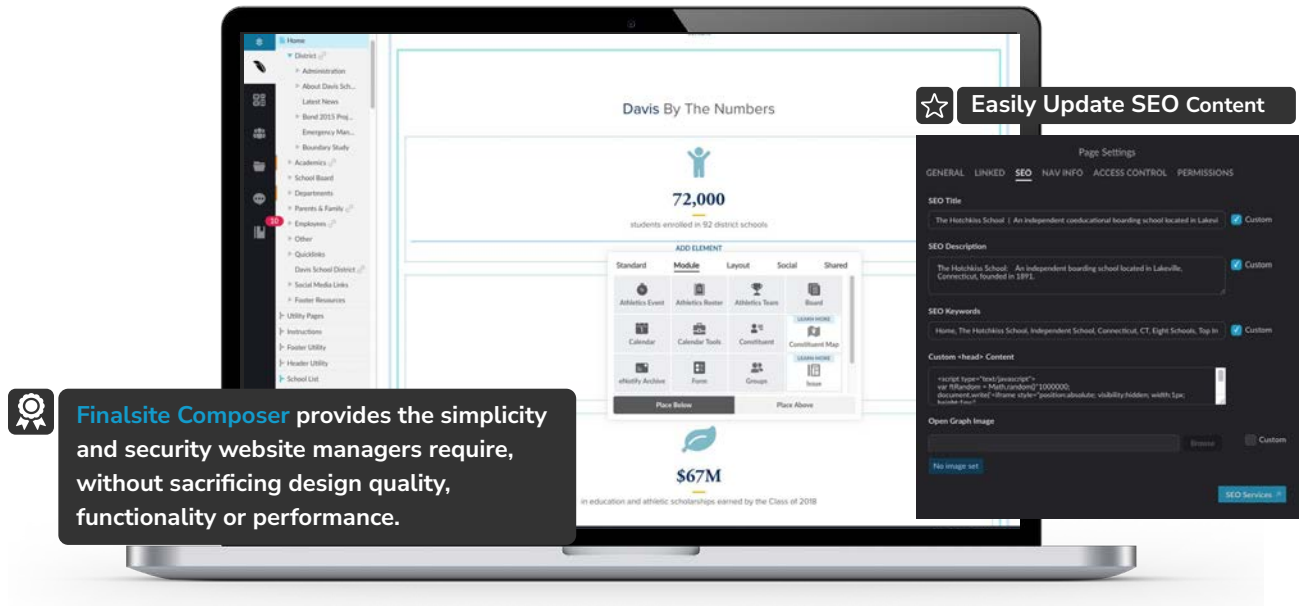


COMPOSER

Content Management System

Providing the power, flexibility, and reliability districts of all sizes require.

Finalsite Composer



A Drag-and-Drop WYSIWYG CMS for All Skill Levels.

Built with simplicity and districts in mind, Finalsite Composer empowers everyone in your community to create beautiful, professional looking pages. Composer provides the simplicity and security website managers require, without sacrificing design quality, functionality, or performance.

With an intuitive editing experience, drag-and-drop navigation restructuring, impressive photo editor, built-in search engine optimization (SEO) tools, a device preview tool, integration with Google Analytics, and more, you'll have everything you need to drag, drop, edit, and compose your way.

- Built-in SEO Tools
- Security & Compliance
- Friendly URLs
- Roles & Permissions
- Asset Management
- Device Preview Tool
- Versioning
- Reusable Site Content
- Website Accessibility
- Dynamic Modules
- Multiple Site Authors

17+
Dynamic Page-Building Elements

24 / 7
Emergency Website Support

12+
Pre-Built Layout Options

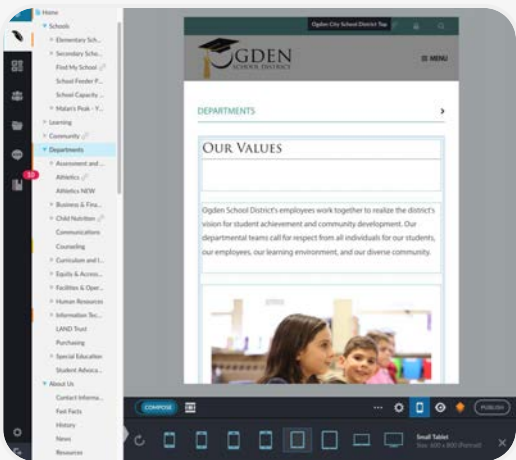
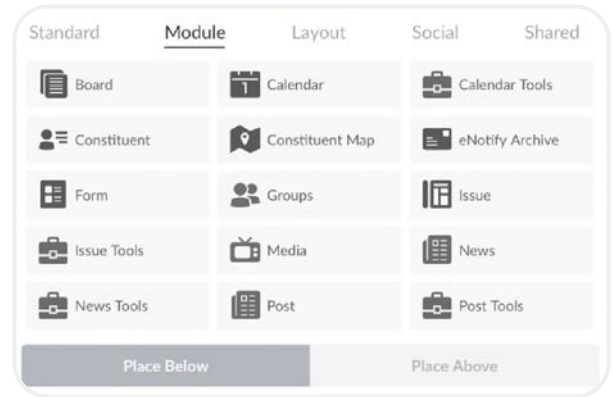
100%
Responsive Websites

FINALSITE **COMPOSER** | SCALABLE AND FLEXIBLE FEATURES

Combine Dynamic Elements with Our CMS to Bring Your District to Life Online.

Composer simplifies digital storytelling with more than 15 drag-and-drop, dynamic elements. Simply select the elements you want on your page, customize their appearance, and Composer’s intuitive user interface will handle the rest.

Whether you want to embed social media feeds and videos from Vimeo, or content from modules like Posts and Calendar Manager, elements will always have the most up-to-date, accurate content with no extra effort. Complete with social media sharing buttons, visitors can share what they’ve seen and generate more qualified website traffic at no extra cost to you.



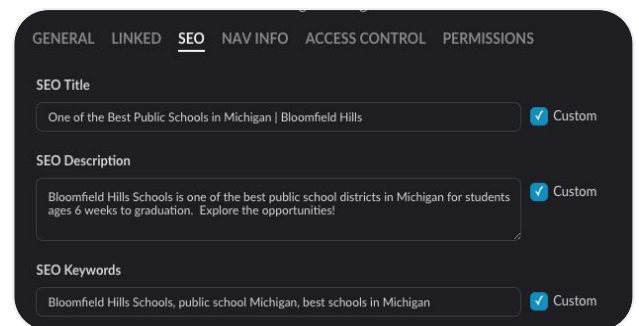
Build Webpages You’re Proud of, Every Time.

No HTML experience? No problem. Composer’s WYSIWYG drag-and-drop interface makes it easy for even non-techies to edit and build custom web pages that reflect your district’s brand while protecting the consistency of your site’s design.

With features like inline editing, a photo editor, a device preview tool that shows your websites working on any device, and custom themes and styling to maintain your district’s brand and unique design on every page, Composer provides an improved editing experience for every ability level.

Improve Performance in Search.

Automatically improve performance in search with built-in SEO tools that make it easy for even a beginner to optimize each page on your site. As you build each page, you can customize the page title, meta-description, and vanity URL to include the keywords prospective and current families search for when they’re looking for information about your district.





Built-In Accessibility Checker

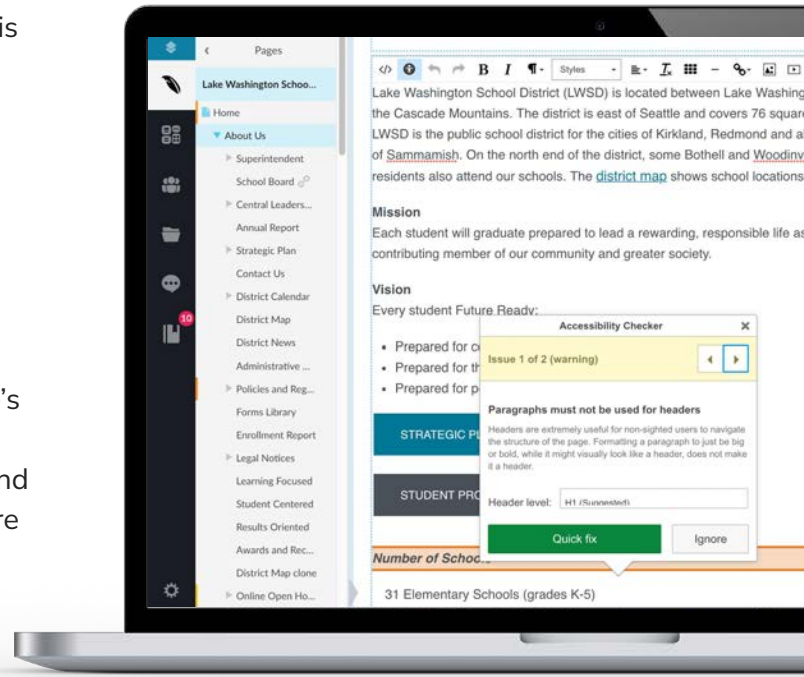
SIMPLIFY CONTENT MANAGEMENT WITH BUILT-IN ACCESSIBILITY TOOLS

Accessibility is important to us at Finalsite, which is why we continue to develop our products that empower your community to add website content that is accessible to all.

Finalsite’s built-in accessibility checker identifies accessibility errors in content elements added to website pages, as well as content in the Posts module, and offers suggestions for each error.

The accessibility checker also works with Finalsite’s Resources module to identify images without ALT text. Within Resources, you can also easily filter and hide any image without ALT text sitewide to ensure all images are accessible, too.

Because Composer contains a trackable admin history, you’ll also be able to see who is fixing their accessibility errors, and who is not.



FEATURES AND BENEFITS

Built-in accessibility checker automatically identifies content errors and provides suggestions in modules and Composer

Resources Module identifies images without ALT text, and allows you to hide those images sitewide

Page history identifies the last admin to edit or update a page

Thumbnails in the Posts module are required to have ALT text, and ALT text is automatically added

Resources Settings

Activate these controls to help enforce ADA compliance on your website.

Resources in Resource Elements

Once enabled, only images from the Resources Module that have alt text set will be displayed in Composer to visitors of the website. Images that do not have alt text will not be displayed to visitors, which may result in empty content in locations where these images are set to display.

Only display Resource images with alt text

There are currently 6362 image resources set to display in Composer that do not have alt text set.

To find images without alt text, use the 'No Alt Text' filter in the All Resources view in the Resources Module.

Only display Resource images with alt text

There are currently 90 Image Resources set to display in Composer that do not have alt text set.

Activate this control to help enforce ADA compliance on your website. Once enabled, only images from the Resources module that have alt text set will be displayed in Composer to visitors of the website. Images that do not have alt text will not be displayed to visitors, which may result in empty content in locations where these images are set to display.

To find these images, and set proper alt text, use the 'No Alt Text' filter in the All Resources view in the Resources Module.

Require alt text for images added to content in the rich-text editor



Calendar Manager

SIMPLIFIED CALENDAR MANAGEMENT.

With so many events and last minute changes happening in your district every day, Finalsite Calendar Manager enables you to organize, update and notify your constituents with ease while eliminating duplication of effort.

You won't ever have to worry about your constituents missing an important event since community members can subscribe for email and text event reminders, or use dynamic iCal feeds to automatically update their own calendars with your district's events.

Constituents can also customize their calendar view with display options such as slideshows, lists, and responsive grids for mobile viewing.

The Greenwich Country Day School | [GCDS School Calendar](#)



FEATURES AND BENEFITS

Group calendars and assign permissions

Easily add calendars to any page or your website

Create unlimited calendars

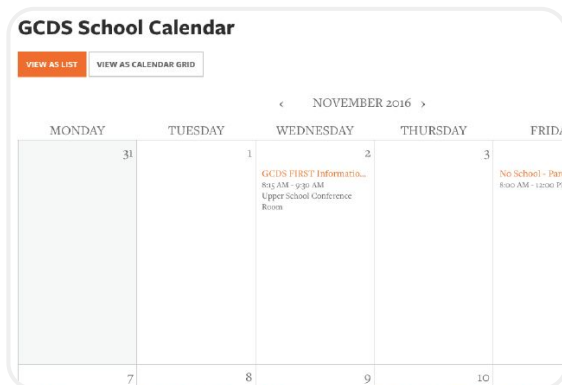
Integrate iCal and Google Calendars to automatically pull in upcoming events from external sources

Make site-wide updates from a single location

Enable subscriptions and alerts so constituents are always in-the-know

Set event reminders and create recurring events

Customize the front-end display





Finalsite Forms

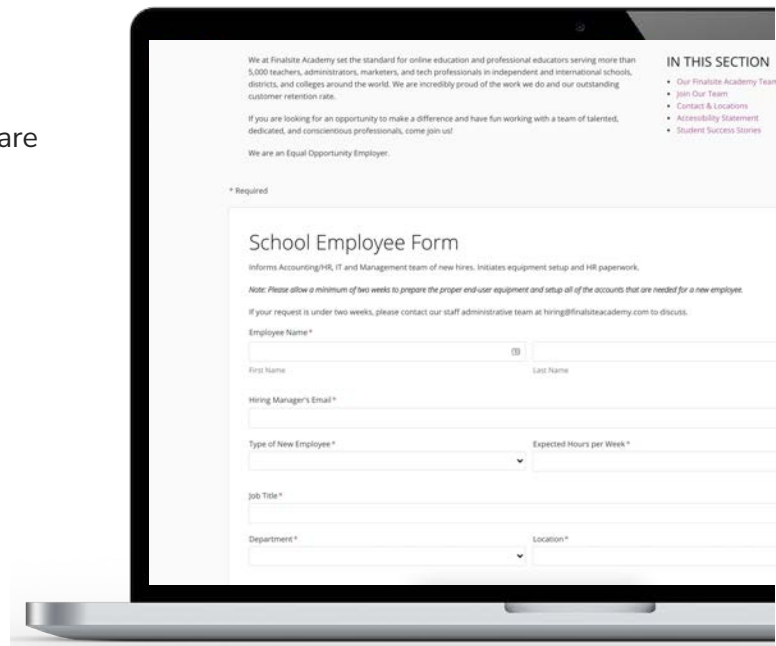
BUILD BEAUTIFUL, POWERFUL, MOBILE-FRIENDLY ONLINE FORMS

Build beautiful, powerful, mobile-ready interactive online forms with Finalsite Forms. Finalsite Forms empowers you to make more informed decisions and makes collecting information simple with forms that are easy to create, edit, and send to your community.

Included with your Composer CMS, Forms fit seamlessly into your pre-existing website design for a quick creation process, including a simple drag-and-drop builder, extensive conditional fields, admin controls, and a mobile-optimized interface so forms look great on every device.

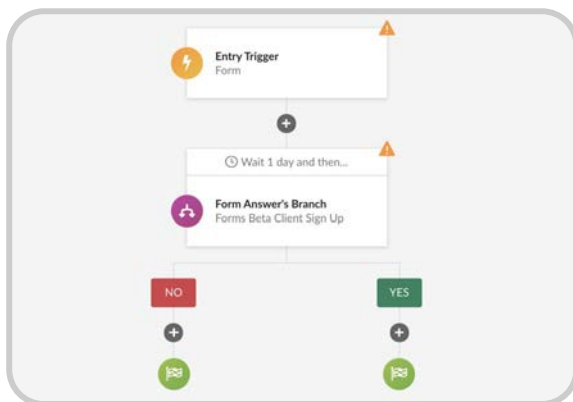
Use Finalsite Forms online for:

- Donations/Giving
- Robust Surveys
- Inquiry Forms
- Event RSVPs
- Job Applications
- Payment Forms
- Lunch menu orders
- Volunteer forms

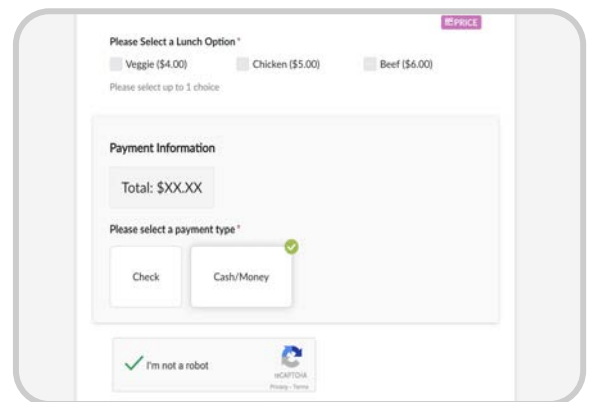


Powerful and easy-to-use form creation platform:

- Forms are mobile-optimized, embed directly into your website, and inherit your website’s design
- Numerous drag-and-drop field layouts make creating forms quick and easy
- Simplified and single-page payment process with dedicated currency fields
- Built-in folder structure to organize forms with dedicated permissions and admin controls
- Use form submissions to automatically trigger the start of automated Finalsite Workflows
- Conditional admin notifications send admin notifications to different people based on form responses



When connected to Finalsite Workflows, Forms submissions can trigger the start of an automated workflow to turn inquiries into applicants, promote events, and much more.



In Finalsite Forms, payment information is displayed at the bottom of the form for a seamless, single-page payment form making it easier for form submitters.



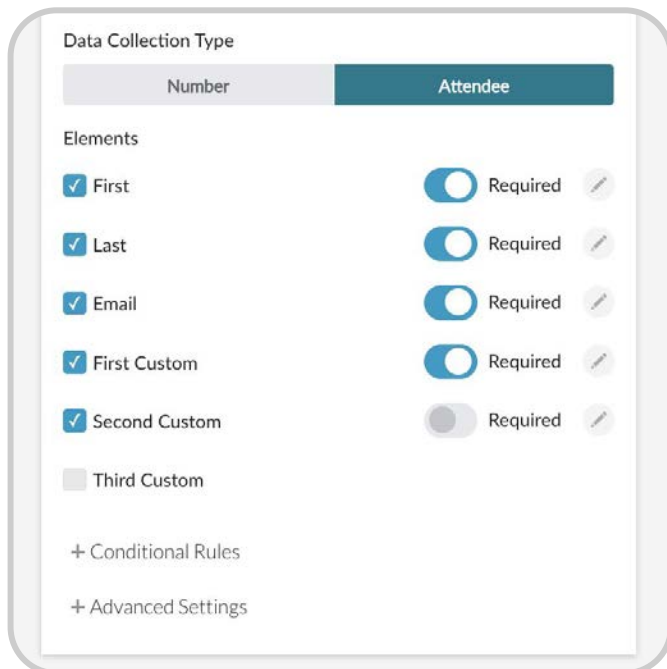
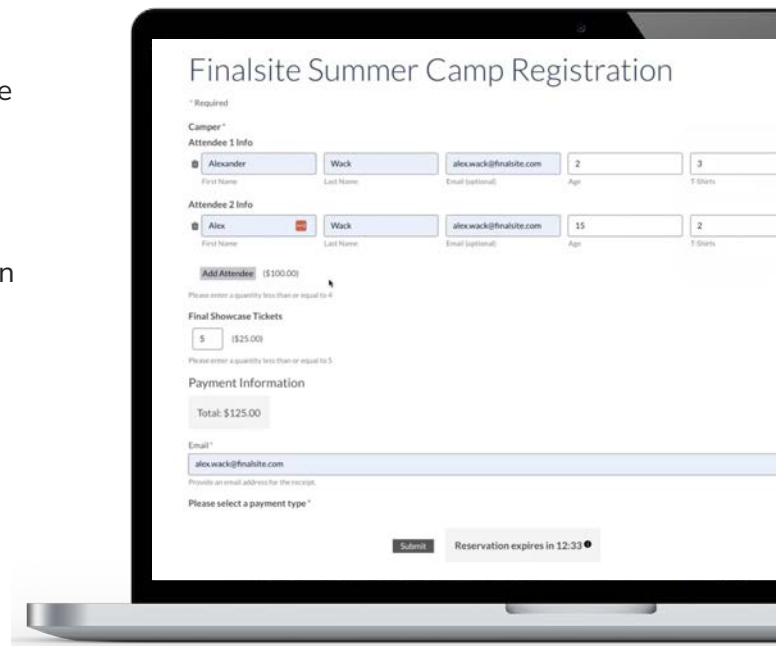
Forms Plus - a Finalsite Forms add-on

MANAGE REGISTRATION PROCESSES MORE EFFICIENTLY AND EFFECTIVELY

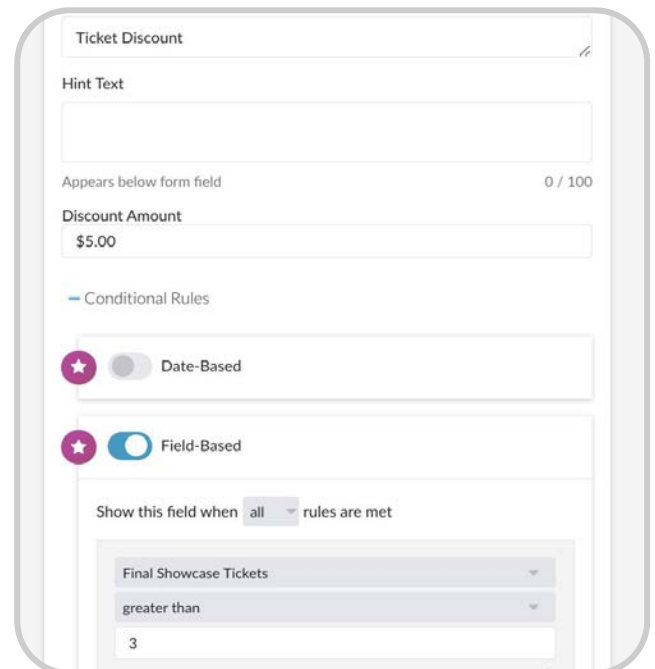
Forms Plus is a powerful add-on for Finalsite Forms that offers enhanced registration capabilities to make managing the registration processes more efficient and effective than ever before.

Collect person-based and ticket-based registration through two new Forms Plus fields - the Registration and RSVP fields. Add and collect custom data for each attendee through attendee and number data collection fields. Reserve a number of seats for each person that RSVPs with additional functionality. Establish discounts with conditional rules based on dates or form fields.

All the tools and options for event ticketing and RSVPs are available in the same main form-building interface as the core Finalsite Forms features.



Customize through five fields what type of information you collect from form submissions (First Name, Last Name, and three custom fields - short answer or drop down fields)



Use conditional rules with the new Discount field to provide discounts when users purchase varying amounts of tickets, such as a \$5 discount for three or more tickets purchased, for example.



Directories

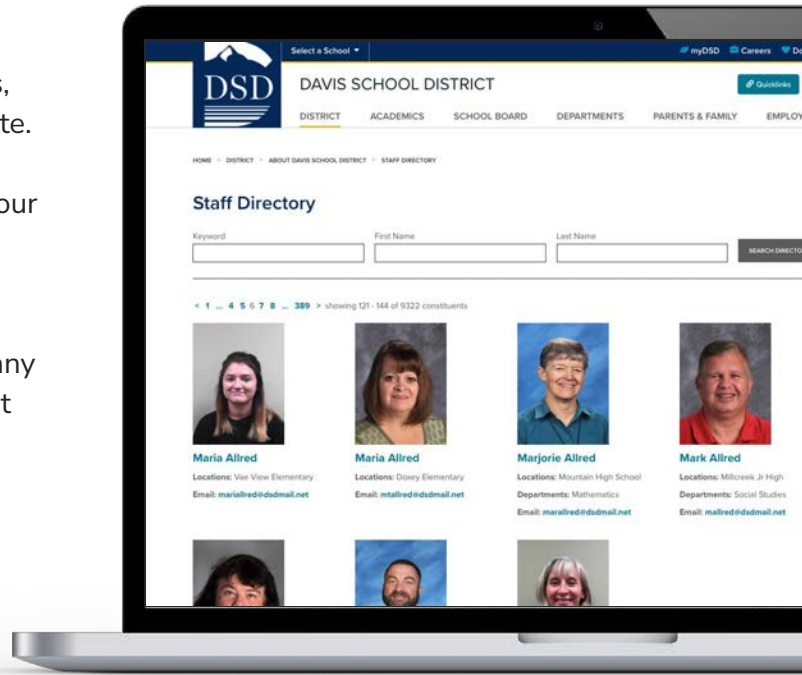
CONSTITUENT DATA MANAGEMENT MADE EASY.

Davis School District | [Faculty & Staff Directory](#)

When parents need to contact teachers or administrators, the first place they'll look for names, phone numbers, and email addresses is your website. Finalsite's custom directories make it easy to share contact information publicly and/or privately with your website visitors.

Directories can be accessed from your website, Portals, the Finalsite App, and are easily added to any page of your website using the Constituent Element in Composer.

Finalsite offers custom directories for faculty and staff, students, alumni – and virtually any group of constituents you wish to create.



FEATURES AND BENEFITS

Promote your district's faculty and staff in an engaging interface

Customize directory output to ensure the security of your constituents' data

Make information public or private using password-protected portals

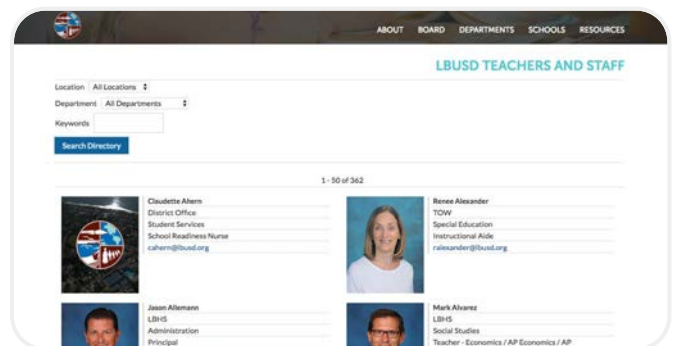
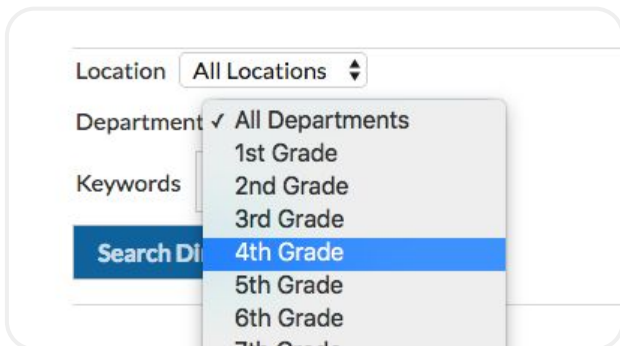
Integrate with Finalsite's API and SIS

Display headshots, contact info, bios, and whichever information you wish

Enable a search element to make finding constituents easy

Create directories for any constituent group to improve school-to-home communications

Publish in a fully responsive, mobile-friendly format





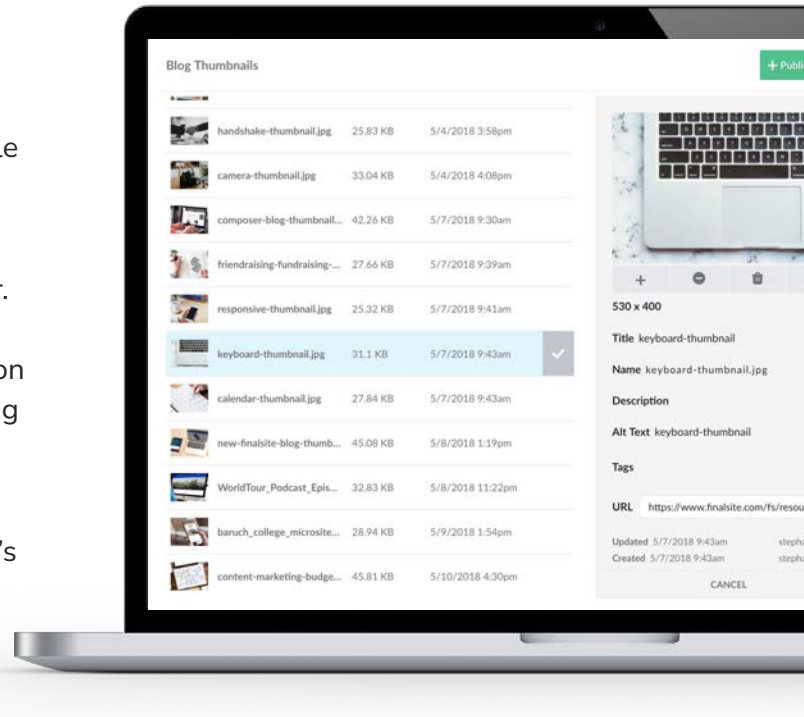
Resources: Digital Asset Management

MANAGE ALL YOUR FILES AND MEDIA WITHIN A ROBUST DIGITAL LIBRARY.

Organize and display all of your district's digital content using Finalsite Resources. With a simple interface, you can drag and drop media from your computer or upload directly from Facebook, Google Photos, and Instagram.

Once your files are in the module, you can display them anywhere on your websites using Composer. Each photo and video resource is automatically optimized for visual quality and site speed based on the visitor's device and space on the page, ensuring an optimal user experience.

Empower members of your community to provide authentic media content that conveys your district's culture with confidence. Individual permissions make controlling constituent access easy, while intuitive search, tagging, and collections ensure you can organize and find all the great things your community creates.



FEATURES AND BENEFITS

Create compelling media galleries with flexible Resource, Image, and Video elements

Browse your Resources using list and grid views with thumbnails

Rename and move Resources without affecting existing links

Assign caption files to videos and default ALT text for images to ensure accessibility and ADA compliance

View detailed information about each Resource in the module, including when and who uploaded the Resource, the original file size, and media dimensions

Supported with best-in-class Cloudinary for real-time image optimization for all devices

Fully integrated with Finalsite Posts to ensure that every image and video uploaded through Posts is automatically optimized for the web

Search for resources within the module by keywords and tags, and sort them by type, date uploaded file size, and more

Nest Collections and link Resource elements together to create robust galleries and folders

Organize a variety of file types within the same Collection, including photos, videos, and PDFs

Reuse Resources without multiplying disk space usage



Page Notifications

MAKE IMPORTANT MESSAGES STAND OUT.

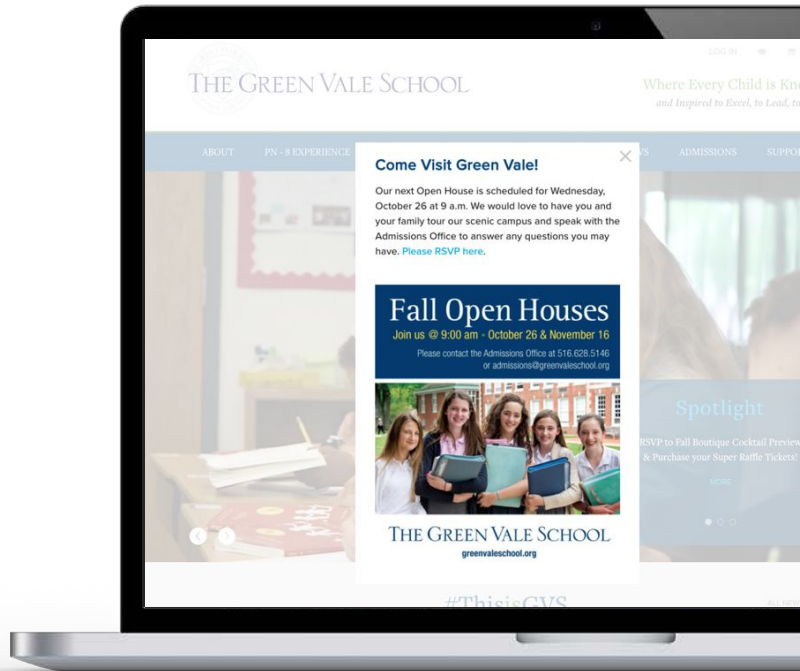
Page Notifications — also known as “Page Pops” provide virtually endless opportunities for marketing, communications, and notifications.

Page Notifications increase engagement by bringing important information to the forefront of your visitor’s attention and makes timely information impossible to miss.

Managed using Composer’s WYSIWYG interface, you can use the rich text editor to easily add photos, videos and links to your Page Notifications. Share these notifications on any page on your public site and in password- protected portals, meaning you can get as broad or specific with your messaging as you wish.

Timed Page Notifications are available as part of the Finalsite Inbound Marketing package.

The Green Vale School | [Page Notification](#)



FEATURES AND BENEFITS

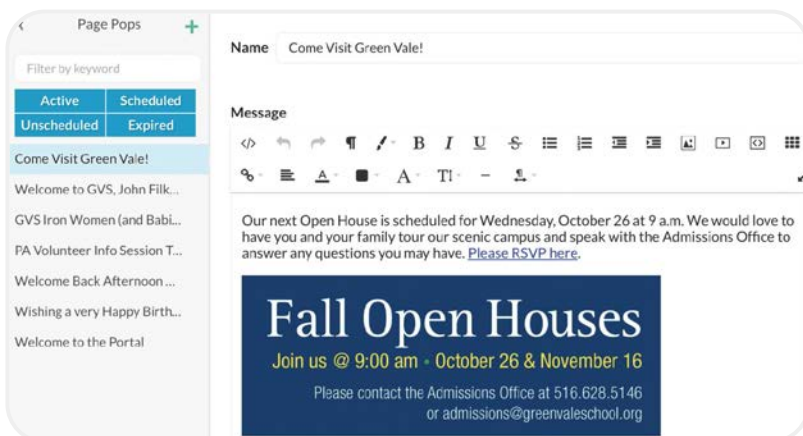
Increase engagement and direct site traffic to areas you choose

Filter and organize by name and/or status: Active, Scheduled, Unscheduled or Expired

Add Page Notifications to a specific page, a select group of pages, or all pages on your website

Share and view updates instantly after posting

Add photos, videos, or links to specific pages



www.finalsite.com/page-pops



Finalsite Posts — for Blogs, News & Social Media

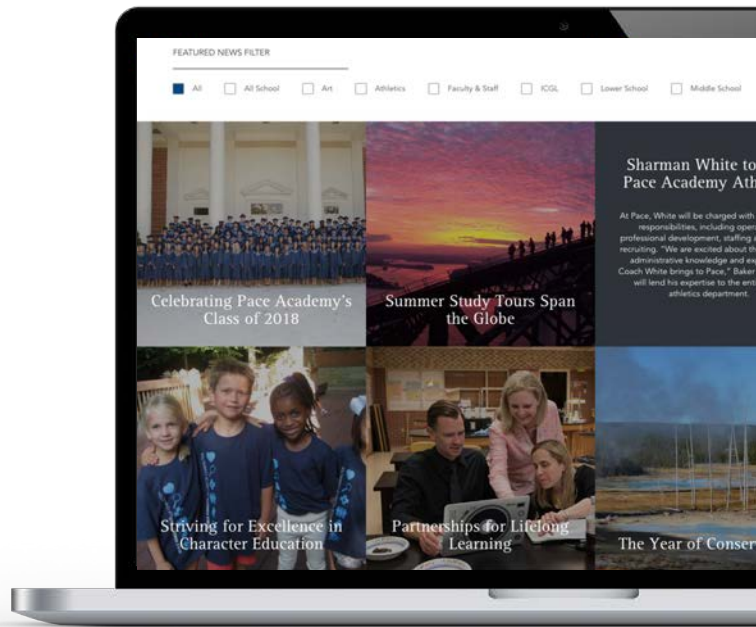
ENABLE ALL MEMBERS OF YOUR COMMUNITY TO SHARE YOUR SCHOOL'S AUTHENTIC STORY ONLINE.

Pace Academy | [Homepage News Mashup](#)

Finalsite Posts is a flexible content module that enables contributors of all skill levels to share public content on their website and connected social media platforms without logging in as a site administrator.

Posts adds a dynamic view into the day-to-day life of students, volunteers, teachers, and parents at your school. Content sharing opportunities are endless, from Student Blogs and Alumni Career Networking, to School News pages and updates to connected Facebook and Twitter accounts.

Since Posts is an extension of your school's website, each Post is branded with your site's fonts and colors, and any updates will be fully integrated into the design.



FEATURES AND BENEFITS

Enable contributors to add content without logging into your admin site

Publish multimedia content directly to your website and connected social media platforms to engage readers on and off your website

Approve or deny comments on blogs and news posts

Bulk create or add Boards individually

Use Collections to display a custom selection of your best Posts content

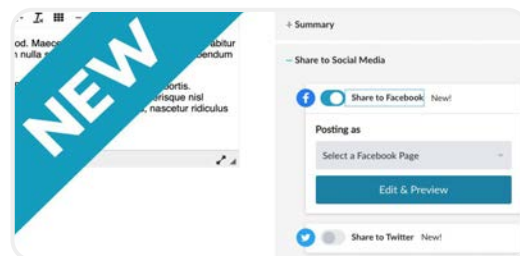
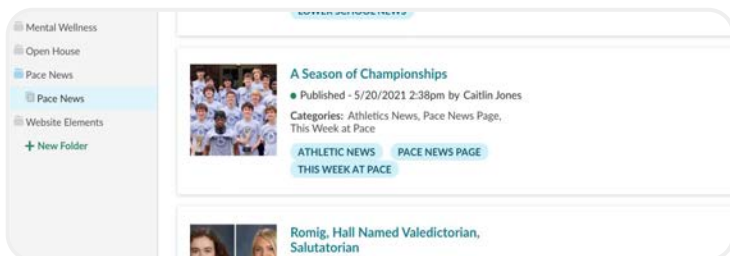
Allow website visitors to add comments without logging in

Filter content while providing an interactive user experience with Tags and Categories

Drag-and-drop Posts to manually order lists within the Collections feature

Notify subscribers of a new post with email notifications or through RSS feeds

Limit editing and publishing rights for specific Boards based on constituent role or user



www.finalsite.com/blogs | www.finalsite.com/news

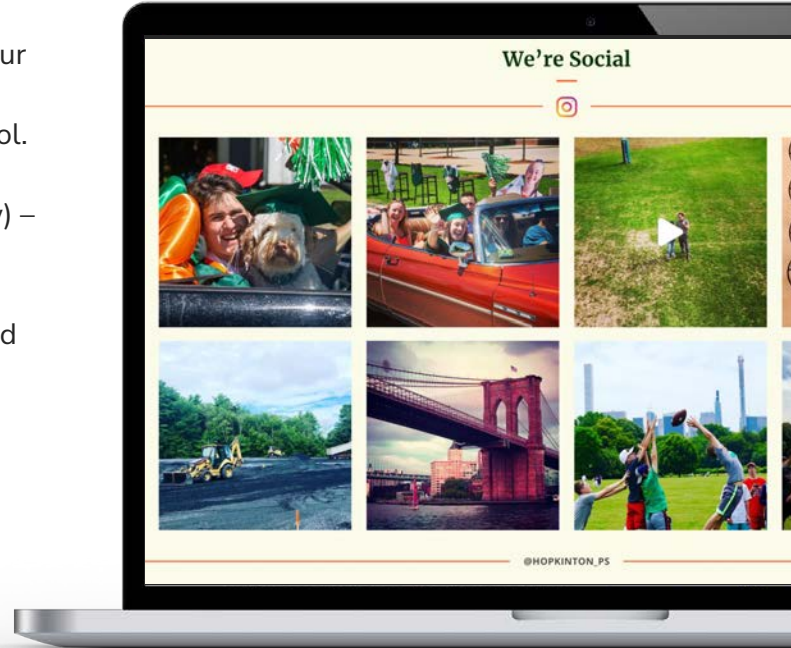


Social Media Feeds

CURATE, MODERATE, AND ANALYZE SOCIAL MEDIA CONTENT ON YOUR WEBSITE.

Hopkinton Public Schools | [Custom Feeds](#)

Finalsite Feeds, our social media aggregation and moderation tool, gives you the power to promote your social presence and engage website visitors with recent, authentic content that is totally in your control. Using Feeds, you can streamline content and conversations from 15 social networks (listed below) – including Facebook, Instagram, Twitter, LinkedIn, YouTube, and Vimeo – into a single, modern design. Easily control your district stream’s look and feel, and moderate posts to exclude certain words, phrases, hashtags, or accounts.



FEATURES AND BENEFITS

- Automatically or manually moderate social media content in your Feed
- Refresh social content on your websites as frequently as every 5 minutes
- Use consistent styling for posts coming in from all types of sources

- Track analytics to improve your social media marketing
- Display a mash-up of your favorite sources, or choose one source to display at a time
- Automatically aggregate social posts, and group by hashtag



Set Moderation Filters for @Finalsite

These work the same way as the moderation and filtering for your whole feed, but just apply to this one sources posts. Read more about it [here](#).

Disallow posts with these words:

list words, @usernames, or #hashtags to block. Separate filters with a comma. Filters are case-sensitive.

Only allow posts with these words:

list words, @usernames, or #hashtags to allow. Separate filters with a comma. Filters are case-sensitive.

Send all posts to moderation queue

SAVE MODERATION SETTINGS

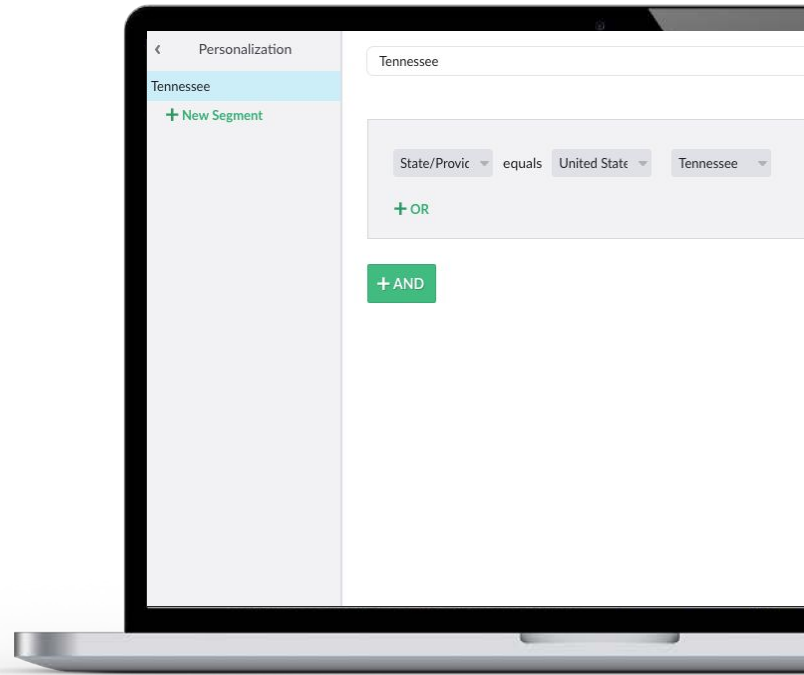


Personalization

CUSTOMIZE THE USER EXPERIENCE BASED ON LOCATION AND LANGUAGE.

Using personalized content on your websites tailors the user experience for website visitors and results in an increase in engagement, time spent on your website, and conversions (inquiries, donations, etc.)

Using Finalsite's new Personalization Element powered by Composer, you'll be able to dynamically change the website experience based on your website visitor's language and/or location. Simply add a personalization element to your page, edit the rules, and change the content based on your target audiences.



FEATURES AND BENEFITS

Create unlimited segments based on language, country or state

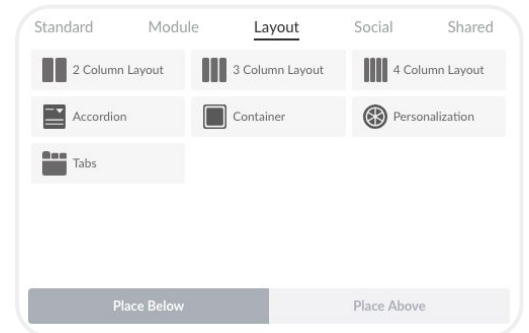
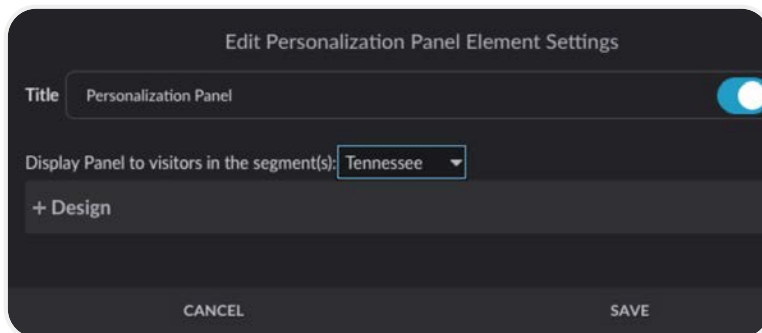
Easily add targeted content to your website using the personalization element

Use "and" statements to combine personalization tokens

Personalize website headers, calls-to-action, images, paragraph content and more

Edit content in the same WYSIWYG interface as Composer

Tailor enrollment information, campus life info, headlines and more!





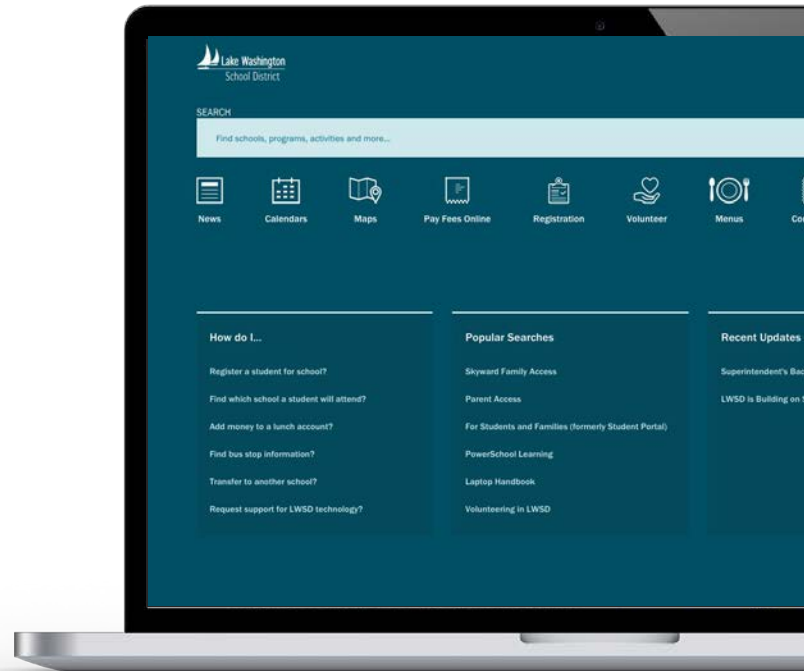
Advanced Site Search

TAKE YOUR USERS' SITE SEARCH EXPERIENCE TO THE NEXT LEVEL.

Lake Washington School District | [Homepage Search](#)

Finalsite Advanced Search is built for a precise, secure, and high-performing user experience. Public and private content – including dynamic module data – is indexed and searched while keeping unauthorized users from viewing the content you don't want them to see.

Direct your user's search path with relevant suggestions, one-way and two-way synonym configurations, and search analytics to see what your users are searching for the most.



FEATURES AND BENEFITS

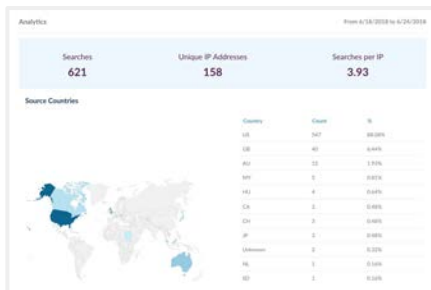
Immediately return results as your users search with Results Preview

Set rules to exclude words from searches

Allow for searching exact phrases when placed within quotes

View analytics on total searches, top searches, searches by unique IP address and per IP, searches by source countries, and searches that yielded varying numbers of results

Target exact search terms to promote specific pages to the top of your search results



Advanced Syntax ENABLED
 Allow for searching exact phrases when placed within quotes, such as "upcoming events". Also, allows excluding words from searches, for example, upcoming - events would find results that contain the word "upcoming" but does not have the word "events".

Results Preview ENABLED
 Suggested results will appear under the search box as the user types a query.

Manage Synonyms ENABLED
 Synonyms tell the engine about sets of words and expressions that should be considered equal. For example, jacket ↔ parka or schedule ↔ calendar.

Rule Description

If the search term CONTAINS starts with ends with is

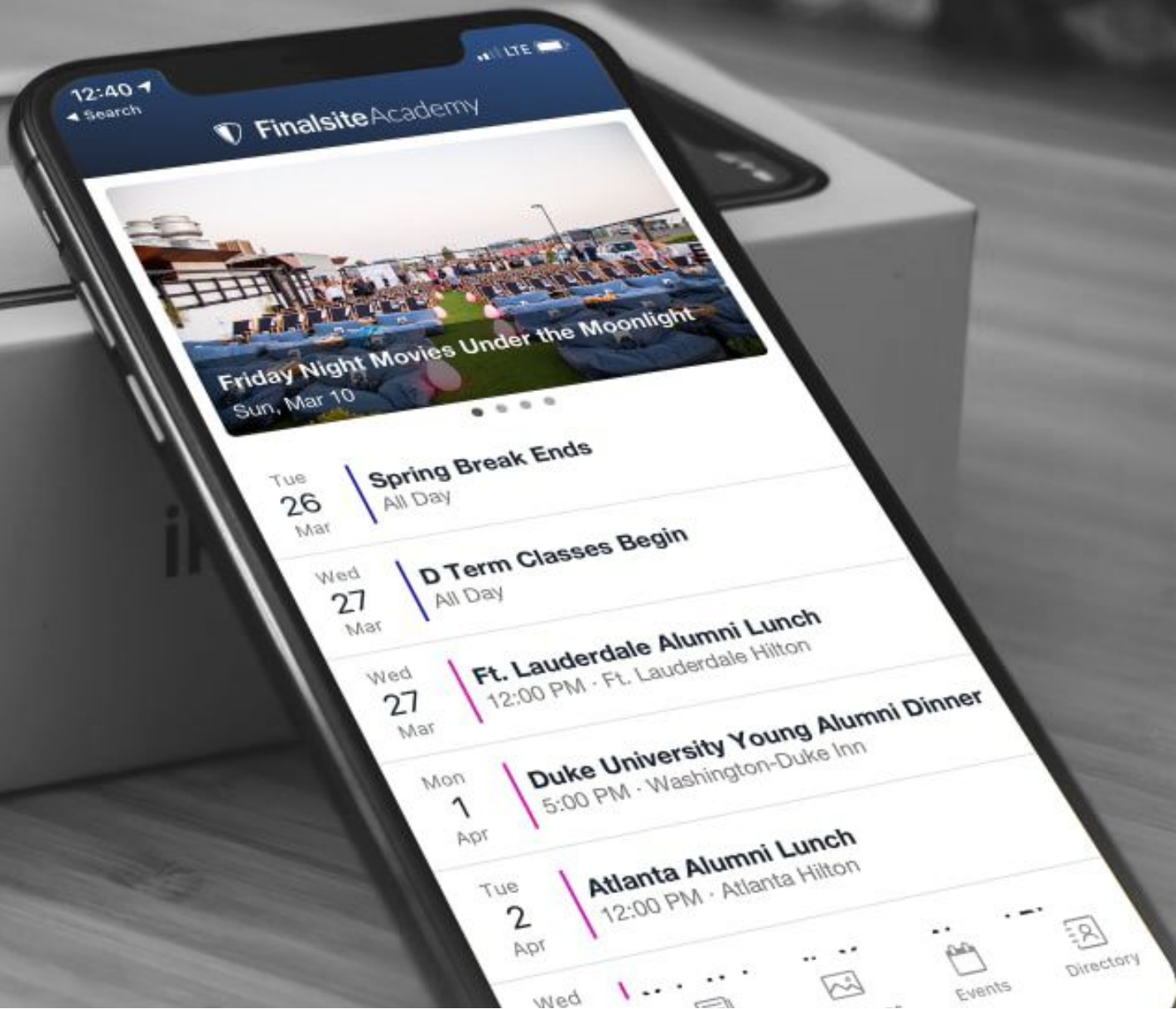
Then display specific information

Then promote a result

No Page Selected Select Page >

[+Add Result](#)

CANCEL SAVE



MOBILE APP

Mobile App for Android & iOS

Updating your community on-the-go.

Mobile App for Android & iOS

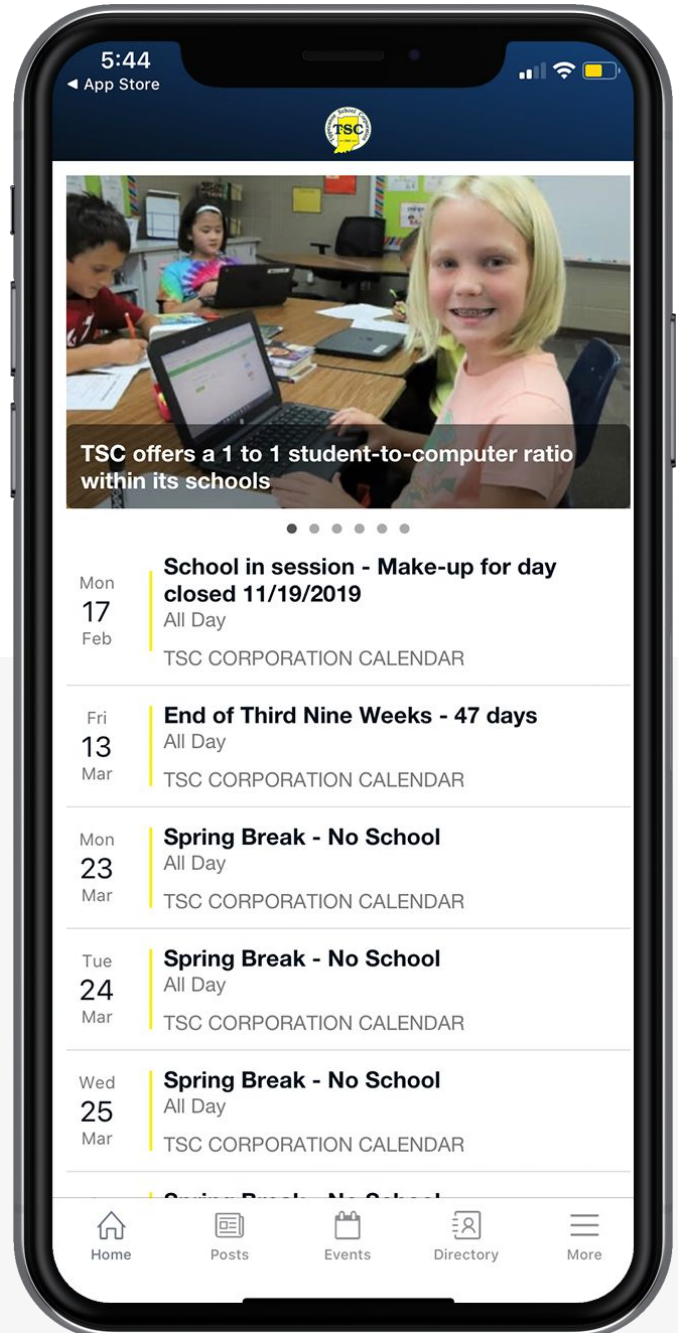
UPDATE YOUR COMMUNITY ON-THE-GO.

The average U.S. adult spends nearly four hours of their day on their smartphones, with more than 80% of that time spent in apps. Providing a mobile app for your district websites can significantly increase engagement and create a more informed community by providing constant access to your websites on the device your constituents already use as their primary source of information.

The **Finalsite App** provides on-the-go access to calendar events; athletic scores and schedules; faculty and family directories; the latest school photos, videos and documents; blog and news; and customizable links to your websites and other external websites and services. Content is pulled into the app dynamically using C.O.P.E. functionality to save you time.

FEATURES AND BENEFITS

- Brand the app with district colors and logo
- School admins centrally manage calendars, athletics, news, and images, videos and docs for use on the website and in the app
- C.O.P.E. functionality means content published on your websites is automatically published on your app
- Download from the Apple App Store and Google Play Store
- Send targeted push notifications to the district and/or individual schools
- Users can filter content to personalize the app experience, showing only the content that matters to them
- Users can search and filter through faculty directories to easily find teacher and coaches on the go, and contact them with the press of a button





ALL-IN-ONE

All-in-One Communications

Providing your district with a complete solution to keep your community informed and engaged.



Finalsite Messages XR

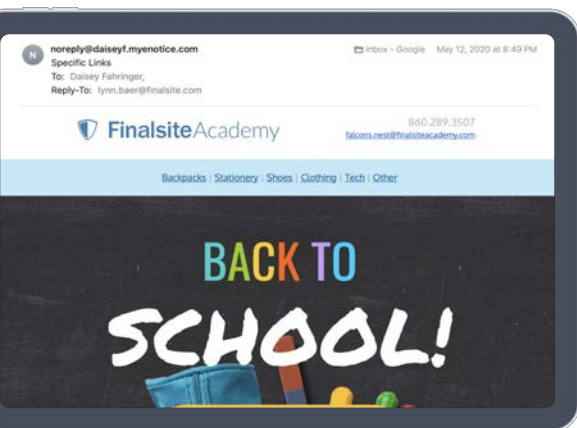
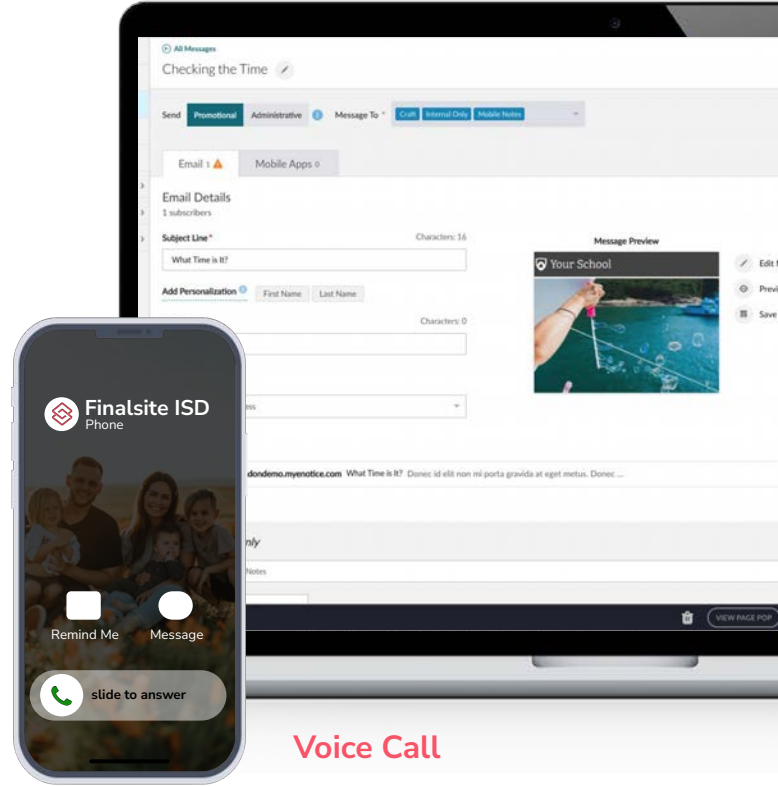
SEND EMAIL, TEXT, VOICE, MOBILE APP NOTIFICATION, WEBSITE ALERT AND SOCIAL MEDIA POSTS — AND TRANSLATE — WITH **JUST ONE CLICK**.

Finalsite Messages XR (Extended Reach) makes it easy to send mass notifications to your entire school or district community via email, text, voice message, mobile app notification, website alert, and social media simultaneously, all in **just one click**.

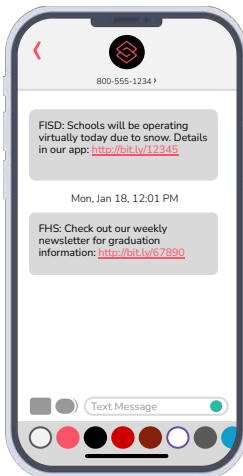
Reduced Workload, Reliable Communication
Finalsite Messages XR eliminates the need for multiple tools to send the same message, giving you the ability to send parents information they need in the way they choose to receive it. And, since they are all sent from one central location, you can be sure the message is consistent and delivered quickly.

Translations Made Beautiful & Easy
Every message can be translated before you hit send! And they're not an afterthought: we don't just link out to an email translation, so even your email newsletters are translated in the format you designed them.

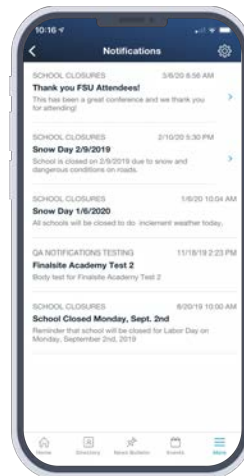
Integrations Ensure Accuracy
Ensure messages are sent to parents and staff with the most up-to-date and accurate contact data when you integrate Finalsite with your SIS or other information system.



Social Media



Email



SMS Texts



Mobile App Notifications

Website Alerts

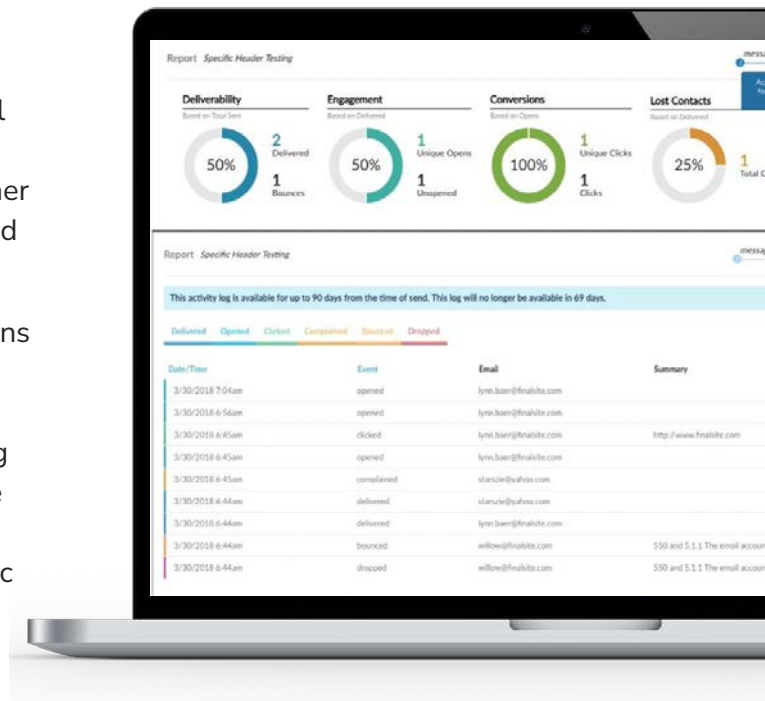


Messages

SAVE TIME AND MAXIMIZE THE IMPACT OF YOUR EMAILS.

Finalsite Messages improves your district's ability to communicate through simple to create and customize email marketing campaigns, online fundraisers, digital newsletters and publications. Track effectiveness through email open rates, click-through rates, and other tools so you can tailor each new email, newsletter, and everything else to what works best for your district.

Messages comes packed with new features and options designed to give you more control over your district-to-home communications. Create folders to organize and store your related messages and mailing lists, with permissions for who can view, edit, and use the messages and lists inside. Integration with Resources allows for quick-to-create and add dynamic content from other Composer modules. Workflows integration makes it easy to create automated drip campaigns that save you time and help you communicate with your community more effectively.



FEATURES AND BENEFITS

Track open and click-through rates

Archive emails as web pages

Ensure your data is accurate and up-to-date with Finalsite's integrations

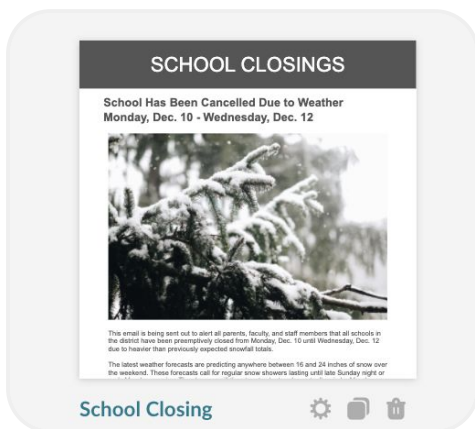
Enable multiple contributors

Automatically pull in dynamic content from the Posts, Calendars, Resources, and Athletics modules

Build dynamic lists based on constituent data

Personalize emails

Create mobile-friendly email templates



LARGE, CLEAR CALL-TO-ACTION

Calendar: School November Calendar

You're probably wondering "why?" and "how?!" Here's a few stats to consider:

- 73 percent of millennials prefer to hear from a business or brand via email
- More than 50% of surveyed Americans check their personal email at least ten times per day
- 46% of Americans (and 66% of millennials) admit to checking their email before getting out of bed in the morning



Opt-In Notifications

REAL-TIME ALERTS TO KEEP YOUR CONSTITUENTS INFORMED.

Finalsite Alerts are real-time, opt-in notifications that can be sent via email or through SMS text messages. Alerts are integrated into our Posts (news, blogs, and more), Calendars, and Athletics Manager modules so you can instantly communicate with parents, volunteers, students and faculty.

Alert Your Constituents When:

- An event has been postponed, changed, or canceled
- New events have been added to the calendar
- Inclement weather has closed school for the day
- A homepage announcement has been posted
- And more!



FEATURES AND BENEFITS

Send real-time notifications

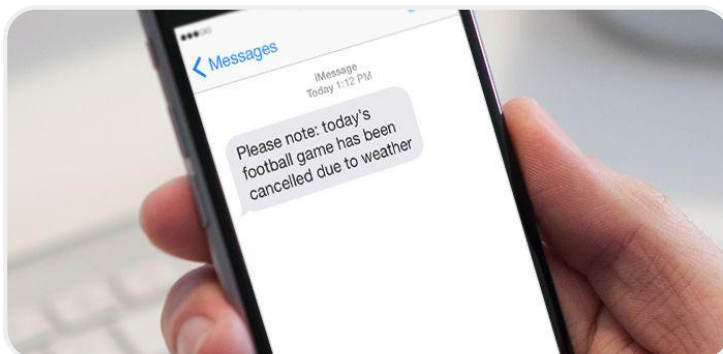
Communicate with email or SMS messages

Tie into many Finalsite modules including Posts, Calendar Manager, and Athletics

Trigger an alert on change

Keep constituents updated and informed

Manage subscriptions



Calendar Feeds

Hover over the ICAL icons for subscription options.

Copy the following URL for the feed:

All Public calendars on this page.

All School Calendar

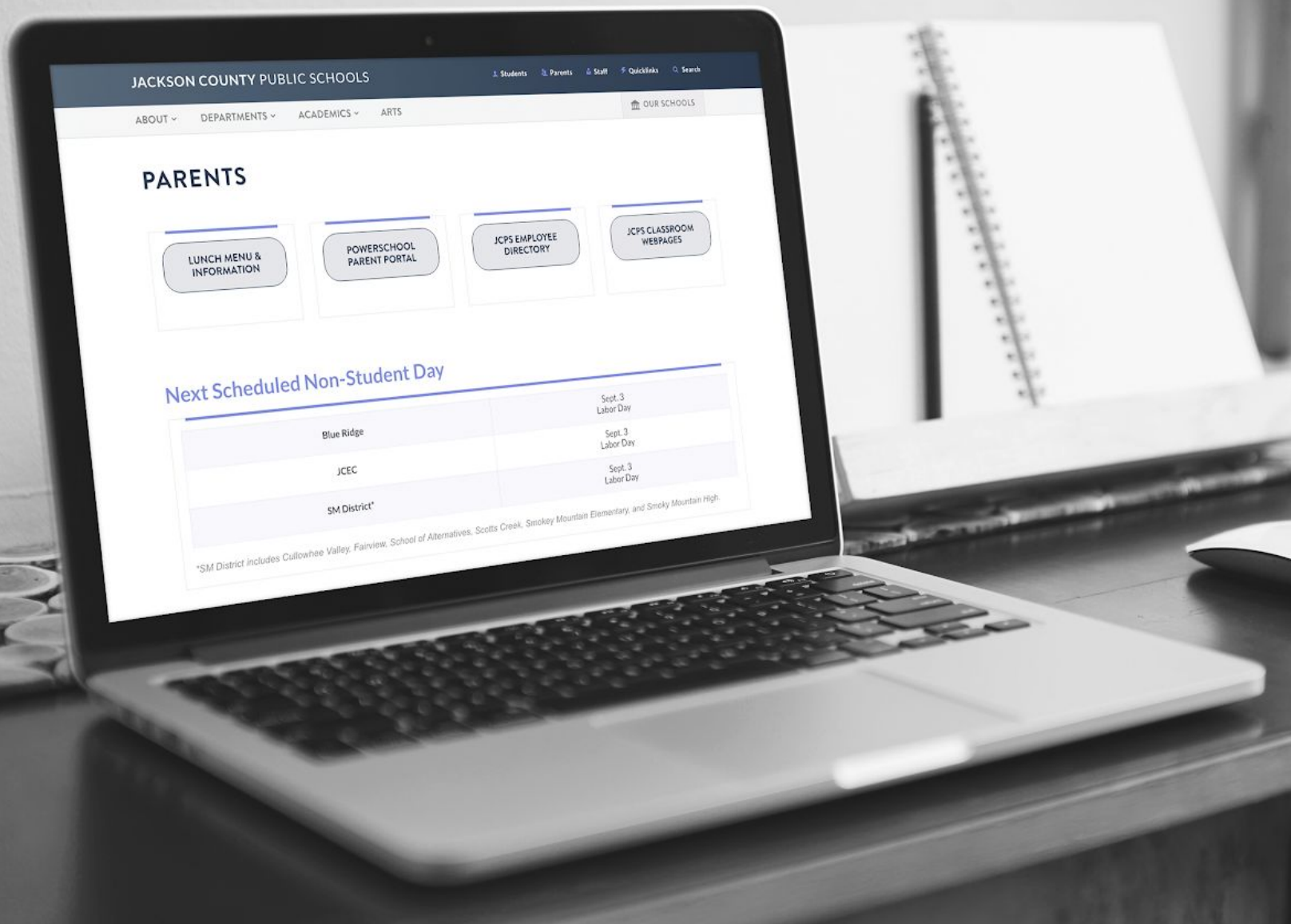
LS Parent Calendar

MS Baseball

MS Boys Basketball

MS Boys Soccer





ADD-ONS

Composer Add-Ons

Expanding the power of what Composer can do.

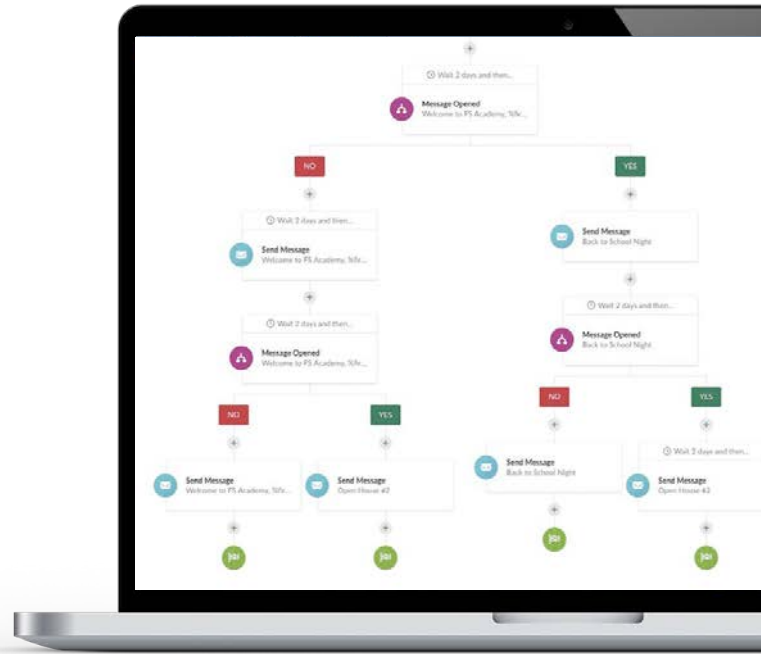


Finalsite Workflows

SAVE TIME AND IMPROVE EMAIL ENGAGEMENT.

Enhance your communications with automated drip campaigns that nurture and engage email subscribers from first touch through re-enrollment and beyond! Email workflows empower your teams to create “set-it-and-forget-it” email campaigns that can turn inquiries into applicants, welcome new families and faculty, promote events, send weekly or daily reminders, and more, using an automated system of emails.

Workflows automatically move subscribers through a highly customizable chain of emails that you create and organize down to the number of days between emails, what triggers the start of the process, and when subscribers complete the workflow. Workflows make it quick and easy to build short or complex automated workflows in an intuitive user interface that makes every step of the process effortless.



FEATURES AND BENEFITS

Build beautiful, responsive, and personalized emails in a WYSIWYG editor

Branch workflows based on users who have opened emails, clicked links, or based upon form submissions

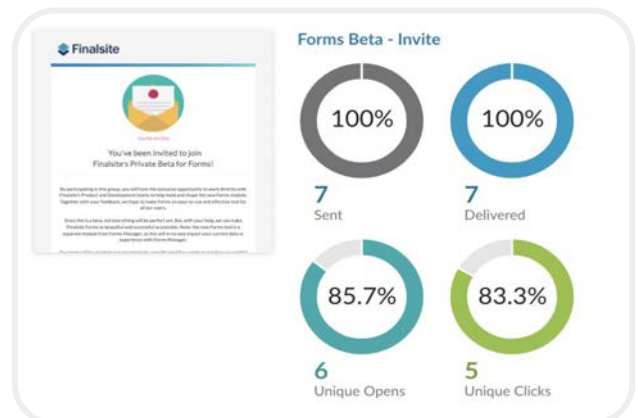
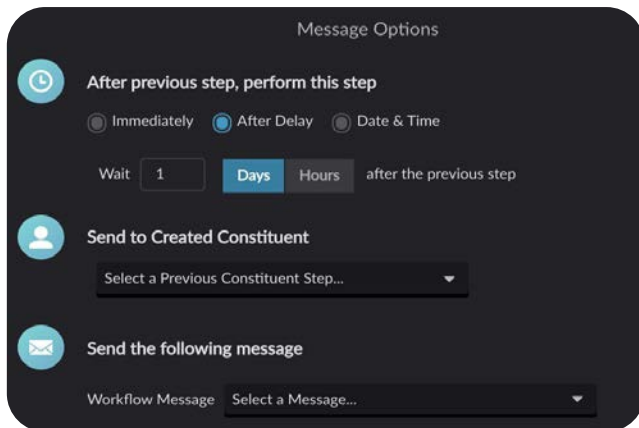
Delay steps in the process to give subscribers additional time to respond

View latest subscriber updates in Workflow reports

Workflow Activity tab shows when subscribers were added, opened a message, or completed all steps

Subscribe users to workflows through integrations with enrollment management and student information systems

Use form submissions to automatically add users through the Forms and Workflows Connector

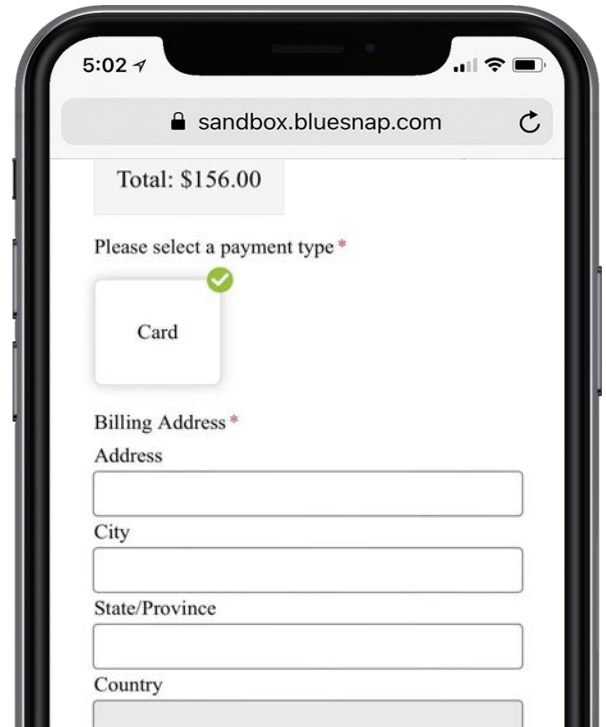




FINALSITE payments

Rethink online payments in a mobile world where convenience is key and transactions occur on-the-go with Finalsite Payments.

Finalsite has partnered with BlueSnap, a global payments company providing all-in-one payment solutions worldwide, to process credit and debit through your Finalsite website. Single Sign-On (SSO) directly into the Finalsite Payments console from within the Composer content management system to make managing your payments just as easy to accept.



A MOBILE, WORLDWIDE PAYMENT SOLUTION

Donors and customers pay when, where, and how they want with Finalsite Payments. Using our mobile-optimized checkout page, customers can use over 110 of the world's favorite payment methods, including ApplePay, Paypal, credit/debit cards, and eCheck/ACH to ensure they will always find their preferred payment type when they check out.

“ In addition to more payment options for customers, my favorite part of Payments is that I can more easily access the back end, and I can now run my own reports and look into specific purchases without going through our business office. ”

RACHEL BALSLEY, ASSISTANT DIRECTOR OF COMMUNICATIONS | ST. ANNE'S-BELFIELD SCHOOL

Provide a local checkout experience for international donors and customers who can pay in their local currency without any foreign exchange or transaction fees.

Accept over 110 payment methods, including over 20 international and local credit and debit cards.

Merge gateways into one using the consolidated reporting engine while routing payouts to multiple accounts.

Customize the checkout page with your district's branding.

Use throughout the Finalsite platform: collect both one-time and recurring payments in Forms Manager while still having the flexibility to take one-time payments in Event Registration.

Responsive checkout page with an optimized user experience that automatically renders in 29 languages.

Support for customers and donors in over 180 countries, in 29 languages and payment acceptance in over 100 currencies.

**Additional supported gateways are available.*



Understanding the Payment Process

Finalsite recognizes the importance of a safe, secure and robust payment processing system. It's why we've created **Finalsite Payments**, an all-in-one localized payment gateway. But not everyone knows the ins and outs of payment processing. Fortunately, the complicated process can be explained in **seven simple steps** to make you an expert in no time.

Step 1 - Purchase Phase

The customer clicks the "purchase" or "donate" button on your online form created through **Finalsite's Forms Manager or Forms Plus module** and enters their payment information. A localized checkout experience helps **prevent checkout abandonment and increases shopper confidence and conversion rates**. Credit card info is encrypted and securely stored.

Step 2 - Routing and Processing Phase

The payment authorization request is routed **from Finalsite Payments to an acquiring bank**. The payment info is processed and licensed to settle funds to you. The acquiring bank then **sends the transaction details to the issuing bank** (buyer's or donor's bank) for approval.

Step 3 - Approval Phase

The issuing bank decides to approve or not based on factors like funds available, currency mismatch, transaction total, and more. Finalsite Payments uses **intelligent payment routing** to connect to multiple banks to find the one most likely to approve a transaction. **Intelligent payment routing can increase your sales by as much as 17 percent**.

Step 4 - Payment Confirmation

The buyer or donor receives a confirmation as to whether or not the transaction is successful through the payment gateway and **Finalsite's Forms Manager module** if internal notifications for each form submission are activated. Your schools are also notified via an **instant payment notification (IPN)** so you can quickly begin to fulfill the buyer's or donor's order.

Step 5 - Fulfillment

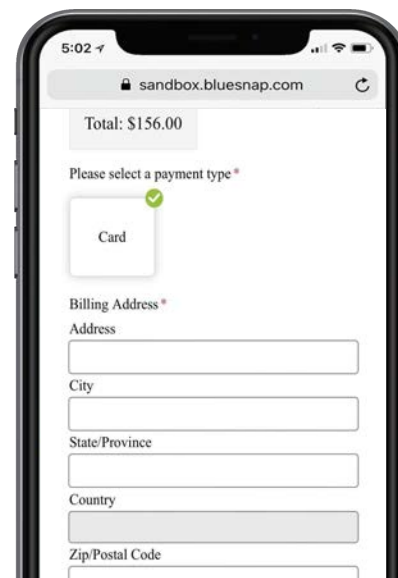
If the transaction is approved, you will fulfill the purchase or receive the donation. Almost done!

Step 6 - Settlement and Payout

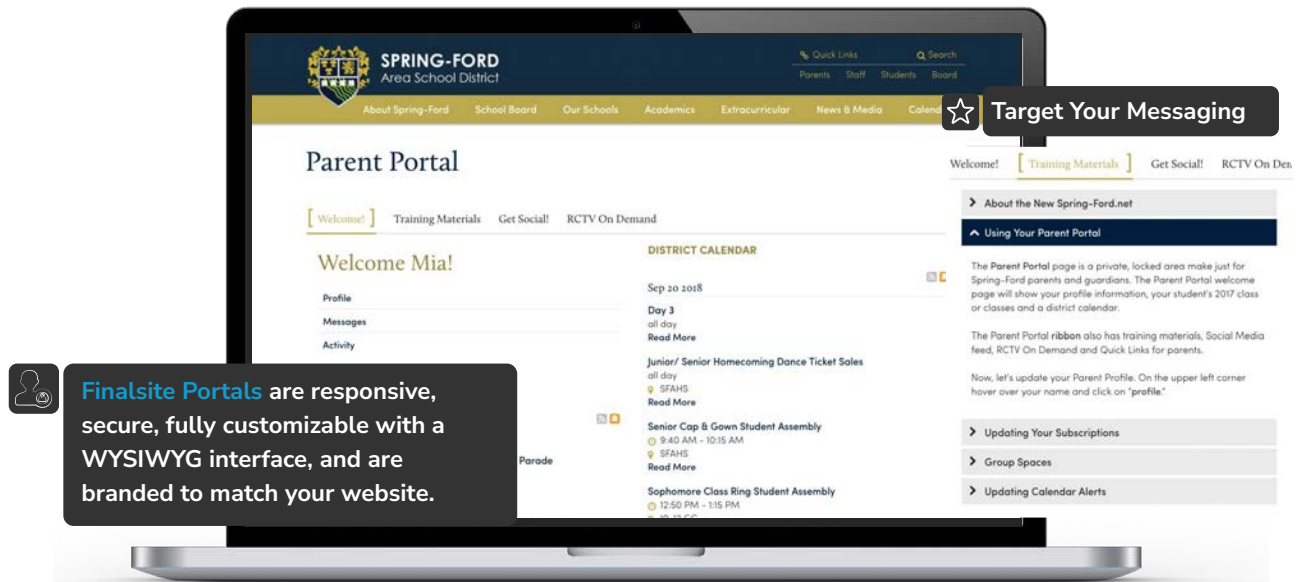
The issuing bank sends the funds to the acquiring bank. The acquiring bank provides a deposit based on the sales from a set of time determined by your payout frequency. Finalsite Payments offers your district the option to receive **consolidated payouts for a single deposit that includes all transactions across all banks, regardless of payment type**.

Step 7 - Reporting and Reconciliation

Finalsite Payments offers consolidated reporting unlike other gateways who reconcile each report with each bank. You receive **one consolidated reconciliation report with every transaction from every bank, payment type, and currency** to save time and money.



Finalsite Portals



Declutter your website and get connected to your community.

Portals provide a safe and secure place for parents, students, staff and other district roles to access information that's just for them at home or on-the-go, such as permissions slips, event dates, directories, lunch menus and more.

Portals are built and managed using Finalsite Composer, meaning your internal website will have the same branding, colors, fonts and layout as your external website – and the editing is just as easy too!

Flexible and packed with features, Portals make it simple to share district communications safely.

Personalized Content

Password-Protected Communities

Single Sign-On Point of Entry

Dynamic Social Feeds

Personal Website Views

Store Secure Files and Content

Paperless Communications

Integrate Your SIS

LDAPs Authentication and SSO

6+
Types of Portals with a Secure, Online Homepage

60+
SIS Integrations and SSOs

1,200+
Finalsite Clients Use Portals

99.99%
Hosting Uptime Guaranteed

Personalized and Organized Content

Share information to target specific constituent groups to focus your marketing and communication efforts. Promote events, annual fund appeals, important announcements, news, and much more!

Individual users can manage their personal profile, subscriptions, and any other details about themselves, providing maximum flexibility around what information they'd like to share and receive.



Dynamic Social Feeds.

Since Portals allow for personalized content, you'll be able to pull in specific social feeds you want your constituents to see – like an alumnae Twitter account for the alumni portal or the Parent Association's Facebook account for the parent portal.

SSO Integrations, Hosting, and Security.

Ironclad and secure, Portals seamlessly connect the systems you already use while keeping your constituents' data safe.

Finalsite has dozens of single sign-on partners, meaning you can access any of those accounts automatically from your Finalsite Portal without a need for another username or password.

Best of all, the data stored in your Portals is backed by Finalsite's ironclad hosting and security, and can be automatically integrated with your Student Information (SIS), meaning you don't have to manage data in two places.





Parent Portals

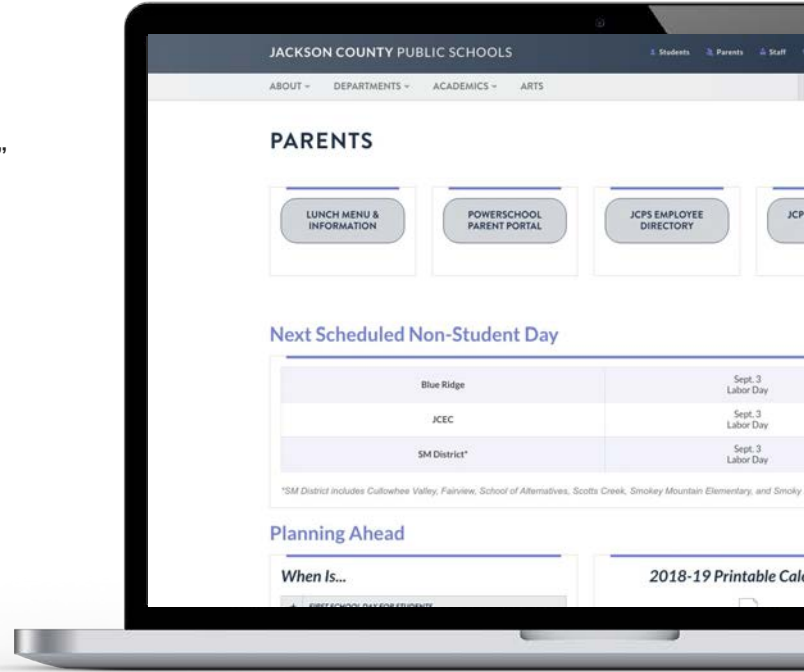
SIMPLE SCHOOL-TO-HOME COMMUNICATION TO KEEP PARENTS IN THE LOOP.

Jackson County Public Schools | [Private Parent Portal](#)

Make it easy for parents to access the content they need most with a Finalsite Parent Portal.

Using Parent Portals, you can create and post content specifically for parents in a “one-stop shop” format. Combine calendars, resources, news, classroom content, directory information, and more into a single view for secure, quick access.

Since Portals integrate with dozens on Single Sign-On (SSO) partners and Student Information Systems (SIS), you can save parents time by providing a centralized, secure gateway to the systems they need to access without having to manage multiple usernames and passwords.



FEATURES AND BENEFITS

Share calendars, lunch menus, and athletics schedules in one place

Provide a login to an SIS, dozens of web services, or access to pay tuition online without the need for a separate login

Promote special events and enable signups

Easily access parent manuals, student handbooks, crisis plans and more

Allow parents to individually set which fields are available to share

Tailor a searchable student/parent directory

“ Using the Finalsite Portals, we were able to centralize all of our parent communication and provide a single point of reference for families. ”

SARA GRIFFITH, DIRECTOR OF ADMISSIONS & ADVANCEMENT | AMERICAN SCHOOL OF MILAN



Faculty and Staff Portals

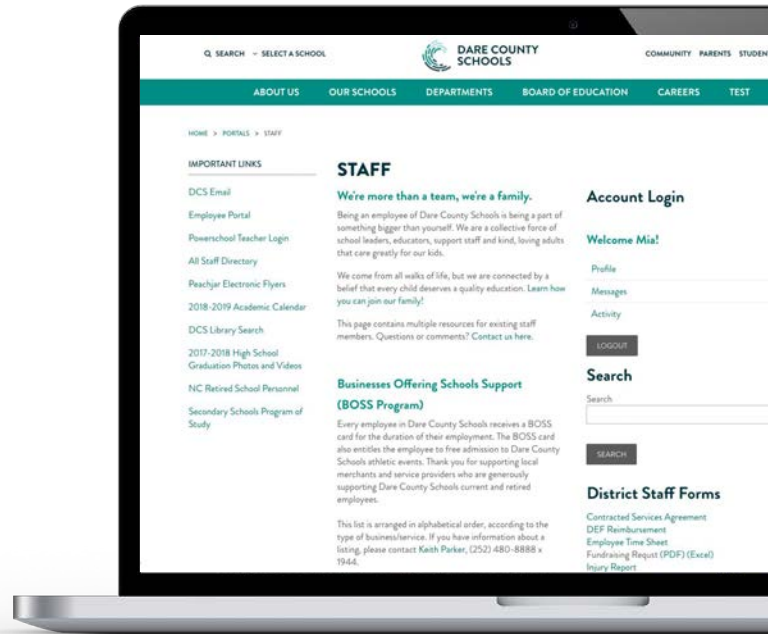
GIVE FACULTY AND STAFF A SECURE PLACE FOR COMMUNICATION AND COLLABORATION.

Dare County Schools | [Private Faculty & Staff Portal](#)

We understand – keeping faculty and academic departments connected and in communication can be a challenge.

With a portal just for them, you can create a system that not only connects departments, but also gets them sharing and collaborating in a secure location that’s designed just for what they need.

Plus, by going digital with your communications, you can say goodbye to stacks of permission slips and expensive handbooks. Portals gives all your paper communications and resources a safe, easily accessed home that’s not on your public website – and you’ll eliminate clutter on your desk and on your website, too.



FEATURES AND BENEFITS

Promote interdepartmental and district-wide communication

Provide a location to login to a human resources platform, faculty and staff directory, student information, and more

Post photos and event information to build camaraderie

Create a platform for faculty and staff to buy and sell items

“Finalsite’s Portal capabilities were the perfect solution for cleaning up our internal communications, cleaning up the public website, and protecting the privacy of our community.”

VANESSA SPIER, DIRECTOR OF STRATEGIC COMMUNICATIONS | SINGAPORE AMERICAN SCHOOL



Student & Alumni Portals

ENABLE ANY CONSTITUENT ROLE TO COLLABORATE AND COMMUNICATE WITH EASE.

Springfield School District | [Public Alumni Portal](#)

Create portal pages for any constituent role and enable secure, password-protected collaboration and access to important information.

Declutter your homepage and provide alumni, accepted students, and current students with an awesome, branded site experience that puts the information they care about front and center.

From giving forms for alumni, to a social media feeds showcasing event for current students, to important forms and paperwork for applicants and new families, a targeted Student & Alumni Portal will streamline your home-to-school communications.

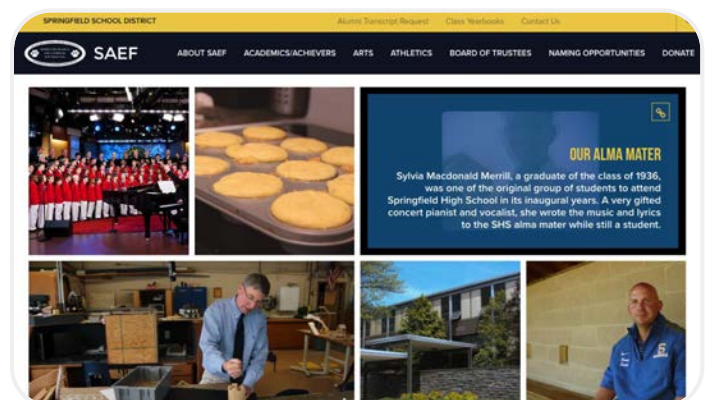
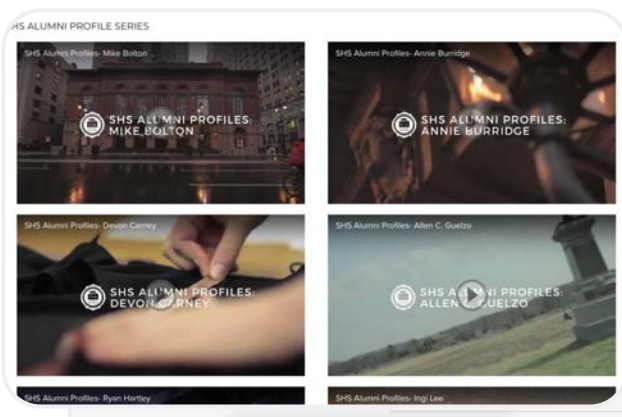


FEATURES AND BENEFITS

Give alumni access to a microsite just for them, with access to register for events, make a donation, update their information, view an alumni directory and view social media feeds

Post school-wide or district-wide notices and provide access to files students and alumni need while maintaining privacy and security

Make accepted students and their families feel welcome with important events, dates, and forms in one organized, branded place

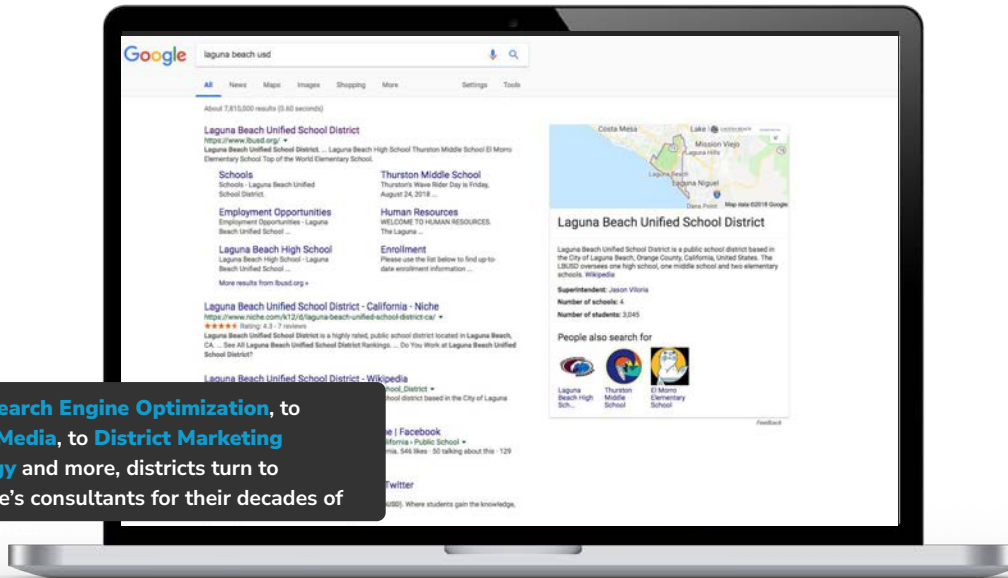




DIGITAL MARKETING SERVICES

Decades of accumulated expertise to help your district where and when it matters.

Finalsite Digital Marketing Services



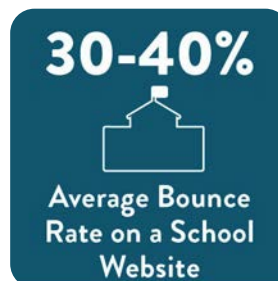
We're Here to Help.

A beautiful, functional website deserves maximum exposure, and the digital revolution keeps adding ways to drive people to it. Our team of Google Ads-certified digital marketers and social media experts is ready to customize and execute a campaign for you in Search Engine Optimization (SEO), Pay-Per-Click Advertising in Search and Display (PPC), or Social Media Advertising.

- Search Engine Optimization
- District Marketing Strategy
- Digital Advertising
- Social Media Services
- Data Insights & Analytics

“With the help of Finalsite’s consulting team, we increased applications by 40% and new student enrollment increased by 37%.”

ST. THOMAS SCHOOL | WASHINGTON





Search Engine Optimization (SEO)

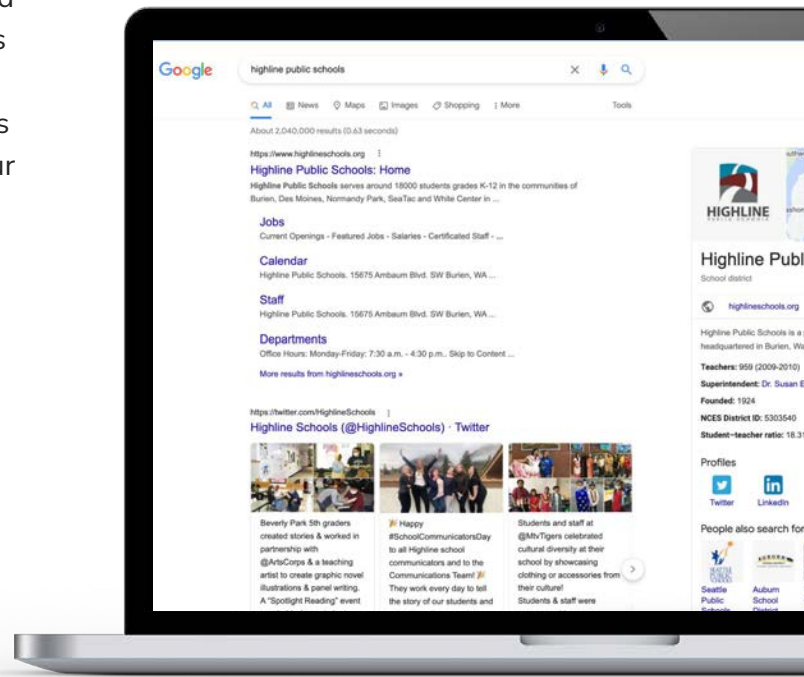
BE THE FIRST THING PROSPECTS SEE WHEN THEY SEARCH.

From the first time a family googles your school and views search results, they're forming an opinion. As your partner, we already know your website inside and out. Let our team of certified internet marketers help you get found in search and send traffic to your site that will boost inquiries, donations, and enrollment.

12 Observable Changes
Made to Google's algorithm each year. We keep up so you don't have to!

50-60% Of School Website Traffic Comes from search engines like Google.

75% Of Web Users Never scroll past the first page of search results.



SEO EXPERTS FOR STRATEGIC GUIDANCE

Do you know how many of your website's new visitors come from search engines? For some schools the number is over 80%! We are search engine experts who keep up with the evolving nature of how sites succeed; we promise to help you establish and maintain a page one presence for searches that matter. At the outset, we make sure our SEO work is tailored to your goals. Then we do the heavy lifting to move the site up in the rankings for the most valuable searches.

We'll make the most of your time and effort.

Our initial consultations with you are essential to crafting a strategy that fits your specific goals. After that, we take care of everything on your SEO checklist — because you have other things to worry about.

Get found when it matters most.

We help you find the sweet spot in search behavior between the terms that are relevant to you and the terms that people are actually using in search. We aim to get you visibility in front of the searchers who matter most to you.

We stay up-to-date with search developments.

From the algorithms that determine search results to the layout of the results page, search engines are constantly evolving. We stay on top of the changes so you don't have to.



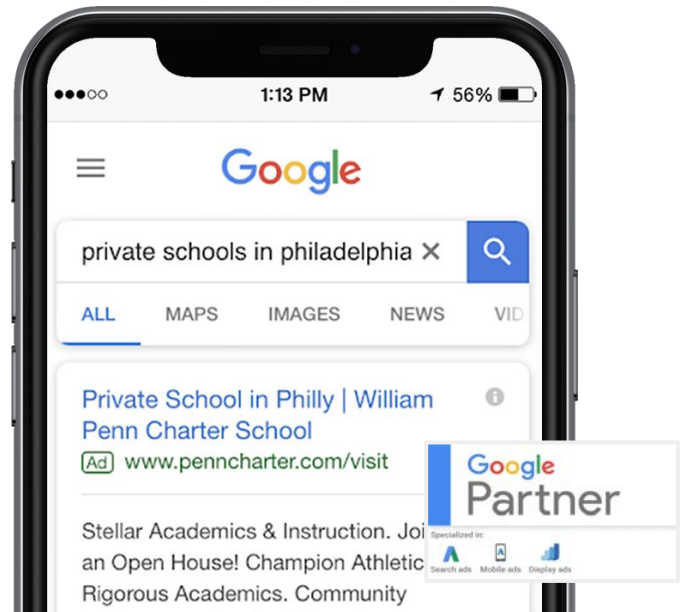
Pay-Per-Click (PPC) Advertising

MAKE THE MOST OF YOUR ADVERTISING DOLLAR.

From Google Ads to Facebook Ads, the shift from print to digital marketing is on. Let us help you take your ad dollars online in a way that makes sense for your market and the story you have to tell. We have several levels of service to meet your specific needs, and our fees do not depend on your spend rate. As a result, our incentives are the same as yours – the more successful the campaign, the happier we are.

\$1.67 Average Cost
For a Finalsite-managed ad click.

60M Ad Impressions Managed
By our team every year.



FINALSITE MAKES THE MOST OF YOUR ADVERTISING DOLLAR BY:

Targeting the people looking for the things you do, from school year admissions to summer programs to employment... you tell us!

Crafting ad copy to ensure you're not wasting money on unqualified clicks.

Providing best-practice guidance on landing pages that convert ad-clickers into prospective applicants, summer campers, etc.

Tying ad performance to quantifiable outcomes like admission inquiries and camp registrations to measure ROI.

Monitoring your ads to identify opportunities for improvements in the education industry.

HOW CAN A PPC CAMPAIGN HELP MY ONLINE STRATEGY?

PPC will produce more of the most valuable website visits. We help you take total control over your visibility to families at a critical point in their district research by aligning the critical components of your PPC ad campaign with your goals, including: targeted search terms, geographic targeting, ad copy, landing page content and calls to action.

PPC starts the conversation at the right place. When you use PPC advertising, you can directly target families in search of specific programs your district offers. When they click an ad, they'll be directed to the information they're looking for instantly, rather than needing to search for it.

PPC enables you to know what you're getting for your money. Unlike traditional advertising media, online ads produce a wealth of information about each interaction. We use that information to constantly improve your ads' effectiveness, and you can use it to establish the return on your ad dollar.



Social Media Advertising

GENERATE LEADS, GAIN FOLLOWERS, AND REFER USERS TO YOUR WEBSITE.

Boosting posts on Facebook is the tip of the social media advertising iceberg, as these platforms continue to build out sophisticated targeting, placement, and feature options. These are powerful new ways to target the right audience at the right time, generate more leads, increase website traffic, improve brand recognition, and prove ROI.

Using industry best practices, our team will help you gain visibility on today's most popular social media platforms including Facebook, Instagram, Twitter, and LinkedIn.

Target key audiences by demographic, track ad performance with Google analytics, take advantage of monthly personal consultations and so much more!



WHY INVEST IN SOCIAL MEDIA ADS?

Increase website traffic to key landing pages

Target a specific audience with a compelling message just for them

Social media contributes to at least 1/3 of all website traffic

Affordable, trackable, and offers big ROI

Facebook and Twitter are the top two social website traffic drivers for schools

Increase event attendance and donations

OUR PROCESS

After meeting with you to gain a deep understanding of your goals, our team will:

- Create audience segments that will get the most traction
- Work with you to craft compelling ad content
- Create and manage social ads for optimal performance
- Run an analysis of what's working and what's not

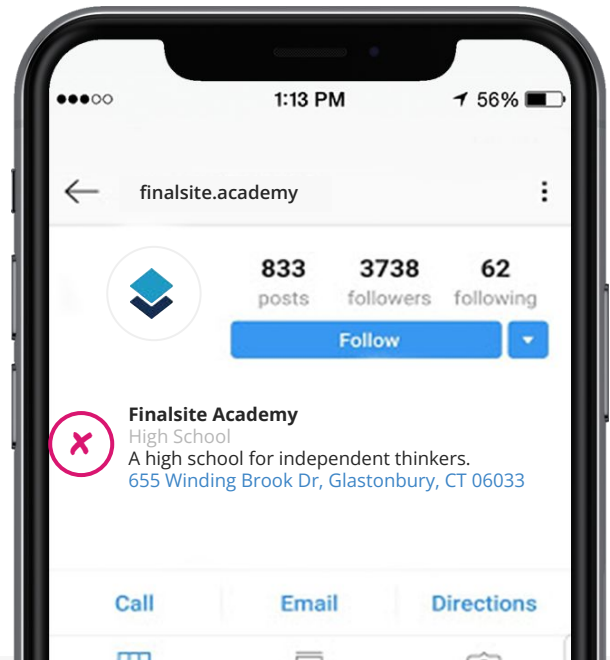


Social Media Audit

AN IN-DEPTH ANALYSIS WITH ACTIONABLE RECOMMENDATIONS.

Even if you love the role of managing your district's social media, you've got lots of other things on your plate and there's no way you can stay as current as you'd like.

Which posts get the most engagement? How do you compare to your competitors? Where should you focus your efforts? We'll tell you! Let us provide you with an in-depth report of your social media efforts to help you focus your efforts.



YOUR SOCIAL MEDIA AUDIT INCLUDES:

A comprehensive audit of your social media presence to date.

Can users easily find your social media profiles? What posts produce the best reach and engagement? We'll answer these questions and more to give you a full picture of your current social media presence.

A competitor analysis.

We'll analyze up to three of your competitors to evaluate post frequency, content, and engagement, as well as whether their profiles are fully optimized.

A brand reputation profile.

Social media is for more than just broadcasting – it's a two-way medium that can be used to spark conversation. We'll take a look at the whole picture, including a conversation analysis to find out what your audience thinks of your brand.

A review of recommendations / one-on-one follow-up sessions.

After you review your audit, we'll walk through it together and answer any questions you have. Our focus is on celebrating what you're already doing well and determining a manageable list of steps you can take to move your social efforts to the next level.

Our community engagement best practices guide for districts.

Dive into the facts and strategies for social media success that every district should know and implement. Regardless of what we discover through the audit process, this document is sure to provide valuable insight into today's best social media practices.



Social Media Account Management

FOCUS ON GREAT CONTENT WHILE WE DO THE HEAVY LIFTING.

How many hours a week do you spend on social media for your district? Do you have better things to do with your time? What if you could stop trying to be the entire football team and instead call the plays from the quarterback position?

For a fraction of the cost of a dedicated social media specialist (and without the high turnover typical to these positions), we'll do the blocking and tackling that take up so much of your time. You remain in control while we execute the majority of your social media work. With decisions backed by data and analytics, we'll fine-tune and optimize your social media strategy to leverage each medium's strengths and to maximize your posts' visibility and engagement.

YOUR SOCIAL MEDIA ACCOUNT MANAGEMENT SERVICE INCLUDES:

Take stock and clarify your strategy.

A dedicated pair of FinalsSite's social media and search engine marketing team members will help you clarify your goals, assess what's been working, and make a plan for improved outcomes. You'll remain in charge of producing the cool and fun content that can only come from someone on campus, while we help you compliment that with tactics to reach your goals.

Track what's working and act on the data.

We love analytics and are always looking for clues in the data that will help us improve the effectiveness of your social presence.

Optimize your content strategy.

From frequency to post type we will help you apply best practices to leverage each medium's strengths and maximize your posts' visibility and engagement.

Drive attendance for events of all types.

Your calendar is full of events that people will attend if it comes across their radar at the right time. We'll promote important admissions, alumni, and events with drip campaigns to maximize turnout.

Keep up with social media engagement.

We'll be looking at your social media accounts multiple times each weekday to make sure that your followers' engagement with your posts is recognized and handled appropriately. You'll tell us exactly what kinds of comments you want to handle and we'll take care of the rest.

Put (and keep!) your best foot forward.

Account settings have a big impact on the impression your social media accounts make. We'll make sure that your accounts' settings are optimized to produce the most professional presentation possible, and we'll keep up with the changes and additions that these platforms roll out so you're not left behind.



Finalsite Advantage

WE'LL HELP TAKE YOUR MARKETING COMMUNICATIONS TO A NEW LEVEL

Do you find yourself looking at other schools or districts and wonder how they seem to achieve so much?

Would your school benefit from support to develop and implement a marketing and communications strategy?

Are you considering a new website redesign but feel overwhelmed at the thought of doing it 'alone'?

Or perhaps you need to work on your brand messaging or visual identity but don't know where to start?



The Finalsite Advantage team is here to help

WHAT CAN FINALSITE ADVANTAGE HELP ME DO?

The Advantage service offers Finalsite clients - both current and incoming - access to a new kind of partnership with school marketing and communication specialists.

We provide tailored, ongoing marketing and communications advice and support and work with you to develop and implement plans and initiatives that will advance your school or district's mission and vision for the future.

Whether you have no real marketing team in place, or just want some additional expert guidance and support, our experienced consultants can help.

- Marketing & Communications Audit
- Strategic Marketing Planning
- Visual Identity Development (Rebranding)
- Messaging refinement
- Website Redesign
- Internal Communications
- Inbound & Content Marketing
- Content Planning & Copywriting
- Admissions Planning
- Printed Communications
- Ongoing website improvements
- And more...

“It has been a true blessing to have our Advantage Consultant by our side. Her expertise was clear from the first day we met, and her guidance has been invaluable to a school district that desperately needed a reset on its website presence. She is excellent at helping identify what we need and also doesn't hesitate to let us know when something won't work for us as well as we think, which ultimately is making our product more successful.”

BETH EGAN, COMMUNICATIONS SPECIALIST | ISSAQUAH SCHOOL DISTRICT 411

WHY FINALSITE ADVANTAGE?

Education Marketing and Communications is our thing. Advantage Consultants really ‘get’ schools. They are experienced school marketing and communication professionals who have developed and implemented multiple marketing plans of their own, (re)developed and launched numerous Finals site websites, and implemented countless communication initiatives. They know what they’re doing and they understand how to help you.

We don’t just help you get started, we stay and work with you to ensure you keep on track. Whether it’s providing guidance on developing a workable marketing strategy, supporting the development of a new website, or creating an inbound marketing plan, your Advantage consultant helps you develop and employ the right mix of tactics to ensure success.

We help you plan and make time for what you already know is important. As a school professional, you’re already wearing multiple hats. Your Finals site Advantage consultant will work with you to help identify what to focus on and prioritize. The result? The creation of effective plans and timelines developed in line with your school’s specific goals and resources.

WHAT KIND OF SCHOOLS USE FINALSITE ADVANTAGE?

Our consultants work with different types of schools all over the world. Advantage clients cover the full range of school types, sizes and markets.

- PUBLIC SCHOOL DISTRICTS
- MONTESSORI SCHOOLS
- INDEPENDENT SCHOOLS
- PROGRESSIVE SCHOOLS
- CHARTER SCHOOLS
- FAITH BASED SCHOOLS
- INTERNATIONAL SCHOOLS
- SPECIAL EDUCATION SCHOOLS

“ Our Advantage Consultant has been a godsend! We cannot begin to imagine how we would have tackled this project without her support. ”

LESHA ENGELS, EXECUTIVE DIRECTOR OF COMMUNICATIONS AND DIGITAL STRATEGY | ISSAQUAH SCHOOL DISTRICT 411

FINALSITE ADVANTAGE - PRICING

Contract Options	Fee	Optional Onsite Visit*
6 Months	\$20,000	\$2,500 *Plus travel expenses for US-based consultant
9 Months	\$27,500	
12 Months	\$35,000	

Over 80% of Finals site Advantage clients choose to renew and extend their original contract.



Finalsite Virtual Webmaster

ROUND OUT YOUR COMMUNICATIONS TEAM WITH A VIRTUAL WEBMASTER.

Not every communications team has the time or staff to finish every task assigned to them. When you are stretched thin, a Finalsite Virtual Webmaster can step in to help with day-to-day site management tasks so you and your team can focus on completing other projects on tight deadlines. Virtual Webmasters can also assist with one-time, non-recurring projects to help you launch new websites, redesigns, or complete other important tasks on time.

Finalsite's Virtual Webmasters have years of experience working closely with schools and districts to maintain websites, upload new content, migrate content, and even complete entire projects. Virtual Webmaster completes an exhaustive onboarding process to get to know your school and it's unique needs, and checks in with your team at regular intervals to ensure you achieve your goals.



Examples of tasks your Virtual Webmaster could complete for you:

Assist with the complex website redesign process to ensure on-time website launches

Serve as a fill-in webmaster for schools or districts without a webmaster, or in instances when the webmaster is on extended leave

Help launch large district websites with hundreds of pages to populate with content

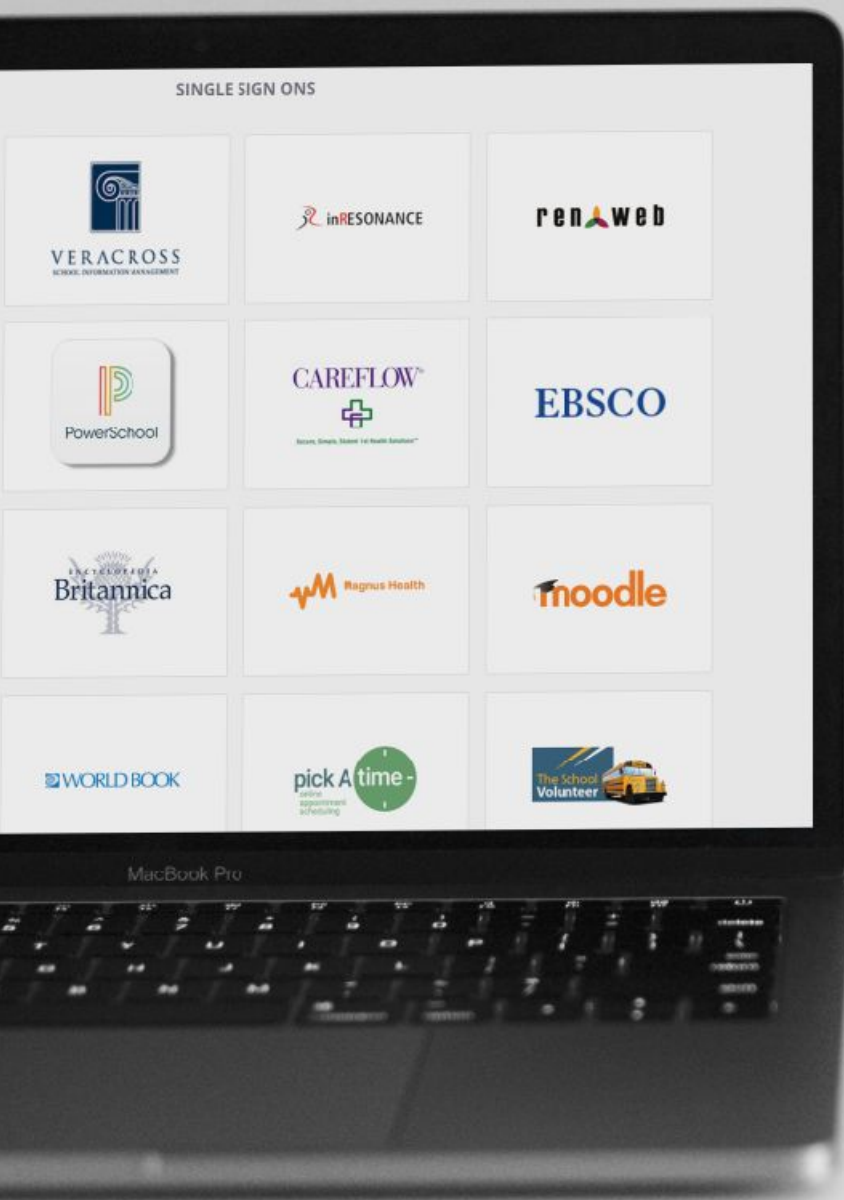
Create, populate, and launch microsites and Publications for Posts

Migrate hundreds or thousands of files, images, and videos from File Manager to Resources

Update content behind password-protected portals so your communications team can stay focused on public-facing pages

Migrate newsletter templates from eNotify to Messages, or update existing templates

Publish expansive course catalogs to ensure your catalog is online before sign-ups begin

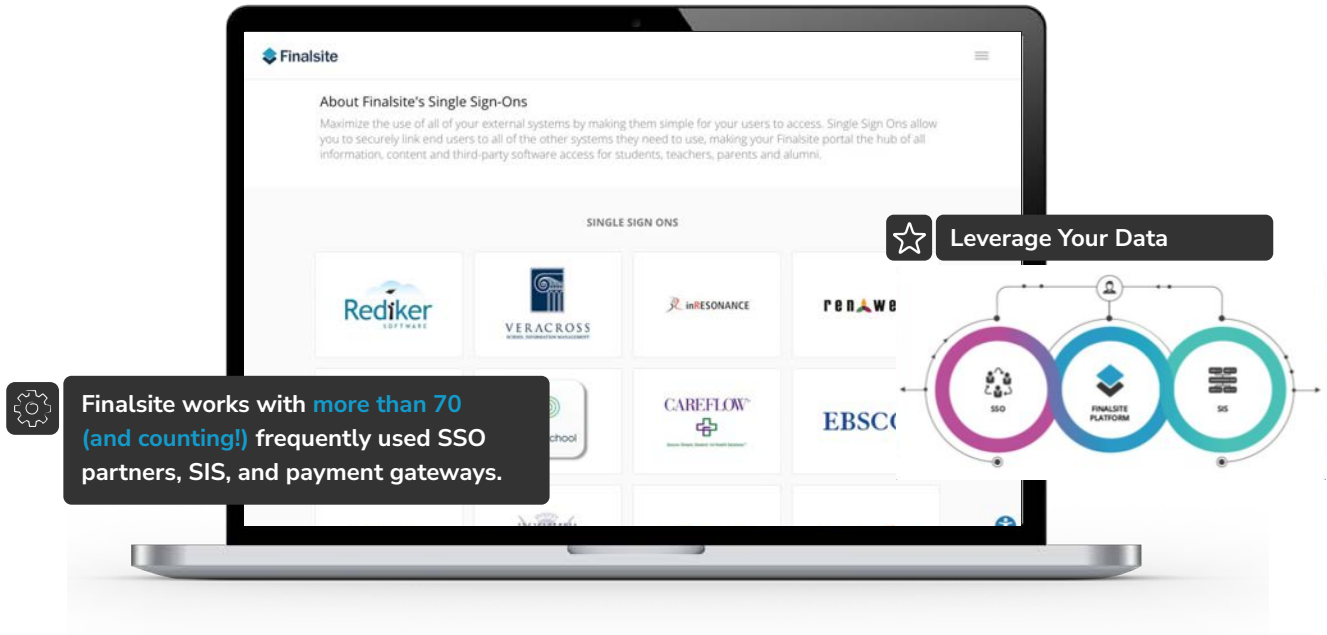


INTEGRATIONS

Data Integrations & Partners

Accurate, synchronized, and secure data.

Finalsite Integrations and Partners



Build a Stronger, More Powerful All-in-One.

Every day, we're working to make the Finalsite Platform bigger, better and stronger than ever by expanding the number of systems that we can successfully integrate with.

With over 70 frequently used Single Sign-On (SSO) partners, Student Information Systems (SIS), and payment gateways, our platform helps you leverage your existing investments, streamline logins for your parents, students and staff, and rest assured that your school is using the best tools for the job.

Student Information Systems

Single Sign-Ons

The Finalsite API

Finalsite Open

Microsoft Entra ID (formerly Active Directory/LDAPS)

Payment Gateways

Finalsite Partners

70+

Data Integration Partners

1,000+

Reams of Paper Saved Every Year

0

Hours You Need to Spend Updating and Importing

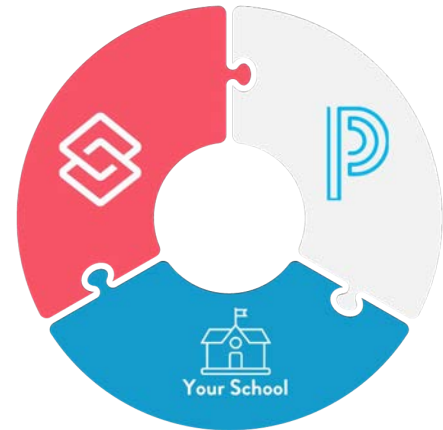


PowerSchool

INTEGRATE YOUR FINALSITE SOLUTION WITH POWERSCHOOL.

PowerSchool’s robust student information system allows teachers to take and track attendance and grade assignments online. It also lets parents and students view and track grades and assignments in a secure, password-protected place from all devices.

Supporting more than 13 million students worldwide, PowerSchool enhances school-to-home communications, makes administrative reporting easier, and simplifies tasks for teachers.



INTEGRATING YOUR TWO SYSTEMS

The integration between PowerSchool and Finalsite replaces manual datasheet uploads, saving you time and greatly enhancing the accuracy and timeliness of your data in Finalsite. Data flows one way from PowerSchool into Finalsite. This data is used for contact lists, online directories, class pages and rosters, and is scheduled to sync automatically in Finalsite.

HOW IT WORKS



Automatic data transfers run hourly to refresh constituent information from PowerSchool in Finalsite, with a full data refresh each night.



All connections take place over a secure SSL connection, while an Intrusion Protection System continually scans incoming traffic for malicious activity, keeping constituent and class data safe.



Due to the varying ways in which data can be stored in PowerSchool, a Finalsite integration deployment specialist will work with you to create the appropriate queries to get the data you need into Finalsite. This allows us to pull data for use in creating and updating constituents, setting relationships between constituents, and creating and updating classes and rosters.

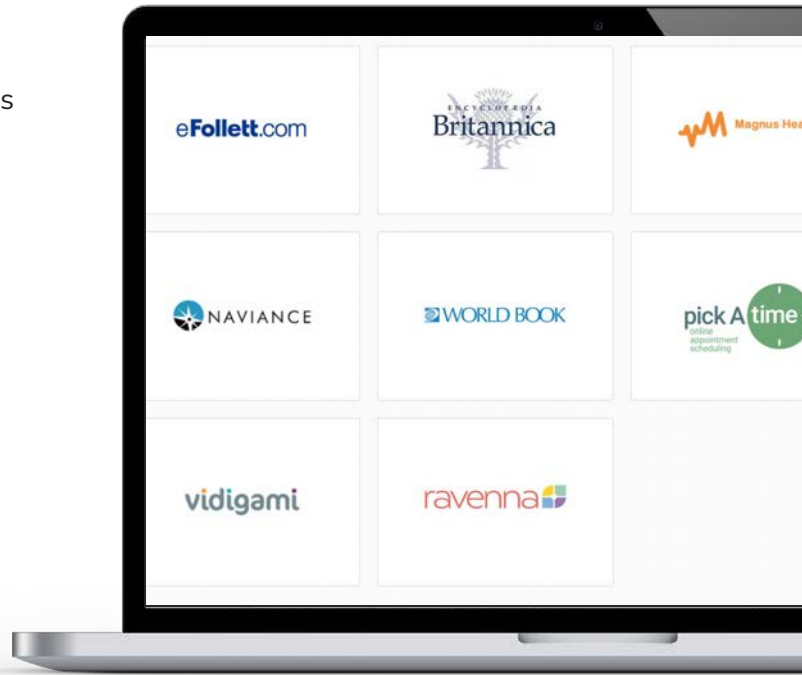


Single Sign-Ons (SSOs)

INTEGRATE YOUR FINALSITE SOLUTION WITH OUR SSO INTEGRATION PARTNERS.

Maximize the use of your external systems by making them simple for your users to access. SSOs allow you to securely link end users to all of the other systems they need to use, making your Finalsite Portal the hub of all information, content and third-party software access for students, teachers, parents and alumni.

For the most current list of SSOs, please visit finalsite.com.



SUPPORTED SSO PARTNERS

- | | | |
|-------------------------|-------------------------------------|----------------------|
| Achieve | Google Apps for Education | Proof Group |
| Blackboard | inResonance | Rediker |
| Blackbaud NetCommunity | Magnus Health | RenWeb |
| Canvas | Microsoft Entra ID/Active Directory | Rjenda |
| CHQ | Moodle | Smart Tuition |
| Catertrax | My School | Senior Systems |
| Careflow | Naviance | Schoology |
| Encyclopedia Britannica | PTC Wizard | The School Volunteer |
| EBSCO | PeopleGrove | Vidigami |
| eFollett | PCR | Veracross |
| FACTS Management | pickAtime | World Book |
| | | Zendesk |

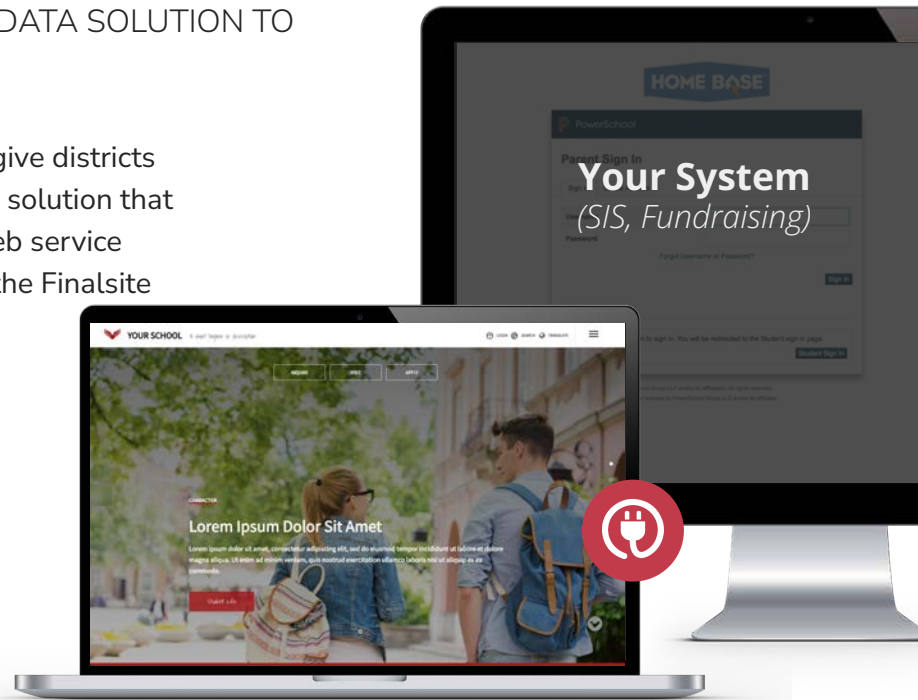


The Finalsite API

PROGRAM A SOFTWARE AND DATA SOLUTION TO FIT YOUR NEEDS.

Finalsite's API is an interface designed to give districts the ability to program a software and data solution that fits their needs. Our API is REST-based web service which provides access to specific data on the Finalsite Platform (listed below).

In addition, the API provides a secure mechanism for authenticating users and can be used to support Create, Read, Update, and Delete functions.



DATA PROCESSED

- | | | | |
|--------------------|---------------------|-----------------|------------------------|
| Athletic Events | Calendar Categories | News Posts | Relationships |
| Athletic Locations | Calendar Events | News Categories | Groups and Memberships |
| Athletic Opponents | Constituents | Households | Integration Services |
| Athletic Teams | | | |

Full documentation of the API is available directly via the admin area of the Finalsite platform, including all methods and fields used for each area noted above.

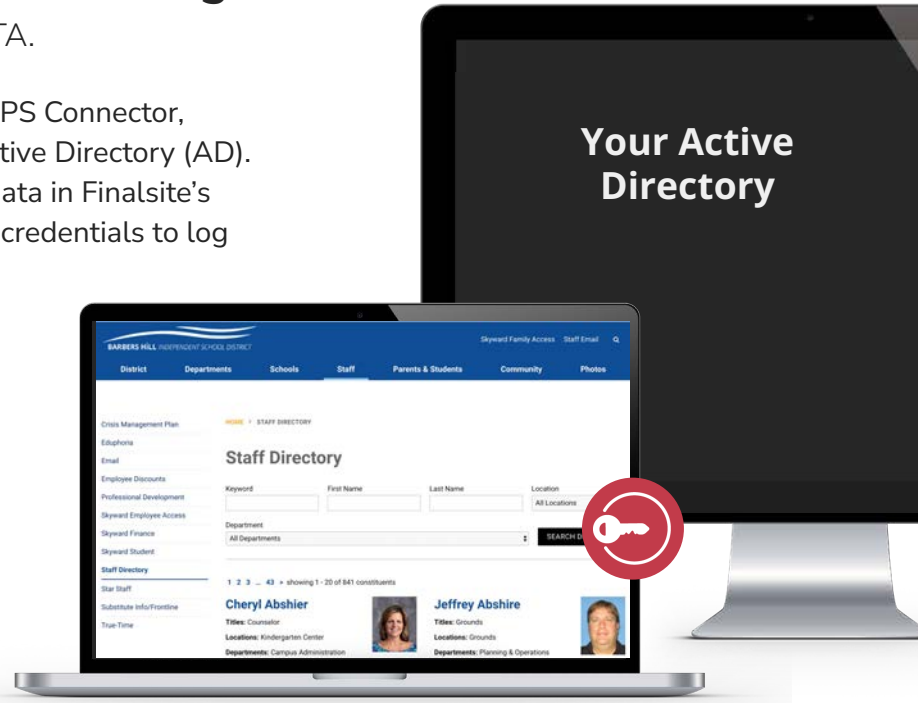




Active Directory / LDAPS Integration

ONE LOGIN, SECURE USER DATA.

Save time and energy with Finalsite's LDAPS Connector, which authenticates users against your Active Directory (AD). This service allows users who have their data in Finalsite's Constituent Manager to use their network credentials to log into the website, meaning they can use the same login at home as they would on campus. This makes life simpler for students and faculty and staff, as well as for network administrators who don't have to keep passwords in sync. The integration with AD goes one step further and can be used to create user and administrator accounts in Finalsite.



FEATURES AND BENEFITS

The LDAPS Connector uses secure and encrypted communication with your server, so user data remains protected

Site administration can be configured however you like while retaining a single set of credentials

Automatically sync users by AD groups into Finalsite to eliminate manual datasheet uploads for students, faculty and staff

All students, faculty, staff, and any other constituents in your Microsoft Entra ID/Active Directory receive only one username and password



Active Directory



LDAPS Connector



Finalsite Portal



User Successfully Logged In



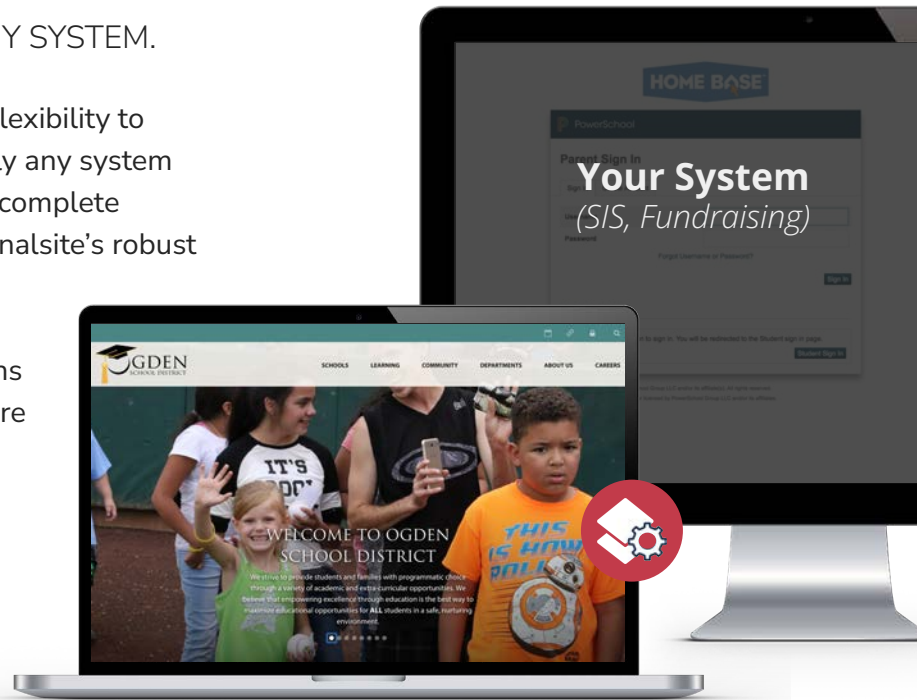


Finalsite Open

INTEGRATE WITH NEARLY ANY SYSTEM.

Finalsite Open provides districts with the flexibility to integrate their Finalsite solution with nearly any system for hourly data transfer efficiency, all with complete control over the data and the backing of Finalsite’s robust security.

This custom aspect of Finalsite Open means that districts can create a complete software solution that truly fits their needs.



INTEGRATING YOUR TWO SYSTEMS

The integration between your Student Information System (SIS) and Finalsite solution replaces manual datasheet uploads, saving you time and greatly enhancing the accuracy and timeliness of your data. Your constituent (student, parents, faculty/staff, alumni) and academic (classes, rosters) data flows one way from your SIS into your Finalsite solution, and is scheduled to sync automatically with Finalsite.



Automatic data transfers run hourly to refresh constituent information from your SIS into Finalsite, with a full data refresh each night.



All connections take place over a secure SSL connection, while an Intrusion Protection System continually scans incoming traffic for malicious activity, keeping constituent data safe.





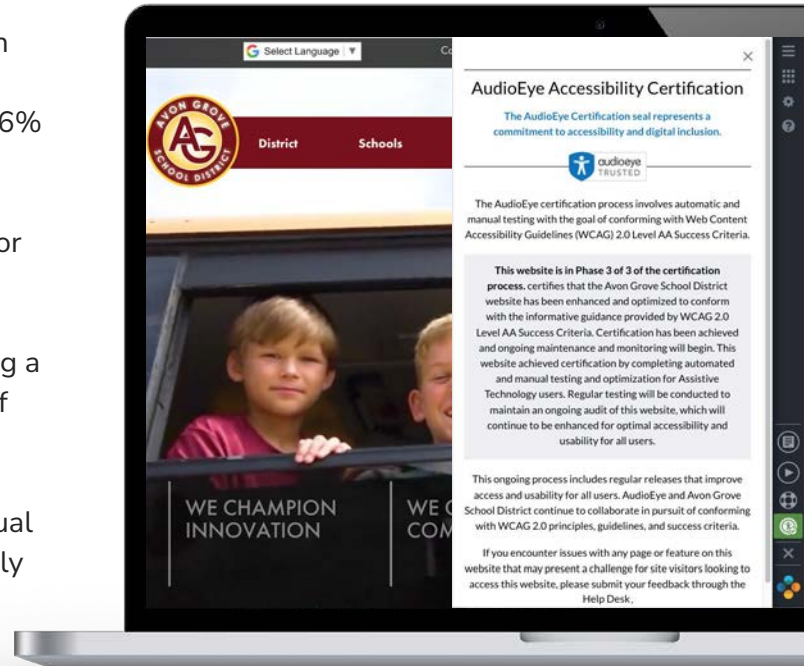
Finalsite +  **audioeye™**

COMPLY WITH SECTION 504 AND TITLE II OF THE ADA.

Providing an accessible website is about more than just compliance; it's the right thing to do. It is estimated that 15% of the world population and 26% of Americans have some form of disability. Disabilities can be visual, auditory, cognitive, or physical. They can also be permanent, temporary, or situational.

Digital accessibility means creating and maintaining a barrier-free digital experience so that individuals of all abilities can access—and interact with—online information. AudioEye provides industry-leading Accessibility Compliance Technology to ensure equal access for individuals with disabilities and to comply with laws enforced by the Office of Civil Rights.

**Compliance services not included with Ally, but sold separately: PDF Training, Manual PDF / Document Remediation, Video Transcription and Captioning, Audio Description Authoring & Integration, Alternative Description Authoring, OCR Corrective Action Plan, International Language Support (Ally Only).*



ALLY MANAGED SERVICE

Ally is an inclusive web accessibility solution that goes beyond simply identifying issues that inhibit access to information and services by actually fixing issues and also providing site visitors with free access to cloud-based assistive web personalization tools. Please see details below.

HOW AUDIOEYE WORKS

AudioEye provides expert advice and resolution for every accessibility challenge, legal support, low score monitoring and custom fixes for issues that can't be corrected by automation, and a manual site audit conducted each year by our team of accessibility experts.

Step 1: Find

AudioEye's powerful automation technology finds more accessibility issues than any other automation solution.

AudioEye's lightweight code runs for each site visitor to ensure the best accessibility in real-time, rather than just a few times a day.

Step 2: Fix

AudioEye fixes more than 2x the accessibility issues than other automation solutions.

AudioEye provides a 24/7 help desk for a direct line of feedback to certified experts.

Important accessibility issues that appear with dynamic content are also fixed for every visitor.

Step 3: Monitor

Accessibility Score takes each visited page into consideration.

Active monitoring refreshes with each visit, maintaining a real-time representation of your site's accessibility.

Reporting features keep track of recent scans and fixes.

www.finalsite.com/partners



Multilingual Websites Using Weglot

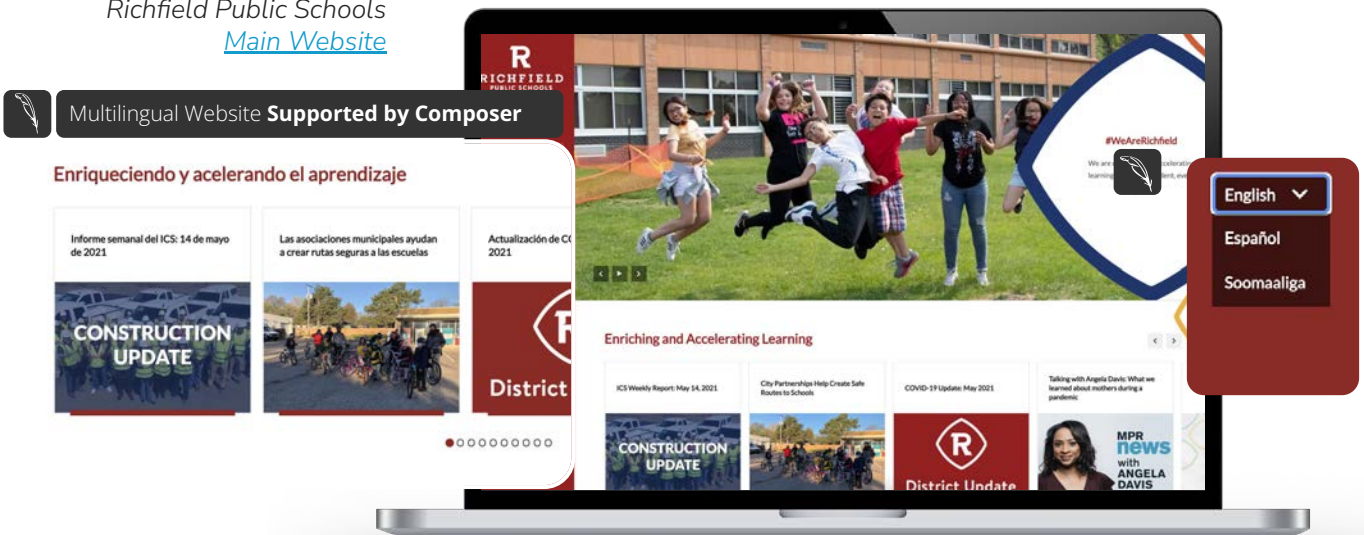
REACH YOUR ONLINE AUDIENCE, NO MATTER WHAT LANGUAGE THEY SPEAK.

Finalsite works in over 80 countries with over 300 clients around the world and has deep experience in multilingual websites and personalization. The simplest option for handling translated website is through our auto-translation feature using Weglot, which translates content into the visitor's language of choice. The second is the ability to create custom pages in the native language, which is also supported by Finalsite Composer.



Greenwich Public Schools
[Main Website](#)

Richfield Public Schools
[Main Website](#)



Multilingual Website **Supported by Composer**

Enriqueciendo y acelerando el aprendizaje

Actualización de COVID-19 2021

Las asociaciones municipales ayudan a crear rutas seguras a las escuelas

Informe semanal del ICS: 14 de mayo de 2021

CONSTRUCTION UPDATE

District Update

Enriching and Accelerating Learning

ICS Weekly Report: May 14, 2021

City Partnerships Help Create Safe Routes to Schools

COVID-19 Update: May 2021

Talking with Angela Davis: What we learned about mothers during a pandemic.

CONSTRUCTION UPDATE

District Update

MPR news with ANGELA DAVIS



MULTILINGUAL WEBSITE TRANSLATIONS MADE SIMPLE.

[Castilleja School](#) | Japanese Translation

Make your website multilingual with Weglot's translation API that integrates seamlessly into your school's website within minutes with support for more than 100 languages.

Weglot simplifies the translation process through automatic detection and translation of text content for a reliable and easy way to manage translations.

Weglot allows admin users to manually review and override incorrect translations through a simple editing interface. Visitors can select a language from a language picker in the lower right-hand corner of the website, while website admins can make basic customizations in Weglot's interface.



FEATURES AND BENEFITS

More than 100 automatically translated languages to choose from

In-context editor for a simplified manual translation process

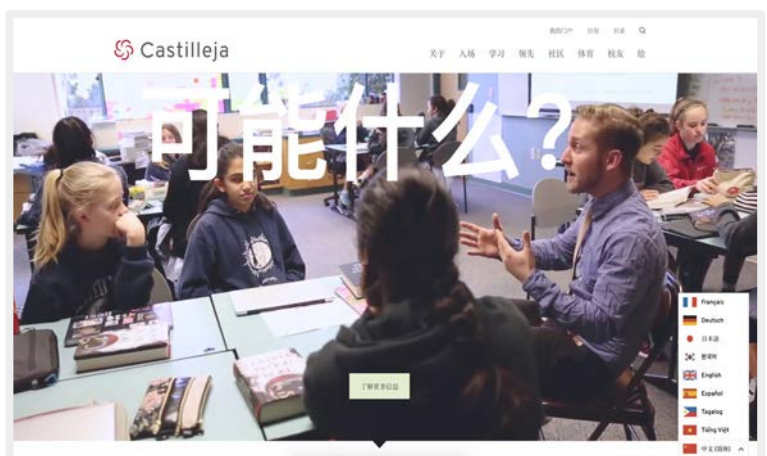
Quick and seamless installation process

Improved bounce rates with redirects to automatically send users to pages in their language

Access to professional translators



Castilleja School | English Translation



Castilleja School | Chinese Translation



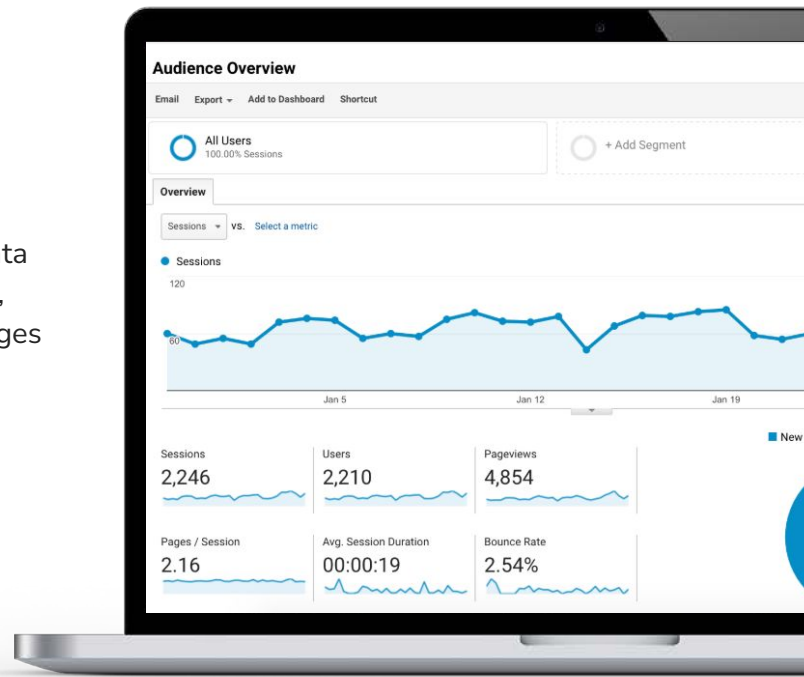
Finalsite +  **Google Analytics**

MEASURE YOUR WEBSITE'S PERFORMANCE.

Every Finalsite website is configured with Google Analytics, the free, gold-standard site tracking platform used by millions of websites around the world.

Google Analytics will provide comprehensive statistics regarding the visitors to your website. Data available through this service consists of site visits, page views, bounce rates, average time on site, pages per visit and percentage of new visits.

Google Analytics can also track referral traffic including search engine, direct visits, website referrals and marketing campaigns (Pay-Per-Click, Banner Advertising, Email Marketing, etc.)



FEATURES AND BENEFITS

Automatically added to your district and school websites

Custom event tracking

Insights into website traffic and page performance

Free of charge to Finalsite clients



Does data analysis overwhelm you?

Finalsite has a team of consulting experts at your service to help you understand your data and to strategize with you to maximize your website's marketing potential. Talk to your Educational Consultant to learn more!

Finalsite + Google

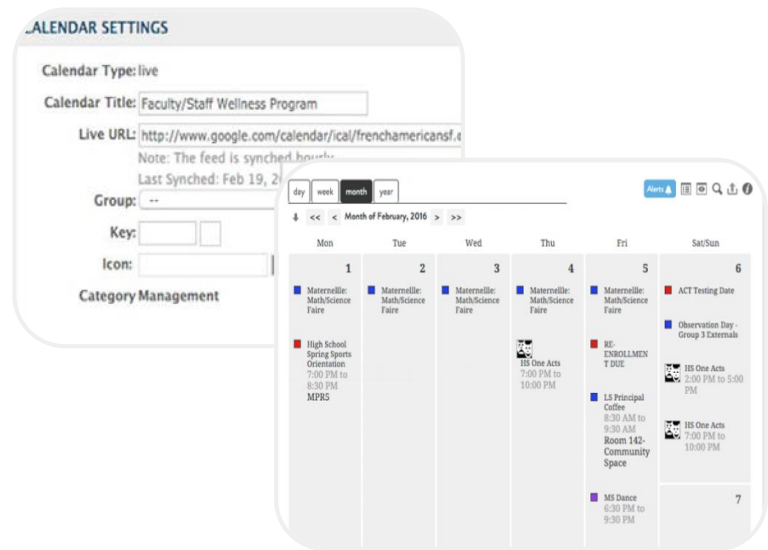
MAXIMIZING FINALSITE'S CONNECTIONS WITH GOOGLE.

Because so many schools and districts use Google Apps for Education (GAFE), Finalsite has placed a high priority on ensuring IT managers and technology directors can maximize the power of Google while combining it with the Finalsite Platform and software. Our integration path is constantly developing, but here are a few ways that Google and Finalsite already connect:

31 Google Calendars

If you use Google as your master calendar, Finalsite pulls data from Google Calendars and displays it within the custom design of your website. Data is refreshed hourly depending on the size of the feed, so there is never a reason to worry about things getting out of date.

Calendars can also be set up between specific categories on Google for very fine-grained syncing, and some calendars, such as athletics, can live independently of the Google calendar sync.



Google Authentication

Google Authentication allows site users and admins to login to your website using their Google username and password.

With a staggered login process for enhanced security, Google Authentication provides a quick way to give users access with minimal setup and maintenance. Finalsite handles the user identity so that users will first login to the website to access Google Apps.





LEADING WITH INNOVATION

Planned Enhancements & Upgrades

Innovations as unique as your district.

AMPLIFY YOUR IMPACT WITH GENERATIVE AI



Use Generative AI to Make a Practical Impact

Generative AI refers to a category of artificial intelligence (AI) algorithms that generate new outputs based on the data they have been trained on.

Unlike traditional AI systems that are designed to recognize patterns and make predictions, generative AI creates new content in the form of images, text, audio, and more.

Source: <https://www.weforum.org/agenda/2023/02/generative-ai-explain-algorithms-work>

Creating Communication Efficiencies and Fueling Your Natural Creativity

Finalsite understands that one of the many daily tasks for school PR professionals is the creation of lots of content, such as announcements, press releases, newsletters, reminders, website content, game highlights, and snow day notices. Generative AI can be a valuable tool to help expedite the creation of this content, set the creative wheels in motion, and assist with that challenging starting point.

Think about how you spend your day:

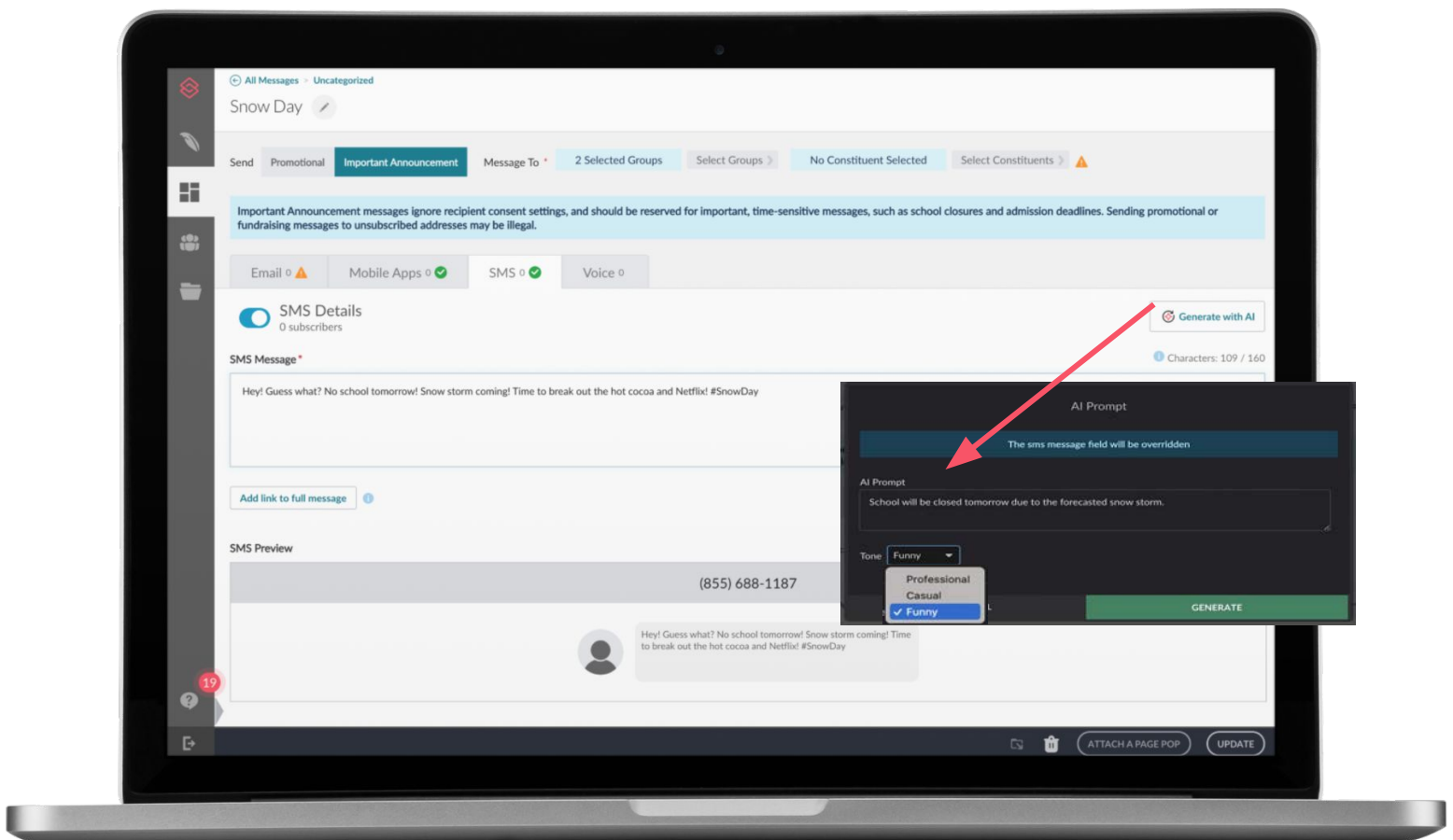
- How much time do you spend writing news posts for your website?
- How much time do you spend on newsletter content each week?
- How much time do you spend re-writing messages for social media and SMS?
- How much time do you spend editing other's content?

Delivering Practical Impacts Today

At Finalsite University 2023, we demonstrated a prototype of a “writing assistant” that is powered by generative AI. The writing assistant generated content in different tones and lengths across multiple channels of communication (email, SMS and social media) to assist Messages XR users in creating content for various channels. Attendees were impressed by the potential for time-savings in the automated creation of content.

We are currently developing this AI writing assistant for Messages XR that will help generate messages content for all the various channels you send messages through. This feature will help streamline your content creation efforts and save you time when creating a message across email, text, voice, website alerts, and mobile app notifications.

This feature is currently in the alpha stage of testing and we are in the process of collecting internal feedback. Additional work will continue in Q4 of 2023 toward a beta/early adopter program. Finalsite plans to make this feature available to Messages XR clients within the first few months of 2024.



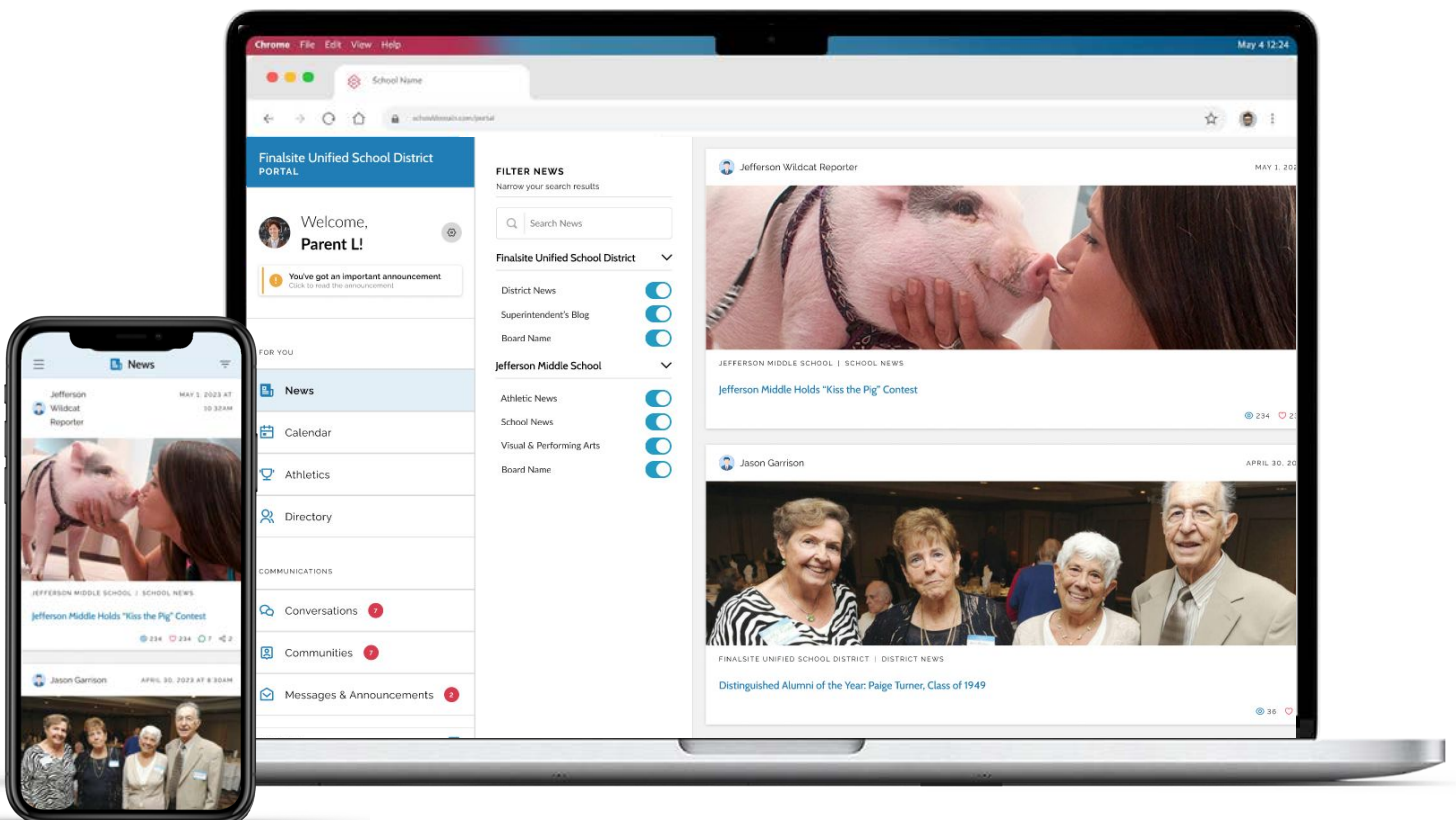
UNIFY YOUR COMMUNICATIONS TO STRENGTHEN COMMUNITY CONNECTIONS

Communications without Compromise

Finalsite is evolving and enhancing our unified platform to provide districts with more choice and options for their communication needs. Our goal is to combine true best-in-class functionality, centralized and simple administration, and a delightful, empowering end-user experience. Featuring two-way messaging, generative AI technology, and Finalsite's legendary design, this enhanced platform will provide districts with a next generation solution for all their communication needs.

Built on Finalsite's renowned software architecture and market-leading SaaS hosting, our solution will provide a flexible and configurable management system with enterprise scalability and security. Designed to meet the expectations of today's increasingly diverse and busy families, our solution will provide seamless translation services, accessible designs, and a mobile app for on-the-go information as well as traditional web browser experience.

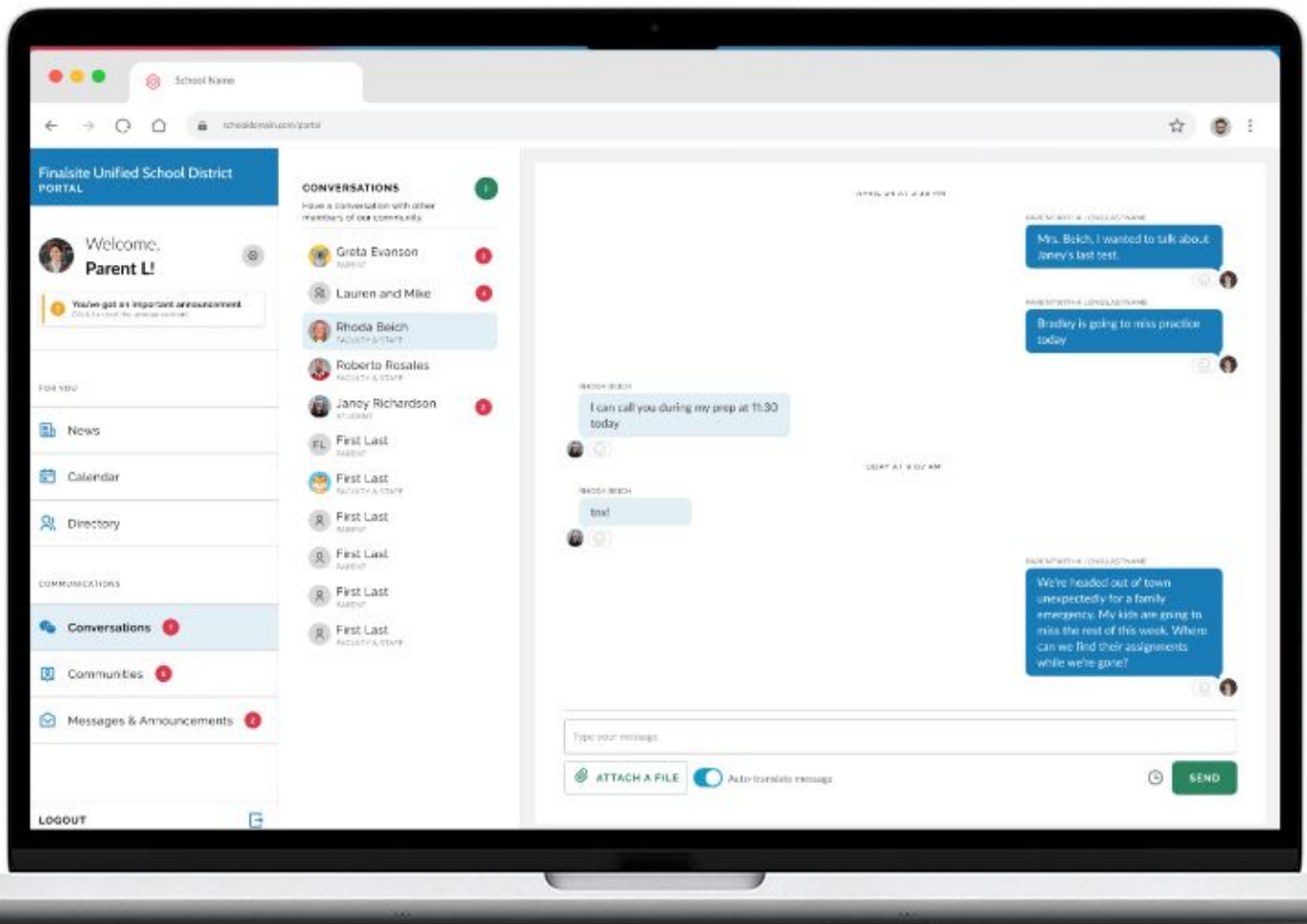
Initial versions of this unified platform will be available in early 2024 with further iterative releases planned throughout the first half of the year. Finalsite plans to make the full suite of features available to support districts for the start of the 2024-2025 school year.



Creating a True One-Stop-Shop for All

Our enhanced offering will feature a set of complementary functions based on a:

- **Centralized communication platform** for school and district administrators to manage their website, mobile app, mass notifications, and for teachers, coaches, and advisors to manage classroom, team, and club communications.
- **“One stop shop”** for parents and students to find news, information, calendars, and alerts; as well as messages from school and district administrators, and conversations with teachers, coaches, advisors, etc with safe, protected two-way messaging.
- **Native mobile app for iOS and Android**, allowing on-the-go usage, with the option to use the web browser experience if preferred
- **Generative AI-powered features** to create efficiencies for school administrators
- **Simple, easy-to-navigate, mobile-first user experience** for parents, students, and educators that looks and feels the same if they use a web browser



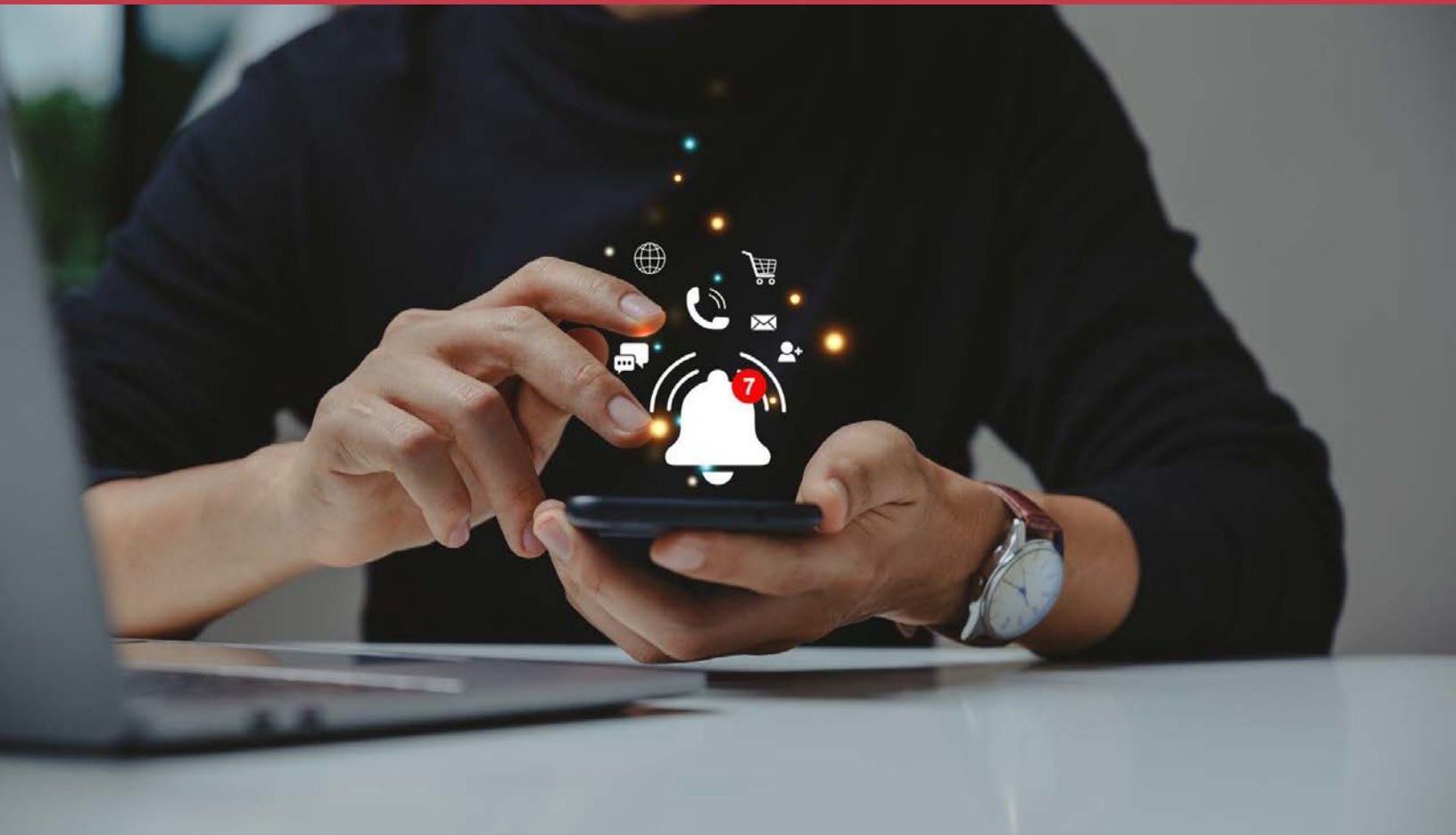


Designing for Everyone

We understand the challenges of building and maintaining engagement with students and their families and supporters.

Therefore, we are designing our enhanced suite with a deep commitment and focus on the end user experience. We are leveraging extensive market research, 1:1 client interviews, focus groups, client and parent surveys to inform our product strategy.

As much as possible, our developers are embracing universal navigational techniques and design features to encourage a comfortable and familiar experience. Our goal is to create the most approachable, user-friendly district communication solution on the market – promoting simple, immediate access and continued value.



Section 1: Bid Response

1.6 Service Capabilities

On the next page, we address sections 1.6.1 and 1.6.2.

“ *The Finalsite Platform has helped make the website manageable for our technology department without the need for a full time technical position. The toolset promotes communication and collaboration with our community by empowering our staff with the ability to contribute and manage much of the content themselves.* ”

JON LAMBERT, DIRECTOR OF TECHNOLOGY | GRANBY PUBLIC SCHOOLS

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:

Finalsite is committed to supporting and communicating effectively with our clients, which is why we as a company are transparent about contract performance, issue management, and change management. You will be informed of any issues, updates, or changes to the system as soon as possible. Finalsite's Support and Project Management teams are here for you, but should the need arise, escalation circumstances would follow Finalsite's deployment team organization, which starts with project managers and developers. The next step in escalation would be VP of Support Services, Josh Fulton at josh.fulton@finalsite.com and Chief Client Officer, Tim McDonough at tim.mcdonough@finalsite.com and finally Chief Executive Officer Jon Moser.

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:

Your Client Success Manager and Primary Account representative is Sheryl Jenkins. You can reach Sheryl by phone at (860) 362-0134 or email at sheryl.jenkins@finalsite.com.

Why Finalsite?

Education is as much a calling as a career. This fuels our mission at Finalsite—to help schools prepare students to be successful in the wider world. It serves as the foundation for everything we do. Finalsite is purpose-built for education.

From amplifying community engagement to streamlining communications to showcasing brand and reputation, thousands of public school districts across the country choose the Finalsite platform to communicate effectively and showcase what makes them unique.

Our easy-to-use CMS, multiple communication options, inbound marketing tools, dozens of integration partners, award-winning designs, secure hosting and dozens of tools for managing content, districts and schools around the world agree that Finalsite is partner of choice for sharing their value.



Easy-to-Use CMS

Composer enables anyone to design and update beautiful website pages with no coding knowledge required.



Intuitive Communications

Engage your community and see immediate results with tools for newsletters, email, web page personalization, and more!



Award-Winning Design

Our talented design team has earned more than 200 awards for our work with schools around the world.



Seamless Integration

Integrations with over 40 Single Sign-On (SSO) partners, Student Information Systems (SIS), LDAPS, Microsoft Entra ID (formerly Active Directory), Google and more to simplify workflows and ensure data integrity



Secure and Reliable Web Hosting

Worry-free website hosting with Google Cloud Platform (GCP) means your site is fast and secure, reducing the number of risk points that keep any good network administrator up at night.



Affordable and Scalable

You can join the top schools in the world on a platform that is stable, incredibly flexible and well-developed. Add functionality over time as your needs change.

Celebrating
25
Years Working
with Districts

96%

Client Retention

200+

Award-Winning
Websites

98%

Support Ticket
Rating

5,000

School Districts
and Charters

25+ Years of EdTech Leadership

How would we describe ourselves? How about responsive, knowledgeable, witty, compassionate, helpful, and kind, if we may be so bold. These are just a few words we think best describe our 430 employees that make up the Finals site family around the world.

Our staff boasts award-winning designers, pragmatic developers, published writers, and numerous "school people" who've played important roles in the classroom and in communications, admissions, institutional advancement, and academic departments of schools just like yours. We have former Directors of Admission, Technology, Head of Academics, Communication and External Relations Directors, Coaches, and Teachers — on staff, all working for you, around the clock, and around the world.



Trusted Advisors

You'll have a dedicated Client Success Manager by your side every step of the way, with best practices, strategic advice, examples from other schools, and other resources that focus on your success.



Executive-Level Attention

Quarterly partnership reviews and annual executive-level reviews ensure our partnership is focused on your leadership's top priorities and that you are maximizing your investment in our partnership.



Five-Star Support

A second-to-none Support team, here to help you every step of the way. Live and recorded trainings, searchable resources, and live support when you need them most.

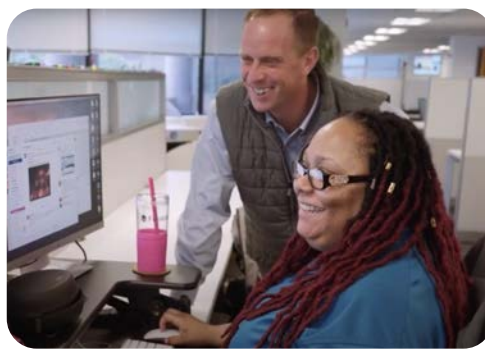


School Experts

Finalsite employees have 100+ years of collective experience and expertise working directly in schools. We only work with schools. We're school people. We get it.



Josh Fulton (left)



Jon Moser & Kosha Burnett



Red Abbott (Left) & Kate Persons (Right)

We're an Extension of Your District

Our staff is made up of people like you who have faced your challenges in the classroom and in a variety of roles in communications, athletics and district leadership. Having “school people” on our team means we understand your goals and needs, and collaborate with you effectively.

AS A FINALSITE PUBLIC SCHOOL CLIENT, YOU'LL AUTOMATICALLY HAVE:

- A dedicated Client Success Manager who exclusively works with districts
- Complete access to our Knowledge Base and online training
- A subscription to our industry-leading best practice blog

MEET Sheryl Jenkins

Sheryl joined the Finals site team as our Midwest Public School Client Success Manager with the sole purpose of helping our districts exceed in web design, improved communications, including marketing technology and accessibility using the Finals site platform.



IN ADDITION TO OUR SOFTWARE AND SERVICES, YOU CAN ADD THE FOLLOWING TO YOUR PROJECT:

- Strategic consulting services
- Search engine marketing (SEO and PPC) consulting and management
- Social media marketing consulting and management
- An ADA Compliance Managed Service to ensure content is always accessible

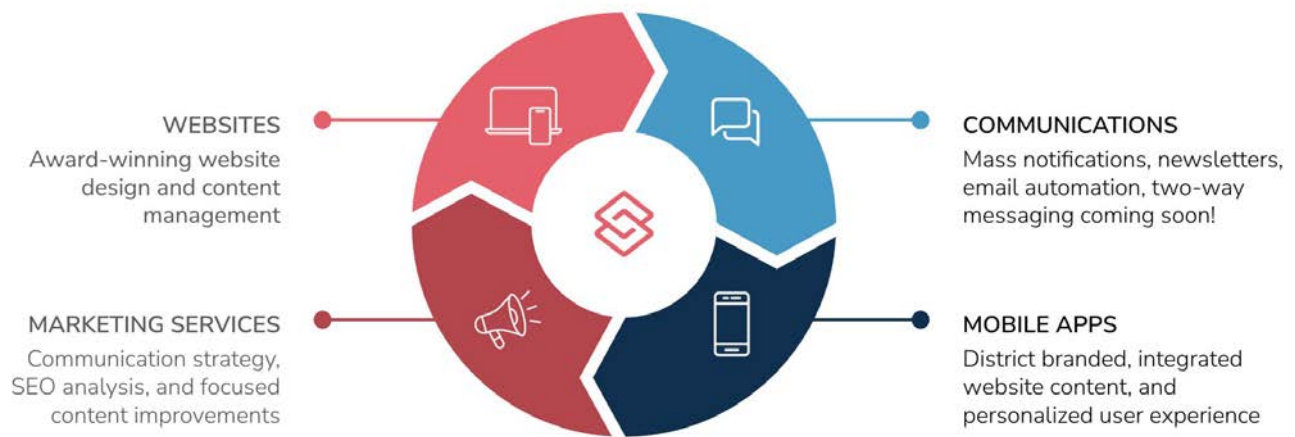
“Finalsite was selected from a list of very qualified and professional companies for numerous reasons. The following reasons summarize our day-to-day interactions with the Finals site team: professionalism, excellent communication, customer service, amazing web design, and excellent project management. I highly recommend Finalsite without reservation.”

OSZY CORTEZ, CHIEF TECHNOLOGY OFFICER | SADDLEBACK VALLEY USD

Finalsite School Engagement Solutions

Many providers offer tools that send messages, launch mobile apps, and manage websites. However, a “one size fits all” approach to K-12 communications results in homogeneity, not distinction.

Finalsite is proud to offer something different.



OUR PROPOSED SOLUTION WILL HELP YOU:

Amplify your district with **award-winning ADA compliant designs and branded newsletters**

Instantly reach your audiences across all communications channels—**from anywhere, at any time, on any device**

Reach your community more easily with a branded mobile app personalized for individual content preferences and language needs

Improve your SEO rankings and leverage advanced search to **promote key services and information access**

Analyze site traffic and message open rates to **refine content, optimize messages, and validate your strategy**

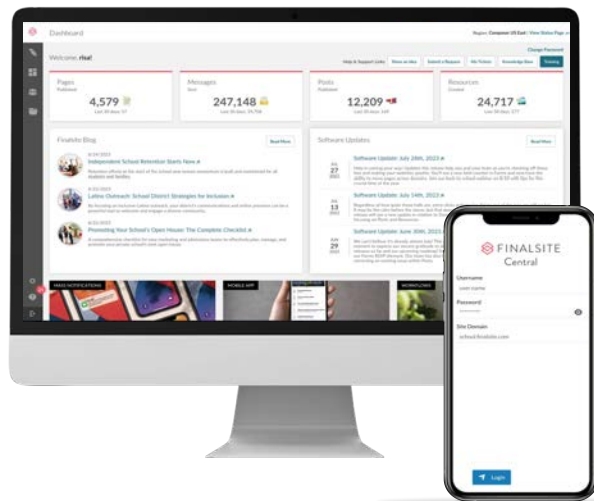
Leverage communication and marketing experts to help elevate your message and take full advantage of your technology

FINALSITE SCHOOL ENGAGEMENT SOLUTIONS

Simplify Your Process

Efficiency, Streamlined

One platform. Multiple solutions. Zero hassle. With create once, publish everywhere functionality, you can rest assured your content can be created and managed, then shared out through all communications channels. All from one place.



Unify Your Community

Communication They Can Count On

Build trust through transparency, accuracy, and timely information with information where they'll see it, when they need it. Efficiently deliver the right messages, at the right time, to the right audiences. Plus, give families the ability to choose their communication preferences, helping them receive the message in the easiest way possible.

Amplify Your Impact

Your Stories, Told Well

With award-winning designs and branded newsletters, you can ensure your district brand reaches far and wide – helping to build school pride, grow district support, and drive student success.





Section 1: Bid Response

1.7 Customer Service

Excellent support and customer service are key factors in your Finalsite experience. Details on Please see details of Finalsite's timely support and expert team on the next few pages.

“*When we decided to change website vendors three years ago, we did our due diligence by meeting with all heavy hitters who do website designs for school districts. We were most impressed with Finalsite because of their ease of use, support options, continuous improvement focus and price. We are extremely happy with our ongoing relationship with Finalsite and would recommend them without reservation.*”

PAT HOLLOWAY, CHIEF OF STAFF | DALTON PUBLIC SCHOOLS, GEORGIA

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:

Excellent support is included in the Composer subscription fee. Support is available 24/7/365 through phone, email, and website-based ticketing. The toll-free number for support is 1-844-322-8109, and email support is available via help@finalsite.com. Online help is available free via the Finalsite website at www.finalsitesupport.com/hc/en-us.

Finalsite's Support Team is completely in-house and staffed with experts knowledgeable in Finalsite and website best practices. The team responds to emergency/critical tickets in under 15 minutes and all regular tickets within one business day, although the response is usually within an hour. The team handles diverse requests, and we have a diverse team to match. To ensure the quickest possible response/resolution time, the Support team works very closely. No matter who responds to a ticket or what additional issues may be uncovered in the ticket, the expertise needed to resolve the issue is readily accessible.

Response times are recorded automatically through our support ticketing platform. The Finalsite support system works this way: When a ticket is submitted, clients can select an urgency level of Emergency, High, Normal, or Low. Each ticket is reviewed by a Triage Engineer and given a priority rating based upon criteria of a) time sensitivity of the issue b) type of impact on the user(s) and c) severity of impact on the user(s).

Finalsite utilizes a ticket-flagging system that enables users to prioritize their issues. Our commitment is to respond promptly, within 15 minutes, for emergency and critical tickets, around the clock, every day of the year. For non-urgent ticket requests, our goal is to acknowledge them within 8 business hours. Please be aware that response/resolution times may fluctuate due to the individual characteristics of each situation.



Finalsite Support

REAL PEOPLE, REAL-TIME RESPONSES.

Response Times

When a ticket is submitted, clients can select an urgency level of low, normal, high, or emergency.

Each ticket is reviewed by a Triage Specialist and given a priority rating based on a) time sensitivity of the issue b) type of impact on the user(s) and c) severity of impact on the user(s).

We aim for a response time of one business day or less on all high priority issues, and no more than two to three business days during peak times. Emergency issues are responded to 24 hours a day, 7 days a week with a goal of a 15-minute response time.



“The Finalsite team was quick with their responses and worked very quickly to solve my problem.”

MADISYN ROBISON, PUBLIC INFORMATION OFFICER AT PITTSBURG UNIFIED SCHOOL DISTRICT 250

Resolution Times

Our top priority is providing a quality solution to a problem, and your ticket isn't solved until you say it is! Even after you say that a ticket has been satisfactorily resolved, we remain at the ready to assist with any follow-up questions or new issues. Resolution times average less than two days, but due to the great variance in the types and complexity of issues, we cannot guarantee resolution times.

Escalation

We handle a wide variety of requests and have a diverse team to match, all available to help any client. Having multiple specialists available ensures the quickest possible response and resolution time. The Support Team works very closely, so no matter who responds to a ticket or what additional issues are uncovered, the expertise needed to resolve the issue is readily accessible. If you find out a submitted issue has a more significant impact than you originally thought, or if impending deadlines increase the time sensitivity, all you have to do is post a request to the ticket to increase the urgency.

Service Level Agreement (SLA)

There are four distinct support plans, or Service Level Agreements (SLAs), available to Finalsite clients. While all of our tickets are handled in a timely manner, on average, tickets from clients with higher SLAs will have faster response times than tickets from clients with lower SLAs. SLA impacts a ticket's position in the queue by placing higher SLA tickets above lower SLA tickets of equivalent urgency and/or priority ratings.



Section 1: Bid Response

1.8 Purchase Orders

Proposer Response:

Please confirm your understanding by checking Yes or No.

Yes

No

Finalsite will work directly with the participating agency within the timeframe specified in the requests for quote.

“*Finalsite met all of our expectations and delivered a custom website and excellent management solution. We could not be happier with the professionalism, expertise, and service they continue to provide us.*”

**MICHAEL MOLAR, EXECUTIVE DIRECTOR OF EDUCATIONAL SERVICES |
AMHERST EXEMPTED SCHOOL DISTRICT**



Section 1: Bid Response

1.9 Delivery and Acceptance

Finalsite works with thousands of agencies, and we are guaranteed to find a payment/delivery method that will work best for WRESA.

“ We wanted to create a new website that could promote our amazing district, enhance communication, and assist parents in accessing information. Finalsite met all of our expectations and delivered a custom website and excellent management solution. We could not be happier with the professionalism, expertise, and service they continue to provide us. ”

MICHAEL MOLNAR, EXECUTIVE DIRECTOR OF EDUCATIONAL SERVICES | AMHERST EXEMPTED VILLAGE SCHOOL DISTRICT

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:

Information about invoicing and payments can be found in our Master Terms and Conditions www.finalsite.com/agreements. Unless otherwise provided in an Order, Finalsight will invoice Customer on an annual basis, payable in advance. Payment for the invoice covering the first year of this Agreement is due and payable within thirty (30) days of the signing of the Order unless otherwise stated in an Order. Thereafter, Finalsight will invoice Customer on each annual anniversary of the Order signing date.

Finalsite is a privately held and well-resourced company with long-term contracts that can cover operating expenses for the next 36 months, not inclusive of any new business that we accept every year. Finalsite has grown each year since its founding in 1998 and maintains a healthy fiscal outlook.

Finalsite provides software and services for advanced project management, task collaboration, resource allocation, work management and professional services automation. We use Kantata to handle all project communications, ensuring all relevant team members have the same access to details, tasks, assignments, and calendar deadlines. Project Managers typically schedule at least one weekly check-in call and provide regular written status reports.



Section 1: Bid Response

1.10 Management and Staff

Responsive. Knowledgeable. Funny. Helpful. Kind. Those are just a few of the words used to describe our incredible team over the past 25 years. Finalsité will assign staff to your project who will work with your team for the duration. These include a Project Manager, Client Success Manager, Web Designer, and Front-end Developer. Additional team members will be appointed to implement project components, depending on the final scope of work. This usually includes staff such as Software Trainers, an Accessibility Coach, Integration Specialists, and Software Implementation Specialists.

1.10.1 Staffing and responsibilities

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

Proposer Response:

Finalsite will draw on the expertise of our 430+ employees to inform the team that will implement your website project. The initial website build-out includes the Project Manager, Web Designer, and Front-end Developer. Additional team members will be appointed depending on the final scope of work and may consist of Software Trainers, an Accessibility Coach, Integration Specialists, and Software Implementation Specialists. The team uses project management software assign tasks, schedule activities, and keep the project on track via Gantt charts. The project plan provides clear visibility to all team members to the upcoming tasks, deadlines, and assignee information and is available online, 24/7. In addition, bi-weekly status reports to the stakeholder group summarize upcoming lessons and potential project risks to remove impediments to the project's success.

On the following pages, we present a sample of Finalsite's team members who will contribute to WRESA's website project. Visit www.finalsite.com/meet-the-team to read about Finalsite's all-star team of leaders, designers, deployment, client support, and technical experts.

Leadership Team Org Chart



Jon Moser
Founder &
Chief Executive Officer



Tim McDonough
Chief Client Officer



Jenna Sorrentino
Chief People Officer



Ray Kreisel
Chief Technology
Officer



Jim Calabrese
Chief Financial Officer



Jason Barnes
Chief Revenue Officer



Risa Engel
Chief Marketing Officer



Morgan Delack
Chief Communications
Officer



Bill Lundregan
Chief Legal Officer

Our People

Education is infused with the energy of youth and the promise of the future. Our people are powered by this same energy — and you can see it in every corner of our lives, and our business. We love the genuine connections we make not just with the people we work with, but also those who work at the schools we serve. We are committed to supporting their work, and are constantly looking for new ways to enable them to leverage limited resources to make an outsized impact on the communities they serve.



Our People, Your Partners

We know how you work and what you need to succeed.

You'll get support and guidance from everyone you meet at Finalsité. From client success managers to our in-house marketing experts, we are all committed to helping you make an outsized impact on the communities you serve.

30%
of Employees
have worked in
schools



We're Here When You Need Us 24/7

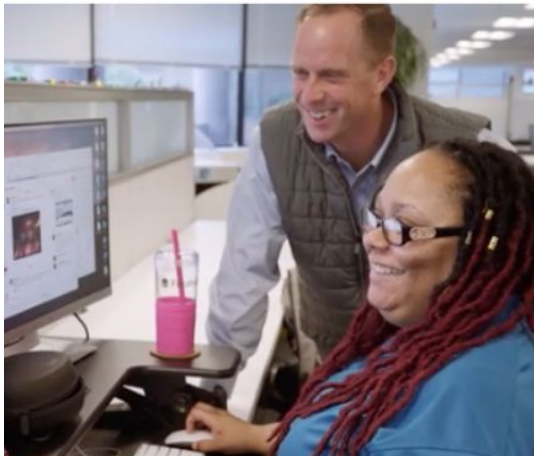
Expert guidance, world-class training, and support.

With support team members around the world, we are at the ready when you need us. And whether you're new to Finalsité or looking to brush up on your skills, we offer training on-demand, weekly sessions and personalized programs.

You're Among Friends

Connect, learn, and grow with a community that understands your challenges.

Come join the vibrant Finalsité client community —peers and professionals driven towards a common goal of learning and growth. Networking and professional development opportunities abound, from online conferences and client communities to in-person user events.



Innovation That Keeps You Ahead

Close client relationships drive new product solutions.

Our close relationships with our clients, like you, inspire us to continue to innovate and develop new solutions that anticipate and meet your evolving needs.

Notable Members of our Design Team

Finalsite's design team boasts some of the most creative and innovative minds in the education industry. Our designers are innovative, pragmatic, daring, and bold — and our work is anything but cookie-cutter.



KELLY WILSON, DESIGN MANAGER

As the Design Manager, Kelly leads Finalsite's international design team, overseeing the creative process to create beautiful, user-centered websites. Kelly has designed 100+ websites for schools and won over 30 industry awards for her work. She believes in purposeful design and loves working with schools to craft innovative, goal-driven solutions that will help schools tell their unique stories in a way that sparks delight and inspires action. **Her resume can be found here:**

<https://www.linkedin.com/in/kwilson922>



KEALAN DUFFY, CREATIVE SERVICES MANAGER

Kealan has been with Finalsite since 2017, serving as UK Production Manager for 6 years and now Manager, Creative Services. He has worked with more than 130 schools around the world. As an experienced international school website designer, Kealan has gained insight into what makes a great school website design, like a mobile-friendly user experience, creative design elements, as well as the driving forces behind school website design trends. Kealan lives and works in Walton-on-Thames, England, United Kingdom. **His resume can be found here:**

<https://www.linkedin.com/in/kealanduffy/>



HOLLY FEHR, SENIOR GRAPHIC DESIGNER

Holly has been an important part of Finalsite's design team since 2006. She is committed to helping schools create websites that are functional and beautiful. Holly lives and works in El Paso, Illinois. **Her resume can be found here:** <https://www.linkedin.com/in/kwilson922>

Notable Members of our Technical Team

Finalsite's Technical Team is made up of highly qualified and skilled technical experts who are familiar with the specific needs of districts and schools. They are committed to helping our clients overcome their unique challenges and find effective solutions to issues they face. The following are a few of our technical software experts.



SHARON GREEN, SOLUTIONS ENGINEER

Sharon is a lifelong educator. She joined Finalsite in 2021 as a Solutions Engineer. Prior to joining Finalsite she was a Special Education Learning Specialist for Littleton Public Schools and Douglas County School District. She lives and works in Colorado. **Her resume can be found here:** <https://www.linkedin.com/in/sharongreen3/>



BRET VAN BLARICOM, SOLUTIONS ENGINEER

Bret joined Finalsite in 2022 and held the role of Solutions Engineer at Blackboard for two years before that. He is a product technology and workflow expert and works with the field team to generate sales, provide solutions, demonstrate product, and create meaningful relationships. Bret lives and works in Roseville, California. **His resume can be found here:** <https://www.linkedin.com/in/bret-van-blaricom-a11548a0/>.



ROB RAWCLIFFE, CSE, SENIOR SOLUTIONS ENGINEER

Rob started his career at Finalsite as a Integration Deployment Project Manager in 2012 and has steadily moved up the ranks due to his strong technical expertise, solid business acumen, and client focus. Rob's knowledge of how to position Finalsite products and services to best serve districts and schools contributes greatly to our clients' success.. His resume can be found here: <https://www.linkedin.com/in/jrrawcliffe/>

Notable Members of our Project Management Team

Our team is equipped with knowledgeable and skilled project managers who help ensure your website and communications project is a complete success. Here is an example of a team you may have the opportunity to work with.

DAVE LOPES, MANAGER, PROJECT MANAGEMENT TEAM

Dave has been with Finalsite since 2014. He's helped hundreds of clients navigate their website deployment projects. While attending to all of the technical details of the deployment process and ensuring a smooth rollout, Dave takes pride in his role as a client partner, helping each client to achieve their unique goals and end up with a website they can be proud of and confidently manage into the future. **His resume can be found here:** <https://www.linkedin.com/in/davidjlopes/>



LISA HILL, SENIOR PROJECT MANAGER

Lisa has been with Finalsite since 2014. She joined as a Global Digital Project Manager, moved to a Project Management Team Lead in 2021, and Manager of Project Management in 2022. **Her resume can be found here:** <https://www.linkedin.com/in/lisacatania1/>



CASEY BAIN, PROJECT MANAGER

Casey joined Finalsite in 2021 and has helped lead some of our most strategic and complex projects. Prior to joining Finalsite, Casey was the Website Manager and Graphic Designer for Little Elm Independent School District. **Her resume can be found here:** <https://www.linkedin.com/in/casey-bain-17044055/>



Notable Members of our Client Success Team

Finalsite will assign a Client Success Manager to support Wayne RESA after the website is launched, handle your account, and serve as a resource for the District throughout your time with Finalsite. Other team members supporting the project will be assigned later, but we offer a few examples of people who will contribute to its success.



SHERYL JENKINS, CLIENT SUCCESS MANAGER

Sheryl joined the Finalsite team in 2021 as our Midwest Public School Client Success Manager with the sole purpose of helping our districts exceed in web design, communications, marketing, technology and accessibility using the Finalsite platform.

Sheryl's resume can be found here:

<https://www.linkedin.com/in/sheryl-j-73964b58/>



BECKY MCGUIRE, CLIENT SUCCESS MANAGER

Becky partners with Finalsite's larger independent schools throughout the US South and previously served as the the Director of Marketing at a Finalsite school. **Her resume can be found here:**

<https://www.linkedin.com/in/rebecca-mcquire-07972315/>



ROBIN BERTIN, CLIENT SUCCESS MANAGER

Robin has worked in the educational technology space for over six years and has a true passion for helping educators to get the best tools they need to be successful. **Her resume can be found here:**

<https://www.linkedin.com/in/robin-bertin-22178a239/>

Notable Members of our Support Services Team

Excellent support is an integral part of the Finalsite experience and is included in the annual Composer subscription. Support is available 24/7/365 through phone, email, and website-based ticketing. Our Support Services Team make sure you are receive the advice you need as well as timely problem resolution.



JOSH FULTON, VP DEPLOYMENT AND SUPPORT

Josh leads Finalsite's deployment and product support teams. He is committed to ensuring an excellent customer support experience across all service channels. **His resume can be found here:**

<https://www.linkedin.com/in/josiah-fulton-6a694224/>



GREG MACDONALD, DIRECTOR OF SUPPORT SERVICES

Greg joined Finalsite in 2016 and moved from Web Solutions Analyst to Assistant Manager in 2018 and Director of Support Services in 2021. **His resume can be found here:**

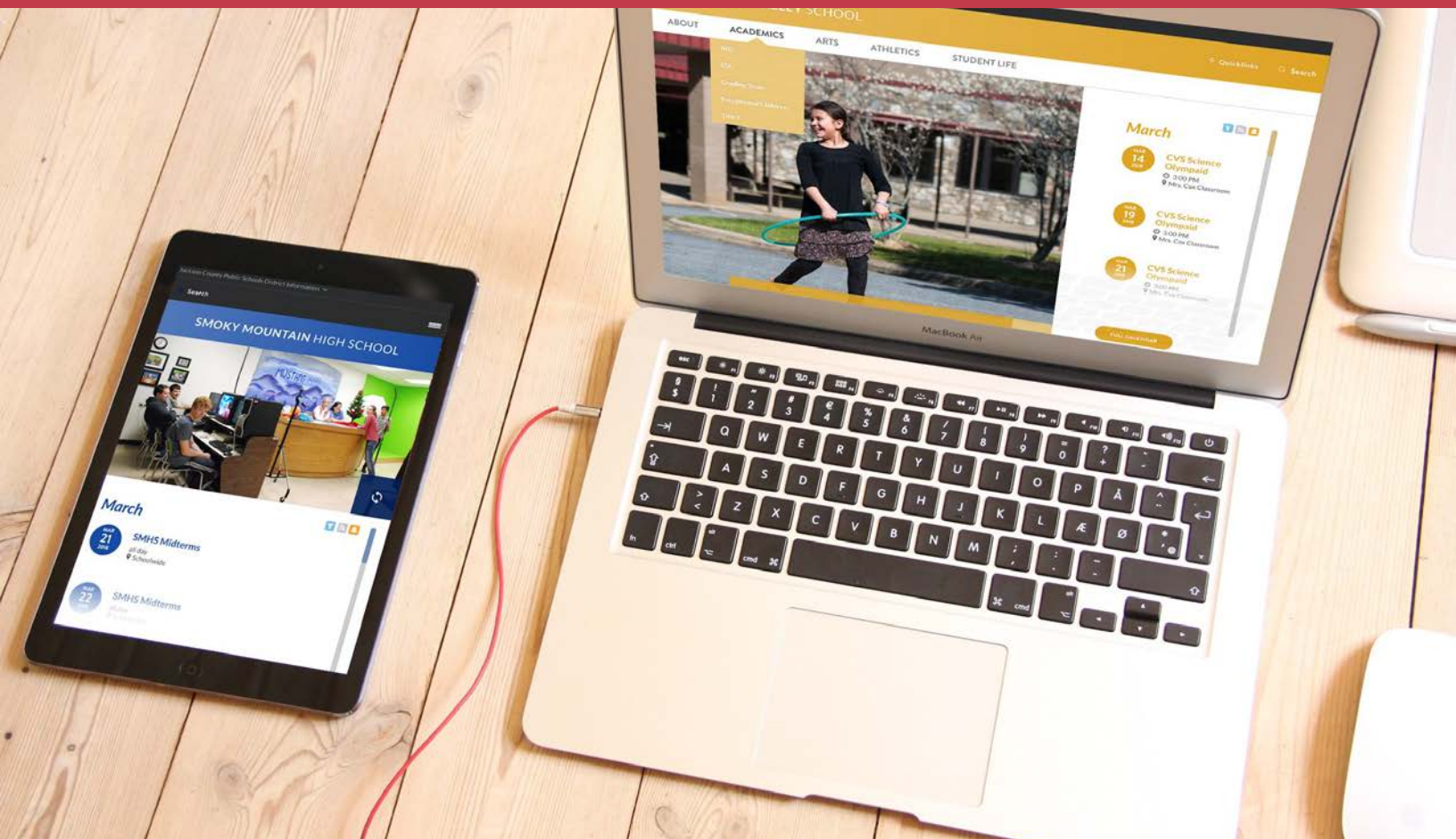
<https://www.linkedin.com/in/gregorymacdonald1/>



JOANNA ASHLOCK, CLIENT EDUCATION SPECIALIST

As a team lead within Finalsite's educational service group, Joanna is committed to ensuring an excellent training experience across all service channels. **Her resume can be found here:**

www.linkedin.com/in/joanna-ashlock-a5703a26b/



Section 1: Bid Response

1.3 Pricing Schedule

Note that Finalsité's proposal has been constructed based on our understanding of which modules, integrations, and transition services were required by the RFP. We recommend a detailed review of the list of recommendations during the proposal review to ensure nothing necessary has been left out or something unnecessary has been added.

Finalsité understands some of the challenges with budgeting and has a number of options to structure payments. Please feel free to start a discussion with us.

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; please see details below for Package 2 recommendation.	\$20,000
2	Training and end-user support	Included with Hosting
3	Ongoing Maintenance	Included with your Hosting
4	Hosting/License Fees; including Item 5 & 6 below.	\$16,000 /year
5	Add-on Services; IOS/Mobile App	\$3,500 /year
6	Add-on Services; Weglot Language Translation	3,500 /year

Signature: *Sheryl Jenkins*

Title: Client Success Manager

Print Name: Sheryl Jenkins

Date: January 19, 2024

1.11 Include any comments regarding pricing, discounts being offered, and information on other cooperative contracts held by respondent.

Proposer Response:

Finalsite is recommending a **Package 2, Custom** designed website (full redesign of your current site)

- The cost is a \$30,000 one time setup fee. Finalsite is offering a \$10,000 discount for a total of \$20,000.
- This cost includes any content migration, training and end user support.

For Wayne RESA’s hosting and Licensing fees; Your current subscription cost is \$12,500

- With the add on option of the IOS Mobile App for \$3,500.00 per year
- Language Translation is also included in your current subscription cost for a value of \$3,500 per year.
- The total subscription cost is \$16,000 per year.
- This price is confirmed for the total duration of the contract with no maintenance increase.
- Please see the Communications Core platform for districts package, (all of the software that makes up the subscription)

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

Scope of Software and Services Included in Pricing

CREATIVE AND DEPLOYMENT SERVICES PACKAGE	
<p>Public School Package 2 The Statement of Work ('SOW') for this Creative Services Package can be reviewed here www.finalsite.com/sowp2</p>	
COMPOSER CMS PLATFORM	
<p>Communications Core Platform for Districts View a detailed description of what's included in your software package here www.finalsite.com/dcc.</p> <p>Messages View a detailed description of what is included in your software package here https://www.finalsite.com/sow-mxr</p>	
PRODUCTS AND MODULES INCLUDED	
Finalsite Composer CMS	Unlimited Published Pages
Alerts	Granular permissions
Blog, News and Subscriptions with Finalsite Posts	FERPA-compliant Hosting, Security and Integrated CDN
Faculty/Staff Directory & Role/ Portal- Unlimited Users	WYSIWYG Content Editor & Drag-and-Drop Page Designer
LDAP/Active Directory/ Integration & Authentication	Website cloud storage (20 GB)
Forms- Unlimited	Tiered Permissions and User Management
Digital Asset Management & Document Library with Resources	Searchable Knowledge Base and Video Access
Finalsite Payments by BlueSnap	Priority Support with integrated ticketing
Feeds- Standard	Mobile-Friendly, Responsive Layouts
Page-Based Notifications (Page Pops)	Unlimited Calendars (Incl. Integration)

TRANSLATION	
Weglot Exclusive (7 Languages, 500K words)	
TECHNICAL SUPPORT, TRAINING, AND CONSULTING SUPPORT (Ongoing)	
Priority Support	Accessibility Training Modules (On Demand) - Unlimited/ Knowledge Base
Client Success Manager, Sheryl Jenkins	Training - Role-Based Learning Pathways (On Demand) - Unlimited

Finalsite PRIORITY Support Plan Includes:

- Priority Ticket Routing for all tickets (problem and non-problem tickets)
- 24/7 support for critical issues via ticketing system, email ticket, or voicemail ticket
- Standard Ticket Routing for non-problem tickets (Ask a question, request a service)
- On-demand phone support with Priority Call Routing (during business hours)
- Unlimited access to Knowledge Base articles, help videos, and self-guided training materials
- CommunityVoice user community access

Pricing for Content Management System, Training, Support, and Hosting

TOTAL CREATIVE SERVICES COST
\$30,000-10,000= \$20,000

SCHEDULE	AMOUNT
Year 1	\$16,000
Year 2	\$16,000
Year 3	\$16,000
Year 4- (1 year renewal option)	\$16,000
Year 5 (1 year renewal option)	\$16,000

Pricing for Alternative Design Packages

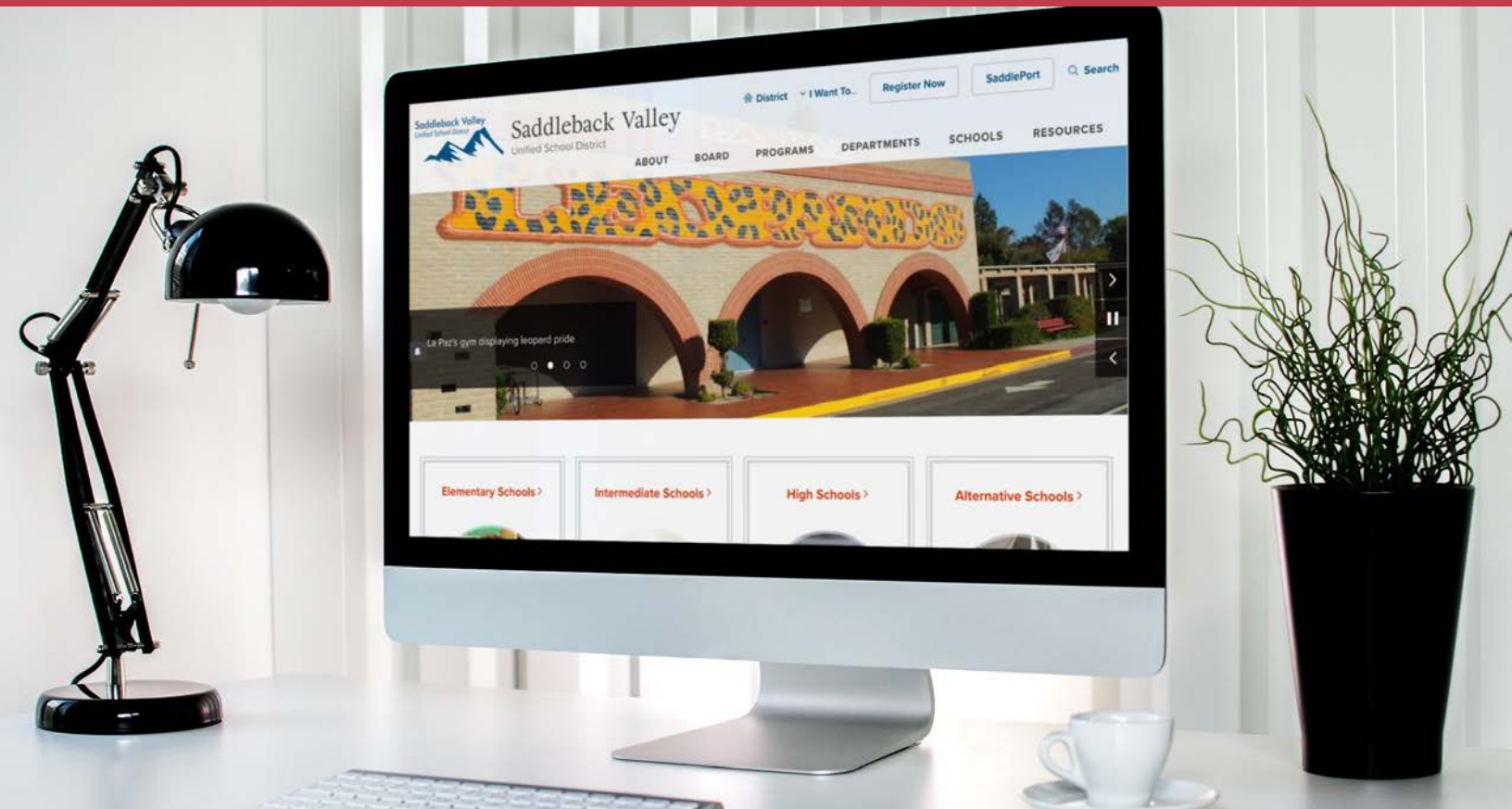
(If you choose a different design, price below will replace Setup Cost quoted)

SETUP AND DESIGN PACKAGE OPTIONS	TOTAL SETUP COST
Theme Design - Start with one of pre-packaged designs from the Theme Library and then customize with your own imagery, logo, school colors and fonts to individualize the theme for your school. See the Theme Design Scope of Work at www.finalsite.com/sowpt .	\$12,000
Theme Flex Design - Select a design of the website from Finalsite's collection of pre-built designs in the Theme Library. Customization options include some structural changes as well as imagery, logo, colors, fonts, and other modification options beyond the Theme Design. See the Theme Flex Design Scope of Work at www.finalsite.com/sowptf .	\$17,000
Package 3 Design - Fully customizable design with approximately 300 combined hours of design, data integration, and project management. See the Package 3 Design Scope of Work at www.finalsite.com/sowp3 .	\$40,000
Best in Class Design - An advanced custom designed website solution with a default project plan duration of 100-150 days. See the Best in Class Scope of Work at www.finalsite.com/sowpb .	\$65,000

Optional Add-on Functionality

The following modules, services, and functionality can be added to Wayne RESA's Finalsite pricing package at the annual subscription rates listed below.

OTHER MODULES/FUNCTIONALITY/SERVICES	ANNUAL SUBSCRIPTION COST
AudioEye Ally ADA Managed Service 1-3 Year Term	\$8,500
Advanced Search	\$900
Messages XR Communications package	\$3,250



Section 2: Proposer Information and Acceptance

We hope you feel confident knowing that Finalsité works with over a thousand happy districts across the country. In this section, you will find the completed forms requested in the RFP as well as a few references you can contact to hear about the Finalsité difference.

“ When we were looking for a new vendor, we wanted to go with a company that was going to be able to design us something current and modern. Finalsité stood out to us because of the design savviness and the features specific to districts. While the price was slightly more than our other options, the end result was worth the extra expense. ”

ANDY CRISP, WEB AND MEDIA SPECIALIST | LAGUNA BEACH UNIFIED SCHOOL DISTRICT



2.1 Company Profile

Company Profile	
Full Legal Name	Active Internet Technologies, LLC, dba Finalsite
Address	655 Winding Brook Drive, Glastonbury, CT 06033
Website	www.finalsite.com
Primary Contact	Sheryl Jenkins, Client Success Manager Phone: 860-362-0134 Email: sheryl.jenkins@finalsite.com.
Dun & Bradstreet (D&B) Number (if applicable):	18-5907607
Has your company been debarred by the Federal and/or State Government?	<input checked="" type="checkbox"/> No
Have you ever been in bankruptcy or in reorganization proceedings?	There are no bankruptcy, reorganization, or government investigations of our company, officers, or directors.
Federal Tax ID Number	06-1576982
Brief history of your company, including the year it was established	Finalsite was incorporated in 1998 and has been serving educational and public institutions for 25 years. Finalsite’s business is providing high-quality, ADA-compliant websites and communication/mass notification systems, robust and secure hosting, 24/7 support, and innovative software in the education sector. We believe in the power of education. This fuels our mission at Finalsite—to empower schools to thrive. We accomplish this by building innovative solutions that elevate school engagement.
Signature	<i>Sheryl Jenkins</i>
Name and Title	Sheryl Jenkins, Client Success Manager
Date	January 19, 2024



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: Berrien RESA	
Contact Name: Karen Heath	Contact Title: <i>Director of Communications & PR</i>
City: Berrien Springs	State: MI
Phone Number: 269.471.7725 ext. 3147	Years Serviced: 1 year
Description of Services: Berrien RESA is one of 56 education service agencies in the State of Michigan serving over 24,000 students in Berrien County. The schools we serve include 15 public school districts, 20 non-public schools and 3 charter school academies.	
Annual Volume: Serving 24,000 students.	

Entity Name: Troy School District	
Contact Name: Kendra Montante	Contact Title: Director of Communications and Strategic Initiatives
City: Troy	State: MI
Phone Number: (248) 989-0875	Years Serviced: 5 years
Description of Services: Troy Public Schools has a reputation as an outstanding school district. They have six National Blue Ribbon schools and all of our schools are Michigan Exemplary Blue Ribbon schools; both of our high schools are ranked among the top four percent of all schools in the United States by Newsweek Magazine; our student achievement levels are among the best in Michigan and the nation.	
Annual Volume: Serving 12,500 Students.	

Entity Name: St. Clair County RESA	
Contact Name: Lisa Steinborn	Contact Title: Communications and Marketing Coordinator
City: Marysville	State: MI
Phone Number: 810-455-4032	Years Served: 2 years
Description of Services: St. Clair County RESA — the Regional Educational Service Agency — is one of 56 intermediate school districts in Michigan. We are dedicated to providing cost-effective, high-quality services to the county’s 20,000 students and the seven public school districts that educate them.	
Annual Volume: Serving 20,000 students	

Entity Name: Oakland County ISD	
Contact Name: Sheri Stuart	Contact Title: Director of Communication Services
City: Waterford	State: MI
Phone Number: 248.209.2181	Years Served: 5 years
<p>Description of Services: Oakland County ISD is a regional educational agency that provides quality support services, resources and programs throughout the 28 K-12 school districts that educational service agencies that save money and resources for K-12 districts by:</p> <ul style="list-style-type: none"> • providing consolidated support and services • training teachers in the latest research-based methods • piloting innovative programs • coordinating early childhood, special education and vocational services across the regions. <p>Oakland Schools is an autonomous, tax-supported public school district governed by Michigan General School Laws.</p>	
Annual Volume: Serving more than 175,000 students.	



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.



James Calabrese, CFO
Printed Name of Respondent


Signature of Respondent

Active Internet Technologies, LLC, dba Finalsite
Company Name

January 16, 2024
Date of Signature



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

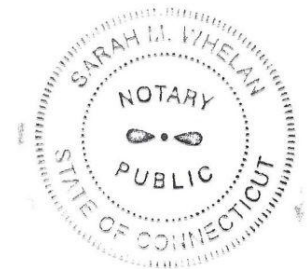
The applicant hereby assures that it will provide the pass-through entity, i.e., the Wayne County Regional Educational Service Agency, and auditors with access to the records and financial statements as necessary for the pass-through entity to comply with 2 CFR, Part 200, Subpart F and Compliance Supplement 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:	
Date:	January 16, 2024



Sarah M. Whelan
NOTARY PUBLIC
 State of Connecticut
 My Commission Expires 6/30/2025

Notary	
State of	<u>Connecticut</u>
County of	<u>Tolland</u>
Sworn to and subscribed before me, a notary public in and for the above state and county, on this <u>16th</u> day of <u>January</u> , 20 <u>24</u> .	
Notary Public	
My commission expires: <u>June 30, 2025</u>	



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:



James Calabrese, CFO
Company’s Authorized Representative / Position Title


Signature of Company Representation

Active Internet Technologies, LLC, dba Finalsite
Company Name

January 16, 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).



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.



James Calabrese, CFO
Company's Authorized Representative / Position Title

John
Signature of Company Representation

Active Internet Technologies, LLC, dba Finalsight
Company Name

January 16, 2024
Date of Signature