



Date: September 2, 2025

To: Dr. Robert Halverson, Superintendent of Schools  
East Aurora School District 131 Board of Education

From: Brittney Walker, Public Relations Officer

Subject: It is recommended that the district transition to Finalsight as District Website Host

**The Issue:**

East Aurora School District 131's current website platform (Floodlight) no longer meets the district's growing needs for accessibility, translation, and ease of use. With an increasingly diverse community and a district-wide focus on belonging, we require a platform that ensures equitable access to information, reduces the burden on school-based staff, and enhances district-wide communication.

**Justification:**

After soliciting and reviewing proposals from three qualified vendors, the Community Relations Department recommends Finalsight as the new website provider. Finalsight best meets our operational and equity needs for the following reasons:

- **Accessibility:** ADA compliance tools (AudioEye) will ensure equitable access for users with disabilities.
- **Translation Services:** Weglot translation supports our top five district languages (English, Spanish, Arabic, French, and Swahili) helping to break down language barriers for families.
- **Operational Efficiency:** Finalsight provides on-demand training, 24/7 support, and a Virtual Webmaster service to reduce the workload for school-level webmasters and ensure consistent quality. They also offer a responsive web design that easily converts from desktop to mobile phones.
- **Scalability and Reliability:** The platform supports 22 school sites plus the district site, with centralized design and content migration (transfer of data from current websites to new websites) included. This allows for consistent branding and information across all school websites.

**Board Policy and Past Practices:**

The department evaluated three vendors and selected Finalsight based on its ability to meet district goals now and into the future, as we expand.

**Strategic Plan:**

This transition advances several goals of the D131 Strategic Plan with a specific focus on:

- **Strategic Goal #1, Equity:** Translation and accessibility features directly address the diverse needs of our families.
- **Strategic Goal #2, Operational Excellence:** Implementing Finalsight ensures a research-based, efficient system for communication.



**EAST AURORA**  
SCHOOL DISTRICT 131

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**Financial Impact:**

The one-time setup cost is **\$18,200** (First payment due in October) and the annual subscription begins at **\$26,290** in FY25–26, with modest annual increases thereafter. These costs will be absorbed within the Community Relations Department’s existing budget without requiring additional funds.

**Supporting Data:**

- Finalsite Proposal (attached)
- Finalsite Order Agreement (attached)

**Recommendation:**

It is recommended that the Board of Education approve the transition from Floodlight to Finalsite as the district’s website host, with implementation beginning October 2025 and public launch in summer/fall 2026.

**Timeline for Decision**

Approval is requested at the September 2 Board of Education meeting to allow timely execution of the contract and access to discounted setup pricing.

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