Prepared by Jason Phelps
Website Modernization

Purpose
The purpose of this report is to outline the district plan for modernizing the district website. This report provides a rationale for selecting Apptegy over Finalsite to improve digital accessibility and streamline parent communication and ensure a consistent user experience across our community.

Background and Information
As the district plans for technological improvements we have evaluated two leading website vendors namely Apptegy and Finalsite. While reviewing annual pricing and feature sets such as Apptegy at $15,315 per year versus Finalsite at $14,950 per year with additional setup and webmaster support costs our administrative team and technology department have determined that Apptegy provides the most effective solution for our district needs. This represents a minimal increase over our current spending on the website and communication platforms.

Operational and Technical Rationale
Our district's unique communication and accessibility needs require a robust centralized platform that aligns with our stakeholders.

- The administration prioritizes improving website accessibility and supporting the district ADA compliance efforts.
- The platform must make news and emergency alerts and newsletters and two-way messaging significantly easier for families to access.
- Aligning with the local high school which currently utilizes Apptegy ensures a familiar interface and a smoother transition for families moving up to high school.
- Financial review indicates Apptegy offers a comprehensive package including a dedicated website and custom mobile app and alerts and Rooms and two-way messaging and newsletter templates and artificial intelligence tools with zero quoted setup costs.

Communication and Engagement Enhancements
We are committed to refining family communication and digital engagement to ensure seamless connectivity.

- The district is leveraging modern design and accessibility tools to make ongoing updates simpler for staff.
- Integrated parent communication tools centralize alerts and two-way messaging in a single platform.
- Providing a consistent and modern interface ensures that community members and parents remain fully informed across all school buildings and the High School.

Administrative Recommendation
This report is provided to ensure the Board and our stakeholders understand the rationale behind our vendor selection. Presented by Assistant Director of Technology Jason Phelps as an information item, the administration recommends moving forward with Apptegy as the most responsible and effective website modernization choice for Streator Elementary School District 44.