



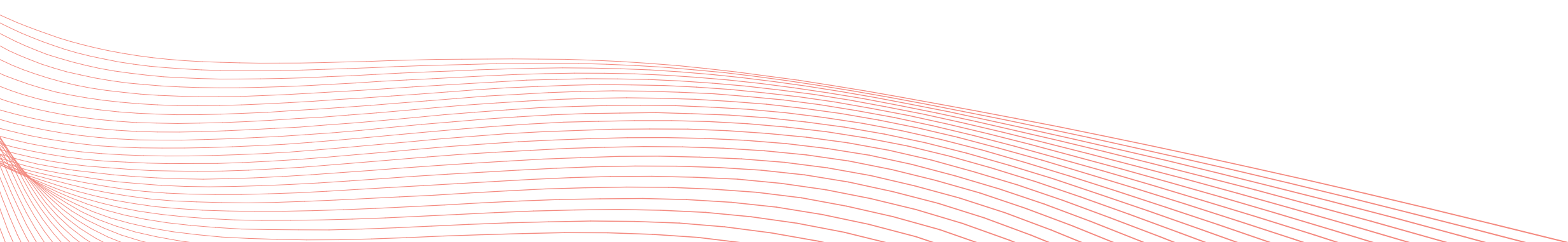
Hey Team!

Like we talked about, with so much competition for students, teachers, and space in people's minds, it has never been more important to share the positive things happening at the district. And with all of our current and prospective families being on mobile, that is your biggest opportunity to build those advocates.

And with Apptegy, you now have one place where you and your staff can go into and share the positive stories happening at the district. I included in this booklet a few examples of what that could look like.

Take care,

Caden



Include everyone on the device they use most.



Push Notifications

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

School Sections

Enable users to drill down to view content for a specific school or set a default school.

The Info People Want

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



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

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

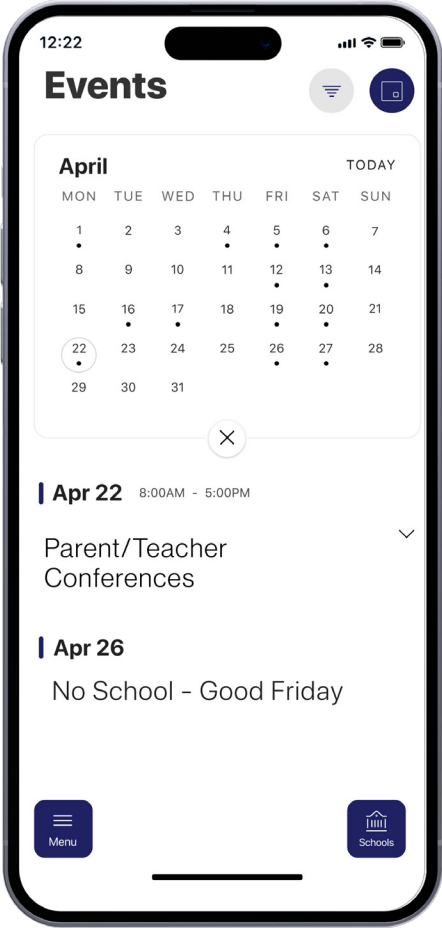
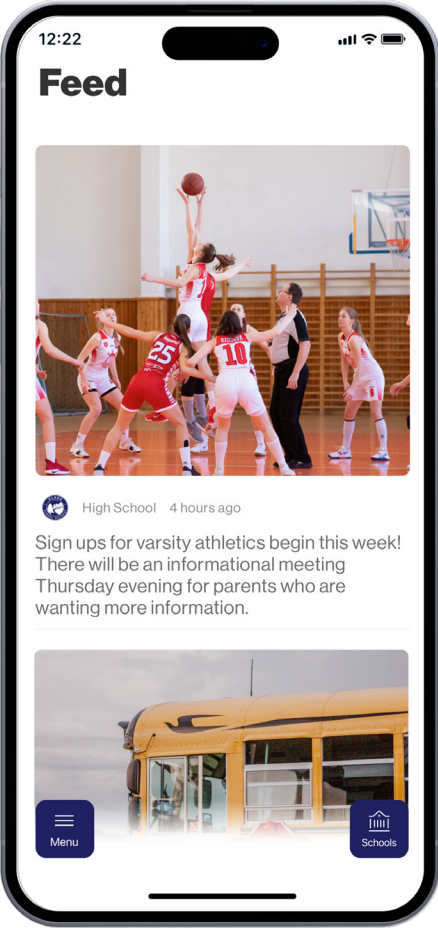
To reach that goal, you have to meet people where they spend their time online. That's why we help you build a **mobile strategy.**

Single Source of Truth

To win in school marketing, you need to stand out on the devices people use the most. That's why we use state of the art design and technology to create an intuitive user experience that your audience will love. Our native mobile apps load quickly and present information so it's easy to understand on a smaller screen.



- News
- Events
- Documents
- Breakfast & Lunch
- Staff Directories
- Athletics & Schedules

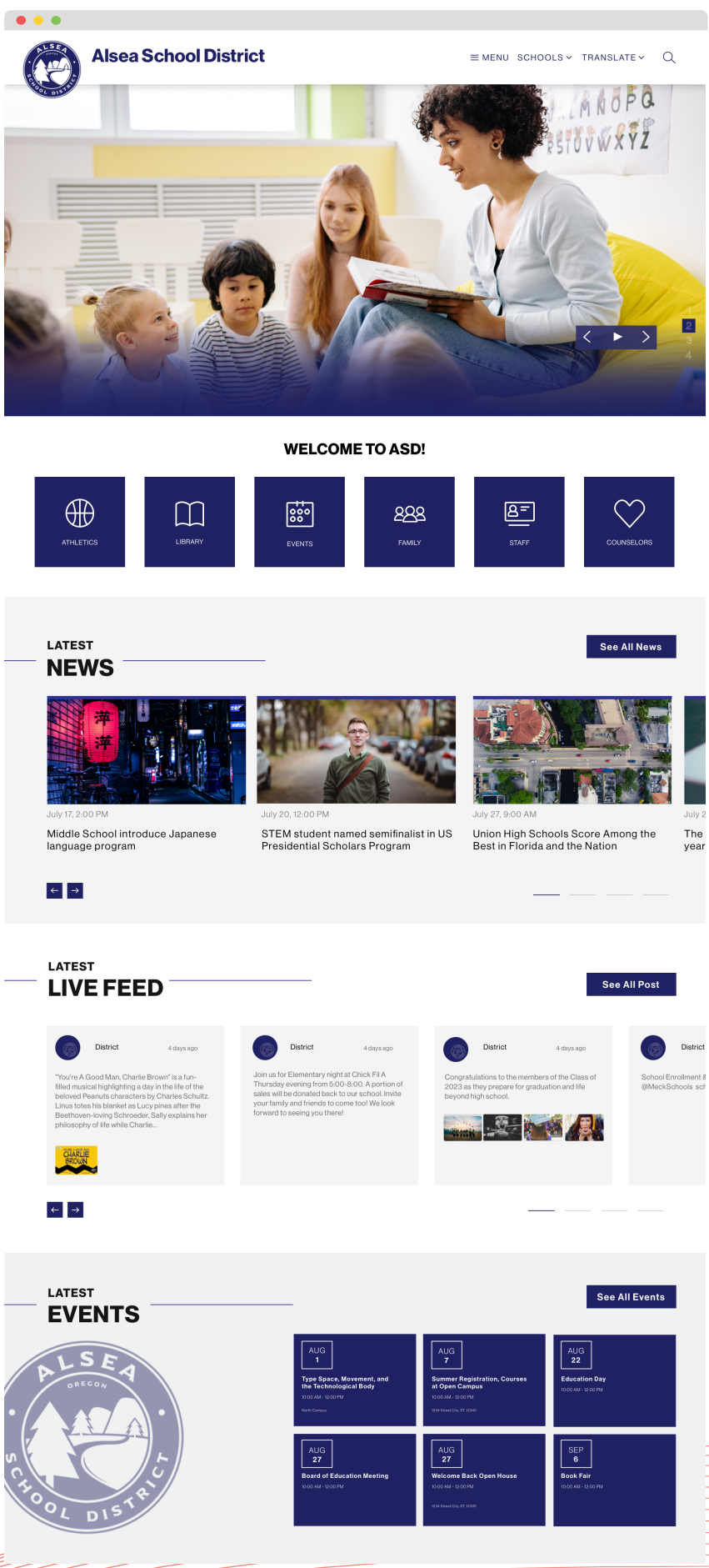


Your Website Could Look Like This:

We follow modern design best practices to offer a clean and appealing visual experience to your audiences. **Every website we build and host is ADA-compliant.** In addition to providing the tools to ensure compliance, we also provide ongoing **ADA training** for district staff to ensure that added content is compliant as well.

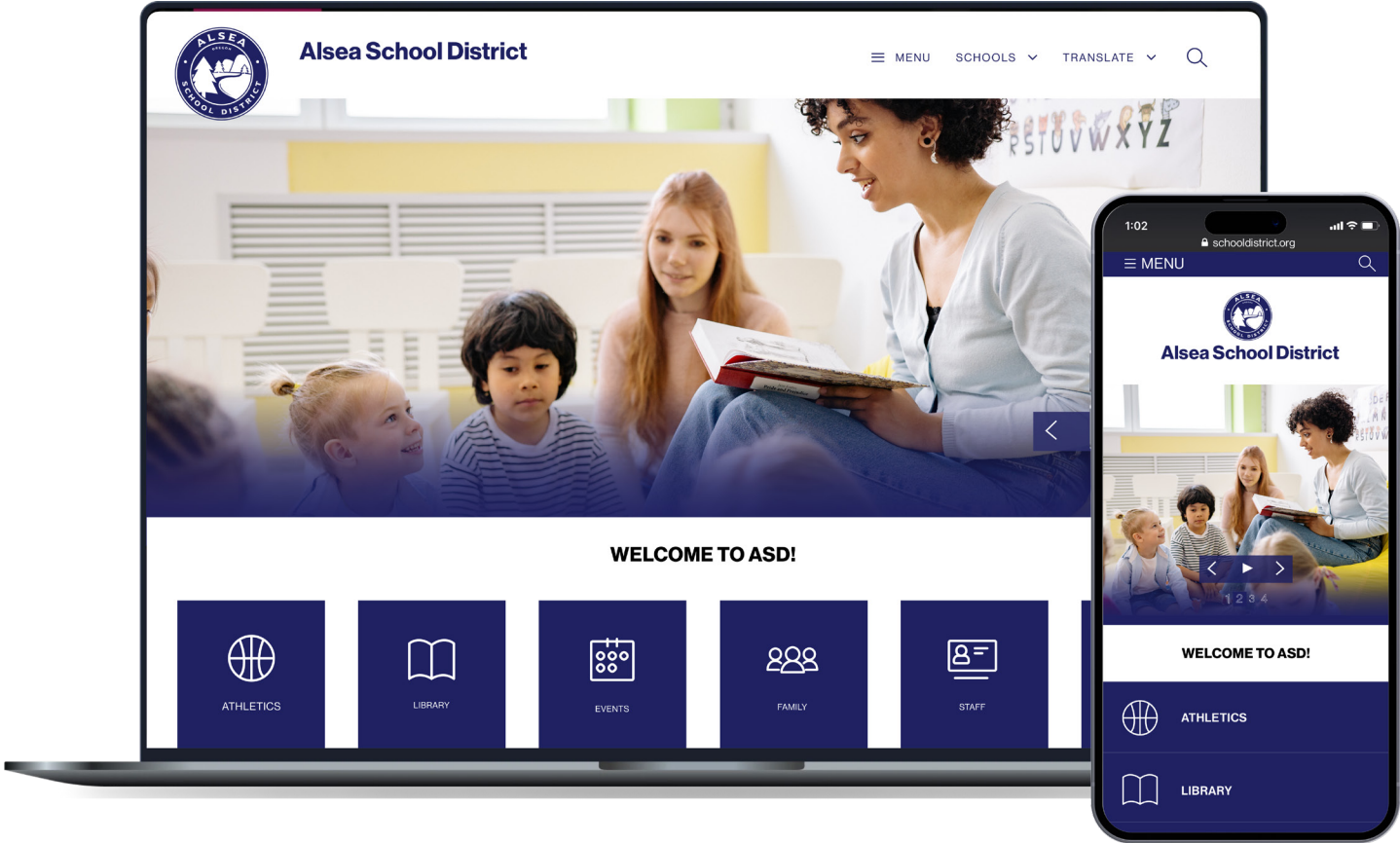
Share What Makes Your District Stand Out!

- Live feed**
A place for short updates to keep everyone in the loop. It's like a Twitter feed reserved for school information.
- Events**
Bring your community together with a simple and powerful events calendar.
- News**
Highlight the exciting stories and achievements going on in your district.
- Programs**
Highlight what really matters. We'd love to feature your programs and make it easy for your audiences to find what they're looking for.



Build an experience your audience will love.

A good website stands out by offering a great user experience. That's the best way for you to make a positive first impression and get people to come back.



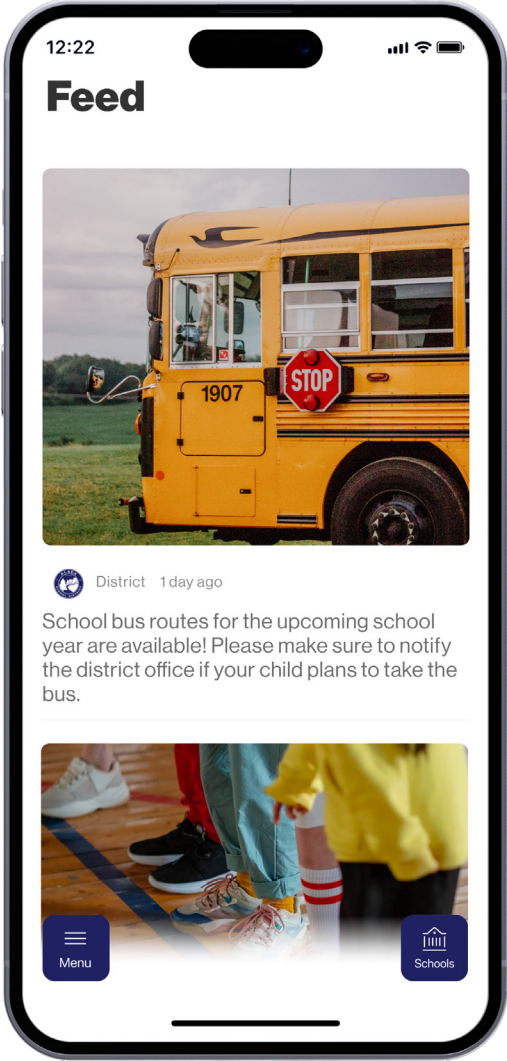
Responsive Design That Works On Any Device

Having a responsive website is a **must**. It's an important part of your mobile strategy, so we build all of your websites to be fully responsive. This also means you don't need to recreate content to make it accessible to smartphones. This helps users with visual or motor impairments navigate the website from all device types and screen sizes.

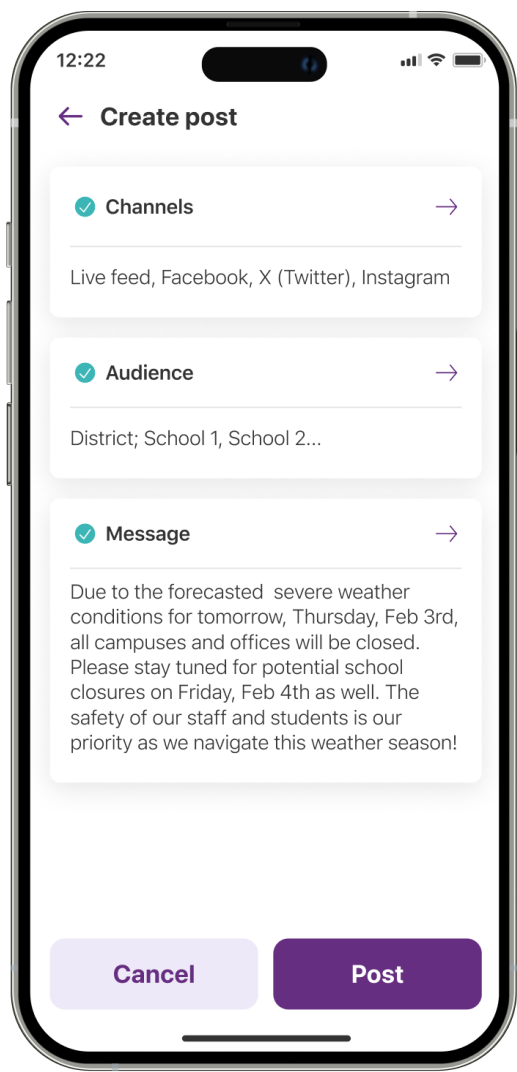
Language Translation

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

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



Create, share, and manage **your brand.**



The stories of student achievement happen in your classrooms, stadiums, and auditoriums. Apptegy’s app for Android and iPhone allows the people closest to the stories to be the storytellers, wherever they are.

Simply take out your phone, write an update, and instantly share it across all the devices and social networks your community uses to find information.

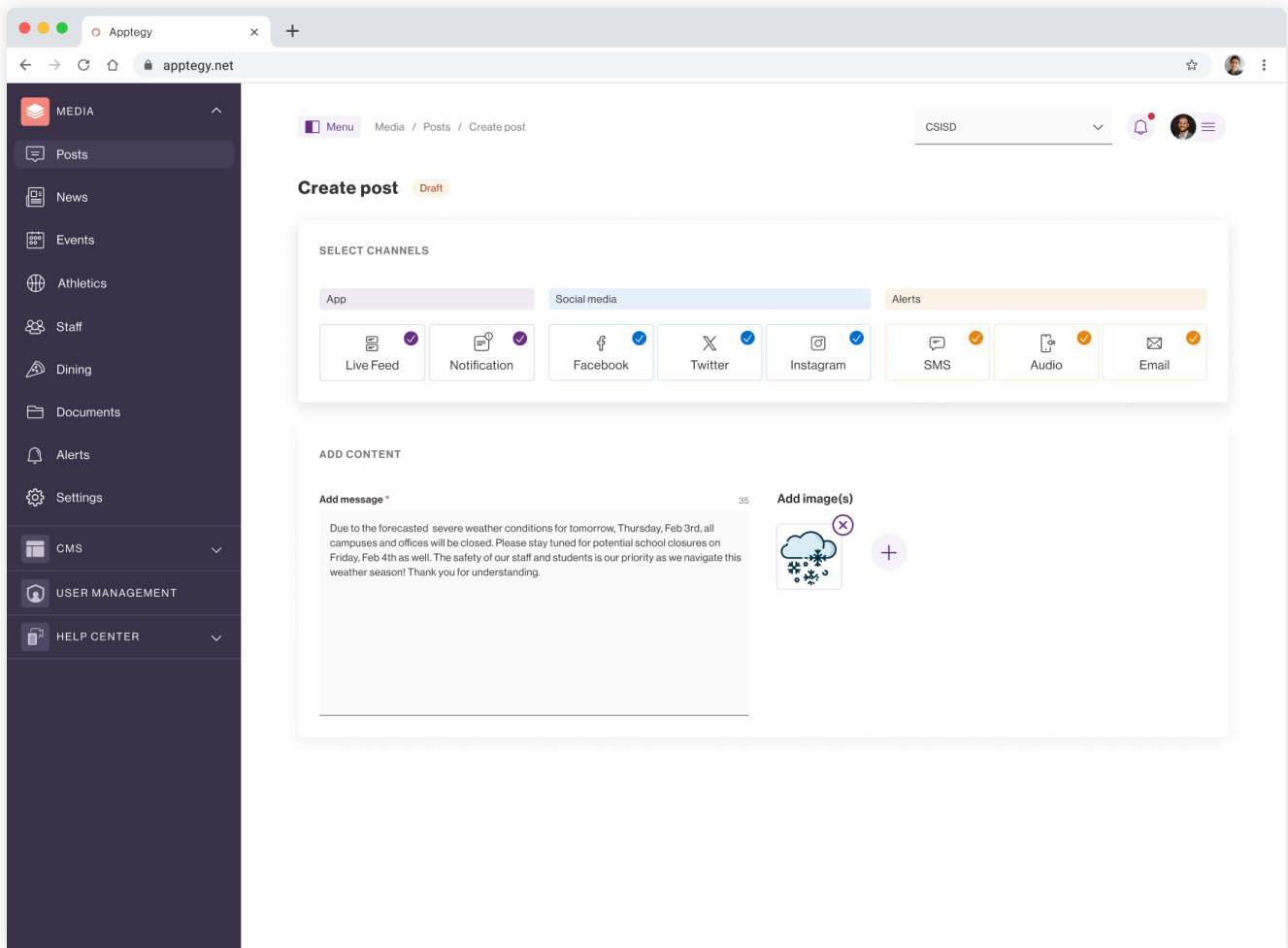
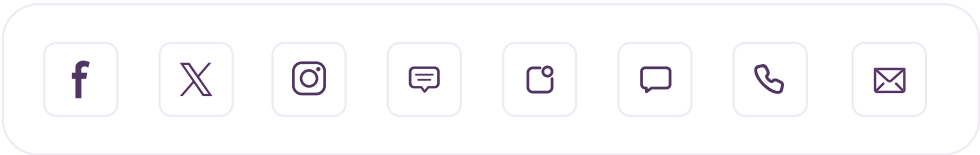
Advocate for your schools with a powerful brand.

Ease of Use

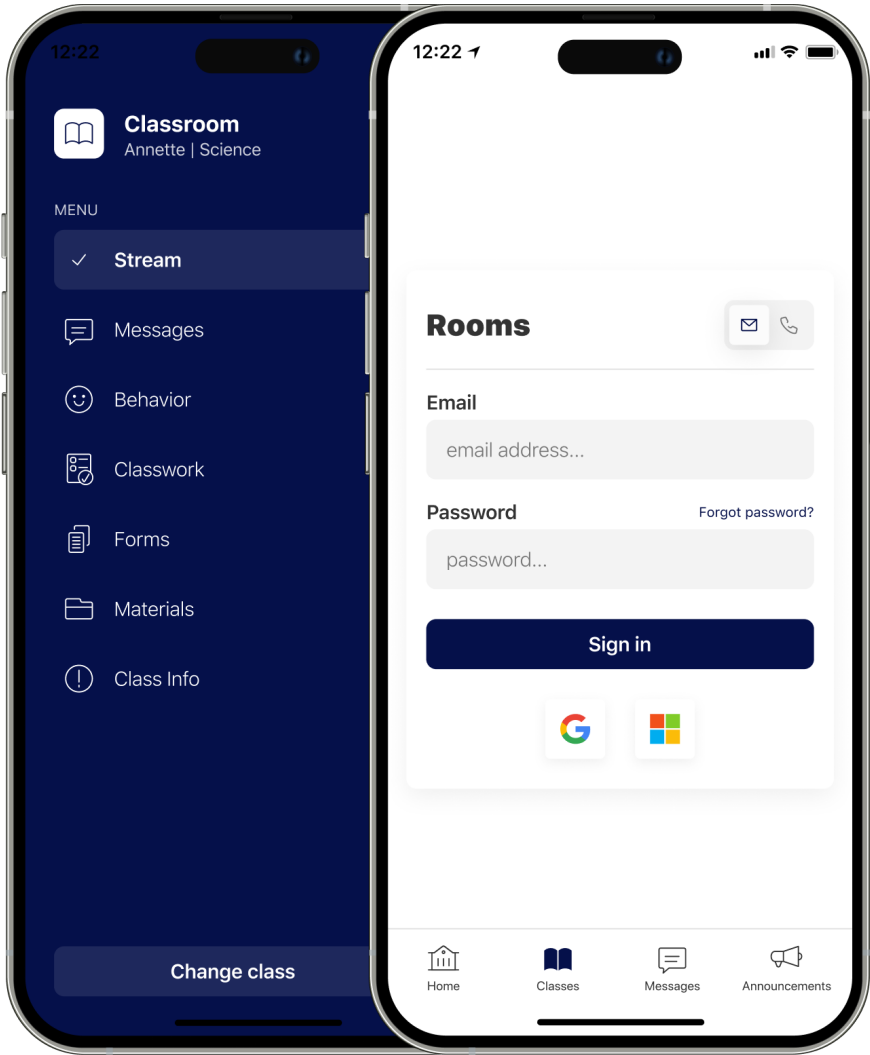
Most districts have to make an impossible choice: use a system that is really simple but lacks functionality or use a system that’s comprehensive but too complex for most users. That’s why we built the Apptegy Platform.

With Apptegy, you can **write a message** once and automatically send it across your mobile app, website, Instagram, Facebook, X, push notifications, text messages, voice calls, and email. Sharing is simple, and you can be sure that each message makes it home.

The districts we work with replace their current emergency notification system with our built-in alert system. That way, your entire team has **just one platform to update.**



Make your app the hub of **teacher-family communication.**

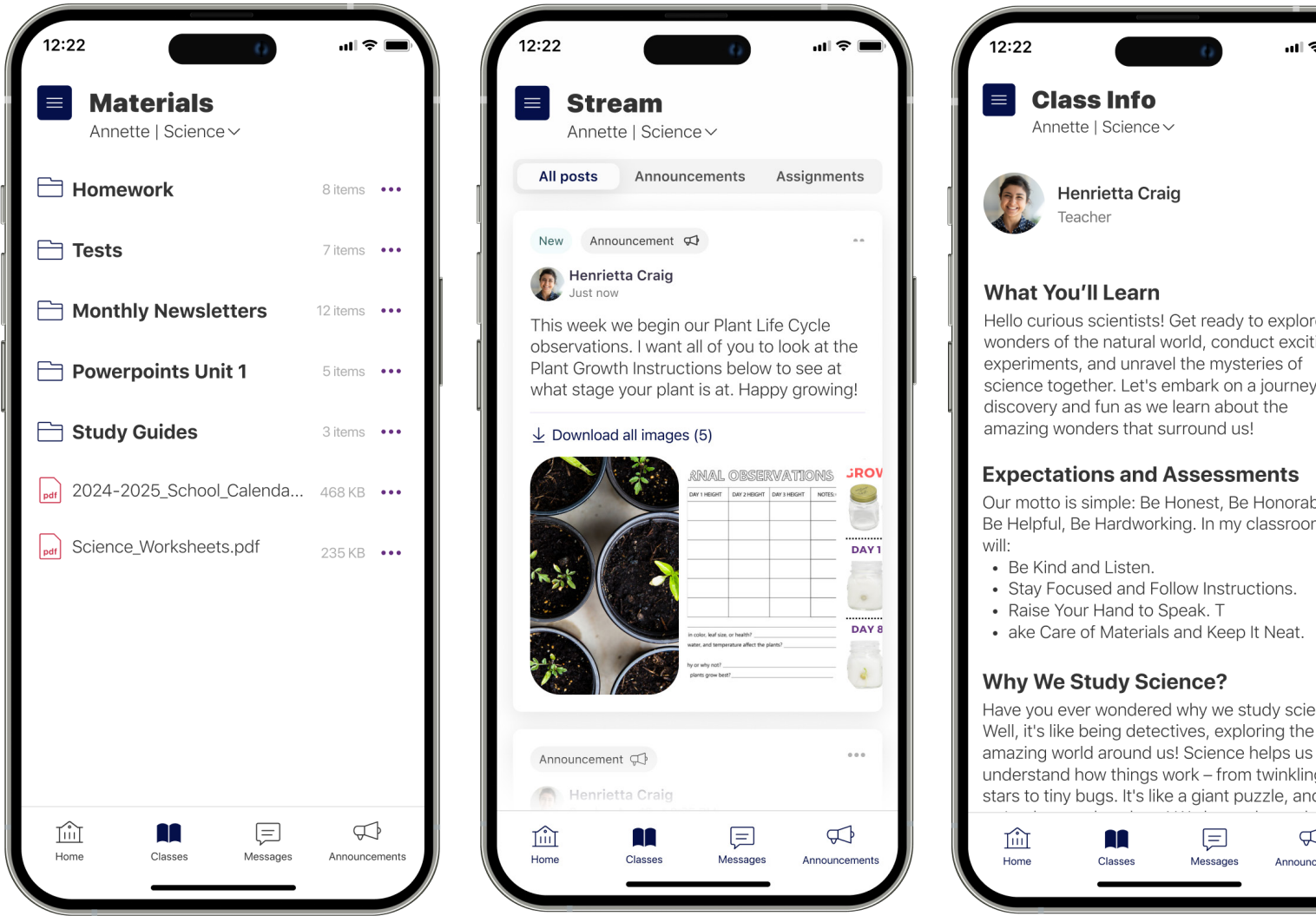


Guardian, student, and teacher user experience is at the heart of what makes Apptegy so powerful. Apptegy empowers everyone in your district to be better communicators.

Having a digital classroom is no longer just an option—it’s a necessity. Apptegy helps teachers manage online classrooms and family communication all through one tool.

Bring the dialogue into one place.

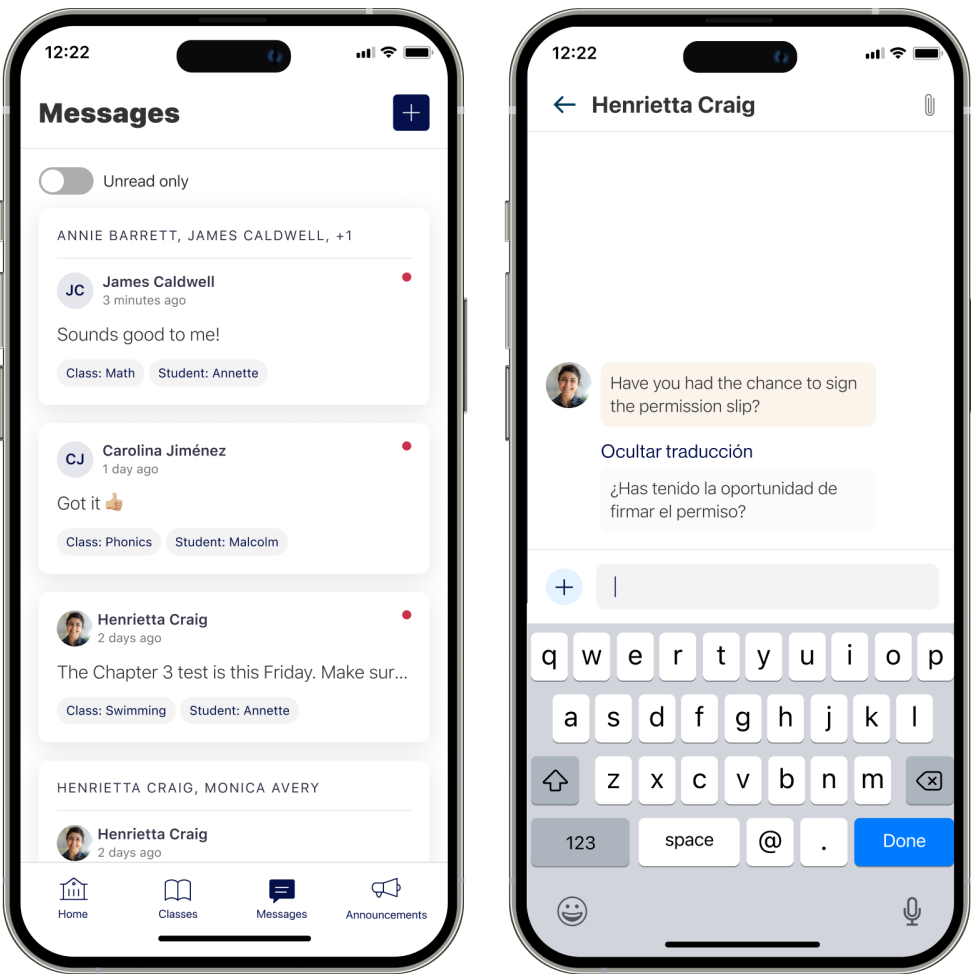
Teachers play a key role in promoting and representing a district’s brand. Apptegy empowers teachers with the tools needed to give families a seamless communication experience.



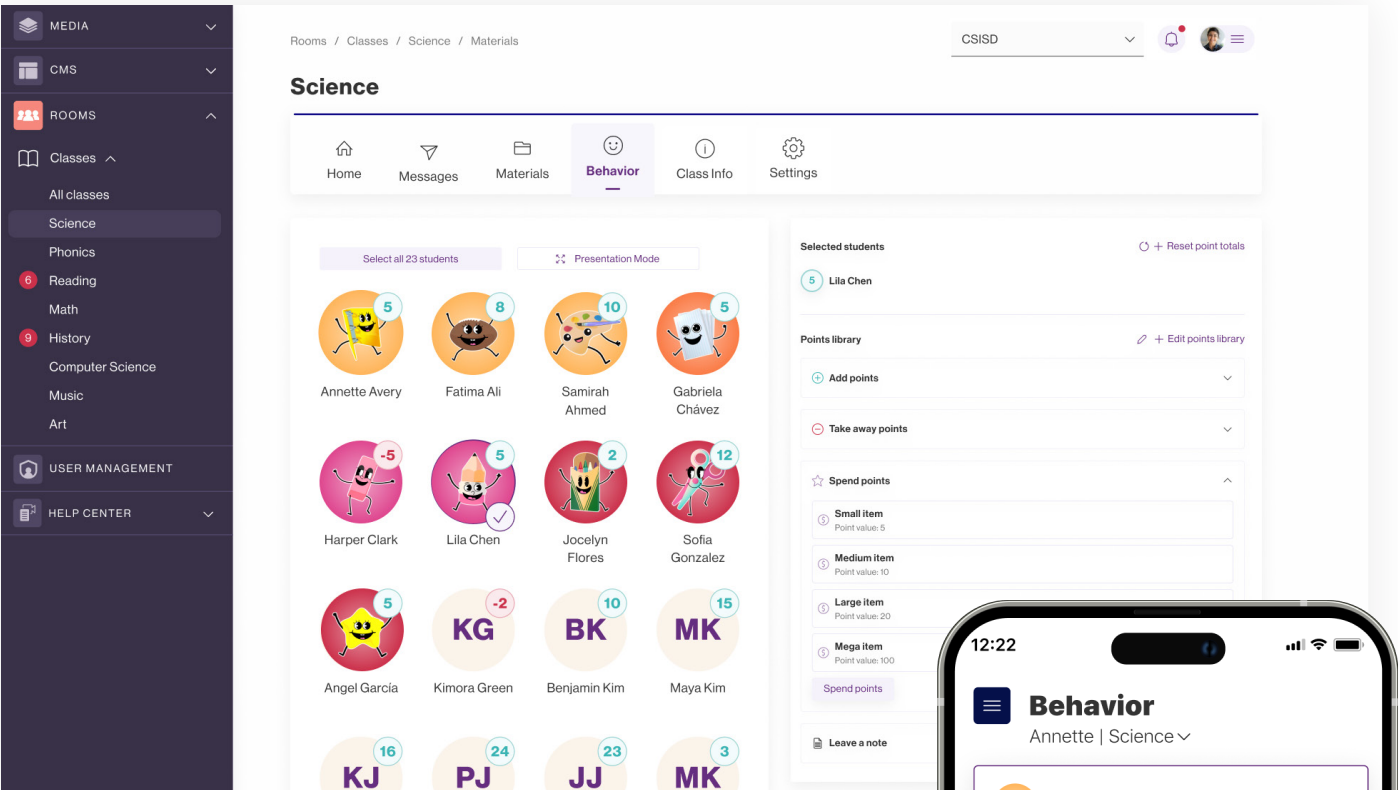
A two-way messaging solution **integrated directly with your school app.**

Apptegy takes conversations from disparate channels and unifies them in one place. Guardians will never have to wonder when their kid’s homework is due, and students can ask their teacher school-related questions in a monitored, safe space.

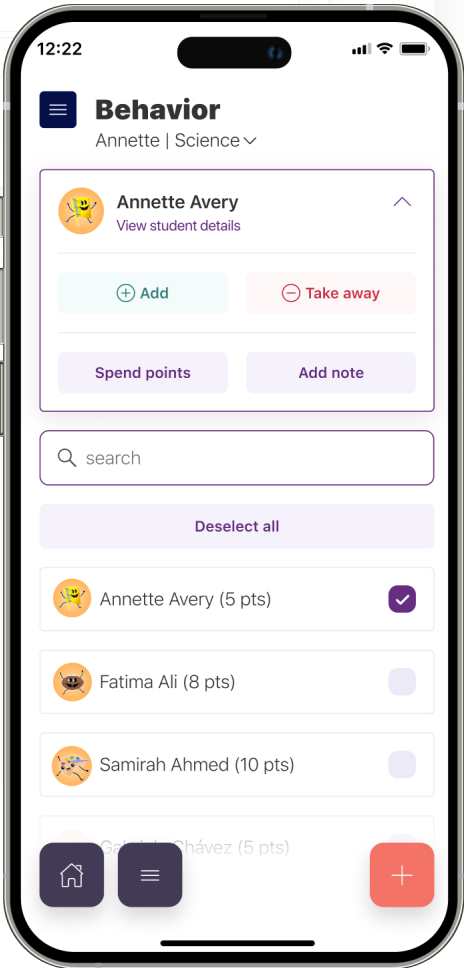
Messages and announcements are automatically **translated into a family’s preferred language.**



Behavior



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



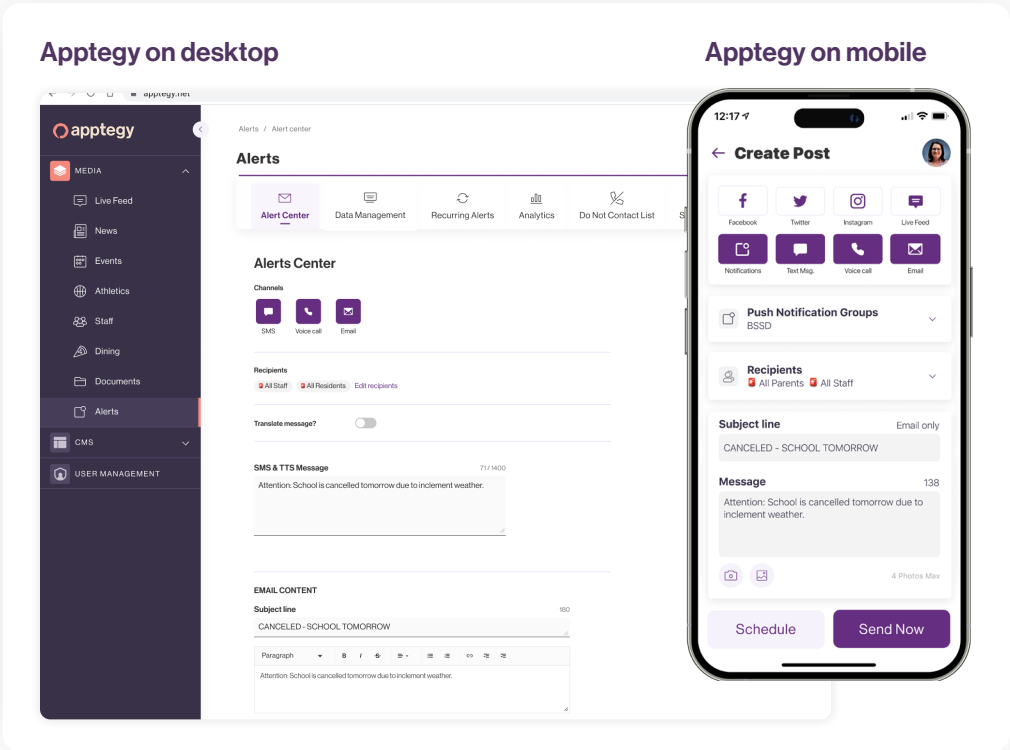
Mass Communication System: Alerts

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



The Backend

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



Radically better experience.

We won't charge for our initial training, and we will never charge for ongoing training — even if we did one per week. All of our trainings are done via zoom, so those sessions are recorded and available at your disclosure. Additionally, you can use tools like our help center or live chat to receive immediate assistance.

Client Success

“Support” is about more than helping with questions and addressing concerns. You will have a dedicated point of contact for:

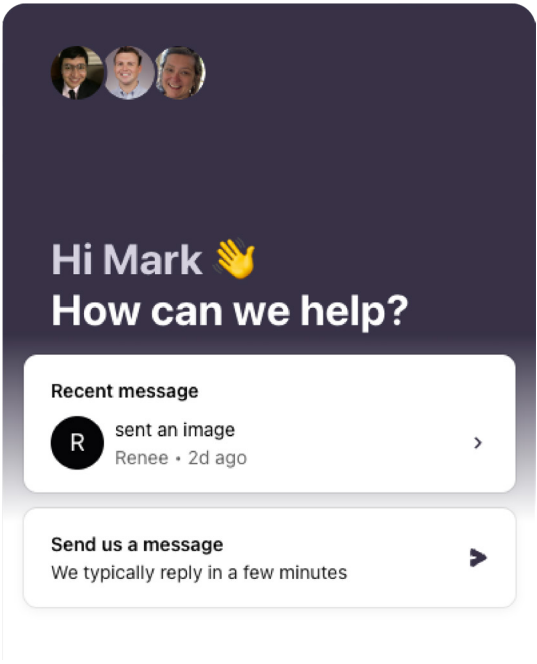
- Marketing Strategy
- Best Practices
- Feature Updates
- Product Rollout Campaign

All training is included & unlimited

Response Time

Our average response time is **60 seconds**, and most requests for support are closed within 30 minutes. Here are some ways to reach us:

- Live Chat (online)
- Phone
- Email



Let's keep the conversation going.



📞 **(402) 332-7447**

✉️ **caden.mason@apptegy.com**

Feel free to reach out to me through email or my personal cell phone number.