



Sharon Williams, Ed.D.  
*Superintendent of Schools*

To: RIMSD 41 Board of Education  
From: Dr. Sharon Williams  
Cabinet Champion: Redrick Terry, Director of Communications  
Date: December 10, 2024  
Re: Apptegy Contract

As we continue to move forward with our shared district goal of improving our overall communication, both internal and external, our website continues to be key in accomplishing that goal. Over the course of the past 7 years, we've been using the same vendor. Over the course of the last 5 months, we've been exploring other options that better serve today's needs of all of our stakeholders, meeting them where they already are.

After careful consideration, we narrowed down to three website vendors that we felt best provided us that opportunity. After discussions and demonstrations with the Cabinet, we decided the services provided by Apptegy will best fit our district/stakeholder needs. Among some of the external highlights, like a modern and dynamic website/mobile app design, the functionality of getting content out will be made much easier for both the Communications Department and for staff members inside our schools that want to send content to the district.

In addition, there will be virtually no additional cost associated with this move, as a result of the ability to consolidate several of our other vendor agreements with Apptegy's service. In addition to the Content Management Services (CMS) services with our website and app, Apptegy also offers a two-way communication system, newsletter creation tool, as well as a robocall feature that would eliminate the need for at least three other current vendors used by our district.

The total cost of a three-year agreement with Apptegy would be \$91,300. This includes a \$29,500 annual cost, and a one-time app development fee of \$16,000 which could be discounted by \$11,200 if the agreement is signed by 12/31/2024. We would also receive a \$2,000 discount for signing a multi-year agreement. Services within the agreement include the website and app design/hosting (with one included yearly re-design), unlimited text/voice/email communications, unlimited support service/training, newsletter creation service, and static content migration. We are currently on track to pay \$33,241 for these services for the 24-25 school year, using three separate platforms, not including the mobile app which would add an additional \$5,962.50 to that total.

**Investment Period: January 2025-June 2028**  
**Total Investment: \$91,300.00**  
**Funding Source: District/Communications Budget**

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