



New Fairfield Public Schools

Proposal for Website & Mobile App



Hi Team New Fairfield!

It sounds like you are looking for a modern web presence that's easy to use, both for your community and your staff.

There are hundreds of companies that can build a good-looking website for you. However, we know that school districts are competing for their families' attention and having a good website is no longer enough to stand out.

In order to stand out online, you have to start with a great user experience for your community and an online communication platform that your team will actually use. In this proposal, we've outlined how we've completely rethought the concept of school websites.

Talk soon,



Matthias



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Tab 1: Communications Strategy



Introduction

Public school districts are under more pressure than ever to **compete for their families' attention**.

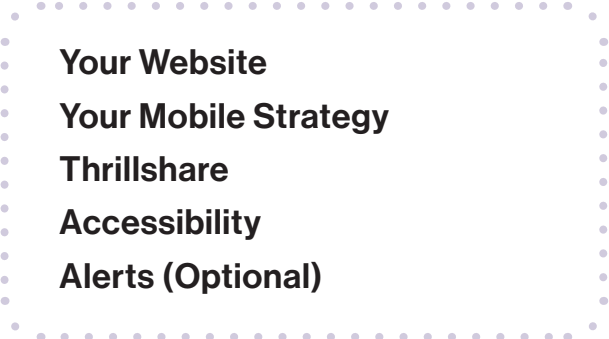
With so many distractions and choices that families have, most districts struggle to effectively reach them and shape their understanding about their district.

But you can't compete by just getting a new website. You have to get people to interact with your site by sharing more, building an involved and informed community.

In order to be successful, you will need two things:

- A **great user experience** on the frontend so your constituents will come back for more.
- An **intuitive system** on the backend so you can easily share more of what makes NFPS unique.

In the following pages, we will provide an overview of how Thrillshare will help you capture your community's attention:

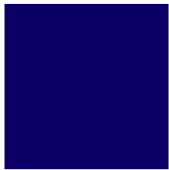


- Your Website**
- Your Mobile Strategy**
- Thrillshare**
- Accessibility**
- Alerts (Optional)**

Your Website

Design Process

We will work with you to understand, define and enhance the **NFPS brand**. All websites will follow common branding in order to build a comprehensive, overarching district brand. Within your common branding, each school website can be customized; for example, by using the school's specific colors, logos, etc. While we come up with a number of initial ideas, the design process is a creative back and forth between your team and ours.



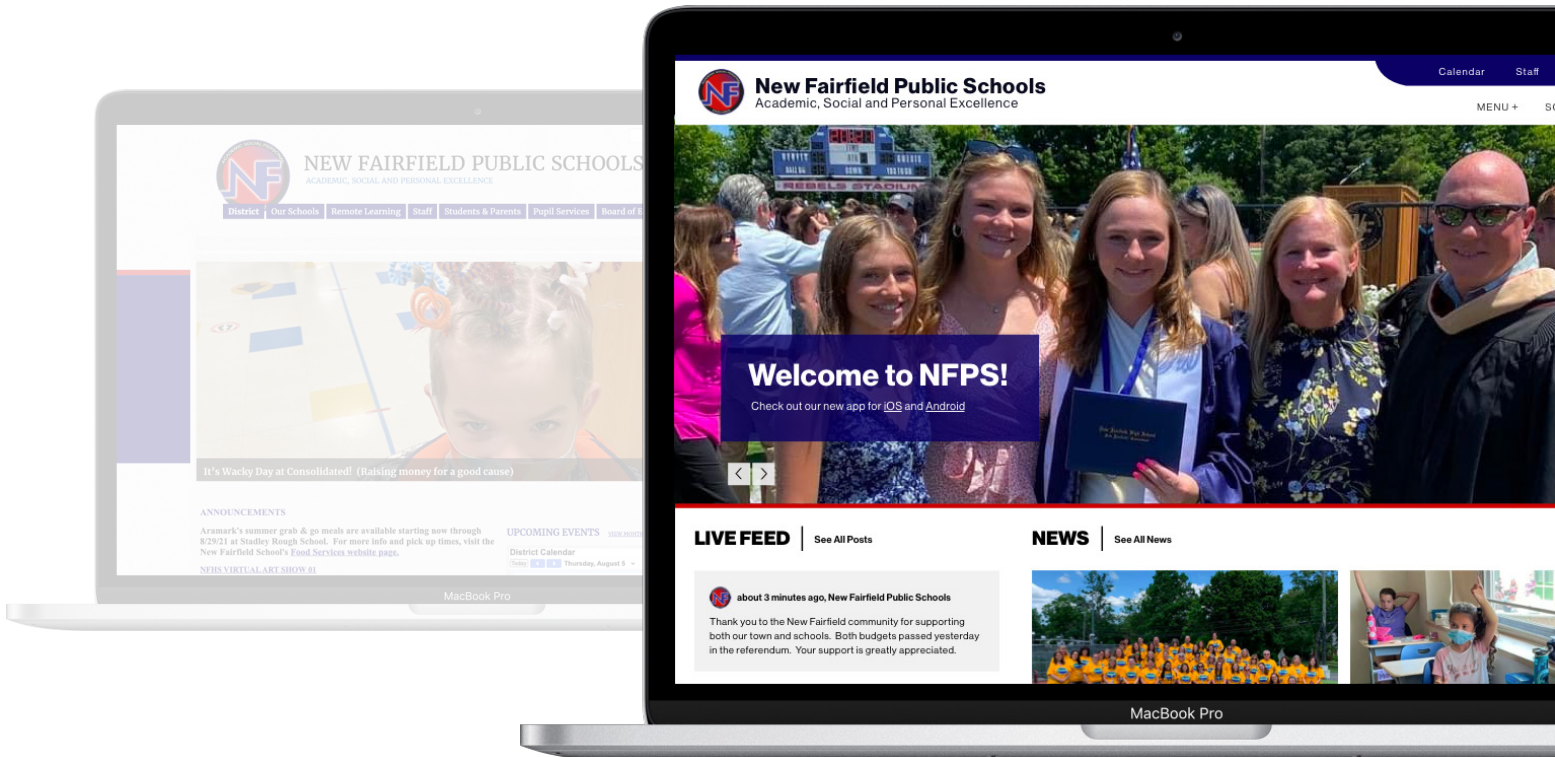
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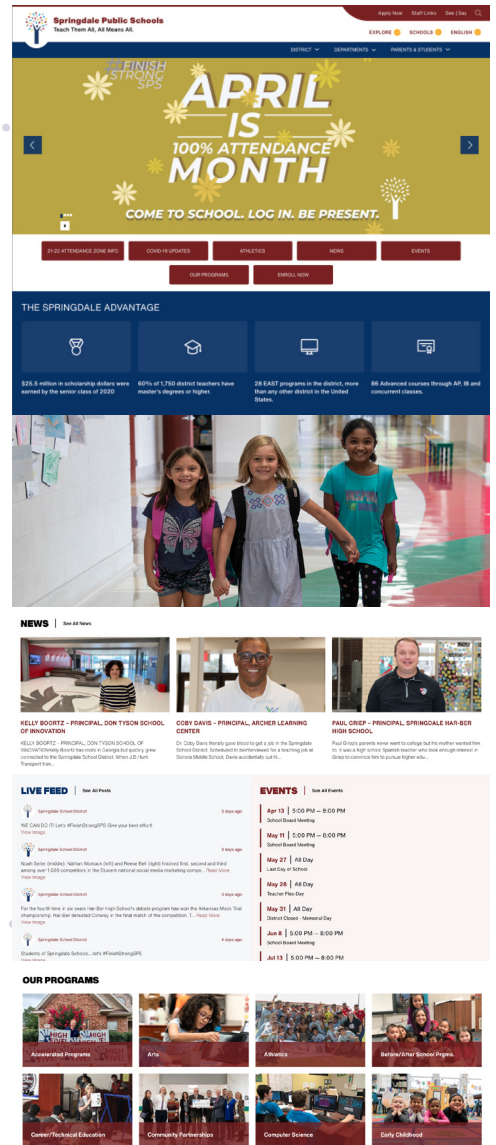
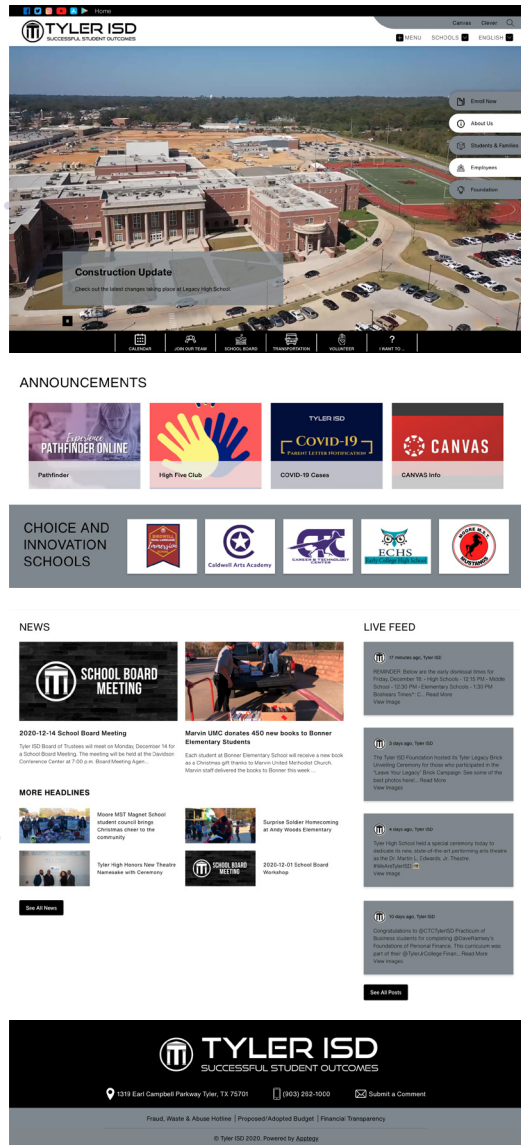
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Make your website stand out by offering a great user experience. User experience is crucial to make a great first impression — and keep people coming back for more.

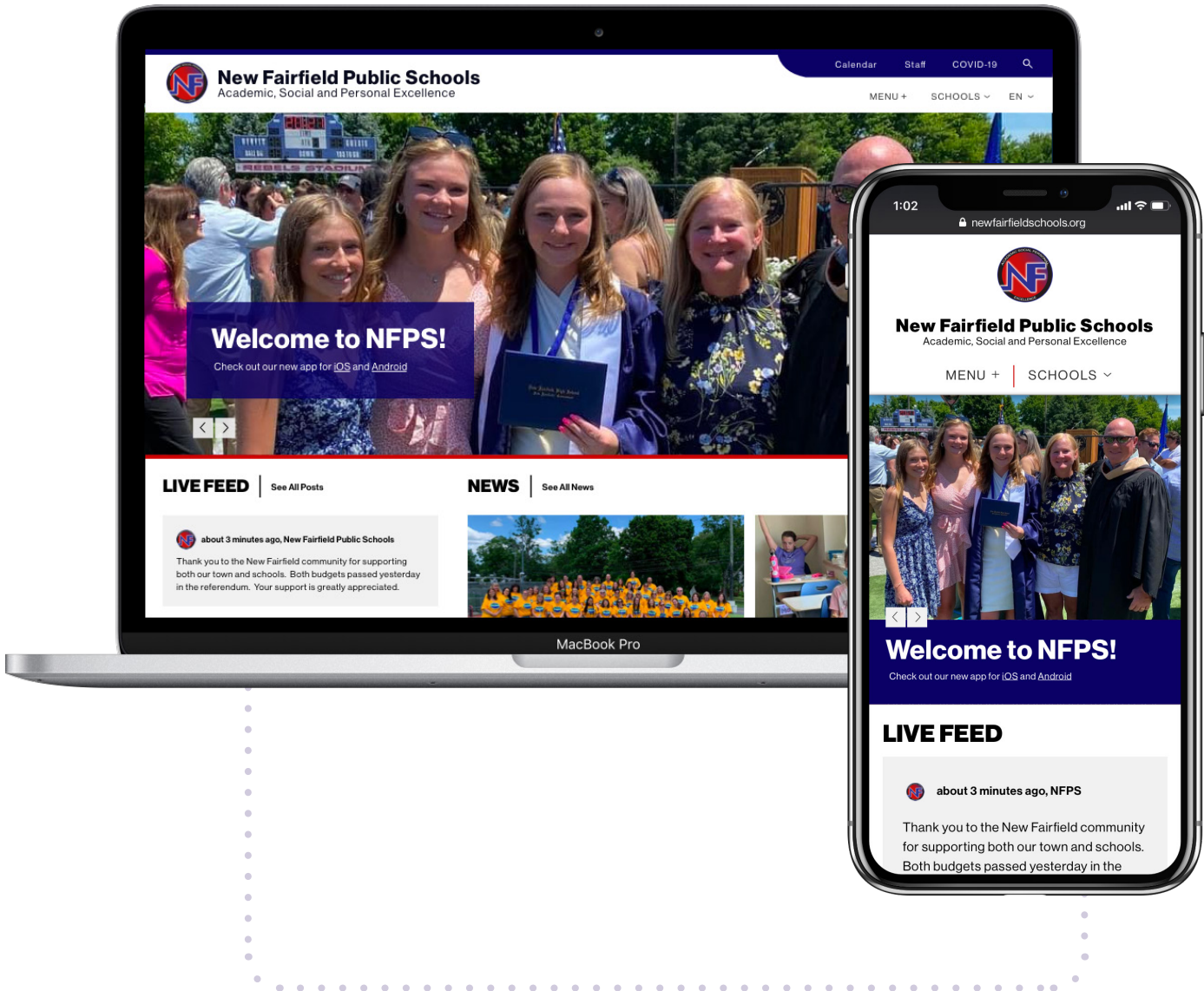
Design

We follow modern design best practices to offer a clean and beautiful experience to your audiences.



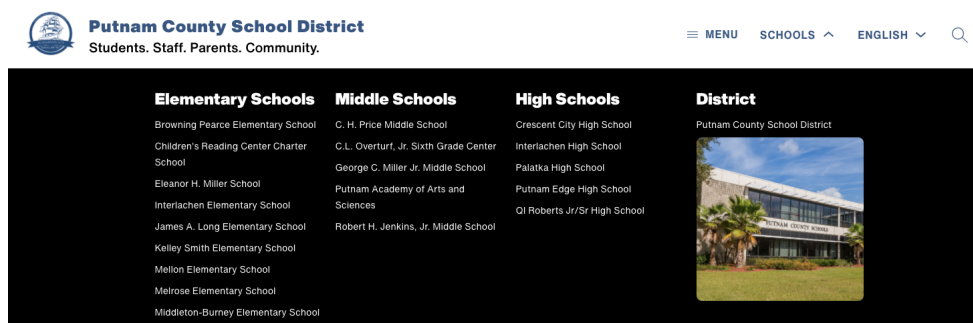
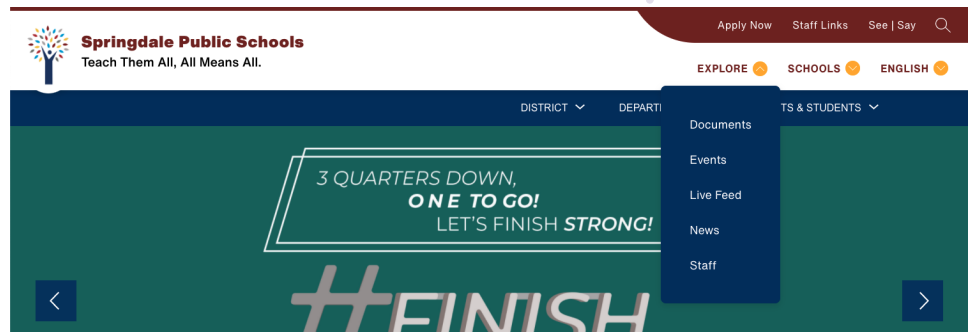
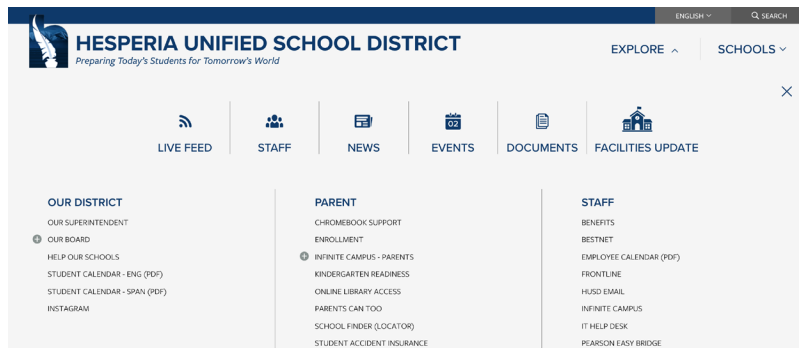
Responsiveness

Having a responsive website is a **must** since there are so many different ways to access it. It has to look good whether it's on a desktop or a smartphone. Since smartphones are the number one way parents will access your site, we build your website to be fully responsive, meaning you won't have to recreate content to make it accessible on smartphones.



Navigation

If you want people coming back for more information, it's crucial to make it easy for your audience to find information they're looking for. While we can work with a traditional "across-the-top" navigation, we have found that a big full screen menu offers the cleanest and easiest experience—on any device.



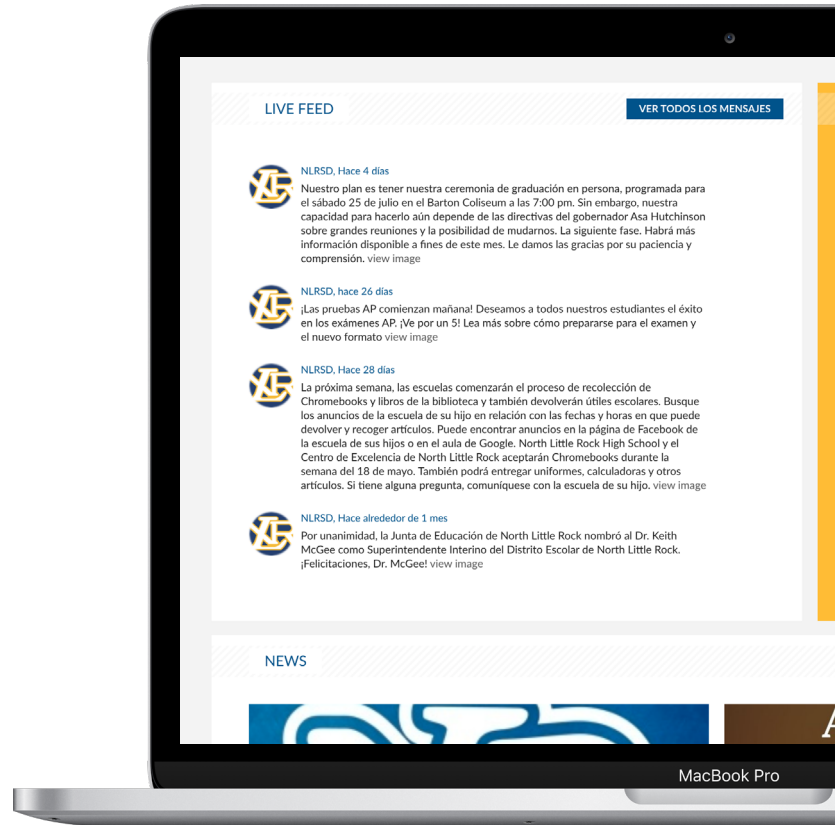
Accessibility

Creating a website that is accessible is crucial for those in your audience with visual, auditory or motor disabilities. It is also important to deliver a good user experience to all of your visitors.

Language translation

Often, a website's formatting is thrown off after a translation feature is applied, which makes your site difficult to use.

Apptegy uses Google Translate **API** to offer a seamless experience when translating your content. The Translate API differs from the more commonly known Google Translate by providing a substantially higher quality translation while retaining formatting and styling. This is a premium service that we pay for, as opposed to the free Google Translate.



Hosting

We host all of our services, including your website, through Amazon Web Services, leveraging their network and data centers to scale and provide rapid access to all of our services. This is the biggest cloud hosting provider in the world and the same provider that hosts all of Netflix's content. Storage and bandwidth are unlimited.

Redesign and changing branding standards

We want your website to stay fresh and never grow stale which is why we include a free re-design with each year of our partnership. This also means we can be flexible whenever your branding evolves over time.

Your Mobile Strategy

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

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

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.**

Share of time spent online in 2019

In mobile apps

On websites (desktop and mobile combined)



Source: Comscore MMX® Multi Platform & Mobile Metrix Web & App, Total Minutes, June 2019, U.S.

Keys to a Mobile Strategy



Fully Native-Built

Fully native for iOS and Android so your community has a great user experience no matter what phone they're using.



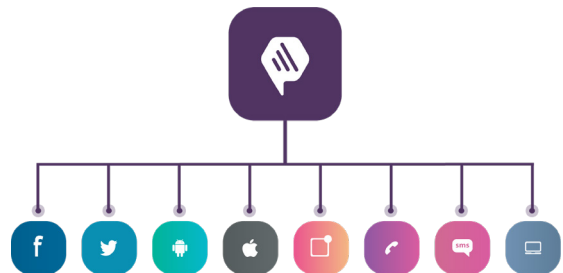
Custom Design

Designed in consultation with you so your app best reflects your specific brand.



Push Notifications

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

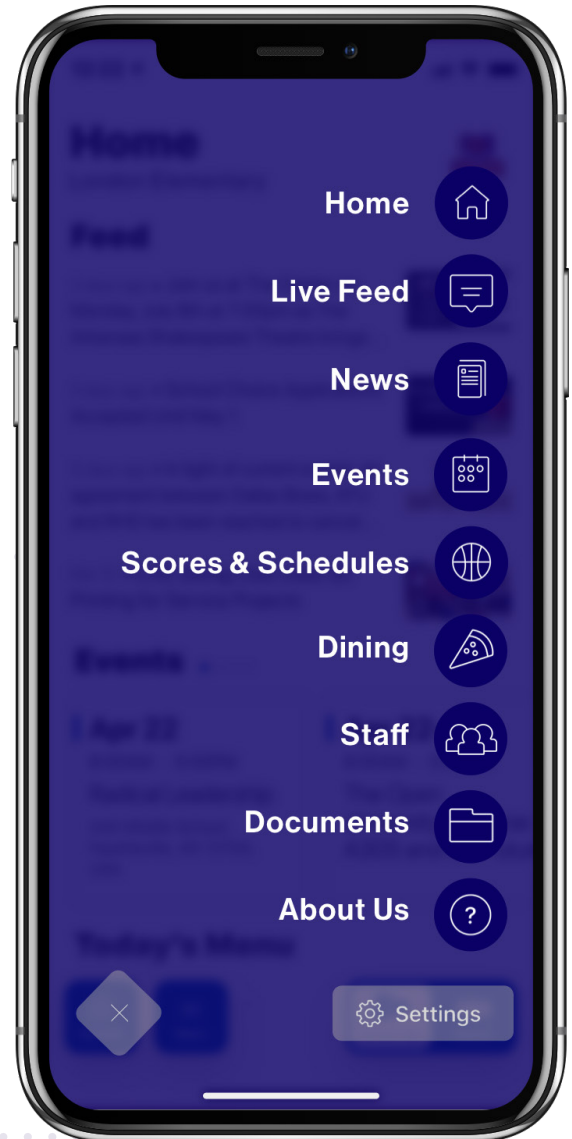


Powered By Thrillshare

Thrillshare updates your website, mobile app, social media and alerts system all from one source at one time—so your content stays up-to-date without adding any extra work.

The Info People Want

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

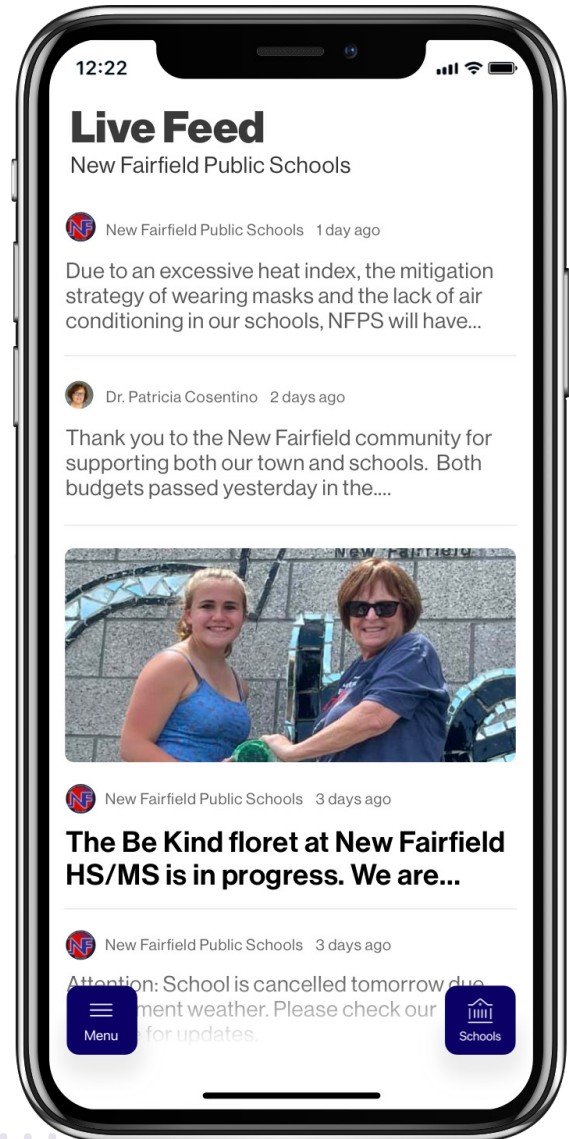


School Sections

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

Live Feed

Promote NFPS's identity to your community by sharing all of the amazing things going on at your schools natively on the app.



Translation

Syncs with a phone's language settings so the app automatically translates to the user's preferred language. This way, parents don't even have to dig for a language setting.

Thrillshare

Most districts have to make an impossible choice: use a simple system that lacks functionality or use a comprehensive system that's too complex for most users. That's why we've built the **first publishing platform** for public school districts. Our Thrillshare platform allows you to update all of your communication channels with ease while giving you the flexibility to build your perfect website at the same time.

In the following pages, we will highlight key sections and elements in our integrated platform.

Publishing Platform

Live Feed: A Marketing Team in Your Pocket

Creating Web Pages

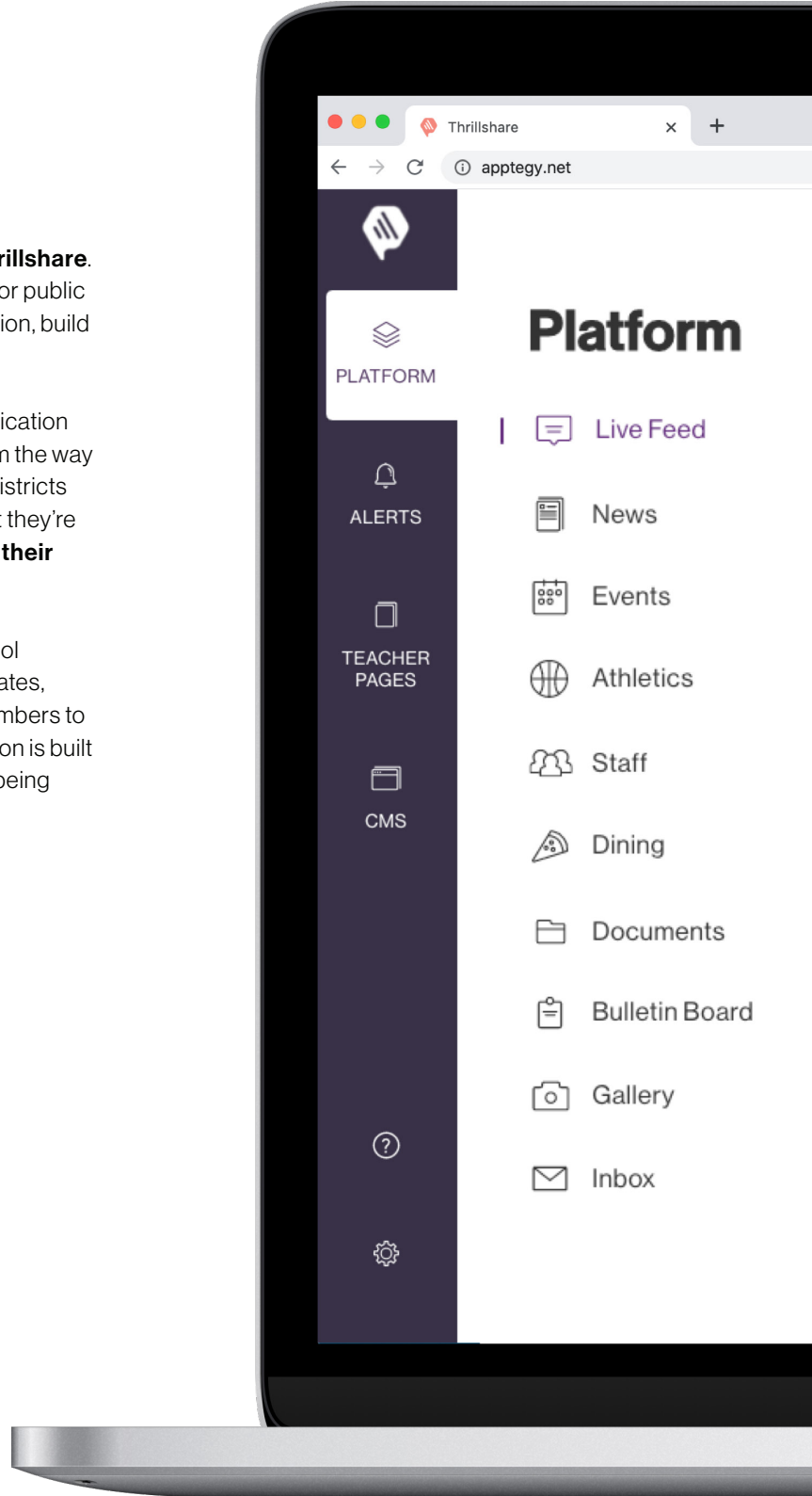
Publishing Platform

Introducing Thrillshare

All of our 1,800+ school districts use the same product: **Thrillshare**. Thrillshare is the first publishing platform built specifically for public school districts. It empowers our schools to share information, build community and engage their audiences.

With your community spread out across so many communication channels and everyone expecting the district to reach them the way they want, most districts struggle to keep up. This means districts are not only leaving people out of important messages, but they're also missing an opportunity to **consistently compete for their community's attention**.

Since Thrillshare was specifically designed for public school districts, you will find individual content sections for all updates, frequent or rare. This way you can assign specific staff members to their specific portion of your website. Moreover, each section is built for a single purpose and provides ideal functionality while being easy to use. See below for more on these sections.

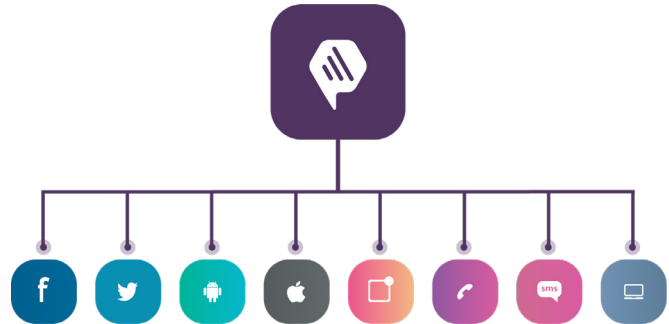


Publishing Platform

Live Feed

The Live Feed is the centerpiece of Thrillshare and will serve as your single source of truth. It allows you to update all of your communication channels at once.

See *Marketing Team in Your Pocket* below for more information.



News

Need to publish a press release, blog post or some other long-form announcement? That's what our News section is built for. It is as simple as drag-and-dropping an image for your thumbnail, picking a title and writing your announcement. The WYSIWYG editor works the same as Google Docs and Microsoft Word, making it easy for anyone to post an update. In addition, your more experienced users can also switch to an HTML editor—ensuring flexibility.

Events

Events sync with your Google and Outlook calendars through our API integrations and will thus natively update your website and app. We can sync with as many calendars as necessary. This API integration works in real-time and updates the website and app automatically. Even though you can manually update events in Thrillshare, most users won't because we eliminated the need to manage a separate tool.



Create New Article



Title
Free Meals for Kids & Teens Across Our Com

Author
New Fairfield Public Schools

Content

<> | T | B | / | \$ | | | | | | | | | | | |

Free Meals for Kids & Teens Across Community

Aramark's summer grab and go meals are available now through 8/29 at Stadler School, 25 Karen Road, Danbury CT 06811. Pick up times are 10a to 11:30a Monday, Wednesday and Friday. Families will receive two days worth of breakfast and lunch each pick up day. For other locations and information you can visit: endhungersummer-meals/.

ARAMARK's Healthy for Life™ initiative, a comprehensive wellness and nutrition program that encourages students and their families to make healthier food choices, is updated in anticipation of the USDA's recommendations. ARAMARK's team of chefs have been proactively developing new Healthy for Life™ recipes that reduce sugar and salt and ensuring that menus offer even more fruits and vegetables v appealing to students.

Publishing Platform

Athletics

More than just a calendar, the Athletics section has the functionality you need to display upcoming and past events with scores and additional information.

← ×

New HS Girls Basketball Event

Away Team
Away Team

Score
0

Home Team
Home Team

Score
0

Start Date
Add start date ×

Time
Add event time ×

Location
Add Location here...

Create Cancel

Create New Contact ×

Profile Photo
Choose Photo

First Name
Dr. Patricia

Last Name
Cosentino

Title
Superintendent

Department
Administration ×

Primary Department
Administration

Email
cosentino.patricia@newfairfieldschools.org

Contact Number
(203) 312-5770

Create contact Cancel

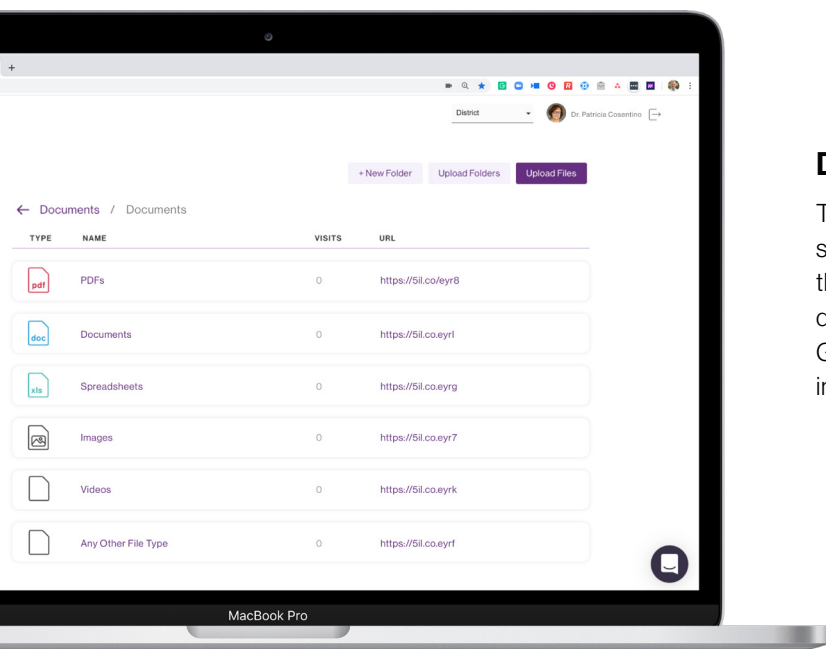
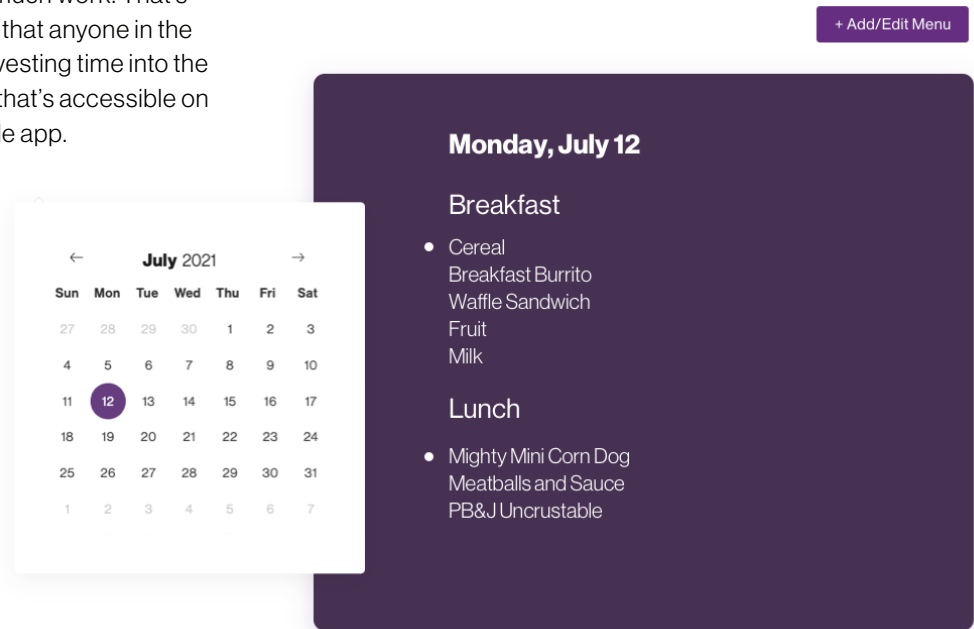
Staff

This section is typically updated via batch uploads. You can also manually add and edit staff members' information. Since there are predefined form fields for every staff attribute, there's no guessing as to what goes where—and no way for your users to mess up the formatting by accident.

Publishing Platform

Dining

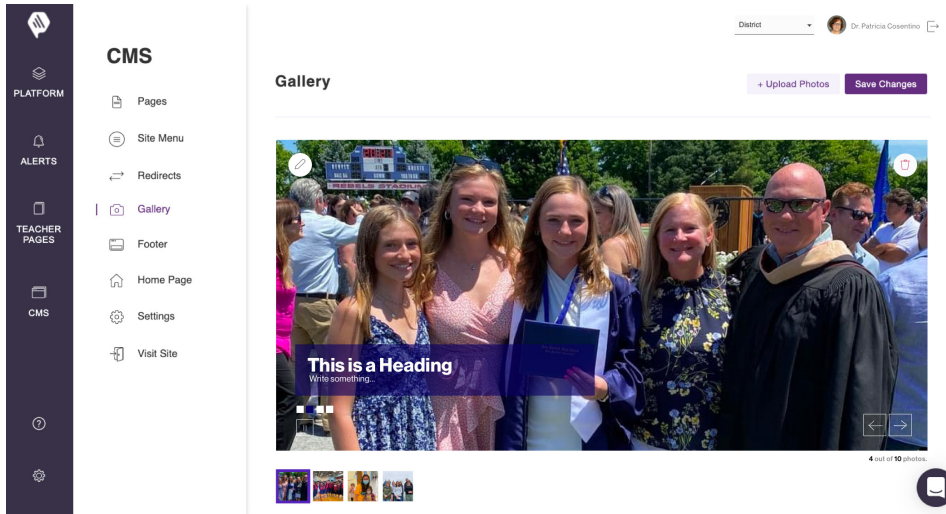
Most parents don't like navigating a PDF of a lunch menu at 6:30 AM (plus, most of these PDFs are not accessible). But we also know constantly updating the lunch menu online can be way too much work. That's why our Dining section is so simple that anyone in the district can manage it. Instead of investing time into the PDF, Thrillshare will create a menu that's accessible on your website and through the mobile app.



Documents

Thrillshare's Documents section gives you an easy and straightforward way to manage documents and files on the website and mobile app. Just upload and organize documents as with any file manager (like Dropbox or Google Drive), and those files will automatically appear in the Documents section on the website and app.

Publishing Platform

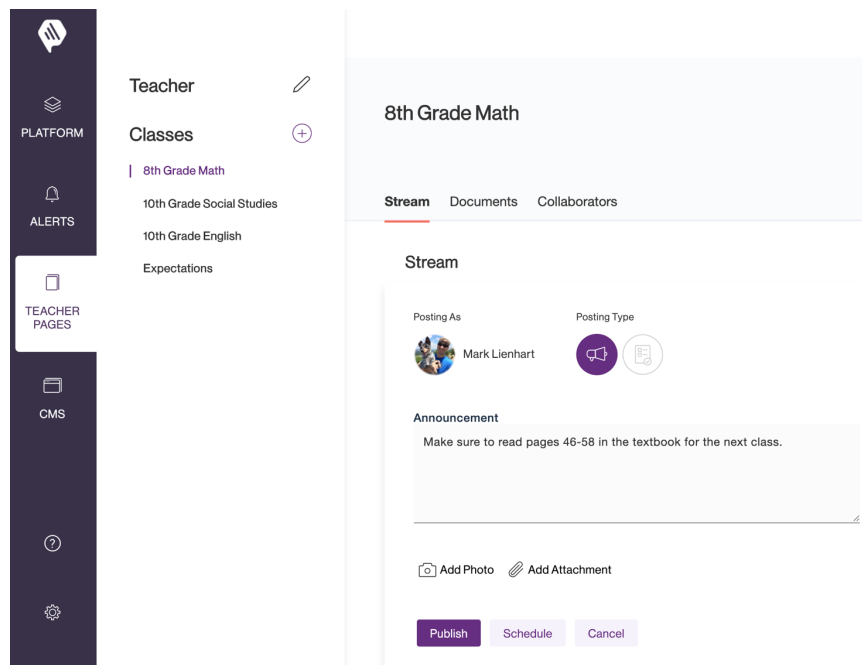


Gallery

The Gallery is where you get to make your first impression for visitors to your website. The large above-the-fold scrolling images are the first thing people see on your homepage and are a great opportunity for you to highlight the engaging images that show off your identity. Thrillshare allows you to quickly add or remove images, reorder the image sequence and add alt-text to ensure ADA compliance.

Teacher Pages

Most traditional teacher pages don't get updated by teachers and don't get checked by parents because they're difficult to manage and lack the content parents actually want. Our dynamic Teacher Pages remove all of the complexity of traditional teacher pages by giving your teachers a quick way to post announcements, assignments and documents without the need to worry about formatting. Now your parents will get a clean, updated look at what is going on in their child's class.



Publishing Platform

Roles & Permissions

Our publishing platform, Thrillshare, comes with **Roles & Permissions** to permit multi-level administration of your account. This way you can assign and categorize staff in multiple groups with certain levels of access.

You can assign roles to users, which govern how much control a user has within Thrillshare:

- **Admin:** allows for full access to Thrillshare. This role can change district-wide settings for users, the website and the app as well as create and manage new Thrillshare users.
- **Editor:** can publish information in permitted Thrillshare sections.
- **Moderated editor:** requires a moderator to approve all posts in the Live Feed and News sections before they're made public.
- **Teacher:** allows access to create and edit Teacher Pages.

Beyond those general roles, you can also decide user permissions for each section at each school.

Permissions are set for each individual user on a **per-school** (location) and **per-section page** basis. This means you have incredible control over which sections, at which schools an individual has access to.

	Admin	Editor	Moderated Editor	Teacher
Push Content - No Moderator	●	●		
Push Content with Moderator Approval			●	
Access to Entire Platform	●			
Access to ONLY Approved Sections		●	●	●
Teacher Pages	●	●	●	●
System Wide Settings	●			
Set Personal Preferences	●	●	●	●
Create/Manage/Delete New Users	●			
Manage Social Media Connections and Widgets	●			

Live Feed: A Marketing Team in Your Pocket

Thrillshare's Live Feed section allows users to quickly and easily publish content to the mobile app, website, Facebook, Twitter, and mass notification system at once, even from your smartphone.

With your community spread out across so many communication channels and everyone expecting the district to reach them the way they want, most districts struggle to keep up.

This means districts are not only leaving people out of important messages, but they're also missing an opportunity to **consistently compete for their community's attention**.

Private sector companies have the same challenge, but they solve it by hiring teams of marketing professionals who are solely dedicated to developing content and competing for space in people's minds. No school district can devote that amount of resources to publishing content.

That's why we built Thrillshare to **be a marketing team in your pocket**. Thrillshare makes it easy for you to communicate by putting all of your channels in one place. And because it is so easy to share your success stories, Thrillshare gets your **community thinking about your strengths**.

Here's how Thrillshare becomes your marketing team in your pocket:

1. **Everything in One Place**
2. **All on Your Smartphone**
3. **Everyone Involved**
4. **Always Consistent**
5. **Global Posting**

Live Feed: A Marketing Team in Your Pocket

Everything in One Place

Thrillshare's Live Feed section makes it incredibly easy to share and update all of the digital channels your district uses at once, even for someone with little technology experience

All you have to do is type your message, add images if desired, select the channels you want, and hit publish. You have the option to share to Facebook, Twitter, your website, and your mobile app. You can also select to send push notifications to certain groups in the app or an SMS text message or voice call to dynamically updated contact lists.

Moreover, you can decide if you want to update only the district channels; only channels of a certain school; or multiple schools and the district at once.

Once you hit publish, your message will go out to all of the channels you selected immediately or at a scheduled time—saving you time while removing unnecessary steps.

The screenshot shows the Thrillshare Live Feed interface with four numbered callouts:

- 1. Select Channels:** A row of icons for 'Post as' (NFPS logo), 'Channels' (Facebook, Twitter, LF, Mobile App, SMS, VC).
- 2. Message:** A text input field containing the message: "Due to an excessive heat index, the mitigation strategy of wearing masks and the lack of air conditioning in our schools, NFPS will have an early dismissal for all students today, Tuesday, June 8th." A character count of 101 is shown.
- 3. Images:** An 'Upload an image' button with a camera icon.
- 4. Publish:** A 'Publish to' dropdown menu set to 'District', a 'Push Notification Groups' section with a 'district' button and 'Add More' link, an 'SMS/CALLS RECIPIENTS' section with 'Staff Master List', 'Parent Master List', and 'Edit Recipients' buttons, and a final row with 'Publish' and 'Schedule' buttons.

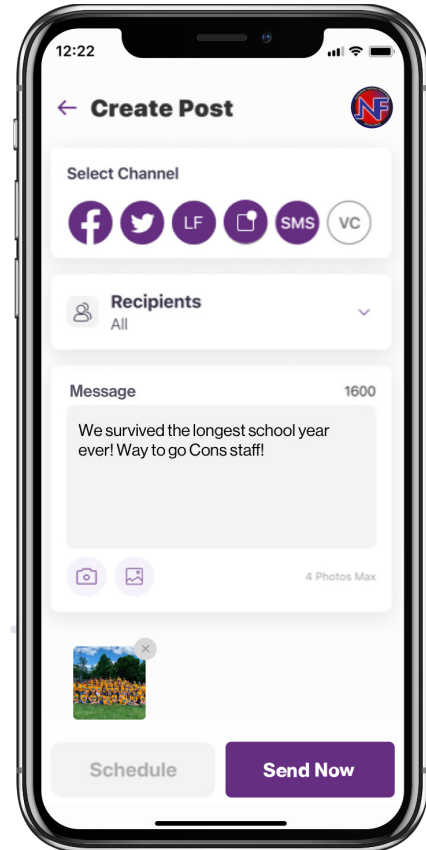
Live Feed: A Marketing Team in Your Pocket

All on Your Smartphone

The best stories in the district aren't happening on your computer in your office. Thrillshare's mobile app, Thrillshare Mobile, gives you the power to share across all of your channels no matter where you are.

Now, when you're at Consolidated and want to share about the students' Field Day activities, you can snap pictures and share the exciting moments with your community across your website, mobile app and social media in real time.

This also means when an emergency happens and you're away from your computer, you can send emergency alerts quickly across all relevant channels.



“

I have to tell you, this platform is GREAT. Thrillshare simplifies the process of posting things to various school online resources to the point where I can see where we will be sharing so much with parents, esp. on the app.

— **John Thomas**, Business Administrator/Board Secretary
Cape May City School District, NJ

”

Live Feed: A Marketing Team in Your Pocket

Everyone Involved

We hear all the time how sharing the great things the district and schools are doing usually falls on a handful of people who have a million things on their plates. Because you can't hire a team of people just to update content, you must leverage the people who are closest to the stories in the district—**teachers, coaches, activities directors**—by enabling them to share.

But just because you give access doesn't mean you give up control. Establishing moderators ensures only content reflecting your identity gets out to your community.

This means the entire district can help with promoting NFPS, while ensuring consistency in message and identity throughout the district.



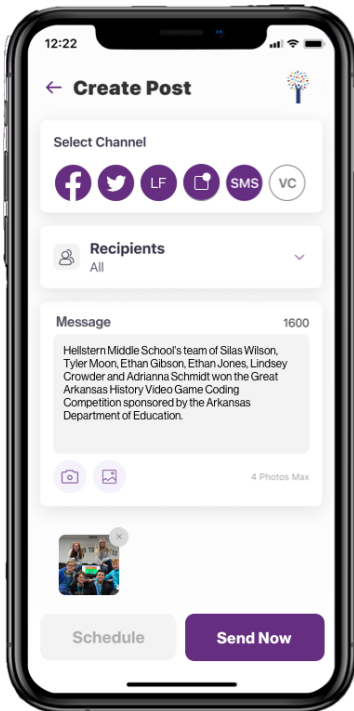
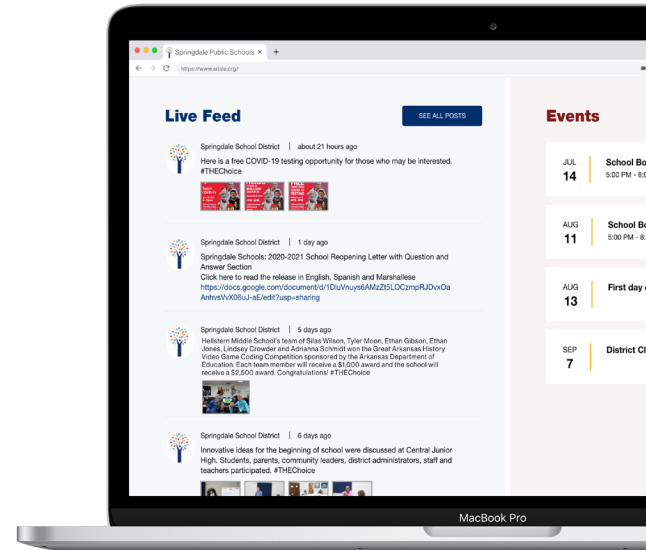
Live Feed: A Marketing Team in Your Pocket

Always Consistent

By getting more advocates involved and automatically sharing to all of your channels, you'll create more touch points with your parents because they will consistently see your identity, no matter where they see you.

More touchpoints combined with improved content from Thrillshare means you get to **compete for attention the way a private sector company does**—all while saving you time!

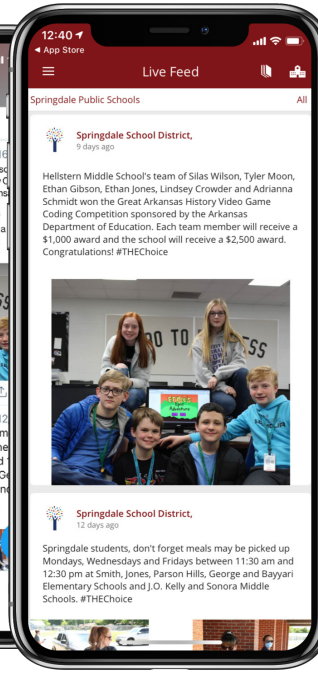
Website



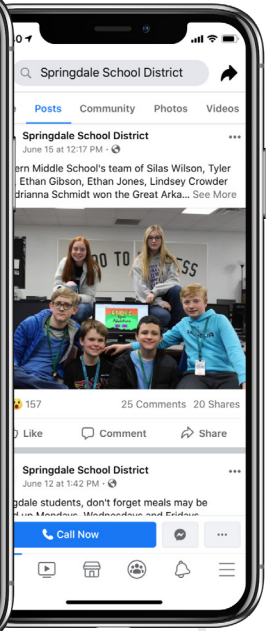
Twitter



Live Feed



Facebook



Live Feed: A Marketing Team in Your Pocket

Global Posting

For districts like NFPS, with 4 schools and multiple webpages and social media channels spread across the district, it can be nearly impossible to keep the message consistent across all schools, especially when you need to involve several people to make updates.

Thrillshare's Global Posting allows certain users to publish a message to every district and school website, mobile app section, Facebook account, Twitter account and push notification groups at once.

This means an important message like enrollment information or an emergency will be consistent, no matter where your parents see the district or schools online, while eliminating all duplicate entries.

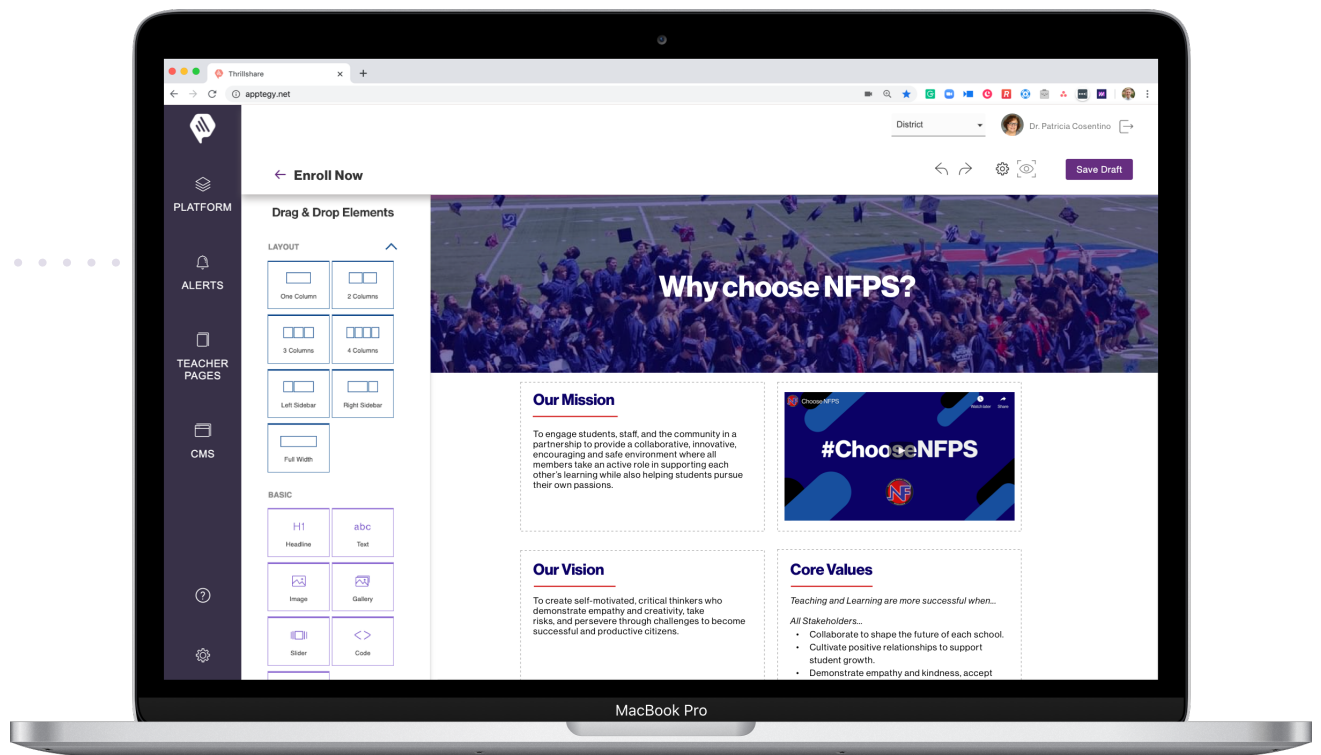
Select the specific schools or all organizations in the district to update

The screenshot shows the Thrillshare Global Posting interface. At the top, there is a 'Post as' section with the NFPS logo and a 'Channels' section with icons for Facebook, Twitter, LF, a notification icon, SMS, and VC. Below this is a 'Message' field containing the text: "Let's celebrate the Class of 2021! There will be a Senior car parade through town on Wednesday 6/16 @ 7PM! Please show your support and decorate the town in Red & Blue." There is an 'Upload an image' button below the message. The 'Publish to' dropdown menu is open, showing a search bar with 'District x' and a list of options: 'Select All', 'District' (checked), 'New Fairfield Middle School', and 'New Fairfield High School'. There is an 'Add More' button to the right of the list. At the bottom, there are 'Publish' and 'Schedule' buttons.

Creating Web Pages

In a traditional CMS, creating web pages takes a ton of time and requires users to spend most of their time formatting a page instead of adding content. Here are a few ways we make creating web pages simple, even for someone who isn't familiar with web development.

With our **WYSIWYG CMS**, you don't have to guess what your content will look like because everything you add to a page shows up exactly as it does on the live site.










Creating Web Pages

When creating a new page, you can **select from predefined layouts**. This makes it convenient and easy for less-experienced users to add a new page without worrying too much about how they have to design it.

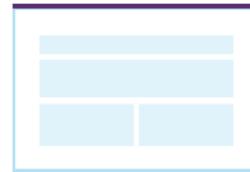
However, **you can also start with a blank canvas** – that way, you can design your page from scratch and build anything from a superintendent’s bio to complex landing pages for enrollment.

Drag & Drop Elements

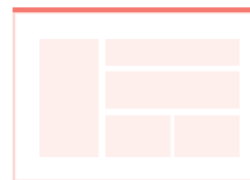
LAYOUT

 One Column	 2 Columns
 3 Columns	 4 Columns
 Left Sidebar	 Right Sidebar
 Full Width	

Choose a page layout



Standard Layout



Sidebar Layout



Blank

Begin Editing

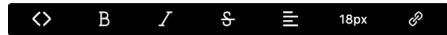
Cancel

Design your own page layout with various building blocks. For example, maybe you want your page to start with a full-width image. Then, you want to add 3 columns to highlight the three reasons why a teacher should apply at NFPS. After that section, a one column block for a video and so on.

Creating Web Pages

You can add and edit any content you would normally add to a web page (i.e., text, links, videos, images, documents, etc.). Once you've selected a layout, you simply **drag and drop elements** into the website to make a beautiful page.

With in-line editing in the CMS, you can easily update your content without learning HTML.



As the **largest school district in the state** of Arkansas, we are uniquely positioned to provide an array of diverse and specialized opportunities for students to learn and excel.

Drag & Drop Elements

LAYOUT



BASIC

H1 Headline	abc Text
Image	Gallery
Slider	Code
Video	Image

STRUCTURE

Space	Separator
-------	-----------

CONTENT

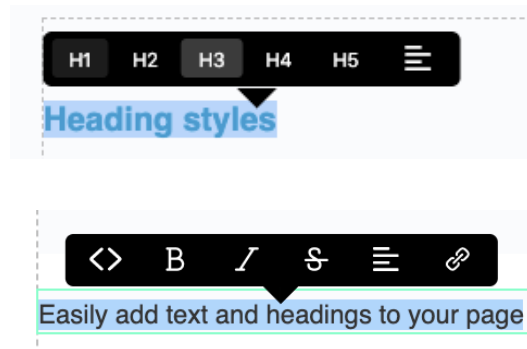
Card	List
Table	Quote

Creating Web Pages

Below are a few examples of content elements you can add to a web page.

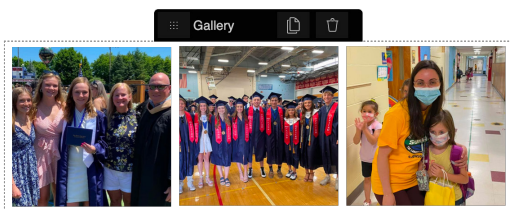
Headlines and Text

Add text and adjust styles while keeping your content ADA compliant. The inline text editor allows you to use predefined styles like Heading 1, Heading 2, etc. You can also make text bold, italicized, strike-through, and change the alignment of text. As you can tell, there is no option to change the font size. That's on purpose so that each text style stays **on brand** and **accessible**.



Images/Gallery/Slider

Upload a single image or create galleries from multiple images. Galleries and Sliders have additional options like the number of columns, the scroll speed, etc. You can edit pictures within the CMS.



Add Images



ALT-TEXT

add alt text here

Continue

Cancel

Creating Web Pages

Videos

Embed videos with just the URL from your preferred video hosting platform like Youtube, Vimeo, or Facebook and retain their closed captions for ADA compliance.

Design Elements

Add design elements like spacing, line breaks, and quotes to make your page more visually appealing and your content more dynamic.

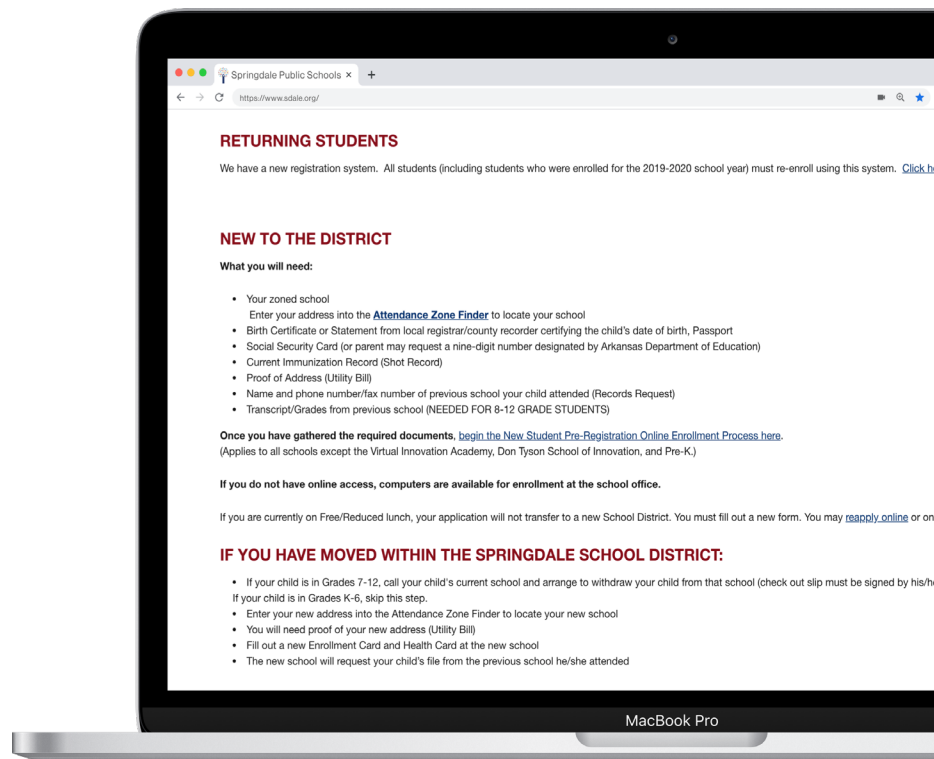
The district was a great place to start my teaching career. The support and assistance I received as a new teacher made all the difference for me and my students. I couldn't recommend the district enough, especially for new teachers!

Michael

9th Grade Teacher

Ordered/Unordered Lists

Easily add lists and adjust their styles

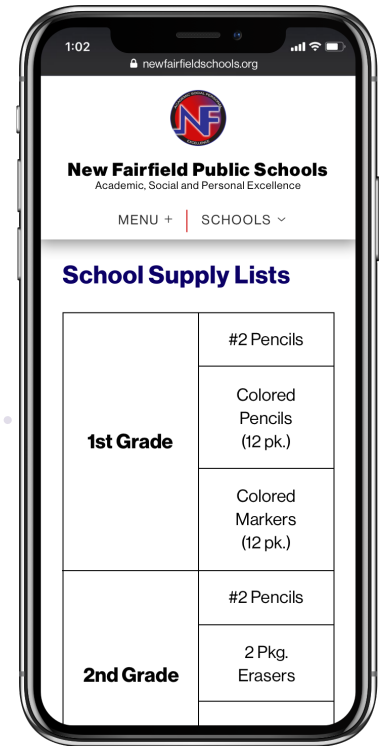


Creating Web Pages

Tables

Add mobile responsive and ADA-compliant tables.

School Supply Lists		
1st Grade	2nd Grade	3rd Grade
#2 Pencils	#2 Pencils	#2 Pencils
Colored Pencils (12 pk.)	2 Pkg. Erasers	2 Notebooks
Colored Markers (12 pk.)	1 Pkg. Glue Sticks	2 Boxes Tissues



Embed

```

1 <iframe
2 src="https://docs.google.com/forms/d/e/1FAIpQLSdZHigy5vCNsQfMVGLoVs
   wdvYedbyJh-q35t6I09x2RWVm50A/viewform?embedded=true" width="640"
   height="1126" frameborder="0" marginheight="0"
   marginwidth="0">Loading...</iframe>

```

Save Cancel

EMBED ALIGNMENT

Left Center Right

iFrames/HTML Editor

Even though you don't need to know HTML to update the CMS, users who are proficient in HTML can add their own or add an iFrame to embed third-party content. The HTML editor accepts HTML, CSS, and Javascript. iFrames allow you to embed any type of external content such as forms, external slideshows, etc.

Accessibility

Ensuring an accessible website is about much more than just scanning. Not only do we monitor your site for compliance, but we prevent most accessibility issues from ever occurring in the first place.

Our Experience with Accessibility

In 2016 we began developing our websites based on the W3C's WCAG 2.0 Guidelines to maintain a **minimum level of AA compliance**, with the goal to reach AAA compliance wherever possible. We have been meeting and exceeding these minimums ever since. We've successfully used resources such as the online WAVE tool provided by the W3C, as well as more in-depth tools such as SiteImprove to fully **sweep client websites** to achieve compliance not only in color contrast and code but in content as well.

All of our websites are built on the same underlying structure and follow the same development best practices. Therefore, **each website we build, host and maintain 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 in compliant as well.

On the following pages, see how we achieve 100% compatibility with:

A new website with a code base that is accessible

Safeguards to prevent user error

Training and accessibility resources

Ongoing manual checks

A new website with a code base that is accessible

The basis of an accessible online presence has to be a compliant website. All of our 1,800+ school districts have websites that are coded to be compliant. Several of the details are outlined below:

```

```

Alt text for images

Image elements on the website display alt text in the code to provide a text-based alternative of the content for non-visual web users. In practice, this means that a blind user can still understand the meaning/content of an image on the webpage because their screen reading device will relay this alternative description.

```
▶ <div class="slide" style="float: none; list-style
none; position: absolute; width: 697px; z-index: 0
display: none;" aria-hidden="true">...</div>
</div>
```

ARIA tags

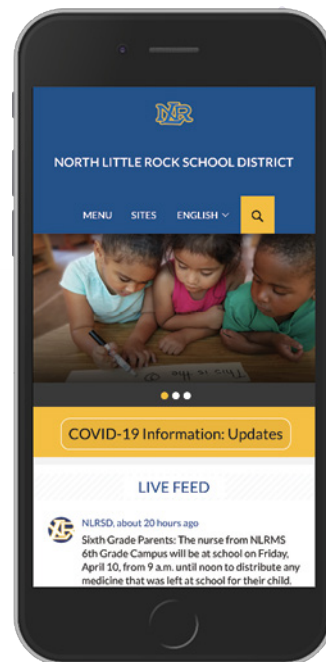
Apptegy uses ARIA labels in website code to provide additional information to particular elements on the webpage. They're crucial in interpreting your website because they tell accessibility devices (like screen readers) what type of content they're looking at.

A new website with a code base that is accessible



Skip to content

A Skip to Content link is provided the first time a user presses “Tab” on the keyboard. This allows screen reading users or users with motor impairments the ability to skip to the main content of the page without having to navigate through each element of the header menu every time they load a page.



Responsive design that works on any device

Apptegy websites use responsive layouts that adjust based on the size of a user’s screen. This helps users with visual or motor impairments navigate the website from all device types and screen sizes.

A new website with a code base that is accessible

Color compliance

We restrict the usage of colors to only allow colors that comply with contrast requirements. Contrast of text and background is important to ensure people with visual impairments are able to consume your content. Design elements that we create are all checked for compliance.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#FFFFFF

Lightness

Background Color

#11518D

Lightness

Contrast Ratio

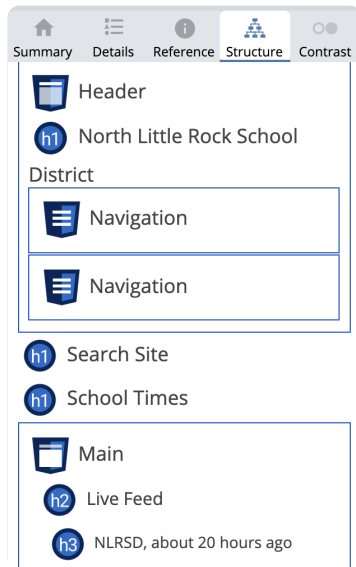
8.12:1

[permalink](#)

Normal Text

WCAG AA: Pass
 WCAG AAA: Pass

The five boxing wizards jump quickly.



Tab navigability

Code elements are added to the header menu and main elements of our websites to ensure screen readers and motor-impaired users are able to successfully navigate the page in a logical order. This allows a user to navigate your website with the tab key of the keyboard, instead of using a mouse. In order to have tab navigability, the entire menu and heading structure needs to make logical sense, which is something that is determined by the underlying code.

A new website with a code base that is accessible

SCHOOLS

North Little Rock School District

Amboy Elementary School

Athletics

Boone Park Elementary School

Center of Excellence

Crestwood Elementary School

Focus visibility

Elements that have keyboard focus are clearly visible. This allows users navigating the website using a keyboard to know exactly which element has focus by surrounding it in a highlighted border.

Safeguards to prevent user error

One of the biggest challenges in providing an accessible website is maintaining accessibility as new content gets added. Therefore, we built in a number of safeguards to prevent “user error” — i.e. to prevent a website editor making a page noncompliant by accident.

Required alt text for images

Whenever you upload an image to your website using our Thrillshare platform, the image will only be accepted if it contains an alternative description. This little step prevents the most common user error.

Add Images



ALT-TEXT

add alt text here

Continue

Cancel



Heading styles



Text styles are also pre-defined

Pre-set font properties

Font size and appropriate color contrast are some of the most important aspects of maintaining accessibility across the board. Most website management systems allow all users to change font properties like the size and the color, which makes user error very common since many users don't understand the exact requirements for accessibility.

Instead of allowing these changes, we use **pre-determined styles** on all of your website pages. This means your users still have the ability to choose from a variety of text styles, but all of these styles have been developed to meet accessibility criteria. This also has the positive side effect of ensuring that all of your website pages remain on-brand.

Training and accessibility resources

No amount of safeguards will guarantee accessibility because there are several elements that cannot be “checked” by an algorithm.

For example: the alt text on images, the alternative description, needs to make sense for it to be valuable. “Photo” is not an acceptable description. “Students on class trip in front of Washington Memorial” is. Therefore, we will provide three aspects of training: initial training, accessibility resources, and ongoing training.

Initial Accessibility training

In addition to the most common accessibility concerns, which we address in our standard training on the platform, we will perform a separate initial accessibility training for all users who interact with areas of the platform where in-depth training is needed. In order to determine the entire training group, we will conduct interviews with our main contacts as well as stakeholders at each of your campuses. In these trainings we will cover everything from general accessibility understanding to image descriptions to making documents compliant.

Accessibility resources

Along with the training we have an accessibility guide as a summary of all the learnings and for reference during every-day usage.

Ongoing training

Throughout our partnership, we will train new users and retrain existing users to make sure accessibility best practices stay top of mind. All training is unlimited.

Ongoing accessibility checks

Every month, we manually perform an accessibility check on your website, which allows us to catch issues that a tool will not find, such as image descriptions that are not correct.

For example, using the description “dog” on a picture of a cat, or, more commonly, using the description “img_7384” on a picture of students working on a project in a class, isn’t compliant. We will also make sure that added documents follow accessibility standards.

Alerts (Optional)

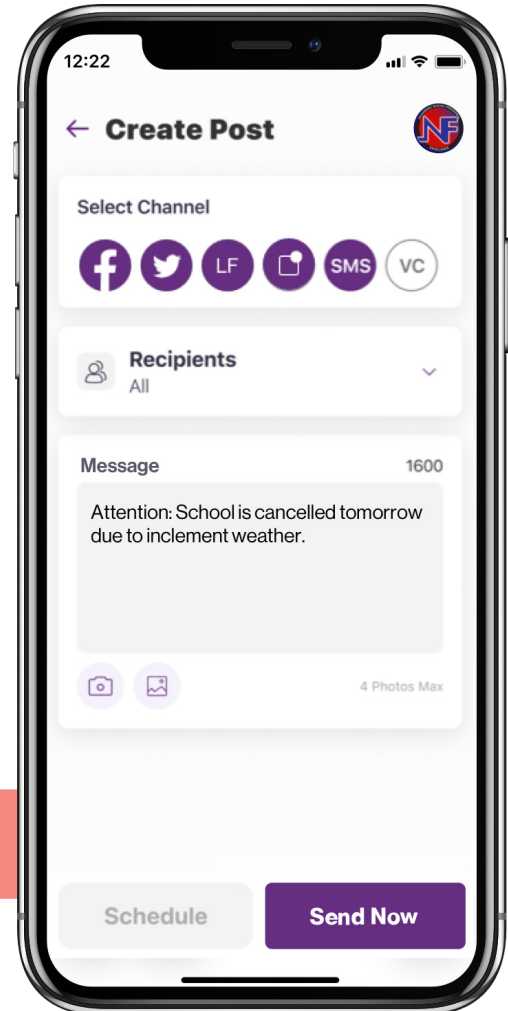
Every school district has a way to send emergency information to parents via text, phone and email. However, these tools are usually separate from the tools you're using every day, like social media and your district's website.

Since Thrillshare, our publishing platform, was built to handle all of your communication channels at once, you are able to send a **text message and voice call** at the same time you update Facebook, Twitter, your website and your app.

Because of how easy and quick it is to send emergency notifications while updating all of the rest of your channels, the districts we work with replace their current emergency notification system with our built-in alert system in Thrillshare. That way, your entire team has just **one platform to update**.

Most urgent things happen outside of your office and away from your computer. Thrillshare's mobile app, Thrillshare Mobile, gives you the power to share across all of your channels no matter where you are.

Send all your notifications at the same time.



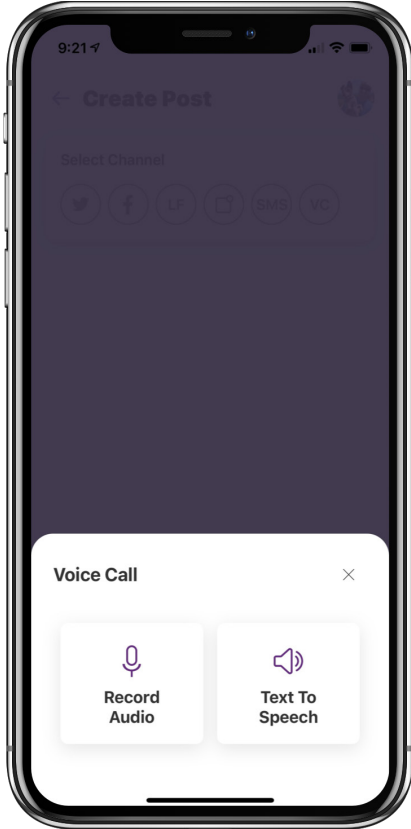
Syncs with Your SIS

We will sync with your Student Information System, PowerSchool, to import your student data and any relevant information.

We can set up our integration via the Autosend feature of PowerSchool, which utilizes an **automated export/import of a CSV file**, transmitted through sFTP (secure file transfer protocol).

There are no restrictions on the import capabilities, meaning we can work with as many data fields as necessary and can even merge data from two separate data sources if necessary.

After we import your data, you are able to select from your dynamically updated contact lists, reaching all organizations and populations within NFPS, such as sports teams, etc.



Recording Messages

Thrillshare gives you the ability to record your own audio message right from your computer or smartphone or use the Text To Speech feature for a robocall.

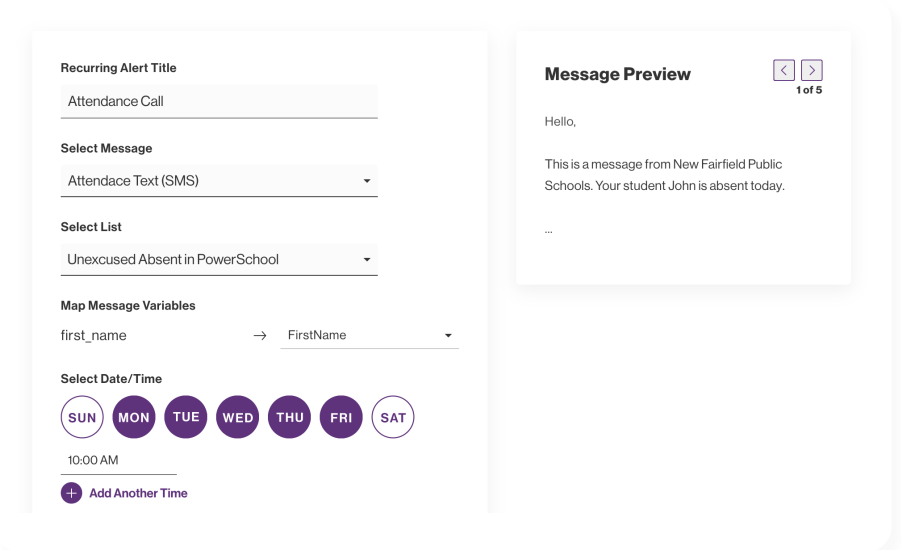
Emergency Alerts

We make it incredibly easy and quick to send out emergency messages. **Any and all messages will be delivered within a matter of seconds.**

We will build custom call/text/email lists for you so that you can determine which numbers/email addresses will be contacted in the case of emergencies. You can message **multiple phone numbers and email addresses for each contact at once.** With Thrillshare mobile, when an emergency happens and you're away from your computer, you can send emergency alerts quickly across all relevant channels using your smartphone.

Automated Notifications

Thrillshare allows you to set up recurring automated alerts, such as attendance notifications, low lunch balances, bus route updates, etc. We sync with PowerSchool at certain intervals during the day (for example, for every scheduled attendance call/text). Guardians of students that are marked unexcused absent will then receive an **automated phone call, text, and/or email with a message of your choice to inform them.** You can set preferences for which guardian to call, how often these calls go out, which number they're coming from, at what time, etc.



Tab 2: Implementation & Success

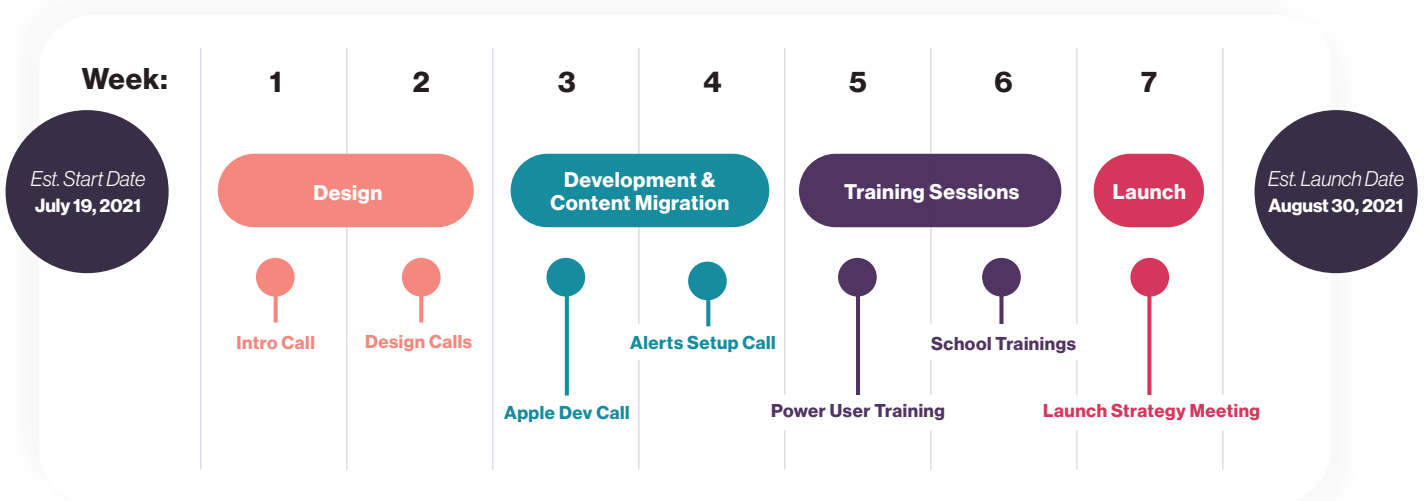


Implementation Timeline

We have **onboarded over 1,800 school districts in the past five years.** Through this experience, we have optimized our implementation process, outlined below.

We know that each implementation is unique, and we tailor our proven process to fit your timeline and needs. Much of the onboarding process does not need to be linear and will be **adjusted to NFPS's specific needs.**

Your suggested timeline is on the shorter end of our average implementations but we have launched districts in as little as 3 weeks. As such, we feel comfortable committing to it. Below, we've outlined the likely sequence of events.



Design Weeks 1-2

Kickoff and Planning Meeting

We get our partnership started with a meeting to introduce stakeholders on your side and ours. In this meeting, we will cover our detailed roadmap, responsibilities and the overall structure of the planned implementation. Since we have everyone together, this meeting also starts our design process.

Design Process

Once equipped with your unique needs and requirements for our implementation, we're ready to get started on designing your perfect website and mobile app. We create a high fidelity mockup as a first draft and iterate from there. Since we've already established a good understanding of what you're looking for, this process is typically quite fast.



- 2-4 meetings with us, averaging 30 minutes
- 1-2 additional internal discussions

Development & Content Migration Weeks 3-4

With an approved design, we're ready to build out your iOS app, your Android app, and your website. Once we're done with the development, we migrate your content. While we touch on content structure during the design process, this is where we hash out the details and get the work done.

We will also set up our sync with PowerSchool during this time and replicate all of your existing call lists for you.

Finally, we run through quality assurance testing. After our team has gone through your entire website and app and confirmed that everything is working, we will ask you to approve the content and functionality as well.



- 30 minute meeting to configure app on Apple/Google stores
- 30 minute meeting to set up SIS exports
- 60 minute meeting to set up call lists and recurring notifications

Training Sessions Weeks 5-6

Trainings with Apptegy are unlimited and free for everyone. An ideal training schedule will include a setup call with your project lead, in-depth sessions for all of your power users and introduction sessions for casual users. We typically schedule several sessions over a few weeks to accommodate different schedules. This way, everyone is set up for success and can get started using Thrillshare before we go live officially.



- One 90 minute meeting with power users
- One 45 minute meeting with key users at each school and at the central office

Launch Strategy Week 7

With everyone trained, your new website and app built and our launch strategy prepared, we're ready to flip the switch. And flipping the switch is all it takes: we just point your domain newfairfieldschools.org to our servers and the change to the new website will be instant.



- One meeting to discuss our launch strategy
- One meeting to change your domain settings

Post Launch

Now that your website is live, we work together to drive adoption of your new website and mobile app. This is where your launch campaign gets executed. You will also be working closely with your Client Success Manager on trainings and best practices; and our support team on any questions your users have after the switch.

Training

“Train the trainer” is the standard for most software projects but is **not** how you get the most usage out of your communication systems.

Most districts go wrong by defaulting to the train the trainer method. Typically, this is an economic decision or the only option vendors provide. We take a very different approach and include unlimited training at no additional cost. This way, we remove the hurdle of involving more people.

Your staff will not have to take up district resources to get trained. Instead they can schedule a session with us. **Especially for our bigger districts, this increases involvement and engagement dramatically.**

Trainings are **free and unlimited** for any number of Thrillshare users. This means we won't charge for our initial training, and **we will never charge for ongoing training**—even if we did one per week.

Initial Training Schedule

Trainings with Apptegy are unlimited and free for everyone. An ideal training schedule will include a **setup call with your administrators**, in-depth sessions for all of your **power users** and **introductory sessions for casual users**. We typically schedule a number of sessions over a few weeks to accommodate different schedules. The goal is to have all website editors trained during this time. This way, everyone is set up for success and can get started using Thrillshare before we go live officially.

Dedicated Contact

You will be working with your Client Success Manager on initial and ongoing training. You will always know who to turn to and have an NFPS expert at Apptegy.

Help Center & Training Materials

When you are in Thrillshare, you can access the Help Center that will give you a step-by-step written guide on every aspect of the platform.

Live Webinar Trainings & Video Tutorials

All of our training is via live webinar. We typically record training sessions so we can provide them as on-demand content as well for users to revisit. Therefore, your video tutorials are actually customized to NFPS's setup and not generic instruction.

Live Chat

If anyone on your team has a question or needs a tip, our support team is available in the Live Chat and will be ready to promptly assist them.

See below for more on our support.

Support

Our number one priority is for you to be successful with your online presence. That's why everyone at NFPS will have full access to your dedicated contact at Apptegy as well as our entire support team.

Client Success

"Support" is about more than helping with questions and addressing concerns. To us, our partnership relies on making your communication strategy a success. You will be assigned a Client Success Manager. They will be your dedicated point person for training sessions, feature announcements, and most importantly, for best practices coaching and school district marketing consulting.

Support

Of course, we know your Client Success Manager may not always be immediately available. That's why we also have a dedicated support team available to answer any type of question in the moment.

All support is included and unlimited. Every one of your users will have full access to our support team. You might call this **premium support for everyone**. This means your staff can come directly to us instead of flooding your technology team with questions.

Our entire support team is located in our headquarters in Little Rock, Arkansas, and we are always available to field questions during business hours (8 am - 5 pm CT).

Response Time

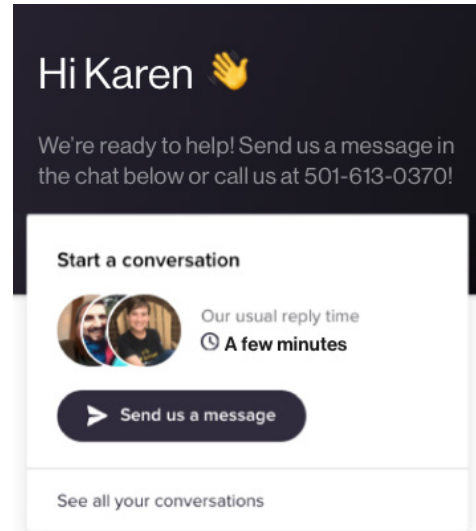
Our median response time for any tickets/reported incidents is 1 minute and 26 seconds. This number encompasses all levels of severity as well as after-hours support. Our support team of ~50 is always available to help!

There are a number of ways of how you can reach us:

- **Chat:** The most effective way to communicate with us is to use Thrillshare's built-in chat. Any time you log in, you'll find our chat bubble in the bottom right-hand corner, and you'll see who's chatting on the other end. The advantage of using our in-app chat is you can work in Thrillshare while talking to us. From the chat, we can also hop on a quick web meeting or phone call to walk through your questions.
- **Phone:** Between 8 am and 5 pm CT, you can reach our support team on the phone at 501-613-0370.
- **Email:** At any time, shoot us an email at support@apptegy.com, and we'll get back to you as quickly as possible.

After Hours

Our official support hours are 8 am – 5 pm CT, Monday through Friday. During those hours, we respond immediately via chat, phone call, and email. Outside of those hours, we also monitor our various inboxes and will resolve important issues when they arise. Please note that for emergency support, we will also share the cell phone numbers of your Client Success Manager, our Head of Support, and our Director of Client Experience.



Your Support Team

Our support team consists of our dedicated Tech Ops team as well as every Client Success Manager and Client Project Manager. Support is available via in-app chat, phone, and email.



Brenner Clemmons



Bryttani Bartlett



Casey Wyatt



Christina Boyd



Cody Stanton



Coleman Branum



Danny Roberts



Elva Rosas



Elvie Pearson



Greg Cooper



Hannah Goetz



Hunter Owen



Jackie DeSalvo



Jake Hicks



Jared Dreher



Jessie Kovacic



Jonathan Bobo



Jordan Kent



Kathleen Conley



Kyle Hubbard



Lacey Thacker



Marie Kressin



Mark Hiblong



Michael Kozak



Michael Monroe



Nick Lewis



Noah Hallett



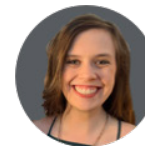
Pauline Godoy



Rachel Cole



Robin Tucker



Sarah Cole



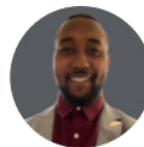
Scott Weiss



Seigen Nichols



Stephen Tate



Taylor Reggans



Travis Howk

Tab 3: About Apptegy



The Evolution of Aptegey

In K-12 public education, Aptegey is the third-largest provider of websites and mobile apps, working with **over 1,800 school districts** across the US. We are the fastest-growing company in this space and are helping more and more school districts to promote themselves online.

Aptegey started in 2014 with the goal of enabling public school districts to **build a strong brand** and **communicate more effectively** with their audiences. In 2015, we worked with our first three beta clients. Today, in July 2021, we're serving as partner to over 1,800 school districts. These school districts have partnered with us for their website, custom mobile app, and the alert and notification system.

The reason we've grown from zero to working with over 10% of all school districts in the US in just over five years is the **ease of use** of Thrillshare, coupled with the unmatched **inclusive user experience** for our districts' communities.

General Information

Years in Business
6

Number of Employees
200

Headquarters
Little Rock, AR

Our Product

Every one of our 1,800+ school districts uses the same product: Thrillshare. Thrillshare is the first publishing platform built specifically for public school districts and empowers our schools to share information, build community and engage their audiences. Thrillshare powers our districts' **websites, mobile apps, social media** and **notification system**.



What Makes Us Different

1 Thrillshare's Ease of Use

With our publishing platform, Thrillshare, you don't need any programming knowledge to update your district's website, app or notification system. Now, you can promote your success stories across all communication channels right from your smartphone.

1,800+
Public School Districts
Partnering With Apptegy

2 The User Experience for Your Community

Wherever your community engages with you online, they'll be able to do so with ease. No more pinching and pulling to view your website on a smartphone or being redirected somewhere else within your mobile app.

3rd
Largest Provider of
Mobile Apps and
Websites

3 Your Experience Working With Us

From the beginning, Apptegy set out to be more than a software provider. We strive to be a true partner and resource for our districts. That commitment and our personal, fast and easy support has earned Apptegy an unheard of 99% client retention rate.

99%
Client Retention
Rate

Thought Leader in School District Marketing

Apptegy is the publisher of the magazine SchoolCEO.



First published in 2018, this is the **only magazine focused on marketing in K-12 public education**. SchoolCEO is issued quarterly with a circulation of over 14,000, most of which are school district superintendents.

This publication allows us to do **extensive research in public education** while interviewing reputable thought leaders, associations, school district leaders and clients. Visit schoolceo.com to learn more about the research we've conducted and interviews with thought leaders in the K-12 space.

Other Awards

- Forbes Magazine's 2020 & 2021 Top 500 Startup Employers
- Zippia's Best Startup to Work for in Little Rock (2020, 2019)



Conducted the **largest study** on how millennial teachers chose where to work and how school districts are marketing to them



Interviewed **over 50 school districts** who passed a school bond in the past 3 years



References & Examples

We work with **over 1,800 school districts** across the country and have chosen to highlight a few for you. In the following pages, check out their websites and mobile apps!

Please feel free to reach out and learn about their experience working us.

- Litchfield Public Schools & Regional School District No. 6, CT
- Rockaway Township School District, NJ
- Warsaw Community Schools, IN
- Cullman County Schools, AL
- Fayetteville Public Schools, AR

Litchfield Public Schools & Regional School District No. 6, Connecticut

Chris Leone

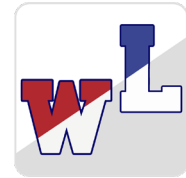
Superintendent
(860) 361-9033
cleone@rsd6.org

35 Wamogo Road
Litchfield, CT 06759

litchfieldschools.org

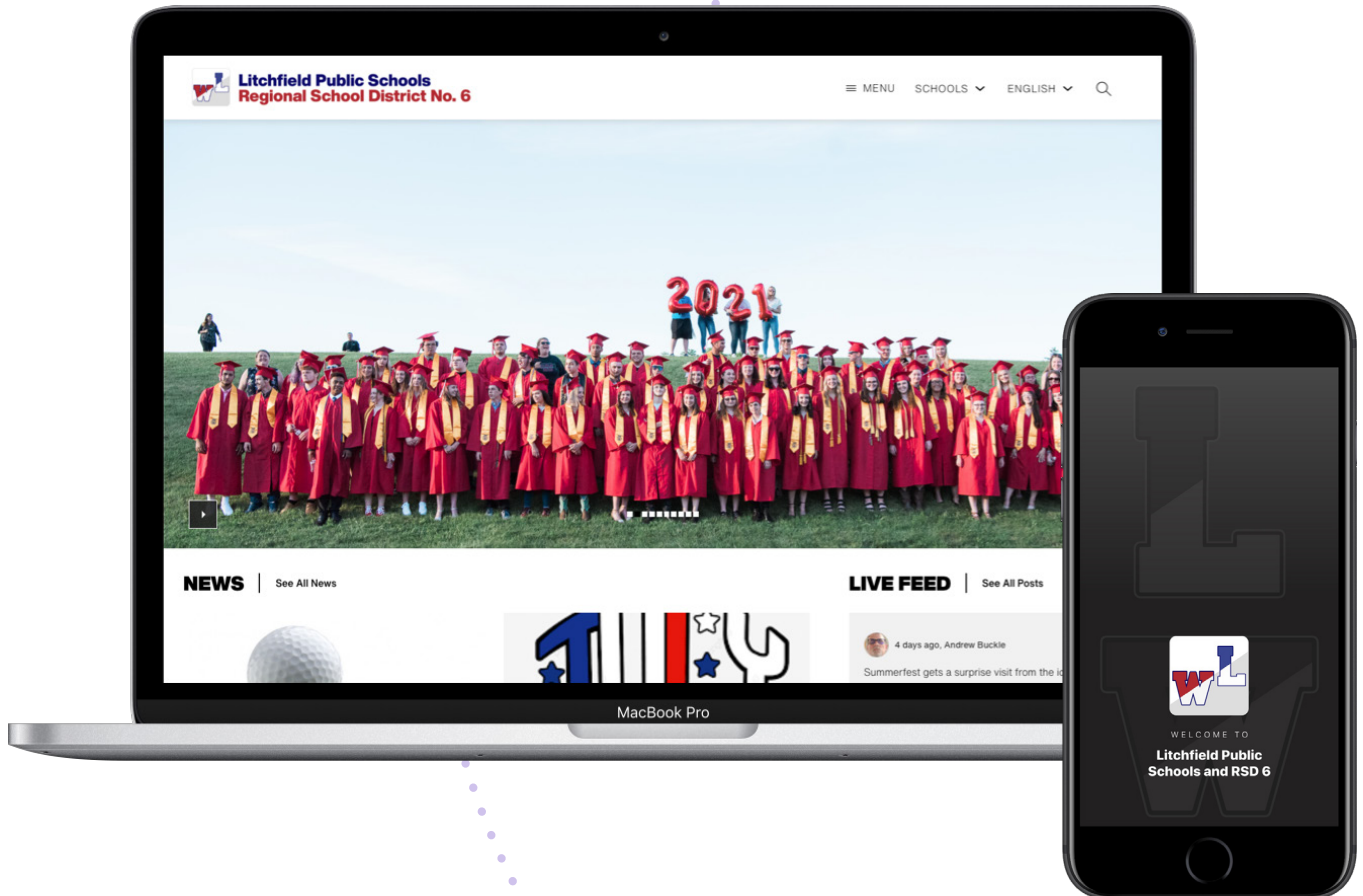
Client Since: December 2020

Enrollment: 1,900



List of Services:

- Thrillshare publishing platform
- ADA-compliant website
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training
- Launch campaign
- Strategy and best practices consulting
- Ongoing support and success coaching



Rockaway Township School District, New Jersey

Bebarce El-Tayib

Chief Technology Officer
(973) 627-8200 x6098
beltayib@rocktwp.net

P.O. Box 500, 16 School Road
Hibernia, NJ 07842

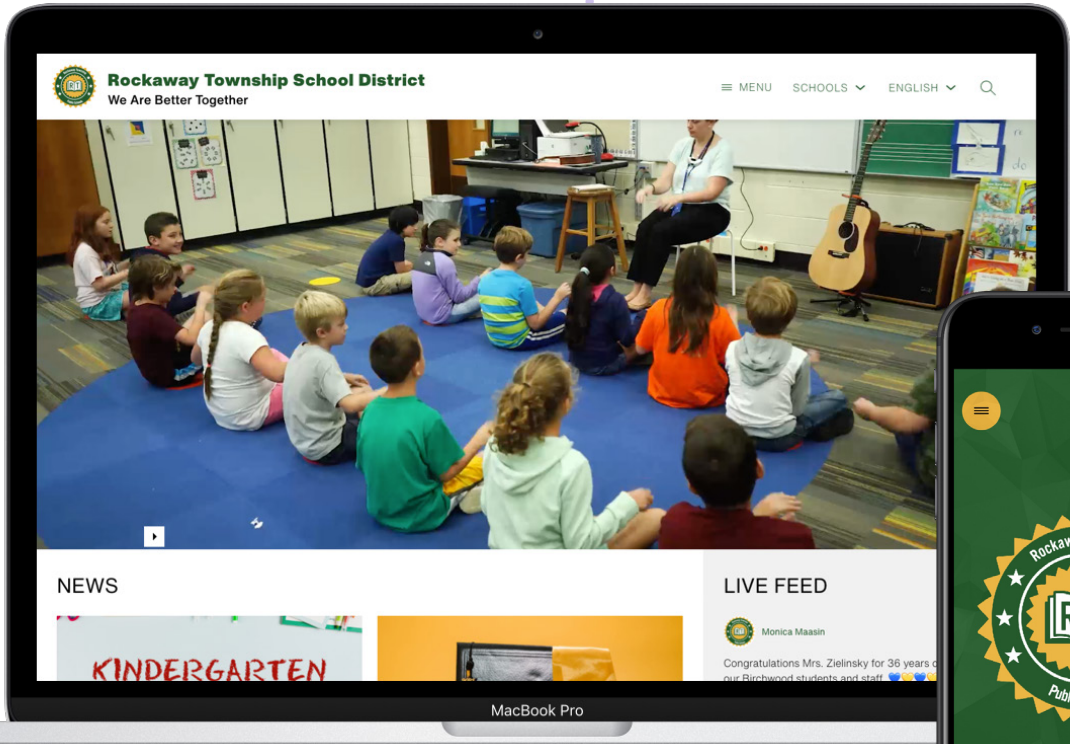
rocktwp.net

Client Since: February 2020

Enrollment: 2,300

List of Services:

- Thrillshare publishing platform
- ADA-compliant website
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training
- Launch campaign
- Strategy and best practices consulting
- Ongoing support and success coaching



Warsaw Community Schools, Indiana

Amanda Scroggs

Director of Communications
(574) 371-5098
ascroggs@warsawschools.org

1 Administration Drive
Warsaw, IN 46580

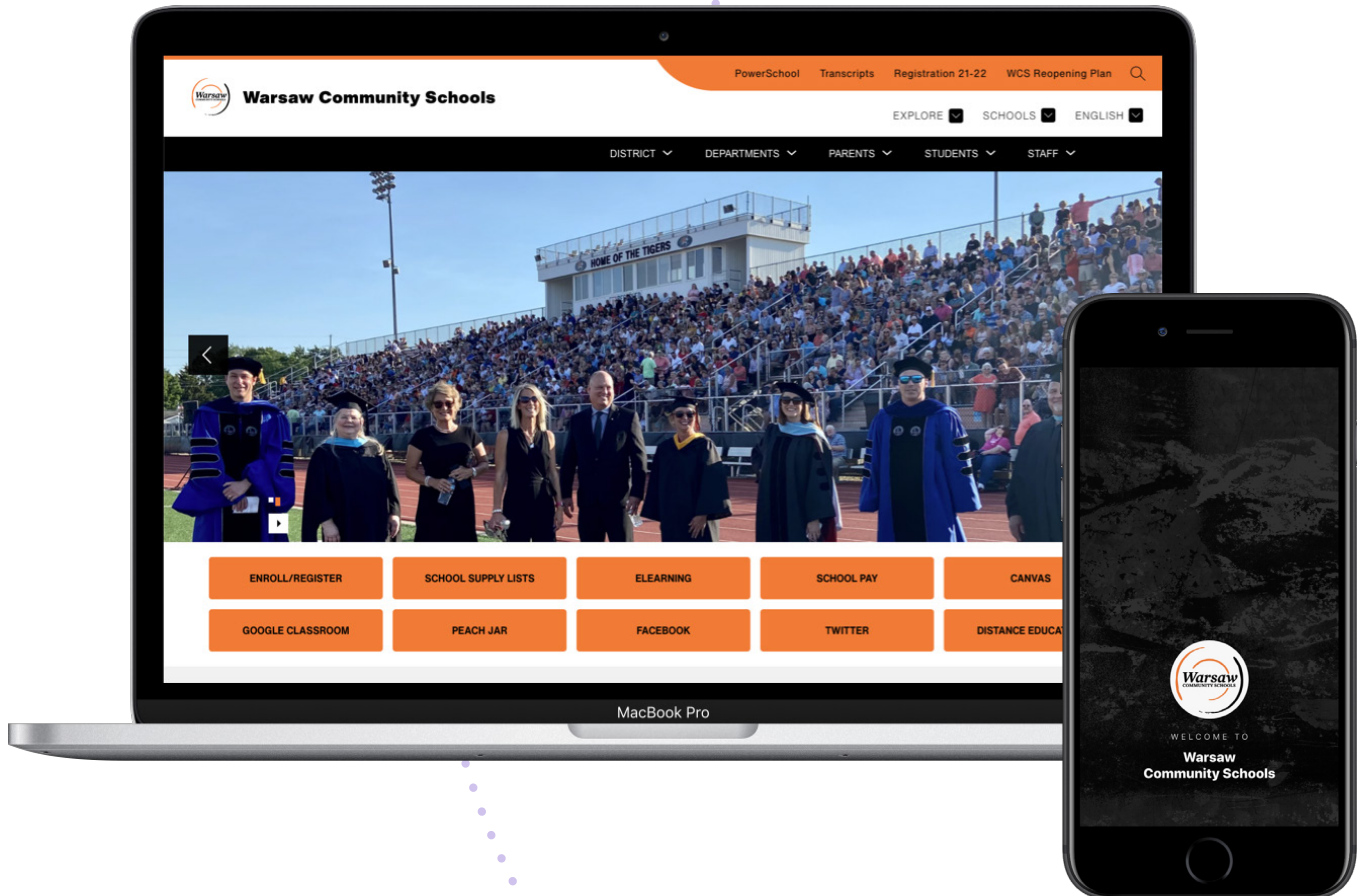
warsawschools.org

Client Since: December 2019

Enrollment: 7,000

List of Services:

- Thrillshare publishing platform
- ADA-compliant website
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training
- Launch campaign
- Strategy and best practices consulting
- Ongoing support and success coaching



Cullman County Schools, Alabama



Ty Watwood

Media & Communications Specialist
(256) 734-2933
twatwood@ccboe.org

Client Since: November 2020

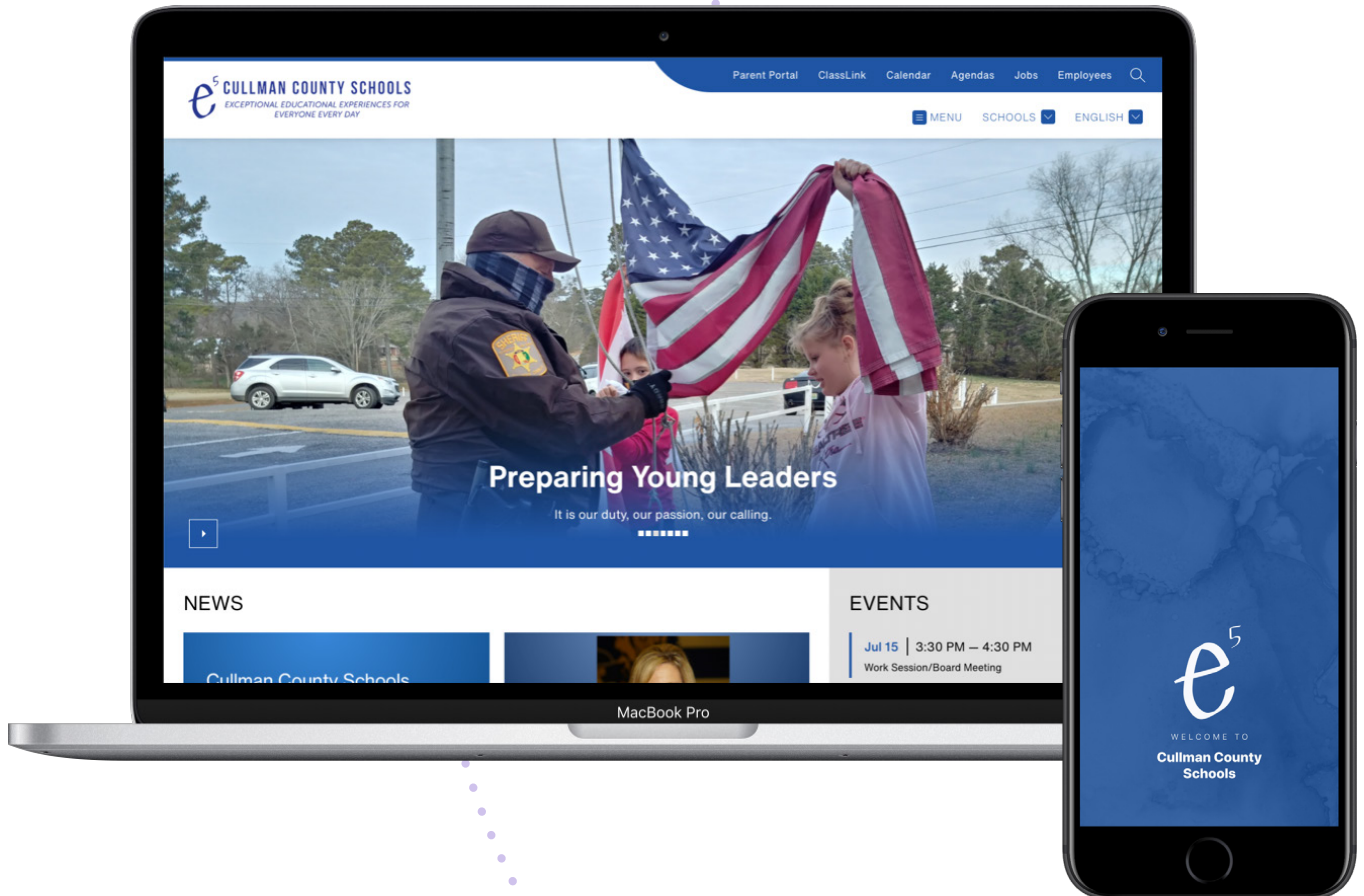
Enrollment: 9,300

402 Arnold Street NE
Cullman, AL 35055

ccboe.org

List of Services:

- Thrillshare publishing platform
- ADA-compliant website
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training
- Launch campaign
- Strategy and best practices consulting
- Ongoing support and success coaching



Fayetteville Public Schools, Arkansas



Holly Johnson

Executive Director of Communications
& Public Relations
(479) 973-8685
holly.johnson@fayar.net

1000 West Bulldog Blvd.
Fayetteville, AR 72701

district.fayar.net

Client Since: March 2018

Enrollment: 10,600

List of Services:

- Thrillshare publishing platform
- ADA-compliant website
- Custom mobile apps for iOS and Android
- Mass notification system (text messages, voice calls, emails)
- Content migration
- Unlimited training
- Launch campaign
- Strategy and best practices consulting
- Ongoing support and success coaching



**Let's keep the
conversation
going.**



Matthias Wehnert

(501) 612-4442

matthias.wehnert@apptegy.com