Web Site Contract with Apptegy

Background:
Our school district currently uses a web site hosted by web provider *rSchoolsToday* (RST). RST is best known for its sports management platform. It coordinates the scheduling of athletic events among school. It coordinates with school district calendars. RST is the leading tool currently used by activities directors in Iowa.

We will continue to use RST for its sports management platform. However, we are not bound to it for our district web site. We only use it for the sake of convenience.

So many of our students and parents carry smart phones these days. These phones are known for the applications (apps) that operate on these cellular telephones. 77% of American adults own a smartphone. One in ten families use a smartphone as their only internet connection. In 2015 mobile surpassed desktops as the most-used device for Google searches.

Apptegy is an emerging player in school district web site management. They allow most of the content of a school's web site (such as the calendar, sports schedules, sports scores, and the lunch menu) to function in a smart phone app.

Apptegy is affordably priced, and we would like to contract with Apptegy to move our web site onto their platform and into one of their smart phone apps.

Recommended Action:
I recommend the board move to approve the contract with Apptegy. It appears on subsequent pages.