



**GOVERNING BOARD AGENDA ITEM  
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

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**DATE OF MEETING:**        **May 19, 2015**

**TITLE:**    **Award of Contract for a Content Management System (CMS) Based upon Responses to Request for Proposal (RFP) 14-0021**

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**BACKGROUND:**

Request for Proposal (RFP) 14-0021 for a Content Management System (CMS) was e-mailed to 152 vendors and published on the District's website. Six vendors submitted responsive proposals. The Evaluation Team scored each proposal based on the evaluation criteria listed in the RFP. The three highest scoring vendors were asked to demonstrate their CMS to the Evaluation Team as well as other users in the District and outside the District. These three vendors were also asked to provide a Best and Final Offer for clarifications and additional information concerning their CMS. The Evaluation Team ranked each vendor based on the vendor's Best and Final Offer. The results were:

**Schoolwires, Inc.** – Highest Ranking Vendor  
**Edlio** – Second Highest Ranking Vendor  
**eSchoolView** – Third Highest Ranking Vendor

The District's current CMS is inflexible and non-interactive; its design and capability have forced many users to host important department and classroom materials on outside sites, using the current CMS as a "jump-off" point for the offsite web content. The District needs a rich, robust web presence with a focus on the future for the marketing of Amphitheater Public Schools. Acquiring a new CMS will help the District move forward as the premiere school district in Tucson.

Schoolwires, Inc. has a dynamic and flexible CMS that will grow with the advances in technology and meet the needs of the District (students, teachers, employees, and community) for many years to come. The following are some of the benefits that the District will realize through the purchase of the Schoolwires CMS:

- Mobile Application (Android and Apple Formats) – a vital communication tool in this day and age when many people use only their phone to access web content.
- User-Friendly Interface – users of all technical skill levels will be able to use the Schoolwires interface effectively and efficiently. Teachers will be able to update their web pages to include homework assignments, resources for students/parents to learn more, calendars with daily plans, and other pertinent information.
- Consistent Branding Across All Schools/Sites – users will be able to navigate easily on each web page.
- "Stay Connected" Thinking – Schoolwires is designed to connect every member of the District's community (students, teachers, parents, employees, community members, Governing Board members, alumni, prospective students/teachers, current businesses and prospective businesses) with the information and services that they need.
- Social Media Framework – this will allow the District to easily engage with the Community by integrating social media with the CMS.
- "My View" Personal Portal – users can choose the information that they care most about and view it all in one place.
- Other Features – single sign-on access, technical support, calendar, online forms, surveys, content broadcasts, and alerts.

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**RECOMMENDATION:**

It is the recommendation of the Administration that the Governing Board determine that Schoolwires, Inc. is the highest-qualified vendor for the CMS and authorize the Administration to negotiate any other agreements or contract terms that the Administration determines to be fair and reasonable for the CMS.

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**INITIATED BY:**

*Scott Little*

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Scott Little, Chief Financial Officer

Date: May 11, 2015

*Patrick Nelson*

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Patrick Nelson, Superintendent