



SchoolMessenger Proposal

Prepared For:

**Warren County School
District**

Prepared By:

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Prepared for:	Warren County School District North Warren PA 16365
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Dear Roger Tubbs:

At West Interactive Services Corporation, our goal with SchoolMessenger solutions has always been to ensure educators are able to quickly and easily connect with their communities in any language and on any device. We are focused on delivering innovative technology supported by an award-winning service and support team. Our platforms, features, and functions have continued to evolve and set the standard for the industry. Similarly, our commitment to being highly responsive and proactive in supporting our customers has pushed the overall market forward.

As evidence of our qualifications, note that we:

- Have offered the most widely-used product for notification in U.S. K-12 school districts since 2011, serving more than 32 million K-12 students (nearly half of all U.S. student enrollment).
- Are the website / content management system (CMS) choice of more than 4,500 K-12 schools and districts across North America.
- Have developed custom mobile apps, integrating all communications – from the website, notification service and other sources – for more than 800 school districts.
- Have proven success in large districts like Houston ISD (210k students), Dallas ISD (165k students) and many more.
- Serve more large urban districts than any other communications provider¹.

Our company is committed to the success of schools and school districts. We value our clients as partners in our effort to foster the connection between the school and the home, and ultimately to support the success and safety of students. We look forward to carrying this vision forward and serving one of PA's leading school systems.

Sincerely,

Kathy Murphy, Region Director

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¹ SchoolMessenger is the district-wide notification provider in more member districts of the Council of Great City Schools — the defining association of the nation's largest urban public school systems — than any other vendor.

EXECUTIVE SUMMARY

SchoolMessenger is the *Trusted Platform for School Community Engagement*. To accomplish our mission of ensuring educators are able to quickly and easily connect with their communities in any language and on any device, we offer a robust set of communication solutions for your district's unique needs.

We have prepared this proposal to showcase an industry-leading communication solution that we believe will meet your project's immediate goals and provide long-term value to Warren County School District.



EDUCATION-FOCUSED FEATURES

Every SchoolMessenger solution is powerful in its own right, but they are even more valuable when combined. That's why we propose that Warren County School District adopts our three most popular solutions – *SchoolMessenger Communicate*, the notification system relied upon by more schools than any other; *SchoolMessenger Presence*, the K-12 website solution of choice for thousands of districts across North America; and *SchoolMessenger CustomApp*, the custom K-12 district mobile app offering.

Whatever your goals, SchoolMessenger solutions offer the features you need to communicate effectively:

- **Multi-channel notifications** via voice, text, email, social media, desktop pop-up, and web
- **Superior message deliverability** – Patented technology ensures your messages don't have to "wait in line," even in high-volume situations like widespread weather events
- **Integration and automation with more than 130 data sources** including most student information and foodservice POS systems
- **Classroom messaging** – Provide teachers with powerful messaging tools while maintaining visibility and control
- **Powerful yet simple interface** – Known for ease of use by staff of all skill levels
- **In-line website editing capability** which allows staff members to make on-page edits to content and layout in real time – without coding or use of a backend editor
- **Truly custom mobile apps** – Go beyond logo and color customization! We design to your exact specifications with your distinct goals and objectives in mind
- **Multilingual support** – Reach everyone in your diverse school community – more than 70 languages supported
- **Industry-leading accessibility, version control, and other legal compliance tools** that make it easier for you to stay compliant with ADA, CIPA, COPPA, and FERPA

TESTED, TRUSTED, AND RELIABLE TECHNOLOGY

SchoolMessenger products run on *the world's largest K-12 communications network*. Many of the nation's most demanding school districts across North America trust their important communications to SchoolMessenger products. SchoolMessenger products are also *recognized by leading edtech organizations and industry publications*:



To help districts stay compliant with the recently-updated Telephone Consumer Protection Act (TCPA), a federal law that restricts how automated calling and texting systems can be used to communicate with people, we also offer *industry-leading TCPA compliance features*. These unique tools are designed to help districts meet the requirements of this law and avoid costly lawsuits from consumers.

We were also *an early signatory of the Student Privacy Pledge*, which was created by The Future of Privacy Forum (FPF) and the Software & Information Industry Association (SIIA) to encourage school service providers to affirm that K-12 student information is kept private and secure. We adhere to the Pledge's twelve stringent standards as part of a complete commitment to protecting student data.



IMPLEMENTATION, TRAINING AND SUPPORT THAT EXCEEDS EXPECTATIONS



Our *award-winning 24/7/365 support is truly unlimited*; any teacher, administrator, or support staffer can contact us anytime with questions on any type of issue. There's no limit on the number of support cases you can submit and no cost for "premium" support. Plus, we never place restrictions on the number of people in your school or district who can contact our support team. Whether you call our toll-free 800 number, submit a support ticket via email, start a live chat, or contact us via web form, you'll discover the difference that world-class service can make.



We offer a range of *customizable training options* to get your users confident and ready to use our system to its fullest potential. Let our experienced trainers help ensure your users are trained effectively on the system. Additionally, the learning resources available through our training portal offer product news, tips and tricks, training modules and more.



What's more, we realize that switching communications providers can pose a challenge. That's why we make the process as painless as possible with *free implementation support*. Our content migration service allows you to focus on higher priorities while we build out your new website for you.

TOP-NOTCH TRAINING

We offer a range of **customizable training options** to get your users confident and ready to use our system to its fullest potential. Let our experienced trainers help ensure your users are trained effectively on the system, while our learning resources available through Resource Central offer product news, tips and tricks, training modules and more.

ABOUT THIS PROPOSAL

We hope that this project proposal demonstrates the capabilities of our communications solution and a commitment to excellence that will help ensure the success of your district and schools. We look forward to working with Warren County School District on this important and visible project.



SCHOOLMESSENGER BACKGROUND

SchoolMessenger products from West Corporation's Education group are education's trusted communications solutions. More than 63,000 schools and other educational institutions across all 50 U.S. states and Canada depend on SchoolMessenger products and services.

From its start with notification services in 1999, the SchoolMessenger family of products has grown to meet the community engagement needs of school communications and technology professionals. SchoolMessenger products let schools engage with their staff, teachers, parents, and students in multiple languages and on any device.

SchoolMessenger products and services are selected in rigorous reviews by some of the largest school districts and school boards across North America. For example:

- The award-winning *SchoolMessenger Communicate* notification service is used by more K-12 schools than any other.
- *SchoolMessenger Presence*, the most flexible website content management system in K-12 education, is relied upon by more than 4,500 schools.
- *SchoolMessenger CustomApp*, for creating unique school mobile apps, is a key part of the communications efforts of hundreds of top K-12 districts.

SchoolMessenger products run on the largest K-12 communications network in the world. Thanks to patented technology and rock-solid infrastructure, those products successfully deliver more than one billion notifications per year and effortlessly handle the most complex voice, text, email, mobile app, social media, and website communications.



SchoolMessenger is also a signatory to the Student Privacy Pledge and adheres to its twelve stringent standards as part of a complete commitment to protecting student data.

SchoolMessenger's product family is part of West Corporation (NASDAQ:WSTC). For more than 25 years, West has provided reliable, high-quality voice and data services. West serves clients in a variety of industries including telecommunications, public safety, technology, healthcare, financial services, and retail. West operates worldwide, in the United States, Canada, and many other countries.



SCHOOLMESSENGER SAFEMAIL

Sexting in Morse code over Google Chat. Using Google Docs to exchange pornographic images. Emailing classmates to announce a planned suicide or fight.



These situations may sound outlandish, but they are actual incidents caught by SchoolMessenger SafeMail – and inappropriate student use of educational technology is more common than you might think. **In fact, SafeMail flags and reports an average of six instances of inappropriate online behavior per school per month.**

What's more, existing email and web filtering solutions aren't built to address modern communications tools offered by productivity suites like G Suite for Education and Office 365 for Education. Without the additional protection offered by an automated cloud filtering solution like SafeMail, you could be missing otherwise preventable incidents that harm students, attract lawsuits, and result in negative media attention – not to mention find yourself out of compliance with important laws and regulations.

Discover how SafeMail applies multiple layers of protection to help K-12 schools address these advanced threats and keep students safe.

KEY BENEFITS OF SCHOOLMESSENGER SAFEMAIL:

PROTECTING STUDENTS FROM PORNOGRAPHY

- ✓ **Do what traditional school internet filters can't do (and what G Suite and Office 365 won't)** – G Suite and Office 365 don't filter for pornography, and traditional school internet filters can't scan images within emails, attachments, documents edits, calendars, and other types of communications – SafeMail is built to address these gaps in protection
- ✓ **Shut down sharing of inappropriate files between students** – Limiting student email to the school domain may keep students from receiving obscene content from outside sources, but it won't keep students from sharing porn amongst themselves via tools like Google Drive and OneDrive – SafeMail finds and intercepts these kinds of communications
- ✓ **Filter a broader range of content** – SafeMail goes beyond mere email or web filtering to flag inappropriate text, images, and video content within a wide spectrum of communications tools within G Suite and Office 365, including chat – it also scans images, attachments, and video content across a wide range of file formats

AUTOMATIC FILTERING & HUMAN MONITORING FOR ADDED SAFETY

- ✓ **Proactive tracking and automatic flagging of inappropriate text-based content** – SafeMail’s filters examine emails, chat messages, document edits and comments, uploaded files, calendar items, and more against an in-depth database of predefined keywords and phrases in English, French, and Spanish, working proactively to flag content with alarming words and phrases (“kill,” “rape,” profanity, etc.)
- ✓ **Advanced tracking for inappropriate image and video content** – Emails with attachments and files are run through SafeMail’s Pornographic Image & Video Filter where suspicious content is automatically flagged
- ✓ **Human review of flagged content by our Human Monitoring System team** – Content flagged by the SafeMail system is forwarded onto the highly-trained members of our HMS team, who notify emergency contacts immediately if anything of concern is found
- ✓ **Stay ahead of issues** – Proactively deal with potential threats to school and student safety or behavioral issues with the help of SafeMail’s automatic filtering and human review of content

FEATURES TO HELP KEEP STUDENTS PROTECTED

- ✓ **Walled Garden Filter for advanced control over student email** – Limit emailing to within the school domain for students and reject all emails sent to external sources – or configure so students can send or receive emails from sources on a predefined safe list, preventing them from sending personal information to outsiders while using school-provided educational tools and protecting them when accessing email outside of school
- ✓ **Meet legal requirements for data retention with archiving configuration services** – Our team consults, determines, and configures archiving of both incoming and outgoing email to ensure each school’s unique legal retention compliance requirements are met

TECHNICAL SUPPORT

We provide full support services through a toll-free 800 number, email, live chat and web form for all users for all issue types at no additional cost.

We are a recognized leader in ongoing support and customer service. Our customer care philosophy is based on friendliness, courtesy, and quick service. We go beyond traditional support, and look for opportunities to ensure that end users are trained effectively and prepared to communicate meaningfully with their community.

ALL CUSTOMER SERVICE IS:

- Supplied by our customer service team (never subcontracted or outsourced)
- North American based
- Designed for the unique needs of educators

In addition, because getting help quickly is often a requirement for something as mission critical as your communication solutions, we offer support 24 x 7 x 365, and a 5-Minute Support Guarantee. Details are posted here: <http://www.schoolmessenger.com/five>

COST OF SERVICES AND OPTIONS

PRICING INCLUDES:

- Unlimited service
- Professional setup and data integration
- Technical support
- Extensive training

	YEAR 1	ANNUALLY
SchoolMessenger SafeMail – Safe Student Email services <i>(\$2.25/stu year + \$300 One Time Setup fee)</i>	\$9,975	\$9,675

**No additional charge for staff. No hidden charges or fees. No charge for version upgrades.*

***Pricing based on 48 month contract, see sales rep for shorter terms and pricing.*