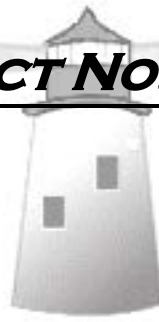


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Kevin Jauch, Ed.D.
Superintendent



November 27, 2017

TO: Kevin Jauch, Superintendent and Avoca District 37 School Board

FROM: Beth Haugeberg
District Technology Coordinator

RE: Website Revamp Committee Service Provider Recommendation

The Website Revamp Team (members listed below) is pleased to recommend that the district employ the services of **SchoolMessenger: West** to design and host our new website. We had nine companies respond to our Request for Proposal. We then used a rubric to narrow the field down to four companies and requested technical demos from all four. The demos were recorded for all committee members to view, and it became obvious that two companies were clearly superior to the others. The committee met twice after the technical demos to fully weigh the pros and cons of each provider and platform.

SchoolMessenger: West is an industry leader in educational website design and hosting with over 9000 schools and districts in their portfolio, 76 in Illinois alone. They offer dynamic website design in an easily manageable interface. A few of the features that impressed the committee include:

- Fresh innovative design that reflects or district mission, vision, achievements, and programs
- Dynamic calendars that integrate fully with the Google calendars we already use in the district
- Teacher and school level directories
- Full support of Web 2.0 tools and integration with social media
- Responsive design that automatically adjusts to any device or browser, including mobile devices
- Seamless integration with Google Drive via direct file uploads
- Powerful video and image management features including photo editing within the system
- Complete ADA compliance
- Unlimited 24/7/365 support for any teacher, administrator, or support staff and a robust training resource center with modules for all types of users
- Free content migration

There was another vendor that offered additional services and a similarly professional looking product, however, we felt that many of the services were more appropriate for a high school or community unit district. Unfortunately, those could not be separated out of the overall package to reduce costs. Even after

the other competitor adjusted their pricing structure at our request, their services were four times as expensive. The Website Revamp Team feels that SchoolMessenger: West offers a great product with high quality at an affordable price, especially when the recurring cost of annual hosting fees is considered.

Sincerely,

The Website Revamp Team

Beth Haugeberg
Cortney Meyer
Dave Hoffheimer
Gail Brown
Gil Gibori
Rick Zelinsky

Kevin Jauch
Kelli Lane
Kelly Reardon
Kelly Sabatini
Michelle Katz
Nicki Scozia

SCHOOLMESSENGER: WEST PRICING BASED ON 750 STUDENTS, 3 SITES	YEAR 1	YEAR 2 & BEYOND
SchoolMessenger Presence – Fully Hosted Website / CMS Services <i>(\$900/site/year, district site included at no additional cost)</i>	\$1,800	\$1,800
Responsive Template Designs for School Sites** <i>(One-time fee of \$2,000/district site and \$500/school site)</i>	\$3,000	\$0
Full Implementation Services	\$0	\$0
Content Migration Services <i>(Content migration of all content located on the district and school web pages)</i>	\$0	\$0
Unlimited Training & 24/7/365 Customer Support <i>(Unlimited online training for the life of the contract, backed by 24/7/365 customer support)</i>	\$0	\$0
TOTAL	\$4,800	\$1,800