# SCHOOLMESSENGER®

July 29, 2016

Prepared for:     **Ravenna Public Schools**

Ravenna, Nebraska

Thank you for the opportunity to outline SchoolMessenger's mobile app development capabilities and pricing.

As we've seen, K-12 education – and parents and their children – is not immune to the impact that smartphone apps have made in a mobile society. According to the research firm Ipsos, 55% of parents of school-aged children own a smartphone, and no doubt that number will increase sharply as the smartphone market continues to grow (and the tablet market as well). Parents are encouraged to download apps for everything from organizing play dates to tracking kids' chores and planning menus.

And mobile is where people go to consume news and information. Americans who own smartphones or tablets spend, on average, 2 hours and 38 minutes per day "glued" to their mobile devices (Flurry Analytics 2013). And 80% of this time is spent in apps (Flurry Analytics 2013).

With a Custom Mobile App from SchoolMessenger, you get a branded district app that is designed to update itself automatically from your sources. News, calendars, events and even secure information such as grades and attendance are immediately available to parents on the go.

We appreciate the opportunity to partner with the district on this important and highly visible project. I look forward, along with our project team, to being closely and personally involved in this process through our entire relationship with the district. Please contact me if I can provide any additional clarifying information.

Sincerely,

Ryan Brinton | Region Director

## Background

The district is exploring the possibility of launching an official mobile app to improve communication with parents, students, staff and the broader community.  The app should support the most widely used mobile platforms and devices. To minimize duplicate work, content should be sourced from existing publishing outlets wherever possible. The purpose of this document is to outline SchoolMessenger's approach to building and supporting a custom mobile app for the district.

## Home screen and icon design

Virtually any home screen layout can be supported to make your app truly custom. Our team works with you to create the best layout based on your goals, design aesthetic, content types, number of sources. Below are selected samples:
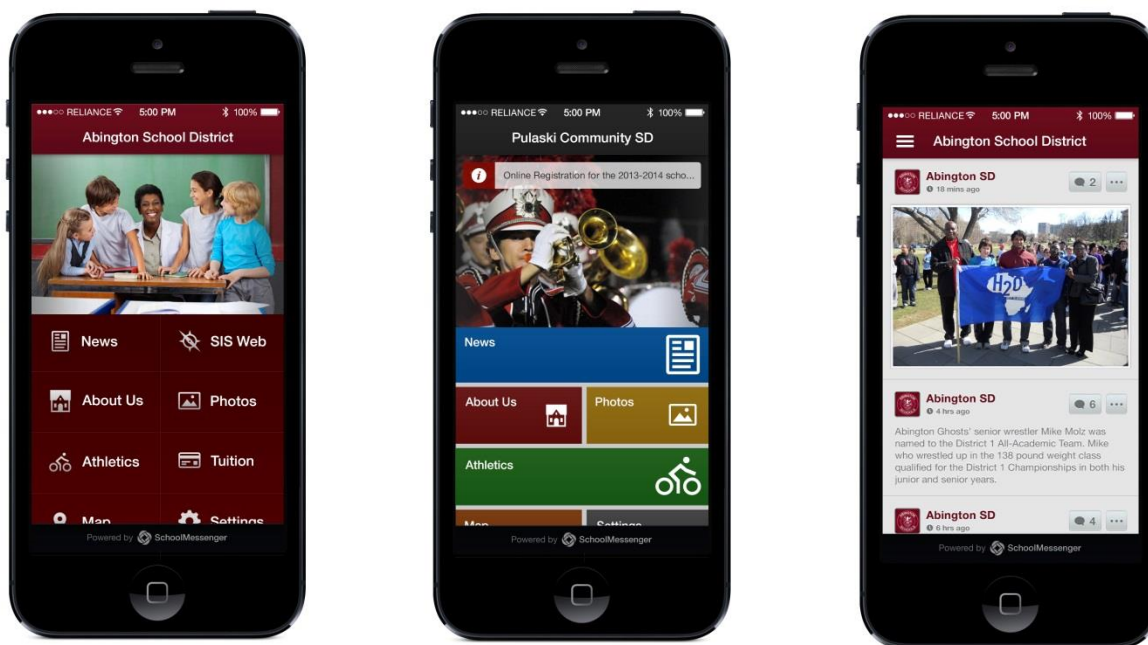


The app icon (displayed in app stores and on devices to launch the app) will contain a version of the district's logo reshaped by SchoolMessenger. A high resolution logo file for the district is needed. Below are examples of other district app icons developed by SchoolMessenger:

## Content and sourcing

Our goal when sourcing your modules is to minimize burden on school and district users to keep information up-to-date in your app.  Below are typical modules and the sourcing approaches we most commonly employ:

| Module | Sourcing and updating |
|---|---|
| **News** | • Typically most districts will have a district news section on their website. If your website offers the capability to create RSS Feeds or XML, this will work perfectly for pulling into the app.<br>• Alternatively we can likely write a custom script to pull in news or create district news RSS feeds in SchoolMessenger. |
| **Events** | • If your district uses an online calendar system, we can pull a feed from a Google Calendar or RSS Feed located on both the District and individual school websites.<br>• Alternatively an RSS or XML feed can be used to populate the calendar. |
| **Lunch Menus** | • Most districts offer links directly to PDF files located on their website. Alternatively we can do an RSS Feed, Google Calendar feed, or Twitter Feed of the lunch menu.<br>• Another alternative would be to use a custom SchoolMessenger WebPage containing links to lunch menus. |
| **Maps** | • We utilize Google Maps to display your locations on the map. Simply give us the addresses and we will plug those in and provide real-time navigation to those locations. |
| **Athletics** | • Most districts offer an RSS Feed or Google Calendar feed of sports schedules and we'll pull these feeds directly from your website.<br>• Alternatively we can utilize a website such as www.Maxpreps.com where many school sports schedules are maintained and easy to pull into the app. |

| | |
|---|---|
| **Staff Directory** | • If possible, we can utilize your staff import that is being pulled into SchoolMessenger (hiding certain fields) as the directory source.  Normally we will show staff first name, last name, email address, and building. We'll help with this process.<br>• We can also pull XML feed data from your website. |
| **Social Media** | • Embedding district Facebook, Twitter, YouTube Channel or other social media feeds is very popular.<br>• We can list feeds at the district level and individual campus or school level.<br>• If your district utilizes a Facebook page, we can also pull picture albums from your Facebook page. These albums often display well within the app. |
| **Portals** | • Secure portals you would like to offer your parents, staff, or students. Possible ideas:<br>   o Student information systems<br>   o Lunch/Fee Payment Systems<br>   o Student/Staff email |
| **Contact Preferences** | • Access to update contact preferences in the mobile version of SchoolMessenger Contact Manager.<br>• Integrated with the SchoolMessenger notification service; no special sourcing required. |
| **Other / Custom** | • Any other custom module you feel would benefit your app. Examples include:<br>   o School Board area<br>   o Superintendents Corner<br>   o IT Updates-Technology Blog/Newsletter<br>   o Student / Staff Resources |
| **Settings** | • App settings include preferences for following only certain schools/categories<br>• No special sourcing required. |

The sequence of the modules can be in any order you determine within the app. The above modules are shown for sample purposes only; your app will contain only those modules you specify which may be more or fewer than those shown here. The district may choose to add additional content sources at any time.

## Platform support and publishing

The app will be published to the Apple App Store (iPhone and iPad versions) and Google Play (Android version). SchoolMessenger will manage the app submittal process with the stores. The app will be free for end users.

The app is published as a **"Universal App"** which means it has been designed uniquely for iPhone and iPad. Unlike many apps that are essentially "scaled up" in size when accessed via the iPad, Universal Apps are designed uniquely for iPhone and iPad.



*The "+" icon next to an app in the App Store indicates it is a Universal App*

## Ongoing support, maintenance and reporting

The service includes:

- Prompt customer service and support from 7am CT – 7pm CT for technical questions, adding additional content sources, modifying existing content sources, etc.

- 24x7 hosting and monitoring.

- Upgrades and patches applied as needed to address changes to supported platforms.

- Monthly reports provided to main contacts showing number of downloads per app store.

- Support for end users (those downloading the app such as parents) is not included.

- At the district's request, SchoolMessenger can provide no-cost consultation and customizable materials to help the district promote its new app

## Approval process

A web demo of a prototype app with key district stakeholders will be conducted approximately 4 weeks after project initiation. Changes can be incorporated based on district feedback. SchoolMessenger will then publish the app into the supported stores so that key district personnel can download and test it before it is more broadly promoted to parents. Further edits and additions can be incorporated as needed before a public announcement is made.

# COST OF SERVICES AND OPTIONS

## Package:     SchoolMessenger Custom Mobile App

Following is a summary of the pricing for the services described here. There are no hidden fees or upcharges. The SchoolMessenger approach is "all inclusive". Pricing valid for 30 days from date of proposal.

| SERVICES INCLUDED | |
|---|---|
| Development of custom mobile app based on district content sources | Included |
| Custom screen design services | Included |
| Custom scripting to source content from non-feed based sources | Included |
| Publishing in Apple's App Store and Google Play (Android) | Included |
| Universal App (iPad-specific version available in Apple's App Store) | Included |
| Unlimited push notifications | Included |
| Ongoing hosting, maintenance and unlimited downloads | Included |
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|---|---|
| Enrollment (# of students) | 450 |
| Annual Rate | $2,500.00 |
| One Time Setup | $660.00 |
| **Total Cost Year One** | **$3,160.00** |