

Direct Negotiation Recommendation of \$500,000 or Less
55-069E – District Website Services
February 18, 2015 Board Agenda
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CONTINUATION OF SUMMARY EXPLANATION AND BACKGROUND

The systematic approach to web content management provided by the School Website Solutions (SWS) system is easy to use and does not require School Board personnel to have prior programming skills or website management knowledge. SWS allows use of the system’s templates that provide the District with the ability to coordinate the look and feel process for participating schools and administrative offices. The websites provide a level of standardization across websites with school banners, tabs, and general school information.

SWS is successfully being utilized by:

Elementary Schools	114
Middle Schools	27
High Schools	15
Centers	12
Departments	2
Board Member Offices	<u>8</u>
Total	178

The first District site using SWS was developed and released in 2010. Since that time, the District has been able to provide valuable site-based information to our stakeholders. The website templates allow schools to publish information (e.g., school events and accomplishments), upcoming calendar events for clubs and sports, class notes, polls, school event photos, and project displays. District-wide emergency information (e.g., hurricanes and lockdowns) are automatically populated on each site’s homepage through Really Simple Syndication feeds. Additionally, the templates offer a language translator and a link to the District’s Online School Payments.

On March 1, 2015, the District’s agreement with SWS will expire. Originally, SWS provided the system’s templates free of charge with the plan to use advertising on the websites to subsidize the company’s cost, as a result a fee-for-service is needed. The District’s three-year plan is to migrate schools of the SWS’s template and enroll them into the Information & Technology website content management system. This plan will allow the contract value needed to decrease on a monthly basis and provide a reduction in cost for website’s services as schools are connected to content management system. The conversion execution for integration to content management system is estimated to be 15 schools per month. The current cost for website’s services is \$25/month (without teacher websites), and \$30/month (with teacher websites) for each site.

The original system deliverables include a website template, training, and ongoing support. The recommendation is to approve continued utilization of SWS’s website services for the 178 schools and department locations. The Technology Advisory Committee reviewed the Internet Advertising and Web Development contract on February 9, 2015.