

## EXECUTIVE SUMMARY

### First Amendment to Agreement and Additional Spending Authority 55-119E - ParentLink Engagement Solution-Parlant

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The Information & Technology department is seeking Board approval to amend Contract Agreement 55-119E - ParentLink Engagement Solutions-Parlant with additional spending authority to include additional services to be utilized by all schools.

On April 21, 2015, the Board approved 55-119E – ParentLink Parental Engagement Solution – Parlant that included licensing for unlimited emergency/non-emergency messaging, unlimited text/sms messages, and automated attendance notifications; as well as the District branded Mobile App with access to district and school calendars, news, social media sites, school sports teams, and a school directory. The item was amended to include the language:

“...to amend **Contract Agreement 55-119E-ParentLink Engagement Solutions-Parlant, page 2, Article 2 – Special Conditions, 2.02 Service Description** by adding, ‘The services do not include the additional services on the scope of work without further Board action’ ...”

Pursuant to the amendment additional spending authority in the amount of \$835,540 is requested for the remaining two (2) years to enhance the communication functionality currently licensed and implementation services. The enhancements include:

- Social Media Management (Mobile App)
  - Navigates all school social media accounts from one interface. Designed specifically for K-12 administration to manage all social media accounts from a single mobile application
- Student Data Integration (Mobile App)
  - Parents and students will be able to review student information such as attendance, grades, and assignments.
- Teacher Reach
  - Specific features and functionality of the messaging platform that provides teachers the ability to quickly and effectively communicate with a student's home.
- Custom App Maintenance
  - App Provisioning for Authenticated Users
  - Parent Message Delivery Preference Setting
  - Custom Alert Notifications

These enhancements will provide the District and schools integrated communication workflows for mass notifications, the Mobile App, and school social media channels. Through an integrated system, school, and district level personnel will more efficiently communicate with parents, students, and the community. Specific to the integrated Mobile App, stakeholders will benefit from an authenticated experience that provides the information they want in the format they want. Integrated Mobile App users will be able to set message preferences to select the mode of communication, i.e. notifications regarding grades or missed assignments. The integrated Mobile App will also allow Broward Schools to provide a personalized experience with access to specific items for authenticated users.

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**Functionality Summary**

Description	New Licensing	55-119E ParentLink Parental Engagement Solution - Parlant
<b>New/Enhanced Parlant Technology, Inc. Software:</b>		
Mobile Communications App (formerly ParentLink)	<b>X - Enhanced</b>	<b>X</b>
Mass Notification (formerly Connect) with Teacher Messaging	<b>X - Enhanced</b>	<b>X</b>
Social Media Manager (formerly Sociability)	<b>X</b>	
Premium Plus Support		<b>X</b>
Custom App Maintenance		<b>X</b>
<b>Implementation &amp; Training included in First Year Annual Agreement</b>		
Implementation: ParentLink (w/ Student Data Integration)	<b>X</b>	
Implementation: Sociability	<b>X</b>	
Training: On-Site Initial Training Session including Travel	<b>X</b>	
Training: On-Site School Workshops Session including Travel	<b>X</b>	
Implementation: C2 Essential Secure LDAP	<b>X</b>	
Centricity: Site Administrator Online Training	<b>X</b>	
Centricity: Section Editor Online Training	<b>X</b>	
Activation: Centricity2 Essential	<b>X</b>	
Training: Content Migration	<b>X</b>	

**Cost Summary**

Description	Licenses	Year 1	Year 2	Year 3	Est. Total
<b>55-119E - ParentLink Parental Engagement Solution - Parlant</b>	263,042 Students	\$474,475.60	\$474,475.60	\$474,475.60	\$1,423,426.80
<b>New Community Engagement Platform</b>	263,042 Students	\$0.00	\$417,770	\$417,770	\$835,540.00
<b>Total</b>	<b>263,042</b>	<b>\$474,475.60</b>	<b>\$892,245.60</b>	<b>\$892,245.60</b>	<b>\$2,258,966.80</b>