

Website Content Management System (CMS)

Selection Process

MDUSD Board Meeting
January 18, 2023



Why make a change?

- Lacked assistance with ADA compliance (Americans with Disabilities Act)
- Limitations with 'permissions' which resulted in staff having full access and making significant errors on the current site
- Very little flexibility with layout of webpages
- Very poor customer service
- Price increases 20-25% a year with no improved services, options for improved products



The Process

1. 6 member Planning Team created
2. Reviewed key players in the website/app (CMS) field
3. Informed site leaders & directors of the process, solicited volunteers to participate in process and review finalists
4. “Parent Input” needs and wants survey sent via weekly organizational update & ParentSquare (198 responses)
5. Identified the components we wanted, based on surveys & feedback from internal and external stakeholders
6. Sent the 198 respondents a “New Website Vendor Independent Review” survey (43 responses)
7. Sent 12 internal staff who were not able to attend the finalist demonstrations a “New Website Vendor Independent Review” survey (5 responses)



The Process (cont.)

8. Two demonstrations were provided by Finalsight and Catapult on Thursday, December 22nd (Vendor Review Team = 31 staff invited, 25 attended)
9. Survey debrief was conducted with Vendor Review Team, shared in live time
10. Collected feedback from review team, including additional follow up questions the team wanted to know
11. Planning Team had a subsequent hour long meeting to review all questions with Finalsight
12. Contract was negotiated

We did not use the RFP process because we are able to use TIPS - The Interlocal Purchasing System.

Who participated on the Vendor Review Team?

Superintendent office: Theresa Brandt, Laura Juranek

Business Services leaders: Robert Sidford, Elizabeth McClanahan, Lisa Gonzales

Human Resources leaders: Ryan Sheehy

Educational Services leaders: Erin DeMartini, Chris Clausen, Christina Filios

Student Services leaders: Adam Ling, Melody Royal

Teachers: Margaret Elliott, Ivanna Huthman, Monica Navarro Kirby, Colleen VanOstrive

Site leaders: Janis Heden Motola, Courtney Peterson

Site office managers/secretaries: Nadine Pence, Melissa Rae-Pritchard,

Department office managers: Louise Neville, Sunny Quintana, Jean Sabolevsky, Angie Vickroy

IT staff: Don Macaulay

What did we like in Finalsite?

- ADA compliance & web accessibility tools
- Ease of back end use
- Assistance with branding - consistent across platforms
- Strong app that is user friendly
- Variety of layouts
- Google calendar & sign ups for those users want to see
- Resource lockers
- Ease of use with tagging, labeling, editing images
- Drag & drop for creating/adding pages
- Workflows for approvals
- Very granular level user permissions
- Translation tools beyond Google
- Social media integration
- Can have teacher subsites
- Specifically assigned account managers
- Outstanding customer service
- Comprehensive library of training videos

Finalsite



Easy-to-Use CMS

Composer enables anyone to design and update beautiful website pages with no coding knowledge required.



Award-Winning Design

Our talented design team has earned more than 100 awards for our work with schools around the world.



Secure and Reliable Web Hosting

Worry-free website hosting with Google Cloud Platform (GCP) means your site is fast and secure, reducing the number of risk points that keep any good network administrator up at night.



Intuitive Communications

Engage your community and see immediate results with tools for newsletters, email, web page personalization, and more!



Seamless Integration

Integration with Blackbaud, Senior Systems, Veracross, and other popular platforms simplify workflows and ensure data integrity



Affordable and Scalable

You can join the top schools in the world on a platform that is stable, incredibly flexible and well-developed. Add functionality over time as your needs change.

96%

8,000



Clients Worldwide

96%



Client Retention

200+



Award-Winning Websites

99%



Support Ticket Rating

1,000+



School Districts and Charters



Trusted Advisors

You'll have a dedicated Client Success Manager by your side every step of the way, with best practices, strategic advice, examples from other schools, and other resources that focus on your success.



Executive-Level Attention

Quarterly partnership reviews and annual executive-level reviews ensure our partnership is focused on your leadership's top priorities and that you are maximizing your investment in our partnership.



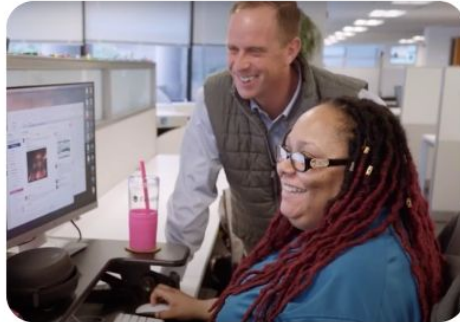
Five-Star Support

A second-to-none Support team, here to help you every step of the way. Live and recorded trainings, searchable resources, and live support when you need them most.



School Experts

Finalsite employees have 100+ years of collective experience and expertise working directly in schools. We only work with schools. We're school people. We get it.





Quality Assurance

ALLOWING YOU TO LAUNCH YOUR NEW SITE WITH CONFIDENCE.

The QA process takes place during the deployment phase to ensure your new site is error-free before launch. Our in-house team undertakes a rigorous review of your site, going through an extensive checklist to test multiple functions and features, including:

TOP BANNER

Logo (Header) - School Name

Linked to homepage, alignment

Quicklinks

Hyperlinks pointing to corresponding pages

Site Search

Expands/collapses (if applicable)

Search text removed when clicking into field

Search results display within client site page

Dropdown Menu

Hover states on links display and function correctly

Moving horizontally between main nav items

Drop-down speed/animation

User experience does not conflict with main nav

Hero Image (Interior)

Animation functions as intended

Production Placeholders: Image size

Image is responsive

Main Slider

Animation functions as intended

ELEMENTS

Expanding Lists

Hover States

Expands/collapses

Forms

Alignment, spacing, padding, margins

Hyperlinks

Check for all broken links

Hover states on links display and function as intended

Images

Broken image links

Image quality and download time

Alignment of images

Layouts

Content alignment and spacing

Content renders properly with the page layouts

Media

Broken links/embed media, plays, responsive

Tabs

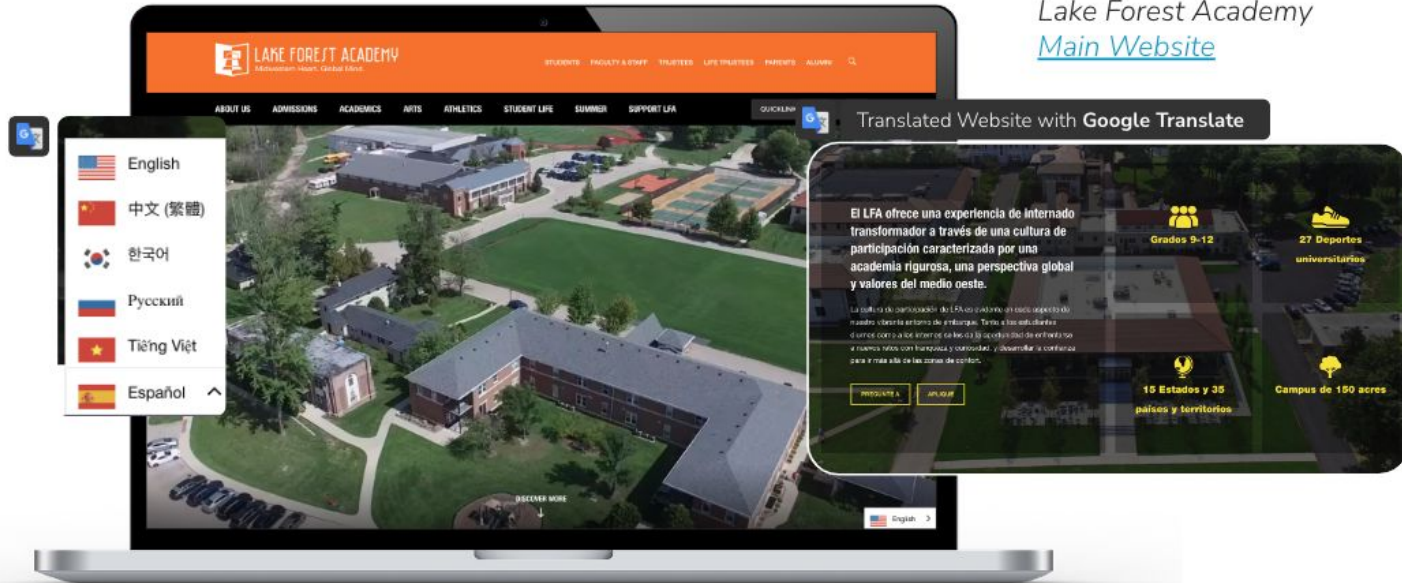
Styling/Hover states



Weglot and Multilingual Websites

REACH YOUR ONLINE AUDIENCE, NO MATTER WHAT LANGUAGE THEY SPEAK.

There are two options for handling translated websites. The simplest is Weglot, which seamlessly integrates into your school's website and easily translates website content into more than 100 supported languages. The second is the ability to create custom pages in the native language, which is also supported by Finalsite Composer.





Calendar Manager

SIMPLIFIED CALENDAR MANAGEMENT.

With so many events and last minute changes happening on campus every day, Finalsite Calendar Manager enables you to organize, update and notify your constituents with ease while eliminating duplication of effort.

You won't ever have to worry about your constituents missing an important event since community members can subscribe for email and text event reminders, or use dynamic iCal feeds to automatically update their own calendars with your school's events.

Constituents can also customize their calendar view with display options such as slideshows, lists, and responsive grids for mobile viewing.

The Greenwich Country Day School | [GCDS School Calendar](#)



FEATURES AND BENEFITS

Group calendars and assign permissions

Easily add calendars to any page or your website

Create unlimited calendars

Integrate iCal and Google Calendars to automatically pull in upcoming events from external sources

Make site-wide updates from a single location

Enable subscriptions and alerts so constituents are always in-the-know

Set event reminders and create recurring events

Customize the front-end display



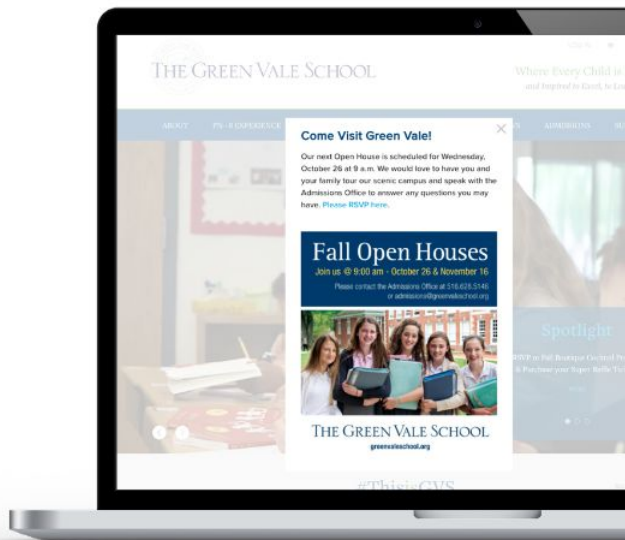
Page Notifications

MAKE IMPORTANT MESSAGES STAND OUT.

Page Notifications — also known as “Page Pops” provide virtually endless opportunities for marketing, communications, and notifications. Page Notifications increase engagement by bringing important information to the forefront of your visitor’s attention and makes timely information impossible to miss.

Managed using Composer’s WYSIWYG interface, you can use the rich text editor to easily add photos, videos and links to your Page Notifications. Share these notifications on any page on your public site and in password- protected portals, meaning you can get as broad or specific with your messaging as you wish.

The Green Vale School | [Page Notification](#)



FEATURES AND BENEFITS

Increase engagement and direct site traffic to areas you choose

Filter and organize by name and/or status: Active, Scheduled, Unscheduled or Expired

Add Page Notifications to a specific page, a select group of pages, or all pages on your website

Share and view updates instantly after posting

Add photos, videos, or links to specific pages



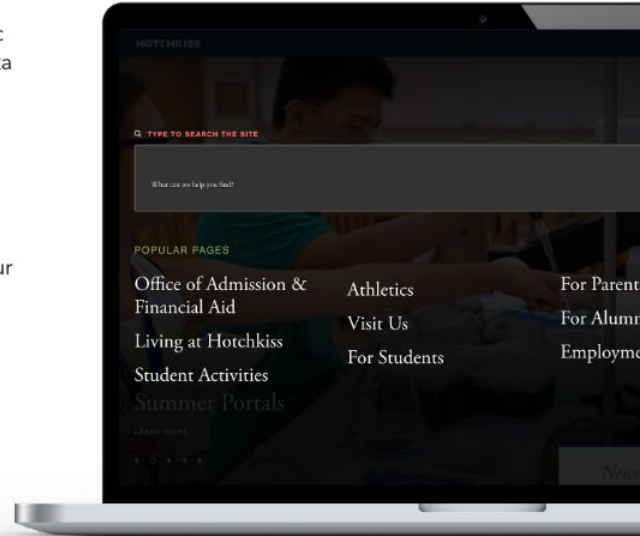
Advanced Site Search

TAKE YOUR USERS' SITE SEARCH EXPERIENCE TO THE NEXT LEVEL.

Hotchkiss School | [Homepage Search](#)

Finalsite Advanced Search is built for a precise, secure, and high-performing user experience. Public and private content – including dynamic module data – is indexed and searched while keeping unauthorized users from viewing the content you don't want them to see.

Direct your user's search path with relevant suggestions, one-way and two-way synonym configurations, and search analytics to see what your users are searching for the most.



FEATURES AND BENEFITS

View analytics on total searches, top searches, searches by unique IP address and per IP, searches by source countries, and searches that yielded varying numbers of results

Allow for searching exact phrases when placed within quotes

Immediately return results as your users search with Results Preview

Target exact search terms to promote specific pages to the top of your search results

The Finalsite App for Android & iOS

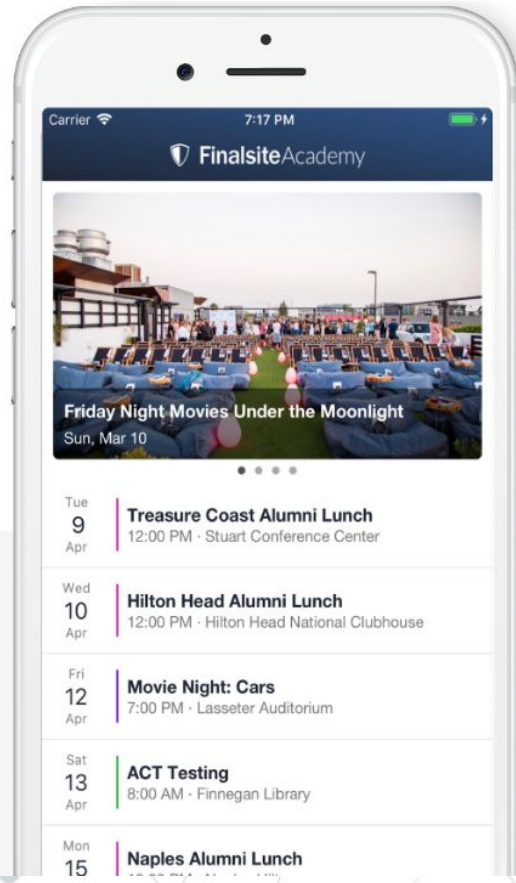
UPDATE YOUR COMMUNITY ON-THE-GO.

The average U.S. adult spends nearly four hours of their day on their smartphones, with more than 80% of that time spent in apps. Providing a mobile app for your school website can significantly increase engagement and create a more informed community by providing constant access to your website on the device your constituents already use as their primary source of information.

The **Finalsite App** provides on-the-go access to calendar events; athletic scores and schedules; faculty and family directories; the latest school photos, videos and documents; blog and news; and customizable links to your website and other external websites and services. Content is pulled into the app dynamically using C.O.P.E. functionality to save you time.

FEATURES AND BENEFITS

- Brand the app with school colors and logo
- School admins centrally manage calendars, athletics, news, and images, videos and docs for use on the website and in the app
- C.O.P.E. functionality means content published on your website is automatically published on your app
- Download from the Apple App Store and Google Play Store



Timeline and Next Steps

January - Project set up, kickoff call

February - Discovery Phase, design draft site map, identify color palettes/logos/font files

March - Content migration & data integration begin, live group training webinars

Design Phase - conversation, approval, site features & enhancements, homepage design, revisions

Build & Production
Q&A and Testing

End of June - Launching the New Website

Fiscal Impact

Total Set-Up Cost for Finals site \$46,025

Annual Cost (five years) \$74,835

- annual increases in future tie to CMAS base pricing agreements

Current Provider Estimate for 23/24 \$78,000

24/25 \$93,600

25/26 \$112,320

26/27 \$134,784

- assumes the 21% annual increase they have charged each the last three years



Recommendation

The Planning Team and the Vendor Review Team almost unanimously in support (25 of 26 members) of the selection of **Finalsite** for the design and hosting of our MDUSD website and app.

The new website/app will be ready to launch before July 1, 2023

