



Rockwood School District

Mobile App: Request for Proposal

The Rockwood School District is investigating options for a mobile app that would connect parents and students to their classrooms, schools and district in an easy-to-use format. We are asking potential providers to respond to this Request for Proposal (RFP). This request does not obligate the District in any way (i.e., to any further action or to pay any costs incurred by providers related to the submission of this RFP).

Please review and complete the following five sections by typing in your responses. **Return the completed document via e-mail attachment or by mail by 5:00 p.m. CST on Friday, February 28**, to Cathy Orta, Communications Coordinator for the Rockwood School District, at this e-mail address: ortacathy@rockwood.k12.mo.us or at the address below.

**Rockwood School District
1955-A Shepard Road
Wildwood, MO 63040
636-733-1144**

Rockwood School District Mobile App

Table of Contents:

Section #1 – General Questions	2
Section #2 – General System Features and Functions	4
Platforms	
Privacy Information	
Feedback Options	
Community	
Reporting	
Protection	
Training and Technical Support	
Section #3 – Implementation.....	6
Software compatibility	
Implementation Review	
Upgrades	
Technical Review	
Section #4 – Costs.....	7
Section #5 – Response Schedule.....	8

Section #1 – General Questions

General Questions		
1	Is your company public or privately held? If public, please provide your market symbol.	
2	How many years has your company been doing business under your current name?	
3	Has your company ever done business under another name? If so, what name?	
4	Where is your headquarters located?	
5	How many full-time employees?	
6	Do you have a Midwest office/presence? If so, where?	
7	Do you have a Missouri office/presence? If so, where?	
8	What is the name of your mobile app?	
9	How long has your product been generally available on the market?	
10	How many US Pre K12 school districts are running the current version of your product?	
11	How many US Pre K12 school districts with an active student enrollment of 20,000 or more are currently using your product?	
12	How many state of Missouri PreK-12 school districts are currently using your product?	
13	How many state of Missouri PreK-12 school districts with an active student enrollment of 20,000 or more are currently using your product?	

14	Do you have more than 50 apps in the app store (Apple App Store and Google Play)?	
----	-----------------------------------------------------------------------------------	--

Section #2 – General System Features and Functions

	Platforms	
15	Does solution provide a customized, district-branded native iPhone and Android app available in the Apple App Store and Google Play? This includes the ability for the user to search for the district and find the apps in the Apple App Store and Google Play without first having to search for a vendor provider.	
	Private Information	
16	Does the solution provide the ability for parents with multiple children to access all of their information via one login?	
17	Does the solution allow parents to view cafeteria balances?	
18	Does the solution allow parents to view their student's attendance history by class and overall?	
19	Does the solution allow parents to view their student's grades, including overall class grade and assignment grades?	
20	Does the solution allow parents to view their student's assignments, both past and future? The solution must show missing assignments in a visible, direct manner.	
21	Does the solution allow parents to update contact information?	
22	Does the solution provide the ability for parents to set up custom app-based push alerts based on whether their student has missed assignments, received a low score on an assignment (configurable by the parent) or has had a grade drop below a specified threshold?	
	Feedback Options	
23	Does the solution provide a native iPhone and Android app tip line as part of the customized and district-branded app? This tip line must include the ability to: <ul style="list-style-type: none"> - leave a text tip - select a school - select a category - take and send pictures - allow users to stay anonymous or give their name, phone number and email address - allow users to include geo-location coordinates 	
24	Does the solution provide a single management interface	

	<p>for tips that have been submitted via mobile app?</p> <p>This interface should include the following information:</p> <ul style="list-style-type: none"> - tip ID - description of the tip - tip audio for tips left over the phone - school the tip is regarding - category the tip is regarding - included photos if sent from the mobile app - contact information for tip senders who chose to not be anonymous - ability to acknowledge a tip has been handled - ability to add notes to a tip - ability for district-level administrators to assign tips to the appropriate school for tips that are submitted without a school 	
25	Does the solution deploy the tip line without requiring the users (those submitting tips) login with a password?	
26	Does the solution provide the ability for the district to add/edit the categories that are available for selection using the mobile and web tip line?	
27	Does the solution immediately send automated text AND email alerts to district and school administrators when tips have been sent to their district or school? The solution must be configurable to send alerts to an unlimited number of administrators.	
	Community	
28	Does the solution provide a method of sending push notifications intended for the community at large and a native iPhone and Android app with the ability to receive these push notifications?	
29	Does the solution support having a single calendar that can display events from the district and multiple schools for your native iPhone and Android app?	
30	Does the solution provide a native iPhone and Android app with the ability to display sports scores and schedules, sports news, and websites for each sport for an unlimited amount of sports? The sports news must combine all news stories a user selects to follow in one interface.	
31	Does the solution provide a native iPhone and Android app with the ability to display superintendent posts and bio information?	
32	Does the solution provide a native iPhone and Android app with the ability to display sports scores and	

	schedules, sports news, and websites for each sport - for an unlimited amount of sports? The sports news must combine all news stories a user selects to follow in one interface.	
33	Does the solution support viewing district and school social media pages (e.g. Facebook, Twitter, YouTube)?	
34	Does the solution have a single interface that supports viewing multiple user selected news sources from the district and school level?	
35	Does the solution allow news information to integrate directly with existing news sources and not require manual updating?	
36	Does the solution provide translation into more than 50 languages for the branded district native iPhone and Android app?	
37	Does the solution provide a directory of schools with contact information?	
38	Does the solution provide a directory of staff with contact information?	
39	Does the solution provide the ability to add custom information?	
40	Does the solution provide the ability to fully customize icons used within the app?	
41	Does the solution allow the district's app to have the district's name, and as branding allow the district to change logo and colors?	
42	Does the solution provide a module that allows users to access important information from the district and schools in the form of websites and documents?	
43	Does the solution provide access to maps of schools and district facilities?	
44	What other components are available beyond your core product?	
	Reporting capabilities	
45	Does the solution offer a report to view download of the district app?	
	Protection of privacy	
46	What assurance of the security of system as it applies to the Federal Rights to Privacy Act?	
47	What security layers are in place for the protection of school data?	

	Training and Support	
48	What training programs do you offer for new users of your product?	
49	Do you offer online training?	

Section #3 – Implementation

	Software compatibility	
50	What software applications are needed by your product?	
51	Does your product have any plug-in requirements for installation?	
52	Describe the process for data transfers between your app and a student information system.	
53	Are you currently transferring data between your app and the Infinite Campus student system?	
54	Describe the process for data transfers between your app and the cafeteria system.	
55	Are you currently transferring data between your app and the MySchoolBucks system?	
	Implementation	
56	What is the implementation timeline for school districts with more than 20,000 students?	
	Upgrades	
57	Based on past performance, how often does your product require upgrades?	
	Technical Review	
58	Is the application hosted on the company's location or on the school district's location?	
59	What database does the system use? (Oracle, SQL, ?)	
60	Will the school district have the ability to write directly to the provider's database?	
61	How is the information in the system secured?	
62	What is the disaster recovery plan?	
63	How is the system backed up?	

64	Describe how the application would connect to Infinite Campus.	
----	----------------------------------------------------------------	--

Section #4 – Price

65	Provide pricing of your app for a student body of 22,600 students. Parents and staff should have access	
66	Do you have a set-up fee?	
67	If so, what is included in the set-up fee?	
68	Do you have a plan fee rate?	
69	Do you have a cost-per-student rate?	
70	If so, how many contact numbers are included in your per family in the cost per student?	
71	Do you have different levels of app integration that would impact the pricing schedule?	
72	If so, explain the various levels and price adjustment.	

Section #5 – Response Review Process and Schedule

The Rockwood School District is investigating options for an automatic notification system. This request does not obligate the District in any way (i.e., to any further action or to pay any costs incurred by providers related to the submission of this RFP).

To fully comprehend the information contained within a response to the RFP, the reviewing group at the Rockwood School District may seek further clarification on that response. This clarification may be requested in the form of brief verbal communication by telephone; written communication; electronic communication; or a presentation of the response in a meeting.

The schedule for responding to this RFP is as follows. Please note that early responses are encouraged.

RFP issued: Friday, Feb. 14, 2014

RFI responses due: Friday, Feb. 28, 2014 by 5 p.m. CST

Return the completed document via e-mail attachment or by mail to the following:

Cathy Orta

Rockwood School District

Email address: ortacathy@rockwood.k12.mo.us

Or by mail to: **Rockwood School District**

1955-A Shepard Road

Wildwood, MO 63040