

THE ENGLEWOOD BOARD OF EDUCATION

AGENDA – SPECIAL PUBLIC MEETING

May 21, 2019

6:30 p.m.

A Public Meeting of the Board of Education will be held this day opening in Room 311 at Dr. John Grieco Elementary School; immediately moving to closed session and returning to open session at 8 p.m. in the Cafeteria. The order of business and agenda for the meeting are:

I. CALL TO ORDER STATEMENT – Board of Education President

The New Jersey Open Public Meetings Law was enacted to insure the right of the public to have advance notice of and to attend the meetings of public bodies at which any business affecting their interests is discussed and acted upon. In accordance with the provisions of this act, the Board of Education has caused notice of this meeting to be posted in the Board Office, City Clerk's Office, Public Library, and all Englewood public schools and e-mailed or faxed to the Record, Suburbanite, Presidents of the ETA and EAA, Presidents of parent-teacher organizations and any person who has requested individual notice and paid the required fee.

II. ROLL CALL Steven Berrios, Molly Craig-Berry, Donovan Rodriques, Michelle Marom, Brent Watson, Angela Midgette-David, Elisabeth Schwartz, Dalia Lerner, Kim Donaldson

III. PLEDGE OF ALLEGIANCE

IV. CLOSED SESSION AS NECESSARY *(Use this resolution to identify the qualified matters to be discussed)*

WHEREAS, the Open Public Meetings Act, N.J.S.A.10:4-12, permits the Board of Education to meet in closed session to discuss certain matters, now, therefore be it

RESOLVED, the Board of Education adjourns to closed session to discuss: (select one or more)

- 1) *a matter rendered confidential by federal or state law*
 - 2) *a matter in which release of information would impair the right to receive government funds*
 - 3) *material the disclosure of which constitutes an unwarranted invasion of individual privacy*
 - 4) *a collective bargaining agreement and/or negotiations related to it*
 - 5) *a matter involving the purchase, lease, or acquisition of real property with public funds*
 - 6) *protection of public safety and property and/or investigations of possible violations or violations of law*
 - 7) *pending or anticipated litigation or contract negotiation and/or matters of attorney-client privilege*
 - 8) *specific prospective or current employees unless all who could be adversely affected request an open session*
- 9) *deliberation after a public hearing that could result in a civil penalty or other loss and be it*

FURTHER RESOLVED, the minutes of this closed session be made public when the need for confidentiality no longer exists.

V. SUPERINTENDENT'S REPORT

- After School Program Presentation

REVIEW OF CONSENT AGENDA

(The following resolutions are presented for your consideration pursuant to Board of Education Bylaw 164.)

Finance**19-A-71 through 19-A-72**

Section	Section	Topic	Page	Tab
Administration	19-A-71	Approval – Purchased Services	3	01
	19-A-72	Approval – 2019 Dwight Morrow High School Show Off Expenditures	3	

VI. PRIVILEGE OF THE FLOOR**VII. APPROVAL OF CONSENT AGENDA**

- a. Motion to approve the consent agenda: _____ Second: _____
- b. Board Discussion
- c. Vote

VIII. OLD/NEW BUSINESS**IX. ADJOURNMENT**

ADMINISTRATION**19-A-71 APPROVAL – PURCHASED SERVICES****TAB-01**

WHEREAS, the district requires specialized services to satisfy educational and business requirements,

BE IT RESOLVED, the Englewood Board of Education authorizes the president and secretary to enter into agreement with the listed individuals and/or organizations, subject to attorney review of any applicable agreement both as to content and form:

Name	Service / Dates	Budget	Max. Fees
Apptegy	Apptegy is a custom apps, websites, and tools to build your school's digital marketing strategy. Parent Notification System used as informational and communication tool. May 2019-July 2020	11-000-222-500-68-000-000	\$25,500.00

19-A-72 APPROVAL – 2019 DWIGHT MORROW HIGH SCHOOL SHOW OFF EXPENDITURES

WHEREAS, the Board received a recommendation from the Englewood Police Department (“Recommendation”) regarding the safety and security of students at the “Show-Off” event that is held on the campus of Dwight Morrow High School prior to the Dwight Morrow Senior Prom scheduled for May 29, 2019; and

WHEREAS, the Recommendation indicated that in the wake of the recent events of violence at the High School, the police department felt that it was necessary for the Board to employ the services of fifteen (15) uniformed officers to preserve the safety and security of all students for the Show Off event; and

WHEREAS, the Board believes that the Show-Off tradition should continue as it is an important part of the student culture at Dwight Morrow High School; and now therefore

BE IT RESOLVED, upon the recommendation of the Superintendent, the Board hereby approves a total amount, not to exceed \$3,900, for fifteen(15) Englewood Police Officers to be present for the 2019 Show Off scheduled for May 29, 2019 at Dwight Morrow High School.

Powering Your School's Identity

Apptegy was founded to help schools build their identity. We believe that by making it really simple for schools to engage with parents, students, faculty, and community members; schools will see more community interaction and student success.

In our mobile and increasingly connected world, schools have been stuck updating a myriad of different tools to make sure parents hear their messages. At Apptegy, we've developed a platform which allows you and your team to manage all of your communication channels from a single place. This means you'll share more stories with your community without creating more work for your staff.

We build beautiful mobile apps for Android and iPhone that focus on what really matters: the user experience. No pinching and zooming to read cafeteria menus or redirections to websites within the app. A user experience that delights parents and community members means they will continue to come to the app for meaningful information.

Get access to the most powerful communication tool on the education market: our Thrillshare publishing platform. With Thrillshare, you can share a message once and it will automatically update your website, iPhone app, Android App, Facebook, Twitter, as well as send text messages, voice calls, emails, and push notifications.

Mobile apps, websites, and a district's social media presence are only valuable if they are kept updated. Thrillshare makes it easy to assign roles and privileges to your team to update the information that they care most about. Coaches can update sports scores, teachers can share what is happening in class, and principals can post upcoming events.

By eliminating the technological barrier required to communicate, opportunities for content creation are shared with your whole team. With this level of customization and control, you can be confident about the message that is shared with your community.

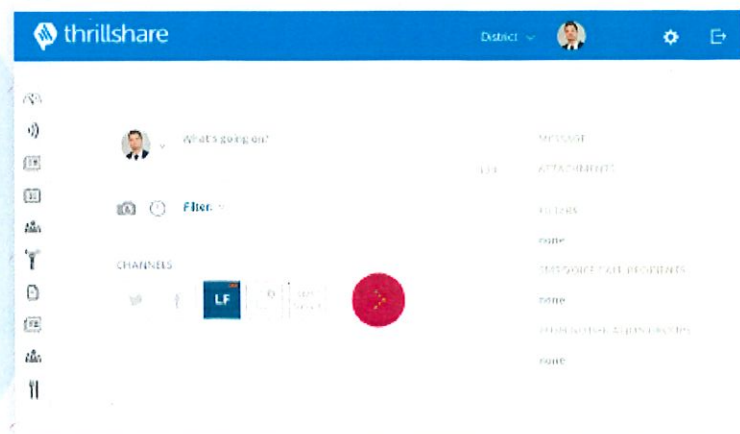
Now, with Thrillshare, you can build your school's identity by making it as easy as possible to share your stories of student success, culture, and values across all of your online channels.

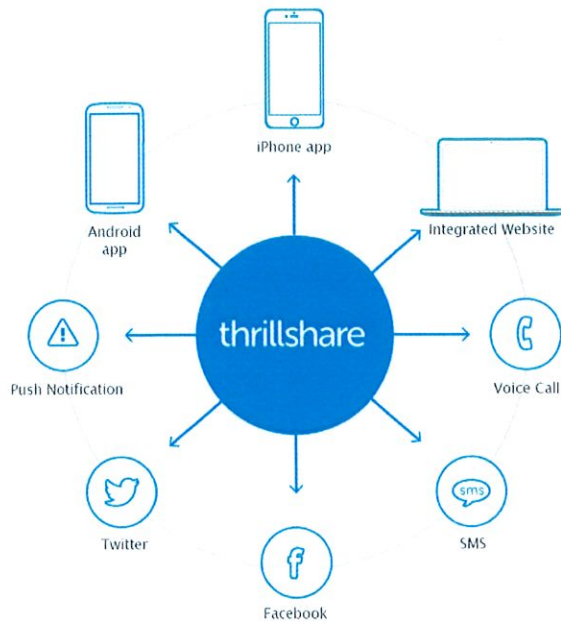


- 1 Enter your content into the Thrillshare platform
- 2 Click submit!

That's it! Thrillshare will then distribute your content and images to your selected outlets in the format needed for that channel.

It doesn't get any easier than that.



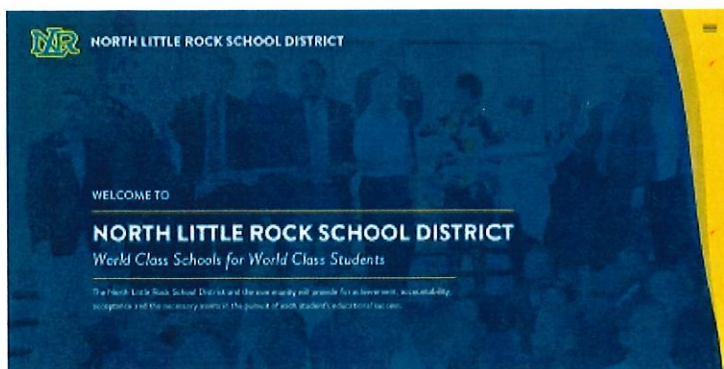
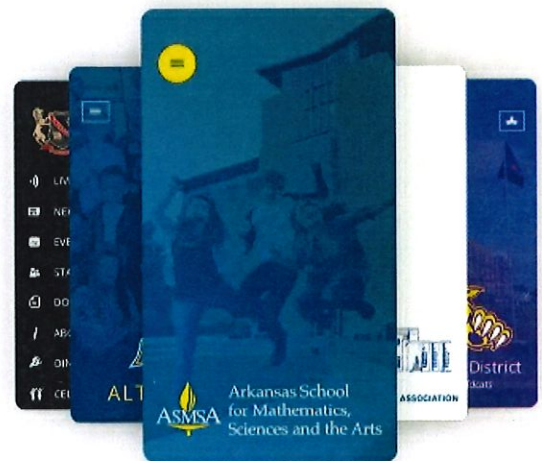


Alerts: text messages, voice calls & push notifications.

Imagine being able to send Push Notifications, Text Messages, and Voice Calls from the same system you use to update your website, mobile apps, and social media.

Mobile apps

How many times a day do you check your phone versus your computer? Your audience is using mobile devices at twice the rate to connect with what they are about. A mobile app is **the best** way to connect with your school community.



Websites

Websites have changed very little since their inception and it is time for a change. Our interactive websites provide a much better user experience for your audience.

SCOPE OF PROJECT	TIME ESTIMATES
<p>Consultation & Planning</p> <p>On the consultation call, you will first choose a website design. We will then discuss app design and Thrillshare. We will outline resources and develop a timeline for the entire project.</p>	<p>1 WEEKS</p>
<p>Apple Developer Call</p> <p>During the Apple Developer process, you will create an Apple Developer account and provide us with your EIN</p>	<p>1-2 WEEKS</p>
<p>Design and Revision</p> <p>We provide designs based on our consultation call and resources received from you. Once initial designs are completed, we begin the revision process. We cannot move to the next step until Final Design is approved by the client</p>	<p>1-2 WEEKS</p>
<p>Development</p> <p>Three development projects occur simultaneously: Website, iOS app & Android app.</p>	<p>2 WEEKS</p>
<p>App Store Review</p> <p>We submit apps to iTunes Connect and Google Play for approval on your behalf.</p> <p>This timeframe is usually 7-20 days, but is largely determined by the app store approval process.</p>	<p>1-2 WEEKS</p>
<p>Testing & QA (Quality Assurance)</p> <p>Before we hand the keys over to you, we take the apps and website for a test drive to make sure everything is running smoothly.</p>	<p>1 WEEK</p>
<p>Training</p> <p>Training is scheduled once your apps have undergone QA</p>	<p>TBD</p>

PRICING

Name	Price	QTY	Subtotal
Mobile App Development (one-time) One-time app development for iOS and Android apps for the district and 6 schools. *Billed one-time	\$12,000.00	1	\$12,000.00
Thrillshare (annual) Thrillshare Publishing Platform (desktop and mobile) for ~3000 students *Billed annually	\$13,500.00	1	\$13,500.00
Website design and hosting Up to 1 re-design/year included	\$0.00	1	\$0.00
Alerts Unlimited text, voice, and email alerts included	\$0.00	1	\$0.00
Support, service, and training Included	\$0.00	1	\$0.00
Static content migration Included	\$0.00	1	\$0.00
*Agreed to and accepted by: _____			

Total \$25,500.00

PAYMENT SCHEDULE

Bill Date	Amount
60 Days After Signing Contract	\$25,500
Renewal Month: July 2020	

Software and Service Agreement:

This Software & General Service Agreement, effective {signature date} is between Apptegy ("COMPANY"), a Delaware Corporation having its principal offices at 425 W. Capitol Suite 800, Little Rock, AR 72201 and ("CLIENT").

1. Scope of Agreement

This General Service Agreement is subject to the terms and conditions set forth in this document. COMPANY agrees to provide any applicable Services at the prices and for the term set forth in this agreement. CLIENT agrees to abide by the terms and conditions for this agreement and to pay COMPANY the complete price for the Services.

2. Restrictions and Responsibilities

CLIENT General will not, directly or indirectly: reverse engineer, decompile, disassemble or otherwise attempt to discover the source code, object code or underlying structure, ideas, know-how or algorithms relevant to the Services or any software, documentation or data related to the Software.

3. Warranties & Disclaimers

COMPANY shall use reasonable efforts consistent with prevailing industry standards to maintain the services in a manner which minimizes errors and interruptions in the services. Services may temporarily be unavailable for scheduled maintenance or for unscheduled emergency maintenance, either by COMPANY or third-party providers, or because of other causes beyond COMPANY'S reasonable control. However, company does not warrant that the services will be error-free or uninterrupted.

4. Confidentiality; Proprietary Rights

Each party (the "Receiving Party") understands that the other party (the "Disclosing Party") has disclosed or may disclose business, technical or financial information relating to the Disclosing Party's business (hereinafter referred to as "Proprietary Information" of the Disclosing Party). Proprietary information of COMPANY includes non-public information regarding features, functionality and performance of the Service. Proprietary Information of Client includes non-public data provided by CLIENT to COMPANY to enable the provision of the Services ("Customer Data"). The Receiving Party agrees to take reasonable precautions to protect such Proprietary Information.

5. Term & Termination

This agreement shall continue in full force and effect based on the term agreed upon in the pricing table and shall be automatically renewed for additional periods of the same duration as the Initial Service Term, unless either party requests termination at least thirty (30) days prior to the end of the current term July 2020. All discounts given in the pricing table will be paid to COMPANY if Initial Service term is not completed.

Term begins 60 days after contract execution. Renewal month will be July 2020.

6. Payment of Fees

CLIENT will pay COMPANY all applicable fees described in the pricing table for software & services.

7. Severability

If any of the provisions of this agreement shall be invalid or unenforceable, such invalidity or unenforceability shall not invalidate or render the entire agreement unenforceable, but rather the entire Agreement shall be construed as if not containing that particular invalid or unenforceable provision or provisions, and the rights and obligations of the parties shall be construed and enforced accordingly.