



SCHOOLS<sup>TM</sup>  
BY FLOODLIGHT

*Schools By Floodlight creates customized websites and web-based tools for school districts. Our desire is to provide intuitively designed products that help schools communicate easily with their students, teachers, parents and communities without breaking their budget.*

*The following pages will tell you more about our product, process, technology and partnering possibilities. If you have any questions while browsing, feel free to click the I HAVE A QUESTION button and shoot us an email. We'd love to hear from you!*

# A Category All Our Own | School websites

Schools have a lot of options when they are ready to update their website, but they all seem to fall into one of two categories; templated or custom. Unfortunately these two options often leave schools either wishing they could have something more unique or stuck with a big bill and limited upgrade options. You can think of Schools By Floodlight as the third category: templated features with custom design and custom pricing that saves your district money. This means the look and feel of your site is unique to you, while leveraging functionality that most schools want and need.



# Our Product | Features

Okay, so what exactly does my school get with a Schools By Floodlight website? Great question!

The following is a list of features that can be included in your site, depending on your needs. We want your school to feel fully equipped and able to communicate with ease and efficiency. We want to streamline your process by only giving you the features you need. [Click on the icon to learn more about each item.](#)



Teacher Sites



Google Apps Integration



Teacher Directory



Multi-Language Support



Event Calendars



Social Media Integration



Google Analytics



Boundary Maps



News & Updates



Board Meeting Minutes



Customized User Levels



Mobile Friendly Design



Branding Consulting



Communications Consulting



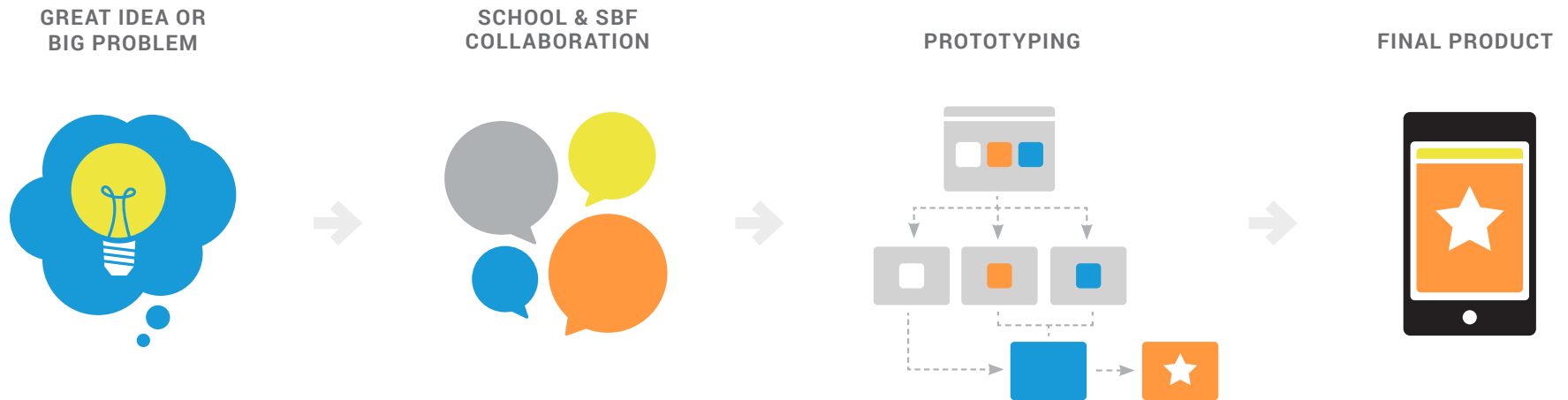
Custom Pricing



Mascot Design

# Our Product | Custom Opportunities

*We know that each district has needs that may not fit into standardized features. Sometimes a custom tool is required for a school to be able to serve their community well. In such cases we are equipped to not only implement your idea, but can also help you with conceptualization. Come to us with a problem that needs solving, we can help!*



# Our Product | Feature Details



## Teacher Sites

*These sites give teachers a space to keep all their class information in one place. Assignments, calendars, resources, syllabus, contact information are examples of what a student can find on their teacher's site.*



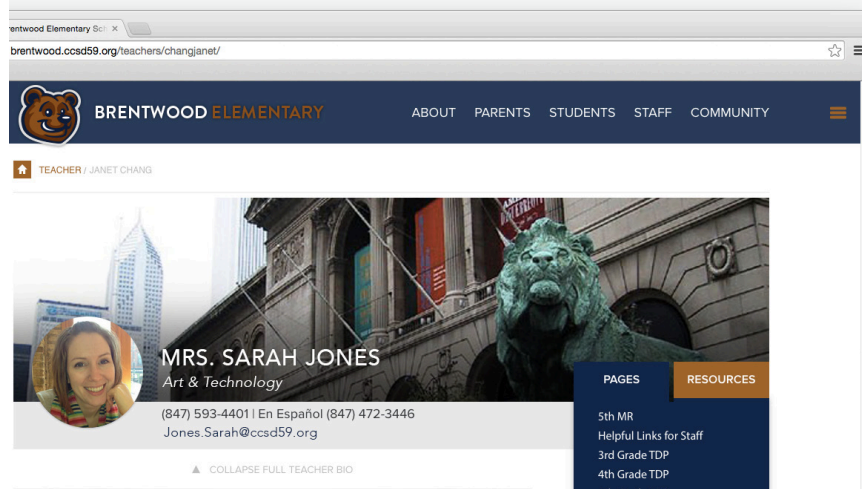
## Event Calendars

*Keep your community up-to-date by providing event calendars per school. Show recent upcoming events throughout your site for a quick reminder.*



## News & Updates

*One of the primary vehicles for staying in-touch with your community, the news section, is easily managed from a single location in the customized admin. Admins can push news items to all schools or select the schools they should be shown on.*



# Our Product | Feature Details



## Social Media Integration

*We integrate social media with your site so that you can meet your users where they spend time the most. We allow content to be easily shared, liked, and linked to throughout the site.*



## Google Apps Integration

*We seamlessly integrate your Google Calendar and drive documents with your site.*



## Board Meeting Minutes

*The board meeting documentation is an area of most district sites that is difficult to use. We've simplified this with an intuitive interface and date-based sorting feature.*

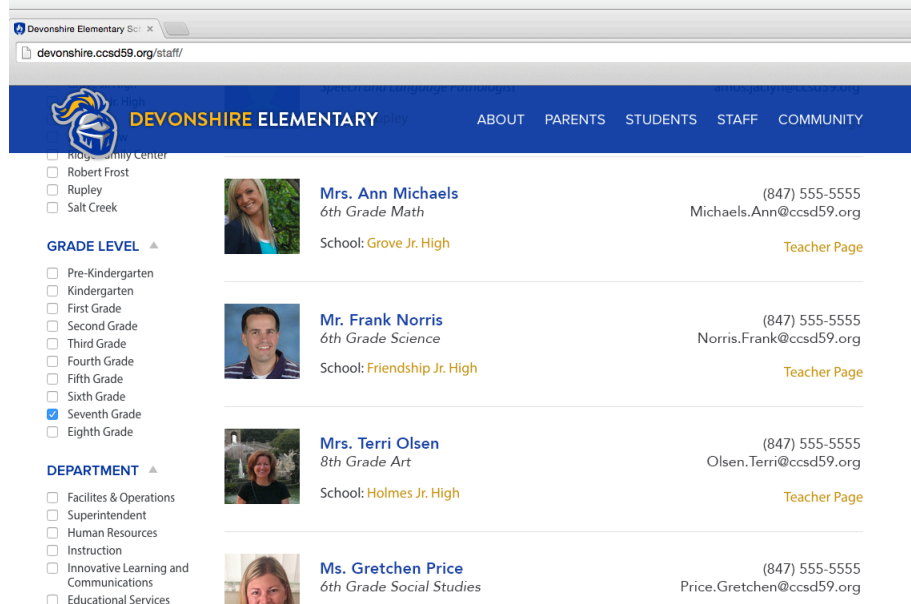


# Our Product | Feature Details



## Teacher Directory

*This feature allows site visitors to easily sort and filter staff, enabling them to quickly find who they are searching for.*



## Customized User Levels

*Customized user levels allow schools to assign roles to each user and determine their level of access to the site. This helps to ensure that the right people are accessing their area of expertise.*



## Google Analytics

*This feature allows you to review your site's traffic at any time, giving you valuable information about your site. This also helps shape decisions about how to structure your site's content to make frequently accessed pages front and center.*





# Our Product | Feature Details



## Mobile Friendly Design

*Your site will be optimized to work across all platforms, allowing visitors to have a consistent experience, no matter the device they are using.*



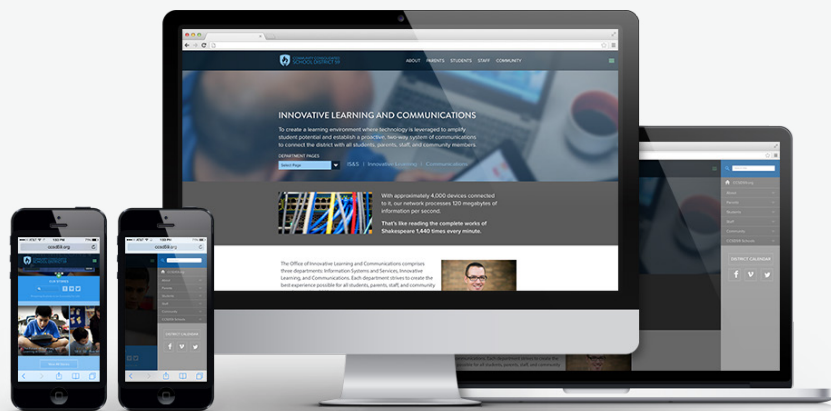
## Boundary Maps

*This feature allows students and parents to easily find which school their children will attend. The boundaries can easily be updated in the website admin as needed.*



## Multi-Language Support

*This feature allows users to access your site no matter what their native language is. We can provide many options for implementing from simple to quite robust.*



# Our Product | Feature Details



## Branding Consulting

*Branding is how your students and community recognize you. Having a consistent look across all your materials and platforms helps people recognize your face before you say your name. Your district and schools may already have this area buttoned down. That's great! If you feel like more could be done in this area, we can help with that too.*

*Our designers can help create the artwork and standards that are the foundation of a strong brand. If you are simply looking for direction, we also offer consulting services to help you through.*



## Communications Consulting

*We offer communication audits and plans that help give your district a roadmap of how to connect with your various communities.*



## Mascot Design

*Every school has a mascot, but not every mascot's look is unique to their school. We can help remedy this. Our mascot artist can create artwork for your mascots that are unique to your school and will also reflect the look and feel of your school's brand.*



# Our Process

Following a clearly defined process is very important to Schools By Floodlight. It is one of the ways we can be sure that you are never in the dark. We want you to know what is coming next, what you can expect from us, and if there is anything we may need from you. Creating a new site for your school can be a complex endeavour, we want to make sure you have a roadmap for the journey. While each project has its unique attributes, the chart below gives a general outline of our process flow.



# The Technology

*When it comes to technology, we're not interested in recreating the wheel. Our goal is to integrate into your existing systems and use the technology that is already working for your school. We hope to be a partner with your IT department in their efforts to create and maintain an excellent site. The following are the main technology specifics about our product.*

## Responsive



Each site SBF creates is optimized to perform well on a variety of devices. For example, we would provide a streamlined navigation experience on mobile devices, while also creating a more robust experience when your site is viewed from a desktop.

## LDAP Directory Integration



Integration with your LDAP directory ensures that your staff's information will only need to be updated in one place. From there it will seamlessly sync with your website.

## Hosting & Backup Data



We provide cloud hosting services that are well equipped to handle traffic spikes and also offer advanced threat mitigation to ensure your site remains secure. Complete backup snapshots are taken nightly and can be restored easily.

## Google Apps Integration



We seamlessly integrate your Google Calendar and drive documents with your site.

## Maintenance



We provide on going platform updates and support development requests on an as needed basis.

## Open Source



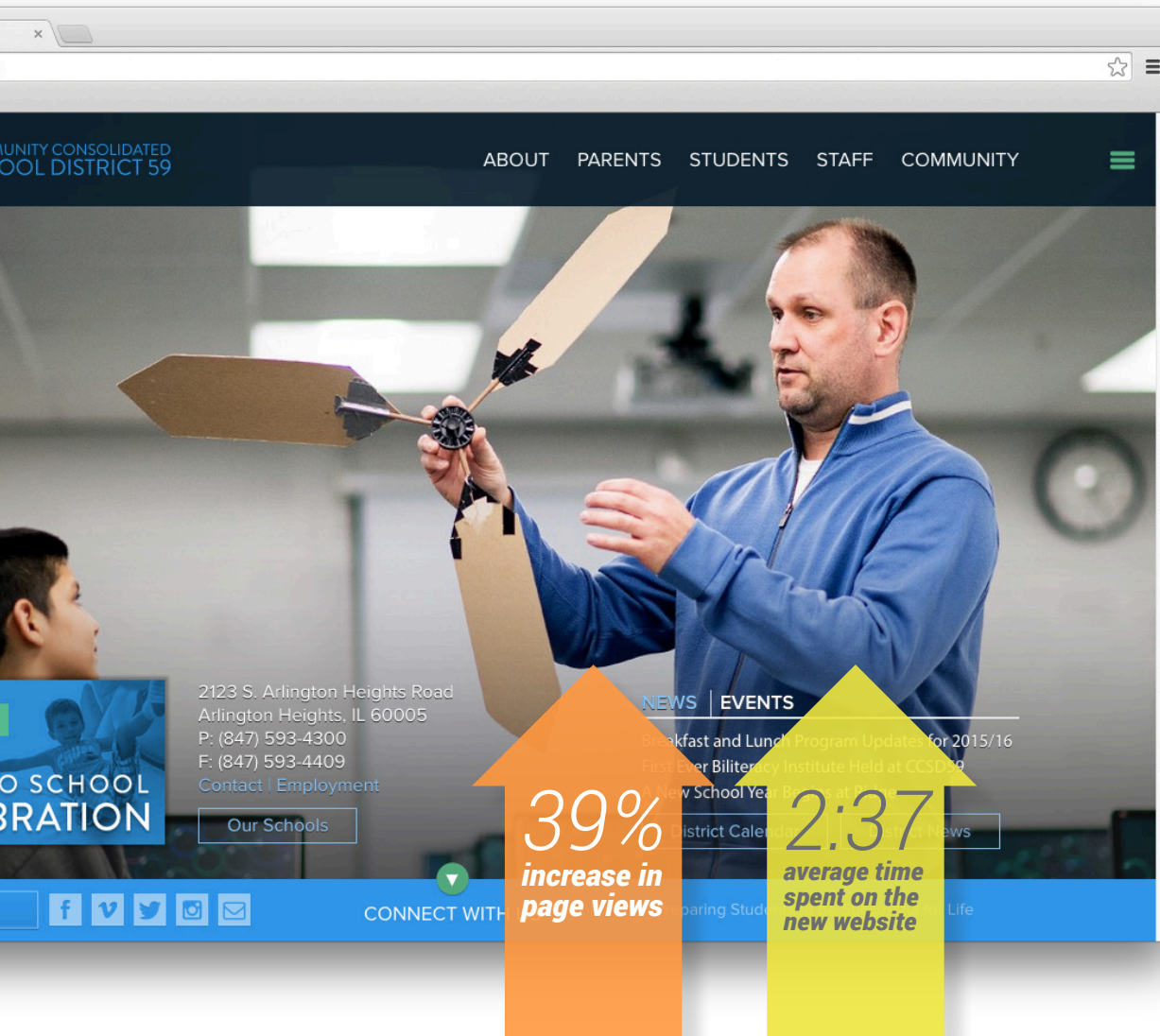
By building your customized site on an open source platform you benefit from the collective software developer community and are never charged a license fee.

## Security



We understand the challenges of today's constantly changing web environment. Security is a balance between functionality and accessibility. We balance these goals to provide a site that keeps your user's data secure and your user experience exceptional.

# District 59 Case Study | Our Product



*District 59 approached Schools By Floodlight to create a site that their students, parents, teachers and community would actually enjoy using. They wanted to do more than inform their community, they wanted to get them engaged. The following are ways we partnered together to achieve their goals.*

- *Created centralized News and Updates section allowing site admins to push updates to different school sites, all from one interface.*
- *Implementing imagery to help tell stories.*
- *Created teacher pages allowing teachers to communicate easily with each of their classes.*
- *Easy-to-use navigation allowing visitors to find their school from the district's site.*



# District 59 Case Study | Our Process

Discovery Phase 

Branding Consulting 

Content Planning 

Beta Site Testing & Content Upload 

Site Launch 

[View Site](#)

*From the very beginning of the project, both District 59 and SBF agreed that a defined process would benefit both parties. Not only would it inform next steps, but it would help District 59 explain the project's progression to the School Board and members of the community. The following were key steps their process.*

- *Discovery: District 59 used this time to flush out what type of features would be most effective for their site, saving them time on changes.*
- *Branding Consulting: this time was used to create new mascot art and establish a look and feel that would be consistent across all their schools' sites.*
- *Content Planning: knowing this step was coming allowed District 59 to plan ahead as this step is time intensive and best started at the beginning of the redesign process.*



# District 59 Case Study | Technology

CCSD59 - Future Ready

www.ccsd59.org/future-ready/

COMMUNITY CONSOLIDATED SCHOOL DISTRICT 59

ABOUT PARENTS STUDENTS STAFF COMMUNITY

WE ARE #FUTUREREADY

Future Ready from CCSD59

#FUTUREREADY

WATCH VIDEO

District 59 was recognized by the US Department of Education for innovation in online communications.

View Site

Working along side District 59's IT department was a key objective for SBF. We wanted to ensure that the transition from their previous site went smoothly and all technical concerns were addressed.

- Domain name management: we worked with DNS registrars to ensure the URLs for all sites were loading properly at launch.
- LDAP Integration: we worked with internal IT to ensure our cloud-based hosting could securely access the district's directory for integration with the website.
- We evaluated and implemented security protocols to ensure secure site logins and robust defense against DDoS attacks.
- We evaluated website usage spikes and built custom caching mechanisms to handle frequently accessed content.

# Our Product | Feature Details



## Custom Pricing

*We offer three different pricing structures to help accommodate different budgets.*

### ONE TIME PAYMENT



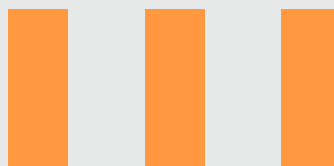
Start of Project

Beta

Site Launch

*Costs are divided to three milestones in the project. This structure is the most cost effective longterm.*

### ANNUAL PAYMENT 3 Year Contract



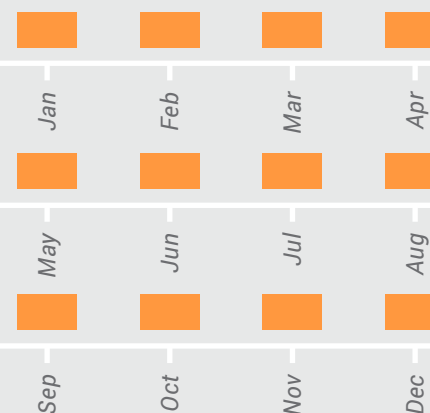
Year 1

Year 2

Year 3

*Payments are made once a year, over three consecutive years.*

### MONTHLY PAYMENT 3 Year Contract Minimum



*Payments are made monthly for the lifetime of the site, with a three year minimum. Payments begin at the signing of the contract.*



*Thank you for taking time to learn more  
about Schools By Floodlight!*

*We're excited to learn more about how we can partner with your  
district to create an engaging online experience.*

*Drop us a line, we'd love to talk!*



Email us at [joe@schoolsbyfloodlight.com](mailto:joe@schoolsbyfloodlight.com)



Visit us at [SchoolsByFloodlight.com](https://SchoolsByFloodlight.com)



Call us at **224 227 6235**