



Proposal of Services for the Willows Unified School District

STN AlertNow® is designed to be used for emergency notifications, absence notifications and daily event notifications. The system has the capability to deliver up to 8000 calls per minute to parents and staff. The STN AlertNow® service is a fully hosted software as a service model (SaaS). The unlimited service offering as quoted in this proposal will provide the ability to deliver all calls with no additional charges for emergency and non-emergency notifications. STN AlertNow® has the ability to deliver messages to any telephone device, pagers, e-mail, in both text and voice. The service can be accessed from any internet ready computer or telephone at anytime from any location. The STN AlertNow® service allows for multiple users and multiple sites to utilize the system.

The design of STN AlertNow® is that it will be available anytime, anyplace, under any circumstance. There are redundant data centers geo-dispersed throughout the United States all located within secure, state of the art facilities. STN AlertNow® has relationships with (6) telecommunications providers, both private and Tier 1 carriers, to deliver notifications. These two elements provide the strongest network infrastructure, superior to all other vendors. All online transactions are encrypted by a 256bit SSL level three encryption and all access is password protected by a unique ID and password for each user. The security of data is of highest importance. In addition, STN AlertNow® will log the actions and IP address of every user at all times.

STN AlertNow® will create an unlimited amount of group lists such as grade levels, bus routes and teachers. STN AlertNow® also has the capability to delivery a message in multiple languages. STN AlertNow® allows messages to be delivered to groups based on language tags within the student database. When the data is imported from the student database, home language can be a field that is identified. STN AlertNow® is configured to support up to 5 phone numbers and 5 e-mail addresses per student. From this contact data other fields are populated that allow for the data to be queried within the STN AlertNow® application and referenced by any field. All groups are created upon data import from one export from the student database. The STN AlertNow® system is compatible with all student information systems and provides SIF documentation, the ability to post to ftp://, https:// or manual upload of one file. In addition, the STN AlertNow® training staff and technical staff will work with district personnel to write a custom script or macro that will help to automate the data process.

STN AlertNow® messages can be activated in three ways by any authorized school user. One way to activate STN AlertNow® is by accessing www.alertnowlogin.com. Through a secure Internet connection, any administrator can record a message, select any group of recipients, and schedule or broadcast a message immediately. The web application provides the user with the most flexibility to control who receives the message, the languages that the message is delivered in, and the time of delivery. All of the administrative functions, options and reporting tools are available online within the application. The online application of STN AlertNow® is supported by a graphical user interface that was specifically designed for the K-12 user. It is user friendly and provides the user with a colorful display that is wizard driven with available help menu and online chat. The other two ways to deliver an STN AlertNow® message are NOT dependant on electric power or Internet connectivity. Message Assistant uses DTMF (Dual-Tone Multi Frequency) technology to allow the user to access all information only using the telephone. Message Assistant is an automated voice operated dial-in system that will prompt the user to login using the telephone keypad and then select a numeric group to deliver a message.



The group can be a bus number, school, staff or district. Message assistant numbers can be assigned to any or all call groups that exist for the school or district. Following the selection of the group, the user will record the message and it is then delivered immediately. The final method to deliver an STN AlertNow® message is to call 866 REACTNOW. STN AlertNow® offers 24x7x365 access to live emergency support to help deliver a call. Each operator is trained to manage message delivery and the voice recording can be in an administrator’s voice or recorded by the operator.

Term in Months	36
Number of Schools	4
Number of Students	1,650
Price per District	WAIVED
Price per Student	2.40
Standard Call	Unlimited
Emergency Call	Unlimited
E-Mail Notification with 3 attachments	Unlimited
Emergency Text Messaging	Unlimited
Automated Attendance Calling	Unlimited
Multi-Question Surveys	Unlimited
Lunch Balance Calling	Unlimited
Parent Portal	Included
Customer Support	Unlimited
Number of Users Eligible for Training	Unlimited
Implementation and Training	Included
Data Integration with Aeries	Included
Faculty and Staff	Included
Annual Total	\$3,960.00

STN AlertNow® is highly qualified as a vendor to support this project for the Willows Unified School District. STN AlertNow® was founded in 1996 and is headquartered in Raleigh, North Carolina with regional offices located nationwide. STN AlertNow® has been sending voice messages as an ASP/SaaS for more than four years on behalf of K-12 customers. There are more than 9,000 Schools located in 50 states currently utilizing STN AlertNow®. There are more than 30,000 identified administrators who access STN AlertNow® to deliver messages to parents of students. STN AlertNow® delivers more than 9,000,000 voice messages / month on behalf of the K-12.

STN AlertNow® will provide the Willows Unified School District comprehensive training on the STN AlertNow® system. There is a customized personal approach for each customer to help establish a working relationship and to address the unique needs for each customer. The first part of training is to work cooperatively to set goals for the district and create user guidelines and a policy of use. There will be multiple users per school who are trained by STN AlertNow® staff in addition, district technical staff will be trained in an in depth session that will support a 'train the trainer' model. Following the completion of trainings, all schools and districts will be able to go "live" with STN AlertNow® and begin to deliver messages immediately. Following service configuration and training, a fully staffed customer service group will be available from 6:00 am to 7:00 pm EST with 24x7 technical support. Emergency support is available 24-7-365 days a year.