EDUCATIONAL NETWORKS
Products and Services

We provide our schools a total solutions package for an annual flat subscription fee. This package includes all the applications and services a school typically needs for its official website; from the creation of the initial website to technical support for teachers and staff members.

A one year subscription is required to get started. Your annual subscription starts on the day of the "Photo Shoot" (Available only in New York City, New Jersey, Chicago, selected areas of Texas, New Orleans, Hawaii, the Bay Area, Los Angeles/ San Diego and surrounding suburbs. In other areas, the subscription start date is the date we receive the pictures sent to us). We do not charge our schools any setup fees. We also develop their website free of charge. If you prefer to keep the look and feel of your existing website, we can also only revamp it so that it meets the requirements of a professional design and user interface, or we can even keep it without any changes. We do not charge our schools for the creative services, website creation, and server set-up.

Three-Year Price Guarantee: We guarantee that your annual subscription fee will not be increased for a three year period.

Our solutions package includes the following products and services:

- **Initial set-up and website creation**
    - Creation of your school's website
        - Photographer will be sent to school (New York, New Jersey, Chicago, selected areas of Texas, New Orleans, Hawaii, the Bay Area, Los Angeles/San Diego and surrounding suburbs. Schools in other areas have to provide pictures.)
        - Professional project managers and graphic designers assigned to each project
        - Up to 3 (three) rounds of revisions of the graphic design until approval
        - Current website design can also be used (improved) if preferred
        - Creation of static content pages for materials provided in electronic format
        (texts, handbooks, pictures, etc. - excludes archives (such as athletic archives and alumni archives), hall of fame pages, ancillary organizations' pages)
    - Domain name registration
    - Set-up of the web server

- **Web based content management software SchoolSitePro**
    - Unlimited user accounts
    - Unlimited disk space (**)
    - Following sections of your website can be administered by school staff using SchoolSitePro (no programming or HTML knowledge required):
        - Calendars
        - News & Announcements with Twitter posting integration
        - Scrolling Marquees
        - Online Bulletin Board
        - Alumni Directory
        - Memoirs
        - Quick Poll
        - Departments
        - Teacher Pages
        - Teacher Photo Albums
        - Teacher Links (with categorization capability)
        - Classes

- Homework Assignments
- Photo Albums
- Food Menu
- Job Opportunities
- Bell Schedules
- TruView File Manager
  - WYSIWYG Editor to maintain content on static pages.
- Content Guard
  - Your database will be scanned for inappropriate content every 3 minutes

Free software upgrades and maintenance

- **Technical Support**
  - Available to all staff members including teachers
  - Toll-free number (Mon-Fri: 7:30 AM – 7:00 PM CST Monday – Friday)
  - Via Ticketing System
  - Content insertion for new static sections (except for "web forms"). Maintenance of these sections are done by the school using the TruView File Manager.
- **Training**
  - One time on-site training for key staff members using "Train the Trainers Model" (2.5 hours, available only in New York City, New Jersey, Chicago, selected areas of Texas, the Bay Area, Los Angeles/San Diego and surrounding suburbs)
  - Additional On-Site Training Packages can be ordered (additional fees apply)
    - 2.5 Hour on-site Training Session (New York City, New Jersey, Chicago, selected areas of Texas, the Bay Area, Los Angeles/San Diego and surrounding suburbs)
    - 1.5 Hour on-site Teacher Workshop (New York City, New Jersey, Chicago, selected areas of Texas, the Bay Area, Los Angeles/San Diego and surrounding suburbs)

- **Hosting and Maintenance**
  - Unlimited disk space (**)
  - Reliable and monitored internet connection with 99.9% up-time guarantee
  - Automated backups of your website
    - Database: Every 30 minutes
    - Static sections and graphics: 2 times a day
    - Off-site backups: Once a week
  - Status Check
    - Your website's status will be tested from 3 different off-site locations every 5 minutes.
    - Software/Hardware upgrades
  - Network security
  - Performance monitoring

(*) Following services are not included in our package:
- The internet connection of your school's building
- Custom programming for specific needs which are not related to a typical school website

(**) Uploaded files must meet the following requirements:
- Content must be related to the school, teachers, students, teacher pages, or projects
- Illegal files such a copyrighted audio/video files or illegal software are prohibited
- Uploaded files must be linked from at least one page on the website. (They must be accessible from the website)

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Optional Enhancement Packages

Multi Media Package (MMP)

This add-on package allows your school website to feature additional multi-media capabilities of audio and video accessible through the Internet. Using the MMP you can stream media of events such as sports events, school news, class podcasts, teacher podcasts, daily bulletins directly from your school's website.

The MMP includes:
- Streaming Audio and Video (Flash or HTML5 Video) at 360P Resolution
- Audio Podcasting for school website, department pages, class pages, teacher pages
    - Easy to use user interface through the admin system for uploads
    - Automated integration with Apple's iTunes, AppleTV, iPod, iPhone, and iPad
- Video Podcasting for school website, department pages, class pages, teacher pages
    - Easy to use user interface through the admin system for uploads
    - Automated integration with Apple's iTunes, AppleTV, iPod, iPhone, and iPad
- Unlimited Technical Support for Video and Audio
- Unlimited Disk Space

Multi Media Package HD (MMPHD)

This add-on package allows your school website to feature additional multi-media capabilities of audio and video accessible through the Internet. Using the MMP you can stream media of events such as sports events, school news, class podcasts, teacher podcasts, daily bulletins directly from your school's website.

The MMP includes:
- Streaming Audio and Video (Flash or HTML5 Video) at 720P High Definition Resolution
- Audio Podcasting for school website, department pages, class pages, teacher pages
    - Easy to use user interface through the admin system for uploads
    - Automated integration with Apple's iTunes, AppleTV, iPod, iPhone, and iPad
- Video Podcasting for school website, department pages, class pages, teacher pages
    - Easy to use user interface through the admin system for uploads
    - Automated integration with Apple's iTunes, AppleTV, iPod, iPhone, and iPad
- Standard Definition Video Streaming at 480P Quality
- Unlimited Technical Support for Video and Audio
- Unlimited Disk Space

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Optional Enhancement Packages

E-Commerce Package (ECP)

This add-on package allows your school website to feature an online shop on your school's website. Using the ECP you can sell t-shirts, memorabilia, USB flash drives, year books, homecoming tickets, and much more directly through the school's website. Your website would allow secure payments (processed through Verisign) with real-time credit card processing. Depending on your school's volume per month you can choose to use your own Merchant Account (requires purchase of Verisign Gateway), or you may choose to use Educational Networks' Merchant Account provided by JP Morgan Chase Manhattan Bank.

The ECP includes:
- Real time credit card processing
- Accepts Visa, MasterCard, Discover, AMEX as well as debit cards with Visa and MasterCard symbols
- Real-time monitoring through the "admin system" of each transaction
- Search transactions by date, date interval, amount
- Access to all printable receipts generated by the system through the admin system
- Unlimited technical support for any modifications to the store
- Unlimited Disk Space

Note: In addition to the annual fee, merchant account fees are charged when using Credit Cards. Customers may use Educational Networks' merchant account or use any merchant account they have a relationship with. If the customer chooses to use a separate merchant account a Verisign gateway has to be purchased directly from Verisign. For details, please call: 877-623-7200

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Optional Enhancement Packages

Online Fundraising Package (OFP)

This add-on package allows your school to conduct fundraisers on your school's website. Using the OFP you can collect donations for various "funds" (alumni, general fund, Parent Organization, Foundation, etc.). The OFP allows the visitors to the website to make donations for those pre-selected categories using a credit card. Donations can be made as a "quick donation" (no registration required), or as a registered user. Registered Users can manage their donations, on-going pledges through a password protected secure section of your school's website. Depending on your school's volume per month you can choose to use your own Merchant Account (requires purchase of Verisign Gateway), or you may choose to use Educational Networks' Merchant Account provided by JP Morgan Chase Manhattan Bank.

The ECP includes:
- Real time credit card processing
- Accepts Visa, MasterCard, Discover, AMEX as well as debit cards with Visa and MasterCard symbols
- Real-time monitoring through the "admin system" of each transaction
- Search transactions by date, date interval, amount
- Access to all printable receipts generated by the system through the admin system
- Ability to manage multiple fundraisers
- Ability to be featured as a supporter of the school on the website or remain anonymous
- Ability to manage donations of the donors by
    - Managing on-going pledges
    - Managing one-time donations
    - Accessing printable receipts
- Unlimited technical support for any modifications to the store
- *Unlimited Disk Space*

Note: In addition to the annual fee, merchant account fees are charged when using Credit Cards. Customers may use Educational Networks' merchant account or use any merchant account they have a relationship with. If the customer chooses to use a separate merchant account a Verisign gateway has to be purchased directly from Verisign. For details, please call: 877-623-7200

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Optional Enhancement Packages

Web Forms (WF)

This add-on package allows your school or district to feature web forms on the website. Using the web forms feature, the Technical Support team would build any type of forms such as free lunch applications, release applications, incident reports, web-based information requests, transcript reports, sign up forms for athletic events, etc.
If purchased in conjunction with the E-commerce Package selected forms can be set up to feature a credit card check out as well.

The web forms are database driven and can be accessed from the admin system of the school or district's website. Furthermore, the forms are also email enabled, so that each filled out form can be delivered to selected recipients. This optional enhancement package allows the use of the Technical Support Team for web-enabled forms.

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Optional Enhancement Packages

StudentVault (SV)

StudentVault is designed to enhance web-based communications between students, teachers and parents. StudentVault allows homework to be posted directly to a teacher's class through a password protected student account, parents to sign up for email alerts for specific classes for homework due and receive email notifications for homework due.

StudentVault is available as a per-pupil per year subscription model for maximum cost effectiveness for schools and school districts.

The system is designed to be up and running with minimal overhead for system administrators at schools and school districts. An overview of StudentVault:

- **Web-based Parent Account Creation:**
    - Easy-to-Use "wizard-like" User Interface for Parents.
    - Accounts are activated via Email ensuring working Email Addresses.

- **Web-based Student Account Creation:**
    - Easy to use "wizard-like" user interface for Students.
    - Accounts are activated via email ensuring working email addresses.
    - Accounts are "verified" by Teacher or School Administrators after positive identification of each student.
    - Instead of "wizard-like" account creation, mass import of all Student Accounts is also possible.

- **Security Features include:**
    - Email Account Activation
    - Student Account Verification (Positive Identification)
    - IP, Time Stamp, Date Stamp Logging
    - File Type Limitations

- **Teacher Accounts include:**
    - Parent Usage Overview (Subscribed Parents, Notified Parents, etc.)
    - Review Homework Online and Categorize as:
        - Not Reviewed
        - Review in Progress
        - Reviewed
    - Student Account Verification
    - Back and Forth Messaging (Secure Discussion Board) with Verified Students