RFP #23-462-P-WH

Webhosting

Proposal Submission

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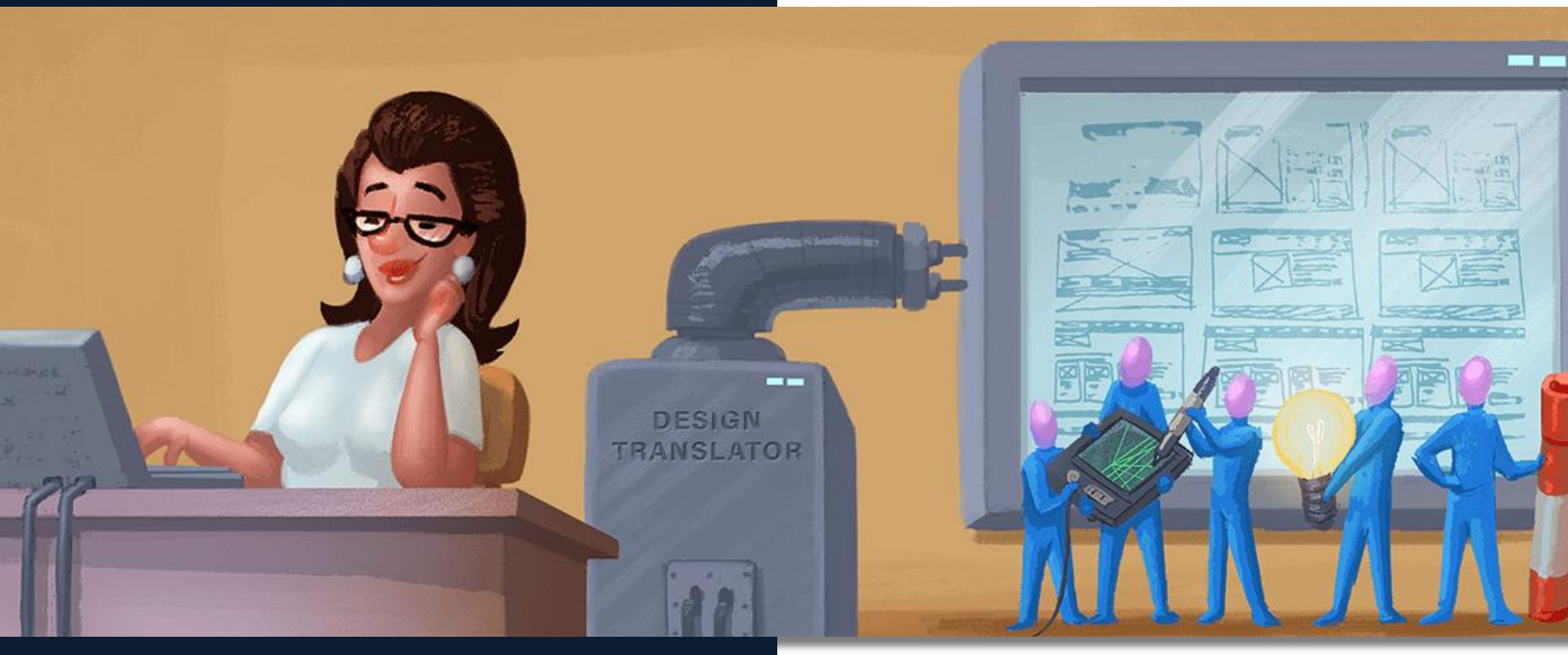

Take Control of a Beautifully Designed Web Presence

10/5/2022

Content Manager | 2023

Prepared for:
The School Board of Brevard County, FL

Proposal Submission
9/5/2023

Prepared by:
Imagine Everything (IE)
(403) 502 – 3844
kaleb@imagineeverything.com

RFP #
23-462-P-WH

Dear Brevard County Team,

Thank you for the opportunity to present our website, content management and hosting solutions!

Imagine Everything is unique in that we work directly under school board governance to disrupt the education technology market. Content Management has been one of our most successful projects and our solutions have been carefully designed in collaboration with some the largest school boards in Canada.

Imagine Everything also features a never-before-seen operating structure with school boards setting our priorities, creating processes, and even pricing the projects we work on together. In addition to this, our zero-based budget model lets us craft tailor-made solutions for educators, students, and parents far below industry pricing.

According to our partners, like those at Peel DSB in Ontario, our way of working with school boards is a breath of fresh air! Mark Marshal, CIO at Peel DSB puts it this way:

> "In my many years dealing with technology providers, I can confidently say that what they are doing stands in a category of its own. The Imagine Everything business model is unique and, in my opinion, exactly what the education space needs right now."

Content Manager, the product we will be presenting, is a fully managed, enterprise grade platform that empowers your staff to manage beautifully designed websites and content. Creating and maintaining an engaging web presence for your parents, staff and students has never been easier, looked better or been more affordable.

If you have any questions regarding our response, please contact Kaleb Motz at (403) 502 - 3844 or via email at kaleb@imagineeverything.com. We look forward to connecting with you.

IMAGINE EVERYTHING
Your community, our code.

Imagine Everything,
1511 Klein Road
West Kelowna
V1Z 3H5

Sincerely,

Brad Leitch
CEO

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+

Brevard Public Schools

Let's Build Some Great Websites!

Specific to the needs outlined in your RFP, our proposal will be exploring **Content Manager**, a cloud-based content management system (CMS) exclusively built to manage school and school board websites. Combined with the expertise of our design and development team, Content Manager has everything needed to meet and exceed your requirements.

Like all our projects, Content Manager was built and continues to evolve through direct collaboration with school boards.

Section 1 and 2

In compliance with your requirements for Section 1: Responders Acknowledgement and Section 2: Addenda, signed documents have been uploaded to VendorLink.

Section 3: Respondent Profile

Location and Contact Person

Imagine Everything is headquartered in Kelowna, BC. However, as a remote operating company, we have office locations across Canada.

Imagine Everything,
1511 Klein Road
West Kelowna
V1Z 3H5

Contact Person:
Kaleb Motz
(403) 502 – 3844
kaleb@imagineeverything.com

Our Background

Our founders have worked alongside school boards to design education technology solutions since 2006.

Imagine Everything is a Canadian corporation founded in direct collaboration with school boards using a revolutionary hybrid public-private operating structure in 2018.

Through our volunteer board of directors, we are governed directly by senior-level school board leaders who are given full ledger-level financial access to the company. In this innovative new operating structure, school boards set our development priorities, create processes, and even price the projects we work on together.

Imagine Everything is the most recent incarnation of our extensive history of delivering school board websites, content management systems, and other innovative software platforms.

Specific to the needs outlined in your RFP, our senior leadership team has delivered thousands of school websites through Imagine Everything and other corporate brands over the last 15 years.

We also have experience designing secure systems for federal law enforcement agencies (including the RCMP, US Department of Homeland Security, and Interpol) to combat online child sexual abuse using artificial intelligence. These services are delivered using our Student Aware platform.

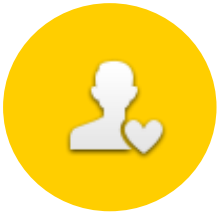
Our unique, community-driven approach to development and boundary-less partnerships is currently trusted by over 70 school boards across Canada. We also deliver our Student Aware service to the Lodi Unified School Board in California. Canada is our primary market; however, we are excited to begin expanding our presence south of the border. Regardless of where we will always work exclusively with school boards.

With our experience working alongside school boards, we are eminently qualified and look forward to delivering on your requirements.

Built Differently

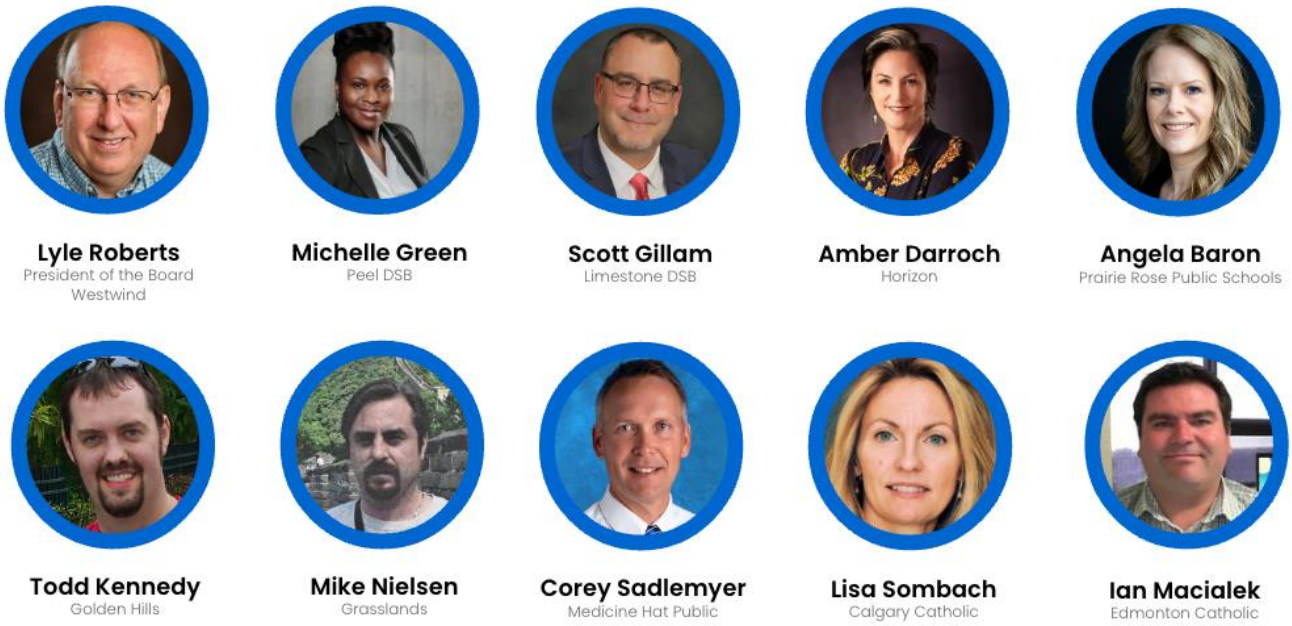
Under the direction of our board, Imagine Everything was built to combine the longevity and temperance of public education with the speed and efficiency of the private sector. Some aspects of this include:

- **You are our only stakeholder**. We have no private equity or venture capital shareholders. On the contrary, partner school boards have provided financial backing for every project. This aspect of Imagine Everything is built on the belief that a team best serves the specific needs of school boards with no outside influences or distractions.
- **We run a zero-based budget.** To keep costs low, *all* project revenue goes directly back into hiring and the resources needed to support your project. Taking profit off the table keeps our focus on the solutions you need and our community's overall success. Our flagship Student Aware project protects children against violence, abuse, exploitation, and suicide. If you want to know "why" we do what we do, we founded an organization of principle over profit.
- **School boards govern us.** An industry-first Imagine Everything is directly supervised by senior leadership from school boards nationwide. The board has full financial access to our company, oversees executive hires, prioritizes projects and features, establishes pricing, and ensures that we are relentless in our pursuit of serving school boards.



Meet our Bosses

Our governing board features an all-star lineup of Senior Educators. Each member and the teams they represent are the sole drivers of our strategic direction.



Each month, our board of directors assembles to review financials, processes, and community growth and establish high-level priorities.

Each year, the board of directors assembles for a lengthier strategic planning session where priorities are discussed and operational goals are established. There can be no better source of strategic direction for an education technology company than the direct governance of school boards.

Status and Projected Direction

Under the direction of our board and to help school board teams like yours cut costs, Imagine Everything was built to combine the longevity and temperance of public education with the speed and efficiency of the private sector.

At the time of this proposal being prepared, Imagine Everything is closing in on $1.5M in Annual Recurring Revenue. We've arrived at this impressive milestone without any outside investment or venture capital and are set to double in size over the next year.

Other Projects

Imagine Everything - the name itself is a directive to our K12 audience ... if you can imagine it, we can build it!

Since inception, we have engineered and delivered five other K12 solutions in addition to Content Manager (with a few more on the way!). Through our unique, collaborative model, each of our solutions continually improves and is directly shaped by the evolving needs of our school board community.

When looking for an education-centric provider or evaluating corporate viability, the depth of offering should be carefully considered. We aren't a vendor trying our hand at working with a school board. Instead, our sole focus is delivering cost-effective, innovative solutions for school boards.

CLASI

The Cooperatively Linked Approach to Student Information. CLASI provides school boards with a cost-effective, enterprise-grade solution for sharing digital student record files with PASI and storing a local copy within SharePoint, Laserfiche, DocuShare, or a network storage device.

Given its integration with Alberta Education's PASI, this project is only available in Alberta, Canada. However, the technology here could be applied to other projects.

- Designed in conjunction with the Ministry of Education
- 50M+ records digitally transformed and filed
- Trusted annually by 25 AB school boards

Parent Forms

Parent Forms provides a beautiful, mobile-friendly way for parents to register their kids, provide essential documentation, and sign off on crucial forms. Every step of the process is custom-designed by you to offer parents the most uncomplicated way ever to register.

- 110,000+ students registered in 2022
- Integration with PowerSchool API and other SIS platforms
- Fully customizable, mobile-friendly forms

Education Forms

Everything you need to plan a student's future. Education Forms is an entirely SIS-integrated platform that allows you to centralize and upkeep all your crucial student planning information in one convenient place. All forms and use cases are considered, including individual program plans, medical plans, behavioural plans, standardized assessments, specialized assessments, and more.

- All forms are fully customizable with an intuitive drag-and-drop editor
- Backed by a powerful analytics dashboard to make the most of your student planning data
- Includes features such as digital signatures and customizable workflows for both internal and external staff

Guestbook

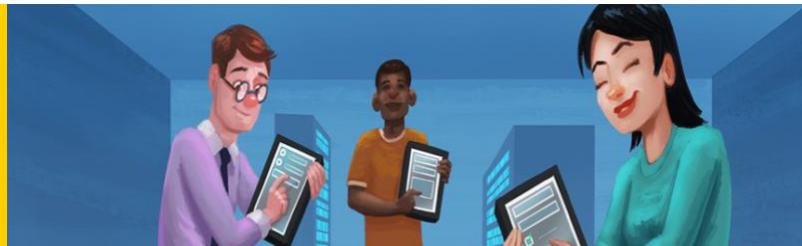
Guestbook is a simple, privacy-minded visitor management system that helps schools manage building safety and security.

- FOIPP-friendly safety for schools and security for School Boards
- 1M+ verified visitors with COVID entry protocols
- Driven by a unique drag-and-drop engine that allows admins to build fully custom, school-specific entry forms.

Student Aware

Identify and rescue vulnerable and high-risk students. Student Aware identifies and notifies administration when students present signs of suicide, violence, abuse, and other dangerous online activity.

- Using a forced browser extension and a coachable AI algorithm, Student Aware offers vital insights into high-risk cases with the lowest false positive rate in the industry.
- Built through collaboration with school boards, Student Aware is privacy-minded and aligns with acceptable device usage policies.
- We are currently protecting over 800,000 students across Canada and the US.
- Priced at a fraction of the cost of other providers



Section 4: Experience of Personnel

Staff Qualifications and Experience

With some insight into our company, here's a quick introduction to those who will be directly involved and influential throughout this project. We picked our favourites for you (don't tell the others)! We're a dynamic and quickly growing team, so expect to meet a few more of us as time passes.

Brad Leitch, CEO

Brad brings over 18 years of experience in development and education technology leadership. With a deep understanding of the education market and true passion for creating outstanding solutions, Brad puts the direction of our board into practice.

View LinkedIn Profile

Richard Kellar, CTO

Richard will be providing technical leadership and oversight to your project. With close to two decades of experience designing and developing mission-critical systems for many of Silicon Valley's largest gaming and entertainment companies, high scalability multi-tenant software for 100M+ concurrent user networks, SharePoint and various EdTech projects – you couldn't be in better hands.

View LinkedIn Profile

Kaleb Motz, Director of Community

Over the last 10 years Kaleb has led the delivery of thousands of school district websites and the efforts of highly productive teams. Currently leading the front-end team and the acquisition of new school board partners at Imagine Everything, Kaleb will be close to your project at all stages. He also wrote this proposal, which we suppose is kind of neat.

View LinkedIn Profile

Niko Barragan, Senior Web Designer

Niko is an exceptionally skilled designer who will be applying his craft to all aspects of your websites. With a deep understanding of what makes website projects successful, Niko will be your guide for everything from information architecture to ongoing design updates.

Nick Danvers, Software Engineer Team Lead

Much of Content Managers success as a platform can be credited to Nick. With an incredible knack for working with our community to deliver the many features and innovations found in Content Manager, you will certainly benefit from his ongoing work. Few engineers will have Nicks understanding and first-hand experience of what school boards and their teams need for a CMS to be successful.

Elena Oleynikova, Product Owner

Two crucial aspects of our community driven approach to software development are advocacy and prioritization. As our Product Owner, Elena is here to ensure that any feature development or enhancement you need is understood, precisely planned, and ultimately delivered by our development team.

Yingying Feng, Web Developer and Designer

Yingying brings clean and concise code to each of our projects. Working closely with Niko to turn designs into fully functional websites, Yingying will have a large part to play in the delivery of this project. Her work has brought some of our largest projects like Peel DSB, Edmonton Catholic and Calgary Catholic to life.

Anastasia Boltogaeva, Community Integration Specialist

Anastasia is a highly organized and detail orientated project coordinator who will be applying her skills to keep your website project on track. With extensive experience managing deadlines and complex deliverables, Anastasia will ensure that your implementation runs smoothly and that the communication lines between our teams are always open.

Gemma Kellett, Community Experience Ambassador

Gotham has Batman, Themyscira has Wonder Woman and Imagine Everything has Gemma. Lending her skills to support our community members, Gemma is here to help and will be involved with content migration, training, and ongoing support.

Note: We do not include resumes in our proposal submissions to respect staff confidentiality. If you want to learn more about our team, we welcome you to jump into a Zoom call with us anytime.

It is also worth noting that Imagine Everything does not employ subcontractors for website-related projects. A qualified and attentive in-house team handles all aspects of our offering.

Section 5: Mandatory Minimum Requirements

We have your mandatory requirements well covered! The following section will outline how we will approach and deliver each requirement.

Go Live by June 1, 2024 – Our team is known for quick turnarounds! For a school board of your size, we would have no issue having your new web presence ready to launch by June 1, 2024.

A typical time window for a project like this would be 6 – 8 months.

Assuming we could get started sometime in October or November of this year, we wouldn't have any concerns with your timeline. Additionally, all of our work, up to the launch (a simple DNS change on your end), is done in a staging environment. With our ability to work on the project parallel to your existing websites, there will be no interruption of current service.

Content Migration Services – Our team handles all aspects of content migration. Moving existing website content from your current/previous platform to the new sites is considered a standard aspect of our offering.

Content migration is a focal point of our project planning and design stages. To be successful, new designs must consider both the types of content you need and how that content will be laid out.

When it comes time to migrate content, we combine manual migration and automation. Automation does not require special access but relies on a proprietary site crawler that maps your content into our platform. Manual migration adds a human touch and is handled by our design and front-end team to ensure everything looks its best.

Content migration (as well as all aspects of support) are included in our annual fee. We do not charge extra for this work and consider it an essential service. In our

experience, if other vendors are looking to charge you for content migration, they either need to be more qualified or are trying to charge you too much.

Legal Rights to Content – BPS will have full legal rights and access to their content. We even extend ownership to the designs we build for you! Should you want to end our partnership, all BPS data, content, and designs will be exported and sent to you – free of charge and with no red tape.

The only aspect of our offering BPS would not have legal rights to is Content Manager. Content Manager is the proprietary platform that will power your websites and is the property of Imagine Everything.

This is outlined in our standard Service Level Agreement. A copy of this SLA can be found in the appendix section of this proposal.

Project Management and Staff Access - At Imagine Everything, one of our mottos is "Our team is your team." If you decided to work with us, that will be something you will hear a lot!

Simply put, we are here to fully support you both pre and post-launch. You will have full access to a dedicated project manager and direct access to our design and development team.

We will also set up regular meetings for a project of your size, starting with our project kick-off and extending beyond the launch date. These meetings will ensure constant alignment and keep the project running smoothly.

This level of support is considered standard and will not come with extra cost.

Dedicated Design Services – A design phase is one of the first steps of an Imagine Everything website project. During this time, our in-house design team works with you to create a custom design for your main site template, school templates, and sub-pages.

We start with a blank page and work with you to uncover your needs, preferences, communication priorities or anything else important regarding the visual presentation of BPS.

This process is done in a fully collaborative setting where we welcome your feedback and revisions until you are 100% satisfied with how your new web presence will look and feel. We will both be proud of the result and excited to move into development.

Section 6: Infrastructure, Config and Security

With our background and experience building solutions that handle student data and safety, we take our hosting very seriously.

The same levels of service and approaches to infrastructure, configuration and security that enable and protect our most sensitive platforms have also been applied to hosting our websites and the Content Manager platform.

This section will detail these aspects of our offering.

Note: To communicate our offering, we may briefly depart from your expected format to bundle topics and requirements.

The appendix section of this proposal includes standard copies of our Service Level Agreement, Disaster Recovery Plan, and a Logical Infrastructure Diagram. While we are based in Canada, our team will be able to spin up data center locations and custom tailor our plans to suit your needs. This would come at no additional charge.

Solution Architecture

Content Manager is a turnkey, SaaS, cloud-based implementation that can be accessed via any web browser.

Nothing will be required of BPS data centers as our service is *fully* hosted via Amazon Web Services. Hosting locations are currently in Canada, but **we can provide hosting locations South of the border to ensure that your data and traffic always remain in the US.**

In all implementations of Content Manager, we have taken on the delivery and hosting of a school board's entire group of required sites. We expect no difference in our work with your team at BPS.

Content Manager is built to centrally manage your entire web presence, which means the delivery of our core functionality is contingent on our team hosting your sites. All the sites we build will be on top of a single editing platform.

It must also be understood that the *only* points of integration necessary would be our connection to your Azure Active Directory and aspects of data sharing from platforms like your SIS or ERP software (via JSON files or API Endpoints) for the auto-population and dynamic content needs of some pages.

Hosting, Security and Development Standards

Content Manager is hosted with the industry-leading Amazon Web Services.

In this state-of-the-art environment, Content Manager auto-scales based on demand and features full-stack redundancy to keep your websites running smoothly, regardless of load (**live streaming** included). Built to handle school boards 2 – 4x the size of BPS, with room beyond to scale, we have you covered!

On the security front, we employ a 7-layer firewall and DDOS shielding. In our environment, third-party penetration, malware, viruses, and exploit threats are significantly reduced using a custom-designed Linux distribution that uses an immutable server image. We also store full off-site, alienated, encrypted system back-ups every 24 hours – a critical defence for fast recovery from even a worst-case ransomware attack or to allow **versioning for content**.

Here are some other highlights:

- **Multitenancy Design** – Each school board has a dedicated SSL connection to ensure data segmentation.
- **Network Security** – We employ supplemental perimeter IP-based network security that dramatically limits who can access our systems (both internally through our CI/CD development and externally).
- **Data Encryption** – All data is encrypted. We utilize AES-256 for data at rest and RSA-2048 for data in motion. During transport, passwords are indecipherably hashed.
- **Access Logging** – All user **sessions are logged** to ensure accountability.
- **Full GDPR, W3C and PIPEDA Compliance** – the ability to securely download, share, or purge all student data and all matters of accessibility are central to our offering. (GDPR is a European standard Canada currently lacks, so we aligned with it anyway because it protects the privacy of all people).
- **Unlimited Storage** – We have no caps or limits for document and asset storage. Our environment is built to be scaled and can easily host boards larger than BPS.
- **Two-Factor Authentication** – We use forced two-factor authentication (mobile app, not SMS) for all our staff for all our services (third-party and internally developed) to defend against phishing and targeted attacks.
- **Regular Staff Training** – Security isn't an afterthought; it's our primary consideration when utilizing any new service or designing any new technology or feature. All our staff (even non-technical) are regularly trained on all layers of security.

Content Manager is built on Golang, a coding language developed by Google that enables high scalability and secure application development.

Google developed Golang out of a need for swift, secure code written in a C derivative language that would be easy to learn and collaborate on. We pair this with Postgres to allow for both relational and extensible schemas.

Our administrative systems use React and React Material on the front end. This provides fast and responsive workflows and has a very similar look and feel to Google's design standards – something that will be familiar to your staff and students.

Our design team uses the tried-and-true blend of HTML, CSS, and JavaScript for school websites, so it's easy for your technology team to understand and work with when needed.

The results of all of this are an incredibly flexible, easy-to-use platform backed by unmatched levels of enterprise-grade hosting and security.

Environment Operation and Performance

Your websites will be both accessible and editable via any web browser on any device. Furthermore, apart from slow connection speeds that fall out of our control, page load and the availability of edits made via Content Manager fall within and routinely exceed acceptable time standards of 2 – 3 seconds.

As a community-driven platform, any instance of maintenance or downtime is clearly communicated and agreed upon by users. As a fully hosted solution, with elements like pod-based deployment, we can also make changes and improvements to the platform or perform bug fixes that do not interrupt service. However, significant deployments will be scheduled for lower-traffic periods – just in case.

We guarantee 99.9% uptime and availability. We have included some of our policies in the appendix with an attached Partnership Service Agreement that will address aspects like our recovery and communication objectives.

General System and Hosting Considerations

We integrate with your Azure Active Directory to authenticate staff and website editors.

BPS will retain full ownership and maintenance of the brevardschools.org domain name and all associated certificates.

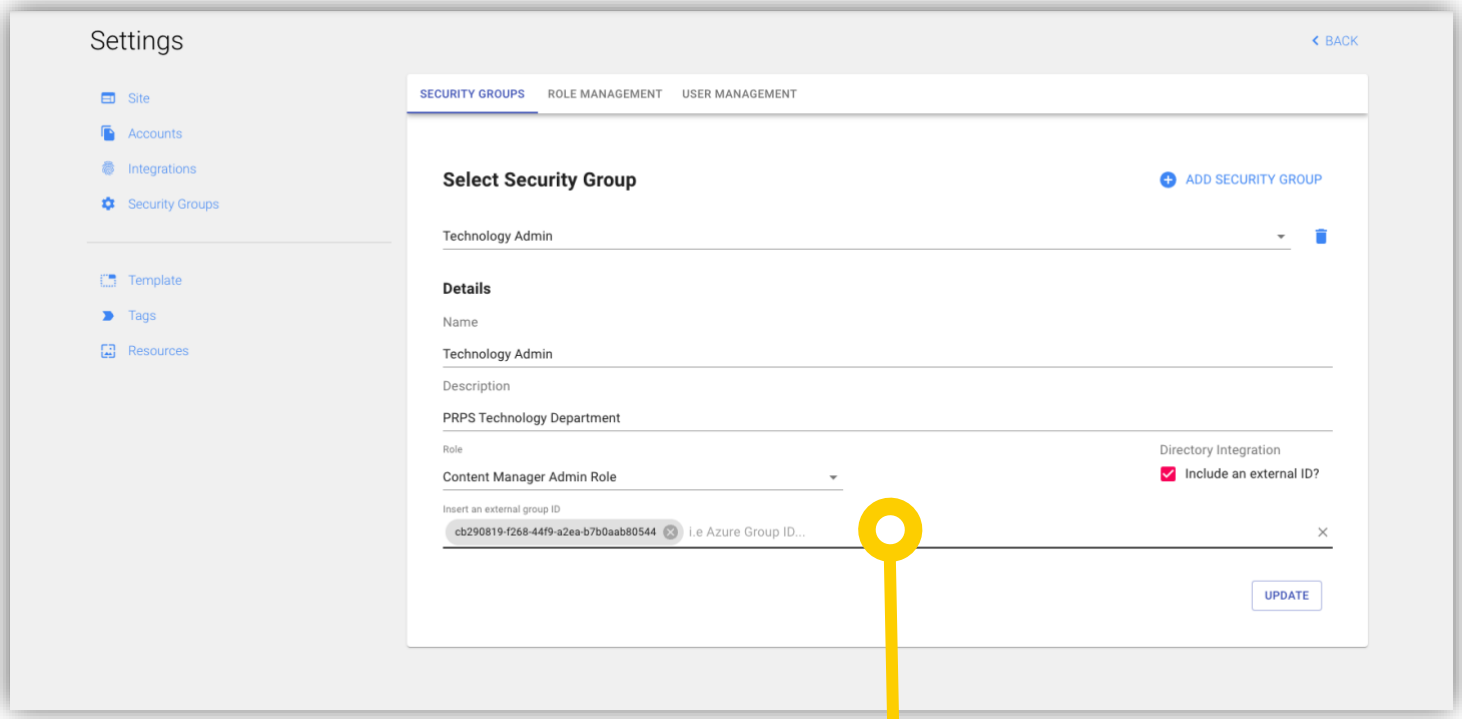
When the time comes, all that is required to launch your sites is to point your C-NAME DNS records to our system. We will need nothing else from you in this regard. It couldn't be easier!

Our team also handles all redirects and can allow for any chosen format. However, standard practice for us has been to use subdomains so we could explore the format of **brevardschools.schoolname.org.** This will be entirely up to you, though – we're flexible and can make most things work.

Azure Directory: User Authentication, Management and Permissions

Account authorization, single sign-on, and Content Manager permissions can all be managed via Azure Active Directory.

Any number of roles and specific security groups can be configured within Content Manager. Roles determine what a user can do in our system, and security groups are a way of categorizing those roles. Once a role and security group has been created, you can add Azure Group IDs. When a user accesses Content Manager using their MS credentials, a check is completed, and access is allowed based on group membership.



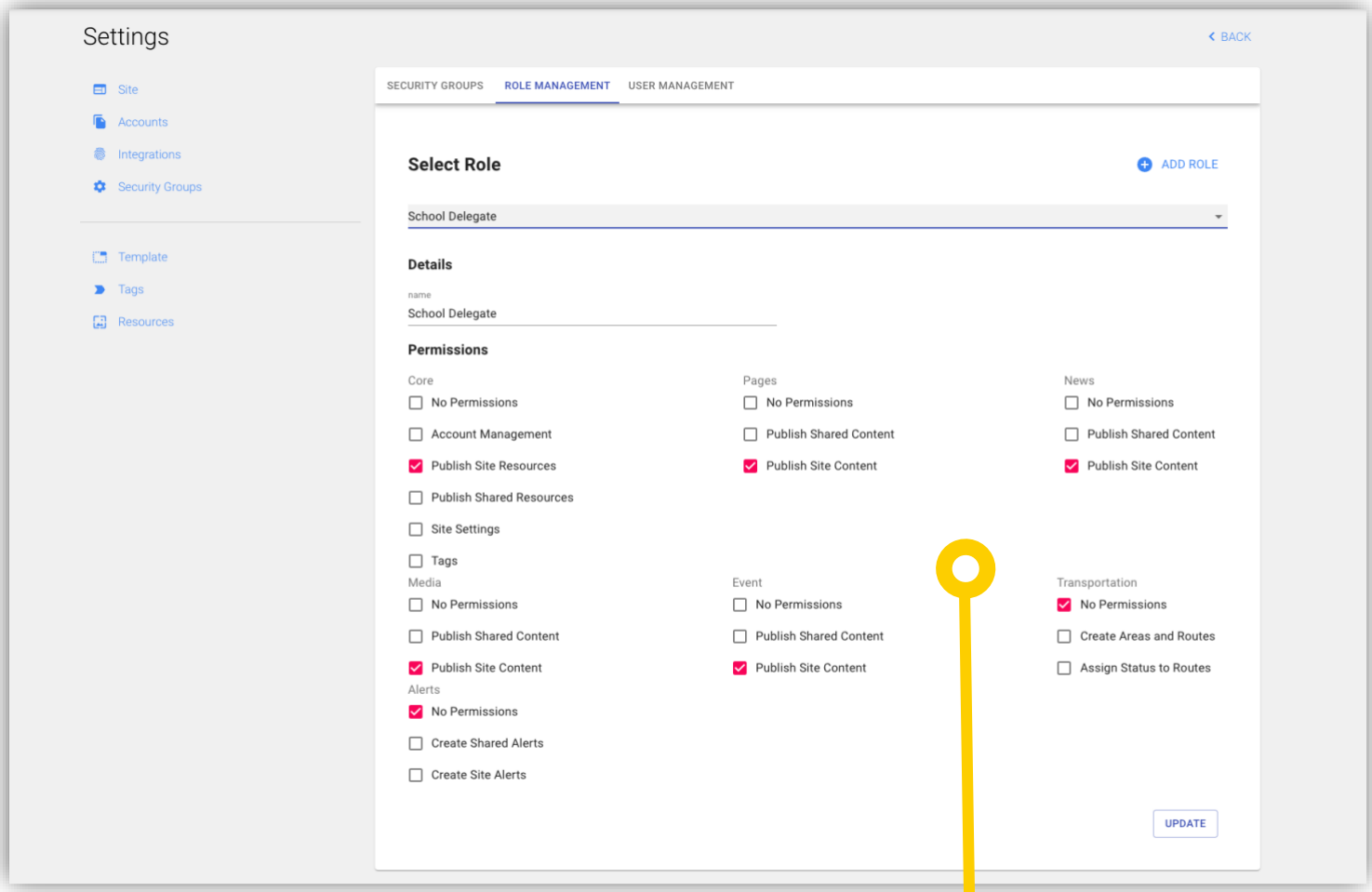
When managing permissions and access within Content Manager, all that is required is to create a role that determines what a group will have access to and to then create a security group for that role using an Azure Group ID.

This will allow you to create and manage permissions for your staff and to define their roles within Content Manager.

A default school moderator group will be set up for schools that only allows access to school-level functions (e.g., school admins can't share content with other sites).

Users are added to this group via your Azure IDs (pictured above). If there is a school admin/principals' group in your AD structure for each school, we'll add the respective group ID to each school site, and all users in that group will have moderator-level access to that specific site.

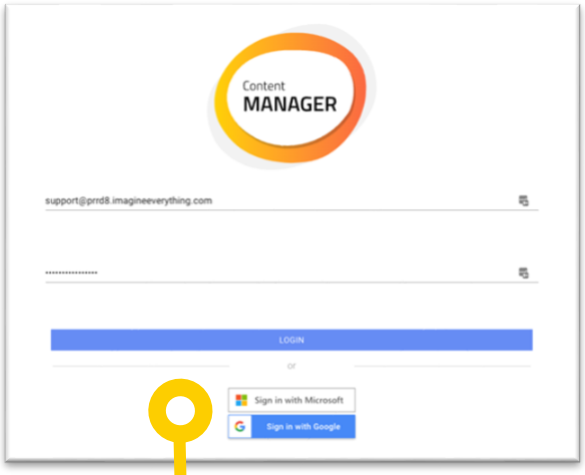
Users who try to log in after being removed from an Azure group ID will not have access. **Your Azure groups are the final authority in user authentication and permissions matters.**



Granularity in our permissions structure is taken care of in the role management tab of our security group settings. It is here where you can select what a user will be able to do, respective to their role, when they sign into Content Manager.

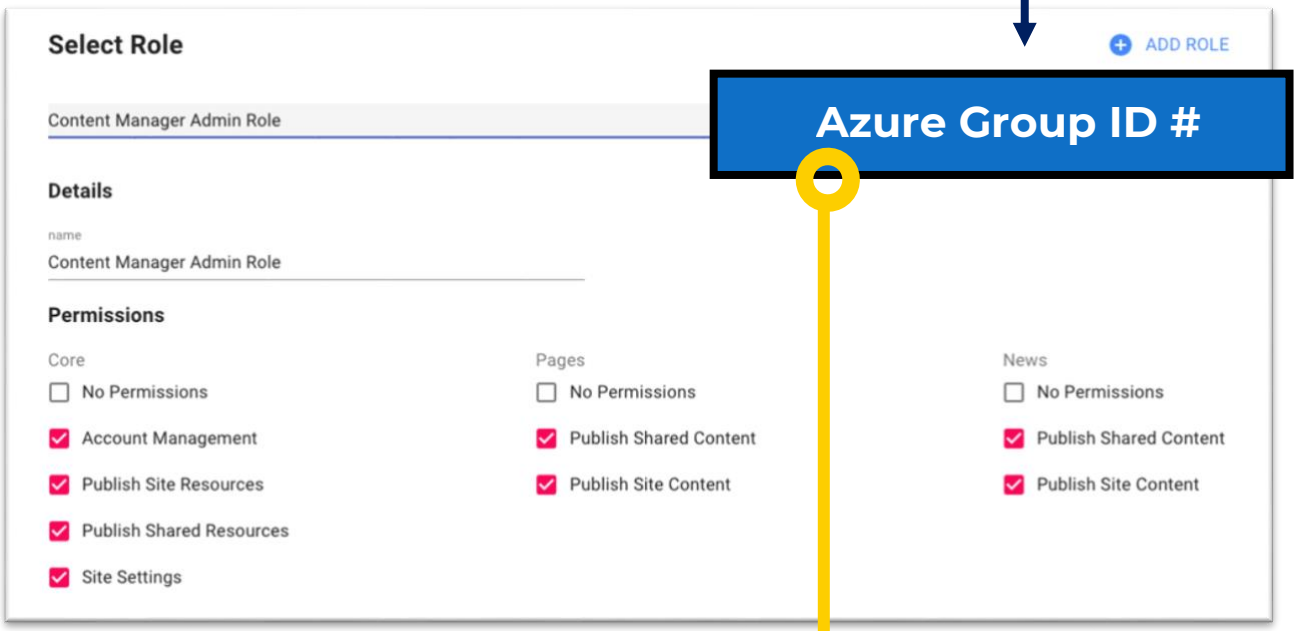
Under the guidance of the teams at Edmonton Catholic and Peel DSB, our team is currently expanding our permissions structures and role settings to introduce even more granularity.

Azure OAuth Process



On the Content Manager sign-in screen, users will select sign-in with Microsoft.

That users' credentials are then authorized via your Azure Active Directory.



Azure Group ID #

The Azure Group ID sits between your Active Directory and Content Manager. Azure IDs can be added to any number of roles on one, select or all sites. If a user is included in an Azure Group and that groups ID that has been added to Content Manager, they will have the permissions assigned to that specific role/security group.

Note: To further explain this process a copy of our Enterprise Application Consent process can be found in Appendix at the end of this proposal.

Data Integration: Externally Hosted Resources

Ingesting and utilizing data from externally hosted resources like your SIS, ERP or SharePoint databases are standard for any website project.

We can accommodate a variety of data integrations and formats, from JSON files and CSV imports to SFTP. However, our current go-to would be API Endpoints, secured by Bearer Tokens. When it comes to speed and security, it doesn't get much better.

So far, we haven't met a source of data integration that we've been unable to incorporate, and we look forward to exploring your needs here.

For context, most school boards rely on integrations to auto-populate and dynamically serve information like school contact information, staff directories, bell times, course schedules, calendars, and school profiles from various externally hosted sources. This is a space we know well!

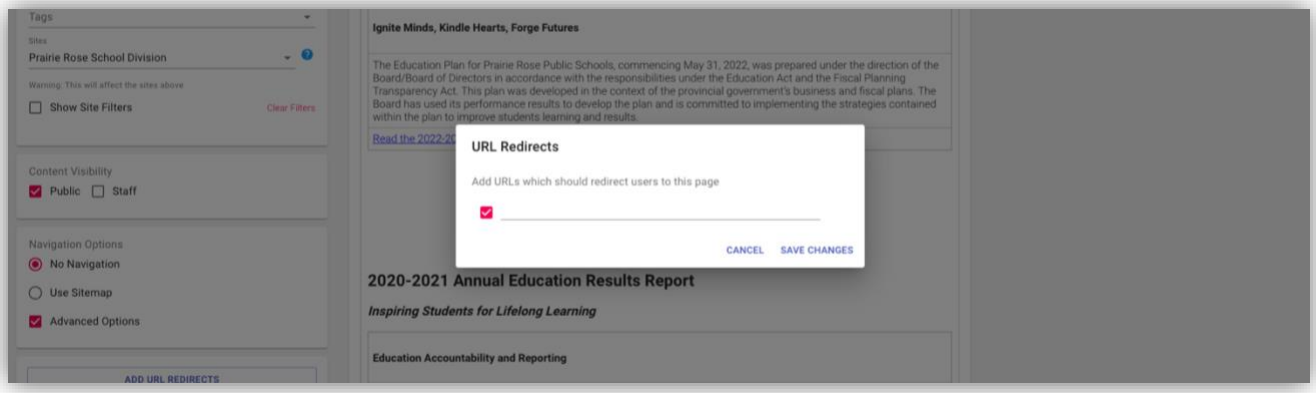
Section 7: General System Capability

Some of these items have already been covered, but we are happy to reiterate and reinforce them! We'll take this section in the order they appear in your RFP.

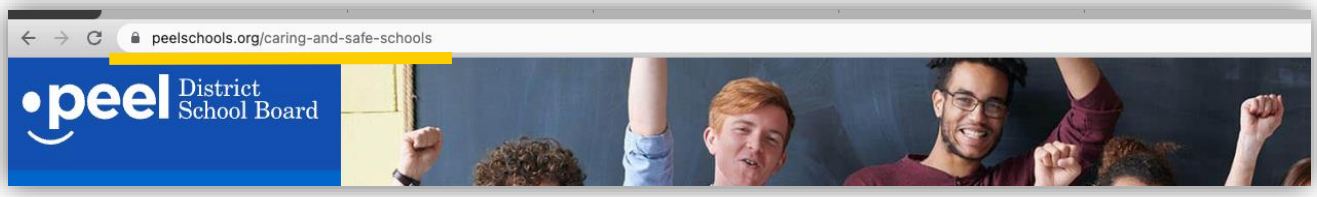
Subdomains – We encourage using subdomains and are open to hosting as many variations as you need. The provided example of staff.brevardschools.org is excellent and could be applied to any site or sub-site.

With Content Manager, we can also enable using aspects like vanity URLS.

To aid you with redirects and friendly links, Content Manager features a very easy-to-use redirect tool. We can also support you by applying redirects at the database level when required.



It should also be noted that our URL and link structure are clean and do not have the .aspx or /default and other noise you may be accustomed to with other platforms. Page routing can be changed anytime using Content Manager and follows a user-friendly format.



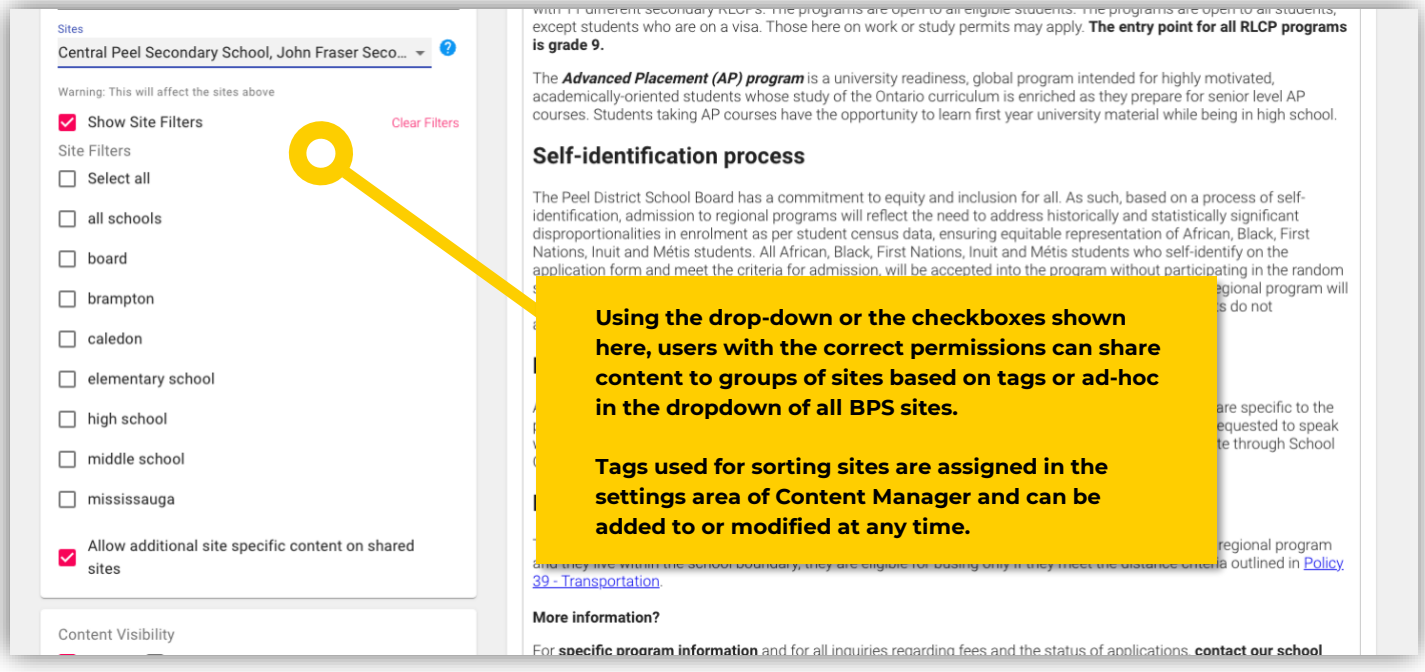
District Placed Content (Shared Content) – We specialize in centralized content management. This is a pillar of Content Managers' functionality.

All aspects of Content Manager were built to share. A district administrator (with the correct permissions) can share news, events, alerts, banners, and even entire pages throughout your network of sites.

Imagine creating beautiful content that can be shared with surgical-level precision—for example, only showing a news item or banner to all elementary schools or schools with a French Immersion program or even adapting a list of web services that only apply to parents.

This surgical approach utilizes an innovative site tagging system and dramatically reduces the amount of splash content forced upon visitors, improving content consumption. It's also a huge time-saver, as your team can populate your school sites with just a few clicks.

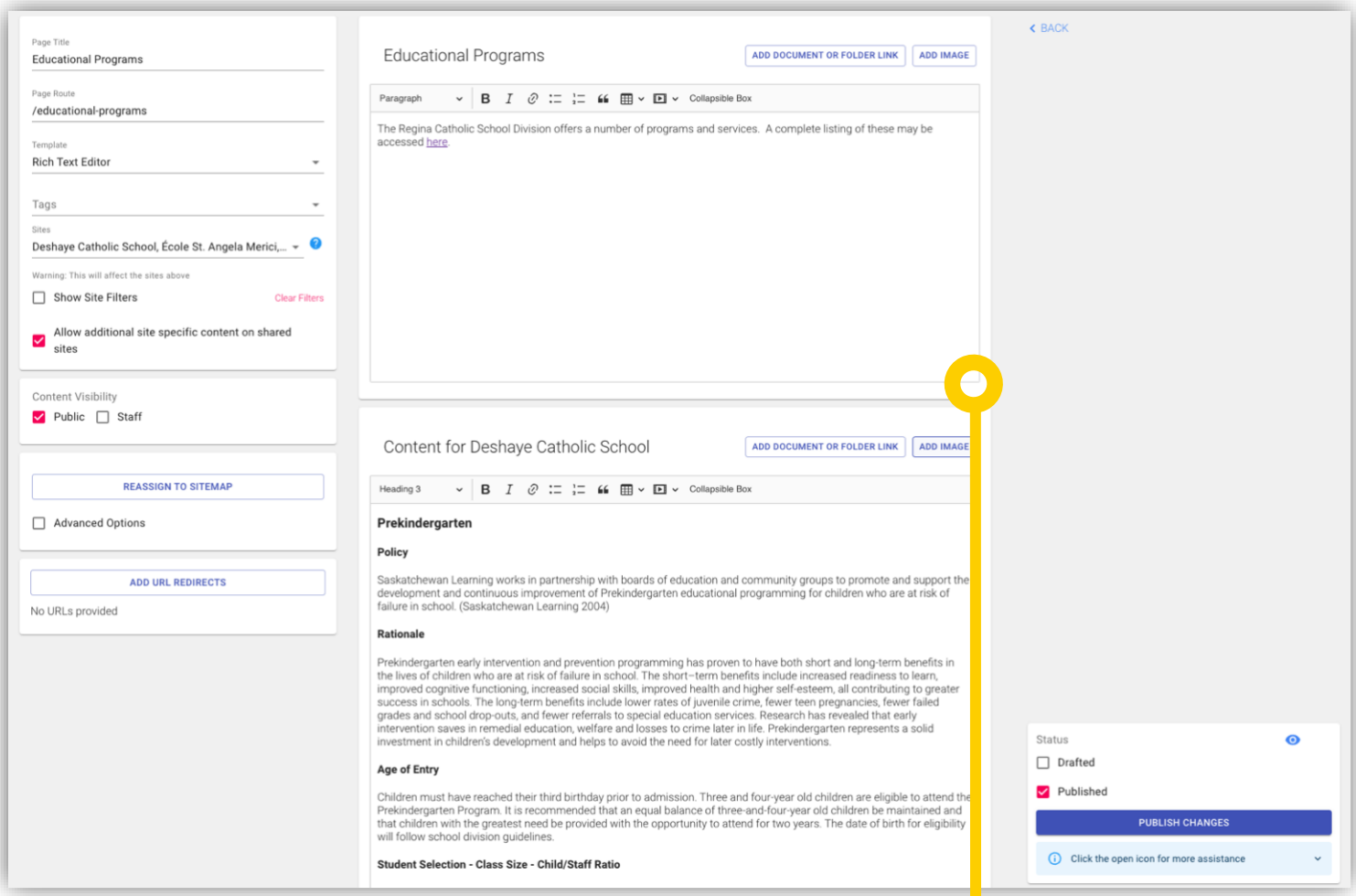
You can share news, events, alerts, custom content, and even entire pages. Edit one page or create one article, and that content will adapt to the look and feel of every site it's connected to without any second thought!



Note: What you refer to as advertisements is what we call shared content. In our understanding, the functionality is the same. Shared pages are reserved for central users with the ability/permissions to edit and access all sites within BPS. Furthermore, school-based users are unable to edit shared content.

To build off shared pages, we also feature **distributed pages**.

A distributed page is shared with a school site with a locked block of content and a section that a school-level editor can edit. These pages allow for a great deal of control and consistency across your network of sites.



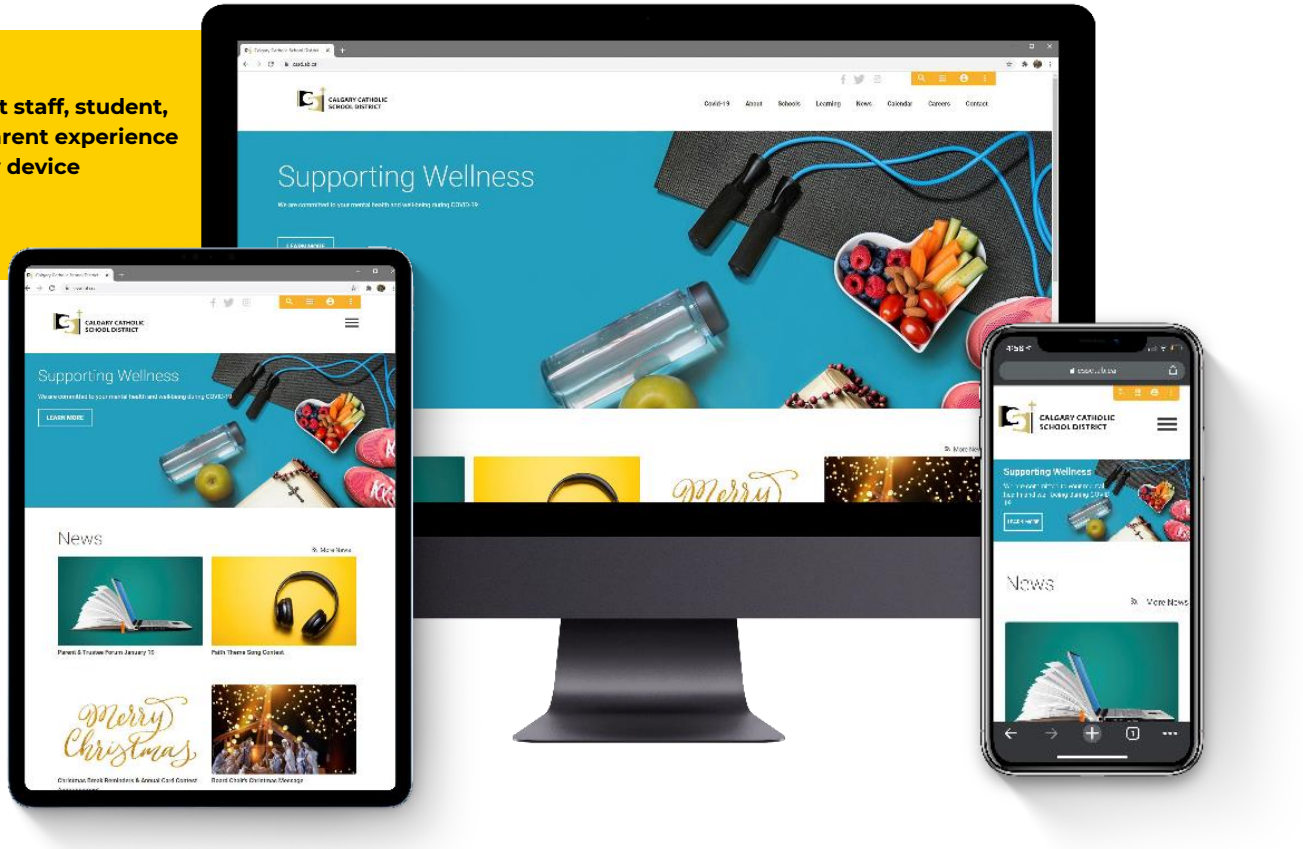
Built in collaboration with our friends at Edmonton Catholic, our distributed pages feature will allow your team to introduce an unmatched level of control and consistency with shared content while allowing schools some autonomy to contribute their own content. This is particularly useful for aspects like program or registration pages.

Like shared pages, all content contributed in this way matches destination styling and will be indistinguishable from other content.

Responsive Design and Accessibility – Responsive design and accessibility considerations are standard for our offering.

Mobile style sheets and navigation are considered at all stages of the design process. When preparing high-fidelity mockups and designs for development, your sites will be designed 3 - 4 times to properly account for the breakpoints and changes required from device to device. We will provide users with a seamless and intuitive experience regardless of the device used to access your sites.

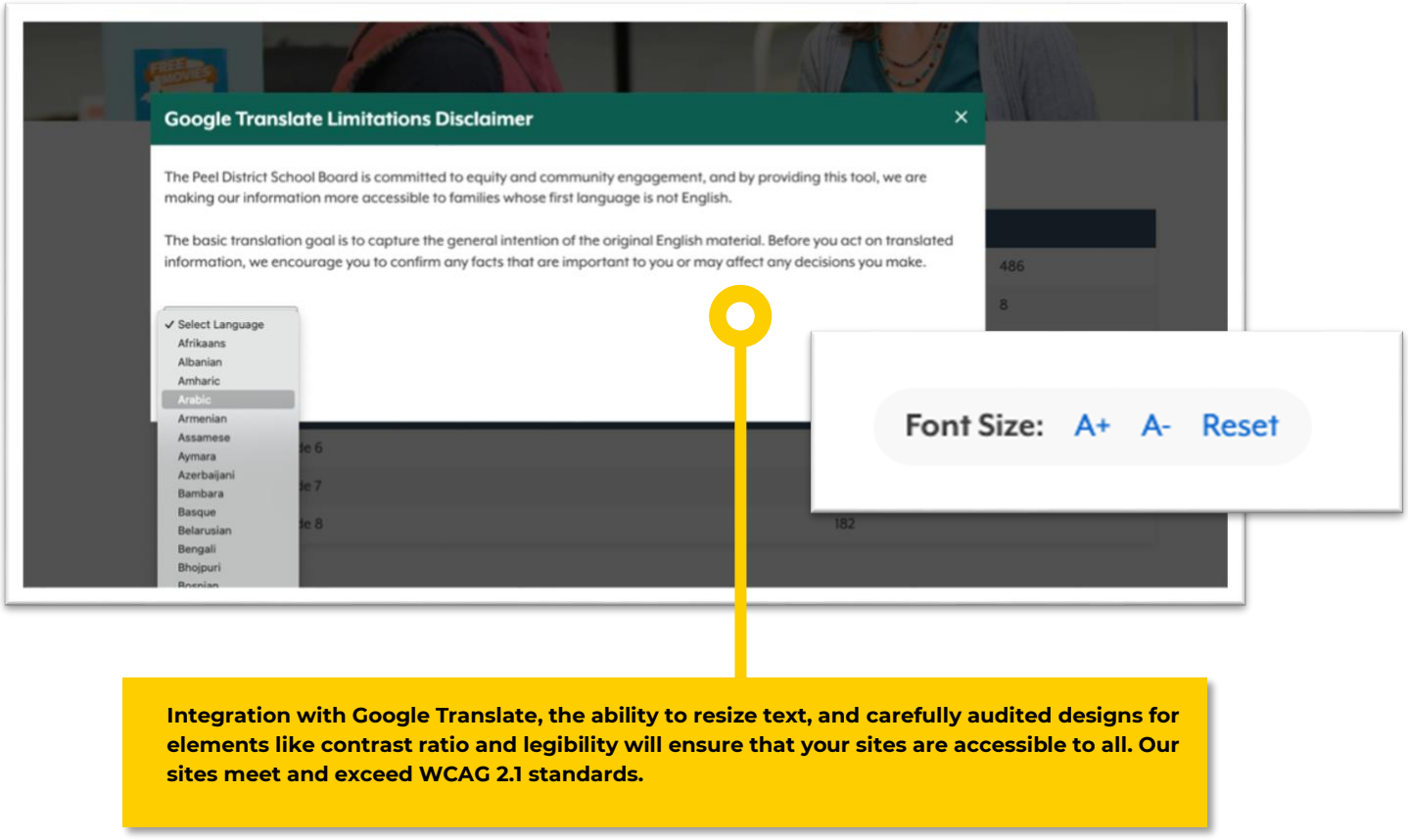
A great staff, student, and parent experience on any device



Well over half of today's website traffic comes from mobile devices. With responsive design as the universal standard, any website provider who doesn't think mobile-first is about ten years behind the curve! We say this to point out that you should expect your new web presence to be responsive and consider all devices. Responsive design is a given.

Our team carefully adapts each design to scale beautifully between devices, considering navigation, spacing, and information flow every step of the way. Your new sites will work as great as they look, regardless of the device used. We also don't deliver and dive! Our team and the community surrounding Content Manager are constantly working and collaborating to keep up with new trends and best practices, including aspects like optimal device and browser compatibility.

Regarding other web standards and user experience elements like translation services and WCAG guidelines, we also have you covered.



Integration with Google Translate, the ability to resize text, and carefully audited designs for elements like contrast ratio and legibility will ensure that your sites are accessible to all. Our sites meet and exceed WCAG 2.1 standards.

Dealing with and resolving **OCR complaints** or any other aspects of user feedback is considered to be part of our team supporting your sites. We're here to ensure your sites are successful and beneficial to all.

Advanced Web Components – Simply put, we don't consider picture slideshows or embedded videos advanced web components. Let us know what you want on your sites, and we make it happen.

Our editing templates are custom-built to serve the needs of each page. Compared to other vendors, we are not held back by premade design templates or the limitations of a licensed CMS. Imagine Everything! We can deliver *any* design element you require and reverse engineer those designs into our editing platform.

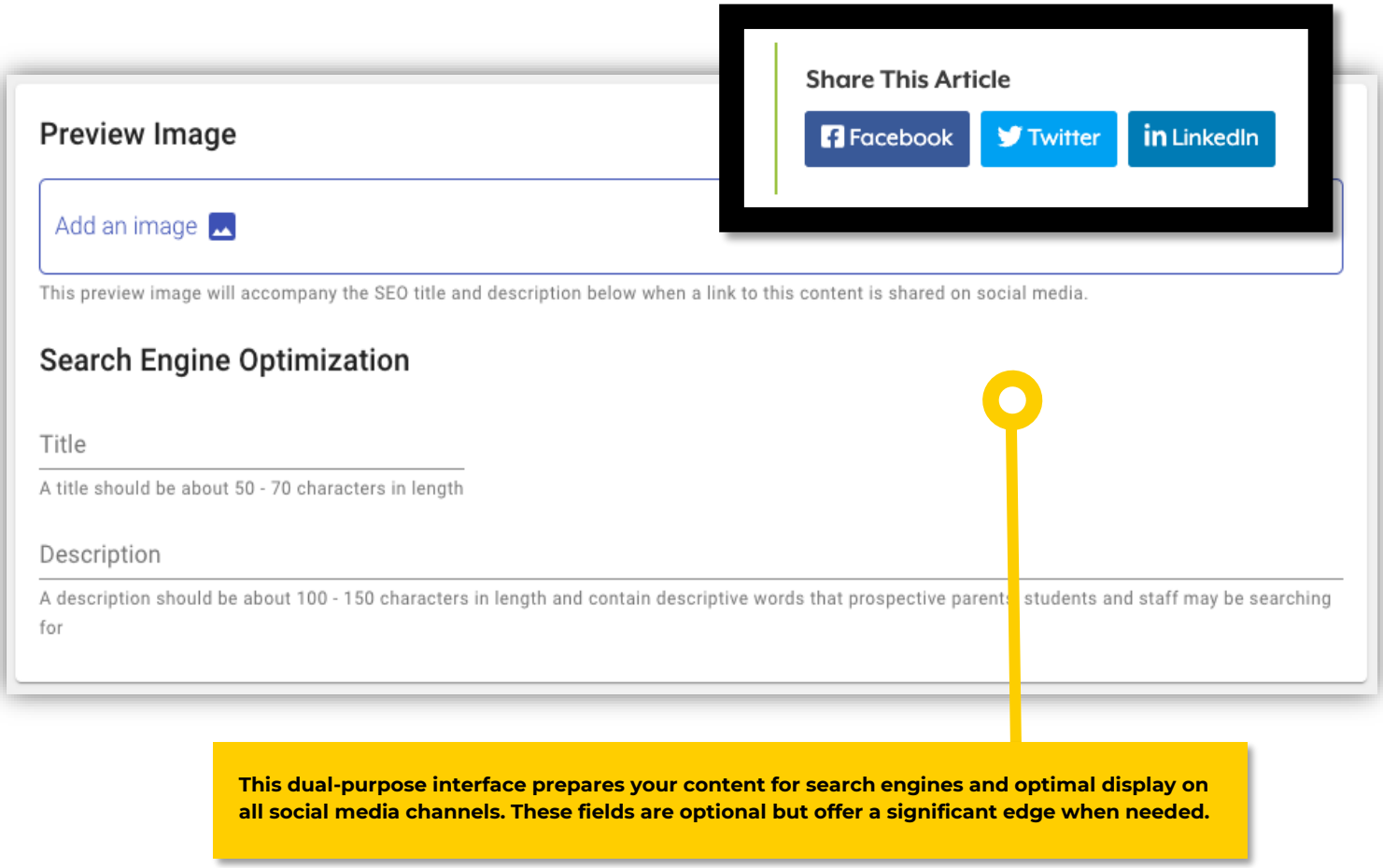
By default, there is also no need for code or knowledge of HTML, CSS, or JavaScript. We **can** open access to site templates and resources to manipulate code. However, it's not needed for adding even "advanced" content, and we would prefer to work closely with you on any presentation changes that might be required. Our team is your team, no strings attached.

Social Media Integration and SEO - Your websites can ingest and dynamically display social media content (X/Twitter, Instagram, YouTube, and Facebook).

Content Manager can pull posts directly from Facebook and Twitter (sorry, Elon, we're still calling it Twitter). All posts pulled into your sites are processed through Content Manager and appear styled like regular content posts. We can make it so seamless your audience would have no idea the posts originated from social media!

"Technically" privileged staff can update their website exclusively using social media. Still, our tools have quite a few advantages, such as cross-site sharing, auditing, automatic expiration, and future-dating of content.

We also provide user-friendly mechanisms for visitors to share content from your sites to social media using clear and consistent buttons. Content can also be optimized for SEO and social media using the SEO and metadata tools available for pages and news.



This dual-purpose interface prepares your content for search engines and optimal display on all social media channels. These fields are optional but offer a significant edge when needed.

Web Forms and Documents – Our team can build forms on your websites, and we have other platforms that can support things like online registration or student planning. This area of the project would be great to explore in more detail – we're no strangers to custom solutions and are sure we can deliver a great solution.

Regarding documents, Content Manager does feature a built-in document management tool that we would love to demo for you!

Unlimited Web Pages – We place no limit on the number of web pages. During content migration, we will move everything you have and give you complete control to create and add pages post-launch. This applies to all sites.

Independent Sites – We also place no limit on the number of sites you manage. All needed sites (the main BPS site, school sites, special programs, facilities, international students, etc.) are independent, with their own URLs and even their own style sheets. However, while separate entities, all sites are centrally managed in Content Manager.

This is a significant benefit as your team can unite around a common platform while retaining substantial autonomy and customization.

Site-wide and Targeted Announcements – As previously mentioned, we specialize in centralized content management and shared content.

When built (or at any time in the process), sites can be tagged by type, program offerings, grade levels, region, or any other category. These tags then direct news items, banners, alerts, or pages to specific sites. This ability's most common use case is exactly as you've described, where content is created at the district level and shared with school sites.

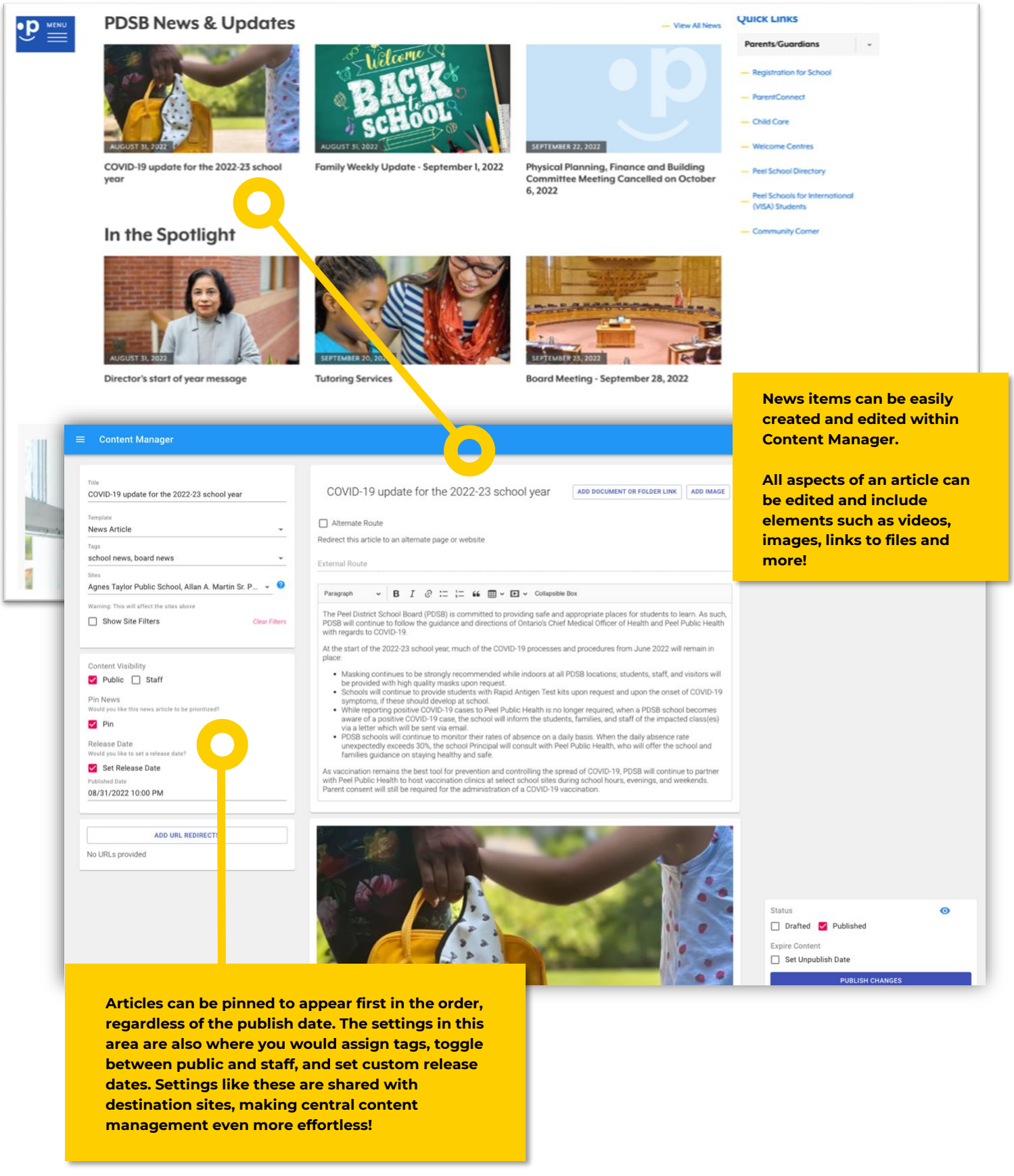
In a previous section, we outlined some of this functionality, but we will take this opportunity to expand your understanding of tools like these using news as an example.

During the design stages of this project, we will work with you to determine where news feeds will be placed on your sites and how to best organize news items in a way that makes sense for your audience. This will include how news feeds appear and the presentation of pages such as the news archive.

News feeds can be sorted and sent to specific destinations using tags and, as such, can serve a wide variety of needs across the BPS network of sites.

As a crucial aspect of your web presence, news and alert functionality are core elements of Content Manager and are built to allow us a significant degree of

flexibility. Remember that as a proprietary system, our team can leverage the tools we've made (and are continually refining) to meet almost any website need.



News items can be easily created and edited within Content Manager.

All aspects of an article can be edited and include elements such as videos, images, links to files and more!

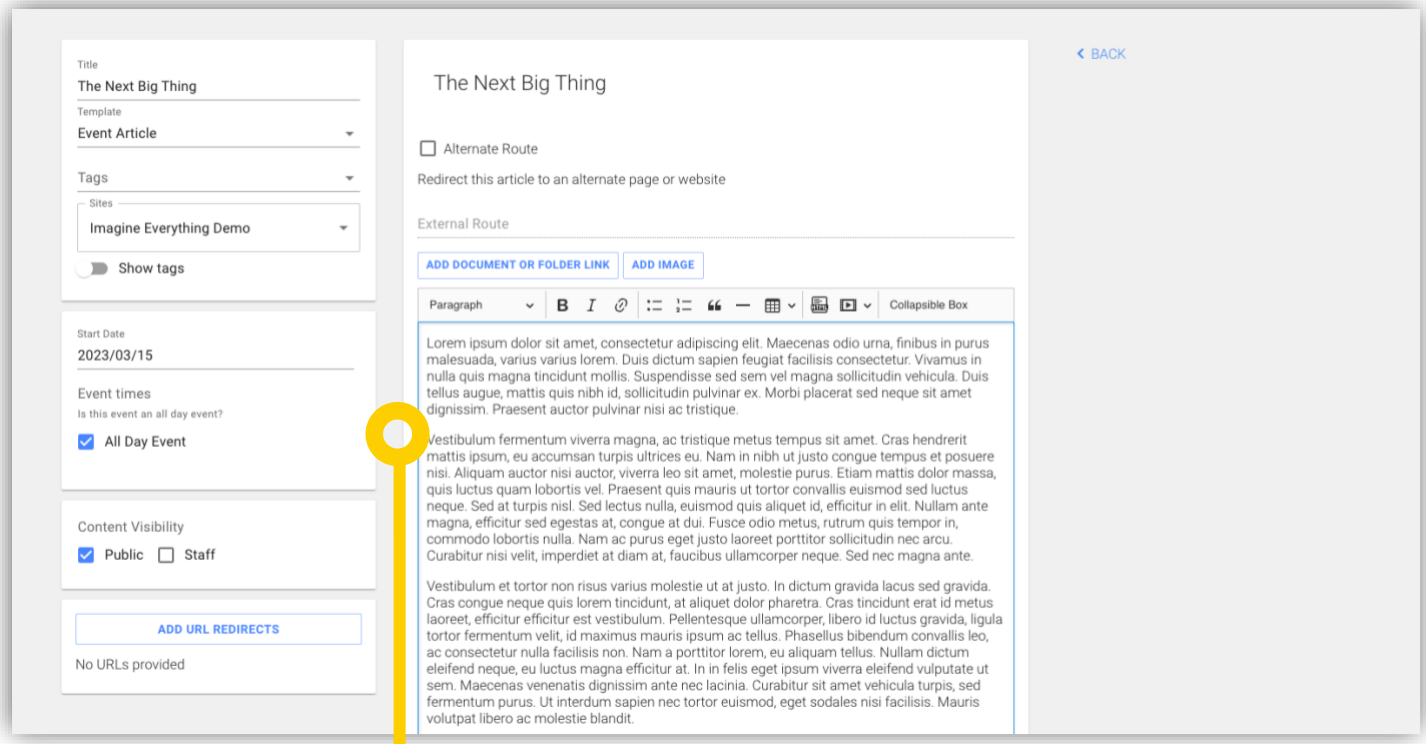
Articles can be pinned to appear first in the order, regardless of the publish date. The settings in this area are also where you would assign tags, toggle between public and staff, and set custom release dates. Settings like these are shared with destination sites, making central content management even more effortless!

Translation Tools – We're big believers in building things ourselves! However, we are also not opposed to using existing tools. In this case, as previously mentioned, we leverage Google Translate on our websites to ensure audiences of all backgrounds can enjoy your sites. Google has an excellent tool for this and can sink considerably more resources into ongoing the accuracy of critical audience-centric offerings like this.

Plugins and Connected Services - We can integrate or display most data sources. If the service has a secure API endpoint or sustainable means of ingestion, chances are it can find a home on your new sites.

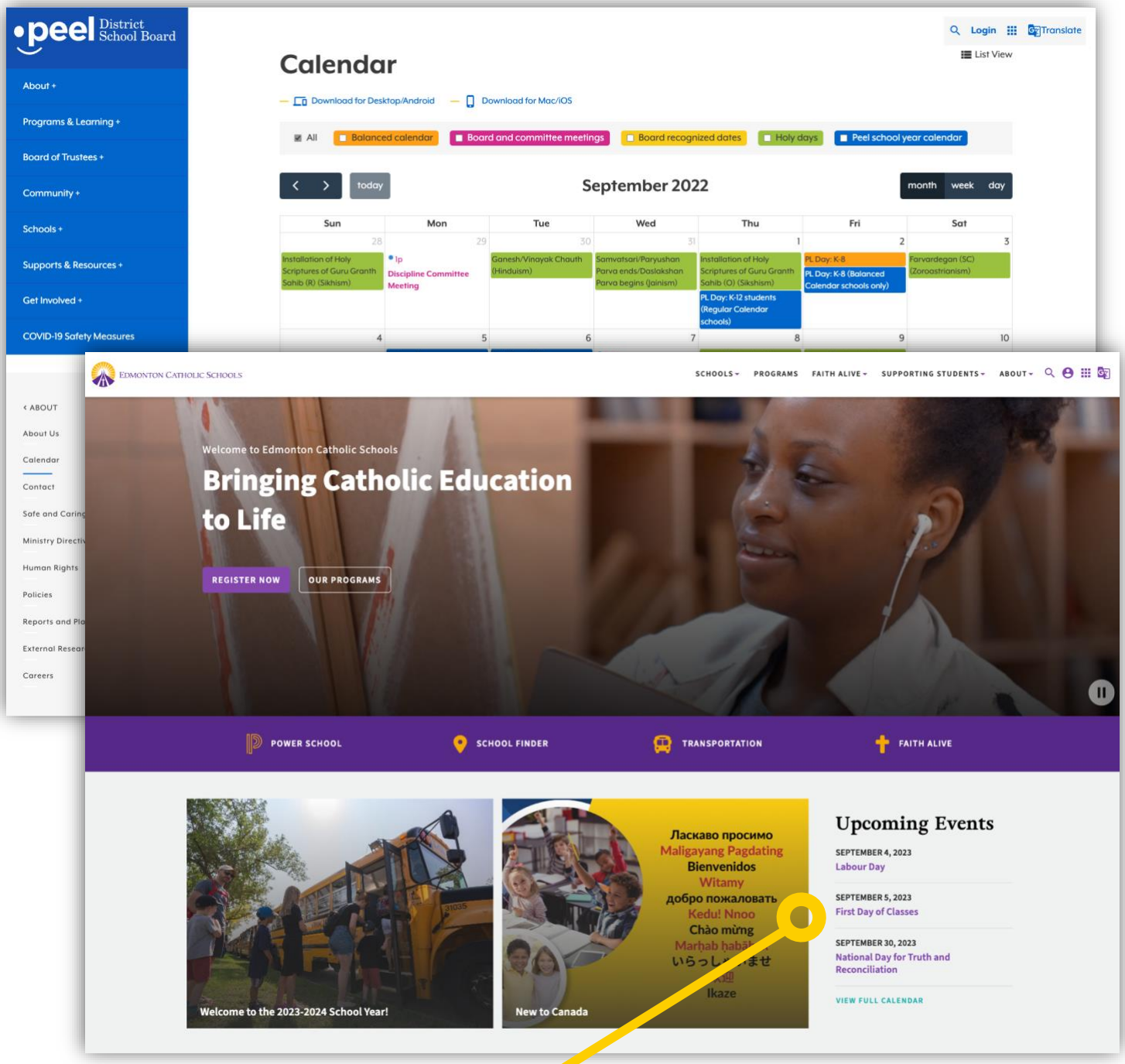
Calendars - Content Manager has a built-in calendar/events management tool that you can use, and the functionality requirements here can be met.

We can also integrate with **Google** or **Outlook** calendars and pull events into our system. Many of our users prefer this approach as it does not require dual entry or the upkeep of calendars on multiple platforms. During the design and development of your sites, we will work with you to choose the best approach.



Designed with consistency in mind, events are added and edited in much the same way you will be working with items like pages and news. Using this editor, events can feature all needed information and be supplemented with elements like images, photos, videos, and document links.

When displaying events and calendars on your sites, we can offer beautifully styled event feeds on your home and user-friendly calendar pages. As shown below, we can support **multiple calendars** intuitively categorized by type, colour, destination, or any other use case. All that's needed is a calendar ID; we do the rest.



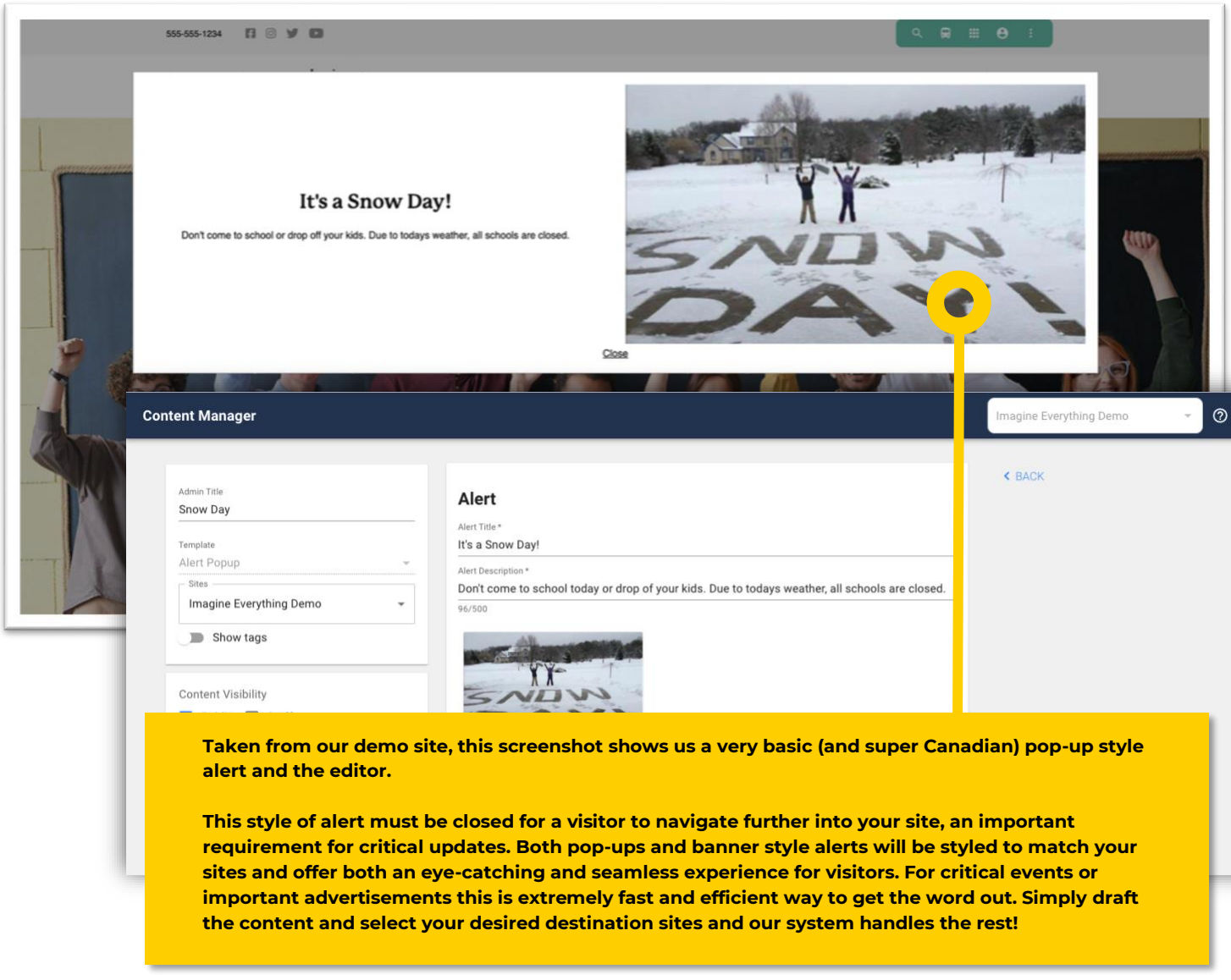
Events can be displayed in list format on your homepage, styled to suit your design. As seen with Peel DSBs site, we can also feature calendar/event pages that can be filtered and downloaded for personal desktop, Android, or iOS devices.

Additional Services and New Development - As part of our community, you'll be in the driver's seat! If there's a feature we're missing, room for improvement, or even new ideas, we'll build it together.

Content Manager has the functionality to create and maintain an outstanding web presence. However, the critical difference in our offering is that our team becomes yours, both pre-and post-launch, to provide full support, with all upcoming features and custom development included at no extra cost.

In this way, the value of Content Manager perpetually increases in parallel with the growth of our platform and our time spent working together. Our business model and how we partner with school boards is an innovation that needs to be carefully considered.

Emergency Messages and Key Announcements - Related to items like news or banner images, we have a dedicated alerts and notifications feature. Using this feature, we can provide both pop-ups and a more passive banner-style notification ideal for emergency messages and critical announcements.



Taken from our demo site, this screenshot shows us a very basic (and super Canadian) pop-up style alert and the editor.

This style of alert must be closed for a visitor to navigate further into your site, an important requirement for critical updates. Both pop-ups and banner style alerts will be styled to match your sites and offer both an eye-catching and seamless experience for visitors. For critical events or important advertisements this is extremely fast and efficient way to get the word out. Simply draft the content and select your desired destination sites and our system handles the rest!

Note: We're developing a brand-new notification system that will allow your team to send news items, page updates and alerts to your audience via e-mail or SMS. This will be a tremendous value add! Offered at no additional charge, these are the types of constant progression you can expect with our team.

The notification feature is being released for alerts first and should be live by the end of September! This is important to note when comparing us to other vendors that might have messaging capabilities. We'll soon have feature parity and offer constant progression at a fraction of the cost.

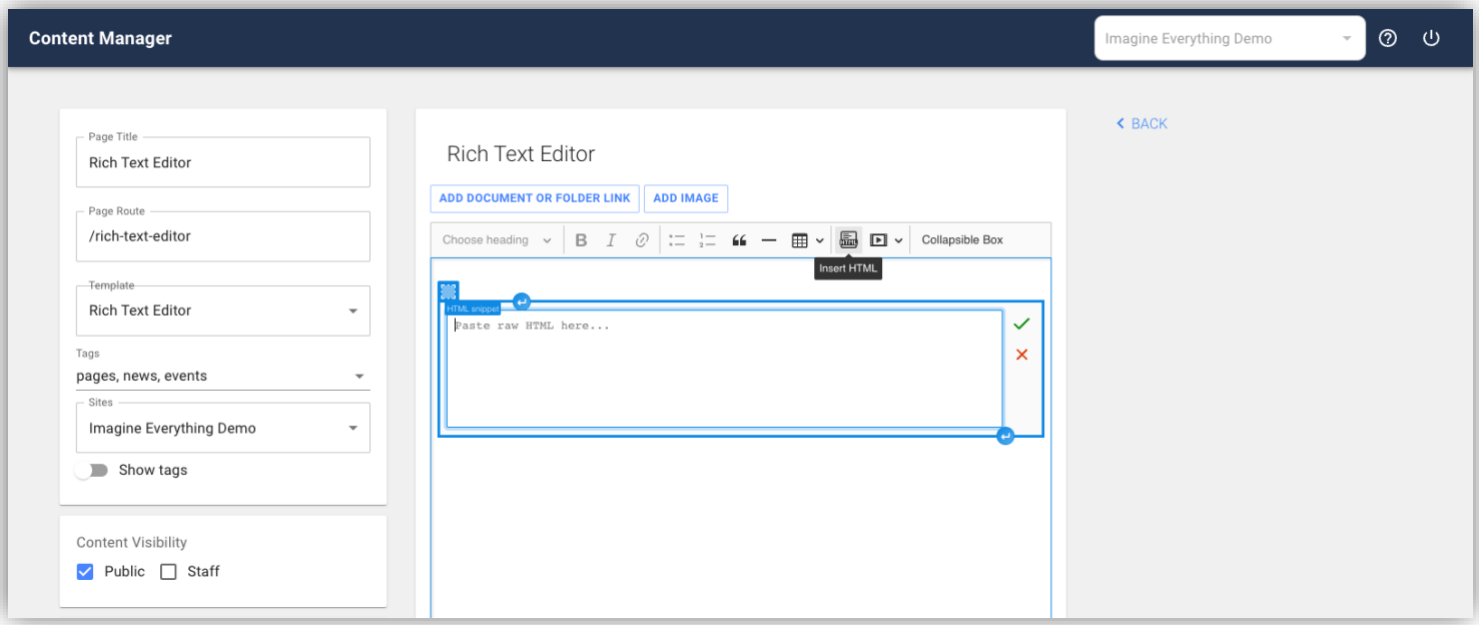
Search Engine Optimization – This was grouped with our Social Media considerations as there are a few apparent crossovers.

In addition to the tools we provide to dial in your SEO images, titles, and descriptions, we extend those same features to uploaded documents and images with a similar interface.

Beyond that, all sites are built with SEO in mind. Headings, indexable sitemaps and content, effective keywords and other aspects of SEO are all carefully considered to keep your rankings high and information easy to find.

Embedded Data and Dashboards – Embedding content like dashboards or external elements can be handled in a few ways.

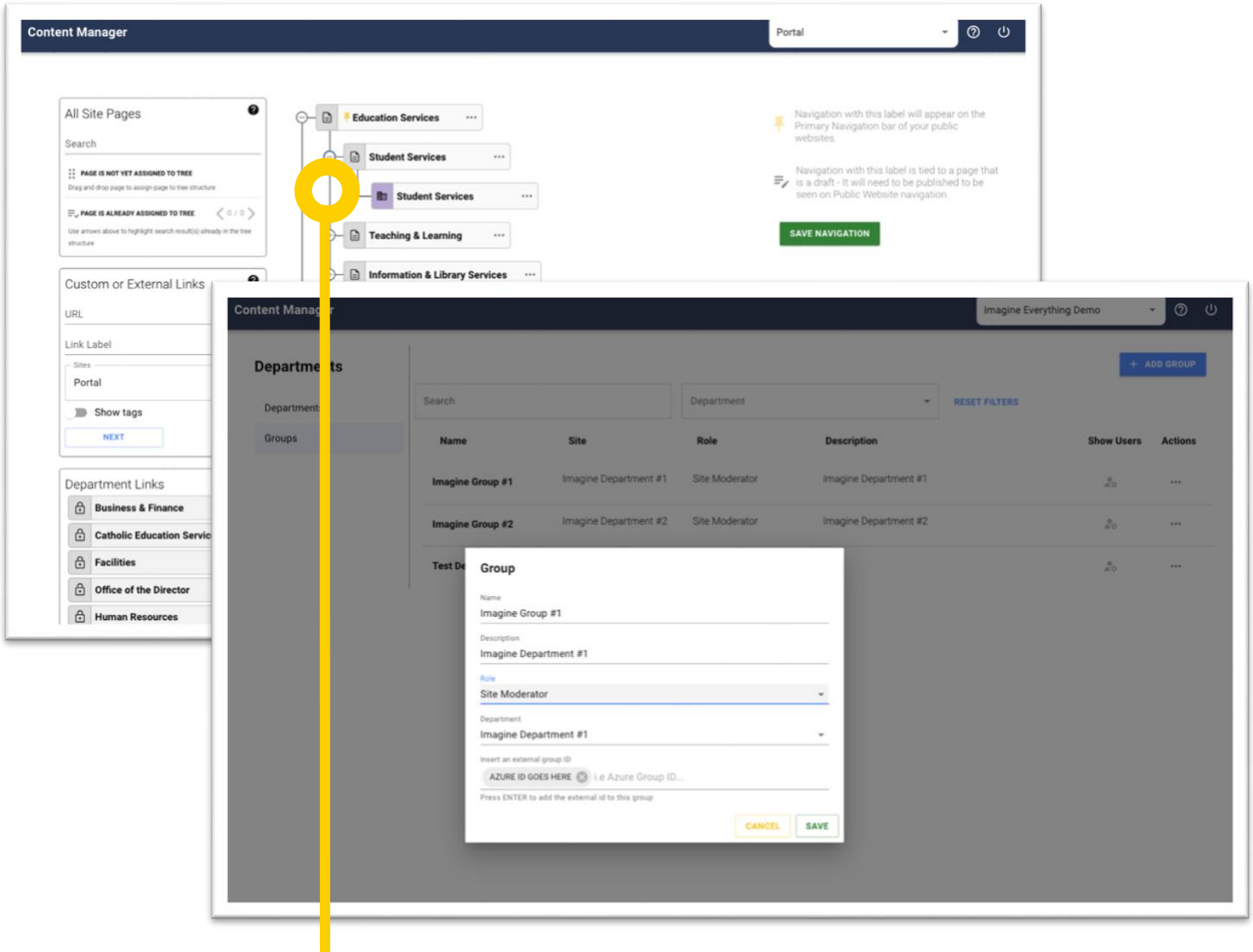
We could easily hard-code certain elements directly into page templates. However, our editor also makes this easy with features like HTML elements. We can find a solution for whatever you need here – data dashboards and dynamically generated sections are always a nice touch.



Specific Access Areas – We're so glad you asked for this! Great timing.

Over the summer, we released a new feature called Departments. This feature allows designated administrators to assign other users specific areas of the website and school sites to maintain and edit. We copied/pasted that from your RFP because you explained the feature well.

Privileged users can build a directory-integrated department structure using a very easy-to-manage interface and assign specific pages and sections of a site to those groups. This will then serve those users a laser-focused version of your sites and Content Manager for them to work with.



Colour-coded in purple and designated by a department icon, your team can quickly identify and assign pages or entire sections of a sitemap to specific groups or editors (departments).

This allows for very detailed permissions structures and precise workflow between editors. Shown below, departments can be fully configured and are even backed with Azure Directory integration. Features like this will allow for fast and secure management of BPS staff and website editors.

Value Adds and Other Considerations – We've covered a lot of ground but would like to take this opportunity to highlight a few other aspects of our offering that we hope you will consider. While not an exhaustive list of extras, we feel the following items (in no particular order) will interest your team at BPS.

Identity Based Content

Providing an extraordinary experience enables users to connect with the information they need when needed, regardless of their device.

Knowing this, all aspects of our websites are designed to adapt to your target audience (e.g., staff, parents), which reduces information overload by prioritizing the correct information.

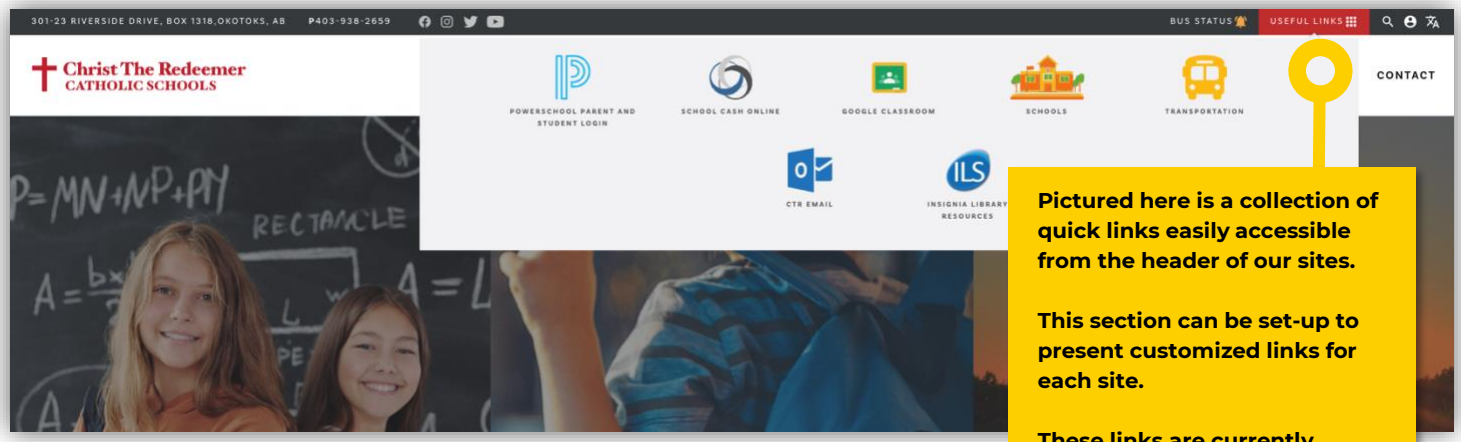
Using Identity-Based Content, your sites can adapt visually to display pages, navigation items, or news set to "staff" within Content Manager. When signed in, staff would see an entirely different version of the main site tailored to their needs. This revolutionary feature is best shown in a live demo and offers a fresh take on the notion of staff portals.

For a closer look at our unique Identity Based Content capabilities, lets jump into a demo! The potential here is outstanding and is currently being expanded to include a ground-breaking approach to Parent Portals under the guidance of the teams at Central Okanagan, Calgary Catholic and Peel District School Board.

Quick Links

Our websites utilize an intuitive "waffle menu" for important quick links.

These can be shared or standardized across all or select schools. Other styles of quick links, such as lists of links on or within pages, can be managed via our DCT templates and designed/formatted to meet your needs.



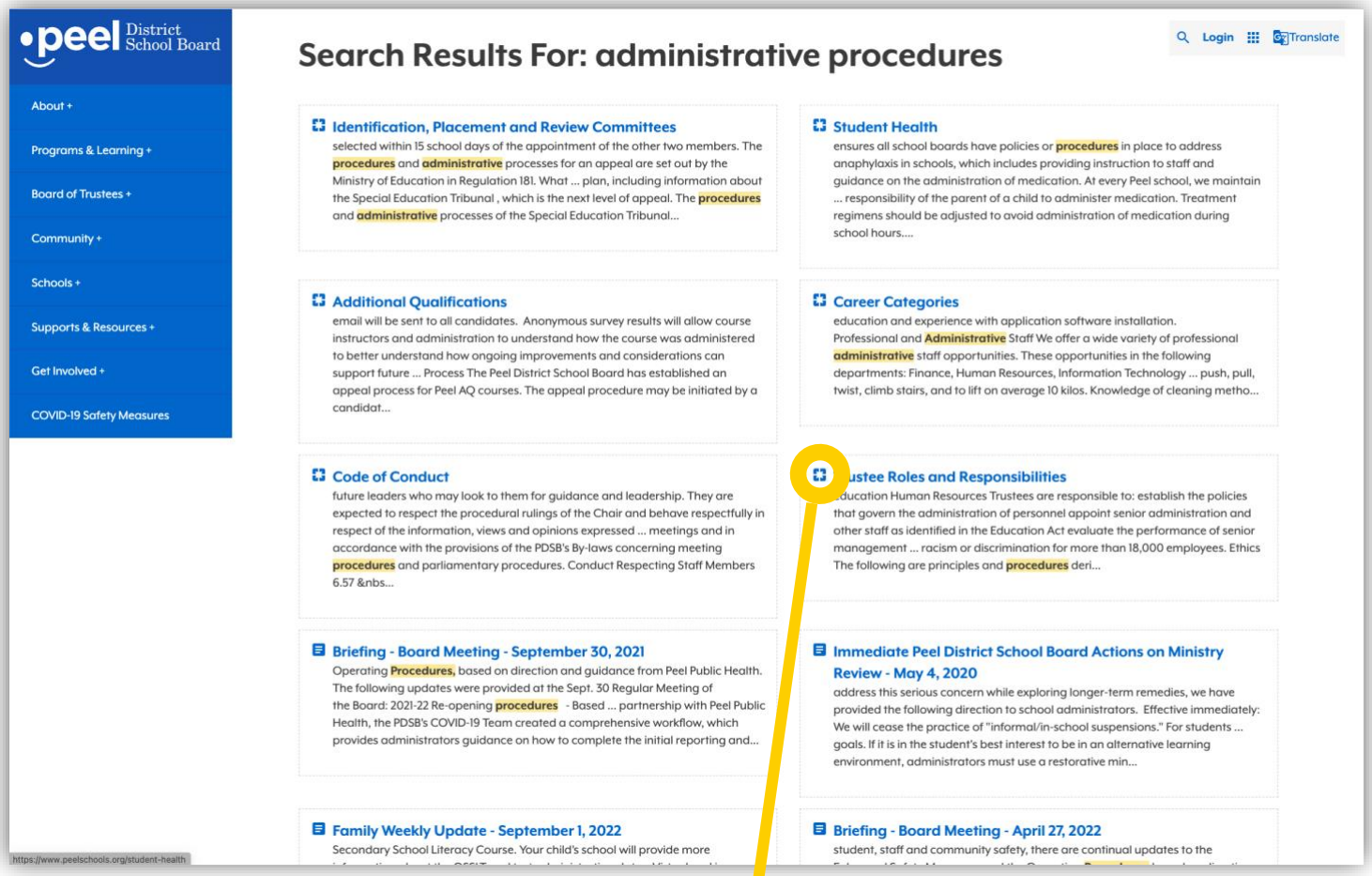
Pictured here is a collection of quick links easily accessible from the header of our sites.

This section can be set-up to present customized links for each site.

These links are currently added and managed by our team. An interface to manage these links on your own is on our development roadmap.

Site Search

Pages and content are meticulously cataloged and tagged within Content Manager to provide a great site search experience. We developed our complete text-searching system to offer intuitive and high-quality results. This feature also includes options to make exact searches and exclude words from a search.



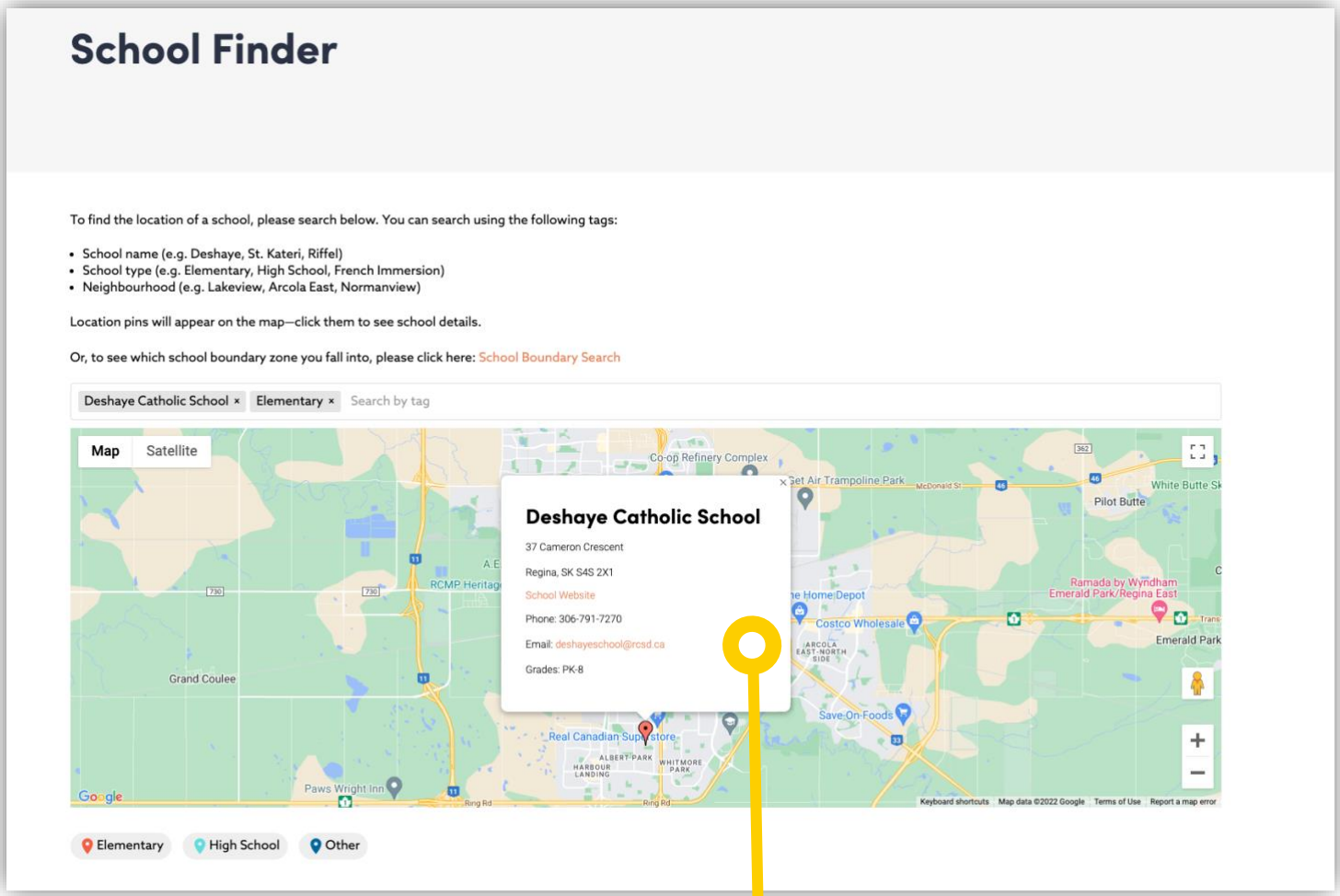
Search terms are clearly marked by an icon indicating content type, with search terms highlighted in the text sample. These features make for a user-friendly experience.

Built on our proprietary platform, we are also able to continually improve and refine our search functionality. This would include aspects like “Did you mean” or corrections.

Maps and School Finders

Content Manager features an intuitive School Finder tool that utilizes data from JSON files or similar exports to create a customizable school search.

Should you choose, we can also embed or integrate with other map or school finder tools.



This is just one example of our School Finder Tool in action. Utilizing ingested school data and our site tagging, we can create a user-friendly school search experience with a pop-up school profile to connect visitors with crucial information quickly.

Depending on the data required or given to us, this map tool can be highly customizable, allowing us to account for many school finder requirements.

Section 8: Design and User Interface

We have another great section coming up! Design and User Experience are areas of any project that our team enjoys.

Like the previous section, we will take each item in order of appearance. However, expect some overlap. Many aspects here have been introduced but are worth extra attention.

Clean and Attractive Design – We start from a blank canvas and work alongside your team to perfectly capture your brand, goals, and values. Your websites will be dynamic, visually pleasing, distinctive, memorable, and present nothing but the best of the BPS.

The design standards and style guides we establish will be used to create a series of flexible templates that will be applied as needed. Design templates will ensure consistency between your sites and include templates for sites and pages like:

- Elementary schools
- High Schools
- Department Pages
- External Sites (International studies, facilities, etc.)

Our team has delivered hundreds of school websites and offers unmatched expertise in creating unified web presences for school boards like BPS. Placement of news feeds, consistent school information, quick links, text, graphics, multimedia, footer information and more will all be expertly considered and applied to meet your design preferences.

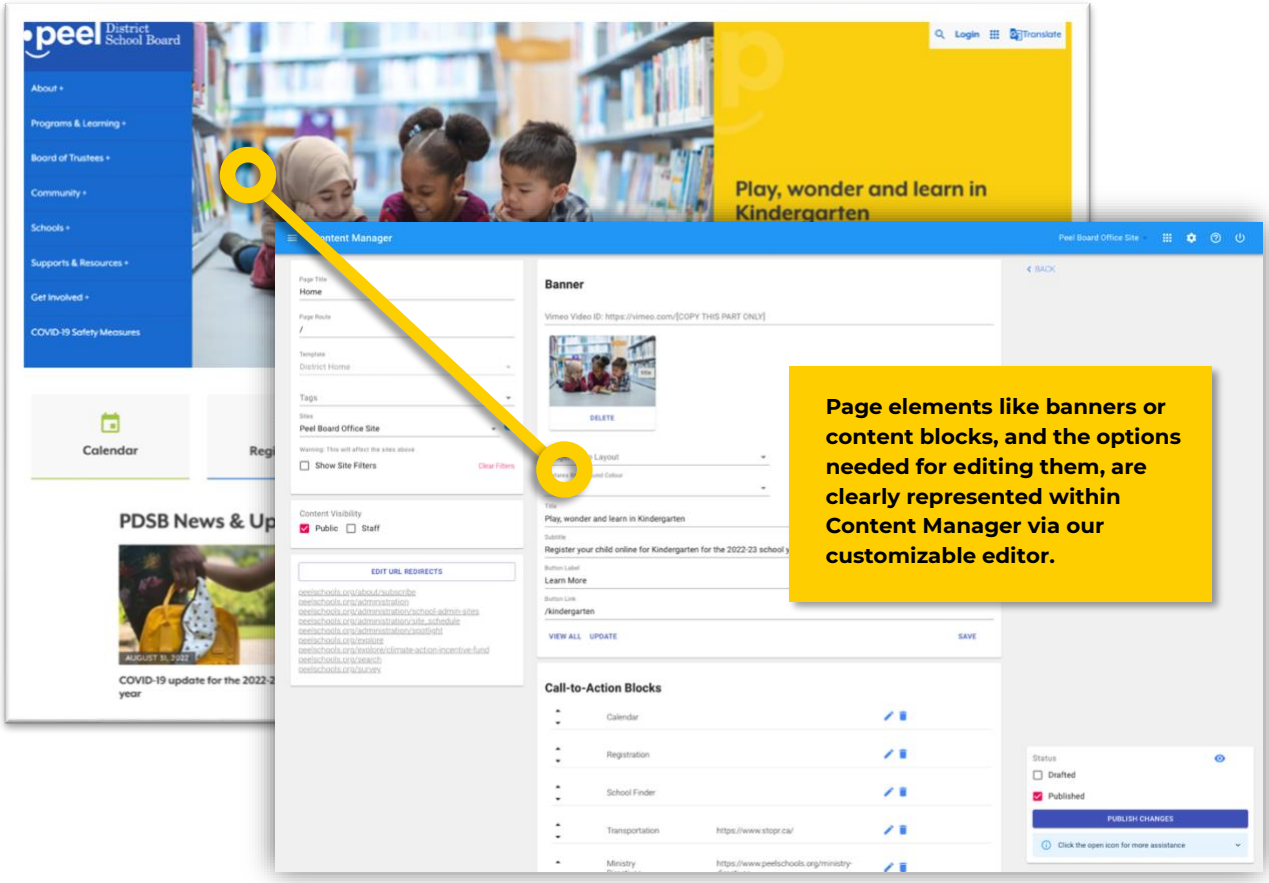
Editors, like our DCT templates (which we will introduce in this section), are also custom-built to serve the needs of each page. This is a significant consideration.

Compared to other vendors, we are not held back by premade design templates or the limitations of a licensed CMS. Imagine Everything is an invitation! We can deliver ***any*** design element you require and reverse engineer those designs into our editing platform. You will be hard-pressed to find This level of freedom and flexibility anywhere else.

Page Templates and Editing - Content Manager uses Data Capture Tables (DCT) to reverse engineer complex designs into simple web forms that any administrative user (with the correct permissions) can fill out. We establish design

standards and templates that your site editors will leverage to produce consistently amazing content on every page.

We don't believe content control should compromise design; you shouldn't either.



In addition to our DCT page editing engine, Content Manager utilizes rich text editors, news and alert creation tools, image and document managers, drag-and-drop navigation editors and an entire range of enterprise-grade features designed to help you take control of a beautifully designed web presence.

Great design sets the stage, but content is the star of the show. Your web presence's ongoing success will depend on the content management features behind the scenes.

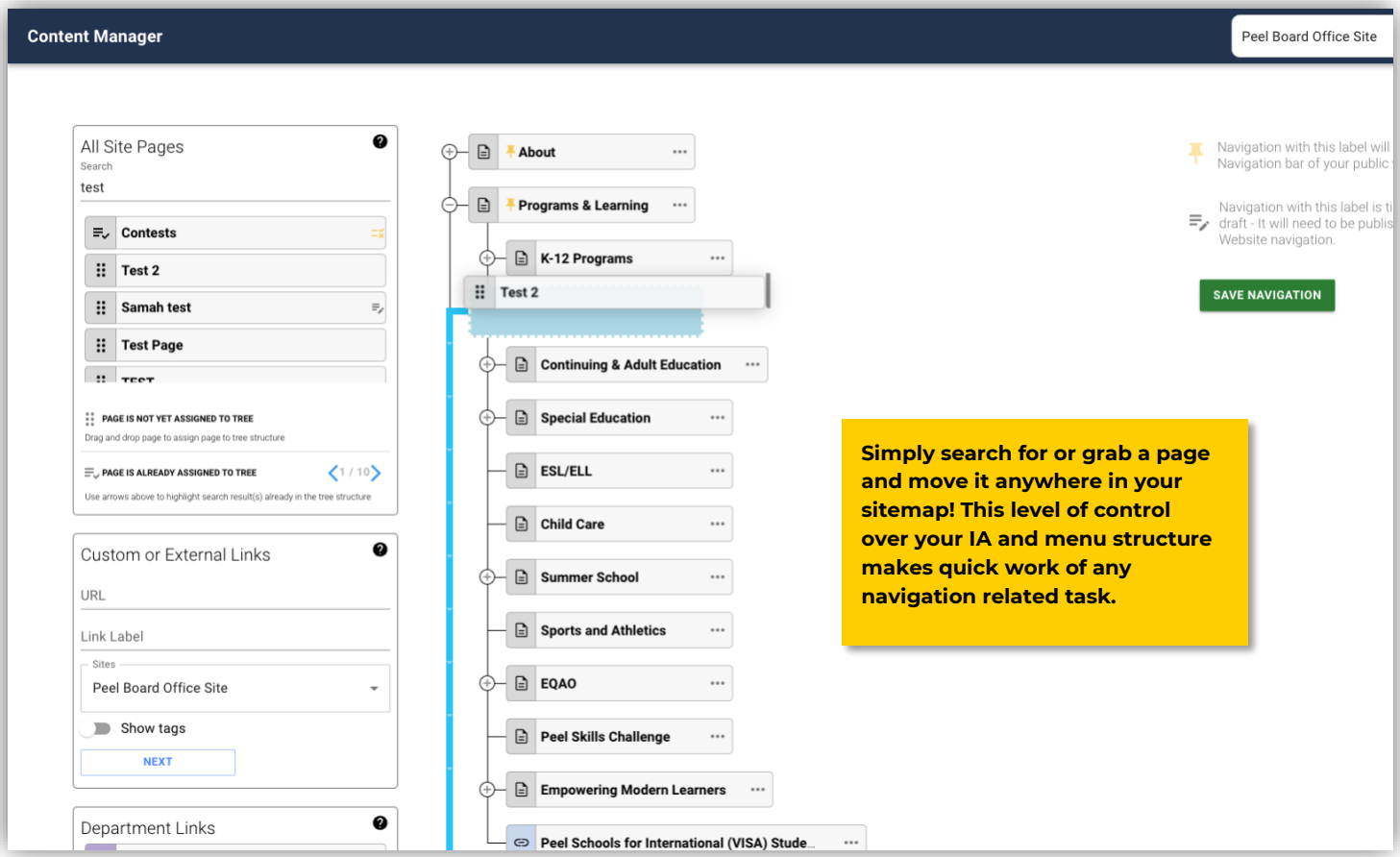
We designed and continue to improve Content Manager in **direct collaboration** with school boards. This innovation involves communication, technology, and education professionals just like yourselves. The result is a truly user-friendly, education-centric platform with unmatched speed and flexibility for levels of technical ability.

Easy and Consistent Navigation – Navigation, or Information Architecture (IA), is considered very early in the site design process. During a content audit, we will work with you to determine how content will be accessed and how to present your sites in a user-friendly way. This process includes aspects of global navigation, icons and calls-to-action, menu structures and even sub-page layout.

With our experience delivering school board websites, you'll collaborate with an expert team to ensure visitors and site editors have a smooth and seamless experience.

Naturally, all aspects of this process will consider mobile compatibility and feature designs to complement your communication goals and their intended audience.

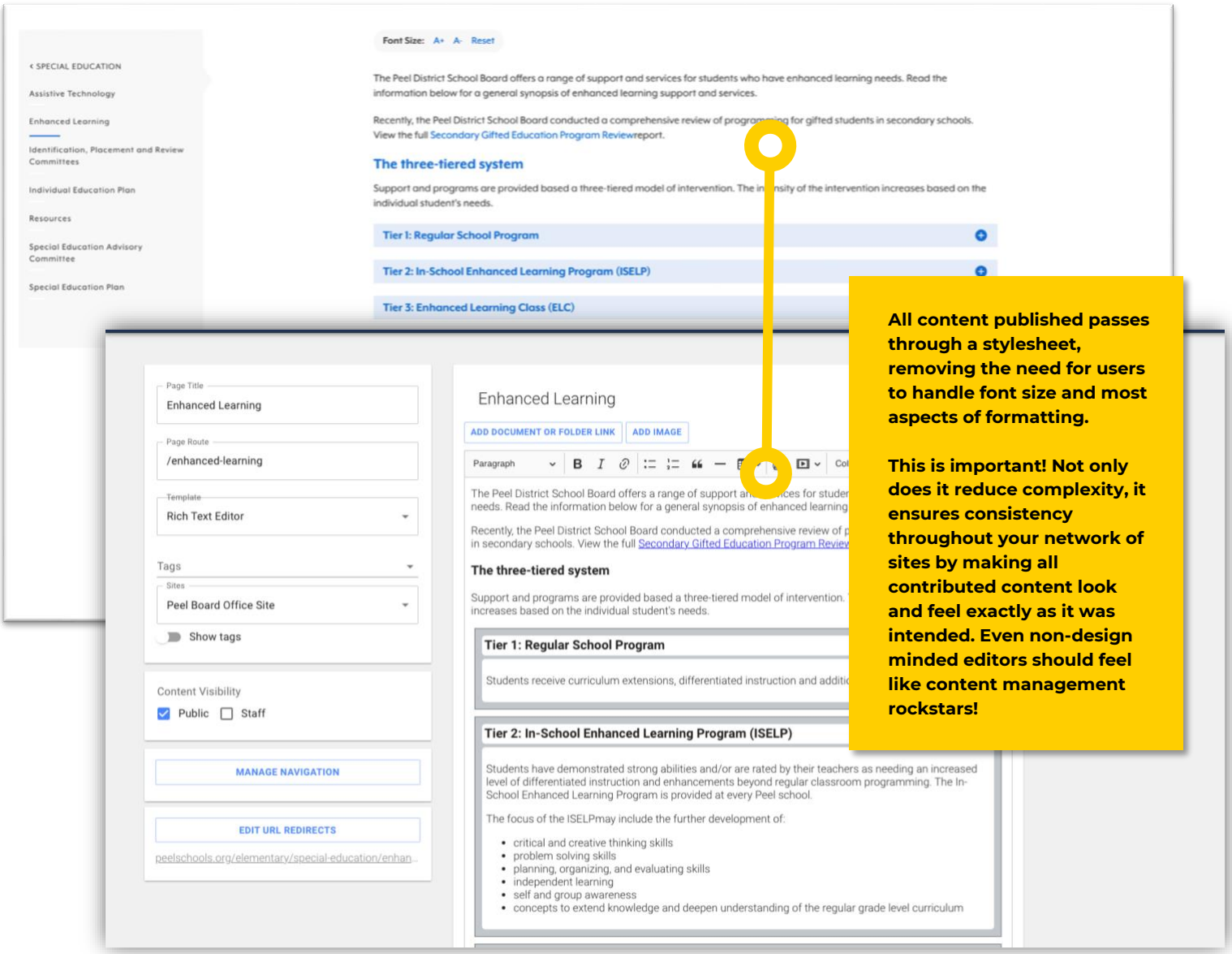
An example of how easily your team can control aspects like page navigation can be seen in the screenshot below, which shows our drag-and-drop navigation editor, which Is available to editors with the appropriate permissions.



WYSIWYG Editing – You have been introduced to several of our editing interfaces throughout this proposal. Aside from dedicated tools to manage aspects like navigation, news, or alerts, we feature two types of page editors.

The first is DCT (Data Capture Table). This style of editor breaks down a page design into specific sections and is custom-built to give users the tools they need to edit or add content. The visual connections between the front-end and back-end are precise and carefully designed to make things like adding images, text areas or other page elements fast and easy. This page type is usually reserved for homepages, landing pages or specialty subpages with more complex designs.

The second approach to page editing is using a Rich Text or WYSIWYG style editor. Here, we utilize the industry standard CKEditor to give editors the tools they need to edit or contribute content. Even in its simplicity, this editor allows for using aspects like photos, video, links to documents and handy collapsible boxes.



Prominent Logos – Your logos will be clearly and prominently displayed on all sites. This is a basic element of the design process. Additionally, and as mentioned throughout, we value consistency. The site templates we develop with your team will ensure a familiar look and feel, regardless of the BPS site being visited.

Responsive Design and Consistent Display – All aspects of our offering are responsive and mobile-friendly. Our team hand-codes breakpoints and builds dedicated mobile stylesheets to ensure a great experience on any device.

Images, banners, text areas and even aspects like videos, in addition to being easily changed and managed, all scale to the appropriate dimensions for the device they are being viewed on.

Final Say on Design – You will have the final say in all design and information architecture matters.

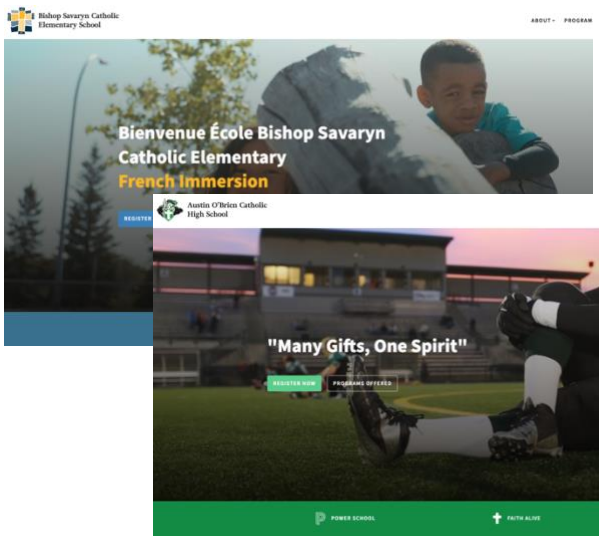
Your team is in complete control of what we design and build. We are here to use our expertise to bring your vision and website goals to life. Our process, business model and all aspects of our offering are built on the assumption that we are here to partner and collaborate with your team to realize the full potential of your web presence.

Individual School Sites – Every school will have its own site and the opportunity to showcase what makes them unique.

The templates we build at the beginning of the project are primarily intended to nail down a consistent site structure and layout. Within that structure, we allow schools to have their logos, colours, banner items, news, documents and any other page element that BPS has approved.

When creating your school sites, we can directly map their unique colours and branding elements to their templates. This means that the defining characteristics of each site are automated.

All sites will have their personality but be unmistakably part of BPS.



Check out the websites we built for Edmonton Catholic (www.ecsd.net) for a great example of individual school sites in action. We love what they did with their video banners!

They are also about your size, so provide an awesome comparison.

Easy to Understand – As mentioned throughout, our offering has been built and continues to evolve through direct collaboration with school boards.

The layout of our platform, the features we build, the wording used, and almost every aspect of Content Manager was co-developed with teachers, communication teams, technology directors, superintendents, and principals.

This has ensured our approach to websites is always speaking your language and giving you precisely what you need to manage your sites. We aren't leveraging or hacking together tools like SharePoint or WordPress. Instead, we have a platform built and backed by school board staff from all technical experience levels and diverse backgrounds. We would happily introduce you to this very exciting way to build technology.

Typically, all it takes is a one-hour training session to take someone from their first time seeing the platform to being a confident content editor.

Section 9: Support and Documentation

Our team is your team.

Your websites will be 100% backed by our support team throughout the entire design/set-up process and the lifespan of your websites. Any question, any issue, any staff member, **all free of charge**. It's hard to imagine a genuine partnership with needless billing and excessive time tracking for what should be an essential service. You will not find this level of service with any other team or platform.

Project support will involve our project coordination team, with any support post-launch routed through our partner support team.

Put another way, we don't deliver and dive! And keeping your team close to ours is seen as immensely beneficial. We continually refine and expand our offering through steady contact and collaboration.

If we placed unnecessary boundaries on support, we would cut off one of the driving forces behind our growth and momentum.

Support Details

To best meet the needs of our school board community, we do not employ traditional Tier 1 support. Instead, we hire support developers who are both on the frontlines of support requests and can directly handle most issues.

The chart below provides a high-level overview of our support methods and services.

Support Method	Contact/Access Information	Hours
E-mail Support	support@imagineeverything.com	Weekdays, 8:00 – 5:00 MST
Phone Support	(403) 502 – 3844	Weekdays, 8:00 – 5:00 MST
Zoom/Video Call Support	support@imagineeverything.com	Upon request
Drop In Training	Meeting Links Provided	Every Third Thursday
Developer Sessions	Meeting Links Provided	Every Second Tuesday
Regular Project Meetings	Meeting Links Provided	To Be Scheduled
Onsite Support	To Be Discussed	-
Online Walkthroughs	www.imagineeverything.com**	24/7

**We will not share the actual support portal domain here for security reasons.

Our support team uses a platform called Freshdesk. All inquiries that come through support@imagineeverything.com are routed through Freshdesk, where a ticket is created, and the task is either handled directly via our Support Developer or passed to the appropriate team member for resolution.

Listed above, we also demonstrate that we make ourselves available to you in multiple ways! The most unique method would be our developer sessions.

In an industry first, we invite users to bi-weekly sprint planning meetings. During this time, we gather ideas and feedback for what we should build or work on next. This is not a traditional means of support but offers unparalleled access to our team and true transparency into our process.

The only real variable here would be the onsite component. We are certainly open to coming for a visit (your area looks beautiful!) but would have to plan this according to need. We would also likely introduce a fee to cover the cost of travel. Either way, let's save that for later a discussion.

As with all our projects, we deliver complete, friendly, and timely support using online and virtual means and are confident this would extend to your team at BPS.

Usage Statistics and Monitoring – Our team keeps access logs and can tell you how your sites are utilized. However, this would have no bearing on our approach to support or billing. All levels of support and access to our team (except for onsite sessions) are free of charge and a simple extension of our partnership.

Our availability and willingness to schedule regular project and support meetings allow us to forego traditional reporting and time-tracking methods.

Customer Feedback – As mentioned, we invite you directly into our planning, road mapping and platform development cycle. Your feedback is welcome anytime through our support channels or your involvement in our developer sessions.

We see this as a far better and more approachable means of gathering feedback through a website! (But, if you did want to gather feedback about **your** websites, we could quickly build a way for visitors to give you their insights and impressions).

We can understand that this open door to support and product development can seem a bit strange or even too good to be true at first! This approach is not typical of a technology company, because we don't want to work like a typical technology company. Our goal is to operate like an extension of your team to deliver constant value, unmatched support, and ongoing success.

"From our first meetings, the Imagine Everything team impressed us with their honesty and approach to working alongside school boards.

In my many years dealing with technology providers, I can confidently say that what they are doing stands in a category of its own. The Imagine Everything business model is unique and exactly what the education space needs right now.

Their openness to collaboration and ability to work seamlessly with our team continues to impress us, and we're looking forward to the future of our projects with them.

It feels great to know that our websites and the solutions we are building together are in good hands!"

peel District School Board

Mark Marshall | Assistant CIO
Peel District School Board

Section 10: Training and Go Live

To us, support and training go hand-in-hand. So, there will be a bit of overlap here with the previous section.

Specific to some of the requirements in your RFP, we place no limit on the number of hours allotted to training. As a function of support, we remain available to ensure your team's ongoing success.

Training Methods and Considerations

The following will briefly explain our training methods and some things to consider. We will also follow this section with a project overview, providing more context to the overall process.

Timing – Your core team, or the BPS staff who will be directly involved in this project from the start, will be introduced to Content Manager as soon as we move out of the project's design phases. We will provide some basic training and familiarize you with the platform to help you better understand our approach to content migration.

The training of your school teams and other administrators is usually scheduled for the week before we launch the websites. It's important to us that training and the launch of your new sites are presented simultaneously to encourage buy-in and adoption of the new platform.

Post-launch, we remain available for refresher sessions, anytime support and monthly drop-in sessions that are available to all BPS staff.

Train the Trainer and Hosted Sessions – The two most common training methods are Train the Trainer and Hosted Sessions. We don't have a preference and could even do both!

Train the Trainer involves us doing focused sessions with your district support teams, recording sessions, or preparing documentation to allow your staff to train each other. This is great for PD days and a way to encourage internal buy-in.

Hosted sessions are where our team facilitates group training. Using your sites as examples, we walk through your web presence's front and back end and offer in-depth instruction. Sessions usually last an hour and are all needed to get people comfortable using Content Manager.

Virtual Training – Most of our training is delivered via live video calls. We encourage recording these sessions to allow your team to connect with them at any time.

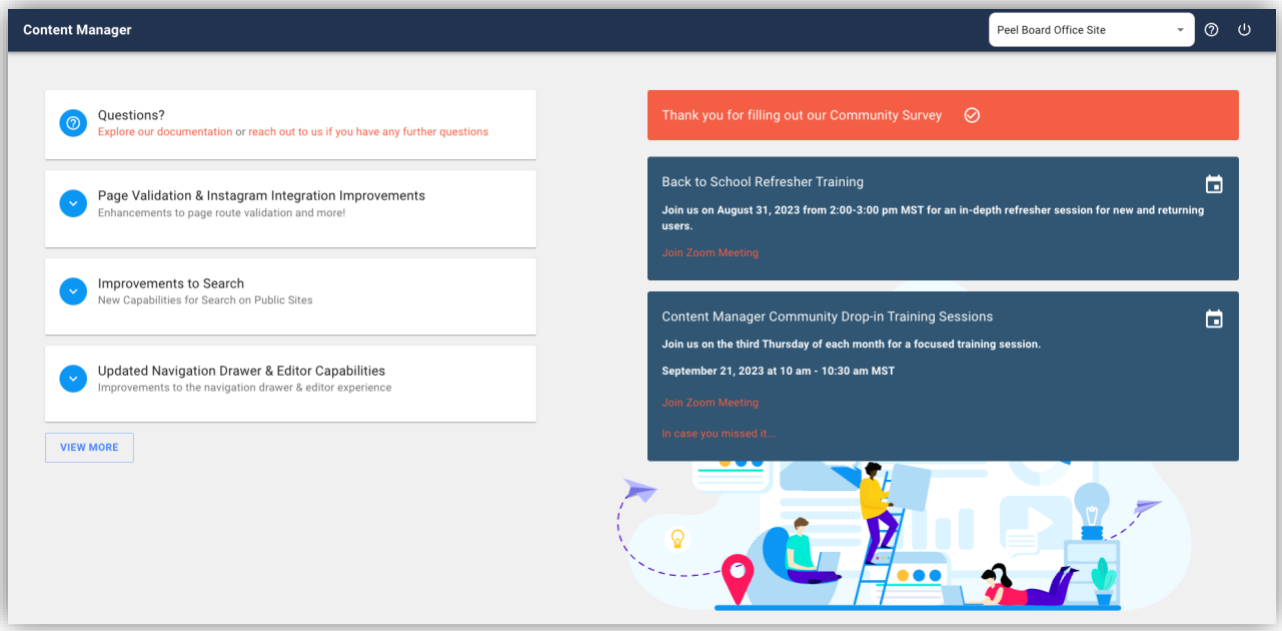
Onsite Training – We are open to in-person training but do not have it factored into our usual offering. We would have to work out a basic fee structure to cover travel costs and what you would need from us if needed. Let's keep this as an exciting option to explore!

Documentation and Training Materials – Our team is constantly building and maintaining a user-friendly support portal that is easily accessed from any interface within Content Manager. Featured here are step-by-step instructions, use-case scenarios and even videos.

As a shared platform, documentation is mostly generalized. However, we have been known to offer extra support by making material specific to your sites. With our ability to custom-build our editor to meet the designs of your pages, this can add some much-needed context for some users.

We would also have no issue with white labelling our material, branding and modifying it to meet your goals at BPS. If we haven't made it clear already, we are easy to work with!

Drop-In Training – Worth a special mention here is our drop-in training. These sessions are offered once a month to all users. The intention is to deliver up-to-date training on new features and system enhancements and provide time for user questions and feedback.



Project Overview

To help put this all together, we would also like to include a high-level project overview. This should give you a good idea of what standard Imagine Everything project phasing looks like and how each piece in previous sections fits together.

Discovery

During the initial weeks of working together, we will meet with your team to establish your needs, preferences, and wish list items for your new websites.

Here, we will set a clear direction for the visual and communicative outcomes of the project. We call these our project kickoff meetings, and they are generally a lot of fun!

As part of our discovery process, we also:

- Develop an ARCI chart detailing accountability, responsibilities, parties requiring consultation, and parties who must be kept informed to ensure we align during any decision-making process. This helps us ensure that the right people have been involved when a decision is made and everyone is confident in moving forward.
- Build a shared folder of essential project information, site listings, meeting notes, and documentation. This will become our home base moving forward!
- Establish a regular meeting schedule and communication plan.

Regarding methodologies, we utilize a **Waterfall** approach for developing your brand, website design, website development, and communication strategy. Once we begin shifting content from your old sites to your new ones, we will use an **Agile** approach with burn-down charts to track progress. Agile is also the methodology our development team uses to develop new features.

Design

After moving through our discovery phase, our team can begin working on the design components of your new web presence. We start the design process when we feel we've learned enough about your communication priorities to begin.

The design process is highly collaborative and starts with a detailed mapping of your information architecture. Once we know how content will be structured, we move to wireframes, followed by high-fidelity mock-ups. All mock-ups start from a blank page. We do not use pre-made templates.

During this stage, we also prepare each site to receive its appropriate brand elements, such as logos and colours. As sites will have similar templates, this is important to us!

We want to make sure each school and external site is proud of their site and how they are represented.

During the design phase, it is typical to conduct focus groups for feedback amongst other staff members or interested stakeholders. We can help facilitate these sessions, but be aware that gathering design approval is one of the areas of these projects that can take a lot of time! If there were a most “at-risk” area of the timeline, it would be here – but the importance of feedback is not to be diminished! We’ll be here to help guide the process.

We will ask your team to sign off on the design once we feel adequate feedback or stakeholder engagement has been gathered.

Development + Content Migration

With design sign-offs complete, it’s time for our front-end development team to take over!

At this point in the project, all sites are set up within Content Manager, and we begin coding and replicating site templates for all sites. Nothing will be required of your team during much of this stage.

As our front-end team creates and replicates templates, we will begin the content migration process. We do not employ sub-contractors and fully resource the content migration process.

During our previous design phase, the time taken to create an information architecture will allow us to get started with shared content and then move on to site-specific content. We can significantly expedite the migration process by establishing what aspects will be shared early on.

Regarding efficiency and expediting content migration, our team has a series of scripts that can crawl your current sites to automate much of our page creation and content gathering (page content, documents, images, etc.). When evaluating our proposal, this level of experience should be carefully considered!

As your sites begin to take shape with shared and unique content, we will establish other shared or integrated items from external sources. Typically collected via JSON files or CSV imports, we can auto-populate aspects like your school finder, maps, staff directories, calendars, and school profile information. When all sites are in Content Manager, we will initiate our SSO process with your Azure Directory.

We will be in close communication during this process via regularly scheduled meetings. You will also always have a direct contact line with our project team. This will be the longest phase of the project.

The results of this stage will be beautifully designed, hand-crafted websites that will be ready for launch.

Training + Launch

As your sites are near completion, we will schedule training. The timing of the training is based on the particulars of the website launch.

Core team members will have some experience with Content Manager from the earlier stages of the project, so we will begin training with a session for core team members to round out and complete their knowledge of the platform.

Like all aspects of our offering, the approach to training is completely customizable. Once core staff are trained, we can host training webinars for all editing staff, prepare personalized training videos, or assist you with “train the trainer” sessions – whatever works best for the needs of your team. We have experience supporting groups of all sizes through this process.

Virtual training sessions are typically scheduled for an hour; often, only one is needed to have most users feeling like content editing rock stars!

Training is also available at any time. It’s pretty standard for us to be asked to host virtual sessions for PD days or back-to-school refreshers. Remember that our team is your team – we’re here to help however we can.

When launching your sites, all that is required is to point your domains to our server using CNAME records.

Ongoing Support

We won’t deliver and dive! Post-launch, we’ll be there for whatever you might need and look forward to continuing to provide a great experience.

Our team is your team. Your websites will be 100% backed by our support team. Any question. Any issue. Any staff member. Anytime. Free of charge. Imagining a genuine partnership with excessive time tracking and red tape is hard. We are confident you will not find this level of service with any other team.

Regarding the ongoing development of the Content Manager roadmap, we meet with the community every two weeks for sprint planning meetings. You and your team are encouraged to join us to ensure you have a voice in our priorities and next steps.

Other providers submitting bids will have CMS platforms and offer design services. However, we provide free, complete, and transparent access to design, ongoing development, and support. In other words, we’ve got your back!

Section 11: References

This is one of our favourite parts! We don't have reference letters (that has never been asked of us before), but we have an outstanding list of school boards you can contact anytime.

We are humbled to be a trusted technology provider for over 70 school boards across Canada. Specific to websites and Content Manager, we encourage you to check out the following projects and to reach out to those listed here.

Community Spotlight: Peel District School Board

We already included a quote from Peel DSB's Mark Marshal but also wanted to ensure he made it here as a reference.

Working with one of Canada's largest school boards and having their team's expertise in the Content Manager community has been remarkable! Be sure to visit www.peelschools.org to see what we've built together.

To learn more from Mark, be sure to reach out:

mark.marshall@peelsb.com | (905) 890 – 1010 ext. 2567

Community Spotlight: Edmonton Catholic Schools

The team at ECSD joined us in Spring 2022 and launched their sites in November of the same year.

Sean Lakusta is the team lead there and has been fantastic to work with. Their sites look awesome, and we're very excited about this project.

To learn more from Sean, be sure to reach out! He and his team have become central figures in our development community and are sure to have some valuable insight:

sean.lakusta@ecsd.net | (780) 441 – 6166

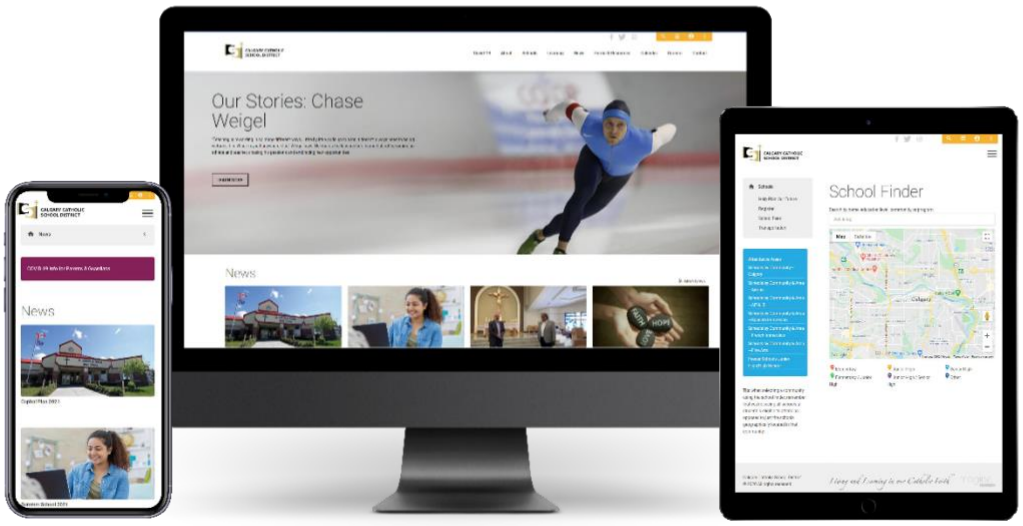
Project Spotlight: Calgary Catholic School District

CALGARY CATHOLIC SCHOOL DISTRICT

Working alongside the team at Calgary Catholic, we built and are continuing to perfect Content Manager. Their technology and communications team partnered with our developers to ensure the software driving their new sites is tailor-made to their needs and preferences.

The results speak for themselves! Following the design and launch of their 118 websites, the CCSD team enjoys an unmatched level of control and consistency.

- **District Site URL**: www.cssd.ab.ca/
- **Dates:** Work began, and sites were launched in 2020. Ongoing development and design work continue to keep their team and web presence progressing.
- **Highlight:** Our pricing includes all support, design services, ongoing development, hosting, and full access to our CMS features. Our approach has helped Calgary Catholic save over 70% on their websites.



Primary Contact

John Schutte – Director of Information Technology

Phone: (403) 500–2000 | Email: john.schutte@learn.cssd.ab.ca

Project Spotlight: Prairie Rose Public Schools

The new Prairie Rose web presence introduced considerable improvements to the experiences of staff, students, and parents. As active community members, the Prairie Rose team will also be helping to drive development and innovation using the Content Manager platform.

Most importantly, our pricing approach will help them achieve more than they ever could. As a division with many schools, special programs, and big ideas – but fewer students, other options were always cost-prohibitive.

- **District Site URL**: www.myprps.ca
- **Dates:** Work began in June 2021, with a launch in early September 2021.
- **Project Highlight: We custom-built a Facebook integration within a few weeks** to automate their news posting! This feature now benefits all Content Manager users, and we're soon to tackle similar integrations with their job posting and HR portals.

Primary Contact

Angela Baron – Communications Coordinator

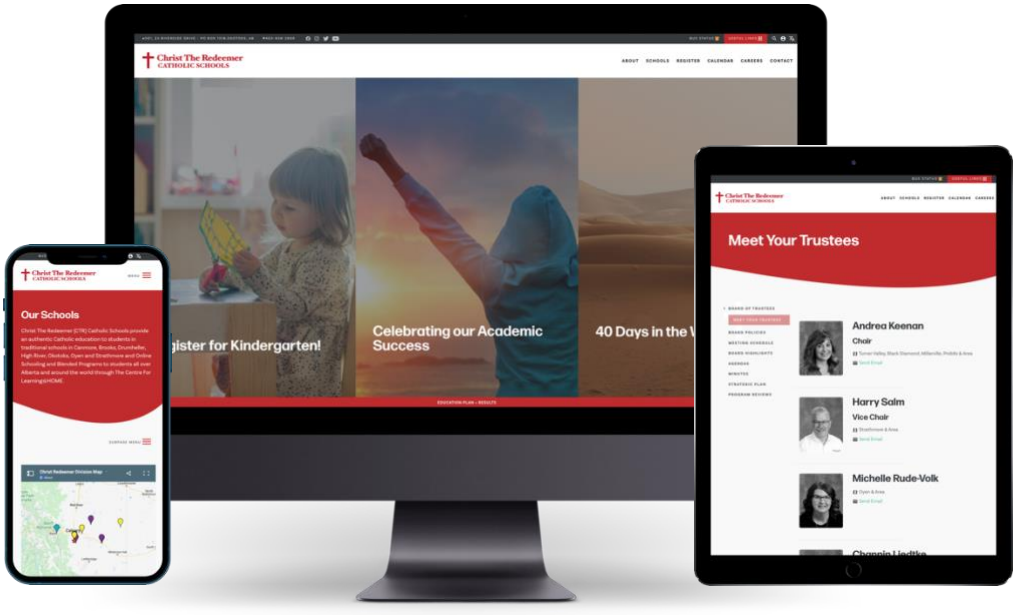
Phone: (403) 952-8193 | Email: angelabaron@prrd8.ca

Project Spotlight: Christ the Redeemer Catholic Schools

Christ the Redeemer is an innovation leader for AB schools. Utilizing our design team and Content Manager's features, we've introduced a fresh and consistent look for their entire web presence.

Collaborating with their team, we also built a fully featured document management tool that seamlessly integrates with their new websites and is now available for all users. Features like this are free of charge and become extensions of Content Manager.

- **District Site URL**: www.redeemer.ab.ca/
- **Dates:** Work began Spring of 2021 and was completed in December
- **Project Highlight:** Cindy and her team at Christ the Redeemer took full advantage of our innovative page-sharing capabilities to centrally manage most of their school pages without manually replicating content!



Primary Contact

Cindy Nickerson – Communications Coordinator

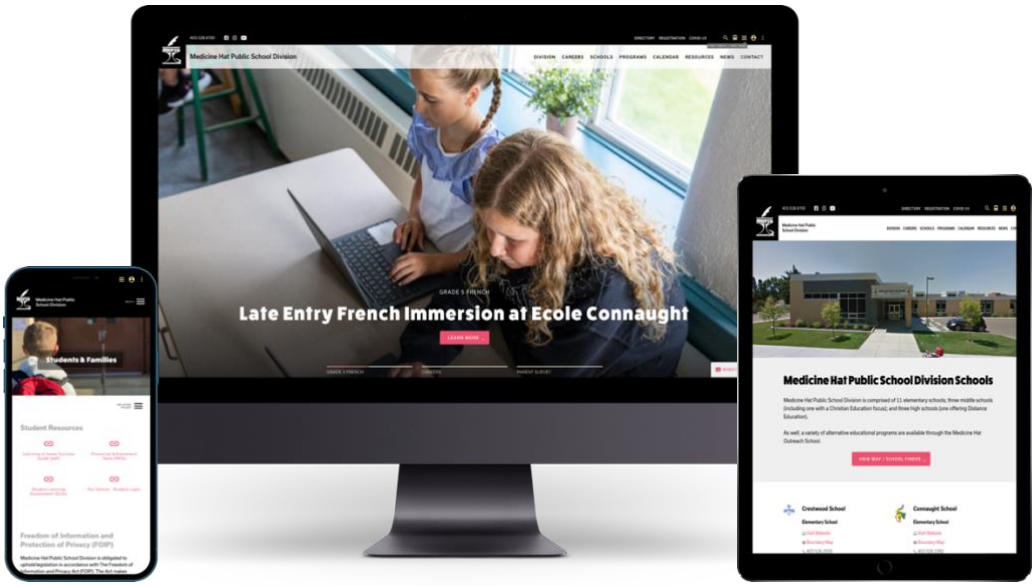
Phone: (403) 938-2659 | Email: CNickerson@redeemer.ab.ca

Project Spotlight: Medicine Hat Public Schools

Medicine Hat Public Schools had a tremendous vision for their web presence. Armed with excellent photo and video, their communications team wanted flexible websites that could showcase the best of their school district.

To meet the needs of their team, we leveraged Content Manager's ability to reverse engineer complex designs to give them complete control over their banners and calls to action. Able to switch seamlessly between photos and videos, their new sites are a vibrant and personable window into their schools.

- **District Site URL**: www.mhpsd.ca/
- **Dates:** Work began in late 2021 and was completed earlier this year
- **Project Highlight:** The team at MHPSD also took full advantage of our ability to create identity-based content. When signed in, staff members are greeted with a new layout, news items and links specific to their needs and interests.



Primary Contact

Lee Krasilowez – Communications Coordinator

Phone: (403) 528 - 6717 | Email: lee.krasilowez@sd76.ab.ca

Section 12: Fee Schedule

We will do our best to align the pricing section of this proposal with your expected format in the **Proposal Price Sheet (Attachment C)**. That sheet is included in our submission; however, this section will sum things up nicely.

Regarding pricing, Content Manager (and all other Imagine Everything projects) is designed to be straightforward and exceptionally affordable. The following breakdown will best communicate our pricing structure (based on a student enrollment of **70,996**).

All pricing is being quoted in USD.

	Annual Cost Per Student	**Annual Cost** Hosting Base	**Total**
Content Manager	$1.00	$ 10,000	$80,996
Implementation	Free with Content Manager		
Support	Free with Content Manager		
Training	Billed at Cost (**only if onsite**)		
		Sub-Total	$80,996
		Sales Tax (6%)	$4,859.76
		Total Annual Cost (USD)	**$85,855.76**

Per-student pricing is another unique angle designed to keep this project extremely flexible. By not tying costs to each website, you are covered for whatever direction BPS wants to take the new web presence.

This price is all-inclusive. Annual costs cover **all** hosting, design, content migration, training, support, and **full** use of Content Manager. Your yearly fee also keeps our team an email away and provides instant access to new features and functionality—**no extra bills, hoops, or time tracking. Our team is your team, 100%.**

This approach to pricing and project delivery has been seen by all as a refreshing departure from the current industry norm.

(Optional) Value Added Services

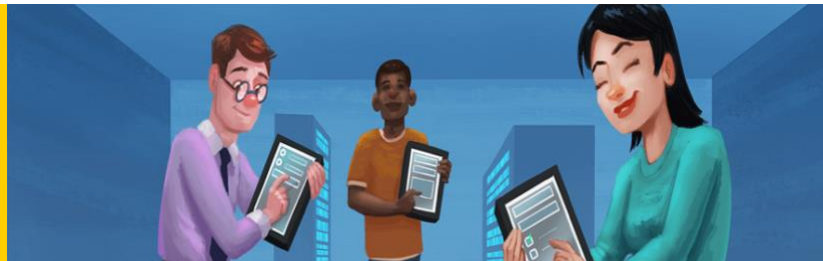
This is an exceptional opportunity to build exciting new connections South of the border. Because of this, we would also like to offer you two additional (and entirely optional) items as part of this Content Manager project!

Parents Forms	Student Aware
Parent Forms is a tool that allows you to offer fast, mobile-friendly online student registration. We custom-build forms that will be part of your web presence and collect all information in a lightweight user interface. From here, you can validate registrations and seamlessly move all data into your SIS.	Our most impactful project, Student Aware, is a privacy-minded tool that notifies administration when students present signs of self-harm, bullying, school violence, exploitation, and other high-risk activity. Delivered with a lightweight browser extension, setup takes about 10 minutes and gives nearly immediate insights.
Being offered FREE of charge for 1 Year and at a 25% discount for subsequent years ($18,800 **USD**/year).	**Being offered with a lifetime 50% discount** with Content Manager ($12,400 **USD**/year).
Additional Year 1 Cost	**$12,400**
Additional Year 2+ Cost	**$31,200**

We see both platforms adding tremendous value to your suite of website hosting capabilities. With online registrations and key aspects of online student safety covered, BPS will be equipped with a unique and unmatched approach to communication, parent engagement and enhanced student safety.

If you decide to take us up on these offers, implementing all three platforms could begin simultaneously without impacting the main web hosting project.

Regardless of how you want to proceed, we also want to be clear that we do not lock school boards into long-term contracts. Most of our partners choose to pay year-to-year and we don't mind! This keeps us earning your business each year and further disrupts the standard approach taken by legacy providers. Signing on for 3 or 5 year terms is certainly doable though and will guarantee pricing in the event of (rare) changes.



We've already been hard at work alongside some of the best in education. So, don't just take our word for it! Here's what some of our partners have to say about us.

Corey Sadlemyer - **Associate Superintendent - Medicine Hat Public School Division**

We love working with Imagine Everything because of their built-in "customizability" and willingness to collaborate. When they say their solutions are built for educators, they mean it. From inception to completion, every Imagine Everything project we have taken on has directly involved our team. We are excited to be in on the ground floor of their projects and to be paying prices that are less than ½ of what we would with other partners.

Amber Darroch – **(Former) Associate Superintendent - Horizon School Division**

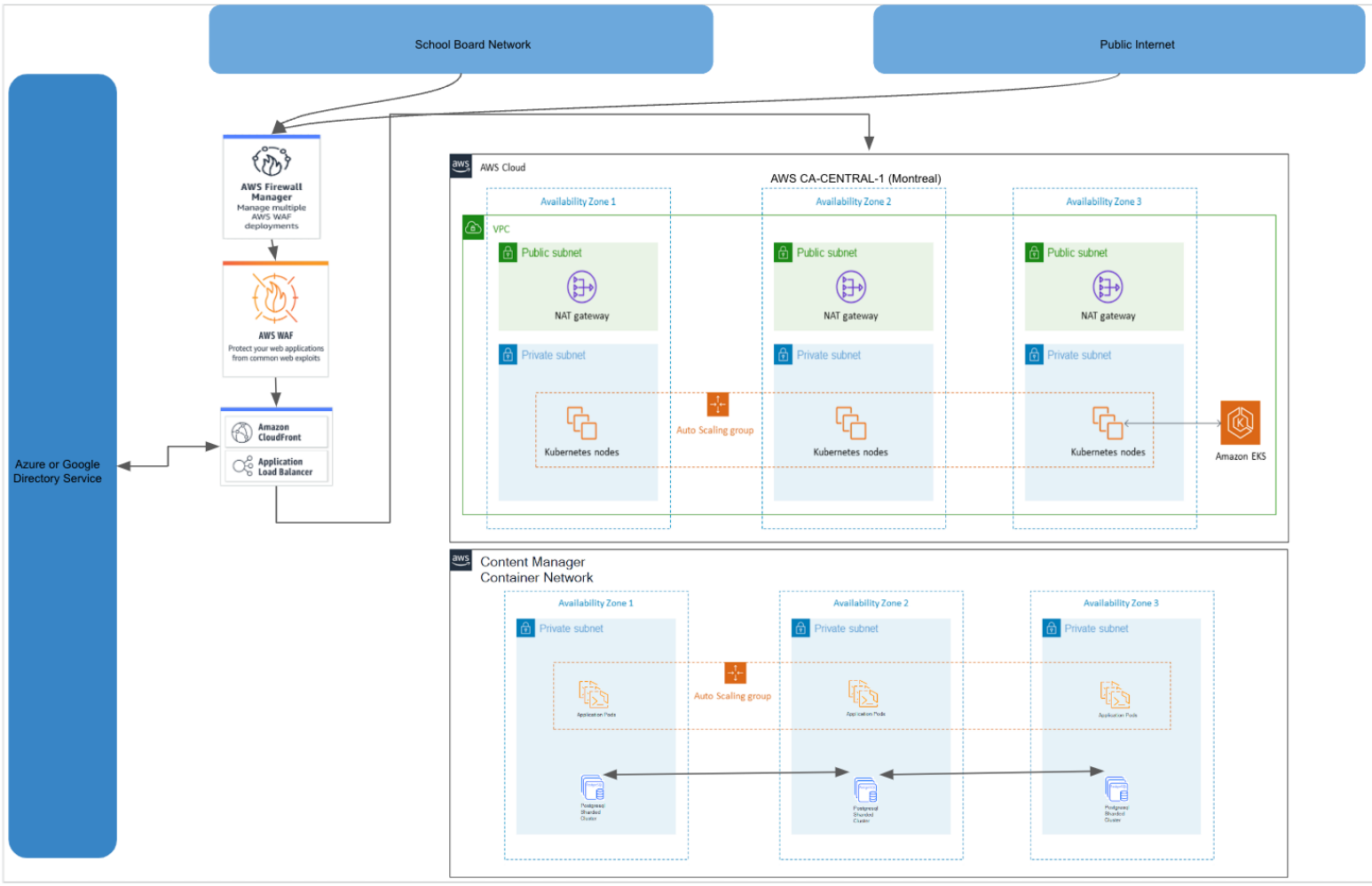
For School Divisions seeking to continuously improve and make every dollar go further, Imagine Everything fills a niche unlike any other technology partner. Their zero-profit business model and proven track record clearly separates them from competitors. They make workflow manageable and intuitive for our teachers and grow with us as the complexity of our student needs, demographics, and reporting evolve. It's great to be refining a beautiful product and to be responding to our students needs without being charged an arm and a leg.

John Schutte - **IT Director - Calgary Catholic School District**

The Calgary Catholic School District has completed several projects with the Imagine Everything team, and I can confidently say that they are professional, diligent, and reliable. The development team listens closely to our needs and always delivers results that exceed expectations, and continuously push the envelope on innovation. The value proposition they provide is second to none. I cannot recommend them enough.

APPENDIX

Content Manager Logical Infrastructure Diagram



Sample Partnership Agreement and Disaster Recovery Plan

IMAGINE EVERYTHING
Your community, our code.

Partnership Service Agreement

This Partnership Service Agreement ("Agreement") is a legal contract between Imagine Everything ("our," "we," "us," "the company") and **SCHOOL BOARD NAME** ("**ACRONYM**," "you," "your," "you're"). Respectively, both organizations are represented by individuals (collectively the "Parties," or individually, a "Party") who claim the power and authority to enter into this Agreement and any optional, accompanying Statement of Work ("SOW").

The "Effective Date" of this Agreement is **MONTH DAY**, **YEAR**.

Contents

1. Definitions
2. Expectations
3. Confidentiality
4. Intellectual Property Rights
5. Data Ownership
6. Dispute Arbitration
7. Indemnification
8. Support
9. Warranty
10. Security and Privacy
11. Payment Terms and Product Pricing
12. Termination
13. Products and Services

1 - Expectations and Definitions

Imagine Everything is a software development and design team that provides the resources required to create highly specialized solutions as part of an extended education community. We see projects as ongoing and driven by the advice and wisdom of senior school board personnel. Through our advisory board, community webinars, and project-specific community sprints, we gather requirements, validate features, prioritize tasks, and ultimately commission work collectively. Any requirements that do not already exist and that are unique to a single school board can be written into a Statement of Work. We realize how challenging it can be to define requirements simply because "you don't know what you don't know." At the same time, we encourage each new community member to do their best to visualize their needs and share those with us so we can plan for your unique needs.

Services means delivery of the products Imagine Everything is required to or otherwise will provide under this Agreement. The Services may include support and professional services such as graphic design related to the successful delivery of a product.

Agile project management methodology is used for all software development tasks within our community. Our school board community has been trained to think, and architect features in terms of sprint cycles with priority tasks accounted for based on their required effort and overall impact. We use a Kanban board that is open to every community member. Progress is often tracked using burn-down charts showing timeline scope adjustments. Agile has proven very successful for our school board community as it emphasizes people and real-time collaboration using the most recent information available, it responds better to unanticipated changes required by school boards, it encourages validation often, and delivers value more frequently.

Waterfall project management is used for our design projects. Aesthetic requirements, site architecture requirements, website integrations, and content migration are all broken down into milestones. Design projects involve predictable effort and known work. Progress is tracked using Gantt charts that show progress towards specific milestones.

ARCI is used to assign accountabilities and responsibilities and clearly define who should be consulted and informed as decisions are made. Our team typically uses ARCI for waterfall-based projects since software development projects rarely involve the school boards directly.

Confidential Information means all information disclosed by either Imagine Everything or you, including technical, marketing, financial, employee, planning, samples, beta versions, schematics, prototypes, data, software code, and other confidential or proprietary information in

any form or medium (e.g. written, verbal, electronic, visual) that, for any of the above: (a) has been identified by either you or us as confidential or proprietary; or (b) should reasonably be understood to be confidential based on the nature of the information or the circumstances of its disclosure. Confidential Information does not include information that can demonstrate by documentation: (i) was already known without restriction on use or disclosure before receipt of such information, (ii) was or is independently developed without the use of any Confidential Information; (iii) was or becomes generally known by the public other than by breach of this Agreement by, or another wrongful act of, the receiving party or any of its representatives; or (iv) was received from a third party who was not, at the time of such disclosure, under any obligation to maintain the confidentiality of such information.

Intellectual Property Rights means all or any of the following: (a) patents, patent disclosures, and inventions (whether patentable or not); (b) trademarks, service marks, trade dress, trade names, logos, corporate names, and domain names, together with all of the goodwill associated therewith; (c) copyrights and copyrightable works (including computer programs), mask works, and rights in data and databases; (d) Trade Secrets, know-how, and similar Confidential Information; and (e) all other intellectual property rights, in each case whether registered or unregistered and including all applications for, and renewals or extensions of, such rights, and all similar or equivalent rights or forms of protection provided by applicable law in any jurisdiction throughout the world.

2 - Expectations

What can you expect from Imagine Everything?

We aim to be responsive and adaptable to your needs by operating within the spirit of this Agreement rather than by the letter of the law. You will find us flexible and uncompromisingly committed to your success. As a team of software developers and graphic designers, you can expect quality, usable software in both function and aesthetics and top-notch technical support.

What is expected of you?

By organizational design, we do not employ business analysts or subject matter experts. Our philosophy is that nobody knows what they need more than you; therefore, we must listen, learn, create, and adapt based on the wisdom and guidance you share. There is an expectation that

you are experts in the field of education and that any new features that may be required in any of our products will be accurately described to the best of your team's ability. We also realize you are in the business of education, not software or product development, and we will do the best we can to guide you through the collaborative development process.

Being a community member will likely result in communication and exchanges with other school boards. Your employees' names and email addresses may appear in private exchanges, collaborative documentation, or other forms with other school boards.

3 - Confidentiality

Unless you provide express consent or disclosure is required under legitimate legal authority, all personal or private information held by us other than your name, address, logo, and listed telephone number, is considered Confidential Information and will not be disclosed by us to anyone other than:

1. Your school board personnel;
2. In our reasonable judgment, a person seeking the information as your agent;
3. A law enforcement agency whenever we have reasonable grounds to believe that you have knowingly supplied us with false or misleading information or are otherwise involved in unlawful activities; or;
4. A public authority or agent of a public authority if, in our reasonable judgment, it appears that there is imminent danger to life or property which could be avoided or minimized by disclosure of the information;
5. Members of our team, contractors who work on behalf of Imagine Everything who are under confidentiality agreements, or members of our board of directors, are also under confidentiality agreements.

You acknowledge that information given to you by Imagine Everything should be considered Confidential Information unless instructed otherwise and should not be disclosed to anyone other than an agent of your organization.

Both Parties agree that, upon termination or expiration of this Agreement, all Confidential Information will be either returned or permanently destroyed unless the retention of such information is required by applicable law.

We use a 4x zero-write procedure to permanently destroy data. This is considered an acceptable method of ensuring data is not recoverable through forensic or malicious tools by both military and law enforcement. To ensure the proper removal of confidential data we encourage you to review these Microsoft and Linux based projects:

https://docs.microsoft.com/en-us/sysinternals/downloads/sdelete
https://linuxhint.com/completely_wipe_hard_drive_ubuntu/

4 - Intellectual Property

All software and services provided are the intellectual property of Imagine Everything including software code, compiled software, feature design, or processes developed for the duration of this Agreement or any supporting Statement of Work.

Any visual design, template, form, graphical compositions, or content created for you, by you, or by our team is owned by you. In the event that this agreement is terminated or expires, all original design files and raw data will be given to you within (5) business days of termination. Data will be exported in CSV format unless another format is mutually agreed upon. Any data not returned to you upon termination will be permanently and securely purged from our system.

5 - Data Ownership

All data provided by you through our software or services or directly to a member of our team is owned by you. Our software and services help you visualize, interpret, and present such data.

At any time, you may request a copy of your data, in which case our team will ensure you have been provided with the data in no greater than (5) business days. If the data cannot be provided in this time period due to a technical limitation, we will provide you with an action plan which details the nature of the delay and a plan for completion.

You may also request that your data be removed at any time. If there are any regulatory compliance deadlines you are required to meet (e.g. FOIPP, GDPR), please indicate this when engaging with our team.

6 - Dispute Arbitration

Any dispute or difference arising out of or in connection with this contract shall be determined by the appointment of a single arbitrator to be agreed between the Parties, or failing agreement within (14) days after either party has given to the other a written request to concur in the appointment of an arbitrator, by an arbitrator to be appointed by the Arbitrators Association of British Columbia.

7 - Indemnification

Each party agrees to indemnify, defend, and hold harmless the other party from and against any loss, cost, or damage of any kind (including reasonable outside attorney's fees) to the extent arising out of its breach of this Agreement, and/or its negligence or willful misconduct.

In the event Imagine Everything is dissolved for any reason, we will provide a complete workable copy of any products or services, including source code, database schematics, and any other technical documentation required for ongoing maintenance and future development of the technology.

We operate on a principle of absolute, uncompromising transparency. Our security practices, technical infrastructure diagrams, software code, operational policies and procedures, bylaws, and anything else pertaining to the successful operation of your school board business processes using our products, can be made available to our school board partners.

Furthermore, our advisory board, all senior-level education officials employed by school boards, are given full ledger-level financial access to our company books. They are involved in executive-level hiring decisions and are ultimately accountable for pricing our technology, approving our policies and procedures, and ensuring we follow proper privacy and security protocols as required by school boards.

8 - Support

Phone and email support (support@imagineeverything.com) is provided during regular office hours from 8:00 am PST - 5:00 pm PST Monday through Friday, excluding Canadian and provincial statutory holidays. We aim to provide a same-day response to all email requests made before 3:30 pm PST.

Our servers are monitored 24 hours a day, 7 days a week, 365 days a year to ensure all services provided by our company are running optimally. In the event of a critical failure, our engineering team is automatically notified and deployed. Hosting is provided by Amazon Web Services from their Montreal, Canada, region (see their SLA).

The communication procedure used in the event of a critical failure is as follows:

Length of Outage	Due Diligence
< 15 minutes	Our team will recover from the incident and document the failure. An incident report will be available by request. No notifications will be sent to the emergency contact.
from 15 minutes - 60 minutes	Our team will recover from the incident and document the failure. After 15 minutes of downtime, we will issue a notification to the emergency contact. An incident report will be distributed to the emergency contact following corrective action.
> 60 minutes	In addition to the previous due diligence, we will provide hourly updates to the emergency contact if the issue persists beyond 60 minutes.

In the event there is a privacy breach whereby personally identifiable information belonging to a school district is exposed by an Imagine Everything hosted service, you will be notified of the breach immediately, in writing, with a follow-up report detailing the extent of the breach as soon as that information becomes available through an investigation.

Imagine Everything acknowledges that it is familiar with PIPEDA and FOIP and that we will go above and beyond the reporting requirements of this act in an effort to remain fully transparent with all school district stakeholders. Each school district stakeholder will have the same information we have as it becomes available should any breach of privacy occur.

Network Protection

We provide **AWS Shield Standard** to defend against the most common, frequently occurring network and transport layer DDoS attacks that target your services. When you use AWS Shield Standard with Amazon CloudFront and Amazon Route 53, you receive comprehensive availability protection against all known infrastructure (Layer 3 and 4) attacks.

9 - Warranty

To the best of our ability, we warrant that the software and services described are free from software bugs or defects. We consider a software bug or defect to be any functionality that deviates from an originally designed process or procedure of the software.

In the event you discover a bug or defect, please report it to our support team. Our support team will classify the bug and determine the urgency for resolution based on the definitions below.

Classification	Description	Resolution Target
Critical	Any bug or defect compromising security or privacy; or which prevents the normal operation of the software and has no workaround.	Software engineers will be immediately deployed and will continue to work until a fix has been deployed.
Major	Any bug or defect which prevents the normal operation of the software but has a workaround.	Software engineers will begin working on the issue within (2) business days and will work normal hours until a fix has been deployed.
Minor	Any bug or defect which does not prevent normal operation of the software. This includes any display or rendering issues.	The product team will document the bug or defect and stack rank it based on severity against other bugs. You are welcome to review our stack rank at any time and provide our product team with feedback.

10 - Security and Privacy

What measures are taken to protect your data?

- **Security begins by educating people**. Our team members are regularly trained in security practices, and recent hacks and exploits are discussed at our all-hands team meetings. These meetings are for all staff -- not just our development team. Everyone is expected to be educated and participate in continually raising the bar on security practices.
- **Multi-factor authentication**. Whenever possible, we deploy multi-factor authentication. This includes forced two-factor authentication for all our team members and contractors for our Google Workplace, Amazon Web Services, GitHub, Slack, BitBucket, Product Board, and all our financial systems.
- **Intrusion detection system (IDS)**. We employ an IDS system through our cloud-hosting platform to detect unusual activity against any of our systems.
- **Data encryption**. All data is required to be encrypted during transport and in a state of rest while being stored on servers. Our servers are configured to immediately reject any non-encrypted request -- no exceptions.
- **Data access logging**. We deploy data access logging in all of our software development processes and most of our products that collect personally identifiable information. This ensures we know who accessed what, when, and for what reason. Data access logs are reviewed regularly and can be made available to you by request.
- **Multi-tenant with physical separation of data**. One school district cannot impact another school district, given how all our systems are designed. Unlike many SAAS-based software systems, which use logical separation of data, all our technologies physically divide the data into separately secured databases. This ensures that a bug or isolated hack or attack on one school district cannot create a vulnerability in another school district.
- **Network security**. Whenever possible, our technical systems are protected by an IP address which requires either a VPN or whitelisting to access. This ensures that, in addition to multi-factor authentication, our services and technologies are not even known to potential hackers.
- **Anti-phishing technology**. We deploy anti-phishing technology developed by Google to reduce the chances of a socially engineered attack succeeding.
- **Workstation security**. All workstations are equipped with two layers of malware and virus detection and protection. Furthermore, mail is accessed server-side, and an independent scan of all files takes place before any user can see an attachment.

- **Advanced technology stack**. We use Golang, a compiled, strong type definition language for areas of our software that require extraordinarily high levels of security and performance. Furthermore, most of our projects employ Kubernetes and pod-based service deployment that helps protect an application at the service level. We also use an immutable version of Linux called NIX which cannot be changed, altered, or reconfigured without redeployment of a node. NIX also helps ensure third-party software packages are kept up to date and free from known exploits. All our APIs operate on a zero-trust model requiring bearer tokens to access with additional layered security built into each controller based on the information accessed. All these things, and many more, contribute to an application environment at Imagine Everything that is hardened against exploitation.

What measures are taken to protect your users' privacy?

- **We are advisory board-governed**. Every member of our advisory board is a volunteer representative who works in a senior-level role at a school board. This most frequently includes Associate Superintendents and Technology Directors. They are given full ledger-level financial access to our company books as well as open access to technical schematics that clearly demonstrate how technology is designed and how information is stored and protected.
- **Ownership of data**. There is no gray area; this Agreement and our privacy policy make it explicitly clear that any data contributed to any of our systems is owned entirely by you. You are given full control over the access, storage, and retention of that data.
- **Lowest privacy footprint model**. We collect and retain data only for the core functioning of services and as required by applicable law.
- **A strong data breach protocol that includes you**. Our data breach policy ensures you are involved in key decision-making immediately after discovering a breach. In a worst-case scenario where a data breach occurs, we begin consulting with you immediately as opposed to crippling latency in the reporting process.
- **GDPR compliance**. Although the General Data Protection Regulation (GDPR) is a European data privacy protection standard, we abide by it anyway because it's the right way to conduct our business. It is in the best interest of the end-users that they are confident they have control over how their data is stored and accessed. Canada, unfortunately, has no comparable law to protect end-users.
- **Private data is always encrypted**. In the event we need to collect private data from you to troubleshoot an issue or develop a feature, that data is stored using encrypted hard drives and encrypted virtual machines. In the event a laptop or workstation is ever stolen, it would make the data stored on the device useless. We often employ multiple layers of

encryption, including full disk encryption as well as an additional layer of encryption applied to the virtual machine where data would be processed. We also leverage technologies like AWS S3 for the secure transfer of data.

11 - Payment Terms and Product Pricing

What is the frequency of invoicing?

All of our products are cloud-hosted solutions. To minimize the cost of our products, we reserve cloud-hosted infrastructure annually, which means products are invoiced annually. Through both Amazon AWS and Microsoft Azure, we “reserve” computing power, which can result in 25-40% cost savings reflected in our solutions' low-cost model.

How can invoices be paid?

Invoices are sent with an expectation that they are paid within (30) days upon receipt. We accept electronic fund transfers as well as a cheque. We do not accept credit cards as they greatly add towards the cost of providing services (2.5% - 3.5%) -- a cost that our school boards would ultimately absorb through the product pricing.

Imagine Everything reserves the right to charge a 1.8% fee on late or overdue payments. We understand that mistakes and miscommunications happen, so this is not generally exercised unless late payments are a consistent pattern or are excessively late.

How are product prices protected? Are they sustainable?

While our goal is to reduce the cost of technology, we may be required to increase the price of a product or service periodically for a variety of reasons including, but not limited to inflation, change in the U.S. to the Canadian dollar, the underlying cloud-hosting infrastructure costs increasing, or new features that change the hardware requirements in a substantive way for a product or service. We are transparent with our expense structure and are happy to share this

data with any of our school district partners upon request to ensure they are receiving the lowest possible cost for a given technology while also ensuring our technologies are sustainable.

Any change to our pricing structure requires board-level approval in accordance with our company bylaws. Given our board is made up of senior-level educators who are protecting the interests of their respective school districts, this, in turn, helps protect the entire school district community against unnecessary price increases.

Changes to the cost of any product or service will be communicated (6) months ahead of any pricing changes. Any changes to the pricing structure of one or multiple products or services will be reflected as an amendment to this Agreement.

You have the option through this agreement to lock into a price for a multi-year period in exchange for a multi-year commitment to utilizing the product or service.

12 - Termination

Termination of the agreed upon products or services takes place on the anniversary of the Agreement's Effective Date for the product or service. Invoices will also be made out based on the Effective Date.

Given our own commitments to renew cloud-based infrastructure to provide your products or services, school boards must report the termination of any service to us at least (60) days ahead of renewal to ensure we do not commit to another year of resources through our cloud-hosting provider.

13 - Products or Services

Product Subscriptions

If there is any significant change to student enrollment (+/- 3%) we will adjust the costs. We ask that you continue to report these changes based on your annual budget and/or operating report.

We can also fix your price for a three or five-year period to give you confidence that our products and services will stay within your budget for the foreseeable future. Please indicate

below if you would like to make a multiple-year commitment to a product or service in exchange for a guaranteed price. In the event that your school board experiences an enrollment change of +/- 3%, we will still adjust the price each year using the locked-in metrics agreed to in the table below. This helps protect you should you suffer a significant enrolment loss and ensures we can cover increased costs should your enrollment increase substantially.

Each product you subscribe to will be added or amended to this Agreement with a signed appendix page.

***

This agreement is entered into on **MONTH DAY**, **YEAR**. By signing this agreement both parties agree to the terms and conditions stated above.

Imagine Everything Officer of the Company	**SCHOOL BOARD LEGAL NAME** Authorized Agent of the School Board

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Content Manager

Content Manager provides a fast, simple way for school boards to run a fully integrated public website presence and private intranet.

Student Enrollment Count	**XX,XXX**
Subscription Start	**MONTH DAY, YYYY**
Please Indicate Desired Term Length	

Annual Subscription Fee

Base Cost	Cost Per Student	Total Student Cost	Sub Total	Taxes (GST)	Total
$X,XXX	**$X.XX**	**$X,XXX.XX**	**$X,XXX.XX**	**$X,XXX.XX**	**$X,XXX.XX**

This appendix was added to the Agreement on **MONTH DAY**, **YEAR**. By signing this appendix both parties agree to the terms and conditions stated herein as well as to the process of amending the original Agreement.

Imagine Everything Officer of the Company	**SCHOOL BOARD LEGAL NAME** Authorized Agent of the School Board

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Disaster Recovery Plan

This plan should be reviewed with the entire staff at Imagine Everything twice per year during the all-hands meeting. Access to this document is made available to all staff members so they know how to respond in the event of a catastrophic failure.

For security reasons, this document does not include the technical engineering steps for disaster recovery. That information is contained in a secure document held by the Officers of the company referred to as the **Infrastructure Recovery Plan (Private / Secure)**.

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1 - Purpose

The purpose of this disaster recovery plan is to:

- To minimize interruptions to the normal operations.
- To limit the extent of disruption and damage.
- To minimize the economic impact of the interruption.
- To establish alternative means of operation in advance.
- To train personnel with emergency procedures.
- To provide for smooth and rapid restoration of service.

2 - Data Processing Access by Role

The following table demonstrates, by team member role, whether or not their system access gives them the right to create, modify, view, or delete school district data.

Role	Create or Modify	View	Delete	Database Access	Backup
CEO	Yes*	Yes*	Yes*	Yes*	No
CTO	Yes*	Yes*	Yes*	Yes*	Yes
Software Developer	Yes*	Yes*	Yes*	Yes*	No
Project Management	No	No	No	No	No
Support	Yes*	Yes*	Yes*	No	No
Sales	No	No	No	No	No
Marketing	No	No	No	No	No

* There is an audit trail of any activity for this user role through application-level accesses

3 - Applications

Application	Personally Identifiable Data	Supports 2FA
Student Aware	Student IP (External) Student IP (Internal) Student Email Student Website Traffic Logs Student HTTP Metadata	Yes
Guestbook	Visitor Firstname Visitor Lastname Visitor Company Visitor Phone Number Visitor Email (Optional) Visitor Host Name	
Parent Forms	Student Enrollment Data Parent or Guardian Data Student Contact Data	Yes
CLASI Hosted	Complete Student Record	Yes
Education Forms	Student Enrollment Data Parent or Guardian Data Student Contact Data Student Behaviour Data Student Medical Data Staff Firstname Staff Lastname Staff Email	Yes
Content Manager	Staff Firstname Staff Lastname Staff Email	Yes

4 - Backups and Remediation

Company Officers

The senior-most officer of the company available, preferably the Chief Technology Officer should be involved immediately. This individual will assume the role of **Privacy Officer** for the duration of the catastrophic event.

Application	Phone	Email
Brad Leitch	Primary: (403) 979-2265 Secondary: (788) 755-2424	brad@imagineeverything.com
Richard Kellar	Primary: (705) 878-2409	richard@imagineeverything.com

School Contacts

In the event of any widespread data loss (e.g. affecting multiple tenants) or a security breach the following distribution groups should be used to notify school boards.

School boards should be notified about any event as soon as reasonably possible however no later than 24 hours following a critical event.

ⓘ **Important**: it is important to communicate any outage as quickly as possible to school boards. This helps in two ways: first, school boards are proactively made aware of this issue and don't necessarily need to take action to request remediation on their own, and second, it helps prevent a massive influx of support traffic that we are obligated to address one-on-one.

Application	Contact Group
Student Aware	studentaware@imagineeverything.com
Guestbook	guestbook@imagineeverything.com
Parent Forms	parentforms@imagineeverything.com
CLASI Hosted	clasi@imagineeverything.com
Education Forms	educationforms@imagineeverything.com
Content Manager	contentmanager@imagineeverything.com

If multiple services are affected our initial communication to school boards must include our priorities and objectives along with our best estimate towards restoring each service.

If we believe any data has been compromised please refer to the table above so that we can communicate with school board what data specifically may have been compromised.

Data Backups

Full system backups are stored every night.

These backups are version controlled and previous versions cannot be overwritten. This prevents complete data loss in the event of a complete and total takeover by ransomware. It is possible to corrupt the first backup but not the previous six based on cloud-based infrastructure limitations.

A secondary backup system exists that is physically disconnected from the primary cloud-based network. Although this isn't necessary for ransomware attacks, in the event multiple data centers were physically destroyed we would still be able to recover from this backup given it is geolocated in an entirely different region.

Remediation

In the event there is a security breach please refer to our Security Breach Protocol. In the event of a catastrophic infrastructure failure or a security breach that requires a complete rebuild of our environments, we will use the **Infrastructure Recovery Plan (Private / Secure)** as a guide. This document is stored offline in encrypted format by all officers of the company.

We are able to completely rebuild all of our cloud-based environments in approximately 48 hours. This is largely made possible due to our Kuberentes controlled deployment of software. Many of our systems could bounce back significantly faster than this.

Logging

All activity and actions taken should be logged in a Google Doc that the team can collaborate on. This document can be created by any team member within our **Meeting Notes** share on Google Drive.

Logging should include, but is not limited to:

- Dates, times, and initial data about a critical event
- Who and when key personnel were notified
- When various activities began
- Logs of each school board communication (date, time, a record of what was shared and communicated)
- Any log or server data that may indicate malicious activity taken towards our infrastructure or software (store evidence in a sub-folder that can be easily shared with law enforcement if necessary)

Prioritisation

In the event that multiple systems are compromised by a critical event the order of restoration shall be as follows:

1. **Content Manager**. School boards rely on their websites to in turn communicate with parents, staff, and the community they serve. Ensuring they have a mechanism to relay information that we or they made to communicate is essential.
2. **Student Aware**. Given the threat-of-life function of this service, restoring the real time processing and investigative and notification system are the second priority.
3. **Education Forms**. This service impacts school staff more than any other service. To ensure teachers, principals, and learning support staff are able to continue performing their planning duties for students this service is recognised as the third-most important in the list of recovered services.
4. **Parent Forms**. Parent Forms handles enrollment and is a public-facing service. Although it is not vital to a school board's ability to function, the optics of having this service offline for an extended period are poor.
5. **Guestboook**. Digital visitor management is considered a productivity improvement tool and is not required for a school board to function. Given traditional “pen and paper” could quickly and easily restore a school board to a functional state this is considered the fifth most important service to restore.

6. **CLASI**. CLASI is capable of retroactively sending data to PASI. It is a secondary service that performs duties obviously behind the scenes. Although it performs a critical year-end records management function, restoring this service immediately is the lowest priority. As well, many school boards still host CLASI themselves and so the overall impact to the community is more limited than compared to other hosted services we provide.

5 - Testing Procedures

Each year in July the software engineering team is required to test our disaster recovery procedures to ensure any software or infrastructure changes have not impacted our ability to fully restore all services within the required timeframe.

Any updates that are required to our **Infrastructure Recovery Plan (Private / Secure)** should be made at this time.

This event will be scheduled by the Chief Technology Officer and all members of the development team and operations team are required to participate. The testing procedure must be documented and any gaps in training or procedure noted so they can be tracked and corrected.

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Security Breach Protocol

Summary

The purpose of this protocol is to clearly identify the required actions based on the type and scale of a security or privacy breach. A privacy breach includes any loss of, unauthorized access to, or unauthorized collection, use, disclosure, or disposal of personal information of any company information, school board partners, or third-party partners.

As a company it is our goal to perfectly align with all requirements outlined under the Freedom of Information and Protection of Privacy Act (FOIPPA). Accountable privacy management includes specific controls to ensure that FOIPPA requirements are respected. It is also our objective to work cooperatively with school board partners, being as transparent and timely with information as possible.

Whenever reasonably possible, we will attempt to include the school board in the decision making process.

Step 1: Report and Contain

Any breach of information identified by or reported to an employee should be immediately reported to an officer of the company. The officer of the company will assume the role of **Privacy Officer** for the duration of this protocol.

The Privacy Officer will take immediate steps to contain the breach including:

- Stopping any unauthorized access;
- Recovering any lost or stolen information;
- Shutting down the system that was breached to ensure no further compromise of information;
- Revoke and change all access codes including passwords and system SSL keys;
- Correct any physical or software weaknesses;

The Privacy Officer must apprise the executive team and the advisory board within two hours of any privacy breach or secure system being compromised.

Step 2: Risk Evaluation

It should be the goal of our team to notify school boards as quickly as possible about any breach of security whether it results in the loss of personal data or not. The Privacy Officer will deliver an initial report within 24 hours of the breach to all affected parties that determines the extent of the breach as well as a plan for notification of any affected individuals. Given the short reporting timeframe this report does not need to be all-inclusive initially, but rather organic and growing as new information is revealed.

The advisory board may grant the team additional time to investigate following the initial report but any affected employees, school board partners, or third-party partners must be notified no later than 48 hours following the breach with a notice that contains as much information as is available at that time.

Step 3: Notification

When the notification is shared with affected individuals the Privacy Officer will notify people directly unless notification could cause further harm or contact information is not available. The advisory board reserves the right to make the ultimate determination of requirements for notification.

The notification should include:

- The date of the breach;
- Description of the breach;
- Description of the personal information involved;
- Potential risk(s) to the individual as a direct result of the breach;
- Steps taken to minimize risk;
- Future steps planned to prevent any further privacy or security breach;
- Steps the individual can take to take to control or reduce the harm;
- Contact information for the Privacy Officer;

Step 4: Security Safeguards and Prevention

The Privacy Officer will assess whether the safeguards and procedures were in compliance with FOIPPA. They will also determine whether any improvements or changes to security safeguards are needed as a result of the breach including preventative measures such as:

- Audit of physical or technical security
- Root cause evaluation;
- Revisiting or developing internal policies and procedures;
- Additional training;