



Accelerate Progress for Students

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RFP NO. 19-061 Digital Flyer Solution ADDENDUM #1

This addendum #1 is in response to submitted questions.

ACKNOWLEDGE ADDENDUM WITH SUBMITTED PROPOSAL:

Addenda not signed and returned may consider the RFP non-responsive and may be rejected.

COMPANY/FIRM NAME

SIGNATURE

Date

Q & A

1. Q- Does print play into this at all?

A- No. We are trying to move away from print for a number of reasons:

- a. We want to be more environmentally friendly.
- b. We want flyers to be more accessible both for people who have special needs (for example, a blind person wouldn't be able to read a printed flyer) and also for those with language barriers and would be able to use translation apps online.
- c. We want more flyers/information to make it home. We know that many parents don't often see printed flyers, especially parents of middle and high school students who don't always bring home the printed material.

2. Q- "Ability to upload digital flyers..." – what does this content consist of? A bunch of text and assets? Fully-formed HTML? Page layout done in PowerPoint or Publisher?

A- While we are open to other formats, we are envisioning a system where a community organization that wants to distribute flyers to parents uploads a PDF (mobile friendly, possibly with accompanying information and for a nominal fee). The digital flyer provider would need to make sure the flyer is accessible based on WCAG2 guidelines, then post it to school-specific website as well as email it to parents.

3. Q- Is the expectation that the system handles the permission from District Communications to contact principals, and the principals' permissions to contact student families?
A- APS Communications would work closely with the system provider on setting up the system so that the flyers get to parents. APS Communications would provide parent contacts to the provider. APS Communications also would need the ability to review flyers before they are posted (final permission to post from outside organizations needs to come from the District). APS Communications also would work with the providers on training schools/principals so that they can use the system themselves to provide information specific to schools such as book fairs, festivals or fundraisers.

4. Q- Posting the same content to school-specific sites. Who is hosting these school specific sites?
A- The system provider would host the school specific-sites. The District would work with the provider on posting link/button to each of the school sites as well as the District's site (about 144 sites in all).

5. Q- What is the current on-line request form? And do we need to integrate with that application or site?
A- Link to the current request form. As mentioned, we would like to move away from this system and to one that allows organizations to work directly with the provider (with the exception of APS Communications maintaining the role of final approver). We would like some presence on the District's website – a button/link that would go to a landing page with basic information/instructions and links to each of the school flyer sites.

6. Q- Does APS have a service provided today for whitelist/blacklist email management?
A- I believe we do, though any additional information would need to come from technology.

7. Q- Are other medias besides email required? i.e. text/SMS, landing pages/web pages
A- Yes, as mentioned in response to question 5, we are envisioning a landing page on the District's website that provides information/instructions as well as links to flyer webpages for each school. We are not planning to use SMS as this point.

8. Q- Does APS require that the awarded vendor manage, support and maintain the solution?
A- Yes, the management of the flyers/school sites would be handled by the provider.

9. Q- Are integrations into other APS systems/applications required?
A- The provider would need to work with our web team to make sure the information/links are posted to all of our sites.

10. Q- Is email verification management required?

A- No, not at this time.

11. Q- Is there a need for variable data on the digital flyers? i.e. graphics/images/text

A- Yes – these flyers almost always include graphics, images and texts which will need to be tagged to make them accessible.

12. Q- How many levels of approval will the requests need to travel through? Copyright?

A- The flyers that go to parents will need to be approved by APS Communications. They are vetted for appropriateness and to make sure they support district goals and initiatives, enhance educational outcomes for students, benefit students and families and encourage character building activities and/or interests. They also are vetted to make sure that are age-appropriate (i.e. no advertising of alcohol or drugs). While we don't check copyright, there is an expectation that those who create the flyers respect copyright laws. Should a conflict arise, the Communications Office should have the ability/authority to take down the flyers.